

Distillery Age



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Pit Liquor: A Whiskey Deodorant

Erica and Jason Feucht, a Colorado couple, have created Pit Liquor, a whiskey-based deodorant, and are funding their business on Kickstarter.



Pit Liquor is a spray deodorant made from several edible components and “a uniquely concocted extract to help quench your stench,” said the Feuchts. They claim that Pit Liquor “kills bacteria and keeps your pits neutral, so they’re not a good environment for bacteria to come back to.”

Pit Liquor is available as Whiskey Lavender, Whiskey Vanilla and Whiskey Black Pepper. The bottles contain sprigs of lavender, slices from vanilla beans, whole cloves and whole peppercorns in a high-alcohol-content organic whiskey.

“Each of our other ingredients is present to help your underarm be a microbiome, free of stench-causing bacteria,” according to the Kickstarter proposal. “We’ve done over a year of research and trials to figure out the best way to quench your stench and have a little fun with it.”

A one-ounce bottle is said to last three-plus weeks, and a 3.4-ounce bottle for about three months. Final pricing isn’t set, but one-ounce bottles may sell for \$8, and the 3.4-ounce bottles for \$12. The Kickstarter fulfillment will most likely be ready by Christmas, and website sales may begin in early 2018.

Cognac’s New Look

The Bureau National Interprofessionnel du Cognac (BNIC), the association that represents the interests of those who grow, distill and export Cognac, has created a new visual identity and logo for the association, which will be used in all markets and on all communication materials.



continued on page 2

Distilled Spirits Council on the Senate Finance Committee Amendment

Below is a statement by Senior Vice President Mark Gorman on the two-year tax cut included in Senate Finance Committee Amendment:

“We commend the Senate Finance Committee for recognizing the excessive tax burden faced by the more than 1,200 operating distilleries nationwide, as well as the important role distilleries of all sizes play in generating jobs, supporting agriculture and boosting tourism.

“With more than half the cost of a typical bottle of spirits resulting from taxes and fees, a reduction in the federal excise tax will stimulate further investment and job creation in communities across the country.

“This common-sense and much-needed amendment is widely supported by nearly 300 cosponsors in the House and 54 in the Senate. We will work with the other Senate cosponsors to ensure that this amendment is included in the final bill that passes the Senate.

“The Council and its members have lobbied to support the tax cut legislation in an alcohol producers’ coalition that includes Beer Institute, Brewers Association, Wine Institute, WineAmerica and the American Craft Spirits Association.”

continued on page 2

Breakthru Beverage Group Acquires Bacchus Importers

Breakthru Beverage Group has acquired boutique spirits and wine wholesaler Bacchus Importers, which operates in Maryland, Delaware and Washington, D.C.

Bacchus has been owned by the Merinoff family since 1994. While this acquisition will formally bring the full Bacchus business into Breakthru, Bacchus will operate independently and maintain its current team, name and own approach to servicing customers and suppliers.

“We’re motivated by what the future holds for Breakthru, and constantly strive to enhance our capabilities across all business lines,” said Greg Baird, Breakthru Beverage Group President and CEO. “Acquiring Bacchus is a prime example of the unique partnerships we seek to strengthen our position

continued on page 2

Distilled Spirits Council on the Senate Finance Committee Amendment

continued from page 1

Joint Coalition Letter Sent to the Senate Finance Committee in Support of the Amendment

"The current Federal Excise Tax (FET) levied on distilled spirits is \$13.50 per proof gallon, and the distilled spirits sector paid over \$5.5 billion in FET in 2016 alone. This is a unique and excessive tax burden on the industry.

"The Craft Beverage Modernization and Tax Reform Act (H.R. 747/S.236) introduced by Representatives Erik Paulsen (R-MN-03) and Ron Kind (D-WI-03) and Senators Ron Wyden (D-OR) and Roy Blunt (R-MO) creates a more fair and equitable tax structure for brewers, winemakers, distillers and importers of all beverage alcohol.

"Fifty-four percent of the price of a typical bottle of distilled spirits is consumed by taxes and fees. This bill reforms the federal excise tax on spirits by:

"Establishing a reduced rate of \$2.70 per proof gallon for the first 100,000 proof gallons of distilled spirits produced or imported annually for spirits.

"Establishing a rate of \$13.34 per proof gallon for the next 22,130,000 proof gallons of distilled spirits.

"Keeping the excise tax rate of \$13.50 per proof gallon for production in excess of 22,230,000 proof gallons.

