



Statement on the Sale of the O.K.I Brand

At New Riff, we believe in carrying on traditions while exploring how those traditions can become even better. In our early days, we launched the O.K.I. brand — a product our first fans remember and love. But we've grown since then. Our bourbons and ryes are distilled and aged right here at our facilities in Newport — and we plan to keep it that way. We're happy to see the O.K.I. story continue under the guidance of Jake Warm and Chad Brizendine as they take over and relaunch the brand. We wish them the very best in their endeavors.

“New Riff Distilling created the O.K.I. brand more than a decade ago with an aged, high-rye bourbon produced by MGP. While we patiently waited for our first New Riff bourbon to be ready, O.K.I. allowed us to build a relationship with bourbon enthusiasts across the globe. O.K.I. helped us accomplish exactly that. Now we're able and committed to only releasing whiskey fermented, distilled and produced at our own distillery and warehouse. We could not be more proud than to see our local friends Jake Warm (Warm Construction) and Chad Brizendine (George Remus) acquire and rebuild the brand. We wish their team success with O.K.I. in the future!” – Mollie Lewis, Sales Director

A NEW RIFF ON AN OLD TRADITION