**The Blenders at Barrell Craft Spirits introduce Stellum Spirits with a Quartet of Cask Strength Bourbon and Rye Whiskey Blends**

**Barrell Craft Spirits Introduces Stellum Spirits with a Quartet of Cask Strength & Single Barrel Bourbon and Rye Whiskey Blends**

**Barrell Craft Spirits Introduces Stellum Spirits with a Pair of Cask Strength Blends & Single Barrel Bourbon and Rye Whiskies**

**Barrell Craft Spirits Introduces Stellum Spirits with a Line of Cask Strength Blends & Single Barrel Bourbon and Rye Whiskies**

**Stellum Spirits Toasts the Modern Whiskey Drinker With New Line of Cask-Strength Bourbon & Rye Whiskey**

*Breakthrough Brand Blended by Barrell Craft Spirits Embraces the Vitality of American Whiskey to Create the Next Generation of Classic Whiskeys*

<https://twitter.com/StellumSpirits>

<https://www.instagram.com/stellumspirits/>

<https://www.facebook.com/stellumspirits/>

CUT: Stellum Spirits, a new national brand created to celebrate the modern-day whiskey drinker, today officially launched its inaugural flagship offerings, including bourbon (blue label), rye (green label), and single barrels, which are all bottled at cask strength. By embracing the vitality of American whiskey today, Stellum is focused on creating the next generation of classic whiskeys that include all facets of the American story in its vision. The new brand is produced by Barrell Craft Spirits®, the award-winning independent blender and bottler of unique aged, cask-strength sourced whiskey and rum. For more information, visit www.stellum.com (Photo: Business Wire)

Twitter cut: “We wanted to create a brand that brings American Whiskey into the modern age with simple elegant blends and single barrels selected with care and intention”

LOUISVILLE, Ky.--(BUSINESS WIRE)—

1) The core Stellum Bourbon release: Cask Strength, 114.98 proof blend of 3 Indiana Bourbon Mashbills, KY Bourbon, and TN Bourbon. Based around 5-6 year old barrels but 4-16 year old barrels are utilized. This is not a batch, it will be always available and consistent.

2)The core Stellum Rye release: Cask Strength, 116.24 proof blend of primarily 95% rye Indiana Mashbill. KY and TN rye barrels are also used in small amount to add complexity and mouthfeel. 4-10 year blend. This is not a batch, it will be always available and consistent.

3) Stellum Single Barrell Bourbon, bottled at Cask Strength. For now these are all Indiana. True single barrel cask strength offerings each bottled at the proof from the barrel when bottled.

4) Stellum Single Barrell Rye, bottled at Cask Strength. For now these are all Indiana. True single barrel cask strength offerings each bottled at the proof from the barrel when bottled.

**### START ###**

Barrell Craft Spirits®, the award-winning independent blender and bottler of unique aged, cask-strength sourced whiskey and rum has introduced Stellum Spirits. It's a new national brand "created to celebrate the modern-day whiskey drinker."

Stellum Spirits inaugural offerings include a quartet of cask strength and single barrel bourbon and rye sourced whiskies. Stellum strives to improve the flavor, process and ideals of traditional American whiskeys. The blended versions are available now and the single barrels are expected to follow at a later date.

Barrell Craft Spirits says this new project looks to investigate the importance of nuance and micro differentiation in a paired down and minimalist setting. Stellum is designed to be clean, straightforward, and remarkably polished. This is whiskey factored down to its most defining essentials, blended and packaged with an eye towards clean lines and definition.

“We wanted to create a brand that brings American Whiskey into the modern age with simple elegant blends and single barrels selected with care and intention,” said Founder Joe Beatrice.

“Our whiskeys are created through a rigorous process of study, observation, and experimentation. We are driven by progress, polish and—above all—attention to detail. We will always think critically about how to make our whiskey better.”

Beatrice is intimately involved with every step of the production process, using his exceptional palate to choose and create great spirits alongside Chief Whiskey Scientist Tripp Stimson, Chief Product Innovation Officer Will Schragis, and Assistant Blender Nic Christiansen.

**Stellum Bourbon – A Blend of 3 Indiana Bourbons**

Stellum Bourbon finds its flavor in the tension of three Indiana Bourbon mash bills, two of which are high-rye, with the third being almost exclusively corn. Older barrels from both Kentucky and Tennessee are folded in slowly, through a multi-step blending process. This brings added layers of depth and complexity, ultimately allowing us to round out a uniquely Stellum flavor profile.

**Stellum Bourbon – A Single Barrel Bourbon**

Bottled at barrel cask strength this Indiana bourbon is bottled at proof directly from the barrel.

