

BOURBON IS BOOMING

AS THE BIRTHPLACE OF BOURBON — AND WITH 95 PERCENT OF IT STILL MADE IN KENTUCKY — BOURBON IS PART OF LOUISVILLE'S DNA. TODAY, THE MAKING OF BOURBON AND OTHER SPIRITS IS A VITAL PART OF THE ECONOMY, AS LOUISVILLE HAS BECOME THE TRAILHEAD FOR THE KENTUCKY BOURBON TRAIL.

Bourbon, paired with our fine local restaurants, represents enormous economic growth in Louisville — from charred barrels made at Kelvin Cooperage, to copper pots crafted at Vendome, to the libation innovation at the Distilled Spirits Epicenter, to the corporate jobs at Brown-Forman, Heaven Hill, Jim Beam and others.

AND THAT MEANS JOBS.



BROWN-FORMAN CORP. KICKED OFF CONSTRUCTION OF ITS OLD FORESTER DISTILLERY AND VISITORS CENTER ON MAIN STREET'S WHISKEY ROW IN JULY.

'BOURBONISM' ATTRACTIONS OPEN OR UNDER CONSTRUCTION

- ▶ Angel's Envy (opening 2016 on Whiskey Row)
- ▶ The Bulleit Experience at Stitzel-Weller Distillery
- ▶ Copper & Kings (Brandy aged in bourbon barrels)
- ▶ Evan Williams Bourbon Experience
- ▶ Grease Monkey Distillery at the Distilled Spirits Epicenter
- ▶ Jim Beam Urban Distillery (now open at 4th Street Live!)
- ▶ Old Forester
- ▶ Michter's Micro-Distillery
- ▶ Kentucky Peerless Distillery

