

Distillery modern Age



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Virginia General Assembly Passes Progressive Legislation to Support State's Distilled Spirits Industry

VA 2019 signals a new chapter in the Commonwealth's support for Virginia's distilled spirits industry after several key pieces of legislation passed this year's General Assembly Session and are set to go into effect July 1, 2019.



Happy Virginia distillers.

HB 1770 / SB 1668, championed by a partnership between the Virginia Alcoholic Beverage Control Authority (ABC) and the Virginia Distillers Association (VDA), contains two core components:

- Increasing the commission paid to Virginia distilleries for onsite distillery store sales from 8% to 20%.
- Discretionary opening of Virginia ABC stores as early as 10 a.m. on Sundays, expanded from 12 p.m.

"Sundays continue to be a popular shopping day for many of our customers," said Virginia ABC Chief Executive Officer Travis Hill. "This legislation will allow us to better serve those who choose to shop on Sundays and provide economic growth for the state and our burgeoning distilled spirits industry."

"Our partners at Virginia ABC understood the challenges that we face as spirited entrepreneurs, and through their support, legislation was passed that directly incentivizes growth," said Gareth H. Moore, President of the VDA and CEO of Virginia Distillery in Lovingson, Va. "Our 64 licensed distilleries are a part of the fastest growing sector of the beverage business in the Commonwealth, and improving the economics for direct sales and allowing expanded hours is good policy for Virginia distilleries, Virginia ABC, Virginia taxpayers and, of course, consumers of Virginia spirits."

The formula for pricing distilled spirits in the Commonwealth is the same whether the product is sold at a Virginia distillery, or at a local ABC retail store. At distillery stores, in order to cover overhead expenses associated with retail sales — employee salaries, electricity, credit card processing machines, etc. — distillery store operators receive a commission. The previous commission rate of 8% of gross sales exclusive of sales tax was too low to cover retail expenses,

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Family-Owned Wine & Spirits Wholesalers Employ 88,000 Americans Earning \$7.5 Billion in Wages, New Data Shows

American family-owned wine and spirits wholesalers deliver spirits and wine from every corner of the world to local restaurants, bars and stores and are a major economic engine, according to a new study. Wholesalers employ nearly 88,000 Americans nationwide who earn a collective \$7.5 billion in annual wages as part of an industry that generates \$77.5 billion in tax revenue each year. Since 2016, wholesaler jobs have increased 19% and collective wages paid have increased by \$1 billion.

This data is part of a new industry economic impact study and coincides with the newly-designed WSWA.org website, which tells the story of wholesalers and the three-tier system while highlighting the value of America's beverage alcohol system.

The economic data and WSWA.org website will support WSWA's advocacy, advertising and media relations efforts.

"Family-owned wine and spirits distributors are the local marketing, brand building and logistics experts for beverage alcohol products in every state and congressional district in America," said WSWA President and CEO Michelle Korsmo. "To perform this wide range of services, the nation's wine and spirits distributors directly employ 88,000 Americans who

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Pennsylvania House Advances Bill to Create Pennsylvania Distilled Spirits Industry Promotion Board

The state House of Representatives has advanced a bill that would create the Pennsylvania Distilled Spirits Industry Promotion Board, which would be responsible for awarding grants to craft distilleries.

The board would award \$1 million in grants to be used for promotion, marketing and research-based projects to benefit the distilled spirits industry in the state.

Virginia Legislation

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leading to a loss on sales where the spirits are made. When the legislation goes into effective July 1, 2019, the commission rate will increase to 20%, enabling healthy growth of distillery operations.

Contributing to the success of HB 1770 / SB 1668 was ensuring that the legislation would be revenue neutral for the state. Since retail stores and distillery stores are regulated as government Virginia ABC stores, both will have the elective option to open on Sunday at 10 a.m. as opposed to the current 12 p.m. — a schedule already used by many Virginia wineries and breweries. The additional revenue from the expanded hours is expected to cover the incremental commission increase without impacting budgetary goals set for Virginia ABC by the General Assembly.

