

# Distillery modern Age



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## J. Rieger & Co.'s New Hospitality Team & Destination Experience

J. Rieger & Co. in Kansas City, Mo., has made several key additions to its hospitality management team, as well as details about their new spirits destination experience. The distillery space will expand to 60,000 square feet in Kansas City's historic Electric Park neighborhood, allowing the team to complement its increased production capacity with cocktail and craft spirits experiences. The public opening is scheduled for mid-June and will include multiple bars, tours, a gift shop, classes and private event spaces.



"As we prepare to open our doors this summer, we are entering a new chapter of the J. Rieger & Co. legacy in Kansas City," said Ryan Maybee, co-founder and VP of Sales & Hospitality. "When we first launched in 2014, our focus was on resurrecting the brand, which meant creating the highest quality whiskey, gin and other spirits inspired by our vibrant history. We are extraordinarily proud of the national growth and recognition that we have accomplished and will apply that same high standard to shaping the future of our new home here in Electric Park. With this expansion, we can add a visitors' experience to our story while investing in our city and community. We are counting on the incredible talent of our hospitality team to host thousands of guests in their discovery of our spirits and cocktail culture."

The J. Rieger & Co. hospitality team includes:

Joe Hines, General Manager – Retail Operations, who was most recently head of beverage and hospitality operations for Union Station in Denver;

Andrew Olsen, Beverage Director – the only bartender selected for *Zagat's* 30 Under 30 list in 2017, and the former bar manager at James Beard award nominees, Bluestem and Rye, in Kansas City;

Andi Ryan, Hospitality Director – a 16-year industry professional and Kansas City native who honed her craft at The Rieger before moving to Chicago to work in service at Michelin-star recipient, Boka, and in management for The Robey Hotel;

Amber Benton, Event Sales Manager – a local who has staged some of Kansas City's most high-profile conferences, galas, corporate meetings and personal celebrations.

The facility includes a gift shop and collaboration products such as Rieger-filled chocolates from André's, plus guests can handfill and label a personalized bottle of Kansas City Whiskey at a bottle station or take in a 3,000-square-foot Kansas City historical exhibit curated by Dimensional Innovations. There is also a custom-engineered, 40-foot slide that will ferry guests from The Monogram

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## How Can We Prevent Alcohol-Related Harm in Problem Bars?

*Special to Modern Distillery Age by Pamela S. Erickson, CEO, Public Action Management, [www.healthyalcoholmarket.com](http://www.healthyalcoholmarket.com)*

It seems like every town has at least one problem bar. Regulators are quite familiar with this type of place. They are usually large venues offering live or recorded dance music and close late at night. They serve minimal food and promote drinks that contain a substantial portion of alcohol. Some patrons get drunk to the point of blacking out despite laws against over-service. These types of places use an inordinate amount of enforcement resources every weekend.

In 2006, the federal government issued the second edition of a *Problem-Oriented Guide for Police, Assaults in and Around Bars*. Some of the factors the authors identified as contributing to violence and aggression are:

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## West Virginia Strikes Down Sunday Liquor Sales Ban

West Virginians can now purchase a bottle of spirits any day of the week under a new law signed by Governor Jim Justice repealing the state's Prohibition-era ban on Sunday liquor sales.

"More and more states are rolling back these outdated Sunday sales bans to modernize their alcohol laws and increase consumer convenience," said Chris Swonger, President and CEO of the Distilled Spirits Council. "These archaic laws no longer serve a public interest, undermine business freedom and eliminate consumer choice."

Previously, consumers in West Virginia were only allowed to buy beer and wine at retail stores on Sundays. Under the new law, distilled spirits will be permitted for sale in retail stores on Sundays after 1 p.m., except for Easter and Christmas.

According to a Distilled Spirits Council economic analysis, Sunday liquor sales could generate more than \$1 million in new state revenue if all stores open that are eligible under the law.

Since 2002, 21 states have passed Sunday spirits sales legislation, bringing the total to 43 states across the country. Most recently, Indiana and Tennessee passed Sunday sales legislation in 2018, and the Virginia legislature passed legislation this session that would roll back hours of operation on Sunday from noon to 10 a.m.

# J. Rieger & Co.

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Lounge to the first floor. The historic location (once home to Heim Brewery) will even have its own custom beer: Heim Beer, a helles-style beer produced in collaboration with KC Bier Co.



