



4th Annual Bourbon Women “Sip-osium” Brings Whiskey-Loving Women to the Bluegrass

Makers Mark chairman emeritus Bill Samuels, nosing expert Nancy Fraley headline event

LOUISVILLE, Ky. (June 7, 2017) – Spirited women across the country are thirsting for a new kind of weekend getaway. Ditch the pink drinks, skip the shopping sprees and cancel the spa treatments – women are taking flight to Louisville for the fourth annual Bourbon Women “Sip-osium”, a three-day Bourbon excursion and education weekend in Kentucky, the heart of Bourbon country.

“Women have extraordinary talents in detecting flavors and aromas in all kinds of spirits, especially Bourbon, and it just takes a little coaching and coaxing to develop those skills,” said Susan Reigler, Bourbon author and president of Bourbon Women. “The Sip-osium is the perfect destination for women who want to invest their most precious commodity – their time – into learning more about Bourbon through engaging, hands-on experiences, all while networking with Bourbon women from across the country. All they have to do is land in Louisville. We’ll take it from there.”

The Bourbon Women Sip-osium, to be held August 25-27, is the *only* annual national gathering for women who love Bourbon, complete with distillery tours, meetings with master distillers, cocktail crafting, and of course, multiple tastings of fine and rare Bourbons.

Held at the historic Brown Hotel in Louisville, the Sip-osium hosts some of whiskey’s most recognized personalities. Maker’s Mark chairman emeritus Bill Samuels will deliver this year’s keynote address, and renowned nosing expert Nancy Fraley will guide attendees on identifying Bourbon’s signature aromas.



“I’ve supported the Bourbon Women since they began, and they have grown one of the best Bourbon consumer education workshops anywhere,” said Samuels. “Plus, they know their stuff – they’re not interested in prissy cocktails or gussied-up bottles. They’re here for the Bourbon. I just hope I can keep up with them.”

This year’s Sip-osium agenda includes:

- A visit to the **Brown-Forman Cooperage**; the only distillery making its own barrels
- Dinner at the **Frazier Museum**
- Award-winning **mixologist Colleen McCarthy** serves up the bitter truth about bitters, mixers and other add-ins that make her cocktails among the best in the Bluegrass.
- An intimate session on the signature smells of Bourbon, led by nosing expert **Nancy Fraley** and **Monique Huston**, national spirits director of the Winebow Group
- Behind-the-scenes tours at **Buffalo Trace, Jim Beam, Barton’s 1792, Kentucky Artisan Distillery** and more
- Expert-led panels on the evolution of modern Bourbon, the truth about bitters, and the differences between Bourbon and Tennessee whiskey
- Exclusive **President’s Sampler Bourbon Tasting** from Bourbon Women president Susan Reigler’s extensive private selection, including a 1970s-era Maker’s Mark

For select media members, Reigler and Bourbon Women founder and chairemeritus Peggy Noe Stevens will host a private dinner and tasting on Saturday, August 26.

Learn more and register at bourbonwomen.org. The Bourbon Women Sip-osium will be held at the historic Brown Hotel in Louisville, Ky., August 25-27. Registration for Bourbon Women members is \$250; nonmembers \$300. Tickets for the President’s Sampler are an additional \$125 each.

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About Bourbon Women

Bourbon Women is the country’s first nationwide association for female spirits consumers, with nearly 50 local events scheduled across the country in 2017. With hundreds of members across the U.S., Bourbon Women is the leading advocate for women who seek a better understanding of America’s native spirit.

The Bourbon Women Sip-osium is grateful for support from these sponsors:

