courier journal

BOURBON

This Louisville distillery was just named the top bourbon distillery tour in the country



Maggie Menderski
Louisville Courier Journal

Oct. 20, 2025, 5:03 a.m. ET

The top bourbon distillery tour in the world is right here in Louisville.

Rabbit Hole Distillery, 711 E. Jefferson St., was recently named North America's Leading Bourbon Distillery Tour for 2025 by the World Travel Awards, a world-wide competition considered the "Super Bowl" of the tourism industry.

Rabbit Hole's tour offers visitors a behind-the-scenes look at the distillery's production facilities and dives into the distillation process, the art of blending and the rich heritage of bourbon-making, according to a news release. The distillery takes a unique approach to bourbon and often touts its low proof, toasted and charred barrels, unique finishes, and extreme small batch products. The tours strive to combine education with entertainment in a welcoming and stylish setting.

"Our team has worked tirelessly to create an authentic and engaging experience that showcases the heart and soul of what makes Rabbit Hole so special," Kaveh Zamanian, founder of Rabbit Hole Distillery, said in a news release. "This award is a testament to their dedication and the incredible passion of our guests who share in the journey of crafting premium, world-class bourbon."

More: Bourbon, ghosts, paranormal investigators: Haunted Louisville distillery launches new tour

Need a news break? Check out the all new PLAY hub with puzzles, games and more!

Other nominees include Angel's Envy Distillery, Jim Beam Distillery, Maker's Mark Distillery, TX Whiskey Ranch, Wild Turkey Distillery, and Woodford Reserve.

The distillery is in Louisville's NuLu neighborhood. Tours are available from 10 a.m. to 5 p.m. Tuesday through Saturday. General admission for adults is \$25.

Rabbit Hole is also home to the Overlook Bar at the Distillery, which serves handcrafted cocktails whiskey flights. Tours and experiences can be booked at rabbitholedistillery.com.

Reach Courier Journal reporter Maggie Menderski at mmenderski@courier-journal.com.