01 / ORIGINS & PEOPLE

Frank August

Kentucky whiskey. A modern point of view.

Frank August combines a contemporary identity with Kentucky whiskey and a growing range of barrel experiments. [1,4,6]

Brand home: Bardstown, Kentucky. [19]
Market debut: 2022. [3]
Co-founder, CEO and blender: Johnathan Crocker. [14]
Core: bourbon and rye. [4,13]



A new name, with family meaning

Crocker says the pandemic moved an old idea forward. The name joins a partner’s late father with another partner’s son’s middle name. [2]

Selection and collaboration

Bowie and Potter helped select mature barrels. [7] Their 2024 partnership account also described future distilling plans. [9] Those roles do not identify the source of every aged whiskey.

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

02 / HISTORY & PLACES

A short history, with several turns



2022 The flagship, single barrels and Mizunara experiment establish different paths. [3]

2023–2024 Brandy casks and a named collaboration expand the work. [7,9]

2024–2025 Winter Cover Rye and the flagship bourbon earn separate IWSC trophies. [11,16]

2025–2026 Core rye, Wheated Reserve and newer Case Studies broaden the range. [13,15,17,18]

Read the place by its role

Kentucky is the stated distillation, maturation and bottling origin for the flagship. [4] Bardstown is a business contact, not verified visitor access. [19] Japanese oak and French/island finishing casks add influences without changing company ownership. [6,18]

Dates distinguish announcements, competition years and catalog snapshots from exact launch days.

03 / WHISKEY, STORIES & SOURCES

The choices inside the glass

Case Study 04 blends double-oaked bourbon and rye; proofing occurs at the second fill before further maturation. [12]

Legacy Reserve combines older Kentucky bourbons. [17] French Connection explores apple-brandy and rum casks. [18] The individual source distilleries remain undisclosed in these descriptions.



The 1948 in Case Study 02 concerns earlier brandy-cask contents, not bourbon distilled that year. [8] Winter Cover Rye draws its name from a cover crop and selected winter distillations. [10]

Research notes & linked sources

Read specifications by edition. The Mizunara prose ABV discrepancy and April/May rye introduction dates are explained in the complete profile. Award claims remain category- and year-specific.

[1] Brand story
[2] Crocker interview
[3] 2022 announcement
[4] Core bourbon
[5] Single barrel
[6] Mizunara
[7] 2023 announcement
[8] Brandy casks
[9] 2024 partnership
[10] Winter Cover Rye
[11] IWSC rye 2024
[12] Double oak
[13] Core rye
[14] 2025 announcement
[15] Wheated Reserve
[16] IWSC bourbon 2025
[17] Legacy Reserve
[18] French Connection
[19] Company details
[20] 2024 calendar
[21] Retail record