

T. NEAL MORRIS

Member

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HONORS & AWARDS

- Best Lawyers in America®: Ones to Watch, 2023-2027, Administrative/Regulatory Law, Commercial Litigation
- Kentucky Super Lawyers®, Rising Star, 2022-2025, Administrative Law

PRIMARY PRACTICE

Alcoholic Beverage Regulation

Hospitality and Tourism Law

Administrative Law

ADDITIONAL PRACTICE EXPERIENCE

Commercial and Business Litigation

Regulatory & Licensing Issues

ADMISSIONS

Kentucky, 2018

U.S. District Court, Western District of Kentucky, 2018

U.S. District Court, Eastern District of Kentucky, 2018

Neal Morris believes that stronger businesses make for stronger communities, so he focuses his practice on helping those businesses to develop and grow. As an attorney in McBrayer's administrative law practice, Neal devotes his time to helping businesses, especially those in the alcoholic beverage industry, navigate regulations, licensing, compliance, administrative hearings, and any other issues with which they may need legal assistance. He has a long history with the alcoholic beverage industry, which informs his practice and drives him professionally on behalf of his clients in Kentucky's signature bourbon industry and beyond.

Neal brings a focused energy to all his work, and that dedication builds strong relationships with his clients, who know they can return to Neal and McBrayer time and again for any legal needs that may arise.

Neal is an active member of the Kentucky Guild of Brewers and an associate member with the National Association of Licensing and Compliance Professionals (NALCP). In his spare time, Neal enjoys homebrewing, wine making, weightlifting, and hiking.

CAPABILITIES, SUCCESSES, AND ASSIGNMENTS

U.S. Court of Appeals, 6th Circuit, 2018

EDUCATION

University of Kentucky College of Law, Lexington, Kentucky, J.D., 2018

- Production Editor, *Kentucky Journal of Equine, Agriculture & Natural Resources Law*
- Honors Board, Moot Court
- CALI Award for Antitrust Law, 2016

University of Louisville, Louisville, Kentucky, B.A., 2015

- Major: Political Science
- Minor: Economics
- Honors: *cum laude*

- Assists clients in the alcoholic beverage and hospitality industry with all aspects of their business:
  - Local, state, and federal licensing and permitting
  - Business-to-business contracts, including spirit supply, storage, bottling agreements, and all vendor agreements
- Oversees the transfer of assets and entities, as well as mergers and acquisitions involving alcoholic beverage businesses and assets, including bulk spirits and brands.
- Managed several clients' creation, formation, construction, and implementation of alcohol manufacturing businesses.
- Efficiently and effectively managed several relicensing efforts for large-scale (60+) retailer acquisitions.
- Helped to craft multiple legislative initiatives that have reshaped the Kentucky Bourbon Industry.
- Serves as outside counsel for the Kentucky Distillers' Association, guiding the Association on policy and legislative matters.
- Represented a new business owner in an appeal of an alcohol license denial by the City of Louisville, winning the appeal and allowing the business to become licensed.
- Represented an international distillery in its entry to the United States.
- Represented a nail salon in an emergency hearing against the Board of Cosmetology over a license revocation, which resulted in a negotiated settlement that allowed the salon to continue operating.
- Represented a publicly traded national food chain in obtaining alcohol licenses for each of its locations in Kentucky.
- Represented clients in obtaining, acquiring, and maintaining medical cannabis, horse racing, and sports wagering licenses.

Professional Activities

- National Association of Licensing and Compliance Professionals (NALCP), Associate Member, 2018

- Kentucky Guild of Brewers, 2018
- National Conference of State Liquor Administrators (NCSLA), 2025
- Fayette County Bar Association

News

Members Stephen Amato, Neal Morris, and Mari-Elise Paul present at inaugural UK/CLE Bourbon Law
October 1, 2026

IN THE MEDIA - Fifty McBrayer Attorneys Recognized by *Best Lawyers® for 2027*
August 20, 2026

Member Neal Morris Speaks at Moonshine University
June 2, 2026

Central Kentucky Business Park Authority breaks ground on Triple Crown Business Park in Berea
May 8, 2026

IN THE MEDIA - Central Kentucky Business Park Authority Wins Community Impact Award
February 20, 2026

Celebrating Excellence: 40 McBrayer Attorneys Recognized by Super Lawyers
December 16, 2025

McBrayer PLLC Achieves Record-Breaking Recognition in *Best Lawyers in America® 2026*
August 21, 2025

McBrayer Attorneys Help Secure New Economic Development Deal with Central Kentucky Business Park Authority
January 2, 2025

Leading the Way in Legal Excellence: 38 McBrayer Attorneys Honored in 2025 Super Lawyers and Rising Stars Lists
December 17, 2024

New Record Set: 51 McBrayer Attorneys Honored in Best Lawyers 2025
August 15, 2024

McBrayer Earns Record Number Named to Super Lawyers Lists for 2024
January 9, 2024

Another Record! 49 McBrayer Attorneys Named to Best Lawyers® 2024
August 17, 2023

25 McBrayer Attorneys Named to Super Lawyers and Rising Stars Lists for 2023
December 29, 2022

A Record Number! Thirty McBrayer Attorneys Named to *Best Lawyers® in America* Lists for 2023
August 18, 2022

22 McBrayer Attorneys Recognized in 2022 Edition of Super Lawyers
December 30, 2021

Seminars & Speaking Engagements

Members Stephen Amato and Neal Morris Attend James B. Beam Institute Industry Conference
March 16, 2026

Kentucky Alcohol Law Update
Fayette County Bar Association, Bench & Bar CLE
Lexington, KY, October 20, 2020

Alcoholic Beverage Licensing Compliance Program

NBI – Brewery and Distillery Law in Kentucky
Louisville, KY, June 5, 2019

NBI - Brewery and Distillery Law in Kentucky
Lexington, KY, June 3, 2019

Federal, State, and Local Compliance
Kentucky Guild of Brewers, New Brewer Bootcamp, Covington, KY, January 28, 2019