

LOFTED



SPIRITS

One Stop Shop



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One Stop Shop

Brand Information

The Whiskey Without Regrets



Founded in 1885, Green River is the 10th oldest distillery licensed in Kentucky, giving it the designation DSP-KY-10. Green River's legacy is one of the most fascinating in the whiskey world.

As the official whiskey of the U.S. Marine Hospital for 18 years in the early 20th century, Green River was originally known as "the whiskey without a headache," featured prominently on the bottle, throughout the brand's merchandising, and Green River's many national ads. After Prohibition, this tagline later changed to "the Whiskey Without Regrets," when whiskey was no longer considered medicinal.

Songs were penned about the "Whiskey Without Regrets," and early reviews described it as a "king among whiskeys." The whiskey won many international awards, including a gold medal and "best of show" at the Paris Exposition in 1900, and later a grand prize at the 1905 Liege Exposition in Belgium. The Whiskey Without Regrets tagline is a gateway to telling Green River's rich story and a consistent nod to the brand's heritage forging into the future.



Bourbon, Origin Series
KENTUCKY STRAIGHT BOURBON WHISKEY

\$44.99 | 90 PROOF | 45% ABV

DESCRIPTION
An exquisite expression with extraordinary flavor, our Origin Series Bourbon Whiskey is a 36% high-rye **mashbill** that showcases the best of classic bourbon with a burst of rye spice. It's perfect as a unique pour or the foundation for a premium craft cocktail.

MASHBILL
Corn 60% | Rye 34% | Malted Barley 4%



Product Details

Assets And Support

Assets



Curiosity can lead you to some incredible places. It's what called us to Kentucky in 2016 to build a distillery like no other. And we haven't stopped innovating since. From our glass **pickhouses**, to our Napa Valley style tour, we're pushing the boundaries of bourbon like no one has before. Not because we're particularly fond of bending the rules, but rather to re-imagine what the category could be. One that's more innovative, transparent and collaborative. Because if you want to create an entirely new bourbon experience, you can never stop exploring. Never stop discovering. *Never stand still.*

Find specific assets by clicking the photos to the [right](#), or gain access to all media/brand assets via our media site below.

[MEDIA SITE](#)



LOGOS



SELL SHEETS



APPROVED IMAGES



BRAND BOOK



MANIFESTO VIDEO



Lofted Spirits – House Of Brands

Mission Statement

To create an internationally recognized whiskey company that empowers others to build their brands, fosters innovation in whiskey production, and delivers exceptional experiences through our own boundary-pushing, in-house brands

Vision Statement

To lead the global whiskey industry by challenging conventions, inspiring creativity, and becoming the most trusted partner and aspirational brand builder in the marketplace

Portfolio Overview – The Yin And Yang Of Our Brands



GREEN RIVER
KENTUCKY STRAIGHT WHISKEY

Historic Distillery Since 1885.
Represents The Best Of Classic Kentucky Whiskey

Portfolio Role: Targets light whiskey enthusiasts who value a straightforward, classic whiskey experience.



