

Distillery modern Age



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Jim Beam's 15 Millionth Barrel

Jim Beam Bourbon has filled its 15 millionth barrel of bourbon since the end of Prohibition. The milestone barrel — a first for Kentucky distilleries — was personally filled and sealed by seventh generation Master Distiller Fred Noe and his son, Freddie Noe, an eighth generation Beam Distiller, at the brand's flagship distillery in Clermont, Ky.



L-R: Freddie Noe & Fred Noe of Jim Beam

"Fifteen million is a big number, but we're a big bourbon," said Fred Noe. "When Jim Beam, my great-grandfather, filled his first barrel of whiskey at our Clermont distillery after Prohibition, I doubt he would have predicted that one day we would be a brand known and enjoyed the world over."

"The historic milestone comes less than two years after the filling of Jim Beam's 14 millionth barrel — the shortest period of time between milestone barrel fills," according to a company statement. "This serves as a testament to the continued global bourbon boom. The growing momentum can be attributed to continued strong sales spurred by rising global demand and the excellent performance of the entire Jim Beam portfolio across the United States, Europe and Southeast Asia."

"We're reaching these milestones faster and faster," said Craig Christenson, Vice President of Global Marketing for Jim Beam. "From Russia and Germany to Japan and China — not to mention the United States, where Jim Beam is gaining substantial market share — bourbon has become the spirit of choice around the world, and we're happy to oblige them by making more. We're the first to reach 15 million, and we're not slowing down."

The 15 millionth barrel, signed by employees at the company's Clermont, Boston and Frankfort plants in Kentucky, will join the nearly 2.3 million barrels of bourbon currently aging in Jim Beam's rackhouses across the state. It will be stored inside the distillery's historic rackhouse D, a nine-story warehouse rebuilt by Jim Beam after Prohibition on the Clermont distillery grounds. The rackhouse is open to visitors as part of the Jim Beam American Stillhouse tour.

WSWA CEO Speaks to DOJ Roundtable on Competition and Deregulation

From the Wine & Spirits Wholesalers of America:

"Beverage alcohol is a unique and socially-sensitive product, and accordingly is overseen differently than other consumer products through a state-based, federally-supported regulatory structure established under the 21st Amendment. This regulatory system has effectively managed the beverage alcohol industry while simultaneously fostering the most innovative and dynamic alcohol marketplace in the world," Wine & Spirits Wholesalers of America (WSWA) President and CEO Craig Wolf said this week as part of a select panel presentation to Department of Justice Antitrust Division officials led by Assistant Attorney General Makan Delrahim.

The session was the first of three such panels designed to explore what DOJ described as the relationship between competition and regulation. The first roundtable was created to examine exemptions and immunities from the antitrust laws, and their impact on competition and consumers. It also included a discussion of the appropriate role of the state action doctrine in light of the broader federal policy favoring competition in interstate commerce.

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CaskCoin Cryptocurrency for Scottish Whisky

CaskCoin is an asset-backed cryptocurrency combining blockchain technology with a physical asset investment in the form of maturing Scotch whisky.

According to CaskCoin: "Whisky is the most-traded spirit in the world. Whisky is an interesting alternative to traditional or even the alternative SWAG (silver, wine, art and gold) investing. It has several interesting characteristics. It does not go off like wine, but can still be consumed, unlike gold and silver. Unlike art, once it is consumed it cannot be consumed over again. Whisky offers an investment vehicle which could increase over time."

Whisky represents one-quarter of the U.K.'s exports of food and drink, and more than 9,000 people are employed in the Scotch whisky businesses. A total of £4 billion worth of whisky was exported in 2016.

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WSWA CEO Speaks to DOJ Roundtable on Competition and Deregulation

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"WSWA strongly believes in the balance between the need to maximize competition in a free market against the need to responsibly regulate a socially sensitive product like beverage alcohol," Wolf said. "Our industry has built an unrivaled record of success in promoting responsible sales and consumption while also fostering a thriving market fueled by ever-expanding product varieties, options and choices from across the country and every corner of the globe. Our industry is a success story we're proud to share."

