



Press Kit



WHO WE ARE

Our Mission



Relentlessly driven by innovation and proudly rooted in tradition, we put our best in every bottle.

Honest, classic hospitality is at the heart of everything we do. We refuse to cut corners, from our spirits to how we treat our guests. We're committed to transparency, respect, and building lasting connections with our community. By listening closely and openly sharing our craft, we aim to be a trusted, approachable source for premium spirits, cocktails and savoring indulgence.



OUR VISION

NEVER CUT
CORNERS



To deliver a premium experience in every glass, starting with our Las Vegas home and growing at a thoughtful pace, sharing our commitment to uncompromising quality and timeless hospitality with the world.



Rooted in emotion
and experience, we
aim to go beyond the
bottle to create
meaningful moments
in every sip

OUR SPIRITS

2025 DISTRIBUTION

VODKA



40% ABV

Exceptionally clean,
smooth, with a
versatile nature.

WHITE RUM



40% ABV

Perfectly balanced,
smooth, light bodied,
yet full of flavor.

COFFEE LIQUEUR



27.1% ABV

Rich, sophisticated
flavor profile, with low
sugar content.

GIN



47% ABV

Bright citrus, bold
botanicals, clean,
refreshing, herbal lift.

BOURBON



47% ABV *

Bold, warm, oaky with
strong notes of caramel
and brown sugar.

* NOT CURRENTLY AVAILABLE, PHOTO
DEPICTS SINGLE BARREL RELEASE

OUR SPIRITS

DISTILLERY ONLY

SPICED RUM



40% ABV
Complex, smooth light
sweetness, finishing
warm.

OVERPROOF RUM



63% ABV
Concentrated sugarcane
flavor, blooming plantain
and citrus notes, long
warm finish.

NEW MAKE BOURBON



40% ABV
Raw and unrefined,
natural grain sweetness
and smooth finish.

DARK RUM



45% ABV
Dry and complex.
Molasses rich with
cocoa, oak richness,
baking spice.

*

OUR COCKTAILS





OUR DISTILLERY

All our spirits are made entirely in house, from milling the grains to bottling the final product. We proudly use two Carl copper pot stills, Swan and Rose, and an 18 plate column still. Our barreled spirits are at the mercy of the harsh fluctuations of the Las Vegas Valley climate, allowing for accelerated aging but requiring more attention to perfect a refined balance. We pay obsessive attention to our cuts, leaving our hearts as clean, smooth, aromatic middle cuts that make for spirits you can sip straight without regret.





OUR TASTING ROOM

Tucked away and unassuming, our tasting room is a welcome surprise to every guest who enters. It embodies classic luxury and genuine warmth, paying homage to the golden era of Vegas, with its historical photos, rich wood, and subtle touches of gold. Guests can discover playful Easter eggs throughout the space, settle into cozy seating, and spend hours sipping our creative craft cocktails, snacking on curated bites, and soaking up our timeless hospitality.



OUR TOURS

The Spirit of Legends

Our tour, Making the Spirit of Legends, is an immersive, hands-on and in-depth experience leading guests through the process of distilling from grain to glass. Guests can touch, smell, and taste what makes the spirit of legends. Special limited tours with extended focus on specific spirits are also occasionally offered.



Social MEDIA



@LASVEGASDISTILLERY



IN THE PRESS

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Las Vegas Distillery Opens Production Facility and Tasting Room in Henderson's Booze District

Photos courtesy of Las Vegas Distillery



Las Vegas Distillery is now open, set in the heart of Henderson's Booze District. Under new ownership since 2022, the renovated and retrofitted space is now open to the public. It features a fully operational distillery, from raw grain to bottling, an interactive tour, an immersive tasting room, craft cocktails showcasing world-class spirits, and bottle sales.

