

LOUISVILLE DISTILLING Co



ANGELS ENVY

BRAND & DISTILLERY PRESS KIT



LINCOLN HENDERSON

*would not have STOOD for having
a STATUE in his honor.*

BUT A DISTILLERY TO DRINK HIS WHISKEY AT?

We know
HE'D APPROVE.



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BRAND HISTORY





LINCOLN HENDERSON, 1938 – 2013: MASTER DISTILLER



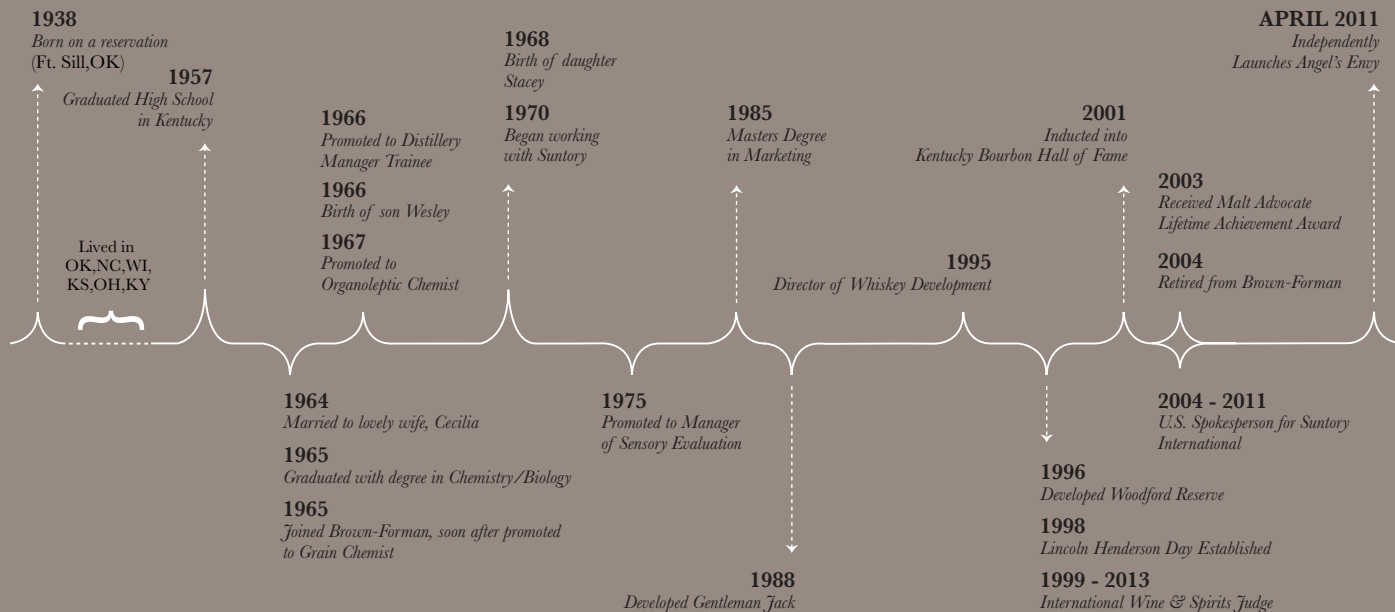
Lincoln was an innovator and a craftsman who respected tradition. During his years at Brown-Forman, Lincoln was the creator of many notable brands, including Woodford Reserve and Gentleman Jack. **Angel's Envy®** was his first and only independent project, and it was his masterpiece.

A man of many accolades, he was one of the inaugural inductees into the Kentucky Bourbon Hall of Fame and was also awarded the “Lifetime Achievement Award” from Malt Advocate.

Nearly 40 years of spirits experience gave Lincoln a unique perspective. He often considered how techniques used in one spirit might improve another. Lincoln had as many ideas as barrels of whiskey he tasted. He logged all of these in a little black book that he passed down his family line to ensure that all of us would continue to enjoy innovative bourbon steeped in tradition for generations to come.



