

Distillery modern Age



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Jim Beam American Stillhouse on Airbnb

This fall, Jim Beam Bourbon in Kentucky is opening its home and giving visitors the opportunity to join the family by listing the first-ever rental property on the Jim Beam distillery grounds, available only on Airbnb.



Beginning the week of October 21, visitors have been able to book a limited number of stays at the Jim Beam American Stillhouse where they can live, eat and sleep in a historic Kentucky house overlooking nearby Everbach Lake on the distillery grounds. Guests can enjoy a variety of activities including a distillery tour, bourbon tasting and Kentucky barbecue meals.

Built in 1919 with three bedrooms and two and a half bathrooms, the distillery's rustic house comes equipped with a fully-stocked bar of Jim Beam bourbons, fireplace, backyard with cowboy cauldrons and fishing docks. Guests can also enjoy the other elements of the Stillhouse including an original staircase from the Jim Beam distillery (circa Prohibition), a bourbon bar with seasonal cocktails and dinner at Fred's Smokehouse, which serves bourbon BBQ selections inspired by Beam family recipes.

Bourbon fans will be able to book a one-night stay on the distillery grounds in Clermont, Ky., by visiting Fred Noe's profile on Airbnb.

Attorneys General Encourage Online Vendors to Take Proactive Steps to Prevent Illegal Alcohol Sales Online

The National Association of Attorneys General (NAAG) recently sent letters to leading U.S. online vendors asking them to undertake certain steps to curtail illegal alcohol sales online. Letters were sent to Craigslist, eBay and Facebook.

According to NAAG, digital platforms have given rise to the sale of unlicensed and unregulated alcohol. The sale of illegal alcohol online may include counterfeit, mislabeled or fraudulent products. This presents a risk to consumers, including minors, who are exposed to illegal products that may not meet health standards.

"We believe that everyone has an ethical and moral responsibility to protect consumers, especially those who are most vulnerable to fraud," the letter stated, signed by 46 state and territory attorneys general including NAAG President

continued on page 2

Carbonated Cocktails Drive Innovation in Classic Mixed Drinks and RTDs

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

While bubbles are certainly not new within the drinks category, the nuances of carbonation have never been more relevant. From the fine cascade of nitro to the high carbonated precision of Japanese whisky highballs, carbonation has emerged as a new frontier for mixologists and ready-to-drink (RTD) innovators looking to create distinctive drinks.

In terms of flavor and mouthfeel, carbonation adds a balanced roundness to drinks that might have otherwise been overly bitter or sweet. Carbonation is experienced by the same taste receptors on the tongue which sense sour flavors, meaning that the zip of carbonation is perceived much in the same way as the zing of citrus fruits.

Carbonation: RTDs

Off-premise, drinks makers are equally engaged with the carbonated cocktail movement. Many RTD producers have explored the trend. Convenient and portable, canned cocktails are booming. And what is more refreshing than a fizzy drink from a can?

Some companies are producing canned versions of traditionally fizzy drinks. That Boutique-y Gin Company recently released a range of RTD gin drinks including Pineapple Gin Mule, Strawberry Gin Fizz, Gin and Tonic and a Yuzu Gin Collins.

continued on page 2

DISCUS Celebrates 85th Anniversary of Code of Responsible Practices

The Distilled Spirits Council of the United States (DISCUS) recently marked the 85th anniversary of the Code of Responsible Practices (available [here](#)), a set of voluntary advertising and marketing guidelines first adopted by the spirits industry within months of the repeal of Prohibition.

"Eighty-five years ago, leaders in the spirits industry showed a great sense of duty and dedication in developing an effective self-regulatory system that has stood the test of time," said DISCUS President and CEO Chris Swonger. "Through the industry's voluntary advertising and marketing code, the spirits industry's commitment to responsibility remains steadfast."

continued on page 2

Carbonated Cocktails

continued from page 1

Other brands are applying bubbles to cocktails that are normally still drinks. U.S. brand Joia Spirit introduced its Sparkling Margarita in a can in 2019. Low carb and low sugar, the variant is described as bright, tangy and slightly effervescent. As stated on the brand's website, Sparkling Margarita is "lightly carbonated with a few bubbles".