In his remarks, Wolf pointed out that the playing field for beverage alcohol is one of constant competition: "We believe that state-based regulatory systems successfully balance regulation with competition, promoting a dynamic and diverse purchasing environment while protecting citizens from the potentially harmful effects of alcohol."

Wolf also drew a distinction between beverage alcohol and other consumer products, encouraging the Department of Justice, "to recognize that beverage alcohol is historically and constitutionally unique and requires a balancing of interests between competition and public safety."

Wolf also reminded those assembled that "the Supreme Court has made it clear that the 21st Amendment grants states virtually complete control over how to structure the liquor distribution system and that a state mandated three-tiered system of distribution is unquestionably legitimate."

Wolf delivered oral remarks to the panel and submitted remarks for the record on behalf of WSWA, a copy of which is available at www.wswa.org/DOJ_Antitrust_Roundtable_WSWA_Comments.pdf.

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CaskCoin Cryptocurrency for Scottish Whisky

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The Scotch Whisky Association reports more than 1.2 billion bottles are exported annually (almost 39 bottles every second)

with single malt Scotch exports now worth more than £1 billion. Scotch was directly exported to 182 countries.

CaskCoin is offering investors the chance to own a share of a £40 million Scotch whisky portfolio by investing in its digital coins. The CaskCoin portfolio includes a range of casks between 21 and 50 years old. Each coin will be supported by ownership of a share of every cask in the CaskCoin portfolio, which are stored in bonded warehouses in Scotland.

CaskCoin's initial coin offering seeks to raise more than £40 million and runs from March 12-30. A total of 5.2 million ERC-20 tokens are available at a cost of £8.15 each, and the minimum investment is £30,000.

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NABCA January Control State Results

During January, nine-liter Control States spirits case sales grew 2.1% over same period sales last year.

Alabama (7.8%), Idaho (4.0%), Iowa (11.5%), Maine (5.1%), Michigan (4.0%), Mississippi (7.4%), Montana (25.6%), North Carolina (5.9%), Ohio (4.5%), Utah (4.0%), Vermont (3.1%), West Virginia (3.1%) and Wyoming (10.1%) reported monthly growth rates for January that exceeded their 12-month trends. The growth rates for Montgomery County Maryland (-2.9%), New Hampshire (-4.8%), Oregon (1.8%), Pennsylvania (-11.4%) and Virginia (2.5%) fell short of matching their 12-month trends. Control State rolling 12-month volume growth, 2.5%, mirrored December's reported 2.5%. Spirits volumes have grown 2.1% year-to-date compared to 1.7% a year ago.

Control State spirits shelf dollars grew 4.4% during January while trending at 4.9% during the past 12 months. Alabama (12.1%), Idaho (5.9%), Iowa (12.5%), Montgomery County MD (5.7%), Maine (10.6%), Michigan (5.6%), Mississippi (7.8%), Montana (25.4%), North Carolina (7.8%), Ohio (8.1%), West Virginia (6.6%) and Wyoming (10.9%) reported growth rates exceeding their 12-month trends. New Hampshire (-3.1%), Oregon (3.3%), Pennsylvania (-7.1%), Utah (6.1%), Virginia (3.8%) and Vermont (3.8%) grew shelf dollars at rates below their 12-month trends. Shelf dollars in the Control States are up 4.4% year-to-date compared to 3.4% last year.

Price/Mix for January is 2.3%, down from December's reported 2.6%.

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

In the Control States, more cases of spirits and wines are sold during December than during any other month, and sales are concentrated during the month's last two weeks. December's share of annual spirits nine-liter case sales is 10.3%.

In the Control States, fewer cases of spirits and wines are sold in January than during any other month. January's share of annual spirits nine-liter case sales is 7.2%.

Sales in Pennsylvania, which has 15.0% of Control States' spirits nine-liter case volumes, are reported monthly by the NABCA based upon the State's 4-5-4 week fiscal quarters. Sales for January 2017 were reported for the period December 26, 2016, through January 22, 2017, and sales for January 2018 were reported for the period January 1, 2018, through January 28, 2018.

Pennsylvania's -11.4% January growth rate results from comparing a mixed December 2016/January 2017 set of sales results with a calendar January 2018 set of sales results.

In Pennsylvania, nine-liter cases of spirits grew during calendar month January 2018 over calendar month January 2017 at 4.1%.

