

Distillery modern Age



MARCH 4, 2022 | MODERN DISTILLERY AGE

VOLUME 13 | NUMBER 7

Ron Colón's Salvadoreño

Ron Colón's Salvadoreño's journey started in 2018 with founders Thurman Wise and Pepijn Janssens. The idea to create their own rum brand had been part of their conversations for over a year. During 2018, their job took them on a 22-day, 16-country barhop across Latin America, and it was during this trip that El Salvador captured their attention.

El Salvador is the smallest country in Central America, famous for magnificent volcanoes, world-class surf spots, wonderful coffee and fine sugar cane. And so, the story began: a rum passion project with origins in El Salvador, and the ambition to create a high-proof rum designed with bartenders in mind.



"At Ron Colón, it has always been our goal to bridge world," the partners said. "With our rum portfolio, we connected rum and coffee, bringing together the two finest raw ingredients exported from El Salvador. We continue to innovate on rum, bridging industries and categories to create new flavor experiences.

"There was a time when rum was the most popular spirit in America. However, when new heavy taxes on molasses were introduced in the mid 1700s, it caused an almost immediate decline in the rum industry. The gap that rum left gave space for a new spirit of choice. By the late 1700s, there were thousands of small whiskey distilleries in Pennsylvania, Maryland and the surrounding states. Rye was the grain of choice, and rye whiskey rapidly grew in popularity. Our aim is to blend these two worlds with RumRye, creating a spirit that is a 50/50 split between rum and rye whiskey, showcasing both spirits side by side and creating a new category."

RumRye

RumRye (50% ABV) is 50% Ron Colón Salvadoreño Dark Aged Rum and 50% 2017 American Straight 100% Rye Whiskey.

Ron Colón Salvadoreño is a dark, aged rum distilled from a special blend creating a complex flavor palate. The blend includes a six-year-old Salvadoran rum from Licorera Cihuatán from aged and unaged pot-distilled rums from Worthy Park Estate, Monymusk and Hampden distilleries in Jamaica.

"By combining column-distilled and pot-distilled rums, the overall flavor offers contrasting characteristics that interact to create something quite unique."

continued on page 2

North America's 50 Best Bars to Debut in NYC on June 7

50 Best, the organization behind The World's 50 Best Bars, has created its new list and awards program for North America for the first time.



50 Best will enter North America with a list for the first time in its history with North America's 50 Best Bars (sponsored by Perrier). The awards will be held in New York City on June 7, and North America's 50 Best Bars will mark the first time since 2016 that 50 Best unveils a new bars list and awards program. North America's 50 Best Bars joins The World's 50 Best Bars and Asia's 50 Best Bars.

"We couldn't be more excited to launch our new bars awards program in North America," said Mark Sansom, Content Editor for 50 Best. "The bar scene and extensive talent across this region set the tone for the rest of the world, and we are confident that this new list will be a vital addition to the international bar landscape as bar-goers plan their next cocktail-led adventures. We are especially delighted to bring our inaugural North America's 50 Best Bars awards ceremony to the city of New York, a vibrant cocktail heartland that has long established itself as a ubiquitous force in the bar universe, having provided The World's Best Bar in our global list on three occasions."

The awards ceremony brings together the best bartending talent from the region — with a live countdown of the list — culminating in the first-ever announcement of North America's Best Bar. The live awards ceremony on June 7 will be preceded by several special award announcements in the weeks leading up to the ceremony, plus several award announcements for both individuals and establishments will also take place during the evening.

The countdown of the list of North America's 50 Best Bars and the awards ceremony will also be broadcast to a global audience not able to attend in person, and bar and cocktail lovers will be invited to join through The World's 50 Best Bars Facebook page and 50 Best Bars TV channel on YouTube.

continued on page 2

Ron Colón's Salvadoreño

continued from page 1

2017 American Straight 100% Rye Whiskey is a four-year old straight whiskey distilled from 100% rye to showcase the warm and rich spice of the grain. It aged in a charred new oak barrel with a #4 char on the staves and a #2 char on the heads.

"The overall flavor is bold with distinctive honey-like texture, fresh mint and floral notes."

The RumRye blend has the aim "... of presenting both spirits at their best, giving an authentic flavor and showcasing the special blend of rum and rye together."

The partners' tasting notes read:

"Tropical fruit with sticky banana, pineapple, fresh mint and warm honey and a hint of spice. The palate is bold, with notes of candied fruit, orange blossom; the rich, bright and distinctive spice of a classic rye balanced with the natural sweetness in the rum. The finish is dry, with notes of citrus and soft mint."

