

Distillery modern Age



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Nikka Perfect Serve Bartender Competition

Payman Hahmani of Shibumi in Los Angeles and Jena Ellenwood of Dear Irving in New York City are the West Coast and East Coast winners of the second annual Nikka Perfect Serve Bartender Competition.



L-R: Payman Hahmani & Jena Ellenwood

There were two regional heats this past September resulting in two winning bartenders who will go to Melbourne, Australia, for the global finals in December. Ten finalists gathered at Williams & Graham in Denver for the West Coast competition, and at Drink in Boston for the East Coast competition, where their focus was on the Nikka Coffey Vodka expression in the bartending style of *Omakase* — “I leave it to you.”

Unlike other bartending competitions that judge competitors on technical skill alone, Nikka Perfect Serve encourages bartenders to place the guest at the heart of the bar experience. With a judging panel comprised of leading members of the cocktail industry who perform as different characters representative of the wide array of customers, competing bartenders are challenged to be attentive and aware of their guest’s presence, state of mind and palate in order to offer the most suitable service and cocktail at that specific moment.

Nikka Whiskey ambassador Stan Vadrna oversaw both contests alongside bartender Jim Meehan, Mary Allison Wright (RiNo Yacht Club) and Bryan Dayton (Acorn) in Denver, and Ezra Star (Drink) and Ryan Lotz (Bar Mezzana) in Boston.

The winner and runner-up of the finals will be invited on a trip to Japan to experience the Japanese bar scene and visit the Nikka distilleries in Yoichi and Miyagikyo.

The New Tariff Age

Special to Modern Distillery Age by IWSR, www.theiwsr.com

In a reactionary political climate, alcohol producers are having to acclimatize to a global trading environment where tariffs are the norm and can be implemented indiscriminately and at short notice.

The news that selected European wines and spirits were to be liable to import tariffs had been anticipated, but industry representatives have still been understandably vociferous in their condemnation. The tradition, they said, of zero tariffs on distilled products between the U.S. and the E.U. that dates back to 1994 has come to an end. Many believe that, in terms of trade, we are now entering a new “tariff age” and we better get used to it.

Thursday’s announcement of import duties could be interpreted as either a laser guided smart bomb of measures aimed at carefully calculated strategic targets, or an assortment of random duties with little decipherable reasoning that in many cases appear to favor the bigger producers over the smaller ones.

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DISCUS, Texas Distilled Spirits Association & Texas Whiskey Association Partner on “Spirits United” Grassroots Platform

The Distilled Spirits Council of the United States (DISCUS), the Texas Distilled Spirits Association (TDSA) and the Texas Whiskey Association (TXWA) have joined Spirits United as partners to expand the grassroots network in the Lone Star State.

The Spirits United platform features information on key issues facing the spirits industry, hospitality professionals and consumers, and provides advocates with an easy-to-use website to weigh in on issues that matter to them. DISCUS began the platform in August with founding partners American Distilling Institute and TIPS.

“We are thrilled to have TDSA and TXWA join DISCUS, ADI and TIPS as Spirits United partners,” said Chris Swonger, president and CEO, DISCUS and Responsibility.org.

“Texas is a vital market for small and large distillers. Both organizations have a critical role in advocating for the distilled spirits industry in the

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The New Tariff Age

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French, Spanish and German still wines (which between them sold around 225 million bottles in the U.S. last year) were impacted, but Italian wine (which accounted for sales of over 330 million bottles) was spared. Champagne and Cognac were left untouched, but liquors were included. Single malt Scotch will be liable, but blended whisky will not. Irish whiskies from Northern Ireland are included, but whiskey from the Republic of Ireland is excluded — Jose Cuervo might understandably ask why Bushmills will be hit, but Jameson will be left unscathed.

Not surprisingly, the published list takes some digesting and many are seeking more clarity before they judge. From the existing information and from business sources, the initial response to the announcement seems to be that the industry had anticipated worse and may have dodged a bullet. The markets are always a reliable barometer of the mood and the reaction was positive, with the share prices of the major brand owners rising.

There is an ongoing threat that the level of tariff or categories affected could escalate.

There may be a collective sigh of relief from much of the drinks sector, but the reality is that these tariffs could just be an opening gambit, and there is an ongoing threat that the level of tariff or categories affected could escalate. It could be said that tariffs have become President Donald Trump's weapon of choice in resolving and negotiating trade agreements. You could contend, for instance, that single malt Scotch and U.K. wine were simply included in order to strengthen the U.S.'s hand in any post-Brexit free trade negotiations. Should Trump gain re-election in 2020, the drinks world will need to prepare better methods of coping with a global trading environment where tariffs are the norm.

