

*Craft Spirits*

AMERICAN DISTILLING INSTITUTE



CONFERENCE  
AND **EXPO**

**2015**

LOUISVILLE • KENTUCKY

MAR 30 No 12 APR 2

to  
Louisville

# TUESDAY MARCH 31

7:30am - 5:00pm **REGISTRATION OPEN**

8 - 10:00am **BREAKFAST OPENS**

KEYNOTE CASCADE BALLROOM

8:45 - 8:50am **WELCOME**  
Andrew Faulkner *Vice President, American Distilling Institute*

8:50 - 9:15am **KEYNOTE ADDRESS**  
Eric Gregory *President, Kentucky Distiller Association*

9:15 - 9:30am **THE STATE OF THE INDUSTRY**  
Michael Kinstlick *CEO, Coppersea Distilling*

9:30 - 9:40am **MAYOR WELCOME ADDRESS**  
Mayor Greg Fisher *City of Louisville*

9:40 - 9:45am **LET THE GAMES BEGIN!**  
Bill Owens *President, American Distilling Institute*

9:45 - 5:00pm **EXPO FLOOR OPEN**

## 10:30 SESSIONS

BREAKOUT SESSIONS

10:30 - 11:15AM **LEVERAGING COCKTAILS TO BUILD BRANDS**  
Rm 211 Simon Difford *Difford's Guide*  
*This presentation will outline the benefits of cocktails in building a spirits brand, what to do and what not to do when considering your brand's cocktail strategy. We will review case studies of brands which have successfully built volume using cocktails as a platform and practical steps you can take.*

10:30 - 11:15AM **GRAIN TO BOTTLE—AN OVERVIEW**  
Rm 210 Robert Birnecker *CEO & Founder, Koval Distillery, Kothe Distilling Technologies*  
*In-depth look at the distilling process via the equipment which facilitates it and the physics that make spirits possible. During this comprehensive session, Koval Master Distiller Robert Birnecker will guide us through a seminar on fine spirits distillation from unmilled grain to finished bottle.*

10:30 - 11:15am **DISTILLERIES: BEYOND YOUR BORDERS INTO NEW STATES**  
Rm 209 Scott Winters *American Spirits Exchange*  
*Transitioning from a local business to a multi-state business can be daunting. This presentation will cover the regulatory and compliance hurdles of selling outside of your state. Moreover, we will cover the expectations, requirements and reality of working with state-level distributors including securing distribution, partner expectations, and sales channels.*

10:30 - 12:05pm **CROWDFUNDING**  
Rm 207 Justin Koury *Hedonist, Sommelier, Whiskeyologist, The Grapevine Consulting*  
Fred Groth *Distiller & Craft Spirits Ambassador, Prohibition Spirits*  
Courtney McKee *CEO Headframe Spirits*  
Jeff Wulsich *Co-Owner, Cardinal Spirits*  
*Join the panelists who have raised hundreds of thousands of dollars and are ready to share the keys to raising money online. The discussion will include: how to begin a successful campaign, how to take advantage of media coverage and most importantly, what not to do. The panel will focus on the uniqueness of crowdfunding for distilleries—the pitfalls, the success, the failures—and act as an overall guide to successful online fundraising.*

10:30 - 12:30 pm  
Rm 205-206

\* Fee, reservations  
required

### NOSING FOR FAULTS

Nancy Fraley *Nosing Services*

Julia Nourney *Independent Spirits Consultant*

*This 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.*

### 11:20 SESSIONS

#### COPPER, PAPER & BRICKS

Merrill Moter *Partner, Joseph & Joseph Architects*

Cash Moter *Partner, Joseph & Joseph Architects*

Jeff McKenzie *Partner, Team Co-Leader Beverage Alcohol, Bingham, Greenbaum Doll, LLP*

Carson Taylor *President/5th Generation Distiller, Peerless Distilling*

Rob Sherman *Still Designer, Vendome Copper & Brass Works*

11:20 - 12:15 pm  
Rm 201-202

*Codes, regulations, zoning, insurance, personnel and customer safety. All the things necessary, but not quite as fun, as distilling. What needs to be considered when deciding to build or rent a space for your distillery? What needs to be done to stay out of trouble? Where to start? Who can help? How much will this cost? When is there a need to hire someone? Creating a destination distillery. All those questions will be answered by a panel of experts—architect, attorney, contractor, distiller, equipment designer. Our experts will present a road map to get from “it’s time to build a distillery” to “our grand opening is next week!”*

#### RUNNING WITH THE BIG BOYS

Martin Pazzani *United Craft Distillers*

11:20 - 12:05pm  
Rm 211

*This session will present solutions for craft brands wishing to create winning strategies and programs for competing against the large global mega-brands. Case studies will demonstrate what works and what does not.*

#### QUALITY CONTROL OF DISTILLED BEVERAGES

Gary Spedding *Managing Owner, BDAS LLC*

Matt Linske *Lead Microbiologist, University Wisconsin-Madison*

11:20 - 12:05pm  
Rm 210

*Many craft distillers are lacking in the skills necessary to test their beverages. Alcohol content is needed for regulatory purposes but is difficult to measure in high solids containing spirits and liqueurs. We will instruct on how to set up to do alcohol and extract testing and also several simple tests to assess the quality of distilled products. Furthermore, we will discuss microbiological and flavor issues that should be addressed today to ensure quality, wholesomeness and consistency of product and to report nutritional data to the consumer.*

