

# VIKRE

DISTILLERY

525 S Lake Ave, Duluth, MN

**eat right**<sup>®</sup>

Academy of Nutrition and Dietetics

**North East Regional MAND**

**RSVP by Friday January 27 2016**

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Please forward this invitation on to others who may be interested.

Come join us for networking and learning about Vikre, Duluth's own craft distillery.

Tuesday January 31, 2017  
Tour 5:30 pm  
Social Hour one hour before tour

1.0 CEU will be offered  
Free CEU to MAND Members



**Activity Type:** Live Activity  
**CPE Hour:** 1.0 CEU, Level 2

**Activity Title:** Why is Water so important to Vikre?  
**Target Audience:** MAND North East Members

This local Northern Minnesota Distillery has been using local ingredients; local grains, handcrafted MN oak barrels and clean cold Lake Superior water. Join the MAND Northeast Region group for a social/educational happy hour. Drinks and snacks are available for purchase.

**Activity Speakers:**

**Emily Vikre, Co-Founder, President & Arbiter of Taste:**

Emily is a native of Duluth who holds a PhD in food policy and behavioral theory from Tufts University. She is a nationally recognized food and drinks writer. She is a regular columnist for the James Beard award-winning site Food52, and contributes to a wide swath of other publications including Lucky Peach, Minnesota Public Radio and Norwegian American Weekly, in addition to being the mastermind of the cooking blog Five and Spice <http://fiveandspice.com/>. She once accidentally won a wine-tasting contest in France. She's the palate of the operation and resident mad scientist.

**Joel Vikre, Co-Founder, CEO & Distiller:**

Joel has followed a crooked path. Exciting highlights: Getting bitten by a bat while mist netting at night in a Costa Rican rain forest. He worked with nuns running a clinic on a landfill in Tijuana. After leaving medical school to focus on global health and starting not one, but two- internationally acclaimed non-profits that fight HIV-AIDS and promote water sanitation in parts of Africa. Learning how to distill a moonshine called "the tears of the lion" in a mud hut using clay pots from Dani, his Kenyan "grandmother." Now Joel is using his background in strategic planning, plus his hobby-honed mechanical skills, to assemble and run our crazy amounts of equipment.

**Agenda:**

- 5-5:30pm    Networking and Team Building Activity**
- 5:30-6:30pm    Presentation and Tour from Emily and Joel Vikre**

**Activity Objectives:**

Participants will have an understanding:

1. The importance of water quality to the distilling process.
2. Local Duluth flavors that inspire their business.
3. The challenges from a hobby to a business.