



Macallan 30-Year-Old Cask Sells for \$572,000

A new world record for the most expensive whisky cask sold at auction was set at Bonhams Hong Kong when a 30-year-old Macallan Sherry hogshead sold for HK\$4.5 million (\$572,000). The identity of the buyer was not disclosed.



An American hogshead containing 22-year-old Macallan sold for HK\$3.4 million (\$440,000) in November 2018.

International Alliance for Responsible Drinking

Special to Modern Distillery Age by International Alliance for Responsible Drinking

We the members of the International Alliance for Responsible Drinking (IARD), together with Facebook (including Instagram), Snapchat and YouTube, are determined to continue to establish new standards of marketing responsibility. Together, we want to make it easy for even the smallest producer to implement effective safeguards to prevent minors from seeing alcohol marketing online.

Improving Age Screening

We are united in our ambition to prevent minors seeing or interacting with alcohol marketing online. To achieve this, we are working together to further limit the potential for underage users to see advertising by beer, wine and spirits brands — whether or not they have provided an accurate date of birth.

IARD members are implementing age screening on online channels, complemented by specific and platform-appropriate technology to help ensure marketing reaches those over the legal purchase age.

In partnership, we continue to improve these protections and will roll out safeguards that help ensure that all new alcohol-related channels or campaigns are marketed responsibly online. This partnership will continue to work on emerging areas, including influencer advertising.

Giving Users the Choice to Block Marketing from Beer, Wine & Spirits Producers

We want to give people greater control over whether they see alcohol-related marketing online. Respecting adults' personal preferences and cultural differences are important considerations that require the same level of sensitivity and action as preventing minors seeing alcohol marketing online.

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spiritsEUROPE Calls for Re-Establishment of Parliamentary Intergroup on Wines, Spirits & Quality Foodstuffs

spiritsEUROPE, based in Brussels, Belgium, is supporting the re-establishment of the Parliamentary Intergroup on Wine, Spirits and Quality Foodstuffs. This intergroup allows for the "enhanced understanding of the cultural, traditional and economic importance of spirits among key decision-makers in the European Parliament.

"We encourage MEPs from all political groupings, sitting on all committees and from across the member states to support the re-establishment of the Parliamentary Intergroup on Wines, Spirits and Quality Foodstuffs," said Ulrich Adam, Director General of spiritsEUROPE. "We are the second biggest agri-food export for the European Union (worth over €11 billion in 2018), and we employ directly and indirectly over one million people, supporting many more in hospitality, tourism and recreation sectors. There are 238 spirits registered as Geographical Indications (GIs) — among them Scotch and Irish whiskies, Cognac, Brandy de Jerez, Polish Vodka, Ouzo or Genever — and this designation as a GI ensures that the associated jobs stay European and stay local."

As in the previous mandate, the intergroup will provide a forum to discuss and propose suitable policies and best practices for other sectors and will allow for effective communication and information-sharing with key policy-makers in the European Parliament.

"The incoming five years of this mandate are sure to be interesting for our sector," Adam added. "Our companies will have to adapt and respond to the changing needs and choices of our consumers. We will support free trade with our many partners worldwide, ensuring the high-quality of our products as we work to limit illicit alcohol production and sales. We will ensure that tax structures on our products are fair, adequate and effective. Most importantly, we will strive to encourage the responsible enjoyment of our products and continue to invest in programs at a national level that promote this ideal.

"We are encouraged to see broad support for the Parliamentary Intergroup on Wines, Spirits and Quality

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spiritsEurope

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Foodstuffs with close to 100 MEPs signaling their interest in the past weeks. We hope to see this showing of support culminate with the re-establishment of the intergroup after this week's voting, and we look forward to our continued work with this Parliament."

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International Alliance for Responsible Drinking

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Our partnership has already made great strides in responsible marketing, but our work is far from finished. We invite and encourage other digital platforms and producers to join us in raising industry standards using our collective reach and expertise to target harmful drinking in all its forms.

