



502.875.9351
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Since 1880, the Kentucky Distillers' Association has stood strong in supporting America's distilled spirits industry – and the nation's only native spirit, Bourbon. And the business has never looked better.

Learn more at:

www.kybourbon.com
www.kybourbontrail.com
www.kybourbonaffair.com

KENTUCKY BOURBON TRAIL® KBT™ BOURBON TRAIL™

KENTUCKY BOURBON CRAFT TOUR® AND KENTUCKY BOURBON AFFAIR™

ARE TRADEMARKS/SERVICE MARKS OF THE KENTUCKY DISTILLERS' ASSOCIATION.

PLEASE ENJOY OUR BOURBON AND FINE SPIRITS LIKE A TRUE KENTUCKIAN – RESPONSIBLY.



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BOURBON TOURISTS
MADE A RECORD
1.4 MILLION
DISTILLERY STOPS IN 2018



KENTUCKY BOURBON TRAIL®
ATTRACTS 1 MILLION VISITS
FOR FIRST TIME SINCE
CREATION IN 1999



340,000 STOPS AT KENTUCKY
BOURBON TRAIL CRAFT TOUR®



370% INCREASE IN ATTENDANCE
OVER THE LAST 10 YEARS



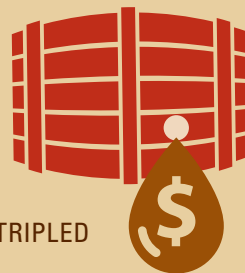
ON PACE FOR
**RECORD
GROWTH
BY 2020**

MORE THAN 24,000 PEOPLE
WILL OWE THEIR PAYCHECKS
TO THE DISTILLING INDUSTRY

\$1.2 BILLION PAYROLL

\$10 BILLION IN ECONOMIC OUTPUT

\$450+
MILLION
EXPORTED
IN 2017



EXPORT VALUE HAS TRIPLED
IN LAST 20 YEARS

EU COUNTRIES MAKE UP NEARLY HALF
OF KENTUCKY WHISKEY EXPORTS



KENTUCKY
SOURCED GRAINS
**AID FAMILY
FARMERS**

KDA DISTILLERS BOUGHT MORE THAN 9
MILLION BUSHELLS OF CORN AND OTHER
GRAINS IN 2017 FROM KENTUCKY FARMERS

THAT'S OVER HALF OF ALL DISTILLERY
CORN PURCHASES

9 BUSHELLS OF CORN + 3 BUSHELLS OF
OTHER GRAINS = 1 BARREL OF BOURBON

PROVIDING A BOOST FOR
**LOCAL SCHOOLS
& ECONOMY**

DISTILLERS PAID A RECORD
\$23 MILLION IN BARREL
TAXES IN 2018

REVENUE FUNDS LOCAL
SCHOOLS, LIBRARIES,
PUBLIC SAFETY

TAX-ASSESSED VALUE
OF AGING BARRELS
IS \$3 BILLION

VALUE HAS MORE
THAN TRIPLED IN
LAST 10 YEARS



**BARREL
STRENGTH**



THE ECONOMIC
IMPACT OF KENTUCKY'S
SIGNATURE BOURBON
& DISTILLED SPIRITS
INDUSTRY





**PRODUCING
95 PERCENT
OF THE
WORLD'S
SUPPLY**

KENTUCKY IS THE BIRTHPLACE
OF BOURBON

AMERICA'S ONLY NATIVE SPIRIT,
AS DECLARED BY CONGRESS IN 1964

KENTUCKY'S SIGNATURE DISTILLING INDUSTRY:

GENERATES **20,100 JOBS,**
\$1 BILLION IN PAYROLL,
\$235 MILLION
IN LOCAL & STATE
TAX REVENUE

68 DISTILLERIES AS OF 2018 –
UP 250% IN LAST DECADE

MORE THAN A THIRD OF
ALL DISTILLING JOBS IN THE U.S.

AVERAGE SALARY OF \$95,000 –
UP 23% SINCE 2009

32 COUNTIES WITH AT LEAST
ONE DISTILLERY (ONLY 8 IN 2009)

ONLY ONE

KENTUCKY
INDUSTRY HAS BOTH
MORE JOBS AND
HIGHER SPIN-OFF

FOR EVERY DISTILLING
JOB, THREE MORE ARE
CREATED DOWN THE LINE

ONLY LIGHT TRUCKS/UTILITY
VEHICLES HAVE MORE JOBS
& HIGHER MULTIPLIER

DISTILLING RANKS HIGHER
THAN ALL BUT ONE OF 532
KENTUCKY INDUSTRIES
IN STATE'S SHARE OF
NATIONAL EMPLOYMENT AND
MANUFACTURING OUTPUT



KENTUCKY HAS
MORE BOURBON
THAN PEOPLE

MORE THAN 7.5 MILLION
BARRELS OF BOURBON AGING

4.3 MILLION PEOPLE

HIGHEST INVENTORY IN
MORE THAN 40 YEARS



**POURS \$8.6
BILLION**

INTO KENTUCKY'S
ECONOMY EVERY YEAR



BOURBON PRODUCTION HAS
INCREASED 115 PERCENT
IN LAST 10 YEARS

MORE THAN 8.1 MILLION BARRELS
OF BOURBON AND OTHER SPIRITS
NOW GENTLY AGING IN KENTUCKY

**\$2.3
BILLION**

IN CAPITAL
PROJECTS
COMPLETED OR
PLANNED BY 2022

BUILDING BOOM
INCLUDES NEW
DISTILLERIES,
WAREHOUSES,
TOURISM CENTERS

**NEXT AMBER WAVE
OF INVESTMENTS WILL
CREATE 1,800 NEW JOBS,
\$70 MILLION IN PAYROLL,
\$8.4 MILLION IN
TAX REVENUE**



**KENTUCKY
TAXES SPIRITS
PRODUCTION
HIGHER THAN
ALL OTHER
INDUSTRIES**

HIGHEST AMONG ALL 532
INDUSTRIES IN KENTUCKY

28 PERCENT OF EVERY DOLLAR
GOES TO TAXES

BEER PAYS 13 PERCENT –
WINE TAXED AT 3 PERCENT

KENTUCKY SPIRITS' EXCISE &
WHOLESALE TAX RATE IS FIFTH
HIGHEST IN THE COUNTRY

**WE CAN'T
EVEN BEAT
TENNESSEE...**

TENNESSEE – SECOND TO
KENTUCKY IN WHISKEY
PRODUCTION NATIONALLY –
TAXES SPIRITS AT HALF
THE RATE AS KENTUCKY

