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# Schedule

Tuesday, March 19, 2019  
&  
Wednesday March 20, 2019

# TUESDAY MARCH 19

Tuesday, March 19  
7am - 6:30pm

REGISTRATION OPEN / MILE HIGH FOYER

CONV.  
CENTER

8 - 9:15am  
Mile High Ballroom

## KEYNOTE

HYATT  
REGENCY

8 - 11am Mineral  
Hall A  
Ticketed - FULL

## NOSING FOR FAULTS

Nancy Fraley, *Principal, Nosing Services*

9.30 - 6.30pm  
Mile High Ballroom

## EXPO FLOOR OPEN

10.30 - 11.15am  
401

## BUILDING VALUE THROUGH DIFFERENTIATION

John Fisher, *Managing Director Fisher & Company*

*Building Brand Value – The Importance of Differentiation. Reflections on successful artisan brands and on a key ingredient for building value. Metrics for measuring both - differentiation and value creation.*

10.30 - 11.15am  
403

## FUNDAMENTALS: A DEFINED PROCESS FOR CREATING A COMMERCIALLY VIABLE DISTILLERY.

Scott Schiller, *Managing Director Thoroughbred Consulting Group*

*The presentation will provide a solid framework on how to approach getting into the spirits business. It will clarify the real budget necessary, and insight to the critical success factors to create a financially viable distiller.*

10.30 - 11.15am  
405

## SEPARATION ANXIETY: OBSERVATIONAL INSIGHTS TO UNDERSTANDING DISTILLED SPIRITS FILTRATION

Maria Peterson, *Filtration Specialist, Scott Laboratories*

*Principles of filtration. Equipment choices, filter media on the market and how to use filtration to remove some instabilities and what options you have if you can't.*

10.30 - 11.15am  
Expo Stage

## SOCIAL MEDIA FOR CRAFT DISTILLERS: TACTICAL TIPS & TRICKS TO GROW YOUR BRAND

Suzanne Henricksen, *Founder The Crafty Cask*

*You have your social media accounts, you're posting as often as you can but the results you're seeing make you wonder is the time and energy is really worth it? Join Suzanne, founder of The Crafty Cask, as she provides tactical and actionable advice for driving results in social media that you can put into practice the minute you walk out the door. While she'll primarily focus in on Instagram, there will be tips and tricks for Facebook, Twitter & Pinterest as well. Bonus: one lucky attendee will win a free Instagram audit with detailed suggestions for your brand!*

11.30 - 12.15pm  
401

## AMERICAN SINGLE MALT PANEL

Steve Hawley, *Director of Westland Distillery*

Jared Himsted, *Head Distiller Balcones Distilling*

Coling Keegan, *Founder Santa Fe Spirits*

Gareth Moore, *CEO Virginia Distillery*

Jason Parker, *Co-Founder & President Copperworks Distilling*

*Join a panel featuring the founders of the American Single Malt Whiskey Commission as they discuss the emerging category, the definition of American Single Malt, and their plans for the near future to grow further the organization's mission.*

11.30 - 12.15pm  
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## THE DISTRIBUTOR CAP - UNDERSTANDING WHAT MOTIVATES A DISTRIBUTOR. (AND WHAT DOESN'T.)

John Foster, *Director of Sales & Marketing Smooth Ambler Spirits*

*John Foster of Smooth Ambler Spirits will lead an open, honest, straight-talk discussion about finding and inspiring a good distributor, big or small, and address many of both the pitfalls and joys of jump-starting a small brand.*

CONVENTION CENTER

## HIDDEN TAX TRAPS: HOW SIMPLE PERMIT CHANGES CAN HAVE SERIOUS TTB TAX CONSEQUENCES

Thomas Niekamp, Attorney Niekamp Law LLC

Jim McCoy, J. McCoy, Alcohol & Tobacco Compliance Consultants LLC

*Those in the distilled spirits production and distribution business already know that merely receiving Federal TTB alcohol permits and then operating a business can be a daunting task for even the most experienced in the industry. The distilling industry is governed by a myriad of complex federal laws and regulations under the jurisdiction of the Alcohol and Tobacco Tax and Trade Bureau (TTB). To start with, alcohol producers including distillers are all required to first obtain a basic permit from TTB and otherwise qualify with the agency before operations can begin.*

*Recent case law demonstrates that if your distilled spirits making business is contemplating a change to its business structure, the business would do well to first become familiar with the area of the law involving TTB changes of control and changes of proprietorship. Such rules can place unsuspecting business owners in situations where their TTB permit has terminated without them even being aware of it! Sometimes such changes of control can happen even in the most passive of ways. Recent case law notes that this can lead to disastrous consequences. Among other things, the case law illustrates the potential excise tax pitfalls in such change of control situations. For example, for smaller alcohol producers who enjoy the small producer rate for distilled spirits production, TTB may disallow the small producer rate \$2.70 per proof gallon and instead impose and assess taxes at the much higher rate of \$13.50 for distilled spirits. Even for small producers this imposition of the higher tax rate could result in TTB's assessments of very large tax liabilities. Moreover, as can be seen from the above, a failure to timely comply with TTB's change of control and change in ownership/proprietorship requirements can result in severe consequences: the automatic termination of the TTB permits, ceased operations, and even significant tax consequences. Alcohol business entities, particularly distillers need to be very vigilant when it comes to identifying and timely reporting changes to their business structure to TTB.*

