



# Rebels & Rye Process Book

JENNIFER JUDD

# REBELS RYE

Big Adventures in a Small Town

## OVERVIEW

Rather than focus on a single lodging entity, Rebels & Rye functions as a concierge retreat planning service using all the tools and resources available in the county to create personalized multi-night travel and adventure experiences for guests.

## LOCATION

The small town of Bedford, Pennsylvania offers many quaint lodging options and a vibrant, rural culture that can be cultivated into truly unique experiences for visitors. Just two hours or so from several major cities, including Pittsburgh and the D.C. area, major highways intersect in Bedford County and make it a prime destination for anyone who is trying to escape the city life and relax and have new experiences in the country.

## AUDIENCE

Bedford is home to the Omni Bedford Springs Resort which already markets to those urban regions within a five to six hour range so R&R will target that higher-income audience who is willing to spend more to have personalized and personable experiences.

## PARTNERS

With guidance from the Bedford County Development Association, this small business partners with various lodging options, food and beverage sources, cultural centers, and artisans. Each guest will experience the type of personal connection and relationships that exist in a small town based on the experience of the hometown owners who personally coordinate each retreat detail with partners.

## HISTORY

Why Rebels & Rye? Because Bedford stands out in history as one of the stops of George Washington who was heading to southwestern Pennsylvania in the late 1700's to quell the rebellion against the Federal Whiskey Tax. The region takes pride in its agricultural roots as well as how the rebels of that time changed the face of taxation in the new country.

## MISSION

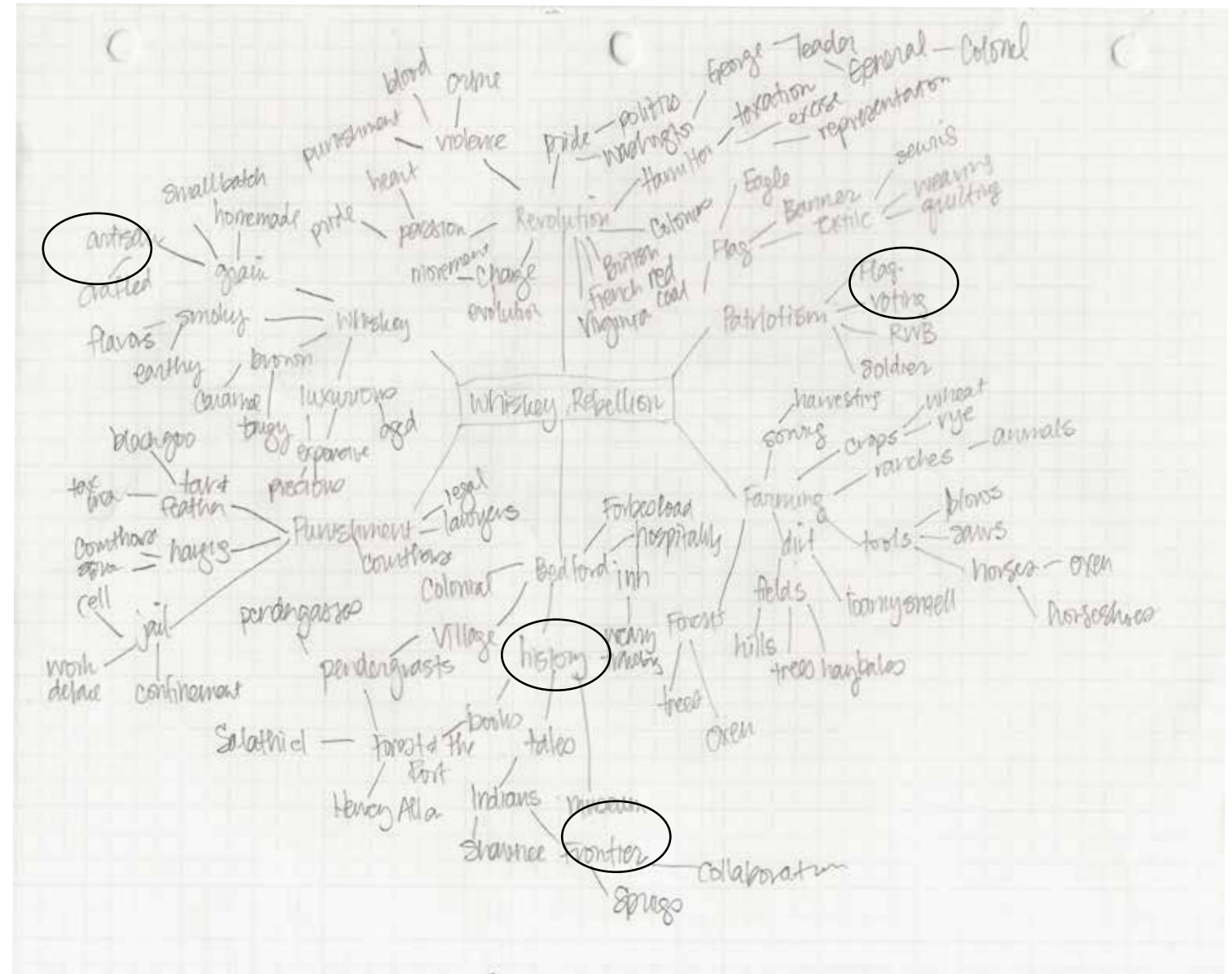
Given the resources available and our link in history to rebellion, R&R will help guests find their inner rebel as they learn something new, try new food or drink, meet new people, and experience all that the county has to offer.



