



# **BΘURBΘNHAM**

## **GIVING THRU SPIRITS**

presented by::



**ABACUS**



**National  
Multiple Sclerosis  
Society**



**National  
Multiple Sclerosis  
Society**

## Mission

People affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.

## What is MS?

Multiple sclerosis (MS) is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body

## What Causes MS?

In multiple sclerosis, damage to the myelin in the central nervous system (CNS) — and to the nerve fibers themselves — interferes with the transmission of nerve signals between the brain and spinal cord and other parts of the body.

## Who gets MS?

While MS is not contagious or directly inherited, epidemiologists have identified factors in the distribution of MS around the world that may eventually help determine what causes the disease.

## Types of MS

Four disease courses have been identified in multiple sclerosis: clinically isolated syndrome (CIS), relapsing-remitting MS (RRMS), primary progressive MS (PPMS), and secondary progressive MS (SPMS).

# BOURBONHAM

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## Schedule of Events

- 1:30-6 PM** Bourbon Trail Seminars
- 3:45 PM** Mission Moment Speaker (Ballroom)
- 4:00 PM** Raffle Drawing (Ballroom)
- 4:45 PM** Silent Auction Closes
- 5-6:00 PM** Silent Auction Checkout
- 6:00 PM** Bourbonham ends

## Bourbonham Trail

All guests are invited to join us on the Bourbonham Trail downstairs in the State Level Rooms. Enjoy wonderful samples and experiences in all rooms. Check out the Cigar Lounge presented by Cigars and More outside of the Inn Room.

## Silent Auction

Scan to begin bidding in the silent auction from your phone or visit the silent auction upstairs in the Gold Room. Auction will close at 4:45 p.m. & Checkout begins at 5:00 p.m.

## Raffle

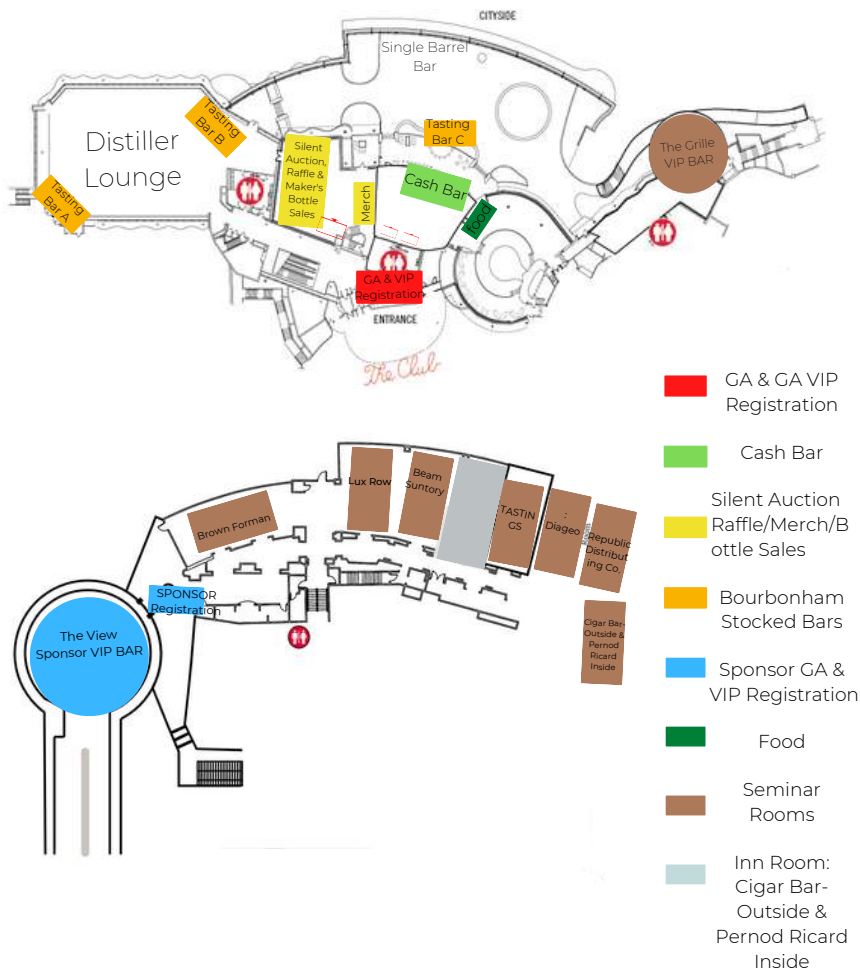
Come to the Gold Room and try your shot at some incredible raffle items!

