

VILLAGE OF *Empress*

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START YOUR DISTILLERY IN EMPRESS

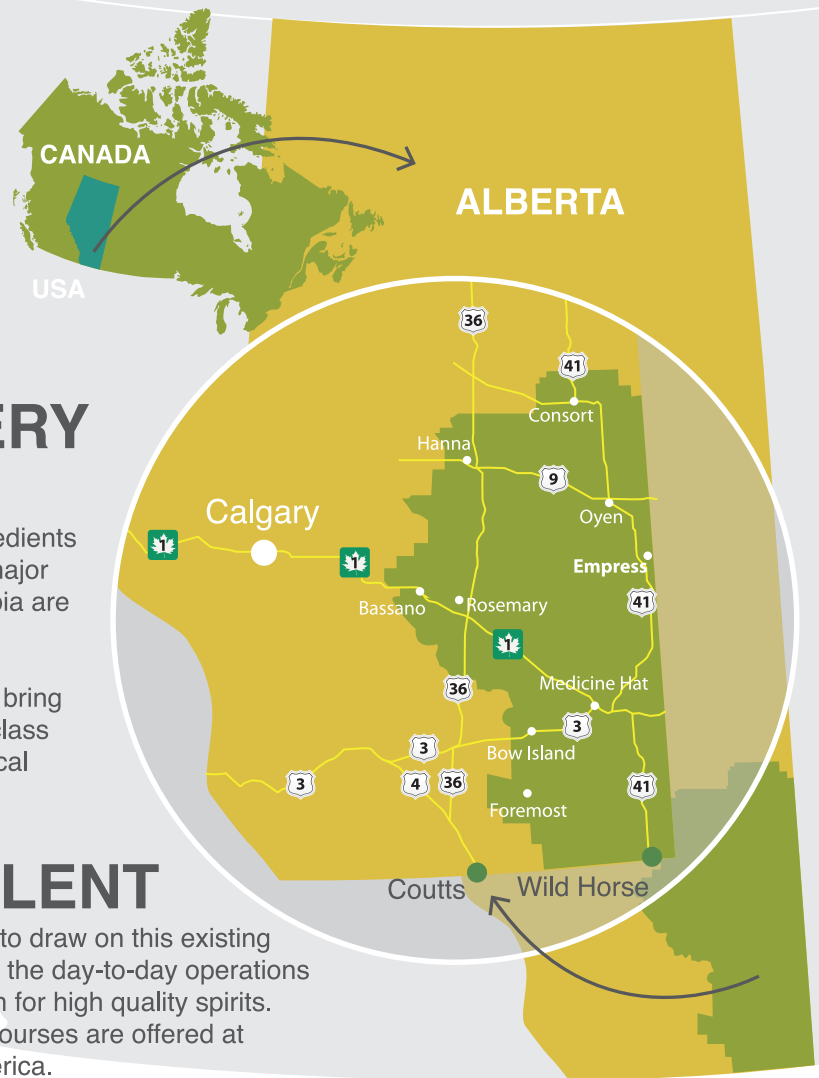
Alberta's Palliser region is home to some of the best ingredients in the world, with excellent market access into Alberta's major cities. Experienced distillers in Alberta and British Columbia are seeking new places to make their spirits.

A small group of local investors would have the means to bring distilling to the village of Empress. Surrounded by world-class ingredients, available talent, market access, and some local investment dollars, a craft distillery is a real possibility.



DISTILLING TALENT

There is an opportunity for investors to draw on this existing talent pool of craft distillers to handle the day-to-day operations and ensure their community is known for high quality spirits. If distilling is a passion, three week courses are offered at working distilleries across North America.



GROWTH STORY



There are 24 craft distilleries in Alberta, with nearly 80 in British Columbia.

This indicates there is **ROOM FOR ABOUT 60 MORE**

distilleries in Alberta. Craft distilling is part of a larger trend of consumers seeking locally-produced, high-quality food, beverages, and other consumables. Driven by millennials entering their prime earning years, this trend shows no signs of slowing. Craft distilling is a sustainable way to bring food manufacturing to communities of all sizes.

FINANCIAL INCENTIVES

Enhanced Capital Cost Allowance

\$900 MILLION

in tax deferrals
over four years



Community Futures Small Business Loans

Community Futures provides customized, affordable loan options for small business owners and entrepreneurs in rural Alberta, ranging from **\$500 to \$150,000**.



Job Creation Tax Cut

Alberta's corporate tax rate is **11%**, which is the lowest in Canada. By 2020, Alberta's corporate tax rate will be **8%**.



Medicine Hat College Entrepreneur Development Centre

The Entrepreneur Development Centre helps students and alumni start, manage and grow successful businesses. We answer your questions and give you the resources you need to succeed.



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CRAFT DISTILLING IN EMPRESS

An Empress-based distillery has easy access to Calgary’s 1.3 million population via Highway 555 and 544, as well as Medicine Hat via Highway 41. Empress is in the heart of Canada’s best agricultural growing region. Rural distilleries are popping up across the province, proving remoteness is not a restricting factor.

CRITICAL DETAILS



Alberta Craft Distilling Association

If you’re thinking of starting a craft distillery in Alberta the Alberta Craft Distilling Association should be one of your first calls. bryce@bearhillbrewing.com

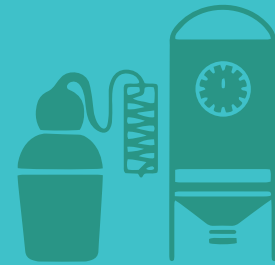
\$500,000 - \$2,000,000

Investment amount required



Regulations: Think Fire Code

Alberta Gaming and Liquor is important, but more important are provincial and municipal fire codes. Be sure your proposed facility works closely with your fire department to avoid costly overruns.



Electric vs Steam Distilling

Electric stills are less expensive than steam, but restrict what product you’ll be able to produce. Steam provides potential for a greater product range, including whiskey and other coloured liquor.

WHAT OTHERS ARE SAYING ABOUT CRAFT DISTILLING

**Josh McLafferty, Owner,
Monashee Spirits**

“Oh my god there is so much demand locally. I’m getting emails and phone calls from Whistler, Vancouver Island, Comox. They’re all saying they want two cases. Stat.”

**Geoff Stewart, Owner,
Rig Hand Craft Distillery**

“I don’t feel that craft distillers in Alberta are really competing with one another. There’s enough market out there for everybody to be successful.”

**Lyndsey Smiley, Owner,
Raw Distillery**

“When we secured a space in Canmore there were only three craft distilleries in the province ... Now there are 19 [with more in the works]. I am truly hoping we will be able to see collaborations between distilleries.”

**David Farran, President,
Eau Claire Distillery**

“There has been a slight cultural change with people drinking less and moving to quality products. This has also helped open the opportunity for producers of premium, craft spirits.”

EMPRESS CONTACT

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PALLISER
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