



Detroit City Distillery Presents

THE WHISKEY FACTORY

WHISKEYFACTORYDETROIT.COM



VENUE OF DISTINCTION



The Whiskey Factory is an event venue and working spirits distillery set in a historic building in the heart of Detroit. We developed this mixed-use event space to serve the revolutionaries of this great American city - from the corporate champions who built the Motor City to the artists, entrepreneurs and creatives that define the ever-changing soul of the city.

The Whiskey Factory is home to Detroit City Distillery, creator of small batch artisanal whiskeys, gins and vodkas made from the finest local ingredients sourced from farms across Michigan. We are bringing back this timeless craft at the site that has long served as the epicenter of alcohol production in Detroit. Once the home of Goebel's Brewery and Stroh's Ice Cream, the Whiskey Factory's distinguished history creates an ambience of heritage in this urban two-story brick building.

The Whiskey Factory, was a long-dormant building at 1000 Maple, located just off Gratiot Avenue between downtown and Eastern Market. It is the last remaining historic structure at the site that largely defined Detroit's brewing legacy. Brewing at the site goes as far back as the 1930's when Goebel Brewing Company built a massive brewery to compete with Stroh's, Detroit's largest brewery at the time. The breweries were located directly across the street from one another. Shortly after Stroh's acquired Goebel's in the 1960s, the building was converted to produce Stroh's ice cream, a successful business created out of necessity during the days of Prohibition.

Today we've returned this special place to its origins. We are reviving the long tradition of alcohol production at the place that started it all and we invite you to write the next chapter of history with us.



WHERE HISTORY IS MADE



HOW TO BOOK

An executed agreement and deposit of 50% of the rental fee plus cleaning and security fees will reserve The Whiskey Factory.

The remaining balance and final guest count will be due 30 days prior to the event.

FEE SCHEDULE

- Monday, Tuesday, & Wednesday \$1,500
- Thursday & Sunday \$2,000
- Friday \$4,000
- Saturday \$5,500

The above fees are for our second-floor event space in the Whiskey Factory's rick house. The first-floor production space can be rented for cocktail hour activities for an additional \$1,000 during weekdays. The space is available at no cost after 5pm.

CLEANING

There is a required \$250 cleaning fee.

SECURITY

The Whiskey Factory requires at least one security guard at the venue, beginning one hour prior to the start of an event and ending one hour after the event.

Our clients are required to work with The Whiskey Factory's internal security team and will be charged \$25 per hour per guard.

The Whiskey Factory requires one security guard for events with 200 guests or fewer, and two security guards for events over 200.



WHAT TO KNOW

CAPACITY

- Second floor only
- Perfect for both intimate, seated gatherings or large groups
- May accommodate up to 200 guests seated with dance floor
- May accommodate up to 250 guests for a strolling style event
- The first floor is available for rental after production hours. It may be rented for an additional \$1,000 if needed before 5pm, during the weekdays

RENTAL TIME: 9am-12am.

Day of load-in may begin as early as 9am. Day of load-out must begin at 12:00am and be completed no later than 2:00am.

PARKING

We have complimentary parking in The Whiskey Factory gated lot. Pricing for valet parking is available through a third-party vendor.

ELEVATOR OPERATOR

The Whiskey Factory will provide a complimentary elevator operator for load-in and load out, as well as for any ADA guests.

THIS IS A WORKING DISTILLERY

It smells like whiskey. It is old. It is at work around the clock. We think it is charming. We hope you do too.

A woman in a light blue shirt is laughing heartily at a bar. A bartender in a dark blue shirt is standing behind the counter, which is filled with various bottles of spirits and a tray of lit candles. The background shows other patrons and a bright window.

SPIRITS EXPERIENCE

PACKAGE No. 1

THE RIOPELLE TASTING ROOM EXPERIENCE

Guests will enjoy the same classic and original cocktails available at Detroit City Distillery's Riopelle Tasting Room in Eastern Market. This menu changes seasonally. This menu features a full craft cocktail experience where the specialty cocktails are built, shaken and stirred to enjoy! Guests can also call for any Detroit City Distillery spirit and mixer for all your simple classics like gin and tonic or whiskey ginger. This package also includes a selection of three beers on tap.

\$30 per person for the first two hours
\$10 per person for each additional hour





PACKAGE No. 2

ARTISANAL BATCH COCKTAIL EXPERIENCE

Select your three favorite artisanal batch cocktails and we'll serve them all night long. This package also includes a selection of three beers on tap. Guests can also call for any Detroit City Distillery spirit and mixer for all your simple classics like gin and tonic, vodka soda or our favorite, whiskey neat.

\$24 per person for the first two hours
\$8 per person for each additional hour

OPTIONAL ADD-ONS

TASTING EXPERIENCES

Add-on beverage packages can be paired with your selected spirits package for an additional \$12 per person.

Whiskey Tasting Experience: Sampling of Butcher's Cut Bourbon, Homegrown Rye, Bloodline Whiskey + one selection of single barrel experimental whiskies.