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News From TTB

Trade Practice Video Series

As part of TTB's ongoing effort to provide on-demand educational information, it has created a new *TTB Trade Practice* video series available *here*, which explains the history leading up to the trade practice rules, defines the related terms and walks through the four prohibited trade practices.

Topics include:

- FAA Act History & Background
- Tied House
- Exclusive Outlet
- Commercial Bribery
- Consignment Sales

Does Changing a Label Mean Getting a New COLA?

Making changes to alcohol beverage labels is a common occurrence, but do you need to apply for a new Certificate of Label Approval (COLA) each time you change them? Very often, TTB does not require you to get a new COLA when you update a label, but it's important to know the rules.

Changes That Don't Require a New COLA

Once your label receives TTB approval, you may make certain changes to that label without obtaining a new COLA. We encourage you to take advantage of the allowable revisions and only apply for a new COLA if you have to.

Examples of allowable revisions include:

- Adding, changing or deleting a vintage date
- Changing the net contents statement
- Deleting non-mandatory label information
- Repositioning information or graphics
- Adding, changing or deleting a website address or social media icons

The full list is available *here*.

Any revisions you make to your approved labels must be in compliance with the applicable regulations and the conditions described in the "Comments" section of the chart of allowable revisions.

Changes That Always Require a New COLA

You must get a new COLA when changing:

- Class or type statement (product designation)
- Brand name
- Appellation of origin (wine only)
- Actual bottler or importer

You must get a new COLA when changing or adding:

- Graphics/pictures/representations (except as specifically authorized, for example, holiday-themed graphics)
- Wording/phrases/text/certifications (except as specifically authorized, for example, serving instructions)

If you are considering making changes to previously approved labels, the complete list of allowable revisions before you submit a COLA application is available *here*. You may not need to send us the revised labels at all.

Time Is Running Out to Make Voluntary Disclosure of Unreported Changes in Control or Proprietorship

Through December 31, 2019, TTB is offering a temporary voluntary disclosure program (see Industry Circular 2019 – 2 *here* to address wholesalers and importers of alcohol beverages who have undergone a change in control (a change in who controls a business) or change in proprietorship (a change in the person or entity that owns a business) but failed to file a new permit application within 30 days of the change, as required by law.

This temporary program provides a streamlined approach that allows eligible wholesalers and importers to simultaneously disclose the unreported changes in control or proprietorship and file an application for a new permit while benefiting from the enforcement discretion described in section 6 of Industry Circular 2019 – 2, available *here*.

IWSR Joins DISCUS

IWSR Drinks Market Analysis in the U.K., a source of data and intelligence on the global beverage alcohol industry, has joined the Distilled Spirits Council of the United States (DISCUS) as a partner member.

"As trusted experts on global beverage alcohol data and analysis, IWSR has proudly enjoyed a long relationship with many DISCUS members," said Brandy Rand, COO of the Americas at IWSR Drinks Market Analysis. "It's a natural fit to partner together to further our mutual goals of providing insight and support for future growth of the spirits industry in the U.S., arguably one of the world's most important markets for beverage alcohol."

IWSR works with numerous local and international trade organizations to help affect beverage alcohol policy issues, including fighting harmful tariff and regulatory barriers, promoting responsible consumption and forecasting trends and threats that will impact the industry.

"We're honored that IWSR has joined as a partner member," added Chris Swonger, DISCUS President and CEO. "Participation and support from industry experts like IWSR make DISCUS stronger and more effective in advancing policies that will help shape tomorrow's spirits marketplace."

As a DISCUS partner, IWSR's Brandy Rand will also present at the DISCUS Inaugural Conference, "Forging a Modern Distilled Spirits Marketplace," in February in Louisville, Ky.