#### HOW TO FIND, VET, HIRE, & INSPIRE A DISTRIBUTOR

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

John Little *Head Distiller & President, Smooth Ambler Spirits*

11:20 - 12:05pm  
Rm 209

*Finding, vetting, hiring, managing, and inspiring a distributor who needs, wants, and knows how to respond to the passionate effort of a small-production distillery. We will discuss some tips of what to expect, what to avoid, and how to connect passion for your brand to commission dollars for the reps charged with selling it.*

#### VALUE FROM DISTILLERY CO-PRODUCT & WASTE STREAMS

Michael Clancy *Director, FDT Consulting Engineers & Project Managers*

11:20 - 12:05pm  
Rm 208

*We will look at options to maximize value from distillery co-product and waste-streams, highlighting Irish EPA funded research as well as a project on Polyphenol Recovery. We will talk about energy balance, disposal costs, treatment options, dewatering, membranes and polyphenols.*

## 1:30 SESSIONS

**SPIRITS INDUSTRY UNDER FIRE: THE THREAT OF CLASS ACTION LITIGATION**Thomas Cunningham *Partner, Locke Lord LLP*Simon Fleischman *Partner, Locke Lord LLP*1:30 - 2:15pm  
Rm 211

*Plaintiffs' class action lawyers have the spirits industry in their sights. Whether related to the use of "small batch," "handmade," or other terms used on labels and in marketing, expensive and distracting class action litigation against the industry is growing. Learn what the issues in these cases are, why no one is immune from a class action lawsuit, and what you can do to minimize the likelihood of being sued.*

**CAPTURING VALUE FROM SPENT DISTILLERS GRAINS**Kurt Rosentrater *Assistant Professor, Iowa State University*1:30 - 2:15pm  
Rm 210

*Spent grain co-products are often overlooked in distillery operations. They represent opportunities for additional sources of revenue for the plant, but several challenges exist, especially in terms of processing, storage, and use by livestock producers. This presentation will address the most pressing issues which, when overcome, can improve facility operations. Additionally, new federal regulations will impact spent grain use, and distilleries need to be aware of the implications.*

**BETTER DRINKING THROUGH CHEMISTRY**Chris Beatty *Spirit Chemist, Spiritopia Liqueurs*1:30 - 2:15pm  
Rm 209

*After seven years as an ethanol enzyme research chemist, I made a career transition to craft distilling. And I brought my toolbox with me. In addition to developing the usual fermentation and distilling skills, I was able to apply my expertise in analytical chemistry, especially the application of liquid chromatography and spectrophotometry to distilled spirits production. As I developed Spiritopia and met other distillers, I realized that I was doing things differently. We routinely measure alcohol in the presence of high sugar and quantitate flavor compounds like ginger, vanilla, and more. These techniques are valuable for many types of spirits and this talk is an introduction to how those techniques can be useful to the craft distiller.*

**SETTING UP SOLID LEGAL FOUNDATIONS FOR YOUR DISTILLERY**Stacy Kula *Counsel to the Firm, Stoll Keenon Ogden PLLC*Erika Horn *Counsel to the Firm, Stoll Keenon Ogden PLLC*Dana Howard *Member, Stoll Keenon Ogden PLLC*1:30 - 3pm  
Rm 208

*Learn the fundamentals of Entity Formation, Intellectual Property and Tax Implications necessary to set-up and grow your business. Three seasoned experts will review three critical aspects of your company's legal foundation. Ownership structures can make or break your business—and there are critical guidelines to follow to ensure your business has an appropriate licensing and operational platform for the short and long-term. Effective and compliant marketing of your product is as important as the product itself. We'll cover the do's and don'ts of both social media and intellectual property, using real-world case studies so you can learn from the mistakes of others. Understand how taxation can be made easier to understand as it relates to federal and State excise taxes—as well as all others that are applicable to the alcohol beverage industry.*

**PACKAGING IOI FOR START-UPS**Josh Heintz *President, Heintz Global LLC*Nicole Kaseberg *Director of Sales & Marketing, Universal Packaging*Scott Schiller *Managing Director, Thoroughbred Spirits Group*1:30 - 3pm  
Rm 207

*Many start-ups spend all of their initial time thinking about government permits, attending spirit making seminars and buying distilling equipment. A large number of them spend little time thinking about how their brand is going to look on a shelf or in a bar. This panel discussion focuses on outlining why it is important for start ups to spend time thinking about packaging—well in advance of when they want to be in the market.*

## 2:20 SESSIONS

**FORGOTTEN SPIRITS & LONG LOST LIQUEURS: TALK / TASTING**David T. Smith *Principal, Summer Fruit Cup*2:20 - 3:05pm  
Rm 205-206

*David T. Smith, author of a new book, Forgotten Spirits & Long Lost Liqueur, will guide you through some arcane ingredients and share the colourful history of spirits, liqueurs, and bitters from the Golden Age of the Cocktail.*

\* Fee, reservations required

**WHY MAKE CRAFT SPIRITS FROM SCRATCH?**Duncan Holaday *Owner/Distiller, Duncan's Idea Mill, LLC*

*Missing from the recent debate about rectifying and distilling is clarity about why this difference matters. Arguing about labeling and terms distracts from real issues that need to be seen in the broader context of agriculture and food systems. Wendell Berry's example of agribusiness lobbying for sanitary and other legislation by agribusiness which effectively put 1,000 small Kentucky dairy farmers out of business in the span of one year, sends a chilling message. Make no mistake, industrial neutral grain spirits is the long arm of agribusiness reaching into our backdoor. This session examines justifications and strategies for protecting craft distilling from appropriation through rectified spirits.*

2:20 - 3:05pm  
Rm 211**BOURBON MYTHS REBUKED**Peggy Noe-Stevens *Founder and President, Noe-Stevens & Associates*Susan Reigler *President, Board of Director, Kentucky Bourbon Women*Carla Carlton *Kentucky Bourbon Women*

