

HEAVEN HILL[®]
EST DISTILLERY 1935

Lifting America's Spirit Since 1935®

Simply put, Heaven Hill Distillery has been lifting America's spirit since 1935. We celebrate American Whiskey's rich traditions, guide its evolution and champion its exciting future. For us, whiskey is more than a profession, it's a personal passion that we pour into every bottle and share with newcomers and aficionados alike. So whether you enjoy the simple pleasure of Rye Whiskey or savor the uniquely satisfying experience of a rare Single Barrel Bourbon, you'll find a home here at Heaven Hill.

Here at Heaven Hill Distillery, you could say that whiskey-making runs in our blood. After all, we've been family-owned and operated since 1935 and have grown to become the second largest holder of aging American Whiskey in the world. Our independence enables us to continue making a wide variety of whiskey styles and types for you to discover and enjoy. Whether you're at one of our visitor centers along the Kentucky Bourbon Trail® or browsing the website from home, our passionate and dedicated people are happy to share their extensive whiskey knowledge with you.

Learn more at

HeavenHillDistillery.com

Heaven Hill Distillery Awards & Accolades

About Us



Largest family-owned and operated distillery in the U.S.



Second largest holder of aging American Whiskey.



Family-Owned & Operated

MEET THE SHAPIRA FAMILY

Since 1935, the Shapira family has been at the helm of the largest family-owned and operated distillery in America. Discover their quintessential American success story.

TAKING A CHANCE ON BOURBON

In 1933, the end of Prohibition sparked new interest in Kentucky Bourbon. In Bardstown, Ed Shapira and his brothers agreed to invest in a new distillery and eventually bought it outright. They had no inventory, no warehousing, and no brand.

THE RISE OF HEAVEN HILL

Shortly after, the Shapiras released Old Heaven Hill Bottled-in-Bond, and it went on to become the best-selling whiskey in the state of Kentucky. The rest, as they say, is history.



FROM PAST TO PRESENT

At Heaven Hill Distillery, a lot has changed over the years. But one thing remains the same: the Shapira family's commitment to producing great Kentucky Bourbon.

LOOKING INTO THE FUTURE

Under the stewardship of the second and third generations of Shapiras, Heaven Hill Distillery has grown to become the second largest Bourbon distiller in the world. With a wide variety of whiskey styles and types for you to enjoy, the family legacy continues.



*OLD HEAVEN HILL SPRINGS DISTILLERY, INC.
BARDSTOWN - NELSON COUNTY, KY.*

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Whiskey Key

Look for these symbols throughout the book for each of our American Whiskeys.



Traditional
Bourbon Mashbill



Wheated
Bourbon Mashbill



Corn Whiskey



Malt Whiskey



Wheat Whiskey



Rye Whiskey



Bottled-in-Bond



Small Batch



Single Barrel



High Proof



Barrel Proof



Whiskey Styles & Types

A COMPLETE COLLECTION OF AMERICA'S WHISKEYS

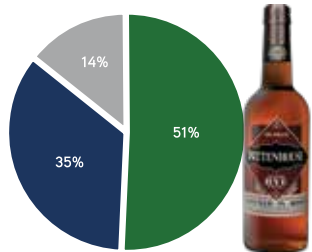
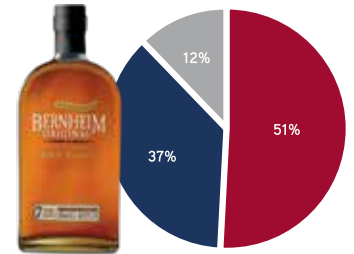
Did you know that Heaven Hill Distillery is one of the only heritage distillers that features every major category of American Whiskey? From multiple mashbills to storied brands, from Small Batch specialties to limited-edition collections, our distillers keep the American whiskey-making tradition alive for all to enjoy. Over the past six years, three of our mashbills have been recognized and awarded by Whisky Advocate.

American Whiskey Styles

WHEAT WHISKEY

Wheat Whiskey is the first new style of American Whiskey since Prohibition and was developed by Heaven Hill Distillery's own Master Distillers. To qualify as Wheat Whiskey, the product must be at least 51% wheat, making for a mellow, more rounded tasting whiskey and an enjoyable sipping experience. Our Wheat Whiskey is made with 51% soft winter wheat with corn and malted barley as the secondary grains.

- 51% Wheat
- 37% Corn
- 12% Malted Barley



RYE WHISKEY

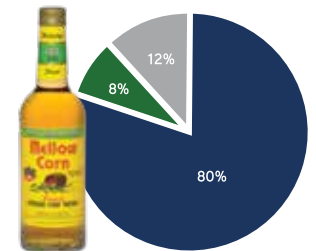
The distillation process for Rye Whiskey is similar to Bourbon, but the mash must be a minimum of 51% rye. The sweet, spicy taste and distinctive character of this style of whiskey earns consistently high praise from critics and connoisseurs alike.

- 51% Rye
- 35% Corn
- 14% Malted Barley

CORN WHISKEY

The requirements for Corn Whiskey, distilled from a mash of at least 80% corn, are unlike any other straight whiskey. While Corn Whiskeys do not have an age requirement, if aged they must be put in a used or uncharred new oak barrel, rather than a new charred oak barrel. Heaven Hill Distillery ages Corn Whiskey in used Bourbon barrels, and is one of the few remaining national producers of this unique whiskey.

- 80% Corn
- 8% Rye
- 12% Malted Barley



MALT WHISKEY

Unlike its Single Malt Scottish cousins, our American Malt Whiskey is comprised of a unique mashbill of 65% malted barley and 35% corn. The addition of corn, a hat tip to our Kentucky Bourbon-making roots, results in a smoky, sweet flavor and long, lingering finish.

- 65% Malted Barley
- 35% Corn



KENTUCKY STRAIGHT BOURBON WHISKEY

Although only four words, there is a lot of meaning held in the term Kentucky Straight Bourbon Whiskey. First, to be called Bourbon Whiskey, it must be produced at 160 proof or less from a fermented mash of no less than 51% corn and entered into new, charred oak barrels.

Here at Heaven Hill Distillery, we make two types of Kentucky Straight Bourbon Whiskey. Our traditional Bourbon recipe uses 78% corn, with rye and malted barley as the secondary grains. Our Wheated Bourbon recipe uses 68% corn, 20% wheat and 12% malted barley.

Straight Whiskeys must age for a period of two years or more. If aged between two and four years, an age statement is required. If aged over four years, an age statement is not required.

Unlike many other spirits, distillers can't add coloring or blending agents to Straight Whiskey, making the process of creating great Bourbon a true craft.



American Whiskey Types & Special Designations



BOTTLED-IN-BOND

To be labeled as Bottled-in-Bond, a whiskey must be the product of one distillery and distilled during just one distillation season (January - June, July - December). These whiskeys must be aged for at least four years and bottled at exactly 100 proof. Additionally, the D.S.P. (Distilled Spirits Plant) numbers of both the production and bottling facilities must be stated on the label.



SMALL BATCH

Heaven Hill Distillery has been producing Small Batch Bourbons since before the term was even coined. Our distillers typically select a limited number of barrels from specific locations in the rickhouse and mingle only limited quantities that have matured to their exact specifications.



BARREL PROOF

Straight from the barrel to the bottle to your glass. This uncut Bourbon is usually about 125 proof or higher and preserves all the rich, natural flavors of the aging process, without compromise. While aging in our rickhouses, Kentucky summer heat causes water to escape the barrel much faster than alcohol, causing the proof in the barrel to rise. Proof can rise from 125 proof upon barrel entry to as high as 160 proof for some extra-aged products.



SINGLE BARREL

To be selected for Single Barrel Bourbon, barrels must surpass the expectations of our distillers' refined palettes. Because they are not mingled with any other barrels, bottles from each barrel can taste slightly different than those from another for a nuanced taste experience.

HEAVEN HILL BOTTLED-IN-BOND

This Kentucky Bourbon pays tribute to the earliest days of the Distillery's history when in 1939 it released Heaven Hill Bottled-in-Bond. The namesake brand quickly became the number-one-selling Bourbon whiskey in the state of Kentucky. Still today, the craftsmanship poured into this bottle by the same founding family meets the exacting standards first set forth in the Bottled-in-Bond act of 1897.



