Copper Cannon Distillery
Franklin Pierce University
Small Business Advisory Group Fall 2014
The Small Business Advisory Group is comprised of Franklin Pierce students who partner with the New Hampshire Small Business Development Center (SBDC). The SBDC helps organizations and startup companies develop business initiatives.
Team Members

Chelsea DeRaps-Richardson (Chair)
Jason Little (Faculty Advisor)

Alyssa Borelli
Cortlandt Carter
Courtney Madore
Danielle Hare
Harrison Durfee
James Leblanc
Jason Pranulis
Madison Earle
Meagan Shackelford
Mike Frappier
Peirong Hao
SBA Working with Copper Cannon Distillery

- SBA has applied business skills and knowledge to a problem based service learning situation for Copper Cannon Distillery

Our Objectives:

- Develop a press release to be distributed to businesses and media outlets in surrounding areas
- Develop an advertising plan based on funds available
- Develop social media campaigns
- Develop and update new website
Public Relations Committee

Alyssa Borelli (Chair)
&
Chelsea DeRaps-Richardson
Meet our Client:
Blake Amacker, CEO, Founder, & Co-Owner of Copper Cannon Distillery

- Founded Copper Cannon Distillery in 2013 along with his cousin, Chris Arnold
- Experienced mechanical engineer
- Developed own distilling process

Goal:
Make high quality whiskey and rum with its own Southern twist
Copper Cannon Distillery’s mission is to provide the public with local, high quality and authentic spirits to enjoy through germinating, fermenting, distilling and aging all of its products.
The Process

Whiskey – Germination, Malting, Smoking, Milling, Fermenting, Distilling, and Aging

Legend
- Process
- Equipment
- Controls / Measurements

Raw Grain – Rye, Barley, Corn
- Forklift - $5k to $10k
- Storage Racks - ?
- Moisture Measurements Environment Humidity
- Need to have the room between 50 and 70 degrees F

Germination – Rye, Barley, Etc
- A/C for the Room
- Epoxy Floor
- Humidifier
- Moisture Measurements Room Humidity Control
- Room Temperature Control

Smoking – Rye, Barley, Etc
- Fan
- Smoking Apparatus
- Multi-Layer Floor with SS perforated floor
- Not to exceed 150F – enzymes start to breakdown
- Moisture Measurements Temperature Controls
- Fan Circulation Controls
- Humidity Controls

Milling – Grain
- Mill
- Dust Fan
- Weight Scale
- Sugar Content
- Moisture Content

Cooking – Grains and Water
- 250 to 500 gal SS Pot
- Steam Hose
- Thermocouples
- Solenoid Valve
- Mixer
- Heat up to ~175 F
- Temperature Control
- Steam Control Valve
- Initial S.G.
- pH Monitoring

Fermentation – Mash, Yeast, Anit-foam
- 250 to 500 gal Containers
- Steam Hose
- Thermocouples
- Chiller
- Pump
- Maintain ~70 to 90 F
- Temperature Control
- Chiller Control Valve
- Final S. G.

Distilling – Fermented Mash
- 250 gal Still
- Secondary Still?
- Boiler
- Condensation Unit
- Maintain ~175 F for 5 to 7 hours
- Temperature Control
- Steam Control Valve

Aging – Spirits
- Barrels
- Thermocouples
- Humidifier
- AC/Heater
- Humidity Control
- Temperature Control
- Digital Aging
- Log/Schedule
- Discover other data points to take
- Light Values
Copper Cannon Products

Rye Whiskey – A quality beverage that is sure to make you relax like no other; made from local rye products. *Sit back and enjoy the Rye life.*

Bourbon Whiskey – Our bourbon Whiskey is made from locally grown corn. Perfect for that after work drink. Giving you a taste of what living it up on “Bourbon Street” is really like, but remember, sometimes a taste is all you need.

Clear Rum – Smooth and refreshing crystal rum made from Louisiana molasses and sugar. It is the perfect way to unwind after a long day at the office.
Aged Rum: Much like a fine wine, this rum is aged to perfection; made from Louisiana molasses and sugar - it is dangerously smooth.

