

Craft Whiskey Distilling Down And Dirty Business Plan

Whisky: Technology, Production and Marketing explains in technical terms the science and technology of producing whisky, combined with information from industry experts on successfully marketing the product. World experts in Scotch whisky provide detailed insight into whisky production, from the processing of raw materials to the fermentation, distillation, maturation, blending, production of co-products, and quality testing, as well as important information on the methodology used for packaging and marketing whisky in the twenty-first century. No other book covers the entire whisky process from raw material to delivery to market in such a comprehensive manner and with such a high level of technical detail. Only available work to cover the entire whisky process from raw material to delivery to the market in such a comprehensive manner Includes a chapter on marketing and selling whisky Foreword written by Alan Rutherford, former Chairman and Managing Director of United Malt and Grain Distillers Ltd.

Shortly after graduating from University of Glasgow in 1934, Elizabeth "Bessie" Williamson began working as a temporary secretary at the Laphroaig Distillery on the Scottish island Islay. Williamson quickly found herself joining the boys in the tasting room, studying the distillation process, and winning them over with her knowledge of Scottish whisky. After the owner of Laphroaig passed away, Williamson took over the prestigious company and became the American spokesperson for the entire Scotch whisky industry. Impressing clients and showing her passion as the Scotch Whisky Association's trade ambassador, she soon gained fame within the industry, becoming known as the greatest female distiller. Whiskey Women tells the tales of women who have created this industry, from Mesopotamia's first beer brewers and distillers to America's rough-and-tough bootleggers during Prohibition. Women have long distilled, marketed, and owned significant shares in spirits companies. Williamson's story is one of many among the influential women who changed the Scotch whisky industry as well as influenced the American bourbon whiskey and Irish whiskey markets. Until now their stories have remained untold.

Learn every aspect of distilling, from the fundamentals to flavor development control and packaging, in this definitive guide to small-scale distilling. Whether you want straightforward information for your first distillation or you're a seasoned distiller looking to perfect your craft, this is the book for you. Certified industry expert and seasoned home distiller Aaron Hyde lays out the how and why of all the key processes, starting at the mash and fermentation, working through more than 100 pages on distilling, and ending with expert information on aging spirits. This is the only book that goes beyond the basics to cover it all: An Overview of Distilling: The fundamentals of distillation, concise distillation theory, still design, distilled products, and the raw materials. Pre-Distillation: Move on to learn about ingredient processing and preparation, fermentation theory and technology, the fermentation process, and calculating the potential of wash. Distilling: Finally, the main event! A robust section on distilling covers modern distillation technology, the distillation process, key decisions during distillation, process control, collection, and further distillation. Post-Distillation: Last but not least, work your way through flavor development and control, the aging process, quality considerations, distillery co-products, and packaging considerations. With reliable, tested, up-to-date information, this is the new standard for distilling.

DIY Homemade Moonshine, Whisky, Rum, and Other Distilled Spirits The Complete Guidebook to Making Your Own Liquor, Safely and Legally Are you curious about how to make rum, whiskey, and moonshine at home? Are you a bourbon aficionado? Would you like to learn how to safely and legally make your own homebrewed distilled spirits? What if you could turn this new hobby into a unique craft micro-