The General Assembly also supported other progressive distilled spirits legislation this year, including HB 2634 / SB 1110, which is intended to ‘flip’ Virginia’s dry counties to wet unless the locality has a majority vote referendum to continue dry. Currently, Virginia has nine remaining dry counties (Bland, Buchanan, Charlotte, Craig, Grayson, Highland, Lee, Patrick and Russell), with portions of 31 counties dry.

“Virginia has made tremendous progress in providing consumers with the convenience they demand and creating a more modern spirits marketplace,” said Distilled Spirits Council President and CEO Chris Swonger. “We commend the Virginia ABC and state.”

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Family-Owned Wine & Spirits Wholesalers

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earn a collective \$7.5 billion in annual wages — a 19% increase in jobs and an added billion dollars in wages in just two years’ time. Distributors are a major force in the wine and spirits industry, with employees at 3,000 locations across the country who hold a range of jobs including fork lift operators, truck drivers, mixologists and marketing experts.

“This study shows the growth and economic importance of wholesalers, and WSWA’s new website tells their story. Together, these tools underscore the value of wholesalers and highlight the

robust beverage alcohol market we have in America.”

A search of data of spirits and wine wholesalers and the industry nationally, or by state, congressional district, state senate district, or state house district, is available [here](#).

WSWA’s industry economic impact analysis and ongoing studies are prepared by John Dunham & Associates of Brooklyn, N.Y. The new WSWA.org website was designed by REQ of Washington, D.C.

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Quintessential Brands Group Reorganizes North American Operations

Following a comprehensive review of its U.S. route to market, effective May 1, Quintessential Brands North America takes over management and import responsibility for the Quintessential Brands premium brands portfolio, which includes a range of gin, Irish whiskey and Irish cream brands in the U.S., Canada, Mexico and the Caribbean. Quintessential Brands North America will also offer retailers, distributors and brand owners an array of spirits solutions services including bottling, packaging and new product development across a wide range of spirits categories.

Quintessential Brands North America is the company’s first independent venture outside of Europe, where it continues to see success in the U.K market, and its creation is a statement of the high priority the group has assigned to the U.S.

Quintessential Brands North America will be led by Steve Ward as CEO, who joined Quintessential Brands as Vice President of Business Development for the U.S. and Canada in 2018 following 23 years in the industry working for global companies such as Heineken and Edrington.

Having served the industry first as CEO of First Ireland Spirits and subsequently as CEO of Quintessential Brands North America, Bill Spann becomes Chairman. Philippe Roederer, who joined Quintessential Brands in 2017 following years in leadership roles at VOSS and Rémy Cointreau, remains Commercial Director for North America, with Chris Song serving as Vice President for Quintessential Brands Spirit Solutions.

In line with the company’s ambitions, the Quintessential Brands North America team will expand with hires across trade marketing, regional sales, national accounts and customer service in the months ahead.



Steve Ward

The changes to the U.S. business follow the recent unveiling of Quintessential Brands’ new distillery in the heart of Dublin — the Dublin Liberties Distillery — which opened in February and is led by Master Distiller Darryl McNally. As part of the global gin boom in recent years, Master Distiller Joanne Moore is responsible for creating some of the fastest growing gins in the world, including BLOOM Gin and Opihr Gin.

“Since we established Quintessential Brands in 2011” said co-founder of Quintessential Brands Group and Executive Chairman, Enzo Visone, “we have enjoyed great success in the U.K. thanks to our clear dual focus on providing unrivalled innovation and quality, but as a company with global ambitions, we’ve always had great aspirations for North America when the time was right. The team we’ve assembled to drive the success we aspire to in North America are highly capable and ambitious to achieve our goals, so I’m confident this is the start of a new exciting chapter for Quintessential Brands as we begin to unlock our true potential in the Americas.”

“The scope of brands, products and services we bring to the market is second to none,” added Ward, “so as we now take control of our importing business in the U.S., we are determined to deliver a superior service to the distributors and retailers of our brands across America and drive improved awareness and resonance amongst consumers through a program of engaging marketing activity.”

