

Distillery ^{modern} Age



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VOLUME 9 | NUMBER 8

Icons of Whisky USA 2018

- Hall of Fame Inductee 47 - Fritz Maytag III
- Distiller of the Year - Buffalo Trace
- Highly Commended - Heaven Hill Brands
- Brand Innovator of the Year - Breckenridge Distillery
- Highly Commended - Buffalo Trace Distillery
- Craft Producer of the Year - Balcones Distillery
- Highly Commended - Virginia Distilling



- Visitor Attraction of the Year - Maker's Mark Distillery
- Highly Commended - Buffalo Trace Distillery
- Master Distiller / Blender of the Year - Matthew Hofmann - Westland Distillery
- Highly Commended - Marianne Barnes - Castle & Key Distillery
- Distillery Manager of the Year - Victoria MacRae-Samuels - Maker's Mark Distillery
- Highly Commended - Ryan Ashley - Four Roses
- American Whiskey Brand Ambassador of the Year - Adam Harris - Beam Suntory
- Highly Commended - Winston Edwards - Balcones Distillery
- Irish Whiskey Brand Ambassador of the Year - Donal O'Gallachoir - Glendalough
- Highly Commended - Tim Herlihy - Tullamore D.E.W.
- Scotch Whisky of the Year, sponsored by Procurus - David Laird - William Grant & Sons
- Highly Commended - Robin Nance - Beam Suntory
- World Whisky Brand Ambassador of the Year - Allison Parc - Brenne
- Highly Commended - Gardner Dunn - Beam Suntory
- Visitor Attraction Manager of the Year - Matt Higgins - Buffalo Trace
- Highly Commended - Cathy Erenzo - Tuthilltown Spirits
- Multiple Outlets Retailer of the Year - Binny's Beverage Depot
- Highly Commended - Liquor Barn
- Online Retailer of the Year - Binny's Beverage Depot
- Highly Commended - Ace Spirits
- Single Outlet Retailer of the Year - Astor Wines & Spirits
- Highly Commended - Ace Spirits
- Travel Retailer of the Year - Duty Free Americas

Full results for the regional stages of the Icons of Whisky Awards 2018 are available at www.iconsofwhisky.wordpress.com

What's in a Glass?

by Rob McCaughey, WSET Certified Educator & USA Business Development Manager – Spirits

Sensory perception is such an intangible thing. There are so many variables at play when we evaluate a spirit, from the emotional and environmental factors to our own inherent biases, that it is a wonder that there is any kind of consensus at all. How do we take what is a very personal translation of a spirit and successfully portray it as something that is meaningful and measurable to others?



Rob McCaughey

For many years, I have been a student of and now an educator on behalf of the Wine & Spirit Education Trust. I have always relied on its trademark Systematic Approach to Tasting as the foundation of my approach, but there are many other institutions and methodologies and most tend to adhere to the same fundamental principles of assessing the appearance, aroma and taste of a spirit. Clarity and condition are considered; intensity, length and complexity are scrutinized, and a broad vocabulary of commonly used terms is employed to describe the vast array of aromas and flavors that bombard our senses. We strive to minimize the distractions of the world around us, eliminating extraneous factors and we endeavor to deliver an honest, impartial assessment of the liquid before us. We spend inordinate amounts of time, energy and money improving our technique and honing our skills but how much attention do we pay to the glass and how much impact, if any, does it have on our determinations? Does the glass have an impact on our perceptions of aroma and flavor?

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What's in a Glass?

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In times past things were simple. You had a copita for the serious analyst, a snifter for the connoisseur and the rest of us made do with a rocks glass. Times have changed, and the last decade or so has seen an outpouring of glassware to maximize the enjoyment of a spirit and enhance its organoleptic attributes. Some are more aesthetically pleasing, designed for style over performance. Others claim to be ergonomically and scientifically designed to bring out the best of what is in the glass.

