



HEAVEN HILL DISTILLERIES, INC.

*Continuing the Tradition of Independence*

**New Heaven Hill Bar Opening Fall 2014 in KFC YUM! Center**

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LOUISVILLE, KY. – Capitalizing on the success of its two current properties in the KFC Yum! Center -- Burnett's V Lounge and the Evan Williams Bourbon Bar -- Heaven Hill Distilleries is planning to open a third bar on the main concourse this fall.

The bar, simply named Heaven Hill, will serve a wide array of brands from Heaven Hill, giving KFC YUM! Center attendees a true taste of the company's exciting and diverse portfolio of spirits, including such flagship brands as Evan Williams Bourbon; Larceny and Elijah Craig bourbons, Burnett's Vodkas and Gin; Admiral Nelson's and Blackheart Rums; HPNOTIQ Liqueur; The Christian Brothers Brandies; PAMA Pomegranate Liqueur; Domaine de Canton Ginger Liqueur; Lunazul Tequila; Cinerator Hot Cinnamon Flavored Whiskey and Rittenhouse Rye Whisky.

It's the first new construction in the KFC Yum! Center since it opened in 2010 and demonstrates the success of the partnership between Heaven Hill and the arena in addition to Heaven Hill's commitment -- as a proud locally-owned and independent company -- to being active, visible and invested in the community.

"We could not be more pleased with Heaven Hill Distilleries' decision to extend their partnership with the KFC Yum! Center. The addition of their new bar to our main concourse speaks highly of the group's level of commitment to our patrons and the amount of success they have garnered from the other properties located in the arena," said Dennis Petruzzo, General Manager of the KFC Yum! Center. "The innovative design and convenient location that Heaven Hill offers will provide our attendees with a fun and unique new experience."

The 1,100 square-foot bar, located on the Second Street side of the main concourse, will have a sleek, modern look in keeping with the overall KFC Yum! Center aesthetic. It was designed by Populous, the same firm that designed the KFC Yum! Center, and it will have both bar-seating and a lounge area that will hold as many as 70 people. Also, there will be a walk-up bar patrons may access from the hallway. Large, illuminated panels displaying Heaven Hill products will adorn the walls along the concourse.

The new Heaven Hill bar also will offer a small appetizer menu with dishes prepared by Centerplate Restaurant Group, giving patrons a full lounge experience in a premium, upscale atmosphere.

"It will be a destination for people, a place where they'll want to meet up, grab a drink and socialize before a show or during half-time," said Allan Latts, Chief Operating Officer for Heaven Hill Distilleries, Inc. "It will be an experience they will enjoy and remember from their outing at the KFC Yum! Center."

Heaven Hill signed a multi-year commitment in 2010 with Learfield Sports to create and sponsor the Evan Williams Bourbon Bar and Burnett's V Lounge, two upscale clubs that are located at the east and west event levels of the arena and accessible only to lower level club seat holders. The Evan Williams Bar is named for Evan Williams Kentucky Straight Bourbon Whiskey, the second best-selling and fastest-growing bourbon in America, and Burnett's V Lounge is named for Burnett's Vodka, one of the top-selling vodkas in the nation and the 12th largest selling distilled spirits brand in the US.

**About Heaven Hill Distilleries, Inc:** Founded in 1934, Bardstown, KY-based Heaven Hill Distilleries, Inc. ([www.heavenhill.com](http://www.heavenhill.com)) is the nation's largest independent, family-owned and operated spirits producer and marketer and the world's second-largest holder of Kentucky Bourbon. Heaven Hill's diversified portfolio of brands includes Evan Williams Bourbon; Larceny, Elijah Craig and Henry McKenna Bourbons, Burnett's Vodkas and Gin; Admiral Nelson's and Blackheart Rums; HPNOTIQ Liqueur; The Christian Brothers Brandies; PAMA Pomegranate Liqueur; Domaine de Canton Ginger Liqueur; Lunazul Tequila; Cinerator Hot Cinnamon Flavored Whiskey and Rittenhouse Rye Whisky.

Heaven Hill reminds you to "Think Wisely. Drink Wisely."

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