



BARDSTOWN BOURBON CO.  
ONE STOP SHOP







---

## TABLE OF CONTENTS

---

- 3 Introduction
- 6 Brand Assets
- 12 Bardstown Bourbon Co. Overview
- 22 Green River Overview







---

## INTRODUCTION

---

Bardstown Bourbon Company has emerged as a pioneer in the American Whiskey Landscape. With two landmark distilleries (Bardstown Bourbon Co. and Green River Distilling Co.) and decades of expertise, Bardstown is honoring the tradition of whiskey making while pushing the boundaries of innovation.





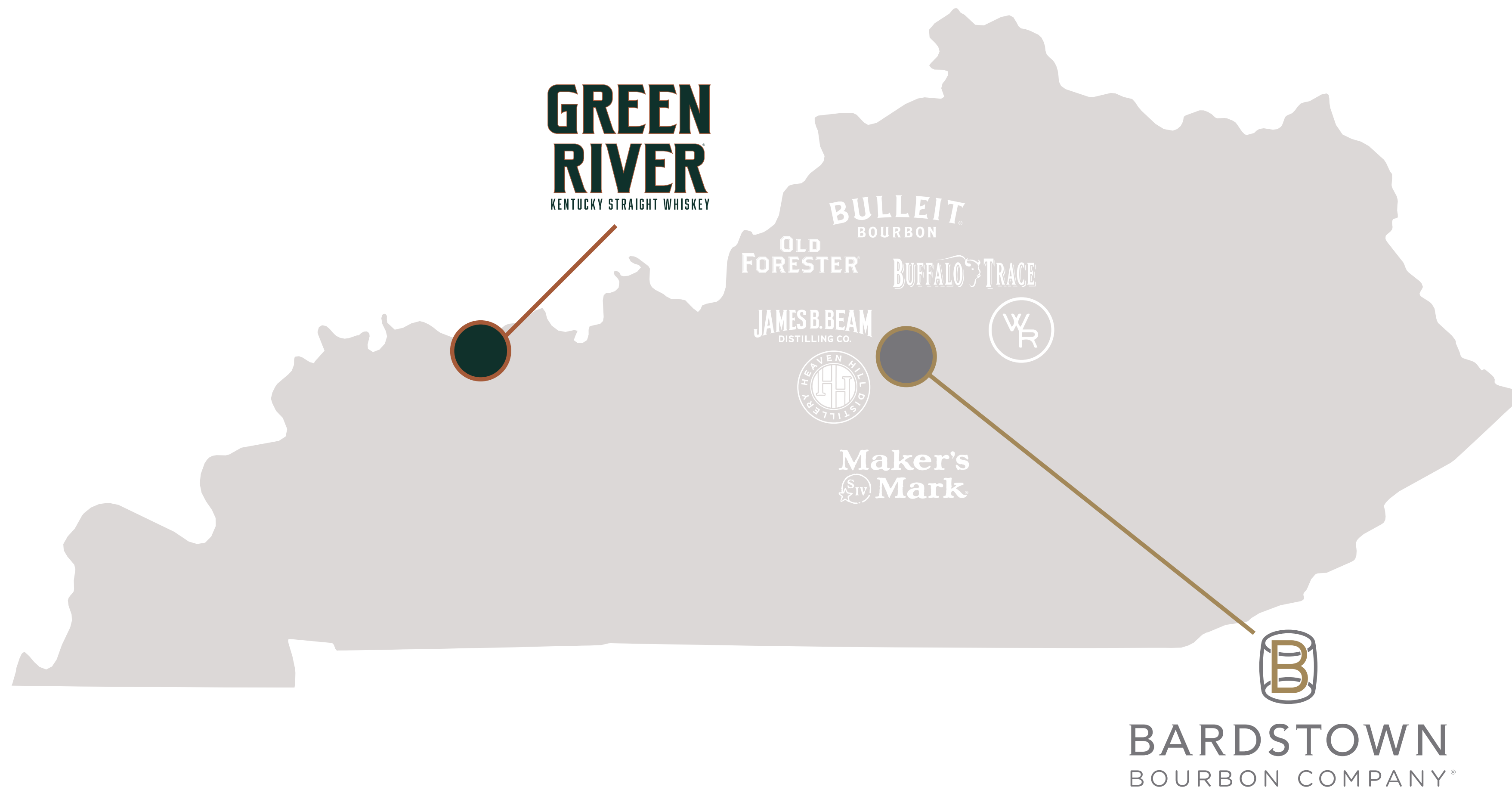
---

## BOURBON TRAIL

---



Both distilleries are *Heritage Members* of the Kentucky Bourbon Trail and have earned a reputation as significant tourism destinations. *Bardstown Bourbon Co.*, located in the heart of the Bourbon Capital of the World, was the first on the Trail to offer a full-service dining, cocktail program, and immersive tours. Dating back to 1885, *Green River* offers a unique, authentic, and deeply-rooted history as the 10th oldest licensed distillery in Kentucky.





---

## PRODUCER OF THE YEAR

---

What a banner year it's been for Bardstown Bourbon Company. The celebrated Kentucky spirits maker received top score at the International Wine and Spirits Competition for its 6-year-old Origin Series release: 98 out of 100 points. And now that very same prestigious organization has just awarded BBC the title of "Worldwide Whiskey Producer of the Year." Despite the dogged traditionalism of bourbon, newness managed to actually be a feature rather than a flaw.

**Forbes**

[Bardstown Bourbon Co.] set the standard for the modern bourbon experience... a destination where others can go to create their own aspirations.





# ASSETS



Curiosity can lead you to some incredible places. It’s what called us to Kentucky in 2016 to build a distillery like no other. And we haven’t stopped innovating since. From our glass rickhouses, to our Napa Valley style tour, we’re pushing the boundaries of bourbon like no one has before. Not because we’re particularly fond of bending the rules, but rather to re-imagine what the category could be. One that’s more innovative, transparent and collaborative. Because if you want to create an entirely new bourbon experience, you can never stop exploring. Never stop discovering. *Never stand still.*