The array of glassware available is overwhelming. It seems that every spirit category now has its own specially designed glass. Herein lies part of the problem. Each of us has our own idea of what the perfect glass is. Our own partiality to a particular idea of form and function can sway our opinion before we even pick up the glass. If the shape of the glass is too far removed from our pre-conceived notions of what is correct, then we are already stacking the deck unfairly, regardless of its merits. Likewise, if the glass doesn't feel right in our hand or the glass is too thick, it can be difficult to get beyond this and give the spirit a fair assessment. Once someone has decided upon what they think is the best glass, it is very difficult to change that opinion. As much as we like to believe that we make these decisions impartially, we generally pick a glass based on a recommendation or endorsement and we rarely have the time or inclination to compare various glasses side by side. The liquor companies and glass manufacturers have slick marketing machines and lots of shiny bells and whistles to coerce and cajole us into believing that their glass is best. But is this merely hype and hyperbole, or is there some rhyme and reason to this shift? Did more choice suddenly make us all better tasters?

When teaching WSET classes, I tend to use an ISO glass when available, but then my objective is generally to taste spirits comparatively, where it is more important to be as consistent as possible with as many of the variables as possible in order to evaluate each sample fairly. If the goal is to maximize the enjoyment of each individual spirit, then what should we be considering in terms of the glass?

In recent years, the general consensus of the industry at large seems to be that the most effective glass to use for spirit tasting

has a basic tulip-like design. These glasses vary in looks but all tend to share several commonalities. A relatively wide bowl for easy swirling and maximum evaporation, and a convergent rim to capture as many of the aroma compounds as possible. As most of what we consider to be flavor is actually aroma, rather than taste or texture, it makes sense that so many of the glasses available focus on increasing our perception of volatile aroma compounds.



A wide bowl means lots of surface area, which helps to maximize evaporation. If the glass is too narrow, then all that we are likely to be smelling is ethanol, as it tends to be more volatile than some of the heavier congeners. The height of the glass also plays a key role here. Some glasses are simply too shallow and do not provide enough headspace (the space between the surface of the liquid and the rim) for the aromas to develop before we bring the glass to our nose.

In terms of the preferred type of rim there seems to be two schools of thought; those who want to capture as many of the aroma compounds as possible, and those who want to be able to lessen the impact of ethanol on the nose. If you choose to dilute your spirit (I generally dilute to around 60 proof), then the convergent rim stands out as a great way to maximize your ability to perceive a fuller range of aromas, particularly in a high congener spirit or one that has a lot of botanicals present. However, with the prevalence of high proof and cask strength offerings in the last few years, having a glass with a flared or divergent rim is certainly going to help lessen the risk of overwhelming or anaesthetizing the olfactory bulb with a big hit of ethanol. In fact, there are those who would argue that due to the higher alcoholic strength of spirits, when compared with beer or wine, that there is little point in smelling ortho-nasally (with our nose) at all, but instead should focus on assessing the spirit retro-nasally by putting it in our mouth and allowing the higher temperature, together

with the drawing in of a little air, to release the compounds that can then be assessed via the back of our mouth, up through our soft palate as we breathe out.

Whilst many glasses focus on maximizing olfaction, several others focus more on liquid dynamics, and how the spirit flows from the glass over the tongue. Unfortunately, a lot of the logic here is based on the outdated idea of the tongue map or taste map, whereby we are sensitive to sweetness on the tip of our tongue, bitterness at the back of our tongue and acidity along the sides, and thus to get a full appreciation of the flavors, it is necessary to have a wider flow of liquid from the glass, and therefore a flared rim is far more effective. A convergent rim would simply deliver a narrow beam of liquid to a very localized part of the tongue and therefore you would be getting a one-dimensional profile. The idea of a "one tongue map fits all" has long been disproved. Everyone's palate is different, some of us with more or less papillae that make up our taste buds, and some of us more or less sensitive to various textural stimuli (fats, oils, tannins, etc.). Perception of flavor is individual, as is where on our tongue and throughout our palate we are most sensitive to bitterness, acidity and sweetness (although we can detect all basic tastes to some degree throughout our tongue). To compound things further our sensitivities can change over time, especially as we become more familiar with and tolerant to various spirits. Therefore, there is still a good deal of merit to the idea of getting as broad a flow of liquid onto the palate as possible to ensure that we get the full spectrum of flavors, and to this end a glass with a divergent rim seems the most likely to be able to achieve this. However, the same results could likely be accomplished by simply swirling the liquid in our mouth.