*Other relevant topics, time permitting, can include:*

1. *Tax issues related to the newly implemented Tax Cuts and Jobs Act and its significant impact on Distillers;*
2. *The TTB offer in compromise process in tax matters.*

11.30 - 12.15pm  
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## STILLS AND WHISKY, WAYS AND MEANS

Chip Tate, President & Head Distiller Tate & Co Distillery

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

11.30 - 12.15pm  
Expo Stage

## BOXED LUNCH & CRAFT BEER

*Enjoy craft beer with your lunch, compliments of AB Biotek and While Labs*

12.30 - 1.30pm  
Four Seasons  
Ballroom

## BEST PRACTICES FOR CHOOSING A GLASS BOTTLE THAT STANDS OUT

Michael Niehaus, Sales Director Midwest/East Coast Saverglass -Moderator

Stéphane Stanton, Brand, Market Manager U.S East Coast and Canada, Saverglass

David Schuemann, Owner and Creative Principal, CF Napa

Jay Johnson, Co-founder, Bear Creek Distillery

Hannah Lowen, VP of Operations and General Manager, New Riff Distillery

1.30 - 2.15pm  
401

*What are important considerations when choosing a glass bottle? From selecting a stock mold to customization and from speed to market to impact on the shelf, a panel composed of a glass manufacturer, a designer and a distiller will offer three different perspectives to help select the glass bottle that will captivate your audience.*

## DEALING WITH HIGH ALCOHOL FERMENTATIONS & ACHIEVING HEALTHY FERMENTATIONS

Maria Peterson, Filtration Specialist, Scott Laboratories

*We will be discussing nutrients and other tools that help keep the fermentation healthy, as well as ways to deal with high alcohol fermentations, as they are common in distilling.*

1.30 - 2.15pm  
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## ALL ABOUT WHISKY

Stephen Robey, Assistant Director, Alcohol Labeling and Formulation Division, TTB

*This talk will cover the most important aspects of how TTB regulates whiskeys, including whisky production requirements, when formulas are needed and specific labeling issues related to whiskey. Topics will include Mash requirements, Aging requirements, when is a formula necessary and common labeling issues for whisky.*

1.30 - 2.15pm  
405



1.30 - 2.15pm  
Expo Stage

### THE LEAN STARTUP DISTILLERY

Kartik Kamat, *CEO Distillery America*

*How to quickly test products and ideas in the distilled spirits industry where every cost structure for a testing and distilling is built for mass production.*

2.30 - 3.15pm  
401

### PLANNING FOR THE FUTURE

Richard Wolf, *Principal Wolf Consulting, LLC*

Donald Snyder, *Founder & President Whiskey Resources,*

Monica Wolf, *Wolf Consulting, LLC*

2.30 - 3.15pm  
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### MOLECULAR TRANSFORMATIONS IN SPIRITS INDUCED BY EXPOSURE TO WOOD

Zach Detweiler, *Co-Founder Spirits Unbound*

*The changes in spirit composition during wood resting/maturation will be discussed in the context of both barrel aging and modern wood exposure techniques. The listener will be exposed to the chemical mechanisms that are important for the development of spirit maturation, and, hopefully, walk away with some strong intuition about what inputs must be considered to generate the desirable maturation profiles that in high demand in today's market.*

2.30 - 3.15pm  
405

### MAKING SPACE FOR TASTE: TOP 5 CONSIDERATIONS FOR DISTILLERY AND TASTING ROOM DESIGN

Andrew Lawrence, *Architect Urbanadd Architects*

*Whether you are starting out in a small production space or expanding to support a well-established business, the quality of your building facilities can have a big impact on operational efficiency, worker well-being, environmental impact, customer perception, and brand identity. We will discuss these topics and more in a visually-compelling presentation that includes case studies and recounts some examples of the real-world problem solving that goes into building distilleries and tasting rooms. The discussion will identify questions and considerations that need to be addressed in the process of planning a facility for both immediate needs and future aspirations. Attendees will be invited to participate in the conversation through a question and answer session following the presentation.*

2.30 - 3.15pm  
Expo Stage

### GUILDS: MAKING THE MOST OF WHAT YOUR STATE HAS TO OFFER

Jaime Windon, *Lyon Distilling, President of MD Distillers Guild*

Katie Darling, *Celebration Distillation, President of LA Distillers Guild*

Daric Schlesselman, *Van Brunt Stillhouse, Board Member of NY Distillers Guild*

Andrew Lohfeld, *Roulaion Distilling, Board Member of LA Distillers Guild*

*This panel presentation will discuss the benefits of official guild formation - specifically, how to leverage a unified front to propose and take advantage of agricultural, economic, and tourism programs that your state could offer, as well as marketing opportunities that might not have been feasible as an individual distillery.*

