

Can't Miss Bourbon Experiences

PEOPLE COME FROM AROUND THE WORLD TO THE BIRTHPLACE OF BOURBON. IT IS TRULY A WAY OF LIFE IN LOUISVILLE AND KENTUCKY. IN LOUISVILLE, WE DON'T JUST DRINK BOURBON, WE EXPERIENCE IT.

24 Hour Bourbon Experience

10 am- [EVAN WILLIAMS BOURBON EXPERIENCE](#)- Located on Louisville's historic "Whiskey Row" featuring an artisanal distillery, tours, tastings and more. Celebrating the legacy of Evan Williams, Kentucky's first distiller, this immersive experience brings to life the history and tradition of Kentucky's native spirit.

11 am- [KENTUCKY PEERLESS DISTILLERY](#)- Louisville's newest distillery is one that has resurrected an old family brand that is four generations rich in history.

Lunch- [BOURBON RAW](#)- An official stop on the Urban Bourbon Trail- A unique Southern-inspired menu highlighted by an extensive raw bar. The 57-inch long marble topped bar is the perfect location to try one of its 80 Bourbons or unique, handcrafted cocktails.

1:30 pm- [JIM BEAM URBAN DISTILLERY](#) - Located in the heart of downtown Louisville at Fourth Street Live! Giving visitors an understanding about Bourbon without leaving the Louisville city limits.

2:30 pm- [COPPER & KINGS AMERICAN BRANDY](#) - Based in Butchertown making dynamic American style brandy. Tour a modern distillery, see the 3 copper pot stills & listen to the brandy sonically age to rock n' roll music.

4 pm- [BULLEIT FRONTIER WHISKEY EXPERIENCE AT STITZEL-WELLER](#) - One of the true cathedrals of the American whiskey industry. Originally opened in 1935, now home to Bulleit, Blade & Bow, IW Harper and Orphan Barrel.

Happy Hour- [TROLL PUB UNDER THE BRIDGE](#)- An official stop on the Urban Bourbon Trail- Located in historic Whiskey Row, built with reclaimed remnants of the original historic building materials. The menu consists of classic pub favorites and the bar is stocked with more than 60 Bourbons and 24 craft beers. Look for Louie the 8-foot-tall Troll, pointing you in the right direction.

Dinner- [RYE](#)- An official stop on the Urban Bourbon Trail- Capitalizing on the unrivaled products of local farms, Rye focuses on sustainable, seasonal ingredients which allow the restaurant to offer fresher, cleaner more flavorful cuisine.

Nightlife- [HAYMARKET WHISKEY BAR](#)- An official stop on the Urban Bourbon Trail- A great place to imbibe, see live entertainment, play vintage pinball, dig through the jukebox or enjoy great conversation. Named one of the Top 22 Whiskey Bars in America by Thrillist.

48 Hour Bourbon Experience

DAY ONE

8 am- [SWAY](#)- An official stop on the Urban Bourbon Trail- Based on the farm-to-fork concept SWAY brings Southern fare inspired by the rich heritage of the region. Seasonal menu combining flavors of Southern kitchens, American favorites and Sunday dinners with the freshest of ingredients from local farms, dairies and butchers.

9 am- [FRAZIER HISTORY MUSEUM](#)- Spirits of the Bluegrass: Prohibition and Kentucky brings the 1920's to life & shows how millions of otherwise law-abiding Americans chose to violate the national alcohol ban to quench the country's thirst for illegal booze. With two full sized bars, an event-ready Speakeasy with a lighted stage, and flapper dresses around every corner, Prohibition and Kentucky stands ready for a party. In 1920, you needed a doctor's prescription or a Speakeasy password to get your lips on some liquor. Today, both the great stories, and the spirits, are much easier to come by.

10:30 am- [KENTUCKY PEERLESS DISTILLERY](#)- Louisville's newest distillery is one that has resurrected an old family brand that is four generations rich in history.

Lunch- [BRISTOL BAR & GRILLE](#)- An official stop on the Urban Bourbon Trail- In addition to listing Bourbons by distillery, the extensive Bourbon list selected by the Bristol's Executive bourbon stewards show known mash bills, age statements and proofs. Winner of more "Best of Louisville" awards than any other local restaurant.

2 pm- [EVAN WILLIAMS BOURBON EXPERIENCE](#)- Located on Louisville's historic "Whiskey Row" featuring an artisanal distillery, tours, tastings and more. Celebrating the legacy of Evan Williams, Kentucky's first distiller, this immersive experience brings to life the history and tradition of Kentucky's native spirit.

3 pm- [TASTE OF KENTUCKY](#)- Traditional Kentucky foods & crafts, quality souvenirs. **ART EATABLES**- The world's first bourbon certified chocolatier. Creators of the genuine small-batch bourbon truffle.

4 pm- [JIM BEAM URBAN STILLHOUSE](#) - Located in the heart of downtown Louisville at Fourth Street Live! giving visitors an understanding about Bourbon without leaving the Louisville city limits.

