Broadstreet Infamous Whiskey Named the Official Craft Whiskey of the Atlanta Gladiators

Broadstreet Infamous Whiskey Named the Official Craft Whiskey of the Atlanta Gladiators

Broadstreet Infamous Whiskey is now the Official Craft Whiskey of the Atlanta Gladiators

GREENSBORO, GA, UNITED STATES, November 11, 2025 /EINPresswire.com/ -- Broadstreet Infamous Whiskey, the Georgia-based premium spirits brand, is proud to announce its new partnership with the Atlanta Gladiators, becoming the team's Official Craft Whiskey for the 2025 ECHL season.

The collaboration brings together two Georgia powerhouses—one on the ice and one behind the barrel—both driven by performance, precision, and passion.

"Ice hockey is a sport built for extreme conditions," said Ian Huver, manager of new business development for the Atlanta Gladiators. "It demands peak performance where grip, speed, and precision define success. Similarly, Broadstreet Infamous bourbons are distilled with that same dedication to perfection—crafted under exacting conditions where balance and control create something exceptional. This partnership just fits naturally."

"This partnership provides the perfect opportunity to bring fans closer to the team they love and offer an exciting way to celebrate every Gladiators win," added Jared Youngman, ATL Hockey Group President. "We're excited for the season ahead and look forward to cheering on the Gladiators over great pours of Broadstreet Infamous bourbons."

As part of the partnership, the Gladiators Ice Crew will wear custom Broadstreet Infamous-branded hoodies during game appearances, debuting as the 'Whiskey on Ice' Crew. The collaboration will be visible throughout the 13,000-seat Gas South Arena, further solidifying the brand's connection with Atlanta's passionate hockey community.

“We’re incredibly proud to partner with the Atlanta Gladiators and represent Atlanta’s premier hockey team—on and off the ice,” said Lorenze Tremonti, CEO of Broadstreet Infamous. “Hockey’s grit and precision mirror the spirit of our distillation process. This sponsorship is more than a partnership—it’s a statement of shared values and Georgia pride. We’re confident it will propel Broadstreet Infamous to new levels of visibility and connection across the state.”

Broadstreet Infamous team at the Atlanta Magazine Whiskey Festival

“We’re proud to support an event that brings hundreds of thousands of passionate Georgia hockey fans together—whether they’re cheering at the ice rink or following the excitement from their screens,” said Matthew Kiichi Heafy, partner of Broadstreet Infamous and frontman of the world-renowned metal band TRIVIUM. “It’s a privilege to be part of the Gladiators movement, especially as awareness of our brand—and Georgia’s legacy of sport and fine spirits—continues to grow throughout the state and beyond.”

> “We’re excited for the season ahead and look forward to cheering on the Gladiators over great pours of Broadstreet Infamous bourbons.”
>
> *Jared Youngman, ATL Hockey Group President*

“We’re thrilled to partner with the Atlanta Gladiators and wish them great success this season,” said Chris Roberts, Chief Marketing Officer of Broadstreet Infamous. “The Gladiators’ passion and precision mirror the craftsmanship behind our bourbon, making this partnership a natural fit that celebrates Georgia pride.”

For the Atlanta Gladiators official social media partnership announcement visit https://www.facebook.com/share/p/17NrSmdd79/.

Broadstreet Infamous recently began statewide distribution through Savannah Distributing, Georgia’s largest distributor, with availability in bars, restaurants, and retail outlets across the state. For Georgia distribution inquiries contact Savannah Distributing Co. Inc. at 678-380-1212. The brand continues to expand its reach nationally through online sales at broadstreetinfamous.com/shop.

About Broadstreet Infamous Whiskey
Broadstreet Infamous is a spirits brand blending Georgia moonshine heritage with Kentucky

distilling traditions. The brand is known for its commitment to craftsmanship and bold approach to whiskey. Broadstreet Infamous is the brand name for spirits products of the incorporated company Infamous Whiskey, Inc. (DSP-GA-20139 & GA-P-21529). For Georgia distribution inquiries contact Savannah Distributing Co. Inc. at 678-380-1212. Learn more: http://www.broadstreetandinfamous.com/.

Sales Sheet for Broadstreet Infamous Bourbon line, available for Georgia distribution now through Savannah Distributing Co. For Distribution Inquiries only contact: Savannah Distributing Co. at 678-380-1212.

About the Atlanta Gladiators
The Atlanta Gladiators are a professional ice hockey team in the ECHL, the Premier "AA" Hockey League. Based in Duluth, Georgia, the Gladiators play their home games at the 13,000-seat Gas South Arena and serve as a cornerstone of Georgia's hockey culture. Known for their fast-paced play and loyal fan base, the team continues to deliver high-energy entertainment while fostering community spirit and passion for the sport throughout the Southeast. Learn more: https://atlantagladiators.com/

About Savannah Distributing Company
Savannah Distributing Company Inc., a family-operated premium beverage company in Georgia since 1938, supplies premium liquor, wine, beer, and select non-alcoholic beverages. With over 200,000 square feet of cold storage, it serves retailers, restaurants, and bars across the state. Learn more: https://www.savdist.com/

About Matthew Kiichi Heafy
Matthew Kiichi Heafy is a Japanese-American musician, best known as the guitarist and lead vocalist of the platinum-selling metal band Trivium. A Grammy nominee and Metal Hammer Golden Gods Award winner, he was ranked #6 on Ultimate Guitar's "Top 25 Greatest Modern Frontmen." His music has featured in major video games like God of War III, EA Sports UFC, Rock Band, WWE, and more.
Learn more: https://www.twitch.tv/matthewkheafy & https://www.trivium.org/

About Greensboro, Georgia
Greensboro, Georgia, founded in 1786, is the county seat and home to Lake Oconee. Known for its rich Southern history, it features antebellum homes, historic churches, and one of Georgia's oldest jails. The downtown area offers shops with antiques, clothing, gifts, and jewelry. Its

proximity to Atlanta, Augusta, and Athens makes it a popular travel destination. Learn more: https://www.greensboroga.gov/

Note: This press release is for informational purposes only.

Chris Roberts
Broadstreet Infamous
+1 706-920-1297
email us here
Visit us on social media:
Facebook
Instagram
LinkedIn
YouTube
TikTok
X

This press release can be viewed online at: https://www.einpresswire.com/article/864225478

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.
© 1995-2025 Newsmatics Inc. All Right Reserved.