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distillery business? In this book, I will show you how to make your own homemade distilled spirits- safely and legally. Imagine sipping a nice, strong, sweet peach flavored moonshine over ice on a hot, sunny day. It's something you take pride in that you made it yourself. Of course, practice makes perfect. The only way you're going to make that perfect batch of whiskey is if you try! I'll talk you through the process of crafting your favorite spirits, from top to bottom, start to finish. This book assumes you're making moonshine for the first time, so we'll go over the extreme basics and work up from there. We'll talk about how Moonshining shaped this country and made the liquor laws what they are today. I will also strongly emphasize the safety aspects of this clandestine activity. Once you are comfortable making your own hooch, I'll even give you some advice on how to start your own crafted spirits distillery. Wouldn't be awesome to make a buck or two creating something that you're so passionate about? In this book, you'll discover: The History and Legal matters surrounding home distilling What the federal and state regulations say (PLUS an appendix of alcohol laws listed by state!) We will discuss at length the safety precautions you should take What equipment you need to get started making moonshine and some possible places to purchase that equipment We will explore each type of spirit, so you can explore all of the different variations, flavors, health benefits (yes, there are reported to be some) and myths I will teach you the specific distillation procedures, step-by-step 9 unique recipes are included! Finally, we'll talk about how to test your moonshine, and I'll list some final tips and advice At the end of the book, I'll tell you how to turn your hobby into a business. It ain't easy, but if you have the ambition, anything is possible! I'll give you a springboard to get started as I supply you with a sample business plan for a craft micro-distillery business. For a limited time, if you purchase the paperback book on Amazon, you can download the eBook version for FREE! Happy Crafting! Shine On!

'An enjoyable romp through the craft whisky industry. Prepare to have your eyes opened and taste buds transported along the ever expanding whisky route.' Will Lyons 'Buxton has done it again: a cracking read. A novel and invaluable addition to any whisky library.' Charles MacLean 'Ian Buxton is the perfect guide to the rapidly changing world of whisky. Can you afford to be without a copy of 101 Craft and World Whiskies?' Henry Jeffreys, author of Empire of Booze Discover the exciting new world of craft distillers and whiskies from around the world in Ian Buxton's brilliant new addition to his 101 Whiskies series. From Austria to Argentina and Norway to New Zealand, the world of whisky is expanding as we have never seen before. Distilleries as far away as Taiwan and as close to home as England are reinventing what whisky means - and an iconoclastic generation of boutique, craft distillers are challenging previous orthodoxies and teasing drinkers with their exciting new styles and radical releases. 101 Craft & World Whiskies to Try Before You Die is an up-to-the-minute guide from best-selling whisky commentator Ian Buxton, author of the popular 101 Whiskies series, and the first independent assessment of this global drinks revolution. Guaranteed to appeal equally to whisky aficionados and new enthusiasts in search of a trusty and well-informed guide, Ian Buxton's wonderful new handbook is delivered in his trademark irreverent and trenchant style. There's a whole world of whisky to be discovered, free of bagpipes and heather and far from leather-clad fireside armchairs, that's overturning tradition. Taken neat or over ice, 101 Craft & World Whiskies will blow the cobwebs off your dram.

Intrepid Kathleen Purvis traveled extensively throughout the South to create this first-ever guide to the region's burgeoning craft-liquor movement, capturing her journey in the creation of six original Liquor Trails. As fascinating as the craft itself are the distillers' experiences and backstories. Purvis chronicles them with verve and insight, bringing her knowledge of southern foodways and traditions to bear on the flourishing of the distiller's art. She shows how new entrepreneurs, part of the all-American food and drink renaissance, are positioning themselves to find both the inspiration and land ranging from West Virginia to Louisiana for their farm- or farm-ingredients-based distilleries.

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They are creating new and sought-after bourbons, whiskies, rums, gins, and much more. Their cordials are flavored with pumpkins, raspberries, peaches, and other local products; not long ago, a West Virginian's black walnut liqueur won the prize for the best nut cordial at the San Francisco World Spirits Competition. Driven by legacy and passion, today's distillers are creating a new southern tradition--one that you can now explore with an inimitable writer. Each Liquor Trail covers one or several states and features particularly worthy distilleries that Purvis has personally selected. The trails also feature maps, a complete listing of distilleries in each territory, on-site photographs, and some dynamite drink recipes direct from the distillers.