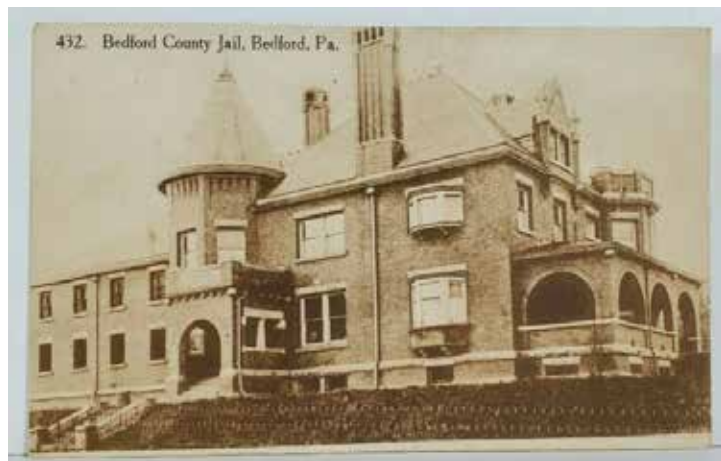
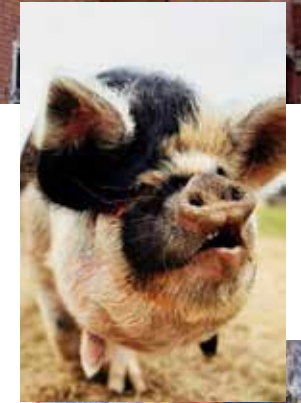
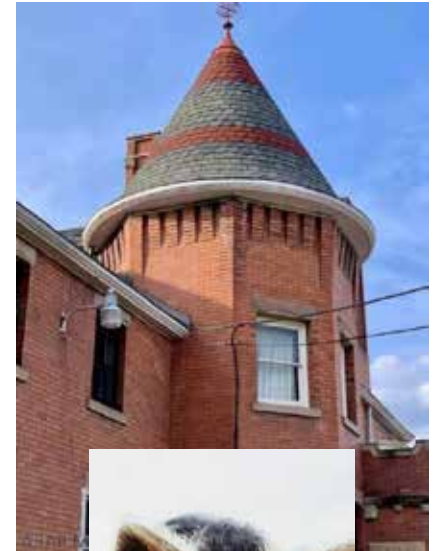
# Concept Brainstorming

## WHISKEY/ WHISKEY REBELLION

Rocks  
Glass  
Irish  
Distillery  
Booze  
Mash  
Rye  
Barrel  
Farmer  
1794  
Flag  
Taxation  
Criminal  
Rebels  
Revolution  
Currency  
Enforcement  
Insurrection  
Revolt  
Rebellion  
Washington  
Hamilton  
Flag