BARDSTOWN
BOURBON COMPANY®

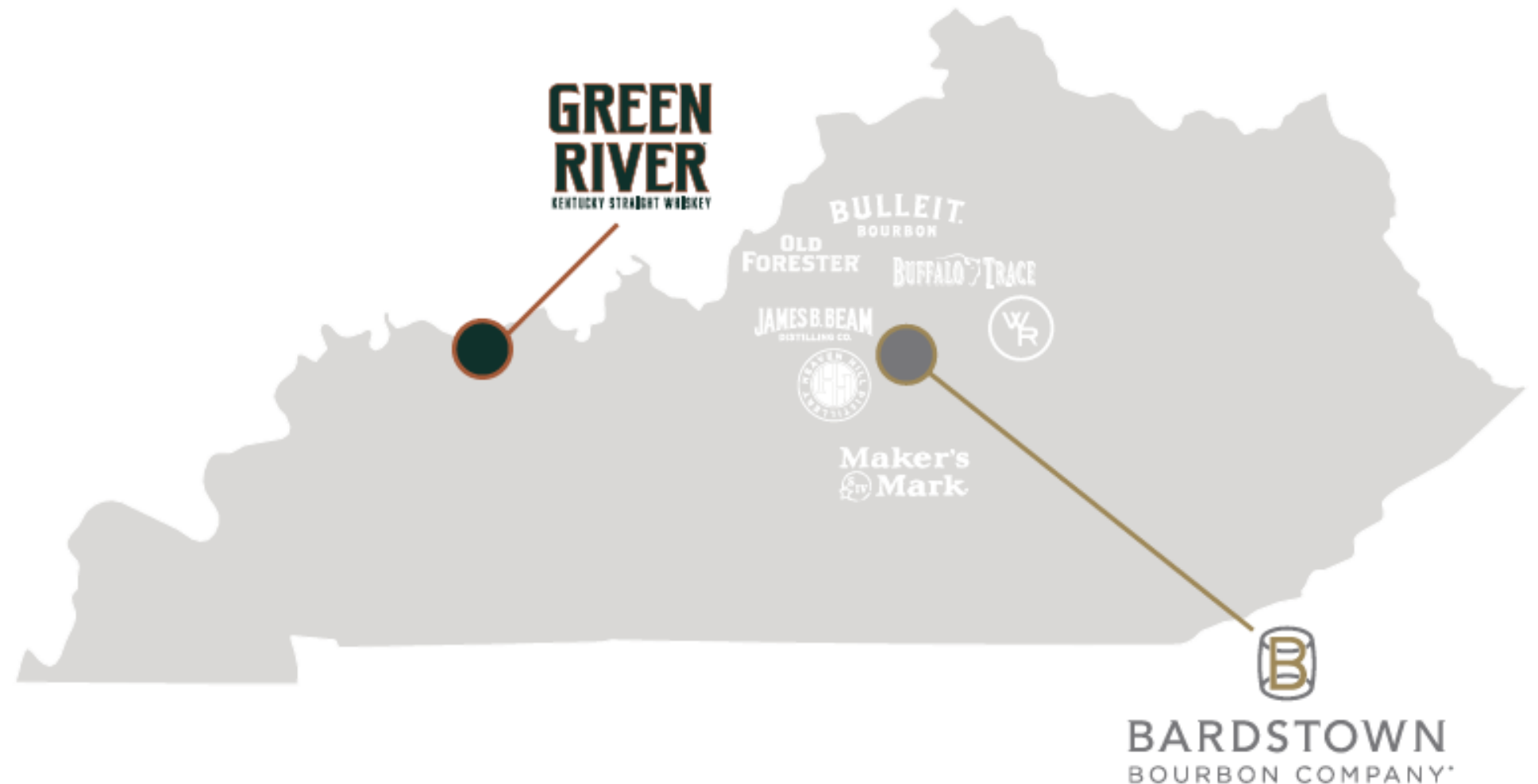
Modern Distillery In The Bourbon Capital Of The World.
Pushes The Boundaries Of The Category

Portfolio Role: Appeals to light whiskey drinkers who don't settle for how it's been and seek a whiskey designed for them.

Bourbon Trail

Both Lofted Spirits distilleries are **Heritage Members** of the Kentucky Bourbon Trail and have earned a reputation as significant tourism destinations. **Bardstown Bourbon Co.**, located in the heart of the Bourbon Capital of the World, was the first on the Trail to offer a full-service dining, cocktail program, and immersive tours. Dating back to 1885, **Green River** offers a unique, authentic, and deeply-rooted history as the 10th oldest licensed distillery in Kentucky.

KENTUCKY
Bourbon
TRAIL®



Forbes



GARDEN & GUN



Awards and Recognition

Lofted Spirits has received numerous awards for our Kentucky Straight Whiskeys, including the prestigious IWSC Worldwide Whiskey Producer of the Year and Icons of Whiskey Global Brand Innovator. From Best in Class to Platinum awards, our lineup has been recognized as some of the highest-rated whiskeys in the world.