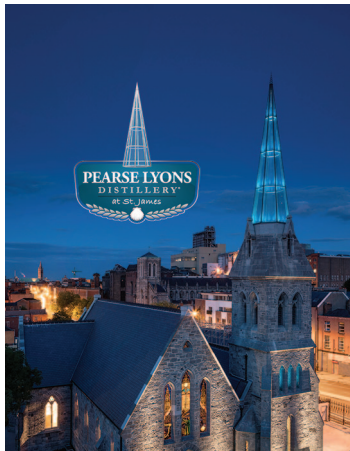
For me, the biggest flaw with the idea of a perfect glass is that we are all imperfect. Our perceptions of aroma and flavor are as distinct from one another as our preferred tipples. What one person may find enjoyable, another may find unbearable. Personal preference will always surpass anything that a glass may be able to hide or enhance. Whilst the shape, size and design of the vessel can all certainly impact how a spirit is initially perceived, it will ultimately be our own notions of the good, bad and indifferent that will dictate our appreciation of or ambivalence toward any particular dram.

Now where did I leave that rocks glass ...?

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Visitors to Irish Whiskey Distilleries Up 11% in 2017

The number of visitors to Irish whiskey distillery visitor centers reached 814,000 in 2017, according to figures published by the Irish Whiskey Association. This marked an increase of over 11% from 2016, when 733,000 visitors were recorded. More significantly, it marks an increase of 25% from 2015, when 653,000 visitors were recorded. In 2015, the Irish Whiskey Association published the Irish Whiskey Tourism Strategy to support this growth.



Pearse Lyons Distillery in Dublin

In 2017, Irish Whiskey Association members operated 12 distillery visitor centers in Ireland. This included two new distillery visitor centers, which opened during the year at Slane Distillery in Co. Meath and Pearse Lyons Distillery in Dublin. A new distillery visitor center opened on the January 21 at Rademon Estate Distillery in Co. Down. 2018 is also likely to see the opening of further visitor centers at new whiskey distilleries in locations ranging from Clonakilty, to Drogheda, to Dublin 8. In total, Irish Whiskey Association members plan to open at least 10 more visitor centers in the coming years.

Currently, a majority of visitors to whiskey distilleries in Ireland come from the U.S., U.K., Germany, France and Northern Europe.

"Continued double-digit growth proves that Irish whiskey tourism is a hot trend right now and an increasingly important part of Ireland's tourism offer," said William Lavelle, Head of the Irish Whiskey Association. "Whiskey tourism is delivering tourists, jobs and investment to local economies right across Ireland, from Dublin's Liberties to rural communities."

In 2018, the Irish Whiskey Association plans to develop and launch a major initiative to promote and further grow Irish whiskey tourism. This initiative was proposed in the Irish Whiskey Tourism Strategy, which set a target of 1.9 visitors by 2025.

"Irish whiskey remains the fastest growing spirits category in the world," added Lavelle. "But whiskey consumers, both domestically and globally, are interested in knowing more about the origin and authenticity of the spirit. Increasingly, the promotion of a whiskey brand goes hand-in-hand with the promotion of the home distillery. For this reason, the promotion and advertising of Irish whiskey distillery visitor centers is often inseparable from the promotion and advertising of the Irish whiskey brands produced there."

Asahi Shuzo International to Open U.S. Sake Brewery

Asahi Shuzo International in Japan has announced plans to open its first U.S. sake brewery in Hyde Park in Dutchess County, N.Y., about 90 miles north of New York City.



L-R: Kazuhiro Sakurai, Asahi Shuzo; Tim Ryan, CIA; Hiroshi Sakurai, Asahi Shuzo

Asahi Shuzo, which make Dassai sake, will invest more than \$28 million in a vacant building, aiming to produce more than 332,000 gallons of sake annually.

As part of its decision to expand in Dutchess County, Asahi Shuzo will also partner with the Culinary Institute of America (CIA) on future R&D opportunities, including the development of new curriculum, certification programs, workshops and special events. The partnership will seek to increase the awareness sake in the U.S. market.

"When looking for a site to build our first U.S. brewery, we knew we wanted to differentiate ourselves from other sake brewers," said Asahi Shuzo Chairman, Hiroshi Sakurai. "The proximity to the CIA is an ideal fit. We are excited to cultivate this new relationship."

Indiana Repeals Sunday Alcohol Sales Ban

Indiana Governor Eric Holcomb has signed legislation striking down a Prohibition-era Sunday alcohol sales ban.

