

# Distillery <sup>modern</sup> Age



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VOLUME 9 | NUMBER 3

## USBG Cocktail Classique Competition Sponsored by Lucid Absinthe

The United States Bartenders' Guild (USBG) has initiated a national cocktail contest, sponsored by Lucid Absinthe Supérieure, to find the next Cocktail Classique Champion.



Open to any working mixologist across the country, "the contest seeks to find the talent behind the most creative cocktails using Lucid Absinthe." The winning mixologist will be awarded a trip to the Combiar Distillery in the Loire Valley, France, where Lucid Absinthe is made.

Interested applicants should create a recipe using at least one-half ounce of Lucid Absinthe and submit the recipe to [https://usbartendersguild.formstack.com/forms/cocktail\\_classique](https://usbartendersguild.formstack.com/forms/cocktail_classique). Entries will be accepted through February 23 at 11:59 p.m. PDT. The field of entries will be evaluated by a panel of USBG experts.

Cocktails will be judged on appearance, aroma, creativity, taste and ability to enhance, not overwhelm, the botanicals used in Lucid.

Ten semi-finalists will be selected in each of five regions — Western, Southwest, Midwest, Northeast and Southeast — and compete in a live shake-off in each of the regions to be held from March-July, with specific dates to be announced. The winner of each semi-final will be invited to compete in the Cocktail Classique Finals in New Orleans in August.

## Castle Brands Joins Bardstown Bourbon Co. Collaborative Distilling Program

Castle Brands, maker of Jefferson's Bourbon, has joined the Collaborative Distilling Program of the Bardstown Bourbon Co. (BBCo) in Bardstown, Ky. The two will begin their first distillation this year. Castle Brands will work with Bourbon Hall of Fame Master Distiller Steve Nally and BBCo's distilling team led by Executive Director of Distilling Operations, John Hargrove.



"We know that Bardstown's experienced distilling team will provide the continuity needed to produce the consistent taste profile that our discerning

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## Cognac in 2017

"For the third year running, Cognac exports grew in 2017, reaching their highest ever levels in both volume and value," according to the Bureau National Interprofessionnel du Cognac (BNIC). "These good results are despite the April 2017 frosts, which in the end affected production less than anticipated."

With nearly 98% of production exported, the Cognac appellation expanded its export markets in 2017, witnessing growth of more than 10% in volume and 14% value. In total, around 197.4 million bottles were exported this year, resulting in a turnover of €3.15 billion euros.

### A Dynamic Performance Across All Markets, Driven by the Expansion of the NAFTA Zone

With 86.1 million bottles exported in 2017, volumes rising 11.4% and value up 12.6%, the NAFTA area has performed consistently well and continues to lead the way in Cognac exports (43.6% of exports). The U.S. continues to be Cognac's largest market with 82.6 million bottles exported in 2017.

"The historic presence and ongoing investment of our Houses/brands in the U.S. make the strong performance of Cognac exports to this market possible," said Patrick Raguenaud, BNIC President.

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## NAS Report: Missed Opportunity to Address Impaired Driving

*From the Distilled Spirits Council*

Distilled Spirits Council President and CEO Craig R. Naasz has issued the following statement in response to the National Academy of Sciences Report on Alcohol-Impaired Driving:

"As leaders in the fight against drunk driving, we share the goal of improved traffic safety, including zero alcohol-impaired driving fatalities, and support a number of the recommendations contained in the National Academy of Sciences (NAS) report.

"Unfortunately, this report also contains several stale recommendations and represents a missed opportunity to address traffic safety in a more comprehensive manner. Most notably, it ignores the rapidly rising problems of drugged and distracted driving.

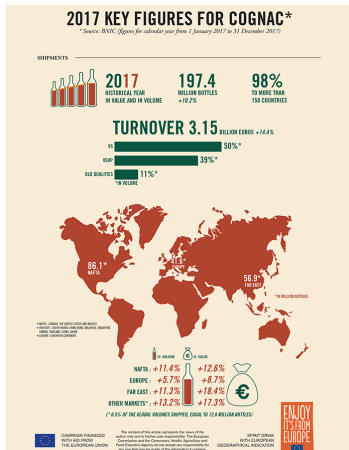
"According to NHTSA, drunk driving fatalities have fallen by a third in the last three decades. The most

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# Cognac in 2017

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Over the same period, the growing exports to the Far East reached 56.9 million bottles (+11.3% in volume and +18.4% in value), further demonstrating the development in this region (28.8% of total exports). The steady increase in shipments to the Chinese market remains an important factor in delivering these results — responsible for nearly 25.5 million bottles exported.