MGP Ingredients Partners with Breakthru Beverage in Arizona

MGP Ingredients has partnered with Breakthru Beverage in Arizona to support the continued growth of proprietary spirits brands TILL American Wheat Vodka, George Remus Straight Bourbon Whiskey, Remus Repeal Reserve Straight Bourbon Whiskey, Rossville Union Straight Rye Whiskey and Eight & Sand Blended Bourbon Whiskey. All brands are wholly-owned by MGP Ingredients, a distiller with operations in Atchison, Kansas, and Lawrenceburg, Indiana.

"We are proud to partner with Breakthrough Beverage to support our growing brand presence in Arizona," said Andrew Mansinne, Vice President of Brands, MGP Ingredients. "We look forward to working with the market experts at Breakthru Beverage to reach spirits lovers through brand education and targeted events such as our recent participation in the Arizona Cocktail Week."

All MGP brands are available in Arizona, Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Minnesota, Missouri, Nebraska, Ohio, Texas, Wisconsin and Montana.

TTB: New FAQ on When Frozen Dessert Products Containing Spirits Are Regulated as Alcohol Beverages

From TTB: New distilled spirits FAQ S15 describes the criterion we use to make case-by-case determinations on whether or not a frozen product, such as ice cream or ice pops, made with distilled spirits is a nonbeverage product or regulated as beverage alcohol. This evaluation determines such things as:

- Whether or not a TTB permit/registration is required to manufacture it.
- If it is subject to TTB labeling and advertising regulations.
- Whether the manufacturer may file for drawback of taxes paid on the spirits used.

For additional information read *Distilled Spirits FAQ S15* on the Distilled Spirits FAQs page [here](#).

Stoli Group USA Expands Relationship with Breakthru Beverage

Breakthru Beverage Group has signed a new partnership agreement with Stoli Group USA (SGUSA), renewing existing relationships in eight markets and expanding into Illinois. This agreement builds on Breakthru's relationship and performance with SGUSA where they have exceeded the portfolio's national average over the past several years. Breakthru will represent the complete Stoli portfolio including flagship Stoli Vodka, ultra-luxury elit Vodka, Bayou Rum, Cenote Tequila and Kentucky Owl Bourbon and Rye.

"We've seen strong results over our time partnering with Breakthru Beverage, which is why we're confident they are the best team to continue driving our performance in existing markets across their footprint while strengthening our position in the must-win state of Illinois," said Rudy Costello, President and CEO of Stoli Group USA. "Breakthru has a proven track record of brand-building and has shown an energetic commitment to our evolving portfolio."

The new multi-year agreement takes effect April 1. Breakthru will now represent Stoli Group USA's portfolio in Illinois and renew the relationship in Colorado, Delaware, Florida, Maryland, Pennsylvania, South Carolina, Virginia and Washington, D.C.

"Stoli Group USA produces some of the world's most iconic brands, and we are thrilled to solidify our relationship in eight markets while expanding into our largest market Illinois," said Greg Baird, President and CEO of Breakthru Beverage Group. "We are energized by SGUSA's commitment to thoughtful and exciting innovation combined with the passion to grow their existing portfolio of world-famous brands."

M.S. Walker to Acquire Winebow's Wholesale Operations in Massachusetts & Rhode Island

M.S. Walker, a Massachusetts-based importer, producer and distributor of spirits

and wines, will acquire Winebow's wholesale operations in Massachusetts and Rhode Island. The deal, which is scheduled to close on April 30, reinforces the already-strong partnership between the two companies.

"We are thrilled to enhance our home market footprint and to strengthen our relationship with Winebow through this acquisition," said Doug Shaw, Principal at M.S. Walker. "Our like-minded organizations are built around great people, and we are excited to welcome both the talented Winebow team and the prestigious selection of supplier partners to our family. We look forward to building upon the existing success of the local Winebow organizations."

