



## Multi V Vodka– Illinois SBDC at SIU-Carbondale



**Business address/location:** 153 Branson Woods Rd.  
Carbondale, IL 62903

**Business website address:** [www.drinkv.com](http://www.drinkv.com)

**Principal(s):** Jacek Wiltowski and Jesse Rochman

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**So, have you heard the one about the banker and the lawyer that walk into a bar?**

Well, the punchline is that is how Multi V, LLC, was established in the State of Illinois by Jacek Wiltowski and Jesse Rochman. Having been friends for over 20 years, one a banker and one an attorney, were sitting at a bar drinking vodka one day and decided there were a lot of good vodkas, but not many great vodkas. And of those great vodkas, none had the “enhancements” they envisioned. It was from this brainstorming session that their new business and its first product were born: An ultra-premium craft vodka, stripped of what makes you feel guilty and enhanced with natural ingredients that let you take pleasure in drinking it.

Jacek came into the Illinois Small Business Development Center at Southern Illinois University Carbondale in November 2012 to share his idea of creating this proprietary blend/low calorie vodka with a business advisor to see what they thought. Jacek and his partner, Jesse Rochman, had already completed much of the legwork in creating Multi V Vodka by hiring a marketing firm, meeting with a chemist, and collaborating with production facilities, but they wanted to “bounce the idea” off the specialists at the SBDC for their expert advice. They also knew that any alcohol product is regulated by a strict set of laws and they wanted to make sure they were compliant before they launched any of their products. Jacek was paired with SBDC Small Business Specialist, Adam Lach, and Jacek, Jesse, and Adam quickly set to work and formulated a plan that was created to specifically advance this idea/product into a prosperous company.



After three years in the research and development phase, Multi V Vodka was produced by Bend Distillery in Oregon beginning in November 2015. As the product launch date changed from anticipated to reality, Jacek reconnected with SBDC Specialist Ted Gutierrez in November 2015 to prepare a marketing plan and timeline in preparation for their product launch, slated for February 2016.

Multi V Vodka became a reality and Jacek and his partner Jesse had their first bottle shipment delivered to Southern Illinois ready for sale in February 2016.

“The Small Business Development Center in Carbondale is a great resource for all business owners in Southern Illinois. For me, even with extensive knowledge being a business banker for my day job, I still received valuable information from the experts at the Center. The Center has great resources that our community business owners can rely to start or grow their business. Their business specialists were specifically helpful to me in the area of developing and executing marketing strategies and helped me come up with several different ways to grow my brand. As this venture grows and matures, I will continue to look to their advice; I believe since they work with numerous companies in our area that I know are successful, I know that they can continue to provide me with quality assistance.”

--Jacek Wiltowski, Co-Owner of Multi V, LLC

The company is based in Carbondale, Illinois, where the owners were raised. They plan to keep the company in Southern Illinois and are currently seeking a distiller closer to the area. They currently distribute their vodka through Venegoni Distributing based in Carbondale.

Today, Multi V Vodka can be found in approximately 30 select bars, restaurants, and liquor stores throughout Southern Illinois. The company plans to expand into the Chicago market in Fall 2016. Small Business Specialist, Ted Gutierrez, and the other business specialists at the SBDC, continue to assist with marketing and industry research.

More information about Multi V Vodka can be found on their website, [www.drinkv.com](http://www.drinkv.com) and Facebook page, <https://www.facebook.com/multivvodka/>.

