



ASM Capital Partners Taps Spirits Industry Veteran Seth Benhaim to Join Team

ASM Capital Partners is pleased to announce a new addition to their leadership team with the hiring of Seth Benhaim as Director of Spirits & Brand Strategy. With an extensive background in building successful spirits brands, Seth will play a key role in driving innovation for the fund within the American Single Malt (ASM) Whiskey category.

Seth's journey in the spirits industry began in 2012 when he founded Infuse Spirits Group in his grandmother's garage at the age of 24. His commitment to creating high-quality, natural infused vodkas quickly propelled the brand into nearly 40 states. Continuing to innovate within the industry, Seth launched Broken Barrel Whiskey Co., an award-winning brand known for its unique process of finishing whiskey in barrels that have been shattered with a sledgehammer. Under his leadership, Broken Barrel Whiskey Co. was recognized in 2023 as the "Best Kentucky Finished Bourbon" and as the "American Whiskey Brand Innovator of the Year" by the World Whiskey Awards.

Building on these successes, Seth founded Badwater Brands, a full-service brand development firm. His deep understanding and passion of the whiskey landscape has allowed him to develop a vast network and deep knowledge of the American whiskey market, which he now brings to ASM Capital Partners.

As Director of Spirits & Brand Strategy, Seth will be instrumental in assisting in shaping the future of ASM Capital Partners and its portfolio of investments, with a focus on driving success within the ASM Capital Fund. His role will involve leading the development of branded products, establishing strategic distillery partnerships and securing unique barrels to help propel ASM Capital Partners to the forefront of the global American Single Malt Whiskey market.

About ASM Capital Partners

ASM Capital Partners is a trailblazing, new spirits investment fund elevating the newly commissioned American Single Malt Whiskey category on a global scale. Led by father-son duo, Rob and Hunter Robillard, alongside exceptional talent in the spirits and investment space, it is the only fund 100% dedicated to the growth of the American Single Malt Whiskey category. Bridging the gap between spirits brands, distilleries, exporters and forward-thinking investors, the fund is designed to meet and support the growing needs of home-grown brands seeking aged whiskey products in the global market. By providing unique inventory capital solutions for distilleries and brands, ASM Capital Partners is positioned to be the leading supplier of matured American Single Malt inventory worldwide. Additional information on ASM Capital Partners can be found on their website at www.asm.capital.