Proof: 100 Proof **Age:** 7 Years Old



Tried & True, Ultimate Spirits Challenge (2022); #4 Whisky of the Year, Whisky Advocate (2019)

Tasting Notes:

- **COLOR:** Golden amber
- **AROMA:** Warm notes of vanilla, honey, and a rich caramel sweetness
- **TASTE:** Smooth, warm and sweet with a subtle rye spice note; caramel and honey mingle with just enough oak and char to round out the richness
- **FINISH:** Long, lingering




HEAVEN HILL HERITAGE COLLECTION

We're proud to continue our new collection of extra-aged, ultra-premium American Whiskeys to our portfolio. The Heaven Hill Heritage Collection exemplifies the true craftsmanship, patience and consistency that are hallmarks of our 85+ years of whiskey-making traditions. With new editions released every spring, this collection features Straight American Whiskeys from one of our six traditional mashbills. Ages vary by release but all editions feature our oldest stocks of barrels.

Proof: Varies by Release **Age:** Varies by Release



	RELEASE YEAR: <i>2023</i>	MASHBILL: <i>80% Corn, 8% Rye, 12% Malted Barley</i>		HEAVENHILLDISTILLERY.COM DISTILLED AND BOTTLED BY HEAVEN HILL DISTILLERY, BARSTOWN, KENTUCKY D.S.P.-KY-1 D.S.P.-KY-31	MEVTRF15C IA REF 5C	GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.
	RICKHOUSE SITE: <i>Barnheim</i>	AGING LOCATION: <i>TK, 3rd Floor</i>	PRODUCTION DATE: <i>10/21/2002</i>			

For added transparency, every bottle in the Heaven Hill Heritage Collection will bear a label that shares in-depth liquid and production information. The exact details will change with each collection. The 2nd Edition distiller's label shares unique information about the mashbill, rickhouse sites, aging location, and production details.

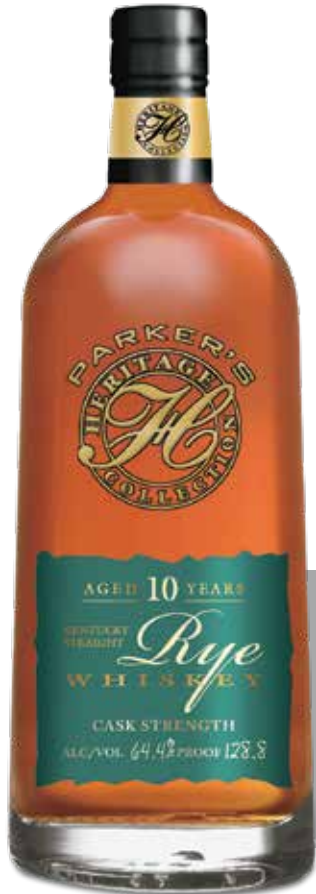
Tasting Notes:

- **COLOR:** Deep Gold
- **AROMA:** Toasted corn and oak spices
- **TASTE:** Aged oak and walnuts
- **FINISH:** Wood spices with hints of corn sweetness



PARKER'S HERITAGE COLLECTION

Each year as part of the acclaimed Parker's Heritage Collection, we select a special whiskey to be released in honor of our late Master Distiller, Parker Beam. Parker passed away in early 2017 after a long and valiant battle with Amyotrophic Lateral Sclerosis, or ALS. A portion of the proceeds of each bottle sold supports ALS research and patient care.



Proof: Varies by Release **Age:** Varies by Release



13th Edition, Gold Medal, SIP Awards (2019); 13th Edition, 96 Point Rating, Wine Enthusiast (2019); 12th Edition, Gold Medal, SIP Awards (2019); 11th Edition, 94 Point Rating, Ultimate Spirits Challenge (2018); 11th Edition, Platinum Medal (11+ Years & Older), SIP Awards (2018); 11th Edition, Gold Medal, San Francisco World Spirits Competition (2018); 9th Edition, Best American Grain Whiskey, World Whiskies Awards (2016); 2nd, 5th, 9th Edition, Double Gold Medal, San Francisco World Spirits Competition (2016, 2012, 2009)

Tasting Notes:

- COLOR: Cherrywood
- AROMA: Spice-forward with a rich, fruity sweetness
- TASTE: Black cherries mixed with honey, cinnamon and cloves
- FINISH: Plentiful spice with notes of cherries

HENRY MCKENNA SINGLE BARREL

This Bottled-in-Bond Bourbon is named for Henry McKenna, the Irish immigrant who adapted his family's whiskey recipe to work with the grains he found in Kentucky. Henry McKenna is one of the longest aged Single Barrel Bottled-in-Bonds available today, resting in the barrel through 40 Kentucky seasons. Critics agree that this is perfectly balanced Bourbon.



Proof: 100 Proof **Age:** 10 Years Old



Gold Medal, International Spirits Challenge (2022); Tried and True Award, Ultimate Spirits Competition (2022); Best Bourbon, San Francisco World Spirits Competition (2019); Best in Show Whiskey, San Francisco World Spirits Competition (2019); Best Bourbon, San Francisco World Spirits Competition (2018); Best Single Barrel Bourbon, San Francisco World Spirits Competition (2018); Double Gold Medal, San Francisco World Spirits Competition (2018, 2015); Gold Medal, *Whisky Magazine* World Whiskies Awards (2016); Excellent/Highly Recommended & 92 Point Rating, Ultimate Spirits Challenge (2015)

Tasting Notes:

- **COLOR:** Warm golden amber
- **AROMA:** Vanilla, caramel, oak, and a light herbaceous note
- **TASTE:** Smooth oak, sharp spices, honey, and sweetness
- **FINISH:** Long, sweet, and spicy

RITTENHOUSE RYE

Rittenhouse Straight Rye Whisky is a storied Pennsylvania Rye with a heritage that commemorates Philadelphia's famous Rittenhouse Square. As a Bottled-in-Bond, today's Rittenhouse carries the distinct, spicy flavor that is long associated with the brand. Rittenhouse is the Rye Whisky of choice for mixologists and whiskey aficionados alike.



Proof: 100 Proof **Age:** 4 Years Old



Best Rye Whiskey, WSWA Spirits Tasting Competition (2019); Double Gold Medal, WSWA Spirits Tasting Competition (2019); 95 Points, Ultimate Spirits Challenge (2019); Double Gold Medal, San Francisco World Spirits Competition (2014, 2006); Excellent/Highly Recommended, Ultimate Spirits Challenge (2014)

Tasting Notes:

- **COLOR:** Mahogany
- **AROMA:** Dried fruits, toffee, and sweet peppers
- **TASTE:** Clean, rich, cocoa, citrus, cinnamon, nutmeg, and vanilla
- **FINISH:** Lingering maple-like spiciness

BERNHEIM ORIGINAL WHEAT

This Heaven Hill Distillery original is named for the famed Bernheim Distillery in Louisville, KY. A Wheat Whiskey, Bernheim was created by our Master Distillers and was the first new style of American Whiskey to be introduced since Prohibition. Aged for seven years in our traditional open rickhouses, Bernheim's mellow taste is refreshingly smooth when served straight or in cocktails.



Proof: 90 Proof **Age:** 7 Years Old



Tried and True Award, Ultimate Spirits Competition (2022); Consumer's Choice, SIP Awards (2020); Double Gold Medal, SIP Awards (2019); 93 Points, Ultimate Spirits Challenge (2019); World's Best Wheat Whiskey, Whisky Magazine Icons of Whisky (2016); Best American Whiskey, Gold Medal, Whisky Magazine World of Whiskies Award (2015); Double Gold, San Francisco World Spirits Competition (2015, 2011)

Tasting Notes:

- **COLOR:** Bright amber
- **AROMA:** Mildly sweet; hints of vanilla and honey
- **TASTE:** Hints of toffee, berries, and spice
- **FINISH:** Toasted oak; elegant and warm

BERNHEIM BARREL PROOF

This extension to the Bernheim brand means you can now enjoy a premium Wheat Whiskey at full barrel proof. Like the original, Bernheim Barrel Proof is produced at the Bernheim Distillery and is the first wheat whiskey to use winter wheat as its primary grain, giving it a soft, sweet flavor that's extra smooth. Released twice a year, each offering is aged for seven to nine years in our open-air rickhouses.