Spiced Rum: Copper Cannon Distillery’s spiced rum is truly like no other. The bold flavor is sure to leave your taste buds wanting more.

Seasonal Rum:

Pumpelstiltskin - Pumpkin and molasses fermentation distilled into a Spiced Rum

Cider Rum – Molasses and apple fermentation distilled into rum that is cut with apple cider.
Deliverable: Develop a press release

Press Release

Contact: Blake Amacker  
Phone: (225) 241-1160  
Blake@copperrcannon.com

Copper Cannon Distillery  
6 Lyman Way  
Chesterfield, NH  
www.copperrcannon.com

FOR IMMEDIATE RELEASE  
9 a.m. EST, Jan. 16, 2015

New Hampshire distillery to bring Southern flare to the Northeast

Chesterfield, NH (January 16, 2015): Copper Cannon Distillery opens for business at 6 Lyman Way in Chesterfield, NH. The distillery will have a BBQ grand opening celebration on [Day of week], [Month] [day]. The first 100 customers will receive a free t-shirt and a tour of the establishment.
All spirits are made on-site beginning with the fermentation of the original ingredients to create alcohol that will be separated in copper stills for the end product.

The molasses and sugar used for making its specialty rums are from the proprietor’s home state of Louisiana.

A highlight of facility is a three-story barn supported by Civil War beams.

Amacker said, “We are here to give the public a local and authentic product to enjoy; we can’t wait to share our spirit with the community.”

For more information visit www.coppercannon.com.
About Copper Cannon Distillery: Copper Cannon Distillery is premium rum and whiskey distillery located 21 miles west of Keene in Chesterfield, NH. Its mission is to provide the public with a local, high quality and authentic product to enjoy through germinating, fermenting, distilling and aging all of its products. It has scheduled tours and tastings, and features a small retail shop.
Advertising Committee

Meagan Shackelford (Chair) &
Jason Pranulis &
Cortlandt Carter &
Peirong Hao
Key Fact:
  ◦ Copper Cannon Distillery is committed to making premium whiskey with low capital.

Problem Advertising Must Solve:
  ◦ There is currently no awareness of the product or the distillery.

Advertising Objective
  ◦ To increase the amount of awareness of Copper Cannon Distillery.
Prospect Definition:
- 30+ upper-middle class
- People who enjoy premium whiskey

Reasoning:
- Geographic location has older population
- Older demographics consume premium whiskey
Creative Work Plan (cont.)

- **Principle Competition:**
  - New England Distillery (ME), Flaghill (NH), Seahagg (NH)

- **Key Promise:**
  - To provide the public with a local, high quality, and authentic product.

- **Reason Why:**
  - Best locally produced authentic distillery

- **Mandatories:**
  - To have logo and location of distillery
Potential Media Outlets For Copper Cannon

- Print
  - Magazines, local papers
- Online
  - E-newsletters
- Radio
  - Local stations
## Copper Cannon Distillery