*Find specific assets by clicking the photos to the right, or gain access to all media/brand assets via our media site below.*

MEDIA SITE



LOGOS



SELL SHEETS



APPROVED IMAGES



BRAND BOOK



MANIFESTO VIDEO





### HIGHEST RATED BOURBON IN THE WORLD 98/100

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co, Bardstown, KY. Alc/vol varies by product. bardstownbourbon.com. Please drink responsibly.



### HIGHLY ACCLAIMED BOTTLED-IN-BOND

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co, Bardstown, KY. Alc/vol varies by product. bardstownbourbon.com. Please drink responsibly.



### WHEN PUSHING BOUNDARIES IS THE GOLD STANDARD

EXQUISITE RYE FINISHED IN AMRUT INDIAN WHISKY BARRELS, RICH WITH COMPLEX NOTES OF CHERRY, HERBAL TEA, AND CINNAMON



NEVER STAND STILL.

Bottled by Bardstown Bourbon Co, Bardstown, KY. Alc/vol varies by product. bardstownbourbon.com. Please drink responsibly.



### DOUBLE-BARRELED RYE WINS DOUBLE-GOLD

FINISHED IN HYBRID AMERICAN OAK AND CHERRY WOOD BARRELS



NEVER STAND STILL.

Distilled and bottled by Bardstown Bourbon Co, Bardstown, KY. Alc/vol varies by product. bardstownbourbon.com. Please drink responsibly.



### RARE AGED BOURBON, EXQUISITE TASTE

NEVER STAND STILL.



Bottled by Bardstown Bourbon Co, Bardstown, KY. Alc/vol varies by product. bardstownbourbon.com. Please drink responsibly.



### HIGH WHEAT, UNMATCHED CHARACTER

ELEGANT CRÈME BRÛLÉE AND OAK WITH A FULL-BODIED FINISH

NEVER STAND STILL.

Distilled and bottled by Bardstown Bourbon Co, Bardstown, KY. Alc/vol varies by product. bardstownbourbon.com. Please drink responsibly.



### THE JOURNEY IS THE REWARD. BUT IT'S ALWAYS NICE TO BRING BACK A FEW SOUVENIRS.

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co, Bardstown, KY. Alc/vol varies by product. bardstownbourbon.com. Please drink responsibly.