Very few people earn their own day. But in 1998, the Mayor of Louisville named November 24th Lincoln Henderson Day, marking the occasion of the 400,000th barrel that he'd personally tasted. We're just grateful that he had the time and expertise for a few more barrel tastings.



Lincoln Henderson

THREE GENERATIONS WORKING TOGETHER



When Lincoln came out of retirement to create **Angel's Envy**, it was to collaborate with his son, Wes, on a bourbon finished in port wine barrels.

He'd had the idea for years, but had never had the chance to explore it.

It was just as important to Lincoln to be creating a new type of whiskey as it was to be building something with his family. Kyle joined his family to help with the fledgling brand, and to learn side by side with his grandfather.

*"I'm proud of most of my work, but **Angel's Envy** was something really special. Everything came together perfectly and we knew we had an incredible spirit on our hands. The opportunity to work with my family let us try some really exciting things, things I'd always wanted to do. We're just happy that people seem to like us."*

MASTER DISTILLER LINCOLN HENDERSON



WES, LINCOLN, KYLE HENDERSON



THE DISTILLERY



SEE HOW ANGEL'S ENVY IS MADE AND THEN TASTE WHY



REVITALIZING MAIN STREET WITH A DISTILLERY UNLIKE ANY OTHER



There's no better place for **Angel's Envy** to continue our story than in the heart of Louisville. **Angel's Envy** Kentucky Straight Bourbon Finished in Port Barrels represents a new take on a time-honored classic. The port finishing process imbues our bourbon with rich and distinct notes — creating a spirit that transcends categories.

In the same fashion, we like to think that our distillery continues that tradition, revitalizing Whiskey Row with a distillery unlike any other.



THE CITY OF
LOUISVILLE
KENTUCKY.
to accompany
APPLETON'S HAND BOOK OF SOUTHERN TRAVEL
1873.



SCALE.

0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270 280 290 300 310 320 330 340 350 360 370 380 390 400 410 420 430 440 450 460 470 480 490 500 510 520 530 540 550 560 570 580 590 600 610 620 630 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 790 800 810 820 830 840 850 860 870 880 890 900 910 920 930 940 950 960 970 980 990 1000

ANGEL'S ENVY BRINGS NEW LIFE TO HISTORIC DOWNTOWN LOUISVILLE

REVERE TRADITION, EMBRACE PROGRESS



It wasn't until the decade before the Civil War that Whiskey Row started taking shape. It occupied a block long stretch running from 101 to 133 West Main Street. After the Civil War, Louisville grew to be the second most populous city in the south (for a time), trailing only behind New Orleans, with whiskey playing a major role in this growth.

This short stretch of Main Street was historically very important to Kentucky's booming whiskey business. With real estate, it's all about location, and these particular blocks were very close to both the Ohio River and the major rail line running through downtown Louisville at the time. The block was home to whiskey headquarters, brokerages, barrel warehouses, and blending houses and served as the beating heart of Louisville's whiskey production until prohibition swept through town and changed everything.

Today, we're honored to be doing our part to revive that spirit.



Main and Jackson, Louisville

TWO LEVELS. THOUSANDS OF STORIES.

CONSTRUCTION IMAGES & STORIES



Built in 1902, the building was first occupied by The American Elevator & Machine Co.

Eventually, they ceased their operations, and Vermont American (then the American Saw & Tool Co.) repurposed the space in 1947. They shipped their first and, at the time, only product out of the building in 1948: a single type of saw blade.

Vermont American expanded their business quickly, and by 1986 had outgrown their Louisville manufacturing center. It sat untouched until **Angel's Envy** broke ground on the site on July 9th, 2013. While it may seem that little is left of the initial structure where the distillery stands today, our architects took great care to save all of the exterior walls and were able to preserve the original look of the building.





