Broadstreet Infamous Whiskey Featured in Upcoming Film 'We Could Be Heroes', Starring Ron Perlman and Peter Facinelli

Georgia Bourbon Goes Hollywood: Broadstreet Infamous Whiskey Featured Alongside Ron Perlman and Peter Facinelli in Upcoming Film "We Could Be Heroes"



Actor Ron Perlman on the set of "We Could Be Heroes" with Broadstreet Infamous Prohibition Proof bourbon, which is featured in the upcoming film.

GREENSBORO, GA, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Broadstreet Infamous, the Georgia-based, Proof Awards-winning bourbon brand, is headed to the big screen with a featured product placement in the forthcoming film We Could Be Heroes, starring Ron Perlman and Peter Facinelli.

We Could Be Heroes is an adventure centered around a young gamer whose stolen gaming console sets off a journey into a lawless underground world. Along the way, two unlikely heroes must navigate mobsters, street gangs, and a series of outrageous challenges in a story inspired by the energy and progression of a video game.

> It's an honor to be featured in We Could Be Heroes. This partnership in film and entertainment reflects our broader vision for the company, and we're excited to see where it takes us."
>
> *Peter M. Allen, Chairman of Broadstreet Infamous*

Broadstreet Infamous bourbons appear throughout multiple scenes in the film, including a bar scene featuring Perlman. A behind-the-scenes photograph from the production accompanies this announcement.

For Broadstreet Infamous, the film placement represents another step in the brand's presence across sports, music, entertainment, and popular culture.

“We started Broadstreet Infamous with the goal of building something bigger than bourbon,” said Lorenze Tremonti, CEO & master distiller of Broadstreet Infamous. “Seeing our bottles become part of a feature film alongside actors of Ron Perlman’s and Peter Facinelli’s caliber is an incredible milestone for our company.”



Actor Peter Facinelli on the set of "We Could Be Heroes" with Broadstreet Infamous Summer Wheat bourbon appearing in the scene. The inset highlights the Georgia-made bourbon featured in the upcoming film.



Ron Perlman on the set of "We Could Be Heroes," where Broadstreet Infamous bourbon makes an on-screen appearance.

A Cast and Creative Team With Decades of Entertainment Experience

Ron Perlman brings more than four decades of film and television experience to We Could Be Heroes. He first gained major attention with Quest for Fire and went on to earn a Golden Globe Award and two Emmy nominations for his performance as Vincent in Beauty and the Beast. He is best known for starring as Hellboy in Guillermo del Toro’s Hellboy films and for his portrayal of Clay Morrow in the hit series Sons of Anarchy. Perlman is also a prolific voice actor, including his work narrating the Fallout video game franchise.

Peter Facinelli has built a career spanning more than three decades, with audiences around the world recognizing him as Dr. Carlisle Cullen in the blockbuster Twilight Saga. His television credits include Dr. Fitch “Coop” Cooper on Nurse Jackie and Maxwell Lord on Supergirl.

The film is directed by Mark Elias and Paul Emami.

Elias is a writer, producer, and actor whose entertainment career spans nearly two decades. His credits include appearances on FOX’s 9-1-1: Lone Star, along with writing and producing work across feature films and other productions. His work has received recognition at film festivals including FilmOut San Diego, the Marina Del Rey Film Festival, and the Durango Film Festival.

Emami is a filmmaker with more than 400 commercial and television credits and is the founder of Los Angeles-based Marker Entertainment, which has had shows distributed by Prime Video, Netflix, truTV, Nat Geo and others. Emami has received directing honors, including Telly, CAPA, Aurora and Monitor Awards. His work has also been recognized by the Association of Independent Commercial Producers, the New York Film Festival Advertising Awards, and the London International Advertising Awards.

A Whiskey, Music and Gaming Connection

The film will also feature a special connection to the world of music through Matthew Kiichi Heafy, frontman of internationally acclaimed metal band Trivium, avid gamer and streamer, and a partner of Broadstreet Infamous.

Heafy will appear in the film's credits sequence, creating a connection between the movie's gaming-oriented storyline, music, and Broadstreet Infamous Whiskey.

"We've always believed that Broadstreet Infamous belongs wherever passionate communities come together. Whether that's bourbon, sports, music, gaming or film, there's a common thread—people who are passionate about what they love. This project brings several of those worlds together in a really fun and unexpected way," said Heafy.

Filmmaker Sees Natural Fit Between Broadstreet Infamous and the Film

The partnership between Broadstreet Infamous and the production came together as a fit for the film's tone and entertainment-driven storyline.

"Having Broadstreet Infamous Whiskey as part of We Could Be Heroes has been a pleasure from start to finish," said Mark Elias, director and writer of We Could Be Heroes. "Peter M. Allen, Lorenze Tremonti and the Broadstreet Infamous team have been fantastic to work with, and the brand was a great fit for the world we created. We're excited to have their bourbon featured in the film and look forward to audiences seeing it on screen."

Built for a Global Audience

We Could Be Heroes is being positioned for a broad domestic and international distribution strategy, with planned avenues including VOD, SVOD, AVOD, pay-per-view, airline distribution, film festivals, and theatrical exhibition.

The production team has a long track record of participating in domestic and international film festivals, with the film targeting festivals and audiences in major entertainment markets including Los Angeles, Mexico City, Tokyo, Austin, Barcelona, Berlin, Hong Kong, Toronto, and Venice.

The production anticipates a platform theatrical release following the festival circuit, with subsequent expansion into video-on-demand and streaming platforms.

A New Chapter for Broadstreet Infamous

For Broadstreet Infamous, the film placement adds another dimension to a rapidly expanding brand platform that already includes partnerships with professional sports, live entertainment, NASCAR, music and major hospitality and retail accounts.

“Broadstreet Infamous is a beverage and entertainment company that connects with people through entertainment, sports, music and culture,” said Peter M. Allen, chairman of Broadstreet Infamous. “It’s an honor to be featured in We Could Be Heroes. This partnership in film and entertainment reflects our broader vision for the company, and we’re excited to see where it takes us.”

Note: This press release is for informational purposes only. Enjoy responsibly.

About:

We Could Be Heroes
We Could Be Heroes is an action-comedy adventure following a young gamer Ozzy and amateur detective Miles as they set out to recover a stolen gaming console. Their search leads them into an underground world filled with mobsters, street gangs, unexpected allies, and escalating danger. The film is directed by Mark Elias and Paul Emami. IMDb: https://www.imdb.com/title/tt11176778/?

Broadstreet Infamous
Broadstreet Infamous is an award-winning Georgia spirits company available in 41 states (and DC) at https://broadstreetinfamous.com/shop and BIG THIRST at https://shop.bigthirst.com/search?q=broadstreet+infamous.

Ron Perlman, https://www.imdb.com/name/nm0000579/
Peter Fascinelli, https://www.imdb.com/name/nm0004906/
Mark Elias, https://www.themoviedb.org/person/94148-mark-elias
Paul Emami, https://www.markerentertainment.com/
Matthew Heafy, https://www.twitch.tv/matthewkheafy
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