### ESTABLISHED IN 2016. RE-ESTABLISHED EVERY DAY SINCE.

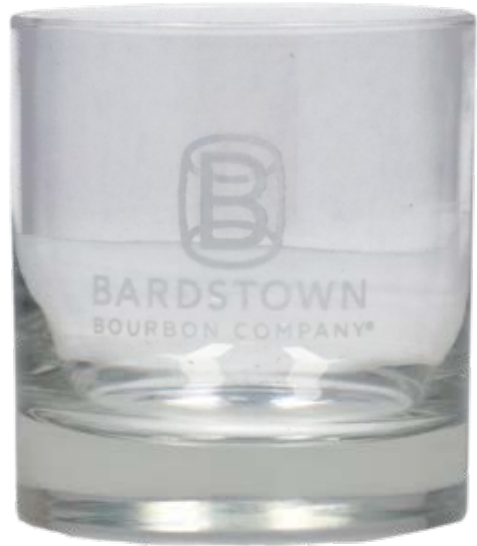
NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co, Bardstown, KY. Alc/vol varies by product. bardstownbourbon.com. Please drink responsibly.



# MARKETING ASSETS





# GREEN RIVER

KENTUCKY STRAIGHT WHISKEY

Founded in 1885, Owensboro-based Green River is the 10th oldest distillery licensed in Kentucky. Reintroduced in 2022, 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.

Find specific assets by clicking the photos to the right, or gain access to all media/brand assets via our media site below.

MEDIA SITE



LOGOS



SELL SHEETS



APPROVED IMAGES



BRAND BOOK



BRAND VIDEOS



A bottle of Green River Kentucky Straight Bourbon Whiskey and its box are shown on a dark surface. The bottle is clear with a dark label, and the box is brown with gold lettering. A glass of whiskey is visible in the background.

**RICH  
FLAVOR,  
RICHER  
HISTORY**

**THE WHISKEY  WITHOUT REGRETS**

— Green River Distilling Co., Owensboro, KY • 45% Alc/vol • [greenriverwhiskey.com](http://greenriverwhiskey.com) • Please drink responsibly. —

A bottle of Green River Kentucky Straight Rye Whiskey and a glass of whiskey are shown on a dark surface. The bottle is clear with a green label, and the glass is filled with whiskey.

**ORANGE, MINT,  
SPICE, AND  
EVERYTHING NICE**

**THE WHISKEY  WITHOUT REGRETS**

— Green River Distilling Co., Owensboro, KY • 47.5% Alc/vol • [greenriverwhiskey.com](http://greenriverwhiskey.com) • Please drink responsibly. —

A bottle of Green River Kentucky Straight Wheated Bourbon Whiskey and a glass of whiskey are shown on a dark surface. The bottle is clear with a blue label, and the glass is filled with whiskey.

**SWEET WHEAT  
WITH A  
LITTLE HEAT**

**THE WHISKEY  WITHOUT REGRETS**

— Green River Distilling Co., Owensboro, KY • 45% Alc/vol • [greenriverwhiskey.com](http://greenriverwhiskey.com) • Please drink responsibly. —

A bottle of Green River Kentucky Straight Full Proof Bourbon Whiskey and a glass of whiskey are shown on a dark surface. The bottle is clear with a red label, and the glass is filled with whiskey.

**SMALL BATCH,  
FULL PROOF,  
BOLD FLAVOR**

**THE WHISKEY  WITHOUT REGRETS**

— Green River Distilling Co., Owensboro, KY • 58.65% Alc/vol • [greenriverwhiskey.com](http://greenriverwhiskey.com) • Please drink responsibly. —



MARKETING ASSETS







**BARDSTOWN**  
BOURBON COMPANY®





## DISTILLING



## BEVERAGE



## CULINARY



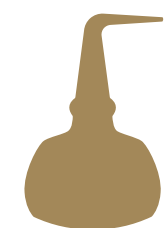
No secrets, myths, or fabricated stories.

The Bardstown Bourbon Company is a trailblazer, pushing boundaries through innovation while honoring the traditional art of making whiskey. Located in the “Bourbon Capital of the World,” Bardstown Bourbon Co. produces the highest-quality Kentucky bourbon and rye whiskey brands.