Packaging

"We chose early on that we wanted Ron Colón's Salvadoreño to be about the liquid, hence the choice to stay away from fancy mold designs and go for the most affordable glass solution in the industry. It's important to know that wine bottle glass is 100% recyclable and can be recycled endlessly without loss in quality or purity. In the labels and closure, we have brought back to life the colon currency through our own designs."

Signature Serves

Banana Boulevardier

- 25-ml Ron Colón Salvadoreño RumRye
- 25-ml Belsazar white vermouth
- 25-ml Mondino Amaro
- 5-ml Banane du Bresil liqueur
- Lemon oils

RumRye Highball

- 50-ml Ron Colón Salvadoreño RumRye
- 100-ml tonic water
- Orange & grapefruit oil

Chamomile Old Fashioned

- 50-ml Ron Colón Salvadoreño RumRye
- 1 teaspoon unrefined cane sugar
- 3 drops Darjeeling tea and chamomile bitters
- Lemon oils

The Ron Colón Salvadoreño U.S. offices are in Los Angeles, Calif., www.roncolonsalvadoreno.com
sales@roncolonsalvadoreno.com

return to page 1

North America's 50 Best Bars

continued from page 1

How the Voting Works

The inaugural ranking for North America's 50 Best Bars will reflect the best bar experiences based on the votes of more than 250 gender-balanced voters made up of anonymous North American bar industry experts (including bartenders, bar owners, drinks media and well-traveled cocktail connoisseurs) from the U.S., Canada, Mexico and the Caribbean. Members of the 50 Best organization do not vote and do not control the composition of the list; that is the collective role of the voting Academy. This means that bars cannot apply to be on the list, and no sponsors have any influence on the list.

The Academy is divided into seven regions: USA Northeast; USA Midwest; USA West; USA South; Canada East; Canada West; Mexico; and the Caribbean. Each region has its own panel of members including a chairperson, called the Academy Chair. The Chairs each then select a voting panel, ensuring a balanced selection. In 2022, each North America Academy member will vote for seven bars, with a maximum of five in the home country where they are based. Voters also have the option to vote for a further two (or more) bars located outside of their home country (up to a maximum of seven) if they have been able to travel internationally during the voting period.

Voting is carried out individually and strictly confidentially on a secure site and remains confidential before the list announcement. Academy Chairs are not privy to, and have no knowledge of, the votes cast by the voters in their respective regions. They are also not spokespeople for the 50 Best brand.

The list will be the result of a poll of more than 250 experts (all within the North American continent), who each cast votes for the bars where they have had their 'best experience' during the last 18 months before the voting deadline. The list is a simple computation of votes by North American voters for bars in North America. All bars featured will be open, or intend to reopen, as of June 7, when the list is revealed.

return to page 1

Diageo North America Opens New Canning Facility to Accelerate RTD Growth

With capacity to produce over 25 million cases of malt-based beverages and spirits-based Ready-to-Drink (RTD) cocktails, Diageo has opened its new manufacturing site, featuring two high-speed can lines. Located in Plainfield, Illinois, Diageo Lincolnway will help accelerate the development of the company's RTD portfolio and growth strategy in the convenience category.



"We're incredibly proud of the speed and innovative approach from our team and partners in their efforts to build this site in record time," said Michael L. Nelson Jr., Manufacturing & Distillation, Senior Vice President, Diageo North America. "Diageo Lincolnway will be instrumental in accelerating our offerings in the convenience space and help meet consumer demand. The new facility strengthens our manufacturing footprint in the region and allows us to leverage synergies with our warehouse and bottling operation in Plainfield."

The operation at the new 225,000-square-foot facility supplements existing RTD production across North America. Diageo Lincolnway is producing some of Diageo's latest portfolio brands and innovations, including Smirnoff seltzers and spirits-based RTD cocktails from Crown Royal and Ketel One Botanical Vodka Spritz.

"The new canning facility will enhance Diageo's existing operations, strengthening our offering and accelerating our strategy in the ready-to-drink category," said Keara Funck, Convenience, Vice President, Diageo North America. "As we continue to build on this opportunity in the convenience space to deliver premium delicious bar-quality cocktails and malt-based beverages, we are excited about the innovations and possibilities this could bring to our consumers."



SPRING IS ETHEREAL.

BERKSHIRE MOUNTAIN DISTILLERS

COMPLIMENTARY TASTINGS DAILY 11AM – 5PM

356 S MAIN STREET | SHEFFIELD, MA | 413.229.0219 | BerkshireMountainDistillers.com

DISCUS 2022 Annual Conference: June 8-10, New Orleans

The Distilled Spirits Council of the United States (DISCUS) will host its 2022 Annual Conference from June 8-10 at the Hyatt Regency in New Orleans. Conference registration is now open.



