



ONLY IN KENTUCKY, ONLY IN BOURBON COUNTRY ...
THE ULTIMATE NATIONAL BOURBON HERITAGE MONTH GUY-TINERARY

Together with the Louisville Convention and Visitors Bureau, Knob Creek Whiskey Professor Bernie Lubbers and seventh generation Jim Beam family member Frederick Booker Noe III have created a step-by-step bourbon-inspired trip that is sure to surprise and entertain the guys. Let the journey begin!

Day 1 – Friday – Life in Louisville

- 11:00 a.m. Arriving from out of town? Meet up with friends at the **Jim Beam** kiosk, just outside the security checkpoint at Louisville International Airport.
- 12:30 p.m. Stop for lunch and the weekend's official first bourbon cocktail.
- 2:15 p.m. Arrive at the **Louisville Slugger Museum & Factory** [800 W. Main St.] to get a group picture with the World's Largest Bat. Twenty-five minute tours of the factory depart every 20 minutes from 9 a.m. to 5 p.m. You can practice your swing in the batting cages and check out the museum while you wait.
- 3:45 p.m. Explore your inner warrior across the street at the **Frazier International History Museum** [829 W. Main St.], the only Royal Armoury collection in the United States. It boasts an extensive group of weaponry dating back to the late 11th century.
- 5:45 p.m. Kick off the first night out with dinner and a Knob Creek Bourbon cocktail.
- 8:00 p.m. Walk down to **W. Liberty Street** for entertainment options that suit any mood.

Day 2 – Saturday – Bonding on the Bourbon Trail

- 10:00 a.m. Before driving half an hour to Bourbon Country, enjoy some Southern cooking and a man-sized brunch.
- 11:45 a.m. Discover what The Stuff Inside means to you at the **Jim Beam Distillery** [149 Happy Hollow Rd, Clermont, Ky.]. Take a self-guided tour through the distillery process at the American Outpost and walk around the distillery grounds to get a feel of the 213 year Jim Beam family history. Be sure to stop in the historic T. Jeremiah Beam home to enjoy the rich flavor of Jim Beam Black® Bourbon, aged eight years to achieve a full 86 proof and distinctive character that anyone

can respect. Continue your bourbon journey with a taste of Knob Creek® Bourbon. Bottled at an honest 100 proof and aged nine years, Knob Creek Bourbon embodies the maple aroma, sweetness and amber color of the caramelized oak.

- 1:30 p.m. Before returning to Louisville, play a few rounds at the new **Heritage Hill Golf Course** [1050 Valley View Dr.] in nearby Shepherdsville.
- 5:00 p.m. Back to the hotel - every man-cation needs at least one good nap, especially in Louisville! Remember Bernie's wise words: "Saturday night in Louisville is a marathon, not a sprint. Since many bars are open until 4:00 a.m., it's important to pace yourself."
- 8:00 p.m. Hit the town at the locals' favorite bars along lively **Bardstown Rd.**

Day 3 – Sunday – Relaxation and the Last Day of Man-cation

- 11:00 a.m. You're King of the Remote in the lower level of the **Muhammad Ali Center** [144 N. Sixth St.]. Watch a number of classic Ali fights On-Demand before shadowboxing in the museum's interactive exhibits.
- 3:00 p.m. Although live races don't resume at **Churchill Downs** [700 Central Ave.] until October 26, 2008, the track is a hotspot for betting on simulcast races. Take the Behind the Scenes Walking Tour for a VIP look at Millionaire's Row, Jockeys' Quarters and the Press Box. Stay and play until it's time to head to the airport.

Louisville offers countless other experiences including riverboat gambling, college sports, kayaking and much more. For more information and planning ideas, visit:

- www.jimbeam.com
- www.knobcreek.com
- www.justaddbourbon.com
- www.gotolouisville.com

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