"These rates would apply to both domestic producers and importers of distilled spirits, regardless of size and would mark the first time that taxes on distilled spirits were reduced since the Civil War."

return to page 1

Breakthru Beverage Group Acquires Bacchus Importers

continued from page 1

as a leading beverage company in North America. Bacchus has had incredible success in this industry niche, and we look forward to collaborating on continued innovation and strategic growth."

This acquisition is Breakthru's latest, preceded by its ownership of Tenzing Wine & Spirits in Illinois, investments in

Prime Wine & Spirits in Georgia and the continued development of an internal team of beverage industry experts in premium, emerging and craft brands.

"Breakthru's experience in this industry is unparalleled, and we have complete confidence that this new relationship will provide mutual success," said Bruce Gearhart, Bacchus Importers President. "The Breakthru team has an acute focus on learning and development, commercial technology, logistics and operational excellence, and we very much look forward to leveraging their best practices to build upon our already successful business."

return to page 1

Cognac's New Look

continued from page 1

The words "COGNAC FRANCE," in what BNIC describes as "a timelessly elegant font," are written over an earth-tone image in the exact shape of the Cognac region as part of the new logo and design.

"We have chosen an identity that is inspiring, like Cognac itself," said Vincent Chappe, President of the BNIC's communications committee. "The image of the region is both brilliant and down-to-earth at the same time. This new visual identity lets us tell consumers the wonderful story of this place and its people, who together, create the spirit in which we have such pride: Cognac."

Spanning the Charente, Charente-Maritime and parts of the Dordogne and Deux-Sèvres départements in southwestern France, the Cognac production area was officially delimited in 1909. Bordered by the ocean and traversed by the Charente River, Cognac's open plains and rolling hills contain six Crus characterized by clay and limestone soil. Cognac is exported to 160 countries, representing 98% of the world's markets.

return to page 1

Casa Bacardí Visitor Center Re-Opens in Puerto Rico

The Casa Bacardí Visitor Center, one of Puerto Rico's top tourism attractions, reopened on November 1. While the Casa Bacardí campus suffered minor damage during Hurricane Maria, the landscaping is showing signs of recovery.

"Tourism is an essential industry for Puerto Rico," said Wesley Cullen, General

Manager of the Casa Bacardí Visitor Center. "As the island rebuilds, we look forward to welcoming visitors with warm hospitality, cold cocktails and stories of overcoming adversity, innovation, perseverance and celebration. We are here to support the industry and are very happy to reopen Casa Bacardí for tourist and locals."



Casa Bacardí Puerto Rico has been open since 1961. During the weeks following Hurricane Maria, the visitor center was temporarily closed as its staff remained focused on providing relief to the community as part of the "Bacardí Contigo" (Bacardí is With You) initiative.

As part of the Bacardí ongoing commitment to Puerto Rico relief and rebuilding efforts, \$5 of each tour admission will be donated to relief organizations through the end of the year.

Three tours are offered: The Historical tour starts with a cocktail overlooking the bay to El Morro Fort, then a guided tour to see how Bacardí rum is made. The tour includes a welcome cocktail and commemorative cup.

The Rum Tasting tour shows how Bacardí rums are made, the craft of barrels and blending and an expert-led tasting of five Bacardí rums including Legacy, which is exclusively available at Casa Bacardí in Puerto Rico.

The Mixology tour focuses on the Mojito cocktail. This interactive tour puts visitors behind the bar as a Bacardí rum specialist leads guests through mixing three classic Bacardí rum cocktails after a visit to the distillery. The tour includes a welcome cocktail and commemorative cup.

In the retail shop, visitors can participate in the Self-Fill Experience, where guests fill, seal and label their own bottle of rum, exclusively available at Casa Bacardí, directly from the barrel.



New York Subway System to Go Alcohol-Ad Free

The board of the Metropolitan Transportation Authority (MTA) in New York City has approved a measure that bans spirits, beer and wine advertising on any MTA property. Existing contracts for alcohol ads will continue until the end of the year.

Bacardi's Havana Club Campaign

A year after re-releasing Havana Club in the U.S., owner Bacardi, which distills Havana Club in Puerto Rico, has created a new integrated campaign for the rum titled "Forever Cuban."



"Standing up to its competitors, upholding the authenticity of the rum's Cuban heritage and asserting its rightful place as the original Havana Club rum, Forever Cuban affirms that although the brand is no longer produced in Cuba, it is, and will forever be, Cuban," according to a company statement.

