

Barrell Craft Spirits® Appoints Chris Riesbeck as its Chief Commercial Officer

Louisville, KY (February 21, 2023) – Barrell Craft Spirits® (BCS), the original independent blender of unique aged, cask strength whiskey since 2013, has hired Chris Riesbeck as its Chief Commercial Officer. In this role, Chris will assume responsibility for developing commercial strategies, achieving the company’s revenue goals, and overseeing the route-to-market (distributor) strategy in addition to all operational aspects of sales activities. He will also join the BCS Executive Team, reporting directly to Founder Joe Beatrice.

With expertise in sales and distilled spirits, Chris most recently served as Vice President of Sales for *Westland Distillery* in Seattle where he built and oversaw the Commercial strategy for all Global markets. Previously, he spent five and a half years with *Classic Imports* in Boston and before that nearly four years with *Slocum & Sons* in Connecticut, in various roles.

“I’ve known Chris for several years and have been highly impressed with his strategic thinking, management style and overall track record,” said BCS Founder Joe Beatrice. “Given his background and proficiency within both sales and distilled spirits, he’s tailor-made for this critical role.”

Chris earned a bachelor’s degree in Philosophy (Bioethics) with a minor in Economics from *The College of Wooster* and a PgD in Brewing & Distilling Sciences from *Heriot-Watt University*.

For more information, follow Barrell Craft Spirits® on [Facebook](#), [LinkedIn](#), and [Instagram](#) or visit barrellbourbon.com.

Barrell Craft Spirits®

Louisville-based Barrell Craft Spirits® is the original, pre-eminent independent blender of unique, aged, cask strength whiskey and rum. Recognized for our blending expertise since 2013, we skillfully design, produce, and launch leading, unique products that surprise and delight whiskey aficionados and novices alike.

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