From left to right: Joe Hines, General Manager – Retail Operations; Amber Benton, Event Sales Manager; Pepper, Distillery Dog; Andi Ryan, Hospitality Director; and Andrew Olsen, Beverage Director

Cocktails and beverage service will be available at two full-service bar and lounge spaces: The Monogram Lounge, with seating for 200 and a birdseye view of the working distillery, open daily; and The Hey! Hey! Club, an underground cocktail bar with room for 48 guests. Named after Kansas City’s rich cocktail history, the bar spaces have state-of-the-art programs complete with draft cocktails on rotation and a dedicated ice-cutting room able to churn out 200 pounds of crystal clear ice daily. In keeping with J. Rieger & Co.’s record of collaboration with other local brands, and to encourage patrons to work, stay and play in the new space, they will continue their working relationship with Thou Mayest Coffee Roasters by offering coffee service starting at 9 a.m. daily.

Multiple events spaces are available, which include flexible space options from corporate meetings to private celebrations, ranging from small groups to parties of 200 in the Tasting Room, The Monogram Lounge Jacob’s Barrel Dining Room and Alexander’s Board Room.

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## How Can We Prevent Alcohol-Related Harm in Problem Bars?

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- Alcohol
- Culture of Drinking
- Type of Establishment
- Concentration of Bars
- Bar Closing Time
- Aggressive Bouncers

- Price Discounting of Drinks
- Continued Service to Drunken Patrons
- Low Ratio of Staff to Patrons
- Tolerance for Disorderly Conduct
- Availability of Weapons

### Low Level of Police Enforcement and Regulation

We have known about these factors for some time, so why is it hard to use this knowledge to make change?

The problem is that problem bars often make a lot of money and employ a lot of people. Changing the formula could bring less profit. Fines may not be a deterrent, but just a cost of doing business. Serious consequences, such as long suspensions or revocations, require a great deal of investigative work and a long process that can go on for years. Local officials may be reluctant to put someone out of business, because it punishes employees, contractors and suppliers who may not have caused the problems.

So, how can we do things differently and curb alcohol-related problems?

### For New Licensees, A Prevention Approach

Since the factors which contribute to violence are well-known, could we use that knowledge to work more intensively with new licensees to ensure they are going down the right path? Could we make sure they have enough staff, use professional security and engage in responsible serving practices? Could we develop a “risk-based licensing system” that assesses greater license fees for high risk situations like they do in some Australian provinces?

Risk Based Licensing: “It’s an economic tool that’s already used to moderate the behavior of licensees and mitigate the risks associated with the sale of liquor in the ACT, Queensland, Victoria and New South Wales,” said Vicki Gillick, Drink Tank, Australia.

For current licensees that are problems, they need to modify some of their current practices. Likely that will require some fairly strong action. Here are some ideas:

#### Brief Suspensions

In my experience, suspensions are highly effective in changing business practices that create problems. But, to minimize the impact on employees and providers, the suspension should be brief, unless the licensee is uncooperative. In Oregon, an emergency suspension is allowed if there is “an immediate threat to public health and safety.” That is a high bar and must be

well documented. But, upon suspension, it was our practice to immediately meet with the licensee to discuss how to get back in business. Usually, the licensee was willing to make any kind of change given the prospect of reopening quickly.

In 2016, an emergency suspension provision went into effect in Virginia. It permitted the ABC to “summarily suspend any license or permit if it has reasonable cause to believe that an act of violence resulting in death or serious bodily injury” has occurred on the licensed premises. The process requires an initial investigation within 48 hours of the violence. And, after 48 hours of suspension, the licensee may petition for a restricted license pending results of a more formal investigation. According to Chris Curtis of the Virginia ABC, they have used this provision 16 times in the past 2½ years. Often, the licenses are simply surrendered. If allowed to operate, restrictions typically require more staff and curtailed hours. The extra work is worth the effort, if it results in no more violence!

#### Early Closure

In Oregon, we found that most complaints happened after midnight. Given that, we sometimes constructed a compliance plan that required closure at 11 p.m. After a month without problems, they could close at 12 a.m. After more problem-free months, they could stay open until the required closing time. New Jersey recently required early closure when an underage youth died in a crash after drinking at a licensed bar. In a California case, a premise was issued a 45-day suspension and then three years of probation whereby they had to stop selling alcohol at 12:30 a.m.

