



Spirits Training  
Entrepreneurship Program  
for Underrepresented Professionals

# IMPACT REPORT



## Mission Statement

To provide underserved and underrepresented individuals with hands-on training and education, encouragement, and opportunities to enter the spirits community through a comprehensive internship program like no other in the alcohol beverage industry.

## THE STATS

49%

Some of the top reasons for potential candidates not considering a career in the bev alc industry included: lack of diversity, equity and inclusion\*

2.5%

Since 2015, the percentage of venture capital financing across all sectors in the United States that went to Black and Latinx founders.\*

2.3%

Of global venture funding went to female-only founders, a decline from 2019.\*

\*According to the 2023 DEI Study conducted and published by Deloitte and Women of the Vine and Spirits, and the 2020 Crunchbase Diversity Spotlight Report.

## A first of it's kind program -- unlike any other

Founded in 2020 by members of the American Craft Spirits Association.

Developed, Created, and Launched in 2021.

100% graduation success rate.

Developed a full educational curriculum for all participants.



eight  
OAKS

# YEAR

# DETAILS

# OUTCOME

## 2022

*Introductory year*

Full-year program:

- (2) Interns
- (1) Distributor
- (3) Distilleries
- (2) Mentors
- (1) Educational partner

Donors: Beam Suntory, Dunamis Premium Spirits, Fast Penny Spirits, Good Deeds Spirits, St. George's Spirits, Individuals.

Donations Received: \$173,905.00

- 100% Graduation Success Rate
- Both Alumni are currently employed within the spirits industry as Distillers.



## 2023

- (2) Interns,
- (1) Distributor
- (2) Host Distilleries
- (1) Specialty Distillery
- (1) Diageo Distillery
- (2) Mentors
- (2) Educational partners

Donors: Infinium Spirits, Inc., Catoctin Creek Distilling Company, DuNord Foundation, Sagamore Spirit Distillery, Michter's Fort Nelson Distillery, House Spirits Distillery, Individuals.

Funds Pledged & Raised: \$125,212.19

- 100% Graduation Success Rate
- Changes made via feedback from participants:
  - 8-month program
  - Forklift training
  - Community Immersion stipend



CURRENT ANNUAL  
PER INTERN COST:

a living stipend, lodging,  
transportation, travel, and coaching.

# \$70,000

## What makes the



## internship program so unique?

- STEPUP offers experience across multiple companies & industry tiers.
- STEPUP offers access to entry at various levels of employment.
- STEPUP is designed to be accessible by people of all educational & class backgrounds.



# THANK YOU

to our most generous and dedicated donors across all levels of giving.

*Donors don't simply provide funds. They pave the way to change the face of the industry.*

*One intern at a time.*

# 100%

of donations go towards the operations of the program.



