IMPACT OF INTERNATIONAL BOURBON EXPORTS ON KENTUCKY ECONOMY

# Introduction

## [Capture reader’s interest]

## [Talk about bourbon business in general]

## [What makes a whiskey Bourbon?]

## [History]

## [Importance of bourbon to KY]

# What is the “Bourbon Boom”?

## When Did the Bourbon Boom start?

### Kentucky Bourbon pre-boom

### Kentucky Bourbon post-boom

## Importance to the Industry

## How did it start?

## Marketing

## Economic factors

## Supporting Industries

### Trucking / Shipping

### Barrel makers

### etc

# Pre-Boom Data

## Overall sales

## Sales outside KY

## Sales outside U.S.

## Average growth per year

## Supporting industries

## KY economy during this time

## Average growth

## Surplus / deficit

## Tax income

## Governments estimated impact

## General U.S. economy

# Post-Boom Data

## Overall sales

## Sales outside KY

## Sales outside U.S.

## Average growth per year

## Supporting industries

## KY economy during this time

## Average growth

## Surplus / deficit

## Tax income

## Governments estimated impact

## General U.S. economy

# Compare Data

# Conclusion

## [Restate topic]

## Good or Bad for KY?

## Possible future