"Governor Holcomb listened to Indiana consumers who overwhelmingly wanted the choice and convenience of purchasing alcohol when shopping on Sunday," said Distilled Spirits Council Vice President Dale Szyndrowski. "Hoosiers will now be able to purchase alcohol on the second busiest shopping day of the year. Helping local businesses and the economy is something that everyone can toast."

According to an economic analysis, statewide Sunday sales of alcohol in Indiana could generate between \$7.7 and \$11.5 million in new tax revenues for the state. In addition, Sunday sales would increase Indiana sales volume by an estimated 4%-6% annually, which translates to \$3.3 to \$5 million in new retail sales.

Retailers that choose to open can begin selling alcohol at noon this Sunday, March 4. Last year, Minnesota and Oklahoma also voted to allow Sunday alcohol sales. Since 2002, 19 states have passed Sunday spirits sales legislation, bringing the total to 41 states across the country.

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New Board Takes Over Tales of the Cocktail

New Orleans natives Gary Solomon, Jr., founder of Solomon Group, with the support of the Solomon Family, and Neal Bodenheimer of Cure and Cane & Table, two of New Orleans' well-known bars and restaurants, have taken over Tales of the Cocktail (TOTC), the cocktail and spirits festival and non-profit, from original co-founders Ann and Paul Tuennerman. To oversee the organization, Tales of the Cocktail has appointed Caroline Nabors Rosen as Executive Director.



Caroline Nabors Rosen – Executive Director – Tales of the Cocktail

Rosen previously served as Executive Director for two years overseeing Chefs Move!, a program providing two scholarships per year (in Culinary Arts and Pastry Arts) to minority residents of the Greater New Orleans area to attend a nine-month program at the International Culinary Center (ICC) in New York City. Rosen also served as Director of the Aarón Sánchez Scholarship Fund while also managing the "Milk Money" micro-loan program helping food producers within 200 miles of New Orleans grow their business and become valued suppliers for grocery stores and restaurants in South Louisiana.

"With Solomon's experience in event production, the Solomon family's deep-rooted philanthropic work in the New Orleans community, Bodenheimer's 15+ years in the cocktail industry and Rosen's knowledge of the non-profit sector, the team plans to grow TOTC into a resource that directly benefits the spirits industry as well as the city they call home," according to a statement. "The New Orleans Culinary & Cultural Preservation Society (NOCPS),

will be rebranded as Tales of the Cocktail Foundation and commits to giving \$250,000 to causes that support the spirits community in its first year."



Following TOTC 2018, a grant subcommittee will be formed of representatives from the spirits and cocktail industry who will oversee the donation process and where the funds will be allocated. The organization will strive to increase education access, diversity and inclusion while also addressing other issues impacting the industry, including sexual assault and addiction.

"Over the last two months, co-chairmen Gary Solomon Jr. and Neal Bodenheimer have done due diligence listening and visiting those within the spirits community to gather critical feedback needed to breathe new life into TOTC. Solomon and Bodenheimer plan to put an emphasis on educational elements throughout the multi-day event in addition to a focus on enhancing the attendee experience, making it more accessible to everyone in the spirits industry with hopes to keep it alive for years to come — not only for the community, but the city of New Orleans as well."

Distillery Solutions Rebrands as FIVE x 5 Solutions

Distillery Solutions in Colorado, a provider of distillery management software, has rebranded itself as FIVE x 5 Solutions.

SINCE MMVI



The rebrand unifies the business's offerings for distillery and brewery management and

includes a new logo, product names and website in addition to distillery and brewery management software.

"In the beginning of radio communication, operators needed to verify signal strength and transmission quality," said FIVE x 5 founder and President Jason Lipa. "'Five by five' indicated the gold standard — the clearest possible communication. Clear communication is critical in producing gold medal products, and we support that pursuit of excellence with our products. While nothing about our company will change, we're excited to better align our business with the diversity of our client base."

Sky Ranch Foundation Awards Grants to Social Advocates for Youth and Project Avary

Sky Ranch Foundation and Sky Ranch for Boys (governed by a board of directors comprised mainly of active and retired members of the beverage alcohol industry), has now awarded more than \$2.6 million in grants to help enrich the lives of the country's at-risk youth. Two organizations which do that are Social Advocates for Youth (www.SAYsc.org) and Project Avary (www.projectavary.org)

For 47 years, SAY has been a haven for at-risk youth, offering short-term food, shelter, counseling, referrals and more for these youth and their families. After the fires that ravaged northern California, SAY youth helped restore the Sonoma County regional parks.