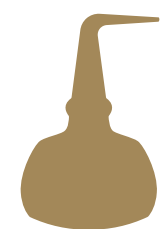
*Never Stand Still.*



▲ LOUISVILLE



JIM BEAM



FOUR  
ROSES

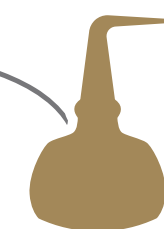


**BARDSTOWN**



BARTON  
1792

LUX ROW



HEAVEN HILL



WILLETT

## BOURBON COMES FROM BARDSTOWN

Just 45 minutes south of Louisville, BardstOWN is the Bourbon Capital of the World, and for good reason. This region boasts some of the oldest traditions of bourbon making. There are 11 distillery experiences within 16 miles of the town center. This is why we made our home here.

LEXINGTON ▲



▼ NASHVILLE



**BARDSTOWN**  
BOURBON COMPANY®





## ORIGIN SERIES

# KENTUCKY STRAIGHT BOURBON WHISKEY

### DESCRIPTION

An exquisite expression with extraordinary flavor, our Origin Series Bourbon Whiskey is a 36% high-rye mashbill that showcases the best of classic bourbon with a burst of rye spice. It's perfect as a unique pour or the foundation for a premium craft cocktail.

### TASTING NOTES

A beautifully balanced blend of apricot, orange blossom, and mint rests on caramel, nutmeg, and rich oak. On the palate, waves of cinnamon and vanilla lead to a bold and lasting finish

96 PROOF | \$44.99



## RECOMMENDED COCKTAIL



### ESPRESSO MARTINI

1 ½ oz. Origin Series Bourbon  
1 oz. Nola Coffee Liqueur  
½ oz. brown sugar simple syrup  
¼ oz. Pierre Ferrand Dry Curaçao

*Shake. Serve up.*





## ORIGIN SERIES

### HIGH WHEAT

### BOURBON WHISKEY

#### DESCRIPTION

Honoring tradition and pushing boundaries of innovation, our High Wheat Bourbon showcases a unique 39% wheated mashbill. With a low barrel entry proof, this expression extracts an abundance of wood sugar and explodes with flavor imbued by the distinct recipe and process. Presented at 106 proof, estate-distilled, aged, and bottled on-site; enjoy the unmatched character and elegance of Bardstown High Wheat.

#### TASTING NOTES

Ripe apricot and lemon rest on leather and crème brûlée. A bold palate of oak and pastry leads to a lightly spiced, full-bodied finish. Waves of cinnamon and vanilla lead to a bold and lasting finish.

106 PROOF | \$49.99

## RECOMMENDED COCKTAIL



#### HIGH WHEAT SIDECAR

1 ½ oz. Origin Series High Wheat  
¾ oz. Orange Curaçao  
¾ oz. Fresh Squeezed Lemon

*Shake ingredients with ice and strain into a chilled glass. Garnish with a lemon peel and thyme.*





ORIGIN SERIES

BOTTLED-IN-BOND  
WHEATED BOURBON

DESCRIPTION

Honoring tradition and authenticity, our Origin Series Bottled-In-Bond 6-year expression presents the best locally sourced Kentucky corn and wheat grains. This expression features 20% wheat in the mashbill creating a modern expression of beautifully balanced bourbon.

TASTING NOTES

Baked peach with cream meets cocoa with hints of lemon, and an indulgent, smooth mouthfeel of stone fruit and toffee - all leading to an alluring and enduring finish.

100 PROOF | \$49.99



RECOMMENDED COCKTAIL



BLACK CURRANT WHISKEY SOUR

1 ½ oz. Origin Bottled in Bond  
¾ oz. lemon  
¼ oz. Pierre Ferrand Dry Curaçao  
½ oz. Crème de Cassis  
Egg white

*Combine ingredients in shaker. Dry shake. Add ice and shake until shaker is frosted. Double strain.*





ORIGIN SERIES  
DOUBLE BARRELED  
RYE WHISKEY

DESCRIPTION

Our Origin Series Rye is finished in hybrid American wood barrels for up to 6 months. Alternating cherry wood and oak staves toasted to custom specifications in the second finishing barrel provide this 95% rye with unique bursts of flavor and represents the best of our collaborative, creative spirit.

TASTING NOTES

Ripe cherry resonates through toasted oak highlighted by white flower, dill, and cinnamon. A rich, round mouthfeel bursts with fruit flavor leading to a sublime, one-of-a-kind finish.