GROUNDBREAKING



On July 9th in 2013, three generations of Hendersons came together to break ground on the new distillery. It was one of Lincoln's final events with **Angel's Envy**, and we're proud that he was able to help usher in the next chapter of the brand. It meant a great deal to Lincoln, seeing his life's work culminate in such a significant endeavor. Much earlier in his life, Lincoln's father had worked in the same building, then called The Vermont American Building, and Lincoln had spent time there with him as a child. Now, it was his turn to create a new family tradition with his own son and grandson within the same walls where he'd walked as a boy.

"True greatness lives in the finish."

MASTER DISTILLER LINCOLN HENDERSON

WE LIKE TO KEEP IT IN THE FAMILY. AND LOUISVILLE IS FAMILY.

CONSTRUCTION IMAGES & STORIES



Whenever possible, we've worked to source materials locally.
Production Manager Kyle Henderson explains,

*All of our tanks came from Service Tank, and they're two blocks from us.
All of our distillation equipment and a couple of other pieces came from
Vendome Copper & Brass Work, and they're just four blocks away.
We've done our best to keep it local."*



1902



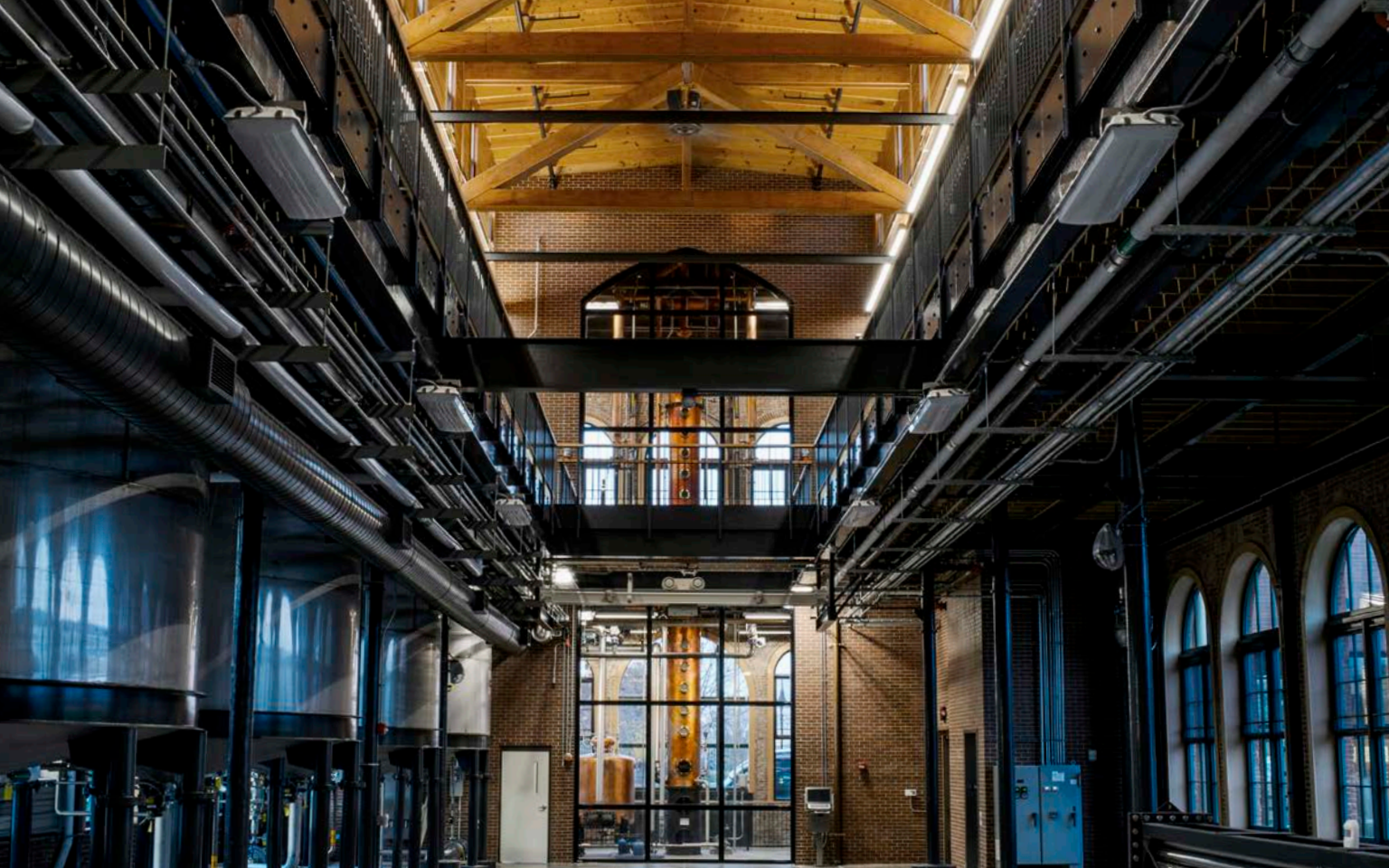
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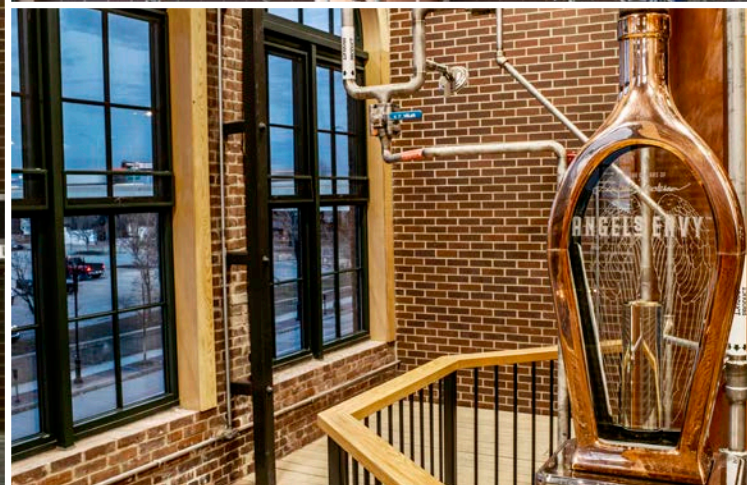
ONE WAY