Carbonation: On-Premise

On-premise, the carbonated cocktail trend can be traced to the rise in batched cocktails. While in the past, bubbles were added to drinks through the addition of another liquid — tonic water, club soda, sparkling wine — mixologists can now create fizz intrinsic to the liquid itself.

There are several ways that draft and batched cocktail innovators have imparted carbonation into their creations. Some are turning to fermentation (or "biologically-aged cocktails"), a technique pioneered by the Mr. Lyan team. An early example of this was The Magnus Reserve, added to the White Lyan menu in 2014, which began with fermented gooseberries steeped with herbs. The drink was then mixed with Scotch whisky and cut with a botanical-infused water. The technique has since spread to the U.S. Currently on the menu at Brooklyn's Bearded Lady, the Kiwi Cup is described as "a fizzy boozy kombucha" made with strawberry-infused rum, fermented kiwi, aperitif and bitters.

Another way to add bubbles is through forced carbonation, either through cocktail carbonation systems such as Perlini, or using CO2 pressurized bottles. At-home mixologists may even turn to their SodaStream. Forced carbonation offers a level of consistency and precision, contrasted to the controlled chaos of fermentation.

Spirits companies are jumping on board with the trend. In June 2019, Bacardi unveiled a Grey Goose-branded draft cocktail system in collaboration with KeyKegs and filled with Tails Cocktails. The system serves cocktails infused with CO2 or nitrogen. The kegs of RTD cocktails are delivered to bars flat with a shelf life of 28 days after tapping (or four months untapped).

Key Takeaways

First pioneered on-premise with the rise of pre-batched craft drinks, carbonated cocktails are now making waves within the RTD category.

Carbonation offers a multi-sensory element to cocktails including the sound of fizzing, the impact of the bubbles bursting on the tongue and the zippy flavor impact of CO2.

Sensory drinks and mouthfeel are becoming increasingly nuanced, and carbonation is playing a role as producers play with different levels of effervescence (lightly sparkling, high carbonation, nitro).

We are seeing many types of cocktails undergoing carbonation within the RTD market including traditionally sparkling drinks such as Fizzes and Highballs and classically still drinks such as Margaritas.

return to page 1

DISCUS Code

continued from page 1

First adopted on October 27, 1934, the Code now includes more than 40 provisions regarding the responsible placement and content of beverage alcohol advertising and marketing materials.

"Through these voluntary provisions, DISCUS members have held themselves to a standard higher than mandated by any law or regulation," added Swonger. "Over the decades, there has been 100% compliance by DISCUS members with Code Review Board decisions and overwhelming compliance by non-DISCUS members."

The Federal Trade Commission (FTC), the lead federal agency with advertising oversight, has commended the Code on numerous occasions and cited it as a model. In each of the Commission's intensive reviews of beverage alcohol advertising, the FTC has confirmed that spirits ads are directed to adults and that self-regulation through the industry Code is working.

"The Distilled Spirits Council's Code has several public benefits and has carved the path for responsible corporate citizenship," said Jodie Bernstein, former Director of the FTC's Bureau of Consumer Protection and one of the Code's Outside Advisory Board members. "Among these benefits that set the distilled spirits industry apart, is that the Distilled Spirits Council of the United States was the first industry trade group that I am aware of that published transparent reports on the disposition of advertising complaints. Other industries are following their lead and they should."

Throughout its history, the Code has been updated to ensure its provisions reflect the current marketplace, social mores and evolving technology.

For example, a provision was adopted in 1936 to refrain from using women in advertising. Later modified in 1958, the provision permitted women in advertising if "dignified, modest and in good taste," but the ads could not depict women holding or consuming drinks. While this view may have been deemed appropriate at the time, such a view today would be considered outdated and sexist.

