



HEAVEN HILL BOTTLED-IN-BOND BOURBON HONORS THE TRADITION OF HEAVEN HILL DISTILLERY

Written by Allison Levine

With deep and complex roots, Whiskey and Bourbon are an integral part of the history of America. And since 1935, Heaven Hill Distillery has been a steward of this legacy as a preserver and nurturer of American Whiskey. From its early start shortly after Prohibition to the present day, Heaven Hill has evolved to be the largest family-owned and operated distillery in the United States and the second-largest holder of aging American

Whiskey worldwide. They are one of the only heritage distillers that features every major category of American Whiskey and are at the center of Whiskey Culture and all that it encompasses. With the national release of its namesake product Heaven Hill Bottled-in-Bond, a focus on sustainability, and the building of a new distillery, Heaven Hill's ongoing evolution balances tradition with innovation and an eye toward the future.



HISTORY OF HEAVEN HILL

Heaven Hill Distillery was founded by the Shapira family in Bardstown, Kentucky in 1935, shortly after Prohibition ended. A speculative new business venture, the company was founded with no brands and no available stocks of Whiskey, all at the height of the Great Depression. But in December 1935, they filled their first barrel. Today Heaven Hill is the fifth-largest spirits supplier in the United States and the second-largest holder of aging Whiskey in the world with an inventory of more than 2 million barrels.

Heaven Hill has received numerous industry accolades including “Whisky of the Year” by Whisky Advocate Magazine and “Distillery of the Year” by Whisky Magazine. In 2023, six Heaven Hill whiskeys were ranked in the Top 100 American Whiskeys by Fred Minnick, one of America’s leading bourbon and whiskey experts. Five of those six whiskeys placed in the top 20.

Since 1935, Heaven Hill has retained its commitment to independence and family ownership grounded in a mission with core values suited to building for the long term with the third generation of the Shapira family now at the helm.

These attributes have given Heaven Hill the freedom and flexibility to grow and change over the decades. Susan Wahl, Vice President of American Whiskey at Heaven Hill, has worked for the company for 20 years, and

for the last 15 years, she has focused on marketing, new product development, and the two American Whiskey visitor centers. Wahl explained that working for a family-owned business means the “opportunity to play the long game and look at the long-term health of the business.”

With an almost 90-year history, Heaven Hill Distillery has preserved the tradition of American Whiskey. The company has acquired and revitalized historic whiskey brands, such as Pikesville Rye, Rittenhouse Rye, and Old Fitzgerald. And for the past ten years, Heaven Hill Distillery has also worked towards elevating the distillery name through various initiatives, one of which is by prominently featuring it on more premium products.

Today when products feature the “Heaven Hill” name, they showcase both the quality and depth of the entire Heaven Hill Distillery portfolio. The Heaven Hill family of brands showcases Heaven Hill as an authority in whiskey and has gained a loyal following amongst consumers invested in whiskey culture. The products that currently make up this family include both the Heaven Hill Heritage Collection, as well as Heaven Hill Bottled-in-Bond.

HEAVEN HILL BOTTLED-IN-BOND

First launched in 2019 and now available nationally, Heaven Hill Bottled-in-Bond is one of the newest offerings in the Heaven Hill family. This historic offering of the

company’s namesake Bourbon exemplifies the craftsmanship, patience, and perseverance that are hallmarks of Heaven Hill’s whiskey-making tradition.

While Heaven Hill put its first whiskey into barrels in 1935, it was not until four years later, in 1939, that the first Old Heaven Hill Bottled-in-Bond Bourbon was released. At the time, in the early days of the American Whiskey industry, not all the products were up to the same standards that are expected today. During Prohibition, whiskey was often produced through dubious, not to mention illegal, methods. Some less-than-scrupulous merchants would mix spirits with “rectifiers” like prune juice, water steeped with tobacco, or even kerosene, resulting in Congress passing the Bottled-in-Bond Act of 1897 to guarantee the whiskey’s quality.

A Bottled-in-Bond bourbon must follow various regulations. It must be the product of one distillery and distilled during just one distillation season, which can run from January to June or from July to December. The whiskey must be aged for at least four years and must be bottled at exactly 100 proof. In addition, it must bear the name and number of the Distilled Spirits Plant (D.S.P.) where it was produced, and if different, the D.S.P. number of the bottling facility.

Bottled-in-Bond was a product that required patience, but it paid off for Heaven Hill.



Not only was it a way for Heaven Hill to showcase its commitment to quality and its standards of excellence, but the whiskey also quickly became the number-one-selling Bourbon in the state of Kentucky.

To this day, Heaven Hill produces more Bottled-in-Bond spirits than any other distillery. This designation is proudly featured on many of its whiskeys, keeping an important American Whiskey tradition alive.

Today's Heaven Hill Bottled-in-Bond reflects the same craftsmanship poured into the first bottle by the same founding family. It meets the same standards first outlined in the Bottled-in-Bond Act of 1897. Being both independently owned and having large reserves of aging whiskey has allowed the company to be extremely selective when crafting this Bourbon. The whiskey comes from a limited number of barrels to meet the requirement that the spirit must come from a single-distilling season. It is also extra-aged at 7 years old, 3 years longer than required by law, and crafted from diligently selected barrels.



The Heaven Hill Bottled-in-Bond label was inspired by the historical designs of previous Heaven Hill Bottled-in-Bond releases. Master Distiller Conor O'Driscoll, who is originally from Ireland and joined Heaven Hill in 2019 as the seventh Master Distiller in Heaven Hill's legacy, explained that "Heaven Hill Bottled-in-Bond is a great whiskey that speaks to the history and legacy of Heaven Hill. We have been making it since the day we started in 1935. It acknowledges and follows those rules of quality and consistency and speaks to our philosophy."