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Breakthru Beverage Illinois Adds Seedlip Non-Alcoholic Spirits

Breakthru Beverage Group Illinois has added Seedlip, dubbed the world's first distilled non-alcoholic spirits. Effective November 15, Breakthru began representing Seedlip's portfolio of spirits — Garden 108, Grove 42 and Spice 94 — all of which have no alcohol, sugar, calories or allergens. Seedlip was first released in 2015.



"Our mission at Seedlip is to solve the dilemma of 'what to drink when you're not drinking,'" said Seedlip founder, Ben Branson. "We strongly believe this partnership with Breakthru will help us achieve maximum exposure in a market that is craving alternative cocktail options."

Seedlip sold a majority stake in the company to Diageo earlier this year.

"The demand for beverages with natural ingredients remains strong, which is why Seedlip is such an excellent fit for this segment of consumers," said Natalia Cardenas, Beverage Development Manager at Breakthru Beverage. "People are taking a greater interest in what they are putting in their bodies. The quality, ingredients and creative process play a much larger role than ever before. As a whole, consumers are trying to be healthier, and we at Breakthru pride ourselves in being responsive to such trends by introducing innovative options."

"We are thrilled to expand Seedlip across Illinois, their commitment to providing a unique set of flavor profiles and an authentic taste is the perfect fit for consumers in this market seeking a non-alcoholic beverage option," said Kevin O'Neil, EVP Breakthru, Diageo/Moët Hennessy. "Breakthru is devoted to building a strong, diverse portfolio to meet consumer demands. We are excited to partner with Seedlip and

look forward to a successful relationship in Illinois and the opportunity to deliver strong performance for both Seedlip and our customers."

Seedlip is headquartered in The Chilterns, England, with U.S. offices in Los Angeles. Its products are currently sold in over 7,500 cocktail bars, hotels, restaurants and retailers in 28 countries. A 700-ml bottle sells for about \$35, and 200-ml bottles are also available.

Seedlip's history stems from an ancient book published in London in 1651, *The Art of Distillation*, offering forgotten copper-pot distilled, non-alcoholic remedies. Served with ginger ale or as the base for non-alcoholic cocktails, the brand's first incarnation, Seedlip Spice 94, is a blend of Jamaican allspice berry, cardamom, citrus peel and two bark (oak and cascarilla) distillates. The brand's second product, Seedlip Garden 108, is an herbal blend of pea and hay distillates from the founder's farm plus rosemary, thyme, spearmint and hops. The third product, Grove 42, is a citrus blend of copper-pot distillates including bitter orange, mandarin, blood orange, lemongrass, ginger and lemon.

DISCUS Job Board

In an effort to bolster the spirits industry's workforce, the Distilled Spirits Council of the United States (DISCUS) has created the DISCUS Job Board, which will connect qualified job seekers with employment opportunities available at spirits producers, craft distilleries and other firms related to the spirits industry and its supply chains.

"Today, the spirits industry in the U.S. generates jobs for 1.6 million Americans across the country — and our growing sector has thousands of open positions to fill each year," said DISCUS President and CEO Chris Swonger. "That's why we're thrilled to announce the DISCUS Job Board, a talent pipeline to help strengthen and diversify the workforce for our members and our industry for years to come."

Industry employers will have the option to post an open position on the DISCUS Job Board for either a 30- or 60-day period, and DISCUS members will receive a significant discount on the cost of placing a job on the service.

	Member	Non-Member
30-Day Posting	\$250	\$300
60-Day Posting	\$450	\$550
Internship	Free	Free

Once a company's employer account is created, the firm's recruiters can search and review candidates in the talent pool, manage their company's profile and add, edit or remove job listings. Employers also have the flexibility to determine whether a candidate applies through the DISCUS Job Board, the employer's job application tool or another third-party application platform.

A job seeker can manage their account information, privacy settings and resume content. Those individuals can also apply directly from the service and have access to the DISCUS Job Board at no cost when registering as a job seeker.