Bespoke Gin & Tonic Bar: Six of our small batch gins paired with tonics and garnishes in traditional Spanish fashion.



SINGLE BARREL BOURBON

YES... You can buy a barrel of whiskey.

If you want the ultimate corporate gift, buy an entire barrel of whiskey! It's guaranteed to cement your legacy as the coolest company ever. Invite your VIPs to a whiskey tasting to select the barrel at the Whiskey Factory. You also get the empty barrel to trick out your new office bar.

Appx. \$11,000 (Estimated based on 240 bottles)

Packaging & Labeling

Pick one standard Detroit City Distillery bottle size 750 ml (fifth) or 375 ml (pint) with our standard labels. Standard label printing costs and application is included in the price. Customizable side label is also included.

Enjoying your Creation

You have three options for enjoying it:

- Option 1) Package all your bottles for you to keep or gift*
- Option 2) Serve your whiskey at the event*
- Option 3) Serve at the event and keep the remaining bottles*



BEVERAGE PACKAGE TASTING

Once a bar package has been chosen, we offer a complimentary beverage tasting! The tasting will be scheduled with a member of our Events team on Wednesdays & Thursday evenings, 30 days prior to your event date.

BEVERAGE SERVICE FEE

25% service fee will be added to each package. The service fee includes staffing and glassware. A 6% Sales Tax is added on all beverage packages.

WHAT WE CAN SERVE & WHAT WE CAN'T

- No client may supply their own alcohol.
- All spirits and beer must be provided by Detroit City Distillery. Spirits and beer will be served by Detroit City Distillery.
- If cocktail hour is hosted on the production floor, only three batch cocktails will be served.
- Due to our licensing, we cannot serve wine or champagne because we do not make it. Our catering partner, Two Unique is licensed to serve wine at your event. DCD is not responsible for the cost or service of wine or champagne. Two Unique is responsible for all meal related beverage service including water, wine, champagne and all related glassware.
- Any minor or non-drinker will be an \$8 flat fee.



WHISKEY FACTORY SPIRITS EXPERIENCE MENU

SPIRITS

Retirement Plan. Lady of the House
Gin, hibiscus, lemongrass, lemon

Bees Knees. Railroad Gin, lemon honey

Floradora. Shopkeeper's Gin, Strawberry,
lime, ginger beer

Idol Hands. Gilded Age Vodka, earl gray-
lavender tea, honey, cinnamon,
cardamom, lemon

Madame Cadillac. Gilded Age Vodka,
raspberry, Aperol, lemon, honey

Guava Crush. Gilded Age Vodka, guava,
orange cordial, vanilla, lemon

Midnight Blue. Homegrown Rye,
blueberry-basil shrub, cappelletti,
grapefruit

Rye on Fire. Homegrown Rye, mango,
habanero, lemon, ginger, honey

¡Playa Caliente!. Tequila, strawberry,
passionfruit, dry curacao, lime, pasilla

Sun Breeze. Summer Rum infused with
lavender, strawberry, cocchi, americano,
lime, pasilla

Bourbon and Branch. Butcher's Cut
Bourbon, ginger beer, Peychaud's bitters

Bourbon Smash. Butcher's Cut Bourbon,
lemon, mint, simple syrup

Butchers Cut Bourbon

Four Grain Bourbon

Homegrown Rye

Bloodline Whiskey

Gilded Age Vodka

Summer Rum

Railroad Gin

Peacemaker Gin

Shopkeeper's Gin

Baron Gin

Lady of the House Gin

Hard Head Gin

BEER

Lager Pale Ale IPA

*Sample Cocktail Experience

A photograph of a distillery tour. The scene is set in a large industrial space with high ceilings, exposed pipes, and several large stainless steel tanks. A group of people, including men and women of various ages, are walking through the facility, some looking at the equipment. The lighting is a mix of warm yellow and cool blue. The text "DISTILLERY TOURS" is overlaid in a white, serif font across the center of the image. A white arrow points to the right, starting from the bottom of the text.

DISTILLERY TOURS

DISTILLERY TOURS & TASTINGS

We offer private distillery tours that are perfect for small corporate outings and team building activities. Tours typically last around one hour and can accommodate groups of up to 30. Participants will learn about the art and science of the distilling process from grain to glass while getting a history lesson on Detroit's infamous past of making alcohol at the site that started it all. Guests indulge with a cocktail during the tour and conclude with a tasting of our signature spirits. *Distillery Tours can be added on to a private event for a reduced price, or as it's own experience for the pricing listed below.

\$30 per person

Contact us for arrangements for larger groups

Limited food options may also be available through our catering partner Two Unique.

Your host is Garrett Passiak, Detroit City Distillery Brand Ambassador, long time Detroit bartender and booze history buff that guarantees a good time.





CULINARY EXPERIENCE



HORS D'OEUVRE OPTIONS

STATIONARY

Stationary table, served as a “help yourself” format for cocktail hour.

\$4.00 - \$15.00 per person

PASSED

Two Unique staff strolls through the cocktail hour with trays of your choice of pieced hors d'oeuvre's—typically a variety of 3-6 options.

