



# BUILDING DESIGNS FOR THE SPIRITS INDUSTRY

*Creating Lasting Impressions with Metal*



**IT'S BEEN CALLED EXPERIENCE DESTINATIONS, AND FEW OTHER INDUSTRIES ARE SEEING RELATED GROWTH TO THE EXTENT ENJOYED BY STAKEHOLDERS IN THE REALM OF WINE AND SPIRITS.**

Not only are consumers spending more on alcoholic beverages, their interest in visiting the wineries and distilleries where their favorite beverages are made and aged continues to increase as well—generating more profits for providers with destinations already in operation and creating opportunity for vineyards and distilleries who can act quickly and affordably to provide a first-class destination experience.

Enter the benefits of building such destinations with the experience of Metal Sales and with its metal roof and wall panels. Visitors' centers, warehouses, barrel houses, bottling facilities and the distillery rooms themselves designed and built with metal come with many advantages over their traditional stick-built or brick-and-mortar counterparts.

❖ **Design Innovation:** Our roof and wall systems reflect carefully considered design. No matter the design vernacular—modernist, industrial or classic—metal roof and wall panels deliver the versatility to make any style come to life.

❖ **Sustainability:** We strive to lead the way in advancing sustainable design and construction, including architectural strategies that drive energy efficiency, LEED certification and Net-Zero construction. We were the first metal panel manufacturer to offer Fluropon® Pure coatings and to be included in the exclusive Declare program.

❖ **Strength and Durability:** Specify metal roof and wall panel for a service life of 50 years and beyond. Our design and engineering services allow for the warranty of even the most challenging building geometries. For commercial applications, a metal roof will likely be the last roof installed on a structure, lasting two to three times longer than other roof materials and far more resistant to leaks than flat roofs.

❖ **Aesthetics:** The use of metal panels can impart a rustic or modernist appeal to any project. Metal Sales offers a wide range of profiles in a wide variety of colors and finishes for roof and wall applications. This diverse offering satisfies almost all architectural requirements and tastes.

Let us show you how we can translate your inspirations into building designs that leave people speechless.



“

No longer just bourbon, but gin, rye and even limoncello are leading a new wave of spirits-driven travel.... Traveling to the source of beverage production has exploded alongside the boom in craft distilleries, up 26 percent from 2016 to 2017, according to the American Craft Spirits Association.

Small distilleries commonly offer tasting rooms and tours as a way of marketing on a meager budget. Those start-ups are reimagining the ways they engage visitors, offering spirits festivals, mixology classes, concerts and other activities. Meanwhile, major brands are investing heavily in entertaining visitors with destination architecture, blending workshops and interactive exhibits. ”

— The New York Times, “A New Wave of Spirits-Driven Travel: Tours, Tastings and Events That Focus on Gin, Whiskey, Bourbon and Other Spirits Have Multiplied, As Have the Distilleries Themselves,” August 10, 2018

Metal Sales has an extensive background helping architects work with wine and beverage brands to deliver a destination-worthy experience for their products—destinations that are affordable, high-quality, long-lasting and faster-to-complete.



## Metal Sales Roof and Wall Panels Used for LEED-Certified **Jim Beam American Stillhouse**

**Summary:** Few brands say bourbon, tradition and Kentucky with the authority of Jim Beam. When they wanted to build their new Stillhouse and Visitor Center in the small town of Clermont, KY where Jim Beam has distilled its world-famous whiskey for over 200 years, the owners and their architects turned to Metal Sales.

"Their (Metal Sales) metal wall and roof panels gave us the look we wanted for the Stillhouse and durability was the bonus," said Clark Barnette, of Barnette Bagely Architects, who served as the lead architect for the Stillhouse.

This approach contributed not only to the desired aesthetics, it also allowed the completed facility to achieve LEED Gold status—an important selling point to many wine and beverage consumers.



