

Brother's Bond Bourbon expands portfolio with regenerative grain

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Award-winning Brother's Bond Bourbon, founded by longtime friends, whiskey makers, and actors Ian Somerhalder and Paul Wesley, announces the launch of its newest expression: Brother's Bond Regenerative Grain New Batch Bourbon. Crafted from grains grown using regenerative agriculture, this release builds on the brand's commitment to producing bourbon that not only tastes exceptional but also restores soil health, promotes biodiversity, and supports farming communities.

"Blending isn't just science — it's instinct, memory, and emotion," said Ian Somerhalder, Brother's Bond co-founder and Blending Master. "It's showing up and having the patience to elevate and shape what nature and time have already created. With our new Regenerative Grain New Batch Bourbon, we're pushing flavour forward while also pushing farming forward. Every sip connects you to the land it came from."

Brother's Bond's new packaging refresh, led by co-founder Paul Wesley, introduces a unified look across the portfolio for stronger recall and premium recognition. The design-forward details highlight craftsmanship and transparency, appealing to today's "approachable luxury" consumer, all while reinforcing sustainability through U.S.-made glass, which reduces transport-related carbon emissions and delivers the same elevated design consumers love for home and bar.

"This is a new chapter for Brother's Bond Bourbon as we carry our sustainability mission from grain to bottle," said Vincent Hanna, CEO of Brother's Bond Bourbon. "Consumers today want purpose and polish in the same bottle. We're proud to deliver both with a whiskey that looks as good as it tastes."