"We are thrilled to open our doors to the community with fully upgraded production equipment, a knowledgeable and passionate team, and a beautiful tasting room to enjoy the very finest cocktails," said owner Rob Soucier. "Las Vegas Distillery is unique to the Las Vegas Valley, and we are looking forward to serving local cocktail and spirit enthusiasts as well as curious tourists interested in the pride and productions behind our spirits."

the spirits

Concerning tradition and in the spirit of innovation, Las Vegas Distillery produces high-quality spirits, including vodka, rum, bourbon, whiskey, and American single malt, and the small batch process, headed by Master Distiller Jonny Ver Planck, with over 20 years of fermentation and distillation experience, is managed from start to smooth finish in the Henderson facility, including barrel aging.

PRG the Magazine



Currently, the spirits being bottled and offered in the tasting room include:

- **VODKA** - cane and grain-based, made with hard white winter wheat and unrefined Louisiana cane sugar;
- **WHITE RUM** - single blend rum with a base of blackstrap molasses and unrefined cane sugar from a single source mill in Louisiana;
- **COFFEE LIQUEUR** - rum base with anaerobic processed Colombian beans, roasted and cold brew extracted by Dark Moon Coffee Roasters in Henderson, Belizean cacao, Mexican vanilla, and Louisiana cane sugar, bottled at 54.2 proof;
- Special limited edition release of **OVERPROOF RUM** - a pure single rum, 100% molasses fermented and distilled twice in copper pot stills at 126 proof, full-flavored, and
- two **NEW MAKES** that are the start of the progression series tracking the aging of the Bourbon Whiskey and American Single Malt from unaged to 6, 12, and 18 months - unaged version of the **AMERICAN SINGLE MALT** mash bill and un-aged version of the **BOURBON** mash bill.

Guests can expect different spirits released and rotated every month.



THE TOP 100 RESTAURANTS IN LAS VEGAS 2025

From Strip standouts to neighborhood hangouts, here's our guide to the finest food and drink in Las Vegas

By Jonathan L. Wright



LAS VEGAS DISTILLERY

Distillery | Henderson | Off Strip

The operation has settled nicely into its renovated space with a full distillery (raw grain to bottling), a tasting room paying homage to classic Vegas, craft cocktails, bites and bottle sales. Releases are available only at the tasting room. New make bourbon and single-malt whiskey — "new make" being the term for the clear unaged spirit from a fresh distillation — are released every six months or so until the spirits have reached maturity. Elvis, a sculpted golden leopard, welcomes guests to the tasting room with TV loops and photographs of legendary Vegas moments. Go for an Eastgate Sour harnessing distillery vodka, prickly pear, lemon matcha green tea foam and a flurry of raspberry dust.

7330 Eastgate Road, Suite 100
lasvegasdillery.com



The Spirit of Las Vegas: From Mash to Magic at the Las Vegas Distillery

By Nathan A. Karpman for Las Vegas Weekly

Tucked away in an unassuming industrial corner of Henderson—just minutes from the raucous of the Las Vegas Strip—is one of Nevada's best-kept secrets: the Las Vegas Distillery. While tourists flock to mega-resorts and micrology bars, locals in the know slip past the glitter to this unpretentious temple of booze, where history, chemistry, and unapologetic creativity come together in every bottle.

But this isn't just a place to sip a good cocktail. It's a living, breathing laboratory of flavor and passion. It's also a lesson in Nevada's rebellious, spirited past—and the future of local hospitality. We visited for a full tour and tasting, and let's just say we came thirsty and left obsessed.

Where It All Began

The Las Vegas Distillery was founded in 2021 by George Rizzo, a visionary who didn't just want to make spirits—he wanted to legitimize the making of spirits. Before his efforts, Nevada had no framework for craft distilling. It was the Wild West in all the wrong ways. Rizzo lobbied state legislators, changed laws, and opened the state's first legal distillery since Prohibition.

He also released Nevada's first legal, bourbon-aged spirit, a whiskey with a significant place in state history. Although Rizzo passed away in 2021, his legacy is woven into every well, barrel, and bottle. His family kept the business afloat through the pandemic, before new ownership stepped in and gave the space a thoughtful facelift in 2024. They added a

clean, new tasting room, redesigned tour experience, and an approach to hospitality that balances warmth with education. The result? A boutique distillery that's as serious about the story as it is about the spirit.

