



Four Roses[®]

BOURBON

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Four Roses Distillery opens newly constructed visitor center

Bar 1888, the Al Young Archive Collection and new tasting and educational opportunities enhance guest experience at Lawrenceburg distillery

LAWRENCEBURG, Ky. (December 7, 2021) – Kentucky Governor Andy Beshear today joined Four Roses officials to celebrate the opening of a new and expanded visitor center that is ready to welcome travelers and bourbon fans from across the country and the globe to the award-winning Lawrenceburg, Kentucky distillery. The visitor center project is part of Four Roses' ongoing investment to accommodate for growing demand in the bourbon industry, that has already included an expanded distillery in Lawrenceburg, as well as new bottling lines and warehouses at Four Roses' facility in Cox's Creek, Kentucky.

The 14,446-square-foot visitor center is designed to both inform and educate guests about Four Roses' different bourbons, its distilling process, and its unique history in an enjoyable, immersive experience. To design and build the visitor center, Four Roses partnered with Louisville-based architecture firm Joseph & Joseph + Bravura, the same firm that in 1910 designed the distillery itself, which is now listed on the National Register of Historic Places. The new building is modeled after the existing Spanish mission-style structures unique to Four Roses and this part of the country. The interior space has an accompanying 3,850-square-foot outdoor covered patio and cocktail area.

"This new visitor's center is another exciting accomplishment for Four Roses, the Anderson County community and Kentucky's \$8.9 billion tourism industry," said Gov. Beshear. "Guests will be able to experience our world-famous, signature spirit with this historic distiller, a founding member of the Kentucky Bourbon Trail. I want to thank the Four Roses team for their investment in this community and commitment to the Kentuckians and visitors from around the world who will walk through the doors here."

The new visitor center provides the potential to double Four Roses' visitor capacity. In the most recent year of full tourism, 2019, Four Roses welcomed 84,979 guests from all 50 states and over 45 countries.

"It's an exciting time at Four Roses and we are proud to take this next step in our effort to 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. "The new visitor center provides our guests with more opportunities to learn about and experience Four Roses in some very welcoming and comfortable new spaces."

The new visitor center includes:

- Bar 1888 – named for the year the Four Roses name was first trademarked, with offerings from Four Roses’ current bourbon portfolio and specialty cocktails. In addition, Bar 1888 will offer selections from Four Roses’ highly acclaimed annual releases from the Limited Edition Small Batch series;
- The Al Young Archive Collection – an interactive display showcasing the range of Four Roses bottlings from throughout its 133-year history. The display is named for the beloved Al Young, who spent more than five decades in various roles at the distillery, including recording and sharing the rich history of Four Roses through years of research into archives and artifacts;
- Four seated tasting rooms offering a space for enhanced educational experiences;
- Enhanced tasting experiences, including an exclusive opportunity to taste individual selections from Four Roses’ ten bourbon recipes that are used to create its core product line;
- Expanded 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 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 first opened in 2004 and was remodeled in 2012. Tour experiences at the Four Roses Warehouse & Bottling Facility located in Cox’s Creek began in 2004 and the visitor center opened there 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 is a four-time winner of Whiskey Distiller of the Year in the Icons of Whisky America, and Brent Elliott earned that competition’s 2020 Master Distiller/Blender of the Year. Four Roses also earned the title of World’s Best Bourbon in the 2019 World Whiskies Awards, among numerous other accolades over the years.

Reservations are required for distillery tours. For more information, and to book a distillery experience, visit fourrosesbourbon.com/visit.

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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