"Spirits producers, craft distillers and our industry's supply chain partners are only as strong as the teams they assemble," added Swonger. "The DISCUS Job Board is one more powerful way for companies in our sector to continue building talented teams to better ensure the success of their businesses and the spirits industry in this country."

Information is available [here](#).



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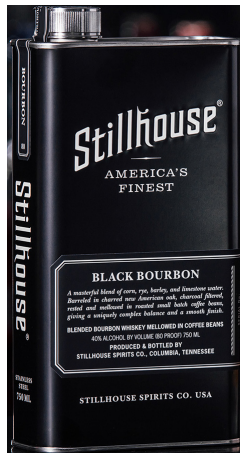
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Bacardí Fully Acquires Stillhouse Spirits

Bacardí has agreed to fully acquire Stillhouse Spirits for an undisclosed sum after previously making an investment in the brand in 2014, and Bacardí has provided additional funding and strategic support to the company over the years. This acquisition brings the brand fully into the Bacardí portfolio.



"We are pleased to have come to a mutual agreement, as we have always admired the Stillhouse brand for its innovation, disruption of categories and marketing ingenuity," according to a company statement. "We believe in the brand's growth potential and are excited to continue the pioneering vision that the founder set for Stillhouse."

The brand will be under the leadership of Pete Carr, President of Bacardí North America, and Brad Beckerman, Stillhouse's founder and CEO, will step away from the business to pursue other opportunities.

"I am proud that my vision for Stillhouse will be taken to the next level by industry leader Bacardí," Beckerman added.

Beckerman has dismissed a prior lawsuit he brought against Bacardí and other parties, and no payment, settlement or concession of any kind was made by Bacardí or any other party. The acquisition was consummated on the same terms proposed by Bacardí prior to the commencement of the litigation.

Stillhouse makes Black Bourbon, Classic Vodka, Original Whiskey, Apple Crisp Whiskey, Peach Tea Whiskey, Coconut Whiskey, Mint Chip Whiskey and Spiced Cherry Whiskey. A 750-ml bottle sells for between \$20-\$25.

Booze Business Master Class

"Did you ever dream of having your own wine or spirits brand?"

Booze Business Master Class is an educational program designed for entrepreneurs who have dreamed to own a wine or spirits brand and for industry professionals looking to gain a better understanding of disciplines outside their areas of expertise.

"The course will distill decades of experience to a day or two of teaching, offering a clear overview on everything from brand ideation to product selection and manufacturer negotiation, importation and logistics, packaging and pricing, distribution, sales and marketing," according to a company statement.

The first full-day of classes will be in a webinar format and will evolve into one- and two-day in-person events.

"I am excited to launch this educational tool and help the future generation of entrepreneurs not make the same mistakes so many do," said Olie Berlic. "Even though we are living in the information age, finding the map and getting directions is not easy. No one ever hits a fuzzy target."

Berlic said the program will be "... fun, entertaining and inspiring for those looking to get into the business. The goal is to give participants the tools and information they will need to navigate the complex and quickly changing regulated landscape. We will save our attendees tons of hours researching information and tens of thousands of dollars in missteps, attorney's fees and university tuition."

Berlic is a licensed U.S. importer, international spirits judge and former competitive sommelier with over 20 years of experience working with leaders in the fine wines and spirits industry. He was a pioneer in the craft spirits movement, introducing his curated collection of Brazilian spirits. He's created and brought to market distilled spirits such as Belize Pura Cachaça, a ready to drink Caipirinha, and his wine, The Sommelier's Selection. His work has been featured in over 100 articles in *The New York Times*, *USA Today* and *Food & Wine Magazine*, and his passion for the industry has earned numerous awards and industry kudos.

The first full-day webinar is November 23, and the second will be December 7. Information is available [here](#).

Dixie Vodka Partners with NASCAR

Dixie Vodka and NASCAR have signed a multi-year official partnership making Dixie Vodka the "Official Vodka of NASCAR." Dixie Vodka will sponsor the NASCAR Cup Series race at Homestead-Miami Speedway next season, commemorating the track's 25th anniversary.



