

AMERICAN DISTILLING INSTITUTE  
**Welcomes you to Portland**



# TUESDAY MARCH 27

Tuesday, March 27  
7:15am - 6pm

REGISTRATION OPEN / OCC FOYER

7:30 - 9am

BREAKFAST / OCC PORTLAND BALLROOM

8 - 8:05am

**WELCOME**

Andrew Faulkner *Vice President, American Distilling Institute*

8:05am - 8:10am

**OREGON LIQUOR CONTROL COMMISSION**

*Welcome to Portland!*

8:15 - 8:35am

**KEYNOTE ADDRESS**

Tad Seestedt *Owner, Head Distiller, Ransom Spirits*

Moving forward with the Craft Distilling Revolution. Opportunities, Challenges, and Ideas for the Industry's next decade.

8:40 - 8:55am

Kraig Naasz *President & CEO, Distilled Spirits Council*

The Political, Economic and Social Factors Impacting the Distilled Spirits Sector

9 - 9:15am

**THE STATE OF THE INDUSTRY**

Michael Kinstlick *Research Economist, American Distilling Institute*

9:15 - 9:25am

**THE GERM OF CRAFT**

Duncan Holoday *Master Distiller, Duncan's Mill*

9:25 - 9:30am

**LET THE GAMES BEGIN!**

Bill Owens *President, American Distilling Institute*

**NOSING FOR FAULTS**

Nancy Fraley *Nosing Services, Inc.*

Julia Norney

8 - 11am  
Doubletree  
Morrison

*This highly sought-after, in-depth session will explore the various factors that influence the development of off-flavors and taints in distillates. We will look at the entire production process from raw ingredients, operational controls in fermentation, distillation, maturation and storage, processing and product transfer, and finally, packaging materials. The class will also examine methods of sensory analysis and quality control, and we will nose through numerous samples of possible distillate faults that arise during the stages of production. Finally, we will discuss how these faults can be remodeled within the production process. Light breakfast will be served, 8 - 8:30am.*

Reservation Only

9:30 - 7pm

EXPO FLOOR OPEN

**10:30 SESSIONS**

10:30 - 11:15AM  
Rm E141/142

**THE FUTURE OF MALTED BARLEY IN THE U.S.**

Mike Davis *President, American Malting Barley Assoc.*

Jason Cody *Colorado Malting Co.*

Jason Parker *Copperworks Distilling Co.*

Seth Klann *Mecca Grade Estate Malts*

Ron Silberstein *Admiral Maltings*

10:30 - 11:15AM  
Rm D131/132

**TRADEMARKS 101: SELECTING, REGISTERING, AND DEFENDING YOUR TRADEMARK**

Paul Reidl *Attorney, Law Offices of Paul Reidl*

*What is a trademark, how do you select a "good" trademark, clearing marks and risk management, registering marks, defending yourself and your mark. This would be a lecture with a PowerPoint but would encourage and solicit audience questions.*

BREAKOUT SESSIONS

KEYNOTE OCC PORTLAND BALLROOM

10:30 - 11:15AM  
Rm D137/138

**THE MAXIMUM ALLOWED QUANTITY (MAQ):  
AVOIDING A HAZARDOUS OCCUPANCY CLASSIFICATION**

Reed Lewis *Laurence Ferar and Associates Inc.*

*Starting a small distillery? Or are you hoping to avoid expensive "upgrades" required by your local building or fire official? Learn strategies to avoid classification as a Hazardous Occupancy. Facilities containing a total volume of spirits above the "Maximum Allowed Quantity" (MAQ) are considered hazardous. Facilities below MAQ remain normal industrial occupancies and avoid many of the "headaches" and expenses associated with the hazardous classification. If you are or will be the owner of a distillery, potentially on the MAQ threshold, you will learn about the Maximum Allowed Quantity threshold for your facility, What is - and is not - included in the MAQ, how to increase the total amount of spirits allowed while remaining a normal industrial occupancy, and the advantages and disadvantages of remaining under the MAQ.*

10:30 - 11:15AM  
Rm D136

**YEAST STRESS**

Ray Furman *MGPI of Indiana, LLC*

*A summary of yeast stress factors, how to detect and control yeast stress, and actual plant data examples showing economic and quality impacts of improper yeast handling.*

10:30 - 11:15am  
Expo Stage

**LESSONS LEARNED IN BUILDING AND OPERATING A CONTINUOUS COLUMN STILL**

Abe Stevens *Founder & Distiller, Humboldt Distillery*

*An overview of continuous column distillation and a comparison to traditional batch distillation. A discussion of the time and money saved by the increased efficiency of continuous distillation, weighed against the added complexity and troubleshooting needed versus a more simple pot still. Lessons we learned building our own continuous column still assembled almost entirely from off-the-shelf components, followed by a question and answer period on the topic.*

10:30 - 12pm  
Rm D135  
(Pre-Registration)

