Course Title: Distilling Startup Workshop

Instructor bio: After gaining his PhD in chemistry from the University of London, Paul moved into the brewing research sector in 1990. After spells as an industry-sponsored research scientist and then principal scientist with Heineken International, Paul moved to Heriot-Watt University in 2005 as Professor of Brewing and Distilling and director of the International Centre for Brewing and Distilling. Paul moved to Oregon in 2015 to establish a dedicated distilled spirits program. Paul holds an MBA with a specialism in innovation and he teaches, trains and consults internationally. He has co-authored two text-books (one on beer, one on whisky), four patents and more than 60 peer-reviewed and conference papers.

Class Location
Distillery Startup Workshop will be held on the Oregon State University campus.

The best way to get around campus is walking, biking, public transit, or driving to campus. Parking permits are required between 7:00 am and 5:00 pm, Monday – Friday, and on occasional weekend days, particularly during football season. Visit us online for more information about parking.

Class Agenda

Day 1  Making new spirit
9:30 a.m.  Introduction and welcome
10:00 a.m.  Spirit diversity
11:00 a.m.  Making alcohol for distillation
12:15 p.m.  Lunch
1:15 p.m.  The distillation process
3:00 p.m.  Break
3:15 p.m.  Distilling demonstration
5:00 p.m.  Close

Day 2  Finishing products
10:00 a.m.  Review of day 1
10:15 a.m.  Downstream modifications
11:45 a.m.  Analysis and legal compliance
1:00 p.m.  Lunch
2:00 p.m.  Laboratory - Adjusting alcohol content
3:30 p.m.  Proofing - tutorial and lab experiences
4:30 p.m.  Introduction to packaging
5:00 p.m.  Close
### Day 3  The business of spirits
- **10:00 a.m.** Review of first two days
- **10:15 a.m.** Business models for spirits producers
- **11:15 a.m.** Business planning fundamentals
- **12:30 p.m.** Lunch
- **1:30 p.m.** Cash-flow and taxes
- **2:30 p.m.** Licensing: State of Oregon
- **3:00 p.m.** Break
- **3:15 p.m.** Licensing: Federal
- **3:45 p.m.** Product definitions
- **5:00 p.m.** Close

### Day 4  New product development and innovation
- **10:00 a.m.** Review of what we've covered so far
- **10:30 a.m.** Introduction to NPD and innovation
- **12:30 p.m.** Lunch
- **1:30 p.m.** Laboratory - Making a new gin
- **4:00 p.m.** Assessing new gins
- **5:00 p.m.** Wrap-up and close

### Day 5  Distillery tours and tasting activities
- **10:00 a.m.** TBD

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This itinerary is subject to change prior to the course start date.