01 / ORIGINS & PEOPLE

Asbury Park Distilling Co.

Jersey grain. Coastal character. A botanical second act.

Asbury Park opened its tasting room in 2017 and developed a gin-driven spirits family. Its sourced Double Barrel Bourbon and house-made Small Batch Bourbon follow different production paths within the same creative home. [1, 2, 8]

Home: Asbury Park, New Jersey.
Address: 527 Lake Avenue.
Opening: Memorial Day weekend 2017.
Master distiller: Kelly Bodnar, current company listing. [1, 3, 8]



A downtown place for production

The 2014 proposal needed a change permitting light manufacturing at its Lake Avenue site. Andy Karas described assembling a six-partner venture after New Jersey’s craft-distilling reform. Gin, vodka and a tasting-room program arrived before the documented bourbon offering. A modern opening is distinct from the city’s earlier distilling history. [8–10, 16, 17]

From the still to the bar

Bill Tambussi led early production. The current biography says Bodnar joined in 2018, working with him until his 2023 departure. Her bar background shapes a cocktail-minded approach. Historical coverage names Kelly Lynch as assistant distiller; the current official name and title are used here. [3, 8, 11]

Watercolors are symbolic interpretations, not exact buildings or documentary portraits.

02 / HISTORY & PLACES

An urban distillery takes shape.



2013–2014 Craft-license reform is followed by the Lake Avenue proposal and planning recommendation. Approval and opening remain different events. [9, 10, 16, 17]

2017–2018 The tasting room opens. Kelly joins; Double Barrel Bourbon is documented by July 2018 alongside early spirits recognition. [3, 8, 11]

2020–2021 A pandemic sanitizer response supports community needs. The company records its 2021 gin Double Gold and Best in Class result. [2, 12]

2022 Official San Francisco results list Small Batch Bourbon with silver. This dates its presence, not its exact first release day. [14]

2023 Tambussi’s departure marks a leadership transition. Bartender awards separately recognize aquavit and Small Batch Bourbon. [3, 15]

Read the place by its role

Downtown Asbury Park: production and tasting room.
Shiloh, New Jersey: Rabbit Hill supplies Small Batch grain.
The Jersey Shore: cultural setting and visual identity.
Double Barrel’s original distillery: not identified by the producer description reviewed. [1, 2, 4, 18]

An edited chronology; the complete profile retains 11 individually illustrated milestones and their qualifications.

03 / WHISKEY, STORIES & SOURCES

Two paths. One creative home.

Double Barrel: sourced two-year bourbon, 60% corn, 36% rye, 4% malted barley; ex-gin-cask finish; 88 proof. No upstream distillery is inferred from the recipe. [2]

Small Batch: New Jersey corn, rye and malted barley; local fermentation, distillation and maturation; minimum four years; six to ten selected barrels in the current producer account. These specifications are expression-specific. [2, 18]



The detail worth knowing: Barrel Finished Gin rests in new American oak. Former gin casks then give Double Barrel its botanical second act. The mermaid identity connects juniper, rye, coastal architecture and the company’s stated welcoming values. [2, 4]

Research notes & linked sources

Researched October 19, 2026. Plans, opening and release evidence keep separate dates. Early all-local coverage does not override the producer’s explicit sourced-bourbon account. Awards belong to their product and year. Current schedules remain on the official site. Watercolors are symbolic. [2, 3, 8–11, 14–19]

[1] Behind the Barrel
[2] Current spirits
[3] Current team
[4] Mermaid symbolism
[5] The tasting room
[6] Distillery tours
[7] Cocktail classes
[8] 2017 opening
[9] 2014 proposal
[10] Planning change
[11] 2018 recognition
[12] 2020 interview
[13] Press archive
[14] 2022 SFWSC
[15] 2023 Bartender awards
[16] 2013 statute
[17] Treasury report
[18] Rabbit Hill grains
[19] 2018 site visits