3.30 - 4.15pm  
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### THE TTB FEDERAL PERMIT PROCESS

James Niekamp | Jim McCoy, J. McCoy, *Alcohol & Tobacco Compliance Consultants LLC*

*An overview of the Federal TTB Permit process, including common pitfalls and issues that arise along the way*

3.30 - 4.15pm  
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### MEET THE GROWING DEMAND THROUGH CONTINUOUS COLUMN DISTILLATION

Kris Bohm, *Head Distiller Grand Canyon Distillery*

*A presentation of the struggle to meet demand of grain to glass distilleries as their market share grows. A breakdown of the efficiencies of continuous distillation and how a continuous distillation column allows a distillery to grow while maintaining grain to glass production.*

3.30 - 4.15pm  
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### PACKAGING INNOVATION FOR CRAFT DISTILLERS

Steve Pelkey, *CEO Universal Packaging*

*Craft distilleries only have a fraction of the marketing budget to compete with the large brands. Thus, it is imperative for them to stand-out on a crowded shelf. The best way to do it is through cool, unique packaging innovation that craft distilleries can embrace - if they truly want to stand-out.*

3.30 - 4.15pm  
Expo Stage

### REACHING ACROSS THE POND - WHISKEY VS WHISKY AND WHAT WE CAN LEARN FROM EACH OTHER

Matt Strickland, *Head Distiller, Distillery Cote des Saints | Board of Examiners, Institute of Brewing and Distilling*

*"It could be argued that the American whiskey tradition was born out of the distilling techniques of the original groups of Scotch-Irish that immigrated to our nascent country over three centuries ago. Of course times change and the two traditions couldn't be more different. With the emerging American Single Malt category and the explosion of American craft whiskies in general, it seems like the lines between the two disciplines are becoming increasingly blurred...and more interesting. This talk aims to discuss the traditional differences between the production of our native spirit, bourbon, with that of Scottish single malt whisky.*

4.30 - 5.15pm  
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## REVENUES, UP OR ON THE ROCKS: MAXIMIZE COCKTAIL SALES IN YOUR TASTING ROOM

Chall Gray, *Little Jumbo//Slings & Arrows Consulting*

Robbie Adams, *Ironton Distillery*

Melinda Maddox, *Old Elk Distillery*

David Baker, *Bear Creek Distillery*

*More states than ever allow distillery tasting rooms to serve cocktail, but offering cocktails doesn't translate to profits on its own. Led by veteran bar owner Chall Gray, this helpful panel will discuss the best methods for getting customers into your tasting room, and maximizing your revenue per guest once they're inside.*

## QUANTITATIVE AND QUALITATIVE EVALUATION OF PROOFING WATER AND DISTILLED SPIRITS

Shaw Patterson, *CEO Good Libations*

*In our experiences most distillers believe the taste of a distilled spirit is set once the distilling or barreling process has been completed.*

4.30 - 5.15pm  
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*Quantitative research has recently been completed demonstrating the impact water used to proof distilled spirits has on the composition of the aldehyde and ketone levels in distilled spirits. Qualitative research has been conducted to assess the effects the water used in proofing has on aroma, taste, and smoothness of distilled spirits. We will be sharing our research results for the first time at the ADI meeting in Denver. We believe the information coming from our research can be a significant benefit for craft distillers and demonstrate the potential value of moving beyond water filtered by reverse osmosis to proof distilled spirits.*

## MODERN BIOTECHNOLOGY – OPPORTUNITIES IN DISTILLING

Larry Peckous, *Senior Scientist, Novozyme*

*Buoyed by a relatively robust economy and increased consumer spending on alcohol, including premium spirits, the distilleries industry has seen strong growth in recent years. While the industry of the past was consolidated, with a limited number of brands, today we see a hypercompetitive landscape with many brands to fit a multitude of consumer preferences. To remain competitive, distilleries will be challenged to further increase their production efficiency and offer consumers more product choice and innovation. Enzymatic technology is increasingly enabling distilleries to get more out of raw materials, reduce energy, increase throughput, and process alternative grains in order to offer higher value – and more novel – products. As enzymes become more prevalent in the industry, there is need to better understand some basics about enzymatic technology, how enzymes are developed, what we should consider when it comes to classification (e.g. GMO or Non-GMO), and what the latest regulatory guidance is about enzymes.*

4.30 - 5.15pm  
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## SOURCING FOR RTDS (READY TO DRINKS)

Alyssa Gianino, *Sales Manager Ultra Pure, LLC*

*With the surge of popularity in canned cocktails and "spiked seltzers" it is important to be open minded to branch into this market. How to use what you have and what to supplement to create a successful RTD brand. Help people understand the regulations behind these products and the differences in using spirits, wine or malt bases for their products.*