Montana's January nine-liter case volume grew over same period last year sales at 25.6%. This growth rate was inflated due to the state's warehouse being closed during the first week of January 2017. The state, anticipating this closing, encouraged its retailers to place orders during December 2016 for products needed early in January.

January 2018 was a month with four Sundays compared to January 2017, which had five. Retail outlets in six Control States (Alabama, Mississippi, Montana, North Carolina, Utah and West Virginia) are closed on Sundays.

Irish Whiskey, with 1% share of the nine-liter case Control States spirits market, grew its January volumes fastest among all categories with reported growth of 12.6% and a 12-month trend of 15.1%. Vodka, with 35% share, grew during the same periods at 3.6% and 3.1%, respectively. Domestic Whiskey (10.5%), Gin (0.8%) and Vodka (3.6%) grew at rates exceeding their 12-month trends, while Brandy/Cognac (3.1%), Canadian Whiskey (8.3%), Cocktails (5.8%), Cordials (2.8%), Irish Whiskey (12.6%), Rum (-1.4%), Scotch (0.2%) and Tequila (8.9%) grew at rates below theirs.

Beam Suntory Partners with On the Rocks Cocktails

Beam Suntory has partnered with On the Rocks, which makes RTD cocktails. As part of the deal, Beam Suntory will become On the Rocks' exclusive partner for co-branded beverages: Old Fashioned with Knob Creek Bourbon (35% ABV), Margarita with Hornitos tequila and Cosmopolitan with EFFEN vodka (both 20%). On the Rocks will also leverage Beam Suntory's expertise in product development, commercialization, distribution, manufacturing and packaging as it continues to grow.



"As the cocktail culture continues to thrive, we know consumers are looking for quality, hand-crafted cocktails in places where they haven't been available before," said Greg Hughes, General Manager, North America at Beam Suntory. "Our partnership with On the Rocks will help them capture more of these occasions, such as air travel, hotel room service, and major sporting events."

On the Rocks was co-founded in 2015 by Patrick Halbert, an entrepreneur and restaurateur. Halbert and bartender Rocco Milano created a cocktail program at the Dallas restaurant Private Social that was recognized as one of the city's best by 2013. Friends in the airline industry asked Milano to try bottling his signature cocktails for in-flight service.

"This created a new challenge: how do you make natural cocktails that can keep," said Milano, now co-founder/Corporate Mixologist at On the Rocks. "We said, let's make bartender cocktails that elevate ready-to-serve into a culinary experience in a glass."

The team developed branding, packaging and a method for preserving cocktails made with natural ingredients in a bottle without separating or spoiling, and they assembled a portfolio of clients. On the Rocks filled its first order in 2016 for Hawaiian Airlines and has since added Hilton Hotels, Four Seasons Hotels, Pebble Beach Golf Club and the Beverly Hills Hotel to its client roster.

"We couldn't be happier to have gained a partner like Beam Suntory," Halbert said. "Their partnership will help us grow our business much faster, and our collaboration will mean that our hand-crafted, quality cocktails will also include some of the world's finest premium spirits."

In addition to the Old Fashioned, Cosmopolitan and Margarita, Rocco has also created Jalapeño Pineapple Margarita with Tres Generaciones tequila, Aviation using Larios gin and Mai Tai with Cruzan rum (all 20%).

A 375-ml bottle of Old Fashioned sells for about \$13, and about \$11 for the others (200-ml bottles are also available).

Buffalo Bill's Memorabilia Added to Smithsonian

Bill Owens, American Distilling Institute (ADI) founder/president, and also founder of Buffalo Bill's Brewery in Hayward, Calif., the first brewpub in the U.S. in 1983, has donated what he called "a treasure trove of craft brewing" to the Smithsonian Institution's Museum of American History.



In the photograph above is the Smithsonian's Brewing Historian, Theresa McCulla, holding a box of donated items that include the original hand-drawn floor plans for Buffalo Bill's. Other items are the original Buffalo Bill's LLC Business plans, black and white photos of the brewing of Pumpkin Ale, beer labels, brewing books, brewing magazines (*American Brewer* and *BEER* magazine, both founded and published by Owens) and tap handles.

