



SAMSARA FOR FOOD AND BEVERAGE

Hanson Distillery

In a business where exceptional quality is a requirement rather than a luxury, a family-owned, artisan distiller is working with Samsara to help ensure its award-winning products are perfectly packaged and produced.

Nestled in lush vineyards in California's traditional Wine Country sits a vodka distillery that serves as the home to family-owned artisanal spirits company Hanson of Sonoma. It is here that the Hanson Family has built a premium craft vodka line that is disrupting the market of the biggest spirit manufacturers in the world.

Based on organic, grape-based, gluten-free and non-GMO vodka, the Hansons have pioneered an approach to spirits that is creative and capitalizes on the resources available in Sonoma. "The vodka space was dominated by foreign imports - grain, potato, and corn vodka", President Scott Hanson said. "We are surrounded by world-class grapes and decided to focus on a premium, grape-based vodka... something that hadn't been done at scale before."

That strategy put the Hansons in a premium category for spirits that capitalized on a new generation's desire for a higher quality product - in ingredients, taste, and packaging - and has led to award-winning demand and placement at back bars, high-end restaurants, and national retail chains like BevMo, Safeway, and Whole Foods Market.

"If your quality isn't exceptional, you can't compete. We knew from the very beginning we had to be the very best we could be - in taste and overall quality of the product."

— Brandon Hanson, Co-Founder



HANSON DISTILLERY

(Cont'd)

Family Focus on Quality and Brand Presentation

The Hansons have been hailed as “unwilling to compromise their values no matter how difficult they may make the work”, and that commitment to quality and a premium product fundamentally differentiates their offering from traditional spirits.

From their first competition where they won the Best Vodka Show at the Spirit International Prestige Awards against offerings from over 20 countries, their product has been hailed for its ultra-premium taste and design.

Manufacturing Premium Design Requires More Rigorous Quality Checks

That commitment to quality hasn't come easy, Co-founder Brandon Hanson noted. “The outside of our package, in our case, has six labels. It stands out dramatically in the back bar, but it's a nightmare on the production line. We have exact placement and height for the cork, and labels, and fill height - and we don't compromise on that presentation - it's critical to the value of our brand.”

After spending a year and a half perfecting the formula, Hanson Spirits has iterated on production processes that they haven't been able to mechanically automate with great accuracy. “We're still manually applying the top two labels by hand and it's an inefficient process - and we still need to make sure that labels and fill levels are accurate as bottles are produced. For every minute we are not manually checking every bottle to make sure the labels are straight and we've filled right... that gives us more time to work on what's inside the bottle.”



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Samsara VS2
Machine Vision System





Partnering with Samsara to Evaluate Fill Levels and Label Application

Brandon engaged Samsara to help automate production and deploy machine vision technology to help ensure the accuracy of label placement and fill levels on the production line.

The Hanson's know that scaling too fast can endanger the product. While they have been engaged internationally for distribution, Scott quickly reveals that "until we get our production more efficient, we'll focus here at home".

Using Samsara to help automate quality checks of produced vodka is part of that strategy. "It is far more

economical, far cleaner, and far more efficient for us to automate many of our quality checks. Samsara presents capabilities that help us try increase throughput without sacrificing the exceptional quality on which we won't compromise."

"It's nice to see Samsara doing something different, and easier to deploy, with this kind of technology," Brandon says. "At any size, something like this can really help a lot of food and beverage producers with these kinds of needs."



For us to not have perfect label placement, and fill height, and cork placement... misalignment immediately affects the value of the product. If there is too much error in a manual process, we are not comfortable."

— Scott Hanson, President

(Cont'd)

Conclusion

The Hanson's clearly take a lot of personal pride in their product. With five family members who participate and continue to operate the business every day, it's no wonder customers are coming from all over to see and taste their products.

"We want our product to be perfect, and Samsara helps us to strive for that perfection."