The most effective antidote to a tariff is to cease exporting and to relocate production to a localized site. This may seem a radical proposition for many drinks players, but it is one solution that Campari's CEO Bob Kunze-Concewitz is reported to have told Bloomberg they would consider, should tariffs become too punitive for Aperol Spritz.

Localized production is pretty standard practice among the global brewing fraternity, and undoubtedly for almost all RTD/FABs brands this is viable model. The place of production would seem to be less

relevant for vodkas, too, because consumers generally put less emphasis on place when they buy into a vodka brand. On a case by case basis, relocation could be an option for spirits products, particularly products priced mainstream and below.

For many, however, notably at the higher end, the place of production is integral to a brand's identity and reinforces the heritage and authenticity that helps deliver the experience that justifies the price level. There is an ingrained belief that tequila should come from Mexico, rum from the Caribbean, Scotch from Scotland or bourbon from Kentucky. Even the finest marketers will struggle to challenge that perception.

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Another side-effect of the global breakdown in free trade for the drinks industry will be the advancement of the travel retail channel. Added to existing national alcohol duty rates, the tariffs will amplify the variance between domestic retail prices and alcoholic drinks stocked in travel retail. You can expect a surge in "booze cruisers" commuting to seek out alcoholic bargains. In turn, this will restrict a government's ability to regulate and control the alcohol consumption of its citizens.

Perhaps the most worrying repercussion of an upsurge in tariff activity will be the cultivation of resentment and the spawning of nationalism. Tariffs could be perceived as an act of aggression between one trading block or nation against another and, as we are already witnessing, will quickly deteriorate into tit for tat responses. In turn this could shape consumer purchase decisions with consumers shunning foreign brands.

Due to their strong national associations, many alcoholic categories have already become powerful symbolic targets. This was illustrated by the imposing of tariffs on American whiskey by the E.U. and French wine by the U.S. It may be that we are entering a period where drinks companies managing their international portfolios of brands in tariff affected markets is the new normal.

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"Spirits United"

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Texas State Legislature, and they will be valued partners as we work together on market modernization opportunities for the industry in the state. The distilled spirits industry is a major contributor to the Texas economy. We support more than 82,000 jobs and make a \$7.5 billion impact on the state's gross domestic product. We invite all Texas adults who are passionate about spirits to join Spirits United, including distillers, supply chain partners, bartenders, mixologists and consumers. We need everyone's participation to pursue a competitive and free market to benefit consumers and businesses in Texas."

"Spirits United is an exciting new way to mobilize advocates for the distilled spirits industry in Texas, and we look forward to partnering with our industry colleagues on this innovative initiative," said TDSA President Mike Cameron. "Expanding this grassroots network in Texas will help our distillers grow and bring adult consumers more convenient access to their favorite distilled spirits products, many of which are made proudly right here in the Lone Star State."

"In Texas, we have a great amount of pride for the whiskey we produce," said TXWA Executive Director Spencer Whelan. "We are excited to join Spirits United to harness that pride and turn it into action on issues like the Craft Beverage Modernization and Tax Reform Act and market modernization in our state. Texans are brought up with a spirit for freedom, and we are the best and most passionate advocates for this industry."

Spirits United Continues to Mobilize Support for Craft Beverage Bill

Spirits United already has begun mobilizing advocates in support of the Craft Beverage Modernization and Tax Reform Act (H.R. 1175/ S. 362), legislation making permanent the federal excise tax cut on distilled spirits that was enacted in 2017. Without congressional approval, the tax cut will expire on December 31, 2019. Using the Spirits United platform, advocates are actively sending letters to their members of Congress urging passage of the legislation.

"We urge Congress to act as soon as possible on the Craft Beverage Modernization and Tax Reform Act to ensure that distillers in Texas and across the nation can continue to invest in their businesses, hire more employees and boost tourism

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“Spirits United”

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and economic development,” said Swonger. “Through Spirits United, we are working to get as many letters, social media interactions and phone calls to Congress as possible in support of this bill.”

Commitment to Responsibility

A strong commitment to responsibility is the foundation of Spirits United. Through Spirits United’s social media content and information on its site, spirits advocates will be encouraged to join industry efforts to prevent underage drinking and drunk driving and to promote the responsible consumption of beverage alcohol.

