



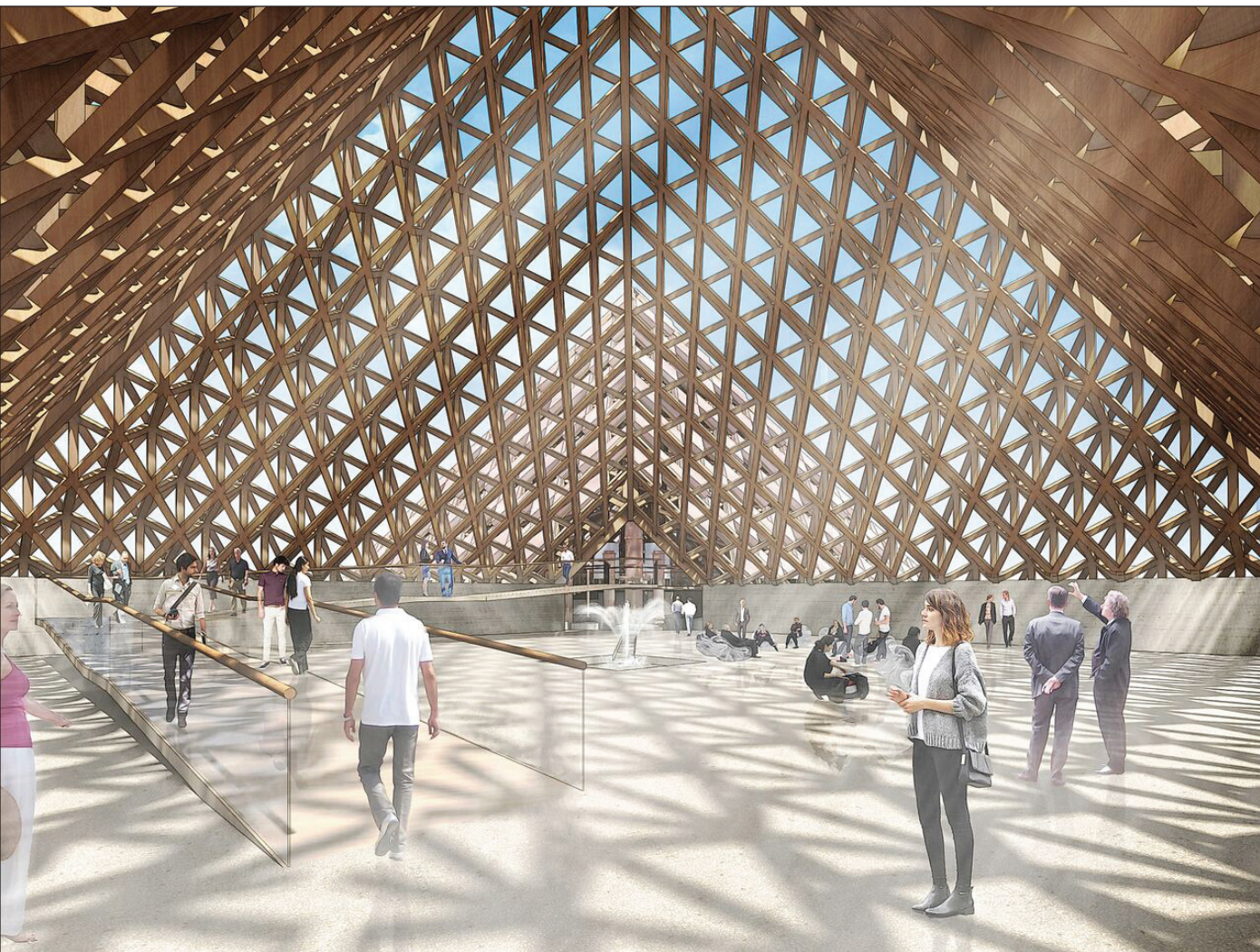
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**>> SPORTS A8**

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# The Kentucky Standard

**Sunday, November 18, 2018**



Courtesy Kentucky Owl

**An artist's rendering depicts the interior of one of the planned buildings at the future Kentucky Owl Park, a distillery by The Stoli Group set to transform the rock quarry along John Rowan Boulevard. The plan by a world-renowned architectural firm calls for three pyramids on the complex.**

## Kentucky Owl unveils \$150 million vision

**Distillery for super-premium bourbon would transform Cedar Creek rock quarry**

PETER W. ZUBATY  
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The Dedman family's vision of the future of its super-premium Kentucky Owl bourbon label certainly didn't include a train station or a pyramid-shaped distillery building. Not four years ago when it was resurrected from the Beaumont Inn in Harrodsburg, and especially not in 1879 when it was founded.