**AMAROS AND BOTANICAL LIQUEURS - HISTORY AND PRODUCTION TECHNIQUES (TICKETED)**

Andrea Loreto *Founder & President, Elixir*

*This presentation is followed by a tasting - Amaros (bitter Italian liqueurs) were born in Italy centuries ago as bracingly bitter medicinal concoctions. Amaros continue to be enjoyed across Europe as remedies for an overindulgent meal and as agreeable digestifs. More recently, North American mixologists and cocktail cognoscenti have embraced these bittersweet liqueurs for their inimitable flavors and historic associations. The finest liquor stores and bars in North America now stock many variants. Despite the newfound popularity of amaros, however, expert guidelines for their production are rare. This historically-informed presentation will explain the fundamentals of amaro and liqueur production and will cover key topics, such as: equipment, botanicals, infusions, sweetening and dilution, extraction, fining and stabilization, and ageing.*

**AMARO TASTING**

Andrea Loreto, Founder & President, Elixir  
Miguel Mejia from Don Ciccio & Figli

**11:30 SESSIONS**

11:30 - 12:15 pm  
Rm E141/142

**THE FUTURE OF MALTED BARLEY IN THE U.S. (CONT'D)**

Mike Davis *President, American Malting Barley Assoc.*  
Jason Cody *Colorado Malting Co.*  
Jason Parker *Copperworks Distilling Co.*  
Seth Klann *Mecca Grade Estate Malts*  
Ron Silberstein *Admiral Maltings*

11:30 - 12:15 pm  
Rm D136

**SIMPLE RULES FOR BUILDING VALUES IN SPIRITS BRANDS**

John Fisher *Investment Banker, Fisher & Company*

*Whether you're building a brand for sale or not, simple rules can focus strategy for success. Many of the most successful brands develop simple rules to tackle their most important challenges. Simple rules help deal with the most complex challenges, including pricing, distributor management, financing growth, even selling the company or passing it on to a successor generation. We will discuss some of the most important rules we've encountered with successful clients. We'll also explore audience and members' questions about complex challenges they face to add value, improve cash flow and have more fun building a great business.*

11:30 - 12:15pm  
Rm D137/138

**DESIGNING THE OAK AROMA PROFILE OF DISTILLED BEVERAGES**

Eglantine Chauffour *Technical Marketing Supervisor, Enartis USA*

*The use of oak alternatives, such as oak chips and oak tannins, to create and design the aromatic profile of distilled beverages presents an effective way of optimizing the production process and reduce costs, while maintaining full control over the quality of the final product. Knowing and defining the aromatic impact of oak products on distillates, supplemented with sensory analysis, will help determine the appropriate treatments that lead to the desired final product.*

11:30 - 12:15pm  
Rm D131/132

**THE TTB FEDERAL PERMIT APPLICATION PROCESS**

James Niekamp *Niekamp & Associates, LLC*

*This presentation will cover an overview of the federal permit process for distilled spirits plants. We will cover several key issues regarding the Alcohol and Tobacco Tax and Trade Bureau ("TTB"), such as the federal permit process, compliance requirements after approval, labeling requirements, and tax and audit issues. We will also address common pitfalls that routinely catch the industry by surprise when submitting the permit application.*

11:30 - 12:15pm  
Expo Hall Stage

**FROM THE RACK ROOM TO THE OFFICE: A COMPLETE ZERO WASTE APPROACH FOR YOUR CRAFT DISTILLERY**

Karen Hoskin *Montanya Distillers*

*Karen Hoskin, founder and owner of Montanya Distillers, one of the US's most sustainable distilleries, presents a step-by-step guide to implementing a zero waste approach in every aspect of craft distillery operations. Hoskin speaks from experience about her craft distillery's efforts to evaluate every decision and turn wishes into operating policy. Hoskin delves into the bigger social and societal impacts of waste and trash in the craft distilling industry, discusses the B-Corp and Green Business Network certifications as third party validation, and how good environmental policy can positively impact sales and marketing.*

12:15 - 1:30pm

**BUFFET LUNCH SERVED, PORTLAND BALLROOM**

**COFFEE & DESSERT SERVED ON EXPO FLOOR**

**1:30 SESSIONS**

1:30 - 2:15pm  
Rm E141/142

**TIPS FOR CRAFT DISTILLERS ON HOW TO APPROACH BARS EFFECTIVELY**

Andrew Friedman *Scout Spirits*

Chall Gray *The Buckminster Spirit Co., Little Jumbo, Slings & Arrows Consulting*

1:30 - 2:15pm  
Rm D136

**THE FEDERAL FOOD & DRUG ADMINISTRATION (FDA) REGULATION OF SPIRITS DISTILLERIES - ARE YOU READY FOR YOUR INSPECTION?**

Barbara Snider *Hinman&Carmichael, LLP*

*This session will offer practical advice to distilleries regarding compliance with the applicable FDA regulations. The discussion will include Bioterrorism Recordkeeping, FDA Good Manufacturing Practices (GMPs), sanitation standards, GRAS (Generally Regarded As Safe), bottling standards, and handling spent grains. While compliance with these FDA regulations is required, the good news is that these also turn out to be good business practices.*

**THE EXTRACTION OF WOOD COMPOUNDS DURING AGING IN WOOD BARRELS AND IN CONTACT WITH WOOD PIECES**Andrei Prida *Seguin-Moreau*