# Mood Board



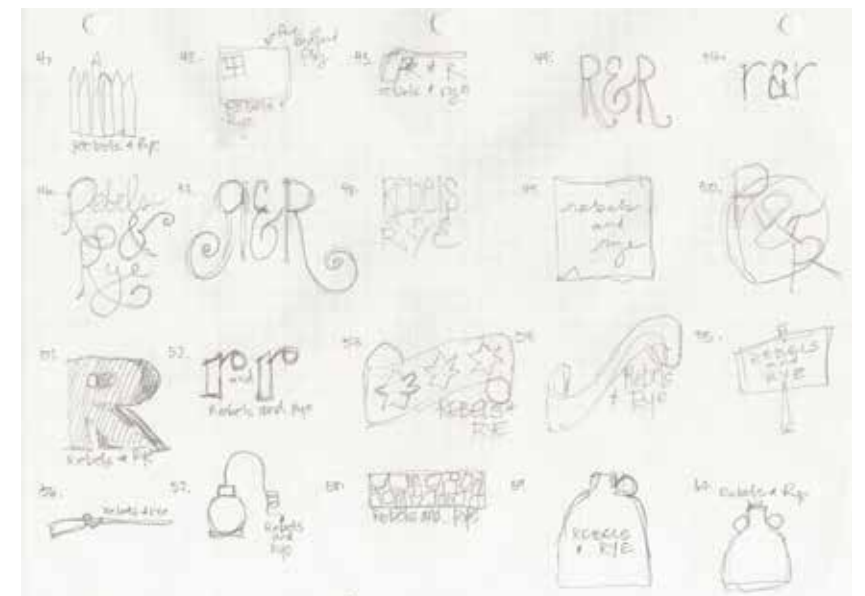
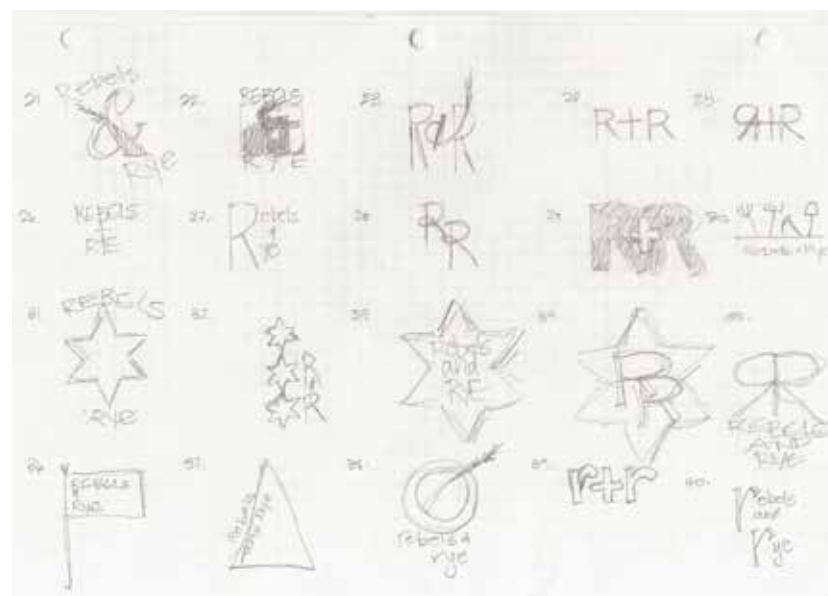
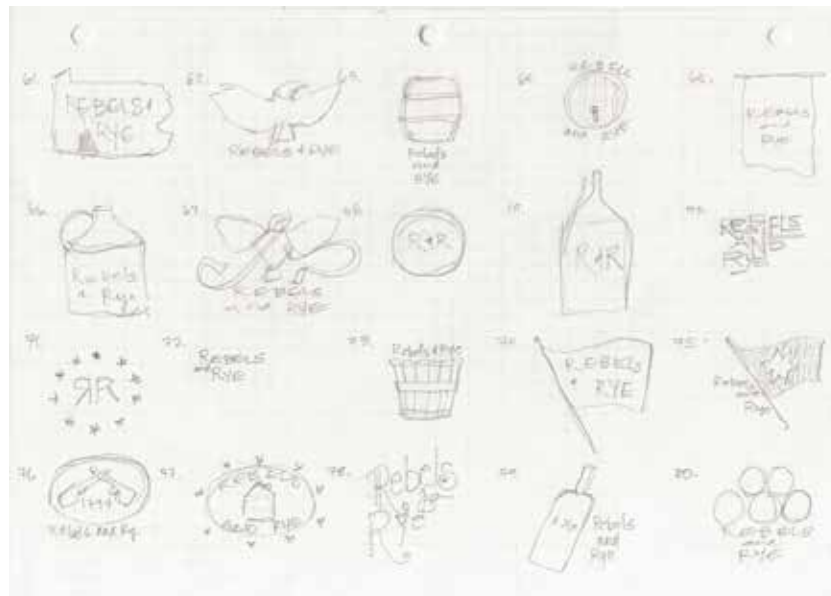