*The old adage is that if you make something a little softer and sweeter, women will enjoy drinking it. The Bourbon Women, a 600-member organization, have found through blind tastings, that women usually prefer bolder, cask-strength and other robust bourbons. To rebuke that myth and many more, the Bourbon Women present a panel discussion on what women really like to drink.*

2:20 - 3:05pm  
Rm 201-202**BRINGING ORDER TO COMPLEXITY: CHILL HAZE REMOVAL**Andrew Kott *Eastern Regional Sales Manager, Eaton Filtration*

*Depth filter sheets are a proven mode of chill haze separation from spirits, primarily due to their superior absorptive capacity. However, older formulations tended towards the additional and undesirable removal of aroma and color. Tests using a new generation of filter sheets demonstrated selective removal of the fatty acid esters behind turbidity, while retaining the short and medium chain fatty acid esters critical to flavor and aroma. Selective haze removal, elimination of secondary haze formation and filtration at higher temperatures means the distiller does not have to make sacrifices to effectively filter their product.*

2:20 - 3:05pm  
Rm 210**OPTIMIZING YOUR DISTILLERY FOR MAXIMUM PRODUCTION AND YIELD**Pat Heist, PhD *Co-Founder, Wilderness Trail Distillery*

*Fuel and beverage ethanol production has grown significantly in recent years. Maximizing ethanol production through yield management is crucial to maintaining profitability. Here we discuss factors that contribute to distillery production and yield and also break down the process into the areas most crucial to yield optimization including: grain selection and processing, starch conversion, bacterial contamination, yeast concerns and fermentation, and distillation and recycle. Producers will gain useful knowledge for trouble shooting issues at their facilities and help maximize their yields and profitability.*

2:20 - 3:05pm  
Rm 209**3:10 SESSIONS****TTB AUDITS—WHAT TO EXPECT**Doug Wallace *Excise Tax Auditor, TTB*

*This session is presented by the U.S. Department of Treasury's Alcohol and Tobacco Tax and Trade Bureau (TTB), the Federal agency with regulatory authority over alcohol. The session, presented by a TTB tax auditor, will provide an overview of the TTB Tax Audit Division, including its mission, structure and excise tax audit process. The session will also include suggestions about how to prepare for a TTB excise tax audit as well as helpful information resources for distilleries.*

3:10 - 3:55pm  
Rm 208**BRANDING: ART AND SCIENCE**Cynthia Sterling *Principal, Sterling Creativeworks*

*Good branding and packaging is critical to your success as a distiller—and it's about much more than an attractive label. Branding professional Cynthia Sterling will clearly explain what works in the marketplace and why. Drawing from her 25 years developing successful brands and observing consumer behavior, she'll diagram the elements of a great package and point out some common mistakes you should avoid. She'll share what distributors, bar owners and retailers are looking for in a brand, and then show you how to successfully navigate the brand development process, from selecting a branding professional to sourcing packaging materials and print vendors. You'll walk away with a road map for creating or re-staging your own brand.*

3:10 - 3:55pm  
Rm 211

3:10 - 4:45pm  
Rm 203-204

\* Fee, reservations  
required

#### GIN BOTANICALS AND FLAVORS

Stephen Gould *Proprietor/Distiller, Golden Moon Distillery*

*A discussion of gin—its history, production methods and flavor components. The session will focus on the common botanical and herbal ingredients used in gin and the effects of different methods of production and types of stills used. Historical gin recipes will be discussed and a tasting of related gins will also be included (pending approval by the State of Kentucky).*

3:10 - 3:55pm  
Rm 210

#### FERMENTATION IOI

Kara Taylor *Analytical Laboratory Manager, White Labs*

*Fermentation can be one of the more difficult concepts of distilling. Learn about the techniques and requirements yeast needs to make a quality product.*

3:10 - 4:45pm  
Rm 207

#### SUCCEEDING AT RETAIL

Richard Wolf *Managing Principal, Wolf Consulting LLC*

Brett Pontoni *Spirits Buyer, Binny's Beverage Depot*

Chris Zaborowski *Owner, Westport Whiskey & Wine*

Jay Erisman *former Spirits Buyer, The Party Source, currently Vice President, New Riff Distillery*

Ken Lewis *Owner, New Riff Distillery (former owner, The Party Source)*

*The retailing of beverage alcohol products is like no other consumer packaged good, and often overlooked and/or misunderstood by the craft distiller. This distinguished panel will address key issues facing every craft distiller – e.g. choosing the right packaging to differentiate your product, importance of shelf placement and price point to attract your target demographic and maximize sales, supporting your broker/distributor relationships in the trade*

#### 4:00 SESSIONS

4 - 4:45pm  
Rm 211

#### FINANCIAL CONSIDERATIONS FOR THE CRAFT DISTILLERY

Jeff Quint *Founder/Owner, Cedar Ridge Distillery*

Murphy Quint *Director of Sales and Distribution at Cedar Ridge Vineyards, Winery & Distillery*

*This program will assist the rapidly growing craft distiller in the financial analysis and planning of numerous topics critical to success. From financing the business to maximizing profitability, the attendee will gain insights into managing a profitable distillery.*

4 - 4:45pm  
Rm 210

#### NOBODY TOLD ME ABOUT THIS!

Bill Creason *Managing Director, Rising Tide Beverage Consultants*

*The journey to succeed in the craft distilling arena requires the ability to address a multitude of issues and demands for the manager. From initial project development and analysis to product development to marketing/sales planning to regulatory compliance, the list is long and varied. With the long list, are there 4-5 issues which craft distillers need to address ahead of others as they move through their development cycle? The Rising Tide Team will provide their opinions on what issue, above all others, the craft distiller needs to address.*

