

# Urban BOURBON

@ KENTUCKY DERBY MUSEUM

SEE THE EXHIBIT  
NOW - DEC 31

TASTER  
NAME: \_\_\_\_\_



Instructions-  
Follow the Tasting How-To below & write down your  
comments on the Tasting Notes page.



## TASTING HOW-TO

**1. TAKE A LOOK**

Study the color. A darker amber is indicative of longer aging, a lighter caramel represents a shorter aging.

**2. GIVE IT A SWIRL and SNIFF**

Swish the bourbon around to open up the aroma--- called aerating. Much like wine, bourbon likes a little air to 'open' the flavor. Now take a sniff with your nose over the glass. Breathe in through your mouth to receive the complexities of the flavors. What do you smell? This is your taste preview.

**4. TAKE A DRINK**

To get a complete flavor profile, take a sip from the glass and work it around to coat the inside of your mouth. This allows the mix to hit different parts of the tongue. Sweet tones will hit the tip of your tongue and sour notes will be picked up on the sides.

**5. OK, NOW SWALLOW**

Be on the lookout for how the bourbon finishes, what flavors are left behind? Is the flavor sweet, mellow, bold or bite?

**6. WATER IT DOWN or THROW IT ON THE ROCKS**

Imagine the flavor of undiluted bourbon as a closed fist. Adding in a dose of water to your mix loosens the grip, this means more intense flavors will be released than when tasting it 'uncut'. Pouring bourbon over 'the rocks' has the same effect but allows the bourbon to loosen more slowly so individual flavors may be noted more easily.



Bourbon and Derby are synonymous with the city of Louisville, two industries that have contributed to the history of the city and are part of its enduring culture. The roots of these industries in Louisville go back to the city's earliest days, and, although separate, are now intertwined in the minds of many both inside and outside the city. The Mint Julep has been the traditional beverage of Churchill Downs and the Kentucky Derby for nearly a century.

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