The Code also has evolved to stay ahead of new and emerging marketing platforms. As online and digital communications channels became increasingly present, specific provisions regarding websites were added to the Code in 1998, detailed internet/digital buying guidelines were added in 2008 and social media marketing guidelines were incorporated in 2011.

Other important milestones in the Code's history include the 1996 decision to permit television and radio advertising, the 2003 update to have the Code provisions apply to all of the distilled spirits, beer and wine brands marketed by DISCUS members and the historic decision in 2003 to issue the first-ever public report detailing complaints about specific alcohol advertisements, decisions of the industry's internal review board and actions taken by each advertiser.

return to page 1

Alcohol Sales Online

continued from page 1

Jeff Landry (Louisiana) and Aaron Frey (Maine). "Self-regulation and self-policing to prevent illegal and unfair trade practices and ensure consumer safety are minimum responsibilities for your respective companies. You have the technical prowess and power to accomplish basic protections against illegal sales."

To help address the issue, the attorneys general asked the vendors to take the following steps:

- Review the current content posted to their companies' websites and remove illegal postings for the sales and/or transfer of alcohol products.
- Develop and deploy programming to block and prevent users of their platforms from violating state law by posting content for the sale and distribution of alcohol products on their websites.

return to page 1



WSET Partners with DISCUS

The Wine & Spirit Education Trust (WSET), the largest global provider of wine, spirit and sake qualifications, has partnered with the Distilled Spirits Council of the United States (DISCUS). In a reciprocal agreement, DISCUS becomes a WSET Silver Patron, and WSET becomes a DISCUS Partner Member.

As a Silver Corporate Patron, DISCUS joins a growing list of high-profile organizations in the trade who have partnered with WSET in recognition of its role in the global wine and spirits industry. WSET's Corporate Patrons program provides funding to help the organization develop its courses and qualifications, as well as its online global campus and professional membership body for graduates. The program also helps organizations add value to their own business by maximizing the benefits of training and giving them access to WSET's global network of professionals and enthusiasts.

Through the partner membership program, DISCUS will provide WSET with opportunities to connect with spirits industry leaders to exchange thoughts, resources and expertise and provide support regarding the critical issues that impact the industry at large. DISCUS intends to run a WSET Level 2 Award in Spirits course for all DISCUS members prior to the organization's inaugural conference taking place February 17-19, 2020, in Louisville, Ky.

"We're honored to welcome such an influential body as DISCUS to our international Corporate Patrons network," said Ian Harris, WSET Chief Executive. "As one of our largest and fastest growing business areas, the U.S. is of vital strategic importance to WSET. We look forward to working with DISCUS and supporting each other in achieving our business goals."

"We want to thank WSET for joining us as a partner member," added Chris R. Swonger, DISCUS President and CEO. "Their participation and support make the Distilled Spirits Council of the United States stronger and more effective in advancing policies that benefit the spirits industry, its employees and its consumers."



Tennessee Hills Distillery Expands

Tennessee Hills Distillery, founded in 2014 in Jonesborough, Tenn., a local tourism and spirits destination, has made a one million-dollar investment in its production capabilities. The expansion will increase its on-site production capacities as well as expand its tourism hosting amenities in Tennessee's oldest town.

"I want to say how grateful we are for the incredible response and support our customers have provided for Tennessee Hills Distillery," said Stephen Callahan, owner and founder of the distillery. "When I first opened our distillery with a dream and a passion, I could have never guessed how quickly our customer base would grow. For that I am tremendously grateful."

Callahan said the demand for his products has caused him to source some of his bourbon, gin, rye and base spirits through a partnership with a third-party distillery.

"There have been a few questions about our sourcing practices for some of our popular spirits, and I wanted to be sure to share the information with our customers," Callahan said. "My goal is to build a spirits brand that is independent of investors or outside parties. The demand for some of our products have outpaced our capabilities in the near term, and we have engaged a sourcing partner to help us meet those demands."

