



121 W. Main St. Louisville, Kentucky

WHISKEY ROW

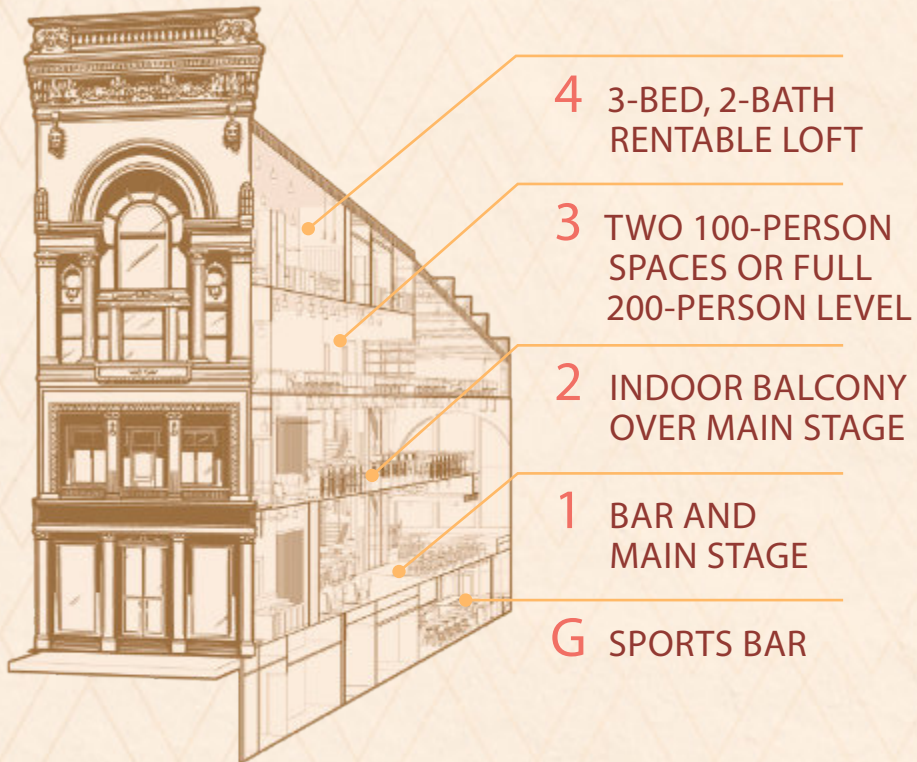
AVAILABLE:

FULL-BUILDING [24,000 SF]
LOCATED ON WHISKEY ROW
IN DOWNTOWN LOUISVILLE

CORE
REAL ESTATE PARTNERS

121 WEST MAIN STREET

This turn-key property is a remarkable full-building opportunity, ideally suited for your next venture. Previously operated as a successful bar, this strategic location boasts all the essential attributes for a thriving business in today's dynamic market.



SUPERB DOWNTOWN LOCATION

Located on Whiskey Row, the site is 300 ft from KFC Yum! Center, a 20,000+ seat venue hosting 115 events annually. Additionally, the property is within a mile from NuLu – Louisville's East Market District home to over 100+ concepts. With a vibrant mix of commercial, entertainment, and residential units in the immediate vicinity, the location offers direct visibility and access to the growing customer base in the core of Louisville's central business district.

BUILDING FEATURES

- 24,000 SF over 5 levels
- Turn-Key Entertainment Venue
- Brand New AV System
- Brand New Restaurant Equipment
- Ceiling Heights up to 45' (Floor 1 – 2)
- RFID System in place (Point of Sale)

