



WHAT'S NEW IN KENTUCKY BOURBON

Bourbon Events, Distillers, Expansions Enhance Guests' Experiences

Distilleries

J. Mattingly 1845 Distillery opens in Frankfort – A new bourbon distillery has opened up shop in Frankfort, just across the street from the Buffalo Trace campus. J. Mattingly is a 23,000 square foot facility that includes a gift shop, tasting bar, small pot still and a custom bourbon blending experience. Tours, tastings and experiences are offered Monday through Saturday.

<https://www.thedrinksreport.com/news/2023/19199-j-mattingly-1845-distillery-opens-in-frankfort-ky.html>

Lawrenceburg Bourbon Company Unveils New Distillery – Lawrenceburg Bourbon Company, owned by Navy combat veteran Greg Keeley, opened its new distillery in October. The facility emphasizes the hiring of military veterans, and its new gift shop and tasting room are now open. Keeley aims for top-notch bourbon production and plans additional features by December's end.

<https://fox56news.com/news/bourbon/lawrenceburg-bourbon-company-opening-doors-on-thursday/>

Western Kentucky Distilling Co. opens \$30 million distillery – Western Kentucky Bourbon Company celebrated the grand opening of its 25,000 square-foot distillery. The facility, located in Beaver Dam, will have the capacity to distill 50,000 barrels of whiskey a year and store 250,000. The startup distillery led by 8th Generation Master Distiller Jacob Call broke ground in November 2022 and filled their first barrel of bourbon whiskey on July 19, 2023. The distillery is not open to the public right now but opening it up to visitors is in their future plans. <https://www.distillerytrail.com/blog/western-kentucky-distilling-co-master-distiller-jacob-call-celebrate-grand-opening-of-30-million-distillery/>

New Distillery Coming to Cynthiana via Barrel House Distilling Co. – The Lexington based Barrel House Distilling Co. is planning to expand their production facility 30-miles north into Cynthiana. In addition to distilling bourbon and various other spirits, the \$1.8 million project will yield an event space capable of hosting up to 100 guests. Additionally, the new location will be a stop on the Moonshine Trail and Kentucky Bourbon Trail respectively. Construction is set to begin in early 2024.

<https://www.gobourbon.com/new-distillery-coming-to-cynthiana-ky-via-barrel-house-distilling-co/>

Central Kentucky dads look to open Black-owned distillery – A group of friends in Lancaster bought property that was once owned by a leader of the Ku Klux Klan so that they can open a bourbon distillery called D.A.A.D Distilling. Four men have made it their goal to open a distillery in Lancaster in Garrard County, hoping to bring more tourism economy to the city, but perhaps more importantly, spread a message of being an involved father. The distillery is slated to open in 2025.

<https://spectrumnews1.com/ky/louisville/news/2023/09/25/daad-distilling-company>

Brothers Wright Distilling to build \$38 million distillery will age bourbon underground in Appalachian coal mine – Brothers Wright distilling unveiled plans to build a distillery and visitors center in Pike County. The facility will be located near the West Virginia border on the Tug Fork tributary of the Big Sandy River. The 12,000-square-foot project will feature a distillery, rick house, welcome center, museum and restaurant. Construction is set to begin in late 2023 and finish by the end of 2024.

<https://www.distillerytrail.com/blog/brothers-wright-distilling-to-build-38-million-distillery-will-age-bourbon-underground-in-appalachian-coal-mine-renderings/>

Kentucky Bourbon Trail Craft Tour adds four new distilleries – The Kentucky Bourbon Trail Craft Tour is embarking on the largest expansion in its history, welcoming four distilleries to the nation's premier adventure showcasing micro-distilling craftsmanship. The newest additions include Augusta Distillery, Fresh Bourbon, Pensive Distilling Co., and RD1 Spirits.

<https://www.thebourbonflight.com/kentucky-bourbon-trail-craft-tour-adds-four-new-distilleries/>

KDA Welcomes Southern Kentucky Distillery to the Fold – The Kentucky Distillers' Association announced Southern Kentucky Distillery in Cumberland County as the newest member of the historic non-profit trade group that unites and leads Kentucky's signature Bourbon and distilled spirits industry.