#### Drink Practices

Problem bars often have serving practices designed to get people very drunk. Many patrons don’t realize that multi-shot drinks can get you past the legal limit to drive after just one drink. Several jurisdictions prohibit multi-shot drinks when a bar gets into trouble. In Oregon, we adopted a rule that prohibited drink specials after midnight.

#### Security

Sweden requires additional security if a premise wants to stay open late at night — and if they want to stay open later than 3 a.m. — a lot of extra security. This is a recognition that the longer a bar is open, the more some people will get intoxicated. And, there is increased recognition that security should be professionally trained and

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# How Can We Prevent Alcohol-Related Harm in Problem Bars?

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certified. Aggressive bouncers can actually create problems by being overly forceful.

## Training

In some states all servers must be trained and certified so they can judge age, accurately check ID, understand the signs of intoxication and know the science of alcohol impairment (BAC levels, etc.). If training isn't mandatory, it is often used when bars get into trouble to help them bring their serving practices back on track. In Sweden, training is required for late night operation. Training should also include information on trade practice violations. Violating these regulations can allow the licensee to reduce prices to undercut competitors and can lead to greater intoxication.

But wouldn't it be great to prevent the deaths, serious injuries and other problems before they happened?

Usually, bad things must happen before corrective action can take place. What could we do to keep licensees in business, but insist on compliance? A "risk-based system" is one idea. Another is a regulation prohibiting certain "high volume drink practices" such as drinking games, "all you can drink" for a set price and "drink specials" after midnight. Some preventive measures can be adopted by statute or rule. In that case, it is usually worth the effort to get licensees and trade associations on board. Regulations prohibiting dangerous practices can level the playing field for all licensees. This means that "problem bars" can't undercut the good licensee by engaging in dangerous practices.

Last, but not least, is fair, firm and well-funded enforcement. Most regulations won't work without enforcement. And, remember good enforcement benefits the good licensee, who dutifully follows all the rules and doesn't get undercut by those that engage in dangerous practices.

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# Campari Group Opens North American Headquarters in NYC

Campari Group has opened its new headquarters for its North American and U.S. business units in New York City, moving from San Francisco.

Overlooking Bryant Park, Campari Group's offices occupy the 18<sup>th</sup> and 19<sup>th</sup> floors of the landmark Grace Building and offer an immersive brand journey.



"The U.S. is now the largest market in terms of sales for Campari Group, so we needed a new headquarters befitting the important role this market and this region has to the company," said Jean-Jacques Dubau, Managing Director, Business Unit North America, Campari Group. "We wanted our offices to exemplify the Campari Group persona while offering a creative work environment where our employees can collide, connect and collaborate with each other and key business partners."

With the goal of attracting top talent and nurturing creativity among existing employees, the design features a 100% open workplan and a variety of huddle lounges, quiet spaces, phone rooms and meeting spaces with common, shared spaces actually outnumbering the Knoll-designed sit/stand workstations.

Upon arrival, the elevator lobby is bathed in the Campari Group blue company color. The leather-wrapped entry doors feature custom brass door handles in the shape of the Campari soda bottle. The two floors are connected internally by a double-height opening created in the center of the space with an immersive red lacquer staircase designed to provide an experience akin to being inside a bottle of Campari. A floor-to-ceiling bank of display cases flanks the staircase, where the most precious bottles are proudly exhibited.

The bright and airy space offers four distinct bar-like experiences for employees and guests: Fortunato, Café, Concierge and the Boulevardier, expressing variations in day-to-evening experiences. The Fortunato and the Concierge espresso bar are C-shaped, on the 18<sup>th</sup> and 19<sup>th</sup> floors respectively, and are connected vertically through a double-height atrium featuring a two-story, 1,500 block wood mural inspired

by artwork commissioned by Campari in the early 1900s by futurist Fortunato Depero.

The Concierge bar, which serves as the reception desk, features an Italian espresso machine. The Café bar, where employees gather for meals, is backed by views of New York City. Hidden behind the red staircase is the Boulevardier lounge, which has an exclusive feel with a reclaimed antique bar dating back nearly 100 years, a chandelier dangling from the tin roof two stories above and authentic historical photographs of world-renowned bartenders from the era in which the Boulevardier cocktail was created.

Another area in the 65,000-square-foot space (twice the square footage of the previous San Francisco office) is "The Campari Academy," which serves as an innovation lab where master mixologists and visiting brand ambassadors can experiment and create new craft cocktails. One unique aspect of the space is that no conference rooms or other enclosed spaces, aside from one comfortable lounge, are adjacent to an exterior window — giving all 135 employees the chance to pull up a chair and enjoy the view. There are no executive offices.



