01 / ORIGINS & PEOPLE

Redneck Riviera

Country music, family, and the art of the blend.



A familiar voice can start a whiskey story. John Rich brought his country-music identity to an American blend through a partnership with Eastside. Granny Rich Reserve added a family namesake to the range. [3, 5]

At a glance
Founder: John Rich
Lifestyle brand: 2014
Spirits agreement: 2017
Commercial rollout: 2018
Identity: whiskey brand [2, 3, 6]

A brand before a stillhouse

The lifestyle company reached across clothing, hospitality and licensed goods. Whiskey followed through the October 2017 agreement. The January 2018 launch account credits Eastside team members Mel Heim and Travis Schoney. Brand, partner and source distiller are different roles. [2, 3]

The person behind the reserve

In a 2019 interview, Granny Rich recalled learning to sew and running an alterations shop in Tennessee. Her namesake reserve connects the brand to a working life. It is a family story, rather than evidence of a family-owned distillery. [5, 14]

02 / HISTORY & PLACES

Dates tell different chapters.



2014 / 2017 The lifestyle brand comes first. The spirits license follows in October 2017, with Eastside as the original partner. [2, 3]

2018 A January Nashville launch party precedes a commercial rollout later dated to February. The Nashville bar opens during CMA Fest. [3, 4, 6]

2019 The annual report records Granny Rich Reserve's February introduction; an April brand post describes its blend and 86-proof strength. [5, 17]

2020 A January announcement records the Survival Kit value pack. April brings a dated California retail expansion. [6, 7]

2021 The license ends and inventory transfers. A six-month supplier term gives the change a transition, rather than an instant break in production. [8-10]

Follow each place with its role

Nashville is the brand and hospitality setting. Oregon is the historical partner's home; Milwaukie is named in the 2021 production agreement. Rich announced a Kentucky direction, while today's FAQ says Nashville blending and bottling. A current exact plant is not verified here. [1, 8, 9]

03 / WHISKEY & STORIES

A blend is more than a name.

The 2021 supplier agreement distinguishes the 80-proof original and 86-proof Granny Rich Reserve. The current range also includes Select Honey & Apple. Separate expressions retain their own specifications. [1, 9]



The April 2019 reserve post describes 95% American light whiskey aged at least three years and 5% American malt whiskey aged at least four. Component ages and blend shares are not a grain mash bill or a source-distiller identity. An older bottle still needs its label evidence. [17]

Linked sources & qualifications

Checked October 20, 2026. Historical contracts, current marketing and individual bottle evidence have different roles. No undisclosed distiller, current legal owner or exact plant is invented. Watercolors are symbolic. Full research notes accompany the profile.

[1] Current whiskey range / FAQ

[2] 2017 license / 2018 restatement

[3] Nashville launch / early team

[4] John Rich message / bar opening

[5] 2018 annual report / reserve launch

[6] 2020 rollout / holiday kit

[7] California expansion / April 2020

[8] Transfer announcement / 2021

[9] Transition supplier agreement

[10] Quarterly filing / sale closing

[11] Hospitality brand announcement

[12] 2017 partnership context

[13] Official gallery / event archive

[14] Granny Rich interview / 2019

[15] Shop About / access limitation

[16] Current brand website

[17] Reserve recipe / April 2019