

Willet **DISTILLERY**

AUTHORS OF MEMORABLE KENTUCKY BOURBON & KENTUCKY RYE WHISKEY

WILLETTDISTILLERY.COM
BARDSTOWN, KY

Willett



The Willett family distilling legacy began in Kentucky shortly after the Civil War. John David Willett was the Master Distiller and part owner of Moore, Willett & Frenke Distillery in Bardstown, KY. John David's son Lambert Willett walked 5 miles each way to his distilling job at the current site of Barton's. It wasn't until Lambert began working at the Bernhiem Distillery in Louisville that he purchased a car for his commute so he could come home to his family every night. Lambert worked 6 days a week for nearly a decade at Bernhiem.



During prohibition Lambert raised cattle and hogs to support his family and community. The effects of prohibition were devastating to the Bourbon Capital of the World®. Immediately following the repeal of prohibition in December of 1933, Lambert's son Thompson began learning the distilling trade apprenticing alongside his father at the age of 25.

Est. 1936. Three short years after prohibition, on the site of the family hog and cattle farm, Thompson began construction on what is now the Willett Distillery. By St Patrick's Day 1937, the first barrel of whiskey was rolled into Warehouse A.



At Willett Distillery, it's our job to make memorable whiskey. It's your job to savor slowly and make lasting memories.

willettdistillery.com



Willett



After 80 years, Willett remains independently family owned and operated. Under the leadership of parents Even and Martha Willett Kulsveen, the fifth generation of family distillers, siblings Britt and Drew Kulsveen, are continuing the family tradition of spirits excellence, generosity and southern hospitality. Janelle Kulsveen, Drew's wife, hosts visitors from all over the world for tours and tastings. The over 55,000 annual visitors have necessitated a number of expansion projects on the Willett property including the addition of a premium cocktail bar.

Family of Brands: Willett Pot Still Reserve, Johnny Drum Private Stock, Johnny Drum Black Label, Old Bardstown Bottled In Bond, Old Bardstown Estate Bottled, Old Bardstown 90 Proof, Noah's Mill, Rowan's Creek, Pure Kentucky, Kentucky Vintage and the Willett Family Estate collection.

Come visit our whiskey shop for a tour. Distillery tours are available year-round and last between 45 minutes and an hour. The distillery address is 1869 Loretto Road, Bardstown, KY 40004. For holiday closings or to book your tour visit us online at www.willettdistillery.com.

Belly up to our brand new bar and restaurant, The Bar at Willett, located on the second floor of our visitor center. The elevated small plates, designed by Chef John Sleasman, are meant to be enjoyed alongside seasonal cocktails created by our Lead Barkeep Andy Pope. The Bar at Willett also pours whiskey from vintage collections allowing guests to sample from storied bottles. Reservations are encouraged to best accomodate you. Visit www.thebaratwillett.com for reservations.



