

DISTILLED SPIRITS COUNCIL'S
**AMERICAN
WHISKEY
TRAIL**

www.americanwhiskeytrail.com

WELCOME



The American Whiskey Trail is a tourism initiative brought to you by the Distilled Spirits Council, its member companies, affiliate members and Historic Mount Vernon. The Trail is an educational journey into the cultural heritage and history of spirits in America.

From the colonial era, where Whiskey had an important economic and social function in the fabric of the community, to the Whiskey Rebellion, through Prohibition and into modern times, spirits have played a sometimes controversial but always fascinating role in our nation's history.



On the trail, you will find many of America's most famous operating distilleries as well as important historic sites connected to the history of distilling and spirits in our country. The Gateway to the American Whiskey Trail is George Washington's Distillery at Historic Mount Vernon. Each site along the trail has a unique story to tell.

HISTORY

The History of American Whiskey

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To talk about the history of American whiskey is to talk about the history of America—it's nearly impossible to untangle the two.

After all, Scotch, Irish and German settlers, who brought the art of distillation (and thirst for spirits) with them from Europe, helped found the country. Even our first president, George Washington, can be tied to spirits.

American whiskey soon became a lucrative business for many farmers as they distilled their surplus rye, barley, wheat, corn, or fermented grain mixtures into whiskey. In 1791, the newly formed government issued the first tax imposed on a domestic product, called the "whiskey tax," which sparked the Whiskey Rebellion. The tax was later repealed in the early 1800s.

During the second half of the 19th century, thanks to distilling and railroad improvements, a number of brands developed dedicated followings and built impressive facilities. In the late 19th century, federal regulations around bottling and labeling helped propel the American whiskey industry forward.

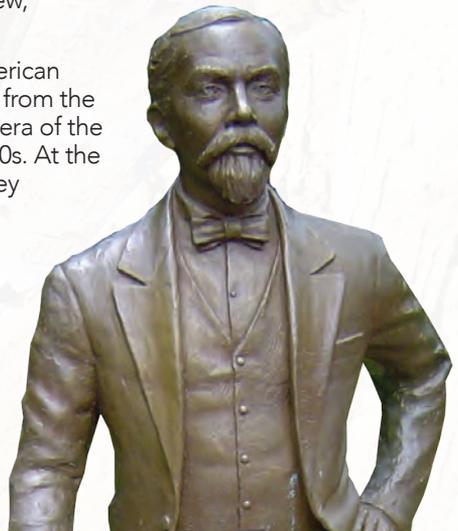
On January 17, 1920, the United States government instituted the 18th Amendment, a national constitutional ban on the manufacture, sale and transportation of alcohol beverages. This period is known as Prohibition. While a few exceptions applied, such as a handful of selected distilleries selling their inventory for medical purposes, Prohibition had lasting effects on the spirits industry.

After 13 years of a failed social experiment, on February 20, 1933, Congress passed the 21st Amendment to the Constitution, repealing the 18th Amendment. This is the only time in American history that an amendment was passed and then repealed.

With the Repeal, distillers were finally allowed to get back to work. In the first 12 months, according to *The New York Times*, 150 distilleries were opened, with another 200 in the works. The success of these early efforts and bottlings led many other companies to invest in creating new, higher-priced whiskeys.

Throughout the next several decades, the American whiskey industry experienced highs and lows - from the glamour of the Frank Sinatra and the Rat Pack era of the 1950s to the decline of brown spirits in the 1980s. At the beginning of the 21st century, American whiskey brands were once again poised for greatness.

Today, it's certainly a great time to be an American whiskey consumer. There is an amazing selection of bourbon, rye, Tennessee and even unaged whiskeys made by both large famous brands and many small upstarts across the country.



BY THE NUMBERS

American Whiskey by the Numbers

In 2016, more than 21.8 million 9-liter cases of Bourbon, Tennessee and Rye Whiskey were sold in the United States, generating \$3.1 billion in revenue for distillers.

From 2010-2016, High End Premium and Super-Premium American Whiskey brands drove growth within the category. High End Premium revenues were up 44 percent and Super-Premium revenues were up 141 percent.

Exports of Bourbon and Tennessee Whiskey, which represent 68 percent of U.S. spirits exports, approached \$1 billion in 2016.

From 2009-2016, Rye Whiskey volumes have grown a record 778 percent from 88,000 9-liter cases to 775,000 cases. In value terms, that translates into a 906 percent jump from slightly more than \$15 million in supplier revenues in 2009 to more than \$150 million in 2016.