This book is a backstage pass into the world of small-scale distilling of whiskies, gins, vodkas, brandies, and more. The reader, the ultimate spirits aficionado, will learn how water and grain are transformed into the full range exquisite, timeless liquors. There are few books available that explore the actual craft of distilling in such detail. Most of the other spirits books chronicle the historical side of the distilling world or focus on the flavors of various vintages. Our book will be the consummate insider's guide to distilling techniques. Bill Owens' original photography, the result of two cross-country road trips, offers comprehensive illustration of the microdistilling world.

Intended for the craft whiskey distiller who aims to make excellent quality malt whiskey through artisan distillation methods, this manual gives detailed instructions on how to distill one barrel (53 gallons) of 120-proof malt whiskey. This manual adapts the all-grain recipes from the mashing (brewing) process used by commercial malt whiskey distilleries, and details the crucial double-distillation method employed by most of renowned malt whiskey producers.

The perfect accompaniment to your whiskey tasting journey The best - and most enjoyable - way to find out about whiskies is by drinking them. This truly hands-on handbook takes you on a tasting journey to discover your own personal whiskey style, and helps you to expand your horizons so you can find a world of new whiskies to enjoy. Through a series of guided at-home tastings, you'll get familiar with the full spectrum of whiskey aromas and flavors on offer - from the smokey tang of Islay peat to the aromatic scent of Japanese oak. Find out how to engage all your senses to navigate the range of malts, grains and blended whiskies and get to grips with different whiskey styles. Take a tasting tour of the world's finest makers, including iconic Scottish distilleries and the small-scale artisan producers all over the globe. And as you become more whisky-confident, you can break out of your whisky comfort zone. Do you love the honeyed sweetness of a Kentucky Bourbon? If so, why not try a smooth malt that's been aged in ex-Bourbon barrels? Or a creamy, oat-infused Irish craft whiskey? Guides to whiskey prices and ages will help you to make smart buys. Discover how to pour, store and serve whiskies and match them with foods. Learn to mix cocktails, from a classic whiskey sour to your own signature creation. With 20 step-by-step whiskey tastings, clear infographics and jargon-busting advice - taste your way to whiskey wisdom.

"The Practical Distiller" by Samuel McHarry. Published by Good Press. Good Press publishes a wide range of titles that encompasses every genre. From well-known classics & literary fiction and non-fiction to forgotten?or yet undiscovered gems?of world literature, we issue the books that need to be read. Each Good Press edition has been meticulously

edited and formatted to boost readability for all e-readers and devices. Our goal is to produce eBooks that are user-friendly and accessible to everyone in a high-quality digital format.

Pour a stiff drink and crack open this comprehensive guide to everything there is to know about the world's greatest whiskeys. Exploring the traditions behind bourbon, Scotch, Irish, and even Japanese whiskey, you'll discover how unique flavors are created through variations of ingredients and different distilling techniques. With advice on how to collect, age, and serve whiskey, as well as suggestions for proven food pairings, you'll be inspired to share your knowledge and invite your friends over for a delicious whiskey tasting party.

Early Oregon fur traders concocted a type of distilled beverage known as "Blue Ruin," used in commerce with local Native Americans. Drawn by the abundant summer harvests of the Willamette Valley, distillers put down roots in the nineteenth century. Because of Oregon's early sunset on legal liquor production in 1916--four years before national Prohibition--hundreds of illicit stills popped up across the state. Residents of Portland remained well supplied, thanks to the infamous efforts of Mayor George Baker. The failed national experiment ended in 1933, and Hood River Distillers resurrected the sensible enterprise of turning surplus fruit into brandy in 1934. Thanks in part to the renowned Clear Creek Distillery triggering a craft distilling movement in 1985, the state now boasts seventy distilleries and counting. Author Scott Stursa leads a journey through the history of distilling in the Beaver State.

