



BUSINESS SPOTLIGHT: Backroad Spirits

“Good selection” is one priority that all customers want, and they aren’t disappointed at Pauls Valley’s Backroad Spirits.

There’s something for every taste among the rows of shelves of wine, beer and distilled spirits making up this 2,300-square-foot store. And owner Jason Bean says product changes happen every week!

“We have a large walk-in wine room, a large walk-in beer cave and the best selection of cigars in town,” he said. “We pride ourselves in having the best selection in Garvin County and if we don’t have it, we will get it.”

This attention to quality makes the store a great destination for both connoisseurs and casual shoppers alike.

Distributors have told him that Backroad Spirits is one of the nicest stores in the state. Its woodwork resembles an English pub and its elegant stone masonry completes the special interior ambiance.

The store at 101 N. Carter, Ste. 100, was purchased from the owners of the original liquor store located there since 2010. Jason and his lifelong friend and co-owner Lucas Smith took over and renamed the store in 2022, the same year they joined the Pauls Valley Chamber of Commerce.

But it's not just the products that make Backroad Spirits special; it's the story of its owners and their deep-rooted connection to the area.

Jason and Lucas attended Wynnewood Public Schools and then Seminole Junior College. It was their youthful adventures on the rural dirt roads throughout the county that made the addition of the word "Backroad" seem to fit in the store's name.

In time, Lucas joined the U.S. Air Force and Jason polished off his education by getting an MBA. Today, Jason is a Market President for First United Bank in Purcell. An environmental health and safety manager for a large chemical company, Lucas lives in Verdigris, OK, where he also runs the second Backroad Spirits shop. Chad Smith, Lucas's brother, is at the helm of daily operations at the Pauls Valley store.

Chad's philosophy is simple: Know your customers. In a business with a vast array of products and tastes, customer feedback is gold. Despite the challenge of a transient clientele due to the store's proximity to Interstate 35, Chad ensures that new items and local favorites are in constant rotation.

Backroad Spirits can customize orders for customers' special events, including everything from the beverages to barware and glassware and other party items.

The store also offers occasional tastings and sales for products. Military and service members get special treatment on Tuesdays. Additionally, the owners offer "Wine Wednesdays" and often host tastings of new products on Saturdays.

The store's commitment to its customers and community shines through, making it a deserving recipient of the May Business Spotlight.

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