\$7.00 - \$10.50 per person

STATIONARY + PASSED

A stationary table is present for your guests to help themselves while staff passes your choice of pieced hors d'oeuvre's - typically a variety of 3-4 options.

\$10.00 - \$15.50 per person



DINNER EXPERIENCES

PLATED

Guests are seated and salads are served to the guests. Following the salad course, staff will clear dishes and serve the selected dinner course.

\$85-\$110 per person

FAMILY STYLE

Guests are seated and salads are served to the guests. Following the salad course, staff will clear dishes and serve the dinner menu, family style with large platters for each table. **\$100+ per person**

DINNER EXPERIENCES CONTINUED

STROLLING

Beautifully composed small plate tables or “Make Your Own” stations offering a variety of tastes, dietary restrictions and selections to offer your guests. Salad course may be served plated or stationary.

\$80 - \$100 per person

BIG TABLE STATIONARY BUFFET

Staff will release tables to help themselves at the stationary buffet where a salad will be present with the additional menu selections.

\$80 - \$100 per person





DESSERT EXPERIENCES

PETITE SWEETS TABLE

Consists of a variety of petite sweets for your guests to help themselves. (3 petite dessert pieces per person) **\$4.50 - \$7.00 per person**

TABLE SIDE PLATED DESSERT

Individually plated desserts which staff will serve to each guest. **\$8.25 per person**



OUR CULINARY PARTNER

The Whiskey Factory is pleased to partner with Two Unique Catering as our exclusive caterer. The 2U team seamlessly coordinates with our team to help you design the culinary experience of your dreams.

CULINARY TASTINGS

To begin your food journey and to provide you with peace of mind in securing services, Two Unique is pleased to offer complementary social tastings with an abundance of culinary selections that occur monthly at their tasting room in Royal Oak. After attending a social tasting experience, private tastings are an option and prices vary based on proposed menu.

CULINARY FEES

- Staffing, basic china, rental & operational fees are included in per person culinary experience estimates.
- Food prices do not include sales tax.
- We will provide one overall estimate for the total food and beverage package cost. Customers will receive two invoices (one from Detroit City Distillery and one from Two Unique Catering).

RENTAL NEEDS

In addition to planning your food and beverage package, our turn-key culinary partner can assist with additional rental needs.

- Chiavari chair packages: standard guest seating tables, choice of linen/napkin (average \$20-\$25pp)
- Upgraded chair choices and farm table options available with varying prices
- Custom draping, lighting, and floral coordination available

A photograph of a busy indoor event, likely a trade show or conference. In the foreground, a woman with dark hair and a pink scarf is out of focus. Behind her, a long table is set up with various food items, including breads and pastries, and decorated with yellow and purple tulips. Several people are gathered around the table, some looking at the food and others talking. In the background, more people are visible, and the ceiling features exposed pipes and string lights. The overall atmosphere is professional and social.

PREFERRED VENDORS



PREFERRED VENDOR LIST

RENTAL COMPANIES

Bloomfield Party Rentals
<https://www.bloomfieldrentals.com/>

Detroit Chiavari
www.detroitchiavari.com

Display Group
www.displaygroup.com

Event Theory
www.eventtheory.com

Event Source
www.eventsource.net

Luxe Linen
www.luxeeventlinen.com

Modernly Events
www.modernlyevents.com

LIGHTING/AV

Affordable Party Lighting
www.affordablepartylighting.com

AVL Creative
www.avl-c.com

Elysium Experience
www.elysiumexp.com

DJ/MUSIC

Bee Entertainment
www.beedjs.com

Block Party
www.theblockparty.com

E3 Detroit
www.e3detroit.com

Mike Staff Productions
<https://mikestaff.com/>

Lufu
<https://lufu.com/>

BANDS

Dan Rafferty Band
<https://thedanraffertyband.com/>

Space Cat Band
<http://www.spacecatband.com/>

Jerry Ross Band
<https://www.jerryrossband.com/>

Collision 6
<https://www.c6band.com/>

FLORAL

Blumz by JR Design
www.blumz.com

Fleur Detroit
www.fleurdetroit.com

French's Flowers
<https://www.frenchsflowers.com/>

Flowers for Dreams
<https://flowersfordreams.com/>

Graham Stanton
www.grahamstantonco.com/inquire

Michael B. Anthony
<https://www.michaelbanthony.com/>

Studio Terrain
www.studeioterrain.com

STEM formally Twigs & Branches
www.tbfloral.com

VALET

A-1 Valet INC.
www.a1valet.com

Metro Valet Parking
www.metrovaletparking.com

Startrax
www.startrax.com

TRANSPORTATION

Dream Limousines Detroit
www.dreamlimousinesdetroit.com

Motor City Vintage Rentals
www.motorcityvintagerentals.com

OTHER

Anna's Cafe Espresso Bar
<https://www.annascafedetroit.com/>

Cappuccino Man
<https://www.cappuccinoman.com/>

CIGARDEN Cigar Service
<https://cigardendetroit.com/>