01 / ORIGINS & PEOPLE

# A conversation becomes whiskey.



## EVERNORTH / FREELAND, MICHIGAN

Dan Shook and Sean Paisley built an audience as the Bourbon Junkies before putting their own whiskey choices into bottles. EverNorth's official introduction ties the producer to that community; a September 2024 founders' conversation documents the transition. [1,9]

A January 2025 account dates the company's beginning to 2023. The public header of a Bourbon Junkies update already uses EverNorth in January 2024. These mark a young company's emergence, not a claimed first distillation in Michigan. [6,10]

The team page names Brandon Sprague in product innovation and tasting-room work. Sourcing and an expressed contract-distilling ambition form part of the producer's mission. A company, a public tasting room and a whiskey's original distiller each have different roles. [2,5]

02 / HISTORY & PLACES

# A northern home. Wider origins.

### 2023-2024

Reported founding leads into dated EverNorth community updates. The Virtue Spirits, LLC name appears in a separate trademark record. [6,10,14]

### April 2024

The Alec Bradley Uncut partnership announces an Essence single-barrel pairing. The partner describes tasting 23 barrels before selecting one. [7]

### 2024-2025

Night Stalker Volume 1 is documented at 114 proof. Founder interviews and independent rye coverage broaden the public story. [8-11]

### November 2025

Arctic Spirit Volume 02 is documented as a bourbon-and-rye blend at 54% ABV. Its specifications belong to that volume. [12]




### Freeland

The official visitor page lists the tasting room at 1100 Rockwell Drive. Check current details before a visit. [5]

### Indiana to Michigan

The 2024 collaboration describes an MGP selection aged in Indiana before an additional period in Michigan. It is one barrel’s route, not a universal origin. [7]

### Another rye’s journey

UPROXX describes its featured 95/5 rye as Indiana-distilled and Maryland-aged. Distillation and maturation can happen in different places. [10]

03 / WHISKEY & STORIES

# One cask. Many possibilities.

Essence follows individual barrels of bourbon, rye and American whiskey. The bear, bull and wolf distinguish the official family identities. Age, proof and recipe must follow the actual selection. [3]

Omen takes another path. Night Stalker blends sourced bourbons from volume to volume; Spirit Walker uses finishing within its experimental approach. A family name cannot supply every edition’s recipe. [4]



A visible design story
The Omen designer presents packaging as part of the experience. Our symbolic watercolors are original, not copied labels. [13]

LINKED RESEARCH SOURCES

1. Official introduction
2. Founders and team
3. Essence single barrels
4. Omen blends and finishing
5. Freeland visitor page
6. January 2024 public post header
7. April 2024 partner announcement
8. Night Stalker Volume 1 record
9. September 2024 founders interview
10. January 2025 history and rye
11. February 2025 retrospective
12. Arctic Spirit Volume 02 record
13. Omen packaging designer
14. USPTO: company/name evidence

Research: October 19, 2026. The 2023 founding is attributed reporting. A partner announcement mixes bourbon/light-whiskey terminology; exact label evidence governs. A trademark application’s abandonment does not mean the company closed. Original scenes are interpretive.