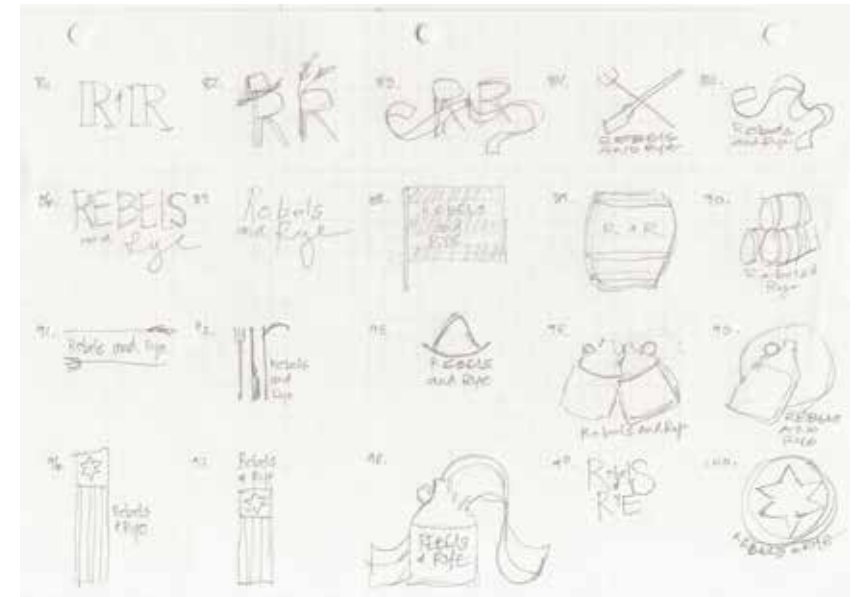
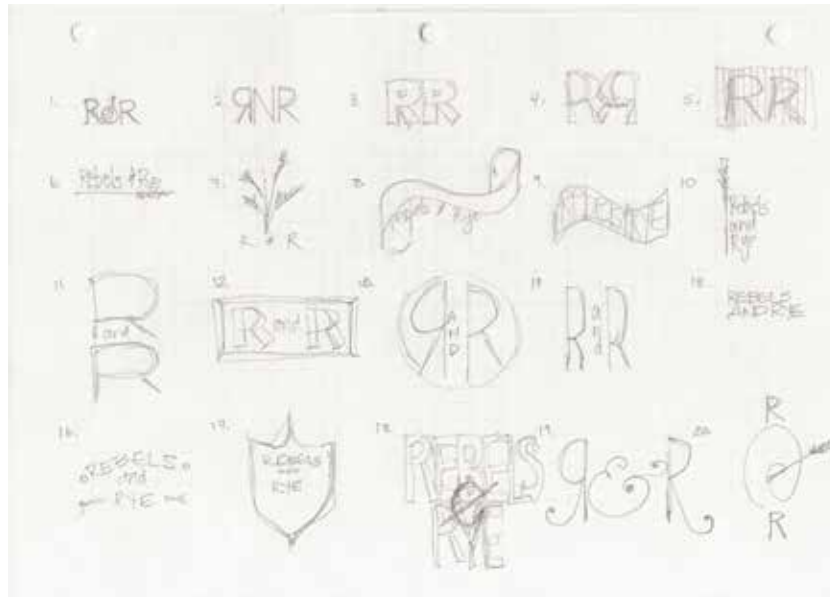
# logo exploration