First released in 2014 by Grain & Barrel Spirits, Dixie Vodka, from South Carolina, is the largest premium craft vodka produced in the Southeast and includes six expressions.

Dixie Vodka will be at NASCAR Champion's Week celebrations at the Fan Fest in Nashville, Tenn., serving cocktails in Music City's Riverfront Park alongside all 16 Monster Energy NASCAR Cup Series Playoffs race cars and other fan displays from December 3-5.

At the Dixie Vodka 400 at Homestead-Miami Speedway on March 22, 2020, Dixie Vodka will be featured at bars throughout the racetrack serving cocktails that showcase the brand's expressions: Southern, Black Pepper, Peach, Wildflower Honey, Citrus and Mint.

At the start of the 2020 season, fans will have the opportunity to taste Dixie Vodka and a lineup of its cocktails at the Dixie Vodka-branded bar at Daytona International Speedway. Fans will also be able to celebrate at Richmond Raceway from the Dixie Vodka Victory Lane Club, which provides access to the action in the infield.

As part of the partnership, Dixie Vodka also becomes the Official Vodka of the DAYTONA 500, Daytona International Speedway, Homestead-Miami Speedway and Richmond Raceway.

Sky Ranch Foundation Awards Grant to Christ Child House

On behalf of the beverage alcohol industry, Sky Ranch Foundation has awarded more than \$300,000 in grants this year to several organizations that help rehabilitate the nation's at-risk youth. The beverage alcohol industry's contributions have helped the Foundation to award grants to worthy organizations such as Detroit, Mich.-based Christ Child House (www.christchildhouse.org).

Christ Child House is an intensive residential treatment center licensed by the State of Michigan that has provided care for up to 31 boys, ages five through 16, since 1948. It has been owned and operated by the Detroit Chapter of the Christ Child Society, a charitable, non-profit organization of volunteers who have been helping disadvantaged youth throughout Michigan for more than 100 years. The philosophy of Christ Child House is: "It's never too late to have a happy childhood."

"These children have sustained all types of abuse and neglect," said Foundation Chairman George McCarthy. "Most arrive suffering from severe trauma. We have the deepest respect for this organization for their dedication and service to these youth in the Greater Detroit community."

Organizations wishing to receive a grant can link [here](#) to view the Foundation Guidelines.

For almost six decades, Sky Ranch Foundation's Sky Ranch for Boys has been assisting young people rehabilitate their lives for the better. If you would like to join them in assisting in the rehabilitation of young people, click on the contact page [here](#) for details.

The full list of beverage alcohol industry companies who support the Foundation can be accessed via a link on the "Support" page [here](#), which also offers a link for donations. If you made a donation and don't see your company listed, please contact doribryant501@gmail.com.

WSWA Opens 77th Annual Convention & Exposition Registration

Registration is now open for the Wine & Spirits Wholesalers of America (WSWA) 77th Annual Convention & Exposition, which brings together wholesalers, suppliers, service providers, importers and exporters. It takes place April 20-23, 2020, at Caesars Palace Las Vegas. Early bird registration rates are available [here](#).

For the first time in 77 years, retailers will be attending the convention. Returning is Brand Battle, WSWA's version of *Shark Tank*, where pre-selected brands pitch a panel of industry experts and receive feedback live on the competition stage. Past Brand Battle winners include Gray Whale Gin, Bedlam Vodka and, most recently, Boukham Rhum and Seaside Grown. The WSWA Convention has served as a springboard for these brands, exposing them to immediate distribution deals, positive media buzz and other brand-development opportunities.

The exposition's Wine and Spirits Tasting Competition provides opportunities for new and existing brands to earn recognition, while the Wholesaler Iron Mixologist Competition takes place before a live audience.