"This San Jose, Calif.-based organization offers the type of comprehensive rehabilitation services Sky Ranch Foundation supports," said Foundation President Ralph Aguera.

San Rafael, Calif.-based Project Avary is a year-round program tailored to meet the needs of children of inmates. Focusing on children ages 8 to 11, Project Avary makes a long-term (10 years) commitment to each child and family.

"We thank all of those who have been supporting the Foundation and look forward to your continued support," Aguera added. "All donations are welcome. For over 50 years, the Sky Ranch Foundation's Sky Ranch for Boys has been assisting young

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Sky Ranch Foundation

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people rehabilitate their lives for the better. If you would like to join us in assisting in the rehabilitation of young people, please click on the contact page of our website: www.skyranchfoundation.org.

"The full list of beverage alcohol industry companies who support Sky Ranch Foundation can be accessed via a link on our Support page (www.skyranchfoundation.org/support), which also offers a link for donations. If you made a donation and do not see your company listed here, please contact doribryant@aol.com."

— George McCarthy, Chairman, Ralph Aguera, President

2018 World Whisky Forum

The Cotswolds Distillery in England will host the second World Whisky Forum in June, following the Forum's first year at Box Distillery in Sweden.



Created by Jan Groth of Box Distillery in conjunction with Ingvar Ronde of the *Malt Whisky Yearbook* and whisky writer Dave Broom, "... the aim is to bring together key figures in the whisky world to foster cooperation and knowledge exchange across the industry. By bringing together small producers and much bigger players, from the established whisky-producing nations and the new ones, ideas can be shared and progress made — both in terms of the industry and the product itself," according to a Forum statement.

"The 2017 Forum was an eye-opening experience that demonstrated that, unlike many industries today, the whisky world is one filled with passionate individuals keen to share ideas and cooperate, irrespective of national borders or corporate allegiances," said Dan Szor, founder and CEO of the Cotswolds Distillery. "With the World Whisky movement in full flight, we are thrilled that we'll be able to host some of our friends and heroes and show them our own perspective

on bringing something new to the whisky world. Our Cotswolds Single Malt has only just been released, so this recognition of our place in the world whisky community makes us incredibly proud."

The theme for this year's Forum is Whisky 2020, with guest speakers addressing innovation in whisky and the future direction of the industry. The 12 speakers this year include Jota Tanaka of Fuji Gotemba distillery in Japan, Tristan Stephenson of Fluid Movement/Black Rock, Miika Lipiäinen of Kyrö Distillery in Finland and the Cotswolds Distillery's Head Distiller Nick Franchino. Returning as moderator is Dave Broom, editor of *ScotchWhisky.com* and author of *The Way of Whisky: A Journey around Japanese Whisky*.

There are a limited number of spaces available to attend the Forum, and these are open to anyone working in the whisky industry. More information on how to book and the full speakers schedule is available at www.worldwhiskyforum.org

Whisky Jewbilee NYC

The seventh annual Whisky Jewbilee NYC takes place June 7 at Studio450. Until March 9, the event producers are offering 15%-off tickets using promo code EBGW218: www.whiskyjewbilee.com/newyork.html?mc_cid=75bce96ffe&mc_eid=12cc5625a7.



Along with the whiskies and other spirits to sample — close to 100 whisky brands pouring 250+ whiskies representing seven countries — Whisky Jewbilee NYC includes an all-you-can-eat glatt kosher buffet by Ari White of Gemstone Catering and The Wandering Que. There's also a rooftop cigar area with three additional whisky tables.

Whisky Live USA

Whisky Live USA presents six tasting events in the U.S. this year. The locations are New York City, Washington, D.C., Louisville, Pleasanton, Calif., Chicago and Los Angeles. All info is at www.whiskyliveusa.com.



The next tasting is March 2 in Washington, D.C. *Modern Distillery Age* subscribers are offered a 20% discount on tickets by using the code WLF20.

Enda O'Sullivan – MD, Latin America, William Grant & Sons

William Grant & Sons has appointed Enda O'Sullivan as Managing Director for Latin America. O'Sullivan joined William Grant & Sons in 2010 as Global Brand Director for Sailor Jerry rum before being appointed Global Brand Director for Glenfiddich in 2014. He added Grant's whisky to his responsibilities in 2015.