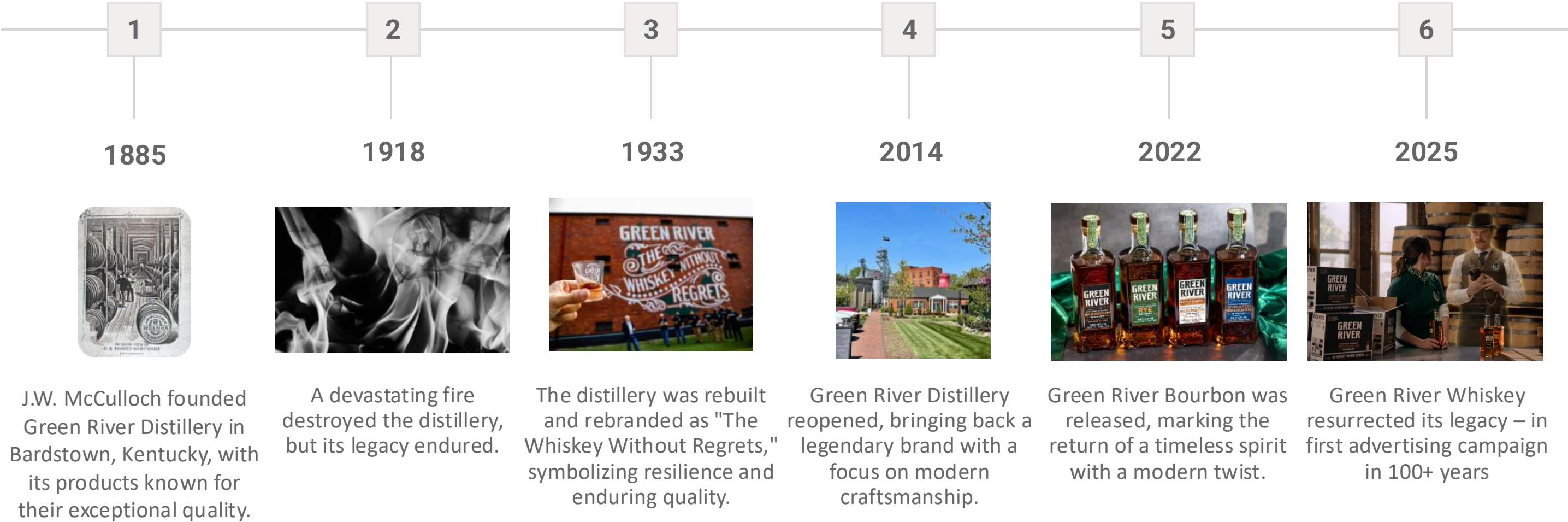
We are incredibly proud of the recognition our products have received, and we remain committed to producing high-quality, award-winning bourbon for discerning consumers.





**GREEN
RIVER**
KENTUCKY STRAIGHT WHISKEY

Green River History



The Western Gate of the Kentucky Bourbon Trail

A proud member of the Kentucky Bourbon Trail, Green River's Owensboro location is the western-most destination on the trail, with easy access from major cities like Nashville and St. Louis. Green River's unique location, nestled in the historic river-front city of Owensboro, provides a distinct and unforgettable experience, presenting both the past and the future of bourbon.



Green River | Homeplaces



Green River Distilling Co.

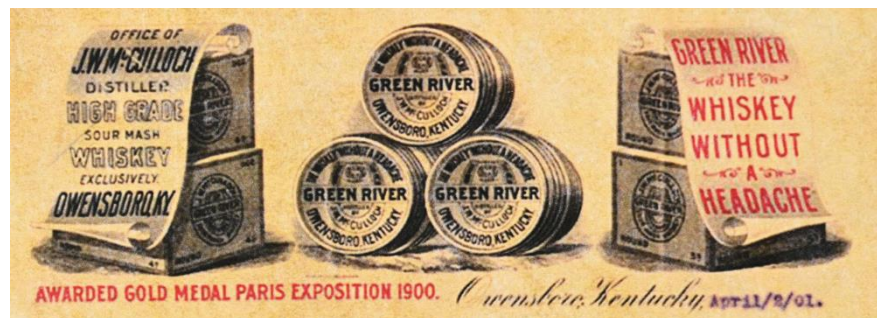
Green River will see continued improvements to its facilities in 2025 and see close to 10K visitors in Owensboro, with expanded Single Barrel picks.



