

POTENTATE'S TRIP

Louisville, Kentucky | Bourbon Tour

TRIP ITINERARY

Stitzel-Weller

JUNE
12
THUR

LEARN ABOUT THE PAST, PRESENT AND FUTURE OF BOURBON AT THE HISTORIC STITZEL-WELLER DISTILLERY. IT'S A DISTILLERY DRENCHED IN THE RICH HISTORY OF BOURBON'S PAST THAT'S PUSHING THE BOUNDARIES WITH INNOVATIONS FOR THE FUTURE. WALK IN THE FOOTSTEPS OF BOURBON LEGENDS, AS YOU STEP INTO AN ACTIVE BARREL HOUSE, COOPER SHOP AND MICRO STILL-HOUSE. YOUR JOURNEY ENDS WITH A TASTING OF BULLEIT BOURBON, BULLEIT SINGLE BARREL, I.W. HARPER CASK AND BLADE AND BOW.

Jim Beam

JUNE
13
FRI

TAKE A JOURNEY THROUGH BEAM HISTORY AND DISCOVER HOW THE FIRST FAMILY OF BOURBON HAS BEEN MAKING AMERICAN WHISKEY FOR OVER TWO CENTURIES.

FROM KENTUCKY LIMESTONE FILTERED WATER TO THE HERITAGE YEAST JIM BEAM HIMSELF DROVE TO AND FROM THE DISTILLERY FOR SAFE KEEPING, YOU'LL EXPERIENCE EVERY STEP OF THE PROCESS AS YOU GO BEHIND THE SCENES TO SEE WHAT GOES INTO MAKING THE WORLD'S #1 BOURBON.

Bulleit Bourbon

JUNE
14
SAT

THE ANATOMY OF A SINGLE BARREL IS THE PERFECT WAY TO ELEVATE YOUR BOURBON TASTING EXPERIENCE! ENJOY THREE DIFFERENT SINGLE BARREL SAMPLES IN YOUR PRIVATE TASTING ROOM, EXPLORING THE NOTES OF EACH SPECIFIC YEAST STRAIN, AND HOW THEY CONTRIBUTE TO THE OVERALL FLAVOR PROFILE. A FOURTH SAMPLE IS INCLUDED OF OUR FLAGSHIP BULLEIT BOURBON TO SYMBOLIZE THE FINISHED PRODUCT. INCLUDES A LOCALLY MADE CHOCOLATE CARAMEL.