The 2022 DISCUS Conference



Stronger Together

“The DISCUS Annual Conference has quickly become the premier event for spirits executives, key industry stakeholders and supply chain partners,” said DISCUS President and CEO Chris Swonger. “We’ll be gathering this year in New Orleans, a city known for its rich cocktail heritage and a lively energy that matches the spirit of our vibrant industry.”

Themed “Stronger Together,” the conference will bring together a diverse group of top experts in their respective fields to identify challenges and opportunities facing the industry and to share ideas on how to navigate the rapidly changing spirits marketplace and legislative landscape.

The conference kicks off with keynote speaker Tricia Clarke-Stone, known as a dynamic entrepreneur, innovative brand builder and author of *Double Down: Bet on Yourself and Succeed on Your Own Terms*. Clarke-Stone has spent two decades starting and leading businesses at the intersection of marketing, tech, media and entertainment.

Conference sessions will feature hot topics such as sustainability in an age of digital acceleration; beverage convergence in the alcohol sector; the evolving spirits marketplace; industry economics and emerging consumer trends; best practices in diversity, equity and inclusion; data privacy; and NFTs.

The popular “Innovation Showcase” will also be back at this year’s conference. The *Shark Tank*-style competition gives entrepreneurial individuals and companies a platform to showcase their inventions — from packaging to spirits products — before a panel of judges.

For the third year in a row, DISCUS will also celebrate the best and the brightest in the spirits industry at an awards luncheon to honor the recipients of the DISCUS Lifetime Achievement Award; DISCUS Impact Award for Emerging Leaders; DISCUS Dave Pickerell Memorial Craft Member of the Year Award; and DISCUS Humanitarian Service Award.

The awards luncheon will be emceed by Lynnette Marrero, an award-winning New York City-based bartender, mixologist and philanthropist known for co-creating the world’s first all-female speed bartending competition, Speed Rack.

The conference will also include festive events, including a parade down Bourbon Street, as well as multiple networking opportunities and a trade show with exhibitors representing all facets of the industry.

To receive “Early Bird” pricing, register before March 31. Registration pricing is detailed below and can be made [here](#).

Early Bird (DISCUS Member): \$795

Early Bird (Non-Member): \$995

Standard (DISCUS Member): \$895

Standard (Non-Member): \$1,295

Spirits Level 2 Course – Diageo & WSET

DISCUS is an approved program provider of the Wine & Spirit Education Trust (WSET). Registration closes in one week for the upcoming Spirits Level 2 course, which begins on March 21 and goes through April 24. The online exam takes place on May 18.

From the program listing: “For individuals wishing to develop their expertise in spirits and liqueurs, you’ll learn about the fundamental production methods and principal raw materials, discovering how they are used to make the key spirit styles. You’ll also explore the key practices and principles of serving spirits and the use of spirits in cocktails. Upon successful completion, you will receive a WSET certificate and lapel pin and will be able to use the associated WSET certified logo. (You do not need to complete Level 1 to take Level 2.) Participants go at their own pace, with no set class times, and WSET instructors are available throughout the five weeks for questions and guidance. Cost for this course is \$575.”

Registration is available [here](#).

NABCA Control State Results: January 2022

During January nine-liter Control States spirits case sales fell 3.0% over same period sales last year. Montgomery County Maryland (11.4%) and Montana (19.6%) reported monthly growth rates for January exceeding their 12-month trends. The growth rates for Alabama (-5.6%), Iowa (-7.8%), Idaho (-6.7%), Maine (1.6%), Michigan (-3.4%), Mississippi (-3.6%), North Carolina (-3.0%), New Hampshire (-10.8%), Ohio (-4.4%), Oregon (-5.5%), Pennsylvania (2.9%), Utah (1.4%), Virginia (-3.7%), Vermont (0.9%), West Virginia (-8.6%) and Wyoming (-6.5%) fell short of their 12-month trends. Control State rolling 12-month volume growth, 4.1%, is down from December’s reported 4.6%. Spirits’ volumes are growing -3.4% year-to-date compared to 4.0% a year ago.