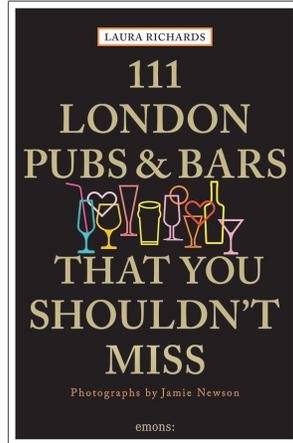
The campaign began on YouTube and Havana Club social media channels with a 60-second spot that features Cuban-American actor Raul Esparza, best-known for his roles on *Law & Order: Special Victims Unit* and *Hannibal*, reciting *Island Body*, a poem written exclusively for the campaign by poet Richard Blanco. Written, produced and directed entirely by Cuban exiles in Miami, and available in both English and Spanish, the film culminates with the tagline "Forced from home. Aged in Exile. Forever Cuban."

In the poem and the spot video, Havana Club rum proclaims its Cuban roots and warns adversaries — "Don't tell us we're not Cuban, just because we are no longer produced in Cuba."

Havana Club rum also has a new website in tandem with the campaign: www.TheRealHavanaClub.com.

111 London Pubs & Bars That You Shouldn't Miss

Time Out London's Drinks Editor and first-time author Laura Richards has written *111 London Pubs & Bars That You Shouldn't Miss* (Emons, 240 pages, paperback, \$19.90).



With photographs by Jamie Newson, Richards covers rooftops, basements, gardens, caves, breweries and distilleries where a drink can be found. Some of these are places the locals couldn't let die.

Sake Expert Timothy Sullivan Returns from a Year Spent at Hakkaisan Brewery in Niigata, Japan

Timothy Sullivan, a sake expert and founder of www.urbansake.com, has returned to New York City after spending one year abroad in intensive study making sake at Hakkaisan Brewery in Minami-Uonuma, Niigata, Central Japan. Sullivan's return marks the beginning of an educational program to share his passion for sake with consumers and the trade on behalf of Hakkaisan, while showcasing his sake knowledge from his time spent in Japan.

"I was able to experience each aspect of sake brewing firsthand, not from a textbook," Sullivan said. "Hakkaisan is uniquely positioned to provide this from rice milling to sake brewing and bottling. This is an extremely rare opportunity for a foreigner."

Founded in 1922, Hakkaisan Brewery is situated at the foot of Mount Hakkai in Niigata Prefecture. The spring water that flows from the mountain is used to produce

its sake. The brewery produces small batches using handmade *koji* and a slow fermentation at low temperatures.

"Niigata Prefecture, where Hakkaisan is located, has a stunning natural beauty and a rich local culture," Sullivan added. "The landscape of mountains, rivers, snow, forests and paddy fields greatly influence the brewery and contribute to the purity of its sake."

Sullivan has planned a schedule to teach sake production at events throughout the this fall and winter seasons and into 2018. Classes will be taught at the Japan Society in New York City to consumers and to the trade at bars and restaurants, specifically venturing outside of traditional Japanese food and sake pairings. Sullivan hopes to share his passion for sake with a wider audience by demonstrating that it pairs not only with traditional Japanese cuisine but also with American favorites such as pizza, cheese and charcuterie, thanks to its *umami* flavor. He'll also be featured on *Celebrity Taste Makers* on PIX11 television in New York City.



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Shackleton Blended Malt Scotch Whisky

Whyte & Mackay has released Shackleton Blend Malt Scotch Whisky (40% ABV) in the U.S. It's a blend of Highland single malts made "to capture the spirit of the original whisky commissioned by British explorer Sir Ernest Shackleton for his legendary 1907 Antarctic expedition," according to a company statement.



Sir Ernest Shackleton commissioned 25 cases of Mackinlay's Rare Old Highland Malt Whisky for his Antarctic expedition of 1907. Aboard the ship *Nimrod*, Shackleton led his second attempt to go where no one had before — the South Pole. Shackleton and his men reached 88 degrees south, further than his previous attempt, but still 97 miles short of the Pole. Faced with disaster, Shackleton turned back, leading everyone in his crew home to safety even after their ship was lost to the ice. In the race for survival, supplies were left behind, including three cases of Mackinlay's Rare Old Highland Malt.

One century later, 11 intact bottles containing this whisky were recovered from under the ice beneath Shackleton's basecamp. Master Blender Richard Paterson then created Shackleton Blended Malt Scotch Whisky and aged it in a combination of ex-bourbon American white oak barrels and Spanish sherry butts.