Stoli Partners with Red Sparrow Movie

Stoli Vodka is the official vodka partner of *Red Sparrow*, the new movie from 20th Century Fox starring Jennifer Lawrence as Dominika Egorova, the newest recruit of Sparrow School, a secret intelligence training service.

20th Century Fox and Stoli have partnered on a "Vodka MasterRED" co-branded multi-media campaign running in print, digital and radio on ESPN Radio's Golic & Wingo. Red Sparrow content will run on Stoli's Instagram and Facebook channels along with a sweepstakes to win a trip to New York City. Additionally, audiences can enjoy cocktails like the Red Mule and the Raz Sparrow in souvenir cups while viewing the film at select locations of Bow Tie Cinemas, Cinema West, Cinemark, Metropolitan Theatres, Movie Tavern, Santikos Theatres and ShowBiz Cinemas.



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Mint Julep Experiences Enters Nashville Tourism Market with Tennessee Whiskey Adventures

Mint Julep Experiences has expanded to serve the growing Nashville, Tenn., tourism industry. Owners Sean and Lisa Higgins utilized their 10 years of experiential tourism expertise to create experiences on the Tennessee Whiskey Trail and beyond. Two distinct day-long Tennessee whiskey adventures will start this April departing from downtown Nashville five days a week.



"Tennessee's rich history of hospitality and craftsmanship remind us so much of what we love about our Kentucky home," said Sean Higgins. "Our passion for tourism is contagious. We can't wait to unveil our immersive outings exploring the heart and soul of Nashville. Our curated experiences allow for our guests to relax and leave all the planning, transportation and reservations to us. They just need to sit back, relax and enjoy the culture of Tennessee with their friends."

Founded in 2008, Mint Julep continues to add new tour experiences, grow its fleet of luxury vehicles and expand its staff in Louisville and now Nashville. With nearly 50 employees and 20 vehicles serving more than 30,000 guests per year in Kentucky, the business looks to replicate its success in Nashville. Native Nashvillian Adam Smith has joined the team as Director of Operations for the Nashville office. He brings more than 16 years of hospitality sales and operations experience in Nashville's tourism industry, including working as part of the opening teams for the Music City Center in 2013 and Westin Hotel in 2016.

Booking is now available for whiskey tours every Wednesday, Thursday, Friday, Saturday and Sunday starting April 11: www.mintjuleptours.com/nashville.

"Growing Tennessee's rich whiskey tourism industry will be greatly assisted by Mint Julep Tours," said Tennessee Whiskey Guild Manager Kim Mitchell. "Their deep expertise and proven partnerships will be an asset to our Guild members and the Tennessee Whiskey Trail as a whole. We look forward to the experiences they create to properly present our brands."

2018 Nightclub & Bar Award Winners

- Bartender of the Year: Giuseppe González, Owner and Bartender of Suffolk Arms, New York City
- Beer Bar of the Year: The Porter Beer Bar, Atlanta
- Cocktail Bar of the Year: BlackTail, New York City
- Dance Club of the Year: Love+Propaganda, San Francisco
- Decadent Brunch Soirée: TAO Group, LAVO Italian Restaurant & Lounge, Las Vegas
- Dive Bar of the Year: The Rail Pub, Savannah
- Hotel Bar of the Year: ROOF on the Wit, Chicago
- Live Music Venue of the Year: Iron City, Birmingham, Alabama
- LGBTQ Venue of the Year: Palace Bar, Miami Beach
- Lounge of the Year: Heist, Washington, D.C.
- Mind-Bending Visual Choreography: Hakkasan Group, OMNIA Nightclub, Las Vegas
- New Concept of the Year: Apogee, Chicago
- Restaurant Bar of the Year: La Puerta, San Diego
- Speakeasy of the Year: Noble Experiment, San Diego
- Sports Bar of the Year
- Hospitality Group Operated Sports Bar of the Year: Jerome Bettis' Grille & Sports Bar, Pittsburgh
- Single Proprietor Sports Bar of the Year: McGreevy's, Boston
- Quintessential Artist Lineup and Performances: Wynn Nightlife, Las Vegas
- Unrivaled Panoramic Strip Spectacle: Drai's Beachclub & Nightclub, Las Vegas

Jameson Irish Whiskey's Love Thy Neighborhood Block Party Tour

Jameson Irish Whiskey has created the Jameson's Love Thy Neighborhood Block Party Tour, which begins in San Diego on April 8 in support of Keep America Beautiful.