"M.S. Walker has been a major force in the industry and a leading distributor in New England for decades," said Dean Ferrell, President and CEO of Winebow. "Since 2009, they have been an outstanding partner of ours, and this deal not only expands this relationship, but also enables our suppliers, customers and employees to benefit from M.S. Walker's position in the marketplace. Bringing our wholesale and import brands to more people in these markets is of utmost importance to Winebow, and this deal with our friends at M.S. Walker will achieve this."

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Tres Agaves Tequila's New Distillery

Tres Agaves Tequila will open its first proprietary distillery in Amatitán, Jalisco, Mexico, and will shift to produce exclusively organic tequilas. Tres Agaves has also appointed Iliana Partida as its new master distiller.



Iliana Partida

The new distillery will continue production of Tres Agaves Tequila's three expressions — Blanco, Reposado and Añejo — which will now be certified organic.

Iliana Partida is the first master distiller for Tres Agaves Tequila. She's from the Partida family, also of Jalisco, a family which has been growing agave and making tequila in the region for four generations.

"Tres Agaves has always been about family, the local community and producing the finest quality authentic Tequila," said Barry Augus, founder and CEO of Tres Agaves Tequila. "I've known Iliana's family for 20 years and even purchased the land for the new distillery from her father, David. The opening of our state-of-the-art distillery with Iliana, whose family I have known since my start in the tequila industry, marks a major milestone for us."

The new distillery is equipped with a 20-ton capacity autoclave, four-stage roller mill, shallow stainless-steel fermentation tanks and copper coiled alembic distillation stills, enabling a production capacity of over 600,000 liters annually. The distillery features state-of-the-art equipment and facilities, as well as a traditional brick horno, a tahona and shallow pine fermenting tanks.

Visitors will be able to experience private tastings, sample single barrel releases and enjoy an immersive experience by touring the grounds. At the 18.39-hectare property,

guests can explore a cultivated garden of Blue Weber agave plants, gather around an outdoor fire pit to enjoy the surrounding landscape and tour the distillery, featuring a collection of over 700 oak barrels from Tennessee whiskey and Kentucky bourbon producers. In the barrel room, visitors will get a first-hand look at the aging process of tequila and the techniques that go into creating Tres Agaves Tequila.



Tres Agaves Organic Blanco Tequila is currently available nationwide, and Tequilera TAP will release Organic Reposado in July 2019, following with Organic Añejo in January 2020. All are 40% ABV. A 750-ml bottle sells for about \$30 for Blanco and Reposado and about \$35 for Añejo.

Trincherro Family Estates will continue to manage the sales, distribution and marketing for the Tres Agaves Tequila brand via its joint-venture partnership since 2012.

Heaven Hill Bartender of the Year Denver Finalist

Keifer Gilbert, bartender at Bitter & Twisted in Phoenix, is the Heaven Hill Brands and Liquor.com Denver finalist for the 2019 "Bartender of the Year Competition." Gilbert won first place, \$1,000 and a trip to the finals at Half Mile Farm in Highlands, N.C., from June 17-20, 2019.

In the second round of the semifinal competition, contestants created the inspired cocktail submitted as a recipe in the preliminary round. Gilbert made *State 48*, inspired by the diverse culture of his home state of Arizona — from the southwest vibe of Lunazul to the tropical, tiki feel of Domaine de Canton paired with citrus.

Alex Jump of Death & Co. Denver won second place and \$500. Six semifinalists competed regionally in Denver on March 25 at American Bonded. Bartenders competed in three rounds, the first two featuring the

classic cocktail and inspired cocktail from their preliminary submission. For the final round, bartenders created a custom drink for a fictional bar menu using a minimum of 1.5 ounces of at least one Heaven Hill brand not previously featured in one of their cocktails including Domaine de Canton French Ginger Liqueur, Elijah Craig Small Batch Bourbon, PAMA Pomegranate Liqueur and Rittenhouse Rye Whisky, as well as Dubonnet Rouge Aperitif, Sacred Bond Brandy or Lunazul Tequila.



