01 / ORIGINS & PEOPLE

Brother’s Bond Bourbon

Friendship, four grains and a widening whiskey world.

Brother’s Bond began with Ian Somerhalder and Paul Wesley’s shared interest in bourbon. Launched in May 2021, the brand grew from an original blend into a family of whiskeys with different proofs, grain balances and production relationships. [1,3]

Identity: whiskey brand and blender.
Original production: Lawrenceburg, Indiana.
Later partner: Southern Distilling, North Carolina. [5–7]



A relationship becomes a recipe

The founders’ account describes distillery visits and a year of kitchen blending. The original 80-proof bourbon combines corn, rye, wheat and barley. Its approachable strength provided a starting point for more concentrated and differently composed releases. [1,15]

The people and the partners

Vincent Hanna is identified as CEO in the 2025 financing announcement. North Carolina distiller Pete Barger and 1 Hotels selectors Steven Minor and Harrison Deakin appear in the hotel release. Their distinct roles show a whiskey business built through collaboration. [9,11]

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

02 / HISTORY & PLACES

A short history, with clear roles



2021 The brand launches; a reported $50,000 donation establishes its Kiss the Ground connection. [1,4]

2022–2023 Cask Strength arrives, followed by American Blended Rye and another cask-strength batch. [5,6]

2024 Regenerative Grain introduces the North Carolina partnership. Seven-Year Bottled in Bond follows. [7,8]

2025 Financing and global partnerships support expansion. A hotel selection and new regenerative batch broaden the range. [9–12]

2026 The 50ml straight bourbon joins JetBlue’s onboard offering from October 1. [14]

Read the place by its role

Lawrenceburg is explicitly named for the 2022 and 2023 releases. Southern Distilling in Statesville supplies the 2024 regenerative chapter. Plano is the brand’s contact location; Columbia appears in its product footer. Mailing and company addresses are not proof of distillation. [1,5–7]

The complete website contains all 12 illustrated milestones and source qualifications.

03 / WHISKEY, STORIES & SOURCES

Read the whiskey by its expression

The published method describes sour mash, roughly three days of fermentation, a copper column and doubler, and 120-proof barrel entry. These details describe that method, not every partner release. [2]



Original: 80 proof. **Cask Strength:** batch-variable proof. **Rye:** 95 proof. **Bonded:** seven years, 100 proof. **Current regenerative:** at least four years, 92 proof. [15–19]

The friendship in the name and the Bottled in Bond expression are separate ideas. Likewise, the early charity donation and later regenerative-grain sourcing tell different parts of the story. Environmental benefits remain attributed company claims. [4,7,19]

Research notes & linked sources

Research: October 18, 2026. The full profile records conflicting 2024 sourcing language and the 2023 proof/ABV mismatch. Current specifications do not identify every historical bottle. Sources below link to the complete records.

[1] Brand story
[2] Published method
[3] 2021 rollout
[4] Charity donation
[5] First Cask Strength
[6] Rye introduction
[7] Regenerative launch
[8] Bonded release
[9] 2025 financing
[10] Global partners
[11] 1 Hotels selection
[12] New Batch release
[13] 2025 business update
[14] JetBlue launch
[15] Straight Bourbon
[16] Cask Strength
[17] American Rye
[18] Regenerative Grain
[19] Bottled in Bond
[20] Bundle / discrepancy