## 2024 Bourbonham Private Selection- Maker's Bottle

Join our friends at Maker's Mark downstairs in Glen Iris 2 and get your 2024 Bourbonham Barrel Select Bottle. (\$150 donation/bottle)

# BOURBONHAM

## Event Layout



Distiller Lounge

Single Barrel Bar

The Grille VIP BAR

Tasting Bar B

Tasting Bar C

Cash Bar

Merch

GA & VIP Registration

ENTRANCE

*The Club*

CITYSIDE

The View Sponsor VIP BAR

SPONSOR Registration

Brown Forman

Lux Row

Beam Suntory

TASTIN CS

Diageo

Republic Distributing Co.

Cigar Bar-Outside & Pernod Ricard Inside

Tasting Station A

Campari

Grain & Barrel

Nelson's Green Briar

High West

Diageo

Leipers Fork

James B. Distilling Co.

LuxCo

Luxco

Sweet Home Spirits

Dread River Distilling Co.

Mersey Spirits

Judge Roy Bean Spirits

John Emerald Distilling

Diageo

MadVines.

MadVines

MadVines

Heaven Hill

Cathead Distilling Co.

Sazarec

Angels Envy

RNDCC

RNDCC



**B**OURBON**H**AM  
GIVING THRU SPIRITS

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# Distiller Lounge Layout

Merchandise

Tasting Station B

\*Please note- these are subject to change

| Enter |

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# Bourbon 101

## What is Bourbon?

For a Whiskey to be considered a Bourbon, it must be produced in the U.S. at not exceeding 160 proof (80% ABV) from a fermented mash of not less than 51% corn and stored at not more than 125 proof (62.5% ABV) in new charred white oak barrels.

## What goes in to the Mash?

Simply put, the mash is the mixture of grains used to produce Bourbon. It consists of Corn, a flavoring grain, and a malted grain. Common flavoring grains include rye and wheat, but any grain can be used for flavoring. The Final ingredient is malted barley, which is used to convert the starches in to sugars.

Rye mashbills make a spicier whiskey some examples of this include Evan Williams, Basil Hayden, and Wild Turkey.

Wheated mashbills make for a sweeter Bourbon. Some examples include Makers Mark, W.L. Weller, and Pappy Van Winkle.

## What is High Rye Mashbill?

A typical Mashbill consists of 80% corn, 10% rye, and 10% malted barley. A high rye mashbill reduces the amount of corn in the recipe and increases the rye content which makes for a much spicier whiskey. A good example of this is Four Roses Single Barrel. Four Roses uses as much as up to 35% rye in some of their different recipes.

# Bourbon 101

## How is Bourbon Aged?

We age Bourbon in new charred white oak barrels for a number of reasons. Firstly, ageing whiskey mellows out the harsh corn flavor of a freshly distilled spirit. As the barrel is exposed to the changing seasons, it expands and contracts, absorbing and releasing the whiskey from the pores of the wood. This imparts flavors to the Bourbon such as vanilla, caramel, cinnamon, nuts and various fruits.

Ageing times vary for each brand, but to be a Bourbon, it must be aged for at least two years

## What is Straight Bourbon Whiskey?

Straight Bourbon is whiskey that has been aged for at least 2 years. If it has been aged between 2-4 years, then it must have an age statement printed on the bottle. If the whiskey has been aged for more than 4 years, then no age statement is required.