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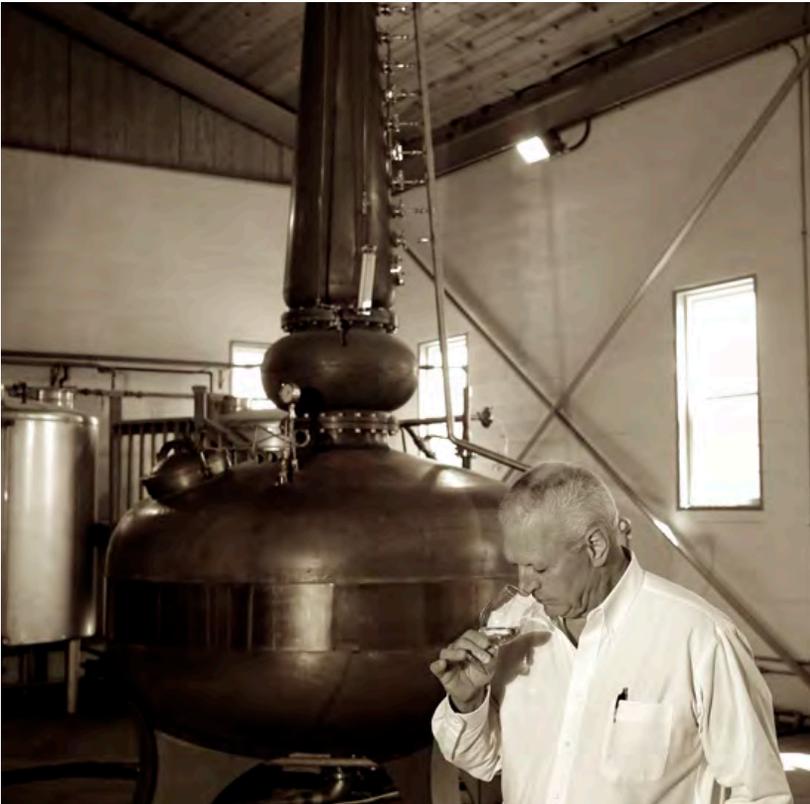
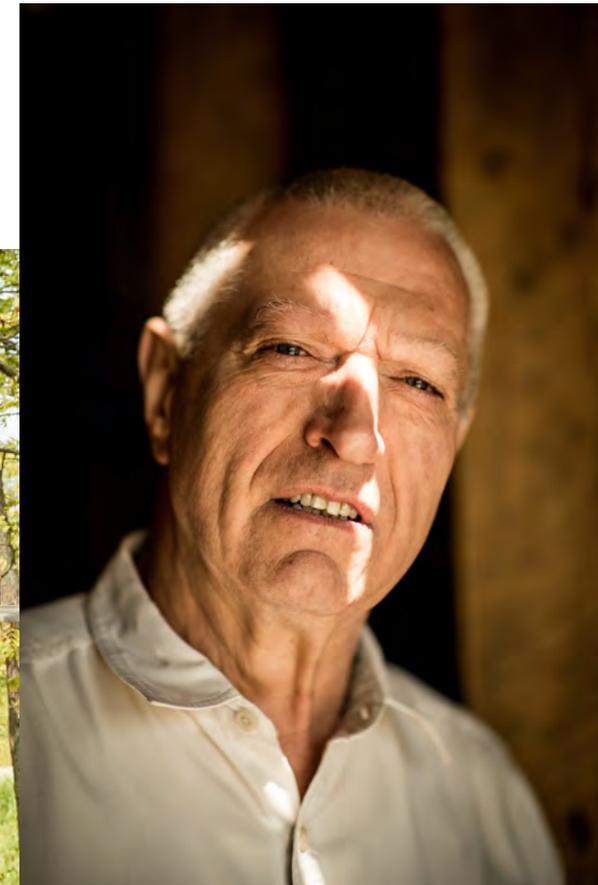


Willetts

EVEN KULSVEEN

If Even were a whiskey he would be Johnny Drum Black Label, a classic balance with equal parts caramel, oak and pepper. Born in Norway, Even's meticulous attention to detail served him well in roles ranging from barkeep to military cook and fine decanter craftsman. Together Even and his wife Martha Willett Kulsveen purchased the distillery property in 1984. Immediately Even's expertise in export markets became an imperative value. Popularity for brown spirits in the US was on the decline while numerous foreign markets were growing. Asian markets demonstrated a thirst for whiskey and an appreciation for artistic packaging. Even positioned Willett to provide the best of both. During the distillery dormant years, Even sold premium aged products overseas. Single barrels were

sold via independent contract bottling as well as specially co-mingled small batch selections. Even developed the heightened palate discretion of a Master Blender - a gift that has shaped the current boutique small batch collection. Even is a profound and willing teacher, not only to his son and daughter that work along side him but to everyone that crosses his path. Even works seven days a week and can only be lured away by his delightful grandchildren.



BRITT KULSVEEN

If Britt were a whiskey she would be Pure Kentucky, the Gemini of Bourbons. Like this aptly named whiskey, Britt is vibrant, bold and spicy. Britt is a native of Bardstown, KY and graduate of Louisiana State University where she studied political science and responsible consumption. Britt also studied distillation at L'allemond Ethanol Tech in Montreal, Quebec. In 2005, following the wake of hurricane Katrina, Britt returned home to join the family distilling business. Britt and her brother Drew represent the family's fifth generation to work at the Willett Distillery since its construction in 1936. As Distillery President, Britt is responsible for everything from compliance to strategy and development. Britt and her cheerful daughter Scout enjoy entertaining and cooking together (most especially purple, chocolate chip pancakes)

in their historic home located in the most beautiful small town in America. Britt's commitment to positive thinking has an infectious and uplifting impact on friends, family and coworkers.



