Blue Run Spirits

Modern wings. Kentucky roots.

A design-minded Kentucky whiskey brand built around mature stocks, contract distillation and the art of blending.



BRAND LAUNCH
October 2020

BRAND HOME
Georgetown, Kentucky

IDENTITY
Brand / producer

01 / A MODERN BEGINNING

Old whiskey. A new perspective.



Blue Run launched with a 13-year bourbon in 2020. Its founders brought experience from technology, design, hospitality and public life. Mature stock gave a young company a starting point with depth. [1]

The name honors Georgetown’s Royal Spring, known to the brand as the Blue Run. Its viceroy-inspired butterfly expresses transformation. [1]

02 / PEOPLE WHO SHAPE THE LIQUID

Jim Rutledge

The 2021 High Rye release identifies Rutledge as contracted master distiller at Castle & Key, a role distinct from his earlier liquid-advisor work. [2]

Shaylyn Gammon

Blue Run identifies Gammon as Head of Whiskey and Master Blender. Her Flight blends show what a few carefully selected barrels can create. [1, 3]

The Blue Run chapters

A young brand’s path through Kentucky whiskey

03 / SELECTED MILESTONES

2020 — **A mature beginning**
October: a 13-year bourbon launches the brand with mature whiskey. [1]

2021 — **A distilling chapter**
October: High Rye links Jim Rutledge’s contract-distilling role to Castle & Key. [2]

2022 — **The art of the micro-batch**
October: Gammon’s first Flight Series showcases blends of two to five barrels. [3]

2023 — **A new corporate home**
August 8: Molson Coors acquires Blue Run, expanding its Coors Spirits portfolio. [4]

2023 — **Three ages, one expression**
August 23: Trifecta blends six-, eight- and nine-year bourbon at 117.1 proof. [5]

2026 — **Blueprint arrives**
April: a 105-proof flagship combines wheated bourbon with an experimental Founders’ Mash. [6]

04 / PLACE DOES NOT ALWAYS MEAN DISTILLERY



Watercolor architecture is symbolic.

Castle & Key

The original High Rye release names this Frankfort distillery. Brand home, distilling site and maturation location are different parts of the story. [2]

Meander: a proposed home

The March 2023 Georgetown plan projected a 2025 opening. This research did not confirm an opening; the target remains a historical projection. [7]

The whiskey behind the wings

Recipes, selected barrels and the stories they carry

05 / HOW AN EXPRESSION TAKES SHAPE



High Rye: a disclosed recipe

The 2021 release used 65% corn, 30% rye and 5% malted barley at 111 proof. These details belong to that edition. [2]



Flight: a few barrels, many possibilities

Blue Run defines a Flight micro-batch as two to five barrels. Each blend reflects a separate selection decision. [3]



Trifecta: three ages in balance

The 2023 blend combines 46% six-year, 22% eight-year and 32% nine-year bourbon. The figures describe its components. [5]

06 / A DETAIL WORTH RETELLING



A detour through Spain

Blue Run says Trifecta’s nine-year component reached Spain after purchase and had to return to Kentucky. It is a producer-attributed journey, not a Spanish barrel finish. [5]

SOURCES / OPEN THE LINKED TITLES

[1] Blue Run: brand story & team

[2] High Rye launch · October 2021

[3] Flight Series I · October 2022

[4] Molson Coors acquisition · August 2023

[5] Trifecta launch · August 2023

[6] Blueprint launch · April 2026

[7] Georgetown / Meander plan · March 2023

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