

#1
MOST FOLLOWED
SPIRITS BRAND



TIME TO BOND.™

RANKED ONE OF THE
5 BEST
WHISKIES IN THE WORLD
~ Forbes



WITH AWARD WINNING TASTE.



BROTHER'S BOND
SMALL BATCH WHISKIES
BrothersBondBourbon.com



A LEGACY OF BONDING OVER BOURBON

Born from a shared passion for whiskey, **Brother's Bond Bourbon** is the authentic creation of **Ian Somerhalder** and **Paul Wesley**, stars of *The Vampire Diaries*. More than just co-founders, they are lifelong friends and whiskey connoisseurs, actively involved in every step of the process.

Whiskey Experts at Heart – Ian and Paul's deep knowledge and dedication shape every expression.

Recognized Excellence – Ian Somerhalder was named Best Guest Palate of All Time by whiskey authority Fred Minnick.

Most Followed Spirits Brand on Instagram – Engaging a global community of over 83 million fans.

Exceptional Bourbon, Unmatched Quality

Brother's Bond is more than just a celebrity-backed brand—it's an award-winning whiskey that stands out in the spirits industry.

29 Industry Awards (and counting!)

Highly Rated – Respected by top whiskey critics, with multiple 93+ ratings, including up to 98 points

Crafted with hand-selected mash bills, meticulous small-batch blending, and an obsession with rich, complex flavors in perfect balance, every sip delivers an experience worth savoring.

A Growing Community of Bourbon Enthusiasts

While *The Vampire Diaries* fans have been the backbone of our journey, Brother's Bond is expanding its reach to "Spirit-Curious Millennials"—modern whiskey lovers seeking quality and connection.



Target Audience:

Ages 29-44

Balanced male & female audience

Above-average income, college-educated

Estimated 25 million potential consumers in the U.S.A.

More Than Whiskey—A Bonding Experience

At Brother's Bond, we believe bourbon is about bringing people together. Whether it's celebrating friendships, sharing stories, or raising a glass to new memories—

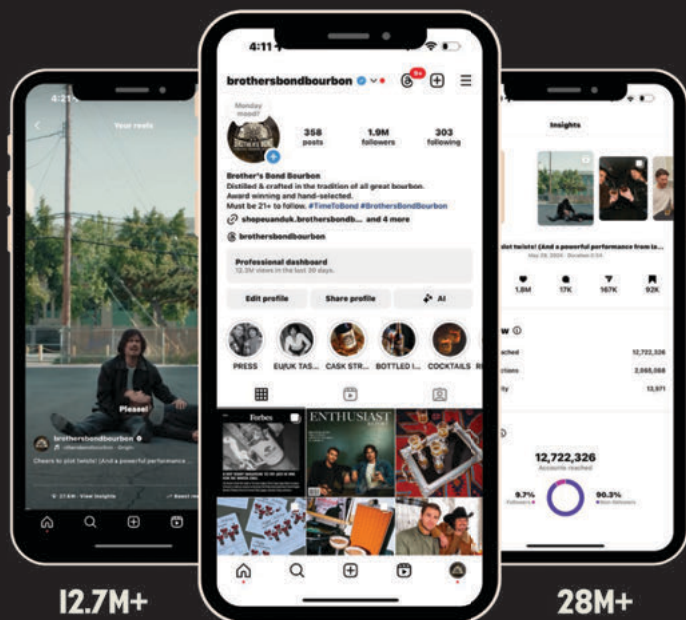
Every pour creates a bond. It's Time To Bond!



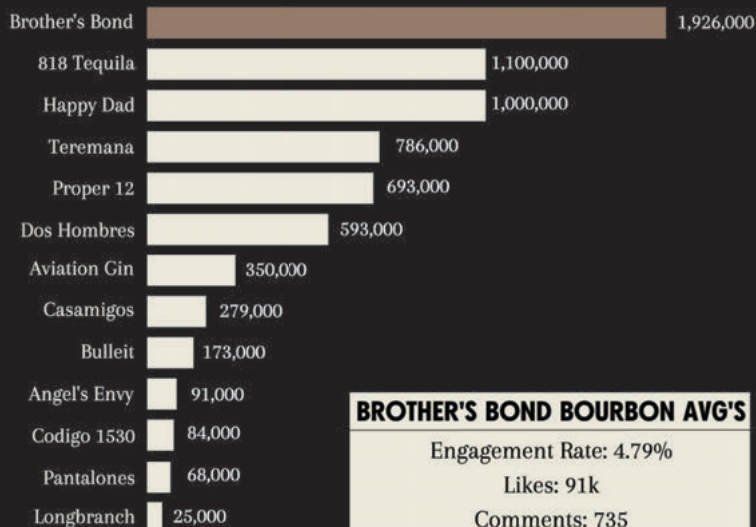
MOST FOLLOWED SPIRITS BRAND IN THE WORLD!