Look at the back label of a bottle of wine and you may well see a reference to its terroir, the total local environment of the vineyard that grew the grapes, from its soil to the climate. Winemakers universally accept that where a grape is grown influences its chemistry, which in turn changes the flavor of the wine. A detailed system has codified the idea that place matters to wine. So why don't we feel the same way about whiskey? In this book, the master distiller Rob Arnold reveals how innovative whiskey producers are recapturing a sense of place to create distinctive, nuanced flavors. He takes readers on a world tour of whiskey and the science of flavor, stopping along the way at distilleries in Kentucky, New York, Texas, Ireland, and Scotland. Arnold puts the spotlight on a new generation of distillers, plant breeders, and local farmers who are bringing back long-forgotten grain flavors and creating new ones in pursuit of terroir. In the twentieth century, we inadvertently bred distinctive tastes out of grains in favor of high yields—but today's artisans have teamed up to remove themselves from the commodity grain system, resurrect heirloom cereals, bring new varieties to life, and recapture the flavors of specific local ingredients. The Terroir of Whiskey makes the scientific and cultural cases that terroir is as important in whiskey as it is in wine.

A comprehensive home-distilling book that specifically addresses the small-scale production of whiskey. Every aspect of how fresh grain is transformed into whiskey is detailed, with easy and inexpensive methods of fabricating the equipment

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and precise operating instructions. Everything has been ingeniously developed for home and hobby operations, as well as micro-distilleries. All the equipment and the processes were modeled after commercial distilling systems. Original. In 2003, the United States had about 60 craft distillers; today there are over 2,000 in all corners of the country, 500 of which are making whiskey. This book introduces the entrepreneurs and the companies behind this American craft whiskey movement. *Whiskey Rebels* is a collection of first-person accounts of the brilliant, brave, and slightly crazy innovators responsible for changing the whiskey landscape forever—people like Ralph Erenzo, recipient of the first distilling license in New York State in 80 years who went on to create Hudson Baby Bourbon; Nicole Austin, a prominent female producer and vocal activist who brought an indie spirit to the renowned American whiskey region of Tennessee through George Dickel Tennessee Whisky; and Bill Owens, who founded the American Distilling Institute in 2003. Spirits pro and award-winning author John McCarthy (*The Modern Gentleman*) has conducted hundreds of hours of interviews to gather these fascinating first-person accounts and give readers an amusing and thorough insight into the world of American craft whiskey. Under his expert guidance, readers will also learn the requirements to be considered a craft whiskey distiller, the effect of the craft beer movement on modern craft distilling, why craft distillers hate the word “craft,” and many other pieces of insider information.

Everything you need to know to ferment and distill whiskey right the first time. A fun read, salt and peppered, with the science behind distilling. This authoritative guide book introduces whiskey-making in a easy step-by-step process. Home distillation isn't for everyone. It's for you! While some homebrewers are happy enough with beer or wine, others want to take it a step further, by distilling those grain and fruit mashes and concentrating their alcohol into true spirits worthy of any bar. Let me invite you into the fantastic world of the craft alcohol. I'll bring you through any "what," "why," "where" and "how" Let's plunge into a wondrous world beyond the ordinary. This is the world of the craft alcohol. You will go through all what," "why," "where" and "how." Offers a basic primer on whiskey and whiskey drinking, looking at the characteristics of different types of whiskey, the distillation process, and appreciation tips.

Kentucky Bourbon and Tennessee Whiskey serves as a guide to regional tourists and to armchair aficionados highlighting the major distilleries and up and coming micro distilleries, largely along the I-65 through Bluegrass Parkway Whiskey and Bourbon Corridor from the Alabama border through Tennessee and across Kentucky. In the course of that tour, readers can explore the history of spirit production in the region and learn to nuances of tasting. Included are more than 50 cocktail recipes from the distillers themselves and well-known mixologists from the region.

