

# 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