But the bourbon industry's unprecedented boom has shown a tendency to bring the past, present and the future together in innovative ways, and guests for Thursday's unveiling of the Stoli Group's plans for the new home of Kentucky Owl in Bardstown received a big "wow" factor that the descendants of C.M. Dedman never anticipated.

Thursday's gathering at the Spalding



PETER W. ZUBATY/The Kentucky Standard

**Russell Pareti, the senior vice-president for marketing for the Stoli Group, snaps a picture of the architectural models for the new Kentucky Owl Park distillery at a gathering Thursday at the Spalding Hall chapel debuting the plans for the project, which is expected to break ground in less than two years.**

Hall chapel allowed people to see for the first time the vision world-renowned Japanese architect Shigeru Ban had for

the Kentucky Owl distillery, the \$150 million project that will transform Bard-

See **OWL**, page A14

## Heaven Hill announces \$17.5 million Bourbon Heritage Center expansion

RANDY PATRICK  
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Heaven Hill's \$17.5 million expansion of its Bourbon Heritage Center in Bardstown will more than double the dimensions of the current facility, include a rooftop bar and expanded retail space, and provide guests with new tourism experiences, including hands-on laboratory learning and bottling their own bourbon.

The announcement was made at the visitors center on Gilkey Run Road by Heaven Hill President Max Shapira, Kentucky Tourism Commissioner Kristen Branscum and Cynthia Torp, owner and CEO of Solid Light, the design firm charged with coming up with the concept for the new facility.

Solid Light is partnering with Abel Construction to design and build the facility, which is expect-

See **HILL**, page A5

## Mass remembering Tommy Ballard to be held Monday

KACIE GOODE  
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It hasn't been long since friends and members of the Ballard family gathered at St. Thomas Parish to remember missing mother Crystal Rogers, but tomorrow, they gather to remember the man who never stopped searching for her. At a time when Nelson County crimes are gaining national attention and a grieving family gathers to grieve again, the frustration of waiting for a break in a case only adds to the heartache.

**'Death investigation' doesn't suffice**

On a crisp November morning two years ago, Tommy Ballard was shot and killed while hunting with his grandson on family-owned property. The shooter has never come forward or been identified by police, and it's believed the shot may have come from the direction of the Bluegrass Park-

See **TOMMY**, page A4

## Crash claims life of Louisville man on U.S. 31E

STAFF REPORT  
news@kystandard.com

A Louisville man, Charles E. Couch, 64, died Thursday night as a result of a two-vehicle crash on a bridge on U.S. 31E at the Bullitt County line.

Two other people were injured in the accident, a man and a boy.

Nelson County Coroner Field Houghlin said the cause of Couch's death was blunt force trauma.

According to the Nelson County Sheriff's Office, deputies responded to the 6:13 p.m. dispatch call about a collision involving a vehicle fire and entrapment.

Deputy Dalton Pinkston arrived to find Couch had been removed from the burning SUV and someone had started administering CPR.

Deputy Jarren Culver also responded, along with EMS, Nelson County Fire and Rescue and the Mount Washington Fire Department.

The sheriff's report said Couch was going north on Louisville Road (U.S. 31E) when he met a pickup truck driven by Daniel Johnson of Bardstown, who was driving south. Johnson lost control on the icy bridge, and his truck crossed into the path of Couch's SUV and hit it head-on.

