

TAKE A SEAT

Get to know us

FIRST THINGS FIRST

THE STORY

THE BUSINESS

THE PRODUCTS

THE CONTACT INFO

THE BENCH

PINK BENCH
Distilling

DRINK WELL
DO GOOD

Prezi
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This presentation is
best explored on a
desktop or laptop
computer.

The town of Troy
sits at the lowest elevation in Montana.
It is rich with forests, water and wildlife.

But...

Its economy has transitioned away from mining and logging.
And boy, transitions are tough.

Shawna has worked on economic development and sustainable
agriculture with her hometown of Troy for over a decade.
Kris has worked on wildlife management and the thorny issues
growing at the crossroads of forests and towns for over two decades.

Together, they are working to be part of Troy's transition,
using the assets Troy has to meet the challenges it faces.

And what do you get when you cross
an economic developer with a wildlife biologist?

A WILD BUSINESS IDEA

A CRAFT DISTILLERY
that uses local fruit and botanicals to
create delicious gins, brandies, and liqueurs,
encourage forest conservation,
and generate new jobs.

The
Challenges

The
Solution

In the 1800s
Troy was marketed as
the fruit basket of Montana.
Heirloom orchards dot the land.

Booms and busts in timber and mining jobs
have rooted a culture of self-reliance and
working in the woods.

But economics and populations are shifting,
and Troy must find new ways to
integrate its history with its future.

It's time to make
lemonade from lemons,
or in our case...
brandy from apples.

The
Fruit

The
Jobs

The
Fun

Fruit grows great
in Troy - and so do bears!

When bears get really hungry in the fall,
they are attracted to people's backyard fruit trees.
This may seem like a good wildlife viewing opportunity, but
bears protect these trees aggressively.
That leads to conflict between people and bears.

Wildlife agencies work to reduce conflict by installing electric fencing, or
trapping and relocating - or sometimes killing - these bears.
But the most effective way to help bears stay out of trouble is to remove the fruit.
Though you can only make so many apple pies...

That's where Shawna & Kris saw an opportunity for Troy, and the bears,
to use backyard fruit to create a line of bear conservation-focused brandies.



Whether for a job
or for subsistence,
working in the woods is in Troy's culture.

Its traditional economies of logging and mining
have been in flux while the industries find
economic and environmental equilibrium.

But while economics change quickly, culture does not.
Troy needs businesses that bridge this economic and cultural transition.

That's where Shawna & Kris saw an opportunity for Troy, and its forests,
to sustainably source wild botanicals to support jobs in the woods and
create lines of conservation-focused gins and liqueurs.



Troy is in the midst
of a recreation revitalization!
The town hosts many facilities:

- Frisbee-golf course
- Skateboard & trials bike park
- Outdoor tennis & pickleball courts
- Paved walking trails with exercise stations
- Road biker campground & mountain biking trails
- Indoor climbing wall, basketball & racquetball courts

But there are not enough fun places for people to sit down, refuel, and relax.

That's where Shawna & Kris saw an opportunity for Troy, and its community,
to start a business that offers a fun open atmosphere,
delicious cocktails and non-alcoholic drinks, and distinctive savory food.



To reduce bear conflict in Troy
in a fun community-oriented way,
Shawna & Kris launched an Apple Festival.
For 8 years it has been a smashing success, and
has revealed huge untapped sources of heirloom fruit.

So they wondered... What business could they craft around fruit
that would be successful outside of Troy's small local economy?
Brandy is distilled from fruit, so a distillery it would be!

Plus, northwest Montana farms and forests grow an amazing array of plants
that are ingredients in distilled spirits. Their harvest will create jobs, and
it can be done sustainably. And they all need intact ecosystems to thrive.

Pink Bench Distilling is **THE PERFECT BUSINESS** to bring it all together!
And what better way to celebrate conserving nature than
having a fun drink with friends?



-- Pink Bench Distilling
crafts small-batch spirits with
ingredients from the farms and forests of
far northwest Montana.

Like those who have relied on these lands for generations,
our business relies on the health of our ecosystem,
and our mission is to offer products that
embody, honor, and champion far northwest Montana's
lush natural heritage and intrepid people.

Our brandies will use the over-abundance of local fruit
that attracts bears to people's backyards.
And our gins and liqueurs will use many specialty crops
and local forest botanicals.

Our business will create:

- Growth opportunities for small farms
- Flexible jobs working in the woods
- Economic incentive to conserve the many
habitats where wild things grow.

