

I HEART *Bourbon* *Tour*





Ha! That sign says, "Tail."



Statue of Booker Noe at the Jim Beam Distillery

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SCHEDULE



Thursday, Sept. 19

Tours: Jim Beam, Louisville Slugger Factory. Drinks/Food: Down One Bourbon Bar.

Friday, Sept. 20

Tours: Buffalo Trace, Woodford Reserve, Town Branch. Dinner/Drinking in Lexington.

Saturday, Sept. 21

Tours: Wild Turkey, Four Roses. **Bourbon Festival!!!** Dinner and bourbon flights at Old Talbott Tavern. Maybe a ghost tour?

Sunday, Sept. 22

Tours: Heaven Hill, Willett, Maker's Mark.

Monday, Sept. 23

Head home. Rest. Liver recovery. See you next year!

Tuesday, Sept. 24

This day for rent.

NINE Distillery Tours!

This will be a trip to remember and to brag about. You will see NINE different distilleries in rapid succession over the long bourbon weekend.

The route for the tour has been designed to maximize time at the distilleries without rushing us around and tiring us out.

Jim Beam is about half-way between Louisville and Bardstown. To make it easy for everyone to hang out together (Arizona contingent and Nashville crew), it made more sense to get that one out of the way first so that at the end of the tour, the Nashville troupe could hit Maker's Mark and then head home if they wanted, since they'd be well south of Bardstown at that distillery.

Evan Williams is on the official list of the Kentucky Bourbon Trail, but it looks like their new visitor center in Louisville is not going to be open until Fall, so we may not get our 2013 Bourbon Trail Passports completely filled out. Sorry.

Bonus Stuff

Since we're in Louisville that first day, it seems appropriate to tour the Louisville Slugger factory, no? You can purchase a customized bat to commemorate your 2013 bourbon adventure. I know I will.

There is a new speakeasy in Louisville called, "Down One Bourbon Bar" and it got excellent reviews online from some of the bourbon bloggers. So, why not have dinner and drinks there on our first night to prime our livers for the long bourbon weekend ahead?

Saturday night at the Bourbon Festival means dinner and flights of bourbon at the Old Talbott Tavern. Abraham Lincoln ate and stayed there and the burgoo is AWESOME! I think it's haunted, as well. Bonus.

Hotel Hopping

Last year, Dan and Ritch and I stayed at a hotel in Elizabethtown, southwest of Bardstown. We had to travel back and forth between the two towns each day. Kinda tedious,

