01 / ORIGINS & PEOPLE

Lucky Seven Spirits

Kentucky bourbon. A cinematic imagination. The art of choosing.

A bourbon sourcing company with a filmmaker’s sense of presentation, Lucky Seven connects whiskey, distinctive bottles and short films. Its personality begins in the names; its substance depends on the barrels selected and the combinations made. [23]



At a glance
Brand launch: 2020 [7]
Founders: Michael Lahalih & John Pals [6]
Master blender: Ashley Barnes [2]
Model: Kentucky sourcing & blending; no owned distillery [2]

A friendship finds its title

In a 2021 conversation, Lahalih recalled watching Casablanca and discovering the story of Lucky Stage 7. After a long naming search, he called Pals with the idea. The college friends wanted whiskey they enjoyed, with a cinematic identity of their own. This is their account of the inspiration. [6]

The judgment behind the blend

Ashley Barnes combines sensory work with a scientific background: biology and chemistry studies, pharmaceutical analysis, then quality-control experience at Buffalo Trace and Four Roses. Her published work spans blending, warehouse profiling and product development. A brand can have a distinctive whiskey maker without owning the equipment that distilled every barrel. [8]

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

02 / HISTORY & PLACES

A young brand, maturing ambitions.



2020 Six-year Jokester and twelve-year Hold Up establish the range. [13] A documented Proprietor Barrel 9 release follows in October, then Holiday Toast in November. [15, 14]

July 2022 Frenchman Batch 01 arrives at 113 proof, finished in new French oak. A different wood treatment expands the range beyond the American-oak finish. [16]

2023 Workhorse enters the retail record in February; nine-year Hold Up follows in October. [18, 19] New Yorker’s November release introduces Amburana finishing. [20]

2024 Custom production at Whiskey House gives Barnes a say in mash bills, yeast and barrels from the beginning. New fill is future stock, separate from older sourced whiskey. [12]

2026 The February Blending House opening announcement adds a documented Shelbyville partner for processing and storage. Its facilities serve multiple brands. [10]

Places with different jobs

Bardstown is documented in the FAQ and an examined New Yorker bottle. [2, 20] Shelbyville’s Blending House now features Lucky Seven among its brands. [9] Whiskey House in Elizabethtown lists it as a custom-production partner; that relationship does not identify the distiller of older sourced bottles. [11]

The full website preserves nine illustrated milestones and the fuller account of people, places, partners and changing releases.

03 / WHISKEY, STORIES & SOURCES

Selection, then transformation.

Compose before the cask
Lahalih describes evaluating and blending the bourbon before its secondary barrel, then monitoring the finish. The underlying whiskey comes first. [17]

Read the edition
Frenchman began with new French oak. [16] Barnes later described refurbished former wine barrels. [7] Those accounts should remain distinct. Proprietor age and proof likewise belong to individual barrels. [22]



The bottle has a cinematic life: official short films share the names The Jokester, The Hold Up, The Proprietor and The Holiday Toast. [5] Early Holiday Toast coverage describes a peel-back movie-ticket label and QR connection, carrying the idea from shelf to screen. [14]

Research notes & linked sources

Researched October 14, 2026. Recipes and proofs are release-specific. Older suppliers remain undisclosed; newer partners do not prove earlier sourcing. Frenchman’s documented cooperage changes are retained. These 23 sources include official pages, interviews, announcements and firsthand bottle records.

[1] The founders’ story
[2] Producer FAQ
[3] Current collection
[4] Current shop and formats
[5] Official short films
[6] Founders and blender, 2021
[7] Barnes interview, 2024
[8] The Spirits Group team
[9] The Blending House
[10] Blending House announcement
[11] Whiskey House partnerships
[12] Custom production report, 2024
[13] Early bottles, May 2020
[14] Holiday Toast record
[15] Proprietor Barrel 9
[16] Frenchman Batch 01
[17] Lahalih on Frenchman
[18] Workhorse introduction
[19] Nine-year Hold Up
[20] New Yorker Barrel 1
[21] Amburana introduction
[22] Proprietor barrel selection
[23] Current producer identity