In addition to media and business-development opportunities, the convention creates a place to engage with trade press, social media influencers and tastemakers in attendance. Several podcasts will be recording live from the convention floor, as well as bar studio-produced mixology sessions created for select high-potential brands. Media in attendance actively engage attendees seeking out newsworthy personalities and products and will collectively bestow the "Hot New Now Media Award" to an up-and-coming brand. Last year's winner was Skrewball Peanut Butter Whiskey, which experienced considerable growth in consumer demand after being singled out for recognition at the convention.

"Skrewball Peanut Butter Whiskey's unofficial notational launch to our entire distributor network took place at WSWA's 76th convention and exposition in Orlando," said Daniel Walker, President of Infinium Spirits. "The recognition received and the ensuing distributor engagement makes Skrewball the most successful brand launch our company has ever had."

Returning this year is the Wholesaler Leadership Series, an educational forum created for beverage alcohol wholesaler leaders. The series offers panel discussions on the hottest industry trends and topics, as well as presentations with insights given by leading subject-matter experts, all aimed at arming members with a competitive advantage.

Building on its inaugural success, the Supplier Leadership Series returns with workshops and panels to be announced on the WSWA Convention site in the coming weeks. As an added benefit, select representatives from alcohol beverage retailers will now participate in these discussions, providing valuable consumer-focused insights for attendees. The Master Mixology class will return with wholesaler mixologists.

"I attended my first WSWA convention in 2007 and have attended every year since, following in the footsteps of my father, Rocky, and grandfather, Bill, who saw the convention as an essential date on the calendar for our business," said Danny Wirtz, Vice-Chairman of Breakthru Beverage Group and incoming 2020 WSWA Chairman. "I am always excited to further relationships with our supplier partners and industry peers while discovering new brands and ideas emerging in our space. The WSWA convention is where the industry goes to network and collaborate."

The General Session will showcase remarks from Wirtz and another top speaker (TBA), as well as WSWA President and CEO Michelle Korsmo.

"The WSWA convention and exposition brings together supplier, wholesaler and retailer leaders for a week of meaningful engagements, business development opportunities and comradery," said Korsmo. "This convention continues to be the crown jewel of the beverage alcohol trade, and we're excited to celebrate 77 years putting it on."



Bardstown Bourbon Co. Fusion & Discovery Series #2

The Bardstown Bourbon Co. in Kentucky has released the newest versions of Fusion and Discovery Series #2. Fusion Series #1 was first released in April 2019, followed by Discovery Series #1 in June. Fusion and Discovery Series #2 will now replace these initial releases across the distillery's national distribution footprint.



Like its predecessor, Fusion Series #2 (49.45% ABV) uses 60% of Bardstown Bourbon Co.'s own wheat and high-rye bourbons blended with a 12-year-old-sourced Kentucky bourbon. The recipe, proof and price remain identical to Fusion Series #1, but this release has an additional year of aging of all elements of the blend, with a mash bill comprised of 18% three-year-old bourbon and 42% two-year, ten-month-old bourbon. A 750-ml bottle sells for about \$60.

Discovery Series #2 (60.605%) has the same proof and price as #1, but the recipe includes three new sourced Kentucky bourbons with a mash bill of 44% 10-year-old bourbon, 39% 12-year-old bourbon and 17% 14-year-old bourbon. A 750-ml bottle sells for about \$130.



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Daftmill 2006 Summer Batch Single Malt Whisky

Hoteling & Co. has released Daftmill 2006 Summer Batch Single Malt Whisky (46% ABV) from Daftmill Distillery in Scotland. It's distilled from estate-grown barley farmed by Francis Cuthbert in Fife, Scotland. A 750-ml bottle sells for about \$250.



Distillery owners and brothers Francis and Ian Cuthbert have farmed the land since the 1980s and began distilling in 2003. They distill whisky in the off-season: two months in the summer, and two months in the winter. Aged 12 years, the first Daftmill single malts were released in 2018. Daftmill 2006 Summer Batch is comprised of seven different first-fill bourbon casks and was bottled last July. Daftmill is one of Scotland's smallest distilleries by output, distilling only 100 casks per year, and it's one of only nine active Lowland distilleries. It releases two whiskies a year.