"It's really important to me that people understand that our products are still made to our specifications. These are not just a bottle and a label. Our barrels are hand selected and blended to my desired flavor profile and are unique to Tennessee Hills Distillery. We're very happy with the quality of the products and with the response we've had by our customers."

The distillery makes many of its spirits on-premise, such as its vodka, rum and straight corn liquors.

"Our plan has always reflected those of many other similar distilleries," added Callahan. "We want to be able to share what we love with our customers and see if there is a demand. Having a product sit in a barrel for years and then find out it's not liked is a dangerous way to do business. With the continued success that we've had with our spirits, Tennessee Hills Distillery is now confident in expanded distilling capabilities inside our facility."

"In 2018, Tennessee Hills Distillery sales generated approximately \$50,000 in tax revenue to the region," said Jessica Callahan, Stephen Callahan's wife and co-founder. "This year, we will generate around \$80,000 in tax revenues thanks to our customers and successful growth. This is nearly a 40% increase in benefit to our state, county and town."

The couple — who are the only two full-time employees of the distillery — have also been generous financial supporters of community organizations including the local Humane Society, Susan G. Komen and Steppen Stone (an organization that helps at-risk local youth).

"We've taken great care to be diligent in the way we talk about our products with guests and customers," said Callahan. "Our labeling has been specifically crafted to be truthful, allowing us the opportunity to bring these spirits in-house over time without the need for unnecessary changes in the brand."

Tennessee Hills Distillery makes S.E. Callahan Bourbon, Hellcat Gin, Spitfire Vodka, Dead Pecker Rum, Lemon Drop, Lavender Lemon and others.



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NABCA September Control State Results

During September, nine-liter Control States spirits case sales grew 4.9% over same period sales last year opposite a weak comp. Iowa (13.7%), Montgomery County Maryland (0.8%), Maine (4.5%), Michigan (5.0%), Mississippi (10.3%), Montana (12.8%), Pennsylvania (3.7%), Utah (13.9%), West Virginia (87.9%) and Wyoming (16.5%) reported monthly growth rates for September that exceeded their 12-month trends, while Alabama (3.8%), Idaho (2.9%), New Hampshire (-5.4%), North Carolina (0.3%), Ohio (2.8%), Oregon (2.0%), Vermont (1.8%) and Virginia (0.2%) grew at rates that fell short of their 12-month trends. Control state rolling 12-month volume growth, 4.0%, improved upon August's reported 3.4%. Spirits volumes are growing 3.8% year-to-date compared to 2.2% a year ago.

Control State spirits shelf dollars grew at 6.1% during September while trending at 6.7% during the past 12 months. Iowa (17.9%), Montgomery County Maryland (3.4%), Maine (7.2%), Michigan (6.5%) Mississippi (17.2%), Montana (16.2%), Utah (11.6%), and West Virginia (100.5%) grew shelf dollars during September at rates exceeding their 12-month trends. Alabama (6.3%), Idaho (4.5%), New Hampshire (-12.8%), North Carolina (3.8%), Ohio (5.5%), Oregon (3.4%), Pennsylvania (4.3%), Vermont (4.3%), Virginia (4.5%) and Wyoming (5.4%) grew shelf dollars at rates lagging their 12-month trends. Shelf dollars in the Control States are up 6.3% year-to-date compared to 5.0% a year ago.

Price/Mix for September is 1.2%, down from August's reported 2.4%.

September's growth rate was effected by calendar related reporting anomalies in the Control States.

As of March 2019, retail outlets in West Virginia, which previously were closed on Sunday, are now open for business. Spirit retailers in West Virginia had five additional selling days during this year's September compared to last year's.

On net, there were six additional selling days during September in the Control States, 1.2% more, compared to last year's September.

