



Success Story: Valentine Distilling Co. Loves Exporting

Located in Ferndale, Michigan, in the 9th Congressional District, Valentine Distilling Co. has experienced tremendous success throughout the last few years. Company president, Rifino Valentine, who is dedicated to producing high quality, small batch spirits, turned to Food Export – Midwest’s Branded Program in 2012 to help expand the company’s global presence. In 2013, Valentine’s Distilling Co. also began utilizing Food Export – Midwest’s Online Product Catalog, as well as the Food Export Helpline. These programs have been invaluable resources for the local distillery, particularly in offering promotion for the company and assistance in navigating the logistical barriers many Michigan exporters face.

With the continued assistance of Food Export – Midwest’s Branded Program, in 2014 Valentine Distilling Co. saw approximately \$80,000 in export sales, and expect their 2015 totals to rise an impressive 50% to approximately \$120,000 in just one year. To accommodate this rapid growth, Mr. Valentine reported that the company recently “opened a new 15,000 sq. ft. production facility, making it one of the largest in the Midwest.” In 2014 the distillery also welcomed three new full time employees who will help the company expand its export reach even further.

Valentine Distilling Co. currently produces five spirits, including two varieties of vodka, two types of gin, and one unique bourbon whiskey. These products are currently being exported to Belgium, France, Germany, Italy, Spain, and Ontario, Canada. Mr. Valentine hopes to expand their reach in Canada to include Alberta and Quebec within the next year.



Food Export uses funding from the Market Access Program (MAP) to help America’s small businesses increase their exports of food and agricultural products. As exports increase, these small businesses are creating jobs and improving the strength and stability of our agricultural economy. Food Export-Midwest and Food Export-Northeast are non-profit organizations that work in collaboration with their member state departments of agriculture and the USDA’s Foreign Agricultural Service. They offer a wide range of programs and services that help boost America’s agricultural exports.



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