

So you want to get on this bourbon bound collective and join The B-Line?

Thanks for your interest in joining the experience that celebrates the edge of Bourbon Country and Bourbon state-of-mind. The B-Line is collection of distilleries, bars and restaurants with a bourbon focus and a dedication to the celebration of bourbon culture.

The criteria and process for joining The B-Line is spelled out in detail in this application and we look forward to hearing your bourbon inspiration.

All final decisions for inclusion in The B-Line are the responsibility of an impartial committee that evaluates which venues best meet the needs of the endeavor and have a dedication to the spirit of The B-Line’s guiding brand principles: inclusive, non-traditional, connected, evolving and above all, Bourbon spirited. In addition, there will be a maximum of one B-Line bar and restaurant added from NKY yearly as well as one B-Line bar or restaurant added from the surrounding counties yearly.

Applications should be submitted to hello@meetNKY.com by Aug. 31, 2019. Final decisions for inclusion on the line will be made by Sept. 21, 2019.

Cheers!

The B-Line

**The Bourbon Line/B-Line Criteria**

Applications are accepted starting **July 1**, with the deadline to meet criteria on **October 1**. Final decision for inclusion will be made by September 15. Inclusion in new marketing and media initiatives begin in Q3 2019.

* **Operation:** Establishment must have been opened consistently for at least one full year and be locally owned in the Cincinnati region or Commonwealth of Kentucky. Establishment must also have a local Northern Kentucky address.
* **Philosophy:** Bourbon should be at the center of your culture. While we also love great beer, wine and other spirits, The B-Line is all about Bourbon. If you are a bar, you should be able to call yourself a true bourbon bar and if you are a restaurant, bourbon should be part of your culinary focus. And of course, without saying, if you are a distillery, you should be making America’s Native Spirit.
* **Restaurant Criteria:** Must stock at least 50 labels of Bourbon with a preference for Kentucky Bourbon; Must stock all local varieties of The B-Line distilleries (currently New Riff, Boone County Distilling and The Old Pogue Distillery); Offer Bourbon Flights and specialty Bourbon cocktails; Host Bourbon related events when available; Have at least one signature Bourbon infused menu item; Complete Stave and Thief Establishment Level Certification through Moonshine University (completed before start of calendar year); be full engaged and active with Trip Advisor, Yelp and Google.
* **Bar Criteria:** Must stock at least 100 labels of Bourbon with a preference for Kentucky Bourbon; Must stock all local varieties of The B-Line distilleries (currently New Riff, Boone County Distilling and The Old Pogue Distillery); Offer Bourbon Flights and specialty Bourbon cocktails; Host Bourbon related events when available; Complete Stave and Thief Establishment Level Certification through Moonshine University (completed before start of calendar year); be full engaged and active with Trip Advisor, Yelp and Google.
* **Distillery**: Member in Good Standing with the Kentucky Distillers Association; Inclusion on the Kentucky Bourbon Trail or Kentucky Bourbon Trail Craft Tour; Complete Stave and Thief Establishment Level Certification through Moonshine University (completed before start of calendar year); be full engaged and active with Trip Advisor, Yelp and Google.
* Establishment must display The B-Line signage on location and promote the usage of the Line Guide.
* Renewal and continued participation in The B-Line is subject to the ongoing monitoring of commitment to criteria, site inspections and review site opinions and shall be reviewed yearly.

**B-Line Venues Receive:**

* A supply of Line Guides and a self-inking stamp with your customized B-Line name.
* B-Line placemaking with door clings, signs and promotional items including customized drink coasters.
* Inclusion on the findyoursippingpoint.com website that receives 100k+ visitors yearly and has a robust marketing campaign to increase visitation.
* Inclusion in media events with our media partners in the region including Source Cincinnati and the Cincinnati CVB. In 2018, we will bring 50+ national and international media writers into market.
* Inclusion in the social media efforts of meetNKY and The B-Line across Facebook, Instagram, Twitter, Pinterest and You Tube to drive additional traffic to your website.
* meetNKY handles all fulfillment of B-Line visitation.
* Inclusion in potential for out of market events to promote The B-Line.
* Inclusion in the yearly Northern Kentucky section of The Bourbon Country Visitors Guide as well as bourboncountry.com

**Bourbon Line/B-Line Application**

**Company Name:**

**Address:**

**City, State Zip:**

**Phone number:**

**Website:**

**What Month: Year: did you open?**

**Ownership Name/Address:**

**Media Contact Name/Email:**

**Head Bartender Name/Email:**

**General Manager Name/Email:**

**Hours of operation:**

**Applying as a: \_\_\_\_\_\_\_\_ B-Line Bar \_\_\_\_\_\_ B-Line Restaurant**

**Please include a 100-word description about your establishment and its unique charm/twist. Why would your venue make a good B-Line Stop and how does it add to The B-Line Brand? Keep in mind we may use some of this for your description on The B-Line website.**

**Please describe Bourbon training that you and your staff will undergo in 2018:**

**Have you claimed your listing on Google, Trip Advisor and Yelp?**

**Bar Application- How many Bourbons do you currently shelf and what is your top selling Bourbon Flight?**

**Restaurant Application – How many Bourbons do you currently shelf and what is your most popular menu item?**