Corn used in spirits production increased 265 percent while Rye used in spirits production was up 149 percent from 2010 to 2016, according to the U.S. Department of Treasury's Tax and Trade Bureau. Additionally, the U.S. Department of Agriculture's Small Grains Report estimates that farmers' Rye production was up 60 percent in 2015.



U.S. Market Bourbon & Tennessee Whiskey Volumes

2002-2016

Source: The Distilled
Spirits Council of the U.S.



WHISKEY DISTILLERIES

George Washington's Distillery: The Gateway to the American Whiskey Trail

Mount Vernon, VA

George Washington operated one of the largest whiskey distilleries in early America, producing 11,000 gallons in 1799. Archaeological and historical research was conducted on the property in 1997. The site of the Distillery was excavated by Mount Vernon's archaeologists between 1999 and 2006. The reconstruction began in 2005 and was completed in 2007.



George Washington's Distillery is the only distillery in the nation to demonstrate the process of whiskey making as it was carried out in 18th-century America. Together with Mount Vernon's farm site, gristmill and education center, the Distillery teaches visitors about Washington's entrepreneurial spirit and his innovative approach to making whiskey. For more information, visit www.mountvernon.org/distillery.

Angel's Envy Distillery

Louisville, KY

Angel's Envy is a Kentucky Straight Bourbon Finished in Port Wine Barrels and created by legendary Master Distiller, Lincoln Henderson. Much like the distillery, it's a masterpiece. Now you're invited to see how it's made, and then taste why. These small, intimate tour groups will enjoy an insider's look at every step that goes into Angel's Envy, followed by an expert tasting. For more information visit www.angelsenvy.com.



Bulleit Frontier Whiskey Experience at Stitzel-Wheeler

Louisville, KY

Originally opened on Derby Day in 1935 and reopened to the public in the fall of 2014, the Stitzel-Weller Distillery is one of the true cathedrals of American whiskey. Located only five miles from downtown Louisville, the Bulleit Frontier Whiskey Experience is an impressive stop on the American Whiskey Trail.

As home to the Bulleit Bourbon brand, Stitzel-Weller Distillery gives visitors the opportunity to experience the past and celebrate the future. Guests can view the warehouse where the



rickhousing system was invented in 1879, the cooperage which remains unchanged since opening in 1935, and the historic foyer, inspired by Monticello. Stitzel-Weller also recently installed a state-of-the-art bottling line and a new small batch still to nurture inspired experimentation and education. For more information, visit www.bulleitexperience.com.

George Dickel Distillery

Tullahoma , TN

George Dickel's legacy lives on through the Tennessee Whisky that bears his name. For more than a century, George Dickel Tennessee Whisky has been handmade by a small team, ensuring every step of the process is consistent and precise with a human touch. From the signature chill charcoal mellowing to spelling whisky without an 'e', George Dickel continues to honor traditions that were established more than 100 years ago.

Between Nashville and Chattanooga, the George Dickel Distillery is nestled in scenic Cascade Hollow, not far from Tullahoma, TN. Tour the distillery and discover Tennessee's award winning whisky and its unique, time honored traditions. For more information, visit www.dickel.com.



High West Distillery

Wanship, UT

Utah's first legal distillery since 1870, High West's passion is crafting delicious and distinctive whiskeys and helping people appreciate whiskey all in the context of our home, the American West. High West offers an outstanding collection of highly rated whiskeys in finer liquor stores, bars, and restaurants in 49 states throughout the U.S. and internationally.

High West has two must-visit locations. The High West Saloon in historic Old Town Park City is the world's only ski-in gastro distillery that was voted "Best Park City Restaurant" by readers of City Weekly. It has received multiple accolades including a nomination for Best Bar by the James Beard Foundation, and a top-10 ranking on The Daily Meal's list of 150 Best Bars in America. High West Distillery in Wanship, Utah is a 30,000 square foot world-class distillery and visitor center featuring educational tours and High West's unique country-western cuisine. For more information visit www.highwest.com.

Jack Daniel's Distillery

Lynchburg , TN

Established in the 1830s in Lynchburg, TN, and registered by Jack Daniel in 1866, the Jack Daniel Distillery is the oldest registered distillery in the United States. The town of Lynchburg is the seat of Moore County, the smallest county in Tennessee. Even though it's home to the Distillery, it's a dry county and has been ever since Prohibition.

Every year about 250,000 people tour the distillery and visit the small town of Lynchburg. In any two-month period, visitors from all 50 states and over 30 foreign countries will stop by to see where Jack Daniel's whiskey is made.

