01 / ORIGINS & PEOPLE

Skrewball

A restaurant idea. A different kind of whiskey story.

Skrewball turns a San Diego restaurant idea into a flavored-whiskey family. Peanut butter anchors the original, with new formats and seasonal expressions taking the story further. [S20]

Identity: Whiskey brand
Launch: July 2018
Origins: Ocean Beach, San Diego [S03]



From the bar to the bottle

Steven Yeng developed a peanut butter whiskey cocktail at his restaurant. Brittany, his wife and a chemist and lawyer, helped make it a standalone spirit. Their different backgrounds became part of the brand’s unconventional identity. [S01]

A partnership with room to grow

Pernod Ricard announced a majority-stake agreement in March 2023; later group reporting places Skrewball in its American whiskey portfolio. [S10] [S19]

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

02 / HISTORY & PLACES

A coastal idea travels



2018–2020. A July 2018 launch leads to wider distribution and a 2020 Market Watch Best New Product award. [S04]

2020–2021. Canada begins in Alberta in December 2020. Caribbean expansion follows in January; a Bills sponsorship adds another public stage in August. [S05] [S06] [S07]

2022–2023. A 70-proof can arrives without mixers. A separate dairy eggnog launches at 29.5 proof and returns more widely the next year. [S08] [S09] [S11]

2024. A new creative campaign precedes an Australian recall of specified labels lacking sesame declaration. The recall is market- and label-specific. [S12] [S13]

2026. Peanut Butter & Strawberry Jelly joins the range at 70 proof in 100 ml cans and 50 ml bottles. [S14]

Origins are not a plant address

Ocean Beach supplies the restaurant origin. The current FAQ describes multi-phase U.S. production and says there is no brand home or tour program. It does not identify every production site. [S02]

The complete website includes thirteen separately illustrated milestones and full research qualifications.

03 / WHISKEY, STORIES & SOURCES

Flavor, format and the family

The proprietary formulation includes whiskey, peanut-derived flavors and cane sugar. A complete mash bill and maturation history are not publicly established here. [S02]

The current core product record gives 70 proof and U.S. origin. [S15]



Original peanut butter whiskey, its small-can format, dairy-cream eggnog and the new PB&J flavor are distinct offerings. The current eggnog page identifies its separate cream-based recipe. [S18]

The brand’s espresso-martini variation combines peanut butter whiskey with coffee liqueur and espresso. It shows how a familiar core flavor can be used in a different cocktail setting. [S17]

Research notes & linked sources

Brand, distiller, bottler and distributor are distinct roles. Historical partnerships are dated. The Australian recall is not generalized worldwide. Current labels and FAQ control ingredient questions; no allergen-free claims are made. Sources checked October 20, 2026.

[S01] Founder story
[S02] Current FAQ
[S03] Infinium 2019
[S04] 2020 award
[S05] Canada 2020
[S06] Caribbean 2021
[S07] Bills 2021
[S08] Can 2022
[S09] Eggnog 2022
[S10] Pernod agreement
[S11] Eggnog return
[S12] 2024 campaign
[S13] Australian recall
[S14] PB&J 2026
[S15] Core product data
[S16] US organization
[S17] Coffee cocktail
[S18] Eggnog product
[S19] Annual report
[S20] Current website