4 - 4:45pm  
Rm 209

#### FEEDING THE BEAST: DOES YOUR BUSINESS MODEL WORK?

Chris Moyer *Co-Founder, Huson Valley Distillers, LLC*

Tom Yozzo *Co-Owner, Hudson Valley Distillers*

*Hudson Valley Distillers is a small destination farm distillery in the heart of the Hudson Valley. Our objective is to provide startup distillers with a detailed review of our business model and a financial analysis of our first year in business. The focus of our analysis is the tradeoff between production capacity and margin. Participants will learn the importance of a realistic business plan and the real-world economics of a micro-distilling business. In addition, we would like to convey our experience with "conventional wisdom" and how we generally avoided it.*

4 - 4:45pm  
Rm 208

#### LOW ENERGY, LOW MAINTENANCE WASTEWATER TREATMENT

Julie Bixby *Director of Sales, ClearBlue Environmental*

*The session will address questions such as: type of treatment required, type of treatment technologies appropriate to volume, due diligence, maintenance and use of reclaimed water, technologies that are lower maintenance and simpler and less expensive to operate, and how to reduce sewer surcharge fees. Different vendor offerings for pre-treatment technologies will be examined.*

**Check room entrances for schedule changes.**

## TUESDAY EVENING EVENTS

### SPECIAL EVENTS

6 - 8:00pm

**SPIRITED—SHOW OF GLASS ART RELATED TO WHISKEY**  
*815 W. Market Street - Louisville KY*

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6 - 7:30pm  
Cascade  
Pre-Function

**KDA TASTING OF KENTUCKY SPIRITS**

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7:30 - 10:00pm  
Cascade Ballroom

**GALA DINNER**  
*Live Auction, Silent Auction winners announced, and Craft Spirits Judging results announced*

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7:45 - 8:00pm  
Cascade Ballroom

**2012 ADI SCHOLARSHIP INTERN AT MSU**  
*Rick Schneider Owner/Distiller, Isanti Spirits*  
*This presentation will be a discussion of ADI Scholarship Intern Rick Schneider's experiences at the Michigan State University's Artisan Distilling Internship Program as well as a short introduction to his new distillery and some of tips he has learned in the process.*

**Booth 522**  
**White Mule Press**

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

### MEET THE AUTHOR

Tuesday, March 31  
11 - 12:00pm

**DAVID T. SMITH**  
*The Craft of Gin, Forgotten Spirits & Long Lost Liqueurs*

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Tuesday, March 31  
1 - 2:00pm

**CYNTHIA STERLING**  
*Branding:Distilled*

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Tuesday, March 31  
2:30 - 3:30pm

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

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Wednesday, April 1  
11 - 12:00pm

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

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Wednesday, April 1  
1 - 2:00pm

**HUBERT GERMAIN-ROBIN**  
*Traditional Distillation Art & Passion*

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# WEDNESDAY APRIL 1

8:00am - 3:00pm **REGISTRATION OPEN**

8:00am - 10:00am **BREAKFAST OPEN**

9:00am - 4:00pm **EXPO FLOOR OPEN**

## 9:00 SESSIONS

### PROTECTING YOUR BRAND - TRADEMARK ISSUES

9 - 10:30am  
Rm 207

Stephen Gould *Proprietor/Distiller, Golden Moon Distillery*  
Paul Reidl *Principal, Law Offices of Paul W. Reidl*  
*This presentation will outline the benefits of cocktails in building a spirits brand, what to do and what not to do when considering your brand's cocktail strategy. We will review case studies of brands which have successfully built volume using cocktails as a platform and practical steps you can take.*

### RENAISSANCE SPIRITS AND RENAISSANCE DISTILLING

9 - 9:50am  
Rm 210

Joel Elder, CSS *Founder, Quinta Essentia Alchemy*  
*We will discuss the art of traditional botanical distillation, and the rediscovery of traditional distilling techniques.*

### PREPARE FOR THE REGULATORS

9 - 9:50am  
Rm 209

Joseph Infante *Partner, Miller, Canfield, Paddock and Stone*  
Douglas Crim *Partner, Miller, Canfield, Paddock and Stone*  
*Transitioning from a local business to a multi-state business can be daunting. This presentation will cover the regulatory and compliance hurdles of selling outside of your state. Moreover, we will cover the expectations, requirements and reality of working with state-level distributors including securing distribution, partner expectations and sales channels.*

### BUILDING BRANDS THROUGH DISTRIBUTORS

9 - 9:50am  
Rm 201-202

Bob Brown *President, Sales Systems Development, Inc.*  
Tom Jenssen *Partner, Millstone Spirits Group*  
*Building Brands Through Distributors™ is an interactive seminar on how craft distillers can gain the commitment and share of mind from distributors needed to develop their brands. The information and support distributors want and need from suppliers and the critical success factors for spirits suppliers to work effectively with distributors will be presented. Participants will learn the management processes and techniques for working with distributors. The seminar will provide information of value for their personal use or in managing their sales teams. The outcome will be an increase the quantity and quality of sales attention for their brands from distributor personnel.*

### APPLYING FOR A TTB DISTILLERY PERMIT

9 - 9:50am  
Rm 208

Ronda Merrell *Technical Advisor, TTB*  
*This session is presented by the U.S. Department of Treasury's Alcohol and Tobacco Tax and Trade Bureau (TTB), the Federal agency with regulatory authority over alcohol. The session, presented by a TTB Technical Advisor (applications and taxes), will provide an overview of the distilled spirits plant application process. The session will also include information about how to use TTB's electronic application system, Permits Online, as well as helpful information resources for distilleries.*