The making of Jack Daniel's whiskey was set down by its founder, Jack Daniel, and has been maintained and preserved for more than 140 years. You'll see the process that makes this Tennessee whiskey truly unique. For more information, visit www.jackdaniels.com.



Jim Beam American Stillhouse

Clermont, KY

Nestled in the rolling foothills of Clermont, Kentucky, the Jim Beam® American Stillhouse offers an intimate look the world's No. 1 selling bourbon through a series of complimentary self-guided walking tours as well as in-depth guided tours that take guests through the entire whiskey-making process – starting with Beam's natural limestone water well through the mashing, distilling, barreling, aging and bottling.

The Jim Beam® American Stillhouse immerses visitors in more than 220 years of Beam family heritage and treats guests to a one-of-a-kind sensory experience. Guests can also pull up a chair at Fred's Smokehouse, a bourbon-inspired café that offers a casual respite for guests looking for one more way to enjoy Jim Beam as they soak in the distillery history.

Available for purchase are a selection of bourbons and whiskeys hand-signed by seventh generation Beam Master Distiller and Jim Beam's great-grandson, Fred Noe, as well as Jim Beam-themed apparel, food, barware and other merchandise.

Online ticket reservations are now available for you to plan your Jim Beam® American Stillhouse tour. For more information, visit www.jimbeam.com/en-us/visit-us.



Maker's Mark Distillery

Loretto, KY

Visit the campus-like setting of the Maker's Mark® Distillery in Loretto, Kentucky on the banks of Hardin's Creek. Established in 1805 as a gristmill distillery, Maker's Mark® is the oldest working distillery on its original site - and a National Historic Landmark. The historic charm is not the only reason to visit the Maker's Mark distillery; the beautifully manicured grounds are a functioning arboretum; hosting more than 275 species of trees and shrubs, and makes for an ideal picnic spot.



Tours allow guests to experience the entire bourbon-making process first-hand, from the processing of the grains to the rotating of the barrels to the purposely inefficient process of hand-dipping each and every bottle in signature red wax (visitors even get the chance to dip their very own!). Maker's Mark promises a truly unique, intimate experience that sheds light on the specialness and tradition of making Kentucky bourbon. For more information, visit www.makersmark.com.



Smooth Ambler Distillery

Maxwelton, WV

Smooth Ambler is located in the heart of Appalachia, an area of the U.S. which has always been famous for whiskey. Smooth Ambler engrains the union of hard work and uncompromising quality, culminating in the world class whiskeys they produce. From grinding their own carefully selected regional grains, to benefiting from pristine high valley water, to the hands-on ushering of each step in the distillation, aging, and bottling process, they strive every day to make the best whiskey they can from the best of what's around them. Smooth Ambler's singular goal is to create a truly delicious drink people will be excited to own and proud to share. For more information visit smoothambler.com.

Wild Turkey® Distillery

Lawrenceburg, KY

Premium Kentucky Straight Bourbon Whiskey has been distilled on Wild Turkey Hill for generations. Perched 275 feet above the Kentucky River, the Wild Turkey Distillery's breathtaking location makes it an exciting tour stop. Legendary father and son Master Distillers Jimmy and Eddie Russell watch over Wild Turkey's traditional distilling methods with a careful eye at every turn.

While following the production process from grain delivery to bottling, visitors will see the unique 40-foot high column still, watch new bourbon being poured into hand-crafted oak barrels, and stroll through Wild Turkey's timber warehouses. Relax and enjoy a tasting of Wild Turkey and Russell's Reserve award-winning whiskeys inside the new state-of-the-art Visitor Center, an architectural feat in this small pocket of Bourbon country recently dubbed "best in American architecture" by Architect Magazine. For more information, visit www.wildturkeybourbon.com.



Woodford Reserve Distillery

Versailles, KY

Located in the heart of Kentucky's horse country, the Woodford Reserve Distillery is a National Historic Landmark. Between its rich history and the Bourbon distilled there today, it has quite a story to tell. The best way to hear it is to visit for yourself.



Visitors can enjoy a panoramic view of the scenic Distillery grounds from the new tasting room which is lined with copper stools. Visit them in the heart of bourbon country. Take one of a variety of educational tours offered through the Distillery that explains the history of bourbon, how Woodford Reserve is unique at all five sources of flavor, the bottling process, and much more. For more information, visit www.woodfordreserve.com.

BEYOND THE TRAIL

Historical Sites



Allegany Museum | Cumberland, MD

Cumberland in the Allegany Region of Maryland has been a center for whiskey-related history for centuries. Cumberland settlers led the 'Whiskey Tax' protest and erected a 'Liberty Pole', which became the symbol of the Whiskey Rebellion. Today, the Allegany Museum keeps the history alive as it features numerous family stills that have existed since the early days. The Museum hosts an annual Whiskey Rebellion Festival during the second weekend of June.