During September, the West Virginia Alcohol Beverage Control Administration hosts a distilled spirits industry trade show for the state's liquor retailers. Last September

the show was held late in September and trade show sales were booked in October. This year, however, sales from the trade show were booked during September, and the state's sales are artificially inflated, and its growth rate is skewed. Note that October's growth rate will have a comp with trade show sales and its growth rate will be artificially deflated.

Seven Control States are wholesale-only, i.e., they have no state stores or agencies and the stores in their jurisdictions are independently owned. These Control States ship to stores Monday through Friday. When reporting sales, NABCA reports warehouse shipments for these states. This September's calendar had 20 weekdays, excluding Labor Day, compared to 19 last year, 5.3% more. Every wholesale-only state's September nine-liter case growth rate exceeded its 12-month trend. The wholesale-only Control States that report calendar month sales are Iowa, Maine, Mississippi, Montana, West Virginia and Wyoming. Michigan is also wholesale-only but reports warehouse depletions based upon a 4-5-4 week fiscal calendar.

After equalizing selling day variations between this year's September and last year's, September's nine-liter case spirits growth rate is 4.1% with a rolling 12-month trend of 4.0%. September's shelf-dollar growth rate is 5.4% with a rolling 12-month trend of 6.8.

Equalized price mix for September is 1.3%.

Cocktails, with 2% share of the nine-liter case Control States spirits market, was September's fastest growing category with 25.8% reported and a 12-month trend of 9.4%. Tequila, with 7% share, reported 12.5% growth and a 10.7% 12-month trend. Vodka, with 35% share, grew during the same periods at 4.2% and 3.3%, respectively. Canadian Whiskey (6.6%, 4.0%), Cocktails (25.8%, 9.4%), Cordials (6.0%, 2.9%), Domestic Whiskey (7.6%, 6.6%), Gin (0.4%, 0.1%), Rum (0.8%, 0.3%), Tequila (12.5%, 10.7%) and Vodka (4.2%, 3.3%) grew at rates exceeding their 12-month trends, while Brandy/Cognac (-4.3%, 2.9%), Irish Whiskey (6.9%, 10.9%) and Scotch (0.4%, 0.8%) grew at monthly rates lagging their 12-month trends.



1926 Macallan Sells for £1.5 Million

A bottle of 60 year-old 1926 Macallan sold last week for a new world record price of £1.5 million at Sotheby's in London. This surpasses the sale in London last year when Christie's sold a bottle from the same cask for £1.2 million.



The 1926 Macallan had a pre-sale estimate of £350,000-450,000. The whisky comes from the same cask #263 of Macallan that sold at Christie's last year. There were 40 bottles of the 1926 Macallan: 12 with a label by Italian artist Valerio Adami, 12 with a label by Peter Blake and two were sold and given private labels —one by Irish artist Michael Dillon, which sold last November for £1.2 million. The remaining 14 bottles, including the one sold at Sotheby's, were given The Macallan's "Fine and Rare" label, making them the oldest in the series.

Each of the bottlings from Cask #263 have now been, at one time or another, the most expensive whiskies ever sold.

Small-Batch Maps

High-Proof Creative, a Portland, Ore., branding and marketing agency for the distilling industry, has created Small-Batch Maps, a web-based feature for mapping products while tracking user searches. The subscription-based website map for distilleries and beverage producers is compatible with WordPress, Squarespace and any other website platform.

Small-Batch Maps is mobile-friendly and fully customizable to match any website's branding on the front-end. As users click and search using the map, anonymized user activity is collected and sent to the subscriber via email.

continued on page 5

Small-Batch Maps

continued from page 5

"Small-Batch Maps was built specifically for distilleries and beverage brands in mind," said High-Proof Creative founder Karen Locke. "It's more than a map for your website. Small-Batch Maps shares data on user activity, which gives valuable insight on potential product demand."