### Small Business Advisory Group

<table>
<thead>
<tr>
<th>Type</th>
<th>Title</th>
<th>Location</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Magazine</td>
<td>NH Magazine</td>
<td>NH</td>
<td>Medium Rectangle - 300x250 pixels&lt;br&gt;Square tile - 125x125 pixels</td>
<td>$250/mo&lt;br&gt;$150/mo</td>
</tr>
<tr>
<td>E-newsletter</td>
<td>NH Magazine -- Cuisine E-buzz</td>
<td>NH</td>
<td>Leaderboard - 650x80 pixels&lt;br&gt;Wide SkyScraper Ad - 160x160 pixels</td>
<td>$200/mo</td>
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<tr>
<td>Print</td>
<td>Brattleboro Reformer</td>
<td>VT</td>
<td>1/6 or 2 x 4</td>
<td>$170 b/w and $210 in color</td>
</tr>
<tr>
<td>Print</td>
<td>Keene Sentinel</td>
<td>NH</td>
<td>See Rate Cards Attached</td>
<td>See Rate Cards attached</td>
</tr>
<tr>
<td>Print</td>
<td>Monadnock Ledger</td>
<td>NH</td>
<td>See Rate Cards Attached</td>
<td>See Rate Cards attached</td>
</tr>
<tr>
<td>Print</td>
<td>NH Magazine</td>
<td>NH</td>
<td>1/6 page</td>
<td>$840(color)/$740(b+w); 3-5 runs</td>
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<tr>
<td>Print</td>
<td>Yankee Magazine&lt;br&gt;Dean Deluca: 603-933-0428</td>
<td>National</td>
<td>business card&lt;br&gt;1/6 or 6x6</td>
<td>$815 for a year&lt;br&gt;$1490</td>
</tr>
<tr>
<td>Print/Mailer</td>
<td>Keene Shopper**&lt;br&gt;(Ask for Jason)</td>
<td>NH</td>
<td>Featured Story:&lt;br&gt;line stays on front/13 weeks&lt;br&gt;business size /21 weeks&lt;br&gt;2 bizcards/13 weeks</td>
<td>$87&lt;br&gt;$65&lt;br&gt;$115</td>
</tr>
<tr>
<td>Radio</td>
<td>NPR/NHPR&lt;br&gt;(Ask for Emily: 603-223-2487)</td>
<td>NH</td>
<td>4 ads a week, 13 weeks&lt;br&gt;(2) Primetime slots a week</td>
<td>$208 a week&lt;br&gt;$145</td>
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<tr>
<td>Radio</td>
<td>Vermont Public Radio</td>
<td>VT</td>
<td></td>
<td></td>
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</table>
## Best Media Options Available for Copper Cannon Distillery

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>Estimated Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• New Hampshire Public Radio</td>
<td>2 primetime slots a week</td>
<td>$1,740</td>
</tr>
<tr>
<td></td>
<td>12 weeks</td>
<td></td>
</tr>
<tr>
<td><strong>Print</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• NH Magazine</td>
<td>3-5 runs, monthly</td>
<td>$840</td>
</tr>
<tr>
<td>• Brattleboro Reformer</td>
<td>Twice weekly, 8 weeks</td>
<td>$2,720</td>
</tr>
<tr>
<td>• Keene Sentinel</td>
<td>3 times a week, 3 months</td>
<td>$913.92</td>
</tr>
<tr>
<td>• Yankee Magazine</td>
<td>Whole year</td>
<td>$815</td>
</tr>
<tr>
<td>• Keene Shopper</td>
<td>21 weeks</td>
<td>$1,365</td>
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<tr>
<td><strong>Online Newsletters</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• NH Magazine Cuisine E-Buzz</td>
<td>6 months</td>
<td>$1,200</td>
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<tr>
<td><strong>Total:</strong></td>
<td>About 6 months worth</td>
<td>$9,593.92</td>
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# Recommended Media Outlets

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Price</th>
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<tbody>
<tr>
<td>New Hampshire Public Radio</td>
<td>$1,740</td>
</tr>
<tr>
<td>Keene Shopper</td>
<td>$1,365</td>
</tr>
<tr>
<td>Yankee Magazine</td>
<td>$815</td>
</tr>
<tr>
<td>NH Magazine cuisine E-Buzz</td>
<td>$1,200</td>
</tr>
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</table>