Keifer Gilbert

Contestants and judges were then invited to a family dinner at Morin, where 2017 Bartender of the Year Finalist McLain Hedges is Beverage Director, and professional development with Bryan Dayton, co-owner and Beverage Director of OAK at Fourteenth in Boulder. Dayton created a cocktail utilizing Heaven Hill products and spoke to his inspiration behind it, as well as "letting passion drive your career and the direction of cocktail culture in the future."

National Brand Educator for Heaven Hill Brands Lynn House, Bar Manager of Clyde Common and Pépé Le Moko Jeffrey Morgenthaler and Dayton judged the semifinalists' cocktails and chose one finalist based on highest scores. Contestant skills and cocktails were scored on flavor, appearance, presentation, technical skills, use of sponsor brands and adherence to judges' guidelines.

More than 1,100 original cocktail recipes were submitted online nationwide beginning September 15, 2018. Preliminary entries required two original cocktail recipes, one rendition of a classic recipe and one relating to an inspiration, along with a short description of how the cocktail represents a deep inspiration to their life. Finalists in June will be challenged on their full range of skills as hospitality professionals.

Tequila Don Julio's "For Those Who Know" Campaign

Tequila Don Julio has initiated the "For Those Who Know" marketing campaign to celebrate authentic Mexican restaurants "that embody the spirit and culture of Mexico." Mexican artist Claudio Limon has created five custom murals for the campaign in Houston, Miami, Los Angeles, New York City and Chicago.



As part of the campaign, Mexico-City mixologist Mica Rosseau has created custom Tequila Don Julio cocktails exclusive to each location using only Mexican ingredients to compliment each restaurant's signature dishes.

Rogue's Farm Fresh Cocktail Competition

Rogue Ales & Spirits in Oregon has created its first cocktail competition to highlight Rogue's farm-grown Spruce Gin. Running from April 1–May 31, Rogue's "Farm Fresh Cocktail Competition" invites bartenders and craft cocktail enthusiasts in the U.S. to submit their best cocktail recipe using Rogue Spruce Gin for a chance to win a trip to Rogue's farm and headquarters.

Entrants will enter their recipe online and will be judged on cocktail presentation, aroma, flavor, mouthfeel and overall experience of the cocktail. The winning recipe will be included in a Rogue cocktail book and added to Rogue's social media channels. The winner will be flown to Oregon for an immersive Rogue experience: a tour of Rogue Farms in Independence, Ore., a tour of the World Headquarters (including the brewery, distillery and cooperage) in Newport, Ore., and the opportunity to make some Rogue Spruce Gin with Rogue Head Distiller Brian Pribyl.

Official rules are [here](#).

Gentleman Jack Real to Reel Contest

Gentleman Jack Double Mellowed Tennessee Whiskey together with Codeblack Entertainment have brought back "Gentleman Jack Real to Reel," a national contest showcasing the creativity and talent of up-and-coming black filmmakers. The winner will receive \$10,000 and the opportunity to screen their short film at this year's American Black Film Festival in Miami.

Now in its third year, "Gentleman Jack Real to Reel" has again partnered with actor, producer and writer Omari Hardwick to help advocate the importance of inspiring and developing more diverse voices in the film industry.

In conjunction with the contest, the program also spotlights local talent as part of a six-city screening tour. Each stop will feature a panel discussion with industry experts and will showcase projects from local filmmakers. The 2019 "Gentleman Jack Real to Reel" local screening tour will visit Chicago, Los Angeles, New York City, Atlanta, Dallas and Miami.



The contest is open to individuals who have created, directed and/or written a film in which they own the rights. Entrants must be 21 years old or older at the time of submission. Entries close on May 5 at 11:59 p.m. EST. Submissions will be judged by a panel of industry experts, based on the following criteria: screenwriting, production quality and entertainment value. All entry information is [here](#).

New this year, the program also features a sweepstakes where one winner will receive \$500 and a trip for two to New York to attend a private watch party hosted by Omari Hardwick to view the final season of *Power*. The "Watch Party with Omari Hardwick Sweepstakes" ends on May 31 at 11:59 p.m. EST. To enter, text GJWATCH to 68405 during the sweepstakes period. Official sweepstakes rules and to enter online are [here](#).