**The
Team**

**The
Market**

**The
Plan**

**Shawna Kelsey & Kristina Boyd
are co-owners of Pink Bench Distilling.**

**They have worked together for a decade
on community and business projects in Troy.
And their complementary skill sets and
management styles create highly successful outcomes.
They have channeled their successful history together
and forged new partnerships with Montana's
business development and craft distillery network
to ensure a strong foundation and
successful future for Pink Bench Distilling.**

**Shawna's
Bio**

**Kristina's
Bio**

**Bear
106**

Shawna Kelsey provides Pink Bench Distilling with business planning, networking, and marketing expertise. She conducts market and regulatory research, fulfills operations estimates and purchasing, and maintains the face of the organization with local government officials and business owners.

Shawna was born and raised in Troy. She worked as a carpenter through high school and during summers in college. She graduated Summa Cum Laude from the University of Montana with a B.A. in Anthropology, minoring in International Development. She has 15 years of experience working with local and regional businesses, governments, and schools on community development projects.



Kristina Boyd provides Pink Bench Distilling financial planning, scientific, technological and logistical expertise. She conducts market and product development, maintains written communications, and interacts with local natural resource agents and wildcrafters.

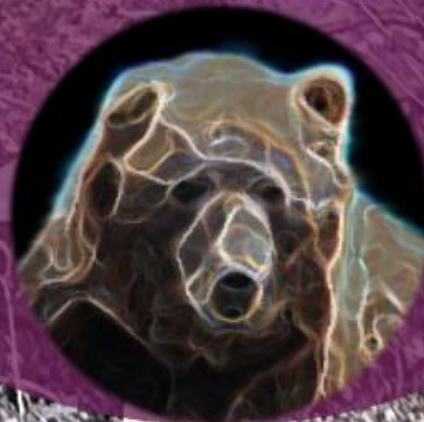
Kristina was born and raised in Los Angeles. She graduated Magna Cum Laude from Humboldt State University with an M.S. in Natural Resource Management. She has 23 years of experience working in all aspects of natural resource research and management, from repairing broken-down field trucks to building complex databases.



Bear 106
lived her 21-year life in the Yaak.
Her legacy is a lineage of cubs, grandcubs,
great-grandcubs, and great-great-grandcubs.
In fact, ALL living female grizzly bears in the Yaak
can be traced back to her!

Like most bears, Bear 106 and her cubs would have
lost about 1/3 of their body weight while denned up in winter.
So they're hungry in general, but in Fall they get REALLY hungry,
eating ~4x more than usual. That's 20,000 - 50,000 Calories a day!
So it's no surprise that they can be attracted to ripe backyard fruit.

But there's plenty of food to eat out there in the woods.
Bear 106 lived her long life avoiding conflict with people.
Let her legacy with us be that we help her lineage live long lives too.



The distilled spirits industry is on a growth trajectory globally, internationally, and statewide. Since 2012, craft distilling tripled its market share. Likewise, craft distilling in Montana has been growing since its legalization in 2005.

Barriers to entry are relatively high: business documents, premises, equipment, recipes and local approvals must all be established before federal licensing. This challenge inhibits new entrants into the market but, once surmounted, advantages new entrants with unique products.

Conceived as a community-oriented business seeking to conserve nature while driving economic progress in a rural mountain town, Pink Bench Distilling is poised to cater to the increasingly popular place-based agri-tourism and local food movements.

By beginning operations during this economic climate, we are also poised to take advantage of current economic opportunities, such as an influx of residents with disposable income, with the assurance of an age-old market that persists through hardship.

