

Lythgoe
BOURBON™



North Carolina Entrepreneur Champions Women in Whiskey with the Launch of Lythgoe® Bourbon

Rewriting the Narrative: A Bourbon Brand Celebrating the Women Who Have Shaped Whiskey History

Greensboro, NC – October 17, 2024 – In an industry traditionally dominated by brands named for men or places in Kentucky, Dina Coker saw an opportunity to rewrite the bourbon narrative. After learning that 36 cents of every dollar spent on bourbon is spent by a woman, Coker was inspired to launch Lythgoe Bourbon, a premium brand that celebrates the women who have played a pivotal role in whiskey's past, present, and future.

"Women have been involved in the making and drinking of whiskey for centuries, yet we are rarely recognized," said Dina Coker, Co-Founder and CEO of Lythgoe Bourbon. "I wanted to create a brand that honors those women and speaks directly to the growing number of female bourbon enthusiasts, and – of course – their male friends, who deserve a brand that embraces women's contributions to this market."

Lythgoe Bourbon, named after Prohibition-era whiskey trailblazer Gertrude "Cleo" Lythgoe, launched earlier this year with two flagship expressions: the Master Blender's Selection, an 8-year-old single barrel bourbon, and the award-winning Founders' Collection, a 9-year-old small batch blend. The brand's mission is to bring stories of whiskey women to the forefront, from historical figures like Lythgoe, to today's female innovators in the industry.

Dina's Vision for Lythgoe Bourbon

The idea for Lythgoe Bourbon was born out of Dina's recognition that the bourbon category was missing something critical: representation of the women who make up a significant portion of the consumer base and yet have been largely overlooked when it comes to brand creation. Dina, a seasoned entrepreneur and marketer, has spent her career building iconic brands. With Lythgoe, she set out to create something more than just a great-tasting whiskey.

"Lythgoe Bourbon is about exceptional product, and it's also about telling the stories of the exceptional women who've been pivotal in whiskey history and making sure their contributions are recognized," Dina explains. "In an industry where brands are often named after men or feel-good places in Kentucky, Lythgoe Bourbon stands out as a celebration of the women who have shaped this industry, whether they were distillers, bootleggers, or passionate bourbon enthusiasts."

After the successful launch of Lythgoe's 8-year Master Blender's Selection and 9-year Founders' Collection, Lythgoe recently launched an 8-year small batch blend, Catherine's Legacy, celebrating Catherine Carpenter. A two-time widow who distilled and sold whiskey to put food on the table for her 12 children, Catherine Carpenter was a trailblazer who was the first person to, in 1818, take pen to paper and document a whiskey recipe in the United States.

Lythgoe's Kentucky Roots and Nationwide Appeal

Although Lythgoe Bourbon is deeply rooted in Kentucky's bourbon heritage, with its hand-selected barrels aged in the Bluegrass State, it resonates with a national audience. Lythgoe's Master Blender, Steffani Scheurich, has ensured that each expression meets the highest standards, combining tradition with modern sophistication. Both Dina and Steffani are committed to breaking down stereotypes and creating a brand that appeals to whiskey lovers, regardless of gender.

"This brand speaks to everyone who appreciates quality bourbon and an authentic story," says Dina. "But for women in particular, Lythgoe is a brand that acknowledges their role in this industry – not just as consumers, but as creators and innovators."

Available Now

Lythgoe Bourbon is now available online and in select Kentucky retail locations, with plans to expand its footprint in the coming years. As the brand grows, so, too, will its commitment to sharing the untold stories of women in whiskey.

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Meet the Women Behind Lythgoe Bourbon

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.

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.

For more information on Lythgoe Bourbon, its expressions, and its mission, visit lythgoebourbon.com or follow the brand on social media @LythgoeBourbon.

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.

Catherine's Legacy

A small batch blend of 8-year-old Kentucky Straight Bourbon Whiskey, Catherine's Legacy offers layers of honey, vanilla, and sweet grains, balanced by oak, baking spices, and a subtle hint of leather and smoke. The finish is smooth and creamy, with lingering notes of honey, oak, and soft grain. Suggested retail price: \$89.99.

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