Green River Louisville

Green River is opening a Tasting Room in Downtown Louisville in June of 2025, introducing the brand to tens of thousands of new consumers each year.

The Whiskey Without Regrets



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Green River Bourbon

KENTUCKY STRAIGHT BOURBON WHISKEY

\$34.99 | 90 PROOF | 45% ABV

DESCRIPTION

Started in 1885, Owensboro-based Green River is the 10th oldest distillery licensed in Kentucky. Green River Bourbon is aged onsite at some of the oldest warehouses in the state. Rich in color with a golden-amber hue, Green River is made with locally sourced corn. This 90-proof whiskey is rich in color with a golden-amber hue with warming spice notes on the nose and palate.

MASHBILL

Corn 70% | Rye 21% | Malted Barley 9%





Green River Wheated Bourbon

KENTUCKY STRAIGHT WHEATED BOURBON WHISKEY

\$34.99 | 90 PROOF | 45% ABV

DESCRIPTION

Our Wheated Bourbon leads with a beautiful peach and caramel aroma coupled with apricot and cinnamon. On the palate you'll find toffee, pastry and hazelnut that guide toward a honeyed finish that's smooth and balanced. The wheated expression lends itself to easy drinking while holding its own distinct character.

MASHBILL

Corn 70% | Wheat 21% | Malted Barley 9%





Green River Rye

KENTUCKY STRAIGHT RYE WHISKEY

\$34.99 | 95 PROOF | 47.5% ABV

DESCRIPTION

Green River Rye Whiskey, with its easy-drinking appeal and memorable finish, stands as a testament to the seamless union of simplicity and quality. This Kentucky Straight Rye Whiskey is bottled at 95 proof and boasts an elegant and complex flavor profile that satisfies even the most discerning Rye Whiskey enthusiasts.

MASHBILL

Rye 95% | Malted Barley 5%

*“America’s No. 8 Best Selling
Super Premium Rye Whiskey
2024”*

Source: IWSR results May 2025



Green River Full Proof KENTUCKY STRAIGHT BOURBON WHISKEY

\$49.99 | 115-120 PROOF | 57.5%-60% ABV

DESCRIPTION

A small-batch blend of meticulously selected barrels, bottled at barrel strength. Our Full Proof balances a robust, classic bourbon profile, softened by five to seven years of aging in our unique clay warehouses. It is full of warming spices, vanilla, and caramel.

MASHBILL

Corn 70% | Rye 21% | Malted Barley 9%

“Simply too good to miss!”

Source: Breaking Bourbon

*“Fantastic, absolutely delicious,
complex, and must have!”*

Source: Fred Minnick



Green River 1885 Bourbon

KENTUCKY STRAIGHT BOURBON WHISKEY

Bar and Restaurant Offering | 85 PROOF | 42.5% ABV

DESCRIPTION

Founded by John W McCulloch in 1885 as Kentucky's tenth oldest distillery, Green River was celebrated for quality and became known as "the Whiskey Without Regrets" before being lost to history after prohibition.

Green River proudly presents 1885 Bourbon, a new staple for back bars across the country. This unique bourbon recipe is presented at 85-proof, aged four years, and blended with bartenders' creativity in mind. Green River 1885 Bourbon honors the brand's storied history while bringing new life to the cocktail bars of today.

MASHBILL

Corn 76% | Rye 15% | Malted Barley 9%



Green River Army – 250th Anniversary

KENTUCKY STRAIGHT BOURBON WHISKEY

\$49.99 | 111.1 PROOF | 55.55% ABV

DESCRIPTION

Since 1885, Green River has been woven into the fabric of the nation, with a proud and lasting connection to the U.S. military. Created in partnership with the U.S. Army to mark its 250th Anniversary, this is the official bottle of a historic milestone. This limited edition release is a bold celebration of 250 years of service and sacrifice. Bottled at 111.1 proof in honor of Veterans Day (11/11), this release pays tribute to the courage, commitment, and enduring legacy of those who have served.