<https://whiskeyreviewer.com/2023/07/kda-welcomes-southern-kentucky-distillery-to-the-fold/>

Heaven Hill makes progress on \$160 million distillery – Work crews installed a 60-foot copper still into place in Heaven Hills new distillery in Bardstown. The Heaven Hill Springs Distillery is a \$160 million expansion that will help the company increase its production capacity up to 450,000 barrels a year.

https://www.wdrb.com/news/business/copper-still-installed-at-new-heaven-hill-distillery-in-bardstown/article_f04e49a8-4832-11ee-ab35-27e717a21c7f.html

Buzzard's Roost Whiskey Row Experience Opens in Downtown Louisville – Buzzard's Roost Sipping Whiskeys announces the opening of the Buzzard's Roost Whiskey Row Experience in downtown Louisville, at 624 W. Main Street. <https://www.bevnet.com/spirits/2023/buzzards-roost-whiskey-row-experience-opens-in-downtown-louisville/>

Blue Run Spirits to build \$51M Distillery in Scott County – Blue Run Spirits revealed the first look at its planned whiskey distillery and headquarters in Georgetown, Kentucky, designed by international architecture firm Bjarke Ingels Group. The facility is projected to open in 2025.

<https://www.wlky.com/article/blue-run-spirits-new-distillery-kentucky-georgetown/43426013#>

Bob Dylan's Heaven's Door Distillery brand center to open in Louisville – Heaven's Door, a whiskey brand owned by Bob Dylan, is set to open a new distillery in Pleasureville as well as a brand experience in the NuLu section of Louisville. The distillery which is 45 miles east of Louisville will be primarily for production. The brand experience, dubbed the Last Refuge, is set to open in a former church on East Market Street. The property will feature a whiskey bar, restaurant and live event space.

<https://www.courier-journal.com/story/life/food/spirits/bourbon/2023/05/10/bob-dylan-heavens-door-bourbon-spirits-center-louisville/70093743007/>

Buffalo Trace Distillery completed second still house, expanded – Buffalo Trace Distillery has unveiled a second still house. The still stands 40-feet tall and can produce 60,000 gallons a day. It's part of Buffalo Trace's \$1.2 billion expansion which included new cookers, fermenters and a new dry house. Buffalo Trace also unveiled expanded tours with new sites. On the Hard Hat Tour, guests will now be able to see the new still house and some of the other new additions part of the expansion. The Trace Tour has also been expanded and will include more insight into bourbon making.

<https://www.whas11.com/article/news/local/buffalo-trace-distillery-frankfort-bourbon-tours/417-e0ed29e0-032f-44e7-b878-8ea24c1cbf67>

Bardstown Bourbon Company announces multi-million-dollar expansion – Bardstown Bourbon Company has announced a \$28.7 million expansion project to increase production. The project will include a 15,000-square-foot addition to the existing distillery, as well as adding space to one of the fermenter buildings, 16 new fermenters, a new distillation column and equipment, grain handling equipment and more. The expansion will increase the company's annual capacity by approximately 55,000 barrels. <https://www.lanereport.com/154202/2022/03/bardstown-bourbon-co-to-add-29-jobs-with-29m-expansion/>

Augusta Distillery announces new distillery, event center – Augusta Distillery in Bracken County has announced its first full-scale operation in Kentucky with the renovation of an existing 40,000-square-foot building, formerly home to the F.A. Neider Co. in Augusta. The company is investing \$23 million to build a state-of-the-art distillery, guest experience and event center. The facility is expected to be operational by summer 2024. <https://www.distillerytrail.com/blog/augusta-distillery-announces-new-23-million-distillery-and-event-center-in-kentucky/>

Experiences

Pursuit Spirits Launches Two New Immersive Distillery Experiences in Louisville – Pursuit Spirits launched two new behind the scenes distillery experiences at their facility on Mellwood Road in Louisville. The “Whole Shebang” experience gives bourbon lovers the chance to learn about mashbills, blending, and maturation from our expert guides, partake in their own private barrel selection, and then fill a personalized bottle to take home. The second experience, “Pursuit United Breakdown”, is a 45-minute deep dive into Pursuit’s limited small-batch bourbon. Guests will taste the individual distillates that make up Pursuit United at cask strength, learning the unique profiles and stories behind each component. <https://wineindustryadvisor.com/2023/11/21/pursuit-spirits-launches-two-new-immersive-distillery-experiences-in-louisville>

Nine new distilleries added to the Kentucky Bourbon Trail – As the commonwealth's bourbon industry continues to boom, more and more distilleries keep popping up along the Kentucky Bourbon Trail's Craft Tour. The Kentucky Distillers' Association has added nine new distilleries to the tour in the past two years alone, bringing the grand total to 47 bourbon destinations on the Kentucky Bourbon Trail. <https://www.courier-journal.com/story/life/food/spirits/2023/11/06/newest-distilleries-added-to-the-kentucky-bourbon-trail-craft-tour/71036422007/>

Bardstown Bourbon Co. comes to Downtown Louisville – Bardstown Bourbon Co. has opened a tasting room in downtown Louisville, 730 W. Main St. Located in the storied Whiskey Row section, the new BBC facility features a full-service bar with innovative craft cocktails and unique tasting experiences. The fresh, modern environment matches their expertise in blending, finishing and whiskey-making with immersive digital environments. <https://www.lanereport.com/168831/2023/10/bardstown-bourbon-co-comes-to-downtown-louisville/>

BourbonCon returns to Lexington for second annual celebration of ‘All Things Bourbon’ – BourbonCon is returning to the Lexington Marriott Griffin Gate Golf Resort and Spa, January 19 and 20. In addition to sampling bourbon from more than 30 distilleries, convention attendees will be able to attend panel discussions featuring bourbon experts and a cooking demonstration with Darnell “SuperChef” Ferguson. <https://www.thebourbonflight.com/bourboncon-returns-to-lexington-for-its-second-annual-celebration-of-all-things-bourbon/>

Lexington named Official Gateway to Kentucky Bourbon Trail - As an Official Gateway sponsor, Lexington receives prominent placement on the KBT website and marketing materials, including recommended itineraries, signage and more. Lexington joins Bardstown, Louisville and Northern Kentucky as Official Gateway-level sponsors. <https://www.thebourbonflight.com/lexington-kentucky-becomes-offical-gateway-to-the-kentucky-bourbon-trail-experience/>

Buffalo Trace Distillery to open whiskey experience in London - Buffalo Trace Distillery is set to open Buffalo Trace Distillery London in late 2023, marking its first overseas location. Situated in Covent Garden, the American whiskey experience will showcase the brand's renowned products, offer guided tastings, and provide insight into the distillery's rich history. Guests can choose from two tasting experiences: "Taste of the Trace" or "Tradition & Change." The renovated 2,000-square-foot space will also feature a retail store with exclusive merchandise. Reservations are required for tastings, and walk-ins

will be accommodated on a first-come, first-served basis. This expansion aims to introduce American whiskey enthusiasts to Buffalo Trace's offerings in the heart of London..

<https://www.thebourbonflight.com/buffalo-trace-distillery-is-going-across-the-pond/>

Pensive Distilling, Augusta Distillery join meetNKY's B-Line self-guided bourbon tour to 25 – Two northern Kentucky Distilleries were added to the region's self-guided bourbon experience known as the B-Line. Both distilleries were also added to the Kentucky Bourbon Trail Craft Tour a few weeks earlier. Launched in 2018, The B-Line is Northern Kentucky's official collection of bourbon bars, restaurants and distilleries aimed at introducing millions of bourbon-curious visitors to the famed Bourbon Trail, which topped 2 million visitors in 2022. <https://nkytribune.com/2023/08/pensive-distilling-augusta-distillery-bring-meetnkys-the-b-line-self-guided-bourbon-tour-to-25/>

Kentucky Hug designed to be a one stop shop for bourbon lovers – [Kentucky Hug](#) works with distilleries to centralize their various bourbon experiences and available tickets and allows users to plan and book those experiences, all in one place. Additionally, the website provides bourbon enthusiasts with detailed descriptions of distilleries, allowing them to tailor their experience to their own liking. <https://www.courier-journal.com/story/life/food/spirits/bourbon/2023/04/04/the-airbnb-of-bourbon-the-kentucky-hug-wants-to-change-bourbon-tourism/70020942007/>

