01 / ORIGINS & PEOPLE

Nine Banded Whiskey

Austin spirit, with room for everyone.

An armadillo and a concert poster offer a different way into bourbon. Nine Banded built an Austin identity around a shared good time. Its story crosses sourced whiskey, local water, a growing range and a new owner with a new plan. [4, 13, 19]



At a glance
Home: Austin, Texas
Origins: 2015 / 2016 accounts
Identity: whiskey brand
Owner: No Sleep Beverage [1, 2, 4]

People, with dates attached

Later accounts name Sean Foley, Chris Ogden and Whitney Kroenke Silverstein as co-founders. Gary Crowell was CEO in the 2017 announcement. No Sleep became an investment partner in 2023, then announced ownership in 2026. Those roles describe a developing business, rather than an unchanging family stillhouse. [1, 3, 5, 10]

The armadillo connection

The name honors Texas's official small mammal and the spirit of Armadillo World Headquarters. The venue brought audiences together through music and poster art decades before the whiskey brand existed. This is cultural inspiration, not a claim that the concert hall made bourbon. [7-9]

02 / HISTORY & PLACES

The dates tell different stories.



2015 / 2016 Early company and later brand histories differ by a year. The profile keeps both accounts visible. [1, 2]

2017 A Fitzhugh Road tasting room and bottling home are proposed. The founder later confirms that the plan did not materialize. [10, 11]

2019 / 2021 Two 90-proof bourbons broaden the range; a 115-proof wheated expression follows in July 2021. A dated design project gives the Hill Country a new visual role. [2, 6, 12]

2023 No Sleep invests. A renewed Austin-area gathering space is discussed, with music and food. It is not treated here as an open destination. [3, 10]

2026 The owned platform launches in March and acquisition is announced April 9. A May interview outlines one flagship and a Texas-sourcing commitment. [4, 5, 19]

Where the whiskey story happens

Austin is the brand home. Hill Country spring water is a documented blending element. Kentucky and Indiana appear in different historical sourcing accounts. Dripping Springs is a reported blending/bottling location. Keep each place with its role and its edition. [12-17]

03 / WHISKEY & STORIES

Read the edition before the recipe.

Historical Straight Bourbon is documented at 90 proof with an 87/11/2 corn/rye/barley recipe. Wheated Straight Bourbon uses 51/45/4 corn/wheat/barley. Its 2021 cask-strength sibling was announced at 115 proof. [2, 15]



MGP's own 45%-wheat sheet explains one historical grain style. A recipe match alone cannot identify a bottle. Later Indiana reports, older Kentucky accounts and the 2026 Texas sourcing direction remain distinct. The current flagship's exact distiller and recipe are not established here. [14, 17-19]

Linked sources & qualifications

Checked October 20, 2026. Full timeline and qualifications accompany the website. Watercolors are symbolic. The brand domain was unavailable as a current catalog; that does not establish closure. [20]

[1] 2017 producer announcement

[2] 2021 cask-strength announcement

[3] No Sleep investment / 2023

[4] Current owned-brand portfolio

[5] Acquisition announcement / 2026

[6] Drew Lakin design / 2021

[7] Armadillo venue / TSHA

[8] Poster collection / Austin museum

[9] State small mammal / Texas

[10] Renewed tasting-room plan / 2023

[11] Fitzhugh proposal / 2017

[12] Late-2019 bourbons / 2020 feature

[13] Original whiskey / 2019 review

[14] Three bourbons / 2022 review

[15] Historical portfolio / 2024

[16] Wheated bourbon / 2023 review

[17] Conflicting older product entry

[18] MGP wheat bourbon recipe

[19] Charlie Rodman interview / 2026

[20] Brand domain access limitation