*Ageing of spirits in barrels is an integral step in their production. The regular producers use traditional shapes for this process such as 350L barrels for Cognac or 53 gallon barrels for Bourbon. The craft distilleries find smaller barrels more suitable for maturation. Finally, barrel alternatives such as staves, chips, powders, and inserts are continuing to become integrated into the everyday practice of the spirits industry.*

1:30 - 2:15pm  
Rm D137/138

*In the current presentation we measured the extraction rates and speeds of different wood compounds during ageing in regular, small barrels and in contact with wood pieces. It was shown that furanic compounds extraction occurs in a much quicker way, while vanillin and whisky-lactone extractions takes longer amounts of time to reach equilibrium.*

*This information is of practical importance for cellar masters and technical staff, who wish to optimize the sensory properties of aged spirits and to use wood barrels and alternatives in rational way.*

**CHALLENGES AND OPPORTUNITIES FOR DISTILLED SPIRITS IN THE STATES**David Wojnar *Vice President for State Government Relations, Distilled Spirits Council*

*Alcohol policy has been driven at the state and local level ever since the repeal of Prohibition. This has resulted in unique challenges as distillers navigate conflicting laws from state to state. As the 100 year anniversary of Prohibition repeal approaches, we will examine some of the recent victories and potential opportunities in modernizing our outdated alcohol laws.*

1:30 - 2:15pm  
Rm D131/132**2:30 SESSIONS****WHAT DOES YOUR NATIONAL TEAM LOOK LIKE?**Andrew Friedman *Society Wine & Spirits, LLC*Monique Huston *The Winebow Group*Richard Wolf *Wolf Consulting*Henry Preiss *Preiss Imports*John Foster *Smooth Ambler Spirits*

*Expanding spirits sales into new territory involves a new cast of characters that includes distributors, brokers, brand ambassadors and sales managers — most of whom the distillery has to track from afar. This panel discussion will address the following issues; How do growing brands with limited resources gain traction in new areas? What roles do the different members of a sales team play and how do you measure their performance? How are they usually compensated and what are the most common hidden costs of moving into a new area?*

2:30 - 3:15pm  
Rm E141/142**CYCLIC DISTILLATION FOR IMPROVED ENERGY UTILIZATION**Nicole Shriner *PhD Candidate, Michigan State University*

*Design configurations and experimental results are presented for cyclic distillation for spirits production.*

2:30 - 3:15pm  
Rm D136**CONTROL STATES OR HOW I LEARNED TO STOP WORRYING AND LOVE THE REGULATIONS**Victoria Rizzote *Director of Operations, American Spirits Exchange*

*This session will cover the various types of control states, how to get into them, and why you shouldn't ignore them.*

2:30 - 3:15pm  
Rm D137/138**EVERYTHING YOU WANTED TO KNOW ABOUT TTB, BUT WERE AFRAID TO ASK**Marc Sorini *Partner/Attorney at Law, McDermott Will & Emery LLP*

*This session would present an outside counsel's view of various aspects of TTB's operations and explain how distillers can maximize their business fortunes by knowing their rights and obligations with respect to TTB. Subjects covered would include product formulation to maximize marketing objectives and minimize excise taxes, dealing with objections during the label approval (COLA) process, managing TTB excise tax and product integrity audits, and the reach and limits of TTB's tied-house and related trade practice regulations.*

2:30 - 3:15pm  
Rm D131/132

2:30 - 3:15pm  
Expo Hall Stage

**QUALITY CONSIDERATION AND OPTIONS FOR AMERICAN OAK COOPERAGE**

Brian Geagan *Senior Area Sales Manager, Canton Cooperage*

*This presentation will explore the basics of what should be considered when selecting a barrel for the aging of spirits and will also explore contemporary options in barrel and oak aging. Topics will include sourcing of oak, drying and seasoning of oak, coopering techniques, and toasting / charring of barrels. The beneficial flavor, aroma, and functions of the barrel in spirit production will also be addressed. Attendees will leave this presentation with the information they need to make knowledgeable decisions about barrel selection for their spirit programs.*

3:15 - 3:45pm  
OCC Expo Floor

**NETWORKING BREAK**

**4:00 SESSIONS**

4 - 4:45pm  
Rm E141/142

**WHAT DOES YOUR NATIONAL TEAM LOOK LIKE?**

Andrew Friedman  
Monique Huston  
Gable Erenzo

4 - 4:45pm  
Rm D136

**TOTAL SYSTEM DESIGN**

Bryan Jensen *Engineering, Thinking Tree Spirits*

*Learn about thoughtful integration of your distillery's production systems for maximum energy efficiency and minimization of wastewater & production waste materials. Through utilization of closed-loop low pressure steam systems and partially closed-loop cooling water circuits, your distillery will maximize product output while minimizing utility costs and operating in an energy efficient and marketable manner.*

*Recycle waste heat from your stills into heat recovery systems such as in-ground radiant floor heating, ambient air radiator heating systems or even pre-heating your wash for continuous stripping stills.*

*Grain-based distilleries will recycle waste heat from the stills' condensers and mash cooling applications to pre-heat mash strike water and other heating needs.*

*Everyone needs cleaning hot cleaning water. You can make that with waste heat too! Distilling is a net-positive heat generation operation. Learn how to make the most of your waste!*