4.30 - 5.15pm  
Expo Stage

## A REAL CONVERSATION ABOUT RUM

Bailey Pryor, *Founder & CEO The Real McCoy Spirits Corp*

*An exploration into the unseen world of real rum production. This is not marketing "fluff" or the same old Caribbean rum tour. This masterclass is the culmination of 10 years of research by seven-time Emmy award winning documentary filmmaker, Bailey Pryor, in a discussion about real rum production techniques, how rum should be classified and how the average consumer can "decode" rum labels to find real rum. An eye-opening comparison of the "batch" vs. "continuous" production process, and a live tasting with fun facts and conversation opens the world of rum to you in a new way. Let's get the real conversation going so that we can elevate the rum category and honor the history, techniques, culture and hard work that goes into creating this beautiful spirit.*

4.30 - 5.15pm  
301  
Ticketed

## REACHING ACROSS THE POND – A TASTING

Matt Strickland, *Head Distiller, Distillery Cote des Saints | Board of Examiners, Institute of Brewing and Distilling*

4.30 - 5.15pm  
302  
Ticketed

## WHAT MAKES IT IRISH?

Victor Matthews, *Founder & Head Distiller Black Bear Distillery*

*Dr. Victor Matthews, the Master Distiller and Founder of Black Bear Distillery in Green Mountain Falls, Colorado will present the story of their Irish Style Whiskey and what it took to get the first permission to use that name as well as what elements such as raw barley and sherry staves go into making it "Irish Style Whiskey".*

4.30 - 5.15pm  
303  
Ticketed

## EXPO HAPPY HOURS

*Join our attendees and exhibitors for a wine and beer happy hour reception where we will reveal our 2019 Craft Spirits Judging Silver and Bronze winners.*

5.15 - 6.30pm  
Expo Floor

7 - 9.30pm

2019 CRAFT SPIRITS JUDGING AWARDS GALA DINNER, FOUR SEASONS BALLROOM

# WEDNESDAY MARCH 20

HYATT

8 - 11am  
Mineral Hall A  
Ticketed - FULL

## NOSING FOR FAULTS

Nancy Fraley, *Principal, Nosing Services*

8am - 4pm

REGISTRATION OPEN / MILE HIGH FOYER

8.45am - 3.30pm

EXPO OPEN / MILE HIGH BALLROOM

8.45am - 10.15am

BLOODY MARY BREAKFAST OPEN / MILE HIGH BALLROOM

CONVENTION CENTER

10.30 - 11.15am  
401

## GIN - WHAT MIGHT THE FUTURE HOLD?

Virginia Miller, *Food & Spirits Blogger (US)*

David Smith, *Independent Gin Consultant (UK)*

Aaron J. Knoll, *The GinIsIn (Denver USA)*

Robert Cassell, *Connacht Distillery (Ireland)*

James Young, *Old Young Distillery (Australia)*

*Is the bubble about to burst for gin? Where will gin be in five or ten year's time? Hosted by the aptly named Virginia "Gin" Miller, our panel of gin industry producers, commentators, and consultants will share some of their insights & predictions and take questions from the audience.*

10.30 - 11.15am  
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## NUTRITION: MOVING BEYOND DAP

Joseph Kalkwarf, *Craft Distilling Manager, N.A. Lallemend Biofuels & Distilled Spirits*

*Nutrition is widely accepted as being needed not only for a successfully completed fermentation but just as important the sensory precursors for distillation. However what is actually required by the yeast to make this happen is perhaps not understood as well as the acceptance indicates. This presentation will dive into nutrients moving beyond simple nitrogen additions and packaged nutrient approaches looking at both improving fermentation performance and perhaps enhancing sensory profiles. Attendees should expect to gain better understanding of why nutrition is important, what can be added, how it can be added, and where/when to ideally add to best target what the distiller is trying to accomplish.*

10.30 - 11.15am  
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## AVOIDING PITFALLS IN VARIOUS DISTILLERY CONTRACTS

Brian Kaider, *Partner Kaider Law*

*The launch and operation of a distillery involves many moving parts, many of which are controlled through the execution of a contract with one or more other parties. This seminar will discuss some of the most common agreements signed by distilleries with emphasis on key clauses that can lead to problems down the road.*

10:30 - 11:15am  
Expo Stage

## (ANOTHER ONE FIGHTS THE) DUST!

Scott Moore, *Principal Architect & President Dalkita*

*We review the issue of combustible dust in distilleries - where it is and how to manage it. We also cover the recently changed rules for combustible dust.*



10.30 - 11.15am  
301  
Ticketed

## VODKA IS A SERIOUS SPIRIT, NOT THE UNIDENTIFIABLE LIQUID PORTRAYED

Tad Dorda, *Founder & CEO Chopin Vodka*

Chopin Vodka Founder & CEO, Tad Dorda, is on a mission to change the way vodka is perceived around the world. In fact, he was a member of the European Economic and Social Committee (EESC) of the European Union where, among other things, he lobbied for four years to rewrite the definition of vodka. As the new definition of vodka, approved by the European Parliament, was far from his, he remains steadfast in his quest with each craft, small-batch bottle of vodka he creates. In his presentation, Tad will discuss how the term neutral spirit is, in his opinion, incorrect and oppressing the true story of vodka. The term 'Neutral Spirit' has no place in his vocabulary as it breeds connotations of industrial application, high volumes, max output and renders unaged spirits as a tasteless product. So, how can we compete when we are all supposed to have zero identity (and taste the same)? There are so many stories to be told: the story before the neutral spirit, the raw ingredients, how and where they were grown, the weather conditions. Terroir exists. As imbibers awaken to the fact that there is terroir in vodka each distiller has the opportunity to educate its consumers and showcase how truly unique each product is. Why do wine and whisky get all the fun? It is an exciting time for both vodka distillers and consumers looking for interesting spirits.