**Total** $5,120
<table>
<thead>
<tr>
<th>Region/City</th>
<th>Radio</th>
<th>Print/Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td>All of NH</td>
<td>NHPR</td>
<td>NH Magazine (Online/Print),</td>
</tr>
<tr>
<td>Brattleboro, VT</td>
<td>VT Public Radio</td>
<td>Brattleboro Reformer</td>
</tr>
<tr>
<td>Keene/Monadnock area</td>
<td></td>
<td>Keene Sentinel, Keene Shopper,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monadnock Ledger</td>
</tr>
<tr>
<td>New England</td>
<td></td>
<td>Yankee Magazine</td>
</tr>
<tr>
<td></td>
<td>January</td>
<td>February</td>
</tr>
<tr>
<td>----------</td>
<td>---------</td>
<td>----------</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td>Light</td>
<td>Light</td>
</tr>
<tr>
<td><strong>Print</strong></td>
<td>Heavy</td>
<td>Heavy</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio</strong></td>
<td>Heavy</td>
<td>Heavy</td>
<td>Heavy</td>
<td>Light</td>
<td>Light</td>
<td>Light</td>
</tr>
<tr>
<td><strong>Print</strong></td>
<td>Heavy</td>
<td>Heavy</td>
<td>Heavy</td>
<td>Light</td>
<td>Light</td>
<td>Light</td>
</tr>
</tbody>
</table>
Media Plan Justification

- Radio and print combined provide greater reach to targeted markets
- Heavy pulses in opening stages; summer
- E-newsletters from magazines will draw all markets
- Local marketing for new local product
Copper Cannon Distillery

GRAND OPENING
(MONTH, DAY 2015)

- Aged Rum
- Spiced Rum
- Seasonal Rum
- Rye Whiskey
- Bourbon Whiskey
- Clear Rum

6 Lyman Way, off NH RT 9
Chesterfield, NH
Conveniently located between Keene, NH and Brattleboro, VT
Who We Are

About Us

Copper Cannon Distillery is a privately owned distillery located in Chesterfield, New Hampshire, just 20 minutes from Keene, NH. We have a small retail space where you can stop in and purchase any of our flavors of whiskey or rum. Here at Copper Cannon Distillery, our primary goal is to make high quality whiskey and rum with our own southern twist.

Contact Us

Phone: 225-241-1160
Email: info@coppercannon.com

Different Products
Copper Cannon Offers

Copper Cannon offers many different types of spirits.

- Rye Whiskey
- Bourbon Whiskey
- Clear Rum
- Aged Rum
- Spiced Rum
- Seasonal Rum

Making high quality products with local ingredients
Copper Cannon Distillery

Our plan is to germinate, ferment, distill, and age all of the whiskey we produce. The rum will be made from molasses and sugar from our home state of Louisiana. We want to bring a “Southern” taste to the Northeast. We are here to give the public a local and authentic product to enjoy. We can’t wait to share our spirit with the community!

Follow Us on Social Media

About the Owner

Blake Amacker

Founder & Co-Owner, Copper Cannon Distillery. One of the founding fathers of Copper Cannon Distillery, Blake Amacker, delved into distilling as a hobby out of boredom from his day job. As a mechanical engineer, he became intrigued by the distilling process and decided to make his own still in his home. After many nights and weekends of trial and error, he found just the right method to producing quality rum and whiskey. He’s learned some tricks of the trade by shadowing other distillery owners in the South, as well as in the Northeast.

We want to bring a “Southern” taste to the Northeast
Social Media Committee

Danielle Hare (Chair) & Madison Earle & Courtney Madore
Target Social Media Outlets

- **Facebook**
  - Older audience which is the target for Copper Cannon Distillery

- **Twitter**
  - Younger age bracket 21-26
  - Tech-savvy

- **Instagram**
  - Younger age bracket 21-26
  - Familiar with technology who would rather see visuals than read posts
Changes Made to Pre-existing Social Media Accounts (Facebook)

- Altered images
- Changed search category
  - From “Just for Fun” to “Food/Beverage Services”
- Administrative privileges
Changes Made to Pre-existing Social Media Accounts (twitter)

- Made page more professional and industry relevant
- Altered visuals
  - Avatar
  - Header photo
Changes Made to Pre-existing Social Media Accounts (Instagram)

- Made page more professional and industry relevant
- Worked on editing photos and generated hashtags for the company to get it trending and have more potential consumers view it
Grand opening posts that can be used for Twitter/Facebook

