



New Owner at Bloomington Bagel Co. Dedicated to Freshness and Community

For Bloomington Bagel Company (BBC) owner Dawn Keough, business has always been about food freshness and community.

Keough took the reins in January 2025 from BBC founder Sue Aquila, whom Keough began working for a year after BBC first opened in 1996. “Sue and I joke we are each other’s longest relationship,” says Keough, 47.

An Indiana University graduate, Keough took a break from BBC to do a dual major in criminal justice and sociology. Right before applying for her LSATs however, Keough discovered she was pregnant with her now 23-year-old son, Jordan, and needed work with flexibility. Aquila welcomed her back with open arms. And in 2008 Keough gave birth to her daughter, Taylor.

“Every year I kept thinking that I’d do something else eventually, but it was such a safe and comfortable environment,” says Keough. “I could work when my kids were in school, and I would be able to finish by 3 p.m. to pick them up.”

When the pandemic hit, Aquila and her wife, Katie Weismiller, worked with Keough to keep the business going daily as they couldn’t afford employees.



Dawn Keough, new owner of Bloomington Bagel Company, began working there in 1996. Photo by Morgan Kraemer



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All the while they held true in their dedication to quality ingredients—no preservatives are added to their products—and community focus. Keough explains that while the bagels are disposed of at the end of each day, their commitment to low food waste is strong, so they often donate them to Mother Hubbard’s Cupboard food pantry.

“We also ship them—I have a woman who I send three dozen to every week,” says Keough.

Keogh considers her BBC workforce a part of her family. When 20-year employee David Boyer—better known as “Bagel Dave”—died from stage four colon cancer in July 2025, a memorial at the College Mall location was created with his signature jacket, photo, and other mementos. Keough also participated in Boyer’s memorial service.

Further exemplifying the family atmosphere, Keough adds, “Dave’s son, Noah, has made bagel dough for us, as well as my son Jordan. Our chief operations officer Madison Federick’s brother is making bagel dough for us now. We are definitely a family affair, and we take care of each other—as well as B-town.”

—Elizabeth Ellis