

INDEX

- Aged whiskey, 30
- “Alcohol Avenue”, 30
- Alcohol consumption, 33
- American whiskey, 22, 101
- Ancient Age Distillery, 41
- Authenticity, 91

- Bar and restaurant culture, 110
- Bardstown, 1–2, 5–8
 - airport, 146
 - Bourbon booms,
 - Bardstown follows, 7–11
 - distilling impact on, 91–97
 - food, 70–73
 - tourism strengthens, 34–36
- Bardstown Industrial Development Corporation (BIDC), 145
- Bardstown-Nelson County Tourism Commission (BNCTC), 66, 142–144
- Barley, 17

- Before Prohibition: Distilleries in Nelson County Kentucky* (Hibbs), 5
- Bottled-In-Bond bourbon, 20
- Bourbon, 19–20
 - Bardstown tourism strengthens, 34–36
 - boom theory, 54–57
 - booms and Bardstown follows, 7–11
 - Bourbon Capital of the World®, 37–38
 - centuries of history, 17–21
 - challenges, 32–33
 - distilleries, 15
 - distilling, 33–34, 140–141
 - on menu, 111
 - prohibition, 28–29
 - property acquisition, 16
 - slow and steady expansion, 21–27
 - social media culture, 108–109
 - tourism, 7
 - whiskey drying timing, 29–32

- Bourbon Capital
 - Community Alliance (BCCA), 60, 143–144
- Bourbon Capital of the World®, 1, 4–5, 15, 37–38, 63, 142, 146
- Bourbon County, 21
- Bourbon Heritage Center, 2
- Bourbon Renaissance, 39
 - Bourbon boom theory, 54–57
 - favor of law, 53
 - KBF, 43–45
 - real Bourbon tourism takes shape, 49–52
 - smaller becomes bigger in whiskey world, 41–43
 - whiskey superstars, 46–49
- Bourbon Studies minor*, 98
- Bourbon tourism, 23, 91, 139
 - in action, 63–67
 - Bardstown food, 70–73
 - California wine country, 123–128
 - distillers, 114
 - future Buffalo Trace, 115
 - getting organized, 60–63
 - Getz Museum, 78–81
 - Heaven Hill Springs Distillery, 115–118
 - high potential and hurdles in exports, 119
 - hospitable southern invasion, 121–123
 - lean labor ranks, 79–83
 - new Bourbon experience, 67–70
 - rooms at Inns, 130–134
 - threats from outside competition, 134–137
 - Vodka giant seeks foothold in Bourbon category, 120–121
 - wealth gap, 128–130
- Bourbon's celebrity culture
 - bar and restaurant culture, 110
 - book authors made Bourbon interesting, 106–107
 - Bourbon on menu, 111
 - Bourbon social media culture, 108–109
 - dawn of celebrity distiller, 102–104
 - media celebrity culture, 104–105
 - whiskey marketing, 101–102
 - whiskey reporting made Bourbon current, 107–108
- Brewing and Distilling Arts & Sciences*, 98
- Brown, Mark (CEO of Sazerac), 115
- California Wine Country, 12, 123–128
- Catholicism, 7

- Celebrity distiller, dawn of, 102–104
- Certificates of appropriateness (CA), 9
- Cocktail culture, 54
- Colloquialism, 22
- Continuous column still, 23
- Cooperage, 24
- Corn, 17
- Distillation, Wine and Brewing Studies* certificate, 97–98
- Distilled Spirits Business* certificate, 98
- Distilleries, 24, 28, 86
- Economics of Bourbon
 Bourbon tourism, 86–87
 distilling impact on Bardstown, 91–97
 economic impact of Kentucky distilling, 88–91
 excellent visitor demographics, 87–88
 tourism in Kentucky, 85
 whiskey and education, 97–99
- Education, whiskey and, 97–99
- European Catholics, 17
- Excellent visitor demographics, 87–88
- Executive Bourbon Steward Program*, 99
- “Fractional stills” (*see* Pot still)
- Getz Museum, 76–79
- Global trade agreements, 90
- Heaven Hill Springs Distillery, 115–118
- Heritage, 91
- Hospitable southern invasion, 121–123
- Huston, Kim (President of NCEDA), 144–147
- Industrial Revolution, 21
- Kentucky Bourbon Festival (KBF), 42–45, 143
- Kentucky Bourbon Trail (KBT), 1, 86
- Kentucky Distillers’ Association (KDA), 49, 86
- Kentucky Standard, The*, 9
- Kentucky Tourism Development Act, 51
- Kentucky whiskey, 21
- Lean labor ranks, 79–83
- Lux, Donn (chairman and CEO of Luxco), 96
- Mandell, David (CEO of Bardstown Bourbon Co.), 3
- Mangeot, Mike (Executive Director of BNCTC), 142–144

- McKenzie, Jeff (Louisville-based corporate attorney), 16
- Media celebrity culture, 104–105
- Monty Python and the Holy Grail* (movie), 39
- Napafication, 59
- Nelson County, 2–4, 18
- Nelson County Economic Development Agency (NCEDA), 60, 142, 144–147
- Pot still, 18, 23, 25, 51, 128
- Prohibition, 6
- Property values, 9
- Rackhouse/rickhouse/warehouse, 26
- Repeal Day, 32
- Resurgence of cocktails, 90
- Rye whiskey, 26
- San Francisco World Spirits Competition (SFWSC), 112*n*1
- Sazerac, 26–27
- 6 Day Distiller's Course*, 99
- Social media, 55
- Sourced whiskey, 27
- Sourcing, 27
- “Stephen Foster Story, The”, 6
- Sugarboo Farms, 122
- Temperance Movement, 28
- Tourism (*see also* Bourbon tourism), 59
- Urban Bourbon Trail (UBT), 135
- Vodka giant seeks foothold in Bourbon category, 120–121
- Volstead Act (1920), 5, 25
- Wealth gap, 128–130
- Whiskey, 22–27
 - American, 22, 101
 - drying timing, 29–32
 - and education, 97–99
 - makers, 18
 - marketing, 101–102
 - quality, 90
 - reporting made
 - Bourbon current, 107–108
 - superstars, 46–49
 - whiskey-making heritage, 4
- Willett Distillery, 32
- Yeast, 18