96 PROOF | \$59.99



RECOMMENDED COCKTAIL



MANHATTAN

2 oz. Origin Series Rye  
¾ oz. Carpano Antica Sweet Red Vermouth  
2 dashes Angostura Bitters

*Stir. Garnish with cherry.*





## SINGLE BARREL

Bardstown Bourbon Company's Single Barrel Program offers customers the highest level of choice, customization, and unparalleled personalization. Select from two different single barrel expressions, our Kentucky Straight Bourbon or Kentucky Straight Rye finished in our innovative hybrid cherry oak barrels. Both releases are aged a minimum of six years and are extremely limited in quantity. We welcome you to select your single barrel at our beautiful Bardstown distillery.

*This is a private label program allocated based on availability.*





## DISCOVERY SERIES

Our award-winning Discovery Series highlights the Art of Blending, creating exciting expressions which blend rare whiskies so that the result is greater than the sum of its parts. Through artfully combining exemplary whiskies we discover from all over the world, this series pushes the boundaries of innovation by creating completely unique flavor profiles and styles. While others may shy away from blending, we celebrate the nuances we are able to create by pushing what's possible.

DISCOVERY #11 NAMES BEST BOURBON OF  
THE YEAR - UPROXX





# COLLABORATIVE SERIES

Our Collaborative Series celebrates like-minded partners who push the boundaries of their respective industries. Through secondary finishing in previously used beer, wine, and spirits barrels, our Collaborative partners are uniquely highlighted through one-of-a-kind releases. Each partner is celebrated on the packaging, highlighting the individuality of each release. Many are awarded best in class, like our 2023 Foursquare Rum Collaboration, recognized as “the best rum cask-finished whiskey on the market,” and 2024’s Amrut, which has won Double Gold at SFWSC (95 pts).

Some of our collaborative partners include

*The Prisoner*

CHATEAU DE LAUBADE

AMARO NONINO

FERRAND

FOURSQUARE RUM DISTILLERY

GOOSE ISLAND BOURBON COUNTY BRAND STOUT

*Copper & Kings*

SILVER OAK

AMRUT





# GREEN RIVER

KENTUCKY STRAIGHT WHISKEY





## THE WESTERN GATE OF THE KENTUCKY BOURBON TRAIL

---

A proud member of the Kentucky Bourbon Trail, Green River’s Owensboro distillery 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 riverfront city of Owensboro, provides a distinct and unforgettable experience, presenting both the past and the future of bourbon.







## THE WHISKEY WITHOUT REGRETS

Founded in 1885, Green River is the 10th oldest distillery licensed in Kentucky, giving it the designation DSP-KY-10. Green River’s legacy is one 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.



# AN ABRIDGED HISTORY OF GREEN RIVER



J. W. McCULLOCH  
Distiller, Owensboro, Ky.

**1885**

## GREEN RIVER FOUNDED

J.W. McCulloch founded the distillery in 1885, making it 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 was rebuilt and the brand sold off to another company. After Prohibition, no medical claims could be made with alcohol so the slogan was changed to “The Whiskey Without Regrets.”



**2014**

## LIKE THE PHOENIX

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

**2024**

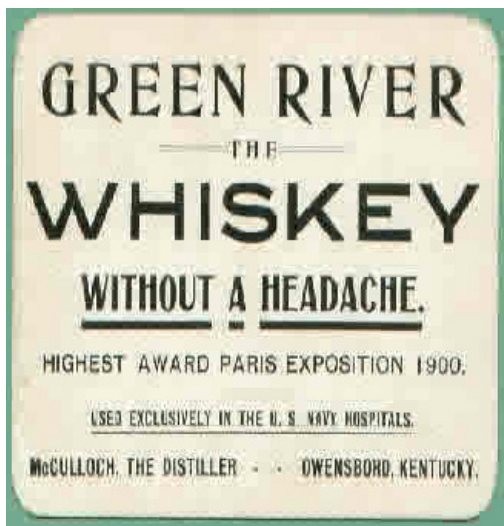
## THE PRIDE OF OWENSBORO

Green River returned to the shelves again and expanded its distribution across the country with an original bourbon whiskey, wheated bourbon, rye, full proof, 1885 one liter, and single barrel expression.

**1901**

## STRIKING GOLD!

Green River Whiskey won numerous international awards.