Regional
Distilleries

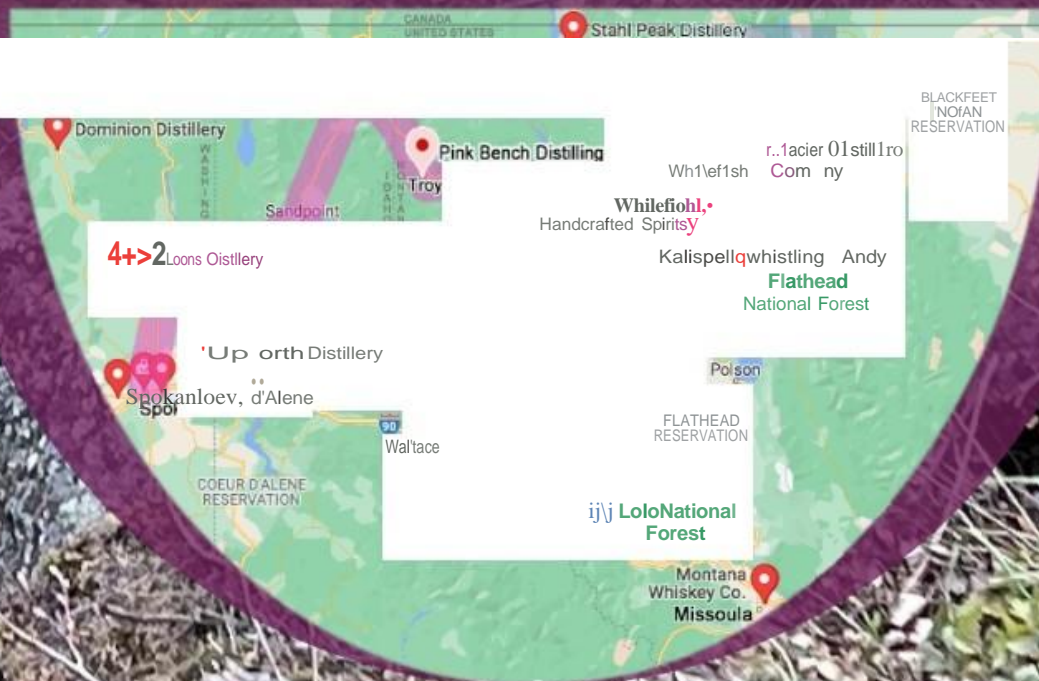
US vs MT
Craft
Growth

US vs MT
Spirit
Sales

MT
Spirits

Pink Bench Distilling is
the only craft distillery tasting room
within 80 miles of Troy.

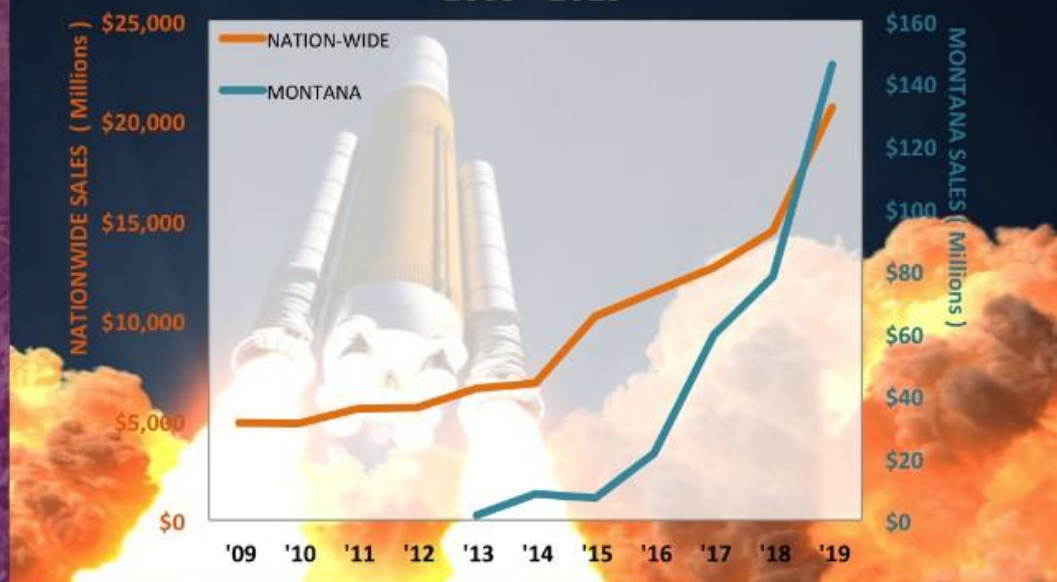
It is also one of the few craft distilleries on the
popular Highway 2 route from
Spokane International Airport to Glacier National Park.



Montanans value Montana-Made



MICRO-DISTILLERY SALES TRENDS 2009 - 2019



Craft distillery sales
are on a higher growth trajectory in Montana
than the already astronomical
nationwide trend.

Room for Growth Space for Competition



Brandy and gin popularity is growing nationwide,
and Montana is poised to follow

+

Montanan's LOVE their liqueurs
on cold winter nights &
warm summer days

Montana craft distilleries are full-up on vodkas and whiskies. And while most offer one or two gins, unique gins, brandies, and liqueurs are rare. Pink Bench Distilling will fill these niches.