ANGEL'S EMBRY
DISTILLERS OF VIKTOR GENT
IT IS IN THE WORLD TO
be a great journey









WHAT'S THE BEST WAY TO FINISH A DISTILLERY?

BUILD A TASTING ROOM.



When we decided to create The Finishing Room, we reached out to our Whiskey Guardians, an extremely talented collection of bartenders and mixologists who represent **Angel's Envy** around the country. Through their practical experience and excellent taste, The Finishing Room came into focus. It offers stunning views of the city, as well as a comfortable, intimate environment to relax with friends while enjoying remarkable cocktails and whiskeys.

Mike Bohn, beverage manager, currently runs The Finishing Room, creating unique cocktails and offering monthly workshops for guests looking to improve their bartending techniques.

Stop in after your tour, or anytime, and sample some of his excellent work.



EVENTS, EXPERIENCES & PROGRAMMING



EVENTS AND EXPERIENCES

Join us for a class, tasting event or unique Angel's Envy experience.
We'd love to share our home with you.

BOTTLE YOUR OWN

Fill your own one-of-a-kind bottle of Angel's Envy, straight from the source, during this unique distillery experience. Bottling filling offered select Fridays. Visit our website to learn more.

COCKTAIL CLASSES

We invite you to explore the science and craft of mixology as you learn to make Angel's Envy signature cocktails. Visit our website to view types of classes and the class schedule.





DISTILLERY TOURS



Get an insider's look at the Angel's Envy's distillery on Main Street, Louisville. Your guided tour will begin in our reception area, continuing into the heart of our distilling operation. Once there, visitors will experience a fully operational urban distillery unlike any other. During this tour, visitors will see first-hand our distillation process from beginning to finished spirit. The tour culminates with a visit to our distillery bar, The Finishing Room, where we'll conclude your tour with a tasting. This is your chance to experience and taste what makes Angel's Envy so unique.

Tours are by reservation only.

