

Distillery ^{modern} Age



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Hendrick's New Gin Palace

Hendrick's Gin in Scotland has opened a new distillery named the Hendrick's Gin Palace. The space includes two new stillhouses plus the original four Bennett stills including the antique copper pot still from 1860 and three precise replicas. There are also two Carter Heads including one original constructed in 1948 and one exact reproduction. The new stills have been active for almost a year. William Grant & Sons has invested approximately \$17 million in the expansion.



Also in the Gin Palace is a walled garden which leads to a Victorian-inspired palm house flanked by two botanical hot houses used to cultivate unusual botanicals and flora from around the world. There's an "inner sanctum," which is Hendrick's Master Distiller Lesley Gracie's laboratory featuring a flavor library, a lecture theater and a bar.

"I've been distilling Hendrick's for almost 20 years," said Gracie, "and during that time, my team and I have had the opportunity to explore and experiment on a small scale. However, I'm thrilled and excited to take full advantage of our wonderful new distillery and begin working on a line of experimental liquids, some of which will hopefully blossom into future releases and potential new expressions of Hendrick's"

NIELSEN CGA: Spirits Continues to Grow with Whiskey a Main Driver

by Genevieve Lee Aronson, Nielsen, www.nielsen.com

The latest numbers from NCGA's On-Premise Measurement (OPM) service shows the long-term picture in U.S. bars and restaurants remains the same with total beer declining at -1.9%, wine doing better at +0.8% and spirits performing best at +1.3% vs. year ago.

Given the competition, retailers are increasingly keen to understand how consumers interact with different categories across the day in order to promote more effectively.

With best-performing spirits in mind, the Early Evening/Happy Hour time period (5 p.m.-8 p.m.) performs strongest across the spirits category creating average sales of \$1,336 in the average week. Late Evening (8 p.m.-11 p.m.) and Late Night (11 p.m.-3 a.m.) come in as the second and third most valuable part of the day for spirits at \$962 and \$866, respectively, for the average week in the average outlet.

Focus on Bourbon for Bourbon Heritage Month

As we come to the end of Bourbon Heritage Month, the whiskey drinker has never been more valuable to the on-premise. They typically eat out 10pp more than the average consumer and drink out much more than the average U.S. consumer

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IWSR Top 100 Travel-Retail Spirits Brands

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

The ten largest spirits brands in travel-retail hold 36% of the total travel-retail spirits market and 45% of the volumes held by the top 100 brands, according to the *Top 100 Travel-Retail Spirits Brands* list published exclusively in the September issue of *IWSR Magazine*.

Diageo's Johnnie Walker remains the clear leader of the travel-retail spirits sector with volume sales of more than 2.5 million nine-liter cases. A 4.2% increase in volumes in 2017 was largely driven by healthy growth of 5% to 7% for each of the brand's leading variants: Black, Red, Double Black and Gold. Johnnie Walker achieved double-digit growth in its biggest duty-free market, the Gulf and in other key markets such as Singapore, Malaysia, the Levant, Africa and Russia.

Jack Daniel's exchanged places with Chivas Regal to move back into second position in the top 100 ranking. Travel-retail volumes topped one million cases for Jack Daniel's last year after rising by 17%. The introduction of new lines and exclusive items has maintained momentum for the brand.

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Distilled Spirits Council – Three Country Trade Deal

The Distilled Spirits Council has welcomed the announcement of a new, modernized trade agreement, the United States-Mexico-Canada Agreement (USMCA).

"Trade is a key component to a strong economy, and the U.S. spirits industry and our consumers benefit from free and fair trade agreements," said Distilled Spirits Council Interim President and CEO Clarkson Hine. "The USMCA agreement is welcome news for American spirits exporters. We hope this creates new momentum for further discussions in North America, the E.U. and elsewhere that lead to the swift removal of retaliatory tariffs on American spirits exports.

"Importantly, the agreement reaffirms commitments concerning the internal sale and distribution of distilled spirits and tariff-free trade in spirits. It also establishes new best practices regarding labeling and certifications for beverage alcohol, which will help to facilitate trade in spirits among the three countries."

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