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Land Run Distillery Prepares for Next Phase in Newkirk
Award-Winning Bourbon and Evel Knievel Partnership Mark
Major Milestones

NEWKIRK, Okla. (May 22, 2025) — While things may look quiet at 112 N. Main Street, there's been no shortage of activity behind the scenes at Land Run Distillery.

Over the past several months, the team has been hard at work finalizing everything from marketing and distribution to the countless logistical steps required to bring a distillery to life. Now, with renovations nearing completion, the Land Run tasting room is in the final stretch of construction and is expected to be ready for business in the coming months.

“We’ve been laying the groundwork — quite literally — for a long time,” said Jeff Casey, founder and master distiller. “There are thousands of moving pieces to launching a distillery, and we’ve been focused on getting them right.”

One of the biggest milestones came recently, when Land Run won the **American Icon Spirits 2025 Daring Distillers Award** for innovation and maturation. The honor recognized the distillery's signature pecan finished straight bourbon, which undergoes a unique finishing process using native Oklahoma pecan wood and shells sourced directly from Newkirk's own Bar E Ranch.

That recognition laid the groundwork to secure a deal with American Icon Spirits to release a limited series of Evel Knievel whiskeys — a partnership that has helped push the launch into motion. The first bottles are scheduled to be filled and labeled on Main Street this summer, marking a key step forward in the distillery's journey.

Locals can expect to see more visible activity on-site as the team begins preparing the space not only for bottling and labeling, but for welcoming future visitors.

“It's taken time, patience and a lot of hard work,” Casey said. “But it's starting to come together.”

Casey added:

“The partnership with American Icon Spirits felt like a natural fit for Land Run. Oklahoma's story began when people risked everything to race into the unknown and carve out a life for themselves. It took courage and a willingness to do something that hadn't been done before. Evel Knievel did the same — just with a motorcycle and a little more flair.”

Alongside the Evel Knievel collection, Land Run is also introducing the first three releases in its signature lineup: Pecan Finished Straight Bourbon, Small Batch Elite Straight Bourbon and Small Batch Elite Straight Rye. In addition, the distillery is releasing a special limited-edition bottle: The Founder's 500, first unveiled during qualifying rounds at one of the most iconic racetracks in the country last week.

About Land Run Distillery

Founded in 2021 by Jeff Casey and Shannon Guthrie, Land Run Distillery produces premium bourbons and whiskeys that honor the legacy of the Oklahoma Land Run. With a tasting room now open on historic Main Street in Newkirk, Oklahoma, Land Run is preparing to build its distillery on the nearby Bar E Ranch — land originally settled by Casey's great-grandfather during the time of the land runs. From grain selection to aging and finishing, the distillery maintains the highest standards, using locally sourced ingredients and limestone-rich water to create refined expressions with distinctive flavor profiles. The distillery's mission goes beyond whiskey — Land Run is committed to community revitalization, historical preservation and sustainable growth within the northern Oklahoma ranching community.

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