

STRAIGHT BOURBON

America's Native Spirit

Craftsmanship, Heritage, and a Growing Global Market

↳ Market Growth: \$5.85 Billion by 2025



The Foundation

By law, Kentucky Bourbon must be made from a grain mixture that is at least **51% corn**, with the remaining grains (flavoring grains) typically including malted barley, rye, or wheat.

The specific combination of these grains is a distillery's unique signature, directly influencing the final taste profile of the bourbon.

The Process

- 1** **Mashing:** Grains are mixed with water and cooked to create "bourbon mash"
- 2** **Fermentation:** Yeast converts sugars into ethanol, creating foundational flavors
- 3** **Distillation:** Double distillation process purifies the spirit and concentrates alcohol
- 4** **Aging:** New charred oak barrels develop signature amber color and complex flavor

The Influence of Each Grain



Corn

Provides the sweet, rich base of bourbon's flavor profile

Sweet

Rich



Wheat

Lends a softer, gentler sweetness with a mellow profile

Soft

Gentle

Mellow



Rye

Adds complex spicy, peppery, and fruity notes

Spicy

Peppery

Fruity



Malted Barley

Contributes enzymes and adds notes of toast and chocolate

Toast

Chocolate

Enzymes

The Magic of Aging

Aging Requirements

- ✓ By law, bourbon must be aged in **new, charred oak barrels**
- ✓ For a product to be called "straight bourbon," it must be aged for a **minimum of two years**
- ✓ Once bottled, the aging process stops, capturing the spirit at its peak maturity

The Impact of Charred Oak Barrels

Caramelization

The charred layers caramelize the wood's natural sugars, imparting notes of vanilla, caramel, and toffee

Complexity

The interaction between spirit and wood creates a rich, complex flavor profile

Filtering




The barrel acts as a natural filter, smoothing out the harshness of the young spirit

Color Development

The aging process transforms bourbon from clear to its signature amber color

Kentucky's Perfect Climate

Kentucky's unique climate creates ideal conditions for aging bourbon:

-  **Dramatic temperature swings** between hot summers and cold winters cause barrels to expand and contract
-  **Natural compression** forces bourbon deep into the wood, extracting maximum flavor
-  **Limestone foundation** provides naturally filtered water that enhances the aging process

Market Momentum

Bourbon's Impressive Growth



U.S. Sales (2024)

\$5.3 billion

12% year-over-year growth



Global Market (2024)

\$8.29 billion

Projected to reach \$8.85 billion in 2025



Barrels Filled (2024)

2.7 million

A record number, signaling confidence in future demand

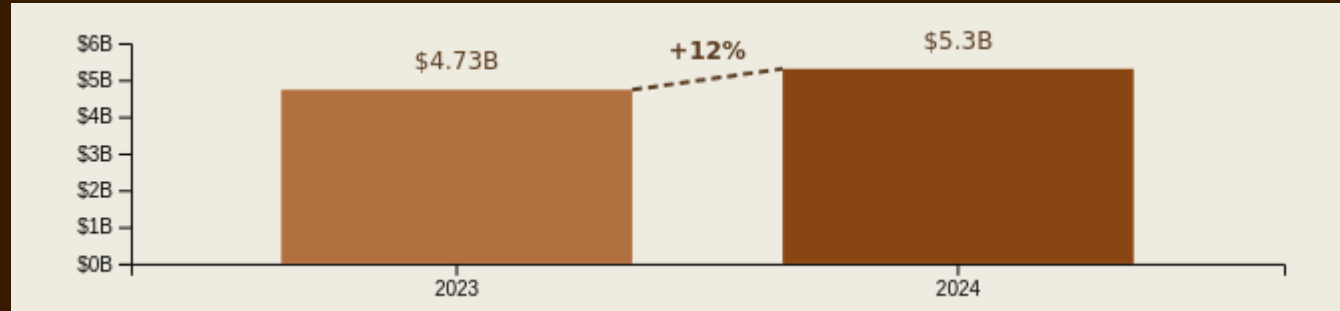


Projected CAGR (2024-2029)

