

THE RABBIT HOLE STORY

Kaveh Zamanian



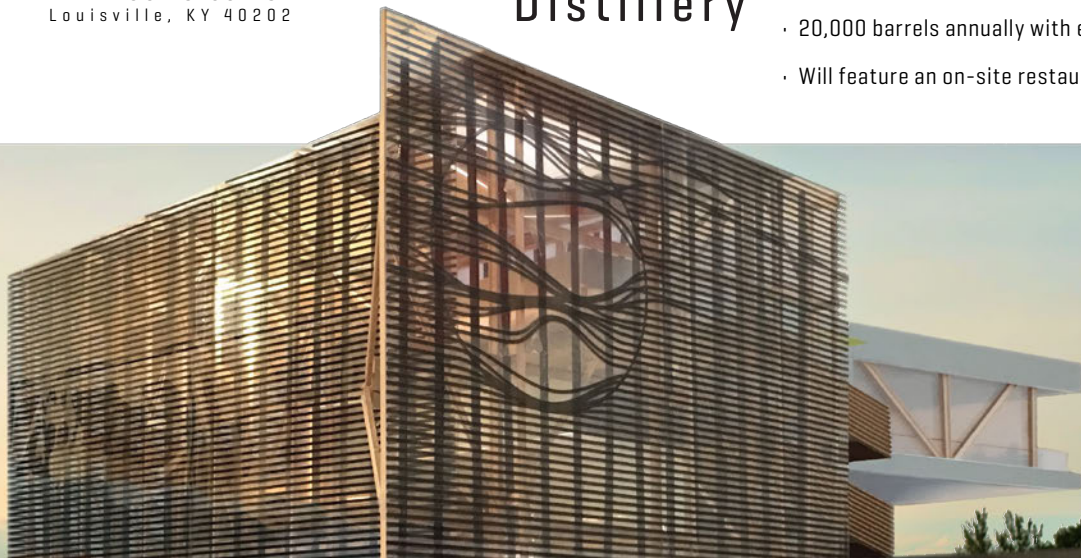
Love & Whiskey

As with all good stories, this one starts with a girl. I met Heather while living in Chicago. She introduced me to Bourbon, luring me away from my beloved Scotch. I fell in love with her and Bourbon at the same time, and for much the same reason: charm, beauty, elegance. She pulled me down a rabbit hole I might never have dared alone.

711 E Jefferson St
Louisville, KY 40202

The Distillery

- Imagined by award-winning architects Doug Pierson & Youn Choi of Pod A&D
- \$15 Million+ distillery campus at 55,000 sq/ft
- 20,000 barrels annually with excess production capacity
- Will feature an on-site restaurant and bar, along with a public event space



Kelvin Cooperage

It takes a strong barrel to make a good whiskey, and ours are the best. They're crafted by Kelvin Cooperage, with its roots in Scotland and its heart in Kentucky's Bourbon Renaissance.



Vendome Copper & Brass

The best stills in the world are made only a few blocks from our distillery. A custom-built 24-inch copper column still takes center-position, a point of pride for us and for the craftsmen who built it.

Louisville: Whiskey Experts on Every Street

Built on tradition to create something proudly modern, the vision of Rabbit Hole captured the imaginations of some of Bourbon's best. They took their amazing understanding of what whiskey is and helped imagine what whiskey could be. They dove into the unknown, and didn't look back.



SPIRITS

We made our first barrel of whiskey as we will make all others: from our own mix of carefully selected grains, the mash fermented in ideal conditions to preserve exactly the flavors and aromas we're aiming for, then distilled without compromise.



Kentucky Straight Bourbon Whiskey

A four-grain mash promising spice and honey and a fresh apple breeze. A whiskey of remarkable maturity with spice on the front, vanilla and custard in the finish.

MASH BILL

70%	Corn
10%	Malted Wheat
10%	Malted Barley
10%	Honey Malted Barley

SPECS

Proof / ABV	95 / 47.5%
Barrel	Aged in #3, wood-fired, Kelvin Cooperage barrel
Barrel Entry Proof	110
Aged	2+ Years



Kentucky Straight Rye Whiskey

A bold 95% Rye Whiskey. A bright caramel amber color with thick legs that linger. Citrus with bright floral notes, herbaceous, black tea flavors with a rich sweetness and spice that gently take you to finish.

MASH BILL

95%	Rye
5%	Malted Barley

SPECS

Proof / ABV	95 / 47.5%
Barrel	Aged in #3, wood-fired, Kelvin Cooperage barrels
Barrel Entry Proof	110
Aged	2+ Years



London Dry Gin Kentucky Rye Barrel Finish

Our gin is a journey. Your first sniff plants you dead-center in the tradition of London Dry Gins. From there, the aromas and flavors lead you far afield, through herb gardens and peach orchards to the crisp harvest of winter mandarins. Finishing in Kentucky rye barrels casts a warm glow over every step and gives our gin a long, gentle finish unlike any other.

SPECS

PROOF / ABV	89 / 44.5%
BARREL	Aged in Kentucky Rye Char #3, wood-fired, Kelvin Cooperage barrels



Straight Bourbon Whiskey Finished in PX Sherry Casks

We take Straight Bourbon Whiskey with a wheat mash bill, aged in alligator char. We transfer it to sweet Pedro Ximenez casks of Sherry. The resulting whiskey is refined balanced, with a hint of marmalade and a long, cascading finish.

MASH BILL

68%	Corn
18%	Wheat
14%	Malted Barley

SPECS

Proof / ABV	93 / 46.5%
1 st Barrel	Aged in #4 charred, Independent Stave Cooperage
2 nd Barrel	Aged and finished in 500 litre Pedro Ximenez Sherry Casks
Barrel Entry Proof	97.6