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SPIRITLESS – R&D of KENTUCKY 74

Request/ Idea:

to develop and produce a non-alcoholic “bourbon,” that has a flavor profile that is comparable to a real bourbon and is distilled.

CASE STUDY

Key Strategies:

- **Design of Experiments (DOE):** thorough process and product research for prototype development, which resulted into bench scale prototypes, and eventually into production
- **Assessments for full-scale production:** risk analysis and performance for understanding and reduction - then production of assessments were done
- **Risk Analysis:**
 - Analysis for development and production in a suitable manufacturing site with quality, cost, timeline, and minimal risks
 - Assessments were performed, however, to understand brevity of risks and to minimize or mitigate
- **Production Development**
- **Hurdles:**
 - Finding a suitable manufacturing partner with minimal risks and availability to achieve quality of product delivering to market
 - Development and production were a challenge, especially as this was performed during COVID

Results:

- Many learnings were obtained, and the ability to produce a quality NA spirit to market is a great achievement
- Kentucky 74 was a success and launched into market!
- The process and product are patented
- Gold Medal → Best Non-Alcoholic Spirit (L.A. Spirits Award)

About the Client:

We're three entrepreneurs and entertainers with a love for Bourbon Country.

Risk takers and move makers.

Winers and diners.

Storytellers and saveurs. And

we always want one more

Manhattan.

We love gathering for game days, spa days and work-all-days. But we're also mamas who need to get up with our eight kids under eight (!!) for school days, play days and birthdays.

We have a business to run and a brand to build, up-and-comers to mentor, and movers and shakers to meet.

We crave date night days and dance party days, but balance busting a move with early-bird-gets-the-worm days. #LessIsYes