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Beverage Alcohol Coalition’s “Day of Action” to Urge Congressional Passage of Craft Beverage Modernization & Tax Reform Act

Nearly 2,000 individuals affiliated with the beverage alcohol sector contacted their members of Congress this week to urge passage of the bipartisan Craft Beverage Modernization and Tax Reform Act (H.R.1175/S. 362) as part of a “Day of Action” supported by a broad coalition of beverage alcohol trade associations.

Participants from every state in the country called on Congress to prioritize the passage of the legislation, which makes permanent the two-year federal excise tax reduction on distilled spirits, wine, beer and cider products. The daylong push resulted in more than 6,000 engagements with congressional offices through emails, phone calls and social media channels.

“Craft beverage producers are found in every corner of the country and are active members of their communities, spurring billions of dollars in economic development and tourism,” the coalition said in a statement. “In less than three months, the tax reduction that has enabled countless producers to reinvest back in their businesses and communities will expire. This critical piece of legislation has broad



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bipartisan support with 288 cosponsors in the House and 70 in the Senate. Congress must act now to pass the Craft Beverage Modernization and Tax Reform Act.”

Absent congressional action, beverage alcohol producers will face an increase in their federal excise taxes starting January 1. For some small producers, the tax hike could be as high as 400%. The threat of such a steep spike in costs already has created great uncertainty for small craft producers and will further compound the strain on companies, small and large, being burdened by tariffs from unrelated trade disputes.

The coalition supporting the “Day of Action” included the American Craft Spirits Association, Brewers Association, Beer Institute, Distilled Spirits Council of the United States, Wine Institute, WineAmerica and the United States Association of Cider Makers.



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Traverse City Whiskey Co. Acquires Cocktail Crate

Traverse City Whiskey in Michigan has acquired Cocktail Crate LLC, the New York-based, non-GMO craft cocktail mixer company. In 2018, Traverse City Whiskey added Premium Cocktail Cherries to its lineup.



“This acquisition opens up exciting distribution, marketing and merchandising opportunities for our spirits portfolio and will allow us to offer even more value to our fans and retail partners,” said Chris Fredrickson, co-founder of Traverse City Whiskey.

Cocktail Crate was founded in 2012 by cocktail enthusiast and ex-management consultant, Alex Abbott Boyd. Starting with just \$5,000 from a Kickstarter campaign, Alex grew the brand from a farmers’ market offering to its current national distribution at Whole Foods Market, Walmart, Kroger, Safeway, Wegman’s and Williams Sonoma. Cocktail Crate mixers are made with fresh juices, natural sugars and real bitters. As part of the acquisition, Boyd has agreed to join the Traverse City Whiskey team to lead the growth of the company’s non-alcoholic product portfolio.

“I’m incredibly excited to join Traverse City Whiskey Co. and to seamlessly lead the integration of the two businesses,” said Boyd. “The brand was made to be mixed with whiskey. Now we can offer our customers everything they need to enjoy a great cocktail — craft whiskey, craft mixers and premium cocktail cherries.”

Beyond this acquisition, Traverse City Whiskey recently opened its first satellite whiskey tasting room in Metro Detroit. The company also plans to break ground on the site of its expanded distillery in the near future, which will be complete with a rickhouse, visitor center and full production facility.

Iowa Alcoholic Beverages Division Recognized for Public-Private Partnership

The Iowa Alcoholic Beverages Division (ABD) has received the Best Distribution/Warehouse Innovation Award from *StateWays* magazine. It received the award for partnering with Des Moines-based trucking and logistics company Ruan Transportation Management Systems for the warehousing and distribution of spirits.

“It is an honor to receive this award and national recognition for our efforts to improve the spirits fulfillment process in the state of Iowa,” said ABD Administrator Stephen Larson. “This public-private partnership is increasing service to our more than 1,600 customers and maximizing the return on investment by lowans in our operation.”

ABD is responsible for selling and delivering over 1,100 spirits orders weekly to private retailers licensed to sell spirits to consumers for off-premises consumption. Since April 15, 2019, Ruan has been responsible for processing and delivering orders on ABD’s behalf.

“This partnership has been nothing but a win-win for ABD and for Ruan,” said Marty Wadle, Senior Vice President of Commercial Solutions at Ruan. “We’ve had a seamless integration with ABD and now we can enter the continuous improvement phase, where we’ll identify and implement further efficiencies and service improvements.”

The partnership with Ruan is the culmination of planning by ABD that began in 2012 to improve distribution operations. A Request for Proposal was issued in May 2017 and, through the competitive bid process, Ruan was chosen to assume responsibility for warehouse and distribution operations.