Enda O'Sullivan

Based in Mexico City, O'Sullivan will work with regional partners with a focus on Glenfiddich Single Malt Scotch, Grant's Whisky, Hendrick's Gin and Monkey Shoulder Blended Scotch Whisky.



Tullamore D.E.W. Irish Whiskey Caribbean Rum Cask Finish

William Grant & Sons has released Tullamore D.E.W. Caribbean Rum Cask Finish (43% ABV), which is the brand's signature Irish whiskey, Tullamore D.E.W. Original, finished in barrels previously used to age Demerara rum.



A 750-ml bottle sells for about \$26-\$29. This is a permanent addition to the Tullamore D.E.W. line.

O.P. Anderson Original Aquavit

Altia in Finland and importer Frederick Wildman & Sons have released O.P. Anderson Original Aquavit (40% ABV).



It's made with caraway, anise and fennel, and it rested in oak barrels for six months. A one-liter bottle sells for about \$39, and O.P. Anderson Original Aquavit is initially available on the East Coast.

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Johnnie Walker Black Label - The Jane Walker Edition

Diageo has released Jane Walker, the first-ever female iteration of the brand's Striding Man logo. The Jane Walker icon will appear on a special-edition offering of the Black Label blend (40% ABV) beginning in March to coincide with Women's History Month and International Women's Day celebrations. A 750-ml bottle sells for about \$34.



Johnnie Walker will donate \$1 for every bottle sold of the Jane Walker Edition to organizations championing women's causes, with a total donation of up to \$250,000, including a donation of \$150,000 to the Elizabeth Cady Stanton and Susan B. Anthony Statue Fund and its Monumental Women campaign. Monumental Women is a nonprofit dedicated to creating a monument honoring America's women suffragists in New York City's Central Park, where there are 23 statues of historical figures, but not one honoring a woman.

Mi Rancho Tequila

Mi Rancho Tequila, distilled by Maestro Tequilero Hector F. Davalos Abbad at Casa Tequilera Dean Lozoya S.A de C.V. in Mexico, has been in development since 2008, and the Silver and Reposado expressions were released in the U.S. in October 2016. Añejo was released at the Private DV Club in New York City in November 2016. All are 100% Blue Weber Agave tequilas, and all are 40% ABV. The importer is Distribuidora Mi Familia.



A 750-ml bottle of Silver sells for about \$20, about \$25 for Reposado and about \$35 for Añejo. Mi Rancho tequilas are available in Kansas, Missouri, Nevada and Southern California. Illinois will be added this June.



2018 Rebel Yell Bourbon Single Barrel

Luxco has released the 2018 Rebel Yell Kentucky Straight Bourbon Whiskey (50% ABV), which aged in charred oak barrels for ten years.



A 750-ml bottle sells for about \$60. The whiskey is hand-bottled, and each bottle has a matte finish closure and natural wood cork encased in a box. Each label includes the barrel number and an “aged since” date.

Only 2,000 cases will be available, including a limited number of bottles at Lux Row Distillers once it opens its doors for visitors this spring as a new distillery experience along the Kentucky Bourbon Trail.



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Patrón Tequila's “Search for 2018's Margarita of the Year”

Patrón Tequila has initiated its fourth annual “Search for 2018's Margarita of the Year” with seven new recipes from around the world from seven bartenders selected by Patrón Tequila to design their own interpretations of the perfect margarita using a variety of flavor combinations inspired by their local region.

“Each cocktail gives a nod to the classic recipe, while also shaking things up with a combination of ingredients such as cayenne-chili, blackberry shrub, lychee and chia seeds,” according to a company statement.

Consumers can vote for their favorite recipe at www.patrontequila.com/margarita-of-the-year.html. The drink which receives the most votes will be announced on Cinco de Mayo.

