

PRESS RELEASE

FOR IMMEDIATE RELEASE
September 28, 2004

CONTACT: Frank Coleman, Distilled Spirits Council
(202) 682-8840
Emily Coleman, Historic Mount Vernon
(703) 799-8607

DISTILLED SPIRITS COUNCIL LAUNCHES AMERICAN WHISKEY TRAIL sm

-- NATIONAL TOURISM INITIATIVE BEGINS AT GEORGE WASHINGTON'S DISTILLERY --

The Distilled Spirits Council in cooperation with Historic Mount Vernon today announced the creation of a new distilling museum at George Washington's Distillery, which will become the Gateway to the *American Whiskey Trailsm*, a new national cultural heritage and tourism initiative showcasing historic sites and museums in 5 states showcasing whiskey and distilling.

"What better place to serve as the gateway to the American Whiskey Trail than George Washington's Distillery at Mount Vernon," said Distilled Spirits Council President Peter Cressy. "George Washington was the most successful distiller of his time and symbolizes everything modern distillers stand for: responsibility, moderation and quality."

Mount Vernon historians, while recently combing through historic records, found that George Washington added a second story to his distillery for extra grain storage due to the increasing demand for his whiskey. Also concerned about security at the distillery, Washington had bedroom quarters built into the upstairs space for his distillery manager and assistant manager.

Since 2000, America's leading distillers and wholesalers have donated \$1.2 million to Mount Vernon to reconstruct the distillery at its original site. Mount Vernon intends to restore the second floor of the distillery with an extra \$300,000 donated by the distilled spirits industry and use the space as a national distilling museum.

"Through this interactive museum, we hope to educate millions of tourists about our Founding Father's successful distilling operation and to preserve the rich heritage of distilling in America," said Jim Rees, Executive Director of Historic Mount Vernon.

American Whiskey Trailsm Launched at Mount Vernon

At the Mount Vernon event, participants -- including the country's leading Master Distillers -- toasted to the launch of the *American Whiskey Trailsm* with a taste of George Washington's Rye Whiskey which was made by the Master Distillers last year at the distillery site using George Washington's historic recipe.

The *American Whiskey Trail_{sm}* will take tourists on an educational journey into the cultural heritage and history of spirits in America. From the colonial era, where Whiskey had an important economic and social function in the fabric of the community, to the Whiskey Rebellion, through Prohibition and into modern times spirits have played a sometimes controversial but always fascinating role in our nation's history. Historic sites on the American Whiskey Trail include:

George Washington Distillery, (Mount Vernon, VA)

The distillery is currently an archaeology site but soon to be completely reconstructed. Upon completion, it will be the gateway to the *American Whiskey Trail_{sm}* where you can begin an educational journey into the cultural heritage and history of spirits in America.

www.mountvernon.org/learn/pres_arch/index.cfm

George Dickel Distillery (Tullahoma, TN)

Since 1870, George A. Dickel Tennessee Whiskey is still handcrafted with the same processes and attention-to-detail that George Dickel established to ensure that each drop is as remarkable now as it was when the first batch was made.

www.georgedickel.com

Jack Daniel's Distillery (Lynchburg, TN)

The oldest registered distillery in the United States, the making of Jack Daniel's whiskey was set down by its founder, Jack Daniel, and has been maintained and preserved for over 140 years.

www.jackdaniels.com

Jim Beam Distillery (Clermont, KY)

Seven generations and more than two centuries later, Jim Beam bourbon is still made the same way, by the same family, following the same recipe perfected in 1795. The distillery campus is made up of the T. Jeremiah Beam home where one can savor the world renowned bourbons in the tasting parlor; the American Outpost where visitors can shop for one-of-a-kind merchandise; and The Hartmann Cooperage Museum, a recreation of an 1800's barrel-making shop.

www.jimbeam.com

Maker's Mark Distillery (Loretto, KY)

Established in 1805 as a gristmill distillery, Maker's Mark is the oldest working distillery on its original site – and a National Historic Landmark. The historic charm is not the only reason to visit the Maker's Mark distillery; the beautifully manicured grounds are a functioning arboretum; hosting more than 275 species of trees and shrubs, and makes for an ideal picnic spot.

www.makersmark.com

Wild Turkey Distillery (Lawrenceburg, KY)

Once inside this real working distillery, watch as new Bourbon is poured into handcrafted barrels then tour the timbered warehouses, where thousands of barrels sit and age.

www.wildturkey.com

Woodford Reserve Distillery (Versailles, KY)

The historic distillery has been fully restored to its former 1800's splendor and is a designated National Historic Landmark. A distillery highlight is Woodford Reserve's old-fashioned pot stills, which are used in the time-honored production of Woodford Reserve.

www.woodfordreserve.com

Rum Distilleries

Bacardi Visitor Center (Catano, Puerto Rico)

On the sparkling San Juan Bay...across from the historic El Morro Castle...Casa BACARDI...located at the world's largest premium rum distillery. The tour is free to all guests, transporting visitors back to 1862 for a journey to the present.

www.casabacardi.com

Cruzan Rum Distillery (St. Croix, US Virgin Islands)

Founded in 1760, the Cruzan Rum distillery is recognized as much for its hand-crafted, ultra-premium rums as for its critically acclaimed, natural tasting flavorful rums.

www.cruzanrum.com

Historic Sites

Fraunces Tavern Museum (New York, NY), best known as the site where George Washington gave his farewell address to the officers of the Continental Army in 1783, is now a restored complex made up of four 19th century buildings as well as the 18th century Fraunces Tavern Building. It was built in 1719 as an elegant residence for merchant Stephan Delancey and later purchased in 1762 by tavern-keeper Samuel Fraunces.

www.frauncestavern.org

Gadsby's Tavern (Alexandria, VA) was a center for political, business and social life in 18th century Alexandria, Virginia where prominent individuals such as George Washington, John Adams and Thomas Jefferson were entertained. Today Gadsby's Tavern Museum is open to the public, offering tours and public programs showcasing the historic two buildings, the circa 1785 tavern and the 1792 City Tavern and Hotel.

www.gadsbystavern.org

Woodville Plantation, the John and Presley Neville House (Bridgeville, PA), a National Historic Landmark, was deemed "a temple of hospitality" -- the home of a general, a former commandant of Fort Pitt, a man of wealth and education. As collector of the new and hated federal excise tax on whiskey, John Neville was a major target in the Whiskey Rebellion of 1794.

www.woodvilleplantation.org

The Oliver Miller Homestead (Allegheny County's South Park, PA) is a pioneer landmark and Whiskey Rebellion Site in Allegheny County's South Park Pennsylvania. This old stone farmhouse nestled among the trees, is a sturdy remnant of frontier days.

www.whiskeyrebellion.org/miller

The Oscar Getz Museum of Whiskey History (Bardstown, KY) houses a 50-year collection of rare whiskey artifacts dating from pre-colonial days to post-Prohibition days. Among them are rare antique bottles, a moonshine still, advertising art, novelty whiskey containers, and Abraham Lincoln's liquor license.

West Overton Museum (Scottdale, PA) is the only pre-Civil War village still intact today in Pennsylvania. It was named to the National Register of Historic Districts in 1985 as an outstanding example of a 19th century rural industrial village complete with farm, two floors of the Overholt Mill/Distillery, industrial tools, Blacksmith Shop, a wash house and a smokehouse.

www.westovertonmuseum.org