

Georgia-based Broadstreet Infamous Whiskey Returns to NASCAR Truck Series at EchoPark Speedway

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HAMPTON, GA, UNITED STATES, February 16, 2026 /EINPresswire.com/ -- [Broadstreet Infamous](#) Whiskey is proud to announce its return as an associate sponsor of the No. 15 NASCAR Craftsman Truck Series entry, driven by [Tanner Gray](#) for TRICON Garage, at Atlanta's [EchoPark Speedway](#) in Hampton, Georgia.

The partnership reunites Broadstreet Infamous with one of NASCAR's premier teams, continuing a relationship built on shared energy, authenticity, and performance—both on and off the track.

The Atlanta race marks a meaningful home-state appearance for Broadstreet Infamous, a Greensboro, Georgia-based, award-winning bourbon brand that has quickly gained recognition for its bold identity, premium quality, and growing presence across motorsports, professional sports, and entertainment.

"This race means a lot to us," said Lorenze Tremonti, CEO and Master Distiller of Broadstreet Infamous Whiskey. "I've attended races at Atlanta Motor Speedway for years, so bringing our Georgia-built brand here is special. TRICON Garage is a dominant force in the Truck Series, and partnering again with Tanner Gray just always feels right because he's a class act and a talented driver. It's exciting — and we're just getting started."

Driver Tanner Gray shared his enthusiasm for the renewed partnership:



Broadstreet Infamous founders with NASCAR Craftsman Truck Series driver Tanner Gray on Pit Road

“It’s always great to have them out. They’re a great group of guys. They bring a lot of energy. Their bourbons are top notch, and the team has a lot of fun when Broadstreet Infamous is on board.”

Broadstreet Infamous’ award-winning bourbons are currently available at select retail accounts across Georgia. Race fans are encouraged to look for the brand in-store or request that their local package retailer order it through Savannah Distributing (678) 380-1212. Outside of Georgia, consumers can purchase directly from the company’s website.

For more information on Broadstreet Infamous Whiskey, visit www.broadstreetinfamous.com and follow the brand on social media.

Note: This press release is for informational purposes only.

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*Tanner Gray, Driver #15
NASCAR Truck Series*

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Broadstreet Infamous Whiskey is a NASCAR Truck Series Sponsor



Broadstreet Infamous' Cori Yarkin interviews TRICON Garage team owner David Gilliland

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