



NATIONAL BOURBON HERITAGE MONTH **FACT SHEET**

In 2007 Beam Global Spirits & Wine, Inc., the world's number one bourbon producer, proudly acknowledged that the U.S. Senate had declared September National Bourbon Heritage Month by a unanimous vote. National Bourbon Heritage Month reinforces bourbon as "America's Native Spirit" by celebrating the family heritage, tradition and deep-rooted legacy that the bourbon industry contributes to the United States.

WHY NATIONAL BOURBON HERITAGE MONTH:

- As America's only indigenous spirit, bourbon was recognized in 1964 by an act of Congress when it declared bourbon "America's Native Spirit."
- The dedication of an entire month in celebration of bourbon heritage is a significant milestone for the entire bourbon industry, bourbon lovers, the Commonwealth of Kentucky and the entire United States.

ECONOMIC IMPACT ON THE STATE OF KENTUCKY:

- In 2005, 14.3 million 9-liter cases of bourbon were sold in the U.S., generating over \$1.5 billion in revenue for distillers.
- Currently, 15 percent of a typical bottle of spirits in Kentucky goes to state and local taxes. Nationwide, the taxes average 13.5 percent per bottle.
- Over \$3 billion of Gross State Product is generated by distilled spirits in Kentucky.
- The \$3 billion in economic activity is responsible for almost \$100 million in tax dollars for the state and local governments.
- Over 11,000 Kentuckians owe their livelihoods to the distilled spirits in some way – many of those jobs can be traced back to Bourbon production.
- Tourism on the Kentucky Bourbon Trail has grown to 500,000 visitors annually. The potential for tourism in the future is incalculable.

ECONOMIC IMPACT ON THE UNITED STATES:

- Nationwide, bourbon production and sales are responsible for an estimated 60,000 jobs: beverage alcohol and the hospitality industry are very important to our Nation's economy.
- Revenues for high-end bourbons in 2006 were up to \$500 billion from \$450 million in 2003.

WHAT'S

PLANNED: Jim Beam® Kentucky Straight Bourbon and Knob Creek® Straight Bourbon Whiskey are honoring September as National Bourbon Heritage Month with an insider's guide to Bourbon Country and Louisville, Ky., hotspots that are guaranteed to bring the fun, not break the bank. For more information visit www.AmericasNativeSpirit.com.

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