Go beyond the glass and discover the secrets behind your favorite style of whiskey. Over the past three decades, Lew Bryson has been one of the most influential voices in whiskey—a longtime editor of *Whisky Advocate* and author of the definitive guide *Tasting Whiskey*. In this book, Lew shares everything he's learned on his journey through the worlds of bourbon, Scotch, rye, Japanese whiskey, and more (yes, there are tasty Canadian and Irish whiskeys as well!). In this book, you'll find it all: An overview of the different types of whiskeys, including the

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rules and identities of each. He also includes information on craft whiskeys, which tend to be more creative and freewheeling than the styles made by traditional producers. Exploration of the key whiskey ingredients, with a close look at the flavor contributions of malt, peat, corn, rye, wheat—even water matters. Distillation for non-distillers and the beauty of barrels: Whiskey is both an art and a science, and what's in the glass is affected by things like pot stills vs. column stills, barrel char, and of course, time. Numerous interviews with master distillers, still makers, and other artisans at the top of their field. Tasting notes throughout so you can identify the whiskeys you might want to try next. Every chapter contains a variety of unique, often behind-the-scenes photography. And with whiskey as the subject, this is a class where you'll want to do the homework!

Craft of Whiskey Distilling

Now revised, updated, and with new recipes, *And a Bottle of Rum* tells the raucously entertaining story of this most American of liquors. From the grog sailors drank on the high seas in the 1700s to the mojitos of Havana bar hoppers, spirits and cocktail columnist Wayne Curtis offers a history of rum and the Americas alike, revealing that the homely spirit once distilled from the industrial waste of the booming sugar trade has managed to infiltrate every stratum of New World society. Curtis takes us from the taverns of the American colonies, where rum delivered both a cheap wallop and cash for the Revolution; to the plundering pirate ships off the coast of Central America; to the watering holes of pre-Castro Cuba; and to the kitsch-laden tiki bars of 1950s America. Here are sugar barons and their armies conquering the Caribbean, Paul Revere stopping for a nip during his famous ride, Prohibitionists marching against "demon rum," Hemingway fattening his liver with Havana daiquiris, and today's bartenders reviving old favorites like Planter's Punch. In an age of microbrewed beer and single-malt whiskeys, rum--once the swill of the common man--has found its way into the tasting rooms of the most discriminating drinkers. Complete with cocktail recipes for would-be epicurean time-travelers, this is history at its most intoxicating.

An updated edition of *Big Whiskey*, the definitive guide to the American Whiskey Trail. This updated edition of the definitive guide to the American Whiskey Trail is comprehensive collection of the whiskey, bourbon, and rye made by the best distillers in Kentucky and Tennessee. Full color images throughout showcase each and every bottle and label, behind-the-scenes images, and the beauty of the Whiskey Trail. Interviews with renowned distillers provide incredible insight into how whiskey is made. Locals and tourists alike will discover new distillers and expressions that are sure to satisfy any and all tastes. *Big Whiskey* is the perfect gift for the whiskey lover in your life.

Early Maine ran on sweet and fiery New England rum. Later, rapid industrial advances and ever-present drinking opportunities made daily life unnecessarily hazardous. Overindulgence triggered a severe backlash, a fierce temperance movement and eighty-two years of prohibition in the Pine Tree State. While the coastal state never really dried out, the Maine Law sent both serious and social drinking under the table for the better part of a century. Liquor crafted in Maine has slowly and quietly remade itself into a respected drink, imbued with history and representing the best of the state's ingenuity and self-reliance. Contemporary distillers across the state are concocting truly local spirits while creative bartenders are mixing the new and old, bringing back the art of a fine drink. Join Portland food writer Kate McCarty on a spirited romp through the evolution of Maine's relationship with alcohol.

The Spirit of Rye is a celebration of rye's dynamic qualities and the spirit's exciting revival. Celebrate the many flavor profiles of rye whiskey, its distinguished history, and its contemporary revival with *The Spirit of Rye*. The resurgence in rye whiskey is unmistakable, as is evidenced in the number of distillers producing remarkably varied expressions, from the Whiskey Trail to

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Pennsylvania, Texas, and California. With tasting notes for over 300 expressions and interviews with master distillers, readers both familiar and new to the rich world of rye will find *The Spirit of Rye* to be a revelation.