Control State spirits shelf dollars fell 0.3% during January while trending at 9.0% during the past 12 months. Montgomery County Maryland (13.6%) and Montana (19.2%) reported monthly growth rates for January exceeding their 12-month trends. Alabama (-3.2%), Iowa (-3.7%), Idaho (-2.7%), Maine (2.7%), Michigan (-3.1%), Mississippi (1.6%), North Carolina (1.8%), New Hampshire (-13.2%), Ohio (-3.0%), Oregon (-0.1%), Pennsylvania (6.5%), Utah (5.2%), Virginia (0.3%), Vermont (5.4%), West Virginia (-5.6%) and Wyoming (-2.9%) grew shelf dollars at rates below their 12-month trends.

continued on page 5

203-971-8710

gregg@distilleryage.com

www.distilleryage.com

EDITORIAL STAFF

Publisher/Editor: Gregg Glaser

Copy Editor: Roberts Blackwood

SUBSCRIPTIONS

\$195.00 a year for ~45 issues

gregg@distilleryage.com

MAILING ADDRESS

228 Silvermine Avenue

Norwalk, CT 06850-2032

All content Copyright © Modern

Distillery Age, 2022 — Copies may not

be sent to others & issues may not be

posted to websites.

NABCA Control State Results: January 2022

continued from page 4

trends. Shelf dollars in the Control States are down 0.3% year-to-date compared to being up 10.7% last January.

Price/Mix for January is 2.7%, down from December's reported 4.7%.

January's Control States growth rate continued to be affected by pandemic-related phenomena.

On net, in the Control States, January this year had the same number of selling days as January last year. However, rolling 12-month growth rates and YTD growth rates are calculated using reporting periods with comps that can, and usually, have unequal numbers of selling days.

After equalizing selling-day variations between this and last year's January, the nine-liter case-spirits growth rate is -2.8% with a rolling 12-month trend of 3.1% and YTD growth of -2.8%. January's shelf-dollar growth rate is 0.0% with a rolling 12-month trend of 8.0% and YTD growth of 0.0%.

Equalized price/mix for January is 2.8%.

Cocktails, with 4% share of the nine-liter case Control States spirits market, was January's fastest growing category with 18.1% reported and a 12-month trend of 36.7%. Tequila, with 9% share, grew at 8.4% during January and 22.9% during the past 12 months. Vodka, with 32% share, grew during the same periods at -4.0% and 0.6%, respectively. Growth rates reported for all categories lagged their 12-month trends: Brandy/Cognac (-17.6% during January, -6.4% 12-month trend), Canadian Whiskey (-3.2%, -0.1%), Cocktails (18.1%, 36.7%), Cordials (-0.5%, 11.2%), Domestic Whiskey (-3.0%, 3.4%), Gin (-8.7%, -0.3%), Irish Whiskey (4.4%, 13.1%), Rum (-4.2%, 0.6%), Scotch (-4.1%, 0.8%), Tequila (8.4%, 22.9%) and Vodka (-4.0%, 0.6%).

During the pre-Covid period, which ended February 2020, the on-premise marketplace in the Control States averaged 18% share of the nine-liter case spirits market. Beginning March 2020, the Control States' on- and off-premise markets moved capriciously, as opposed to their historically consistent, periodic behavior. During January 2022, the on-premise share of the Control State spirits market, 15.4%, improved upon its year ago comp, 9.9%, but lagged January's historic pre-Covid average, 18.1%, suggesting the on-premise marketplace recovery in the Control States

is continuing. January's on-premise 2.7% share shortfall, actual share compared to January's pre-Covid average share, amounts to nearly 115,000 nine-liter cases. The on-premise shares of the Control State market during the period January 2020 through January 2021 are: 18.5%, 18.8%, 9.5%, 0.9%, 3.7%, 10.2%, 10.6%, 11.3%, 12.3%, 12.4%, 9.2%, 6.3%, 9.9%, 12.4%, 15.4%, 16.3, 16.1%, 17.2%, 17.0%, 17.6, 17.2%, 16.6%, 15.4%, 13.5% and 15.4%, respectively.

Party Horses Partners with Maker's Mark

Party Horses has picked Maker's Mark as its official bourbon partner for 2022 and will supply limited-edition Party Horses commemorative labels to 1,000 early adopters in the coming months. NFTs (non-fungible tokens) in this project are produced as generative artwork that live on a blockchain. Using an Ethereum smart contract created through computer code, algorithms uniquely assign traits to each piece of art during a process called "minting."



The premise for the NFT art is: "What if horses attended the Kentucky Derby to cheer on the human race?"

The first digital event took place on March 1 when a list of 2,000 early adopters were able to pre-mint, granting whitelist access. Ten thousand Party Horses will mint on March 15, unless otherwise notified. NFT holders will be able to access exclusive events, such as an exclusive pre-Derby concert featuring a Grammy award-winning artist, with more to be announced.



Jerry Daykin – Head of Global Media, Beam Suntory

Beam Suntory has appointed Jerry Daykin Vice President as Head of Global Media.



