01 / ORIGINS & PEOPLE

Coopers’ Craft

The barrel makers behind the bourbon.



A younger bourbon label

Brown-Forman launched Coopers’ Craft in 2016 to honor the people who make barrels. It is a bourbon brand within the company, rather than a separately established visitor distillery. [S1, S4]

An older industrial inheritance

The parent’s story begins with George Garvin Brown in 1870. Its purchase of Wood Mosaic in 1945 led to Bluegrass Cooperage. These are antecedents to the brand, not its founding dates. [S5]

A collective craft

Coopers shape and fit staves, heads and hoops, then use heat to transform the barrel’s interior. The brand makes that often-unseen work its central subject. [S1, S6]

People in the launch story

At the 2019 expansion, master distiller Chris Morris explained the new expression’s wood treatment. Brand director Heather Howell described its positioning and packaging. These are historical roles, not a current staff list. [S7]

02 / HISTORY & PLACES

Wood, work & change

1870 / 1945

Brown-Forman begins in Louisville; decades later, its Wood Mosaic purchase creates Bluegrass Cooperage. [S5]

2016 / 2017

Coopers’ Craft launches at 82.2 proof. The parent later announces Louisville heading and staving modernization. [S1, S6]

2019

Barrel Reserve arrives at 100 proof. IWSC records a Silver medal for the named expression that year. [S7, S8]

February 2024

Brown-Forman announces the sale of its Alabama cooperage, a separate operation supplying Jack Daniel’s. [S9]

January 2025

The company announces Louisville cooperage closure by April 25 and a move to external barrel supply. [S10, S11]

May 1, 2025

The Louisville facility and asset sale is completed, with a barrel supply contract recorded in a later filing. [S12, S13]



Place does not prove a stillhouse

Louisville anchors the brand and its cooperage heritage. The reviewed current product pages do not identify an expression-specific distillation facility. The Alabama transaction concerns another site; it does not establish where a Coopers’ Craft batch was distilled or where its barrel was made. [S2-S4, S9]

03 / WHISKEY & STORIES

Two ways with wood

Original: Beeched & Birched

Original is 82.2 proof (41.1% ABV). Beech and birch charcoal filtration follows aging. That filtration medium is distinct from the wood used to construct the maturation barrel. [S1, S3]

Reserve: Chiseled & Charred

Barrel Reserve is 100 proof (50% ABV). Its American white oak barrel has a chiseled, charred interior. The brand describes the modified surface as increasing whiskey-and-wood interaction. [S2]



Read heritage in its own time

Company-owned Louisville cooperage claims from the 2016 launch describe the past. The 2025 sale changes that ownership story; it does not itself prove the brand was discontinued. Current official pages still describe both expressions. [S1-S3, S12]

SOURCES & FURTHER READING

S1 2016 brand launch

S2 Barrel Reserve specifications

S3 Original specifications

S4 Current brand & ownership

S5 Parent historical timeline

S6 2017 cooperage investment

S7 2019 expansion: producer release repost

S8 IWSC Silver medal, 2019

S9 Alabama sale announcement

S10 2025 closure announcement

S11 SEC restructuring disclosure

S12 10-Q: completed Louisville sale

S13 Fiscal 2026 results corroboration

Checked October 19, 2026. No current age, mash bill or batch-level barrel supplier is asserted. Historical roles and ownership are dated. Illustrations are symbolic.