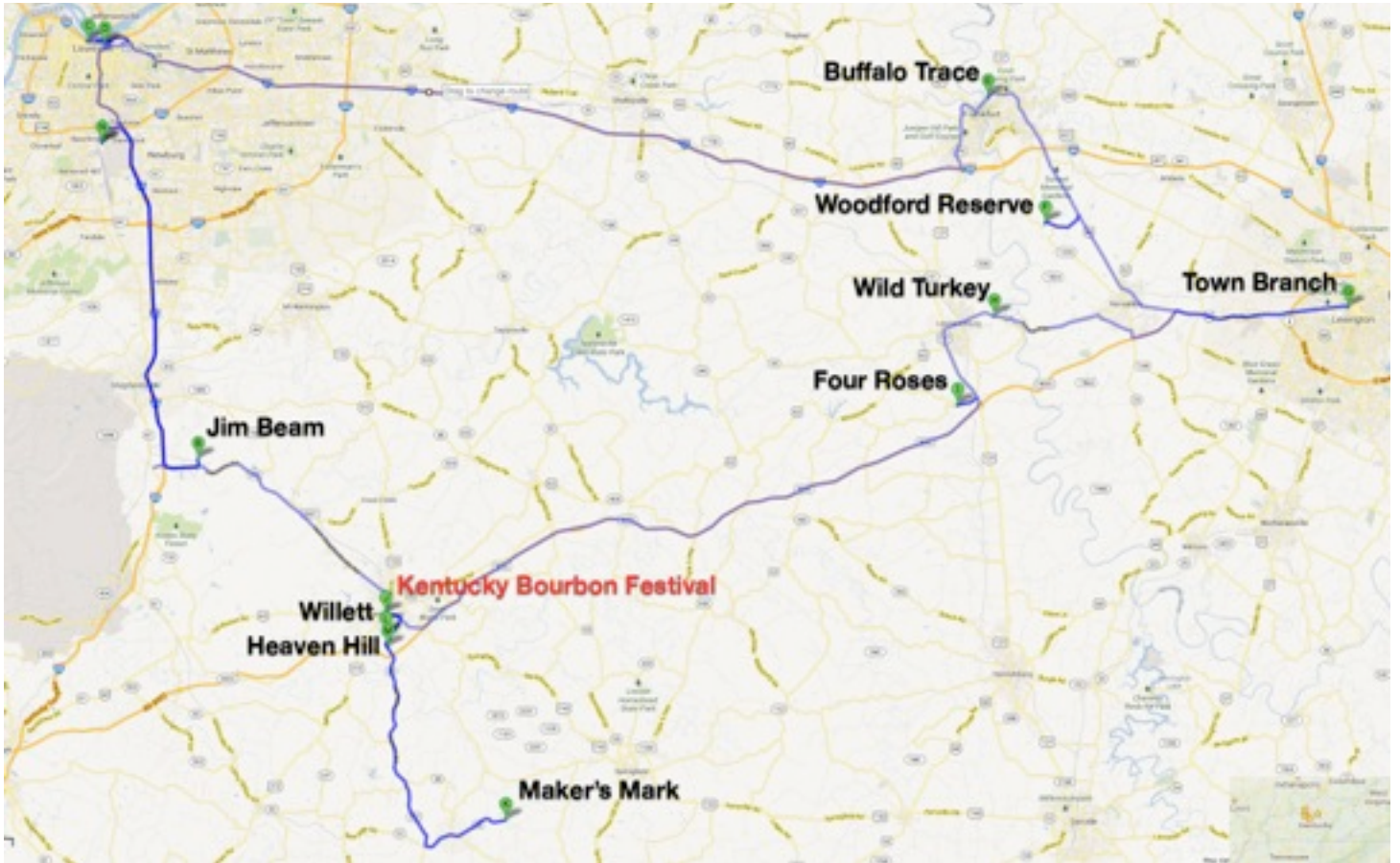
but the drive isn't too terrible.

This year, I figured we'd get hotels along the way so we wouldn't have to drive back and forth and way out and back for certain tours.

Thursday, our first night, we stay in Louisville. Friday night we stay in Lexington. Saturday night we stay in Bardstown, and on Sunday night we're back in Louisville so it's easy to get to the airport early, in case some of the Arizonans want to get to work by 9:30 AM, thanks to timezone zaniness.



I Heart Bourbon Trail Map



Thursday, Sept. 19

- A Louisville Int'l Airport**
600 Terminal Dr.
Louisville, KY 40209
- B Jim Beam**
526 Happy Hollow Rd.
Clermont, KY 40110
- C Louisville Slugger**
800 West Main St.
Louisville, KY 40202
- D Down One Bourbon Bar**
321 Main St.
Louisville, KY 40202
- E Louisville Marriott East**
1903 Embassy Sq. Blvd.
Louisville, KY 40299

Friday, Sept. 20




- F Buffalo Trace**
113 Great Buffalo Trace
Frankfort, KY
- G Woodford Reserve**
7855 McCracken Pike
Versailles, KY 40383
- H Town Branch**
401 Cross Street
Lexington, KY 40508
- I Lexington Dinner Place**
TBD
Lexington, KY 40508
- J SpringHill Suites**
863 S. Broadway
Lexington, KY 40504

Saturday, Sept. 21

- K Wild Turkey**
1417 Versailles Road
Lawrenceburg, KY 40342
- L Four Roses**
1224 Bonds Mill Road
Lawrenceburg, KY 40342
- M Kentucky Bourbon Festival**
Court Square
Bardstown, KY 40004
- N Old Talbott Tavern**
107 W. Steph. Foster Ave.
Bardstown, KY 40004
- O Howard Johnson Inn**
1875 New Haven Rd.
Bardstown, KY 40004

