



**GREEN  
RIVER**

THE PRIDE OF OWENSBORO, KY

KENTUCKY STRAIGHT

**BOURBON**

SOUR WHISKEY

DSP-KY-10

THE  
WHISKEY  
WITHOUT  
REGRETS





# THE WHISKEY WITHOUT A HEADACHE

## A LEGACY REVIVED

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## DSP-KY-10

Founded in 1885, Owensboro-based Green River is the 10th oldest distillery licensed in Kentucky. Resurrected in 2014, Green River is distilled and bottled on the same hallowed grounds as it was well over a century ago, all in a beautiful reimagined package that evokes the aesthetic, heritage, and storied history of this authentic and fascinating brand. It's why we call Green River "a legacy revived."







J. W. McCULLOCH,  
Distiller, Owensboro, Ky.

**1885**

## GREEN RIVER FOUNDED

J.W. McCulloch founded the distillery in 1885, becoming the 10th oldest licensed in Kentucky (DSP-KY-10)



**1907**

## CREATING A LEGACY

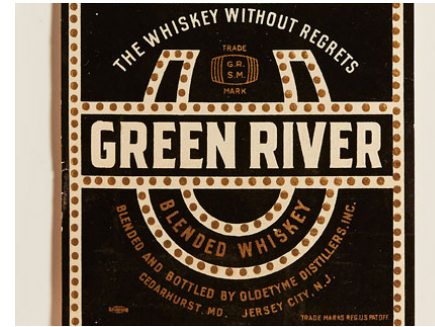
Green River became the most advertised whiskey in the world



**1917**

## STRIKING LITERAL GOLD!

The whiskey was so popular that 20 barrels were once traded for interest in a Colorado gold mine that panned out, earning Green River the title “most expensive spirit or whiskey ever sold”



**1933**

## POST-PROHIBITION

The distillery is rebuilt and the brand is sold off to another company. After Prohibition, no medical claims can be made with alcohol so the slogan is changed to “The Whiskey Without Regrets”



**2014**

## LIKE THE PHOENIX

The distillery begins reconstruction, preserving as much of the original facility as possible.

**2023**

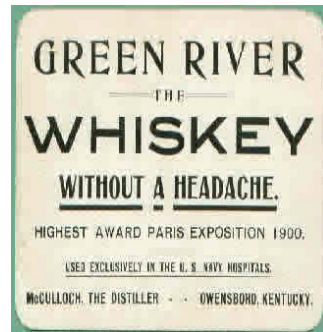
## THE PRIDE OF OWENSBORO

Green River is back on the shelves again and expands its distribution to 25 states with an original bourbon whiskey, wheated bourbon, and full proof single barrel expression.

**1901**

## STRIKING GOLD!

Green River Whiskey wins numerous international awards



**1913**

## THE WHISKEY WITHOUT A HEADACHE

Widely advertised as “The Whiskey Without A Headache” for its premium quality. It was even the official whiskey of the U.S. Marine Hospital.



**1918**

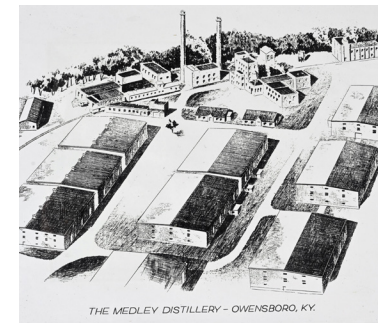
## ON FIRE

At the height of its reign, a mysterious fire reduced the distillery empire to ashes and destroyed more than 40,000 barrels of whiskey within three hours.

**1956**

## GREEN RIVER DRIES UP

Green River eventually stops distribution. The distillery changes hands several times and is eventually abandoned



**2016**

## THE STILLS RUN AGAIN

Once again, Green River Whiskey is distilled and aged where it originally started 131 years prior.







## THE WHISKEY WITHOUT REGRETS

Green River lore is some of the most fascinating in the whiskey world.

As the official whiskey of the U.S. Marine Hospital for 18 years in the early 20th century, Green River was originally known as “the whiskey without a headache,” featured prominently on the bottle, throughout the brand’s merchandising, and Green River’s many national ads. After Prohibition, this tagline later changed to “the whiskey without regrets,” when whiskey was no longer considered medicinal.

Songs were penned about the “Whiskey Without Regrets,” and early reviews described it as a “king among whiskeys.” The whiskey won many international awards, including a gold medal and “best of show” at the Paris Exposition in 1900, and later a grand prize at the 1905 Liege Exposition in Belgium. The Whiskey Without Regrets tagline is a gateway to telling Green River’s rich story and a consistent nod to the brand’s heritage forging into the future.





Everything from our packaging to the distillery grounds features ornaments and subtle (or not so subtle) nods to Green River's century-plus history. The mural at the Owensboro distillery is a recreation of the brand's post-Prohibition tagline.







## KENTUCKY STRAIGHT BOURBON WHISKEY

90 PROOF • 45% ALC/VOL. • \$34.99

Aged onsite at some of the oldest warehouses in the state, this 90 proof whiskey is rich in color with a golden-amber hue with warming spice notes on the nose and palate. Green River features a mashbill of 70% corn, 21% rye and 9% malted barley.

## KENTUCKY STRAIGHT WHEATED WHISKEY

90 PROOF • 45% ALC/VOL. • \$34.99

Our Wheated Bourbon leads with a beautiful peach and caramel aroma coupled with apricot and cinnamon. On the palate you'll find toffee, pastry and hazelnut that guide toward a honeyed finish that's smooth and balanced. The wheated expression lends itself to easy drinking while holding its own distinct character, featuring a mashbill of 70% corn, 21% wheat, and 9% malted barley.







# FULL PROOF SINGLE BARREL

119 PROOF • 59.5% ALC/VOL. • \$59.99

Our single barrel bourbon is a true Kentucky, rye-forward bourbon (70% Corn, 21% Rye, 9% Malted Barley) with a remarkable flavor profile. Every single barrel will be a minimum of five years old and presented at full proof (119 proof).







## THE WESTERN GATE OF THE KENTUCKY BOURBON TRAIL

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Proud members of the Kentucky Bourbon Trail, Green River’s Owensboro location is the western-most destination on the trail, with easy access from major cities like Nashville and St. Louis. On the same grounds as it stood in 1885, Green River’s unique location, nestled in the historic river-front city of Owensboro, provides a distinct and unforgettable experience, presenting both the past and the future of bourbon.





## THE GREEN RIVER EXPERIENCE

Green River offers a number of tours and unforgettable experiences - from casual tastings to deep dives into this distillery's robust history and whiskey-making process. You can thief from the barrel, enjoy different flights, tour the entire grounds, relax in one of our beautifully preserved lounges and saloons adorned with fascinating historic relics, time travel through our distillery museum, or take an intimate cocktail class. Don't miss the retail shop on your way out, stocked with unique gifts, cool apparel, and, of course, the entire Green River product line. Visit our website ([greenriverwhiskey.com](https://greenriverwhiskey.com)) to see our entire catalog of visitor experiences.