DREW KULSVEEN

If Drew were a whiskey he would be Willett Family Estate Rye. The elegant exterior honors a long storied family history marked by courage and generosity while the liquid inside has a fresh forward flavor that is youthful yet mature. Drew is a native of Bardstown, KY and graduate of Western Kentucky University where he exemplified a commitment to school spirit by wooing the star of the dance team to marry him. After graduating with degrees in marketing and economics, Drew returned home for a complete education in the family business. Initially, Drew spent much of his time studying the careful precision of co-mingling whiskey but soon Drew's knack for all things engineering would land him in the distillery. Over the years, Drew has developed additional mash bills to expand the company's bourbon and rye portfolio earning him three nominations for James Beard Awards in the outstanding spirits professional category. When he is not making whiskey, Drew travels the country sharing his passion with bourbon newcomers and seasoned enthusiasts alike. Drew and Janelle live in Bardstown, KY with their endearing children Baron and Bridjette. They are known to welcome guests with the most generous and authentic variety of southern hospitality.



JANELLE KULSVEEN

If Janelle were a whiskey she would be Rowan's Creek, a clever amber with floral and candy shop qualities that draw one in. Janelle's charismatic windy-city personality caught the attention of husband Drew Kulsveen from the stands of the WKU stadium where she performed on the dance team in-between marketing classes. Drew tempted Janelle back to his hometown of Bardstown, KY where Janelle supports the family business by entertaining the more than 55,000 guests that tour the Willett property annually. Janelle's background in retail and distribution management with Fruit of the Loom contributes to the popularity of the Willett whiskey shop which hosts the most coveted of enthusiast apparel. In the midst of multiple construction projects to expand the visitor experience, Janelle is committed to welcoming guests with that same Willett brand of exemplary hospitality that has become a family tradition. You will often hear the family say, I never go to work, only my second home. While there may be more pets, legos and tutus in the home Janelle shares with Drew, Bridjette and Baron, the warmth and the whiskey is consistent.



JOHN SLEASMAN

As Executive Chef, John Sleasman drives flavor creativity and leads the kitchen team for The Bar at Willett. John brings a unique palate, diversity of experiences and a rare ability to marry genres of this distinctive culinary concept. If John were a whiskey he would be Old Bardstown Bottled in Bond, smooth, unassuming and brilliant. The Bar at Willett provides a private intimate setting intended to be an extension of the Willett family home. The space mimics John's soothing demeanor, and the open kitchen allows his good vibes to spill into the dining space. His appreciation for the Willett brand is evident in his dish concepts, designed to pair perfectly with the whiskey.

A native of Jacksonville, Florida, John has experimented with local ingredients everywhere from the citrus state of Florida to Charleston to Big Sky country, Montana. Upon graduation from culinary school in Jacksonville, Florida,

John worked as a pastry chef, until relocating to Charleston, S.C where he has served as Executive Sous Chef and was later promoted to Chef de Cuisine at an award winning Five Star Five Diamond concept.

John has taken to his Kentucky home traveling with a fishing pole and custom outfitted bow in his Jeep at all times. He often drops a line in one of the natural spring fed lakes on the Willett property. John claims his initial attraction to Willett was the family's emphasis on approachability in their elegant whiskies. The menu he has designed for The Bar at Willett is an extension of that commitment to complexity and approachability.





WILLETT POT STILL RESERVE

47% ABV / 94 Proof

tasting notes

Nose is “vanilla lemon cake”.
The palate is a balance of caramel, vanilla,
spices, and citrus.



WILLETT FAMILY ESTATE BOTTLED BOURBON

Cask Strength

tasting notes

Single barrel selections, varies by bottling.



WILLETT FAMILY ESTATE BOTTLED RYE

Cask Strength

tasting notes

Single barrel selections, varies by bottling.



OLD BARDSTOWN BOTTLED IN BOND

50% ABV / 100 Proof

tasting notes

The nose is “Fun Dip” candy, that sugary
stick dipped into cherry flavoring.
The palate is a cherry hard candy, an oily
mouth feel, vanilla caramel candies and
notes of oak.





