



# *Whitney Rye*

THE PARLOR ROOM  
THE MASH BILL PODCAST

BRAND KIT

[www.ParlorRoomTastings.com](http://www.ParlorRoomTastings.com)

# Hi. I'm Whitney Rye!

BOURBON STORYTELLER & INDUSTRY VOICE

I'm a storyteller, rooted in the heart of bourbon country, Bardstown, Kentucky. Through carefully curated tastings, authentic podcast conversations, and thoughtful digital content, I bring your brand's story to life in a way my audience remembers and trusts. From intimate experiences at The Parlor Room to engaging distillery tours, my community seeks meaningful connections with the brands they already love and those they have yet to discover.



May 13 - November 10 (180 Days)



20.3K

Followers



1,861,376

90-day View count



90.8K

90-day Interactions



35-54

Most Engaged Age

# The Podcast

## THE MASH BILL PODCAST

The Mash Bill Podcast was built on genuine conversations with the people shaping bourbon. Hosted by Whitney Rye and utilizing behind-the-scenes tours, it highlights the stories, struggles, and passion that shape the industry. creating a trusted space where your brand becomes part of bourbon's legacy. My listeners are ready to connect, not just with bottles, but with the heart of your story.



## MOST DOWNLOADED EPISODES

### **Ep9: The Legacy of Bill Samuels Jr.**

Maker's Mark

### **Ep2: A Pour with Kenny**

Bourbon Secondary Market

### **Ep10: John Rempe's Oath**

Lux Row Distillers

### **Ep1: Whiskey Thief**

Video Podcast Episode

## STATISTICS

**123**

content hours  
consumed

**368+**

monthly  
downloads

**78%**

watch full episode

**68%**

Subscribers

## MY AUDIENCE

**80%**

men

**68%**

35-58 yrs old

**98%**

USA



PARLORROOMTASTINGS.COM

Tucked just off the court square in downtown Bardstown, The Parlor Room is a space where bourbon brands can show up and be experienced. Built for connection, where a quiet flight of rare pours or a hands-on cocktail session can become the start of someone's loyalty to your label or the moment an enthusiast never forgets.

There is no cost or overhead. I handle everything from curating the experience to marketing and ticketing every seat.



## STATISTICS

88%

Sold Out Brand Hosted Events

17

Brand Hosted Events

76%

Social Media Ticket Purchases

June 7, 2025

Official Opening Date



## PREVIOUS COLLABORATIONS

### **Barton 1792**

Master Distiller Ross Cornelisson

### **Maker's Mark**

Bill Samuels Jr.

### **Chicken Cock Whiskey**

Will Woodington

### **Preservation Distillery**

Carly Haycraft



## WHO I WORK WITH

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Distillers, brand ambassadors, tourism leaders, authors, and founders who have a story worth sharing.

Whether your brand is iconic or just emerging, if you're passionate about authenticity and connection, YOU are who I share with my audience.

## WHAT YOU CAN EXPECT

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Pour your story into spaces built to connect. Whether through a guided tasting at The Parlor Room or a feature on The Mash Bill Podcast, your brand takes center stage.

Here, your brand isn't just featured. It becomes part of the story they'll tell next.



(502) 507-1287

[ParlorRoomTastings.com](http://ParlorRoomTastings.com)

[WhitneyRye@ParlorRoomTastings.com](mailto:WhitneyRye@ParlorRoomTastings.com)



## GET IN TOUCH

Step into The Parlor Room, where my audience gathers, eager to discover brands they'll cherish forever. Here, your story becomes their story, building connections that linger well beyond the tasting. Meaningful opportunities await

*Whitney Rye.*