

CORVALLIS, OR. May 11, 2018 –

Oregon State University professor and international whiskey expert Paul Hughes is launching a Distillery Startup Workshop for those looking to start their own craft distilling business.

This four-day workshop starts June 18 in Corvallis and is based on Oregon State's popular Craft Brewery Startup Workshop, which has helped dozens of entrepreneurs launch their own breweries. By building a similar course in distilled spirits, Paul hopes to offer an affordable option that helps entrepreneurs and enthusiasts start a successful distillery.

The workshop focuses on the business, legal and safety side, and also utilizes Paul's international experience in setting up distilling businesses. By focusing on the business side of setting up a distillery, rather than how to actually distill spirits, Paul is able to keep the price of this course relatively low. In fact, this workshop costs about one fourth that of comparable programs in Kentucky, Tennessee, Scotland and elsewhere.

"Students will walk away with a good understanding of the available options for establishing a distilling business, along with the opportunities and potential pitfalls," said Hughes. "They will also have a chance to meet comrades in arms and have opportunities for one-on-one consultations."

The curriculum for the four-day workshop includes raising capital, managing cash-flow, procuring raw materials, understanding legal requirements and regulations, and strategic marketing. The course also covers how to make consistent vodka, whiskey, gin, and tequila and ends with a laboratory competition to produce a new gin.

In addition to helping those already committed to opening a distillery, this new workshop will also benefit current craft brewers who can capitalize on their existing equipment and quickly extend their operation into this rapidly growing market.

#### **About Oregon State's Professional and Continuing Education**

Oregon State's Professional and Continuing Education offers more than 200 short courses that are taught by Oregon State faculty or industry-based instructors. As an accredited institution, students can receive Continuing Education Units (CEUs) in a broad range of areas, from marketing and leadership to farming and beer making.