

Atlanta Gladiators Name Broadstreet Infamous Official Whiskey in New Two-Year Partnership

Broadstreet Infamous, Georgia's award-winning bourbon brand, expands Atlanta Gladiators partnership with new arena activations and Gladiators-themed cocktail.

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[Broadstreet Infamous](#), the Georgia-based, award-winning bourbon brand, today announced the renewal and expansion of its partnership with the [Atlanta Gladiators](#), continuing as the Official Whiskey of the Atlanta Gladiators for the upcoming ECHL seasons.



Broadstreet Infamous is the Official Whiskey Partner of the Atlanta Gladiators.

Building upon a successful inaugural season, the renewed partnership significantly expands Broadstreet Infamous' visibility and fan engagement throughout Gas South Arena, where the company also serves as the Official Bourbon of Gas South Arena and is available at all [Gas South District](#) bars.

“

I've been a fan of this franchise since the Gwinnett Gladiators days, so becoming its Official Whiskey is an opportunity I never imagined. Today, I'm still a fan, fortunate to be part of this journey.”

*Lorenze Tremonti, CEO,
Broadstreet Infamous.*

"Our partnership with the Atlanta Gladiators continues to grow, expanding into an even deeper and more strategic collaboration," stated Peter M. Allen, Co-Founder & Chairman of Broadstreet Infamous. "Both organizations share a passion for creating exceptional fan experiences, strengthening our local community, and building meaningful connections with fans. We're excited to deepen our partnership and continue growing together in new and impactful ways."

Returning fan-favorite activations include the "Whiskey on Ice Crew", with members of the Atlanta Gladiators Ice Crew once again wearing custom Broadstreet Infamous-branded apparel during game appearances. Fans can also expect continued in-arena announcements, video board advertising, and digital signage displayed throughout the 13,000-seat venue.

New for the upcoming season, Broadstreet Infamous will receive prominent branding directly on the ice, with custom bottle images and company logo featured at both ends of the rink, creating one of the brand's most visible sponsorship assets to date.

"We're thrilled to welcome Broadstreet Infamous back as the Official Whiskey of the Atlanta Gladiators," said Jared Youngman, President of the Atlanta Gladiators. "Their energy, creativity, and commitment to enhancing the fan experience made them a tremendous partner last season. We're excited to expand the relationship even further this year."

The partnership also extends into the arena's hospitality experience through the debut of the "Infamous Maximus", a custom bourbon cocktail created exclusively for Atlanta Gladiators home games. Named after both the Broadstreet Infamous brand and the Gladiators' beloved mascot, the cocktail will be available at Gas South Arena bars throughout the season.



Concept art of what Broadstreet Infamous branding on the ice will look like when the puck drops for the Atlanta Gladiators season opener at Gas South Arena on October 17, 2026.



Every great Old Fashioned begins with a great bourbon. Experience Broadstreet Infamous—proudly served at all Gas South District bars and featured in the Atlanta Gladiators' signature cocktail, the "Infamous Maximus."

To further enhance fan awareness, the Infamous Maximus will also be featured in the Atlanta Gladiators' "Know Before You Go" emails sent before each home game, helping introduce fans to the exclusive cocktail before arriving at the arena.

In addition to the in-arena activations, Broadstreet Infamous will receive expanded digital exposure throughout the season, including:

- Official partnership announcement across Atlanta Gladiators social media platforms
- Game-day social media posts throughout the season
- Intermission score updates social media posts throughout the season
- Logo placement on the Atlanta Gladiators official website
- Continued in-arena video board and digital monitor placements

The expanded partnership reflects Broadstreet Infamous' continued investment in Georgia sports and its commitment to creating memorable fan experiences while building one of the state's fastest-growing bourbon brands.

"The addition of The Infamous Maximus Cocktail and Broadstreet Infamous' expanded presence throughout Gas South Arena reflects our commitment to offering guests unique, locally inspired experiences. We're proud to continue showcasing an award-winning Georgia bourbon while creating exciting new offerings for fans," said Chris Roberts, CMO of Broadstreet Infamous.

Broadstreet Infamous has rapidly emerged as one of Georgia's fastest-growing bourbon brands. Distributed statewide by Savannah Distributing, the company is now available with more than 200 placements across North Georgia and ships online to consumers in 41 states and Washington, D.C.

The company has earned Gold and Double Gold honors at the internationally respected 2025 PR%F Awards, one of the world's largest double-blind spirits competitions, and continues to expand its presence through strategic partnerships across professional sports, entertainment, and premium hospitality.

"Our mission has always been to build a brand that represents Georgia with pride," said Lorenze Tremonti, Founder, CEO & Master Distiller of Broadstreet Infamous. "I've been a fan of this franchise since the Gwinnett Gladiators days, so becoming its Official Whiskey is an opportunity I never imagined. Today, I'm still a fan, fortunate to be part of this journey. The Atlanta Gladiators and Gas South Arena are incredible partners, and together we're creating something bigger than bourbon—bringing together Georgia, sports, entertainment, history, and community."

For more information about Broadstreet Infamous, visit the company's website or follow the brand on social media.

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