



The Liquor Bros Unveils Exclusive Weller Full Proof Single Barrel Store Pick

September 08, 2026

Escondido, California - September 08, 2026 -

The Liquor Bros has added an exclusive single-barrel selection of W.L. Weller Full Proof to its growing lineup of specially chosen whiskey releases. The bottle, selected from a single barrel expressly for the retailer, is bottled at 114 proof and represents the latest addition to the company's store-pick program.

Unlike standard bottlings that combine spirit from numerous barrels to maintain a consistent flavor from batch to batch, a single-barrel store pick draws entirely from one cask chosen by the retailer. This approach yields a whiskey that reflects the individual character of that specific barrel, resulting in a bottle that is uniquely expressive from one release to the next. Bottled at its original barrel entry proof of 114, this selection carries the full strength and depth of the spirit as it aged in the cask.

The flavor profile of the selection includes notes of caramel, vanilla bean, honey, toasted oak and dark fruit, with hints of cinnamon, brown sugar and baking spice. The rich sweetness and depth of the pour reflect the qualities that draw bourbon enthusiasts and collectors to single-barrel selections, which are prized precisely

because each barrel offers a distinct experience that cannot be replicated.

This release forms part of The Liquor Bros store picks, an ongoing program through which the retailer sources and curates exclusive whiskey and bourbon selections. Through the program, the company works to identify individual barrels and limited releases that appeal to collectors seeking bottles not widely available through standard retail channels.

"A single-barrel store pick lets people taste the character of one specific cask, and no two barrels are ever exactly alike," said Nora Khoury-Potrus, spokesperson for The Liquor Bros. "With the W.L. Weller Full Proof selection, the goal was to find a barrel that showed real depth and complexity, and this one stood out for its balance and its smooth finish."

Single-barrel and allocated bottles such as this one are produced in limited quantities, and availability can change as inventory moves. The Liquor Bros notes that quantities of limited and allocated releases are not guaranteed over time, and the store-pick program continues to rotate as new barrels are selected and secured.

"The store-pick program reflects an interest in offering something beyond the standard shelf," Khoury-Potrus added. "Each selection is chosen with collectors and enthusiasts in mind, and the Weller collaboration is a strong example of what the program aims to deliver."

The Liquor Bros is an online liquor retailer offering a wide range of alcoholic beverages, including whiskey, bourbon, brandy, champagne, cognac, gin, rum, tequila and vodka. In addition to spirits, the company carries cocktail mixes, drink garnishes, barware and accessories, branded merchandise, pre-made gift sets and a build-your-own gift box option. The Liquor Bros also runs weekly sales on selected products and maintains an ongoing store-pick program dedicated to exclusive and specially selected whiskey and bourbon releases. The company ships its products, allowing customers to receive their selections at home.

###

For more information about The Liquor Bros, contact the company here:
The Liquor Bros
Nora Khoury-Potrus
info@theliquorbros.com
1141 E Washington Ave, Escondido, CA 92025, United States

```
[
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "@id": "https://theliquorbros.com/#organization",
  "name": "The Liquor Bros",
```

```

"url": "https://theliquorbros.com/",
"logo": {
  "@type": "ImageObject",
  "url":
"https://theliquorbros.com/cdn/shop/files/Untitled_design_1_5490e01d-b32c-48a3-a382-12306241f890.png"
},
"description": "The Liquor Bros is an online liquor retailer offering spirits, wine, beer, and cigars, including
rare and limited-edition bottles, shipped direct to customers' doors.",
"contactPoint": {
  "@type": "ContactPoint",
  "contactType": "Customer Service",
  "email": "info@theliquorbros.com",
  "availableLanguage": "English"
},
"sameAs": [
  "https://www.instagram.com/liquorbros.sd/",
  "https://www.youtube.com/@theliquorbros",
  "https://www.tiktok.com/@theliquorbros",
  "https://pressadvantage.com/organization/the-liquor-bros"
]
},
{
  "@context": "https://schema.org",
  "@type": "WebSite",
  "@id": "https://theliquorbros.com/#website",
  "name": "The Liquor Bros",
  "url": "https://theliquorbros.com/",
  "publisher": { "@id": "https://theliquorbros.com/#organization" },
  "potentialAction": {
    "@type": "SearchAction",
    "target": {
      "@type": "EntryPoint",
      "urlTemplate": "https://theliquorbros.com/search?q={search_term_string}"
    },
    "query-input": "required name=search_term_string"
  }
}
]

```

```
[
  {
    "@context": "https://schema.org",
    "@type": "Organization",
    "@id": "https://theliquorbros.com/#organization",
    "name": "The Liquor Bros",
    "url": "https://theliquorbros.com/",
    "logo": {
      "@type": "ImageObject",
      "url":
"https://theliquorbros.com/cdn/shop/files/Untitled_design_1_5490e01d-b32c-48a3-a382-12306241f890.png"
    },
    "description": "The Liquor Bros is an online liquor retailer offering spirits, wine, beer, and cigars, including
rare and limited-edition bottles, shipped direct to customers' doors.",
    "contactPoint": {
      "@type": "ContactPoint",
      "contactType": "Customer Service",
      "email": "info@theliquorbros.com",
      "availableLanguage": "English"
    },
    "sameAs": [
      "https://www.instagram.com/liquorbros.sd/",
      "https://www.youtube.com/@theliquorbros",
      "https://www.tiktok.com/@theliquorbros",
      "https://pressadvantage.com/organization/the-liquor-bros"
    ]
  },
  {
    "@context": "https://schema.org",
    "@type": "WebSite",
    "@id": "https://theliquorbros.com/#website",
    "name": "The Liquor Bros",
    "url": "https://theliquorbros.com/",
    "publisher": { "@id": "https://theliquorbros.com/#organization" },
    "potentialAction": {
      "@type": "SearchAction",
      "target": {
        "@type": "EntryPoint",
```

```
"urlTemplate": "https://theliquorbros.com/search?q={search_term_string}"
},
"query-input": "required name=search_term_string"
}
}
]
```

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/>

Email: info@theliquorbros.com

