

KENTUCKY BOURBON QUICK SHOTS 2020



Kentucky is the birthplace of Bourbon, crafting 95% 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 **\$8.6 billion** signature industry in Kentucky, generating more than **20,100** jobs with an annual payroll topping **\$1 billion**. Spirits production and consumption pours more than **\$235 million** in state and local tax coffers every year.

Kentucky taxes Bourbon and spirits highest among all **532 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. Kentucky is the only place in the world that taxes aging spirits.



The KDA created the **Kentucky Bourbon Trail® adventure** in 1999 to give visitors a first-hand experience into crafting the world's finest Bourbon, and the Kentucky Bourbon Trail Craft Tour® in 2012 to showcase the state's emerging boutique distillers, the first of its kind in the nation.



Bourbon production has skyrocketed more than 360% since the turn of the century with premium small batch and single barrel brands driving the Bourbon renaissance as America's only and official native spirit.



More than **\$2.3 billion in capital projects** has been completed or is planned over the next five years, from new distilleries and aging warehouses to state-of-the-art bottling facilities and innovative tourism centers.



The KBT® and KBTCT® experiences are among the country's most famous and hottest tourist attractions, with **more than 1.7 million combined visits in 2019**, including 1.3 million on the KBT® journey and an additional 444,000 visits to the KBTCT®. There are now a record 37 KBT® tourism experiences across the state, with more on the way.



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.**

KDA distillers are committed to growing responsibly. Over the last two years, they have delivered over **9,200** free rides to reduce impaired driving with Lyft and prevented underage access to alcohol by catching **more than 1,000** fake IDs at their distilleries with Intellicheck software.

Total Bourbon inventory was 9.3 million barrels as of January 2020. This is the first time since 1967 – when the KDA started keeping inventory records – that the number of aging Bourbon barrels has topped 9 million.



The total number of all aging barrels in Kentucky is nearly **10 million**, the most ever in the modern era of American whiskey. This includes Bourbon, brandy and other spirits.

There are now more than 2 barrels for every person living in the Commonwealth.

The 2019 tax-assessed value of all aging barrels is **\$3.8 billion**, a **\$400 million** increase over last year and double the rate since 2010. Distillers paid a record **\$29 million** in state and local barrel taxes alone in 2020. Almost all of the barrel tax revenue helps fund education in local distilling communities.

Kentucky distillers once again filled **more than 2.1 million barrels of Bourbon in 2019**, the second year in a row that Kentucky distillers have filled two million barrels, and the first time that's happened in the modern era.

Kentucky exported **\$570 million** in Bourbon and other spirits in 2019 – but retaliatory tariffs and never-ending trade wars pose serious threats to global exports going forward. Japan, Spain, Canada and Australia are top export markets for Kentucky Bourbon, while the United Kingdom has slipped due to tariffs.



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**.



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