



VIEW*S* & VISIONS

A publication of Bowles Rice LLP

Fall 2016



The American Dream

Linda Losey, Co-Founder and Chief Operating Officer
Bloomery Plantation Distillery

Linda Losey is the co-founder and COO of Bloomery Plantation Distillery, located in Charles Town, West Virginia, an emerging leader in the American craft distillery movement. Losey helped found the distillery with her husband, Tom Kiefer, and her ex-husband, Rob, in September 2011.

Losey's professional credits include becoming a best-selling author, an award-winning artist and a dynamic and professional speaker, as well as entrepreneur and owner of Bloomery Plantation Distillery.

She is the author of "The Great God Hunt: A Guide to Living in the Here and After," a personal reflection written after the untimely deaths of her father and two of her four children.

She earned an associate's degree in psychology from Jamestown Community College (New York) and a master's degree in education from Nazareth College of Rochester, New York.

To honor a dream of her youngest son after his death, she became the first woman to ride across America alone on horseback, using much of the American Discovery Trail to cover 4,032 miles over seven months. As a result, she earned membership into the Long Riders' Guild in 2005, a by-invitation-only organization.

With a sweet spin on moonshine, Bloomery's all-natural, farm-fresh SweetShine® liqueurs are crafted the way the old-timers used to do it: by hand. Running steep in history, the legacy carries on with the tradition of hand-crafting hooch from farm-fresh ingredients for a smoother, more palatable 'shine.

Bloomery Plantation Distillery currently operates in a 50-ft. by 16-ft., two-story historic log cabin on 12 acres in Charles Town, West Virginia. The original log cabin was built in the 1840s, with two "new" side additions added in 1870. The board and batten are from old boats known as gundalows. In the 1800s, these historic boats would ferry passengers across the Shenandoah River by day, and run moonshine by the light of the moon.

In its day, Bloomery held the covert honor of being the largest bootlegging operation in the state. Today, this tiny farm distillery is hailed as

BLOOMERY
SweetShine®

the first grower of lemons in the Mid-Atlantic, holds numerous awards for its outstanding hooch and has hosted 60,000 unique visitors in its tiny tasting room since opening nearly five years ago.

A trip to Italy in 2010 gave birth to the idea of a distillery in our own backyard. We tasted hand-zested, homemade limoncello and fell in love with the flavor profile. Unable to find that same flavor on the shelves in the United States, we began the quest of creating our own. Why not envision a mini-distillery in West Virginia, in a dilapidated log cabin in the woods, where the Blue Ridge Mountains meet the Shenandoah River? We turned the property into an all-natural, sustainable farm, with a lemon orchard,



Bloomery Plantation Distillery, Charles Town, West Virginia

black walnut trees, a raspberry field, ginger and cranberry beds, and a pumpkin patch, while sourcing from other small American farms who share our values. We turn those fruits, roots and nuts into award-winning liqueurs.

With 25 international awards in five years, including the 2015 Double Gold for best nut liqueur at the San Francisco World Spirits Competition and Entrepreneur magazine's "One of the Best Entrepreneurial Companies in America," we are living the American dream.

"American-made" has driven tradition and hard work for generations. It is a creed that has made this country free and entrepreneurial and represents an ideology on which the American dream is founded. The entrepreneurial spirit of building from the ground up continues to be the key to achieving the American dream, while creating jobs here in the Eastern Panhandle. It's taking pride in tradition, and using today's hard work and innovations to help build the future. American-made is a legacy for the next generation; and, what we strive to achieve.

Building the American dream, alongside my husband and ex-husband, truly is a unique story. We take a stand against the boring and unadventurous in everything we do. We always have. We are not afraid to take risks, to be bold and different. We believe in true grit. It's just who we are. Just real folks chasing the American dream while building a legacy. A brand that embodies authentic, simple, clean, farm-fresh flavors and adventurous, award-winning American-made soul – in a bottle.

Five years ago, while attending an industry conference, we received a piece of advice that has stuck with us: "Concentrate on building a brand, not simply a product. The product has to be good, no doubt, but the brand has to be great in order to inspire and build loyalty." That piece of advice resulted in a shift in focus from not just



The staff at the Bloomery Plantation Distillery handcrafting pumpkin 'shine.



The cast of characters from the Bloomery Plantation Distillery

crafting another limoncello, to building a great limoncello, immersed in our unique story and embodied by our philosophy. There's more than just 190 proof corn liquor, organic lemons, pure cane sugar and water in our bottle. It's made from the hand-crafted labor and love of a team of individuals who are passionate about everything we do. Whatever goes inside our bottle is passionately produced by those working on the outside. If it wasn't for that advice years ago, we would have had no idea how to build, craft and create an award-winning brand that has risen to the top of its niche market. Grateful, we are. ♪