

100
Proof
BY
DETROIT CITY DISTILLERY



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Taste the History
Toast to Revival





THE HISTORY



THE STORY BEHIND 100 PROOF

Detroit City Distillery has been around for over 10 years now. What started as a small dream among friends has grown into something much bigger.

As we grew, we knew we needed more space, not just to make whiskey, but to share it with people like you. That's when we opened **The Whiskey Factory**, housed in what was once part of Goebel's Brewing Company, later transformed into the Stroh's Ice Cream Factory.

It became our production hub and one of the most unique event spaces in the city but we felt something was still missing.

*That's where **100 Proof** comes in.*

This brand new space completes the picture for us as a brand. Even the name itself holds a lot of meaning. It's about more than the strength of our whiskey, though yes, many of them are bottled at a bold 100 proof. It's a declaration: we're still here, still standing strong, and we're only getting better with time. It's our way of honoring the grit, passion, and proof of everything we've built over the years.

Now, looking around you, this space has its *own* story to tell. Back in Prohibition, when alcohol was outlawed and ice cream became a way to survive, this very space was the other half of the Stroh's Ice Cream Factory.

It was the mechanical room, the heartbeat of the whole operation, powering the equipment that kept the ice cream cold and the business running. If you look closely, you'll still see the original piping and machinery. We chose to keep it that way; not just for style but because preserving history is part of what we do.

Just like the spirits we craft, this place is layered with history, character, and intention.

WELCOME TO **100 PROOF.**

THE VISION

OUR VISION FOR 100 PROOF

At Detroit City Distillery, we believe great spaces tell great stories and now, we're writing our next chapter with 100 Proof, our newly reimagined event venue. Housed in the historic former Stroh's Ice Cream Factory, this space blends Detroit's rich industrial legacy with modern design, creating a bold, versatile platform for creativity, celebration, and community. Our vision for 100 Proof is clear: we're building more than a venue, we're building an experience.

We see this space as a blank canvas for possibility. With its original mechanical bones and industrial charm, paired with thoughtful, contemporary finishes, 100 Proof is designed to host everything from elegant rehearsal dinners and welcome parties, to corporate gatherings, vendor showcases, gala dinners, and immersive pop-ups.

It's also a home for one-of-a-kind whiskey-forward experiences. From barrel-thieving and bourbon blending, to cocktail and culinary collaborations that highlight the very best of what Detroit has to offer. Whether it's a public-facing tasting event, a private curated dinner, or a one-of-a-kind blend-your-own bourbon experience, 100 Proof is meant to be interactive, personal, and unforgettable.

We want this space to spark creativity. To inspire ideas. To be a place where clients, chefs, brands, and guests come together to create something original.

We're proud to offer flexibility for clients to bring in their favorite Detroit restaurants, food trucks, or caterers, making each event not only custom to every event, but deeply connected to the city we love.

100 Proof is open to all kinds of events and audiences. It's a home for both private celebrations and public connection. A place where art meets industry, and where the past, present, and future of Detroit all come together under one roof.



THE EXPERIENCE

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100 PROOF - MAIN ROOM

Secure your event date with a signed agreement and a 50% deposit of the rental fee plus cleaning costs.

RENTAL RATE

- **\$1,500 for 4 hours** (includes setup, event time, and cleanup)
- Additional Hours: \$250/hour

The remaining balance and final guest count are due two weeks prior to the event.

100 PROOF PRODUCTION FLOOR (ADD-ON ONLY)

This space is available as an add-on to the Main Room rental and cannot be rented separately.

Add-On Rental Rate

- **\$1,000 for 4 hours** (includes setup, event time, and cleanup)

CLEANING

A **\$275 cleaning fee** is required. The space will be cleaned both before and after your event.

SECURITY

Security is required for all **public-facing or ticketed events** and will be coordinated by the venue.

- Rate: \$25/hour per security guard (number of guards determined by venue)



WHAT TO KNOW

100 PROOF - MAIN ROOM

- Ideal for both intimate seated dinners and larger gatherings:
- Seats 32 guests at our custom-made farmhouse table
- Accommodates up to 100 guests for seated events
- Accommodates up to 150 guests for strolling-style
- All furniture and house sound included

PRODUCTION FLOOR CAPACITY

- A spacious option for large-scale events:
 - Accommodates up to 200 guests seated
 - Accommodates up to 250 guests for strolling events
- Note: Rentals for this space are not included in the base pricing.*

STAVE CAVE

- A intimate option for a private dinner
- Accommodates up to 14 guests
- Farmhouse table and chairs included

CLASSROOM

- Accommodates up to 40 guests seated (*rentals not included*)
- Accommodates up to 12 in Blend Your Bourbon classroom set up

PARKING

We have complimentary parking in 100 Proof's gated lot and plenty of neighboring street parking. Pricing for valet parking is available through a third-party vendor.