Urban Bourbon Trail adds Churchill Downs as a stop – In Spring of 2023, Churchill Downs was named as a stop on the [Urban Bourbon Trail](#). In order to be considered for the trail, over 60 Bourbons on their menu, a significant Bourbon culture, a signature Old Fashioned Cocktail and at least three Bourbon-infused dishes if the establishment serves food. <https://www.wave3.com/2023/03/26/urban-bourbon-trail-adds-churchill-downs-stop-ahead-derby-149/>

Mint Julep Experiences adds luxury helicopter tour – Touring company Mint Julep Experiences has launched a new "Roll Out the Barrel" high-end adventure, where guests can fly privately to-and-from either Louisville or Nashville via helicopter to Maker's Mark Distillery. The all-inclusive package includes black car service, a farm-to-table lunch at Star Hill Farm, a private barrel select and personalized bourbon bottles. The experience will also include two nights in luxury accommodations at either the Omni Hotel Louisville or Omni Hotel Nashville. <https://mintjuleptours.com/book-a-tour/customize-your-tour/ultimate-ky-bourbon-vacation/>

Hotels

Bourbon Barrel retreats allows you to sleep in a bourbon barrel – A new type of lodging experience has popped up in Lawrenceburg. Bourbon Barrel Retreats offers bourbon enthusiasts a chance to stay in cabins shaped like oversized barrels. The seven barrels sit on a 50-acre property just minutes away from more than a dozen distilleries, including, but not limited to: Four Roses, Woodford, Buffalo Trace and Makers Mark. <https://fox56news.com/news/kentucky/this-kentucky-stay-lets-you-sleep-in-a-bourbon-barrel/>

New hotel The Manchester opens in Lexington's Distillery District – This new downtown Lexington hotel, located at 941 Manchester St., not only treats its guests to a restful stay, but also to beautiful architecture and decor. Interior designer Jenny Bukovec drew on all the best bits of Kentucky history and culture for Lexington's The Manchester – which hosts guests in rich wood- and brick-lined interiors. <https://thespaces.com/manchester-hotel-lexington-ky/>

Bardstown Motor Lodge opens as a unique option for bourbon country travelers — This mid-century-inspired hotel, located at 418 East Stephen Foster Ave., is unmistakably authentic. Guest rooms flow seamlessly into breezy outdoor spaces with welcoming fire pits, a swimming pool, poolside bar, and a retro-styled rec room. The motel is on the same property as the hugely popular find dining restaurant, Toogie's Table. <https://www.whas11.com/article/news/community/bardstown-motor-lodge-kentucky-community-common-bond-hotel-collection/417-eb434317-023c-43ef-a64a-0bb5f7b2bd14>

Other

New Moonshine Trail comes to central and eastern Kentucky – [The Moonshine Trail](https://www.wkms.org/business-economy/2023-11-16/moonshine-trail-looks-to-get-tourists-eyes-on-eastern-kentucky-through-local-history-culture) celebrates the cultural and historical value of moonshine in Kentucky. The Trail involves seven distilleries and four other landmarks across eastern Kentucky. The trail aims to bring tourists to explore the hills and hollers of the region. <https://www.wkms.org/business-economy/2023-11-16/moonshine-trail-looks-to-get-tourists-eyes-on-eastern-kentucky-through-local-history-culture>

Kentucky Bourbon Trail attendance tops 2 million - Kentucky Bourbon Trail® experiences eclipsed two million visits in total attendance last year for the first time in its history. The 2,135,555 total visits shattered the previous record of 1.7 million stops in 2019, a 38% increase. In the last 10 years, number of visits has skyrocketed by 370% in attendance. <https://kybourbon.com/industry-news/kentucky-bourbon-trail-tour-attendance-tops-2-million-for-first-time-ever/>

How do bourbon distilleries keep critters away? Meet 9 Kentucky cats who get the job done – If you spend a week traveling through Kentucky's bourbon country, you're sure to see rick houses filled with bourbon barrels, pools of bubbling mash... and quite a few cats. Yes, cats are crucial members of our bourbon distilleries. <https://www.courier-journal.com/story/life/food/spirits/beer/2023/05/31/kentucky-bourbon-trail-distilleries-often-have-working-cats/70237023007/>

Click [HERE](#) for a full list of experiences, tours, classes and events to experience Bourbon in Kentucky.

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