

Distilled Living Celebrates 8 Years Offering Exclusive Experiences, Accepted as an Official Sponsor of the Kentucky Bourbon Trail®

Expanded offerings include more unique consumer experiences, elevations for large events, and a full range of distilled spirits industry support services

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Distilled Living, the leader in independent Bourbon experiences, celebrates its 8th anniversary with acceptance as an Official Sponsor of the Kentucky Bourbon Trail® program and the launch of new services.

1,000 Events & Counting

Established in 2016, Distilled Living has become a major provider of curated educational and entertaining experiences, which guide novices and connoisseurs alike through the rich heritage of Kentucky's Bourbon culture and spirit.

Distilled Living's founder Tim Knittel has over 15 years involvement inside the KY Bourbon industry including:

- Former Homeplace Host for the Woodford Reserve Distillery,
- Certified Executive Bourbon Steward,
- The Official Bourbon Ambassador of Churchill Downs,
- Adjunct Professor of Bourbon Studies at Midway University, and
- Recently joined as an instructor for Moonshine U presenting on visitors & hospitality programs for distilleries.

Distilled Living presents a wide range of offerings for private groups including guided tastings, elite mixology, luxury tourism and virtual presentations, all of which are hosted by a select team of independent Bourbon industry professionals.

"Our journey began with a passion for Kentucky's iconic spirit," said Knittel. "Over the years, we've been privileged to share this passion across over one thousand events with tens of thousands of guests, offering them a unique window into the art and science of Bourbon with a focus on sensory education."

Now Joining the KY Bourbon Trail® as an Official Sponsor

The Kentucky Distillers' Association created the Kentucky Bourbon Trail® tour in 1999 to give visitors an intimate, educational look behind the state's most historic distilleries. The Kentucky Bourbon Trail Craft Tour® launched in 2012 as the first excursion in the country to showcase smaller distilleries. Bourbon Trail™ tourists made a record 2.1 million distillery visits last year. In the last 10 years, attendance throughout the iconic journey has skyrocketed a phenomenal 370%.

"By becoming an Official Sponsor of the Kentucky Bourbon Trail®, Distilled Living is honored to join a prestigious society of distilleries and other organizations dedicated to celebrating and sustaining the rich tradition of Bourbon-making in Kentucky. Our sponsorship represents a testament of our commitment to preserving and promoting Kentucky's unique Bourbon culture and not only underscores our deep-rooted connection to this vibrant community but also enables us to play a pivotal role in shaping the future of Bourbon tourism and education," Knittel added.

"In welcoming Distilled Living as an official sponsor of our Kentucky Bourbon Trail® program, we're adding an immensely valuable resource for members and visitors," said Kentucky Bourbon Trail® Director Mandy Ryan, "We have long relied on the expertise of Tim and his team, and are happy to officially recommend them to our thirsty visitors."

New Services for Large Events, Conferences, Conventions & Festivals

For larger events, Distilled Living now offers exclusive Bourbon themed exhibits, elevated bar staffing & Showtending® presentations, as well as distillery tasting coordination services through their unique Kentucky Bourbon One-Stop Tour™ program.

These experiences have been developed in partnership for many notable events including:

- KY Derby® - Showtending® for Millionaire's Row & Matt Winn's Steakhouse (2021, 2022)
- KY Bourbon Festival® - VIP Lounge beverage management & Showtending® (2022, 2023)
- American Distilling Institute Conference - industry offsite excursions (Louisville, 2021)
- Unbridled Eve Charity Gala - luxury mixology & distillery participation (2023)
- ... and more!

Beverage Alcohol Industry Support

With a depth of industry knowledge and relationships, Distilled Living also provides a full suite of services to distilleries and Bourbon brands including tour and tasting design, new product development, manufacturing capacity sourcing, route-to-market support, category media relations and activation staffing.

For individuals and organizations considering getting involved with the Bourbon industry at any level, Distilled Living offers a "project viability review" with optional continued guidance to launch and beyond.

Looking Forward

"We're excited about the future and how we can continue to contribute to the global appreciation of our state's fine spirit," Knittel continued. "As we step into our ninth year, our focus remains on supporting the Kentucky Bourbon industry both directly through our new service offerings and by continuing to elevate the Bourbon experience for our clients."

For more information about Distilled Living and its services, please visit <http://www.distilled-living.com/>.

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