



BLOOMERY
SweetShine®

SweetShine stems from America's most colorful and complex time in its history—from flappers and suffragists, to bootleggers and temperance workers, to speak easies and The Charleston. For some it was a time of uninhibited expression, for others, a period of resistance. It was during the rise and fall of prohibition where legends like Al Capone and Eliot Ness came to life. It was also a spirited time when moonshiners flourished throughout Appalachia in spite of the revenoores best efforts. Lawmakers realized long ago that spirits were an easy tax target and moonshiners have practiced the art of distilling illegally ever since.

History is steeped in our distillery. In 1742, Bloomery boasted the first ironworks west of the Blue Ridge Mountains and the first in present West Virginia. Bloomery also held the honor of the largest bootlegging operation in the area. More illegal 'shine came through this one tiny hamlet than in any other area in the state. Even the structural elements of our historic log cabin distillery are tied to moonshining. In 1870 two new additions were added to the original log cabin. The board and baton were from dismantled gundalows—ferry boats used to haul people and product across the Shenandoah River. At night, by the light of the moon, the boats also hauled moonshine. The captains of the gundalows were known as moonshine boatmen.

Moonshining has long been a way of survival for many families and is a huge part of the culture of the Blue Ridge mountains of WV. It's been tradition to pass down recipes from generation to generation. Old-timers used to temper their moonshine with real fruit and sugar for a smoother, more palatable 'shine. Bloomery's all natural SweetShine is crafted after the old-timers' recipes with 190 proof 'shine, pure cane sugar and farm-fresh ingredients.

Our family of flavors are crafted by hand, naturally. From the hand-zesting of every single lemon to hand-writing every bottle's proof on the label.

All of the local fruits, roots and nuts from our farm, and neighboring farms, are hand-selected by our master macerator. We carefully handle every bottle to ensure only the best, from our hands to yours. Not only is ourSweetShine carefully hand-crafted, it's beautifully focused—and stark raving good.

So shake it up, play, imbibe, and enjoy our locally loved, stylishly sexy, but never stuffy, libations that eradicate expectations. We also ask that you contact your local officials to repeal boredom.



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