BROTHER'S BOND
SMALL BATCH WHISKIES

83M+ FOLLOWERS CROSS PLATFORM



COMPETITORS



Engagement Rate 16X Better than Industry Average

Dash Hudson Food & Bev Instagram Benchmark: Avg ER for Large Brands - 0.3%

@BrothersBondBourbon

@IanSomerhalder

@PaulWesley



2.6M+



55M+



26M+



1.9M FOLLOWERS
135M IMPRESSIONS
MOST VIEWED POST: 27M VIEWS



338K FOLLOWERS
788.8K TOTAL LIKES
MOST VIEWED POST: 7.7M VIEWS



284K FOLLOWERS
287K VIEWS
AV PER MONTH



78.5K FOLLOWERS

PRESS - OVER 9BN+ IMPRESSIONS SINCE LAUNCH

Press highlights Brother's Bond Bourbon's strategic growth, industry partnerships, and a diverse range of whiskeys that cater to both new and seasoned bourbon enthusiasts



OUR COMMITMENT TO SUSTAINABILITY

Crafting exceptional bourbon while nurturing the planet, one grain, one bottle, and one acre at a time.

Our Mission

To create exceptional whiskey while preserving the planet for future generations—striving to transition our bourbon-making process to 100% regenerative practices.

Reach the tipping point of 100 million acres to Regenerative by 2030
Out of 1 billion U.S. farmland acres, with our partners, 34 million acres have transitioned to regenerative practices.

Why It Matters

In 2014, experts warn we have only **60 harvests left** due to global soil degradation.

Regenerative agriculture restores soil health, captures carbon and is a viable solution to our wellness, water, and climate crisis.

Our Impact So Far

We donate 1% of Revenue to Kiss the Ground*.

Every \$100 donated* = inspires + catalyzes the transition of 10 acres of farmland to regenerative practices.

We've supported the transition of **30K+ acres** to regenerative practices.
Generated **+10 M** impressions advocating for the cause.

Launched one of the first U.S. bourbon made with regenerative grains.
Saving 81 tons of CO2 annually with FSC-certified, locally sourced materials and bottles.



KISS the GROUND
FOR REGENERATION

BROTHER'S BOND
SMALL BATCH WHISKIES

1% GOES BACK TO REGENERATIVE AGRICULTURE

"Kiss the Ground has had a tremendously positive effect on creating awareness of and accelerating the Regenerative movement."

~Gabe Brown, Founder, Understanding Ag.

*Los Angeles-based 501(c)(3) nonprofit organization

EVERY POUR BUILDS A BOND

Now in a bold new look.

Premium design that aligns with growing demand for **elevated craftsmanship cues**.

Enhanced **shelf visibility** with consistent brand design across all SKUs.

Move to more **sustainable** bottle.



EXPERIENCE OUR SMALL BATCH WHISKEYS

BROTHER'S BOND

Dive into the world of Brothers Bond Bourbon, where each sip tells a story of craftsmanship, passion, and heritage. Each of our award-winning expressions invite you on a journey of exceptional flavors. Whether you're savoring a classic cocktail or enjoying a neat pour, our whiskeys are crafted to elevate every moment. Explore the collection and discover your new favorite today.



WATER SOURCE:
Glacial-Aquifer

WATER TYPE:
Limestone

DISTILLATION:
Copper Column & Pot-Doubler

BARREL HEADS:
Char #2

BARREL STAVES:
Deep Char #4

STRAIGHT BOURBON
STRAIGHT BOURBON WHISKEY

ALC. BY VOL.	PROOF
40%	80

FOR NEW BOURBON DRINKERS LOOKING FOR AN APPROACHABLE AND COMPLEX TASTE EXPERIENCE.

Hand select three distinctive mash bills that are small-batch barrel blended (135 barrels per batch) to create a four-grain, high-rye bourbon whiskey. The result is a refined, rich and nuanced expression.