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## Rebecca Creek Distillery Goes with Blue Ridge Spirits & Wine Marketing

Blue Ridge Spirits & Wine Marketing and Rebecca Creek Distillery in Texas have partnered to expand distribution of Rebecca Creek brands, which are currently distributed in 11 states: Texas, Florida, Georgia, South Carolina, Tennessee, Louisiana, Oklahoma, New Mexico, Colorado, Missouri and Kansas.



"I am very excited to partner with Rebecca Creek Distillery" said Carlos Carreras, CEO of Blue Ridge Spirits & Wine Marketing, "and we look forward to building on the success they've already achieved as we help them expand across the country."

"Partnering with Blue Ridge is a great match for our team to grow our brands around the country," added Steve Ison, founder of Rebecca Creek Distillery.

Rebecca Creek began operations in 2009 and makes vodkas and whiskeys.

## PGA Tour Modernizes Policy on Spirits Sponsorships

The PGA Tour is expanding its policies regarding distilled spirits sponsorships, marking the latest major U.S. sports league to modernize its spirits sponsorship policies.

"This is welcome news for distilled spirits, as the PGA becomes the last major professional sports league to equalize the treatment of marketing and promotions with beer," said Chris Swonger, President and CEO of the Distilled Spirits Council.

"The long putt just dropped. This is recognition of where consumers have

moved in the marketplace over the last two decades. Further, it is an acknowledgment of the spirits industry's track record of responsible marketing and underscores the fact that alcohol is alcohol."

Under the updated policy, broadcasters can air distilled spirits advertising and show in-program exposure during PGA Tour network telecasts. Additionally, players can now wear the names or logos of distilled spirits companies.

"One by one, major sports leagues have updated their policies to include spirits sponsorships and our marketing has been met with broad public acceptance," said Swonger, noting that NASCAR modernized its policy to permit spirits sponsorships in 2004, the NBA in 2009 and the NFL in 2017. "These leagues realize that spirits companies are fully committed to responsibility, and that increasingly more and more of their adult fan base are spirits consumers."

## TTB: Common Errors On Alcohol Beverage Formula Applications: Missing Spec Sheets

From TTB:

One of the most common problems we see on wine, spirits and beer formula submissions that causes us to have to send those applications back for correction is that the applicant did not supply adequate information about one or more of the ingredients listed in the formula. Most commonly, we are looking for an ingredient specification sheet.

An ingredient specification sheet — also called a spec sheet or technical data sheet (TDS) — is a document (or product label) that lists or describes the contents of an ingredient used to make your alcohol beverage product.

When submitting an alcohol beverage formula, you should include a spec sheet for each ingredient that is made from more than one component. For example, if your formula contains a fruit juice that was made from water, apples and sugar, you must submit a specification sheet for the fruit juice that lists those ingredients.

Learn more about spec sheets and the other common types of supporting documents we need for certain ingredients:

*Ingredient Specification Sheet (Spec Sheet): Guidance and Examples*

*Flavor Ingredient Data Sheet (FIDS): Guidance and Examples*

*Limited Ingredient Calculation Worksheets: Guidance and Examples*

Save yourself time by learning ahead of time what information we need in order to evaluate your formula.

## Irish Whiskey Market Thrives in the U.S.

"Step aside, green beer. This St. Patrick's Day, Americans will be celebrating with a dram of super premium Irish whiskey," according to the Distilled Spirits Council.

The Council reported that while the entire category is growing fast, the higher priced categories are "on fire." Since 2002, high-end premium and super premium Irish whiskeys grew a staggering 1,106% and 3,385%, respectively.

In 2018, nearly 4.7 million nine-liter cases (+10% compared to 2017) of Irish whiskey were sold in the U.S., generating an astounding \$1 billion (+12% compared to 2017) in revenue for distillers.

"This is an exciting time for whiskey hailing from the Emerald Isle. The category is on fire," said Distilled Spirits Council Public Relations Director Maggie Quinn. "We are experiencing a global whiskey renaissance, and Irish whiskey, with its triple-distilled soft, sweet and smooth flavor profile is captivating U.S. consumers. Further, it has a long and storied heritage as one of the first whiskeys, and that is attractive to Millennials, who are always seeking a backstory in their glass."