4 - 4:45pm  
RmD137/138

**READY TO GO ORGANIC? USAGE AND REGULATORY CHALLENGES OF FLAVORS IN DISTILLED PRODUCTS**

Jerry Horner *President, Horner International Company*

*The market for flavored liquors is exploding, but many distillers are caught between two extremes: peeling bushels of fruit by hand or resorting to artificial chemicals to flavor their products. Organic and natural flavors are powerful arrows in the distiller's quiver, but producers must be aware of the differences in regulatory regimes amongst TTB, FDA and USDA. We will also discuss some of the differences in terms such as "US natural," "EU natural," "organic" and "organic compliant."*

4 - 4:45pm  
Rm D131/132

**TOP 5 TTB RED FLAGS - HOW TO AVOID A DATE WITH YOUR TTB AGENT**

Jason Lipka *President, FIVE•5 Solutions*

*The hurdles associated with starting a Craft Distillery are overwhelming. From getting funding to finding a suitable production space to procuring production equipment to sourcing raw materials, hiring the right people, dealing with fire codes, rules, regulations, laws and permitting - the daunting list seems endless. When it's finally time to open your doors to the public, there are a few more things you want to make sure you haven't forgotten. What tends to get most overlooked in the fine print of opening your distillery are the countless rules and regulations that outline record-keeping and compliance requirements. What is it that the TTB will be looking for when they stop by for a visit? What questions will they ask? What information do you need? Most importantly, where are you most vulnerable and in which areas must you be the most diligent in your records and paperwork?*

*In this session, we'll tackle all of these questions through the identification of the Top 5 TTB Red Flags with these audience takeaways:*

- *Identify the 5 most common TTB-defined "triggers" of compliance violations at craft distilleries.*
- *Educate the audience on key points to stay on top of on a day-to-day basis to avoid becoming a target for a TTB Audit.*
- *Understand the audit process and prepare for a TTB visit in the case of an audit.*

## TUESDAY EVENING EVENTS

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4 - 5pm  
D139  
(Pre-Registration)

**AMERICAN SINGLE MALT PANEL DISCUSSION & TASTING**  
Matthew Hofmann *Westland Distillery*  
Randy Hudson *Triple Eight Distillery*  
Jimmy McCabe *Colkegan/Santa Fe Spirits*  
Christian Krogstadt *House Spirits*

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4 - 5pm  
D133  
(Pre-Registration)

**RYE VARIETALS (INCLUDES TASTING)**  
Mike Swanson

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4 - 5pm  
D135  
(Pre-Registration)

**GIN FROM DIFFERENT BASES (INCLUDES TASTING)**  
David T. Smith *Summerfruitcup.com*  
*Attendees will analyze six gins made from the same botanical recipe, on the same still, using different base spirits*

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4 - 5pm  
D140  
(Pre-Registration)

**AQUAVIT TASTING**  
Tim Rickard *Rolling River Spirits*  
Lexi *Old Ballard Liquor Company*  
Henric Molin *Spirit of Hven*

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5 - 6:30pm  
Expo Hall

**VENDOR HAPPY HOUR**  
Jeff Quint *Proprietor, Cedar Ridge Distillery*

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6 - 7pm  
Expo Hall Stage

**ADI JUDGING (BRONZE AND SILVER ANNOUNCEMENTS)**  
Eric Zandona *Director of Judging, American Distilling Institute*

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7 - 9:30pm  
OCC Oregon  
Ballroom

**ADI AWARD GALA**  
Andrew Faulkner *Vice President, American Distilling Institute*

# WEDNESDAY MARCH 28

7:30am - 3pm

REGISTRATION OPEN OCC LOBBY

8 - 11am  
Doubletree  
Morrison

Reservation Only

## NOSING FOR FAULTS

Nancy Fraley *Nosing Services, Inc.*  
Julia Norney

*This highly sought-after, in-depth session will explore the various factors that influence the development of off-flavors and taints in distillates. We will look at the entire production process from raw ingredients, operational controls in fermentation, distillation, maturation and storage, processing and product transfer, and finally, packaging materials. The class will also examine methods of sensory analysis and quality control, and we will nose through numerous samples of possible distillate faults that arise during the stages of production. Finally, we will discuss how these faults can be remedied within the production process. Light breakfast will be served, 8 - 8:30am.*

8:45 - 9:45am

BREAKFAST OPEN

BLOODY MARY, IRISH COFFEE, LIGHT BREAKFAST

9am - 4pm

EXPO FLOOR OPEN

## 10:30 SESSIONS

10:30 - 11:15am  
Rm E141/142

### THE ELECTRIC SOMBRERO OF DEATH

Scott Moore *Principal, Dalkita*

*Electrical Sombrero of Death is a dynamic and revealing presentation on Classified Electrical Areas. We will address, where the areas are, when are classified electronics needed, special wiring methods inside and outside the classified area. We will dispel the myth that entire distilleries need to have "explosion proof" wiring and explain the proper terminology of Class, Division, and Group. Finally, we will explain how it is true that 95% of all distilleries need not use classified electrical fixtures and wiring methods. We will reveal how simple ventilation can save thousands of dollars in electrical upgrades. We will explain what classified electrical equipment is and looks like for those rare locations where it actually required.*

