

Press Release

029 Group SE: Successful collaboration between portfolio companies

Berlin, 04th August 2025. 029 Group SE (ISIN: DE000A2LQ2D0), a global hospitality and lifestyle platform, proudly announces a new collaboration between its portfolio companies TRIP and Brother's Bond Bourbon. The two brands have launched "*The Brother's TRIP*", a summer campaign that brings together TRIP's peach ginger functional drink and Brother's Bond's premium bourbon in a refreshing seasonal cocktail.

Brother's Bond Bourbon was founded in 2021 by actors Paul Wesley and Ian Somerhalder, known for their roles in *The Vampire Diaries*. Since its launch, it has become one of the fastest-growing whiskey brands in the U.S. The new campaign features the founders promoting the product pairing through a series of social media videos aimed at younger audiences. A limited-time promotion is also running in the U.S. via Gopuff, offering a discount to customers purchasing both products.

The campaign has already generated strong traction across social platforms, with early videos reaching over 9 million views and driving significant consumer engagement. This collaboration reflects the strength of 029 Group's platform model, bringing together two high-growth consumer brands to explore synergies, increase visibility, and reach new markets. The initiative supports the continued momentum of both TRIP and Brother's Bond in their respective categories.

While TRIP is accelerating its rapid U.S. expansion, Brother's Bond is simultaneously scaling its global footprint. Earlier this year, the brand launched into global travel retail (GTR) through a strategic partnership with family-owned retailer Gebr. Heinemann, bringing its award-winning bourbon to international travelers in key airports. This marks Brother's Bond's first entry into the GTR channel, unlocking new consumer touchpoints worldwide. The brand also recently introduced Regenerative Grain Bourbon—crafted entirely from regeneratively grown grains—making it the first bourbon of its kind in the GTR space. These milestones were recently featured in *The Spirits Business* ([August 2025 issue](#)), which profiled the brand's sustainability leadership, community-first ethos, and rapid ascent as a category innovator.

About TRIP

TRIP is a UK-based consumer brand on a mission to help you find your calm amidst the chaos. Thanks to TRIP's commitment to using only the highest quality CBD available in the UK, the range of delicious CBD infused drinks and oils are loved by their customers and has cemented TRIP's position as a leading premium CBD brand.

Further information: <https://drink-trip.com/>

About Brother's Bond

Brother's Bond Bourbon, founded by Ian Somerhalder and Paul Wesley, is an ultra-premium bourbon brand celebrated for its exceptional quality and craftsmanship. Meticulously crafted with the finest all-natural ingredients and aged to perfection, Brother's Bond honors the rich heritage of American whiskey-making.

Further Information: <https://brothersbondbourbon.com/>

About 029 Group SE

029 Group SE believes that the next generation of consumer brands will be built on connection, experiences, and community. In a post-pandemic world, new patterns of work, life and leisure are emerging and accelerating. These trends create opportunities in hospitality and lifestyle for innovation-driven entrepreneurship with a strong community focus. 029 Group backs the most audacious entrepreneurs with a hands-on investment approach, focusing on areas where they can add significant value through their platform, global network and company building expertise. 029 Group is based in Berlin, Germany.

Further Information: <https://www.029-group.com/>

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