Sunday, Sept. 22

- P Heaven Hill**
1311 Gilkey Run Road
Bardstown, KY 40004
- Q Willett**
1869 Loretto Road
Bardstown, KY 40004
- R Maker's Mark**
3350 Burkes Spring Rd.
Loretto, KY 40037
- S Louisville Marriott East**
1903 Embassy Sq. Blvd.
Louisville, KY 40299

TO-DO	NAME	PHONE/DATE	RATE
<input type="checkbox"/> 	Louisville Marriott East 1903 Embassy Square Blvd. Louisville, Kentucky 40299	502.491.1184 Thurs., Sept. 19 & Sun., Sept. 22	\$164/night (\$82 each)
<input type="checkbox"/> 	SpringHill Suites (by Marriott) 863 S Broadway Lexington, KY 40504	866.538.0351 Fri., Sept. 20	\$104/night (\$52 each)
<input type="checkbox"/> 	Howard Johnson Inn 1875 New Haven Rd Bardstovwn, KY, 40004	866.925.1058 Sat., Sept. 21	\$85/night (\$43 each)

The Concept

The idea here is to pair up to save some coin for more important things, like, say, bourbon and, oh, I dunno, bourbon. To keep the logistics simple, if we all get rooms in the same hotels along the trail, there will be fewer intoxicated cats to herd. If you want to bunk alone, that's cool. Book away. Makes no nevermind.

For your convenience...

To make this as painless as possible, the hotels are listed above along with the phone numbers and dates you need for booking. I threw in the addresses and rates as bonus number 14 or something. Might be 15.

As another bonus, yet, still, also, you get little swanky, shadowed checkboxes so that you can easily check off the hotels as you book them.

Louisville Marriott East

"The only 4-Diamond, Bourbon themed hotel located

in the East End of Louisville featuring Charr'd Restaurant and Bourbon themed amenities. ...Charr'd, a full service restaurant, offers a variety of breakfast, lunch, and dinner options. The Bar features a stop on the Urban Bourbon Trail."

They told me over the phone they have something like 127 different bourbons on hand. SCORE!

SpringHill Suites

"...A breath of fresh air. Just miles from the Bluegrass Airport (LEX), minutes from Downtown Lexington or the University of Kentucky, this smart and stylish all-suite hotel offers a fresh perspective that turns everyday trips into memorable experiences."

Howard Johnson Inn

Eh. What can I say? It's a HoJo in a tiny town in the middle of Kentucky. At least it's in Bardstovwn near the festival, FWIW.



Bourbon To-Drink List

So many bourbons, so little time

This page is to help you keep track of all of the bourbons you will have had by the end of your 2013 I Heart Bourbon Tour. This is by no means an exhaustive list of bourbons, of course, but it's a good start and a way to brag to your friends that you've been around in bourbon circles. (sb = small batch, sr = single barrel, w = wheated)

