



FOR IMMEDIATE RELEASE

Koopers Whiskey Names Austin Hospitality Veteran Jeremy Murray Director of Sales to Lead Brand Expansion

LEDBETTER, Texas (September 1, 2026) — More than a decade after becoming the first Austin bar owner to put [Koopers Whiskey](#) behind the bar, hospitality entrepreneur Jeremy Murray is joining the Texas whiskey brand as Director of Sales. Effective July 13, 2026, Murray will lead Koopers Whiskey's on-premise and off-premise sales strategy, distributor relationships, key account development, and market expansion while providing market and customer insights to help guide future brand and product initiatives. He is a respected entrepreneur in Austin's hospitality scene and brings decades of experience building some of the city's most beloved bars and gathering places to Koopers.

Murray has earned a reputation for creating community-focused neighborhood institutions, developing thoughtful beverage programs, and cultivating authentic relationships across the Texas bar industry by founding, owning, or operating acclaimed bars and concepts including Blackheart, Kitty Cohen's, High Noon, Daydreamer, Alba Wine Bar, and Proof & Cooper. His industry experience, network, and firsthand understanding of the needs of bar owners, retailers, and distributors position Koopers Whiskey for its next phase of growth. The appointment comes as Koopers Whiskey increases its focus on expanding its retail and on-premise footprint throughout Texas while developing opportunities in new markets.

Murray's connection to Koopers Whiskey spans more than a decade. In 2015, Blackheart became the first bar to carry Koopers Whiskey, marking the beginning of a partnership built on mutual respect and a shared commitment to quality, craftsmanship, and Texas hospitality.

To join Koopers Whiskey, Murray is making a significant career transition by selling his ownership interests in his hospitality businesses and dedicating himself full-time to growing the Koopers Whiskey brand.

"Jeremy has been part of the Koopers story almost from the beginning," said Koopers Whiskey Co-founder and Master Blender, Troy Kooper. "He was one of our earliest supporters, became a trusted friend, and understands firsthand what makes a whiskey brand work at the account level. He's built businesses, earned the trust of operators across Texas, and lived on both sides of the bar. There isn't anyone better suited to lead our next stage of sales growth."

For Murray, the move represents a new chapter while remaining deeply connected to the industry he has spent his career helping shape.

"I've watched Koopers grow from a whiskey we put behind the bar at Blackheart more than a decade ago into a powerful brand with a real opportunity to expand well beyond Central Texas," Murray said. "I've spent my career building places where people gather over great drinks and great conversations, and I understand what makes bars, retailers, and consumers respond to a brand. I believe in what Troy and Michelle have built, and I'm ready to put that experience behind growing Koopers Whiskey."

Founded in Austin and now headquartered in Ledbetter, Texas, Koopers Whiskey has built a loyal following through its commitment to producing exceptional whiskey while remaining deeply rooted in Texas culture and hospitality. The addition of Murray signals the company's continued investment in expanding its reach while staying true to the relationships that have fueled its success.

For more information on Koopers Whiskey, please visit the whiskey blending house's official [website](#), sign up for the newsletter, or follow the brand on [Instagram](#) or [Facebook](#).

About Koopers Whiskey:

Koopers Whiskey is a family-owned Texas whiskey brand rooted in time-honored, old-world blending traditions. Founded by Troy Kooper and Michelle Kooper, the company crafts boutique Texas Bourbons and Ryes that reflect both the spirit of Texas and a commitment to quality without pretense. Each Koopers expression showcases a dedication to flavor, maturity, and complexity, allowing the whiskey itself to take center stage. Focused on maturation, blending, finishing, and exceptional craftsmanship, Koopers Whiskey creates distinctive, high-quality spirits designed to bring people together. The result is an elevated tasting experience that consistently delights the senses and leaves a lasting impression. Visit the Koopers Whiskey tasting room at 100 West U.S. 290, Ledbetter, TX 78945, or shop online at <https://www.KoopersWhiskey.com>.

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