



Legacy In The Making Jaime Landry

Jaime is an accomplished entrepreneur and community builder whose vision, creativity, and perseverance have made her one of Nova Scotia's most compelling young business leaders. As the Founder and Owner of Black Harbour Distillers, located in Hubbards, Jaime has built a nationally recognized, 100 percent female-owned spirits company rooted deeply in community, storytelling, and responsible growth.

Jaime's entrepreneurial journey began at just eighteen years old while she was a first-year Commerce student at Dalhousie University. What started as a school project quickly evolved into a viable business as Jaime pursued permits, secured financing, wrote a detailed business plan, and launched Black Harbour Distillers before completing her degree. Her early ambition was shaped by a strong family influence, particularly her father's decades of experience in alcohol regulation, and a personal appreciation for responsible consumption, hospitality, and meaningful connection with customers.

A pivotal personal experience further fueled Jaime's passion for distilling. While still in high school, she participated in a humanitarian trip to the Dominican Republic, where she worked alongside local communities and gained firsthand exposure to the rum-making process, from sugar cane harvesting to distillation. This experience profoundly shaped her commitment to Canadian-first trade and supporting local producers, prioritizing partnerships with Canadian suppliers and businesses—values that continue to guide Black Harbour's operations today.

Under Jaime's leadership, Black Harbour Distillers has grown steadily, despite early challenges, including the global pandemic shortly after opening. Jaime demonstrated resilience and adaptability, pivoting her business model while remaining true to her vision. Known for bold innovation, she introduced distinctive products, such as Moon Mist and Lobster Vodka. Both vodkas celebrate East Coast heritage and challenge industry conventions and have achieved widespread attention, rapid sell-outs, and provincial and national distribution, with multiple listings through the Nova Scotia Liquor Corporation and direct-to-consumer shipping across Canada.

Jaime's entrepreneurial success is matched by her deep commitment to philanthropy and community involvement. Black Harbour Distillers operates as a true community hub in Hubbards, welcoming all ages and hosting live music, cultural events, fundraisers, and inclusive programming. Jaime regularly donates space and resources to charitable organizations and their immediate needs, helping them raise funds without venue costs. She has supported causes including wildfire relief, ALS research, Black Lives Matter initiatives, and numerous local charities, often donating proceeds from special events and product sales.

Beyond her community support, Jaime prioritizes social impact through employment and mentorship. She employs local residents, fosters team development, offers staff benefits, and encourages volunteerism within her company culture. A passionate advocate for entrepreneurship, particularly for women and young people, Jaime frequently shares her story through speaking engagements, university panels, and industry boards. She serves in leadership and recruitment roles within entrepreneurial organizations, connecting aspiring founders with experienced business leaders.

Jaime's leadership philosophy is grounded in authenticity, continuous learning, and giving back to the community that supported her journey. Her appearance on Dragon's Den further amplified her story nationally, reinforcing her credibility as a determined, independent entrepreneur and inspiring others to believe in their ability to build meaningful businesses at any age.

Through Black Harbour Distillers, Jaime Landry has not only built a successful company but also created a platform that celebrates Nova Scotia's culture, supports local economies, and strengthens community connection.





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Jaime Landry is the Founder and Owner of Black Harbour Distillers, a nationally recognized, 100 percent female-owned craft distillery based in Hubbards, Nova Scotia. She launched the company at age eighteen while studying Commerce at Dalhousie University, transforming a class project into a thriving business known for creativity, quality, and community impact. Jaime is celebrated for her innovative product development, ethical production values, and commitment to local employment. A passionate advocate for entrepreneurship, philanthropy, and community building, she actively supports local charities, mentors emerging entrepreneurs, and champions inclusive, community-focused business growth.

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