“This trend towards strong recovery illustrates the lasting appetite of the Chinese for Cognac, even in this period of market normalization,” Raguenaud added.

Shipments in Europe have also grown with + 5.7% in volume and + 8.7% in value, equating to total shipments of more than 41.5 million bottles (21.1% of shipments). The recovery of Russia (+32.7% in volume) and the Baltic countries carries these positive results for 2017, “again testifying to the Russian attraction to the Cognac category,” said Raguenaud.

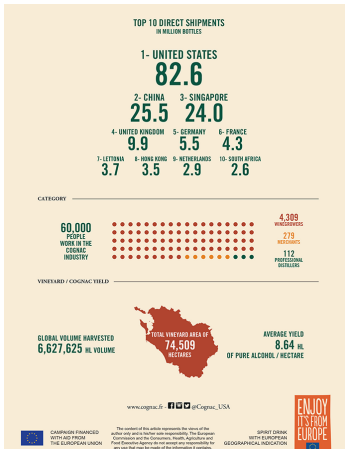
## Development in the Rest of the World Remains Important

The progression of exports in zones of strong potential (Africa, the Antipodes, etc.) continued in 2017 both in terms of volume (+13.2%) and in value (+17.3%). In addition, these new areas of opportunity represent more than 6.5% of global volumes shipped, or nearly 12.8 million bottles.

## Growth in Shipments for VS, VSOP & Old Categories

Accounting for half of all cognac shipments, VS cognac has consolidated its success in all markets, with volume growth of +8.6% and +15.4% in value. VSOP and older categories also continued their growth, increasing by +11.2% in volume and 14.3% respectively, and +11.1% and 17.1% in value.

“The great momentum we are experiencing today across all three categories can be explained by good results for Cognac in all of its markets, with varied consumption patterns,” Raguenaud said.



## Production Impacted by April 2017 Frosts

The climatic issues encountered over the period, mainly marked by the episodes of frost in April 2017, affected the 2017 production of Cognac. With a total volume yield of 88.95hl vol/ha (compared with 101.94 hl vol/ha for the previous harvest), or a yield of 8.64 hl of pure alcohol (AP) per hectare, the distillation of the 2017 harvest should produce around 635,000 hl AP.

## The Available Climate Reserve, with a Stock of 184,000 hl AP, Will Limit the Impact of Frost on the Crop

Christophe Forget, Vice President of the BNIC, explained why the climate reserve tool was set up by the BNIC in 2008.

“By creating a climatic reserve in years where there is the opportunity, the winegrower can compensate for a crop deficit. This tool provides an additional guarantee for the sector,” Forget said. “It allows us, to a certain extent, to guard against the risks of climate related hazards that we have seen increase in recent years.”

Cognac professionals are confident in their future prospects and continue today to fully invest in the development of their sector and the quality of their products.

Earlier this month, the BNIC announced that all XO Cognac must be aged for a minimum of 10 years, as opposed to six, under new industry regulations, which will come into force in April.

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# NAS Report: Missed Opportunity to Address Impaired Driving

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recent government data show that alcohol-impaired driving as a percent of overall traffic fatalities is at the lowest percentage since NHTSA began releasing alcohol data in 1982.

“At the same time, many states are grappling with recreational marijuana and the opioid abuse epidemic. NHTSA’s most recent Roadside Survey of Alcohol and Drug Use by Drivers reports that nearly one in four drivers tested positive for at least one drug that could affect safety. As such, it’s unfortunate the NAS report failed to address the serious issue of increased drugged driving on our nation’s roadways.

“The Council supports the enforcement of existing laws to stop illegal alcohol sales, funding for the development of Driver Alcohol Detection System for Safety (DADSS), implementation of DWI Courts and increased screening and brief interventions by health professionals, as referenced in the NAS report.

“The Council does not support the report’s one-size-fits-all policy prescriptions, including advertising bans and tax increases, which will have little or no impact on traffic safety. These recommendations fail to address the problem of alcohol abuse, would divert resources from more targeted approaches to reduce drunk driving and would unfairly and negatively impact moderate and responsible consumers.

“The Council, along with other organizations focused on traffic safety such as MADD, strongly supports the strict enforcement of the .08 BAC level. Reducing the BAC limit to .05 will do nothing to deter the behavior of repeat and high BAC drivers who represent the vast majority of drunk driving fatalities on the nation’s roads.”

