

The logo features the words "JIM BEAM" in a bold, black, serif font with a gold outline, arched over a red circular seal. The seal contains a white letter "B" and the words "BEAM FORMULA" and "STANDARD SINCE 1795". Below the seal, the word "American" is written in a cursive script, flanked by two red stars, and "STILLHOUSE" is written in a bold, black, serif font with a red outline.

JIM BEAM ★ American ★ STILLHOUSE

Come as a Friend, Leave as Family

With much anticipation, the Jim Beam® American Stillhouse is now open, and for the first time ever, visitors can experience the Jim Beam® Bourbon-making process from start to finish.

Nestled in the rolling foothills of Clermont, Kentucky, the new Jim Beam visitors' center offers an intimate look the world's number one bourbon through a series of complimentary self-guided walking tours as well as in-depth guided tours (available for \$8) that take guests through the entire whiskey-making process — starting with Beam's natural limestone water well through the mashing, distilling, barreling, aging and bottling. The Jim Beam American Stillhouse immerses visitors in more than 218 years of Beam family heritage and treats guests to a one-of-a-kind sensory experience unlike any other Bourbon distillery. It's where bourbon enthusiasts come as a friend and leave as family!



Jim Beam American Stillhouse Facts

- ★ The new Jim Beam American Stillhouse is a replica of a 1930 stillhouse, featuring the actual staircase from the original Jim Beam historic stillhouse.
- ★ From a one-of-a-kind retail experience offering branded items featuring Jim Beam® Bourbon, Knob Creek® Bourbon, Red Stag by Jim Beam™, Devil's Cut™, Basil Hayden's® Bourbon, Old Tub® and Old Grand Dad® to exclusive bottlings, the Jim Beam American Stillhouse is two-stories of all things Beam. Its signature "stillevator" — an elevator constructed to resemble a whiskey still — gives visitors the feeling of being a distilled-born spirit rising to the top of a still.

Exclusive bottlings now available include:

- » ***Jim Beam American Stillhouse 2012 Clermont Limited Edition Bourbon*** — Hand-numbered and signed by seventh generation Jim Beam family Master Distiller Frederick "Fred" Booker Noe III, only 2,400 bottles of this seven-year-old whiskey are available (SRP: \$34.99)
- » ***Old Tub Kentucky Straight Bourbon Whiskey*** — Prior to Prohibition, Jim Beam Bourbon was called Old Tub. Aged four years at 100 proof bottled in bond, Old Tub is being offered in 375ml flasks (SRP: \$16.99)
- » ***Jim Beam American Stillhouse Decanters*** — A nod to the grand opening of the Jim Beam American Stillhouse, this commemorative decanter brings back a piece of Jim Beam history for all to enjoy. Since the early 1950s, hundreds of Beam decanters have celebrated history, sports, politics and more. Each decanter retails for \$199.99.
- ★ The Jim Beam American Stillhouse is the first stop from Louisville on the Kentucky Bourbon Trail.
- ★ In past years, Jim Beam welcomed more than 80,000 visitors to The Distillery each year. With the completion of the new Jim Beam American Stillhouse, the Distillery is expected to host more than 200,000 guests a year.
- ★ The Jim Beam Clermont Distillery is home to more than 27 rack houses, which hold more than 600,000 barrels of bourbon. Visitors can peer inside Jim Beam's original Barrel Rack House (warehouse D), a majestic nine-story rack house, to see the aging whiskey barrels.

- ★ Approximately 90 million bottles of spirits are bottled at the Jim Beam Clermont Distillery annually and shipped to more than 200 countries worldwide.
- ★ The opening of the Jim Beam American Stillhouse as well as the new state-of-the-art Global Innovation Center this fall reflects a \$30 million investment by Beam Inc.

Tour Information

The Jim Beam American Stillhouse is located approximately 30 minutes southeast of Louisville and is open weekdays and Saturdays 9:00 a.m. to 5:30 p.m. and Sundays from Noon to 4:30 p.m. (Closed New Year's Day, Easter, Thanksgiving, Christmas Eve and Christmas Day).

For more information or to order your tickets online, visit the Jim Beam American Stillhouse at www.americanstillhouse.com. Or like Jim Beam on Facebook (www.facebook.com/JimBeam) and follow the brand on Twitter (<http://www.twitter.com/jimbeamofficial>) via #AmericanStillhouse to get announcements about the Distillery opening.

Directions

- ★ From Louisville: Take I-65 south. Exit KY-245 (exit 112) east toward Clermont/Bardstown. Turn left (north) on Happy Hollow Road (1.8 miles east of exit 112).
- ★ From Lexington: Take Bluegrass Parkway west. Exit US-150 (Exit 25) north toward Bardstown. Turn right (north) onto Highway 245.