



# DAVE SCHEURICH

## WHISKEY ADVOCATE MAGAZINE'S 2012 LIFETIME ACHIEVEMENT AWARD

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Dave Scheurich is the owner of High Spirits Enterprise LLC, a distillery consultant business. He helps entrepreneurs plan their distillery business through the development of business plans, distillery layout and design, operational management, project management and product creation.



Dave makes presentations on the history of bourbon, how bourbon is made and how to judge bourbons and conducts Bourbon 101 classes.



Like distillery managers of yesteryear he lived on property at the distillery and performed production duties as well as product promotions as a brand ambassador. Dave retired in 2011 and now lives in a house overlooking Herrington Lake in Danville, KY.



Dave has experience in distillery and other production and facility management roles for the Brown-Forman Corporation, Joseph E. Seagram and Sons, Wild Turkey Distillery, Kentucky Paper Box Company and 7-UP of Detroit.



Dave is currently the Master Distiller for Boondocks American Whiskey and has helped numerous micro distilleries develop and come to life.

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Follow him day to day on

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# PEGGY NOE STEVENS

WORLD'S FIRST FEMALE MASTER BOURBON TASTER

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Peggy has been called the “Oprah of entertaining,” and a “lifestyle maven.”

Also described as a “more relaxed Martha Stewart;” she has represented Kentucky for such notables as Julia Child, Bobby Flay and the Prince of Spain.



Peggy has authored two books, *Professional Presence: A Four-Part Guide to Building Your Personal Brand* and the first chef-collaborative Bourbon and culinary book, *The Culinary Cocktail Tour*



As global event planner, she managed over 100 events annually, negotiated multi-million dollar travel contracts and enhanced all aspects of travel, customer service, entertaining protocol and hospitality for executives.



In 2011, she created the Bourbon Women Association, the first female consumer group in the industry to celebrate and support Kentucky's signature product with a platform for women



devoted herself to 30 years of hospitality, entertaining and developing brand destinations

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# SHANE BAKER

WILDERNESS TRAIL DISTILLERY, MASTER DISTILLER

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Wilderness Trail Distillery is an award-winning Distillery that was started in 2012 that produces KY Bourbon, Rye Whiskey, Rum and Vodka from local grains here in Boyle County.



Shane is an Eagle Scout, seasoned executive, entrepreneur, Mechanical Engineer, and distiller with a few patents, he serves as an adjunct professor at the University of Kentucky in the Distilled Spirits program



Wilderness Trail Distillery has won various Platinum, Gold and Silver medals from the world's most prestigious competitions, has been awarded KY Rum distillery of the year



Shane was born here in Danville, Kentucky and resides with his lovely wife Melissa, who also manages both businesses and they have two sons whom attend the University of Kentucky.



Chairman of the Kentucky Distillers Association Craft Members, and has worked with hundreds of distilleries around the world optimize their process or start up.

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# MARIANNE EAVES (BARNES)

WHISKEY ADVOCATE MAGAZINE - "THE NEXT GENERATION" FOR THE BOURBON INDUSTRY.  
FORBES 30 UNDER 30

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Marianne is the Master Distiller for Castle & Key Distillery and has been recognized by Wine Enthusiast Magazine as one of America's Top 40 Under 40 Tastemakers.



Marianne is the 1st woman to earn the title of Master Distiller in Kentucky since Prohibition.



Marianne's role in changing the dynamic in a predominantly male industry is clear. Praise for Barnes comes from thought leaders such as Fred Minnick, author of *Whiskey Women*, who states that, "Now that Marianne Eaves (Barnes) takes this title, she honors all the women past, present, and future as the first woman to rise up the production ranks at a major Kentucky bourbon company and become a Master Distiller."



Her goals are "To use the former Old Taylor distillery, an indisputable industry icon, as inspiration to build a new legacy of honesty and thoughtfully crafted spirits that will distinguish Castle & Key in our product lines and guest experience."

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# AL YOUNG

WHISKEY MAGAZINE HALL OF FAME 2015  
KENTUCKY BOURBON HALL OF FAME 2011

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Senior Brand Ambassador Al Young has a wealth of Bourbon industry knowledge and experience that spans five decades. On June 5, 2017, he celebrated his 50th anniversary working for Four Roses.



In his current role as Senior Brand Ambassador, Al's primary function is to travel the country, tell the story of Four Roses, and promote the brand. He leads VIP tours and is the company's liaison for numerous charitable events.



Al also serves as resident historian for Four Roses. He is tasked with preserving the Four Roses history and archives. In 2010, Al wrote a book about the history of Four Roses titled "Four Roses: The Return of a Whiskey Legend."



In 2015, Al was honored as Highly Commended American Whiskey Ambassador of the Year by Whiskey Magazine's Icons of Whiskey.



Al began his career in the distilling industry in 1967 in the Quality Department of Joseph E. Seagram & Sons, Inc. (which later became Four Roses). He then was named Brand Ambassador in 2007.

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# KEVIN CURTIS

DISTILLERY DESIGN AND MANAGEMENT

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Kevin Curtis is a 24 year veteran of the bourbon whiskey industry. Distillery Design and Management for Brown-Forman Distillery, Woodford Reserve, Michters, Angel's Envy and IJW Whiskey



Kevin is now managing operations for IJW Whiskey Company, where he has the pleasure of working with several of Kentucky's newest and most innovative distillers to craft high quality bourbon and rye whiskeys for future release



Kevin had the great pleasure to design, install and start up the \$27 million Angel's Envy Distilling, Processing & Bottling facility in downtown Louisville, KY.



Distillery Design and Management for Brown-Forman Distillery, Woodford Reserve, Michters, Angel's Envy and IJW Whiskey

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