## Acting NHTSA Administrator Announces New Drugged Driving Initiative

“The Council commends Acting NHTSA Administrator Heidi King for her plans to unveil a new initiative on drugged driving, which she characterized as a new policy priority for the agency.

“According to an article in *POLITICO*, King stated at the Detroit Auto Show: ‘We

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## NAS Report

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need to consider both drugs and alcohol to solve the problem of impaired driving.' She indicated that by sharing best practices and advancing the science and the data around drugged driving, 'we can solve this problem for our communities in the future.' King pointed out that driving under the influence of drugs is less understood than drunk driving, and she called for a summit to bring researchers together with law enforcement and others to try to find policy solutions for drugged driving.

"Contrast King's forward-thinking view with that of the National Academy of Sciences (NAS) report. We agree with Administrator King that any successful initiative on impaired driving must be comprehensive and we commend her for taking the lead on this complex issue.

"Our sector is proud of the significant progress that has been made in reducing drunk driving, and the role we have all played in bringing about this positive trend. More work remains, and we stand ready to work with those who support proven strategies to combat impaired driving of all kinds."

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## Castle Brands Joins Bardstown Bourbon Co. Collaborative Distilling Program

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Jefferson's consumers have come to expect," said John Glover, Executive Vice President and Chief Operating Officer of Castle Brands.



**Bardstown Bourbon Co.**

"We are so proud to work with the Jefferson's Bourbon team and help them create some of the finest products in the world," said David Mandell, CEO of Bardstown Bourbon Co. "Jefferson's bourbons and whiskeys are not only exceptional, but they are also innovative and extremely creative, which makes them a perfect fit for our Collaborative Distilling Program."

Due to the success of its sold-out Collaborative Distilling Program, BBCo recently broke ground on a distillery expansion project. The distillery's current three million proof gallon capacity will be expanded to six million proof gallons by June 2018.

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## Uncle Nearest Premium Whiskey Plans Distillery

Uncle Nearest Premium Whiskey has plans to build a distillery, tasting room and music venue for the historic Tennessee Walking Horse farm and event center, Sand Creek, in Shelbyville, Tenn.



"We look forward to continuing to work with our Tennessee distillery partners to create and bottle our award-winning premium whiskey, but as the brand continues to grow and excitement around Uncle Nearest Premium Whiskey increases, we need to be prepared to keep up with the demand," said Sherrie Moore, a 31-year veteran in the Tennessee whiskey industry and Director of Whiskey Operations for Uncle Nearest.

Uncle Nearest 1856 Premium Whiskey (50% ABV) is made using a 19<sup>th</sup> century recipe saved from a fire in Lynchburg. The town is where Nearest Green lived and made whiskey in what was then known as Lincoln County. The company already owns the 313-acre farm where the original Jack Daniel Distillery was located until May 31, 1881, and where Nearest Green taught a young entrepreneur named Jack Daniel how to make Tennessee whiskey, according to a company statement.

A 750-ml bottle sells for about \$60, and Uncle Nearest is available in Tennessee, Kentucky, Georgia and Oregon, with release plans scheduled this year for California, Florida and New Jersey.

"We know most expected us to build at the historic Dan Call Farm. But if you've ever been to Lynchburg, you know it's Jack Daniel country," said Kate Jerkens, Vice President of Sales and Marketing for Uncle Nearest Whiskey. "They've spent more than a century and a lot of marketing dollars putting Lynchburg on the map. We decided to build outside of Lynchburg for a few reasons. One was our enormous respect for Jack Daniel, making sure we always reciprocate the respect paid to Nearest and Nearest's children. Another was the opportunity to broaden regional economic benefits through the creation of new and exciting opportunities in the neighboring community of Shelbyville as the Tennessee whiskey market and tourist activity expand."

The 270-acre Sand Creek Farms will be restored, and over 100 acres of corn will be planted and named the Field of Dreams with walking paths throughout and wells delivering natural spring water. The Uncle Nearest recipe includes corn malt, so there is also consideration of building a malt house. Several of the current buildings on the property will be converted for distillery operations. A large hay barn is being reworked into a 3,500-barrel rickhouse, and the largest building on the property will be expanded to include a gift shop and tasting room. A 300-foot former horse barn is being converted into the Nearest Green History Walk. Guests leaving the visitor center will be guided to walk through the interactive gallery that will tell the history of African-American contributions to the whiskey industry, as well as the history of Nearest Green. The current 600-seat sales arena may double as a private concert venue for country music artists.

