

Barrel King and Mash & Drum's Jason Callori partner to launch Drum Key Spirits

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Barrel King announced an industry-first collaboration with Jason Callori, the renowned whiskey expert and creator of Mash & Drum, to launch Drum Key Spirits.

With years of experience educating and entertaining whiskey lovers, Callori has built Mash & Drum into one of the most respected whiskey platforms in the industry. Known for his deep knowledge, refined palate, and engaging content, Callori's journey naturally evolves with Drum Key Spirits, where he will bring fans along for the ride in crafting unique, limited-edition whiskey releases.

Drum Key Spirits will be dedicated to producing exceptional, small-batch whiskey and single barrels carefully sourced and blended by Callori in collaboration with Barrel King's experienced team. This partnership brings together complementary strengths, ensuring access to some of the finest barrels available.

Drum Key Spirits will operate under a custom direct-to-consumer model, allowing Barrel King to connect Callori's passionate Mash & Drum audience directly with exceptional whiskeys and experiences.