



WHISKEY'S BETTER WHEN IT'S BOURBON.

BIOGRAPHY BERNIE LUBBERS, WHISKEY PROFESSOR

Bernie Lubbers is a true Kentucky gentleman with unmatched charisma, a sense of humor and a bottle of Knob Creek on him at all times.

Born and raised in Louisville, KY – the home of Bourbon -- Bernie grew up around the family business of beer brewing. He was fascinated by the beer-making process but even more intrigued by the marketing and promotional aspects of the business.

But even a Marketing degree from the University of Kentucky couldn't keep this free spirit chained to a desk. Rather than work 9-5, Bernie decided to hit the road and pursue his childhood dream of stand-up comedy. Bernie took his act, which included references to both Kentucky and bourbon, to more than 160 cities over 20 years. He also appeared as a regular guest on *The Bob & Tom Show*, a nationally-syndicated radio show and wrote and starred in, *I'll Take Manhattan & A Martini Too*, a one-man play about fictitious 94-year-old actor who told fictional Hollywood happenings about real celebrities.

While performing at *Comedy Off-Broadway* in Lexington, Kentucky, Bernie was discovered – but not by a Hollywood agent. Rather, he befriended a man who worked for a distilled spirits company who was aware of a newly-created position for someone to travel the country and teach consumers about bourbon; specifically small batch bourbon. With his Kentucky roots, quick wit and passion for the liquor industry, Bernie seemed an ideal candidate. The folks who were hiring – including Fred Noe, Jim Beam's great-grandson, and son of Booker Noe, who created the small batch bourbon category – wholeheartedly agreed.

Bernie underwent in-depth training at the Jim Beam distillery with two of the best-in-the-business in Master Distiller Jerry Dalton and Fred Noe. He learned about the distilling process and how to nose, sip and taste the spirit. He was taught to identify the subtle nuances, such color, age and proof among various bourbon whiskies, such as Knob Creek, Basil Hayden, Baker's and Booker's, also known as The Small Batch Bourbon Collection.

Today, Bernie serves as one of three Whiskey Professors who travel the American Whiskey Trail, in an effort to educate and entertain bartenders, bar and restaurant owners and consumers about America's Native Spirit. Bernie specific ally focuses on the Northeastern section of the United States, including his hometown of Kentucky. He also teaches the unique skill of label reading, which helps consumers to identify what is – and what isn't – bourbon, specifically the differences between Kentucky Straight Bourbon and whiskey, based on the contents of the bottle's label.

When not on the road, you can usually find Bernie among friends sharing his bottle of Knob Creek and his latest joke. Like fine bourbon, Bernie keeps getting better with age and has a thirst for knowledge that cannot be quenched.