- 1792 Ridgemont Reserve (sb)
- Ancient Age
- Angel's Envy
- Baker's (sb)
- Basil Hayden's (sb)
- Bernheim (w)
- Black Maple Hill (sb)
- Blanton's (sr)
- Blue State Bourbon
- Booker's (sb)
- Bourbon Supreme
- Buck 8-year
- Buffalo Trace
- Buffalo Trace Experimental
- Bulleit Bourbon
- Bushmill's
- Cabin Still
- Chestnut Farms
- Copper City
- Corner Creek
- Daniel Stewart
- David Nicholson 1843
- Eagle Rare 17-year (sr)
- Early Times 354
- Echo Springs
- Elijah Craig 12-year (sb)
- Elijah Craig 18-year (sr)
- Elijah Craig 20-year (sr)
- Elijah Craig Barrel Strength
- Elmer T. Lee (sr)
- Evan Williams
- Evan Williams 1783
- Evan Williams Bottled-In-Bond
- Evan Williams (sr)
- Ezra Brooks
- Ezra Brooks (sr)
- Fighting Cock
- Four Roses
- Four Roses (sb)
- Four Roses (sr)
- George T. Stagg
- Hancock's President's Reserve (sr)
- Heaven Hill
- Henry McKenna
- Henry McKenna (sr)
- Hirsch (sb) Reserve
- Hirsch 21-year
- Hudson Baby Bourbon
- Hudson Four Grain
- I. W. Harper
- J. T. S. Brown
- J. W. Dant
- Jefferson's
- Jefferson's Presidential Select (17-year)
- Jefferson's Presidential Select (18-year)
- Jim Beam 4-year
- Jim Beam 8-year
- Johnny Drum
- Kentucky Gentleman
- Kentucky Tavern
- Kentucky Vintage (sb)
- Knob Creek (sb)
- Knob Creek (sr)
- Larceny
- Maker's 46 (sb, w)
- Maker's Mark (sb, w)
- Mattingly & Moore
- McAfee's Benchmark
- Michter's 25-year (sr)
- Michter's US 1 (sb)
- Noah's Mill (sb)
- Old Bardstown
- Old Charter 8-year
- Old Charter 10-year
- Old Crow
- Old Ezra 101
- Old Fitzgerald (w)
- Old Forester
- Old Grand-Dad
- Old Heaven Hill
- Old Pogue (sb)
- Old Rip Van Winkle (w)
- Old Rip Van Winkle Handmade
- Old Taylor
- Pappy Van Winkle (w)
- Pappy Van Winkle's Family Reserve 20-year
- Pappy Van Winkle's Family Reserve 23-year
- Parker's Heritage Collection
- Prichard's Double Barreled
- Pure Kentucky XO (sb)
- Rebel Reserve
- Rebel Yell
- Red Stag
- Red State Bourbon
- Rittenhouse 21-year
- Rock Hill Farms (sr)
- Rowan's Creek (sb)
- Russell's Reserve
- Russell's Reserve (sr)
- Sam Houston
- T. W. Samuels
- Tom Moore
- Town Branch
- Van Winkle 12-year (Lot B)
- Very Old Barton
- Vintage Bourbon
- W.L. Weller (w)
- W.L. Weller Special Reserve
- Wathen's (sr)
- Wild Turkey
- Wild Turkey 81
- Wild Turkey 101
- Wild Turkey's Kentucky Spirit
- Wild Turkey Rare Breed
- Wild Turkey Russel's Reserve
- Willett Family Reserve (sr)
- Willett Pot Still Reserve (sr)
- Woodford Reserve (sb)
- Woodford Reserve Double Oaked
- Woodford Reserve Master's Coll.
- Yellowstone

Bourbon

Cool stuff to know

There is so much information about bourbon that it's difficult to capture the Cliff's Notes of it all in a page or two, but here goes...

All bourbon is whiskey, but not all whiskey is bourbon.

Contrary to urban legends, bourbon does not have to be made only in Bourbon County or in Kentucky. It can be made anywhere in the Continental United States. In fact, it is the official spirit of the



Maker's Mark Tail Box

United States by declaration of Congress in 1965.

The official rules can be found in CFR Title 27, a section titled, "Standards of Identity."

Here is the breakdown of the bourbon rules:

- ✓ Mash bill is at least 51% corn
- ✓ Distilled to no more than 160° proof (80% alcohol)
- ✓ Put into barrel at no more than 125° proof (62.5% alcohol) (may be cut with water)
- ✓ Rules say bourbon must be aged in brand new, unused, charred (not toasted) white oak barrels, but do not say for how long
- ✓ "Straight" bourbon must be aged a minimum of two (2) years
- ✓ Age must be noted on bottle if less than 4 years old
- ✓ Must not have any added color or flavoring
- ✓ May not be blended (with other grain spirits, other than bourbon)
- ✓ Must be bottled between 80° to 125° proof (40% to 62.5% alcohol)
- ✓ If the age is stated on the bottle, it must be that of the youngest bourbon in the bottle
- ✓ To be called, "Kentucky Bourbon," it must have aged a minimum of one (1) year and one (1) day in the State of Kentucky



Finished in Port Win Barrels

Today, there are more barrels aging in the bourbon warehouses of Kentucky than there are people in that state. Lucky people.

