

MB ROLAND DISTILLERY “CAMP DISTILLERY” SCHEDULE & SYLLABUS

If you're thinking about or you are getting into the craft distilling business, we probably can help you in answering several important questions. Do you know what you plan to make? If so, how much do you know about making that product? Do you have a grasp of the many federal and state regulations that you will be required to adhere to in starting and running a distillery? Do you have a full appreciation for the importance of marketing and branding your overall image and products? At MB Roland Distillery, we started out **underfunded, under-experienced, under-manned and under-equipped**. However, in spite of those deficits, in less than five years we have grown from 1 full-time employee making 2 different products that were initially only sold from our tasting room to 6 full-time and 5 part-time employees making more than 15 different products distributed in more than 10 states.

There were few options for distilling education when we were planning things out, specifically nothing that was less than a week long and cost less than several thousand dollars. With that in mind, we have tried to reasonably fit as much pertinent information and practical applications into both of our course options. Attendees appreciate that our course helps them in planning around their busy schedule. For our two-day course, the two main advantages are that we cover more information and the second day allows the participants to better digest the material (particularly with the ability to “sleep on” everything covered in the first day).

During both courses we demonstrate our entire production process from “grain to glass,” beginning with milling grain to bottling, as well as covering much of the necessary federal proofing regulations. Instructors include myself, having taken part in the setup and every aspect of our business over the years, as well other distillers/employees who provide a wealth of knowledge, insight and experience to the course. We charge a price that ensures the course is worth our time, while being reasonable for most anyone that is seriously interested in getting into this business. With the information and subject matters that we cover, you have the opportunity to save yourself a lot of time, money, and frustration in getting your operation up and running. Bottom line, we will provide you the necessary tools to succeed in opening, improving and running your craft distillery. After every course we ask for feedback from the attendees and make adjustments based on their critique of the course. Since starting this 2 years ago, the overall feedback is overwhelmingly positive and people are exceedingly satisfied with their experience. If you are thinking about attending this course, I suggest you make the determination and sign up as early as possible because we tend to fill each date several weeks in advance.

Paul Tomaszewski
Co-founder & Head Distiller
MB Roland Distillery

“CAMP DISTILLERY” TWO-DAY COURSE SCHEDULE

DAY 1

7:45 – 8:15 – Coffee & Breakfast
8:15 – 8:30 – Introductions
8:30 – 9:30 – Mashing Principles
9:30 – 10:15 – Practical Exercise - Mashing
10:15 – 11:15 – Yeast & Fermentation Principles
11:15 – 12:00 – Practical Exercise – Mash Saccharification
12:00 – 12:30 – Lunch
12:30 – 1:30 – Distillation Principles
1:30 – 2:15 – Practical Exercise – Running The Still
2:15 – 2:45 – Bottling Principles
2:45 – 3:15 – Practical Exercise – Bottling
3:15 – 3:45 – Practical Exercise – Pitch Yeast
3:45 – 4:30 – Barrel Aging Principles
4:30 – 5:00 – Production Q&A
5:00 – 6:00 – Social Hour With MB Roland Cocktails

DAY 2

8:00 – 8:30 – Coffee & Breakfast
8:30 – 9:00 – Production Review/Q&A
9:00 – 9:30 – Distillery Post-production Walkthrough
9:30 – 10:00 – Proofing Regulations
10:00 – 11:00 – Proofing Principles & Demonstration
11:00 – 11:30 – Federal TTB Reports
11:30 – 12:00 – Labeling & Formulation
12:00 – 12:30 – Lunch
12:30 – 1:15 – Product/Brand Development & Marketing
1:15 – 1:45 – Pricing Your Product & Sizing Your Distillery
1:45 – 2:30 – Planning For & Licensing Your Distillery
2:30 – 3:00 – Our Lessons Learned & Final Q&A
3:00 – 5:00 – (Optional) Individual Q&A with Head Distiller

MASHING

Covers grain selection, milling, saccharification of complex starches to simple sugars, preparation of mash for fermentation, this process will be viewed via our 600-gal mash cooker.

YEAST & FERMENTATION

We cover the science and nature of yeast, the process of fermentation, and options on how to introduce the “distiller’s beer” to the still.

DISTILLATION

Although our focus is on pot distillation, we cover distillation theory in general, when to “make the cuts,” and how this process will carry over to your end product. The actual process will be viewed via a distillation run on our 300-gal pot still.

BOTTLING

We cover the federal requirements associated with bottling, participants will take part in a bottling run (don’t worry, just a few cases).

ALCOHOL PROOFING

A craft/micro distillery is held to the same rigid federal requirements as a large-scale distillery for alcohol proofing that are vital when it comes to taxation. We give you the tools necessary to be successful in this important part of the process of running a distillery.

BARREL AGING

This is not a major focus of the course, but we do cover some important points associated with the aging process, inventory management and regulations associated with aged products.

LABELING/FORMULATION

We like to think that we have a PhD in Labeling & Formulation based on our many products and experience with the federal Alcohol & Tobacco Tax & Trade Bureau’s (TTB’s) Advertising, Labeling & Formulation Division. We cover the regulations, how to work within the system, and how to work with the TTB when things don’t go your way.

PRODUCT DEVELOPMENT/MARKETING

Your products are what will make or break your long-term success in this business. We cover various pitfalls we have seen and experienced and what you should do in order to have a successful, marketable product, to include how to present it to the market.

DISTILLERY PLANNING/LICENSING

We cover the entire planning/licensing process based on what we experienced when setting up our operation, as well as what we have seen elsewhere. From local to state to federal regulatory considerations, we give you the tools to attack your individual situation.