Inside the bottle, Heaven Hill Bottled-in-Bond offers a smooth, warm flavor profile with aromas of caramel and honey, mingled with oak and char to round out the richness. The finish offers spice notes that meld with the oak and notes of sweet caramel.

HERITAGE & INNOVATION

Two pillars of Heaven Hill's whiskey-making philosophy are heritage and innovation – the respectful intention to honor the traditional craft of producing whiskey while also pushing the envelope through innovative mashbills and finishes. These attributes have given Heaven Hill along with Heaven Hill Bottled-in-Bond and the Heaven Hill Heritage Collection, a soon-to-be-announced third-line extension will make up the Heaven Hill family under the Heaven Hill Distillery umbrella.

The Heaven Hill Heritage Collection launched in 2022 as a collection of extra-aged, ultra-premium American Whiskeys. With new editions released every spring,



this collection features Straight American Whiskeys from one of Heaven Hill's six traditional mashbills. Ages vary by release, but all editions feature the company's oldest stocks of barrels. The most recent Heaven Hill Heritage Collection release featured a 20-year-old Kentucky Straight Corn Whiskey. The release shocked many in the whiskey world because of its ultra-aged nature and the uniqueness of the corn-forward mashbill.

While sticking to traditional mashbills has been a hallmark of certain Heaven Hill lines, the company is exploring greater avenues for creativity and sustainability with a new line of products slated for release this upcoming summer. Wahl did reveal that the products will involve hand-selected seeds from local, family-run farms. While further specifics cannot be announced just yet, those in charge of the product including Wahl say this line is a long-term passion project for Executive Chairman Max Shapira and the team is excited to be bringing it to life very soon.

ENVIRONMENTAL SUSTAINABILITY

In addition to being preservers of American Whiskey, Heaven Hill has always strived to be a good steward of the natural resources used throughout the production process. But with pressing environmental changes, the company's innovation is reflected in its focus on sustainability.

In line with the UN Sustainable Development Goals (SDGs), Heaven Hill has established an Environmental Sustainability Strategy with goals to achieve



by 2030. These goals include improving water use efficiency by 15% and reducing carbon emissions from Heaven Hill operations by 30%. There is a goal to reduce waste, including eliminating 10% of waste generated by operations, reducing virgin plastic in Heaven Hill bottles by 50%, and providing zero-waste visitor experiences. To date, two of Heaven Hill's company facilities have received the EPA's first-ever ENERGY STAR certification for distilleries in recognition of superior energy efficiency and performance.

Heaven Hill is partnering with its grain suppliers to encourage and support sustainable agriculture practices that enhance the quality of life for farmers and the greater society. Some of these practices include funding research to locally grow all types of grains used in its mashbills, as well as supporting the Kentucky Commercial Rye Cover Crop Initiative by choosing to purchase Rye from local farmers in Kentucky instead of elsewhere in the United States or the world. In addition, Heaven Hill participates in other initiatives by sponsoring the planting of 5,000 trees in its local communities and funding logger certifications to support sustainable white oak supply. "Sustainability is important to us as a company," explained Wahl. "Funding certifications for loggers and working with local farmers highlights how our family-owned company is helping support other industries and other family-owned companies."

The focus on sustainability will continue with the addition of the new line extension

in the Heaven Hill family, as well as the opening of the new Heaven Hill Springs Distillery, set to open in early 2025 in Bardstown, Kentucky.

HEAVEN HILL SPRINGS DISTILLERY

The Heaven Hill Springs Distillery name pays tribute to the family-owned company's original distillery that burned down in a devastating fire in 1996. The fire resulted in the loss of the distillery, seven rickhouses, and almost 100,000 barrels of whiskey. After the fire, Heaven Hill moved distilling to the historic Bernheim Distillery in Louisville. However, the bottling and aging of whiskey along with other functions continued in the Bardstown area where they remain today.

The more than \$200 million project is expected to be operational by early 2025, the same year as the company's 90th anniversary. The design of this new distillery reflects the company's dedication to sustainability as the company looks to play an important role in forming a more eco-conscious distilled spirits industry.

The site will also include other sustainability efforts such as a wastewater pretreatment system and a program to harness energy creation and recovery, which will alleviate demands on the city's electrical and water treatment plants. Once construction is closer to completion, the campus will use native plants and natural systems to manage stormwater runoff and improve habitats on the property.

O'Driscoll expressed his excitement to be

part of the design and planning of the new distillery. He shared, "At the new Heaven Hills Springs Distillery, we will use live yeasts." Yeast tubs, a dedicated yeast mashing system, and a microbiology lab will be dedicated to growing, optimizing, and maintaining the yeast culture. "The more control you have on the yeast," O'Driscoll added, "the more control on the consistency and quality of the end product."

In the new facility, initial production is slated for 150,000 barrels a year, and over time will have the capacity to ramp up to producing 450,000 barrels annually. This will be in addition to the company's distilling that occurs at the historic Bernheim Distillery in Louisville, which will continue to operate at full capacity of 450,000 barrels annually.

With more capacity for American Whiskey production, Heaven Hill Distillery will continue to preserve and nurture the culture of American Whiskey through brands like Heaven Hill Bottled-in-Bond, Elijah Craig, Larceny, and Evan Williams, to name a few. And, as an enduring family-owned and led company, Heaven Hill will continue in its ongoing evolution as a significant player in the U.S. and international spirits industry for generations to come.

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