

7TH ANNUAL  
**GREAT AMERICAN  
DISTILLERS  
FESTIVAL**



Can you believe it's been 7 years since we started with 10 tiny tents on the street? The Great American Distillers Festival is back. Come share your products, your expertise and your passion for hand-crafted spirits. This year we continue our partnership with the Oregon Distillers Guild and the Oregon Bartenders Guild to bring together the pioneers of the emerging craft spirit movement. The event will take place at the The Left Bank Annex; located at 101 North Weidler Street Portland, OR 97214.

Last year, 38 distilleries participated in the festival and we plan to double that number this year.

Participation in the 2011 Great American Distiller Festival will include:

- Two days of sampling your spirits to consumers, writers, mixologists, and wholesalers
- Showcase your brand and products at liquor stores, and restaurants in Portland
- A chance to have your creations featured at parties and events as part of Portland Cocktail (find more information about Portland Cocktail week in this packet)

Return your GADF registration by August 20 to guarantee promotion via:

- The Great American Distiller Festival Website, Rogue.com (over 2.7million hits per month), and the Portland Cocktail week website
- GADF Facebook, Myspace & Twitter friends and followers (over 14,000)
- The GADF press releases
- GADF invitations and information is sent to over 87,000 Rogue Nation Members, nationwide,
- GADF is promoted to every customer that walks through the doors of Rogue's 9 Pubs;

Keep in mind, the sooner you return the registration form, the more likely it is that we will be able to arrange tasting events and dinners at local liquor stores and restaurants.

Included in this packet is information about the cost and requirements for participating in the festival, general schedule of events, and a registration form. Upon receipt of your registration, you will receive a packet of all necessary information for getting your spirits to the festival, participating in Portland Cocktail Week and the mixology competition, and a schedule of this year's events.

Don't miss this opportunity to be a part of this growing tradition! Every level of distillery participation requires:

- Two cases of product for tasting.
- Banner/sign and marketing material to hand out.
- Logo to be included in marketing materials (artwork received by August 14th will ensure recognition).

To ensure your space at the event, please send your signed agreement form and check by August 20, 2011 to: Rogue Ales - Attn: Beth Gilden 1001 SE 9th St., Portland, OR 97214 or via email [bgilden@rogue.com](mailto:bgilden@rogue.com).

Sincerely,

Al Jorgenson  
Events Director  
(503) 803-6857



# DISTILLERS NEED TO KNOW INFORMATION

## Great American Distillers Festival

This year, the Great American Distillers Festival will include spirit dinners, tastings, and seminars for craft distillers and the public. The festival culminates in a 2 day tasting event.

### General Schedule: (additional events and details will be added to this schedule as the event approaches)

Friday October 21: 5:00-6:30 Registration (location TBA)

6:30 - 8:00 Group Welcome to GADF, Happy Hour, Meet and Greet

Saturday October 22: 10:00-1:00 GADF Load in and Set Up at Left Bank Annex (Late Registration during this time)

1:00-7:00 GADF at Left Bank Annex

- Public Tasting

- Public Seminars

Sunday October 23: 1:00-7:00 GADF at Left Bank Annex

**Registration:** Registration must be returned by August 20. After August 20th, a \$50.00 late fee will be assessed. Upon registration, you will receive a confirmation, and a packet that guides you through the steps of getting your spirits to the festival and listed in Oregon.

**Portland Cocktail Week:** October 20-23, Born out of the Great American Distiller's Festival and our cocktail competition, Portland Cocktail Week is a week of cocktail seminars and celebrations put on by the Oregon Bartender's Guild. Visit: [www.portlandcocktailweek.com](http://www.portlandcocktailweek.com)

**Left Bank Annex:** More information about load in, load out and map of facility will be released upon your registration.

101 North Weidler Street  
Portland, OR 97227-1875  
(503) 282-0359

**Other:** Any person pouring spirits at the show must possess a valid OLCC servers permit. We can arrange to provide a pourer for you, and you may still attend the festival and stand in front of your table. You will be asked for your servers permit upon arrival at the festival. You can learn how to obtain your permit at: [www.happyhourtraining.com/online](http://www.happyhourtraining.com/online)

For questions about the Great American Distillers Festival contact:

Al Jorgenson

(503) 803-6857

[bigal@rogue.com](mailto:bigal@rogue.com)

Events Director

Beth Gilden

(503) 241-3800

[bgilden@rogue.com](mailto:bgilden@rogue.com)

Rogue Department of Energy



Pour your spirits at GADF  
 October 22, 23 2011

## DISTILLER REGISTRATION

Options for Participation, check to answer yes:

Fees

<input type="checkbox"/>	Yes I will participate, One 8 foot table for up to 4 Products	\$250.00
Additional Services:		
<input type="checkbox"/>	I will bring ___ additional products @ \$50.00/product	+ _____
<input type="checkbox"/>	Participation in the 5th Annual Mixology Competition, & Portland cocktail week. <small>(As part of your participation you will also be asked to donate 3 bottles of product to the competition. More details will follow registration.)</small>	+\$100.00
<input type="checkbox"/>	I will not be able to send a representative from our brand, and require product handling.	+\$100.00

Total:

Checks should be made out to Rogue Ales. Fee covers, booth, which can be outfitted with marketing materials, banners, merchandise and brand information (logo or artwork received by August 20th will insure recognition). Your graphics used on promotional mailers, website links and program. Event passes, 2 Spirit Vendor passes will be provided.

Contact Name: \_\_\_\_\_

Company or Individual: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web address for link: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return completed form and check to:

Rogue Ales – Attn: Beth Gilden  
 1001 SE 9th St., Portland, OR 97214

For more information please call: (503) 241-3800 or email [bgilden@rogue.com](mailto:bgilden@rogue.com)