



The Urban Bourbon Trail Information & Application Packet

What Makes a Bourbon Bar?

The Urban Bourbon Trail (UBT) is an experience designed to showcase Kentucky's signature product in an authentic setting. While it is hard to define exactly what a "Bourbon bar" is, the best ones deliver a sense of Louisville's hospitality. A welcoming and educated staff willing to share their Bourbon knowledge only enhances the dining and drinking environment that the surroundings provide.

We have developed the following criteria, application and renewal process to help us maintain the quality and authenticity of this cultural heritage hospitality program. We want locals and visitors to have a unique experience that they will want to share with others and help us spread the word about Louisville.

It is exciting to see so many Louisville restaurants with a renewed focus on the state's signature product. The city has a growing reputation as a culinary destination and its recognition as the epicenter for Bourbon culture is supported by so many establishments that showcase Bourbon.

We welcome the establishments that want to help further the city's reputation as a Bourbon Destination. Please note that while this program will hopefully benefit your business, it is NOT intended as just a seasonal promotion to help drive new customers. Please consider carefully why you want your establishment to be a member of the Urban Bourbon Trail. **If Bourbon is a relevant part of your daily customer experience** and you are committed to sharing that message with guests, then we welcome your participation.

Cheers,
The Urban Bourbon Trail Team

Your UBT point person: Katie Kubitskey with Louisville Tourism
(kkubitskey@gotolouisville.com)

2018-2019 Urban Bourbon Trail Criteria

Applications are accepted starting **March 1**, with the deadline to meet criteria on **May 1**. The passports are printed and put into circulation on **September 1** for the year. (This is timed for the start of Bourbon Heritage Month).

- ❑ **Established:** Upon application, establishment must have been **open for at least one year** with consistent hours.
- ❑ **Local:** Establishment must be in the city of Louisville and **not part of a chain** found in other cities. As of 2/2013 only one location per restaurant name/brand can join (the locally-owned Bristol is grand-fathered in with two locations).

- ❑ **Atmosphere:** Bourbon must be a **core part of your establishment's culture and atmosphere**. Your brand should = BOURBON. Bourbon knowledge, bourbon variety, bourbon professionalism, bourbon heritage. **As the UBT grows larger and becomes wildly popular among visitors, we want to emphasize the Trail's focus on establishments that highlight the best of our bourbon heritage.** We love that every place around town can give you a variety of bourbon – because Kentucky is amazing. However, a specific focus, education and level of professionalism surrounding bourbon is important to the Urban Bourbon Trail.


If your **brand focus** caters more to wine, beer, tequila, a specific type of food, rum, etc, you are likely ***not a good fit*** for this program...and that's okay! From a tourism perspective, we encourage you to advertise your best, unique qualities to our visitors – there are always other partnerships to explore).



- ❑ **Initial Partnership:** Establishment must be an active partner of the Louisville Convention & Visitors Bureau. In addition to your LCVB annual dues, the Urban Bourbon Trail initial partnership fee is **\$1,000.00**. After your first year, the annual renewal fee will be \$500.00. To participate, you must be up-to-date with your current investment in the Bureau's partnership program and must be current on all advertising payments.
- ❑ **50+ Bourbons:** Establishment must have at least **50* Bourbons** available for purchase, displayed in full view of the customer and provided to customers as a printed list.
 - * *Whiskeys that are not Bourbons (i.e., Jack Daniels, Crown Royal) cannot be included in count.*



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- ❑ **Selection:** Establishment must offer a **selection of Bourbon flights and at least one signature Bourbon cocktail** and prominently feature it on the menu. This will be the drink featured in the Urban Bourbon Trail Passport.
 - ❑ **Food (if applicable):** If your establishment serves food, Bourbon must be used as an **ingredient in a minimum of three dishes** and must be clearly identified on the menu.
 - ❑ **Annual Training:** Establishment must require one or more front-line employees **attend annual Urban Bourbon Trail training** session hosted by the CVB and take that information back to the rest of your staff.
 - ❑ **UBT Logo on Menu:** Establishment is required to **feature the UBT logo** on their Bourbon List. In addition, we strongly encourage you to include it on your website, in ads, on brochures, and on your menu. (For **new** establishments, proof of such must be given within a month of your acceptance to the UBT; for **renewing** establishments, proof must be submitted with renewal application).
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- ❑ Establishment must be willing to **display signage** designating them an official stop on the Urban Bourbon Trail. An example includes, but is not limited to, a window cling provided by the CVB. For renewing establishments, examples must be submitted with renewal application).
 - ❑ Establishment must demonstrate a **commitment to continuing staff education** on Bourbon (such as Bourbon Country Institute, Moonshine University courses, Stave & Thief Program or sessions offered by brands or distributors).
 - ❑ Renewal and continued participation in the Urban Bourbon Trail program is **contingent on meeting criteria, receiving consistent positive customer approval ratings, and approval of the Louisville CVB committee.**