Enjoy cocktails for every season, each distilling the best of the Great Lakes State

Bourbon is booming, and this guide will teach you all you need to know. Eric Zandona - spirits specialist at the American Distilling Institute - explores 140 of the finest bourbons in the world, from the big-name classics to tiny craft distilleries, with flavour profiles and recommendations for the best way to drink each one. Also featuring recipes for 20 classic bourbon cocktails, as well as chapters on the history of bourbon, how the drink is made and the key things you need to understand when buying a bottle, *The Bourbon Bible* is the ultimate guide to the ultimate drink.

The founders and award-winning distillers of Kings County Distillery follow up their successful *Guide to Urban Moonshining* with an extensive history of the figures who distilled American spirits. *Dead Distillers* is a spirited portrait of the unusual and storied origins of forgotten drunkenness. The book presents fifty fascinating—and sometimes morbid—biographies from this historic trade's bygone days, including farmers, scientists, oligarchs, criminals, and the occasional US president. Readers may be surprised to find the names George Washington, Henry Frick, or Andrew Mellon alongside the usual suspects long associated with booze—Jasper “Jack” Daniel, Jim Beam, and Julian “Pappy” Van Winkle. From the Whiskey Rebellion to Prohibition to the recent revival of craft spirits, the history of whiskey, moonshine, and other spirits remains an important part of Americana. Featuring historical photos, infographics, walking-tour maps, and noteworthy vintage newspaper clippings, *Dead Distillers* is a rich visual and textual reference to a key piece of American history.

Many people have experienced great success making their own beer or wine at home. In recent years a number of hobbyists have become interested in making distilled spirits. However, distilled spirits are more complicated to produce, and the process presents unique safety issues. In addition, alcohol distillation without a license is illegal in most countries, including the United States and Canada. From mashing and fermenting to building a small column still, *Craft Distilling* is a complete guide to creating high-quality whiskey, rum and more at home. Experienced brewer, distiller, and self-reliance expert Victoria Redhed Miller shares a wealth of invaluable information including: *Quality Spirits 101: Step-by-step recipes and techniques* *Legal Liquor: An overview of the licensing process in the United States and Canada* *Raising the Bar: Advocacy for fair regulations for hobby distillers* This unique resource will show you everything you need to know to get started crafting top-quality spirits on a small scale – and do it legally. Sure to appeal to hobbyists, homesteaders, self-sufficiency enthusiasts, and anyone who cares about fine food and drink, *Craft Distilling* is the ideal offering for independent spirits. Victoria Redhed Miller is a writer, photographer and homesteader who lives on a forty-acre off-grid farm in northwest Washington State with her husband David. She strives to enhance her family's self-reliance through solar energy, gardening, food preservation, raising heritage poultry, blacksmithing, and other traditional skills Victoria is the author of *Pure Poultry: Living Well with Heritage Chickens, Turkeys and Ducks*.

Shortlisted for the 2021 Gourmand Award for Best in the World - Drink Culture! From award-winning author of *Canadian Whisky*,

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Davin de Kergommeaux, comes a definitive guide to over 200 distilleries across Canada and the array of spirits they make. The Definitive Guide to Canadian Distilleries is an indispensable guide to the past, present and future of Canada's distilleries. Written by bona fide Canadian spirits expert Davin de Kergommeaux, this book covers more than 200 of the most exciting and cutting-edge distilleries, large and small, who are shaping the industry today. Just a decade ago, fewer than a dozen distilleries, concentrated in two provinces, produced almost all the spirits (mainly whisky) made in Canada. Today, there is a movement afoot in Canada's spirits world. There has never been a better selection of rich specialty spirits--from gin to moonshine, from flavoured vodka to liqueurs--to tempt the palate and supplement your long-time favourites. Despite flourishing public enthusiasm for Canada's distillers, other than incomplete and inaccurate web-based information, no one has offered consumers an all-inclusive guide... until now. Using a trademark (and witty) blend of narrative, tasting notes, inventive cocktail recipes and vibrant photos, de Kergommeaux shares the unique genesis of each of these distillers who are pushing the boundaries and flavours of spirits of all kinds. Divided geographically with suggested distillery routes, and filled with key tour information as well as breakout features of the most exciting people and spirits today, The Definitive Guide to Canadian Distilleries is a treasured souvenir and fun companion to the distilleries in every corner of the country, and a must-have guide for curious drinkers and expert connoisseurs alike.

