



5 Key Areas to Address in the 1st Stage of Craft Spirit Business

“Nobody told me about this!”

Strategic Reason for Being

“Doesn’t the world need another craft spirit?”

- **Unique product story/proposition?**
- **Reaction of market “experts”?**
 - Will it resonate
 - Does it fill a need/void
- **Have a name for your brand?**
 - Key retailers
 - Key on-premise
 - Trademarked
- **Will the product travel well?**
 - Does it have some basis?
 - Will the story transfer
- **Distill yourself vs. contract production?**
 - Does your plan dictate the choice?
- **P&L Statement?**
 - Cost of equipment?
 - Contract costs?
- **Do you have the necessary resources?**

Production

“I need a bigger hat rack!”

- **Product**

- Microbiologist
- Chemist

- **Operations**

- Operational Procedures
- Mechanical Aptitude
- Quality Control

- **Miscellaneous**

- Environmental
- Purchasing
- HR
- Finance

- Distiller
- Chief Taster

- Maintenance
- Processing
- Bottling/Packaging

- Lobbyist
- Accounting
- OSHA Compliance
- Product Spokesman

Building Your Brand

“Don’t products jump off the shelf?”

Product Story

- Authentic
- Compelling
- Memorable
- Easy to explain

Price Position

- Category hierarchy
- Benchmark brands
- Support Story

Packaging Considerations

- Compliment story
- Reinforce price positioning
- Graphics/Architecture
- Bottling compatibility
- Availability of supply

Activating the Brand

- Communicating the brand
- Advertising/Promotion/PR
- Support materials
- On-Premise vs. Off-Premise

Route to Market

- Geographic considerations
- Securing a distributor
- Distributor presentations
- Field sales management

On-Premise

“Why make on-premise my priority?”

- **Best way for consumers to “discover” brands**
 - Great trial opportunity
 - “Test Drive” the product
 - How you will support on-premise?
- **Wait staff/bartender support – third party endorsers**
 - Require training
 - Incentives to staff
- **Willing to become the “spokesperson”?**
 - You are the “face”
 - Make time availability
- **More time consuming, but...**
- **Elements to consider:**
 - Specific account focus
 - POS
 - Menu/drink lists
 - Staff training
 - Events with distiller

Reporting/BBT Compliance

“I have to accurately track all my production? Really?”

- **Grain Usage**
- **Gauging**
- **Batching**
- **Bottling**
- **Daily Determination**

Contact Information



www.RisingTBC.com

502.599.1406