Bubble sizes and their number labels indicate how many individual products are offered in each category of spirit.

Pink Bench Distilling
will distill and distribute craft spirits
made from local fruit and wild botanicals, and
host the only craft distilling tasting room within 80 miles of
Troy, Montana.

We have laid a successful track record for business launch, including:

- Procurement of a Federal Distilled Spirits Plant beverage permit
- Completion of audits for a Montana State Domestic Distillery License
- Ownership and control of business premises
- Procurement of bank financing for building renovations and equipment
- Procurement of grant funding for energy efficiency improvements
- Ownership of Pink Bench Distilling name trademark,
- Consultation partnership with Vanderbilt School of Law for name and logo trademarks
- Consultation partnership with the Center for Community Ownership for a fundraising campaign
- Consultation partnership with The Kassan Group for legal assistance for a fundraising campaign
- Business Fellowship through the 56 Strong Program of Prospera Womens' Business Network
- Brand development through social media

The
Goals

The
Premises

The
Customers

GOAL 1

Create a line of products that are distinctive in the micro-distilling industry in the northwest, by:

- Incorporating locally grown and wild botanical ingredients
- Establishing a suite of consistent quality core products
- Offering rotating limited-run specialty products

GOAL 2

Gain a loyal distribution base within the states of MT, ID, WY, OR, WA, and CA, by:

- Building Montana agency liquor store clientele for state-run distribution
- Building Montana bar and restaurant clientele for state or direct distribution
- Cultivating the interest of regional clientele and gaining distribution licenses

GOAL 3

Establish a tasting room in Troy as an inviting space for locals and travelers, by:

- Offering quality mixed alcoholic and non-alcoholic drinks at reasonable prices
- Offering quality small food plates, utilizing local ingredients as available
- Building a regular clientele base with social events and retail opportunities

GOAL 4

Become an economic driver for Troy, MT and neighboring communities, by:

- Creating direct employment opportunities
- Creating income opportunities for experienced wildcrafters
- Creating income opportunities for local farmers
- Offering fundraising opportunities for local organizations
- Becoming a regular contributor to local economic development efforts

Our brand and business philosophy center around being a positive part of our ecological and human communities. And our location is representative of those values in multiple ways.

Troy is central to the vast Kootenai National Forest. The mountains from which we gather ingredients and inspiration are visible from all sides of our premises.

The Cabinet Mountain Wilderness is a 10 minute drive away, and a Kootenai River boat launch is just down the street.

And our premises is off the highway, which allows for slow traffic, safe street parking, ample outdoor space, and direct access to Troy's paved walking trails, which access the city park and river in just a 10 minute walk.

**The
Building**

**The
Build-Out**

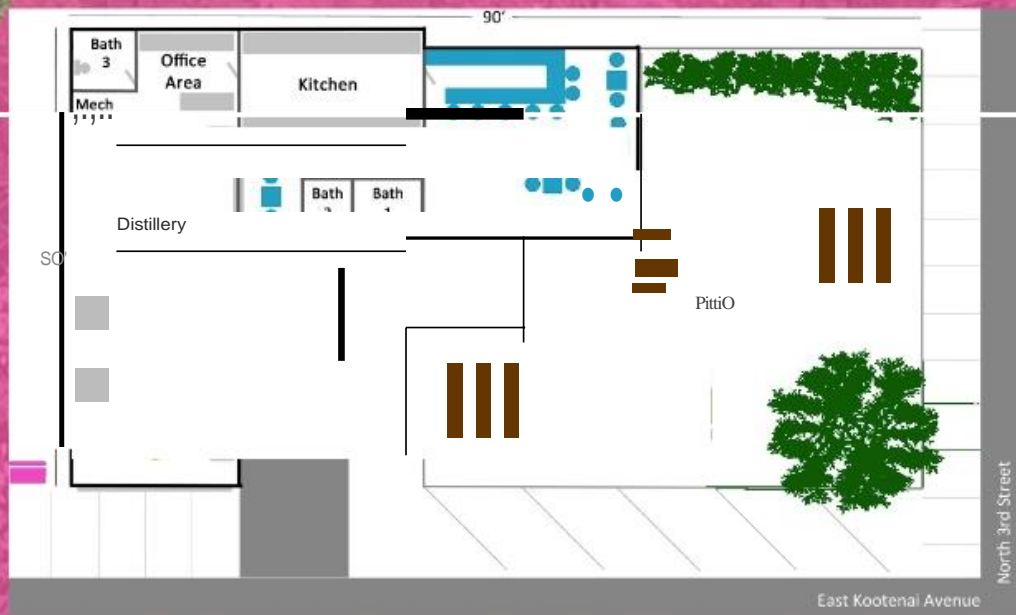
The building
housing our production space
and tasting room is at least 100 years old,
one of the few remaining original storefronts
in Troy's downtown.