## Brown-Forman Named in WSJ Management Top 250 List

Brown-Forman was named one of the best-managed U.S. companies in the first-ever list of well-run businesses by the Drucker Institute, as reported by *The Wall Street Journal*. Brown-Forman ranked 37 out of 250, scoring five stars (out of five) for employee engagement and four stars (out of five) for customer satisfaction, innovation, social responsibility and financial strength.

The *Management Top 250* report is a comprehensive guide that examines how

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## Brown-Forman Named in WSJ Management Top 250 List

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effective U.S. companies are at navigating today's complex business environment and serving their customers, employees and shareholders. The report was compiled by the Drucker Institute, named after Peter Drucker, whose writings were influential in the culture and structure of the modern corporation.

The ranking is a holistic measure of corporate "effectiveness," based on how well they do in areas like customer satisfaction, innovation and financial strength.

Brown-Forman was featured as a Top Company for Employee Engagement and Development. The measure includes employee ratings of job satisfaction, opportunities for advancement and compensation.

The Management Top 250 includes the top U.S. companies from a pool of 693 publicly traded companies that were included in a Drucker Institute study. To be included in the study, companies met these criteria: they were listed in the Fortune 500, had stock that was a component of the S&P 500 index or had a stock-market capitalization of \$10 billion or more when study occurred.

## Spirit Works Distillery Goes with The Henry Wine Group in California

Spirit Works Distillery of Sebastopol, California, has chosen The Henry Wine Group (part of The Winebow Group) as its distribution partner in California, effective this month.



"We are thrilled about this new partnership with Henry Wine Group," said Timo Marshall, Spirit Works Distillery co-founder, "because their philosophy and standards are exactly in line with our 'grain to glass' distillery. Our alignment enables us

to strengthen our presence and offerings to customers at home in California and in new markets as we continue to grow."

Spirit Works, based the heart of Sonoma wine country, makes Vodka (43% ABV; about \$300 for a 750-ml bottle), Gin (43%; ~\$35), Sloe Gin (27%; ~\$40), Barrel Gin (45.1%; ~\$50), Straight Wheat (45%; ~\$50) and Straight Rye Whiskey (45%; ~\$50). It's the only producer of traditional Sloe Gin in the U.S., according to a company statement.

"We are excited for this partnership and absolutely know that our accounts and consumers alike will be impressed with the quality of Spirit Works Distillery, their story and passion behind all of their spirits," said Ed Hogan Sr. VP/General Manager, Henry Wine Group. "The Henry Wine Group is committed to the quality of spirits represented in our portfolio, and Spirit Works Distillery couldn't be a better match for us."

The Henry Wine Group was acquired in 2016 by national importer and distributor The Winebow Group.

## Asia International Spirits Competition

The First Annual Asia International Spirits Competition took place last September and November. Close to 100 submissions from 15+ countries around the world competed in a blind tasting with top spirit buyers from Asia judging the spirits by their category and price.



- American Brandy Distillery of the Year: Lairds Distillery
- Australia Brandy of the Year: Baroque
- Blended Scotch of the Year: Highland Black 8 Year Blended Scotch Whiskey
- Bourbon Distillery of the Year: Cleveland Underground
- Columbia Rum of the Year: Parce Rum
- Denmark Gin of the Year: Ginscape
- Germany Liqueur of the Year: HirschRudel

- Ireland Gin Distillery of the Year: Dublin City Gin Distillery
- Ireland Liqueur of the Year: O'Donnells Irish Cream
- Organic Rum of the Year: Drake's White Rum
- New Zealand Liqueur Distillery of the Year: Jumping Goat
- Tequila Brand of the Year: Religion
- Wheat Whiskey Distillery of the Year: Dry Fly Distilling

The full list of winners is available at [www.asiainternationalspiritscompetition.com/2017-winners](http://www.asiainternationalspiritscompetition.com/2017-winners).

## NABCA November 2017 Control State Results

During November, nine-liter Control States spirits case sales, influenced by reporting anomalies in Michigan and Utah and in spite of a rather strong comp, grew 6.6% over same period sales last year.

Alabama (4.3%), Michigan (25.9%), Mississippi (1.6%), Montana (5.3%), North Carolina (3.8%), New Hampshire (4.5%), Utah (28.2%), Virginia (4.8%), Vermont (3.4%), West Virginia (3.8%) and Wyoming (4.5%) reported monthly growth rates for November that exceeded their 12-month trends. The growth rates for Iowa (-0.9%), Idaho (3.4%), Montgomery County Maryland

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## Lambay Irish Whiskeys

CIL US Wines & Spirits, the American subsidiary of independent and family-owned Camus Wines & Spirits, has expanded its U.S. portfolio with the release of Lambay Irish Whiskeys. The Lambay Irish Whiskey Co. was created through a collaboration between Camus and the Baring Family's Revelstoke Trust.



