



SCHEDULE

08:15AM BUS DEPARTS FROM HILTON DOWNTOWN PORTLAND

9:00AM REGISTRATION

9:30AM DISTILLING IN OREGON with Christian Krogstad of House Spirits
President of the the Oregon Distillers Guild and owner of Portland's House Spirits, Christian Krogstad gives an overview of distilling in Oregon: past, present and future.

10:00AM CORIANDER, JUNIPER'S OVERLOOKED COUSIN with Brad Plummer of Gin Farallon (includes samples)
We all know that the key botanical in gin is juniper, but in reality gin is about much more than just one ingredient and one botanical whose contribution is often overlooked is coriander seed. Californian distiller Brad Plummer has been looking into the relationship between juniper and coriander and will share some of his insights during this session.

10:30AM GIN: A GLIMPSE AT THE PAST with Stephen Gould of Golden Moon Distillery
Expert distiller and historian Stephen Gould of Golden Moon Distillery shares some of his research into the historical production methods used to make gin, some of which are more questionable than others!

11:00AM COFFEE BREAK & NETWORKING

11:30AM GIN: THE PROOF'S IN THE DRINKING with McMenamins Distillery (including samples)
Our hosts from McMenamins Distillery invite us to take part in their experiment to investigate the impact that the ABV of a gin has on its flavour when everything else is the same - a unique experience not to be missed.

NOON TERROIR: A NEW TAKE with Melkon Khosrovian of Greenbar Distillery
Melkon Khosrovian discusses his new take on terroir, moving beyond just locally sourced or foraged botanicals, the session will include a sample of his own terroir gin.

12:30PM PLACING AN EQUAL VALUE ON BRAND AND LIQUID with Olivier Ward of Gin Foundry
Small, local, craft—these messages carry less weight than ever before. It's fair to ask if any still hold enough weight to be the sole proposition of a modern Gin brand with bigger aspirations than single state sales, but if not those core USPs that have defined micro-distilleries for so long, then what? Understanding brand equity, how to build it, display it and why it matters to the end drinker is critical for the success of a modern Craft distillery. How have others done it and what fiscal value should you place on "building a brand"? This is a whistle-stop tour of some of the major areas to consider...

1:30PM LUNCH

**2:00PM ALL ABOUT THE BASE—
HOW THE BASE SPIRIT IMPACTS UPON A GIN'S CHARACTER with David T Smith
(includes samples)**

Gin is often made using a "neutral" base spirit, but just because it is neutral doesn't mean that it is flavourless and that your choice of neutral spirit doesn't impact upon the gin's character. Find out for yourself by trying a selection of gins all made to the same recipe, but with different base spirits including: corn, grape and potato.

**2:30PM FROM THEIR MIND TO YOUR GLASS—AN INSIGHT INTO PRODUCT DEVELOPMENT
with Lauren Patz of Spirit Works Distillery**

New product development is a key part of any distiller's work, but the transition from a distiller's imagination to a realised and successful product is not always an easy one. Lauren will describe some of the pitfalls and share some of her tips on how she makes dreams a reality.

**3:00PM FRONT FOOT TO BACK BAR—SELLING YOUR GIN TO THE ON-TRADE
with Keli Rivers of Whitechapel Bar, SFC**

Ever wonder if there was a guide book to talking to buyers? Well gin-enthusiast, Keli Rivers of SF's Whitechapel has over 25 years behind a bar and wants to share a few tricks of the bar manager trade with you. From the first hello to whether or not you need a Brand Ambassador come with questions-leave with answers

3:30PM TEA BREAK & NETWORKING

4:00PM PAN-AMERICAN GIN TASTING with David T Smith (includes samples)

International Gin Chap David T Smith will take you on a whirlwind tour of North and South America, but you won't need a passport as you'll be travelling through the medium of gin! Highlights include gins from Argentina and a rather exciting, new Pisco-based one from Peru.

4:30PM BARREL SELECTION FOR GIN with Julia Nourney

Global Spirits Consultant Julia Nourney turns her well-honed knowledge of barrel management for whisky and brandy to the subject of gin. Whether it's barrel size, climate of maturation, wood type or finish, she's got it covered and will be providing a couple of interesting examples to sip along the way.

5:00PM PANEL DISCUSSION: "BARREL AGED GIN—NOVELTY OR THE NEXT BIG THING?"

The revival of aged gin started about 10 years ago and, whilst there are many more on the market in 2018—over 100 in the US alone—are they popular with consumers or just a novelty?

Panelists include:

Ryan Csanky - Martin Ryan Distilling Company

Julia Nourney - Global Spirits Consultant

Keli Rivers - Whitechapel, SFC

As well as other special guests.

5:45PM GIN TONIC RECEPTION & NETWORKING

6:30PM BUS RETURNS TO HILTON DOWNTOWN PORTLAND