The block party will feature food and drinks along with live music from Jameson Music's artists and craft brewers from Jameson's Drinking Buddies program.

Other block parties will take place in Nashville on April 29 and Austin on May 20.



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Glendalough 7 Year Old Single Malt Irish Whiskey & 13 Year Old Finished in Mizunara Oak

Glendalough Distillery in Ireland has released 7 Year Old Single Malt Irish Whiskey and 13 Year Old Finished in Mizunara Oak (both 46% ABV).



Glendalough means The Glen of Two Lakes. It's a glacial valley nestled in the Wicklow Mountains. Just south of Dublin, County Wicklow is known as "the garden of Ireland." It's known for its early medieval monastic settlement founded in the Sixth Century by St. Kevin, a legendary monk and the man on the bottle. There are even seven crosses on the label.

7 Year Old Single Malt commemorates the seven years that St. Kevin spent in the wild and the city of seven churches he built at Glendalough. The whiskey aged for seven years in American oak bourbon barrels and was finished in Black Pitts Porter barrels from the nearby Five Lamps Brewery. A 750-ml bottle sells for about \$60.

13 Year Old Finished in Mizunara Oak aged for 13 years in American oak bourbon barrels and was finished in Japanese Mizunara oak puncheon barrels. A 750-ml bottle sells for about \$110.



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Booker's Batch 2018-01

Beam Suntory has released Booker's Batch 2018-01 (63.7% ABV), aged for six years, three months and 14 days and named in honor of Kathleen DiBenedetto, who worked closely alongside Beam's sixth-generation Master Distiller Booker Noe as the brand manager of the Small Batch Bourbon Collection, which includes Knob Creek Bourbon, Basil Hayden's Bourbon, Baker's Bourbon and Booker's Bourbon.



Before traveling the country to introduce the brands in the early 90s, DiBenedetto embarked on an apprenticeship with Booker, learning just about every job at the distillery to understand the ins and outs of crafting bourbon. At the end of each work day at the distillery, Booker would quiz Kathleen at his kitchen table on all she had learned — and he wasn't easy on her either, the company stated.

A 750-ml bottle sells for about \$70-\$75.

Bols Mango, Ginger & Pineapple Chipotle Liqueurs

Lucas Bols in the Netherlands has released three new liqueurs: Mango, Ginger, and Pineapple Chipotle (all 17% ABV). A 750-ml bottle of each sells for about \$13.



New packaging, which was introduced earlier this year, includes a back label with tasting notes from Bols Master Distiller Piet van Leijenhorst and cocktail suggestions by Bols Master Bartender Ivar de Lange, improved paper quality. The Bols logo is crowned by the name of the brand's birth place, "Amsterdam," as well as "since 1575," the year Bols was established and also by the Bols family crest.

Balcones Rye 100 & Rye Cask Strength

Balcones Distilling in Texas has released Rye 100 (50% ABV) and Rye Cask Strength (62.3% ABV). Both 100% rye whiskies were distilled with Elbon Rye from Northwest Texas accompanied by crystal, chocolate and roasted rye malts.



A 750-ml bottle of Rye 100 sells for about \$45, and about \$85 for Cask Strength.

Cenote Tequila

Stoli Group has released Cenote Tequila in the U.S. as Blanco, Reposado and Añejo (all 40% ABV). The tequilas are named after the limestone cenotes scattered throughout Mexico's Yucatán Peninsula, and they are distilled from 100% Blue Weber Agave at Fabrica de Tequilos Finos in Jalisco, Mexico, by Master Distiller Arturo Fuentes and Master Blender Alejandro Garcia Páez.



Blanco rests for three weeks before bottling, Reposado is aged for three months in American oak bourbon barrels and Añejo is aged for one year in American oak bourbon barrels.

A 750-ml bottle of Blanco sells for about \$45, about \$55 for Reposado and about \$65 for Añejo.

