

Bryce Distillery

"We don't make whiskey, gin, or vodka."

When the founders of Bryce Distillery got together to start this company, it was our vision to create spirits that inspire creativity in others. Bryce Distillery. Spirits with Soul.

Timeline

Date	Event
August 2017	<ul style="list-style-type: none">✓ Order custom made still from Still Dragon✓ Engineered drawings for building permit✓ Brand/packaging development✓ Marketing strategy development✓ Design and order merchandise✓ Submit all applications
September 2017	<ul style="list-style-type: none">Application processing timeBegin crowdfunding outreach<ul style="list-style-type: none">✓ Interior design of tasting room✓ Collect building materials✓ Creation of distribution channels
October 2017	<ul style="list-style-type: none">State/city applications approvedBuildout of distillery and tasting roomLaunch crowdfunding project on Indiegogo
November 2017	<ul style="list-style-type: none">Crowdfunding project successfulContinued buildoutLocal nonprofits host DIY construction workshopsCollect/install distillery appliances and furnishingsInstall custom still from Still Dragon
December 2017	<ul style="list-style-type: none">Federal application approvedBegin test batch productionCoordinate and implement aggressive marketing strategyFinalize national distribution agreements
January 2018	<ul style="list-style-type: none">Grand openingBegin nationwide distribution of world-class absintheContinue developing brandContinued marketing, sales, and outreach
Summer 2018	<ul style="list-style-type: none">Experimental batches of wild harvest Montana botanical spirits, available at distillery onlyProduction efficiency and organization audit
Fall 2018	<ul style="list-style-type: none">Fall apple harvest and local apple spirits batches, available from the distillery only.
Winter 2020	<ul style="list-style-type: none">Purchase additional still

Fundraising goals

We currently have the finances to open and maintain a fully functional distillery and tasting room for production and distribution of world class absinthe in the state of Montana.

- \$25,000 to set up our community space
 - Mentally stimulating Harvard library study lounge for creative group meetings and brainstorming sessions. Natural and soft light.
 - Unique artisan woodwork (Bar, runners, window framing, shelving, seating)
- +\$45,000 additionally to distribute to 10 states
 - Sales and PR travel, marketing, distributor agreements (legal), raw materials and packaging, shipping, additional employees
- +\$150,000 additionally to expand to major cities nationwide
 - Additional still, additional employees, distribution logistics and operations
- +\$50,000 additionally to expand to major cities online and internationally
 - Online licensing, foreign market fees, marketing, sales and PR travel, financial institutions, additional employees

TOTAL: \$270,000