Shackleton Blended Malt Scotch Whisky is the first blended malt brand to join Whyte & Mackay's portfolio as a permanent offering. A 750-ml bottle sells for about \$35.

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Asimina Pumila

The Baltimore Whiskey Co. has released Asimina Pumila (58.7% ABV), said to be the first pechuga-style apple brandy.



Described as a spin on the distillery's mezcal-style Charles St. Apple Brandy, Asimina Pumila is a smoked apple brandy infused with locally foraged paw-paws, persimmons and black walnuts. It's extra-long distillation takes place with a Maryland cured country ham hung in the copper pot-still.

Asimina Pumila can only be distilled during Maryland's short paw-paw season, meaning it will only be distilled once a year.

A 750-ml bottle sells for about \$80, and Asimina Pumila is available in Maryland and Washington, D.C.



Party Fowl's Nashville Hot Bloody Mary Mix

Party Fowl, a Nashville, Tenn., hot chicken restaurant that recently announced a second location to open in 2018, has released Party Fowl Nashville Hot Bloody Mary Mix in partnership with Nashville-based cocktail mixer brand, Walker Feed Co.



Party Fowl Executive Chef Bart Pickens added his Nashville Hot Chicken spice blend (with smoked paprika, habanero blend, cayenne and chili powder) to Walker's Southern Bloody Mary, which features bourbon barrel-aged Worcestershire, blackstrap molasses and creole mustard.

A 750-ml bottle sells for about \$10.

Brockmans Gin's Holiday Gift Pack

Brockmans Gin (40% ABV) from the U.K. has released a gift carton for the holidays.



Botanicals in Brockmans Gin include blackberries, blueberries, coriander, bitter-sweet orange peel and juniper berries steeped in pure grain spirit for up to 24 hours before being distilled in a traditional copper still.

The gift pack with a 750-ml bottle sells for about \$35.

Oak Smoked Water

Halen Môn Sea Salt, located on the edge of Anglesey, an island in North Wales, has created Oak Smoked Water, said to be good for many foods — and even for cocktails.



Oak Smoked Water is available via the company website: www.quickslowsmokers.com/pricing-contact-us.

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Stoli Gold

Stoli Vodka has updated the packaging for its super-premium offering, Stoli Gold (40% ABV).



First conceived as Stoli Cristal in 1989, the expression name was changed a decade later as a nod to its final filtration stage through coils of gold thread. The redesign includes the bottle, label and production process and is aimed at elevating the consumer experience off-premise and on-premise at high-end clubs and lounges.

Stoli Gold is now available in 750-ml and one-liter sizes in top U.S. and global markets along with select duty-free retailers. A 750-ml bottle sells for about \$25.

Stoli Gold is distilled from Gubernator Dona winter wheat grown on a single Russian estate, and the distilled spirit is blended with water filtered through shungite, a rare mineral found only in a remote part of northwest Russia. This blend is then filtered in the traditional Stoli way before the final filtration through coils of gold thread.

The new packaging features a textured metallic label with content on the front and back, which is visible through the clear vodka. The bottle is taller and “more elegant” than before with embossing on the bottom and the neck, which also includes a gold neck label, cork cap and tamper evidence. On the back of the bottle, there’s a thick metal seal displaying Stoli Vodka’s birth year of 1938.

Laphroaig 27 Year Old

Beam Suntory has released the limited-edition Laphroaig 27 Year Old Single Malt Scotch Whisky (41.7% ABV), which is mature Laphroaig previously aged in refill hogsheads transferred into first-fill ex-bourbon barrels and refill quarter casks.



A 750-ml bottle sells for about \$750. Laphroaig 27 Year Old is packaged in a white wooden box with hand-carved images of the distillery inside.

Vince Ambrosino – Chief Strategy & Technology Officer, Beam Suntory

Beam Suntory has appointed Vince Ambrosino to the position of Senior Vice President, Chief Strategy & Technology Officer. Ambrosino is currently Executive Officer & Division COO of the Global Business Development Department at Suntory Holdings, the parent company of Beam Suntory.



Vince Ambrosino

Prior to joining Suntory Holdings in 2015, Ambrosino spent two years at Beam Suntory leading the Global Financial Planning & Analysis and Treasury functions before serving as Interim CFO. He previously served in finance positions of increasing responsibility at PepsiCo.

In his new role, which is effective January 1, Ambrosino will join the Beam Suntory Executive Leadership Team and report to Matt Shattock, Chairman and CEO of Beam Suntory.

