

Authentic Kentucky Experience: Bourbon

An authentic Kentucky experience should include some bourbon. After all, Kentucky is the birthplace of the drink which holds the distinction of being America's only native spirit, and still produces 95% of the world's supply. At one time, Louisville held the distinction of being the center of the bourbon universe. Today the city is reclaiming that honor with the openings of numerous distilleries, all in the downtown area or just minutes away, that provide a unique and intriguing addition to any group itinerary.

Peerless Distillery has been family-owned since its inception in the 1880s. The distillery was closed during Prohibition, but was reopened in 2015 and is reintroducing its label to an entire new generation of bourbon connoisseurs. Opened in 2013, the **Evan Williams Bourbon Experience** was the first distillery to open on downtown's historic Whiskey Row since Prohibition. This artisanal distillery celebrates the life and contributions of Kentucky's first commercial distillery. The #1 bourbon in the world is highlighted at the **Jim Beam Urban Stillhouse**. This is the only place you will find Jim Beam Urban Stillhouse Select - a bourbon distilled and bottled exclusively for the Urban Stillhouse. Located just five miles from downtown is the **Bulleit Frontier Whiskey Experience**. Originally the Stitzel-Weller Distillery was opened on Derby Day in 1935 then reopened in 2014. This is one of the true cathedrals of the American whiskey industry.

And while bourbon is the leading distilled spirit of the city and state, **Copper and Kings** makes brandy in a similar way that bourbon is produced - in Louisville-made copper pot stills. Bring your group for a rooftop tasting and a breathtaking view of Louisville.

Make sure to include a stop at one of the group-friendly stops along the **Urban Bourbon Trail** for a unique "bourbon" dining experience. The Trail includes nearly 35 bars and restaurants that know and appreciate bourbon.

Louisville Distillery Updates

Louisville Distilleries that are Open:

- **Evan Williams Bourbon Experience**
 - The Evan Williams Bourbon Experience opened on Main Street in downtown Louisville in November 2013. This is an official stop on the Kentucky Bourbon Trail (Louisville's first). EWBE offers a unique, multimedia visitor experience, produces bourbon in their artisanal distillery and carries site-exclusive Evan Williams Bourbon in their gift shop.
- **Bulleit Frontier Whiskey Experience** at the Historic Stitzel-Weller Distillery
 - Diageo opened the Bulleit Frontier Whiskey Experience at the site of the original Stitzel-Weller Distillery in the city's Shively neighborhood in September 2014. Visitors can tour a warehouse where the rickhousing system was invented in 1879 and a cooperage, which remains unchanged since opening in 1935. The Bulleit Frontier Whiskey Experience is also the newest stop on the Kentucky Bourbon Trail, and as part of Diageo's \$10 million investment in Stitzel-Weller, the next phase of refurbishing the facility will

include construction of a new bottling line, an on-site finishing center and a small batch craft still.

- **Kentucky Peerless Distilling Co.**
 - The second downtown distillery to open, Peerless is a family-owned company bringing back a traditional family style of bourbon. The entire process, from grain to bottle, can be experienced all under one roof. While their bourbon is aging, guests can sample a variety of proprietary moonshine flavors after their tour. A stop on the Kentucky Bourbon Trail Craft Tour.
- **Copper & Kings Distillery**
 - This Butchertown distillery uses traditional copper pot-distillation to forge untraditional craft-distilled natural, pure pot-still brandies, gin and absinthe. The state-of-the-art distillery has a rock-n-roll vibe (sonic aging their barrels to the likes of My Morning Jacket) and a sustainability focus. For example, the visitors center and courtyard bars are housed in refurbished shipping containers. Additionally, the view of downtown Louisville from the rooftop tasting room is incomparable.
- **Grease Monkey Distillery**
 - A part of the Distilled Spirits Epicenter, Grease Monkey is an educational/experimental distillery. This distillery was designed for use by everyone, from entrepreneurs to industry experts, and is equipped to distill spirits of all kinds. While the facilities are used in conjunction with Moonshine University, providing hands-on learning for students of the craft, the distillery is also available to large distillers in need of the proper equipment for small-batch runs. In addition, product development services are offered for those who want to experiment with flavor profiles.
- **Jim Beam Urban Stillhouse**
 - Opening October 1, 2015 in Louisville's downtown entertainment district, Fourth Street Live! – the Urban Stillhouse will offer free education, tastings and peeks at a boiled down distilling process. The experience features interactive touch-screen displays where you can interact with the Jim Beam brands – and even download information to your email account. As part of a more exclusive experience you can even bottle your own bourbon.

