



## Drinking with Drizly

### A Look Into Boston's Bully Boy Distillers

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From time to time, we like to put the spotlight on local distillers. Today, we spoke with **Dave Willis** and **Oliver Taylor** of Boston's own **Bully Boy Distillers** about their past, present and future.

***Fun-fact spoiler:** they drew the inspiration for their name from their great-grandfather's college roommate, who just happened to be a former U.S. President.*

#### How it began

When founders, **Will** and **Dave Willis**, moved to their grandfather's old farm, they hired a locksmith to break open the mysterious vault and reveal the treasures within. The shelves of the room were stacked with distilled liquors from the past two centuries dating as far back as 1843.

#### Finding Inspiration

The brewer's named their Distillery after their great-grandfather's horse. Dave and Will's great-grandfather named his favorite work horse after the expression "Bully" meaning good, frequently used by his college roommate... **Teddy Roosevelt**.

#### Developing Product

**Bully Boy** offers a variety of clear spirits: **white whiskey**, **white rum**, and **vodka**. They just released their newest product twist on rum **Hub Punch**: a rum infusion that tips its hat to a popular drink in 19th century Boston.

With so much inspiration from the past, the **Willis Brothers** are now tasked with focusing on the obstacles they are approaching in the near future.

**Dave** and **Oliver** tell us their plan:

*"A big thing for us is we're trying to predict demand three years out. Both of our aged spirits, our American Straight Whiskey, and our Boston Rum are both aged in oak barrels for three years. We're currently distributing in MA, NH, and RI, and intend to move into CT within the next year, and continue to grow – but we need to be aware of our supply as well. We're expanding our distillery and hope to have it up and running early in 2015."*

As big fans of Boston startups, we wish them the best. To learn more about **Bully Boy Distillers**, visit them at [www.bullyboystillers.com](http://www.bullyboystillers.com).

