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Our Story

It started one summer vacation.

On the last evening of summer vacation, our family had a tradition of scrambling to use up all remaining cocktail ingredients to avoid hauling them back home. On one such occasion, the batch of stuff remaining on the counter included some bourbon, maple syrup, fresh cream and vanilla. Being a somewhat creative bunch, we mulled over our options.

At first glance, the consensus was that we couldn't do much. Then someone had the brilliant idea of adding some ice and firing up the blender to make a Bourbon Milkshake. BOOM! We were off to the races to use up what we didn't want to bring back home. That last night of summer vacation, our family enjoyed a bounty of Bourbon Milkshakes along with some fine grilling.

As the night wore on and the kids finally fell asleep, we chatted outside enjoying the end-of-summer chill in the air. We brewed a pot of coffee to keep us warm. After realizing we had used up the coffee creamer earlier in the day, someone decided to pour a little bourbon cream libation into their coffee. Upon tasting the drink, they exclaimed "awesome." This quickly led to naming the cocktail our "Awesome American Coffee."

I hope you enjoy my Brown Jug Bourbon Cream liqueur, because I sure had a fun time making it.

Thank you for your support and cheers, Dave

OUR VOICE:

- Americana inspired honest, hard working with a dash of fun, all wrapped up in a brilliant American libation
- Patriotic and American Owned
- Entertaining
- Family, friends, communities and neighbors

OUR CONSUMER:

- 60% female/40% male
- New bourbon entrants
- Desiring new ways to enjoy bourbon
- Enjoys frozen drinks, with coffee moments and tired of current offerings
- Loves to share, be the first to try and will be a passionate advocate