Visit our website to learn more and to book your tour.

RESERVATION & DISTILLERY FACTS



The **Angel's Envy** Distillery and Brand Home
is open for tours by online reservation only:

Monday | 10am – 5pm EST

Tuesday | No public tours offered;
Retail store open 12pm – 5pm EST

Wednesday – Thursday | 10am – 5pm EST

Friday – Saturday | 10am – 6pm EST

Sunday | 12:30 pm – 6pm EST

DISTILLERY FACTS

- production started on September 3, 2016
- official opening on November 16, 2016
- public tours began on November 19, 2016
 - the building is over 90,000 square feet

ANGEL'S ENVY DISTILLERY CAN...

- mash 1,000 bushels of grain per day
- run 26-28 gallons of fermented mash per minute
in 35-ft tall Vendome Column Still
- hold 13,565 gallons in 8 fermenters
 - produce 80 barrels per day

ANGELS ENVY DISTILLERY

ANGELS ENVY





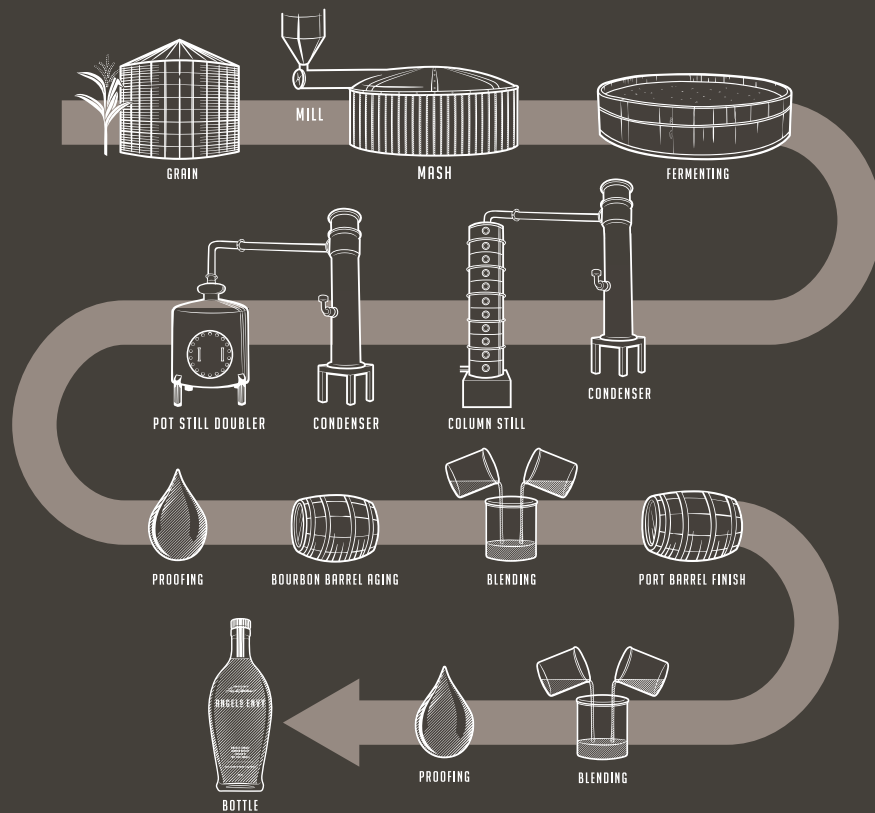
THE WHISKEYS



WHEN OTHER WHISKEYS STOP, ANGEL'S ENVY FINISHES.



We personally taste every barrel throughout each step of the aging process to ensure that our whiskeys meet our perfectionist standards. This would be enough for any other premium bourbon, but we think you deserve more. That's why we finish every one of our whiskeys in hand-selected finishing barrels. For an added layer of flavor and complexity, our bourbon and exceptionally rare Cask Strength are finished in ruby port casks, and our rye is finished in rum barrels. There's no set time for this process. It's only **Angel's Envy** when we say it is.