Coming Soon:

- **Angel's Envy**
 - Opening on Main Street (across from Slugger Field) in 2016. Angel's Envy already produces very highly regarded bourbon and rye (differentiated by the additional aging in port barrels) and the new distillery will allow them to have even greater control over the product. This is a \$12 million project and the latest renderings are showing a 25-foot bourbon barrel to go along with our giant Slugger Bat just down Main Street.
- **Old Forester**
 - Brown-Forman Corp. announced that an Old Forester Distillery and Visitors Center is planned for the 100 block of West Main Street in Whiskey Row. Slated to open in fall 2016, the distillery will offer tours, a tasting room, exhibits, bourbon-making demonstrations and more.

- **Rabbit Hole Distilling**
 - Rabbit Hole is opening a distillery in Louisville's hip nulu neighborhood, just east of the downtown central business district, by the end of 2016. While their bourbon and rye whiskeys are currently aging, they have already launched four moonshine flavors and have formed a partnership with Art Eatables to create small batch chocolates to complement their liquors.
- **Michter's**
 - While Michter's is already producing bourbon in Louisville, the micro-distillery under construction in the old Fort Nelson Building at 801 W. Main Street will include a visitor experience. Michter's is taking great efforts to restore this historic building and have not set an opening date yet. The downtown distillery will handle its own batch production and some barrels will be stored there as well. Visitors will get an overview of the entire process from a mezzanine running through the building.

Louisville's Urban Bourbon Experience

Louisville's urban bourbon experience orders another round

In Louisville, Bourbon is king and our favorite spirit's kingdom is growing again. Thanks to the \$1 billion investment in the city currently, there are new developments springing up on the original Whiskey Row and nearly a dozen Bourbon-related ventures around the city. From Butchertown to Crestwood, a whole new wave of distilleries, tasting rooms, visitor centers, exhibits and Bourbon-inspired restaurants are popping up seemingly overnight.

To accompany this flurry of distilling activity, the nine-year old Urban Bourbon Trail continues to whet people's appetite for America's only native spirit. Each stop features 50+ Bourbons, a signature Bourbon cocktail and various Bourbon infused cuisine items.

Savor all the stops with a complete list of the Urban Bourbon Trail at www.urbanbourbon.com and visit the Louisville Visitors Center or any of the 34 stops to pick up a Urban Bourbon Trail Passport.

Thirsty for more? Louisville's Urban Bourbon Experience is also home to these distilleries:

Angel's Envy Distillery – Just opened in the fall of 2016, the former Vermont American Building on the original Whiskey Row was given new life as Angel's Envy's first home. The restoration and addition to the historic 1800's building included salvaging all the exterior walls and cast iron structure. The visitor center interior was inspired by the personality of the late founder Lincoln Henderson and his family. Unique touches include graphics hand-painted directly on to the equipment and walls, installations that show off the personalities of the employees and a tasting bar formed from a single oak tree. Visitors can also enjoy cocktails by in-house mixologists from noon to 4 pm.

Evan Williams Bourbon Experience - The Evan Williams Bourbon Experience was the first distillery to open in downtown Louisville since Prohibition when they brought their artisanal distillery to Whiskey Row in 2013. It celebrates the legacy of Evan Williams, Kentucky's first distiller and namesake of Heaven

Hill's flagship Bourbon brand. The highlight of the tour is a fully functioning, artisanal pot still distillery viewable to visitors and capable of producing a range of American Whiskey types and styles. The gleaming copper pot stills crafted by Louisville's Vendome are a modern version of the same type of equipment Evan Williams himself set up in his distillery along the Ohio River over 200 years ago.