Ambrosino is a graduate of the University of Illinois and earned a Master's degree at Northwestern University's Kellogg Graduate School of Management. He and his family will relocate to Chicago from Tokyo.

Maurice Doyle – Head of Incubation Brands & Global Commercial Development, Bacardí

Bacardi has named spirits industry veteran Maurice Doyle as Head of Incubation Brands and Global Commercial Development.



Maurice Doyle

Under the leadership team in Bermuda, Doyle's task will be to drive brand equity and accelerate performance in some of the smaller, high potential premium brands in the Bacardí portfolio including Angel's Envy, St-Germain, Banks, Santa Teresa, Facundo Rum Collection and Leblon as well as drive sales performance and travel retail globally.

Doyle spent 17 years with Bacardí in travel retail, commercial and marketing roles before he left the company in 2009. Since leaving Bacardí, Doyle was Chief Marketing Officer at William Grant & Sons where he had accountability for travel retail and other global commercial functions. Most recently, he was Chief Operating Officer for Suntory's non-alcoholic division for Africa, Middle East & Caribbean.

Doyle is based in London and serves as a member of the Bacardí Global Leadership Team, reporting to Mahesh Madhavan, CEO of family-owned Bacardí Limited.

Marc Hirten – President/COO, Frederick Wildman & Sons

New York-based importer Frederick Wildman & Sons has named William Grant & Sons veteran Marc Hirten as President and Chief Operating Officer. Hirten replaces John Sellar, who has served in the role for the past two years. Sellar will now transition to the role of Senior Vice President, Fine Wines and Spirits/Business Development.



Marc Hirten

At William Grant & Sons, Hirten was General Manager of Commercial Strategy. He's also worked for Moët Hennessy and Diageo in positions of general management, strategy, sales and marketing.

Hirten will oversee sales, marketing, operations, finance, supplier and distributor relations as well as Wildman's dedicated wholesale division. Working alongside him are Bill Seawright (National Sales), Martin Sinkoff (Marketing), Jim DiCicco (Finance) and Greg Taylor (Wholesale Operations).

Hirten graduated from Santa Clara University in California with an Economics degree.



Modern Distillery Age Tasting Panel

In this week's tasting panel we tasted three tequilas, two mezcals, an American rye, two bourbons, an Irish single grain whiskey and a cognac. *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 (Producer of the 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 and 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*), Pete Reid (Publisher/Editor of *Modern Brewery Age*), Michael Anstendig (*Modern Distillery Age*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

Ayate Tequila Reposado, 40%

Casa Ramirez, Guanajuato, Mexico, ~\$65

Imported by Savage & Cooke; aged for eight months in oak, four of those in in Savage & Cooke's Chardonnay barrels

Amber with an aroma of agave, melons, sweetness, butterscotch, vanilla, wine and earthiness. Smooth in the taste with agave, butterscotch, vanilla, wine, earthiness, white pepper and oak. A medium-full body. Finishes with sweetness, wine, spice, white pepper and tannic dryness.



Ayate Tequila Añejo, 40%

Casa Ramirez, Guanajuato, Mexico, ~\$95

Imported by Savage & Cooke; aged for 12 months in oak, six of those in Savage & Cooke's Chardonnay barrels

Amber with a light aroma of agave plus butterscotch, vanilla, earthiness, hay and grass. In the taste are agave, caramel, butterscotch, vanilla, grass and black pepper. A full body. Finishes with agave, sweetness, black pepper, grass and spice.

"Collabor&Tion" Rare Release Bourbon, 47% Bardstown Bourbon Co. & Copper & Kings American Brandy, ~\$124

made with 10-year-old straight bourbon whiskey distilled in Indiana by Lawrenceburg Distillers (now MGP) from 75% corn, 21% rye and 4% malted barley; aged in Muscat Mistelle barrels for more than 18 months

Amber with an aroma of raw oak and wine. In the taste are raw oak, tannic dryness, wine-like and also bourbon sweetness, fruits, brandy and alcohol warmth. A big, full body. A long finish with brandy, spice and alcohol warmth.



"Collabor&Tion" Rare Release Bourbon, 56.5% Bardstown Bourbon Co. & Copper & Kings American Brandy, ~\$124

made with 10-year-old straight bourbon whiskey distilled in Indiana by Lawrenceburg Distillers (now MGP) from 75% corn, 21% rye and 4% malted barley; aged in Copper & Kings American brandy barrels

Amber with an aroma of rum, vanilla, sugar cane and raisins. Sweet in the taste with oak, vanilla, floral notes, apricots, marmalade, dried fruits and alcohol warmth. A big, full body. A long finish with chocolate, cocoa, dried fruits, oak, dryness and alcohol warmth.



