ACSA New Distillery Start-Up 101 Class

Saturday, March 28th
8:00-6:00, lunch provided

8:00-8:45 Introduction (45 minutes)

8:45-9:00 Break (15 minutes)

9:00-11:00 Business (2 hours inc. break)
Facilitator: Courtney McKee, Headframe Spirits
Speakers
● Courtney McKee, Headframe Spirits

1. 9:00-9:15 Exit Strategy
2. 9:15-10:00 Cash Flow: Why you cannot start a distillery for $100k
3. 10:00-10:10 Break
4. 10:10-11:00 General Business Management Discussions
   i. Financing and Finding a Lender
   ii. Selecting an Insurance Policy & other professional relationships
   iii. Building Company Policies (HR etc.)
   iv. Community: Rising Tides

12:00-12:45 Lunch

Production/Safety (4 hours inc. breaks)
Facilitator: Jake Holshue, Old Trestle Distillery
Speakers
● Jake Holshue, Old Trestle Distillery
● John Jeffery, Bently Heritage
● Donald Snyder, Whiskey Systems
● Colton Weinstein, Corsair Distillery
● Liz Rhoades, Spirit Safe Consulting, LLC
1. 12:45-1:30 Upfront Questions (Presenter: Jake Holshue, Old Trestle Distillery)
   a. What to look for in site selection
   b. Still/Equipment selection
   c. Determining what Spirits you want to make
   d. Raw materials
   e. Vendors
   f. Relationships
2. 1:30-2:15 Safety 101 (Colton Weinstein, Corsair Distillery)
   a. Intro to OSHA
   b. Distillery Accidents (PRV’s and why they matter)
   c. Basic PPE
   d. MDS’s and GHS
   e. Safety Program
3. 2:15-3:15 Materials selection & detail (Presenter Johnny Jeffery, Bently Heritage)
   a. Flavor chemistry and biochem
   b. Brief on Oak extraction and flavor development in aging
   c. You Need A Lab
4. 3:15-3:30 Break
5. 3:30-4:15 Recipe Development (Liz Rhoades, Spirit Safe Consulting, LLC)
   a. Intro – A Safety PSA
   b. Setting Your Intentions – Supply vs Demand
   c. Formulation – i.e. Whisk(e)y
   d. Raw Material Selection – Whisk(e)y Focus
   e. Process Development and Process Related Activities
   f. R&D Tools
6. 4:15-5:00 Compliance: A primer
   a. Presenter: Donald Snyder, Whiskey Systems

Cocktail Hour (5:00-6:00)
Same location, just drinks and a chance to connect with ALL the speakers.

Sunday, March 29th
8:00-12:00

Sales & Marketing (4 hours including breaks)
Facilitator: Amber Pollock, Backwards Distilling Company
Speakers
- Amber Pollock, Backwards Distilling Company
- Mark Vierthaler, Tenth Ward Distilling Company
Paul Hletko, FEW Spirits
Brian Christensen, Artisan Spirit Magazine

1. 8:00-8:30 Packaging: A 1000 foot view
   a. Brian Christensen, Artisan Spirit Magazine
2. 8:35-9:20 Where do you plan to make revenue (To Tasting Room or not to Tasting Room, that is part of the question) (Mark Vierthaler, Tenth Ward Distilling Company)
3. 9:20-9:30 Break
4. 9:30-11:15 Sales & Marketing Strategy (Paul Hletko, FEW Spirits)
   a. Building a Sales Team
   b. Importance of Marketing/Difference Between Sales Plan and Marketing Plan
   c. BREAK
   d. Working with Distributors
      i. Types of distribution models: Pros and Cons
      ii. What does a distributor relationship look like?
         1. Closed State v. Open State relationships
      iii. Ride Alongs 101
5. 11:15-11:45 Leveraging partnerships
   a. Presenter: Amber Pollock, Backwards Distilling Company
6. 11:45-12:00 Closing