



Four Roses[®]

BOURBON

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Four Roses Bourbon to expand distillery visitor center, add cocktail tastings and seated tasting rooms

LAWRENCEBURG, Ky. (November 19, 2020) – Four Roses officials today announced plans for an expansion of the current visitor center and enhancements to the overall guest experience at the Bourbon distillery located in Lawrenceburg, Ky. The visitor center project is part of an ongoing investment to accommodate for growing demand in the Bourbon tourism industry.

For the design of the 14,446-square-foot addition to the visitor center, Four Roses looked to its history. In 1910, Louisville-based architecture firm Joseph & Joseph designed the distillery in the Spanish mission-style that is unique to Four Roses and is on the National Register of Historic Places. Today, that firm – now Joseph & Joseph + Bravura – is designing the distillery’s latest expansion in that same style.

The interior space will have an accompanying 3,850-square-foot outdoor covered patio and cocktail area. The expansion will allow Four Roses the potential to double visitor capacity.

“We are proud to take this next step in our history and provide an enhanced experience to our visitors, while maintaining our commitment to producing top-quality Bourbon,” said Kelli Wright, guest experience manager at Four Roses. “Our new visitor experience will expand our hospitality and give our guests even more opportunities to learn about our brand, our history and heritage, in some very welcoming and comfortable new spaces.”

The visitor center project is expected to be completed by the end of 2021 and will include:

- New state-of-the-art bar featuring cocktails and tastings of Four Roses’ current Bourbon portfolio and exclusive product tastings;
- Four new seated tasting rooms offering a space for enhanced educational experiences;
- Updated retail gift shop with Four Roses’ Bourbon products and other branded merchandise for sale;
- Outdoor patio space where visitors can enjoy the beautiful distillery grounds.

The visitor center will also offer interactive, educational experiences dedicated to the rich 132-year history of the Four Roses brand, including an interactive display showcasing archived Four Roses bottlings, vintage advertisements and other memorabilia.

The award-winning Bourbon company experienced exponential growth since its return to the United States in 2002. An official stop along the Kentucky Bourbon Trail, the visitor center at the Four Roses Distillery in Lawrenceburg, Ky. first opened in 2004 and was remodeled in 2012. Tour experiences at the Four Roses Warehouse & Bottling Facility located in Cox's Creek, Ky. began in 2004 and the visitor center opened in 2014. The company has seen marked increases in tourism over the past decade, including a 43 percent growth in visitors in the past five years.

Four Roses marked the culmination of a major expansion project to double production capacity at the distillery with the official launch of Small Batch Select in April 2019.

About Four Roses Distillery

Established in 1888, Four Roses combines two mashbills with five proprietary yeast strains to distill and age 10 distinct Bourbon recipes, each with its own unique flavor profile. With distilling and warehousing operations in Lawrenceburg and Cox's Creek, Kentucky, respectively, Four Roses is dedicated to producing award-winning Bourbons with smooth and mellow tastes and finishes. Four Roses is available in all 50 states. For more information, visit www.fourrosesbourbon.com or find us on [Facebook](#), [Twitter](#) and [Instagram](#).

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