## **CORNERSTONE PARTNER**

*Diageo North America*

## **KEYSTONE DONORS**

*Infinium Spirits*

*Beam Suntory*

## **FOUNDATION DONORS**

*St. George's Spirits*

## **BRICKLAYER DONORS**

*Sagamore Spirit*

*Michter's Distillery*

*Dunamis Premium Spirits*

*Westward Whiskey*

*Catoctin Creek*

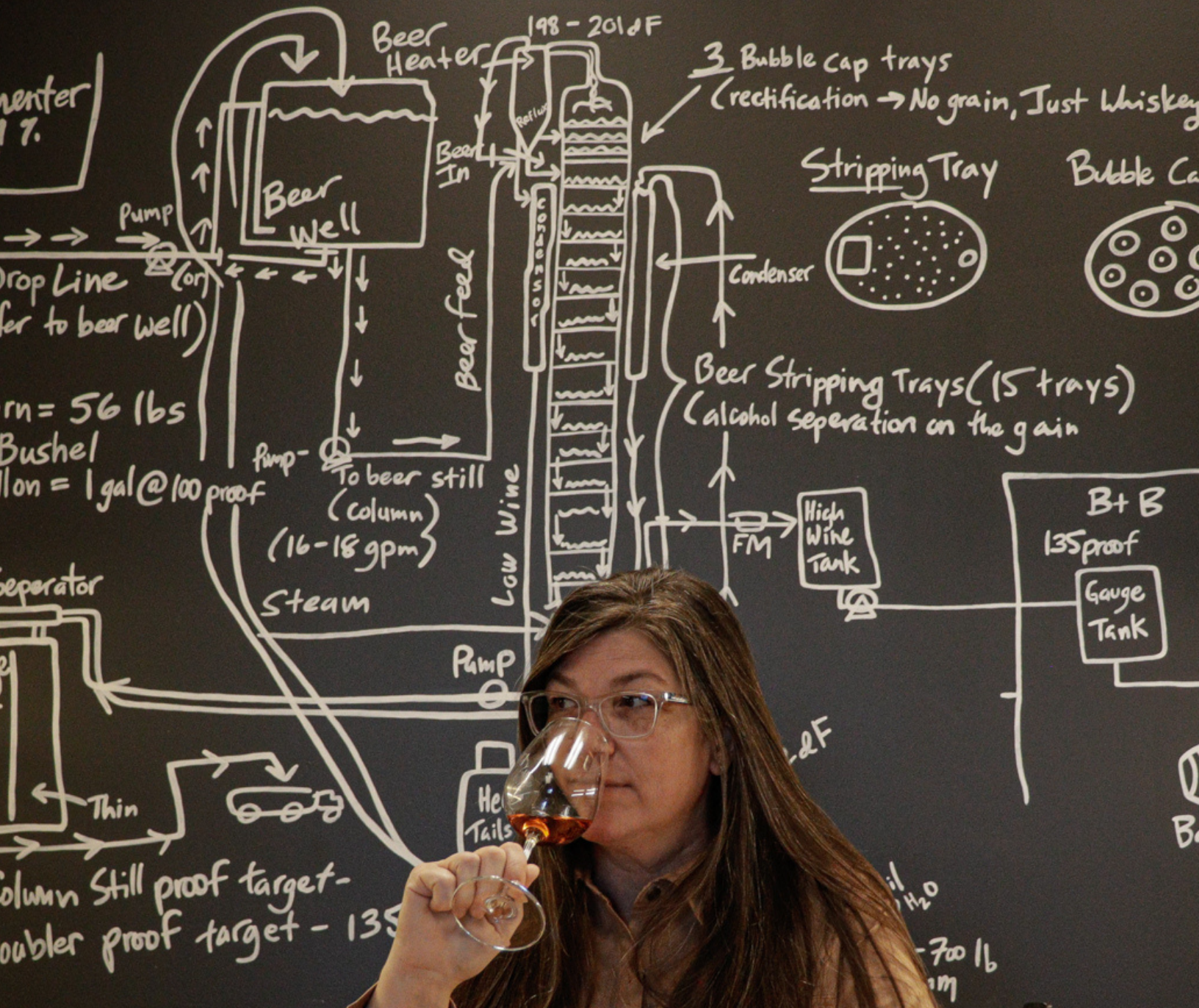
*Fast Penny Spirits*

## **INAUGURAL DONORS**

*Young's Holdings*

*Leopold Bros.*

*Smooth Ambler*





*"The STEPUP Foundation is providing the path for me to build community wealth via entrepreneurial acumen bestowed by heavyweights in the spirits industry. I'll be forever in this program's debt."*

*- Yaki Udoumoh, 2022 STEPUP Graduate Distiller, Sagamore Spirits*

*"Being a mentor for the STEPUP Foundation was one of the most rewarding experiences in my career. I continue to be amazed at the work the STEPUP Foundation accomplishes. I am incredibly proud to be a supporter of STEPUP."*

*- Sailor Guevara, 2022 STEPUP Mentor*



*"STEPUP is a lot of everything. And I love it. From grain to glass and everything in between. The dreaming, the making, the marketing, the selling, the building of customer relationships and even accounting."*

*- Erin Lee, 2022 STEPUP Graduate Distiller, FEW Spirits*



Glacier

BLACK  
HISTORY  
IN THE  
BREWING





# PROGRAM PARTICIPANTS

Our success is in part due to the great consideration and care of our distillery partners.

**2022**

**Eight Oaks Farm Distillery**

**Westward Whiskey**

**Cascade Hollow Distilling Co.**

**Republic National  
Distributing Company**

**2023**

**Sagamore Spirits  
*Host Distillery***

**New Riff Distillery  
*Host Distillery***

**Glacier Distilling**

**Cascade Hollow Distilling Co.**

**Republic National  
Distributing Company**

# KEEP IN TOUCH

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