

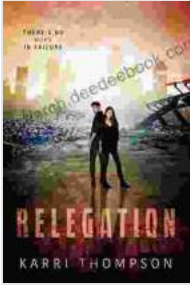
# Relegation: The Van Winkle Project - An Exploration of Kentucky Bourbon's Decline and Revival



## Relegation (The Van Winkle Project Book 3)

by Karri Thompson

★★★★☆ 4.3 out of 5



Language	: English
File size	: 4762 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
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Screen Reader	: Supported



Kentucky bourbon, an iconic American spirit, has enjoyed a resurgence in popularity in recent years. But just a few decades ago, the industry was facing a serious crisis. Production had plummeted, and many distilleries had closed their doors. One of the brands that suffered the most during this time was Van Winkle.

In the early 1980s, Van Winkle was a popular bourbon brand, but production was limited. The company was owned by the Stitzel-Weller Distillery, which was struggling financially. In 1987, Stitzel-Weller was forced to close its doors, and Van Winkle was discontinued.

## **The Van Winkle Project**

In 1994, Julian Van Winkle III, the grandson of the original Van Winkle, decided to revive the brand. He partnered with Buffalo Trace Distillery, which had purchased the Stitzel-Weller Distillery in 1992. The two companies launched a new bourbon brand called Relegation, which was made from the same mash bill as the original Van Winkle.

Relegation was an instant success. Bourbon enthusiasts were eager to get their hands on this new bourbon, which was made from rare and aged

stocks. The bourbon was also very affordable, making it a great value for the money.

## **The Impact of Relegation**

The success of Relegation helped to revive the Kentucky bourbon industry. It showed that there was still a demand for high-quality bourbon, and it inspired other distilleries to start producing their own premium bourbons.

In addition, Relegation helped to raise the profile of Van Winkle. The brand became one of the most sought-after bourbons in the world, and it helped to establish Kentucky bourbon as a premium spirit.

## **The Future of Relegation**

Relegation is still produced today, and it remains one of the most popular bourbons on the market. The brand has been expanded to include a variety of different expressions, including 10-year-old, 12-year-old, and 15-year-old bourbons.

The future of Relegation is bright. The brand is well-established, and it has a loyal following of fans. As the Kentucky bourbon industry continues to grow, Relegation is likely to remain one of the most popular and sought-after bourbons in the world.

The Van Winkle Project was a groundbreaking experiment that challenged the decline of Kentucky bourbon and ushered in a new era of appreciation for this iconic American spirit. Relegation, the first bourbon released as part of the project, was an instant success and helped to revive the Kentucky bourbon industry. Today, Relegation is still one of the most popular

bourbons on the market, and it is a testament to the enduring legacy of Van Winkle.



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