ANGEL'S ENVY BOURBON FINISHED IN PORT BARRELS



Angel's Envy Kentucky Straight Bourbon is typically aged for up to 6 years. We guide each batch's conditioning, blending our bourbon in small batches of 8 to 12 barrels at a time. Once it's deemed ready, we finish our bourbon in ruby port wine casks for three to six months, which adds subtly distinct flavor nuances that enhance the whiskey without challenging it.

Given the Highest Recommendation by F. Paul Pacult's Spirit Journal and awarded Wine Enthusiast's highest bourbon rating, **Angel's Envy** is two fingers of the finest whiskey you've ever tasted.

PROOF

86.6 proof, or 43.3% ABV

MASH BILL

72% corn, 18% rye, 10% malted barley

AVAILABILITY

year round

KENTUCKY STRAIGHT BOURBON WHISKEY

finished in
Port Wine Barrels



PALATE
VANILLA



NOSE
NUTS



NOSE
TOAST



NOSE
MAPLE
SYRUP



PALATE
BITTER
CHOCOLATE



PALATE
RIPE FRUIT



NOSE
RAISINS



FINISH
MADEIRA



ANGEL'S ENVY BOURBON FINISHED IN PORT BARRELS CASK STRENGTH, 2018 RELEASE



In F. Paul Pacult's Spirit Journal, the **Angel's Envy** Cask Strength 2012 release was ranked the "Best Spirit in the World" and the 2015 release was given "Five Stars, Highest Recommendation". **Angel's Envy** Cask Strength is unlike any bourbon on the market. Only a handful of our barrels are selected for the lengthy port wine finishing process. The extremely limited production means that we can only make Cask Strength **Angel's Envy** available once per year, in October. Based on the small numbers of barrels chosen, each year's expression is distinctly unique. Fewer than 12,000 bottles were released in 2018. This is a true collector's item for dedicated bourbon enthusiasts.

PROOF

124 proof, or 62% ABV

MASH BILL

72% corn, 18% rye, 10% malted barley

AVAILABILITY

released once per year, in October

CASK STRENGTH BOURBON

finished in

Port Wine Barrels



FINISH
FRESH
FIGS



FINISH
HEAVY
TOASTED
OAK



NOSE
HONEY



NOSE
BANANA



PALATE
COLA



NOSE
LIGHT
BURNT
WOOD



FINISH
DARK
CHOCOLATE



PALATE
HERBAL



PALATE
SWEET RAISINS



PALATE
CARAMEL



ANGEL'S ENVY RYE FINISHED IN RUM BARRELS



When we decided to release a rye, we knew it had to be something special to live up to the amazing response received by our bourbon finished in port barrels.

Which is why we decided to finish our rye in Caribbean rum casks.

Angel's Envy Rye spends up to 18 months in these hand-selected barrels, resulting in an immensely complex whiskey. The mingling of raw spice and earthy rye, along with the mellow sweetness of the rum-finish creates an incomparably smooth and drinkable whiskey.

PROOF

100 proof, or 50% ABV

MASH BILL

95% rye, 5% malted barley

AVAILABILITY

released periodically throughout the year in limited quantities

RYE WHISKEY

finished in
Caribbean Rum Casks



NOSE
VANILLA



PALATE
SHERRY BARREL



NOSE
CITRUS



NOSE
MAPLE SUGAR



NOSE
SWEET RUM



PALATE
SOFT OAK

NOSE
CARMEL



NOSE
SPICE



NOSE
HAZELNUT



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FOR LOGOS, PHOTOS, AND DIGITAL COPIES OF THE INFORMATION IN THIS BOOK

www.angelsenveny.com/press

*“True greatness lives
in the finish.”*

LINCOLN HENDERSON

HEAVEN CAN WAIT. PLEASE DRINK RESPONSIBLY.

©2018. Angel's Envy is a Registered Trademark. Bottled by Louisville Distilling Company,
Louisville, KY., Kentucky Straight Bourbon Finished in Port Barrels – 43.3% ABV