Beverage companies interested in licensing the map along with search reports for \$70 per month can sign up at www.beveragemaps.com. Small-Batch Maps does not collect personal data on users; instead, it shares Top Products Searched, Top Locations Searched and Top Stores Clicked.

RumChata Fairy's "You Get A Gold Cap" Campaign

For its tenth anniversary, RumChata has created the "You Get A Gold Cap" campaign starring the RumChata Fairy. It first aired with a national TV ad on NBC's *NFL Sunday Night Football* on October 27. The 15-second spots are also scheduled for NBC's *Christmas at Rockefeller Center*, *The Voice Finale* and ABC's *Country Music Awards*. The campaign will also expand to national print insertions in *People's Sexiest Man Alive* and *Cosmopolitan*.



"The RumChata Fairy takes the brand beyond holidays and special occasions and drives the message that RumChata is a cream liqueur for everyday enjoyment," according to a company statement.

The light-hearted campaign shows the RumChata Fairy giving gold caps to people accomplishing normal, routine tasks such as making a to-do list, walking stairs at work and watching a robot vacuum their apartment. In addition to TV and print, the RumChata Fairy provides the brand a recognizable character that will also be used in social media and at live events.

The Speakeasy Vault

Metal Art of Wisconsin has created the Speakeasy Vault, described as "concealment furniture" made from oiled wood featuring CNC cut glass and bottle holders on the lower tray and topped with a 16-gauge steel American Flag.



Each Speakeasy Vault is available with standard keyed locks, RFID readers or the new high-tech biometric scanner that can store up to 20 fingerprints. A foam insert is easily adapted to the user's needs so that whatever is stored will be safely hidden behind Old Glory. The Speakeasy Vault is available in either two- or four-foot sizes.

The vault with the four-foot steel flag with foam and biometric fingerprint lock sells for about \$696. The range begins at \$180.

Cognac's New Website

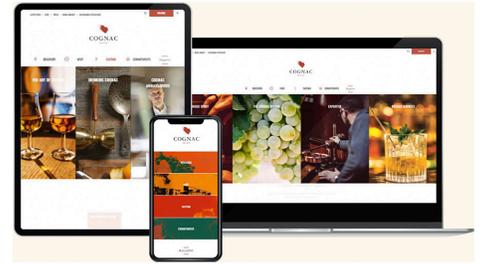
The BNIC (Bureau National Interprofessionnel du Cognac), which represents, fosters and protects the Cognac Appellation d'Origine Contrôlée in France and abroad, has created a new website for Cognac: www.cognac.fr.

"The new website expresses the passion and know-how of the women and men who devote their lives to Cognac 'from vine to glass,'" according to a BNIC statement.

There are 4,260 winegrowers, 120 distillers and 280 merchants of the Cognac appellation.

The new website, with an emphasis on the visual, is available in both English and French versions. Conceived by Label Agence, which specializes in digital communications for the spirits industry, the site offers "a clean, contemporary design and highly visual content of the contrasting worlds of cellars, distilleries and vineyards. Each aspect is represented by images, videos and

infographics that take visitors on a journey that is both educational and sensual."



"We designed the site to make people look at Cognac with new eyes," commented Label Agence, which worked on the design alongside Spirit Hunters Media. "We want to show Cognac's true modernity, its can-do spirit and its dynamism, as well as respecting its centuries of history, rooted in the terroir and landscape."

The structure of the new site invites visitors — mainly trade and influencers — to delve into four general areas:

- *Discover* provides an understanding of the uniqueness of Cognac: its history, its terroirs and its production
- *Visit* lets users experience the region and landscape of Cognac and provides access to oenotourism offered by the producers and shippers and their partners
- *Taste* explains the diverse ways Cognac can be enjoyed: on its own, on the rocks, with food or in a cocktail
- *Engage* keeps visitors up to date on Cognac and its commitment to protecting the environment, its contribution to the economic development of the region and its charitable and social reintegration programs

There is also a tab for the online publication *Culture Cognac* (www.culturecognac.fr), which connects lovers of Cognac in France and around the world with the people who make it. Other, more industry-focused content, provides the latest news on Cognac from the BNIC.