StateWays, a national magazine covering issues affecting alcohol regulatory agencies across the country, issues the Best Practices Awards to recognize agencies leading the industry in innovation, education and enforcement.

Massachusetts Readers Name NH Liquor & Wine Outlet Best Liquor Store

According to readers of the Massachusetts-based *Eagle-Tribune*, the region’s best liquor store happens to be located across the border in Salem, N.H. The *Eagle-Tribune*, based in North Andover, Mass., asked its readership from across the Merrimack Valley in Massachusetts and southern New Hampshire to cast votes for businesses and organizations in 50 different categories in its annual *Best of The Eagle-Tribune Awards*. Readers’ favorite liquor store was the 24,000-square-foot, state-of-the-art NH Liquor & Wine Outlet at 92 Cluff Crossing in Salem, N.H.

The New Hampshire Liquor Commission (NHLC) operates 77 NH Liquor & Wine Outlets throughout the Granite State for more than 12 million annual customers with a wide selection of name brand spirits and wines — with no taxes. NHLC has received numerous accolades, including being named the “Best state in the country for wine drinkers” by *The Washington Post*, and “One of the best places in the country to find rare spirits” by *Serious Eats*.

“We have been fortunate to receive a number of honors, but it is especially gratifying to be named the region’s best liquor store by the readership of one of Massachusetts’ leading newspapers,” said NHLC Chairman Joseph Mollica. “With a selection of over 14,000 products at great prices and no taxes, it’s clear why more than 12 million customers from across the country and millions from Massachusetts visit our outlets each year. This award illustrates our unrelenting dedication to providing all customers with an outstanding shopping experience.”

In 2015, NHLC opened the 24,000-square-foot NH Liquor & Wine Outlet in Salem, the largest store to date at time of construction. Last fiscal year, the Salem Outlet was the third highest in sales, grossing \$27.6 million.



F. Paul Pacult Inducted into The Order of the Writ – Spirit of Kentucky Bourbon Society

Michter's Distillery sponsored F. Paul Pacult, Judging Chairman of Ultimate Spirits Challenge, for induction into the Order of the Writ - Spirit of Kentucky Bourbon Society's inaugural class of members in a private ceremony and welcome dinner on September 7 in Louisville, Ky.



F. Paul Pacult

"The Order of the Writ is a fraternal and charitable organization that embraces the spirit of Kentucky Bourbon education, responsibility, environmental stewardship, history, scholarship and an unwavering commitment to the furtherance of America's only native spirit," according to a statement.

Membership is offered to others only by unanimous invitation of The Fifteen, the Order of the Writ's founding members, signifying Kentucky's founding as the 15th state of the Union.

To be eligible for membership, a nominee must have had a service or association with the Kentucky bourbon industry and have made a positive contribution to the management, production, sales, marketing, distribution, promotion or development of Kentucky bourbon for a minimum of five years.

Each nominee is chosen for membership by a Founder, who attests to the candidate's merit before the founding council. Upon this recommendation, the candidate must be approved for membership by unanimous vote.

"The Order of the Writ is evidence that Kentucky Bourbon is worthy of the same recognition and reputation enjoyed globally by the world's other great spirits, like Scotch whisky and Cognac," said Chris Morris, Brown-Forman Master Distiller and Governor of The Order of the Writ.

There will never be more than 1,776 Holders of the Writ, in commemoration of the year that the Virginia General Assembly granted preference to the pioneers taming the Commonwealth's western frontier.

"Members of the Order share an exceptional commitment to elevate and defend the integrity of Kentucky Bourbon and to share its virtues in the spirit of Kentucky's legendary hospitality," said Eric Gregory, President of the Kentucky Distillers' Association and the Order's Sergeant-at-Arms.

Members of The Founding Council of the Order of the Writ are Chris Morris (Brown-Forman), Joseph Magliocco (Michter's Distillery), Pauline Rooney (Diageo), Eric Gregory (Kentucky Distillers' Association), Jimmy Russell (Wild Turkey), Fred Noe (Beam Suntory), Bill Samuels (Maker's Mark), Max Shapira (Heaven Hill Brands), Brent Elliott (Four Roses Distillery), Kaveh Zamanian (Rabbit Hole Distillery) and Britt Kulsveen (Willett Distillery).

Wild Turkey: Talk Turkey & the Spirit of Conviction

Wild Turkey and Complex, with Creative Director and brand storyteller actor Matthew McConaughey, have created two new content series: *Talk Turkey* and *The Spirit of Conviction*, which "explore trailblazers from influential movements who are helping to define culture through acts of personal conviction," according to a company statement.