Proof: Varies By Release **Age:** 7-9 Years Old



Tasting Notes:

- **COLOR:** Mahogany
- **AROMA:** Oak staves and fresh bread
- **TASTE:** Buttery notes of caramel and honey with clove spice
- **FINISH:** Soft and complex; notes of honey and caramel



PIKESVILLE RYE

First produced in Maryland in the 1890s, the brand, along with the rest of the once-booming Maryland Rye industry, was shuttered by Prohibition. The brand reemerged after Prohibition and became the last standing Maryland Rye Whiskey, as the rest of the industry's production had ceased. Now produced in Kentucky from extra-aged barrels stored in prime rickhouse locations, Heaven Hill Distillery keeps this historic Maryland mark alive.



Proof: 110 Proof **Age:** 6 Years Old



Double Gold, WSWA Tasting Competition (2019); Double Gold, San Francisco World Spirits Competition (2018); 94 Point Rating, Ultimate Spirits Challenge (2017); Extraordinary/Ultime Recommendation & 95 Point Rating, Ultimate Spirits Challenge (2015); 94 Point Rating, The Tasting Panel (2015); World's Best Rye Whiskey & Best American Rye Whiskey, *Whisky Magazine* (2015); Double Gold Medal, San Francisco World Spirits Competition (2015)

Tasting Notes:

- **COLOR:** Pale copper
- **AROMA:** Dusty cocoa notes with oak smoke underneath
- **TASTE:** Dry and spicy, with honeyed rye and cloves
- **FINISH:** Soft vanilla and baking spices

ELIJAH CRAIG SMALL BATCH

Elijah Craig Small Batch is the signature Bourbon bearing the name of Rev. Elijah Craig, a Bourbon pioneer who is credited as the first distiller to age his whiskey in charred oak barrels. Long before the term Small Batch even existed, our distillers were hand-selecting just the right number of barrels to make Elijah Craig. This expertise and attention to detail give Elijah Craig Small Batch the right balance of rich flavor and full body for a warm spice and subtle smoke flavor.



Proof: 94 Proof **Age:** 8-12 Years Old



93 Points, Ultimate Spirits Challenge (2019); Double Gold Medal & Consumer's Choice, SIP Awards (2019); Gold Medal, San Francisco World Spirits Competition (2019, 2016); Gold Medal, WSWA Spirits Tasting Competition (2019); 93 Point Rating, Ultimate Spirits Challenge (2018, 2017); Best Small Batch Bourbon, San Francisco Spirits Challenge (2018); Best Bourbon, WSWA Spirits Competition (2016)

Tasting Notes:

- **COLOR:** Burnished copper
- **AROMA:** Delightfully complex with notes of vanilla bean, sweet fruit, and fresh mint
- **TASTE:** Smooth and warm, pleasantly woody with accents of spice, smoke, and nutmeg
- **FINISH:** Long, sweet, and slightly toasty

ELIJAH CRAIG RYE

This extraordinary extra-aged Rye Whiskey is the first to carry the name of Elijah Craig: the entrepreneur and distiller who is credited with being the first to age his American Whiskey in charred oak barrels to make Bourbon. Elijah's pioneering spirit and commitment to craft is on full display with this Kentucky Straight Rye Whiskey, which is produced from barrels specifically selected by our distillers. In the glass, Elijah Craig Rye reveals the imbuing spice of rye grains, perfectly balanced with corn for distinct smoothness and character.



Proof: 94 Proof



Tried and True Award, Ultimate Spirits Competition (2022)

Tasting Notes:

- **COLOR:** Medium chestnut
- **AROMA:** Dark chocolate with spices and a hint of smoke
- **TASTE:** Rich baking spices and honey backed up with smooth oak influence
- **FINISH:** Long, lingering

ELIJAH CRAIG BARREL PROOF

Uncut, straight from the barrel without chill filtering, the nose, taste, and finish created by twelve years of aging are preserved in their simplest form. At full Barrel Proof, you can enjoy Elijah Craig much the same way our distillers do when they sample straight from the barrel in our Kentucky rickhouses. Elijah Craig Barrel Proof is a bold and honest expression of what charred oak barrel aging can do for Bourbon, from the man who originated the process.



Proof: Varies by Release **Age:** 12 Years Old



#2 American Whiskey, Wine Enthusiast (2019); Double Gold Medal, International Spirits Competition (2019); Double Gold, WSWA Spirits Tasting Competition (2019); 95 Point Rating, Ultimate Spirits Competition (2018, 2017 & 2016); Whiskey of the Year, Whisky Advocate (2017); Best Bourbon, WSWA Spirits Tasting Competition (2016); Double Gold Medal, San Francisco World Spirits Competition (2017 & 2016); Best Bourbon (11 Years & Older), Ultimate Spirits Challenge (2016)

Tasting Notes:

- **COLOR:** Deep amber
- **AROMA:** Caramel with toasted oak, fruit notes of apple and orange
- **TASTE:** Rich vanilla, caramel and butterscotch along with spices of black pepper and cinnamon at the back of the palate
- **FINISH:** Nicely layered showcasing all flavors; fades slowly then lingers as it cools



ELIJAH CRAIG TOASTED BARREL

In this expression, our award-winning Elijah Craig Small Batch Bourbon is finished in a second, custom toasted barrel: adding an extra layer of sweet oak complexity. The result is a 94-proof Bourbon with notes of baking spices and chocolate, and a long, smooth finish. Elijah Craig Toasted Barrel is charred to start and toasted to finish.



Proof: 94 Proof **Age:** 8-12 Years Old



Tasting Notes:

- **COLOR:** Roasted pecans
- **AROMA:** Lots of toasted oak with rich caramel
- **TASTE:** Big, rich, and complex. Delightful spice and pepper notes fade to milk chocolate with just a hint of smoke
- **FINISH:** Complexity continues. Nicely warming, with lingering chocolate and baking spices

ELIJAH CRAIG SINGLE BARREL

Our 18-Year-Old Bourbon is bottled solely from the contents of one barrel, not the mingling of many. This expression of Bourbon-making craftsmanship is bold and robust. Truly a Bourbon for the avid collector, Elijah Craig Single Barrel is a unique Bourbon showcasing our distillers' barrel selection expertise.



Proof: 90 Proof **Age:** 18 Years Old



Double Gold Medal, San Francisco World Spirits Competition (2018); 97 Point Rating, Ultimate Spirits Challenge (2017); Gold Medal, San Francisco World Spirits Competition (2016); 95 Point Rating, Buying Guide (2016); 93 Point Rating, Ultimate Spirits Challenge (2016)

Tasting Notes:

- **COLOR:** Warm, deep leather
- **AROMA:** Aged oak, spiced vanilla, with notes of mint and chocolate
- **TASTE:** Richly textured, nutty and semisweet. Initial bursts of honey give way to toasted wood and pleasant char
- **FINISH:** Lively and engaging, then lingers with vanilla and pepper

LARCENY SMALL BATCH

Larceny Kentucky Straight Bourbon has its origins in the history of John E. Fitzgerald and the Old Fitzgerald brand. Our distillers select a limited number of barrels from various rickhouses for Larceny's six-year-old taste profile. Continuing the tradition of Old Fitzgerald using wheat in place of rye as the secondary grain in the mashbill, Larceny uses more wheat than any of its competitors for a softer, rounder character.



Proof: 92 Proof



Double Gold Medal, SIP Awards (2019); Gold Medal, International Spirits Competition (2019); 93 Points Rating, Ultimate Spirits Challenge (2019); Gold Medal, SIP Awards (2018); Gold Medal, San Francisco World Spirits Competition (2015); Excellent/Highly Recommended & 94 Points Rating, Ultimate Spirits Challenge (2015, 2013)

Tasting Notes:

- COLOR: Bright new copper
- AROMA: Fresh bread and toffee, with notes of butterscotch
- TASTE: Buttery caramel and honey, with a rich mouthfeel
- FINISH: Long, gently sweet, and savory

LARCENY BARREL PROOF

Larceny Barrel Proof offers whiskey aficionados an opportunity to experience Larceny as our distillers do: straight out of the barrel. First released in January 2020, each release consists of around 200 barrels of 6 – 8 year old Bourbon bottled at barrel proof and non-chill filtered to showcase a deeper character, richness and depth of flavor.