10:30 - 11:15am  
Rm D136

### SBA FINANCING OPTIONS FOR THE CRAFT DISTILLERY BUSINESS

Jeff Boone *Ceo, California Statewide Certified Development Corp.*

*The SBA 504 and the SBA Community Advantage programs offered by the Small Business Administration (SBA) through Certified Development Companies (CDC), are good building and equipment financing opportunities for the craft distilling business. This session will provide a brief description of programs, and also provide advice to anyone thinking about starting a craft distillery business, or any existing craft distillery business that wants to expand their operation and finance property or equipment.*

10:30 - 11:15am  
Rm D137/138

### CANNABIS COCKTAILS: THE GOOD, THE BAD AND THE BUZZ ON "DRINKABLES"

Alana Joyce *Assistant Attorney, Hinman & Carmichael LLP*

*This presentation will explore the emergence of cannabis/CBD infused beverages and cocktails and the legality of producing, preparing and serving such products. The presentation will give a general overview of the legal landscape, including federal and state laws (and the impact of local laws) on the production of cannabis-infused spirits and the concoction of cannabis-infused cocktails on-premises. The presentation will review the effect of these laws and discuss the risks and liabilities of producing such beverages and running such bar programs. The presentation will also consider best practices for engaging in said practices. At the completion of the presentation, the audience should understand the legal landscape at the intersection of cannabis and alcohol and the risks associated with participating at what is sure to be a growing and novel market.*

BREAKOUT SESSIONS



10:30 - 11:15am  
Rm D131/132

### A CONTRACTOR'S GUIDE TO BUILDING A DISTILLERY

Steve Bohner *Alchemy Distilling*

*Class participants will learn the following:*

- *Researching & purchasing equipment*
- *Building design & layout*
- *Receiving, assembling & installing distillery equipment*
- *Selecting electrical products including explosion-proof switches*
- *Flooring and wall covering options*
- *Plumbing including steam piping, chiller piping, trench drain & waste lines*
- *Ferment heat sources options and instrumentation*
- *Roofing & venting*
- *Ongoing equipment maintenance*
- *How to determine what work you can do yourself & what type of experts to hire for the remaining tasks*

10:30 - 11:15am  
Expo Hall Stage

### AN EVALUATION OF MALT AND CEREAL GRAINS IN THE PRODUCTION OF DISTILLED SPIRITS.

Matthew Letki *National Sales Manager, Canada Malting Co. LTD*

Bryce Parsons *Last Best Brewing and Distilling*

*In this presentation, we will evaluate: the properties of various brewers and distillers malts, as well as various unmalted grains from a technical standpoint; enzyme content, extractable sugar, bacterial load and glycosidic nitrile (ethyl carbamate) contribution; key technical specifications for the craft distiller as well as flavour contribution from various malts and grains; distillers grist preparation, as well as the best use of malt and grains in a brew-distillery setting and the use of malt as a botanical in spirit production.*

10:30 - 11:15am  
Rm E141/142

### GAME-CHANGING SOCIAL MEDIA FOR 2018

Todd Buckley *Destiny Distilled Spirits*

*Learn how your distillery can leverage the changing face of social media with ecommerce, ephemeral content and employee advocacy programs.*

11:30 - 12:15pm  
Rm D136

### SWEET TALK: A CONVERSATION ON SUGAR AND SPIRITS

Lauren Patz *Head Distiller, Spirit Works Distillery*

*This seminar will explore various methods for sweetening spirits and cover everything from allowable quantities to raw material choices to proofing. Liqueurs can help distinguish your distillery and solidify its identity. Making your own modifiers increases potential bottle sales per customer by providing them with all the components they need for a complete cocktail. While this lecture is meant as a general overview on the use of sweeteners, special focus will be placed on honey and its variety of functional and flavor benefits.*

11:30 - 12:15pm  
Rm D137/138

### UNDERSTANDING CONTROL STATES

David Jackson *Agency Operations Consultant, NABCA*

*Seventeen states and various municipalities represent 22 percent of distilled spirits sales in the US, and operate in an environment known as a control system, where a government entity takes ownership of alcohol at some point in the business cycle. Understanding what this means can be valuable to producers as it may offer advantages for doing business with these jurisdictions and knowing what to expect can make working with them easier. A representative from the National Alcohol Beverage Control Association (NABCA) gives a guided tour of the control systems, outlines the pluses and minuses of doing business with these systems, shares some regulatory considerations and offers other valuable information.*

11:30 - 12:15pm  
Rm D131/132

### MONTHLY TTB REPORTING AND COMPLIANCE

Donald Snyder *President, Whiskey Systems Online*

*Craft distillers are increasingly feeling the pinch from two sides: the sales arena is becoming more crowded and competitive, making it imperative to stand out and rise above. At the same time, consumers are becoming more savvy, asking questions that allow them to disperse the marketing fog that can hide shortcuts or sourcing. This discussion will consider the questions recently posed in consumer-oriented Imbibe magazine ("10 Questions to Ask Every Craft Distiller," Sept-Oct 2016), and look at how distillers can answer these in a way that's honest, credible, and smart. Examples of distilleries who've figured out how to do this well — and some who've not — will be discussed.*