## 10:00 SESSIONS

### DISTILLED SPIRITS INDUSTRY UPDATE—BY THE NUMBERS

10 - 10:50am  
Rm 211

Christian Miller *Librarian, Cornell University*  
*This presentation will give an overview of the distilled spirits industry. Significant insights into dollars spent, demographics, trends in purchases and more will be provided, with an emphasis on craft distilling. This information will be useful to those starting up to justify investments as well as experienced distillers to help set course for the future.*

10 - 10:50am  
Rm 210

#### COMPLIANT AND EFFECTIVE SOCIAL MEDIA AND MARKETING

Rebecca Stamey-White *Attorney, Hinman & Carmichael, LLP*

*Social media is one of the most important and cost-effective tools craft distillers have to market their product, but it is fraught with legal pitfalls. In this session, learn how to use the most popular platforms in the most compliant way to achieve your marketing goals and reach your target consumers.*

10 - 10:50am  
Rm 201-202

#### GIN IN THE 21ST CENTURY

David T. Smith *Principal, Summer Fruit Cup*

Dr. Anne Brock *Bermondsey Distillery, London*

Timo Marshall *Spirit Works Distillery and President, California Artisanal Distillers Guild*

Daniel Szor *Cotswold Distillery, UK*

Melissa Katrincic *Durham Distillery*

Colin Keegan *Santa Fe Spirits*

*Gin specialist, David T. Smith, will be joined by a panel of gin distillers and experts to discuss the past, present, and future of gin. Topics will include the rise of contemporary gin, terroir in gin, and gin trends for 2015 and beyond.*

10 - 11:30am  
Rm 209

#### HAZMAT IN THE DISTILLERY

Christian Krogstad *Co-Owner, House Spirits LLC*

Rich Miller *Principal, Miller Safety & Health Consulting LLC*

*House Spirits started up ten years ago in a 3750sf non-sprinklered F-1 space, and no one paid much attention to what we were doing. We have operated continuously in that space without incident, but in subsequent years there have been a few distillery fires around the country and a proliferation of craft distilleries. So, when we started the new distillery project last year, we faced City Building and Fire Departments that were very curious, and who lacked experience with the application of general fire code concepts to specific distillery needs. This and other issues resulted in significant delays and added expense to our project, as we hired engineers, code consultants, and other technical experts to help us and the City design and build a safety-first, code-compliant distillery.*

10 - 12:00pm  
Rm 205-206

#### NOSING FOR FAULTS

Nancy Fraley *Principal, Nosing Services*

Julia Nourney *Independent Spirits Consultant*

*This 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.*

\* Fee, reservations required

#### 11:00 SESSIONS

11 - 11:50am  
Rm 207

#### DISTRIBUTION: CRAFT CHALLENGES & SOLUTIONS IN THE USA

John Henry *Partner, El Buho Mezcal*

Jennifer Massolo *Founder & Director, The Liquid Projects*

Andrew Friedman *Owner, Liberty Bar*

Brady Konya *Owner, General Manager, Middle West Spirits*

*What defines a good long term distributor relationship? Who does what with whom, where, why and for how long? Learn about the Sales Team6 guerrilla approach, mail order distribution, who are craft friendly distributors—real time, across the land? This session is for the seasoned and expert craft brand owners, already battle tested.*

11 - 11:50am  
Rm 210

#### BANK FINANCE FOR THE CRAFT DISTILLERY

John Fisher *Managing Director, Fisher & Company*

Jeff Clark *General Manager, Wine & Craft Group, Live Oak Bank*

*The craft distiller's success in raising bank finance – for the venture, for equipment, working capital and an inventory of aging spirit in barrels – depends upon understanding what a bank needs to extend bank credit to a borrower. We will review the basic bank requirements, present a number of current credit opportunities for craft distillers, and discuss an innovative approach to increasing the distiller's borrowing capacity with a bank.*

11 - 11:50am  
Rm 201-202

### MONTHLY TTB REPORTING AND COMPLIANCE

Donald Snyder *Senior Consultant, Whiskey Resources LLC*  
An overview of the daily and monthly requirements for accurately tracking reporting your distillery operations reports and excise taxes, including a live example of completing each report.

11 - 11:50pm  
Rm 208

### DEMYSTIFYING OAK AGING

Bryan Davis *Head of R&D, Lost Spirits Distillery*  
Using gas chromatography and mass spectrometry we have successfully mapped the chemical compositions of a series of aged rums, including a fully mature 33-year-old rum. In this in-depth presentation we will share some of our findings, including practical insights into what makes some spirits spectacular once they attain full maturity and why others fall short as they age. This lecture also covers some of the basic mechanisms by which maturity is attained including volatile esterification, phenolic aldehyde extraction, and the formation of long chained esters.

11 - 11:50am  
Rm 211

### OPTIMIZING PERFORMANCE IN A NON-MALT MASH

Steve Wright *President, Spiritech Solutions Inc*  
An overview of requirements for effective grain mashing and optimal fermentation in the absence of malt.

