01 / ORIGINS & PEOPLE

Sazerac

A New Orleans name. A world of distinct spirits.

Sazerac is a privately owned spirits company with New Orleans roots and Louisville headquarters. Its name connects a cocktail, a rye brand and a modern visitor site. Its many facilities and brands retain their own identities. [1, 2, 6]

Identity: private parent company.
Heritage: 1850.
Incorporation: 1919.
Headquarters: Louisville, Kentucky. [1, 2]



From cognac to a coffeehouse

The namesake French cognac house dates to 1782. In New Orleans, the company uses 1850 as its heritage date and cites an 1852 newspaper reference to the Sazerac Coffee House. Thomas Handy and fellow employees bought the business in 1869. These are distinct milestones, not interchangeable founding dates. [1–3]

People behind a wider portfolio

Peychaud’s pharmacy anchors the bitters tradition. Stephen Goldring and Malcolm Woldenberg led the 1948 ownership chapter. Drew Mayville selects and blends whisky; Helen Mulholland shapes the Irish story. An August 2026 release names Jake Wenz as president and CEO. [2, 4, 8, 9, 12]

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

02 / HISTORY & PLACES

A company through changing eras.



1919–1948 The company adapts through Prohibition, returns to liquor after repeal and enters a new family-business chapter. [2]

1989–2009 Brand purchases, the Stagg/Buffalo Trace acquisition, Bowman and the Barton/Glenmore transaction broaden the business. [2, 18, 19, 22]

2016–2022 Paddy, Southern Comfort and The Last Drop join. Sazerac House opens in 2019; Lough Gill is acquired in 2022. [6, 14, 15, 17, 21]

2024–2025 BuzzBallz joins; SVEDKA’s sale closes. Lough Gill becomes Hawk’s Rock and Garavogue debuts. [11–13, 20]

2026 Garrard County Distilling joins in August; Au Vodka’s acquisition completes in September. [9, 10]

Read the place by its role

New Orleans: historical roots and Sazerac House.
Louisville: corporate headquarters.
Kentucky: distinct Frankfort, Bardstown, Owensboro and Lancaster facilities.
Beyond: Virginia, Montreal, France, Ireland and other portfolio connections. [1, 2, 6, 9, 14]

An edited chronology; the complete website retains all 22 illustrated milestones and their qualifications.

03 / WHISKEY, STORIES & SOURCES

Many roles behind the label.

There is no universal Sazerac mash bill, still or aging rule. Distilling, blending, selecting mature barrels and owning a brand are different roles. Read each claim at the facility and expression level. [1, 4, 9, 23]

Caribou Crossing illustrates single-barrel selection. Mister Sam blends Canadian and American whiskies. Cognac and The Last Drop’s rare-spirit curation add different traditions. [3–5, 21]



The detail worth knowing: Garavogue’s twenty-year age describes the whiskey selected for its 2025 release, not twenty years of production at the newer Sligo facility. The cocktail, Sazerac Rye, Sazerac House and Sazerac Company are four related identities. [6, 12–14, 23]

Research notes & linked sources

Researched October 18, 2026. Company heritage accounts are attributed; cocktail invention is not settled here. Agreements differ from completed acquisitions. Dated manufacturing and visitor plans do not establish current operations. Watercolors are symbolic. Full qualifications accompany the web profile. [2, 7–10, 12–20]

[1] Our company
[2] Company history
[3] Cognac heritage
[4] Canadian selection
[5] Mister Sam
[6] Sazerac House
[7] 2019 rye bottling
[8] House pamphlet
[9] Garrard County
[10] Au Vodka closing
[11] BuzzBallz closing
[12] Hawk’s Rock
[13] Garavogue launch
[14] Lough Gill
[15] Paddy completion
[16] Paddy negotiations
[17] Southern Comfort
[18] 2009 completion
[19] 2009 agreement
[20] SVEDKA filing
[21] The Last Drop
[22] Buffalo Trace
[23] Brand directory