## HIGHLIGHTS OF TTB'S LABELING MODERNIZATION PROJECT

Christopher Thiemann, *Distilled Spirits Program Manager, Regulations and Rulings Divisions Alcohol and Tobacco Tax and Trade Bureau*

We review the issue of combustible dust in distilleries - where it is and how to manage it. Also cover the recently changed rules for combustible dust.

11.30 - 12.15pm  
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## HOW TO FINANCE YOUR DISTILLERY AND STILL OWN 100% OF YOUR DREAM

Elliott Davis, *Founder Mine Hill Distillery*

11.30 - 12.15pm  
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## PROHIBITION HANGOVER

Phil Prichard, *President Prichard's Distillery*  
*Controlled States, Product Distribution*

11.30 - 12.15pm  
Expo Stage

## USING HONEY IN SPIRITS

Keith Seiz, *Ingredient Marketing National Honey Board*

The National Honey Board has conducted extensive research into how to distill spirits from honey, and how to back sweeten spirits with honey. This presentation will provide an overview of that research.

12.15pm - 1.15pm LUNCH / FOUR SEASONS BALLROOM

1.30 - 2.15pm  
401

## CREATING BRAND CHAMPIONS THROUGH TASTINGS AND TOURS

Ali Edelstein, *Director of Social Responsibility | Kentucky Distillers' Association*

Sara Barnes, *Executive Director Bourbon Women*

Dave Fisher, *VP of Sales Intellicheck*

Lauren Snyder, *Head of Partner Experience AnyRoad*

Craft distilleries across the country are creating brand champions through their tour and tasting experiences. Join the Kentucky Distillers' Association and their partners at AnyRoad and Intellicheck as they discuss how to use technology in your visitor center operations to promote social responsibility, identify target customers, and optimize admission fees, ticketing systems, merchandise sales, and follow-up communications that will provide a positive experience with your brand.

## GETTING THE MEDIA TO CARE ABOUT YOU

Adam Polonski, *Co-Founder Lost Lantern Whiskey | Freelance Journalist*

1.30 - 2.15pm  
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Getting media attention for your spirits is a critical part of gaining traction, but many producers don't understand how to reach out to the press in a way that will get effective results. Moreover, a small number of craft distilleries receives a large majority of press attention, and that's no accident. Adam, the cofounder of Lost Lantern Whiskey, a longtime spirits journalist, and a former senior whiskey specialist for Whisky Advocate magazine, has firsthand experience on what the press looks for when they're covering spirits. He'll discuss when you should and shouldn't start reaching out to media, what outlets to target and how to tailor your approach for them, how and when to seek reviews and awards, what PR can and can't do for you, and other ways to make your distillery and brand as attractive to the press as possible. Handled properly, the media can become your greatest champion.

## THE FLAVOR SCIENCE OF DISTILLED SPIRITS

Matthew Spinozzi, *Head Distiller Matchbook Distilling Company*

Where do the flavors in spirits come from? This presentation will discuss the chemical compounds primarily responsible for common flavors in a variety of distilled spirits and the pathways for their production. It will also discuss how variations in raw materials, processing, fermentation, distillation and maturation can impact the characteristics of a spirit. Topics covered will include:

1.30 - 2.15pm  
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- Mechanics of sensory perception
- The ways in which a flavor-active compounds can end up in the spirit.
- An overview of key flavor molecules and off-flavors.
- The role of lactic acid bacteria in many fermentations
- Esterification
- Maturation chemistry
- Heads/hearts/tails cuts
- The impacts of copper and reflux in distillation
- Maillard reactions

## CONTROLS AND AUTOMATION IN A DISTILLERY. COMPLYING WITH C1D2 EXPLOSION PROOF REQUIREMENTS

Kevin Weaver, *President, Brewmation Incorporated*

1.30 - 2.15pm  
Expo Stage

When choosing a design for a still it is critical to understand that electric controls and components are required to be certified for a C1D2 environment. An alarming number of stills are being built and installed negligent of these requirements creating an extremely unsafe environment. Fires and explosions have occurred and will continue to occur unless the code is followed.

Our presentation will outline the Fire Code requirements for controls and automation as it pertains to manufacturers and installers. By having your equipment designed properly and installed properly you will avoid installation delays and inspection pitfalls. Most importantly, you will create a safe environment for yourself, your employees, and your customers.