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Spirit Works Bottled in Bond Straight Rye Whiskey

Spirit Works Distillery in California has released its first Bottled in Bond Straight Rye Whiskey (50% ABV), aged four years and two months. A 750-ml bottle sells for about \$60.



Spirit Works also makes Vodka, Gin, Sloe Gin, Barrel Gin, Navy Strength Gin, Straight Wheat and Straight Rye Whiskey in a grain-to-glass distillery with an all-female distilling team under Head Distiller Lauren Patz.



Blood Oath Pact #4

Luxco has released the fourth whiskey in the Blood Oath bourbon series: Pact No. 4 (49.3% ABV). It's a blend of three Kentucky straight bourbons. The first is an extra-aged 12-year-old, the second a 10-year-old and the third a nine-year-old.



This year's release will be sold like the others in a commemorative stained wooden box reminiscent of the toasted barrels used during the finishing process. Like its predecessors, the bottle is topped with a custom, natural cork, sealed and labeled with certificate-style paper stock signed by the whiskey's creator, John Rempe.

A 750-ml bottle sells for about \$100. Pact No. 4 is limited national release, with only 12,000 cases (3-packs) available.

Maggie Campbell – President, Privateer Rum

Privateer Rum has named Maggie Campbell as President. She'll report to Andrew Cabot, CEO and founder of Privateer Rum.



Maggie Campbell

Campbell began her career in the drinks business at age 23 and previously worked as a distiller at Germain-Robin in California. Her experience includes having been a wine buyer at both large and boutique retailers, representing craft spirits and fine wine in distribution and as Head Distiller at Privateer since 2012.

Campbell received diplomas from the Siebel Institute in Craft Distillation Technologies, The Wine and Spirits Education Trust (Level IV) and the University of Colorado, and she is a Masters of Wine candidate.

Kenny Burns – Shareholder, Uncle Nearest Premium Whiskey

Uncle Nearest Premium Whiskey has added Kenny Burns, a.k.a. "The Lifestyle Specialist," as a shareholder of the company. Burns is known for his brand ambassador roles for Grey Goose Vodka, CIROC and DeLeon Tequila.

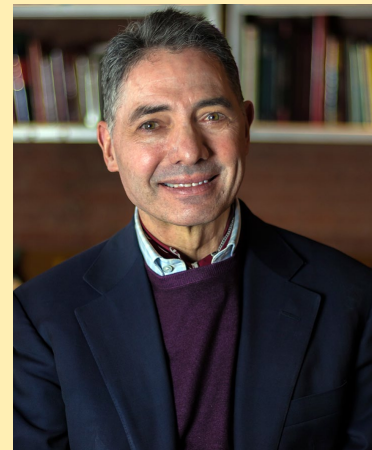


Kenny Burns

"We've been curating this great team by watching the industry very closely," said Keith Miles, spokesperson for the brand, "and responding to what our consumers have requested most. Kenny's ability to introduce the brand to bars across America is unsurpassed. When you look at his track record of success in the industry, no one has been able to do what he has continued to do for two decades."

Martin Sinkoff – VP, Director of Education, Fine Wine & Spirits, Frederick Wildman & Sons

Frederick Wildman and Sons has promoted Martin Sinkoff as Vice President, Director of Education, Fine Wine and Spirits.



Martin Sinkoff

In addition to this primary responsibility, he's also been named National Director of Bordeaux Sales.

Rebel Yell Bourbon's "Rebel & Records Contest"

Rebel Yell Bourbon from Luxco has initiated a national "Rebel & Records Contest," in which hundreds will win weekly prizes, and three people will win a private concert experience, as well as a custom hi-fi record playing system and other vinyl prizes. Those who enter must upload a photo of themselves "Letting Your Rebel Spirit Be Heard" to the contest website: www.rebelandrecords.com. Participants can submit one entry per day through April 30.

Entries will be judged for the grand prizes based on creativity and uniqueness, personality, communication of contest theme and overall appeal. Each grand prize includes all the necessary tools to create the ultimate at-home listening experience: a custom hi-fi record playing system, a private concert experience, 10 vinyl records, headphones, a vinyl record tote, slipmat, record crate, set of vinyl record dividers, Rebel Yell sticker pack and Rebel Yell guitar pick.