## What does Bottled in Bond mean?

Bottled in Bond is a legal designation created by the Bottled in Bond act of 1897 to insure the quality of American Whiskey. To be considered Bottled in Bond, the whiskey must be distilled at one distillery, by one distiller, and must be the product of one distilling season. It must be bottled at 100 proof in a federally bonded warehouse.





# Bourbon 101

## How to Taste Bourbon

Tasting Bourbon consists of three different steps- The nose, the taste, and the finish.

This is the most important part of the tasting. After pouring the bourbon take a small sniff of the bourbon. If you get a heavy alcohol smell try opening your mouth, put your nose to the glass and breathe in through your mouth. This allows you to get more of the bourbon smell without singeing your nose hairs. Now, let the bourbon sit for a few seconds, give the glass a few swirls so you look like you know what you're doing and take another small sniff. If you are using a NEAT glass it is important to swirl the bourbon several times before sniffing. This is important because some of the alcohol will dissipate and you will get a better smell. Repeat this process several times. Smelling or nosing a bourbon or whiskey is so important because your sense of smell is 10,000 times more sensitive than your sense of taste.

# How to Taste Bourbon

Here are some common aromas in bourbon.

sweet aromatic flavors such as vanilla, caramel, honey and butterscotch

Fruit and floral flavors, such as apple, pear, dark fruit (figs, raisins, dates), citrus and rose

Spice flavors, including black pepper, tobacco leaf, nutmeg, clove and cinnamon

Wood Flavors, such as oak, cedar, pine, almonds and pecans

Grain flavors, such as corn, malt and rye

## Taste

This is the fun part! Start by taking a small sip and swirl it around in your mouth. Just make sure the Bourbon hits every part of your tongue. That is the key. Now think about it. What did you taste? Look beyond the alcohol taste. What was behind it? There was most likely a sweet taste but what else? Most of your "taste" will come from the nose receptors in the back of your mouth so don't be surprised if you taste more after you swallow the bourbon.

## Finish

The finish is how a bourbon leaves your mouth. Was it smooth or harsh? Did it linger or dissipate quickly? Did you notice any additional flavors on the finish? Note them.

# Distiller Lounge



\*Please note these brands are subject to change

# Bourbon Trail

Times & Places

## Schedule of Events

- 1:30-6 PM** Bourbonham Trail Seminars
- 3:45 PM** Mission Moment Speaker (Ballroom)
- 4:00 PM** Pappy 23 Drawing (Ballroom)
- 4:30 PM** Silent Auction Closes
- 5-6:00 PM** Silent Auction Checkout
- 6:00 PM** Bourbonham ends

Begin bidding  
here:



## Bourbonham Trail

You are invited to join us on the Bourbon Trail to learn from industry professionals. Seminars will be held on the half hour of every hour with 30 minute breaks between sessions.

### Silent Auction

Scan to begin bidding in the silent auction from your phone or visit the silent auction upstairs in the Gold Room. Auction will close at 4:30 p.m. & Checkout begins at 5:00 p.m.

Pappy Van Winkle's 12 Year Family Reserve- Prize Drawing

Get your ticket upstairs at the RAFFLE table.

*Tickets close at 3:45pm Drawing at 4:00pm*

Bourbonham Private Selection- Maker's Bottle Sales

Come upstairs to the Gold Room to purchase your 202 Bourbonham Barrel Select Bottle. (\$150/bottle)

# Bourbon Trail

## Redmont Room Brown Forman



# BROWN-FORMAN

Please join us for tastes of our super premium expressions straight from Whiskey Row including Old Forester, Woodford Reserve and Jack Daniel. Don't miss this opportunity to visit one on one with our Brand Ambassadors: James Joseph (Old Forester), Ian Sulkowski (Woodford Reserve) and Byron Copeland (Jack Daniel Cooperage and Distillery). As experts on their brands, they will be here to share a bit of history and give you details behind how we craft our exceptional whiskies. All this while you enjoy the best whiskies made in the USA.