Kentucky Artisan Distillery - Located just 20 minutes from downtown Louisville in historic Crestwood, Kentucky Artisan offers behind the scenes tours of a real working distillery. Their grains are grown a mile from the distillery, their stills are historic, and their bottling is done by hand. Three unique brands have their home here including house label, Whiskey Row Bourbon. The Jefferson's Bourbon line and Highspire Rye Whiskey are also distilled here from corn harvested at neighboring Waldeck Farms. Tours run Tuesday through Saturday.

Kentucky Peerless Distillery—Started in Henderson, Kentucky in the 1880s, Peerless Whiskey ceased production during Prohibition. The Peerless label laid dormant until this past winter when it was revived and reintroduced to an entire new generation of Bourbon connoisseurs. Tours and tastings are now open at this state-of-the-art distillery located on the west end of Whiskey Row.

Jim Beam Urban Stillhouse—The #1 Bourbon in the world now offers a visitor's experience like no other. This small working distillery, located in the heart of 4th Street Live!, also includes a bottling line, tastings, full retail store and something you won't find any place else—Jim Beam® Urban Stillhouse Select, a Bourbon distilled and bottled exclusively for the Jim Beam Urban Stillhouse.

Bulleit Frontier Whiskey Experience—Originally opened on Derby Day in 1935 and reopened to the public in 2014, the Stitzel-Weller Distillery is one of the true cathedrals of the American whiskey industry. Located only five miles from downtown, tours and tasting are available Wednesday through Sunday.

Copper & Kings - Louisville's only brandy distillery opened in 2014 in the Butchertown neighborhood. Copper & Kings uses traditional copper-pot distillation to forge untraditional, craft-distilled, natural pot-still brandies. The stills were manufactured in Louisville, Kentucky by neighbors, Vendome Copper and Brassworks. Music plays a big role at the Copper & Kings distillery. The name is meant to sound like a band and they categorize their cocktails based on musical genres. There are five sub-woofers in the basement maturation cellar – so when music is played to the brandy aging in Kentucky bourbon barrels they are “sonically aged” with rock ‘n roll.

If all this wasn't enough to whet your Bourbon appetite, soon there will be even more additions to Louisville's Urban Bourbon Experience. On Whiskey Row, Old Forester and Michter's are in various stages of construction and plan to open in 2017 and 2018. Plans are also underway for the \$12.5 million Rabbit Hole Distillery in the historic NULU neighborhood. And there are dozens of new restaurants readying their doors with even more Bourbon-inspired menus and serving up Louisville's official cocktail, the Old Fashioned. Cheers in Bourbon Country!

The New Bourbonism



The New Bourbonism— Louisville’s first distillery since Prohibition opened in the heart of downtown in the Fall of 2013 signaling a new era in Bourbon that Louisville Mayor Greg Fischer coined as “Bourbonism” for its convergence of economic development through manufacturing and tourism. The **Evan Williams Bourbon Experience** became the first distillery the public could tour in Louisville as other brands have been coming on line. The **Bulleit Frontier Whiskey Experience** opened at the historic Stitzel-Weller

Distillery in the fall of 2014 five miles from downtown and a new brandy distillery opened in the summer of 2014 in the Butchertown neighborhood – **Copper & Kings**. The father and son team of Carson & Corky Taylor resurrected a family label with the opening of the craft **Peerless Distillery** in summer 2015 and the fall saw the opening of the **Jim Beam Urban Stillhouse** at the Fourth Street Live! entertainment district.

Under construction and soon to join Evan Williams and Peerless on historic Whiskey Row are **Angel’s Envy Distillery** (fall 2016) and **Michter’s Distillery** (2017). In addition, **Old Forester** plans a distillery and visitor experience in two former barrel warehouses dating back to the 1850’s. The new Whiskey Row attraction will open in 2017. The pub crawl that is the **Urban Bourbon Trail** continues to grow alongside the popularity of bourbon with 35 stops, each well-stocked with at least 50 bourbons; some as many as 150.