## CRAFTING A BETTER DRINKING CULTURE

Ali Edelstein, *Director of Social Responsibility Kentucky Distillers' Association*

Sara Barnes, *Executive Director Bourbon Women*

2.30 - 3.15pm  
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Responsible retailing practices can reduce craft distillers' liabilities, strengthen their operations, and preserve their ability to grow. These practices influence everything from how distillers welcome guests, market their products, conduct tastings, plan events, and train their employees. In this panel, attendees will hear about the Kentucky Distillers' Association's new partnership with Better Drinking Culture and how it influences operations at craft distilleries in Kentucky. They will walk away with an enhanced understanding of "drink responsibly" and a checklist of tools and suggestions to implement at their own distilleries.

## DISTILLATION PARAMETER AND THEIR INFLUENCES ON EXTRACTION DYNAMICS IN GIN DISTILLATION

Jan Hodel, *PHD Student International Centre for Brewing and Distilling / Heriot-Watt University*

2.30 - 3.15pm  
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A comparison of extracts of gin botanicals with known origin, family and their state (plant part, dried/fresh, whole/kibbled/powder) is investigated. The distillations are conducted on an extraction funnel with a vapour chamber, 1l glassware laboratory setup with temperature-controlled heating mantle. A correlation of extraction dynamics by changing solute amount and solvent concentrations in a vapour extraction distillation is investigated. These conditions have been altered in initial ethanol concentration of the charge and the weight of botanicals. Additionally, two different bulk charges are tested. The single botanical distillations are used to investigate how flavour and aroma compounds are effectively extracted and ultimately how they differ from one botanical to another. This experiment aims to investigate whether there is an optimum mix of conditions to extract the highest levels of certain compounds in gin distillation. The experiment design is a 3<sup>2</sup>-factorial design with two initial base conditions (charge levels) resulting in 18 individual distillations. The botanical chosen is *Juniperus communis* L., being the prime botanical in gin. Comparing the list of flavour compounds identified in gin, with the flavour compounds identified in the essential oil of juniper berries the following chemical compounds have been chosen as markers:  $\alpha$ -pinene,  $\alpha$ -phellandrene,  $\beta$ -pinene,  $\beta$ -phellandrene, Myrcene, DL-Limonene,  $\gamma$ -terpinene,  $\alpha$ -cubebene, caryophyllene,  $\gamma$ -elemene.

It is expected to see different concentrations in the final distillate, which are compared to each condition. The quantification is carried out with Gas chromatography/ mass spectrometry. Additionally, the aroma intensity is evaluated by a tasting panel, and conclusions can be drawn on the concentration and the odour threshold from the above mentioned compounds.

2.30 - 3.15pm  
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### IP RISK MANAGEMENT FOR CRAFT DISTILLERS: NAVIGATING THE MINEFIELD

Paul Reidl, *Law Office of Paul Reidl*

Stephen Gould, *Proprietor / Master Distiller Golden Moon Distillery*

*Trademark, copyright, right of publicity and privacy, patent. What are the legal and business risks and how do you manage them?*

2.30 - 3.15pm  
Expo Stage

### MONTHLY TTB REPORTING AND COMPLIANCE

Donald Snyder, *President Whiskey Systems Online*

*Join us for an open discussion to learn how to populate the monthly TTB Operations Reports and the Federal Excise Tax Returns, get answers to your compliance questions, and discover how the new lower effective tax rate law affects your distillery.*

3.30 - 4.15pm  
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### TTB SCIENTIFIC SERVICES DIVISION

Sarita Cardozo, *Industry Liaison Chemist, Scientific Services Division Alcohol and Tobacco Tax and Trade Bureau*

*This is a two-part presentation. Part 1 will address some of the questions that the TTB Laboratory receives from industry relating to proofing. Part 2 is a brief discussion about the Scientific Services Division administration of the Chemist Certification Program for the exportation of alcohol beverages per Procedure 2018-2.*

3.30 - 4.15pm  
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### BUILDING A CRAFT FLOOR-MALTING HOUSE

Gabe Toth, *Lead Distiller The Family Jones | Freelance Writer White Mule Press*

*A discussion on building a craft floor-malt house.*

3.30 - 4.15pm  
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### MANIPULATING FUSEL OIL LEVELS IN NEW MAKE DISTILLATE

Travis Hammond, *Operations Manager Smooth Ambler Spirits*

*The ultimate goal of any distiller is to consistently produce a quality spirit. There are no less than one-hundred variables that can directly affect the flavor of the distillate. All flavors are due to the presence of small levels of organic molecules that are carried over during distillation. This presentation presents the results of a 3-month study carried at Smooth Ambler Spirits to quantify our attempt at identifying the molecules and optimizing a process for consistency and quality*

3.30 - 4.15pm  
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Ticketed

### THE ENHANCEMENT OF SWEET/VANILLA PERCEPTION OF SPIRITS AGED IN CONTACT WITH OAK - LECTURE AND OLFATORY TRAINING

Andrei Prida, *R&D Manager Tonnellerie Seguin Moreau*

*Spirit maturation in barrels makes their taste sweeter, softer and richer. Tasters frequently describe this increase using the term "vanilla/sweet" flavor. It was reported that these attributes drive consumer preference and can bring additional value to spirits.*