12 - 2:00pm

### BUFFET LUNCH SERVED / EXPO OPEN

#### 1:00 SESSIONS

1 - 1:50pm  
Rm 211

### EFFECTIVE DISTRIBUTOR SALES MEETING

Bob Brown *President, Sales Systems Development, Inc.*  
A Craft Distiller or distributor's ability to effectively present their portfolio, educate & motivate sales organizations affects sales success, personal credibility, the reputation & image of their brands. Poor sales meeting presentations are a common distributor complaint. This interactive seminar will teach group communication & training techniques and skills that produce high impact sales meetings that motivate & produce results

1 - 1:50pm  
Rm 210

### NON-TRADITIONAL TRADITIONAL SPIRITS

Mark Fellwock *Co-Founder, Coppercraft Distillery*  
Walter Catton *Co-Founder, Coppercraft Distillery*  
Here we explore the relationship with local agriculture and the distillation process as we look into the production of plum brandy, pear brandy, barrel aged maple syrup and other non-traditional spirits.

1 - 1:50pm  
Rm 207

### FORMULATING CONSIDERATIONS USING HIGH PROOF SPIRITS

Chip Weissmiller *Managing Partner Ultra-Pure*  
Henrique Facile *Liquid Innovators, LLC*  
Ted Huber *President, Co-Owner & Master Distiller, Huber's Starlight Distillery*  
Different producers discuss how high proof spirits can be used to increase production capacity, lower costs and make unique products that aren't easily made by hand in a small pot still.

1 - 1:50pm  
Rm 209

### THE LAWS OF "HANDMADE": WHAT THE TERM DOES AND SHOULD MEAN

Robert Lehrman *Founder, Lehrman Beverage Law PLLC*  
The term "Craft" has provoked controversy for many years. But even more recently, and vigorously, the terms "handcrafted" and "handmade" have flared up as controversies in recent months. Learn about the Tito's Vodka and Maker's Mark Bourbon, and similar, legal controversies.

1 - 1:50pm  
Rm 208

### THE BENEFITS AND USE OF PORTABLE DENSITOMETERS

Alex White *Product Specialist, Anton Paar*  
Portable densitometers allow for convenient and accurate quality control over the entire production process in a distillery.

#### 2:00 SESSIONS

2 - 2:50pm  
Rm 211

### THE RUBIK'S CUBE OF STARTING A CRAFT DISTILLERY

Elliott Davis *Founder, Mine Hill Distillers*  
A look at the complex range of questions any start up distiller should consider before taking their first step towards realizing their dream. Thirty five years of finance and venture capital experience helped the founder of Mine Hill Distillers develop their business plan, financial structure and operating model by thinking like investors and then making the right decisions as owners to succeed on their terms. A discussion of how to shape the business, create effective pitchbooks, marketing plans and financial projections will help any newcomer or an existing distiller seeking their next round.

**FARM DISTILLERY PANEL**

Ralph Erenzo *Managing Member, Tuthilltown Spirits LLC*

Dorcas Roher *President, 1857 Barber's Farm Distillery*

Jesse Parker *Head Distiller, Bellewood Distilling*

Ted Huber *President, Co-Owner & Master Distiller, Huber's Starlight Distillery*

2 - 2:50pm  
Rm 207

*The original American distillers were farmers. It was profitable way to dispose of excess grain, or increase the grain's value when the market was saturated and prices dropped. The new American model is a return to the farm based operation. Join some of the new generation of Farm Distillers who will discuss the benefits and obstacles they face and how they confronted the difficulties. Topics include: Building relationships with regional growers, Relating to Agriculture, Taking advantage of Agricultural programs as State and Federal levels, Fitting into the AgriTourism movement. Q&A period follows.*

**SMALL DISTILLERY AND TASTING ROOM: A JOURNEY FROM DREAM TO REALITY**

Mark Hlebichuk *Owner, The Montana Distillery*

Sharie McDonald *Owner, The Montana Distillery*

2 - 2:50pm  
Rm 210

*Taking a small distillery concept from dream to reality. From initial permitting, re-permitting, formula and COLA approvals as well as interactions with vendors, contractors, city, county, state and federal entities necessary to build a successful destination distillery and tasting room. Sharie and Mark will share first-hand experience on designing the tasting room, hiring and training, merchandising and inventory management.*

**ACCELERATED AGING TECHNOLOGIES**

Daniel Preston *CEO & Founder, Cacao Prieto/Widow Jane*

Dr. Randall Murphy *Chemist, Cacao Prieto / Widow Jane*

2 - 2:50pm  
Rm 209

*A detailed brief on the science of accelerated aging technologies for whiskies and spirits, from rick house design to newly developed state-of-the-art techniques.*

**SEVEN THINGS EVERY DISTILLER SHOULD KNOW ABOUT SOCIAL MEDIA**

Todd Buckley *Founder, Destiny Spirits*

2 - 2:50pm  
Rm 208

*Learn the secrets behind successfully engaging your distillery on social networking websites and avoid potential trouble with the TTB. Whether you are just beginning or consider yourself a social media pro... There will be information that is guaranteed to give your distillery a distinct advantage over your competition after taking this class.*

**3:00 SESSIONS****THE EFFECTS OF SPIRITS SEASONED IN OLOROSO AND PX CASKS**

Alberto Corrales *Export Manager, Sherry Casks Toneleria del Sur SL*

Matthew Hoffman *Master Distiller, Westland Distillery*

3 - 3:50pm  
Rm 211

*Whisky, rum and brews mature over many years in casks of different origin. Which influences are there during maturation? Why do spirits from different wined casks taste so differently? Taste, maturation time and distillery character are the three main different effects in the cask that play a role during the spirits and brews maturation. The cask determines the result. More specifically, sherry casks impart an almost boundless palette of flavors in the spirits and brews through their natural sugars concentration. The different seasoning effects in either European or American oak casks, the time required for that seasoning in terms of infiltration, soaking and oxygenation and the environment are the key players in that process.*

