

Starting Up A Distillery

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The Surrey Copper Distillery Limited

The Ginposium

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Preface

- Before Christmas 2016
- Christmas 2016
- Preparing For A Change of Career
- The Decision To Commit
- From Commitment To The Start



Chapter One: Our Distillery Vision



Brewing Library

The National Brewing Library –

It is now over ten years since the opening of the National Brewing Library (NBL) within the Oxford Brookes University Special Collections facility in Oxford.

by Chris Marchbanks

Tom Martin, the BBL Library Group Chairman gave thanks to the Greater London Authority (GLA) of late this evening project got off the ground. One of the original focuses of the NBL library is that it is to encourage and allow general access to the public by having an open access policy – as it is not subject to the usual rules, which mean that a great deal of our collection and professional subscriptions, are able to be freely available to the public without the charges that have been made.



- A Family Business
- Become An Admired Spirits Business
 - Principles, Practices, Partnerships
- Bring History to Life
 - Rare book collections
- Produce Spirits of Distinction
 - Brand promise underpinned by a technical truth
 - Quality in all we do
 - Make the packaged spirit beautiful and stylish

Chapter Two: Preparation

- Licence To Distil
 - 101 declarations....
- Licence to Thrill
 - Exams, Personal Checks, Councils....
- Label Preparation
- The Duty Stamp
 - In the pink....
- Financing Your Venture
- Insurance and More Insurance



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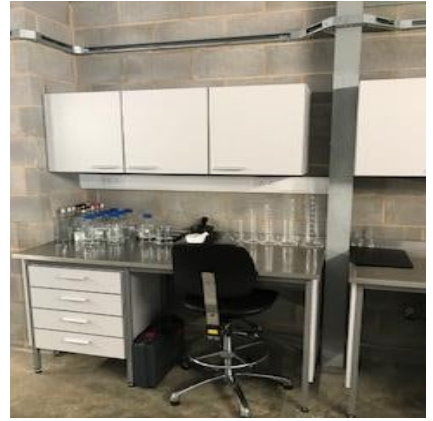


Chapter Three: Essential First Steps



- The Site:
 - To Lease or To Buy
 - Security and Why It's Necessary
 - Access
 - Utilities
 - Connectivity

- Site Layout
 - Office and Training Areas
 - Basic Facilities
 - The Spirit Laboratory
 - The Still Design
 - Operational Layout
 - Health and Safety



The Spirit Laboratory

SUBJECT: Quotation for the supply of a 300 litre Mini-Carterhead for the production of premium craft spirits



Rendering 3D of the "mini Carterhead". The final design will be tailored according to Customer requirements and available room for installation, within the possibilities offered by Green Engineering. The above image must be considered only as indicative - final design may change during project development.



The Still



The Distillery Name and Branding

Communicating Your Existence

- Website
 - Your distillery needs to be on line
- Social Media
 - Know your audience, make it interesting
- Press releases
 - Are they a good thing and what to expect?
- Launch Events
 - Purpose and Preparation
- Networking
 - Participate in the events of others, support your sector
 - Join the Gin Guild
 - Maintain those relationships
 - Celebrate the success of others





Ginposium 2018 - 7th June 2018
www.theginguild.com

The Gin Guild aims to ensure gin's prominent place in the future by bringing together gin distillers and industry leaders involved in the production, promotion, distribution and consumption of gin.

The Gin Guild promotes and encourages commitment to excellence in gin distillation and industry custodianship of the spirit category.