



# Spirits – an opportunity for brewers

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**Date:** March 13-14, 2017

**Instructor:** Dr. Gerrit Blümelhuber

Steadily increasing, world-wide demand for unique Craft Beers during the past few years has paved the way for another observable trend: Demand for quality distilled beverages is on the rise. In the beginning we had whiskey for the cognoscenti pouring out of international breweries. Meanwhile, consumers have shown focussed interest in complex, distilled spirits such as gin,

vodka, absinth and rum, to name but a few. Breweries are following these trends closely, recognising new opportunities for themselves in this growing market segment. This seminar presents an overview of market trends, introduces the fundamentals of producing the various beverages and will even strive to educate the palate through tastings of selected samples.

## Monday, March 13, 2017

**10:00 o'clock** Welcome

**10:15 o'clock** Historical survey of the world of distilled spirits

Distilling alcoholic beverages is an art that can be traced back as far as 1000 A.D. Over the centuries, this process has been refined and includes a wide range of products. In order to fully comprehend the phenomenon of today's wide range of offerings, it is important to explore developments in this field.

**11:30 o'clock** Break

**11:45 o'clock** Classifying distilled spirits – variety overview

We are faced with an endless variety of distilled spirits. Here is an attempt at creating a working taxonomy.

**13:00 o'clock** Lunch

**14:00 o'clock** Fermentation is the path toward unlocking the spirit

The foundation of every distilled spirit is fermentation. Correcting errors made during this fundamental process is hardly possible during later phases. Here is a survey of dos and don'ts in the fermentation process.

**16:00 o'clock** Break

**16:15 o'clock** Degustation

This is a guided tour through proper tasting methods for the various distilled beverages. Participants will learn to recognise possible sensory disturbances that can emerge in connection with these beverages even as they learn to fine – tune their own senses.

**18:00 o'clock** Happy Hour

## Tuesday, March 14, 2017

**09:00 o'clock** Distillation in practice

Participants will be guided in the art and science of the distillation process using our own, in-house still. Together we will observe the fractions of the distillate being separated as temperatures in the apparatus are increased.

**11:30 o'clock** Technical aspect of distillation

Subtleties in the distillation process are explored and explained. What is the purpose of a bubble tray? What is a dephlegmator? What is the function of a catalyst?

**13:00 o'clock** Lunch

**14:00 o'clock** Regulatory aspects of brandy production, especially regarding customs

Explanation of the most important regulatory aspects of brandy production.

**15:00 o'clock** Break

**15:15 o'clock** Whiskey or whisky?

The history, mystery and variety of a drink that is steadily conquering the world.

**16:45 o'clock** Whisk(e)y degustation

Hot on the heels of theory follows practice: a whiskey tasting to support what we have learned.

**17:45 o'clock** Wrap-up

### Event location

Doemens Academy GmbH / Stefanusstraße 8 / D-82166 Gräfelfing / Germany

### Seminar fee

€ 580 (add sales tax) includes handouts, lunch as well as break refreshments and a collective happy hour.

### Registration

Doemens Academy GmbH / Stefanusstraße 8 / D-82166 Gräfelfing / Germany

Phone: +49 89 - 8 58 05-0 / Fax: +49 89 - 8 58 05-26 / Email: [seminar@doemens.org](mailto:seminar@doemens.org) / Web: [www.doemens.org/seminare](http://www.doemens.org/seminare)



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### 17-11 Spirits – an opportunity for brewers

Please complete this form legibly and return it to Doemens.

Participant's first and last name	
Company role	
Billing address:	
Company	
Street	Town / zip code
Phone	Fax
Email	

- Please send me a list of hotels (Doemens does **not** handle reservations).
- Vegetarian meal  Vegan meal

Date / signature	Company stamp
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### Confirmation of registration (will be provided by Doemens)

We hereby confirm receipt of your registration Invoice to be mailed separately.  
We look forward to your participation.

Gräfelfing	Doemens Academy GmbH, signature
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