The interview series, *Talk Turkey*, is available on Complex's social channels, and on Wild Turkey's YouTube channel, as well as on the Wild Turkey's Instagram, Twitter and

Facebook pages. *The Spirit of Conviction* is available at [here](#).

Talk Turkey features the McConaughey having conversations with cultural leaders "who are constantly creating, disrupting, and challenging norms while remaining authentic to them."

The Spirit of Conviction is a series of longer form documentaries on each of the subjects featured in McConaughey's one-on-one dialogues: "With themes of redemption, female empowerment, self-help and reconnecting with the outdoors grounding each episode, this series will further propel the authentic story of these inspiring individuals," added the company statement.

Hennessy Partners with Maluma

Hennessy Cognac has partnered with Latin singer Maluma for Hispanic Heritage Month as part of the brand's "Never stop. Never settle" mantra for LatinX audiences.



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Borough Bourbon Batch No. 03

Republic Restoratives in Washington, D.C., has released Borough Bourbon Batch No. 03 (44% ABV), a high rye bourbon that aged for five years and was finished in 50-year-old Armagnac casks.



A 750-ml bottle sells for about \$49.

Old Elk Distillery Peanut Butter Flavored Whiskey

Old Elk Distillery in Colorado has released Peanut Butter Flavored Whiskey (35% ABV). A 750-ml bottle sells for about \$30, and its available in 40 states.



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All Secrets Known Bourbon

FEW Spirits in Illinois and Warner Music Artist Services have released All Secrets Known (50.5% ABV), a limited-release bourbon distilled by FEW Spirits Master Distiller Paul Hletko in collaboration with Seattle Grunge pioneers Alice In Chains. Bottles feature a custom-designed label by artist Justin Helton.



All Secrets Known is a nod to the name of the opening track of Alice In Chains' 2009 release *Black Gives Way To Blue*. It's finished for six months in tequila barrels.

A 750-ml bottle sells for about \$75, and All Secrets Known is available in Illinois, California, Colorado, New York Washington and online through www.ReserveBar.com.

Templeton Rye Maple Cask Finish Whiskey

In collaboration with Wood's Vermont Syrup, Templeton Rye in Iowa has released Rye Maple Cask Finish (46% ABV) finished in ex-Templeton Rye American oak barrels that were seasoned with the maple syrup.



A 750-ml bottle sells for about \$37, and only 4,000 cases are available.



Prairie Organic Navy Strength Gin

Prairie Organic Spirits from Phillips Distilling in Minnesota has released Organic Navy Strength Gin (57% ABV), the brand's first release of its small batch collection. Like all of Prairie Organic's spirits, the gin is gluten free and made from non-GMO, U.S.D.A.-certified organic corn.



A 750-ml bottle sells for about \$35, and Organic Navy Strength Gin is available nationally.

Clonakilty Single Batch Fuzzy Duck Finish

Clonakilty Distillery in Ireland and New England Brewing in Connecticut have



released Clonakilty Single Batch Fuzzy Duck Finish (43.6% ABV), a limited-edition whiskey for the American market.

The whiskey rested for several months in one of the brewery's barrels of Fuzzy Baby Ducks IPA. A 750-ml bottle sells for about \$50, only in Connecticut.

Kleos Mastiha Spirit

Kleos Mastiha Spirit (30% ABV) is new in the U.S. Mastiha is a sap from a tree indigenous to the Greek island of Chios. The trees only grow in 24 villages in the southern part of the island. It's a PDO (Protected Designation of Origin) product, which the ancient Greeks considered a "superfood," according to a company statement: "Anti-bacterial, anti-microbial, anti-inflammatory and anti-oxidant. It kills H. Pylori which is the bacteria that causes peptic ulcers and acid reflux."



A 750-ml bottle sells for about \$36.

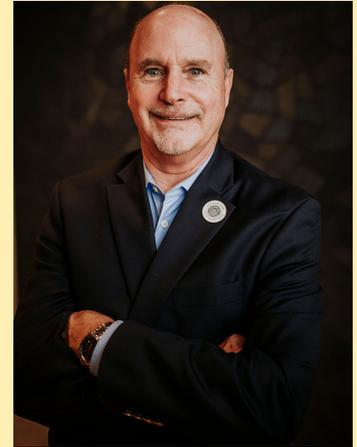
Cîroc White Grape

Diageo and Cîroc have released Cîroc White Grape (35% ABV). A 750-ml bottle sells for about \$34.