KENTUCKY VINTAGE

45% ABV / 90 Proof

tasting notes

Nose is sweet vanilla, ripe fruit, and oak notes. The palate is buttery with a sweetness that can only be described as “candied corn.” The oak notes cut the sweetness, reminding you that you’re drinking a Bourbon.

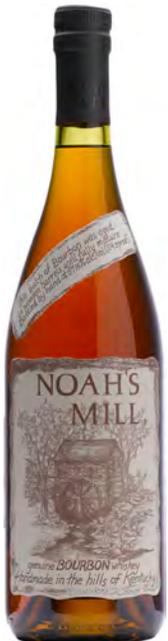


ROWEN'S CREEK

50.5% ABV / 100.1 Proof

tasting notes

Bringing your nose to the glass and your olfactory is treated to caramel and vanilla layered on herbal and floral notes. The mouthfeel starts oily but finishes dry. On the palate you are treated to sweet caramel, vanilla, dusted in floral notes... finishing notes of oak and a lingering spiciness.



NOAH'S MILL

57.15% ABV / 114.3 Proof

tasting notes

One of the most lush and rich Whiskeys on the market. The nose is walnuts, prunes, and floral notes. The palate mimics the nose with walnuts, prunes, spices, intertwined with lavender and balanced with the perfect amount of acid, that leads you down a path of lingering burnt caramel.



PURE KENTUCKY

53% ABV / 107 Proof

tasting notes

Aptly named, because when you think of Kentucky, you think Bourbon. The nose is toffee, fruit, eucalyptus and oak. The palate is cinnamon, to ee, caramel, pepper, oak, and spices.





JOHNNY DRUM 86 PROOF

43% ABV / 86 Proof

tasting notes

The nose is reminiscent of walking along the edge of the woods where flowers, mint and honeysuckle are growing at the base of pine trees. The palate is an oily caramel carrying notes of oak and a peppery finish.



JOHNNY DRUM PRIVATE STOCK

50.5% ABV / 101 Proof

tasting notes

The nose is sour apple, vanilla, and oak. the palate is a snowball rolling over fruits, vanilla, and spices, mixing them all together into a well balanced and complex whiskey.



OLD BARDSTOWN 90 PROOF

45% ABV / 90 Proof

tasting notes

A classic Bourbon. On the nose, caramel, oak, vanilla, and just a hint of floral notes. The palate follows with more of the same. A softer style Bourbon, this is a great gateway dram to converting someone to becoming a Bourbon drinker.



WILLETT 80 YEAR ANNIVERSARY

50% ABV / 100 Proof

tasting notes

You can barely get the glass to your nose before you think of Christmas. Its rich complexity of ginger, spice, candied citrus, and oak makes you want to snap a piece of a gingerbread house. Fruits, chocolate, and never ending spice rapped in vanilla. The flavors are nicely balanced. Give this one a little time in the glass to open up and show its true depth. You'll be glad you did.



Willett

I would like to personally invite you to join us for the idle hour and let us wrap your insides like a fur blanket with our family's whiskey.

It brings us joy to welcome you to The Bar at Willett to share an inaugural meal and thoughtfully paired libations. We invite you to have a seat at our family table or belly up to the magnificent bar where our hand carved Willett bird sits perched to capture the ultimate bird's eye view.

Unplug your electronic devices, lose track of time, make memories and lasting connections, sip and laugh, have fun. Aging whiskey has taught us a thing or two about patience and the importance of time, the most valuable currency of all. It is the only thing that possesses a value truly beyond measure and is irreplaceable. My brother and I have spent our lifetime and had the time of our life preparing for this day. We are like two kids at Christmas about to open that Nintendo and legendary gold cartridge Zelda to share it with you.

Our family has it's own special brand of southern hospitality and charm, and The Bar at Willett is an extension of our family parlor, our porch.

We believe in using our best silver from our Grandmother in Norway and our Mother's wedding china for every guest and any occasion. We believe a great story can never be told too many times because cocktails yield variable embellishments and different endings. We believe in timeless face-to-face interaction and the power of human connections. We believe in working hard until we have nothing left and rewarding that work by playing hard. Above all, we believe that work feels like play when you have the level of fiery passion that we do.

