

CENTURY FARMS DISTILLERY

Our Vision: Sustained family agriculture for generations to come.

Our Method: Partnering with families to create a locally sourced product that can be enjoyed anywhere.

Our Mission: Authentic whiskey, one story at a time.

Our Core Values

SAFETY - Safety is a subset of quality and it is a choice: We respect people who have the backbone to do things right. We celebrate individuals who challenge the status quo and raise concerns and issues. We do not put off making decisions or taking remedial actions that affect the safety of ourselves, our colleagues, or the public. We make conscientious decisions based on facts, data, and operational risk.

RESPECT - Respect is recognizing that someone or something has value, and then letting our words or actions demonstrate that value. We do not say or do things that go against our business values or personal values. We don't manipulate others into behaving in a way that is less than what they believe is right. We treat each other, our customers, and the environment with respect. We behave with civility, courtesy, politeness, and kindness.

CUSTOMER FOCUS - Authenticity is our brand. We focus our customer interactions on sincerely establishing a genuine relationship with them. We strive to forge a connection between their personal identity and our brand image. That is why we create personalized experiences at every opportunity. The customer is not always right; but the customer always feels heard.

OWNERSHIP MINDSET - This refers to psychological ownership of business outcomes and feelings of empowerment to make decisions or perform actions leading to those results. Team members with this quality are as much a part of celebrating wins as planning for future success. As individuals, we take responsibility for tasks as they arise — versus the alternative, where we need to be assigned each responsibility.

EXCELLENCE - Mistakes are welcomed as opportunities for learning when they are personally owned, properly shared, and appropriately actioned. We are a team who relentlessly focuses on doing things right and continuously improving. This desire for excellence affects how we make drinks, how we package our product, how we fill barrels, and how we interact with the public. Given the choice of not making a sale or selling an inferior drink or product, we choose quality and excellence every time.