Proof: Varies by Release **Age:** 6-8 Years Old



93 Points, Ultimate Spirits Challenge (2020); Gold Medal, SIP Awards (2020); Double Gold Medal, San Francisco World Spirits Competition (2019)

Tasting Notes:

- **COLOR:** Dark sepia
- **AROMA:** Toasted bread, with maple and cinnamon
- **TASTE:** Rich molasses coats the tongue, with notes of fig and hazelnut
- **FINISH:** Nuanced flavor fades into lingering warmth



OLD FITZGERALD BOTTLED-IN-BOND

Each Spring and Fall, a new edition in the series is released. Inspired by an original 1950's Old Fitzgerald diamond decanter, the packaging and series honor both the history of the Old Fitzgerald brand and the historic Bottled-in-Bond designation. The Old Fitzgerald line is well-known for its distilling pedigree, as the brand was first registered in 1884 and was eventually sold to "Pappy" Van Winkle during Prohibition. In 1999, Heaven Hill bought the brand and began distilling it at Bernheim Distillery in Louisville, KY.



Proof: 100 Proof **Age:** Varies by Release



Best Bourbon, WSWA Spirits Tasting Competition 2019 (2019 Spring); Double Gold, San Francisco World Spirits Competition 2019 (2019 Spring); Double Gold, SIP Awards 2019 (2019 Spring); Double Gold, San Francisco World Spirits Competition 2019 (2018 Fall)



Tasting Notes:

- **COLOR:** Warm copper
- **AROMA:** Pepper and baking spices
- **TASTE:** Rich butterscotch, cocoa powder and complex spices; along with dried fig notes
- **FINISH:** Warm baking spices with milk chocolate and a pepper finish; finally, a hint of toasted oak

OLD FITZGERALD TIMELINE

1870 - John E. Fitzgerald builds a distillery in Frankfort, KY. Allegedly, his eponymous whiskey is sold exclusively to steamship lines and private clubs.

1904 - Old Fitzgerald starts selling abroad in Italy, Germany, France, and England. The John E. Fitzgerald Distillery Company erects a new "Bottling in Bond" plant for its European business.

1984 - Old Fitzgerald becomes property of Distillers Limited Co. of Scotland (DLC), which becomes United Distillers.

1994 - The Stitzel-Weller Distillery in Shively, KY closes.

1999 - April 28 - Heaven Hill purchases the Bernheim Distillery from Diageo (formerly United Distillers), which includes the Old Fitzgerald brand.

2018 - May - The first edition of the Old Fitzgerald Bottled-in-Bond Decanter Series is released.

1889 - Old Fitzgerald hits the market.

1972 - Norton-Simon Inc. purchases Stitzel-Weller Distillery. They rename it Old Fitzgerald, in honor of the best-selling brand.

1992 - United Distillers rebrands Old Fitzgerald back to Stitzel-Weller. The Bernheim Distillery opens in downtown Louisville.

1996 - November 7 - Fire tears through the grounds of Heaven Hill, consuming the Bardstown distillery and seven rickhouses. Approximately 90,000 barrels of Bourbon are destroyed.

2012 - Heaven Hill introduces Larceny Kentucky Straight Bourbon Whiskey in select markets. Its origin story reflects the long and colorful history of John E. Fitzgerald and the storied Old Fitzgerald brand.

MELLOW CORN

Mellow Corn is produced in accordance with a unique set of regulations that define Straight Corn Whiskey. It is distilled from a mash of at least 80% corn and aged for four years in a once-used Bourbon barrel. Compared to the deep amber color created by the newly charred oak barrels in the production of our other Bourbons and American Whiskeys, the result of the used barrel is a lighter, straw-colored spirit. Heaven Hill Distillery is one of the few remaining national producers of this unique whiskey.

Proof: 100 Proof **Age:** 4 Years Old



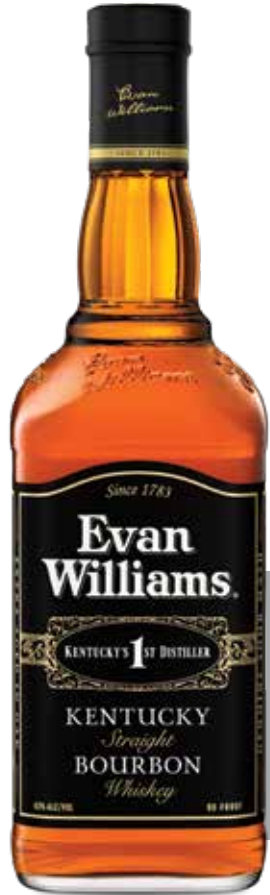
Tasting Notes:

- COLOR: Pale straw
- AROMA: Oak and delicate spice
- TASTE: Full-bodied and textured, with a softly spiced sweetness
- FINISH: Sweet and chewy like a Barbadian Rum

EVAN WILLIAMS BOURBON



Evan Williams Black is a smooth, easy-to-drink Bourbon named after Evan Williams who, in 1783, opened Kentucky's first commercial distillery along the banks of the Ohio River. Today, Evan Williams is the second largest selling Kentucky Straight Bourbon whiskey in the US and the world, distilled just a few blocks from the site where Evan himself built his distillery.



Proof: 86 Proof **Age:** 4-5 Years Old



Great Value, 93 Point Rating, Ultimate Spirits Challenge (2019); Established Growth Brand, Beverage Information Group (2019); Gold Medal, San Francisco World Spirits Competition (2014); Gold Medal, WSWA Spirits Tasting Competition (2010)

Tasting Notes:

- COLOR: Medium amber
- AROMA: Light with deep vanilla and mint
- TASTE: Notes of oak, brown sugar, and caramel
- FINISH: Medium to long

EVAN WILLIAMS BOTTLED-IN-BOND

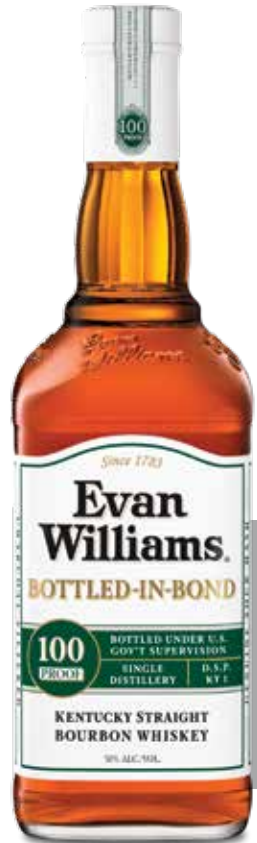
This 100 proof version of the world's second largest selling Kentucky Straight Bourbon Whiskey is aged four years under U.S. Government Supervision to meet the exacting standards for Bottled-In-Bond. First enacted by Congress in 1897 and still on the books today, Bottled-In-Bond guarantees quality and assures consumers the product is bottled at exactly 100 proof, the product of one distilling season at one distillery, aged at least four years, and clearly labeled with name of the distillery who made it and Distilled Spirits Plant (D.S.P.) number in which it was made and bottled.



Proof: 100 Proof **Age:** 4 Years Old



Gold Medal, International World Spirits Competition (2019); Gold Medal, Consumer's Choice, SIP Awards (2019); 89 Point Rating, Great Value, Ultimate Spirits Challenge (2019); Best of Class, SIP Awards (2018); Gold Medal, San Francisco World Spirits Competition (2018)



Tasting Notes:

- COLOR: Bright gold
- AROMA: Caramel with hints of vanilla, oak, and barley
- TASTE: Citrus on top of vanilla, and black pepper
- FINISH: Warm, long, and dry

EVAN WILLIAMS 1783 SMALL BATCH

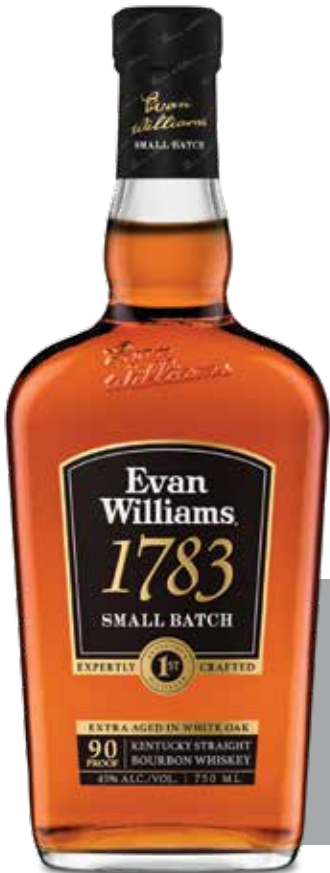
Evan Williams 1783 Small Batch honors the year that Evan Williams founded Kentucky's First Distillery. Pulled from fewer than 300 barrels, this extra-aged Small Batch Bourbon is a fan favorite as a 2x Consumer's Choice SIP Awards winner (2019, 2020).



