



Distillation Business Planning Checklist

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This checklist provides a basic guideline to assist distillers through some of the fundamental steps in planning and implementing a new distilling business.

*This checklist is by no means exhaustive, nor is the order of steps absolute.

PLANNING:

MARKET ANALYSIS:

- Research and understand market trends (*what spirits are selling, what market segments are buying, etc.*).
- Determine the market segments you want to target:
 - Understand their needs.
 - Identify products you feel would meet their needs.

COMPETITIVE ANALYSIS:

- Understand how your competitors are serving your target market.
 - Consider: Spirit types, price points, promoting/advertising, sales locations, distribution, etc.

POSITIONING:

- Compare the Market analysis and Competitive analysis.
 - Identify market needs currently underserved by the competition – focus on filling these gaps.
- Focus on the 4 P's - **Product, Price, Promotion, Placement:**
 - What products are you going to produce? How can you differentiate yourself?
 - What price points are you going to target? (*Consider: Costs, Markups, Customers, Competition*)
 - How are you going to promote and advertise your products? (*Don't assume your spirits will sell themselves*)
 - Where are you going to sell, and how are you going to distribute, your products?

OPERATIONAL PLAN:

- Research the **Legislation, Regulation and Policy** directives in order to operate in your area.
 - Understand the steps needed to setup your business, become licensed, and sell your product.
 - Ex: Zoning, building codes, fire approval, business approval, tax registration, liquor licenses (manufacture, serve, sell direct), etc.
- Determine your equipment requirements and request a quote.
 - Consider: Spirit types, production goals, revenue targets, # of days worked per year, etc.
 - Use REVIVAL STILLWORKS **Distillery Calculator** to determine your equipment options.
 - REVIVAL STILLWORKS will be happy to provide you with a custom quote and timeline.
- Determine a production plan.
 - Create a plan that facilitates positive cash flow and growth.
 - Consider: Facility design, production processes/timelines, delayed revenue from aged products.
 - Contact REVIVAL STILLWORKS and we'll be happy to discuss your production plan with you.
- If applicable, incorporate new distilling operations into existing businesses.
 - How can you incorporate new distilling operations into your existing distillery/brewery/winery operations and maximize efficiencies?
 - Contact REVIVAL STILLWORKS to discuss distillery integration options that suit your needs.

PERSONNEL PLAN:

- Identify positions to be filled, associated responsibilities, and compensation.

SALES STRATEGY:

- You have identified your 4 P's, now identify who will deliver and how you will hold them accountable.
 - Consider: Sales personel, agents, distributors, KPI's, sales forecasts, etc.

FINANCIAL PLAN:

- Establish financial projections.
 - Determine your income and cashflow projections based on your operational plan.
 - Know your break-even points.
 - Do you need to adjust your operational plan to make finances work?
 - Contact REVIVAL STILLWORKS to discuss how your operational plan may be revised.

RESOURCES

Consult your local government authority, engineering firm, architect, or specialist familiar with regulations in your area.

REVIVAL: [Dist. Calculator](#)
REVIVAL: [Quote Request](#)

REVIVAL: [Contact Form](#)

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IMPLEMENTATION:

REGULATORY:

- Ensure you have obtained, or can receive, all necessary licenses, permits, and approvals before you move forward with your business, property and building.

TESTING & EXPERIMENTATION:

- Consider signing up for distilling training courses to develop your craft.
- Purchase a testing still.
 - Begin recipe formulation & product development to allow for quick cash flow post installation.

BUILDING:

- Acquire a location, build-out, renovate.
 - Factor in lead times for approvals, permits, labour, etc.

EQUIPMENT:

- Confirm your equipment order and submit your deposit.
 - Factor in equipment lead times.
 - Ensure your space will be ready prior to equipment arrival.

INSTALLATION:

- Assemble equipment
- Ensure plumbers, steam fitters, and electricians are available to hookup equipment.
- Complete cleaning runs followed by first distillation.

OPERATION:

PRODUCTION:

- Follow your production plan and achieve positive cash flow as soon as possible.
- Network with your distilling community.
- Seek ongoing consultation, advice, and training as needed.

GROWTH:

- Continually monitor your competitors and educate yourself on the changing needs of your target market.
- Be nimble - don't be afraid to adjust your strategy to stay in tune with the needs of your target market and ahead of your competition.
- Use REVIVAL STILLWORKS' to help you grow and address your needs as they change. We are here to help you succeed.

RESOURCES

REVIVAL: [Training Info](#)

REVIVAL: [Testing Stills](#)

Questions on which still is right for you? Contact us.

Work with your local government, engineering firm, and/or architect.

REVIVAL: We will confirm prices and lead times so you can plan with confidence.

REVIVAL: We will assist you with onsite assembly and setup, and can support you through initial distillation runs.