Lambay Irish Whiskey Small Batch Blend (40% ABV) is a blend of malted and unmalted barley and grain whiskeys triple distilled and aged in bourbon barrels with a Cognac cask finish, exposed to the sea air and maritime winds on Lambay Island. A 750-ml bottle (non-chill filtered) sells for about \$30-\$35.

Lambay Irish Whiskey Single Malt (40%) is a triple distilled unpeated whiskey finished in French oak Cognac casks, also exposed to the sea air and maritime winds on Lambay Island. A 750-ml bottle (non-chill filtered) sells for about \$65-\$70.

Lambay Island is a wildlife sanctuary located off the east coast of Ireland, owned by the Baring Family since 1904.



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## Old Forester Cocktail Provisions

Old Forester Bourbon's Master Taster and Bourbon Specialist Jackie Zykan and Bourbon Barrel Foods have released Cocktail Provisions, a collection of three bitters, two syrups and one tincture.



The Old Forester Cocktail Provisions line includes:

Bitters (Old Forester Bourbon base): Bohemian Bitters (cherry tobacco); Smoked Cinnamon Bitters (baking spice and smoke); and Hummingbird Bitters (citrus and floral) – \$11.50 for 2 fl. oz.

Syrups (sugar base): Perfect Old Fashioned Syrup (demerara syrup with a proprietary blend of three Old Forester bitters); Oleo-Saccharum Syrup (a rustic cocktail ingredient created using a cold process to extract oil from citrus peels by immersing them in sugar) – \$8.50 for 2 fl. oz. bottle; makes four cocktails

Tincture (water base): Salt and Pepper Tincture (Bourbon Barrel Foods Bourbon Smoked Sea Salt and Bourbon Smoked Pepper) – \$7.50 for 2 fl. oz. bottle

Cocktail Provisions and recipes will be available at [www.store.oldforester.com](http://www.store.oldforester.com) and [www.bourbonbarrelfoods.com](http://www.bourbonbarrelfoods.com) as well as Bourbon Barrel Foods storefronts.

## BouveryCV

Created in 1999 in Notting Hill, London, by Danny Bouvery and distilled in the U.S. by Westford Hill Distillers in Connecticut, BouveryCV (16% ABV) is available in the U.S.



A gluten-free vodka distilled four times from corn is blended with the BouveryCV proprietary formula that uses organic cocoa (Fair Trade cocoa sourced from Peru, Ecuador and the Dominican Republic), natural flavors, milk and fresh cream.

A 375-ml bottle sells for about \$35, and BouveryCV is initially available in New York, New Jersey, California and Florida with expansion plans set for this year.

## The Macallan 1977 Fine & Rare Vintage

The Macallan from Edrington has released its 1977 Fine & Rare Collection whisky (48.5% ABV).



A 750-ml bottle sells for about \$15,000, and only four bottles are allocated to the U.S. this year.

## Pernod Ricard Acquires Remaining Stake in Avión Tequila

Pernod Ricard USA has completed the acquisition of the remaining stake in Avión Spirits, owner of Avión Tequila, from its joint-venture partner, Tequila Avión. Founder Ken Austin and President Jenna Fagnan, along with musician Jeezy, will remain "highly involved and financially incentivized at least until 2020 to help fuel its next wave of growth," according to a company statement.



"Avión has become a leading aspirational lifestyle brand in the fast-growing ultra-premium tequila category," said Paul Duffy, Chief Executive Officer of Pernod Ricard USA. "This acquisition is important

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for Pernod Ricard USA as we focus on premiumization and building brands that consumers are passionate about. We look forward to continuing to develop and grow this exciting brand."

"This clearly displays Pernod Ricard's commitment to this high-potential brand, which was voted World's Best Tasting Tequila at the San Francisco World Spirits Competition," said Austin. "The Pernod Ricard people, distributors and brokers have been and will continue to be key drivers in taking Avión to the next level."

Tequila Avión is a 100% Blue Weber Agave tequila available as Silver, Reposado, Añejo, Reserva 44 Extra Añejo (all 40% ABV) and Espresso Liqueur (35%). The line sells for between \$50-\$150 for a 750-ml bottle.