SPIRITS EXPERIENCE



100 PROOF - COCKTAIL EXPERIENCE

WE KEEP THINGS FRESH AND FLAVORFUL WITH THREE ROTATING COCKTAILS
ALWAYS ON TAP—BECAUSE WHY SETTLE FOR JUST ONE?

Mule fans, rejoice: our house-made ginger beer is here for you, along with our house cola and a crisp house lager on draft.

Want to keep it classic? Guests can also call any Detroit City Distillery spirit with their favorite mixer—think gin & tonic, vodka soda, or our personal go-to: whiskey, neat.

SIGNATURE COCKTAILS ON TAP

THE STROHAUS

Two-Faced Bourbon · Grapefruit · Honey · Lime · Angostura Bitters

RYE ON FIRE

Homegrown Rye · Mango-Habanero · Lemon · Ginger · Honey

DETROIT KEY

Peacemaker Gin · Elderflower Liqueur · Lemon Juice · Ginger · Soda

\$30 per person for the first two hours

\$6 per person for each additional hour

Bar minimum and drink ticket options available





OPERATIONS FEE

A 25% operations fee will be added to all beverage packages.

This covers:

- Staffing
- Administrative costs
- Glassware

A 6% Michigan sales tax will also be applied to all beverage packages.

ALCOHOL POLICY

- Clients may not bring their own alcohol.
- All spirits and beer must be provided by Detroit City Distillery and may only be served by DCD staff.

WINE & CHAMPAGNE SERVICE

Due to our liquor license, Detroit City Distillery cannot serve wine or champagne as we do not produce these beverages.

If you would like to include wine or champagne at your event:

- Our exclusive catering partner, Two Unique, is licensed to serve both.
- Two Unique is responsible for:
 - Wine & champagne service
 - All related glassware

Note: If you are using a caterer other than Two Unique, wine and champagne cannot be served at your event.

NON-DRINKERS & MINORS

All non-drinkers and minors will be charged a flat fee of \$8 per person.



BYOB

BLEND YOUR OWN BOURBON

EXPERIENCE

We are so proud to now offer a truly one-of-a-kind bourbon experience that puts you in the drivers seat as the lead blender of your very own Detroit made bourbon. Every tour starts with a brief history of bourbon and Detroit City Distillery's place in the storied history of this uniquely American spirit. That is then followed by a step by step walk through of the distilling process from raw grains straight from the farm all the way to the moment the white dog meets the barrel.

Then, one of our Whiskey experts will walk you through the tasting process where you will learn how to identify notes within your whiskey as well as the proper way to taste through barrels. Now, it's time to blend.

WHAT'S INCLUDED

- Tour & Barrel Tastings
- 750ml Bottle with your own custom blend
- Factory Select Front Label & Customizable back label

12-PERSON CAPACITY IN THE CLASSROOM
32-PERSON CAPACITY IN THE MAIN ROOM

If added on to an event, it is a discounted rate of \$75 per person from \$100 per person

A top-down view of a wooden platter filled with sliced beef, garnished with fresh herbs. A small bowl of mashed potatoes with a sesame seed garnish sits on the right side of the platter. The entire dish is set on a rustic, white-washed wooden surface.

CULINARY EXPERIENCE

CULINARY EXPERIENCE AT 100 PROOF

We believe every event deserves a memorable culinary experience—and we're proud to partner with some of Detroit's best local caterers and restaurants to bring yours to life.

CULINARY OPTIONS

Choose from our curated list of trusted culinary partners, offering everything from casual bites to full-service plated dinners.

PREFER TO BRING YOUR OWN CATERER?

We welcome outside vendors with prior approval.

BECOME A 100 PROOF PARTNER!

Interested in partnering with 100 Proof as a food provider?

We'd love to hear from you!

Food Trucks, Pop Ups, local restaurants and chef experiences welcome.

Please reach out to us at:

100PROOF@DETROITCITYDISTILERY.COM

two
UNIQUE
CATERERS & EVENT PLANNERS

100
proof

BY
DETROIT CITY DISTILLERY

TWO UNIQUE - MENU EXPERIENCE





DINNER & WHISKEY EXPERIENCE

Indulge in a culinary journey like no other, expertly paired with Detroit City Distillery's finest spirits.

Our brand ambassador will personally draw whiskey straight from the barrel—served at barrel strength—delivering the freshest, boldest flavors directly into your glass. Each pour is thoughtfully matched with your courses to elevate every bite.