11:30 - 12:15pm  
Expo Hall Stage

### STILLS AND WHISKY, WAYS AND MEANS

Chip Tate *Master Distiller, Tate & Co Distillery*

*An exploration of the effects of still choices on spirit character.*

12:15 - 1:30pm

**BUFFET LUNCH SERVED, PORTLAND BALLROOM**

**COFFEE & DESSERT SERVED ON EXPO FLOOR**

**1:30 SESSIONS**

**I LOVE/HATE ACCELERATED AGING**

Bill Owens *President, American Distilling Institute (Moderator)*

Bryan Davis *Lost Spirits Distillery*

Earl Hewlette *Terressentia Corporation*

Larry Wu *SpiriTech / ConeTech*

Ian Smiley *Author/Consultant*

Gary Spedding *Brewing & Distilling Analytical Services*

John Foster *Smooth Ambler Spirits*

1:30 - 2:15pm  
Rm E141/142

**BUILD YOUR OWN LAB, BE SAFE AND SAVE MONEY**

Henric Molin *Master Distiller, Spirit of Hven*

*Doing your own analytical testing does not need to be difficult, expensive or time consuming. Learn what to test for and how to do it with simple means. This will save you time, money and possibly your future. Learning to do simple and inexpensive analytical methods help you become more efficient and turn those extra working hours into profit and growth. Bringing your fermentation up 0.5 %vol, generically saves you three work days a month, cut your energy cost by 7% and your raw material spending with 10%. Bottling your product at 0.25% to high strength means that you are giving away 1 bottle out of 150. That means little short of a percent of your profit margin. Be smart, do your homework.*

1:30 - 2:15pm  
Rm D136

**COUPLING REACTIVE DISTILLATION WITH BEVERAGES**

Jacob Rochte *Graduate Student, Michigan State University*

*Reactive distillation is the process of reacting two compounds over a catalyst during a distillation to produce a new compound. Coupling this process with a beverage distillation can create uniquely flavored spirits without any additions.*

1:30 - 2:15pm  
Rm D137/138

**STANDARDS OF IDENTITY AND FORMULATIONS**

David Bateman *Consultant, Gray-Robinson Law Firm*

*Federal Standards of Identity and guidelines in the Beverage Alcohol Manual list distilled spirits by class and types. When is a formula required? What can go into your product with out a formula. Is my COLA accurate? This discussion will address whether a brand meets the standards of identity or a formula is required. If TTB has approved my COLA am I always in compliance? There are self-review steps that can identify when an addition to my batch is allowed or when a formula is required. Misconceptions have been identified and clarifications are being listed..*

1:30 - 2:15pm  
Rm D131/132

**FERMENTATION IOI**

Joseph Kalkwarf *Lallemend*

*How to properly care for and feed your yeast so they deliver the best tasting alcohol: How temperature, time, pH, feedstock, yeast selection and water affect the quantity and quality of alcohol as well as flavor.*

1:30 - 2:15pm  
Expo Hall Stage

**2:30 SESSIONS**

**WHAT DO BARTENDERS REALLY WANT**

Henry Preiss *Preiss Imports*

Jacob Grier *Noted author and bartender*

Mindy Kucan *Townshend's Distillery*

*Bartenders play a key role introducing new spirits to consumers. So what do bartenders look for in a spirit? A panel of industry professionals discusses how decide which products to carry in their bars and feature on their cocktail menus with a focus on what craft distillers have to offer.*

2:30 - 3:15pm  
Rm E141/142

**THE BETTER CASK FOR YOUR SPIRIT - INTRODUCTION TO USED BARREL MANAGEMENT**

Julia Nourney & Alexandre Sakon

*How to select barrels for aging a nd finish. How to manage barrel aging according to your production. Introducing NEOC barrels (reworked barrel custom made for craft production)*

2:30 -3:15pm  
Rm D136

**BREAKOUT SESSIONS**

2:30 -3:15pm  
Rm D137/138

### **BUILDING A BRANDED HOUSE VS BUILDING A HOUSE OF BRANDS**

David Schuemann *Owner & Creative Principal, CF Napa Brand Design*

*For many start-up and growing spirits companies the question of whether to build a "branded house" or a "house of brands" is a critical one to answer for their company and brand's future success. Whether you plan on launching just one product or dozens, considering your company's strategy for brand architecture and how it will evolve over time is a critical first step to ensure your brand's success and ultimately, its strength in the market. The "Branded House vs. House of Brands" comparison refers to the two primary ways of structuring a business's brand(s) and products. Both strategies have pros and cons. Choosing the correct one for your company depends upon market scenarios as well as your long-term plan. The key is knowing your market, your product and your capacity to manage your products and brands. Crafting the right brand architecture for your organization is a strategic necessity.*

2:30 -3:15pm  
Rm D131/132

### **INNOVATIVE PRODUCTS IN THE ALCOHOL INDUSTRY**

Stacy Kula *Stoll Keenon Ogden PLLC*

Christopher Thiemann *Alcohol and Tobacco Tax and Trade Bureau (TTB)*

Debbie Novograd *Deputy CEO, ConeTech*

*Liquor lawyer, Stacy Kula, and TTB DSP Manager, Regulations and Rulings Division, Chris Thiemann, will discuss new innovative products in the alcohol industry. From new grains and how they need to be shown on labels and formulas, to new alcohol products like ice cream.*