Final Mash Bill:
65% Corn, 22% Rye, 13% (Wheat & Barley)

Color:
Sunset Gold

Body:
Balanced, round and velvety smooth

Aroma & Taste:
Baked banana bread, dried fruit, warm rye spice and fresh cut oak



WATER SOURCE:
Glacial-Aquifer

WATER TYPE:
Limestone

DISTILLATION:
Copper Column & Pot-Doubler

BARREL HEADS:
Char #2

BARREL STAVES:
Deep Char #4

CASK STRENGTH
STRAIGHT BOURBON WHISKEY

ALC. BY VOL.	PROOF
57-59%	Barrel

FOR BOURBON DRINKERS LOOKING FOR A RICH AND MORE COMPLEX TASTE EXPERIENCE.

Limited Batch releases (2-3 per year) - Hand-select 70 of the finest Brother's Bond Bourbon barrels for each release. This expression is our four-grain high-rye bourbon in its undiluted form. Unfiltered, uncut, and bottled at barrel proof. The result remarkable richness, luxurious texture, and perfectly balanced taste.

RANKS AS ONE OF THE BEST STRAIGHT BOURBON WHISKEYS
Top Pick from 2023 & 2024 SF & NY World Spirits Competition | Fred Minnick's 2023 Top 100 American Whiskeys

Final Mash Bill:
65% Corn, 22% Rye, 13% (Wheat & Barley)

Color:
Old Gold

Body:
Big zesty

Aroma & Taste:
Ripe Banana, Caramel & Vanilla, Walnuts & Dried Fruits (Apricot/Fig), Warm Rye Bread & Orange Honey, Leather & Subtle Smoke



WATER SOURCE:
Glacial-Aquifer

WATER TYPE:
Limestone

DISTILLATION:
Copper Column & Pot-Doubler

BARREL HEADS:
Char #2

BARREL STAVES:
Deep Char #4

RYE
AMERICAN BLENDED RYE WHISKEY

ALC. BY VOL.	PROOF
47.5%	95

FOR HIGH-END SPIRIT DRINKERS LOOKING FOR A FULL FLAVORED TASTE EXPERIENCE.

Limited Batch release (2-3 per year) - Hand select between 70-135 barrels per batch, from four distinct mash bills, to create a four-grain rye whiskey that is well-rounded, nostalgic with a robust taste. Every sip leaves the palate full of bold, aromatic, spicy aromas and flavors in perfect balance.

Final Mash Bill:
77% Rye, 16% Corn, 7% (Wheat & Barley)

Color:
Dark Gold

Body:
Rich, creamy & full bodied

Aroma & Taste:
Candied dried fruits & Caramel, Ripe Pineapple & Vanilla cream, Mint, Rose Petals and Aromatic Grapes, Cinnamon & Brown Sugar



WATER SOURCE:
Glacial-Aquifer

WATER TYPE:
Limestone

DISTILLATION:
Copper Column & Pot-Doubler

BARREL HEADS:
Char #2

BARREL STAVES:
Deep Char #4

BOTTLED-IN-BOND
STRAIGHT BOURBON WHISKEY

ALC. BY VOL.	PROOF
50%	100

FOR CONSUMERS SEEKING AUTHENTICITY & TRANSPARENCY.

This rare high-rye straight bourbon, first released in 2024 with just 70 barrels, is distilled in Lawrenceburg, Indiana, and aged in a bonded warehouse for at least seven years in deeply charred oak barrels. Non-chill filtered to preserve its rich, complex character, it meets the strict standards of the Bottled in Bond Act of 1897, exceeding the required aging by three years.

RANKED AS ONE OF THE 5 BEST BOURBONS IN THE WORLD BY FORBES MAGAZINE
Double Gold - 2024 San Francisco World Spirits Competition. Double Platinum - ASCOT Awards
Double Gold - New York International Spirits Competition.

Final Mash Bill:
51% Corn, 39% Rye, 10% Rye Malt

Color:
Deep amber with hints of rich mahogany

Body:
Rich, velvety, indulgent

Aroma & Taste:
Candied Dark Dried Fruit, Rich Port Wine, Toasted Oak, Caramel Brown Sugar, Maple Syrup, Spicy Herbs & Leather



WATER SOURCE:
Pristine Deep Well Water

WATER TYPE:
Limestone-Rich

DISTILLATION:
Vendome Copper Column Non-Chill filtered

BARRELS:
Lot 1 - Heavy Toast/Char #2
Lot 2 - Proprietary toast & char

COOPERAGE:
West Virginia Black Swan

REGENERATIVE GRAIN
STRAIGHT BOURBON WHISKEY

ALC. BY VOL.	PROOF
47.5%	95

FOR ECO-CONSCIOUS PREMIUM SPIRIT AND BOURBON ENTHUSIASTS LOOKING FOR A NEW WHISKEY EXPERIENCE.

