01 / ORIGINS & PEOPLE

Deutsch Family

A wine family’s path into whiskey.



A company before a whiskey portfolio

Bill Deutsch founded W.J. Deutsch & Sons in 1981 as a wine importer. Partnerships with French producers and the later success of Australian [yellow tail] supplied a brand-building foundation. Spirits followed in 2009. [S1]

Family in the name

Peter joined in 1985 and became CEO in 2007. The 2012 name change to Deutsch Family Wine & Spirits made the family model and expansion beyond wine explicit. Mike Dee’s presidency began in April 2025. [S2, S12]

Blending is a separate craft

Alan Kennedy’s path includes pastry, wine and bartending, plus mentorship from Dave Pickerell. His current Redemption role centers the selection and blending of whiskey. Brand ownership does not make the corporate office a distillery. [S17]

Knowledge passes between makers

Bib & Tucker’s 2026 bonded release was stewarded by apprentice blender James Joseph under Kennedy. The team selected mature barrels from one distilling season, working within the release’s stated constraints. [S14]

02 / HISTORY & PLACES

Brands, barrels & place

1981 / 2001

A French-wine importer develops into a broader brand builder. The [yellow tail] launch is a major expansion point. [S1]

2009 / 2012

Spirits join the portfolio; the company later adopts the Deutsch Family Wine & Spirits name. [S1, S2]

2015 / 2017

Redemption is acquired first. Bib & Tucker and Masterson’s follow from 3 Badge two years later. [S3-S5, S9]

2023 / 2025

Double Char uses a second charred, smoked barrel. Gold Roast introduces coffee-bean infusion. [S10, S11]

April 2026

Redemption introduces new packaging and Straight Bourbon at 92 proof. Older bottles retain their original specifications. [S13]

July / August 2026

Bib & Tucker and Redemption announce distinct bonded bourbons for September national release. [S14, S15]



An address is not a stillhouse

Stamford is the corporate home. Bib & Tucker’s 2026 bonded release names Tennessee Distilling Group in Columbia. Redemption’s new bonded single barrel names Ross & Squibb in Indiana and a Frankfort, Kentucky bottler. These are release-specific roles, not one shared Deutsch distillery. [S6, S14, S15]

03 / WHISKEY & STORIES

Different paths to flavor

Wood and coffee do different work

Double Char uses a six-year base plus at least five months in a heavily charred, sugar-maple-smoked barrel. Gold Roast instead uses roasted Arabica beans and cold extraction with Muletown Coffee. One is added maturation in wood; the other deliberately introduces coffee. [S10, S11]

A name with a sense of dress

“Bib and tucker” refers to fine attire. The name and decorative presentation evoke an earlier era, while the company trade sheet dates the brand itself to 2014 and its Deutsch association to 2017. [S9]



Keep the expression in view

Redemption Rye and High Rye Bourbon use different recipes. Masterson’s emphasizes rye and pot distillation. Bib & Tucker’s 12-year release is individually barrel-bottled at 99 proof. Their shared owner does not make them interchangeable. [S8, S16, S18]

SOURCES & FURTHER READING

S1 Company history & family
S2 2012 name change
S3 2015 Redemption acquisition
S4 Transaction adviser’s account
S5 2017 firsthand company confirmation
S6 Current parent portfolio
S7 Bib & Tucker brand overview
S8 Masterson’s Rye description
S9 FY22 Bib & Tucker trade sheet
S10 2023 Double Char announcement
S11 2025 Gold Roast announcement
S12 2025 president appointment
S13 2026 Redemption relaunch
S14 2026 Bib & Tucker bonded release
S15 2026 Redemption bonded: producer repost
S16 Current Redemption recipes
S17 Alan Kennedy biography
S18 12-year single-barrel specification
S19 Bib & Tucker bonded product page
S20 Current Bib & Tucker range

Checked October 19, 2026. Production claims apply to named releases. Current bonded-source evidence is not assigned to older barrels. Illustrations are symbolic.