Weekly winners will be selected in a random drawing and may receive concert ticket vouchers, vinyl records from artists at Los Angeles-based record label Innovative Leisure — an independent label that represents Indie artists, whose music rebels from the mainstream and doesn't fall into a single, defined musical style or genre — portable turntables, headphones, vinyl record totes, vinyl record dividers, record crates and other items.



Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on three Armagnacs and an Irish 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 (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 & 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*).

Domaine de Papolle Bas-Armagnac Blanche Eau de Vie, 40%

Domaine de Papolle Armagnacs, Sarl les Chais Gascons, Armagnac, France, ~\$55

Imported by Columbus Wines & Spirits; Ugni Blanc grapes; rested for three months in stainless steel

Clear with a grainy and grappa-like aroma. Honey sweet in the taste, smooth, soft and delicate with orchard and tropical fruits. A viscous, creamy body. Finishes sweet and soft.



Domaine de Papolle Hors D'Age Bas-Armagnac, 40%

Domaine de Papolle Armagnacs, Sarl les Chais Gascons, Armagnac, France, ~\$90

Imported by Columbus Wines & Spirits; Ugni Blanc grapes; minimum age of 12 years in barrels made from local wood

Amber with an aroma of vanilla, grapes, sandalwood, port, perfume, musk and oak. Pleasantly sweet in the taste with grapes, wood, caramel, dried cherries, plums, apricots, dark fruits, tannins and spices. A full, rich body. Finishes with cherries, dark fruits, spices and alcohol warmth.



Domaine de Papolle Bas-Armagnac 15 Ans, 43%

Domaine de Papolle Armagnacs, Sarl les Chais Gascons, Armagnac, France, ~\$105

Imported by Columbus Wines & Spirits; Ugni Blanc, Folle Blanche & Baco 22A grapes; aged 15 years in barrels made from local wood

Amber with an aroma of grape must, nuts, oak, vanilla, sweetness and dried fruits. Deep, dark fruits in the taste with caramel sweetness, alcohol warmth, tropical fruits and tannins — elegant. A big, rich body. Finishes sherry-like with alcohol warmth.



Bushmills Irish Whiskey, 40% Old Bushmills Distillery, County Antrim, Ireland, ~\$30

Imported by Proximo Spirits; maple charcoal filtered; aged in charred oak barrels

Light amber with an aroma of light honey sweetness. Sweet and light in the taste with soft barley and dried fruits. A medium body. Finishes light and soft with barley, spices 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
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Tasting Events & Competitions



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www.sipawards.com

Calendar of Events

March 24, 2018: Beer, Bourbon, BBQ Festival, Wilmington, NC,
www.BeerAndBourbon.com

March 26-28, 2018: LOAD Women's Summit - ADI Conference,
Portland, OR, www.ladiesofamericandistilleries.com.

April 6-7, 2018: Beer, Bourbon, BBQ Festival, Timonium, MD,
www.BeerAndBourbon.com

April 14, 2018: Chicago Rum Festival, Chicago, IL,
www.therumlab.com

April 16-18, 2018: IRI 2018 Growth Summit, Las Vegas, NV,
www.iriworldwide.com

April 30-May 1, 2018: Responsible Retailing Forum National
Conference, Detroit, MI, www.rrforum.org

April 30-May 3, 2018: WSWA 75th Annual Convention &
Exposition, Las Vegas, NV, www.wswaconvention.org

May 3, 2018: Independent Spirits Expo, Las Vegas, NV,
www.indiespiritsexpo.com

May 5, 2018: Beer, Bourbon, BBQ Festival, Knoxville, TN,
www.BeerAndBourbon.com

May 12, 2018: Beer, Bourbon, BBQ Festival, Charlotte, NC,
www.BeerAndBourbon.com

May 15-16, 2018: Alcoholic Beverage Importers & Distributors
Conference (ABID)/USA Trade Tasting, New York, N.Y.,
www.usatradetasting.com

May 21-24, 2018: NABCA Annual Symposium on Alcohol
Beverage Law & Regulation, Phoenix, AZ, www.nabca.org

The full Modern Distillery Age calendar is available at www.distilleryage.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

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