01 / ORIGINS & PEOPLE

NULU

Prohibition Craft Spirits. A barrel-by-barrel imagination.

NULU is the whiskey story inside Prohibition Craft Spirits, a Louisville business built around the Hazelbaker family. Its identity takes shape at the tasting bench: choosing mature whiskey, comparing barrels and asking what another wood or cask can contribute. [1, 4]



At a glance
PCS founded: 2016
NULU debut: April 11, 2020
Home: 436 Baxter Avenue
Approach: select, blend, finish
Family-owned Louisville business
[1, 3, 4]

A business plan becomes a family pursuit

In June 2015, Harrison Hyden and Jay Blevins brought a craft-spirits idea to financial planner Keith Hazelbaker. Keith established PCS the following year. Carson joined him, and Chase followed as the business developed. Early vodka, gin and rum offered a beginning while the company waited for its bourbon to mature. [1, 2]

A new path through mature whiskey

At the end of 2019, sourced aged bourbon opened another route. NULU launched in April 2020. Chase is now visible in barrel selections, while the visitor program names Harrison in its Master Distiller Experience. A working craft distillery and a sourced-whiskey program coexist in this story. [1, 4, 5]

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

02 / HISTORY & PLACES

A young company, many barrel stories.



2015-2020 A business discussion leads to PCS in 2016. The late-2019 sourcing pivot precedes NULU’s April 2020 debut and barrel-pick program. [1, 2, 5]

2022 Breaking Bourbon documents two MGP selections with different recipes and oak histories. One visit reveals more than one path. [18]

2023 Partner releases explore Amburana, honey, apple brandy and other finishes. A Jalisco blue-agave spirit gains a final chapter in a NULU cask. [19-23]

2024-2025 A Kentucky bourbon pick broadens the origin picture. New Louisville Whiskey Co. appears in a retailer’s ten-year selection from the NULU team. [24, 25]

Current offering The producer’s October 2026 visitor listing lets individuals compare barrels and take home a bottle from a favorite. This is a snapshot, not an opening date. [5]

Louisville home, release-specific origins

Baxter Avenue is the operating and visitor home. The barrel program explicitly identifies MGP bourbon and rye from Indiana. A 2024 Kentucky pick leaves its source distillery unnamed. A 2025 account describes later maturation in a Louisville warehouse. These are different stages and roles, not interchangeable origins. [2-4, 24, 25]

The complete website preserves fourteen illustrated milestones, fuller place histories and the qualifications behind this edited companion.

03 / WHISKEY, STORIES & SOURCES

The selection is part of the craft.

Three ways into the core
Reserve combines selected barrels. Toasted Small Batch blends different toast levels. French Oak uses toasted staves, a distinct method from finishing in a former wine cask. [7-9, 17]



Read the particular expression
Four Grain blends wheated and traditional three-grain bourbons. Uncut Cask Strength can marry barrels without adding water. Single barrel and cask strength answer different questions. [11, 12]

The memorable detail: NULU estimates that only 5-8 percent of barrels tasted qualify for its single-barrel program. That is the producer’s own estimate, not an audited yield. It makes the unseen work of comparison and rejection part of the bottle’s story. [6]

Research notes & linked sources

Researched October 14, 2026. Specifications belong to cited editions. Sources include official producer pages and first-person selection reports. Partner-release dates do not establish global launches. All sources below support the full profile and its expanded qualifications.

[1] PCS founding & NULU launch
[2] Initial participants & company
[3] Current home & visitor offering
[4] Single Barrel Program
[5] The Barrel Pick Experience
[6] Single Barrel Bourbon
[7] NULU Reserve
[8] Toasted Small Batch
[9] NULU French Oak
[10] Single Barrel Toasted Bourbon
[11] Four Grain Bourbon
[12] Uncut Cask Strength
[13] Double Toasted Bourbon
[14] Toasted Rye
[15] Double Oaked Bourbon
[16] Rye Whiskey
[17] Core Bourbon portfolio
[18] July 2022 club selections
[19] February 2023 finished trio
[20] May 2023 wheated & honey
[21] Toasted Honey collaboration
[22] Blue agave birthday barrel
[23] October 2023 experiments
[24] Kentucky toasted selection
[25] New Louisville ten-year pick