**A DISTILLER'S GUIDE TO OPTIMAL FILTRATION**

Heather Mullins *Product Development Specialist, Gusmer Enterprises*

3 - 3:50pm  
Rm 210

*Filtration is an important tool to help alleviate day-to-day processing headaches and showcase your product at its best. This seminar focuses on practical steps to achieve consistent color and clarity regardless of the type of filter used. Following a brief overview of common filtration types (carbon, sheets & cartridges), the seminar launches into a guide for getting the most out of your filtration cycle. The guide includes calculations to complete before filtering, tips for a smooth filtration start-up, parameters that should be monitored for consistent filtration results and troubleshooting suggestions for when things don't go as planned. Attendees, both new and experienced in the world of filtration, should expect to take-away practical steps for ensuring an optimal filtration every time.*

3 - 3:50pm  
Rm 209**DESIGNING OAK AROMA PROFILE OF DISTILLED BEVERAGES**Eglantine Chauffour *Winemaker, Enartis Vinquiry*

*The use of oak alternatives such as oak chips and tannins to define the oak aroma profile of distilled beverages presents an effective way of optimizing the process of production, reduce costs, while maintaining full control over the quality of the final product. Knowing the impact of the different oak products in the oak aroma profile of distillates can be used as a complement to sensory analysis to determine treatments that will better lead to the desired sensory profile of the final product.*

3 - 3:50pm  
Rm 208**SOURCING ORGANIC GRAINS**Lee Edwards *Owner/President, Sugar Hill Grain Company,*

*How to best go through the process of becoming an organic distillery, including the steps need to be taken to go organic, finding the right certification agency to work with, sourcing cleaned organic grain from farms or from distributors, finding a distributor knowledgeable about distilling, and what to expect from your organic grain source. The presentation will be followed by a Q&A session*

**4:00 SESSIONS**4 - 4:50pm  
Rm 211**DISTILLED SPIRIT FORMULAS**Roberta Sanders *Formula Program Manager, TTB*

*This session is presented by the U.S. Department of Treasury's Alcohol and Tobacco Tax and Trade Bureau (TTB), the Federal agency with regulatory authority over alcohol. The session, presented by TTB's Beverage Alcohol Formula Program Manager, will provide an overview of the formula requirements for distilled spirits. The session will also include information about how to use Formulas Online, as well as suggestions about how to avoid having your formula returned to you for correction.*

4 - 4:50pm  
Rm 120**EMBRACING THE BARTENDER**Christ Tunstall *Founder, A Bar Above*

*With the increase in spirits producers growing every year, getting your brand to stand out in a crowd can be challenging. We'll look at how you can increase brand awareness by "Embracing the Bartender." We'll talk about the role of a spirits buyer for a bar and restaurant and why your brand is not getting promoted as much as you would like.*

4 - 4:50pm  
Rm 209**INSURANCE: WHAT YOU KNOW, DON'T KNOW, NEED TO KNOW**Aaron Linden *Insurance Professional, HUB International Mountain States, LTd*

*This topic will cover a myriad of items relating insurance coverage to the ever growing craft distilleries industries through a brief history of what has happened in the past and how that relates directly to today's marketplace. Items discussed will encompass everything from the need for surety bonding for the TTB and states to the pitfalls and tribulations associated in the navigation of the insurance marketplace. This topic has been developed to assist those not only in the start up and planning phases, but as well, those that are already well established in their distilleries. Coverage items such as tasting rooms; liquor liability; equipment; products liability; volunteer labor; adequately insuring "stock on hand" as well as many other items will be discussed. At the end of the presentation there will be time allowed for a questions and answers session as well.*

4 - 4:50pm  
Rm 208**OPPORTUNITIES AND OBSTACLES FOR SMALL SCALE MALTINGS AND THE POTENTIAL FOR CRAFT DISTILLERS**Wendell Banks *Founder, Michigan Malt*

*This session will examine the reemergence of both barley production and the rise of "craft maltings" — small "micro" malt houses working with local farmers and local brewers- currently popping up in the United States. While a brief overview of small-scale malting will be presented, the focus will be on what is involved in developing and managing the supply side-barley production, as well as a feasibility analysis for different strategies. An emphasis will also be placed on opportunities for integrating a malt house into a craft distillery.*

4pm

**EXPO FLOOR CLOSES****Check room entrances for schedule changes.**

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Frazier History Museum	fraziermuseum.org	502-753-5663
Gheens Science Hall & Planetarium	planetarium.louisville.edu	502-852-6665
Green Earth Outdoors	greenearthoutdoors.com	502-475-7445
Historic Locust Grove	locustgrove.org	502-897-9845
Howl at the Moon	howlatthemoon.com	502-562-9400
Kentucky Derby Museum	derbymuseum.org	502-637-1111
Kentucky Museum of Art & Craft	kentuckyarts.org	502-589-0102
Kentucky Peerless Distilling	kentuckypeerless.com	502-566-4999
Kentucky Railway Museum	kyrail.org	502-549-5470
Kentucky Science Center	kysciencecenter.org	502-560-7141
Louisville Ghost Walks	louisvilleghostwalks.com	502-689-5117
Louisville Slugger Museum & Factory	sluggermuseum.com	502-585-5226
Louisville Zoo	louisvillezoo.org	502-459-2181
Mark Payton Glass Center	paytonglasscenter.com	502-992-3270
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Morton's Steakhouse	mortons.com	502-568-1518
Muhammad Ali Center	alicenter.org	502-584-9254
Stoneware Art Factory	louisvillestoneware.com	502-582-1900
Talon Winery	talonwine.com	502-633-6989
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## DINING