Jeff Eakes – CFO, Social HOU.S.E Vodka

Social HOU.S.E Vodka in North Carolina has appointed Jeff Eakes as Chief Financial Officer.



Jeff Eakes

Eakes has nearly 35 years of corporate finance experience at SAS Institute. Prior to joining Social HOU.S.E, Eakes was Senior Director of Corporate Treasury at SAS, where he helped grow annual revenues from \$70 million to over \$3 billion. He also managed \$1.8 billion in corporate cash flow and investments, currency/foreign exchange strategies and exposures, as well as all banking relationships for the global software company.

His induction into the craft spirits brand began as an early advisor for Social HOU.S.E Vodka, which increased his understanding of the business through continuous involvement and connection with its leadership team.



Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on a vodka, two gins and three tequila RTDs.

All spirits are tasted blind. The panelists know only the style and ABV. The notes are a distillation of the panelists' comments.

The panelists vary with each panel but often include: Tom Jensen (Millstone Spirits), Dave Schmier (Independent Spirits Expo), David Talbot (Ultimate Beverage Challenge), John Henry (El Buho Mezcal), John Heffernan (Senior Master of Whisky), Renzo Kian-Kubota (Harry's Wine & Liquor Market), Olie Berlic (spirits & wine sales), Frank Whitman (food & drinks writer), Linda Kavanagh (MaxEx PR), Paul Zocco (Zok's Homebrewing & Winemaking Supplies), Ernie Adamo (spirits lover), Steve DeFrank (spirits lover), Dave Sokoloff (spirits lover), Phil Simpson (Asbury Park Distilling), Thomas Henry Strenk (drinks writer), Melissa Dowling (Editor of *Cheers*), Kyle Swartz (Managing Editor of *Beverage Dynamics*, *Cheers* & *StateWays*), Michael Anstendig (*Modern Distillery Age*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

Caledonia Spirits, Montpelier, Vt.

All distilled from Vermont honey

Barr Hill Vodka, 40% – ~\$55

Clear with an aroma that's rich and sweet with honey, vanilla, butter and grass. Smooth and lovely in the taste with sweetness, spice and alcohol warmth. A rich, viscous body. A long finish, clean and crisp with alcohol warmth.

Barr Hill Gin, 45% – ~\$36

Clear with an aroma of soft juniper, spices, pine, cedar, lavender and alcohol. In the taste are spices, pine, juniper, rosemary, lavender, violets and honey sweetness. A viscous body. A long finish with spices, pine, juniper and alcohol warmth.

Barr Hill Reserve Tom Cat Gin (barrel-aged), 43% – ~\$46

Amber with an aroma of oak, fir, cloves and honey sweetness. In the taste are oak, orange and lemon peel, honey sweetness, alcohol warmth and a lovely soft mustiness. A full, syrupy body. A long finish; almost like an Old Fashioned.



The *Modern Distillery Age Tasting Panel* meets once or twice a month. Samples are sent by distillers and importers and are tasted blind. Samples can be sent to:
Modern Distillery Age
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Norwalk, CT 06850

Azulana Tequila RTDs, 4.3%

Pure Azul Beverage, Pasadena, Calif., ~\$14 per 12-ounce four-pack
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Regular

Clear with an aroma of tequila and soft bananas. In the taste are light tequila flavors. A thin body and soft CO₂.

Lime

Clear with a bright lime aroma and light lime flavors. A thin body and soft CO₂.

Pineapple Rosemary

Clear with a pineapple aroma. Pineapple is full-on in the taste. Dry in the finish. A thin body and soft CO₂.



Dan Leese – President/CEO, Hotaling & Co.

Hotaling & Co. has appointed Dan Leese, formerly CEO and founder of V2 Wine Group, as its new President and CEO, reporting to Hotaling & Co.'s board of directors.

Leese has held executive positions with Brown-Forman, Beringer Blass Wine Estates and V2, where he developed and worked with family wineries and released three owned brands, building a multimillion-dollar enterprise in eight years.

Hotaling & Co.'s board of directors consists of Chairman of the Board, Philip Bowman, formerly C.E.O. of Allied Domecq PLC and director of several other public and private companies; Gerry Ruvo, former Chairman of Campari America; Edward Rudd, Business Investment Director of Berry Bros. & Rudd; Emily Rae, Finance Director of Berry Bros. & Rudd; and Tony Foglio.



Dan Leese



Tasting Events & Competitions



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