*In the current presentation we look for olfactory and gustatory aspects of sweet/vanilla perception. One important contributor of this sensation is vanillin arising from lignin thermodegradation occurring during toasting of barrels and through oxidation during spirit aging. Other compounds like volatile oak lactones and family of new sweet oak terpinosides (QTT) comes from wood. The different ways to optimize vanilla/sweet perception are discussed. The mastering of barrel toasting allows making barrels with high level of vanillin and increasing its extraction into spirits. This knowledge provides practical information to cellar masters and enables them to produce spirits of better consumer acceptance and/or reduced aging period.*

3.30 - 4.15pm  
303  
Ticketed

### BARREL ENTRY PROOF & MASH BILL EFFECTS ON BOURBON FLAVORS

Eric Zandona, *Spirits Information Director American Distilling Institute*

Sara Smith, *Writer / Whiskey Judge*

5 - 6:45pm  
406/407

### WOMEN'S SUMMIT

*Join trailblazing women for the 4th edition of ADI's Women's Summit!*

*Mentors include Distillers, mixologists, brand ambassadors, business leaders ready to share their knowledge and establish year-long connections.*

*Andie Ferman, Lauren Patz, Kat Valentina, Lacie Thornton, Ali Edelstein, Sara Barnes, Virginia Miller and more.*

7 - 10.30pm  
Expo Stage  
Mile High Spirits  
- 2201 Lawrence  
St, Denver, CO  
80205

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**CLOSING PARTY (CO GUILD BENEFIT)**

*Join fellow attendees and local distillers at Mile High Spirits with music and spirits. Cash Bar event.  
The evening benefits the CO Guild Distillers.*

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# Book Signing

## White Mule Press Booth - Mile High Foyer

**Tuesday 3/19/19 – 1-2pm****Gabe Toth**

- Craft Floor Malting – A Practical Guide

**Tuesday 3/19/19 – 2-3pm****Bill Owens**

- The Art of Distilling Whiskey
- Modern Moonshine Techniques
- How to Build A Small Brewery
- 99 Pot Stills
- Craft of Whiskey Distilling

