

Lythgoe
BOURBON™



Introducing Lythgoe™ Bourbon: Celebrating Women in Whiskey with Two Exclusive New Expressions

Louisville, KY – July 24, 2024 – Lythgoe™ Bourbon proudly announces its launch, bringing to market two highly anticipated Bourbon expressions that celebrate the rich history of women in whiskey. Inspired by the legendary Gertrude “Cleo” Lythgoe, Lythgoe Bourbon embodies the spirit of resilience, grit and entrepreneurial brilliance.

True to History

Gertrude “Cleo” Lythgoe, known as the “Queen of the Bootleggers,” was a pioneering female figure during Prohibition. While many were selling watered-down or downright dangerous liquor, Cleo established a thriving spirits business in the Bahamas, importing premium whiskey from London and Glasgow, which was then bootlegged into the United States. Lythgoe Bourbon honors her legacy with a brand that stands for quality, authenticity, and an unapologetic desire to find, blend and distribute the best whiskey.

Meet the Women Behind Lythgoe Bourbon

Steffani Scheurich, Master Blender

Born and raised in Kentucky, the heartland of Bourbon, Steffani Scheurich is the Master Blender for Lythgoe Bourbon. With an extensive background in marketing, sales, and business development across leading companies like Nestle, Brown-Forman, and Pernod Ricard, Steffani brings unparalleled knowledge and expertise to the brand. She is the founder of High Spirits Marketing, a consulting firm specializing in craft distilleries and wineries, and serves as Vice Chair of the Board of Directors for Bourbon Women. Steffani’s passion for craft spirits and her dedication to quality ensure that every bottle of Lythgoe Bourbon meets the highest standards.

Dina Coker, Co-Founder and CEO

Dina Coker is a successful entrepreneur with over two decades of experience in building brands. As the founder of Blink, a strategic marketing and consulting firm, Dina has worked with some of the largest, most influential brands and retailers in the country. In 2021, Dina turned her passion for Bourbon into a new venture by creating Lythgoe Bourbon and assembling a team of experts who shared her passion for great tasting, smooth Kentucky Bourbon. Inspired by Cleo Lythgoe, Dina and her team are committed to sourcing the finest Kentucky Bourbon and allowing it to age to perfection. Dina's vision is to establish Lythgoe Bourbon as an influential female voice in the American whiskey industry.

Tasting Notes

Master Blender's Selection

This single barrel, 8-year-old, cask strength Kentucky Straight Bourbon Whiskey is a true masterpiece. Crafted with a 4-grain recipe, it features tasting notes of sweet vanilla, caramel, oak, baking spices, and pepper. Suggested retail price: \$94.99.

Founders' Collection

A small batch blend of 9-year-old Kentucky Straight Bourbon Whiskey, the Founders' Collection offers a rich and bold flavor profile. With hints of oak, sweet grains, baking spices, leather, pepper, and a touch of smoke, this 4-grain bourbon is a testament to fine craftsmanship. Suggested retail price: \$89.99.

Special Launch Events

Lythgoe Bourbon's initial release is limited to select retail locations in Louisville, making this launch exceptionally exclusive. In conjunction with the launch, Lythgoe Bourbon will sponsor the Bourbon Women SIPosium at the Louisville Hyatt from August 15-18, 2024. Attendees will be able to taste for themselves the smooth, bold flavors of both the 8-year and 9-year expressions.

Master Blender Steffani Scheurich will be available for bottle signings at the Bourbon Women SIPosium as well as at various retail locations around Louisville, with dates and times to be confirmed soon.

"We are excited to bring Lythgoe Bourbon to Louisville and share Cleo's remarkable story with whiskey lovers," said Dina Coker, Co-Founder and CEO of Lythgoe Bourbon. "Our limited release is a tribute to the women who have shaped the whiskey industry, and we look forward to celebrating with everyone at the Bourbon Women SIPosium."

For more information about Lythgoe Bourbon and the upcoming launch events, please visit www.lythgoebourbon.com or contact Dina Coker at dina@lythgoebourbon.com.

About Lythgoe Bourbon

Lythgoe Bourbon is a premium whiskey brand that honors the legacy of Gertrude "Cleo" Lythgoe, a pioneering female figure in the Prohibition-era whiskey industry. With a commitment to quality and a passion for storytelling, Lythgoe Bourbon offers unique and refined expressions that celebrate the rich history of women in whiskey.

UN
APO
LO
GETIC



Media Contact:

Dina Coker | dina@lythgoebourbon.com
(336) 471-5584 | lythgoebourbon.com