

# Larrikin Welcomes Hospitality & Brand Director

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[Larrikin Bourbon](#) Co. announced the appointment of Susanna Westerfield as Director of Hospitality and Brand Engagement, a key leadership role focused on strengthening consumer experiences, brand relationships, and hospitality-driven growth.

Westerfield joins Larrikin with extensive hands-on experience in the craft distilling industry, most recently in leadership at J. Mattingly [Distillery](#) in Frankfort, Kentucky. She brings a strong track record in distillery hospitality, [bourbon](#) tourism, operational leadership, and consumer engagement.

Her work has focused on turning hospitality into a growth engine — building memorable consumer experiences that translate into stronger loyalty and measurable results.



Susanna Westerfield brings craft experience to Larrikin

“Susanna brings the bourbon industry experience, operational discipline, and hospitality mindset we need as Larrikin continues to grow,” said Greg Keeley, Founder & Distiller of Larrikin Bourbon Co. “She understands how to create experiences that feel personal, authentic, and commercially effective. Her leadership will be a major asset as we expand the Larrikin brand.”

Westerfield’s expertise spans team development, organizational change, system implementation, reporting optimization, and cross-team training. She has also explored innovative AI applications in the bourbon sector, including personalized consumer experiences, demand forecasting, and operational efficiency.

“I’m thrilled to join Larrikin Bourbon Co. at such an exciting stage of growth,” said Westerfield. “Larrikin has a distinctive voice, a strong point of view, which creates an opportunity to build

unique bourbon experiences that people remember.”

Larrikin Bourbon Co. is an award-winning Kentucky bourbon brand now available in 18 states, with recent recognition from the ASCOT Awards, including Platinum and Double Platinum honors.

About Larrikin Bourbon Co.

Larrikin Bourbon Co. is a Kentucky bourbon company built on craft, character, and a spirit of good-natured rebellion. Rooted in quality whiskey and memorable experiences, Larrikin brings a distinctive voice to the bourbon category while honoring the tradition, grit, and creativity behind America’s native spirit.



Distiller and Founder, Greg Keeley

“

Susanna brings the bourbon industry experience, we need as Larrikin continues to grow. Her leadership will be a major asset as we expand the Larrikin brand”  
*Greg Keeley, Master Distiller*

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