3-STORY BAR AND MUSIC VENUE



3 BEDROOM PENTHOUSE AIRBNB SUITE



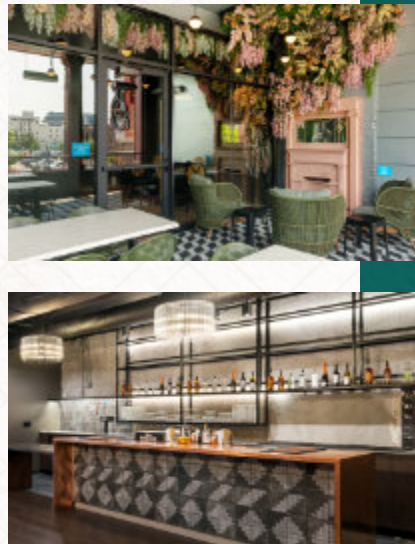
EVENT ROOMS





THE HISTORY

With a long rich history on W Main Street, 121 Main's story thru time revolves around a few of the most famous names in the bourbon industry. Through strenuous renovation efforts, the current owners have preserved aesthetic attributes of the property that both hint to the past, but also allow for modern commercial activity.



1888

Bernheim Brothers move to Louisville to be closer to the center of Kentucky distilling



1890

Bernheim Brothers purchase Pleasure Ridge Park Distillery (7 miles SW of Louisville)



1896

Pleasure Ridge Park Distillery burns to the ground, and the Bernheim Brothers sell 121 W. Main St. to open a new distillery in Shively, KY (9th distillery in America)

1899

W.L. Weller & Sons purchase 121 W. Main St. to be closer to the waterfront for steamboat shipment



1920

Prohibition hits America, and Julian Van Winkle sells "medicinal spirits" from the storefront

1935

Stitzel-Weller Distillery is formed post-prohibition, the building is abandoned

Stitzel-Weller Distillery is built by Julian "Pappy" Van Winkle, opening on Derby Day



Current

Sazerac produces brands such as WL Weller, Van Winkle and Buffalo Trace



FOOD

- | | | | | | |
|-----------------------------------|-------------------------------------|--|---|---------------------------------------|-----------------------------------|
| 01. Proof On Main | 11. Porch Kitchen & Bar | 21. Jimmy John's | 30. Garage Bar | 39. Taj Louisville | 49. The Local Seltzery NuLu |
| 02. Mussel & Burger Bar | 12. Troll Pub Under The Bridge | 22. Wild Eggs | 31. Rabbit Hole Distillery | 40. Lueberry | 50. Grind Burger Kitchen |
| 03. The Misfit Lou | 13. Doc Crow's | 23. Against The Grain Brewery & Public House | 32. Norae Bar | 41. Lou Lou on Market | 51. Nami Modern Korean Steakhouse |
| 04. Bristol Bar & Grille Downtown | 14. Merle's Whiskey Kitchen | 24. Los Aztecas Mexican | 33. La Bodeguita De Mima Cuban Restaurant and Bar | 42. Mayan Cafe | 52. Guaca Mole Modern Mexican |
| 05. Vincenzo's | 15. Parlour | 25. The Last Refuge | 34. Royals Hot Chicken | 43. Wick's Slice | 53. Biscuit Belly - Nulu |
| 06. In Season Harvest Kitchen | 16. Repeal Oak Fired Steakhouse | 26. Louisville Cream | 35. AC Lounge | 44. Seven Cocktails + Bourbon | 54. Akasha Brewing Company |
| 07. Down One Bourbon Bar | 17. Ether's Ice Cream | 27. Goodwood Brewing and Spirits | 36. Butchertown Grocery Bakery | 45. West Sixth NuLu | 55. Feast BBQ |
| 08. Bearno's Pizza | 18. Dasha Barbour's 217 E. Main St | 28. Cured Restaurant & Salumeria | 37. Please & Thank you "Mark" | 46. Gertie's Whiskey Bar - Louisville | 56. Pho Ba Lu |
| 09. Bluegrass Brewing Co. | 19. Stevie Ray's Blues Bar | 29. Nouvelle Bar & Bottle | 38. Quills Coffee | 47. Emmy Squared Pizza: Nulu | 57. TEN20 Craft Brewery |
| 10. The Old Spaghetti Factory | 20. Magnum Moon Hayloft Bar & Grill | | | 48. Cherry Pickin | 58. High Horse |