2:30 -3:15pm  
Expo Hall Stage

### **ROTO-VAP AND ITS USE IN THE DISTILLERY**

Molly Troupe *Master Distiller Freeland Spirits*

*A Roto-Vap is commonly used instrument in the pharmaceutical world, but is rarely seen in the distillery. When used at a distillery, it can help the team achieve flavors that are near impossible to achieve in a direct fired still. Learn about the Roto-Vap and it's uses as a laboratory benchmark tool and enjoy samples of botanicals like thyme, basil, and cilantro distilled using Freeland Spirits' Roto-Vap.*

## **3:30 SESSIONS**

3:30 - 4:15pm  
Rm E141/142

### **WHAT DO BARTENDERS REALLY WANT**

Henry Preiss

Jacob Grier

*Bartenders play a key role introducing new spirits to consumers. So what do bartenders look for in a spirit? A panel of industry professionals discusses how decide which products to carry in their bars and feature on their cocktail menus with a focus on what craft distillers have to offer.*

3:30 - 4:15pm  
Rm D136

### **TIME-DEPENDENT AGING OF BOURBON WHISKEY: WOOD SUGARS**

Seth DeBolt *Professor, University of Kentucky*

*This presentation explores the complex, wood-sugar release process during barrel aging. We employed an inverse method to measure the loss of specific wood polysaccharides in the oak cask during aging over 10-17 years. We show via x-ray diffraction that the structural cell wall wood biopolymer, cellulose, was decrystallized but not ablated by the charring process. This pyrolytic fracturing and subsequent exposure to the distillate was accompanied by a steady loss of sugars from the cellulose and hemicellulose fractions in from the oak cask over time. Distinct layers of structural degradation and product release from within the barrel stave are formed over time as the distillate expands into and contracts from the barrel staves. Implications for barrel aging and complexity are presented.*

3:30 - 4:15pm  
Rm D137/138

### **WORKING WITH DISTRIBUTORS - FROM SET UP TO BILL-BACKS.**

Philip Kolodziey *American Spirits Exchange*

*The seminar will work backward from bill-backs into the incentive programs that generate them. Bill-backs are one of the most complex and misunderstood aspects of the alcohol beverage industry and something that, if not properly managed, can cripple one's business. The seminar will review bill backs in detail, talk about how distributors rate suppliers and how best to manage your account. From here we will trace the funds back to incentive programs, discussing the pros and cons of each.*

3:30 - 4:15pm  
Rm D131/132

#### NORTHERN SPIRIT: CRAFT DISTILLING IN CANADA

Ken Winchester *Devine Spirits*

*Hear that loud boom? That's the craft distilling movement taking off north of the border. In this session Vancouver Island distiller Ken Winchester will lead a panel of master Canadian Distillers to introduce you to some of Canada's innovative spirits, and the dreamers and doers who create them. We'll also survey the craft distilling scene across Canada, from BC to Nova Scotia, the dramatically changing rules and regulations, and exciting new opportunities. We'll also address the contentious question: What is "Craft"?*

#### 4:30 SESSIONS

4:30 - 5:15pm  
Rm D140  
(Pre-Registration)

#### BEER COCKTAILS (TICKETED)

Henry Preiss *Preiss Imports*

Jacob Grier *Noted author and bartender*

*Beer is a trendy ingredient among bartenders, but it also has a long and unusual history in mixed drinks. Learn about beer in all its versatility, from vintage punches and classic warm beverages such as Wassail and Flip to contemporary cocktails combining spirits with styles like IPA and saison. Led by Portland bartender Jacob Grier, author of Cocktails on Tap: The Art of Mixing Spirits and Beer, this seminar will show how beer can be used creatively in cocktails of any style.*

4:30 - 5:15pm  
Rm D135  
(Pre-Registration)

#### GIN BOTANICALS- FLAVOR PROFILES AND PRODUCTION METHODS TO GET THE MOST OUT OF YOUR GIN.

Braden Bumpers *Owner/Head Distiller, McClintock Distilling*

*Using a case study, Deviation Distilling, Denver, CO, provides evidence that selecting and leasing a space has to be considered carefully. Learning outcomes will be discussed that include: recognizing the complexities of site selection and the site's relationship to the compliance path (the CODES). Success completely depends on the laws and requirements of the Authority Having Jurisdiction (AHJ), Zoning, Building and Fire departments. Challenges will also be discussed.*

4:30 - 5:15pm  
Rm D133  
(Pre-Registration)

#### BRANDY PANEL & TASTING

Hubert Germain-Robin *International Consultant*

Daniel Farber *Osocalis Distillery*

Charles West *Orcas Island Distillery*

4:30 - 5:15pm  
Rm D139  
(Pre-Registration)