Fraunces Tavern Museum | New York, NY

Best known as the site where George Washington gave his farewell address to the officers of the Continental Army in 1783, it is now a restored complex made up of four 19th century buildings as well as the 18th century Fraunces Tavern Building. It was built in 1719 as an elegant residence for merchant Stephan Delancey and later purchased in 1762 by tavern-keeper Samuel Fraunces.



Gadsby's Tavern Museum | Alexandria, VA

Gadsby's was a center for political, business and social life in 18th century Alexandria, Virginia where prominent individuals such as George Washington, John Adams and Thomas Jefferson were entertained. Today Gadsby's Tavern Museum is open to the public, offering tours and public programs showcasing the historic two buildings, the circa 1785 tavern and the 1792 City Tavern and Hotel.



The Oliver Miller Homestead | Allegheny County's South Park, PA

The Oliver Miller Homestead is a pioneer landmark for the Whiskey Rebellion in Allegheny County's South Park, Pennsylvania. Due to the Miller family's involvement in the events of the Whiskey Rebellion, the Stone House was put on the National Register of Historic Places in 1934.



The Oscar Getz Museum of Whiskey History | Bardstown, KY

The Oscar Getz Museum of Whiskey History in Bardstown, Kentucky houses a 50-year collection of rare whiskey artifacts dating from pre-colonial days to post-Prohibition days. The collection includes rare antique bottles, a moonshine still, advertising art, novelty whiskey containers, and Abraham Lincoln's liquor license. Every third Saturday in September during the Kentucky Bourbon Festival, a Master Distiller's Auction is held from 2-4 PM. The auction is open to the public.



West Overton Village and Museums | Scottdale, PA

West Overton Village features a Distillery Museum which comprises life-size dioramas that highlight the industries of West Overton Village between 1800 and 1919. The Museum showcases coverlet weaving, coal and coke production and whiskey distillation.



Woodville Plantation, the John and Presley Neville House | Bridgeville, PA

Woodville Plantation, the John and Presley Neville house, is Southwestern Pennsylvania's principal link to the late 18th century. General John Neville was responsible for the construction of both Woodville and Bower Hill. The Bower Hill house was destroyed in July of 1794 during an attack by local farmers in protest to the collection of the Federal excise tax on whiskey, known nationally as "The Whiskey Rebellion."

Small Distilleries

The Distilled Spirits Council has nearly 150 small distilleries throughout the United States. For the full and most up to date list, please visit www.americanwhiskeytrail.com.

AMERICAN WHISKEY TRAIL MAP



- ★ Whiskey Distilleries
- Historical Sites

Whiskey Distilleries

1. George Washington's Distillery
Mount Vernon, VA
2. Smooth Ambler Distillery
Maxwelton, WV
3. Bulleit Frontier Whiskey Experience at Stitzel-Weller
Louisville, KY
4. Angel's Envy Distillery
Louisville, KY
5. Jim Beam Urban Stillhouse Visitor Center
Louisville, KY
6. Jim Beam American Stillhouse
Clermont, KY
7. Wild Turkey® Distillery
Lawrenceburg, KY
8. Woodford Reserve
Versailles, KY
9. Maker's Mark Distillery
Loretto, KY
10. George Dickel Distillery
Tullahoma, TN
11. Jack Daniel's Distillery
Lynchburg, TN
12. High West Distillery
Wanship, UT

Historical Sites

1. Fraunces Tavern Museum
New York, NY
2. West Overton Museum
Scottsdale, PA
3. Woodville Plantation, The John and Presley Neville House
Bridgeville, PA
4. The Oliver Miller Homestead
Allegheny County's South Park, PA
5. Allegany Museum
Cumberland, MD
6. Gadsby's Tavern
Alexandria, VA
7. The Oscar Getz Museum of Whiskey History
Bardstown, KY



***For those adults who choose to drink,
please do so in moderation and
responsibly at all times.***

For more info:
www.drinkinmoderation.org



**DISTILLED
SPIRITS
COUNCIL**

For More Information

Visit www.americanwhiskeytrail.com

Contact: Distilled Spirits Council

1250 Eye Street, NW, Suite 400

Washington, D.C. 20005

(202) 628-3544

For media inquiries, call (202) 682-8840
or email info@americanwhiskeytrail.com

Accredited media can contact the Distilled Spirits Council to learn
how to participate in our annual American Whiskey Trail trip.