**Alan Ditky**

- The Art of Distilling Whiskey

**Wednesday 3/20/19 – 10.30-11.30am****Karen Locke**

- High-Proof PDX

**Wednesday 3/20/19 2-3pm****Ian Smiley**

- The Distillery's Guide to Rum

**David Smith**

- The Craft of Gin
- Forgotten Spirits and Long Lost Liqueurs

**Aaron Knoll**

- The Craft of Gin

**Dave Thomas**

- The Craft Maltsters' Handbook

**Eric Zandona**

- The Bourbon Bible

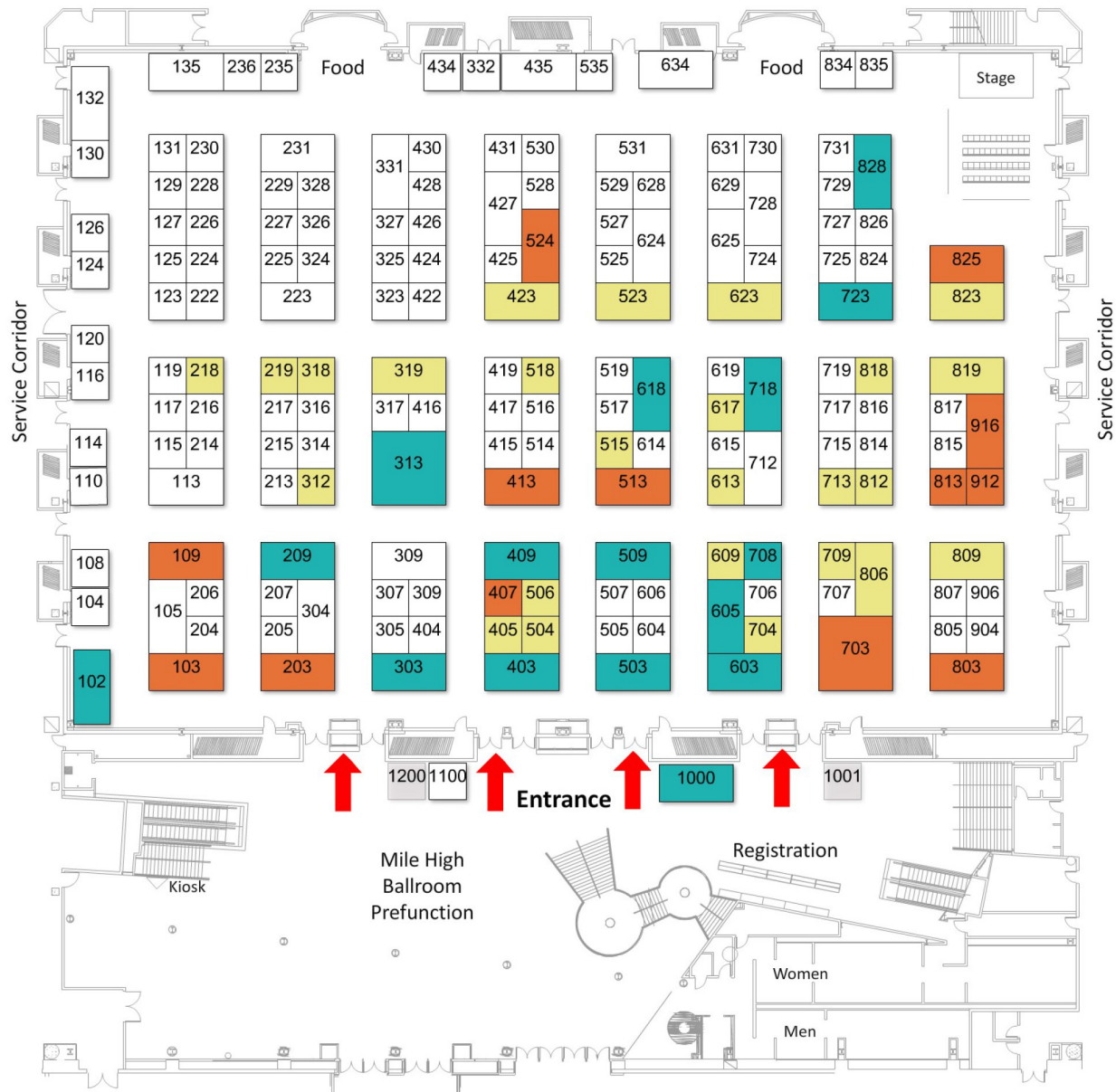
## NOTES



# American Distilling Institute

## ADI Craft Spirits 2019

Mile High Ballroom - Colorado Convention Center - Denver, CO







## Expo Floor Hours

Tuesday: 09:30am - 6:30pm  
Wednesday 08:45am - 3:30pm

Abbott Rubber Company.....	629
ACIC Cork and Closures.....	834
Active Club Solutions.....	204
ADAMS GRAIN COMPANY.....	307
Advantage Engineering Inc.....	713
Affordable Distillery Equipment, LLC.....	109
Alcohol and Tobacco Tax and Trade Bureau (TTB).....	1100
All American Label.....	728
Allen Associates (HPE) Ltd.....	230
Allen Flavors, Inc. ....	530
Allied Beverage Tanks, Inc.....	102
American Beer Equipment.....	531
American Spirits Exchange.....	403
Anchor Glass Container Corporation.....	130
Anchor Hocking.....	619
Anton Paar.....	506
APHOLOS Metal Labels & Closures.....	117
Ardent Mills.....	729
Berlin Packaging.....	723
Beverage Insurance Group / Roaring Fork Insurance.....	434
BIG SKY PACKAGING.....	618
Bins to Bottles.....	205
Black Swan Cooperage, LLC.....	309
Black Water Barrels.....	129
Blue Label Digital Printing.....	631
Boelter in partnership with The Glencairn Glass.....	603
Boston Capital Leasing.....	224
Brad-Pak Enterprises, Inc. ....	515
Brewmation Incorporated.....	435
Bridgetown Brew Systems llc.....	712
Briess Malt & Ingredient Co. ....	605
Brooks Grain, LLC.....	719
BS&B Safety Systems.....	124
BSG Distilling.....	513
Burleson's Honey.....	805
Canton Cooperage / Xtrachene.....	325
Cargill Craft Malt.....	617
Carlson/Filtrox.....	120
Cask Brewing Systems dba Cask Global Canning Solutions.....	236
CDA USA Inc.....	228
Cereal Byproducts Company.....	727
CF Napa Brand Design.....	504
Charlois Cooperage USA.....	423
CIE.....	509
ClearBlu Environmental.....	527
Codi Manufacturing Inc.....	108
Concord West Engineering.....	225
Country Malt Group.....	523
CPE Systems Inc.....	725
Criveller.....	331
Custom Metalcraft.....	614
DAEYOO TECH.CO.,LED.WENZHOUE.....	313
Dalkita Architecture & Construction.....	826
Encore Glass.....	426
Ferm Solutions.....	707
Fermentis - Lesaffre for Beverages.....	715
Five Star Chemicals.....	207
FIVE x 5 Solutions (formerly Distillery Solutions).....	223
Flowdesign.....	609

Forsyths Ltd.....	812
Fort Dearborn Company.....	427
FRILLI SRL.....	331
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Gamer Packaging, Inc. ....	519
Global Package, LLC.....	704
Go West T-Shirt Company.....	625
Good Libations, LLC.....	126
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Independent Stave Company.....	819
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Interstate Graphics Inc.....	835
ISStill.....	132
J. Tech Sales, a Maroon Group LLC Company.....	305
J.B. Thome & Co., Inc. ....	235
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Label Aid Inc.....	114
LABELS WEST.....	323
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Lallemand Biofuels & Distilled Spirits.....	409
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Wright Global Graphics.....	413
XILONG GLASS PRODUCTS CO.,LTD.....	825
XpressFill Systems LLC.....	415
ZAK Cooperage.....	517



**SEE YOU NEXT YEAR!**

**April 2020**

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