WhistlePig Rye Whiskey The Boss Hog Edition: The Samurai Scientist

WhistlePig Distillery in Vermont has released the newest edition of The Boss Hog: The Samurai Scientist (60-61% ABV), a 16-year-old, single barrel, straight rye whiskey.



It's named for Japanese chemist Jōkichi Takamine, who introduced koji fermentation to the American whiskey industry in the 19th century. The limited-edition of The Samurai Scientist is a collaboration between WhistlePig's team and Japanese brewers from Kitaya, a sake, shochu and umeshu producer located near Yame City in Fukuoka Prefecture on Japan's Kyushu Island. The umeshu used is *saikoo*, a traditional, aged umeshu made by Kitaya.

The whiskey was distilled in Canada using koji fermentation and aged for 16 years before being finished in umeshu-seasoned barrels and bottled on the WhistlePig Farm in Vermont.

Each barrel is bottled at proof, and only 90 barrels exist. Each bottle notes the barrel number and proof. A 750-ml bottle sells for about \$500.

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Elijah Craig Kentucky Straight Rye Whiskey

In January, Heaven Hill Distillery will release Elijah Craig Kentucky Straight Rye Whiskey (47% ABV). It's made as a traditional American straight rye whiskey with a mash bill of 51% rye, 35% corn and 14% malted barley.



A 750-ml bottle sells for about \$30, and Elijah Craig Kentucky Straight Rye Whiskey will first be available in North Carolina, South Carolina, Georgia and Oregon.



Ferrand 10 Generations Cognac

Alexandre Gabriel and Maison Ferrand have released Ferrand 10 Generations Cognac (46% ABV) as a tribute to the ten generations of the Cognac family.



It's a Premier Cru de Cognac, Grande Champagne Cognac made from only Ugni Blanc grapes distilled on lees in 25-hectoliter pot stills before aging in French oak casks, of which 20% are Sauternes barrels.

A 750-ml bottle sells for about \$60, and 10 Generations is available nationally.

Angel's Envy 2019 Cask Strength Bourbon

Angel's Envy has released its 2019 Cask Strength Bourbon Finished in Port Barrels (61.2% ABV).



Just over 14,000 bottles are available, and a 750-ml bottle sells for about \$200.

El Tesoro de Don Felipe Tequila Extra Añejo

Beam Suntory has released El Tesoro de Don Felipe Tequila Extra Añejo (40% ABV) as a permanent addition to the line. It aged in ex-bourbon barrels for four to five years.



A 750-ml bottle sells for about \$100 and Extra Añejo is available nationally.

California Fernet

Geijer Spirits in California has reached an agreement with Vision Wine & Spirits in New England, a division of Martignetti Companies, to distribute California Fernet (40% ABV) nationally. California Fernet will be initially released in California, Arizona, Missouri, New York, Massachusetts, New Hampshire, Maine and Connecticut.



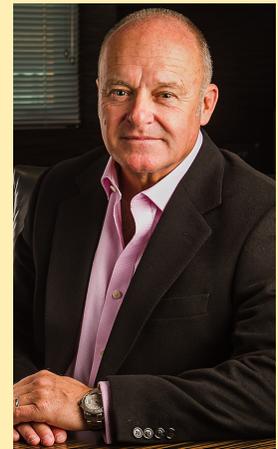
Geijer Spirits is a San Francisco based beverage company producing hand-crafted spirits under the "California" brand that blends Scandinavian tradition with California flavors. Martin Geijer founded Geijer Spirits and makes spirits and liqueurs using his family's historic recipes. He immigrated from Sweden in 1994 and pursued his MBA in California, where he fell in love with the fusion of flavors and the lifestyle of the Golden State. His story started with a passion for his great grandmother's Glögg recipe, which laid the foundation for California Fernet.

