

Sunnyside Distillery
312 Tomakin Road Mogo NSW 2536
ABN:98 626 788 223

Sunnyside Distillery

Business Plan

Prepared: 20 August 2020

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Business Plan Summary

The Business

Business name: Sunnyside Park

Business structure: Family partnership

ABN: 98 626 788 223

Business location: 312 Tomakin Road, Mogo NSW 2536

Date established: 01 July 2016

Business owner(s): K.J Abel & R.W Abel

Products/services: Production and sale of Gin, Vodka, Schnapps & Whiskey. Distillery tours and tastings of spirits. Cellar door sales. Café and bar serving light meals and refreshments– patronage capacity 40.

Licences & permits: Producer/wholesaler liquor licence

The Market

Target market:

Tourists & locals, gin & whisky enthusiasts

The Future

Vision statement:

Produce exceptional spirits made from quality locally sourced produce using traditional artisan distillation methods. Deliver innovative and unique tours and tastings.

Goals/objectives:

Produce award winning spirits – locally and internationally recognised.

Grow a successful and profitable business.

Create a culture employees will enjoy working in every day.

Management & ownership

Names of owners: Robert & Kate Abel

Management: Ben & Kellie Plenty, Dean & Amy Abel

Experience: Robert and Kate Abel have owned numerous successful businesses.

All owners/managers have a combined experience in sales, service and hospitality industries.

Key personnel

Current staff

| Job Title | Name | Skills or strengths |
|------------------------------|---------------|--|
| Distiller | Dean Abel | Adelaide University – Fundamentals of Spirit Production Responsible Service of Alcohol Builder/Carpenter |
| Distiller & Business Manager | Kellie Plenty | Liquor Licensee Adelaide University – Fundamentals of Spirit Production 15 years sales experience |
| Restaurant Manager | Amy Abel | 10 years hospitality experience Responsible Service of Alcohol |
| Production Manager | Ben Plenty | Builder/Carpenter Responsible Service of Alcohol |

Required staff

| Job Title | Quantity | Expected staff turnover | Skills necessary | Date required |
|-------------------|-----------------|--------------------------------|--|-------------------------|
| Waitperson | 3 | 2-3 years | Relevant qualifications in hospitality. Hold a current Responsible Service of Alcohol certificate | On opening |
| Cook | 1 | 3-4 years | Relevant qualifications in cooking/chefing | On opening |
| Trainee Distiller | 1 | 4-5 years | Responsible Service of Alcohol certificate | 24 months after opening |
| Brand Manager | 1 | 2-3 years | Relevant qualifications in marketing & sales | 12 months after opening |

Recruitment options

To obtain required staff we intend to advertise through local employment agencies, online, local radio and newspaper.

Training programs

Trainee Distiller will complete the Adeliade University Fundamentals of Spirit Production course and in house training.

Waitpersons will have in house training.

Products/services

| Product/Service | Description | Price |
|---------------------------|--|-----------|
| Gin | Distilled on site. Flavoured. Unit size 500ml. | \$58 |
| Vodka | Distilled on site. Plain. Unit size 500ml. | \$48 |
| Schnappes | Distilled on site. Flavoured. Unit size 500ml. | \$34-\$49 |
| Whisky | Distilled on site. Unit size TBA | \$TBA |
| Distillery Tour & Tasting | Tour our distillery and sample our products | \$30 |

Operations

Trading hours: 7 days a week 10am-3pm.

Delivery times: Monday to Friday 10am – 3pm.

Communication channels: Website & online sales, social media, telephone & email.

Memberships & affiliations: Australian Distillers Association