Proof: 90 Proof **Age:** 6-8 Years Old



Gold Medal, Beverage Tasting Institute (2020)



Tasting Notes:

- **COLOR:** Brilliant honey
- **AROMA:** Oaky vanilla, sautéed butter, and sweet corn
- **TASTE:** Semi-sweet, oaky, and honeyed
- **FINISH:** Lean, off-dry, and regal

It's a Matter of Taste

DESCRIBING A TASTE

The scale below describes the tastes of our whiskeys from Light to Complex. We are the first to acknowledge that taste is subjective and suggest using this scale as a guide to which brand you might find most appealing.



Bernheim Original Wheat

COLOR: Bright amber
AROMA: Mildly sweet; hints of vanilla and honey
TASTE: Hints of toffee, berries, and spice
FINISH: Toasted oak; elegant and warm



Larceny Small Batch

COLOR: Bright new copper
AROMA: Fresh bread and toffee, with notes of butterscotch
TASTE: Buttery caramel and honey, with a rich mouthfeel
FINISH: Long, gently sweet, and savory



Evan Williams 1783 Small Batch

COLOR: Brilliant honey
AROMA: Oaky vanilla, sautéed butter, and sweet corn
TASTE: Semi-sweet, oaky, and honeyed
FINISH: Lean, off-dry, and regal

Light



Mellow Corn

COLOR: Pale straw
AROMA: Oak and delicate spice
TASTE: Full-bodied and textured, with a softly spiced sweetness
FINISH: Sweet and chewy like a Barbadian Rum



Henry McKenna Single Barrel

COLOR: Warm golden amber
AROMA: Vanilla, caramel, oak and a light herbaceous note
TASTE: Smooth oak, sharp spices, honey, and sweetness
FINISH: Long, sweet, and spicy



Elijah Craig Single Barrel

COLOR: Warm, deep leather

AROMA: Aged oak, spiced vanilla, with notes of mint and chocolate

TASTE: Richly textured, nutty and semisweet. Initial bursts of honey give way to toasted wood and pleasant char

FINISH: Lively and engaging, then lingers with vanilla and pepper



Pikesville Rye

COLOR: Pale copper

AROMA: Dusty cocoa notes with oaky smoke underneath

TASTE: Dry and spicy, with honeyed rye and cloves

FINISH: Soft vanilla and baking spices



Elijah Craig Small Batch

COLOR: Burnished copper

AROMA: Delightfully complex with notes of vanilla bean, sweet fruit, and fresh mint

TASTE: Smooth and warm, pleasantly woody with accents of spice, smoke, and nutmeg

FINISH: Long, sweet, and slightly toasty



Rittenhouse Rye

COLOR: Mahogany

AROMA: Dried fruits, toffee, and sweet peppers

TASTE: Clean, rich, cocoa, citrus, cinnamon, nutmeg, and vanilla

FINISH: Lingering maple-like spiciness

Complex

Production Process

MAKING AMERICA'S WHISKEY

Our distillers have been perfecting the craft of distilling, aging, and selecting award-winning whiskeys for decades. See how it's done.

The Distillation Process

STEP 1: THE GRAIN

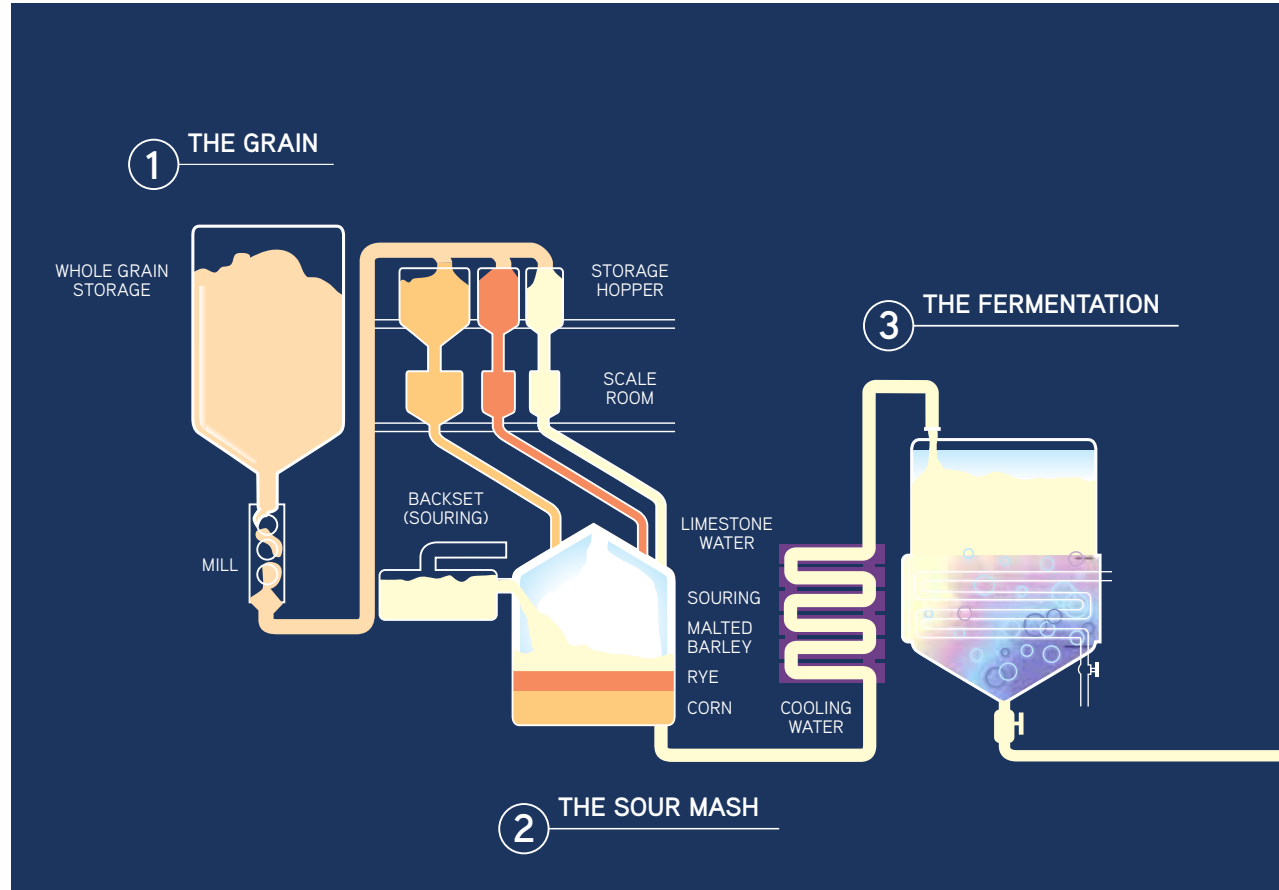
We work with local farmers to select corn, malted barley, rye, and wheat which are then milled and combined according to our recipe, also known as a "mashbill." These ingredients eventually become the whiskey you know and enjoy.

