01 / ORIGINS & PEOPLE

Rabbit Hole Distillery

A new calling. An open window on Kentucky whiskey.

Rabbit Hole connects creative grain recipes with a modern Louisville distillery. Its bourbon, rye and finished whiskey carry different ideas through the same family name. [S17]

Established: 2012
Home: NuLu, Louisville
Campus opened: May 2018 [S04]



A different calling

Kaveh Zamanian left a career in clinical psychology and psychoanalysis in 2012. Heather, his Louisville-born wife, had introduced him to Kentucky and bourbon. His first Kentucky visit came in 2003. [S01]

People who shaped the place

Zamanian became the founder and whiskey maker. Architects Douglas Pierson and Youn Choi designed the campus around visibility and the production process. [S15]

Watercolors are symbolic interpretations, not exact buildings or documentary portraits.

02 / HISTORY & PLACES

From an idea to an urban distillery



2016–2018. Boxergrail launches before the campus. Rabbit Hole joins the KDA in January 2018; the NuLu facility opens that May. [S03] [S08] [S04]

2019. Bourbon Trail membership follows in February. A June majority-share agreement with Pernod Ricard closes in July. [S06] [S21]

2020–2021. Founder’s Collection starts with selected Boxergrail rye; Mizunara later gives acquired fifteen-year bourbon another year in Japanese oak. [S08] [S09]

2022–2023. Zamanian joins the Bourbon Hall of Fame. The following May, Tenniel celebrates the anniversary through a blend and a tribute to illustration. [S10] [S11]

2026. A March announcement introduces a six-year, 95-proof Raceking, distinct from earlier editions. [S23]

NuLu and the Overlook

The Louisville campus pairs industrial equipment with a public route through the process. The official tour ends in the Overlook lounge with a portfolio tasting. Check current booking information before visiting. [S16]

The complete website provides thirteen separately illustrated milestones and the full research qualifications.

03 / WHISKEY, STORIES & SOURCES

Grain, oak and individual expressions



Rabbit Hole describes a culinary approach: specialty grains, low barrel-entry proof, toasted and charred oak, and harvests of no more than fifteen barrels at a time. [S02]

Cavehill combines corn with malted wheat, honey-malted barley and malted barley. [S12]

Heigold takes the high-rye bourbon path; Boxergrail is straight rye. Dareringer adds a PX sherry-cask finish to straight bourbon. Read each edition’s own specifications. [S13] [S14] [S24]

Art joins whiskey in the Boxergrail single-barrel program: Sue Todd created six labels inspired by Lewis Carroll characters. Individual barrels carry their own strength and yield. [S25]

Research notes & linked sources

Founding dates conflict in early accounts; 2012 follows the founder and later sources. Current recipes do not establish older bottle provenance. Mizunara’s original distiller remains unverified. All sources checked October 20, 2026.

[S01] Founder’s story
[S02] Craft practices
[S03] KDA welcome
[S04] Campus opening
[S05] June agreement
[S06] July completion
[S07] Heritage status
[S08] First Founder’s
[S09] Mizunara 2021
[S10] Hall of Fame
[S11] Tenniel 2023
[S12] Cavehill
[S13] Dareringer
[S14] Heigold
[S15] Architect’s account
[S16] Visitor information
[S17] Pernod portfolio
[S18] Raceking 2022
[S19] Creative films
[S20] Bourbon Trail
[S21] US partnership
[S22] Distillery Series
[S23] Raceking 2026
[S24] Boxergrail
[S25] Single-barrel art