Launching on June 14, 2025—the Army’s founding date— it’s a salute to American spirit...

MASHBILL

Corn 75% | Rye 15% | Malted Barley 10%



SINGLE BARREL

Green River' s Single Barrel Program offers customers a unique opportunity to own a piece of history. Our single barrels are distilled on site, presented at cask strength, and aged in our historic warehouses for at least five years. Visit Green River' s unique location, nestled in the historic river-front city of Owensboro, which provides a distinct and unforgettable experience.

The Single Barrel Program is highly limited in quantity.

Assets



Founded in 1885, Owensboro-based Green River is the 10th oldest distillery licensed in Kentucky. Reintroduced in 2022, Green River is distilled and bottled on the same hallowed grounds as it was well over a century ago, all in a beautiful reimagined package that evokes the aesthetic, heritage, and storied history of this authentic and fascinating brand.

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MEDIA SITE



LOGOS



SELL SHEETS



APPROVED IMAGES



BRAND BOOK



BRAND VIDEO

Print Assets

**RICH
FLAVOR,
RICHER
HISTORY.**

GREEN RIVER DISTILLING CO., OWENSBORO, KY • 45% ALC/VOL
GREENRIVERWHISKEY.COM • PLEASE DRINK RESPONSIBLY.



**RAISE
YOUR
SPIRITS**

**SMALL BATCH,
FULL PROOF,
BOLD FLAVOR.**

GREEN RIVER DISTILLING CO., OWENSBORO, KY • 58.65% ALC/VOL
GREENRIVERWHISKEY.COM • PLEASE DRINK RESPONSIBLY.



**SWEET
WHEAT,
WITH A
LITTLE HEAT.**

GREEN RIVER DISTILLING CO., OWENSBORO, KY • 45% ALC/VOL
GREENRIVERWHISKEY.COM • PLEASE DRINK RESPONSIBLY.



**RAISE
YOUR
SPIRITS**

**ORANGE,
MINT, AND
EVERYTHING
NICE.**

GREEN RIVER DISTILLING CO., OWENSBORO, KY • 47.5% ALC/VOL
GREENRIVERWHISKEY.COM • PLEASE DRINK RESPONSIBLY.



**RAISE
YOUR
SPIRITS**

**THIS ISN'T
JUST A BOTTLE.
IT'S A SALUTE.**

A TRIBUTE TO SERVICE.
A TOAST 250 YEARS IN THE MAKING.

A PORTION OF PROCEEDS IS DEVOTED TO ENHANCING
QUALITY OF LIFE FOR SOLDIERS AND THEIR FAMILIES.

Green River Distilling Co., Owensboro, KY • 58.65% ALC/VOL • GREENRIVERWHISKEY.COM • PLEASE DRINK RESPONSIBLY.
No federal tax is levied on this product in the U.S. Some federal and state tax laws prohibit the sale of this product to minors and
some states restrict the sale of this product to certain states. © 2019 Green River Distilling Co., Owensboro, KY



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**THE
EVERYTHING-
YOU-NEED,
NOTHING-
YOU-DON'T
BOURBON.**

Green River Distilling Co., Owensboro, KY • 45% ALC/VOL • GREENRIVERWHISKEY.COM • PLEASE DRINK RESPONSIBLY.



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**RAISE
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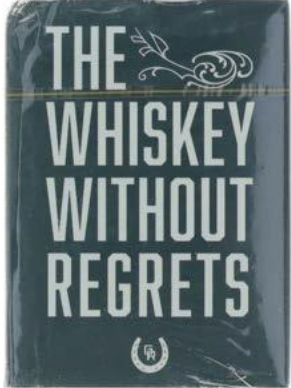
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YOU-DON'T
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Green River Distilling Co., Owensboro, KY • 45% ALC/VOL • GREENRIVERWHISKEY.COM • PLEASE DRINK RESPONSIBLY.