The Chosen, 27-Year-Old Single Cask, Single Malt Irish Whiskey

Irish whiskey bonder J.J. Corry has released The Chosen, 27-Year-Old Single Cask, Single Malt Irish Whiskey (52% ABV) in collaboration with contemporary Irish design houses J. Hill's Standard and John Galvin Design.



The whiskey is presented in 100 individually hand-cut J. Hill's Standard crystal decanters, and hand-carved ash wood cabinets fashioned by John Galvin Design. It will sell for about £6,500 and is available internationally from Bordeaux Index, Fine & Rare, and in Ireland at The Celtic Whiskey Shop.

The design of the decanter and cabinet echoes the dune grass of the local beaches of the Wild Atlantic Way, home to J.J. Corry Irish Whiskey.

Canadian Club 42 Year Old Chronicles

Canadian Club from Beam Suntory has released in the "Chronicles Series" Canadian Club 42 Year Old (45% ABV).



It's a limited-edition expression also known as Issue No. 2: The Dock Man to celebrate the dock workers of years past who delivered whisky to bar owners and drinkers when counterfeit whisky ran rampant during the Prohibition era. A 750-ml bottle sells for about \$300.

FEW Cold Cut

FEW Spirits in Illinois has released FEW Cold Cut (46.5% ABV), for which cask-strength FEW Bourbon was mashed,



fermented, distilled, aged and bottled before being "cut" with cold brew coffee. A 750-ml bottle sells for about \$45-\$52.

Michter's Celebration Sour Mash Whiskey

Michter's Distillery in Kentucky has released Michter's Celebration Sour Mash Whiskey (57.8% ABV).



This year's release is a blend of whiskey taken from six barrels: two Kentucky straight bourbon barrels, and four Kentucky straight rye barrels. A 750-ml bottle sells for about \$5,000.

The Glenrothes 40 Year Old

Edrington has released The Glenrothes 40 Year Old (43% ABV), which aged in sherry-seasoned and ex-bourbon oak barrels.



This is the first ever 40-year-old single malt to be released by The Glenrothes distillery, and it's the oldest release in the distillery's 140-year history. Only 594 bottles are available globally, and just 66 bottles will be available in the U.S., selling for about \$4,000 each.

Tumblin' Dice Single Barrel Straight Bourbon Whiskey

Proof & Wood Ventures has released Tumblin' Dice Single Barrel Straight Bourbon Whiskey (54.15%), distilled in Indiana and bottled by Proof & Wood Ventures in Bardstown, Ky.



The bourbon has a mash bill of 60% corn, 36% rye and 4% barley. A 750-ml bottle sells for about \$60.

Black Button Bespoke Coffee Liqueur

Black Button Distilling in New York, a farm distillery, will release Bespoke Coffee Liqueur (25% ABV) on Black Friday.



It's made with locally-roasted beans from CDGA Coffee Co. in Canandaigua, N.Y., and steeped in vodka. A 750-ml bottle sells for about \$35.

King St. Vodka

Actress and author Kate Hudson and partner David Kanbar (co-creator of Skinnygirl with Bethenny Frankel, Bulldog Gin and former EVP at Skyy Spirits, Campari USA) have released King St. Vodka (40% ABV), distilled seven times in small batches, gluten-free and using alkaline water.



A 750-ml bottle sells for about \$24, and King St. Vodka is initially available in California at BevMo! to be followed by New York, New Jersey, Connecticut, Massachusetts and Rhode Island.

Nicholas Collection Martini Shaker

Cork Pops' Nicholas Collection Martini Shaker (32 ounces) is a stainless steel and copper shaker with a decorative rubber



sleeve to provide grip to prevent slippage during shaking in addition to insulating the hand from an icy exterior. It sells for \$64 at www.corkpops.com.

