



THE OFFICIAL PODCAST OF BOURBON

ABOUT THE SHOW

As the highest ranked whiskey podcast, Bourbon Pursuit forges relationships with its listeners through rich dialogue, renowned guests and co-hosts who’ve appeared in the New York Times, CBS This Morning, CNBC and many more. The show lives in the bourbon trenches, capturing the coveted affluent professionals with a taste for the good stuff. Listeners learn the next bourbon trends, great bottles, the personalities behind their favorite brands, and get the juicy scoop on all things whiskey. Whether you are bourbon novice or an expert, there will always be something to take away from every episode.

In a conversational approach, host and producer Kenny Coleman leads the discussion with Bardstown, Ky. native Ryan Cecil and a prominent guest. Past guests have included CEOs, master distillers, and brand ambassadors from every major distillery, authors, bloggers, industry influencers, retailers, celebrities, and unique consumers who hunt rare bourbons in the wild. Bourbon Pursuit also includes a segment called “Above the Char” with Wall Street Journal-bestselling author Fred Minnick, in which the renowned critic tackles critical American whiskey issues. Minnick also joins Coleman and Cecil to host the show and in round table conversations. Minnick is the curator of the Bourbon & Beyond Festival, bourbon authority for the Kentucky Derby Museum, and former Whisky Advocate critic. Kenny and Ryan have presented at bourbon society meetings, conferences, other podcasts, and as panel moderators at the Bourbon & Beyond. The podcast has been featured in Rolling Stone, Forbes, Whisky Advocate, Esquire, VinePair, Gear Patrol, The Bourbon Review, UPROXX, Paste, PunchDrink, the Kentucky Derby Museum, Liquor.com, Louisville.com and many other industry related publications.

With this dynamic trio, Bourbon Pursuit has become the official podcast of bourbon. Wherever the good stuff is poured, Bourbon Pursuit is just a play button away.

SOCIAL REACH

	59,400+ FOLLOWERS 100,000 IMPRESSIONS PER WEEK .30% ENGAGEMENT
	16,000+ FOLLOWERS 29,000 IMPRESSIONS PER WEEK 4.36% ENGAGEMENT
	14,750+ FOLLOWERS 125,000 IMPRESSIONS PER MONTH 1.14% ENGAGEMENT
	190,000+ FOLLOWERS 2.8M+ LIKES 12.85% ENGAGEMENT

6,000,000+ ALL TIME STREAMS

2,000,000+ PER YEAR

175,000+ PER MONTH

40,500+ UNIQUE MONTHLY LISTENERS



Apple Podcasts Food Top 10	Apple Podcasts Arts Top 100	BACKTRACKS Food Top 25	Chartable All Podcasts : USA Top 250
--	---	--	--



THE HIGHEST RATED AND MOST REVIEWED WHISKEY PODCAST

Don't be a dummy... ★★★★★
by zzt – Jun 18, 2018

If you're wasting your time listening to any other bourbon related podcast, stop. Stop now. Kenny & Ryan are knowledgeable, entertaining and have a great mix of industry insiders, outsiders, buyers, sellers, collectors, writers, distillers, etc. on the show. Cheers!

Excellent All Things Bourbon Podcast ★★★★★
by Shawn McC – Jan 9, 2018

I've now listened to every Bourbon Pursuit podcast or watched it on You Tube. Kenny and Ryan do an excellent job interviewing various bourbon industry "people" and ask questions you want asked. The shows are always informative and entertaining - never boring! If you're looking to learn as much about bourbon as you can, listen to Bourbon Pursuit!

Great Perspectives, Fresh Info, & Priceless Interviews ★★★★★
by Matthew Layton – Feb 28, 2019

Stumbled upon this podcast around a month ago and I have to say I am hooked! They provide relevant information that is unmatched. Their interviewees are some of the legends in the bourbon industry and it is so cool to hear the stories behind the greats! If you are more of a visual person like myself, these are all available on YouTube for your viewing pleasure! This is not a bourbon snob podcast, it's non pretentious, no judgement which adds to the allure. Tune in for fresh takes inside bourbon country, you won't be disappointed!

GENDER

Male	94.3%
Female	4.9%

AGE

25-34	28.1%
35-44	39.0%
45-54	20.8%
55-64	10.3%

REGION

Midwest	28.99%
Northeast	13.58%
Southeast	35.23%
Southwest	7.52%
West	11.93%
Outside US	2.75%

TOP STATES

KY
OH
IL
TX
CA
VA

HOUSEHOLD INCOME

50-75k	9.0%
75-100k	13.6%
100-150k	25.7%
150-200k	18.4%
>200k	30.1%

OUR AUDIENCE

Target demographic are **males between 25-44** living in the **Southeastern US** that have an income of **\$100,000 or more** per year.

BOURBON BASED DRINKS ON PREMISES PER MONTH

0	9%
1-2	30.1%
3-4	15.2%
5-6	16.7%
7-8	7.9%
9-10	3.7%
>10	17.4%

BOTTLES OF BOURBON PURCHASED PER MONTH

0	0.4%
1-2	25.6%
3-4	37.4%
5-6	23.1%
7-8	5.5%
9-10	1.3%
>10	6.8%

DOES BOURBON PURSUIT INFLUENCE YOUR PURCHASE

Yes	63.5%
No	7.3%
Maybe	29.2%

PURCHASING POWER

A hyper-focused audience of **100% whiskey consumers**. **45%** of our audience **will consume 5 or more drinks** on-premises **and purchase 4 or more bottles** of bourbon every month. **Only 7.3%** of respondents say that Bourbon Pursuit does not influence their buying decisions.

Based on 545 responses with 95% degree of certainty and 3.9% deviation

