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**B.R. Distilling Company Promotes
Chris Crosbie to Chief Executive Officer**
*Distilled Spirits and Sales Industry Veteran to Oversee
Expansion of Blue Note's Award-Winning Bourbon Portfolio*

Memphis, TN (September 23, 2025) – B.R. Distilling, parent company of [Blue Note Bourbon™](#), today announced the promotion of distilled spirits and sales industry veteran Chris Crosbie to the rank of Chief Executive Officer, a role which has remained unfilled for the past two years. Crosbie joined the company in March 2024 as Vice President, Sales, swiftly driving expansion of the award-winning bourbon portfolio and accelerating U.S. sales growth. In his new capacity, Crosbie will be responsible for guiding the company's strategic direction, driving growth initiatives, and ensuring continued innovation.

"Chris has demonstrated exceptional leadership and vision during his tenure," said Rob DelPriore, Chairman of the Board for B.R. Distilling. "His ability to build strong customer relationships, deliver consistent growth, and inspire teams across the organization makes him the ideal leader to take Blue Note into its next chapter."

"I am honored to step into the role of CEO," said Crosbie. "I look forward to working closely with our talented team, partners, and customers to build on our strong foundation and accelerate Blue Note's growth in the years ahead."

Before joining B.R. Distilling, Chris served as Director of Sales & Trade Marketing East USA, Canada, LATAM & Duty Free for *Altos Planos Collective*, based in New York. Prior to that, he spent 16 years with *Diageo*, most recently as Vice President, Commercial, where he led the planning and execution of the spirits and beer portfolio across many markets. He also served as the Acting General Manager for the Caribbean and Central America region. A native of Scotland, Chris studied Business Administration at Edinburgh's *Telford College* and is currently working towards a BA in History.

Blue Note's whiskey portfolio, which is artfully crafted to honor the rich blues music that is synonymous with Memphis, is distilled in partnership with Green River Distilling Company, and then aged just north of downtown Memphis where the Mississippi and Wolf Rivers collide. The long summers filled with infamous Memphis heat and cooler evenings forces the whiskey deep into the oak, creating an unmistakably rich flavor that's bold yet smooth.

At the 2024 San Francisco World Spirits Competition, Juke Joint and Crossroads were awarded Platinum medals, a rare honor meaning that each expression has received Double Gold medals for three consecutive years. The award-winning portfolio, which ranges in price from \$35-\$50, also includes the following expressions: Uncut, Straight Rye Whiskey, and Single Barrel Rye.

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In recent years, Blue Note has also introduced several other highly awarded limited-release offerings, which include Premium Small Batch, Single Barrel Reserve, Special Reserve, 17-year, and a Honey Rye and Honey Bourbon Cask.

About B.R. Distilling Company

Founded in 2014 in Memphis, TN, B.R. Distilling Company is the oldest licensed distillery in Memphis, TN, and producer of world-famous Blue Note Bourbon. Currently, the company produces five flagship expressions, along with regular limited releases, which are distributed in the following U.S. states: AL, AR, CO, CT, DE, FL, GA, KS, KY, LA, MA, MD, MI, MS, MO, NY, NJ, OK, RI, SC, TN, TX, WI, and Washington, DC as well as online at BlueNoteBourbon.com via Bevstack, which can be shipped to: AK, AL, AZ, AR, AS, CA, CO, CT, DE, DC, FL, GA, ID, IL, IN, KS, KY, LA, ME, MD, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

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