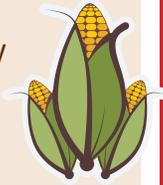


KENTUCKY BOURBON QUICK SHOTS 2017



Kentucky is the **birthplace of Bourbon**, crafting **95 percent** of the world's supply. Only the Bluegrass State has the perfect natural mix of climate, conditions and pure limestone water necessary for producing the **world's greatest** Bourbon.

Bourbon is America's **only** native spirit, as declared by Congress in 1964. It must be made with a minimum of 51 percent corn, aged in charred new oak barrels, filled at no more than 125 proof and bottled no less than 80 proof.



Bourbon is an **\$8.5 billion** signature industry in Kentucky, generating **17,500 jobs** with an annual payroll of \$800 million. Spirits production and consumption pours more than **\$825 million** in federal, state and local tax coffers every year.

KDA created the Kentucky Bourbon Trail® in 1999 to give visitors a first-hand experience into crafting the world's finest Bourbon. With nine legendary distilleries, it has become one of the country's hottest tourism attractions, with a record **888,733** visits in 2016, breaking the previous year's record by **17 percent**.



Bourbon production has increased **315 percent since 1999** (455,078 barrels compared to 1,886,821 in 2015), with premium small batch and single barrel brands driving the Bourbon renaissance.



More than **\$1.1 billion in capital projects** has been completed or is planned over the next five years, from new distilleries and aging warehouses to bottling facilities and tourism centers.



In 2012, the KDA invented the Kentucky Bourbon Trail Craft Tour® to showcase the state's emerging craft distilling industry. Nearly **180,000** people toured its 11 distilleries in 2016, a **32 increase** over the previous year.

Bourbon is revolutionizing Kentucky tourism and pouring much-needed revenue into local communities. Kentucky Bourbon Trail® visitors spend **\$1,000 on average** during their trip. More than **85%** of visitors are from outside Kentucky.

Nearly 60% of every bottle of spirits in Kentucky goes to taxes or fees, with seven different taxes on Bourbon – including an ad valorem tax on barrels each and every year it ages. Distilleries will pay more than **\$17 million** in state and local barrel taxes in 2016.



Total Bourbon inventory topped 6.7 million barrels in 2015, the highest it's been since 1974. There are now 1.5 barrels for every person living in Kentucky.



The total number of aging barrels in Kentucky is 7.2 million, the most since 1973. This includes Bourbon, brandy and other spirits.

The 2016 tax-assessed value of all barrels aging in Kentucky is **\$2.4 billion** – an increase of \$299 million from 2015 and a **135 percent increase** over the last 10 years.



At 1.9 million barrels, Bourbon production in 2015 equaled the highest mark since 1967. More than **one million barrels** have been filled now for four straight years.

U.S. distilled spirits exports surpassed \$1.5 billion in 2015. Kentucky Bourbon and Tennessee whiskey exports again topped \$1 billion of that amount, making it the **largest export category** among all U.S. distilled spirits.



The KDA, a non-profit trade group founded in 1880, represents 33 companies, the most since the Repeal of Prohibition. Its ranks have swelled with new distilleries, strengthening Kentucky's rightful place as the one, true, **authentic home for Bourbon**.