**1913**

## THE WHISKEY WITHOUT A HEADACHE

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



**1918**

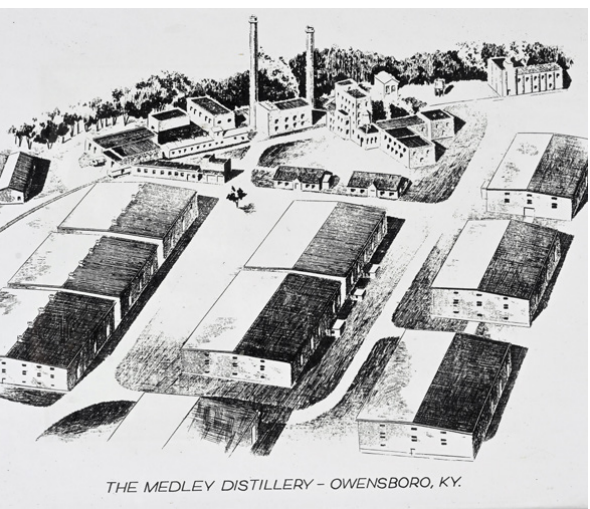
## ON FIRE

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 stopped distribution. The distillery changed hands several times and was eventually abandoned.



**2016**

## THE STILLS RUN AGAIN

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





Everything from the 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 Bourbon features a mashbill of:

70% corn

21% rye

9% malted barley

## RECOMMENDED COCKTAIL



## GOLD RUSH

2 oz. Green River Bourbon

$\frac{3}{4}$  oz. lemon juice

$\frac{3}{4}$  oz. honey syrup

Shake, strain, serve up

Garnish with a lemon peel





## KENTUCKY STRAIGHT WHEATED BOURBON

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.

Green River Wheated features a mashbill of:

**70% corn**

**21% wheat**

**9% malted barley**

## RECOMMENDED COCKTAIL



## SLIGHTLY STORMY

1 ½ oz. Green River Wheated Bourbon

½ oz. lime

½ oz. Allspice Dram

Shake and strain

Top with Ginger beer over ice





## KENTUCKY STRAIGHT RYE WHISKEY

95 PROOF • 47.5% ALC/VOL • \$34.99

Green River Rye Whiskey, with its easy-drinking appeal and a memorable finish, shines as a testament to the seamless union of simplicity and quality. This Kentucky Straight Rye Whiskey is bottled at 95 proof and boasts rich color and flavor.

Green River Rye features a classic mashbill of:

**95% rye**

**5% malted barley**

## RECOMMENDED COCKTAIL



## BLACK MANHATTAN

2 oz. Green River Rye

$\frac{3}{4}$  oz. Averna

1 dash walnut bitters

1 dash cherry bitters

Shake, strain, serve up

Garnish with an orange peel





## KENTUCKY STRAIGHT FULL PROOF

.....

**117.3 PROOF • 58.65% ALC/VOL • \$49.99**

Green River Full Proof is a small batch of select barrels, blended and bottled at barrel strength. It offers a robust flavor profile that can be enjoyed neat, on the rocks, or in your favorite cocktail.

Green River Rye features a classic mashbill of:

**70% Corn**

**21% Rye**

**9% Malted Barley**

## RECOMMENDED COCKTAIL



## FULL PROOF BILLIONAIRE

2 oz. Green River Full Proof

1 oz. Lemon Juice

½ oz. Grenadine

½ oz. Simple Syrup

Absinthe rinse

Lemon wheel

Add all ingredients into a shaker with ice.  
Shake. Strain into a chilled cocktail glass.  
Garnish with a lemon wheel.





## 1885 BOURBON

.....

**85 PROOF • 42.5% ALC/VOL • \$21.99**

This unique bourbon recipe is presented at 85 proof, aged four years, and blended to taste with bartenders' creativity in mind. Green River 1885 Bourbon honors the brand's storied history while bringing new life to the cocktail bars of today.

Green River Rye features a classic mashbill of:

**76% Corn**

**15% Rye**

**9% Malted Barley**





## SINGLE BARREL BOURBON WHISKEY

CASK STRENGTH • \$59.99

Our single barrel bourbon is a true rye-forward Kentucky bourbon with a remarkable flavor profile. Every single barrel will be a minimum of five years old and presented at cask strength (119 proof).