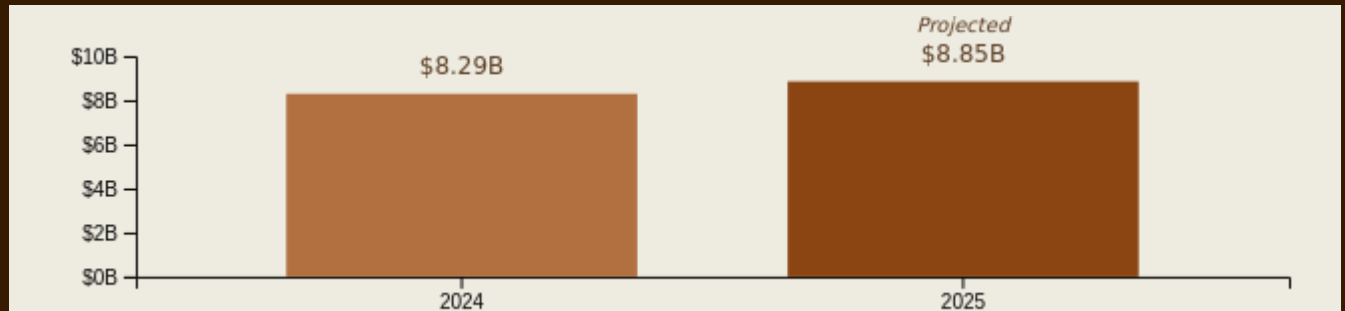
6.5-7%

Strong growth expected through 2029

U.S. Bourbon Sales Growth



Global Market Size & Projection



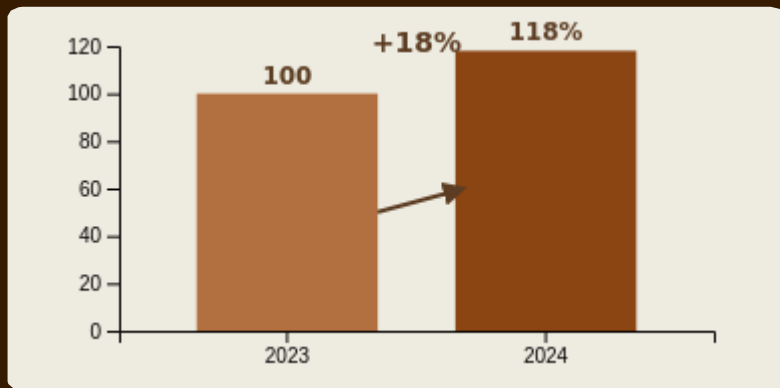
Key Market Drivers

- ✔ Strong consumer demand for premium American whiskey
- ✔ Product innovation from craft distillers
- ✔ Expanding global reach with 15% rebound in European markets
- ✔ Growth in Asia-Pacific region, particularly India and China

Consumer Trends Driving Demand



High-End Bourbon Growth



Growth in sales of high-end and super-premium bourbon (2024)

Premiumization

- Consumers trading up for higher-quality spirits
- 18% growth in high-end bourbon sales in 2024
- Seeking products with unique age statements and single-barrel expressions

Collectibility

- Strong secondary market for rare and limited-edition bourbons
- Pappy Van Winkle and Blanton's remain hot commodities
- Creates a halo effect that elevates the entire category

Craft Innovation

- Over 2,500 craft distillers in the U.S.
- Expanding variety of unique mash bills and finishes
- Caters to desire for discovery and authenticity

Bourbon Tourism

- Experiential marketing as a powerful sales driver
- Distillery visits along the Kentucky Bourbon Trail
- Popular events like Bourbon & Beyond foster deep consumer engagement

Portfolio Excellence

Our diverse product portfolio is designed to meet the full spectrum of consumer demand, from accessible daily sippers to the most sought-after collectible



Premium Offerings

High-end bourbons with distinctive characteristics



Age-Stated Releases

Bourbons with guaranteed age statements



Single-Barrel Expressions

Unique products from a single cask



Small-Batch Bourbons

Blended from select barrels

📈 Premium bourbon grew by 18% in 2024



Limited Editions

Highly sought-after, limited availability releases



High Collectibility

Pappy Van Winkle and Blanton's create buzz



Brand Halo Effect

Elevates status of entire brand family



Consumer Loyalty

Drives intense brand enthusiasm

★ Demand exceeds supply for allocated releases



Craft Innovations

boundary-pushing small producers



Unique Mash Bills

Different grain ratios and types



Creative Finishes

Aging in secondary casks



Small-Batch Experiences

Direct connection to distiller

⊕ Over 2,500 craft distillers in the U.S.

Your Success is Our Priority

Why Partner With Kentucky Straight Bourbon?

By adding Kentucky Bourbon to your portfolio, you're not just distributing a product -you're offering a piece of American heritage, backed by a meticulous production process and unparalleled quality.



Comprehensive Distribution

- ✓ Multi-channel strategy across on- premise, retail, and e-commerce
- ✓ Custom cocktail programs and staff training
- ✓ Experiential marketing events and tasting opportunities



Marketing Support

- ✓ In-depth brand education and training programs
- ✓ Leveraging Bourbon Tourism and Kentucky Bourbon Trail
- ✓ Digital engagement with social media and influencers

Ready to Join the Heritage?

Partner with us and tap into a growing global market projected to reach \$8.85 billion by 2025.

[Contact Our Team](#)