# Bourbon Trail



Join Wendy Pevich, Penelope Brand National ambassador, as we journey through the Penelope brand.

Penelope Bourbon was crafted and created in a classic American tradition – to celebrate an impending birth of a child. In 2018, Mike Paladini and his wife, Kerry, found out they were expecting a baby girl, Penelope. To commemorate this occasion, Mike quickly realized he wanted to create a spirit that embodied the daily joy of celebrating life's pleasures – big and small.

Teaming up with his close childhood friend and neighbor, Danny Polise, they set out to discover and produce a Straight Bourbon Whiskey everyone could appreciate and enjoy. A company was born.

Today, Penelope Bourbon is available in 37 states and 3 countries. Proving that with enough love and care, and hard work, anything is possible

**PENELOPE**  
BOURBON  
FOUR GRAIN

**YELLOWSTONE**  
Kentucky Straight Bourbon Whiskey

GEORGE  
**REMUS**  
KING OF THE BOOTLEGGERS  
STRAIGHT BOURBON WHISKEY

# Bourbon Trail

## Glen Iris 2



### Maker's Mark

One of the most iconic expressions of bourbon in spirits today, the Maker's Mark Private Select: Alabama Barrel Trail City Selects! 2 years ago, we launched ten completely unique expressions of Maker's Mark Private Select, all uniquely tied to a city in Alabama and invite you to join the tour with us, lead by our Maker's Mark Diplomat, Tina Langley! Tina will guide you through the profiles of each city's Maker's Mark and the details of our Maker's Mark Alabama Barrel Trail City Select.

Come purchase your limited edition 2024 Bourbonham Private Selection in this room! Only 100 bottles available!



# Bourbon Trail

Times & Places

**BULLEIT  
BOURBON**

Highlands Room  
Diageo



*Join us as we experience the fine offerings from Blade & Bow and Bulleit Bourbon.*

## **Blade & Bow**

A homage to the legendary Stitzel-Weller distillery, Blade and Bow Kentucky Straight Bourbon Whiskey uses a unique Solera System aging process to preserve some of the distillery's oldest whiskey stocks, including some of the last bourbon produced there before it closed in 1992.

The solera liquid is mingled with other fine whiskeys aged and bottled at Stitzel-Weller. Aged in new charred American white oak barrels, this bourbon has a subtle aroma of fresh fruit and a taste that includes hints of dried apricot, ripe pear and a sweet roasted grain. The finish has notes of charred oak and warm winter spices.

## **Bulleit Bourbon**

Bulleit Bourbon is inspired by the whiskey pioneered by an old family recipe over 150 years ago. Only ingredients of the very highest quality are used. The subtlety and complexity of Bulleit Bourbon come from its unique blend of rye, corn, and barley malt, along with special strains of yeast and pure Kentucky limestone filtered water. Due to its especially high rye content, Bulleit Bourbon has a bold, spicy character with a finish that's distinctively clean and smooth.



# Bourbon Trail



## Vulcan Room Republic Distributing Co.

Join Republic National Distributing Company as we explore the “Not so Old Fashioned” with some of our favorite whiskey.



# Bourbon Trail

Times & Places

## Inn Room Pernod Ricard

New this year, our friends at Pernod Ricard have brought some of their finest Irish & Scotch Whiskys to share.. Grab a pour and head out onto the Inn room Terrace to enjoy a cigar with your drink.

Jefferson's Small Batch  
Jefferson's Reserve  
Jefferson's Ocean

Rabbit Hole Heigold  
Rabbit Hole Boxergrail  
Rabbit Hole Cavehill  
Rabbit Hole Dareringer

Smooth Ambler Old Scout Bourbon  
Smooth Ambler Contradiction

Aberlour 12yr  
Aberlour A'bunadh

Redbreast 12yr  
Jameson Black Barrel

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