A spirit. A heritage. An original event like no other.

BOURBON Classic

5TH ANNIVERSARY
Make it a fifth!

EVENT RECAP

FEBRUARY 28–MARCH 4, 2017

LOUISVILLE, KENTUCKY

CONFIDENTIAL

bourbonclassic.com
BOURBON CLASSIC OVERVIEW

5TH ANNUAL EVENT
◆ Downtown Louisville

VENUES
◆ Lola at Butchertown Grocery, Maker’s Mark Distillery, Frazier History Museum and Kentucky Center for the Performing Arts
◆ Official Host Hotel – 21c Museum Hotel

GEOGRAPHIC BREAKDOWN OF MAIN EVENT ATTENDEES
◆ 862 attendees from Kentucky – 75%
  — 656 attendees from Metro Louisville – 76%
  — 206 attendees from outside Metro Louisville – 24%
◆ 291 attendees from outside of Kentucky – 25%
◆ Attendees from 21 states and Canada
  AL, AZ, CA, CO, FL, GA, IL, IN, KY, MD, MI, MN, NC, NY, OH, OK, OR, TN, TX, VA & WI

TICKET SALES
◆ Tuesday, February 28, Bourbon Classic TOP SHELF, Lola at Butchertown Grocery — Attendance: 81
◆ Thursday, March 2, Bourbon Classic SAVOR, Maker’s Mark Distillery — Attendance: 50
◆ Thursday, March 2, Bourbon Classic BOTTLED IN BOND Anniversary, Frazier History Museum — Attendance: 51
◆ Friday, March 3, Bourbon Classic Cocktail & Culinary Challenge, Kentucky Center for the Performing Arts — Attendance: 496
◆ Saturday, March 4, Bourbon Classic TASTE, Kentucky Center for the Performing Arts — Attendance: 657
◆ Total Attendance: 1,335

“The 5th anniversary of the Bourbon Classic in Louisville was an epic success. I met people from all over the country and world here in Louisville to observe and experience bourbon culture, learn about new and established expressions and be inspired by chefs and bartenders offering their creations.”

Terry Steiden, Men’s Best Guide
LEARNING EXPERIENCES

◆ Eight Bourbon Classic University Classes Offered
  
  — Women of Bourbon
  
  — Experiencing Kentucky Spirits: The History of Bourbon Through Bluegrass Music
  
  — Small Grains Paired with Big Flavors
  
  — 21st Century Bourbon Cocktails – Modern Classics
  
  — Bourbon Legend – Bill Samuels
  
  — Bourbon Creations
  
  — Match Made in Kentucky: Country Ham, Bourbon & Chocolate
  
  — Entertaining with North American Whiskey

◆ Up Close and Bourbon: New Masters/ New Perspectives
  
  — This is a focused, one-on-one conversation designed to deliver unique insights into the product and the personalities.

“Bourbon making is an art. A process of distilling that requires patience, time, and a whole lot of tasting … when one wants to delve deep into the world of bourbon, there’s only one place to go and only one event to be a part of: Louisville, Kentucky (bourbon capitol of the world) and The Bourbon Classic.”

Dawn Garcia, ATOD Magazine
EVENTS & TASTING EXPERIENCES

◆ Distillery Visits

◆ Bourbon Classic TOP SHELF hosted at Lola at Butchertown Grocery featuring Chef Bobby Benjamin of Butchertown Grocery Restaurant and Preston Van Winkle of Pappy Van Winkle

◆ Bourbon Classic SAVOR hosted at Maker’s Mark Distillery, a bourbon and culinary experience, featuring Dickie Brennan, Dickie Brennan’s Steakhouse.

◆ Bourbon Classic BOTTLED IN BOND Anniversary held at Frazier History Museum featuring Jackie Zykan, Old Forester’s Master Bourbon Specialist, and a tasting of four Old Forester products.

◆ Bourbon Classic Cocktail & Culinary Competition. Teams of master bartenders matched with acclaimed chefs and Bourbon Classic sponsor distilleries – vied for the title of “perfect cocktail” and “perfect small plate.” New this year, each small plate included at least one Kentucky Proud product.

◆ Eight Bourbon Classic University Classes

◆ Bourbon Classic TASTE: The Ultimate Bourbon Experience and “Toast to the Commonwealth” celebration of Kentucky’s 225th Anniversary of Statehood

◆ Amber Lounge (VIP ticket holders only)
  - Michter’s VIP Room (March 3)
  - Buffalo Trace VIP Room (March 4)
TALENT

◆ Eight Bartenders and Eight Chefs from 10 Restaurants on Friday

  8UP
  Buck’s
  Harvest
  La Chasse
  Lockbox
  Meta
  Proof on Main
  Red Hog
  Rye on Market
  Star Hill Provisions

◆ Four Chefs and Three Bartenders from Six Restaurants on Saturday

  Down One Bourbon Bar
  HiCotton Hospitality
  (Bar Vetti/Feast BBQ/Royals Hot Chicken)
  Jeff Ruby’s Steakhouse
  Meta

◆ 27 Presenters (includes nine Bourbon Masters) on Saturday

“Everyone needs a vacation, and there’s no better place in the world than Kentucky. OK, that might be an exaggeration, but they have amazing food and millions of barrels of bourbon, making it pretty much heaven on Earth. And if your liver takes you down to the paradise city, Louisville, the Bourbon Classic is where you want to be.”

