BULLEIT

AMERICA'S FRONTIER WHISKEY

Bulleit is one of the most highly regarded distilleries in America, earning awards and brand loyalty for their top-tier offerings.

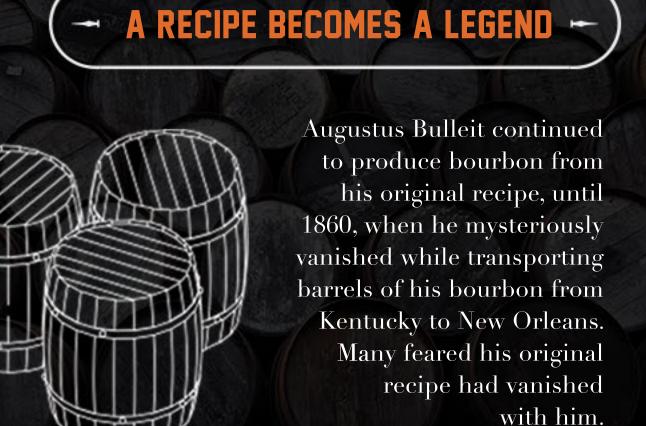But how well do you really know this classic Kentucky bourbon? Get ready to share these fun facts with your customers.

A 19TH CENTURY ORIGINAL

In 1830, after numerous painstaking attempts at creating a distinctive bourbon, Augustus Bulleit, a tavern keeper in Louisville, Kentucky, finally landed upon the recipe that captured the character he long desired.

A RECIPE BECOMES A LEGEND

Augustus Bulleit continued to produce bourbon from his original recipe, until 1860, when he mysteriously vanished while transporting barrels of his bourbon from Kentucky to New Orleans. Many feared his original recipe had vanished with him.

THE EDGE OF A NEW FRONTIER

BULLEIT

FRONTIER FUND

Bulleit Bourbon labels pay homage to the early pioneers of America's frontier, and they also put their support behind the modern-day pioneers advancing the new frontier forward. The Bulleit Frontier Fund supports the hospitality industry and has made an initial investment of $250,000 in donations to organizations including The United States Bartenders' Guild, Another Round, Another Rally, and Southern Smoke.

PUT IT ON THE BILL

Bulleit bourbon's distinct flavor profile comes from its high rye mash bill, with about two-thirds corn and one-third rye, higher than most any other bourbon on the market. The other factor in Bulleit's unique essence is the Kentucky limestone-filtered water, and a proprietary yeast strain that brings out a little extra flavor from the grain.

A CROOKED HOMAGE

Your eyes aren't playing tricks on you, the label on Bulleit Bourbon bottles is intentionally crooked. Original founder Augustus Bulleit placed the labels on his homemade bottles crooked, thinking that at an angle, the name of his bourbon would be easier to read from across the bar. When great-great-grandson Tom started Bulleit Distilling Company, he honored Augustus by keeping his label strategy.

FRIENDS ARE WELCOMED

BULLEIT
BOURBON
FRONTIER WHISKEY

In June of 2019, Bulleit Distilling Co. opened its visitors center in their Kentucky distillery. They offer a dynamic visitor experience including guided tours and an opportunity for guests to design a customized Bulleit label to apply to their own bottles. Just don't put it on too straight.

BREAKTHRU BEVERAGE