REBELS Ø RYE



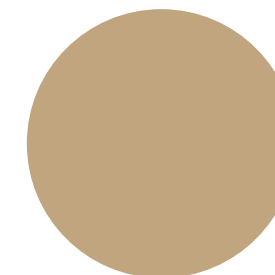
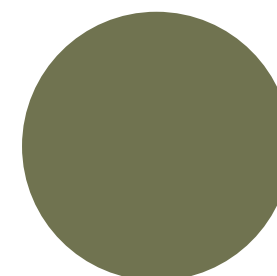
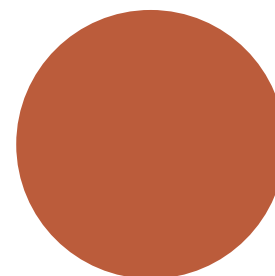
RØR

REBELS + RYE INN

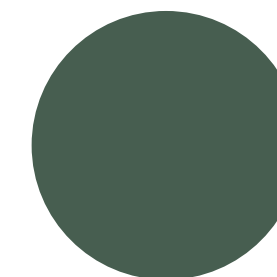
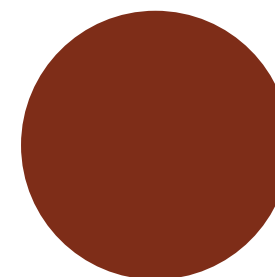


REBELS ~~Ø~~ RYE

**ANISETTE STANDARD**



Arquitectura Book



Calisto MT

# Cover Exploration



# Lookbook Spreads

## Spread 1

# WELCOME

Celebrating Bedford's rebellious history with unique, hands-on experiences



## REBELS & RYE BOUTIQUE RETREATS

Carefully curated engaging and fun experiences for you to satisfy your curiosity, whet your appetite or get your hands dirty!

We partner with from around the county to bring professional The abounding riches around town provide historical details, scenic vistas, cozy accommodations, and unique personalities that create one-of-a-kind retreats for your interests.



**Fighting Spirit**  
Whiskey is at the heart of our rural story, so we will share a field to glass adventure meeting local farmers and distillers then ending with our very own "Fighting Spirit" whiskey.



**Trouble Brewing**  
In partnership with our hop-growing local brewers, we'll learn the brewing process from top to bottom, including lots of tasting, especially of our own brand of "Trouble" ale.




**Meet & Eat**  
Taking farm-to-table to the next level with visits to our local farms and producers before delving into the best culinary experiences in town including lessons from our best chefs.



**Pins & Needles**  
Local artisans work from sheep to shawl or scrap to quilt with various textile tools. We'll explore the variety of fiber arts that abound in the region including hands-on instruction.

REBELS & RYE | PAGE 3

## Spread 2



## WHY REBELS & RYE?

**Fort Raystown**  
In the mid 18th Century, Bedford, then known as Raystown, became a key location in the British efforts in the French and Indian War. With its easy access to water routes as well as the west-east path selected by General Forbes for the new path to Fort Pitt, the small town grew around Fort Raystown, later known as Fort Bedford.

**Frontier Farmers & Distillers**  
As settlers established homesteads throughout western Pennsylvania, including Bedford, farming, especially grain, became a principal source of income. Many farmers on the frontier converted their grain into whiskey, since transporting grain to the east was more difficult than transporting distilled, bottled grain. Thus, when the federal government passed a whiskey tax in 1791 to raise funds, Pennsylvania farmers were hit hard.


**Whiskey Tax**  
The whiskey tax didn't just hit western farmers economically. It also imposed new regulations on alcohol production. Under the law, every distillery in the country had to be registered. Further, violators who didn't pay the whiskey tax had to appear in federal court. While eastern distilleries paid the tax, benefiting from lower tax rates for large producers and the ability to pass the tax on to consumers, farmers in the west buckled under the law's requirements.

**Violent Resistance**  
Many simply refused to pay. But others took a more violent approach. When the government sent tax collectors to the frontier, they faced violent resistance. Federal excise officers were often attacked and faced punishments including tar and feathering. As a result of this challenge from the farmers, in 1792, President George Washington took action. With violence simmering on the frontier, Washington denounced anyone interfering with the "operation of the laws of the United States for raising revenue upon spirits distilled within the same."

