



BC's Original
Farm-to-Flask Distillery

Tyler Dyck

CEO Okanagan Spirits

Craft Distillery

President

Craft Distiller's

Guild of BC



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“Telling YOUR Story”

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- Your story is your single biggest asset.
- It's what makes you and your brand unique and it is what you stake your reputation on.
- It should be something that evolves over time, but always is based upon its key founding principles and defining features



If I could turn back the clock: “Telling YOUR Story”

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- I would go back and champion our link to the land and the local terroir, even more than I do now!
- I would return to the time where I took the advice to “focus on the marketing of the “Product””, and I would instead have continued to focus on the “Experience”...The world doesn't benefit from production of yet another consumable product, but it does from the creation of a good memory stemming from a wonderful experience.
- I would stop chasing the competitions success and focus more on what really matters in the long term: a consistent, authentic message.



“What the Customer wants”

- To know what your customer really wants you first have to understand what portion of the market your brand is positioned for.
- To take the time and do the research to identify what your identified market really wants.
- Have thick skin and engage in market research panels with your product.
- Study the market research and metrics on your particular market environment.



If I could turn back the clock: “What the customer wants”

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- I would have spent less time analyzing the numbers on sales of market categories, and instead, I would have filtered the meaning of those numbers through a better understanding of what our brand really is.
- I would have spent more time at hospitality industry conferences talking directly to prospective accounts, and listening to what they really are looking for.
- I would have found a way to reign in the pressure to constantly expand the portfolio in trying to please accounts. More is not always better.





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