



The Liquor Bros Expands Bourbon Barrel Picks Collection to Meet Growing Collector Demand

July 31, 2026

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The Liquor Bros, an online specialty liquor retailer, has expanded its collection of exclusive store-pick bourbons in response to increasing demand from whiskey enthusiasts and collectors seeking unique single-barrel expressions. The company now offers a rotating selection of private barrel selections sourced directly from respected distilleries across the United States.

The expansion comes as the bourbon market continues to experience unprecedented growth, with private barrel selections becoming increasingly sought after by collectors who value the distinct flavor profiles that differ from standard releases. These exclusive selections represent single barrels chosen specifically for their unique characteristics, offering variations in taste, aroma, and finish that cannot be found in regular production bottles.

"The demand for bourbon barrel picks has grown significantly over the past year as more enthusiasts discover the unique experience these selections offer," said Nora Khoury-Potrus of The Liquor Bros. "Each

barrel we select tells its own story through distinct flavor notes that emerge from factors like warehouse position, aging conditions, and the individual characteristics of the oak barrel itself. These are bottles that serious collectors actively seek out because they know they're getting something that can't be replicated."

The Liquor Bros works directly with distilleries to taste and select barrels that meet specific flavor profiles and quality standards. Unlike standard bourbon releases that blend multiple barrels for consistency, these single-barrel selections showcase the natural variation that occurs in the aging process. Each barrel typically yields between 150 to 250 bottles, making these releases inherently limited in availability.

The online retailer's approach to barrel selection focuses on identifying expressions that showcase exceptional characteristics while maintaining accessibility for both seasoned collectors and those new to premium bourbon. The selection process involves evaluating multiple samples from different barrels, considering factors such as proof, age, mash bill, and the specific flavor notes that develop during maturation.

Availability of specific barrel picks changes regularly as new selections arrive and existing inventory sells through. The company maintains relationships with multiple distilleries to ensure a consistent flow of new offerings throughout the year, though specific releases cannot be guaranteed due to the limited nature of single-barrel programs.

The growing interest in private barrel selections reflects broader trends in the spirits industry, where consumers increasingly seek unique, limited-production items that offer experiences beyond mass-market products. Industry data shows that premium and super-premium bourbon segments continue to outpace overall category growth, with allocated and limited releases commanding particular attention from enthusiasts.

The Liquor Bros operates as an online-only retailer, offering a comprehensive selection of spirits, accessories, and gift sets. Beyond its exclusive barrel pick program, the company provides a range of whiskeys, bourbons, and other spirits from established and emerging distilleries. The retailer also offers custom gift box services and weekly promotional pricing on selected products, with shipping available to customers in applicable states.

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For more information about The Liquor Bros, contact the company here:
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The Liquor Bros

The Liquor Bros is an online retailer specializing in bourbon, whiskey and premium spirits, offering rare bottles, exclusive store picks and direct shipping where permitted.

Website: <https://theliquorbros.com/>

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