## NABCA November 2017 Control State Results

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(-4.1%), Maine (3.3%), Ohio (2.7%), Oregon (2.7%) and Pennsylvania (0.2%) fell short of matching their 12-month trends.

Control State rolling 12-month volume growth, 3.1%, was a slight improvement over October's reported 3.0%. Spirits volumes have grown 3.1% year-to-date compared to 2.8% a year ago.

Control State spirits shelf dollars were up 9.2% during November while trending at 5.3% during the past 12 months.

Alabama (9.1%), Montgomery County Maryland (3.6%), Maine (6.8%), Michigan (28.6%), Mississippi (4.1%), Montana (8.2%), New Hampshire (5.1%), Ohio (6.5%), Utah (31.1%), Virginia (6.5%), West Virginia (9.1%) and Wyoming (5.5%) reported growth rates exceeding their 12-month trends. Iowa

(1.5%), Idaho (5.3%), North Carolina (5.7%), Oregon (4.5%), Pennsylvania (0.7%) and Vermont (4.6%) grew shelf dollars at rates below their 12-month trends. Shelf dollars in the Control States are up 5.4% year-to-date compared to 5.0% last year.

Price/Mix for November is 2.6%, up from October's 2.1%.

November's Control State spirits nine-liter case and shelf dollar growth rates were affected by the Control States' reporting calendars:

Utah, with 2.6% of Control States' spirits nine-liter case volumes and dollars, reported five weeks of sales this year versus four weeks of sales during November 2016, artificially inflating sales and skewing Control States results. Utah had six more selling days during this year's November than during last year's.

Michigan, with 17.4% of Control States' spirits nine-liter case volumes and 15.6% of Control States' dollars, reported five weeks of sales this year versus four weeks of sales during November 2016, artificially inflating sales and skewing Control States results. Michigan had seven more selling days during this year's November than during last year's.

Overall, November 2017 had thirteen more selling days, 2.5% more than last year's November.

After equalizing nine-liter spirits case sales with respect to selling-day variations, November's volumetric growth is 2.3%, and rolling 12-month volume is up 2.5%. Likewise, after equalizing shelf dollars, November's Control States shelf dollar growth rate is 4.6% with a 12-month trend of 4.4%.

September's equalized Price/Mix is 2.3%.

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## Nicholas Mehall – EVP/CFO, Breakthru Beverage Group / Gene Luciana – Key Integration

Republic National Distributing Co. (RNDC) and Breakthru Beverage Group have appointed Nicholas Mehall as Executive Vice President and Chief Financial Officer (CFO) of their proposed combined organization. Upon closing of the proposed transaction, Mehall will report to current RNDC President and CEO Tom Cole, who was previously named CEO of the new combined company.



*Nicholas Mehall*

Mehall will have leadership responsibility for the company's financial performance, planning and reporting, funding and risk management, among other strategic initiatives.

Gene Luciana, currently Chief Financial Officer of Breakthru Beverage Group, will serve in a key integration role with the new combined company to ensure a successful transition while providing strategic support.

Mehall joined RNDC in 2017 as Chief Financial Officer after five years with Diageo North America, where he held a number of progressive leadership roles in the Controllershship and Commercial Finance functions. Prior to that, Mehall spent 10 years with KPMG, LLP in Cleveland, London and New York in a number of key leadership roles in the audit practice in both the U.S. and U.K. firms.

The appointment will be effective upon the successful completion of the proposed

merger transaction, which is expected to close during the second calendar



*Gene Luciana*

quarter of 2018, subject to appropriate regulatory approvals and other customary closing conditions.

## Pat Pokorny – EVP/ GM, Pennsylvania, Southern Glazer's Wine & Spirits

Southern Glazer's Wine & Spirits has appointed Pat Pokorny as Executive Vice President and General Manager, Pennsylvania, effective January 15. He'll report directly to Scott Oppenheimer, Regional President, Canada and Control States, for Southern Glazer's.



*Pat Pokorny*

Pokorny has over 20 years of experience in the beverage alcohol industry. Most recently, he was Vice President of the Control State and Military region for Moët Hennessy USA. Prior to that, he was Vice President of the Mid-Atlantic Region,

Belvedere Vodka and National On-Premise. Before joining Moët Hennessy USA, he held multiple roles of increasing responsibility in the Northeast and Western U.S. with Millennium Imports, Terlato Imports and Churchill Distributors. Pokorny has a Bachelor of Science degree from Frostburg State University.

