

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

Sunnyside Distillery

Business Plan

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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