- “The distilling process has begun. Look out world Copper Cannon is coming for you!”
- “Join us tomorrow for our opening day BBQ celebration! Free gifts for the first 100 customers!”
- “The day has finally come! COPPER CANNON DISTILLERY IS NOW OPEN!”
The distillery is planning for it's grand opening... When will your first trip be? #CopperCannonDistillery #Chesterfield #ShopLocal #SouthernTwist

Who wouldn't want to hold their next corporate event here? #CopperCannonDistillery #Chesterfield #ShopLocal #SouthernTwist
Founders of Copper Cannon Distillery
#coppercannon #coppercannondistillery
#founders #rum #whiskey

Ground view of where the office will be and more of the building
#coppercannon #coppercannondistillery
Nothing like a little #upcycling to keep the local flavor #CopperCannonDistillery #Chesterfield #SouthernTwist

Still number 1 is in! Can’t wait to get started! #CopperCannonDistillery
Website Design

Mike Frappier (Chair) & Harrison Durfee
Deliverable: Website Design

- Renovation and design of entire website
- Integration of Social media, Newsletter, Updates, Company Information, and Shop
- Enhancement and Accessibility
The Process

- Go Daddy webhosting
- WordPress website builder
- Arcade Premium Theme
- Customization and plugins
Our Whiskey and Rum Dream:

What are we about? Our primary goal is making quality whiskey and rum with our own twist. Our plan is to germinate, ferment, distill, and age all of the whiskey. The rum will be made from molasses and sugar from our home state of Louisiana. We want to bring a “Big Easy” taste to the Northeast. We are here to give the public a local and authentic product to enjoy. We can’t wait to share our spirit with the community!

Products to Come

**Rye Whiskey** – We make from all local rye. We germinate/malt, smoke, ferment, distill and age all of our own whiskey. This is a quality whiskey that is sure to make you relax like no other. Sit back and enjoy the Rye life.

**Bourbon Whiskey** – We make from local corn. We ferment, distill and age all of our own bourbon whiskey. This bourbon will put the “Bourbon Street” in your night. Too much, and you might be looking for your shirt and pants.

**Aged Rum** – Made from Louisiana Molasses and Sugar. You’ll find this rum aged to perfection, and not entirely dissimilar from Ms. Cindy Crawford…smooth (and you won’t have to close your eyes when you touch it).

**Spiced Rum** – Rum that is spiced like no other…It feels like a slap from your mama! Not hard; just hard enough to embarrass you in front of your friends.
# Products to Come

Check out our fine products coming from Copper Cannon.

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rye Whiskey</td>
<td>Rye Whiskey made from local grains.</td>
<td>We make from all local rye. We germinate/malt, smoke, ferment, distill and age all of our own whiskey. This is a quality whiskey that is sure to make you relax like no other. Sit back and enjoy the Rye life.</td>
</tr>
<tr>
<td>Bourbon</td>
<td>Nice smooth Bourbon from local corn.</td>
<td>We make from local corn. We ferment, distill and age all of our own bourbon whiskey. This bourbon will put the &quot;Bourbon Street&quot; in your night. Too much, and you might be looking for your shirt and pants.</td>
</tr>
<tr>
<td>Rum</td>
<td>A variety of rums will be coming.</td>
<td>Made from Louisiana Molasses and Sugar. We've got a crystal rum, an aged rum, a spiced rum, and a seasonal rum. Nothing but a good time will be derived from these bad boys.</td>
</tr>
</tbody>
</table>
Events

Planning your next bachelor party, office party, or wake? Copper Cannon Distillery is the place for you! - Coming soon!!

Tastings

Small Party Room

Group Tours
Two cousins got together one day over drinks and pondered the question, "How do you really make whiskey so good?" Through drinking and dedication to the art of spirits, we came up with a plan to start a distillery. Many nights of experiments and planning have led to the existence of Copper Cannon. We hope you enjoy drinking it as much as we do making it.

From your brothers from another mother,

Blake and Chris
Revamped Website

http://www.coppercannon.com
Thank you! Questions?