## Jonas Tåhlin – CMO, Spirits USA & CEO, Absolut Elyx USA, Pernod Ricard USA

Pernod Ricard USA has appointed Jonas Tåhlin, currently CEO, Absolut Elyx, as Chief Marketing Officer Spirits USA & Chief Executive Officer Absolut Elyx USA. He'll remain a member of the North American Pernod Ricard executive team, reporting to Paul Duffy, Chairman and CEO.



*Jonas Tåhlin*

Tåhlin joined Pernod Ricard 10 years ago, he was appointed CEO of Absolut Elyx in 2014 and was named to the Pernod Ricard USA Executive Committee in 2016.

Tåhlin earned a Master of Science degree in Marketing from the Stockholm School of Economics. He began his career at Procter & Gamble, where he held marketing positions until joining The Absolut Company in 2006 as Head of Western Europe. In 2008, after Absolut became part of Pernod Ricard, he was Regional Vice President, Americas, and then Vice President, Marketing, Vodkas, at Pernod Ricard USA. In July 2010, he became Vice President, Brand Development and then Vice President, Global Marketing at The Absolut Company.





## Total Spirits Categories — Current 52 Weeks Ending December 31, 2018

Total U.S. Multi-Outlet with C-Store (Supermarkets, Drugstores, Gas/C-Stores, Mass Market Retailers, Military Commissaries and Select Club & Dollar Retail Chains. Stats from SymphonyIRI Group, a Chicago-based market research firm.

	Dollar Sales		Dollar Share of Spirits		Case Sales	
	Current	%Change vs YA	Current	Change vs YA	Current	%Change vs YA
SPIRITS	\$7,049,421,216	3.9%	100.00	0.00	56,904,623	7.2%
WHISKEY	\$2,322,319,396	4.1%	32.94	0.05	12,290,069	1.8%
VODKA	\$1,964,338,559	1.7%	27.87	-0.61	16,579,458	1.6%
RUM	\$630,436,849	-2.0%	8.94	-0.54	4,958,076	0.3%
CORDIALS	\$471,596,162	-2.1%	6.69	-0.41	2,461,113	-4.2%
TEQUILA	\$460,427,282	8.6%	6.53	0.28	2,109,906	8.0%
PREMIXED COCKTAILS	\$419,710,733	47.5%	5.95	1.76	8,858,131	73.9%
BRANDY/COGNAC	\$321,640,105	-0.4%	4.56	-0.20	1,596,788	-4.6%
NON-ALCOHOLIC MIXERS	\$261,958,976	-2.0%	3.72	-0.23	6,706,971	-5.4%
GIN	\$196,993,154	0.4%	2.79	-0.10	1,344,111	-1.5%
	Case Share of Spirits		Price Per Case		Price per 750 ml Volume	
	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA
SPIRITS	100.00	0.00	\$123.88	-\$3.91	\$10.32	-\$0.33
WHISKEY	21.60	-1.14	\$188.96	\$4.11	\$15.75	\$0.34
VODKA	29.14	-1.61	\$118.48	\$0.11	\$9.87	\$0.01
RUM	8.71	-0.60	\$127.15	-\$2.96	\$10.60	-\$0.25
CORDIALS	4.32	-0.51	\$191.62	\$3.98	\$15.97	\$0.33
TEQUILA	3.71	0.03	\$218.22	\$1.19	\$18.19	\$0.10
PREMIXED COCKTAILS	15.57	5.97	\$47.38	-\$8.50	\$3.95	-\$0.71
BRANDY/COGNAC	2.81	-0.35	\$201.43	\$8.52	\$16.79	\$0.71
NON-ALCOHOLIC MIXERS	11.79	-1.58	\$39.06	\$1.36	\$3.25	\$0.11
GIN	2.36	-0.21	\$146.56	\$2.74	\$12.21	\$0.23

## CITI: Keeping an Eye on CPI – 1-12-18 – Alcoholic Beverage Prices Up

The CPI for Alcoholic Beverages (Off-Premise) was up 1.1% this month, which is below last month's 1.4% increase and represents the tenth consecutive month of positive pricing.

The CPI for Alcoholic Beverages (On-Premise) increased 1.8% this month, which is slightly above last month's 1.6% increase.

The CPI for Spirits (Off-Premise) was down 1.1% this month, which is below last month's -0.6% pricing.

The CPI for Beer (Off-Premise) was up 1.7% this month, which is below last month's +2.1% pricing.