Colin Joliat, Boozist.com
2017 BOURBON CLASSIC COCKTAIL & CULINARY CHALLENGE AWARDS

**Best Classic Cocktail:**
Boulevardier featuring Woodford Double Oaked  
Created by: Isaac Fox, La Chasse

**Best Classic Small Plate:**
Pork Belly Nachos  
 Featuring Kentucky Proud Pork Belly from Marksberry Farms  
Created by: Chef Alexander Dulaney, La Chasse

**Best Classic Pairing:**
Pork Belly Nachos  
 Featuring Kentucky Proud Pork Belly from Marksberry Farms  
Created by: Chef Alexander Dulaney, La Chasse

**Best Contemporary Cocktail:**
Fraise de Champs featuring Woodford Reserve Distiller’s Select  
Created by: Isaac Fox, La Chasse

**Best Contemporary Small Plate:**
Korean BBQ Meatballs with Gochujang, Green Onion, Peanuts & Sesame Seed  
 Featuring Kentucky Proud Ground Beef from Black Hawk Farms  
Created by: Chef Zach Chancey, Rye on Market

**Best Contemporary Pairing:**
Korean BBQ Meatballs with Gochujang, Green Onion, Peanuts & Sesame Seed  
 Featuring Kentucky Proud Ground Beef from Black Hawk Farms  
Created by: Chef Zach Chancey, Rye on Market
PROMOTIONAL MEDIA

Print – Bourbon Country
— 2016-2017 Issue
— Circulation: 150,000

Print – Louisville Eccentric Observer (LEO)
— Bourbon Issue Oct. 4, 2016
— Circulation 95,000

Print – The Bourbon Review
— Fall 2016 & Winter 2017 issues
— Circulation 20,000 (x2)

Print – Louisville Magazine
— Nov. & Dec. 2016 Issues
— Jan. 2017 Issue
— Feb. 2017 Issue
— Circulation 173,000 (x4)

Print – Edible Magazine
— Jan/Feb 2017 Issue
— Circulation: 45,000

Print – Louisville Swig Magazine
— Jan/Feb 2017 Issue
— Circulation 35,000

Print – Voice-Tribune
— Jan 2017 Issue
— Circulation 45,000

Digital – The Bourbon Review
— 240,000 email circulation

Digital – LEOweekly.com
— Jan. / Feb. 2017
— Impressions: 25,000

Digital – WAVE 3
— Feb. 13 – 24, 2017
— Impressions: 200,000

Billboard
— Digital & Static Nov. 2016 thru Feb 2017
— Impressions: 2,034,300

Radio
— KSR Radio
— 3 Morning show mentions
— 1 Saturday mention
— 2 articles on KSR website (Feb & Mar 2017)
— Impressions: 215,225

TV – WAVE 3
— :15 & :30 commercials 2/13/17 – 2/24/17
— Impressions: 446,200

“If you consider yourself a foodie and bourbon expert, the weekend events are not to be missed. The creativity in that room is as innovative, sweet and delicious as the bourbon itself. Hats off to all the chefs and bartenders who participated.”

Sara Havens, Insider Louisville
EARNED MEDIA – BROADCAST TV

— WAVE 3 Listens 2/29/17
— WHAS Great Day Live 2/27/17
— WAVE3 News 2/27/17

TICKET PROMOTIONS:

— LEO Weekly Digital Feb. 22
— KSR Radio Feb. 21 and 22
ARTICLES

AlcoholProfessor.com  Make it a Fifth (March 13, 2017)
ATOD Magazine  Bourbon Classic | Dinner with Dickie (March 17, 2017)
ATOD Magazine  The Beauty of Bourbon | Days 1 + 2 (March 12, 2017)
The Voice-Tribune  With the name of “Make it a Fifth” (March 8, 2017)
Insider Louisville  Bourbon Classic angel’s share: Unearthing the history, innovation and characters of Kentucky’s native spirit (March 6, 2017)
Insider Louisville  Bourbon Classic offers interactive bourbon and culinary experiences (Feb. 25, 2017)
Boozist  Bourbon Classic is back and better than ever (Feb. 22, 2017)
The Voice-Tribune  SPOTLIGHT: Bourbon Classic (Feb. 22, 2017)
AlcoholProfessor.com  Bourbon Bucket List (Jan. 5, 2017)
“As the Bourbon Classic continues to grow, look for not only higher attendance… but also look for more guests from all over the world to be in attendance.”

Maggie Kimberl, AlcoholProfessor.com
EVENT CONTACT:

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