



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 whiskies, 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 when producing alcohol was illegal.

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.

A romantic wedding scene in a rustic venue. A couple is shown from behind, embracing and kissing. The man is wearing a dark suit, and the woman is wearing a white dress. They are surrounded by guests seated at tables, some of whom are taking photos. The venue has a warm, intimate atmosphere with string lights hanging from the ceiling and exposed brick walls.

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 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 is can be rented for cocktail hour activations 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 a \$200 flat fee per security guard.

The Whiskey Factory requires one security guard for events with fewer than 200 guests, 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 reception
- The first floor is available for rental if 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

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 handicap/physically challenged guests during the event.

THIS IS A WORKING DISTILLERY

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

A woman with dark hair, wearing a white wedding veil and a white dress, is leaning over a wooden barrel. She has intricate henna designs on her hands and is holding a glass of red liquid with a lime wedge. She is looking off to the side. The background is a dimly lit distillery with several wooden barrels.

SPIRITS EXPERIENCE

A man and a woman are standing behind a bar. The woman is wearing a white, floor-length, lace-trimmed dress and is holding a glass of red wine. The man is wearing a black tuxedo with a red pocket square and is holding a glass of whiskey. They are both looking towards the camera. The bar is made of dark wood and has a gold-colored tiled backsplash. There are several bottles of whiskey on the bar, including one labeled 'WHISKY'. The background is a brick wall with string lights hanging from the ceiling.

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. 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.

\$48 per person for the first four hours
\$10 per person for each additional hour

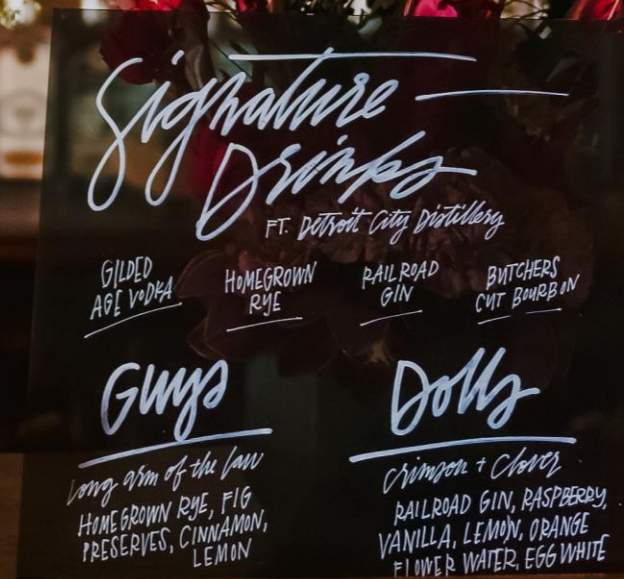
PACKAGE No. 2

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.

\$40 per person for the first four hours

\$6 per person for each additional hour





OPTIONAL ADD-ONS

TASTING EXPERIENCES

Add-on beverage packages can be paired with your selected spirits experience 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 wedding favor for your event, buy an entire barrel of whiskey! Give each of your guests a bottle of whiskey to go home with and have some bottles left over for your home bar. You will come to a whiskey tasting to select your barrel at The Whiskey Factory. You also get the empty barrel to trick out your own bar or for guests to sign at your event.

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 rest.



WHAT TO KNOW

BEVERAGE PACKAGE TASTING

Once a bar package has been chosen, we offer a complimentary beverage tasting! The tasting can be scheduled with a member of our Events team based on availability Wednesdays & Thursdays, 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 may be served by Detroit City Distillery.
- Looking for a completely unique cocktail menu? Allow us to craft an imaginative cocktail menu that will enhance your dining experience for an additional price. The Whiskey Factory will work with our catering partner, Two Unique, to create the perfect pairing for any coursed menu.
- If cocktail hour is hosted on the production floor only three batch cocktails will be served, full bar experience can be added for an additional price.
- Due to our licensing, we cannot serve wine or champagne at this time because we don't make it. Our catering partner, Two Unique is licensed to serve wine at your event. DCD will not be 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

CLASSICS

Moscow Mule. Gilded Age Vodka, ginger beer, simple, lime*

Martini. Choice of DCD gin, dry vermouth. Per your specifications

Negroni. Choice of DCD gin, sweet vermouth, campari

Sazerac. Homegrown Rye Whiskey, absinthe, simple, peychauds bitters

Manhattan. Homegrown Rye Whiskey, sweet vermouth, peychauds bitters, luxardo cherry

Bourbon and Branch. Butcher's Cut Bourbon, ginger beer, honey, lime, angostura bitters*

Old Fashioned. Butcher's Cut Bourbon, sugar, angostura bitters, orange peel

ORIGINALS

Cowboy Bebop. Gilded Age Vodka, cucumber, ginger, toasted sesame, lime*

Trainwreck. Gilded Age Vodka, raspberry, lemon, soda, cherry bitters*

Pearameters. Gilded Age Vodka, smoked pear, lavender, lemon, orange bitters*

Blue(berry) Velvet. Peacemaker Gin, blueberry-sage, ginger beer*

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

Long Arm of the Law. Homegrown Rye Whiskey, fig, cinnamon, lemon, black walnut bitters*