**RAISE
YOUR
SPIRITS**

Marketing Assets





BARDSTOWN
BOURBON COMPANY





Manifesto

Curiosity can lead you to some incredible places. It's what called us to Kentucky in 2016 to build a distillery like no other.

And we haven't stopped innovating since. From our glass rickhouses. To our Napa To our Napa Valley style tour. We're pushing the boundaries of bourbon like no bourbon like no one has before.

Not because we're particularly fond of bending the rules. But rather to re-imagine to re-imagine what the category could be.

One that's more innovative, transparent and collaborative.

Because if you want to create an entirely new bourbon experience, you can never can never stop exploring. Never stop discovering.

NEVER STAND STILL.

Bardstown, Kentucky | Bourbon Capital Of The World™



And Why We Made It Our Home

- 11 Historic distilleries within 15 miles
- More Kentucky bourbon produced than anywhere else

Our Story

Bardstown Bourbon Company is a trailblazer, pushing boundaries through innovation while honoring the traditional art of making whiskey. Located in the "bourbon capital of the world," Bardstown Bourbon produces the highest-quality Kentucky bourbon and rye whiskey brands. The company is passionate about making great whiskey and knows that pushing boundaries along the way is the portal to discovery.

NEVER STAND STILL



Modern Bourbon Experience

The Bardstown Bourbon Co. is the first on the Kentucky Bourbon Trail® to combine distilling, culinary, and beverage expertise to create a modern bourbon experience.

Our on-site restaurant, The Bardstown Bourbon Co. Kitchen and Bar, features chef-driven Southern cuisine with international flair, paired with creative cocktails, a vast spirits collection, a curated wine list, and a Vintage Library with whiskies dating back to the 19th century.



Bardstown Bourbon – Our Homeplaces



BBCO Distillery

Bardstown will welcome over 100K visitors through its doors this year. Starting in 2025, it will focus on “Core-4” Tours



BBCO Downtown

Bardstown’s Downtown Louisville Tasting Room will welcome close to 100K visitors, and optimize the use of its interactive tables for Core-4 education and trial



Bourbon, Origin Series™

KENTUCKY STRAIGHT BOURBON WHISKEY

\$44.99 | 96 PROOF | 48% ABV

DESCRIPTION

An exquisite expression with extraordinary flavor, our Origin Series Bourbon Whiskey is a 36% high-rye mashbill that showcases the best of classic bourbon with a burst of rye spice. It's perfect as a unique pour or the foundation for a premium craft cocktail.

MASHBILL

Corn 60% | Rye 36% | Malted Barley 4%





Double Barrel Rye, Origin Series™

KENTUCKY STRAIGHT RYE WHISKEY FINISHED IN TOASTED CHERRY WOOD AND WHITE OAK BARRELS

\$49.99 | 96 PROOF | 48% ABV

DESCRIPTION

Our Origin Series Rye is finished in hybrid American wood barrels for up to 6 months. Alternating cherry wood and oak staves toasted to custom specifications in the second finishing barrel provides this 95% rye with unique bursts of flavor and represents the best of our collaborative, creative spirit.

MASHBILL

Rye 95% | Malted Barley 5%





Bottled-in-Bond, Origin Series™

BOTTLED-IN-BOND KENTUCKY STRAIGHT WHEATED BOURBON WHISKEY

\$49.99 | 100 PROOF | 50% ABV

DESCRIPTION

Honoring tradition and authenticity, our Origin Series Bottled-In-Bond 6-year expression presents the best locally sourced Kentucky corn and wheat grains. This expression features 20% wheat in the mashbill creating a modern expression of beautifully balanced bourbon.

MASHBILL

Corn 68% | Wheat 20% | Malted Barley 12%





High Wheat, Origin Series™

KENTUCKY STRAIGHT WHEATED BOURBON WHISKEY

\$49.99 | 106 PROOF | 53% ABV

DESCRIPTION

Honoring tradition and pushing boundaries of innovation, our High Wheat Bourbon showcases a unique 39% wheated mashbill. With a low barrel entry proof, this expression extracts an abundance of wood sugar and explodes with flavor imbued by the distinct recipe and process. Presented at 106 proof, estate-distilled, aged, and bottled on-site; enjoy the unmatched character and elegance of Bardstown High Wheat.