Let's Talk Fermentation and Fire

Our tour guide, Sam, greets guests with a smile, a sharp wit, and a degree in Distillation Science with a minor in Yeast Behavior. As we gather around gleaming copper stills with names like Swan and Rose, Sam explains the fermentation process. Imagine yeast at E.C. They've got all you can eat sugar sip temps, and no supervision. They go wild, reproduce like crazy, make alcohol, and eventually die of alcohol poisoning.

She points to the bubbling fermentation tanks, where em, yeast water, wheat, and malted barley are breaking down into mash. It's science, sure—but it feels like art.

The stills operate in two modes: pot distillation for flavor-rich spirits like rum and whiskey, and column distillation for cleaner, high-proof neutral spirits like vodka and gin. But what truly redefines this operation is the obsessive attention to "cuts"—the removal of heads and tails from the distillation run, leaving only the coveted "heart." These hearts are the clean, smooth, aromatic middle cuts that make for spirits you can sip straight without regret.

Distilling the Spirit of Vegas

Inside the production facility, you learn quickly that nothing is accidental. The white rum? It's had cane sugar, half molasses—giving it the right balance of sweetness and structure. The overproof version? 100% blackstrap molasses, double pot-distilled, and bursting with earthy depth. Even their vodka—typically the least expressive of spirits—has character. Made from hard winter wheat and cane sugar, it finishes mellow and round, with subtle vanilla and banana notes.

Their gin is a London dry style on paper, but much more fascinating in practice. The core botanicals—juniper, coriander, licorice root—are infused with vapor-extracted grapefruit and lemon peel, giving it a fresh, almost floral dimension. It's the kind of gin that could do black tie martinis or poolside cocktails with equal ease.

And then there's the coffee liqueur, a complex, bourbon barrel-aged potion brewed with beans from local roaster Dark Moon. It's earthy, toasty, and deeply satisfying—less sugary than your average café cordón and far more grown-up.

Barnes, Bourbon, and the Magic of Nevada Aging

The first leg of the tour took us into the barrel room, where hundreds of toasted, charred oak barrels rest under ambient lights. The scent is divine—vanilla, toasted coconut, campfire smoke, and memory. Due to the harsh desert climate, spirits age differently here. The hot, cold cycles

accelerate extraction from the wood, often aging whiskey in two years what might take four elsewhere. But it also means the team must taste constantly to avoid over-aging and preserve balance.

And get this: because of Vegas' dry air, the water evaporates faster than the alcohol. The result? Stronger booze. "Reverse angel share," they call it. We call it divine intervention.

Enter the Tasting Room

After the factory floor tour, we were escorted into the gleaming new tasting room—an inviting space with rustic black fixtures, burnished wood details, and a vibe somewhere between a speakeasy and a science lab.

Sam handed us a welcome drink, a custom Old-Fashioned, embellished with the Old-Fashioned garnish. "We can print anything on it," she said. "Logos, slogans, faces, you name it."

Signature Cocktails Worth the Hype

The bar menu is anything but basic. Here are just a few of our favorites:

The Sack Lunch

Ward's first choice of the night combines vodka, lemon, strawberry jam, and peanut butter foam. Served with a dusting of aged cheese and a brown paper bag. It's childish, nostalgic, and genius. I labeled like childhood memories and middle crises in one sip.

Eastgate Sour

Rizzo's pick of the night. Prickly pear, lemon, and matcha foam with a raspberry dust rim. Bright, botanical, and stunning in the glass.

Miss Bee-Heiver

A gin-based cocktail that sips with floral and citrus notes. Elegant, complex, and just a little rough. We bought the gin on the spot.

Smoked Old-Fashioned

Bourbon, maple, smoked pecan wood. Off-menu and unforgettable. The kind of drink that makes you want to quote Sinatra.

