



Media Contact

Jonathan S. Blue
Chairman & Managing Director
Blue Rose Spirits, LLC
502.664.9300
jblue@blueequity.com

FOR IMMEDIATE RELEASE

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**LIQUOR BARN-PARTY MART-DEP'S
ANNOUNCES ACQUISITION OF LONGTIME OWENSBORO RETAILER -
J'S LIQUORS TASTING BAR AND CHEESE SHOP AND
J'S LIQUORS-WEST PARRISH IN OWENSBORO, KENTUCKY**

Louisville, KY (November 30, 2020) – Liquor Barn-Party Mart-DEP'S, where "Kentuckians Go To Celebrate Life" with Kentucky's best selection of spirits, wine, beer and cigars, announces the acquisition of longtime Kentucky retailer J's Liquors Tasting Bar and Cheese Shop and J's Liquors–West Parrish in Owensboro, Kentucky.

J's Liquors is an Owensboro institution, serving the city for more than 65 years. The first store opened in 1955 with partners John "Hump" Tanner and Doc Oldham. Hump was an Owensboro High School and Centre College football star who went on to play for the Toledo Maroons, Cleveland Indians and Cleveland Bulldogs in the National Football League in the 1920's. Hump was Centre College's starting quarterback in the infamous October 29, 1921 college football game between Centre College vs. Harvard. Centre beat Harvard 6-0, in what is widely considered one of the greatest upsets in college football history. Hump was a teammate and close friend of Jim Thorpe, the greatest athlete of the era. For many years the liquor store was affectionately named Humps by the local residents. Today, J's Liquors is well regarded in the region with the largest selection of spirits, wine and beer and a popular tasting bar and cheese shop. Liquor Barn-Party Mart-DEP'S is acquiring the stores from the Oldham family who has operated the stores for the past several decades.

Chairman Jonathan Blue said: "We are thrilled to have J's Liquors join the Liquor Barn family of Kentucky owned and operated liquor stores serving the Commonwealth. We are committed to be exemplary custodians of these legacy stores. The acquisition of J's Liquors continues our quest to become the leading retailer for spirits, wine, beer, cigars and specialty foods to our loyal and growing customer base in Kentucky. We are always proud to represent Kentucky and are grateful to our employees for continually thriving for excellence."

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About Liquor Barn

Liquor Barn-Party Mart(www.liquorbarn.com) is Kentucky's largest independent and locally owned and operated retail chain of spirits, beer, wine and cigars, with 23 retail locations across the state, including seven locations in Louisville, six locations in Lexington, as well as stores in Bowling Green, Covington, Danville, Elizabethtown, Ft. Thomas and Owensboro.

About Blue Equity, LLC

BLUE EQUITY, LLC (www.blueequity.com) is an independent, private equity firm that invests in enterprises with solid developmental potential. We form partnerships with existing management teams to leverage the collective expertise of all involved. Our investment efforts and managerial capabilities are focused on the operation of a global and diversified portfolio including current and historical holdings in oil and gas, media, talent, sports and entertainment, spirit and wine distillation and retailing, hospitality and traditional distribution businesses. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace.