01 / ORIGINS & PEOPLE

Broken Barrel Whiskey Co.

Break the barrel. Build a recipe.

Broken Barrel asks what happens when finishing wood becomes a second recipe. Founder Seth Benhaim’s Oak Bill names the stave combination, alongside the mash bill that describes the grains. The result connects California experimentation with sourced whiskey and Kentucky production. [2,6]



Founded: 2017. **Founder:** Seth Benhaim. **Creative base:** Los Angeles. **Method:** selected stave finishing. These roles are documented in dated company announcements and interviews. [1,6]

From infusion to a whiskey identity

Benhaim began Infuse Spirits in a family garage in 2012 and moved into whiskey in 2017. A 2019 announcement separated the whiskey identity under Broken Barrel and introduced the Single Oak Series. The company’s later core releases named Owensboro Distilling, now Green River, as their Kentucky source. Brand creation, distillation and finishing each contribute a different part of the story. [1,3,4,6]

The people and the roles

Benhaim shaped the finishing approach. In April 2023, Infuse Spirits Group announced Simon Burch as CEO and a shareholder, with Benhaim moving to founder and chief creative officer. Jacob Call’s source-distiller credit belongs to the January 2022 core announcement. These are dated roles rather than a verified current staff list. [6,10,11]

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

02 / HISTORY & PLACES

A brand built around a second recipe



2012–2018 Infuse Spirits begins in a garage; whiskey follows in 2017, with rye and cask-strength bourbon added in 2018. [1,3]

2019 A separate Broken Barrel identity and the Single Oak Series expand the wood and whiskey combinations. [4]

2021–2022 California research, new packaging and a detailed Kentucky core announcement make the production roles easier to follow. [2,5,6]

November 2022 Americana adds an Indiana/Kentucky blend with charred oak, toasted oak and apple-brandy-cask staves. [7,8]

2023 Regional awards and a leadership transition precede Black Hjerte coffee-cask and Honey Smoke Reserva collaborations. [9–13]

Read the place by its role

Los Angeles was the documented creative and small-project base. **Owensboro, Kentucky** supplied and produced the dated core range. **California’s Central Coast** contributed Cabernet-cask influence, while **Indiana** supplied components for selected blends. Green River’s history and corporate ownership remain separate from Broken Barrel’s brand history. Historical visitor addresses are not current opening-hour advice. [2,6,8,15,16]

The complete website supplies all 12 individually illustrated milestones and the full source qualifications.

03 / WHISKEY, STORIES & SOURCES

Read the grain. Then read the wood.

The January 2022 core used a bourbon recipe of 70% corn, 21% rye and 9% barley; Heresy used 95% rye and 5% barley. The common Oak Bill combined 40% ex-bourbon, 40% new French oak and 20% sherry-cask staves after initial maturation. California Oak used a different, Cabernet-led wood recipe. These are dated edition specifications. [6]



Americana broadens the sources; Black Hjerte connects coffee liqueur and whiskey through seasoned wood; Honey Smoke Reserva pairs honey and sotol cask histories. [7,8,12,13]

The tool and the experiment. Benhaim associated the pickaxe emblem with his grandfather and described the hands-on work of opening barrels. Behind the striking imagery sits a repeatable creative task: select wood, test combinations and taste the result. In 2023, Broken Barrel won Brand Innovator and its Cask Strength won Best Kentucky Finished Bourbon, distinct from the global finished-bourbon title. [9,17]

Research notes & linked sources

Research checked October 19, 2026. The brand site was unavailable; dated releases and interviews support this guide. Current availability and titles are not presumed. The 2023 appointment release contains a conflicting 2022 dateline, resolved by contemporaneous reporting. Full qualifications appear on the website.

[1] 2024 founder interview
[2] 2021 Whiskey Lore
[3] Bourbon Road 190
[4] 2019 rebranding
[5] 2021 Owensboro visit
[6] 2022 core recipes
[7] Americana release
[8] Bourbon Road 326
[9] 2023 award organiser
[10] Leadership release
[11] Appointment date check
[12] Black Hjerte release
[13] Honey Smoke Reserva
[14] 2024 TAG results
[15] Green River location
[16] Supplier sale adviser
[17] 2022 founder interview