The CPI for Wine (Off-Premise) was up 1.2% this month, which is in line with last month's pricing increase.

## NABCA November 2017 Control State Results

*continued from page 6*

Irish Whiskey, with 1% share of the nine-liter case Control States spirits market, was November's fastest growing category with 20.4% reported and a 12-month trend of 15.4%. Vodka, with 35% share, grew during the same periods at 5.7% and 2.3%, respectively. Tequila (11.1%), Domestic Whiskey (9.2%), Scotch (8.7%), Cocktails (8.2%), Vodka (5.7%), Cordials (5.6%), Canadian Whiskey (5.5%), Rum (5.4%) and Gin (3.1%) grew at rates at or above their 12-month trends, whereas Brandy/Cognac (4.8%) grew at a rate below its.



## Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on three Irish whiskies.

*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*).

### Jameson Caskmates IPA Edition, 40%

Midleton Distillery, Midleton, Ireland, \$30

Imported by John Jameson Import Co. (Pernod Ricard)

Amber with an aroma of hops, cream, citrus, earthiness, nuts and pine. Smooth and light in the taste with citrus, herbs, spices and bitter grass. An oily, medium body. Finishes light and smooth with fruit and spice.



### Jameson Caskmates Stout Edition, 40%

Midleton Distillery, Midleton, Ireland, \$30

Imported by John Jameson Import Co. (Pernod Ricard)

Light amber with an aroma of cocoa, hay, honey and dried banana chips. Sweet and full in the taste with honey, spices, cardamom and a hint of dark beer. A medium body. Finishes with a trace of a stout beer and softly sweet.



### Prizefight Irish Whiskey, 43%

Pugilist Spirits, West Cork, Ireland, ~\$45

Imported by MHW; a blend of ten-year-old malt and four-year-old grain whiskies distilled and aged for six months by Pugilist Spirits, with rye barrels sourced by Tamworth Distilling of New Hampshire

Light amber with a soft aroma of toffee, butter, oak, hay, grass, flowers, nuts and chamomile. In the taste are all that's found in the aroma plus citrus, caramel and orange peels. A medium body. A long finish of sweetness, spices and alcohol warmth — lovely all around.



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*

INDIESPIRITSEXPO.COM

Las Vegas — April 2018

New York City — May 2018

Chicago — September 2018

### ULTIMATE SPIRITS CHALLENGE 2018



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### SIP AWARDS INTERNATIONAL SPIRITS COMPETITION

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### Calendar of Events

**January 27, 2018:** Beer, Bourbon, BBQ Festival, New York, NY,  
[www.BeerAndBourbon.com](http://www.BeerAndBourbon.com)

**February 10, 2018:** Bacon & Bourbon, Charleston, SC,  
[www.baconandbourbonsc.com](http://www.baconandbourbonsc.com)

**February 10, 2018:** Beer, Bourbon, BBQ Festival, Ft Lauderdale,  
FL, [www.BeerAndBourbon.com](http://www.BeerAndBourbon.com)

**February 17, 2018:** Beer, Bourbon, BBQ Festival, Tampa, FL,  
[www.BeerAndBourbon.com](http://www.BeerAndBourbon.com)

**February 28, 2018:** Whisky Live New York, NY,  
[www.whiskylive.com](http://www.whiskylive.com)

**March 2, 2018:** Whisky Live, Washington, D.C.,  
[www.whiskylive.com](http://www.whiskylive.com)

**March 3, 2018:** Beer, Bourbon, BBQ Festival, Atlanta, GA, [www.BeerAndBourbon.com](http://www.BeerAndBourbon.com)

**March 2018:** Ultimate Spirits Challenge, Hawthorne, N.Y.,  
[www.ultimate-beverage.com](http://www.ultimate-beverage.com)

**March 5-6, 2018:** Vinexpo New York, New York City,  
[www.vinexponeويورك.com](http://www.vinexponeويورك.com)

**March 5-6, 2018:** ACSA Convention, Pittsburgh, PA,  
[www.americancraftspirits.org](http://www.americancraftspirits.org)

**March 24, 2018:** Beer, Bourbon, BBQ Festival, Wilmington, NC,  
[www.BeerAndBourbon.com](http://www.BeerAndBourbon.com)

**April 6-7, 2018:** Beer, Bourbon, BBQ Festival, Timonium, MD,  
[www.BeerAndBourbon.com](http://www.BeerAndBourbon.com)

## MODERN Brewery Age

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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

[internationalbeveragecompetitions.com](http://internationalbeveragecompetitions.com)