

FRANK AUGUST

‘World’s Best Bourbons’

-San Francisco World Spirits Competition

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

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