Happy Hour- [THE BROWN HOTEL LOBBY BAR](#)- An official stop on the Urban Bourbon Trail- This treasured landmark features breathtaking turn-of-the-century architecture, an opulent hand painted ceiling and the hotel's signature dish, the world famous Hot Brown. Southern Living Magazine describes this stop as "straight from a 1930's movie set".

Dinner- [Doc Crow's Southern Smokehouse & Raw Bar](#)- An official stop on the Urban Bourbon Trail- Serving straightforward, Southern Cuisine on Whiskey Row. Guests are greeted by the long bar showcasing the day's oyster selection and more than 100 Bourbons.

Nightlife- [MANNY & MERLE](#)- An official stop on the Urban Bourbon Trail- A toe-tapping, honky-tonk located at Whiskey Row. Featuring an award winning menu of Southern/Soul cuisine and handcrafted cocktails, as well as live music from local and national artists.

DAY TWO

9 am- Breakfast-[DISH ON MARKET](#)- An official stop on the Urban Bourbon Trail- Built in 1904 as the first motion picture theater in the city, the building eventually became a coffee saloon (that's code for bar). Known for such entrees as the Truman's Breakfast (named after the former President, who preferred a shot of Bourbon with his daily egg) and for having the No. 1 burger in the city, according to LEO.

10 am- [BULLEIT FRONTIER WHISKEY EXPERIENCE AT STITZEL-WELLER](#)- One of the true cathedrals of the American whiskey industry. Originally opened in 1935, now home to Bulleit, Blade & Bow, IW Harper and Orphan Barrel.

11:30 am- [KENTUCKY DERBY MUSEUM](#)- Bourbon and the Kentucky Derby are synonymous with the city of Louisville, two industries that have contributed to the history of the city and are part of its enduring culture. Whether you are from our great city or just visiting, your experience isn't complete without taking some knowledge back home.

Lunch- [KENTUCKY DERBY CAFÉ](#)- Official stop on the Urban Bourbon Trail- Offering an array of Kentucky Proud food items and Kentucky's finest Bourbons to complete its dishes. Offering a wide variety of contemporary and traditional Kentucky fare.

1:30 pm- [COPPER & KINGS AMERICAN BRANDY](#)- Based in Butchertown making dynamic American style brandy. Tour a modern distillery, see the 3 copper pot stills & listen to the brandy sonically age to rock n' roll music.

2:30 pm- BUTCHERTOWN MARKET- & [CELLAR DOOR CHOCOLATES](#)- a one stop shop for a little retail therapy. Cellar Door Chocolates is famous for its Bourbon truffles. At Bourbon Barrel Foods, you can pick up Bourbon barrel smoked spices, small batch soy sauce aged in Bourbon barrels and specialty bitters.

3:30 pm- [LOUISVILLE SLUGGER MUSEUM & FACTORY](#)- See the world's biggest baseball bat. Tour the factory where world-famous Louisville Slugger baseball bats are crafted. Fun, interactive exhibits, rare baseball memorabilia, gift shop and personalized bats.

Happy Hour- [SIDEBAR](#)- An official stop on the Urban Bourbon Trail- Located at Whiskey Row, this historic structure was originally built in 1877 by L&N Railroad to serve as its headquarters. Sidebar offers outstanding service, entertainment, great food and drink and an atmosphere that makes you feel like a guest in the home of Bourbon, Burgers and Beer.

Dinner- [Vincenzo's Italian Restaurant](#)- An official stop on the Urban Bourbon Trail- Chef Agostino cooks many of his favorite Italian dishes with Bourbon.

Nightlife- [MARKETPLACE RESTAURANT](#)- An official stop on the Urban Bourbon Trail- Southern comfort food meets Italian flair with live jazz in an eclectic atmosphere emphasizing fresh, local ingredients and the highest of quality meats and seafood.

72 Hour Bourbon Experience

DAY ONE

9 am- Breakfast- [NORTH END CAFÉ](#)- An official stop on the Urban Bourbon Trail- For more than a decade, North End Café has been Louisville's fine diner. The restaurant strives to provide friendly service and wholesome food along with an amazing bar that offers more than 60 Bourbon's.

10 am- [BOURBON BARRELL FOODS](#)- The maker of gourmet food products that reflect the rich heritage of Kentucky's Bourbon Country. Home to the only soy sauce microbrewery in the US.

11 am- [COPPER & KINGS AMERICAN BRANDY](#)- Based in Butchertown making dynamic American style brandy. Tour a modern distillery, see the 3 copper pot stills & listen to the brandy sonically age to rock n' roll music.

Noon- [LOUISVILLE SLUGGER MUSUEM & FACTORY](#)- See the world's biggest baseball bat. Tour the factory where world-famous Louisville Slugger baseball bats are crafted. Fun, interactive exhibits, rare baseball memorabilia, gift shop and personalized bats.

1 pm Lunch- [BUCK'S](#) An official stop on the Urban Bourbon Trail- located in Historic Old Louisville offering more than 75 Bourbons with exceptional service, playfully mismatched chine and an air of class, the restaurant transports you back to another time.