**The Whiskey Rebellion Heated Up In 1794**  
With frontier farmers still defying the whiskey tax, the federal government stepped up enforcement but continued to face significant resistance. With this threat continuing against the newly formed federal government, President Washington called up a militia of 13,000 men to provide civil authority in the area when negotiations with rebel leaders failed. Washington proclaimed that "a small portion of the United States" could not "dictate to the whole union."

**President Washington in Bedford**  
In 1794, Washington led troops on a march across the Allegheny Mountains to confront the rebels. He then handed over the force to Henry Lee and Alexander Hamilton. During this part of the conflict, President Washington remained a guest of the Eby family in the small village of Bedford, where he had previously served on several occasions. The militia marched toward western Pennsylvania to bring the offenders to justice. When the military force reached the heart of the Whiskey Rebellion they arrested 150 rebels and disbanded the rest.

**Legacy Of The Whiskey Rebellion**  
A federal regiment occupied western Pennsylvania for months after the Whiskey Rebellion. The government eventually put several rebel leaders on trial and convicted two of treason, though Washington pardoned them in 1795. Violent resistance to the whiskey tax resurfaced, but frontier farmers continued to protest federal overreach. They helped elect Thomas Jefferson to the presidency in 1800, and in 1802 Congress repealed the whiskey tax. Ten years, the federal government halted all federal taxes on citizens and raised money solely through tariffs. The proud heritage of those frontier farmers who rebelled against unfair taxation continues in the spirit of Bedford and throughout western Pennsylvania.



REBELS & RYE | PAGE 5

# WHAT KIND OF REBEL ARE YOU?



Ready to push back against your status quo?

Want to challenge yourself?

Prepared to incite excitement in new places?



**Fighting Spirit**  
Whiskey is at the heart of our rural story, so we will share a field to glass adventure meeting local farmers and distillers then ending with our very own "Fighting Spirit" whiskey.



**Trouble Brewing**  
In partnership with our hop-growing local brewers, we'll learn the brewing process from top to bottom, including lots of tasting, especially of our own brand of "Trouble" ale.



**Meet & Eat**  
Taking farm-to-table to the next level with visits to our local farms and producers before delving into the best culinary experiences in town including lessons from our best chefs.



**Pins & Needles**  
Local artisans work from sheep to shawl or scrap to quilt with various textile tools. We'll explore the variety of fiber arts that abound in the region including hands-on instruction.

There was once a time when the frontier farmers of southwestern Pennsylvania had to rebel against the new United States Government. Grain, whiskey and excise taxes combined for a conflagration between Pennsylvanians and government collectors. This proud stand against unfair taxation in the 1790's changed the course of our new United States and has come to be known as the Whiskey Rebellion.

The spirit of this rebellion lives on in our passion for our small town of Bedford, Pennsylvania, and how we can use it to make one-of-a-kind experiences for you. Give us the opportunity to give you a retreat experience like you've never had before with activities and accommodations that engage all of your senses.

REBELS & RYE | PAGE 3

# OUR BATTLE PLANS

Using Bedford's arsenal of natural resources and dynamic personalities, we've curated these retreats with your personal rebellion in mind.







**Fighting Spirit**  
Whiskey is at the heart of our rural story, so we will share a field to glass adventure meeting local farmers and distillers then ending with our very own "Fighting Spirit" whiskey.



**Trouble Brewing**  
In partnership with our hop-growing local brewers, we'll learn the brewing process from top to bottom, including lots of tasting, especially of our own brand of "Trouble" ale.



**Meet & Eat**  
Taking farm-to-table to the next level with visits to our local farms and producers before delving into the best culinary experiences in town including lessons from our best chefs.



**Pins & Needles**  
Local artisans work from sheep to shawl or scrap to quilt with various textile tools. We'll explore the variety of fiber arts that abound in the region including hands-on instruction.

REBELS & RYE | PAGE 4



# Lookbook Spreads

## Spread 3



# FIGHTING SPIRIT

Whiskey is at the heart of our rural story, so we will share a field-to-glass adventure meeting local farmers and distillers then ending with our very own "Fighting Spirit" whiskey.

