01 / ORIGINS & PEOPLE

Still Austin Whiskey Co.

Texas-grown grain. Sensory craft. Austin’s creative spirit.

Still Austin makes whiskey from grain to glass in Central Texas, with creative identities that connect its bottles to musicians, artists and the city around them. [29,26]

Idea: 2012
Distilling: 2017
Flagship straight bourbon: 2020 [1,7]



A shared idea becomes a company

Cleveland Seals’s retirement project drew his son Chris into a feasibility study. The Seals joined with the Braunberg and Salinas families to build the enterprise. Company materials use 2015 as a founding convention, separate from the earlier idea and later operating dates. [16,31]

The people shape the whiskey

John Schrepel’s distilling work, Mike Delevante’s technical experience and Nancy Fraley’s blending judgment helped form the production team. Marc Burckhardt supplies the flagship paintings, with other artists contributing to separate projects. [5,7,26]

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

02 / HISTORY & PLACES

From idea to an Austin home



2012–17 · Plan and production A family idea leads to construction and the September 2017 opening. Visitors first encounter young spirits while whiskey matures. [2]

2018–20 · Barrels become bourbon The thousandth barrel follows in 2018; a 2019 reflection confirms early bourbon had launched. The Musician straight bourbon is announced in July 2020. [3,5,7]

2021–24 · A broader family Competition recognition precedes The Artist rye, the seasonal bonded series and Tanager. Each adds a distinct chapter rather than replacing the flagship. [8,9,10,12]

2026 · Growth and a gathering place A financing partnership supports barrel growth. The Quarter extends hospitality, while VinePair names Still Austin its Rising Drinks Brand of the Year. [13,15,16]

Read the place by its role

The distillery and bottle shop are at 440 East St. Elmo Road. The Quarter at 4211 Willow Springs Road is a separate hospitality address, confirmed open by October 16, 2026. Texas grain suppliers and regional maturation complete the wider setting. [14]

Idea, company founding, operations and release dates describe different stages. Watercolors are symbolic.

03 / WHISKEY, STORIES & SOURCES

The art is in the balance

Nancy Fraley builds blends from barrel samples with different sensory roles. Gradual water reduction also appears in the producer’s early maturation account, helping frame balance as active work. [17,4]

The Musician bourbon, The Artist rye and their cask-strength relatives form the core. Seasonal bonded editions, Tanager and Nancy’s Picks explore different grains, blends and individual casks. [18,19,20,21,22,24]



Tanager uses petites eaux, barrel-aged water introduced during final proofing. Art collaborations, private barrel selections and music partnerships give the wider project additional voices. The Naturalist gin remains a separate spirits branch. [23,27,28,25,32,30]

Research notes & linked sources

Research: October 16, 2026. Product pages mix historical editions; ages, proofs and availability remain release-specific. FERO is documented as a financing partner. The 2020 sanitizer statement was a production plan, not a delivered-total audit. [6,13,22]

[1] Producer history
[2] Opening, 2017
[3] 1,000 barrels
[4] Early bourbon plan
[5] Schrepel reflection
[6] Sanitizer response
[7] Musician launch
[8] 2021 Double Gold
[9] Artist launch
[10] Seasonal series
[11] Bonded rye, 2024
[12] Tanager debut
[13] FERO partnership
[14] The Quarter today
[15] Quarter announcement
[16] 2026 Next Wave
[17] Nancy Fraley
[18] Musician bourbon
[19] Artist rye
[20] Cask bourbon
[21] Cask rye
[22] Bonded portfolio
[23] Tanager methods
[24] Nancy’s Picks
[25] Single barrels
[26] Art of Texas Whiskey
[27] Marc Burckhardt
[28] Dan Grissom
[29] In-house process
[30] Naturalist gin
[31] 2015 convention
[32] UT music program