Others on the scene were able to remove Couch from the burning vehi-

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Shelburne to fill Fiscal Court vacancy  
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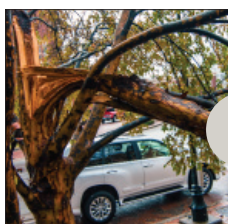
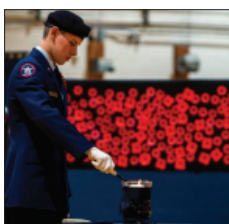


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After escaping an attack by what he claims was a 70-foot shark, Jonas Taylor must save those trapped in a sunken submersible.



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Courtesy of Heaven Hill

A planned expansion at Heaven Hill's Bourbon Heritage Center would double the size of the building and include interactive exhibits as well as a rooftop bar (depicted below).



## >>Hill

From Page A1

ed to open in 2020.

Bill Abel, CEO, said he expects work to begin on it soon.

Many state and local government officials, tourism and development leaders and media representatives attended the announcement.

"Who would have thought 10 years ago when this American whiskey renaissance started," that it would have such a profound impact on Kentucky and the world, said Shapira, whose company has been making bourbon for more than 80 years.

There's a great deal of family tradition and industry history involved in Heaven Hill's visitor experience, Shapira said, but it's what's going to happen in the next five, 10 and 20 years that's most exciting.

In recent years, he said, his company has pumped \$100 million in investment into various activities, including production, bottling and warehousing its spirits, and the tourism center will be part of a larger, \$65 million, investment between now and the end of 2020.

"It's going to be a terrific new facility," Shapira said. "It's all going to be quite interactive, quite interesting, quite informative, and all designed to capture that growing consumer demand for our products both here and around the world."

Branscum said the state's tourism staff is pleased to partner with Heaven Hill to promote bourbon in Kentucky, which not only increases tourism, but also diversifies the economy and taxes.

The \$8.5 billion industry generates 17,500 jobs and an annual payroll of \$800 million, and there is \$1.5 billion in investment "on the books" for the next five years, Branscum said. She mentioned that there are 7.5 million barrels of bourbon stored in Kentucky, nearly two for every Kentuckian and the largest number since 1972.

And bourbon tourism is a big part of that boom. In 2017, she said, the Kentucky Bourbon Trail, which includes Heaven Hill, welcomed more than a million visitors, more than 70 percent of them from other states and countries, and the average visitor spent between \$400 and \$1,200 each visit.

When Kentuckians talk about bourbon, Branscum said, "we talk about craftsmanship, we talk about heritage, we talk about that Kentucky hospitality, and

we talk about family."

"We're going to look around here in a couple of years and see all of those characteristics just amplified and exemplified by Heaven Hill at this visitors center," she said.

Torp said Solid Light's and Heaven Hill's "shared commitment to excellence" made working with the Shapiras and their company a pleasure, and she and her staff were "pleased and honored to be creating this new standard" in the bourbon visitor experience.

"It's an incredible opportunity to portray the history and craft of bourbon with visitors," she said.

And speaking of history and craft, Torp showed a 1993 bottle of Evan Williams single-barrel bourbon signed by the late Parker Beam, master distiller, that Shapira had given her when the current visitor center opened.

She said the new visitors center will draw on the legacy of the company and new research on the Bourbon Trail by the Kentucky Distillers Association. It will emphasize the brands Elijah Craig and Larceny, include a rooftop bar with great views of the Heaven Hill campus and new space for tastings and events.

"We have some other

surprises up our sleeve, but for now, let me say that there will also be an enhanced tasting room with the widest variety of tasting and educational seminars in the market," she said.

She said her company would be working with Bardstown and Louisville to "bring bourbon tourism to the next level and showcase it in exciting ways."

Torp said that because there are more barrels of bourbon aging in Nelson County than anywhere else in the world, it was only fitting that the company's visitor center be located here.

"I think Harry Shapira would be very proud to see his tourism vision continue to grow and thrive," she said, evoking the memory of the late family member largely responsible for creating the Bourbon Heritage Center in Bardstown and the Evan Williams Bourbon Experience in Louisville.

After the formal announcements, Shapira, Branscum, Torp and Abel took part in a groundbreaking ceremony that included burying three bottles of bourbon to be dug up on the day of the opening of the expanded facility.



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