### FACTS

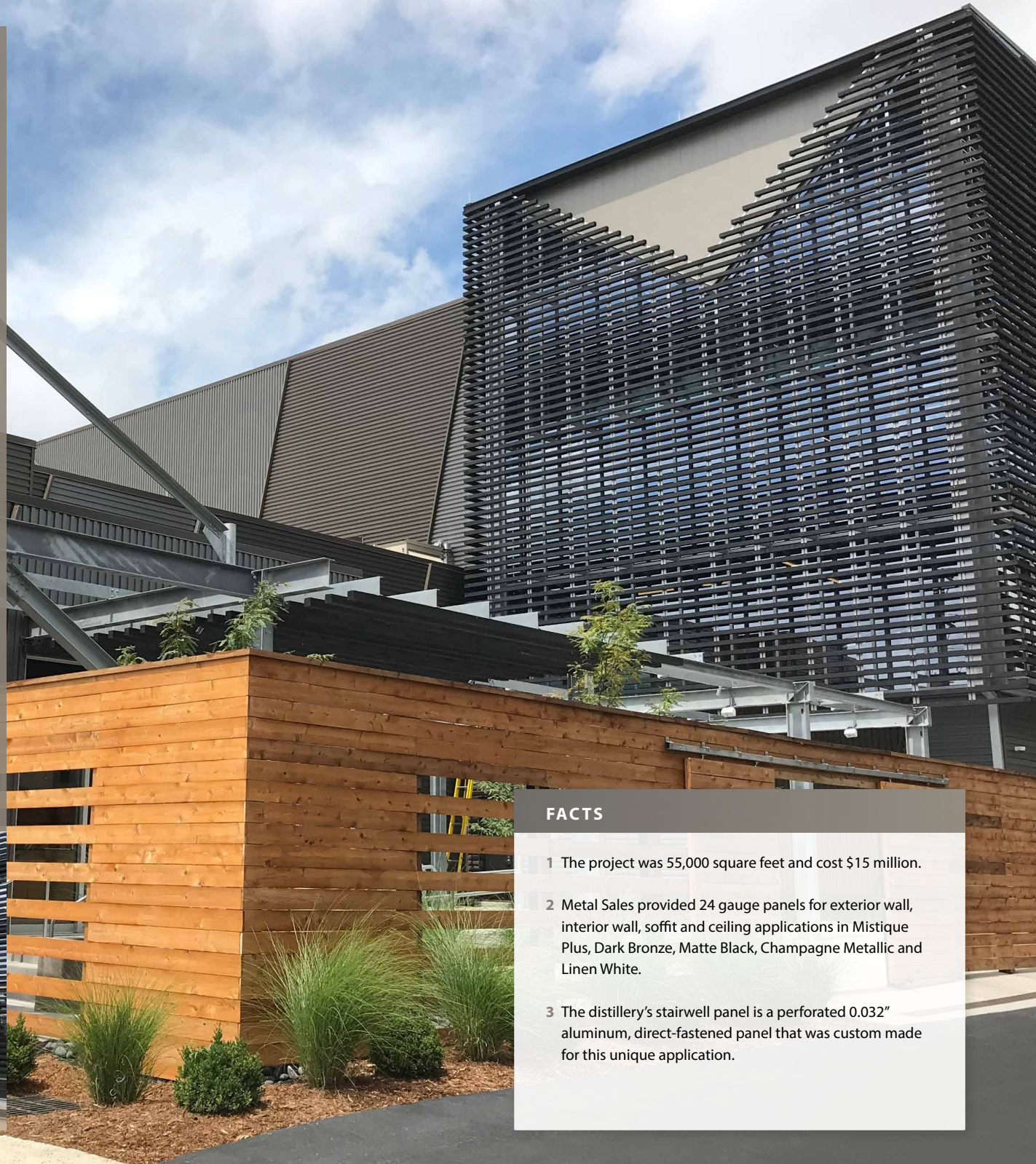
- 1 The project recycled 25 percent of building materials and diverted more than 80 percent of the construction materials from landfills.
- 2 All colors used from Metal Sales are listed with ENERGY STAR®, improving energy-efficiency and reducing the amount of energy needed for cooling.
- 3 Metal panels are made from up to 30% recycled steel and are 100% recyclable at the end of their life span. This means less waste in our landfills.



## Metal Construction Gives **Rabbit Hole Distillery** Neighborhood-Appropriate Look and Feel

**Summary:** Metal Sales played a key role in the design of the new Rabbit Hole Bourbon Distillery in Louisville, KY. The extensive use of Concealed Fastened Wall Panels blends well with the modern design both outside and inside. The bourbon experience is highlighted by the 48-foot-tall still and a wide outdoor staircase clad with Metal Sales perforated aluminum panels ushering guests to the Overlook Tasting and Hospitality space above the atrium.