Limited batch release (2024 - 3040 cases) - Hand selected 77 barrels for the 2024 batch. A nuanced three-year-old bourbon combined with a distinct six-year-old wheated bourbon both are meticulously crafted and aged using custom toast and char methods. 80% of the mash bill (wheat and corn) made with regenerative grains grown on American farms.

Final Mash Bill:
70.5% Corn, 14.7% Rye, 9% Wheat, 5.8% Malted Barley

Color:
Rich, deep, caramel amber

Body:
Velvety, rich campfire warmth

Aroma & Taste:
Dreamy, full of caramel sweetness, and toasted oak Campfire marshmallow ~ well-seasoned oak firewood, roasted buttered corn, vanilla glaze.

WHAT SETS US APART?

BROTHER'S BOND® CASK STRENGTH STRAIGHT BOURBON WHISKEY

Most authentic
Most Awarded
95+ Ratings Consistently
Rich, powerful,
very nuanced
in perfect balance
Excellent cigar partner



BROTHER'S BOND® REGENERATIVE GRAIN STRAIGHT BOURBON WHISKEY

Most Sustainable
Pioneer in Regen Bourbons
Proprietary Char & Toasts
90+ Ratings



BROTHER'S BOND® AMERICAN BLENDED STRAIGHT BOURBON WHISKEY

Four-Grain Rye
Tons of flavor, texture and
super balanced
Excellent for Cocktails
90+ Ratings



BROTHER'S BOND® STRAIGHT BOURBON WHISKEY

Approachable taste, luxurious body,
& Complex flavors
First release Represents the Bond
Most Followed on IG
90+ Ratings



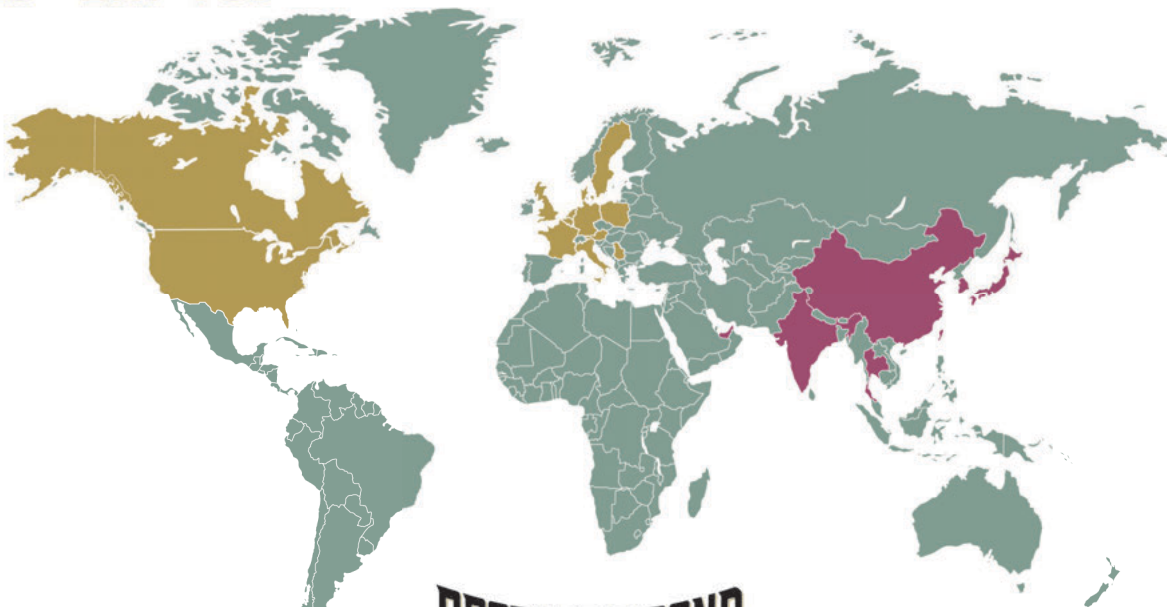
BROTHER'S BOND® BOTTLED-IN-BOND STRAIGHT BOURBON WHISKEY

Highest Rated
98 Points – SFWSC
Ranked 1 of 5 Top Bourbons in the World
- Forbes/NYISC
Aged 7 Years
(3 years longer than legally required)



**BROTHER'S BOND IS AVAILABLE IN
47 STATES – 20K+ POD**

GLOBAL EXPANSION INT'L MARKETS



■ In Market
■ Upcoming Launches

BROTHER'S BOND
SMALL BATCH WHISKIES