

FRANK AUGUST

‘World’s Best Bourbon’

-International Wine & Spirits Competition

‘6 Bottles That Whisky Experts Choose Over Jack Daniel’s’

‘Frank August is about as hot as things get out here right now.

They’ve sort of taken on the mantle of redefining what makes whiskey cool, like Jack did decades ago.’

- Forbes 2025

‘This Upstart Whiskey Brand Has Made One of the Best Ryes of the Year So Far.

Frank August is making a name for itself with the high quality of its sourced bourbon and rye.’

- Robb Report 2025

Year Founded: 2022

Region: Kentucky

Founder/Blender:
Johnathan Crocker

Known for: Frank. The state of being open, honest and sincere. A philosophy we have built our brand upon.

‘Reshaping What Bourbon Can Be.

Frank August is the bourbon brand re-contextualizing what it means to be an American spirit—embodying an ethos of innovation, authenticity, and heritage. Its inaugural Small Batch Kentucky Straight Bourbon Whiskey flagship launch introduced two very limited expressions, expanding on the initial single-barrel releases.’

- Flaunt Magazine

In 1967, Congress introduced a resolution that deemed bourbon a wholly distinctive, unique product from the United States. And it kind of became coined as America's Native Spirit. So, bourbon has been intrinsically part

of the history of America as much as America has been part of the history of bourbon. So the ethos of the brand is a play on that. It's America's spirit, be frank, and it's this kind of double entendre. So, America's spirit—referring to the liquid, be frank and America's spirit, be frank—Referring kind of to the attitude of what it means to be frank: open, honest, undisguised, sincere.

We want the liquid itself to be the heritage in the story. That's why it's Kentucky-straight whiskey. But beyond that, we want every other touchpoint, every other experience of the brand to look, behave, operate, feel different than what you had come to expect from bourbon. So hence the minimal design, the elements of modernity. Just the simple idea that less is more. Because in bourbon, it's quite literally the opposite—It's typically “more is more,” that's the reason why bottles are very ornate, very decorative, lots of copy, typography etc. So, we wanted to create something that almost was like a palate cleanser, if you will. You know, where our hope was, and it's been kind of validated since we've been launched all these last four months, is that it would be the simplicity of the brand that would speak so loudly.





Small Batch Kentucky Straight Bourbon

'World's Best Bourbon' - 98 Points - Gold Outstanding

-International Wine & Spirits Competition 2025

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Nose: Frank August's Small Batch Kentucky Straight Bourbon opens with hints of caramel and vanilla that are balanced with warm oak and mild baking spices which warm the senses.

Palate: Echoes those initial sweet caramel and vanilla notes on the front of your tongue, with cinnamon and rye bread spices coming forward, as it gradually transitions to the back of your tongue. At 100 proof, it is a perfect balance of heat and smoothness that warms your mouth, while hints of brown and malt sugars begin to present themselves.

Finish: As flavors of vanilla, oak and baking spices transition through all senses, it leaves a medium – long finish, wanting you to pour another glass



Small Batch Kentucky Straight Rye

After being awarded 'Best Rye Whiskey' in the world at the 2024 International Wine & Spirits Competition (IWSC) for Their Case Study: 03 Winter Cover Rye release, Frank August knew it was time to introduce a core/flagship rye expression for the brand. As a 'true' small batch (10-15 barrel batches) expression of Kentucky Straight Rye Whiskey, each batch represents a balanced and consistent flavor profile, while highlighting the beautiful nuances of what a 'true' small batch offers. With this release, the brand continues its commitment to produce world class whiskey.

The initial entry offers an unexpected sweet profile but Kentucky proud rye spices prevail, with cinnamon and clove playing equal roles. Flavors of dark chocolate and toffee come forward, balanced by a refreshing note of mint. Spice returns at the mid-palate, accented by a bright lift of citrus zest.

97 Points! - Robb Report 2025 - *'A bottle that's worth the splurge, and not just because it comes in a fetching decanter. Rye fans should add this bottle to their collection, and bourbon diehards should not sleep on it either. If Frank August continues to source and blend whiskey of this quality, the future looks pretty bright for this young brand.'*

95 Points! Gold - International Wine & Spirits Competition 2025



Single Barrel Cask Strength Kentucky Straight Bourbon

This is Frank August's 2nd release of hand-selected single barrels from their growing library of some of the most beautiful Kentucky Straight Bourbon Whiskey available today. With this release, the brand has continued to leverage their unparalleled relationships with some of the most respected and discerning master distillers and master blenders in the industry, by enlisting them to help identify the very best 15 single barrels in their collection. Through this collective process, each hand hand-selected barrel was bottled at cask strength, sitting between 114.6 - 125.4 proof and are 6.1 years old.

The baking spices are more pronounced, with cinnamon coming forward initially, before rye spices begin to gradually introduce themselves, warmly coating your mouth. At proofs between 114.6 - 125.4, there's an intensity that is exceptionally balanced by some of the sweet vanilla and caramel notes you initially pick up on the nose.

95 Points! Gold - International Wine & Spirits Competition 2025