"Architects are always looking for interesting materials to not just fit the spec, so to speak, but to create an expressive and interesting environment for people to experience. Form, function and aesthetics are co-dependent. You can't think about one without the other," said Douglas V. Pierson of pod architecture + design PLLC.



### FACTS

- 1 The project was 55,000 square feet and cost \$15 million.
- 2 Metal Sales provided 24 gauge panels for exterior wall, interior wall, soffit and ceiling applications in Mistique Plus, Dark Bronze, Matte Black, Champagne Metallic and Linen White.
- 3 The distillery's stairwell panel is a perforated 0.032" aluminum, direct-fastened panel that was custom made for this unique application.



# Silver Oak Turns to Metal Sales for Rebuilding Project

**Summary:** After a fire destroyed the historic Oakville winery, Silver Oak chairman Ray Duncan and his sons knew they had to rebuild. They were inspired by a story of the Sierra Nevada Brewing Company, which built the first LEED Platinum brewery in North Carolina. The Duncan family set its sights on being the first winery to achieve LEED Platinum certification for their California winery.

One component of the new design was Metal Sales' Vertical Seam standing seam metal roof, which was chosen for its durability and compatibility with renewable energy systems. The new roof panel could easily support the winery's 490 rooftop-mounted solar panels while blending in with the rustic architectural approach.

Throughout the winery project, the Silver Oak team communicated with the installer and Metal Sales to ensure the best outcome for the building. The performance of the roof has exceeded expectations since its installation and contributed to the LEED Platinum certification.



## FACTS

- 1 The Vertical Seam panels deliver a clean, linear elegance paired with unmatched quality for a dependable, long-lasting and beautiful roof.
- 2 Structural standing seam roof systems are ideal for lower sloping and longer spanning roofs, or where extreme temperature variations exist.
- 3 Metal Sales' Vertical Seam roof panels have performed so well, that the same product is being used on a new Silver Oak Winery in Alexander Valley, CA, in Sonoma Valley.



## SLO Brew Rock: Overcoming Challenges in New Mixed-Use Facility

**Summary:** SLO Brewing Companies mixed-use facility in San Luis Obispo, CA, SLO Brew Rock, was designed to meet two overarching goals: First, it needed to fit with surrounding architecture and, second, it was important that it facilitate multiple functions in one building.

The 32,874 square foot facility houses 14,303 square feet for brewery production and storage, a 9,782 square foot gymnastics studio and 3,047 square foot event space. Additionally, it has a 2,119 square foot restaurant, 1,937 square foot kitchen and 1,686 square foot mezzanine with offices.

Pults and Associates used a metal building system to accommodate all the uses and the high ceilings required by the brewing tanks and other equipment. A glass wall was placed in between the two buildings to allow patrons in the restaurant to view the brewing process.



### FACTS

- 1 The reddish-brown weathering steel and light grey panels mimic colors of a giant rock outcropping in front of the facility as well as the surrounding landscape.
- 2 On the center three buildings, Atascadero, CA based Mills Construction Inc. installed 3,500 square feet of Metal Sales 7/8" Corrugated wall panels in Weathering Steel.
- 3 19,000 square feet of Metal Sales T2630 wall panels in Ash Grey and Old Zinc Grey were also installed.
- 4 For the entire roof, Mills Construction installed 48,500 square feet of Metal Sales Galvalume 7/8" Corrugated, metal panels.



## We speak architect. Let's have a conversation

Metal Sales offers deep expertise before, during and after project specification, installation and commission. Our nationwide footprint puts us within reach of most projects.

We work closely with architects, contractors, owners and specifiers to ensure that all questions are answered quickly and with full attention to detail.

Metal Sales offers responsive technical support nationwide, including product information, guide specifications, technical details, AutoCad drawings and BIM models accessible 24/7 on our website. Our highly trained architectural consultants are ready and available to provide assistance. Remember, field support is never far away.

We offer AIA Continuing Education programs to provide architects with learning opportunities on high performance aspects of metal roof and wall systems and their role in sustainable and Net-Zero design.

Our in-house Technical Services Department and Engineering Team are ready to assist you with design details and are dedicated to making your project a success.

Call **800-406-7387** or visit **metalsales.us.com** today to learn how Metal Sales can help you and your clients make the most of today's destination-driven opportunities.

Stay Connected:    

1251 ©MSMC/10-19

 **metal sales**<sup>TM</sup>  
manufacturing corporation