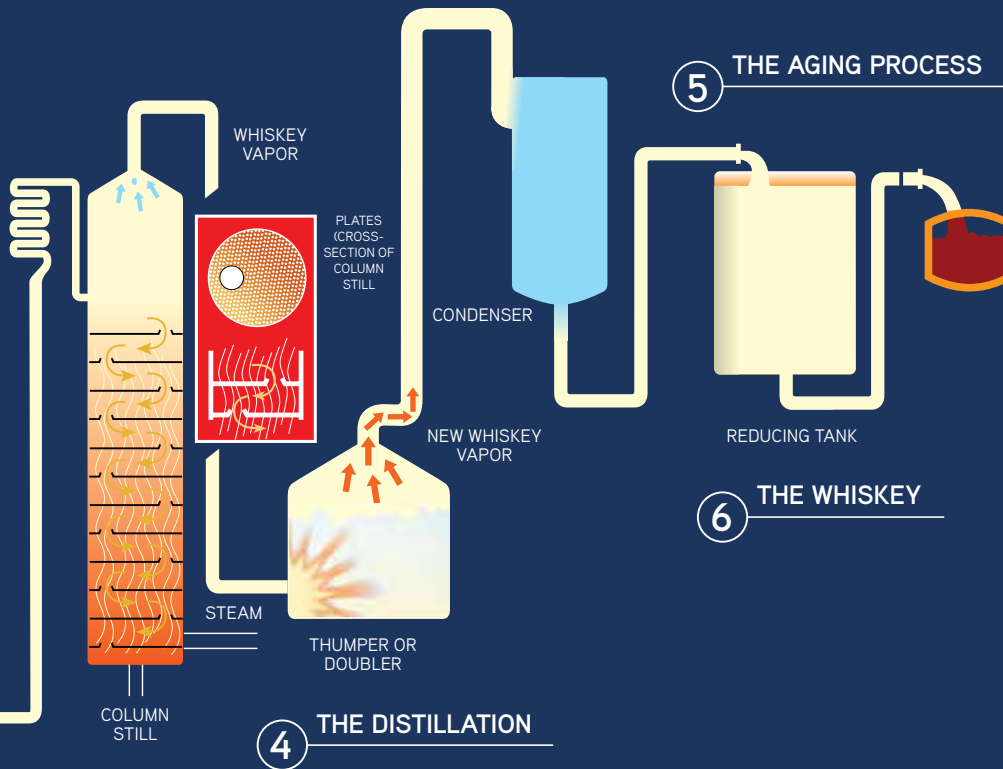
STEP 2: THE SOUR MASH

The milled grains are cooked in small, 35 barrel batches with Kentucky limestone water in a specified order and at exact temperatures to create a sweet, porridge-like "mash." A portion of the prior day's distillate is then added to both the mash cooker and the fermenter. This helps maintain continuity of flavor that's unique to each of our whiskeys.

STEP 3: THE FERMENTATION

Our proprietary yeast strain, a family recipe that's been passed down for seven generations and used since our founding in 1935, is added to the cooked mash, where the sugars naturally convert into alcohol. Over several days, the fermenting mash bubbles violently, creating a thick liquid called "Distiller's Beer."





STEP 4: THE DISTILLATION

In our 70-foot-tall column stills, the Distiller's Beer drips slowly down a series of perforated copper plates while steam blasts up from the bottom. The alcohol vapors rise to the top, where they're captured, condensed, and then re-distilled in the thumper. The result is the purified, concentrated "new make."

STEP 5: THE AGING PROCESS

Next up is the waiting game. The new make is transferred to a barrel and sealed with a "bung." We source all of our barrels from family-owned cooperages we've worked with for generations. The newly filled barrels are then placed in open-rick warehouses to naturally age. It's during the aging process, experiencing the hot summers and cold winters of Kentucky, that the whiskey acquires its distinctive amber color, smooth character, and vanilla and caramel flavors.

STEP 6: THE WHISKEY

The barrels are aged in our Kentucky rickhouses and then expertly combined for each brand's signature taste profile. Each batch is created under the attention of our distillers, who ensure quality and consistency across brands.

Our Barrels

In an age of next-day shipping and lightweight cardboard boxes, it's tough to imagine a heavy wooden barrel serving the same purpose it did centuries ago. Back then, barrels were all-purpose containers for storing and transporting nearly anything, but when spirits makers realized they were ideal for transporting liquids, the humble barrel took on new value. Today, barrel-making is craftsmanship on an industrial scale. Cooperages operate around the clock to keep pace with surging demand, and what those 16th century coopers didn't know about wood's influence on spirits has been researched to the nth degree.

TODAY WE KNOW THAT

- 100% of whiskey's color and about 60% of its taste comes from a charred oak barrel
- Sweet notes come from oak sugars made accessible via charring, toasting, and soaking
- Aroma and mouthfeel is significantly attributed to the liquid's interaction with wood
- Storage location—everything from country to rickhouse floor—affects how a barrel interacts with the liquid inside

SEASONING

This is when oak staves are arranged to sit outside for months to years, exposed to a variety of weather, sunlight, humidity, and fungal activity. This makes the wood's molecules beneficially malleable to charring and toasting, and it removes moisture and tannins from the oak, which prepares the wood for coopering.



COOPERING

Coopering is the millennia-old trade of “raising” (assembling) a barrel. Coopers must first select oak staves that will align perfectly, then they place them into a stand and use temporary truss rings to hold them upright. Once all the staves are selected and aligned, they’re either fire— or water—bent into barrel shape, which prepares them for toasting and/or charring.

CHARRING

By incinerating the barrel’s interior for one minute or less, the staves burn and develop a char layer. Typical char levels range from one to four, but distillers experiment with varying levels. Heaven Hill Distillery uses a level three char on the vast majority of its barrels. The process also creates a red layer deep within the stave that further transforms the wood and provides for several extractable flavors and aromas. Lighter char levels tend to produce more fruit esters and spice notes, while heavier char levels release desirable oak flavors into the spirit more quickly.

TOASTING

This process utilizes a lower-temperature fire to heat the barrel’s interior over 30 to 45 minutes. The low-and-slow heating breaks chemical bonds located deep in the wood, giving the liquid access to oak compounds like caramelized wood sugars, vanillin, and spice. No processes in coopering have a greater impact on a spirit’s flavor than charring and toasting.

CROZING AND HEADING

Crozing is when a machine cuts a circular groove into the top and bottom of a barrel to make room for the flat wooden heads. Galvanized steel hoops are placed around each barrel opening, the temporary hoops are replaced with steel hoops, and the barrel heads are fitted into the barrel’s grooved ends.



Rickhouses of Heaven Hill Distillery

Heaven Hill Distillery has almost 65 rickhouses—and counting—used to store its aging American Whiskey. The rickhouses are located across several sites in Central Kentucky, including many that are situated in Nelson County. Interestingly, some of Heaven Hill's rickhouses were once owned by other historic distilleries.

The rickhouses have varying structural designs and range in capacity from nearly 10,000 barrels to the highest capacity of around 80,000 barrels. As the American Whiskey renaissance continues, the space needed to store aging inventory will increase and, therefore, more rickhouses will be constructed to meet demand.

HEAVEN HILL

Site Rickhouses: E, F, G, H, I, J, K, L, M, N, O, P, Q, S, T, Y, Z, H1, H2

Holds: 499,973 barrels

Heaven Hill's main campus holds 499,973 barrels and was also the site of the famous 1996 fire. Fueled by 75 mph winds, the fire ultimately destroyed seven rickhouses and over 90,000 barrels of Bourbon, which was two percent of the world's Bourbon at the time.

HIBBS LANE

Site Rickhouses: L1, L2, L3

Holds: 143,828 barrels

Our newest rickhouse site, Hibbs Lane is currently home to 3 rickhouses each holding 55,650 barrels. The site is being developed to include at least 3 more rickhouses, and should be able to hold up to 333,900 barrels once complete.

DEATSVILLE

Site Rickhouses: AA, BB, CC, DD, EE, FF, GG, HH, II

Holds: 161,799 barrels

Once home to the T.W. Samuels Distillery, this site's nine rickhouses hold 161,799 barrels and are the only rickhouses to feature tiered roofs.

GLENCOE

Site Rickhouses: A

Holds: 19,602 barrels

The former site of Glencoe Distillery, north of Bardstown, is home to one Heaven Hill rickhouse holding 19,602 barrels.

SCHENLEY

Site Rickhouses: JJ, KK, LL, MM, NN, OO, PP, QQ, RR

Holds: 128,006 barrels

Once the site of the old Fairfield and Schenley distilleries, this site is full of Bourbon history. We now age our whiskeys in all nine of the remaining rickhouses, which hold 128,006 barrels.