**Activities**  
With lots of partners to choose from, we can create a custom experience for you and your group with a variety of entertaining options.


- Brooman's Farm.** Learn about the various ingredients that go into distilled beverages and how they grow. Try your hand at planting or sowing, depending on the season. Who doesn't want to drive a big tractor?
- Whiskey Rebellion Trail.** We'll plan day trips to various stops at some of Pennsylvania's finest whiskey makers and purveyors, including Bedford's own Golden Eagle Inn.
- Distilling the Essence.** Experience the science and art behind the creation of fine whiskey at the partners who create our very own "Fighting Spirit."
- All Paired.** Exceptional meals with the best local inns and restaurants featuring pairings of whiskey. Highlights include the Omni Bedford Springs' Crystal Room and Nick and Sarah Letzo's 10/09 Kitchen.

**Accommodations**  
We've selected two options for your overnight needs while in town:

- The Golden Eagle Inn.** A quaint bed & breakfast in the heart of downtown Bedford managed by our friends Tom & Mary Jane Salmon. They are delights and have their own affection for good whiskey that they love to share with guests.
- Woodhaven.** A rural bed & breakfast in nearby Schellsburg. Our hosts Bryn and Dan Keller provide a comfy stay in their expansive late 18th century home set amidst rolling fields.

REBELS & RYE | PAGE 6

## Spread 4



# MEET & EAT

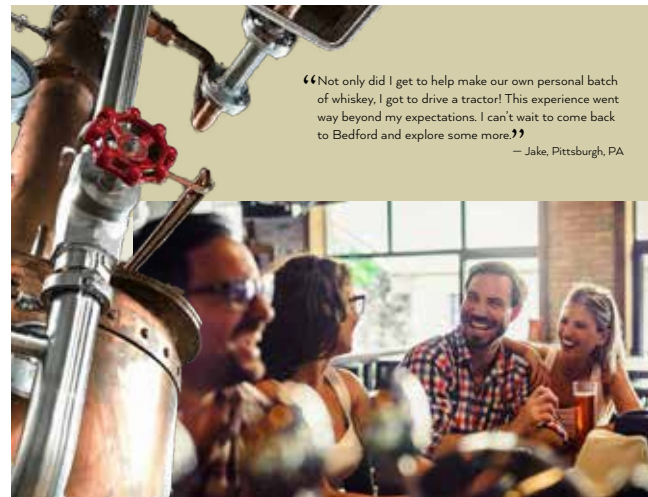
Taking farm-to-table to the next level with visits to our local farms and producers before delivering into the best culinary experiences in town including lessons from our best chefs.

**Activities**  
With lots of partners to choose from, we can create a custom experience for you and your group with a variety of entertaining options.

- Brooman's Farm.** Learn about the various ingredients that go into distilled beverages and how they grow. Try your hand at planting or sowing, depending on the season. Who doesn't want to drive a big tractor?
- Whiskey Rebellion Trail.** We'll plan day trips to various stops at some of Pennsylvania's finest whiskey makers and purveyors, including Bedford's own Golden Eagle Inn.
- Distilling the Essence.** Experience the science and art behind the creation of fine whiskey at the partners who create our very own "Fighting Spirit."
- All Paired.** Exceptional meals with the best local inns and restaurants featuring pairings of whiskey. Highlights include the Omni Bedford Springs' Crystal Room and Nick and Sarah Letzo's 10/09 Kitchen.

**Accommodations**  
We've selected two options for your overnight needs while in town:

- The Golden Eagle Inn.** A quaint bed & breakfast in the heart of downtown Bedford managed by our friends Tom & Mary Jane Salmon. They are delights and have their own affection for good whiskey that they love to share with guests.
- Woodhaven.** A rural bed & breakfast in nearby Schellsburg. Our hosts Bryn and Dan Keller provide a comfy stay in their expansive late 18th century home set amidst rolling fields.



“Not only did I get to help make our own personal batch of whiskey, I got to drive a tractor! This experience went way beyond my expectations. I can't wait to come back to Bedford and explore some more.”  
— Jake, Pittsburgh, PA

# FIGHTING SPIRIT

Whiskey is at the heart of our rebellion story, so we will share a field-to-glass adventure meeting local farmers and distillers then ending with our very own "Fighting Spirit" whiskey.