James Beard Foundation Awards: Spirits Books

The James Beard Foundation has listed its Lifetime Achievement and Humanitarian of the Year Awards. In the category of spirits books, the winners are:

Apéritif: Cocktail Hour the French Way by Rebekah Pepler (Clarkson Potter)

The Aviary Cocktail Book by Grant Achatz, Nick Kokonas, Micah Melton, Allen Hemberger and Sarah Hemberger (The Alinea Group)

Cocktail Codex by Alex Day, Nick Fauchald and David Kaplan (Ten Speed Press)

Sagamore Spirit's WhiskeyWiki.us

Sagamore Spirit in Maryland has created a crowd-sourced effort "to uncover the true history of American whiskey," according to a company statement. Early documents they've uncovered suggest Maryland's roots with whiskey-making go back even further than originally thought.

www.WhiskeyWiki.us begins on March 29 as a timeline-style forum that invites submissions of historical evidence "to help piece together the full, real picture of where and when whiskey was made and sold first."

Campari Partners with The New York Film Festival

Campari has partnered with The New York Film Festival (NYFF) at the Film Society of Lincoln Center for a two-year partnership as the exclusive spirits partner for the 57th and 58th editions of NYFF and the presenting partner of Opening Night, the festival's gala event.

Campari has a long history of working with filmmakers such as Federico Fellini, Salma Hayek, Zoe Saldana, Paolo Sorrentino and Clive Owen. Its *Red Diaries* platform, a series of short film collaborations with international directors and actors, uses storytelling to depict Campari's history.

The most recent short film in the series, *Entering Red*, premiered in February 2019 and stars Ana de Armas and was directed by Matteo Garrone.

Phifer Pavitt Reserve

Bardstown Bourbon Co. in Kentucky has released Phifer Pavitt Reserve (53.5% ABV), a straight bourbon finished in Phifer Pavitt Cabernet Sauvignon barrels for 19 months.



The whisky's mash bill is 84% corn, 8% rye and 8% barley. A 750-ml bottle sells for about \$125.

Bulleit Rye 12-Year-Old Straight American Whiskey

Bulleit Whiskey has released Bulleit Rye 12-Year-Old Straight American Whiskey (46% ABV), the fifth addition to the line and the first extension of Bulleit Rye.



The mash bill is the same as its predecessor — 95% rye and 5% malted barley — and it aged in new charred oak barrels for a minimum of 12 years.

A 750-ml bottle sells for about \$50, and Bulleit Rye 12-Year-Old Straight American Whiskey is available in 14 states.

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BenRiach 25 Years Old

Brown-Forman has released BenRiach 25 Years Old (46.8% ABV), called “a rare marriage” of unpeated Scotch whisky aged in a range of oak casks including American bourbon and French Burgundy.



The whisky, from Master Blender Rachel Barrie, was produced in the traditional BenRiach style: non-chill filtered and bottled at natural color. A 750-ml bottle sells for about \$299.



Blood Oath Pact No. 5

Luxco has released Blood Oath Pact No. 5 (49.3% ABV), the fifth version in the series. It's the creation of Lux Row Distillers' Head Distiller and Master Blender John Rempe, an eight-year-old rye bourbon rested in used dark Caribbean rum barrels for six months to which Rempe added an 11-year-old wheated bourbon and an extra-aged 13-year-old rye bourbon.



This year's release returns to its original fire-branded wooden display box. Like its predecessors, the bottle is topped with a custom, “eco-friendly natural cork,” sealed and hand-labeled with certificate-style paper stock including Rempe's signature.

A 750-ml bottle sells for about \$100. Only 15,000 cases (three-packs) are available, and this bourbon will never be made again.

The Blood Oath series began in 2015 with Pact No. 1, and will highlight a different variant, or Pact, each year.

Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on two rums 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*).