The Bard's Town	thebardstown.com	502-749-5275
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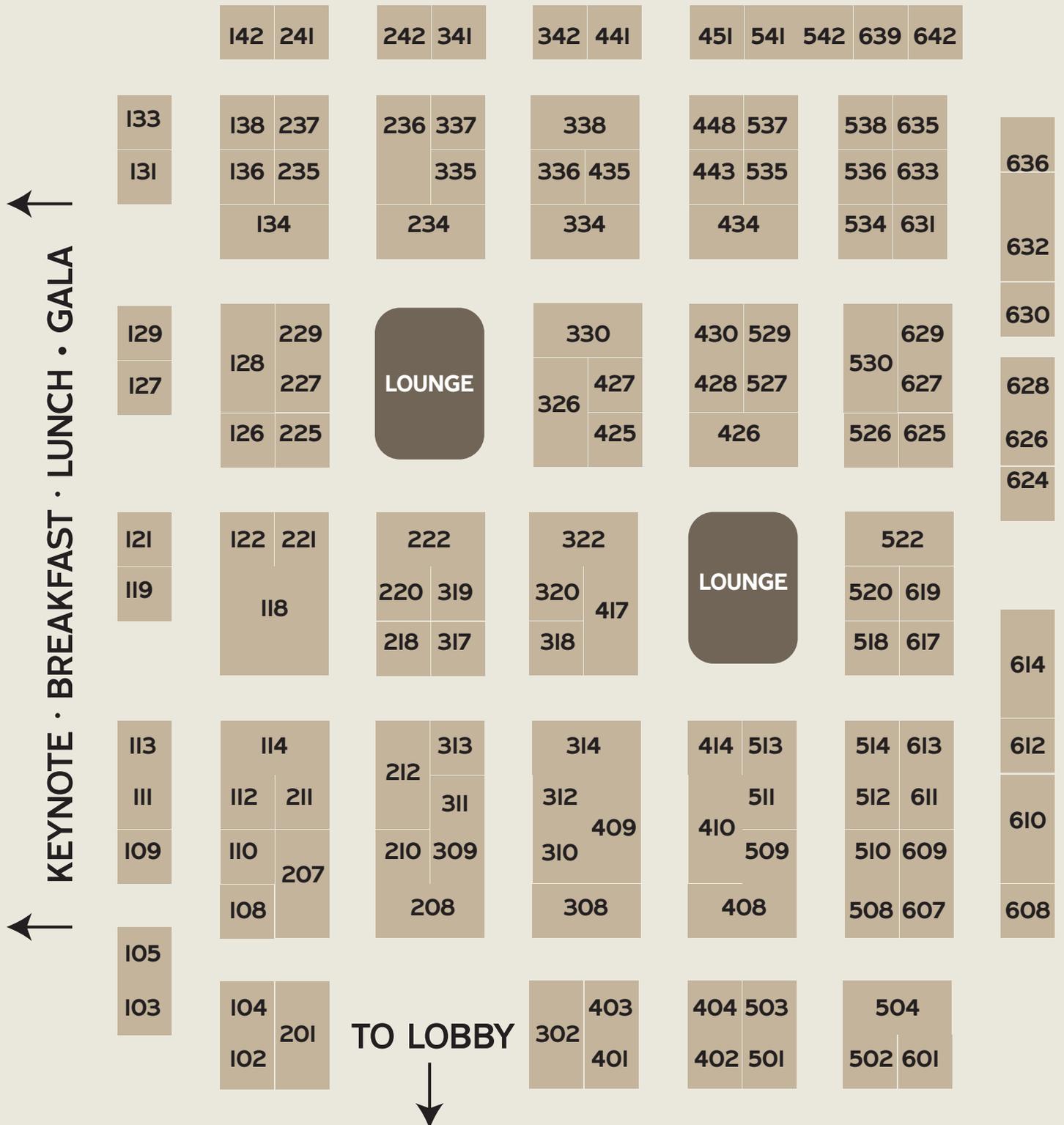
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## SHOPPING

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GiftHorse	gifthorse.com	502-681-5576
Hadley Pottery	hadleypottery.com	502-584-2171
Koi Gallery at the Galt House	koibydelanor.com	502-569-4586
Les Fillies Louisville	lesfilleslouisville.com	502-938-9809
Look Consortium of Galleries & Museums	looklouisvilleart.com	502-561-0377
Louisville Visitor Center	gotolouisvillestore.com	502-379-6109
Macy's at Oxmoor Mall	visitmacys.com	502-423-3201
OLD 502 Winery	old502.com	502-540-5650
Peace of the Earth	peaceoftheearth.com	502-690-5707
Red Tree	redtreefurniture.com	502-582-2555
Regalo-Unique Gifts, Original Art	realoart.com	502-584-8999
Soles 4 U	soles4u.net	502-742-2229

# EXPO FLOOR MAP



**EXPO FLOOR HOURS**  
**TUESDAY: 9:45 - 5:00PM**  
**WEDNESDAY: 9 - 4:00PM**

3M Purification .....	626	Ferm Solutions .....	338	Phoenix Packaging .....	606
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AFTEK .....	502	Five Star Chemicals & Supply .....	520	ProChiller Systems .....	109
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Artisan Still Design .....	426	Independent Stave .....	317	Scott Laboratories .....	129
Arton Products .....	511	In-Line Labeling Equipment .....	322	Sérigraphie Richford .....	212
Bavarian Breweries & Distilleries .....	624	Innerstave .....	430	SGP Packaging .....	410
Beck Flavors .....	235	Innovative Media Design .....	127	Signature Label .....	607
Bedford Industries .....	221	International Molasses .....	503	Sofomec BlueGlass .....	435
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