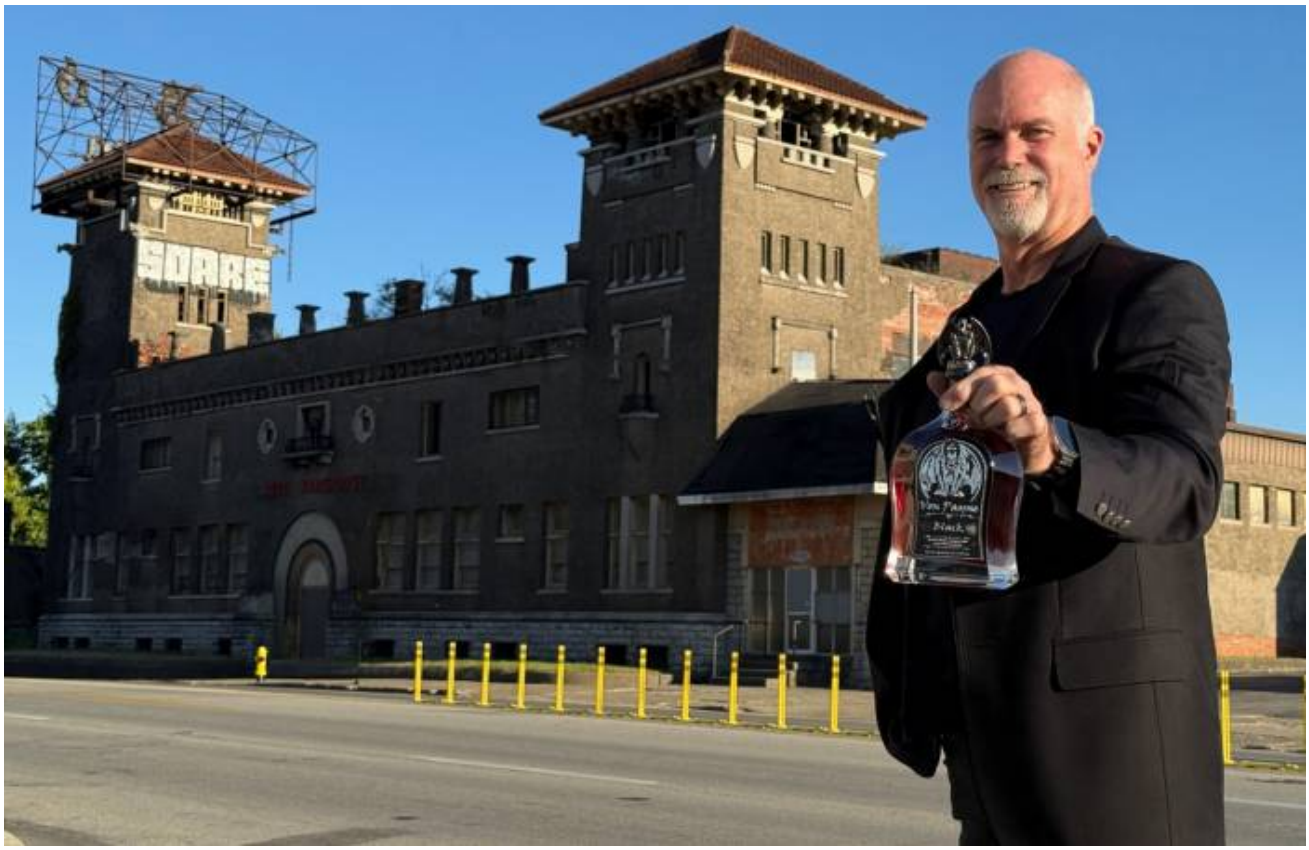
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Von Payne Spirits to Transform Historic Louisville Bakery into Distillery and Tasting Destination

Gothic-themed whiskey brand plans restoration of landmark building, promising jobs and a unique addition to Kentucky’s Bourbon Trail

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Von Payne Spirits, a whiskey brand recognized for its gothic-inspired style and distinctive gargoyle-themed bottles, has purchased the historic Whiteside's Bakery Company building at 1400 West Broadway in Louisville's West End. The company announced plans to transform the 60,000-square-foot Mission-style structure into The Von Payne Castle, a distillery and tasting experience that aims to become a new destination on Kentucky's Bourbon Trail.

The building, designed by architect Arthur Loomis and opened in 1908 as Bond Bread, was once considered one of the most advanced bakeries in the country. Its East Tower features four gargoyles, a detail that aligns with Von Payne's branding. The site has been vacant for years but is now set for restoration and redevelopment.

Von Payne Spirits intends to preserve the historic character of the property while introducing modern elements that reflect the brand's alternative image. The facility will offer tastings of Von Payne's products, including its bourbon and black currant-infused whiskey. Plans also include immersive events designed to highlight the brand's unique approach to spirits.

Louisville Mayor Craig Greenberg welcomed the announcement, noting that the project will bring new jobs and investment to the West End. "We're excited to welcome Von Payne Spirits as they create a new life for a Louisville landmark," Greenberg said. "This is another sign of Louisville's amazing economic momentum, and it will be the perfect addition to the world-class experiences that make our city so vibrant."

Steven Allen, founder of Von Payne Spirits, said the company wants to offer something different from traditional bourbon experiences in Kentucky. "We're not just bringing another bourbon to Kentucky—we're bringing something different," Allen said. "An experience that expands the possibilities of the night."

The redevelopment is expected to contribute to ongoing efforts to revitalize Louisville's West End, an area that has seen renewed attention from both public and private sectors in recent years. The project will add to Louisville's reputation as a center for spirits tourism and is expected to attract visitors interested in both whiskey and local history.

Von Payne Spirits is known for its flagship product, Von Payne Black, which blends bourbon with natural black currant flavors. The company markets itself as offering more than just whiskey, promoting a lifestyle of exploration and individuality.

No timeline has been announced for when The Von Payne Castle will open its doors. The company says it will share more details about construction and programming in the coming months.