



Photo by Sally Peterson



ANNA AXSTER + WENDELIN VON SCHRODER

CO-FOUNDERS | LODESTAR WHISKEY

Anna Axster and Wendelin von Schroder extend an invitation to the party with Lodestar Whiskey, a brand crafted with female millennial consumers in mind. The dynamic co-founders embarked on this venture after a decade of working and sharing drinks in their former music and film careers.

"What we loved most about our work in entertainment was bringing people together to connect over shared experiences," the founders said. "And having acquired a taste for whiskey backstage and in countless venues, bars, and restaurants across the country, we started really understanding what flavor notes we liked. We also noticed that we, as female millennial consumers, did not feel very represented in what was out there

so we wanted to create a whiskey that wholly represented us, and when the pandemic hit and everything in entertainment came to a screeching halt, we realized there was no better time."

Despite facing skepticism related to their gender, Axster and von Schroder drew resilience from their entertainment experiences. One groundbreaking idea that garnered attention was the decision to blend Straight High Rye Bourbon and American Single Malt Whiskey, resulting in a distinctive flavor profile.

"It was also important to us that our whiskey was clean and high quality, so we only used those two components and zero additives,"

they note. "The result really nails what we had set out to create – a smooth, well-balanced whiskey that is complex yet approachable and will delight the palates of many."

As influential female leaders, Axster and von Schroder infused the ethos of community-building into Lodestar Whiskey. Actively engaging with local communities through events, they ensure that their high-quality whiskey remains accessible. Lodestar Whiskey, a true embodiment of the California lifestyle, aspires to unite people in joyful and inclusive ways, creating memorable moments over a delicious drink.

lodestarwhiskey.com

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