Green River Single Barrel features a mashbill of:

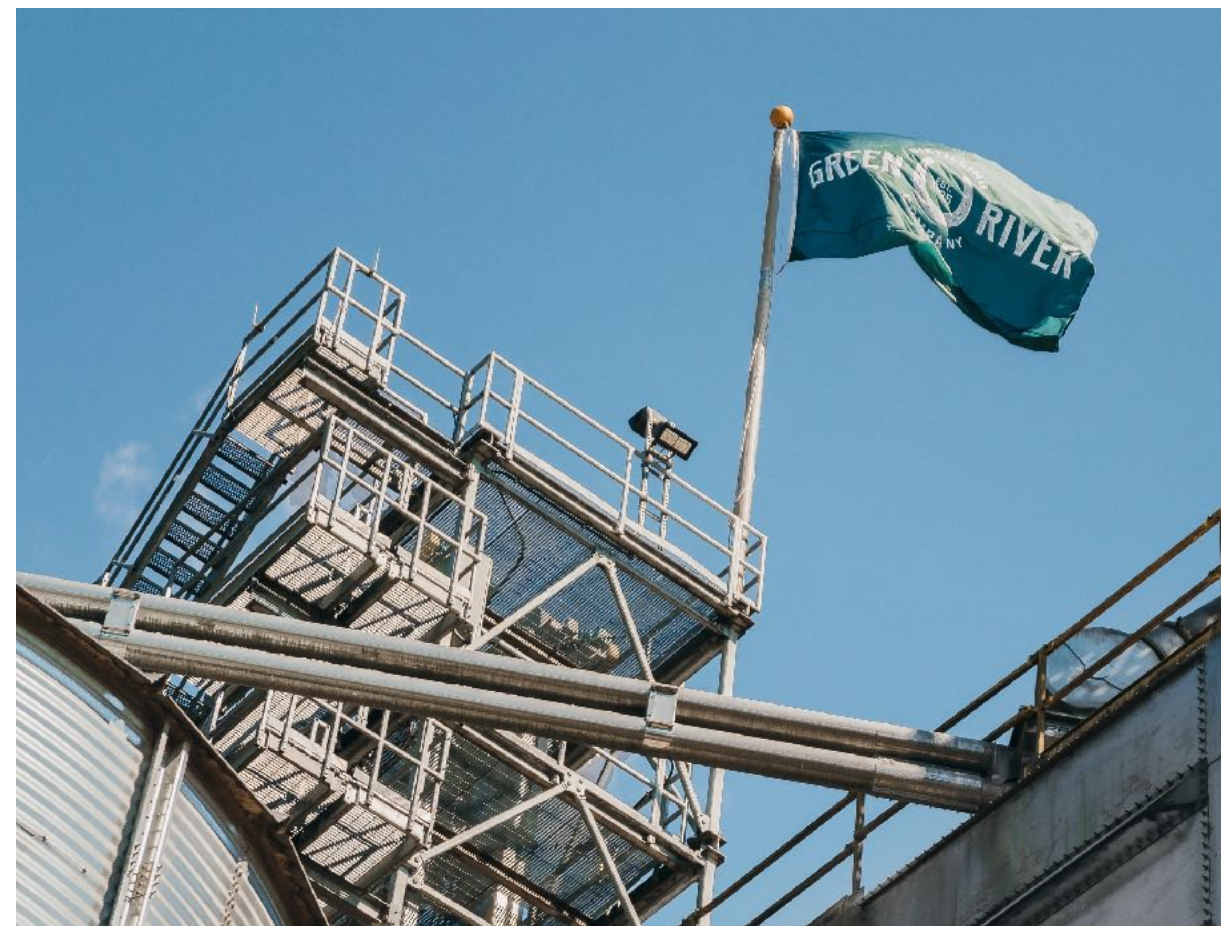
**70% corn**

**21% rye**

**9% malted barley**

This is a private label program allocated based on availability.





## THE EXPERIENCE

Green River offers a variety of tours and unforgettable experiences - from casual tastings to deep dives into this distillery's robust history and whiskey-making process. Guests can thief from the barrel, enjoy different flights, and tour the entire grounds. As well, guests can relax in one of our beautifully preserved lounges 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 at [greenriverwhiskey.com](http://greenriverwhiskey.com) to see our entire catalog of visitor experiences.





[BARDSTOWNBOURBON.COM](https://bardstownbourbon.com)  
[GREENRIVERWHISKEY.COM](https://greenriverwhiskey.com)

