

An Important Message from Dana Bourgeois



“I’d like to take this opportunity to share some exciting news.

For decades, Bourgeois Guitars has combined the highest quality tonewoods, uncompromising craftsmanship and a deep passion for music to produce some of the world’s finest and most innovative steel string guitars. Over the years we have been fortunate to enjoy steady growth. We believe, however, that the world market is changing. After extensive study, we’ve concluded that partnership with a proven international distribution and manufacturing company offers significant strategic opportunities that cannot otherwise be grown from within.

For several years we have been on the lookout for the right partner, and, moreover, one whose core values are closely aligned with those of our own. Today I am pleased to announce, with excitement and pride, that Bourgeois Guitars has entered into a strategic partnership with Eastman Music.

Eastman is a truly impressive company. Well known to many of you as a producer of archtop, steel string, classical and electric guitars, Eastman enjoys a long-standing reputation for providing outstanding value, quality and service to the musical instrument community.

Less well known, Eastman is one of the largest producers of violin family instruments in the world. And with its other boutique manufacturing partners, Eastman also makes some of the world’s finest woodwind and brasswind instruments.

As you may or may not know, I’ve always had partners. Years ago, Bourgeois Guitars merged with Pantheon Guitars to produce acoustic steel-string instruments under the Bourgeois name. In a nutshell, I have simply traded my former partners for Eastman. Moving forward, I will retain an ownership interest in Bourgeois Guitars and will remain as CEO. Our entire team will continue to produce acoustic guitars of the highest quality in our Lewiston, Maine, workshop. US distribution will continue to be handled through our Lewiston office. Eventually, overseas distribution will be managed by Eastman.

We have always held great concern that, at an average street price of about \$6500, a Bourgeois guitar is beyond the reach of 95% of all guitar players. Plans are underway to remedy this situation with the introduction of a new series of acoustic guitars co-produced by Bourgeois and Eastman. Bourgeois will be responsible for design, materials selection, voicing, setup, and quality control, and Eastman will contribute efficient manufacturing and sourcing capabilities and expertise in global distribution. This project builds upon a successful model pioneered by Eastman and its other high end manufacturing partners. Additional new products, including Bourgeois archtops, mandolins, and US made Eastman acoustics, are also on the drawing board.

Speaking for all of us at Bourgeois Guitars, we wish to thank you for your continuing support. We look forward to sharing an engaging and exciting future with all of you.”

A handwritten signature in black ink that reads 'Dana Bourgeois'. The signature is written in a cursive, flowing style.

CEO, Bourgeois Guitars