01 / ORIGINS & PEOPLE

A Memphis point of view.



B.R. DISTILLING · BLUE NOTE & RIVERSET

Memphis supplies an address, a maturation setting and a musical identity. B.R. Distilling brings Blue Note bourbon and rye together with Riverset, while offering aging, storage, bottling and private-label services. The producer’s location is distinct from the origin of each whiskey. [1,2,13]

The current history dates the original license to 2014 and B.R. holding it to 2018. A 2020 announcement instead gives a 2013 founding and a 2017 ownership and direction change. Those dates describe an uneven record, not one interchangeable anniversary. [1–3]

Chris Crosbie became CEO in September 2025 after joining in 2024. The announcement names Green River as a distilling partner. That relationship supports a Memphis producer’s work; it does not establish ownership of the Kentucky distillery. [4]

02 / HISTORY & PLACES

Barrels with several histories.

2014–2018
License origin, a reported change of direction and B.R.’s holding date remain distinct. [1–3]

2019–2022
A Kentucky warehouse collapse enters the later survivor-barrel story. Uncut gains wider recognition in 2022. [5]

By 2021
A seventeen-year Tennessee bourbon shows the role of older sourced stocks. [6,7]

2024
Special Reserve begins; Honey Rye and Honey Bourbon explore honey-seasoned wood. [14,16,18,19]

2025–2026
Annual Special Reserve compositions change again, alongside a new CEO in 2025. [4,15–17]



Memphis: the operating home
B.R. lists 802 Royal Avenue and describes aging north of downtown near the Mississippi and Wolf Rivers. Its climate account emphasizes hot summers and cooler evenings. [2,19]

Kentucky: a partner’s role
Green River is the named distilling partner in the 2025 announcement. The storm narrative belongs to Owensboro, but does not identify every Uncut bottle as survivor stock. [4,5]

Tennessee: older whiskey
The seventeen-year release and Special Reserve components preserve a separate Tennessee origin. The age of sourced whiskey is not the age of the producer. [7,14]

03 / WHISKEY & STORIES

Read the release. Follow the wood.

French oak staves distinguish the current Toasted expression at 100 proof. Historical Crossroads bottles retain their own name. Uncut offers cask strength, but the product and shop pages differ on minimum age and single-barrel versus microblend format. Read the actual label. [8–10]

Special Reserve changes from seven components in 2024 to ten in 2025 and nine in 2026. Their strengths are 112.5, 116.3 and 119.9 proof. Components and unique finish types are different counts. [14–17]



A barrel’s second role

Honey-seasoned wood returns to whiskey finishing. The 2024 Honey Bourbon was 115.7 proof; the current listing is 117.8, with expected shipping language. Editions matter. [19,20]

LINKED SOURCES & RESEARCH QUALIFICATIONS

1. Blue Note: company and team
2. B.R. Distilling: company and services
3. 2020 company expansion announcement
4. September 2025: new CEO
5. Blue Note: storm barrels and recognition
6. Blue Note news archive
7. Seventeen-year Tennessee bourbon
8. Uncut: current product specification
9. Uncut: differing shop description
10. Toasted French Oak
11. Wheated Bourbon 101
12. Blue Note Straight Rye
13. Riverset Rye: brand identity
14. 2024 Special Reserve composition
15. 2025 Special Reserve composition
16. February 2025 Special Reserve launch
17. 2026 Special Reserve composition
18. August 2024 Honey Rye launch
19. October 2024 Honey Bourbon launch
20. Honey Bourbon: current edition
21. Blue Note: present and past releases
22. Juke Joint bourbon

Founding dates and Uncut age descriptions conflict. Honey Rye’s launch text contains a stray “bourbon” reference. Source notes in the full profile preserve these qualifications. Interpretive illustrations.