The cocktails and participants include:
La Margarita with lychee and chia seeds, by Jorge Ortega in Los Angeles

Mediterranean Margarita with orange marmalade and sherry, by Yanaida Prado in Barcelona, Spain

North End Margarita with tomato and thyme, by Stephen King in Boston

Passion Fruit Margarita with passion fruit and jalapeño, by Aaron Joseph in Baltimore

Salted Plum Margarita with plum and lemon, by Morita Masako in Osaka, Japan

Skyline Margarita with cayenne-chili and blackberry shrub, by Megan Radke in Seattle

Verde Margarita with celery and elderflower, by José Luis León in Mexico City

“Margaritas and Chill” kits are available for purchase while supplies last via Cocktail



Courier, and each kit includes all necessary ingredients and garnishes for each of the seven recipes. Additionally, each recipe and instructional tutorials about how to prepare them at home are available on the Patrón Cocktail Lab (www.patrontequila.com/global-en/cocktails/lab/intro.html) experience and the “Margarita of the Year” website, which features videos and interviews from the participating bartenders filmed recently at the Hacienda Patrón distillery in Jalisco, Mexico. The site contains downloadable recipe cards as well as education about the history and evolution of the Margarita.

Duncan Taylor at the NAACP Theater Awards

Duncan Taylor is this year's spirits sponsor for the 27th Annual NAACP Theater Awards, which take place on February 26 at the Millennium Biltmore Hotel in Los Angeles. The event will be hosted by Wendy Raquel Robinson, and this year's honorees are actors Jenifer Lewis, Anika Noni Rose and Brandon Victor Dixon.

Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on a spiced cherry whiskey, a gin, an American whiskey and a single malt Scotch.

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*).

Stillhouse Spiced Cherry Whiskey, 34.5%

Stillhouse Spirits, Columbia, Tenn., ~\$25

an infusion of Stillhouse Original Whiskey with a blend of holiday spices, black cherry and vanilla

Clear with an aroma of fruity cherry cola and cinnamon. Flavors of cherry cola, sweetness and berries. A full, viscous mouth-coating body. Finishes with sweetness, cherries, spices and alcohol warmth. Dessert, anyone?



Rabbit Hole London Dry Gin, 44.5%

Rabbit Hole Distilling, Louisville, Ky., ~\$36

A hint of color and an aroma of licorice, angelica root, cucumber skins, rye, menthol and earthiness. A floral pop in the taste with sweetness, vanilla and oak. A medium body. Finishes with spiciness, sweetness, pine and alcohol warmth.



Uncle Nearest 1856 Premium Whiskey, 50%

Uncle Nearest, Nashville, Tenn., ~\$60

Amber with an aroma of vanilla, oak, corn and leather — mild and subtle. Rye spice in the taste along with caramel sweetness, dried apricots, leather and alcohol warmth. A medium body. Finishes dry with spiciness and alcohol warmth.



Highland Park Full Volume, 47.2%

Highland Park Distillery, Kirkwall, Orkney Islands, Scotland, ~\$105

Imported by Edrington USA; distilled in 1999 and bottled in 2017; aged in ex-bourbon barrels

Light amber with an aroma of grains, brown sugar, molasses, vanilla, oak and alcohol warmth. Spicy in the taste with light smoke, peat, dried fruits, lemon, vanilla, sweetness and alcohol warmth. A big body. Finishes sharp with citrus, light smoke and alcohol warmth.



Tasting Events & Competitions



INDEPENDENT *Spirits Expo*

INDIESPIRITSEXPO.COM

Las Vegas — April 2018

New York City — May 2018

Chicago — September 2018

ULTIMATE SPIRITS CHALLENGE 2018



NOW OPEN FOR ENTRIES

- THE - WHISKY EXTRAVAGANZA

DALLAS CHICAGO WASHINGTON, DC SEATTLE
HOUSTON BOSTON FT. LAUDERDALE LOS ANGELES



14 Cities — March-November each year
www.singlemaltextravaganza.com

MicroLiquor® SPIRIT AWARDS



Sponsored by: **flow** } distillery focused brand design
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SIP AWARDS INTERNATIONAL SPIRITS COMPETITION

The consumer tastes.

The consumer decides.



www.sipawards.com

Calendar of Events

March 2, 2018: Whisky Live, Washington, D.C., www.whiskyliveusa.com

March 3, 2018: Beer, Bourbon, BBQ Festival, Atlanta, GA, www.BeerAndBourbon.com

March 5-6, 2018: Vinexpo New York, New York City, www.vinexponeewyork.com

March 5-6, 2018: ACSA Convention, Pittsburgh, PA, www.americancraftspirits.org

March 9, 2018: Destin Harbor, Tequila & Taco Fest, Destin, Fla., www.harborwalkvillage.com

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

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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