Whisky and Other Spirits: Technology, Production and Marketing, Third Edition continues to provide details from raw materials to the finished product, including production, packaging and marketing. It focuses on the science and technology of the process as well as the environment in which it is produced. Today, environmental concerns and sustainability of products has taken on a new level of importance. Traditional ways of packaging and marketing have also changed dramatically in recent years as the technology of packaging has moved from a staid bottle industry to spirit products that cross traditional beverage categories and packaging. This new edition provides the latest changes in industry and the beverages market. All chapters are updated, with new chapters added to help improve research and development, and to increase production of not only whiskey but other spirits such as gin and rum and white spirits. This new edition also discusses trendy reduced alcohol and no alcohol products. Presents a detailed look into current global situation for whisky and spirits production Highlights craft distilling and the challenges craft distillers face by presenting the art of spirit production in clear detail Presents insights into how marketing has changed for distilled products, with an emphasis on new mobile technologies

The Art of Distilling, Revised and Updated presents the techniques and inspirations of the most innovative micro-distillers working today and ties it together with incredible insider photography. In this comprehensive guide to artisan distilling, American Distilling Institute founder Bill Owens will teach you how contemporary master distillers transform water and grain into the full range of exquisite, timeless spirits. The Art of Distilling, Revised and Updated is your exclusive backstage pass into the world of small-scale distilling of whiskies, gins, vodkas, brandies, and many other spirits. Like no other book on the subject, The Art of Distilling goes to lengths to explore the actual craft of distilling, in detail. Beginning with a brief history of distilling and introduction to the process itself, this book offers a comprehensive overview of the art of distilling today. The revised and expanded edition includes even

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more practical tips, tricks, and instruction and has been updated to include growth and development in the artisan distilling space over the past decade. The Art of Distilling, Revised and Updated is the consummate insider's guide to distilling and its techniques. Looks at twelve Brooklyn craft distilleries and offers cocktail recipes that use their products and pay tribute to the borough and its history.

Artisan and micro distilling continue on an upward trajectory. In 2018 the UK had 205 distilleries, but that figure has now risen to 246 after a further 41 opened in 2019. The number of distilleries in the UK has now grown year on year since 2011, when there were just 110 distillers in the country. Consumers are now willing to pay for authentic smaller brands was said to have driven demand for 'craft' spirits, which has led to the increase in distillery numbers, "increasing popularity of flavoured spirits" being a major driver, with new brands creating flavoured expressions such as lemon sherbet, pear drop and Parma Violet. Gin sales in 2019 were recorded at over £1 billion. The growth in British craft distilling has not stopped yet. Whilst gin sales growth is beginning to taper off, new distillers are still entering the market and M&A (mergers and acquisitions) deals are being completed. "The trend for authentic local artisan food and drink looks to be here to stay, and that will continue to tempt entrepreneurs and investors into the craft spirits industry. "While artisan gin has been the big growth driver over the last five years, there is also strong interest in some of the smaller artisan whisky distillers in Scotland."