2 pm- [BULLEIT FRONTIER WHISKEY EXPERIENCE AT STITZEL-WELLER](#)- One of the true cathedrals of the American whiskey industry. Originally opened in 1935, now home to Bulleit, Blade & Bow, IW Harper and Orphan Barrel.

4 pm- [KENTUCKY DERBY MUSEUM](#)- Bourbon and the Kentucky Derby are synonymous with the city of Louisville, two industries that have contributed to the history of the city and are part of its enduring culture. Whether you are from our great city or just visiting, your experience isn't complete without taking some knowledge back home.

Happy Hour- [JOCKEY SILKS BOURBON BAR](#)- An official stop on the Urban Bourbon Trail- One of Louisville's oldest Bourbon bars. The selection includes rare Bourbons you'll have a hard time finding elsewhere. You'll also find an impressive collection of horseracing memorabilia alongside old wood and leather décor. OR [THE THIRSTY PEDALER](#)- A party to go! A unique tour of Louisville on an authentic Dutch 15- person bicycle. Pre arranged tours that stop at two or three bars on route that you can select!

Dinner- [ASIATIQUE](#)- An official stop on the Urban Bourbon Trail- offering a Bourbon experience with a unique Eastern flair and a twist on tastings with the opportunity to sample a wide selection of Japanese whiskeys.

Nightlife- [O'SHEAS](#)- An official stop on the Urban Bourbon Trail- Located at Whiskey Row where whiskey warehouses were located in the late 1800's in the Old Charter Bourbon Distillery Warehouse. The restaurant has renovated and maintained the history of the building by refinishing 150 year old floors and using tables from reclaimed wood beams.

DAY TWO

6:30 am- Breakfast- [CHARR'D BOURBON KITCHEN AND LOUNGE](#)- An official stop on the Urban Bourbon Trail- Truly Bourbon inspired dining, even the menu has references to Prohibition with "After 1933"

entrees and the “Bootlegger Burger Bar” featuring 80 Bourbon and signature cocktails like the Chocolate Mint Julep.

8 am - 5:30 pm- [MINT JULEP TOUR](#)- Offering custom and public Bourbon distillery tours and is the only dedicated tour company focused on the Kentucky Bourbon Trail.

Happy Hour- [DOWN ONE BOURBON BAR](#)- An official stop on the Urban Bourbon Trail- With a selection of more than 160 Bourbons, named one of National Geographic Traveler magazine’s “Best in the World: Must-See Places”. Make sure to visit the “Get Splashed” wall, a great place for a photo op during your trip.

Dinner- [BOURBON’S BISTRO](#)- An official stop on the Urban Bourbon Trail- Offering more than 130 Bourbons, as well as a selection of antique expression whiskeys that you won’t find anywhere else.

Nightlife- [HAYMARKET WHISKEY BAR](#)- An official stop on the Urban Bourbon Trail- A great place to imbibe, see live entertainment, play vintage pinball, dig through the jukebox or enjoy great conversation. Named one of the Top 22 Whiskey Bars in America by Thrillist.

DAY THREE

9 am- Breakfast [DISH ON MARKET](#)- An official stop on the Urban Bourbon Trail- Built in 1904 as the first motion picture theater in the city, the building eventually became a coffee saloon (that’s code for bar). Known for such entrees as the Truman’s Breakfast (named after the former President, who preferred a shot of Bourbon with his daily egg) and for having the No. 1 burger in the city, according to LEO.

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Lunch- [BISTRO 301](#)- An official stop on the Urban Bourbon Trail- The bar at Bistro 301 was spotlighted in the beginning of Bill Murray’s hit 1981 movie “Stripes”. Locally owned and operated featuring fresh, local and regional foods served in a friendly and relaxed environment.

2 pm- [KENTUCKY PEERLESS DISTILLERY](#)- Louisville’s newest distillery is one that has resurrected an old family brand that is four generations rich in history.

3 pm- [FRAZIER HISTORY MUSEUM](#)- Spirits of the Bluegrass: Prohibition and Kentucky brings the 1920’s to life & shows how millions of otherwise law-abiding Americans chose to violate the national alcohol ban to quench the country’s thirst for illegal booze. With two full sized bars, an event-ready Speakeasy with a lighted stage, and flapper dresses around every corner, Prohibition and Kentucky stands ready for a party. In 1920, you needed a doctor’s prescription or a Speakeasy password to get your lips on some liquor. Today, both the great stories, and the spirits, are much easier to come by.

4 pm- [JIM BEAM URBAN STILLHOUSE](#)- Located in the heart of downtown Louisville at Fourth Street Live! giving visitors an understanding about Bourbon without leaving the Louisville city limits.

Happy Hour- OLD SEELBACH BAR- An official stop on the Urban Bourbon Trail- Opened in 1905, the Seelbach Hotel has hosted gangsters, politicians and celebrities for generations. Gilded era luxury that served as F. Scott Fitzgerald's inspiration for The Great Gatsby.

Dinner

Nightlife- THE BAR AT BLU- An official stop on the Urban Bourbon Trail- Home to more than 60 Bourbons featuring house-made pasta and an extensive wine list.