BARRELL CRAFT SPIRITS

The art of choosing. The science of bringing it together.



Origins & people

Joe Beatrice launched Barrell in Louisville in 2013 after a career in marketing and technology. A formative barrel tasting and Scottish independent bottlers helped inspire a company built around sourcing and blending. It did not begin with a claim to distill every component itself. [1]

Tripp Stimson joined in January 2017 following distillery-science and operations work. Nic Christiansen joined in 2019 and leads blending and private-barrel work. Science and disciplined sensory judgment meet at the blending table. [1,3]

A composition, not one fixed recipe

Numbered batches, finishing expressions and annual releases preserve their own origins, ages and proofs. Foundation broadened the vocabulary in 2023 as a documented 100-proof, non-cask-strength bourbon. [4,10,18]

History & places

Milestones in the blending story



2013 / 2017 / 2019 Barrell begins; Stimson and Christiansen join in separate chapters. [1,3]

2021 Seagrass and the related Stellum brand launch. [7]

2022 Sixteen-year Gray Label Seagrass is introduced; the Gold Label archive records twenty-year Canadian rye bottlings. [8,19]

2023 The tenth-anniversary blend looks back through earlier stocks. September brings the Jeffersontown facility unveiling; October brings Foundation at 100 proof. [5,9,10]

January 2026 A company release announces the Jeffersontown facility sale and plans for blending consolidation at Gilmore. A facility transaction does not establish a brand acquisition. [2]

Separate places, different roles

Louisville The company’s founding setting and Kentucky-crafted blending identity. Origin states still describe where component whiskeys were distilled. [1,4]

Jeffersontown The former blending/bottling chapter. The 2023 release also described a nearby historic rickhouse; its dated capacity is not a present inventory count. [5]

Gilmore The original facility named in the 2026 consolidation plan. Completion timing and visitor access remain unverified. Illustrations are symbolic. [2]

Whiskey & stories

Finish separately. Then bring together.



Seagrass uses American and Canadian rye with Martinique rhum, Madeira and apricot brandy casks. Armida separately finishes three bourbons in pear brandy, Jamaican rum and Sicilian amaro casks. [11,13]

Vantage focuses on oak itself: Mizunara, French and toasted American virgin-oak treatments. Finishing choices become components to balance before the final blend. [17]

Dovetail’s name is a joinery analogy; Barrell says nearly a year went into refining its interlocking blend. Armida’s name honors Beatrice’s mother, according to the company’s family-farm account. These are attributed stories, not invented production steps. [12,13]

Linked primary sources

1. Company origins & people
2. 2026 company facility-sale release
3. Stellum team
4. Current Batch 038
5. 2023 facility-unveiling release
6. Batch 024 historical post
7. Official 2021 retrospective
8. 16-year Gray Label introduction
9. Tenth-anniversary blend
10. Foundation 2023 announcement
11. Seagrass finishing
12. Dovetail & joinery story
13. Armida & family-name story
14. Gray Label Bourbon editions
15. Private Barrel Program
16. New Year edition archive
17. Vantage oak treatments
18. Current Foundation specifications
19. Gold Label Seagrass 2022