

KENTUCKY BOURBON QUICK SHOTS 2018



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 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.

Kentucky taxes Bourbon and spirits highest among all 536 manufacturing industries in the state. Nearly 60% of every bottle goes to taxes or fees, with seven different taxes on Bourbon – including an ad valorem tax each and every year on aging barrels.



KDA created the Kentucky Bourbon Trail® in 1999 to give visitors a first-hand experience into crafting the world's finest Bourbon. It has become one of the country's hottest tourism attractions, with a record **940,780** visits in 2017.



Bourbon production has increased more than **275 percent since 1999** (455,078 barrels compared to 1,715,541 in 2017), 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. A record **253,453** people toured its distilleries in 2017.

Bourbon is revolutionizing Kentucky tourism and pouring much-needed revenue into local communities. Kentucky Bourbon Trail® visitors spend between \$400 and \$1,200 on average during their trip. More than 70% of visitors are from outside Kentucky.

Our distillers are committed to growing responsibly. In the last year, they have delivered over **3,700** free rides to reduce impaired driving with Lyft and prevented underage access to alcohol by catching **250** fake IDs at their distilleries with Intellicheck.

Total Bourbon inventory was 7.5 million barrels as of January 2018, the highest it's been since 1972.



The total number of aging barrels in Kentucky is 8.1 million, the most since 1971. This includes Bourbon, brandy and other spirits. There are now almost **2** barrels for every person living in Kentucky.

The 2018 tax-assessed value of all barrels aging in Kentucky is **\$3 billion** – an increase of \$456 million over the previous year. Distillers paid more than \$23 million in state and local barrel taxes alone in 2018, a new record.



In 2017, Bourbon production was 1.7 million barrels, only the second time since 1968 that distillers filled that many.

Kentucky Bourbon and Tennessee whiskey exports surged 14 percent in 2017, making it the **largest export category** among all U.S. distilled spirits with more than \$1.1 billion in revenues.



The KDA, a non-profit trade group founded in 1880, represents 40 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**.