For locals and travelers alike, our historic building
in the heart of Troy's historic downtown
will embody our authentic role in the community
and heighten our customers' sense of place.

Renovations to the building's exterior and public space will be a modern compliment to the downtown.

- The distillery is designed for functional manufacturing
- The kitchen serves tasting room and production needs



- The tasting room is designed for both quiet conversations and friendly gatherings
- The distillery is viewable from the tasting room
- The patio has plenty of seating and space for recreation

INDIVIDUALS

Our customers, from the spectrum of humanity,
value real delicious flavors from the earth.

They celebrate adventure in the unknown.

They mark momentous occasions, or just the end of the day,
with something to savor.

They value conscientious consumerism, and giving back.

Our products and services will be a manifestation of these values,
welcoming our customers to enjoy, and support, the fruits of their earth.

MONTANA BARS AND RESTAURANTS

Higher-end bars and restaurants value taste, and provide a culinary experience
that will bring their customers back, and attract recommendations.

Our products will embody this value through their unique and elegant tastes.

And we will enable our establishment customers to move our product
by developing food and drink recipes for their use.

MONTANA LIQUOR STORES

Montana liquor store owners value Montana-made products.

They also value product movement and revenue.

Understanding the economic underpinning of their values,
we will build relationships with store owners and employees
and give them the knowledge and language
to stock and recommend our craft products.

We will produce our spirits
on a 200 gallon Affordable Distillery Equipment
UltraProWhiskey Still with an 44,000 watt electric
Bain Marie oil heating system.

It will produce great brandy, gin, flavored vodka, and whiskey.
It comes with a copper scotch column on a boiler with an
internal bubble plate, and an 8" copper 4 bubble plate whiskey column.
Each individual plate can be opened or closed,
allowing for better control of flavor profiles and proof.

And gin or flavored vodka can be produced by engaging a gin basket located
after the whiskey column and before the condenser.



The
Gins

The
Brandies

The
Liqueurs

The
-Non-
Alcoholic

Our gins will highlight
the many fantastic flavors found in local botanicals.
We will have a dry variety with crisp evergreen notes,
as well as a lighter floral version.

Our gins will be singularly and completely crafted from
locally grown and wildcrafted ingredients that offer a great
opportunity to support small, rural agriculture.

Those looking for authentic flavors of the forest that cannot be found at
other distilleries will find them uniquely housed in ours.



Our brandies and eau de vies
will be crafted from locally gleaned
apples, plums, pears, cherries and peaches.
They will be a celebration of our abundant, and peckish
grizzly and black bears, who can wreak havoc in unpicked fruit trees.

Much of our ferment base will come from local fruit specifically
harvested to reduce bear conflict in home orchards.
So, when people purchase our brandy, they will be supporting an
important part of grizzly bear conservation .

No other regional brandy has this value-based approach for their brandy.

Brandies are also a delicious option for gluten-sensitive customers!



We have several amazing liqueurs including a sustainable alternative to coffee liqueur using roasted roots, a forest fruit liqueur, and a wild ginger liqueur.

Our liqueurs highlight the abundant and unconventional flavors from our area's roots and fruits, and offer an opportunity to encourage forest conservation.

They possess depth and character that cannot be imitated, and will be simply elegant products in the marketplace



People who
choose to forego alcohol
deserve wonderful taste experiences too!

Pink Bench Distilling has established a reputatuion
for creating complex flavor profiles that are
a party in your mouth without the booze.

We look forward to serving "Mocktails" in our tasting room,
and expanding our brand to encompass this growing market.



A worn, wooden, fuschia pink park bench sits in front of our distillery. It's an unexpected display of flamboyance in a blue collar mountain town.

A generation ago, several were sprinkled around town. Ours is the last remaining one - for now.

For us, the Pink Bench embodies the creative sparks often hiding in small towns like Troy, and the potential for a simple, yet deeply rich, life.



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