The Experience Includes:

- Five exquisite courses, crafted to highlight and complement the whiskey's complex notes.
- Three distinct whiskey expressions, each carefully paired with select dishes.
- Two signature cocktails, designed to enhance the flavor journey and cleanse the palate between courses.

Prepare your senses for an unforgettable evening of bold flavors, expert craftsmanship, and perfect pairings.

Pricing is custom based on the selections

Add On: Takeaway Barrel Experience:

\$15 per person (2oz bottle)

- Cap off your evening by selecting your favorite whiskey from the pairing and personally thief it straight from the barrel.

You'll bottle your own unique, barrel-strength spirit to take home—a one-of-a-kind keepsake that captures the essence of your experience at 100 Proof.

LOCAL CULINARY PARTNERS



MITOS GREEK FOOD & COFFEE

Website: www.mitsosgreek.com

Phone: 313-338-3981

[View Menu](#)

MOOTZ PIZZERIA

Website: www.mootzpizzeria.com

Email: managers@mootzpizza.com

Phone: (313)-243-1230

[View Menu](#)

Become a Partner

Interested in partnering with 100 Proof as a food provider?

We'd love to hear from you! Please reach out to us at:

100Proof@detroitcitydistillery.com

LOCAL CULINARY PARTNERS

KRISTINA'S CATERING

Website: www.KristinasCatering.com

Email: Info@KristinasCatering.com

Phone: 313.600.1565

[View Menu](#)

SLOWS BBQ

Website: www.slowsbarbq.com

Email: jfkslows@gmail.com

Phone: 313-309-7560

[View Menu](#)

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100Proof@detroitcitydistillery.com





WHAT TO KNOW

OUR CULINARY PARTNERS

- We are proud to have partnered with Two Unique Catering since the start of our event journey. They've developed curated packages and culinary experiences designed specifically for our new space and are also able to customize.
- We're also actively working with additional culinary partners in the city and welcome new, licensed collaborators to join us.

CULINARY FEES

- All food pricing, service ware (china or disposables), and staffing will be managed by your chosen culinary partner.
- These costs are billed separately from the venue rental and bar package, and are paid directly to the culinary partner.

CULINARY COORDINATION

CLIENTS ARE RESPONSIBLE FOR:

- Securing their preferred culinary partner
- Finalizing food and service details
- Arranging delivery and drop-off times
- Culinary partners may access the venue two hours prior to event start time.
- Our team will coordinate with them directly on any day-of needs.

CULINARY INFRASTRUCTURE

100 PROOF INCLUDES:

- A prep kitchen
- Limited refrigeration
- Staging space for service
- Culinary teams are expected to clean and reset the kitchen area before departure

CULINARY APPROVAL

- All culinary partners must have valid food service licenses.
- Pre-approval is required before they can operate within the space.

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VENDOR PARTNERS



RENTAL COMPANIES

Bloomfield Party Rentals
www.bloomfieldrentals.com

Event Theory
www.eventtheory.com

Event Source
www.eventsource.net

Detroit Chiavari
www.detroitchiavari.com

Display Group
www.displaygroup.com

Modernly Events
www.modernlyevents.com

Luxe Linen
www.luxeeventlinen.com

PARTNER LIST



FLORAL

Blumz by JR Design
www.blumz.com

Graham Stanton
www.grahamstantonco.com/inquire

Fleur Detroit
www.fleurdetroit.com

Studio Terrain
www.studioterrain.com

STEM Event Design
www.stemeventdesign.com

Michael B. Anthony
www.michaelbanthony.com

Flowers for Dreams
<https://flowersfordreams.com/pages/detroit-flower-delivery>

LIGHTING/A.V.

Affordable Party Lighting
www.affordablepartylighting.com

Display Group
www.displaygroup.com

Elysium Experience
www.elysiumexp.com

PLANNERS

Special D Events
www.specialdevents.com

TRANSPORTATION/VALET

Dream Limousines Detroit
www.dreamlimousinesdetroit.com

Motor City Vintage Rentals
www.motorcityvintagerentals.com

Metro Valet Parking
www.metrovaletparking.com

A-1 Valet INC.
www.a1valet.com

Startrax
www.startrax.com

BANDS

Dan Rafferty Band
thedanraffertyband.com

Space Cat Band
www.spacecatband.com

Jerry Ross Band
jerryrossband.com

Collision 6
www.c6band.com

Detroit Event Company
detroiteventcompany.com

DJ'S & PERFORMERS

Bee Entertainment
www.beesdjs.com

Block Party
www.theblockparty.com

DJDC Productions
www.djdcproductions.com

E3 Detroit
www.e3detroit.com

Lufu
<https://lufu.com/>

Magnum Mack - Saxophonist
(313) - 687 - 9620

Detroit Event Company
detroiteventcompany.com