## NABCA January 2019 Control State Results

During January nine-liter Control States spirits case sales grew 10.9% over same period sales last year. Alabama (3.8%), Iowa (3.1%), Idaho (5.7%), Montgomery County Maryland (3.1%), Maine (10%), Michigan (31.8%), Mississippi (16.5%), Montana (5.9%), North Carolina (5.4%), Ohio (6.5%), Oregon (5.6%), Pennsylvania (11.2%), Utah (42.5%), Virginia (5.4%), Vermont (3.4%), West Virginia (8.7%) and Wyoming (4.0%) reported monthly growth rates for January exceeding their 12-month trends. The growth rate for New Hampshire (-2.8%) fell short of matching its 12-month trend. Control state rolling 12-month volume growth, 3.4%, was up from December's

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# NABCA January 2019 Control State Results

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reported 2.8%. Spirits volumes have grown 10.9% year-to-date compared to 2.1% a year ago.

January's 10.9% growth rate is the highest reported growth rate for a January since 1999. During this period, the highest spirits growth rate reported by the Control States has been 11.3% during June 2004 and July 2008.

Control State spirits shelf dollars were up 13.4% during January while trending at 6.4% during the past 12 months. Idaho (8.5%), Montgomery County Maryland (4.0%), Maine (9.8%), Michigan (34.9%), Mississippi (21.4%), Montana (12.0%), North Carolina (9.3%), Ohio (10.8%), Oregon (7.5%), Pennsylvania (10.2%), Utah (41.7%), Virginia (8.1%), Vermont (7.7%) and West Virginia (13.2%) reported growth rates exceeding their 12-month trends. Alabama (6.3%), Iowa (3.9%), New Hampshire (-4.3%), and Wyoming (6.9%) grew shelf dollars at rates below their 12-month trends. Shelf dollars in the Control States are up 13.4% year-to-date compared to 4.5% last year.

Price/Mix for January is 2.5%, lagging December's 3.0%.

January's Control State spirits nine-liter case and shelf dollar growth rates were effected by reporting calendar anomalies in the Control States.

December 31 is among the strongest of the selling days during the last week of the strongest selling month of the year. Sales made on December 31, 2018 by some states, whose sales are booked using a fiscal rather than a calendar reporting period, were included in their January 2019 sales results. Because these same states included December 31, 2017 sales with those reported for December 2017, January 2019's growth rate was artificially inflated.

Michigan, with 16% of Control States' spirits nine-liter case volumes and 17% of Control States' dollars, reported five weeks of sales this January versus four weeks of sales during January 2018, artificially inflating sales and skewing Control States results. Michigan had seven more selling days during this year's January than during last year's.

Utah, with 3% of Control States' spirits nine-liter case volumes and 3% of Control States' dollars, reported five weeks of sales this January versus four weeks of sales

during January 2018, artificially inflating sales and skewing Control States results. Utah had six more selling days during this year's January than during last year's.

Overall, January 2019 had fourteen more selling days, 2.6% more, than last year's January.

After equalizing nine-liter spirits case sales with respect to selling-day variations, January's volumetric growth is 6.0%, and rolling 12-month volume is up 3.2%. Likewise, after equalizing shelf dollars, January's shelf dollar growth rate is 8.0% with a 12-month trend of 6.2%.

January's equalized Price/Mix is 2.0%.

Cocktails, with 2% share of the nine-liter case Control States spirits market, was January's fastest growing category with 22.4% reported and a twelve-month trend of 7.4%. Tequila, with 6% share was a close second, reported 20.2% monthly growth with a 9.9% 12-month trend. Vodka, with 35% share, grew during the same periods at 11.4% and 3.1%, respectively. Brandy/Cognac (8.3%), Canadian Whiskey (10.1%), Cocktails (22.4), Cordials (9.9%), Domestic Whiskey (10.1%), Gin (6.9%), Irish Whiskey (17.6%), Rum (9.0%), Scotch (5.9%), Tequila (20.2%) and Vodka (11.4%) grew at rates above their 12-month trends.

## Smokehead & Lunceford

Smokehead Islay Single Malt Whisky has partnered with biker Tyler Lunceford, asking him to create a customised Ducati bike inspired by vintage racing motorcycles for Smokehead to showcase at key events. The project will be captured through a series of video episodes.



U.S. born, Tyler has a workshop in Brooklyn, N.Y., and he recently moved to Scotland to open a workshop in Leith, Edinburgh. The project will run until September, when the finished model, The Smoker, will be released.