Used bourbon barrels are reused for products like Scotch, wine, Tabasco sauce, and tequila. Some are used for planters and furniture, as well.

"Whisky" is considered the Scottish spelling.

Prohibition lasted from 1922 to 1933. It was dumb.

The government forces distillers to build their warehouses a certain way to protect the immense tax stream sitting in them.

Barrels higher up in the warehouse give off more water than alcohol. thus their proof increases. Barrels lower in the warehouse can pick up moisture and their

proof will lower.

What does "small batch" and/or "single barrel" really mean? First, let's define "single barrel:" It's exactly what it sounds like. Bourbon in a bottle that is filled from one single barrel is single barrel bourbon. Small batch bourbon comes from mixing a small number of barrels versus hundreds or thousands of barrels before the bourbon goes into the bottle.

Bourbon gets its color and quite a bit of its flavor from the charred oak. As the temperatures in the warehouse fluctuate with the weather and the seasons, the bourbon picks up those colors and flavors as it moves in and out of the wood.

Continue to next page for the process...



Woodford Reserve Stills

2013 I HEART BOURBON TOUR



Grains before milling at Maker's Mark



Beer Still at Four Roses



Filled Barrels at Woodford Reserve

The basic, high-level steps for making bourbon are pretty straightforward:

1. Grains are milled and placed in cooker with water (typically the iron-free, limestone-filtered water from the springs and creeks near the distillery) and some of the previous batch, or "sour mash" (sometimes called the "set back"), and then cooked.
2. The cooked mash is put into the fermenter along with yeast.
3. Over the next handful of days, the yeast chow down on the sugars in the mash, heat it up, fart CO₂, pee alcohol and turn the mash into "distiller's beer."
4. The distiller's beer, which is the grains and all, is then distilled in a column still and out of its condenser you get "low wine" with no grains. Low wine is roughly 125° proof (62.5% yeast pee).
5. The low wine is then distilled into "high wine" in the "doubler." The high wine is at about 135° proof (67.5% yeast pee).
6. The high wine is then pumped into a holding tank where it must be cut with more branch water, as it must enter the barrels for aging at no more than 125° proof, or 62.5% yeast pee.
7. The the corn whiskey or "white dog" or "white lightening" or "moonshine" is pumped into brand new, charred, white oak barrels to be aged for a minimum of two years.
8. The barrels are placed in warehouses that are designed to allow mother nature to run the climate control. Some distillers move the barrels around during aging.
9. The master distiller samples bourbon directly from a barrel with a tool called a "whiskey thief,"

which allows him to "grab" a little bourbon and drop it into a glass. Once the master distiller feels a barrel is ready for the bottle, the barrel is removed from the warehouse and emptied. If they're making a "single barrel" bourbon, one barrel will fill bottles. If they're making a "small batch" bourbon, a small number of other barrels will be combined or blended and then bottled.

10. Now, if you're Maker's Mark, this is where you dip the necks of the bottles in the famous red wax. You'll learn all about the story behind the Maker's Mark marketing on their tour, of course.
11. We buy it and drink it!

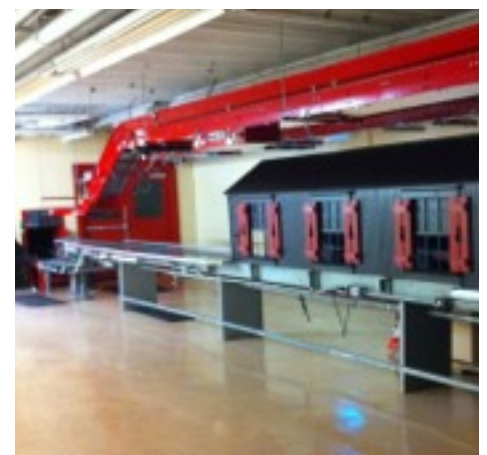
You'll learn so many more little details about making bourbon on the tours, of course. There are so many excellent stories and little factoids that it's really hard to remember them all, if



Fermenter at Four Roses



High Wine from Condenser



Maker's Mark Bottling Line