Participating (New and Renewing) Establishments Receive:

- A supply of Passports and a self-inking stamp with your customized Urban Bourbon Trail logo.
- Supporting promotional materials such as brochures, UBT ink pens, window cling and Official Guide to Bourbon Country magazines.
- Via its website, www.GoToLouisville.com, the LCVB provides a free publicity tool via its calendar of events. All Bourbon-related events are automatically copied onto the www.BourbonCountry.com website, providing a second publicity opportunity.
 - Events input into the website are considered for inclusion in the LCVB's bimonthly Bourbon Brief newsletter, which is sent to its growing database of 86,000+.
 - Instructions available upon request.
- A listing in the Urban Bourbon Trail Passport, brochure and on www.BourbonCountry.com.
- Inclusion in UBT applications, which currently include:



- The iPhone/Android app
- The LCVB administers the distribution of t-shirt prizes and provides monthly summary/feedback from finishers.
- Though your establishment may not receive a direct mention, the LCVB supports the UBT initiative with an aggressive promotional campaign which includes: paid advertising, social media, press releases and special event promotion.
- In addition, the LCVB press team hosts 100 travel writers in the city each year. The story of Bourbon and the UBT is an integral part of our city messaging.



Urban Bourbon Trail
Application & Renewal Form

Deadline: For 2018-2019 consideration, materials and payment must be submitted by **May 1, 2018.**

Select one:

- Applying to be a new stop on the Urban Bourbon Trail
- Renewing Urban Bourbon Trail participation

Company Name: _____

Address: _____

City, State Zip: _____

Phone number: _____

Website: _____

What Month: _____ Year: _____ did you open?

Billing Contact Name/Email: _____

Head Bartender Name/Email: _____

Head Host/Hostess Name/Email: _____

General Manager Name/Email: _____

Name/Email of anyone else on staff who should receive UBT program updates: _____

Hours of operation: _____

Application Checklist

- Attached is a printed copy of the Bourbon flights/pairings that you offer.
- Attached is a printed copy of your cocktail list, which must highlight at least one Bourbon cocktail and feature the UBT logo.
- Attached is a printed copy of your menu, highlighting dishes on the menu that are clearly named/identified as using Bourbon in them. Required minimum of three always, even on seasonally-changing menus.
- Attached is high resolution photography of your establishment (atmosphere, bar, food and Bourbon cocktails) for consideration in the passport and use in the Urban Bourbon Trail press materials.
- Attached is a high-resolution JPG and EPS of your logo.
- I agree to use the UBT logo on our Bourbon List, at least, to promote our participation in the program. Additionally, I will use the logo and/or "Proud Member of the Urban Bourbon Trail" in places such as our website, advertisements, brochures, business cards, on the Bourbon list and on the menu. (Renewing members need to attach proof of use.)
- I agree to display signage designating us as an official stop on the Urban Bourbon Trail. An example includes, but is not limited to, a window cling provided by the LCVB. (Renewing members need to attach proof of use.)

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- *Attached is payment of \$500 for our Annual Urban Bourbon Trail dues

*If you are *not* current on Partnership dues, please submit past due amount with your UBT payment.

Completed and submitted by: _____ on Date: _____

Payment must be received by May 1, 2018 for the establishment to be added to the 2018-2019 passport.

Submit above materials to:

Comm Team – Urban Bourbon Trail
ATTN: Katie Kubitskey
Louisville Convention & Visitors Bureau
401 West Main Street, Suite 2300
Louisville KY 40202

You may also submit electronically (except for payment) to kkubitskey@gotolouisville.com.