Barrel Program

What is a barrel program?

An entire barrel of product, such as Bourbon, has been hand-selected at a distillery by a liquor store, a bar, or a restaurant and bottled with their name on it giving them a unique product to sell to the public.

Selecting the product:

- Barrels can be pre-selected by the distillery to match the customer’s request.
- Bars, restaurants, or liquor store “representatives” can also select their own barrel because they’re looking for particular notes within a brand’s flavor profile.
- Customers can taste at barrel strength and decide what proof (including barrel strength) they would like bottled. Any samples tasted by a person will count towards the sample room limit of two ounces per person per day.
- The customer may choose to purchase the entire contents of the barrel that include the empty barrel.

Distribution of the product:

- The product still must go through the normal product approvals and distribution channels.
- The barrel and the bottles are put on the pallet, shrink wrapped, and ready for delivery.
- A liquor store must purchase the distilled spirits product and the bar, restaurant, or customer would then purchase it from the liquor store.