

Getting Started in Craft Distilling Pre-convention Course

Join seasoned members of the craft spirits community as they highlight technical/distilling, business/finance, and sales/marketing content geared toward those just starting out. This one-and-a-half-day class will address topics including:

* basic distillery safety
* equipment selection
* oak extraction and aging
* material selection
* flavor chemistry and biochemistry
* TTB compliance
* pros and cons of tasting rooms
* working with distributors
* building a sales team
* General business management

And much more! Course attendees will also receive a binder of relevant content and suggestions for further reading, as this fast-pace course will cover a lot of ground quickly.