**Stellum Rye – A Blend of Indiana, Kentucky and Tennessee Ryes**

The identity of Stellum Rye is rooted in a tried and true 95% Rye Indiana mash bill. To enhance this classic style, we incorporate small amounts more barley-forward rye and choice barrels from both Kentucky and Tennessee. This brings a full, round mouthfeel and flashes of buttery sweetness to an otherwise spicy and tightly focused Rye Whiskey.

**Stellum Rye – A Single Barrel Rye**

Bottled at barrel cask strength this Indiana rye is bottled at proof directly from the barrel.

Stellum Bourbon is bottled at 114.98 proof (57.49% ABV) while Stellum Rye is bottled at 116.24 proof (58.12% ABV). Both expressions have an SRP of $54.99 and are available at select retailers in 45 U.S. markets.

The Stellum single barrel bourbon and rye whiskies are expected later.

 and online via the Stellum website at www.stellum.com.

For more information, follow Stellum Spirits on [Facebook](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.facebook.com%2FStellum-Spirits-106508187992711&esheet=52402768&newsitemid=20210329005540&lan=en-US&anchor=Facebook&index=4&md5=84a42c3f0d00f05c259c8c2b35014d93), [Twitter](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Ftwitter.com%2FStellumSpirits&esheet=52402768&newsitemid=20210329005540&lan=en-US&anchor=Twitter&index=5&md5=95c4c8457b9acf770d85254a60250280), and [Instagram](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.instagram.com%2Fstellumspirits%2F&esheet=52402768&newsitemid=20210329005540&lan=en-US&anchor=Instagram&index=6&md5=1f1ecd53d378d6fe9dd0296d9f5c285b) or visit [www.stellum.com](https://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.stellum.com&esheet=52402768&newsitemid=20210329005540&lan=en-US&anchor=www.stellum.com&index=7&md5=0fd64bd9eb43d43564f6186cb7ecfe50).

Stellum Spirits

Stellum Spirits is devoted to bringing American whiskey into the modern age with simple, elegant blends and single barrels selected with care and intention. Stellum Spirits is produced by Barrell Craft Spirits®, the award-winning independent blender and bottler of unique aged, cask-strength sourced whiskey and rum.

**### END ###**

Stellum Spirits, a new national brand created to celebrate the modern-day whiskey drinker, today officially launched its inaugural flagship offerings, including bourbon (blue label), rye (green label), and single barrels, which are all bottled at cask strength. By embracing the vitality of American whiskey today, Stellum is focused on creating the next generation of classic whiskeys that include all facets of the American story in its vision.

The new brand is produced by Barrell Craft Spirits® (BCS), the award-winning independent blender and bottler of unique aged, cask-strength sourced whiskey and rum. Stellum strives to improve the flavor, process and ideals of traditional American whiskeys. American culture has always been about reaching towards modernity. Stellum looks beyond outdated assumptions of who whiskey drinkers (and whiskey makers) are to embrace that fundamentally progressive ethos.

The launch of Stellum Spirits is the result of BCS’ years of industry-leading innovation in American whiskey. This new project investigates the importance of nuance and micro differentiation in a paired down and minimalist setting. Stellum is designed to be clean, straightforward, and remarkably polished. This is whiskey factored down to its most defining essentials, blended and packaged with an eye towards clean lines and definition.

“We wanted to create a brand that brings American Whiskey into the modern age with simple elegant blends and single barrels selected with care and intention,” said Founder Joe Beatrice. “Our whiskeys are created through a rigorous process of study, observation, and experimentation. We are driven by progress, polish and—above all—attention to detail. We will always think critically about how to make our whiskey better.”

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For more information, follow Stellum Spirits on [Facebook](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.facebook.com%2FStellum-Spirits-106508187992711&esheet=52402768&newsitemid=20210329005540&lan=en-US&anchor=Facebook&index=4&md5=84a42c3f0d00f05c259c8c2b35014d93), [Twitter](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Ftwitter.com%2FStellumSpirits&esheet=52402768&newsitemid=20210329005540&lan=en-US&anchor=Twitter&index=5&md5=95c4c8457b9acf770d85254a60250280), and [Instagram](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.instagram.com%2Fstellumspirits%2F&esheet=52402768&newsitemid=20210329005540&lan=en-US&anchor=Instagram&index=6&md5=1f1ecd53d378d6fe9dd0296d9f5c285b) or visit [www.stellum.com](https://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.stellum.com&esheet=52402768&newsitemid=20210329005540&lan=en-US&anchor=www.stellum.com&index=7&md5=0fd64bd9eb43d43564f6186cb7ecfe50).

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