Bumbu Rum, 40% **Distilled in Barbados, ~\$30-\$36**

Imported by Sovereign Brands

Rich amber with an aroma of rum sweetness, spices, dried raisins, toffee, prunes, candied oranges and almonds. A rich taste of cooked molasses, sweetness and spices. A rich, full body. Finishes dry with spices and alcohol warmth.



Bumbu XO 18 Year Old Rum, 40% **Distilled in Panama, ~\$40-\$45**

Imported by Sovereign Brands; aged up to 18 years in bourbon barrels & finished in white oak sherry barrels from Andalusia, Spain

Dark with a rich aroma of chocolate, butterscotch, cotton candy, candy corn and oak. Sweet in the taste with spices, watermelons, marshmallows and cocoa. A rich, syrupy body. Finishes with sweetness and chocolate.



Booker's 30th Anniversary, 62.9% **James B. Beam Distilling, Clermont, Ky., ~\$200**

70% 9-year-old & 30% 16-year-old bourbons

Amber with an aroma of cherries, spices, oak, sweetness and subdued alcohol. In the taste are leather, oak, cherries, rye spiciness, cooked caramel and cinnamon — all in a wonderful balance. Smooth for the high ABV. A full, rich body. Finishes rich with spices, 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

Total Spirits Categories — Current 52 Weeks Ending February 24, 2019

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	\$7,382,295,500	6.7%	100.00	0.00	55,720,595	5.0%
WHISKEY	\$2,514,350,157	8.1%	34.06	0.45	12,984,706	5.7%
VODKA	\$2,055,117,418	5.0%	27.84	-0.46	17,079,047	3.3%
RUM	\$630,005,967	0.5%	8.53	-0.52	4,958,427	0.3%
TEQUILA	\$520,314,781	12.7%	7.05	0.37	2,323,204	10.6%
CORDIALS	\$493,545,186	4.7%	6.69	-0.13	2,541,596	2.5%
PREMIXED COCKTAILS	\$360,353,682	22.8%	4.88	0.64	6,140,462	22.2%
BRANDY/COGNAC	\$329,692,148	4.5%	4.47	-0.09	1,553,535	0.6%
NON-ALCOHOLIC MIXERS	\$279,465,855	3.4%	3.79	-0.12	6,811,483	0.4%
GIN	\$199,450,308	1.4%	2.70	-0.14	1,328,137	-0.8%
	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	\$132.49	\$2.06	\$11.04	\$0.17
WHISKEY	23.30	0.14	\$193.64	\$4.36	\$16.14	\$0.36
VODKA	30.65	-0.52	\$120.33	\$1.93	\$10.03	\$0.16
RUM	8.90	-0.43	\$127.06	\$0.35	\$10.59	\$0.03
TEQUILA	4.17	0.21	\$223.96	\$4.10	\$18.66	\$0.34
CORDIALS	4.56	-0.12	\$194.19	\$4.07	\$16.18	\$0.34
PREMIXED COCKTAILS	11.02	1.54	\$58.69	\$0.31	\$4.89	\$0.03
BRANDY/COGNAC	2.79	-0.12	\$212.22	\$7.94	\$17.69	\$0.66
NON-ALCOHOLIC MIXERS	12.22	-0.57	\$41.03	\$1.22	\$3.42	\$0.10
GIN	2.38	-0.14	\$150.17	\$3.36	\$12.51	\$0.28

The Dalmore & Chef Massimo Bottura

The Dalmore has partnered with World's Best Chef Massimo Bottura to create the limited edition The Dalmore L'Anima Aged 49 Years with a Sotheby's auction starting value of \$85,000. The proceeds will go to Bottura's charity Food For Soul a nonprofit organization he founded to promote social awareness about food wastage and hunger.

The announcement of the of the final price will be made on May 9. Display bottles will be available for viewing at Sotheby's in New York and Hong Kong starting on April 25, to coincide with the original lot being unveiled at Sotheby's in London.



Tasting Events & Competitions



INDEPENDENT *Spirits Expo*

INDIESPIRITSEXPO.COM
New York City — June 2019
New Orleans — July 2019
Chicago — October 2019



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