



FOR IMMEDIATE RELEASE

Samantha Brady, Executive Director  
Bardstown-Nelson County Tourism  
[samantha@bardstowntourism.com](mailto:samantha@bardstowntourism.com)  
502-348-4877

**National release for new book focusing on bourbon boom in historic Bardstown, Kentucky**

BARDSTOWN, KY., November 14, 2020 - Bourbon is fast becoming a global phenomenon and Bardstown, Kentucky is reaping the benefits as the Bourbon Capital of the World. Bardstown-Nelson County Tourism Executive Director Samantha Brady said, "This new book being released this week, *The Rebirth of Bourbon; Building a Tourism Economy in Small-Town USA*, tells the story of the booming bourbon industry and substantial economic impact that it, and the resulting explosion of bourbon tourism, has had on Bardstown and Nelson County."

In January of 2019, Clay Risen, deputy op-ed editor for the New York times, wrote an article and penned the term "Napa-fication" that compared economic investments made in distilling communities to what happened in wine country decades ago. President of the Nelson County Economic Development Agency and book co-author Kim Huston said, "Apparently my quote in that article about building a bourbon tourism destination caught the attention of an editor from Emerald Publishing, a London Publishing company, who thought Bardstown's bourbon industry and how our community has changed because of it would be a good subject for their new "Economics of Vice" series of books." Huston partnered with then Bardstown-Nelson County Tourism Executive Director Mike Mangeot, now the Kentucky Commissioner of Tourism, to contract with Emerald to write the book. Steve Coomes, award-winning bourbon and culinary freelance author, was also brought in to author the book.

Brady says the book tells the story of the rising popularity of bourbon and the opportunities, challenges, traditions, and most importantly, people who have pushed the industry forward in Bardstown. Many of the most popular names in bourbon today contributed quotes, stories, and their memories of the rise of the bourbon industry. The book also features interviews with Bardstown and Nelson County leaders and select local entrepreneurs who are finding ways to innovate and reap the benefits of bourbon tourism.

To order the paperback book, visit the book's website at [www.rebirthofbourbon.com](http://www.rebirthofbourbon.com). The book is also available on-line at Emerald Publishing and on Amazon and will be available in Bardstown at various retail outlets.