## Chareau Partners with Espiritus Group

Chareau in California has partnered with the Espiritus Group for nationwide sales and marketing. This will more than triple the current sales force for Chareau Aloe Liqueur, while adding key executive leadership from Espiritus partners Jay Maltby (co-founder of Angel's Envy Bourbon and former Cruzan Rum CEO), Chuck Chand (former Brown Forman Executive) and Eric Rubin (co-founder of Tres Agaves Tequila).



"As one of the fastest growing liqueur brands in the country, Chareau is quickly becoming a bar staple across the U.S., and Espiritus has the team, experience and market expertise to help us make Chareau a household name," said founder Kurt Charron.

"We are excited to be partnered with Chareau, bringing our marketing and sales capabilities to leverage the foundation of effective brand building that Kurt and his team have laid over the past six years," added Jay Maltby, Chairman of Espiritus.

"Kurt has built an effective and high-performing team that is complementary to our group at Espiritus," said Chuck Chand, COO of Espiritus. "We are looking forward to accelerating the growth of the brand, creating additional value for its shareholders."

Chareau (25% ABV), first released in 2013, is a blend of distilled cucumber, spearmint, lemon peel and muskmelon finished with fresh aloe vera juice sourced from local California farms. A 750-ml bottle sells for about \$45 (375-ml bottles are also available), and Chareau is available in 35 states.

## Jack Daniel's Indian Motorcycle

Jack Daniel's and Indian Motorcycle have introduced the Jack Daniel's Limited Edition Indian Springfield Dark Horse. For the fourth straight year, the two American brands have joined forces with KlockWerks Kustom Cycles of Mitchell, S.D., to create an ultra-premium, limited-edition motorcycle. The latest bike features many new design features that give the bike an exclusive, aggressive look.



The bike draws its design from Jack Daniel's Single Barrel Select. Inspired by the wood grain hues from the packaging and the oak aging barrels, the Indian Motorcycle design team crafted the two-tone Heavy Metal Crystal and Thunder Black Vivid Crystal custom paint scheme. Indian Motorcycle craftsmen then overlaid sleek steel gray graphics and custom Jack Daniel's Single Barrel badging throughout the bike by hand. Additionally, Single Barrel Select wood grain finishes are found on the tank badge and saddlebag hinges completing the custom-inspired look.

As a nod to Jack Daniel's "Old No. 7 Brand", only 177 individually-numbered bikes will be produced globally. They'll sell for about \$37,000, and each will come with a commemorative wooden Jack Daniel's Single Barrel bottle display made from the same oak barrels used to age Jack Daniel's Single Barrel Select. The holder comes with two custom branded rocks glasses and a spot for a bottle of Jack Daniel's Single Barrel, which is padded with the same genuine leather as the motorcycle's seat. Each gift will be custom made and engraved with the owner's name, motorcycle number (#001-#177) and VIN.

## Stoli Key West Cocktail Classic

Stoli Vodka, in partnership with the Key West Business Guild, will again hold the Stoli Key West Cocktail Classic, a LGBTQ bartender competition. This year's competition, which takes place in 14 U.S. cities, began on March 6 in Dallas and will end with a grand finale in Key West, Fla., from June 4-10. Stoli fans can attend the events, all of which are free to the public, by registering at [www.facebook.com/StoliKeyWest](http://www.facebook.com/StoliKeyWest). On-site, attendees will be able to text to vote for their favorite bartender once all presentations are final.



The theme for this year's Stoli Key West Cocktail Classic is "Visibility: Making It Loud and Clear," attaching to the new Stoli brand campaign. Participants will be judged on their Stoli-based cocktails, and each bartender must also use an element of their presentation to represent a person/place/film/song/movement that brought a new spotlight to something in the community that was previously unseen. Judges will also factor in bartenders' creativity and knowledge. Fourteen finalists will then win a seven-day, all-inclusive trip to represent their city at the grand finale in Key West.

The 2019 Stoli Key West Cocktail Champion will serve as the 2019 Key West Pride Parade Honorary Grand Marshal. The winner will also receive \$10,000 for the hometown charity of their choice and an additional \$5,000 for a local Key West charity. Second place wins \$5,000 to a hometown nonprofit and to one based in Key West.

Upon returning home, the 2019 champion will be honored with a special celebration and check presentation at their local bar or club, followed by a three-day trip for two to either Vancouver Pride 2019, San Diego Pride 2019 or another Stoli Vodka event of their choosing.

