

WOODFORD RESERVE DISTILLERY  
DSP-KY-15018  
BOURBON WHISKEY 1  
RC 53 G  
FILL DATE: 08/05/18  
LOT NO: 18-1-2

WOODFORD RESERVE DISTILLERY  
DSP-KY-15018  
BOURBON WHISKEY 1  
RC 53 G  
FILL DATE: 08/05/18  
LOT NO: 18-1-2

WOODFORD RESERVE DISTILLERY  
DSP-KY-15018  
BOURBON WHISKEY 1  
RC 53 G  
FILL DATE: 08/05/18  
LOT NO: 18-1-2

WOODFORD RESERVE DISTILLERY  
DSP-KY-15018  
BOURBON WHISKEY 1  
RC 53 G  
FILL DATE: 08/05/18  
LOT NO: 18-1-2

WOODFORD RESERVE DISTILLERY  
DSP-KY-15018  
BOURBON WHISKEY 1  
RC 53 G  
FILL DATE: 08/05/18  
LOT NO: 18-1-2

WOODFORD RESERVE DISTILLERY  
DSP-KY-15018  
BOURBON WHISKEY 1  
RC 53 G  
FILL DATE: 08/05/18  
LOT NO: 18-1-2

The Greenbrier prides itself on providing experiences that cannot be found anywhere else, and when it comes to bourbon, Mike Deskins, Director of Spirits and Bars, takes that charge seriously.

Currently in house are five private selects – Woodford Reserve Peace and Justice, Jack Daniels Single Barrel Rye, Yellowstone from Limestone Branch Distillery, a private select from Smooth Ambler Spirits and a Knob Creek single barrel – that literally can't be found anywhere else.

"The flavor profiles in every one of those are insane," said Deskins. "When you come to a resort like The Greenbrier, you expect to have the higher end bourbons, and what we offer with the private selects is just that. It's something you're never going to get outside The Greenbrier. It's not something you can find on the shelves."

It isn't difficult, however, to find them around America's Resort.

"They're in every bar and every restaurant," said Deskins. "You can't go anywhere and not find them."

The whole process began in September of 2018 with Woodford Reserve. Deskins and other Team Members at The Greenbrier made the trip to Versailles, Kentucky, to pick out a bourbon perfect for The Greenbrier.

"We decided to get a Private Select for The Greenbrier, because we appreciate the Woodford Reserve brand, and we wanted to get a blend of our flavor profiles to come up with a different flare," Deskins explained.

The selection trip began with lunch at the distillery with employees of Woodford Reserve and a tour guide. After lunch, The Greenbrier staff took a tour of the distillery, before entering a private tasting room with Master Distiller Chris Morris.

Samples from four different barrels – at 135 proof right from the barrel – were presented to The Greenbrier team, and they were asked to eliminate one of the four barrels.

"You never throw that one completely out until you have gone through all four," Deskins explained. "Once you have that inkling that you don't like one, you always go back to it just to make sure. Then you can throw it out."

Once the barrels were down to three the Woodford staff blended the barrels – barrel 1 with barrel 3, barrel 1 with barrel 2, barrel 2 with barrel 3 – to provide different samples. They then cut the bourbon with water to make it 90 proof and brought it back to The Greenbrier team to sample.





"You definitely have to take notes of flavor profiles that you really want," said Deskins. "This is where the flavor profiles really take shape."

After the process was complete, The Greenbrier staff selected the blend it liked best, and Deskins was thrilled with the result.

"We kind of hit a home run with it," he explained. "The flavor profile that really sunk into me had a mocha chocolate and maple syrup feel to it. The idea was that I wanted to keep that profile throughout each selection. It reminds me of going home for the holidays and everyone is sitting around the table having family breakfast with all the fixings – the danishes, the sweet rolls, the maple syrups, pancakes, eggs and bacon."

"You can find it, but you have to search through different barrels to do it."

With that, Woodford Reserve Peace and Justice – named after a horse that the Justice family, which owns The Greenbrier, owned in Kentucky – was born.

Since that initial barrel, four more Peace and Justice barrels have been selected, with Deskins finding that same flavor profile each time.

"They understand, and they've connected with The Greenbrier," he said. "We have the relationship where they know exactly what to look for."

With the success of Peace and Justice came the other private selections. Deskins is proud that The Greenbrier is the only consumer to have its own Single Barrel Rye from Jack Daniels, and he lights up with excitement about the relationship with Smooth Ambler, whose operation is just miles from The Greenbrier in Maxwelton, West Virginia.

"It's amazing," he said. "The relationship with those guys is fantastic. To say that we have a label that was made and bottled here in Greenbrier County, you can't go wrong. They are a part of us."

Deskins said the best way to appreciate any of The Greenbrier's private select bourbons is to sample them straight, but he has also fit them into some creative cocktails, including a Maple Bacon



Smoked Old Fashion in Café Carleton, where guests can find an unequalled variety of high-end craft cocktails.

Deskins also holds Bourbon at the Bar tastings in Café Carleton every Friday and Saturday from 5-6 p.m. and 6-7 p.m. Six 1-ounce flights are paired with a domestic charcuterie plate, as Deskins guides guests through the subtleties of each bourbon and explains more about the process of selecting the perfect bourbon for different cocktails.