I always say, I never go to work. I leave one home and head down the road to another. The Bar at Willett is an extension of our home, and employees are a welcome addition to our family. Last night, I pulled my favorite family photos off my walls and promptly hung them in the bar. Our amazing barkeeps serve up approachable classic cocktails and live to share intriguing cocktail histories in our timeless atmosphere. There are no barriers in our open kitchen and no boundaries in our family. Good vibes from our talented chefs spill into the dining room, and gratitude flows right back to the kitchen.

Time is valuable. It is important to make time for what is important. It is the only thing that we truly cannot get back; and knowing this, we appreciate any measure of time you make to spend with us. Good company, cask strength whiskey and an inviting porch are all that is needed to turn a casual Thursday evening into a vacation. It's your time, take it. As the great GNR says, yesterdays got nothin' for me. I have today, I live for today. You deserve every minute you are given, and we promise to make the most of your time.

Love Sincerely...

K.M. Britt Kulsveen
President and Chief Whiskey Officer
Willett Distillery

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willettdistillery.com 

Willett

Press Release

EMBARGO SEPTEMBER 12, 2019

KENTUCKY'S WILLETT DISTILLERY INVITES GUESTS TO BELLY UP TO THE BAR

An on-site bar and restaurant will feature small plates inspired by the Willett family heritage and treasured whiskies.

BARDSTOWN, KY (September 12, 2019) – The family behind Willett Distillery, the celebrated makers of Kentucky Bourbon and Rye Whiskey, will add a culinary component to their intimate guest experience. Located at the site of the historic family owned and operated distillery, The Bar at Willett will tell the Kulsveen and Willett story through imaginative dishes, timeless cocktails, and vintage pours.

“We have always been a family of story tellers,” proclaimed Britt Kulsveen, Willett President. “The food we serve and the timeless atmosphere we serve it in, all tell a story. Our story, like so many, gets better after a glass of cask strength whiskey.”

Leading the spirited kitchen team is Executive Chef John Sleasman. Sleasman, who was formerly Chef de Cuisine to a Five Star Five Diamond restaurant in Charleston SC, has developed a menu inspired by the family’s French heritage and Nordic roots. Sleasman’s initial attraction to Willett was the family’s emphasis on approachability in their elegant whiskies. The menu he has designed for The Bar at Willett is an extension of that commitment to complexity and approachability.

“Developing seasonal menus has always been my favorite approach,” explains Sleasman. “I love how distinctive Kentucky seasons can be, and I am working to incorporate as many indigenous ingredients as possible.”

“Chef Sleasman is talented,” asserted Drew Kulsveen, Willett Master Distiller. “Every plate coming out of the kitchen looks and tastes amazing.”

Opening dishes range from a classic country ham spread served with pork rinds and white cheddar, to a simple beef tartare served with grilled shiitake mushrooms, oyster, endive, and thinly sliced pumpernickel. Chef Sleasman’s personal favorite, the egg salad sandwich with smoked mayonnaise and cured egg yolk, is something he worked tirelessly on until perfection was executed. The turkey tail with peanut, honey, lime and basil has quickly become a staff favorite and pairs exceptionally well with the flagship Willett Pot Still Reserve.

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Willett

Press Release (continued)

EMBARGO SEPTEMBER 12, 2019

The elevated small plates are designed to be enjoyed alongside choice drink. The Bar at Willett will pour whiskey from vintage collections allowing guests to sample from storied bottles. The bar program led by Barkeep Andrew Pope, will feature timeless classic cocktails and unique interpretations of the classics. During opening celebrations the “Classics with a Twist” menu will incorporate locally-sourced honey with \$1 from each cocktail being donated to support local bee farmers. Local beer and a curated list of reserve wines are available by the bottle.

Immediately upon joining the Willett family, Pope took up residence in a tiny historic stone building on the property and began building an ice domain complete with slow freezing technology, chainsaw and sculpting tools. Pope takes pride in chiseling perfectly clear ice for guests.

“Behind the bar is the best seat in the house,” explains Pope. “I get to know guests, share my passion, and I can see everything happening in the kitchen.”

The open concept kitchen adds to the intimacy with great smells and gratitude flowing freely between the kitchen and the dining room, engaging a full sensory experience.

The timeless atmosphere is an inviting extension of the Kulsveen home, complete with family photos and treasures.

Reservations Essential.

1869 Loretto Road
Bardstown, KY 40004
502.507.9396

Lunch & Dinner - Thursday, Friday, Saturday
Brunch - Sunday

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