COX'S CREEK

Site Rickhouses: W1, W2, W3, W4, W5, W6, W7, W8, W9, W10, W11, W12, W13, W14, W15

Holds: 834,750 barrels

Our newest rickhouse site, Cox's Creek is currently home to fifteen rickhouses, each holding 55,650 barrels.

BERNHEIM

Site Rickhouses: 1E, 1F, 1G, 1H, 1I, 1J, 1K

Holds: 366,834 barrels

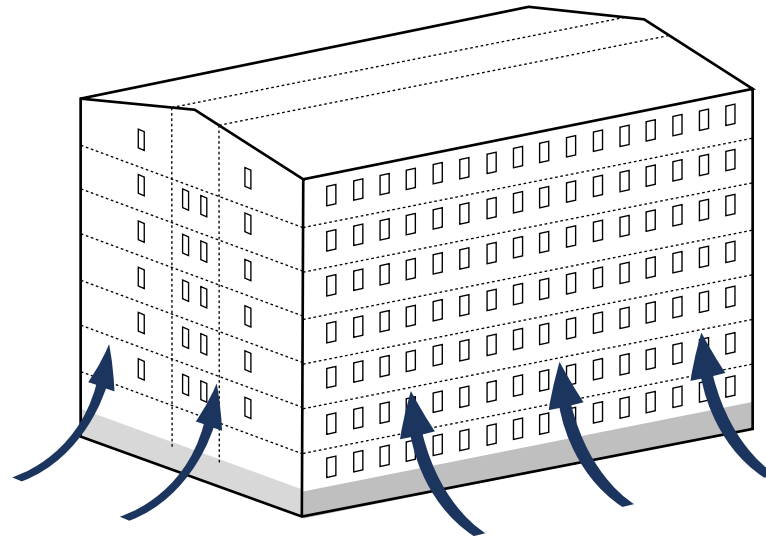
On the same campus as our historic Bernheim Distillery, these seven rickhouses are the only ones at Heaven Hill made from brick. Together they hold 366,834 barrels.

Inside the Rickhouse

CLIMATE AND THE RICKHOUSE

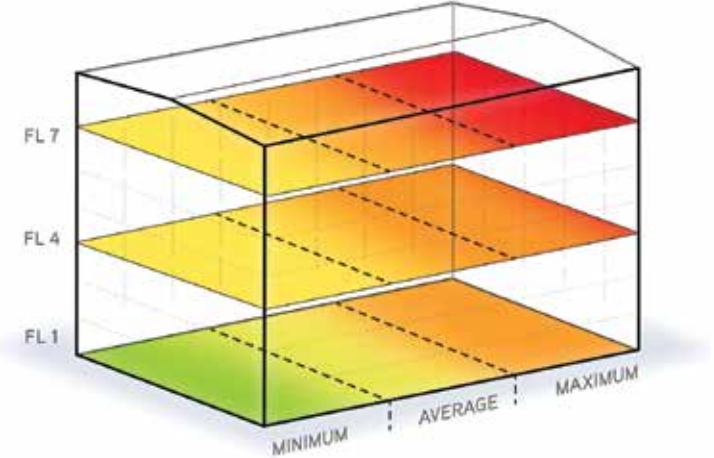
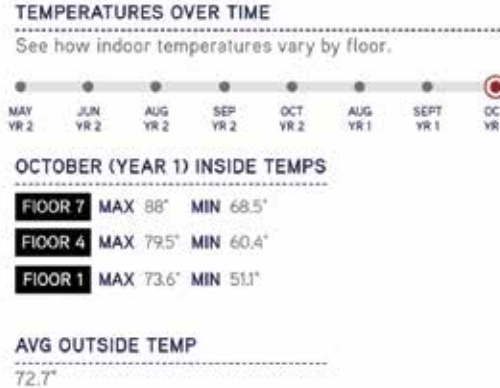
Kentucky's four distinct seasons are an essential ingredient to our aging process. As the temperatures fluctuate throughout the year, the spirits seep in and out of the oak barrel, extracting important compounds that give American Whiskey its color and a large part of its flavor and aroma.

A rickhouse's elevation and exposure to sun, wind, and precipitation all affect how the whiskey inside will age. Open-rick warehouses are built to maximize airflow, allowing the barrels to experience bigger temperature shifts and more air circulation than other rickhouse designs, such as palletized warehouses. Heat transfers throughout the rickhouse by the process of convection, in which air moves because some parts are heavier than others. The hotter, lighter air rises to the upper floors, and the cooler, more dense air sinks to the bottom. Our crews periodically open and close windows to help with the convection effect. Since our buildings are not climate controlled, we use our tasting expertise to mingle barrels from different parts of the rickhouses to create consistent taste profiles.



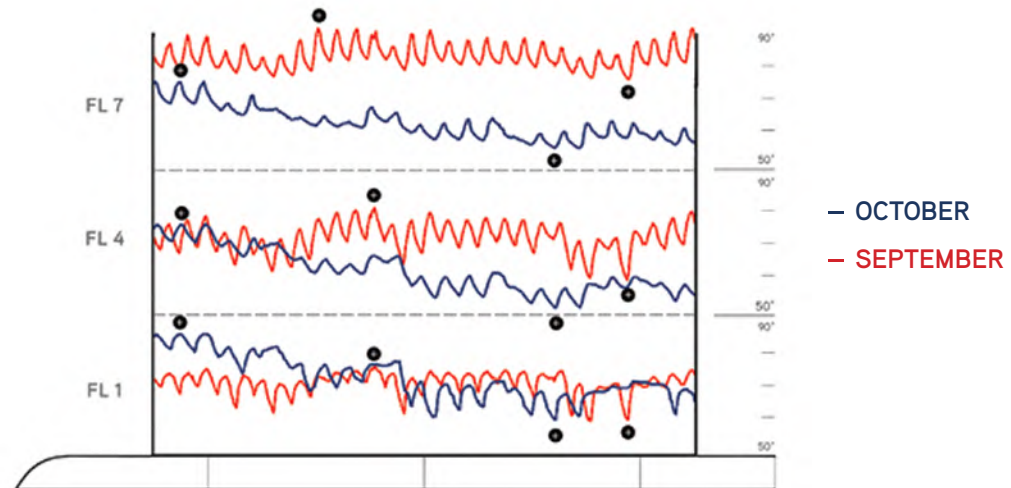
TEMPERATURES OVER TIME

The temperatures inside a rickhouse vary vastly, as much as 15° F between floors. The top floors are hotter and drier, causing water to evaporate and driving the proof as high as 145 or more. The lower floors are more moist and cool, and alcohol evaporates, dropping the proof.



CHANGES OVER TIME

As the seasons shift, the maximum and minimum temperatures for each floor continue to change. The hottest days and coldest evenings continue to draw the liquid in and out of the barrel over the years, producing the rich, smooth flavors beloved in our whiskey portfolio.



Bottled-in-Bond Collection

The Bottled-in-Bond Act, passed by the Fifty-Fourth United States Congress in 1897, was a government move to protect consumers from inferior, rectified liquor that was often poisonous. If a whiskey was Bottled-in-Bond, the government certified its quality and assured consumers that the product met exacting standards. The act is still in effect today. To qualify, the whiskey must:

- Be the product of one distillation season (defined as January-June or July-December) at one distillery
- Be bottled at exactly 100 proof
- Be aged at least four years in a federally bonded warehouse under U.S. government supervision
- Be labeled with the name of the distillery who made it and the Distilled Spirits Plant (D.S.P.) number in which it was made and bottled

Heaven Hill Distillery offers more Bottled-in-Bond products than any other American Whiskey distiller. Below, you'll find offerings made from three of our mashbills.



Style:
Traditional Bourbon
Age:
4 Years Old



Style:
Rye Whiskey
Age:
4 Years Old



Style:
Corn Whiskey
Age:
4 Years Old



Style:
Traditional Bourbon
Age:
10 Years Old



Style:
Traditional Bourbon
Age:
7 Years Old



111
(O) BONDED
WAREHOUSE

Conor O'Driscoll, Master Distiller (Right) and Jodie Filiatreau, Artisanal Distiller (Left)

How to Read a Whiskey Label

KEY TERMS ON LABELS

Derived from Alcohol and Tobacco Tax and Trade Bureau (TTB) Rules and Regulations.

