



PRESS RELEASE

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B.R. DISTILLING COMPANY OPENS MEMPHIS TASTING ROOM

Blue Note Bourbon Team Now Offering Behind the Scenes Tours + Tastings of Award-Winning Lineup



(Photo courtesy of B.R. Distilling)

MEMPHIS, TN: B.R. Distilling Company, Memphis' oldest licensed distillery, is elated to announce it is now offering tours at the distillery as well as tastings in a newly opened 550-square-foot tasting room. Fans of the award-winning bourbon line-up will now have the opportunity to learn about the brand as well as sample the three Blue Note Bourbons: Blue Note Juke Joint, Blue Note Crossroads, and Blue Note Uncut.

The personal tours of the 27,000-square-foot production facility will be led by the Blue Note team sharing their extensive knowledge of the brand and industry. The experience will offer guests an intimate understanding of what goes on behind the scenes, giving visitors a fascinating look into the history of bourbon and the art of crafting it. Having recently landed on both Whisky Advocate and Food & Wine's lists of "must buys" with Blue Note Juke Joint Uncut and Blue Note Crossroads, B.R. Distilling offers an unparalleled experience like no other.

"We were looking to capture the feel of Blue Note Bourbon along with the essence of Memphis, all while providing an authentic visitor experience," said President and COO Logan Welk. "As awareness of our brand has increased over the past few years, we viewed this opening as a beneficial way for our fans and customers to get to know more about us."

Founded in 2013, the business was originally operated as a vodka distillery, but later shifted its focus to aged spirits. Welk personally designed and renovated the space with the assistance of local plumbers and electricians. The wooden interiors were constructed from recycled oak pallets that were used to store barrels. What was originally named Big River Distilling became B.R. Distilling. Today, the distillery is known as a Memphis classic, and bourbon lovers from around the country have flocked to the location to attend the personal tasting tours.

The tours are set to run weekly on Thursday and Friday afternoons, from 1:30-2:30 and 3:30-4:30 p.m. CST. The experience lasts about an hour, and information on purchasing tickets can be found [here](#).

Interviews, photography, and product are available upon request.

About Blue Note: Blue Note Bourbon is offered in three different expressions – **Blue Note Juke Joint** (MSRP \$34.99), **Blue Note Uncut** (MSRP \$49.99), and **Blue Note Crossroads** (MSRP \$44.99). Follow Blue Note on Instagram ([@BlueNoteBourbon](#)). More information can be found at www.BlueNoteBourbon.com.

About B.R. Distilling Company: B.R. Distilling Company is the oldest distillery in Memphis, TN, and produces two award-winning brands, Blue Note and Riverset, as well as several private label brands. Blue Note embodies Southern Culture and Delta Flavor. Blue Note is bold yet approachable with big notes and a smooth structure. Blue Note and Riverset are currently distributed in Alabama, Arkansas, Colorado, Connecticut, Florida, Georgia, Kansas, Kentucky, Louisiana, Mississippi, Missouri, New Jersey, New York, Oklahoma, South Carolina, Tennessee, and Texas. For more information, visit www.BRDistilling.com.

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