

# 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

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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.

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