## Liquor.com – Bacardí Global Legacy Competition

Will Isaza of Massachusetts and Melina Meza of Los Angeles will represent the U.S. and compete at the 11<sup>th</sup> 2019 Liquor.com Global Legacy Competition sponsored by Bacardí in Amsterdam.



Isaza and Meza competed against 24 semifinalists before going head to head with the final eight at the U.S. finals in Puerto Rico. Isaza won with his "Gloria" recipe, and Meza with her "Nueva Sol" cocktail, both using Bacardí Añejo Cuatro Rum.

Contestants had to use Bacardí Carta Blanca, Bacardí Carta Oro, Bacardí Añejo 4 or Bacardí Reserva 8 rums in their cocktails, which had to contain no more than six ingredients. Each cocktail was judged on the recipe concept, how easy it is to replicate and the inspirational story behind it. Balance, flavor, quality of ingredients and aesthetic appeal were also considered.

This year's competition was judged by a panel of industry professionals, bartenders, ambassadors and mentors including: AK Hada, Bar Manager in New York City; French Scotty Marshal, a 2018 U.S. Global Legacy Finalist; GN Chan, the Global Legacy Champion in 2016; and Joe Gomez, the Bacardí Master Blender.



## Cenote Tequila Cristalino

Stoli Group has released Cenote Tequila Cristalino (40% ABV), aged in American oak barrels that previously aged the añejo tequila for more than a year.



The tequila is then filtered through activated carbon to extract the color. A 750-ml bottle sells for about \$80.

## Russian Standard Vodka Moscow Mule

Roust Americas, a subsidiary of Roust Group, has released a RTD: Russian Standard Vodka Moscow Mule (8.0% ABV).



A four-pack of 12-ounce can sells for about \$15. The cans are reminiscent of the copper mug in which the Moscow Mule is traditionally served.

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## Regatta Craft Mixers

Regatta, the maker of Regatta Classic Bermuda Stone Ginger Beer, has entered the craft mixers category with Regatta Dry Citrus Sparkling Tonic, Regatta Royal Oak Ginger Ale and Regatta Pacific Sea Salt Club Soda to join flagship Regatta Ginger Beer and Regatta Light Ginger Beer.



All are made in the U.S. with non-GMO natural ingredients and no artificial preservatives.

The mixers are packaged in 8.4-ounce "perfect-pour" slim-can four-packs, which sell for about \$7. Ginger Beer is also packaged in an 8-ounce squat can for on-premise accounts.

In 2016, Affinity Beverage purchased the Regatta brand and is supporting the mixers with a full service marketing plan and expanded sales efforts including investing additional sales resources in the liquor, grocery and other retail channels. Regatta Craft Mixers is also the Official Craft Mixer of US Sailing.

## Grand Marnier Cuvée Louis Alexandre VSOP

Grand Marnier has released Cuvée Louis Alexandre VSOP (40% ABV), named after Louis-Alexandre Marnier Lapostolle. It was created by Master Blender Patrick Raguenaud, President of the Professional National Cognac Bureau.



Cuvée Louis Alexandre is a blend of V.S.O.P. cognac and Liqueur D'Orange (80%/20%). The cognacs aged in Tronçais and Limousin oak casks in Bourg-Charente. A 750-ml bottle sells for about \$70.



## Booker's Bourbon 2019-01 "Teresa's Batch"

Beam Suntory has released Booker's Bourbon 2019-01 "Teresa's Batch" (62.95% ABV), named in honor of longtime Beam distillery employee, Teresa Wittemer, who was hired by Booker Noe over 30 years ago.



Like all of Booker's batches, Booker's "Teresa's Batch" is bottled at its natural proof. It aged for six years, three months and one day. A 750-ml bottle sells for about \$80.

## Vinglacé Stainless Steel Chiller

The Vinglacé Stainless Steel Wine Chiller is new from The Grommet. It has a double-walled, vacuum-insulated stainless-steel design that also eliminates condensation, and it can take most 750-ml bottles — spirits, sake, beer, cider, mead, water — as well as wine.



The chiller (10" x 4" x 4" — 1.5 lbs.) sells for \$89.95 at [www.thegrommet.com](http://www.thegrommet.com)

## Igor Boyadjian – MD, The Macallan, Edrington

Edrington has appointed Igor Boyadjian to succeed Scott McCroskie as Managing Director of The Macallan. This follows McCroskie's appointment as Chief Executive Officer of Edrington. As part of his new role, Boyadjian will also join the Edrington executive team.



