tulleeho

ELEVATING SPIRITS, DEFINING TASTE

An Introduction to Distilling

FROM GRAIN TO GLASS

Intensive 3-day program

MASTER
THE CRAFT

Build a solid foundation in the science and art of distilling through this intensive 3-day immersive program. Whether you're launching your own brand, joining a distillery, or becoming a knowledgeable spirits ambassador, this course equips you with the skills to get started.

No prior qualifications required.



What You'll Gain

Discover Your Fit – Find out if a career in distilling is right for you.

Career Ready – Build the knowledge needed for entry-level distillery and blending roles.

Technical Confidence – Speak about spirits with authority as a founder, bartender, or brand ambassador.

Industry Network – Access Tulleeho's job board, alumni community, and industry connections.

Exclusive Experiences – Invitations to graduate-only distillery visits and learning sessions.

Who Should Attend?

- Aspiring & Existing Spirits Entrepreneurs
- Brand Ambassadors
- Bartenders & Bar Owners
- Distillery & Bottling Professionals
- Hospitality & Beverage Students

From

TULLEEHO	CHARNELLE MARTINS, DIPLOMA DISTILLER
Leaders in beverage education for last 26 years	Independent Distiller & Consultant
WSET (Wine and Spirits Education Trust) course providers since 2010	Master Distiller/Master Blender of the year 2023 Diploma in Distilling, Institute of Brewing and Distilling (IBD), UK / MSc in Food & Alcohol Biotechnology – Abertay University, Dundee, UK / BSc in Life Sciences and Biochemistry – St. Xavier's College, Mumbai

Program Dates

	July 24–26, 2026
	Day 1 & 2: Classroom
	Day 3: Distillery Field Trip
	2 Pints, Panjim, Goa
₹	**INR 49,500 AI**
	Sumit: +91 99670 54856 / Abhirup: +91 9930476741





INTRODUCTION TO DISTILLING

Raw Materials & Processing

Cereals : Barley and the malting process.

Non-Cereals : Agave, Sugar Cane/Molasses and Grapes.

Wort Production : The principles of breaking down and converting starches into fermentable sugars using enzymes.

Yeast Biochemistry : Characteristics of distilling yeast, basic carbohydrate metabolism and the production of flavor congeners.

Fermentation : Factors affecting yield, typical phases of fermentation, and the role of secondary organisms (e.g., bacteria in sour mash or dunder).

Possibility for sensory training : Identifying off notes in fermentations

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Distillation & Maturation Theory

Principles of Distillation : Liquid/vapor equilibrium, volatility, and the role of copper in removing unwanted sulfur compounds.

Batch/Pot Distillation : Double distillation processes, identifying heads, hearts, and tails and condenser technology.

Continuous/Column Distillation : Two-column system process

Maturation : The chemistry of wood-spirit interaction, types of oak, and the environmental factors affecting aging.

Spirit Preparation : Filtration (e.g., chill filtration or charcoal), dilution/reduction

Sensory analysis & Blending : Possibility for sensory training : Identifying off notes in distillates

FREQUENTLY ASKED QUESTIONS

(FAQ)

General

1. Who is this course designed for?

This program is ideal for:

- Aspiring Distillers
- Spirits Entrepreneurs
- Brand Ambassadors
- Bartenders & Bar Owners
- Distillery & Bottling Team Members
- Beverage Industry Professionals
- Students interested in the spirits industry
- Whisky and spirits enthusiasts who want a deeper technical understanding

2. Do I need any prior qualifications?

No,

No prior knowledge of chemistry, brewing, or distillation is required. The course starts from the fundamentals and gradually builds your understanding.

3. Is this a hands-on course?

Yes,

The first two days are classroom sessions covering the science and theory of distillation, while Day 3 includes a field visit to a working distillery where participants can see the concepts in action.

4. Will I learn how to make whisky?

You'll learn the complete journey from grain to spirit including:

- Raw material selection
- Mashing
- Fermentation
- Distillation
- Maturation
- Spirit styles
- Blending basics

The course covers the fundamental science and practical steps of distillation, providing you with the foundational knowledge needed for actual alcohol production.

5. Will this teach gin, rum or vodka as well?

Yes,

The principles of fermentation and distillation apply across all spirit categories. You'll understand how whisky, gin, rum, vodka and other distilled spirits are produced and what makes each unique.

Curriculum

1. What topics are covered?

The curriculum includes:

- Raw materials
- Cereals and non-cereal fermentable
- Yeast selection
- Fermentation science
- Wort production
- Pot still distillation
- Column still distillation
- Continuous distillation
- Spirit cuts
- Maturation science
- Wood interaction
- Tropical ageing
- Introduction to blending
- Distillery operations

2. Is this more practical or theoretical?

The course covers both aspects

- Classroom theory
- Demonstrations
- Practical Distillery immersion
- Interactive discussions

The aim is to build a strong technical foundation.

3. Will I understand the science behind distillation?

Yes,

The course simplifies the science behind distilling, giving you a functional, intuitive grasp of how each stage works so you can apply the concepts with confidence.

