



By now, you should have already heard some of the details regarding Bourbon & Beyond. You know that it is the weekend before Louder Than Life, and you know that it has an amazing lineup. However, let's dig a little bit deeper and look at five reasons why this is the festival in Louisville this year that is NOT to be missed!

### 1. Its Location

OK, let's just face it. Louisville is a truly fascinating city, and not just because I call it home. Louisville has a "feel", a spirit that can't quite be matched. Whether you're at Churchill Downs watching the horses race, eating at a world-class restaurant or shopping away at the outlet stores just outside the city, you'll never be bored. So who can turn down a weekend in Champions Park, experiencing the most of what makes Louisville the vibrant city that it is, all in one place? Not me!

### 2. The Bourbon

If put on the spot to name one thing that Kentucky is known for, a good percentage of people will answer, quite emphatically, "BOURBON!" So why not take this lifestyle that surrounds bourbon and embrace it in all of its forms? Well, I sure can't think of a reason not to! At Bourbon & Beyond, there will be over 30 different bourbon brands, masters, distilleries, workshops and much more. You will not only drink bourbon, but you will experience bourbon!

### **3. The Food**

With the last few handful of festivals that have popped up, the food has played an important role, so expect nothing less at Bourbon & Beyond. In fact, look forward to a heightened food experience that will make you wonder why you've never tried some of these dishes or eaten at some of these restaurants before. Rounded up by Chef Edward Lee, you will dine on delicious morsels from some of Louisville's best restaurants and chefs. □

### **4. The Music**

Now, once you've had an outrageous meal and there's a perfectly concocted drink in your hand, what could make the night better than a little music? However, Bourbon & Beyond didn't think "little" when they set up their weekend playlist. Over the course of two days, you will hear music from greats like Stevie Nicks, Eddie Vedder and Steve Miller Band, along with blues icons like Kenny Wayne Shepherd and Jonny Lang. And be sure to check out ZZ Ward and Caitlyn Smith!

### **5. The Experience**

Now, there may be a few festivals, such as Louder Than Life, who mash up food, music and great drinks, also welcoming in thousands of festival goers who can't get enough of the mix. Yet, Bourbon & Beyond takes things a step closer, and will somehow create an intimate experience that will make you forget that you're surrounded by thousands of people singing "Black" by Eddie Vedder at the top of their lungs. You can attend workshops, watch culinary demos, join the Southern Soul Party or the B&B Supper Club, eat at the Big Easy Boil or take it to church at the Chick & Champs Gospel Brunch. This is YOUR Bourbon & Beyond experience, so personalize it however you want!

Whatever your top reasons for attending the first ever Bourbon and Beyond, make sure you don't miss it. This will be the festival that your friends are talking about over dinner, along with your colleagues at the office, the couple in front of you in line at the grocery store and the next door neighbor's kid who cuts your grass. You can find more details at [Bourbon and Beyond](#)

or by clicking

[HERE](#)

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