Igor Boyadjian

Currently Managing Director, Asia Pacific & India at Edrington, Boyadjian joined the company in 2017 to lead its travel retail arm. His partnership with Edrington stretches back over a decade, primarily through Edrington-F.I.X. Middle East, a joint-venture between Edrington and F.I.X. Wines & Spirits, which was later acquired by Edrington. His experience in the spirits industry includes jobs with Moët-Hennessy and Allied Domecq, as well as partnerships with Beam Suntory.

## Executive Leadership Changes in Two TTB Directorates

TTB has made changes to the executive leadership in the Offices of Headquarters Operations and Permitting and Taxation, effective March 3, 2019.

### Office of Headquarters Operations

Daniel Riordan has been appointed Assistant Administrator for Headquarters Operations. Riordan has served in this role in an acting capacity since last June, prior to which he was the Assistant Administrator for Permitting and Taxation.

### Office of Permitting and Taxation

Gail Davis has been named acting Assistant Administrator for Permitting and Taxation. Davis has many years of TTB leadership experience and technical knowledge, most recently as the Deputy Assistant Administrator of Headquarters Operations since 2013.

## Brad Plummer – Editor-in-Chief, Distiller Magazine

The American Distilling Institute has appointed Brad Plummer as Editor-in-Chief for *Distiller Magazine*. Plummer recently joined the staff as ADI Director of Communications. He has nearly two decades of editorial and communications experience, plus five years running his own distillery, Coastal Spirits/Farallon Gin Works, in San Carlos, Calif.



Brad Plummer

Plummer has written articles and edited books for ADI and White Mule Press since 2014, and he previously served a two year stint as Associate Editor of *Distiller*.



## Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on an Italian herbal liqueur, a Greek liqueur, a Canadian peach whisky 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*).

### Liquore Stregga, 40%

**S. A. Distilleria Liquore Strega, Benevento, Campania, Italy, ~\$35**

imported by Shaw Ross International; an herbal liqueur produced since 1860; 70 herbal ingredients including mint, fennel & saffron

Yellow with an aroma of juniper, spices, licorice, herbs and wintergreen. In the taste are spices, menthol, white pepper and ginger. A full body. Finishes with spices, menthol and white pepper. Quite tasty.



### Metaxa 12 Stars, 40%

**The House of Metaxa, Greece; ~\$40**

imported by Rémy Cointreau USA; aged since 2011; a blend of Muscat wine from the islands of Samos & Lemnos, aged wine distillates & Mediterranean botanicals macerated in the spirit

Light amber with an aroma of apricots, pepper and oak. In the taste are apple brandy, armagnac flavors, cooked grapes, a wine-like sweetness, dark fruits and alcohol warmth. A medium body. Finishes with dryness, dates, figs and alcohol warmth.



### Crown Royal Peach Flavored Whisky, 35%

**Crown Royal Distillery, Gimli, Manitoba, Canada, ~\$25**

imported by Diageo

Peach-colored with an aroma of peach (*go figure*). In the taste are peach-like brandy and sweetness. A full, slick, viscous body. Finishes with sweetness and peach. Well liked.



### Eight & Sand Blended Bourbon, 44%

**MGP Ingredients, Lawrenceburg, Ind., ~\$30**

a blend of bourbons and whiskies inspired by the American railroad; Eight & Sand refers to the eighth (and fastest) notch on a locomotive's throttle, and the sand used on the wheels to prevent slipping; to wish a train crew an "Eight & Sand" is akin to "smooth sailing."

Amber with an aroma of spices, rye, phenols, wet wood, young oak, vanilla and alcohol warmth. A rich, lovely and lush body. Finishes with cinnamon, caramel, oak 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

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 <b>BISC</b> BERLIN INTERNATIONAL SPIRITS COMPETITION MARCH 3RD <b>2019</b>	 <b>NYISC</b> NEW YORK INTERNATIONAL SPIRITS COMPETITION APRIL 14TH <b>2019</b>	 <b>MISC</b> MELBOURNE INTERNATIONAL SPIRITS COMPETITION JUNE 23RD <b>2019</b>	 <b>AISC</b> ASIA INTERNATIONAL SPIRITS COMPETITION AUGUST <b>2019</b>
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[internationalbeveragecompetitions.com](http://internationalbeveragecompetitions.com)

# MODERN Brewery Age

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