

Broadstreet Infamous Whiskey Announces Partnership with Matthew Kiichi Heafy, Frontman of Heavy Metal Band Trivium

Broadstreet Infamous Whiskey Announces Partnership with Matthew Kiichi Heafy, Frontman of Heavy Metal Band Trivium

GREENSBORO, GA, UNITED STATES, November 18, 2024 / EINPresswire.com/ -- [Matthew Kiichi Heafy](#), frontman for the platinum, award-winning, and Grammy-nominated band [Trivium](#), is partnering with craft distillery Infamous Whiskey, Inc. (DSP-GA-20139) as a partner and brand ambassador for their [Broadstreet Infamous](#) line of spirits. The distillery is located in the historic downtown district of the beautiful Lake Oconee area of Greene County, Georgia at 208 East Broad Street in Greensboro.



Matthew Kiichi Heafy, frontman of TRIVIUM partners with Broadstreet Infamous Whiskey

Heafy signed a multiyear deal with Infamous Whiskey, Inc. to expand Broadstreet Infamous' visibility to a mostly untapped market for whiskey brands and to promote their forthcoming signature bourbon whiskey releases, the company announced Monday. As a partner and bourbon connoisseur, the Japanese-American musician will also sample and provide feedback on Broadstreet Infamous product development.

“

I look forward to the amazing journey Broadstreet Infamous, their amazing team, and I am about to embark on”
Matthew Kiichi Heafy

“Broadstreet Infamous' passion and pride for what they do can be tasted, seen, smelled, and most importantly -

enjoyed - within their craft, fine bourbon and spirits. Learning from Lorenze about the heart and soul that he and Broadstreet pour into their wonderful line of products show me the same dedication that I love to see in my favorite things in life. I look forward to the amazing journey

Broadstreet Infamous, their amazing team, and I am about to embark on," said Heafy.

In the future, Broadstreet Infamous plans to release a special collection that celebrates Heafy, his music, and his appreciation for fine bourbon. As part of the creative collaboration, Heafy will work with the Infamous team to curate his first-ever select bourbon.

"Broadstreet Infamous will always celebrate iconic moments and people, and we continue to align ourselves with trailblazers who push through boundaries and write their own story. Matt Heafy is not just a talented musician but also a respected individual who has had a profound impact on the rock and heavy metal music genres for over a decade. He's going to represent our brand well," said Shaun Roberts, VP of Creative for Infamous Whiskey.

"Matt's a great guy and an exceptional performer and we are proud to join forces with him to bring Broadstreet Infamous to a global stage and to a market that has previously been mostly ignored by whiskey brands. Today we raise a glass of our Prohibition Proof Bourbon Whiskey and toast our new partner Matthew Kiichi Heafy," said Lorenze Tremonti, CEO.

About Broadstreet Infamous

Broadstreet Infamous, located in Greensboro, Georgia, is a spirits brand that combines the roots of Georgia shine with the traditions of Kentucky distilling. Crafted by Lorenze Tremonti, master distiller and CEO, Broadstreet Infamous challenges conventions and redefines the boundaries of taste. With an unwavering commitment to exceptional craftsmanship, Broadstreet Infamous invites whiskey enthusiasts to embrace the extraordinary and live infamously. Broadstreet Infamous is the brand name for spirits products of the incorporated company Infamous Whiskey, Inc. (DSP-GA-20139). Learn more: www.broadstreetinfamous.com

About Matthew Kiichi Heafy

Matthew Kiichi Heafy is a Japanese-American musician, best known as the guitarist and lead vocalist for the platinum heavy metal band Trivium. In 2017, Heafy was voted sixth on the Ultimate Guitar list "Top 25 Greatest Modern Frontmen". Nominated for a Grammy at the 61st Annual Grammy Awards for Best Metal Performance, and winner of Metal Hammer Golden Gods Award, and nominated for several World Music Awards Heafy's music has appeared in video games like EA Sports UFC, God of War III, Rock Band, WWE Smackdown vs. Raw and more. Learn more: <https://www.twitch.tv/matthewkheafy> & <https://www.trivium.org/>

About Greensboro, Georgia

Founded in 1786, Greensboro is the county seat and hometown of Lake Oconee. It is steeped in southern history and tradition and rich with elegant antebellum homes and churches. Greensboro's "gaol" is one of the oldest penal structures in Georgia. The historical buildings in the downtown area are filled with enticing wares featuring antiques, clothing, gifts, and jewelry. Located about an hour from Atlanta, Augusta, and Athens makes Greensboro a popular destination. Learn more: <https://www.greensboroga.gov/>

Chris Roberts
Broadstreet Infamous
+1 706-449-0001
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/757902783>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.