#### BOURBON TASTING

Eric Zandona

Sara Smith

**LAST CALL: EXPO FLOOR CLOSSES AT 4PM**

**White Mule Press  
Lobby**

**BOOK SIGNING SCHEDULE (BOOKS WILL BE AVAILABLE FOR PURCHASE)**

Tuesday, March 27  
1-2pm

**KAREN HOSKIN**  
*Elevated Cocktails*

Tuesday, March 27  
2-3pm

**ERIC WATSON**  
*A Distiller's Guide to Rum*

Tuesday, March 27  
2-3pm

**JACOB GRIER**  
*Cocktails on Tap*

Tuesday, March 27  
2-4pm

**HEATHER DOLLAND**  
*Before the Glass: Things to Consider When Entering the Booze*

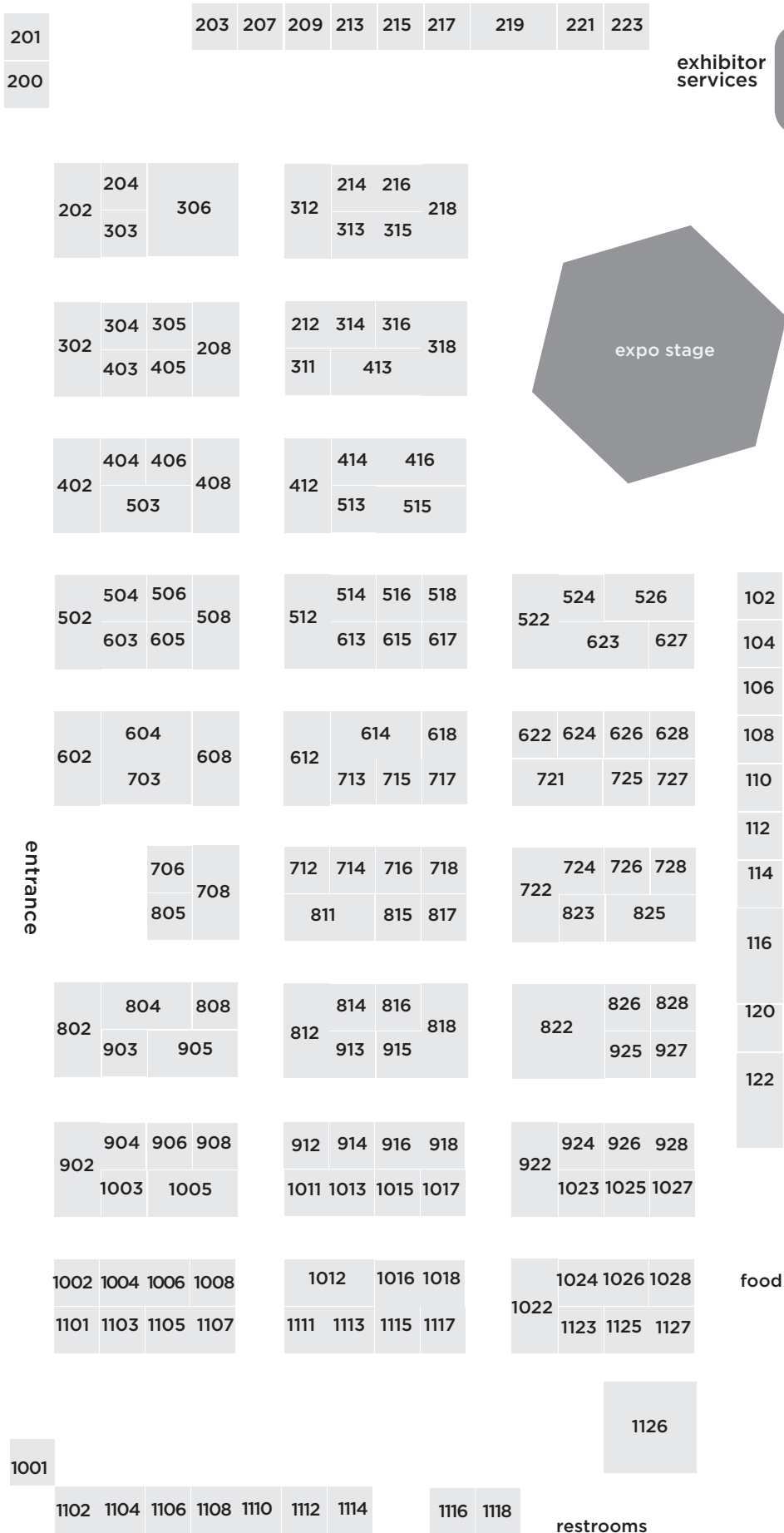
Wednesday, March 28  
10am-12pm

**KAREN LOCKE**  
*High Proof PDX*

Wednesday, March 28  
2-3pm

**IAN SMILEY**  
*The Distiller's Guide to Rum*

# EXPO FLOOR



## EXPO FLOOR HOURS

TUESDAY: 9:30 - 7PM

WEDNESDAY: 9 - 4:00PM

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Ager Tank and Equipment ..... 513	Givaudann Flavors ..... 405	<b>Proof 33</b> ..... <b>512</b>
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Dalkita Architecture & Construction ..... 826	Niagara Label - Impact Print Group ..... 727	<b>Vendome Copper &amp; Brass Works</b> ..... <b>825</b>
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