WHISKEY

Whiskey is an alcoholic distillate from a fermented mash of grain produced at less than 190 proof in such a manner that the distillate possesses the taste, aroma, and characteristics generally attributed to whiskey. It is stored in oak containers and bottled at no less than 80 proof. This also includes mixtures of such distillates for which no specific standards of identity are prescribed.

“BOURBON WHISKEY,” “WHEAT WHISKEY,” “MALT WHISKEY,” “RYE WHISKEY,” OR “RYE MALT WHISKEY”

These whiskeys are produced at 160 proof or less from a fermented mash of no less than 51% corn, rye, wheat, malted barley or malted rye grain. They are stored at no more than 125 proof in new, charred oak containers and include mixtures of whiskeys of the same type.

STRAIGHT

Straight Bourbon Whiskeys must conform to the standards prescribed in the definitions of whiskey and Bourbon. Those which have been stored in new, charred white oak barrels, prescribed for a period of two years or more shall be further designated as “straight.”

Front Label



KENTUCKY

If the label says it's from Kentucky, that means it was the “state of distillation.”

BONDED, OR BOTTLED-IN-BOND

The whiskey must be bottled at exactly 100 proof, aged for a minimum of four years, be a product of one distillery, and distilled during a single season. Today the spring season is defined as January through June, and the fall season is July through December. Also, the Distilled Spirits Plant (D.S.P.) numbers of both the production and bottling facilities must be stated on each bottle. The result of these laws makes Bonded the most restricted of all Bourbon types.

DISTILLED AND BOTTLED BY

A brand is required by law to state where the product was distilled and bottled, if they occur in different places.

Back Label



Visit Us

VISIT BOURBON COUNTRY

We love visitors, so next time you're in town, stop by, say hi, and join us for a tour.

If you're in Bardstown, the Heaven Hill Bourbon Experience, formally named the Bourbon Heritage Center, will be a unique stop for you along the Kentucky Bourbon Trail, offering a one-of-a-kind attraction to explorers on its path. After undergoing a multi-million-dollar renovation and landmark expansion, the new visitor center features a reimagined retail space, three new tasting rooms, and several multi-sensory spaces showcasing the impact that Heaven Hill Distillery, the Shapira Family, and iconic brands like Elijah Craig and Larceny had on the evolution of American Whiskey.



The first distillery situated in the heart of downtown Louisville on Whiskey Row, the Evan Williams Bourbon Experience combines the authentic history of Kentucky's first commercial distiller and his 'Bourbon Done Right' into one immersive, compelling experience.

At either location, you'll have an experience that brings the history and tradition of Kentucky's native spirit to life. And you'll enjoy a few Bourbon tastings, too.

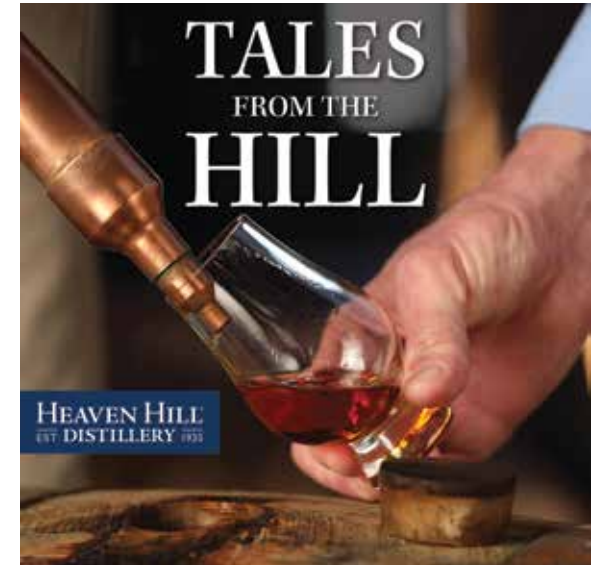
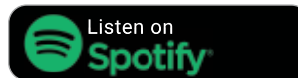
HeavenHillDistillery.com/VisitUs



Listen to Our Podcast

Heaven Hill Distillery has been distilling and patiently aging American Whiskey for more than eight decades. Now, we're sharing the stories behind those whiskeys and the people who make them on our podcast, Tales from the Hill. From our early days after the end of Prohibition through today's Bourbon boom, our podcast dives deep into the heritage of Heaven Hill Distillery as well what is facing the industry at large with experts across the field. Grab your favorite whiskey and listen now wherever you get your podcasts.

Listen Now
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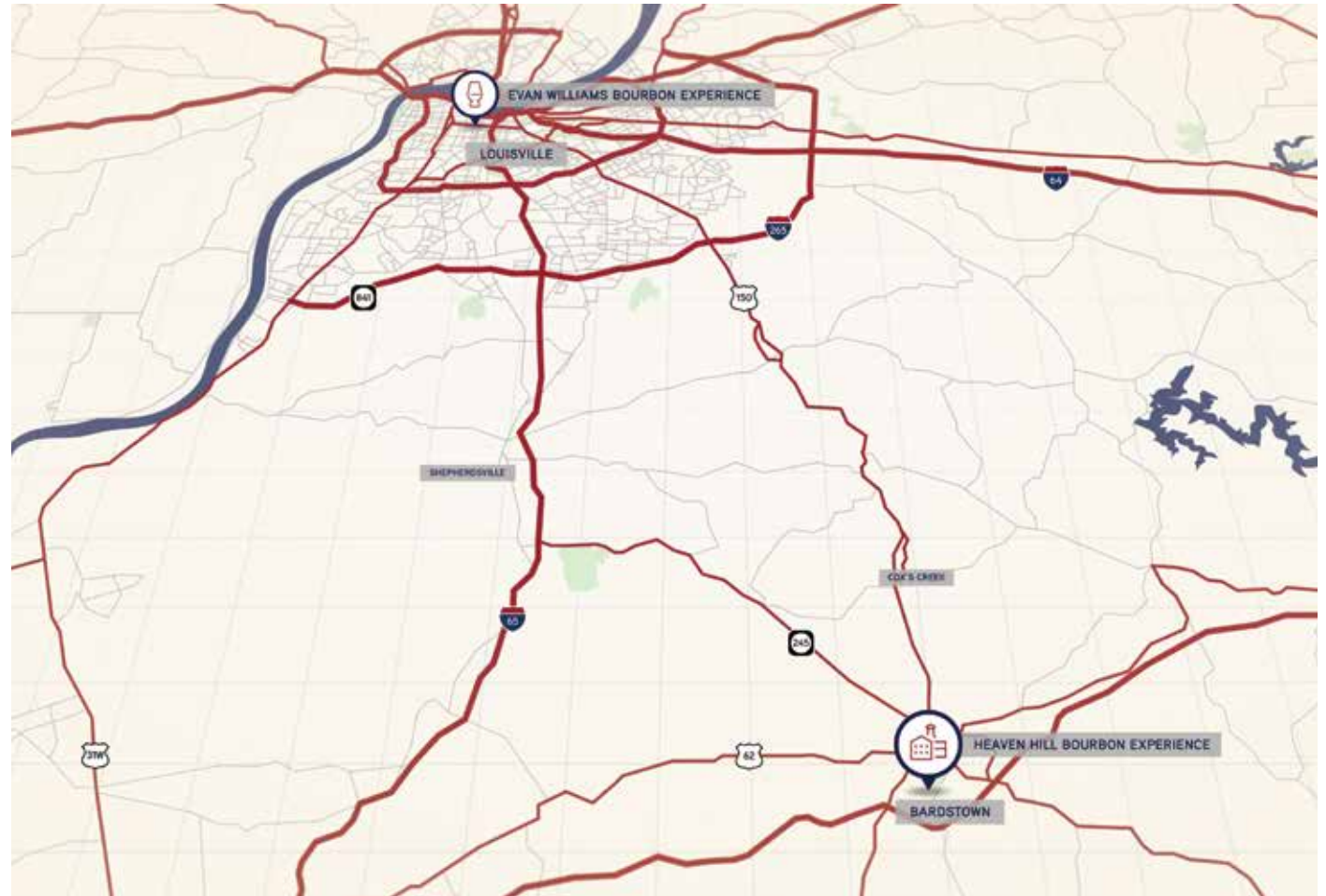
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