Forth & Back. Butcher's Cut Bourbon, lime, rosemary, honey, ginger, house blended bitters

SPIRITS

Butcher's Cut Bourbon

Homegrown Rye

Bloodline Whiskey

Gilded Age Vodka

Railroad Gin

Peacemaker Gin

Shopkeeper's Gin

Baron Gin

Lady of the House Gin

Foundation Gin

Ghost Gin

Hard Head Gin

BEER

Lager Pale Ale IPA

*Sample Cocktail Experience



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**

CEREMONIAL CUTTER CAKE + PETITE SWEETS TABLE

8" Ceremonial cutter cake for bride and groom to have traditional cake cutting with petite sweets table for your guests to help themselves. **\$100 cake fee, \$4.50 - \$7.00 per person**

WEDDING CAKE

Variety of options and cake sizes to customize for your celebration! **\$4.00 per person**

TABLE SIDE PLATED DESSERT

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



WHAT TO KNOW

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. In addition, quarterly complementary social tastings are also offered at the Whiskey Factory. 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 rustic distillery interior with wooden barrels, a large pampas grass arrangement, and a set table. The scene is dimly lit with warm, ambient lighting from string lights and candles. The barrels are stacked in the background, and a large, feathery pampas grass arrangement hangs from the ceiling. A wooden table in the foreground is set with glassware, plates, and a centerpiece of flowers and fruit. A large animal skin rug is spread out on the floor in front of the table.

PREFERRED VENDORS



PREFERRED VENDOR LIST

WEDDING PLANNERS

Weddings by Tessa C.O.
<https://www.weddingsbytessaco.com/>

Pineapple Punch Events
www.pineapplepunchevents.com

LG Event Design
www.lgeventdesigns.com

Beautiful Day Planning
<https://beautifuldayplanning.com/>

LDT Events
<https://www.ldtevents.com/>

RENTAL COMPANIES

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

Event Theory
www.eventtheory.com

Event Source
www.eventsource.net

Detroit Chiavari
www.detroitchiavari.com

Display Group
www.displaygroup.com

Modernly Events
www.modernlyevents.com

Luxe Linen
www.luxeeventlinen.com

PHOTOGRAPHERS

Andraya Croft Photography
andrayacroft.com

Erin Schmidt Photography
www.eschmidtphotography.com

Niki Marie Photography
www.nikimariephoto.com

Alora Rachelle
www.alorarachellephoto.com

Brethomas Photography
www.brethomasphotography.com/

Frankie Photography
www.frankiephotographyymi.com

Dan Cox Photography
<http://www.dancoxphoto.com/>

Samantha Leigh Studios
<https://samanthaleighstudios.com/>

Benjamin David Photography
<http://www.benjamindavid.co/>

Molly Grunewald & Company
<https://mollygrunewald.com/>

CALLIGRAPHY

Plume + Proper
www.plumeandproper.com

FLORAL

Blumz by JR Design
www.blumz.com

Graham Stanton
www.grahamstantonco.com/inquire

Fleur Detroit
www.fleurdetroit.com

Studio Terrain
www.studeioterrain.com

Loden Floral
www.lodenfloral.com

STEM formally Twigs & Branches
www.tbfloral.com

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

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

Flowers for Dreams
<https://flowersfordreams.com/pages/detroit-flower-delivery>

VIDEOGRAPHY

Bella Reel
www.bellareelfilms.com

Heart + Soul
www.heartandsoulfilms.com

DJ/MUSIC

Bee Entertainment
www.beedjs.com

Block Party
www.theblockparty.com

DJDC Productions
www.djdcproductions.com

E3 Detroit
www.e3detroit.com

Lufu
<http://lufu.com/>

LIGHTING/AU

Affordable Party Lighting
www.affordablepartylighting.com

AVL Creative
www.avl-c.com

Band Ayd
www.band-ayd.com

Elysium Experience
www.elysiumexp.com

TRANSPORTATION

Dream Limousines Detroit
www.dreamlimousinesdetroit.com

Motor City Vintage Rentals
www.motorcityvintagerentals.com



PREFERRED VENDOR LIST

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/>

VALET

Metro Valet Parking
www.metrovaletparking.com

A-1 Valet INC.
www.a1valet.com

Startrax
www.startrax.com

HOTEL ROOM BLOCKS

Detroit Marriott – Ren Cen
www.marriott.com

Foundation Hotel
www.Detroitfoundationhotel.com

Greek Town Casino
www.greektowncasino.com

Courtyard by Marriott
www.marriott.com

Aloft Detroit by David Whitney
www.marriott.com

Shinola Hotel
www.shinolahotel.com

Hilton Garden Inn
www.hiltongardeninn.com

OTHER

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

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

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

Tailored Detroit
<https://tailoreddetroit.com/>