ENTERTAINMENT

- 59. Kentucky Peerless Distilling
- 60. Frazier History Museum
- 61. Louisville Slugger Museum & Factory
- 62. Kentucky Science Center
- 63. KMAC Contemporary Art Museum
- 64. Muhammad Ali Center
- 65. The Kentucky Center for the Performing Arts
- 66. Fourth Street Live!
- 67. KFC Yum! Center
- 68. Cressman Center for Visual Arts
- 69. Louisville Slugger Field

HOTELS

- 70. TownePlace Suites By Marriott
- 71. 21c Museum Hotel Louisville
- 72. Homewood Suites by Hilton
- 73. Galt House Hotel, Trademark Collection by Wyndham
- 74. Hyatt Regency Louisville
- 75. Louisville Marriott Downtown
- 76. Courtyard by Marriott Louisville
- 77. Omni Louisville Hotel
- 78. Holiday Inn
- 79. Aloft Louisville Downtown
- 80. Hotel Distil, Autograph Collection
- 81. Moxy Louisville Downtown
- 82. Hampton Inn Louisville Downtown
- 83. Springhill Suites by Marriott
- 84. Cambria Hotel
- 85. Residence Inn by Marriott
- 86. Home2 Suites by Hilton
- 87. Hancock House
- 88. AC Hotel Louisville Downtown
- 89. Stellar Suites

TRAFFIC
COUNT:

13K DAILY ON
W. MAIN ST.

4 FLOORS

21' FRONTAGE
ON MAIN ST.

ON THE
BUS LINE

HAS FREEWAY
VISIBILITY

121 W. MAIN STREET • LOUISVILLE, KENTUCKY • WHISKEY ROW

	1 MILE	3 MILES	5 MILES	10 MILES	10 MIN. DRIVE
POPULATION					
Population	13,484	114,893	263,954	661,670	250,241
5-Yr Growth	2.8%	1.8%	1.4%	1.2%	1.9%
Median Age	40	38	38	39	38
5-Yr Forecast	42	40	40	40	40
White/Black/Hispanic	31% / 63% / 4%	53% / 41% / 3%	59% / 36% / 5%	69% / 25% / 7%	56% / 39% / 4%
5-Yr Forecast	31% / 63% / 4%	53% / 41% / 3%	59% / 36% / 5%	69% / 25% / 7%	56% / 39% / 4%
Employment	97,911	164,555	2245,956	453,565	116,632
Buying Power	\$134M	\$2B	\$5B	\$15.2B	\$4.8B
5-Yr Growth	6.3%	4.5%	3.7%	3.2%	4.2%
College Graduates	18.1%	23.5%	24.9%	27.4%	28.5%
HOUSEHOLD					
Households	5,859	51,918	114,882	281,315	109,146
5-Yr Growth	3.2%	1.9%	1.5%	1.2%	1.9%
Median Household Income	\$22,873	\$37,888	\$43,830	\$54,073	\$43,792
5-Yr Forecast	\$23,567	\$38,826	\$44,797	\$55,095	\$44,783
Average Household Income	\$45,471	\$55,997	\$63,127	\$73,084	\$66,212
5-Yr Forecast	\$46,914	\$57,013	\$64,010	\$74,113	\$67,356
%HighIncome(>\$75K)	19%	24%	28%	34%	29%
HOUSING					
Median Home Value	\$225,745	\$144,480	\$151,879	\$175,199	\$179,192
Median Year Built	1967	1949	1951	1964	1950
Owner/Renter Occupied	11% / 89%	37% / 63%	50% / 50%	58% / 42%	48% / 52%

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CONTACT

Lee Weyland, CCIM

Partner

T: +1 (502) 387 2476

lee@core502.com

Tyler Smith, CCIM

Managing Partner

T: +1 (502) 558 8078

tyler@core502.com

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REAL ESTATE PARTNERS