MASHBILL

Corn 53% | Wheat 39% | Malted Barley 8%





SINGLE BARREL

Bardstown Bourbon Company's Single Barrel Program offers customers the highest level of choice, customization, and unparalleled personalization. Select from two different single barrel expressions, our Kentucky Straight Bourbon or Kentucky Straight Rye finished in our innovative hybrid cherry oak barrels. Both releases are aged a minimum of six years and are extremely limited in quantity. We welcome you to select your single barrel at our beautiful Bardstown distillery.

This is a private label program allocated based on availability.



DISCOVERY SERIES™

ART OF BLENDING

Our award-winning Discovery Series highlights the Art of Blending, creating exciting expressions which blend rare whiskies so that the result is greater than the sum of its parts. Through artfully combining exemplary whiskies we discover from all over the world, this series pushes the boundaries of innovation by creating completely unique flavor profiles and styles. While others may shy away from blending, we celebrate the nuances we are able to create by pushing what's possible.

COLLABORATIVE SERIES™

BARREL FINISHED WHISKEY, PUSHING BOUNDARIES THROUGH AWARD WINNING INNOVATION

Our Collaborative Series celebrates like-minded partners who push the boundaries of their respective industries. Through secondary finishing in previously used beer, wine, and spirits barrels, our Collaborative partners are uniquely highlighted through one-of-a-kind releases. Each partner is celebrated on the packaging, highlighting the individuality of each release. Many are awarded best in class, like our 2023 Foursquare Rum Collaboration, recognized as “the best rum cask-finished whiskey on the market” , and 2024’ s Amrut, which has won Double Gold at the San Fransico Wine and Spirits Competition (95 pts).





DISTILLERY RESERVE™

BRINGING INNOVATION TO THE SMALL SCALE

The Distillery Reserve collection embodies the spirit of innovation and storytelling, serving as a bold showcase of our commitment to pushing the boundaries of whiskey.

Available for sale in limited quantities at our Distillery Gift Shop in Bardstown and Tasting Room in downtown Louisville. Each expression is a distinct exploration of what's possible in whiskey and offers one-time releases fueled by creativity and exploration.

Assets



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BRAND BOOK



BRAND VIDEOS

Print Assets



HIGHEST RATED BOURBON
IN THE WORLD 98/100

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co.,
Bardonia, KY. Alcohol varies by product.
bardstownbourbon.com. Please drink responsibly.



HIGHLY ACCLAIMED
BOTTLED-IN-BOND

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co.,
Bardonia, KY. Alcohol varies by product.
bardstownbourbon.com. Please drink responsibly.



HIGH WHEAT,
UNMATCHED CHARACTER

ELEGANT CRÈME BRÛLÉE AND OAK
WITH A FULL-BODIED FINISH

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co.,
Bardonia, KY. Alcohol varies by product.
bardstownbourbon.com. Please drink responsibly.



DOUBLE-BARRELED RYE
WINS DOUBLE-GOLD

FINISHED IN HYBRID AMERICAN OAK
AND CHERRY WOOD BARRELS

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co.,
Bardonia, KY. Alcohol varies by product.
bardstownbourbon.com. Please drink responsibly.

ESTABLISHED IN 2016.
RE-ESTABLISHED
EVERY DAY SINCE

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co., Bardonia, KY. Alcohol varies by product. bardstownbourbon.com. Please drink responsibly.

THE JOURNEY IS THE
REWARD. BUT IT'S
ALWAYS NICE TO BRING
BACK A FEW SOUVENIRS.

NEVER STAND STILL.



Distilled and bottled by Bardstown Bourbon Co., Bardonia, KY. Alcohol varies by product. bardstownbourbon.com. Please drink responsibly.

Marketing Assets