Let's Eat, Two

Expecting standard bar fare? Think again. The food was just as impressive as the spirits.

Charcuterie Board

An eclectic, delicious spread of cheeses, cured meats, and pickled veg—perfectly paired with spirits and designed to prep your palate.

The Cuban Sandwich

Crispy, melt-y, savory perfection. Everything balanced, nothing overwhelming.

Pizzas

Two half pizzas - supreme-style combo with peppers, sausage, and spice, and a sweet-spicy pineapple and jalapeño blend drizzled with something magical.

"Two gay men walk into a bar and see a pizza named after Ann-Margret. You know how that ends," we joked.

Why We Didn't Have a Hangover

We asked Sam how we could drink so much fine cocktail, a flight of spirits and wake up the next morning feeling great. Her answer: clean distillation and zero additives.

"There's nothing in here that doesn't belong," she said. "We cut deep into the heads to make sure you enjoy your night—and your morning."

Fun Facts You'll Learn on the Tour

1. Nevada had no legal distilleries until 2021. 2. The distillery sits on a former Swan and Rose.

Upcoming Releases & Events

Expect big things in the coming months. Their dark rum debut for World Rum Day on August 15, complete with new Old-Fashioned jar and food. Bourbon barrels can look forward to a two-year barrel release in the fall. Each limited run is bottled and sold on-site until it's gone.

Final Thoughts

The Las Vegas Distillery doesn't feel like a business. It feels like a love letter—to spirits, to history, to community, and to the city of sin and reinvention.

It's just speaking, past classroom, past lounge—and completely unforgettable. If you haven't taken the tour yet, book it. If you've only been once, go back. Whether you're a cocktail nerd, a history buff, or just looking for a fabulous date night that ends with banana notes and zero regrets, this is the spot.

Tours run daily. Cocktails are handcrafted. Spirits are for sale on-site. And hangovers? Optional.

For more information, visit lasvegasdillery.com and follow lasvegasdillery.com and lasvegasdillery.com. Las Vegas Distillery is located at 7330 Eastgate Rd, Suite 100 in Henderson.

Instagram Reels

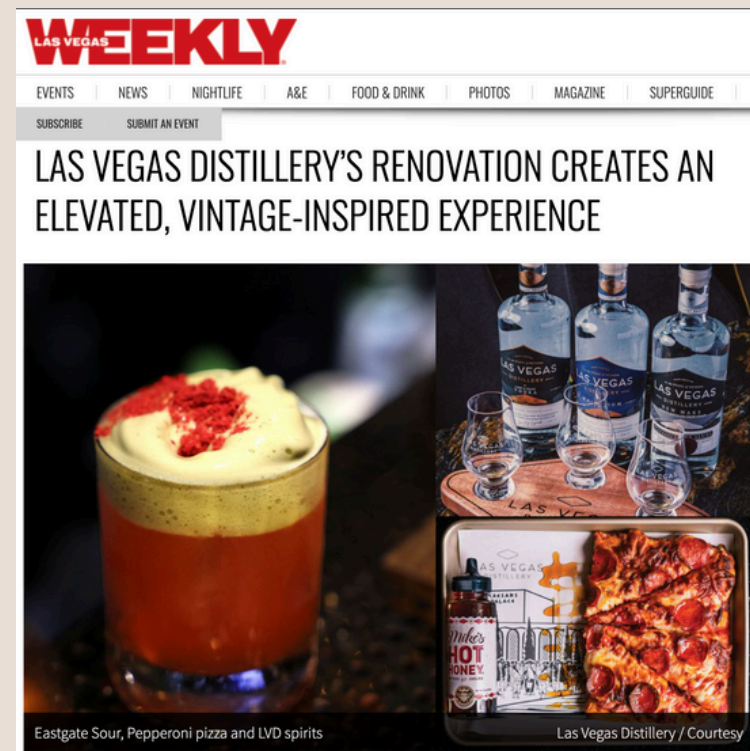
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Publications

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