



## **KENTUCKY BOURBON TRAIL CRAFT TOUR® ADDS FOUR NEW DISTILLERIES TO AMBER ADVENTURE**

*Kentucky Distillers Continue to Build New Bourbon Experiences and Tourism Across the State*

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FRANKFORT, Ky. – The Kentucky Bourbon Trail Craft Tour® is embarking on its largest expansion in its history, welcoming four distilleries to the nation’s premier adventure showcasing micro-distilling craftsmanship, the Kentucky Distillers’ Association announced today.

The newest additions include two in Northern Kentucky and two in Lexington:

**Augusta Distillery**

207 Seminary Ave.

Augusta, Ky.

[augustakydillery.com/](http://augustakydillery.com/)

**Fresh Bourbon**

377 E Main St., Suite 100

Lexington, Ky.

[freshbourbon.com/](http://freshbourbon.com/)

**Pensive Distilling Co.**

720 Monmouth St.

Newport, Ky.

[pensivedistilling.com/](http://pensivedistilling.com/)

**RD1 Spirits**

1170 Manchester St., Suite 190

Lexington, Ky.

[rd1spirits.com/](http://rd1spirits.com/)

KDA President Eric Gregory said the new members swell the ranks of the Kentucky Bourbon Trail Craft Tour® to an all-time high of 28 distilleries. The KDA created the statewide journey in 2012 as the nation’s first attraction to feature the burgeoning boutique distilling movement, and more than a decade later, its impact continues to grow, bringing all the benefits of the Bourbon economy with it.

Coupled with the 18 larger-scale distilleries on the Kentucky Bourbon Trail® tour, the KDA now boasts a record 46 immersive experiences for Bourbon and spirits lovers to enjoy when visiting the Bluegrass State. The KDA founded the Kentucky Bourbon Trail® tour in 1999.

“Our Kentucky Bourbon Trail® experiences continue to elevate and grow tourism at an astounding pace, educating visitors from around the world about our signature spirit and pouring millions of dollars of revenue into local communities and coffers,” Gregory said.

Total attendance along the two Kentucky Bourbon Trail® experiences topped 2 million last year for the first time ever, including more than 725,000 visits to Kentucky Bourbon Trail Craft Tour® distilleries.

In the last 10 years, attendance has skyrocketed by a phenomenal 370%, Gregory said.

“The diversity of experiences available at these new stops is outstanding — from secret speakeasies to pairings of delicious Bourbon and bites all the way to full dining experiences. Bourbon has really proven itself over the last couple decades and enabled many communities to be a part of its growth,” he said.

“We’re thrilled to welcome these four new distilleries to our amber adventure and encourage visitors to discover the intriguing experiences that each of them has to offer.”

Augusta Distillery Founder and Board Vice Chairman Judd Weis said, “Being included on the Kentucky Bourbon Trail Craft Tour® puts Augusta Distillery in an even better position to share our charming town, distillery and award-winning Bourbon.”

Fresh Bourbon Distillery Founder Tia Edwards expressed excitement to be a destination on the Craft Tour. “We believe in bringing a unique approach to the Kentucky Bourbon experience by hosting guests in our elegant distillery and having them experience Bourbon luxury.”

Pensive Distilling Co. owner Scott Quigley said that joining the Craft Tour shines a spotlight on their establishment and helps grow tourism in Northern Kentucky. “The Kentucky Bourbon Trail Craft Tour® spreads our open invitation for all to come and enjoy Newport and the Pensive experience.”

RD1 Vice President of Marketing Chris Tetterton said, “It is an awesome privilege to be part of the Kentucky Bourbon Trail Craft Tour. This group of distilleries tells the story of America’s native spirit along with the proud history, tradition, and future of Kentucky’s leading role in Bourbon.”

Learn more at [www.kybourbontrail.com](http://www.kybourbontrail.com).

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For more information or to set up an interview, contact KDA President Eric Gregory at [eric@kybourbon.com](mailto:eric@kybourbon.com).

*Founded in 1880, the Kentucky Distillers' Association is the legendary voice for Kentucky's signature Bourbon and distilled spirits industry. Its diverse and growing membership produces the overwhelming majority of the world's Bourbon, from historic, global brands to emerging micro distilleries that are fostering the next generation of the Commonwealth's landmark economic engine and its thriving, timeless craft. Member benefits include media relations, international trade development, private sampling events, technical assistance, economic development support, networking, legal defense, marketing strategies, governmental and regulatory advocacy and innovative tourism experiences through the KDA's world-famous Kentucky Bourbon Trail® and Kentucky Bourbon Trail Craft Tour® adventures. A 501(c)(6) nonprofit organization, the KDA maintains an open membership policy, champions a strong commitment to the responsible and moderate consumption of spirits, and fights to curb underage drinking and drunk driving. Learn more at [www.kybourbon.com](http://www.kybourbon.com) and [www.kybourbontrail.com](http://www.kybourbontrail.com)*

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