What is Louisville Water?
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In Louisville, the drinking water is so good it has a name, Louisville pure tap.®

Louisville Water trademarked its drinking water in 1997.
What is Louisville Water?

We’re bourbon’s & brew’s best friend.
1860: Marketing a product that only a few drank
Our history with bourbon

In 1860, Louisville Water’s tariff had special rates for distilleries, breweries, vinegar, horse-drawn carriages and more!
Our history with bourbon

In the 1800s......
Hydraulic elevators, fire protection and keeping the dirt streets “clean”
Our history with bourbon

By 1901, 27 distilleries used water from Louisville Water.

Today, there are 12 distilleries that use Louisville Water.
Science & Public Health

Louisville Water’s landmark experiments in 1896 on filtration lead to modern-day water treatment.
In 1930, Louisville Water employed a Chief Taster.

Today, a taste test is one of 200 daily experiments on the drinking water.
Louisville Water loves a good rock

Thank the glaciers for the amazing aquifer that gives us the limestone for minerals and natural filtration.

#WeAreTheRocks
Telling Stories & Building Partnerships

- 1780: City of Louisville chartered
- 1803: Louisiana Purchase opened markets for trade whiskey shipped downriver from Kentucky
- 1830s: Opening of the Louisville and Portland Canal made shipping whiskey easier and cheaper
- 1870: Water connected to first distillery for fire protection
- 1886: Connected water supply to 500 block of West Main, which housed Evan Williams distillery
- 1909: Louisville Water Company began filtering water
- 1912: Louisville Water Company installs 12" main to Dixie Highway for fire protection
- 1937: Installed water service to Sitzel-Weller Distillery on Dixie Highway
- 1783: Evan Williams opened first distillery in Louisville
- 1816: The Hope Distillery first used steam in distillation process
- 1860: Louisville Water Company pumps first water. Distillers charged a $0.10 per barrel tariff
- 1881: First water supply connected to Whiskey Row
- 1890: Water connected to 100 block of North 10th Street, now home of Kentucky Peerless Distillery
- 1929: Water connected to 1033 Story Ave, eventual location of Old Frankfort Distilling Company and Stitzel Distillery
- 1938: Water connected to Sitzel-Weller for fire service
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1. **NATURE & WATER KNOW-HOW**
   - Through our award-winning process, we take the same rainwater that feeds the corn and rye and the spring water that filters through Kentucky limestone to create clean, pure water that’s essential for Bourbon.

2. **MASH**
   - Mash grains and water are combined and cooked.

3. **GAUGING**
   - When bourbon comes out of the still, its proof is too high for barrelling. Water is added before the distillate goes into the barrel for aging.

4. **BOTTLING**
   - Water is the only thing that can be added to bourbon before it is bottled, and that is done to bring down the proof. The quality of the water is critical in order to not change the flavor of the bourbon.

5. **ROCKS!!!**
   - Many bourbon enthusiasts like to add a splash of water or a couple “rocks” to their drink. The better the water… the better the drink.

6. **DRINK RESPONSIBLY**
   - Enjoy a glass of water between each cocktail.

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Great water is essential to making great Bourbon.

Louisville’s award-winning water plays a key role in creating the perfect bourbon, from the first drop to the memorable last sip.
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DISTINCT. CRISP. CLEAN.
(The bourbon's really good, too.)

BOURBON & BRANCH
with a splash

#bourbonsbestfriend

1 cocktail
2 waters

1 cocktail
2 waters

1 cocktail
2 waters
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Sustainable Growth –
Just Add Water

Bourbon + Louisville Water = A Nice Pairing

Find out more about Kentucky’s liquid assets.

Reliable, High-Quality Water = A Growing Economy

When it comes to Kentucky’s best liquid assets, Bourbon and Louisville Water top the list. Makes for a nice pairing.
Sustainable Growth – Just Add Water
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