**Activities**  
With lots of partners to choose from, we can create a custom experience for you and your group with a variety of entertaining options.

- Brooman's Farm.** Learn about the various ingredients that go into distilled beverages and how they grow. Try your hand at planting or sowing, depending on the season. Who doesn't want to drive a big tractor?
- Whiskey Rebellion Trail.** We'll plan day trips to various stops at some of Pennsylvania's finest whiskey makers and purveyors, including Bedford's own Golden Eagle Inn.
- Distilling the Essence.** Experience the science and art behind the creation of fine whiskey at the partners who create our very own "Fighting Spirit."
- All Paired.** Exceptional meals with the best local inns and restaurants featuring pairings of whiskey. Highlights include the Omni Bedford Springs' Crystal Room and Nick and Sarah Letzo's 10/09 Kitchen.

**Accommodations**  
We've selected two options for your overnight needs while in town:

- The Golden Eagle Inn.** A quaint bed & breakfast in the heart of downtown Bedford managed by our friends Tom & Mary Jane Salmon. They are delights and have their own affection for good whiskey that they love to share with guests.
- Woodhaven.** A rural bed & breakfast in nearby Schellsburg. Our hosts Bryn and Dan Keller provide a comfy stay in their expansive late 18th century home set amidst rolling fields.

**Activities**  
This retreat is all about adventures in nature followed by the best our community's culinary crowd can offer.

- Black Valley Farms.** Meet the farmers and family behind award-winning Kase Kase pigs in this lovely oasis settled in southern Bedford County.
- Monsoon Farms.** Award-winning lamb and beef are the product of the Monsoon family at their Dutch Corner farm. See how they care for their flocks and herds in this lovely farm that has been in the Monsoon family for three generations.
- Hospitality Farms.** An adorable yet expansive homestead that provides the experience of Pennsylvania Dutch culture, including homemade jams, fresh eggs, and canned produce.
- Campfires & BBQ.** Our local pitmaster and outdoor cooking experts will teach you how to prepare and enjoy some of the fine products available in our local markets.
- Farm-Raised Elegance.** Hosted by the culinary team at the Omni Bedford Springs Resort, this extraordinary meal experience will include tours of the property, focusing on the Chef's gardens and the exclusive Rebs & Rye Retreat menu featuring all-local produce. Don't worry, there will be pairings with local wines, beers, and spirits.

**Accommodations**  
We've selected two options for your overnight needs while in town:

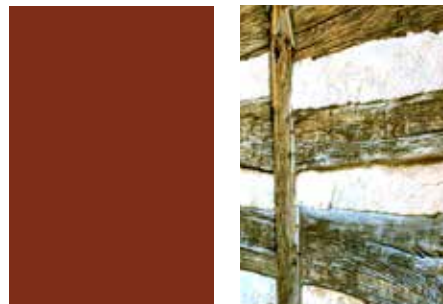
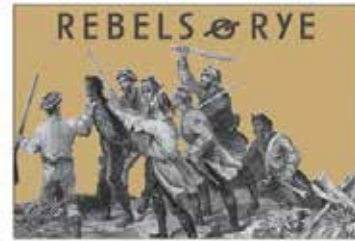
- Monsoon Farms.** In addition to their flocks and farm market, the Monsoons have a variety of guest homes on the property that you can make your own. Luscious green vistas across quiet Dutch Corner from every window. Just ask proprietors and shepherds, Jackson. For a tour around the fields or the best place to take a hike in the morning.
- Omni Bedford Springs Resort.** Built in 1796 by Dr. John Anderson around the seven mineral springs in the area, "the Springs" is one of the most amazing architectural highlights in the county and will be the perfect place for you stay to be truly memorable.

# MEET & EAT

Taking farm-to-table to the next level with visits to our local farms and producers before delivering into the best culinary experiences in town including lessons from our best chefs.



# Products



VERSION 1



VERSION 2



VERSION 1



VERSION 2



VERSION 1



VERSION 2



VERSION 1



VERSION 2