Bacardí Coquito

For the holidays, Bacardí has released the Puerto Rican holiday drink Coquito (13% ABV), which is Bacardí Rum with



toasted spices, coconut cream, vanilla and cinnamon. A 750-ml bottle sells for about \$18.

Legacy Wine Opener

Cork Pops' Legacy Wine Opener uses a low-pressure inert gas cartridge to gently pop the cork from a bottle of wine. It's described as having "... a single-step motion for effortless cork removal as well as incorporating an enhanced foil removal system, patented cork ejector and user-friendly rubberized finish."



The needle is inserted straight down through the cork, and with one press the cork pops out.

It comes with a cartridge that will open approximately 60-80 bottles of wine, and it's designed to fit all traditional wine bottles as well as flanged-lip bottles. It sells for \$28 at www.corkpops.com.

Limestone Branch Distillery Bowling & Burch Premium Gin

Limestone Branch Distillery in Kentucky has released Bowling & Burch Gin (48% ABV). It's named after Head Distiller Steve Beam's two sides of the family who were in agriculture and also horticulture enthusiasts.



Beam graduated from Purdue University with a degree in Landscape Architecture and was Chair of the Horticulture Committee of Miami Beach Botanical Garden for a few years before coming back to his family's legacy of distilling.

The gin includes 17 botanicals, some grown on-site at the distillery. A 750-ml bottle sells for about \$38.

Bartender Magazine - Nielsen CGA Survey

To help companies in the U.S. hospitality industry better meet the needs of bartenders, managers and owners, *Bartender Magazine* is working with Nielsen CGA on a comprehensive new study to gauge industry opinions.

Behind-the-bar experts from across the country are invited to participate in a short survey to offer their insights for a chance to be awarded prizes including trips to industry events, \$1,000 cash and the latest tech devices. The survey is available [here](#).



Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on two bourbons and an American whiskey.

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*).

Booker's Country Ham 2019-03, 62.35%

James B. Distilling, Clermont, Ky., ~\$80

aged for six years, four months & two days

Amber with an aroma of vanilla, alcohol, cedar, leather and white pepper. In the taste are sweetness, dried cherries, vanilla and alcohol warmth — a cigar bourbon. A full, rich body. Finishes with chewy caramel sweetness and alcohol warmth.



Old Soul Blended Straight Bourbon, 45%

Cathead Distillery, Jackson, Miss., ~\$45

75% corn, 21% rye, 4% malted barley

Amber with an aroma of dried cherries, candied oranges and ginger, spices, toffee and apples. In the taste are toffee, kettle corn, roast, spices and alcohol warmth. A full body. A long finish with sweetness, apricots, dryness and alcohol warmth.



Bendt No. 5 American Blended Whiskey, 41.5%

Bendt Distilling, Lewisville, Texas, ~\$25

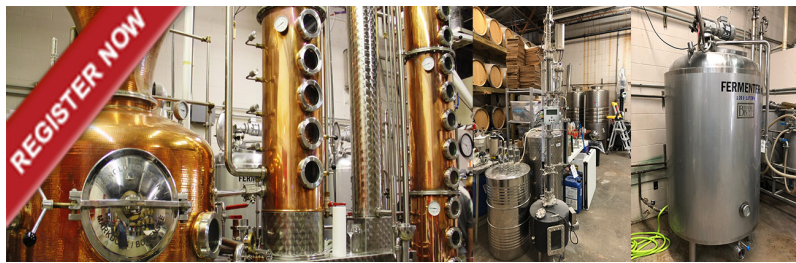
a blend of five small-batch Texas whiskeys — bourbon, rye, malt, wheat & light — distilled & aged individually before blending

Light amber with an aroma of corn sweetness and grassiness. In the taste is corn sweetness. A medium-thin body. Finishes with corn sugary sweetness.



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**



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