This two-volume set examines the strong connection between craft beverages and tourism, presenting cutting-edge research in partnership with breweries, distilleries, and cideries. While wine, food, and culinary tourism have traditionally dominated destination markets, interest in craft beverages has gained momentum across the US and overseas with local markets quickly recognizing the growing craft beverage movement. Through the eyes of tourism scholars, brewers, and travelers, these two volumes explore the landscape of craft beer opportunities in non-traditional settings, and recognize the potential for future economic, socio-cultural, and environmental sustainability. Craft Beverages and Tourism, Volume 1: The Rise of Breweries and Distilleries in the United States is an inclusive and overarching examination of the US craft beverage phenomenon within a larger context of international beverage tourism. It outlines the current practice and research scope of craft beer, cider, and spirits as well as the sustainable development of destinations revolving around craft beverage. Through literature reviews, case studies, and general exploration, this volume advances marketing, hospitality, and leisure studies research for academics, industry experts, and emerging entrepreneurs.

The art of creating and consuming bourbon is exploding, Carla Carlton's Barrel Strength Bourbon is a must read for all bourbon aficionados. Barrel Strength Bourbon provides an in-depth examination of the bourbon industry in Kentucky, the creation of an American spirit, its resurrection following Prohibition, its astronomical growth in the past decade, and its

potential for the future. Readers will meet the colorful family of characters who craft bourbon by hand, visit the picturesque distilleries along rural backroads and urban centers, and learn the secrets of an American original. The author, Carla Harris Carlton, gives readers an up-close look at how bourbon is made, how the industry was built, and how the close-knit families of bourbon crafters continue to grow a multibillion-dollar global industry while staying true to their Kentucky roots. Readers will learn how to nose, taste, and appreciate a spirit that, while created from time-tested recipes, is evolving so quickly that new varieties and brands appear weekly on liquor store shelves. The author, a leading bourbon journalist who routinely helps select barrels for special edition bottlings and tastes new products before most bartenders do, takes readers on a behind-the-scenes tour of distilleries and rickhouses, shares anecdotes from her chats with bourbon legends, and provides insight on what to expect next from one of the fastest growing spirits on Earth. Also available are two companion ebooks: *Spirited Perfection: Building Your Bourbon Bar* (ASIN: B07333YXMM) In the past 10 years, choosing a bourbon has gone from underwhelming to overwhelming and author Carla Carlton is here to help you navigate this boom. In this book, she offers tasting notes on various bourbons and rye whiskies so you know what to stock at home. Carlton also helps you choose the appropriate bar tools, glassware and mixers to have on hand. *Still Life: The Resurgence of Craft Bourbon* (ASIN: B07335HMMM) The art of creating and consuming bourbon is exploding. Today you will find craft bourbon distilleries in all 50 states. As mixologists and distillers find the space, market and financial success to fully explore their trade, the world is taking notice. It's in the middle of this expanding industry that author Carla Carlton takes the time to connect all the dots for you, the bourbon enthusiast. She concisely maps out the seeds of the newest trends and shows why certain classic bourbon brands and bottles have grown while others have been washed away. These special edition e-only books are a wonderful and informative read on their own, but are also the perfect chaser to Carlton's *Barrel Strength Bourbon*, now out in bookstores and online everywhere.

A new generation of urban bootleggers is distilling whiskey at home, and cocktail enthusiasts have embraced the nuances of brown liquors. Written by the founders of Kings County Distillery, New York City's first distillery since Prohibition, this spirited illustrated book explores America's age-old love affair with whiskey. It begins with chapters on whiskey's history and culture from 1640 to today, when the DIY trend and the classic cocktail craze have conspired to make it the next big thing. For those thirsty for practical information, the book next provides a detailed, easy-to-follow guide to safe home distilling, complete with a list of supplies, step-by-step instructions, and helpful pictures, anecdotes, and tips. The final section focuses on the contemporary whiskey scene, featuring a list of microdistillers, cocktail and food recipes from the country's hottest mixologists and chefs, and an opinionated guide to building your own whiskey collection. Praise for *The Kings County Distillery Guide to Urban Moonshining*: "The moonshining world is notoriously full

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of orally-perpetuated misinformation and the legitimate whiskey industry is full of marketing lies and half-truths; Spoelman and Haskell have thankfully defied those traditions and released an educational book of honesty and transparency.”

—Serious Eats

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