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
228 Silvermine Avenue
Norwalk, CT 06850

Modern Distillery Age Tasting Panel

Kimo Sabe Joven Mezcal, 41.5%

Kimo SAPI, Zacatecas, Mexico, \$55

Imported by Martinez Brands

Clear with an aroma of sweetness, agave, grass, bell peppers, cooked vegetables and light smoke. A lovely balance in the taste of agave, spice, peppers, sweetness, light smoke and alcohol warmth. A medium body. A long, mellow finish with smoke and spice.



Beer Barrel Rye, 44%

New Holland Spirits, New Holland, Mich., ~\$34

distilled twice from rye and malted barley; aged in a combination of new American oak and rejuvenated barrels and finished in Dragon's Milk (a new Holland Brewing beer) barrels for a minimum of 90 before being bottled non-chill filtered

Amber with an aroma of root beer, sarsaparilla, chocolate, grains and lactic notes. In the taste are grains, sweetness, treacle, lactic notes, Mars Bar chocolate, almonds and alcohol warmth. A full body. Finishes with candy, cinnamon, an overall spiciness and alcohol warmth.



Kimo Sabe Reposado Mezcal, 41.5%

Kimo SAPI, Zacatecas, Mexico, ~\$41

Imported by Martinez Brands

Light amber with a light, delicate aroma of spice, vanilla, fruitcake and a hint of smoke. In the taste are agave, sweetness, grass, spice, chocolate and light smoke. A medium-full body. A long finish with cinnamon and alcohol warmth.



Kilbeggan Irish Whiskey Single Grain, 43%

Kilbeggan Distilling, Kilbeggan, County Westmeath, Ireland, ~\$30

Imported by Kilbeggan Distilling Import Co. (Beam Suntory); distilled from 94% corn and 6% malted barley; aged in ex-bourbon barrels before being finished in a mix of ex-bourbon and fortified wine barrels

Light amber with a delicate, soft aroma of honey and flowers. Light and soft in the taste with sweetness, vanilla, dried fruits, honey, apples, nutmeg and overall spiciness. A medium-full body. Finishes with spices and nutmeg.



Kimo Sabe Añejo Mezcal, 41.5%

Kimo SAPI, Zacatecas, Mexico, \$55

Imported by Martinez Brands; aged for 18 months in American oak barrels that previously held Kimo Sabe Reposado

Light amber with an aroma of oak, hay and vegetal/earthy agave. In the taste are spice, oak, vanilla, fruits, licorice and vegetal/earthy agave. A full body. A long finish with cinnamon and alcohol warmth.



Hennessy's Master Blender's Selection No. 2, 43%

JAS Hennessy & Co., Cognac, France, ~\$92

Imported by Moët Hennessy USA; the second — and last — expression by seventh generation Master Blender Yann Fillion

Reddish with an aroma of dried fruits (cherries, plums and prunes) and vanilla sweetness. Sweet and rich in the taste with spices (pepper, cloves, nutmeg and licorice), cherries and alcohol warmth. A big body. Finishes spicy with white pepper, cherries and vanilla sweetness.



Tasting Events & Competitions



INDEPENDENT Spirits Expo

INDIESPIRITSEXPO.COM
Chicago — September 21, 2017
New York City — May 2018



ULTIMATE SPIRITS CHALLENGE 2017

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Calendar of Events

November 26, 2017: The Whisky Extravaganza, Boston, MA, www.thewhiskyextravaganza.com

December 7, 2017: The Whisky Extravaganza, Fort. Lauderdale, FL, www.thewhiskyextravaganza.com

The full *Modern Distillery Age* calendar is available at www.distilleryage.com



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WHERE THE TRADE DECIDES

| | | | |
|--|---|---|--|
|  AISC ASIA INTERNATIONAL SPIRITS COMPETITION SEPTEMBER 10TH 2017 |  BISC BERLIN INTERNATIONAL SPIRITS COMPETITION MARCH 4TH 2018 |  NYISC NEW YORK INTERNATIONAL SPIRITS COMPETITION APRIL 22ND 2018 |  MISC MELBOURNE INTERNATIONAL SPIRITS COMPETITION JUNE 24TH 2018 |
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