01 / ORIGINS & PEOPLE

Pursuit Spirits

First the conversation. Then the blend.

Bourbon Pursuit opened a door to the whiskey business. Ryan Cecil and Kenny Coleman began the podcast in 2015, then launched Pursuit Spirits in 2018. Interviews became a practical education; selecting barrels and building blends became their own work. [1,23]



At a glance
Founded: 2018
Creative center: Louisville, Kentucky
Approach: partner distilling and blending
Core families: Series and United [2,3,21]

Two ways to tell a whiskey story

Pursuit Series preserves the identity of a single barrel, presented as an episode. United makes a composition from several components. The first United bourbon arrived in January 2021 at 108 proof; a rye blend followed that December. Different recipes, places and maturation conditions become tools for the blender. [2,3,4]

The people behind the choices

Cecil is identified as co-founder and master blender, Coleman as co-founder and COO, in the 2025 opening announcement. A minority investment associated with Matt Pittman and Meat Church was announced December 31, 2025. It was not a full acquisition. [9,10]

Original watercolor interpretations are symbolic scenes, not portraits or exact architectural reconstructions.

02 / HISTORY & PLACES

From the microphone to Whiskey Row.



2015 / 2018 The podcast precedes the spirits business and its single-barrel releases. [1,23]

2021 / 2022 United bourbon and rye appear in 2021. The Oak Collection is announced in December 2022. [3,4,5]

2023 / 2024 A Mellwood lease and licenses establish a working home. Double Oaked Bourbon follows in March 2024. [6,7]

2025 Mellwood Legacy availability begins April 9; Whiskey Row opens August 14; a minority investment is announced December 31. [8,9,10]

2026 The KDA welcomes the Whiskey Row destination in July. XS Double Oak launches in October. [11,12]

Read each place by its role

Mellwood Avenue is the documented working address; 722 W. Main Street is the visitor destination. Partner distilleries make the components: current bourbon disclosures name Bardstown, a Tennessee partner and Finger Lakes; rye pages name Bardstown and Sagamore. A present address cannot identify the origin of every older barrel. [6,13,15,20]

Mellwood Legacy revives historical labels through modern releases. The old site, surviving buildings, corporate history and present liquid remain separate questions. [6,8]

03 / WHISKEY & STORIES

A blend is built from decisions.

Current bourbon spans four grains across three component recipes; rye uses three recipes attributed to two partners. Their final blending proportions are not supplied here. Current 88- and 108-proof offerings remain distinct. [13,14,15]



Wood treatment adds another choice. Double Oak Bourbon uses French oak staves; Twice Toasted recombines American- and French-oak finishes. XS rye uses full-size secondary barrels. The bourbon staves’ 36-month seasoning is not whiskey age. [7,12,16,18]

Linked research sources

Checked October 20, 2026. Full qualifications accompany the website.

1. Pursuit Spirits: About
2. Pursuit Series
3. United bourbon launch, 2021
4. United rye launch, 2021
5. Oak Collection debut, 2022
6. Mellwood site: producer history
7. Double Oaked debut, 2024
8. Mellwood Legacy launch, 2025
9. Whiskey Row opening, 2025
10. Meat Church investment, 2025
11. KDA: Trail additions, July 2026
12. XS Double Oak debut, October 2026
13. Triple Batch Bourbon: 88
14. Triple Batch Bourbon: 108
15. Triple Batch Rye: 88
16. Double Oak Bourbon
17. Double Oak Rye
18. Twice Toasted Bourbon
19. P.Club introduction, 2025
20. Visit Pursuit on Whiskey Row
21. Pursuit portfolio overview
22. Private Select program
23. Founders on United, June 2021
24. Mellwood Bourbon