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Long Road Distillers Honored as One of the 2018 "Michigan 50 Companies to Watch"

Grand Rapids distillery to be recognized by Michigan Celebrates Small Business at Annual Gala in May.

Grand Rapids, MI – Long Road Distillers has been recognized as one of the 2018 "Michigan 50 Companies to Watch," an awards program presented by Michigan Celebrates Small Business.

Long Road will be honored at an awards ceremony during the 14th annual Michigan Celebrates Small Business Gala in Lansing, Michigan on May 3, 2018.

Long Road Distillers is a craft distillery on the west side of Grand Rapids that produces an award winning line-up of spirits, including vodka, whisky, aquavit, gin and more, all from locally sourced ingredients. In addition to running a bar and restaurant attached to their distillery, Long Road has garnered distribution of their products in over 800 on- and off-premise accounts throughout Michigan, as well as international acclaim for their spirits. Recent awards include "Best of Show" honors at competitions in San Francisco, Denver, New York, Berlin and more.

"We're honored to accept this award on behalf of the Long Road team," said Jon O'Connor, co-founder and co-owner of Long Road Distillers. "It's a privilege for us to work in such an exciting industry, but also to be a part of the small business community that contributes so much to our state. We look forward to continued innovation and growth as a company, and are excited by the challenge of living up the '50 to Watch' title."

Companies making it to the "Michigan 50 Companies to Watch" list are a remarkable group of second-stage companies. Defined as having 6 to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants, these companies form the backbone of Michigan's economy. Representing all regions of the state and a diverse range of industries, companies like Long Road Distillers are known for their exceptional entrepreneurial leadership, creation of innovation or use of innovation in creative ways, and their sustainable competitive advantage.

Winners were selected by Michigan-based judges from the banking, economic development, entrepreneurship development, and venture capital communities.

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About Long Road Distillers:

Long Road Distillers was born from the belief that making world-class spirits means never taking shortcuts along the way. After becoming the first craft distillery in Grand Rapids, Michigan, Long Road Distillers formed relationships with local farmers to bring that mission to Grand Rapids' West Side neighborhood. Each spirit produced at Long Road Distillers is milled from locally sourced ingredients, fermented, and distilled on-site. The result is an uncompromised lineup of spirits including Vodka, Gin, Whisky and more. Their spirits, along with a handcrafted collection of cocktails and a wide variety of food can be enjoyed at their tasting room on Leonard Street. www.LongRoadDistillers.com

About Michigan Celebrates Small Business:

Michigan 50 Companies to Watch is presented by Michigan Celebrates Small Business. The program received over 600 award nominations in 2018.

Founding sponsors are the Michigan Economic Development Corporation, PNC Bank, AF Group, and Dynamic Edge, Inc.

The Michigan Small Business Development Center is the managing partner of Michigan Celebrates Small Business in 2018. Michigan Celebrates Small Business was founded by the Michigan Small Business Development Center, Michigan Economic Development Corporation, U.S. Small Business Administration - Michigan, Edward Lowe Foundation, Michigan Business Network, and the Small Business Association of Michigan.

Information about Michigan Celebrates Small Business can be found at www.MichiganCelebrates.biz.