Career & Industry

1. Can this help me become a distiller?

Yes,

This course provides the technical foundation needed before moving into production roles, internships or advanced distillation studies.

2. Will this help my career as a bartender or brand ambassador?

Absolutely,

Understanding production allows you to :

- Tell authentic brand stories
- Answer customer questions confidently
- Sell premium spirits more effectively
- Build credibility within the industry

3. Can I start my own spirits brand after this course?

Absolutely,

The course equips you with the core technical knowledge needed to conceptualize a spirit and understand commercial production, which is the crucial first step to launching any brand. While you will eventually need to navigate regional commercial licensing and business setups, understanding the liquid itself ensures you can speak the language of distillers and confidently develop your product framework.

4. Is this useful for existing distillery employees?

Yes,
For production and quality teams, it sharpens technical precision and troubleshooting skills.
For sales professionals, it provides the deep product knowledge needed to speak with authority, tell a compelling brand story, and bridge the gap between the distillery and the market.

Certification

1. Who teaches the course?

The program is led by **Charnelle Martins,** Diploma Distiller, Independent Distiller & Consultant, recognised as Master Distiller/ Master Blender of the Year 2023, along with Tulleeho's experienced education team.

2. Why Tulleeho?

Tulleeho has over 26 years of experience in beverage education and has been a WSET course provider since 2010, training thousands of beverage professionals across India.

Logistics

1. Where is the course conducted?

Venue:
2 Pints, Panjim, Goa

The final day includes a distillery visit.

2. What are the course dates?

24–26 July
- 24 July – Classroom
- 25 July – Classroom
- 26 July – Distillery Field Visit

3. What are the class timings?

Participants will receive the detailed schedule after registration.

4. What is the course fee?

₹49,500 (all inclusive)

5. What does the fee include?

Typically includes:

- Training sessions
- Course materials
- Examination
- Distillery visit
- Certificate
- Refreshments and working lunch

6. Is transport provided for the distillery visit?

Yes

7. Are accommodation and travel included?

No,
Participants are responsible for arranging their own travel and accommodation unless otherwise stated.

Registration

1. How many seats are available?

Only 12 participants are accepted per batch to ensure personalised learning.

2. How do I register?

Simply scan the QR code on the brochure or contact:

- Sumit Sawant: +91 99670 54856
- Abhirup Bhattacharyya: +91 99304 76741

3. Is my seat confirmed after enquiry

No,
Seats are confirmed only after successful payment and registration.

4. What is the cancellation policy?

Please contact the organisers for the latest cancellation and refund policy.

Outcomes

1. What will I be able to do after completing the course?

You will walk away with an industry-ready skillset, allowing you to:

- Understand production process confidently from start to finish.
- Apply technical science to troubleshoot and optimize every stage of spirit development.
- Understand wood-spirit interactions and the nuances of blending.
- Speak with real authority to trade partners, customers, and distillery teams.
- Make informed career decisions in distilling
- Seamlessly transition into advanced technical and academic distilling programs.

2. Is this course suitable if I'm just curious about whisky?

Absolutely.
Passionate consumers and hobbyists make up a huge part of our community. This course strips away the marketing fluff and replaces it with real-world science, giving you a comprehensive look at the entire production process and elevating how you enjoy spirits.

3. Why should I choose this course over learning from YouTube or books?

Learn from an award-winning distiller through expert-led sessions, hands-on distillery exposure, and industry networking—gaining practical insights that go beyond self-study.

ABOUT
CHARNELLE MARTINS



Charnelle Martins is a highly competent Alcobev scientist, expert distiller, and technical consultant with over 12 years of hands-on experience dedicated to elevating the standards of spirit production and product innovation. She specializes in end-to-end New Product Development (NPD), fermentation biochemistry and wood science tailored to tropical maturation environments. As an industry leader, her expertise spans from crafting diverse, award-winning portfolios of craft spirits and premium bottled cocktails to translating complex production methods into compelling brand narratives for a global audience. A confident communicator and educator, Charnelle frequently serves as the core Technical Lead and Brand Ambassador, conducting masterclasses at international and local forums, media launches, and trade events.

Qualifications

Dip Distiller (Diploma in Distilling) –
Institute of Brewing and Distilling (IBD), UK

Diploma in Craft Distilling –
iStill University

Our Whisky Mentorship Programme –
Paired with Gillian MacDonald (Master Blender, The Glenmorangie Company), focusing on Whisky Maturation, Cask Management, and Blend Development.

MSc in Food & Alcohol Biotechnology –
Abertay University, Dundee, UK
Master's Thesis Project completed in collaboration with the Scotch Whisky Research Institute (SWRI), Edinburgh.

BSc in Life Sciences and Biochemistry –
St. Xavier's College, Mumbai, India

Experience

Head of Distillery Operations & Distiller
Third Eye Distillery Holdings Pvt Ltd, Goa
(April 2019 – Present)

Assistant Manager & Scientist – Research & Development
Diageo India (November 2014 – March 2019)

Accolades & Recognition

- Awarded "Master Distiller / Master Blender" - Icons of Gin India 2023
- Liquid portfolio awarded Gold Outstanding at IWSC & Global Spirits Masters