California Fernet is made with 50% less sugar than the category leader, and it's handmade with 21 roots, herbs and spices, including cinchona bark and gentian root. The botanicas are macerated for months, and the fernet rests in stainless steel tanks until bottled. The base is neutral grain spirit (corn). A 750-ml bottle sells for about \$40.

Geijer Spirits also produces Glögg Liqueur, California Aqua Vitae, California Orange Liqueur and California Spiced Liqueur, all with labels that carry California license plate themes. New items are currently in development.

Paul Walsh – Advisory Board, Brockmans Gin

Brockmans Gin in the U.K. has appointed former Diageo Chief Executive Paul Walsh to its Advisory Board as it finalizes a new five-year growth plan designed to double sales. Walsh will help shape the strategy for the next phase of the company's development. This strategy will see Brockmans, which is already sold in 45 countries, extend its international footprint, particularly in the U.S.



Paul Walsh

Brockmans entered the U.S. market in 2014 extending its presence from New York, New Jersey and New England to Florida, Georgia, Pennsylvania, Tennessee, Colorado, Michigan and Illinois this year.

The additional states, coupled with the appointment of Blue Ridge Spirits and Wine Marketing as a nationwide distributor in September last year, helped boost 2018 sales by 50% in North America, which also includes a small but rapidly growing presence in Canada.

Paul Walsh was Chief Executive of Diageo for 13 years before stepping down in 2013. He is credited with building the company into a global leader, and the share price more than tripled under his tenure.



Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on a gin, an American whiskey and a bourbon.

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*).

Silent Pool Gin, 43%

Silent Pool Distillers, Surrey, England, ~\$60

Imported by Bedford & Grove; distilled from grain; juniper, lavender, chamomile, citrus & honey

Clear with a fresh and clean aroma of caramel, butterscotch, cinnamon, juniper, sage and alcohol. In the taste are juniper, citrus, pine, ginger, white pepper and flowers. A medium, syrupy body. A lingering finish with white pepper, pine, juniper and alcohol warmth.



Michter's US*1 Toasted Barrel Sour Mash Whiskey, 43%

Michter's Distillery, Louisville, Ky., ~\$60

made from fully-aged barrels of US*1 Sour Mash Whiskey added to specially toasted barrels for additional aging

Amber with an aroma of oak, butterscotch, treacle, French toast and orange peels. In the taste are spices, oak and alcohol warmth. A medium body. Finishes with spices, cinnamon, oak and alcohol warmth..



Remus Repeal Reserve Straight Bourbon Whiskey, 50%

G. Remus Distilling, Lawrenceburg, Ind., ~\$85

blend of two mash bills from 2007/2008 comprised of 12% 2007 Bourbon (21% rye); 78% 2008 Bourbon (21% rye); and 10% 2008 Bourbon (36% rye)

Amber with an aroma of light rye spice, alcohol, dark chocolate, caramel, citrus, leather and oak. Lots of alcohol warmth in the taste along with oak, citrus, leather, caramel, fruits and rye. A full body. Finishes with spices, rye, oak, tannins 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



Tasting Events & Competitions



INDEPENDENT

Spirits Expo

ISE

INDIESPIRITSEXPO.COM
 New York City — June 10, 2019
 New Orleans — July 20, 2019
 Chicago — September 25, 2019



Year #23 – October 26, 2019
 Deadline for entries is October 11
www.gibcc.com
 The longest-running and largest such competition on the East Coast.

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WHERE THE TRADE DECIDES

 BISC BERLIN INTERNATIONAL SPIRITS COMPETITION MARCH 3RD 2019	 NYISC NEW YORK INTERNATIONAL SPIRITS COMPETITION APRIL 14TH 2019	 MISC MELBOURNE INTERNATIONAL SPIRITS COMPETITION JUNE 23RD 2019	 AISC ASIA INTERNATIONAL SPIRITS COMPETITION AUGUST 2019
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