Jerry Daykin

Daykin has worked in global media strategy and partnerships for Diageo, where he pioneered the company's 'Trusted Marketplace,' an approach that increases the quality and impact of a brand's media, as well as co-developed its 'Future Media Model.' Most recently, he led digital media transformation for GSK Consumer Healthcare across more than 50 EMEA markets, and he was global co-lead of GSK's #RepresentationMatters initiative to drive more diverse and inclusive marketing.

Daykin co-chairs the World Federation of Advertisers' (WFA) Diversity Task Force, where he is helping to steer the industry's efforts to improve diversity and inclusion and mitigate bias across the creative process. In addition, he's writing a book on inclusive marketing that is scheduled to publish this October.



INDEPENDENT
Spirits Expo
INDIESPIRITSEXPO.COM

2022 Shows in New York,
New Orleans & Chicago
www.indiespiritsexpo.com
A free pass is available for
Modern Distillery Age
subscribers
indiespirits@gmail.com

Lost Lantern Spring 2022 Single Cask Collection

Lost Lantern, an independent bottler of American whiskey that began less than 18 months ago, has released its Spring 2022 collection, which features four limited edition single casks from four distilleries: Smooth Ambler in West Virginia, Westward in Oregon, Frey Ranch Distillery in Nevada and Spirit Works in California.



Beginning March 9, the Spring 2022 single cask collection will be available for sale on www.LostLanternWhiskey.com and www.Seelbachs.com. All are bottled at cask strength, are non-chill-filtered and have natural color.

2022 Single Cask #1: Smooth Ambler West Virginia Straight Bourbon Whiskey (61.5% ABV; 195 bottles). It aged in a 53-gallon barrel for five years (~\$80).

2022 Single Cask #2: Westward Oregon Single Malt Whiskey Finished in Chardonnay Cask (60.5%; 272 bottles). Distilled from 100% two-row malted barley grown in the Pacific Northwest, aged for 28 months in a new oak cask and finished for 20 months in an Oregon Chardonnay cask (~\$130).

2022 Single Cask #3: Frey Ranch Distillery Nevada Four Grain Straight Bourbon Whiskey (62%; 188 bottles). A five-year-old straight bourbon whiskey distilled entirely from grain grown at Frey Ranch (~\$100).

2022 Single Cask #4: Spirit Works California Straight Rye Whiskey Finished in a Sloe Gin Cask (56.5%; 207 bottles). Made by finishing straight two-year-old Spirit Works

Scorpion Mezcal®

100% Agave Mezcal



Worms
are for
Wimps!



www.scorpionmezcal.com

Drink Responsibly

Imported by Caballeros Inc., Oakton, VA alc/vol 40%

Rye Whiskey for an additional year in a cask that previously held the distillery's sloe gin (~\$100).



In addition to the single cask releases, Lost Lantern's flagship blend, American Vatted Malt Edition No. 1 (~\$120), is available. Recently named Best American Blended Malt at the 2022 World Whiskies Awards, it was made with Balcones in Texas, Copperworks in Washington, Santa Fe Spirits in New Mexico, Triple Eight in Massachusetts, Westward in Oregon and Virginia Distillery Co. in Virginia.



Amrut Spectrum 004 Single Malt Whisky

Glass Revolution Imports USA has released Amrut Spectrum 004 Single Malt Whisky (50% ABV) distilled by Amrut Distilling in Kambipura, Bengaluru, India.



The whisky aged in custom-built barrels made of four varieties of oak: American oak ex-bourbon barrels with a #3 char; French oak with a slight toasting; ex-Oloroso sherry staves; and ex-Pedro Ximénez sherry staves.

A 750-ml bottle sells for about ~\$195.

Woodford Reserve 2022 Kentucky Derby Bottle

Woodford Reserve, a Presenting Sponsor of the Kentucky Derby, has released its 2022 commemorative Derby bottle. This year's bottle features the artwork of Kentucky native Jaime Corum, an equine artist known for her horse portraits.



Corum's painting, titled *Dreams in Bloom*, features three thoroughbreds racing neck-and-neck surrounded by a spray of vivid spring flowers, including the iconic red roses of Derby.

A one-liter bottle sells for about \$50.

Woodford Reserve has partnered with retailer Williams Sonoma to bring a favorite Derby cocktail to parties nationwide. The *Woodford Spire* was introduced at the track in 2018, and it quickly became a favorite. As part of the partnership, the *Woodford Spire* joins the line of co-branded cocktail mixers for sale nationwide that includes the *Mint Julep* and *Whiskey Sour*. Made with cranberry and lemon, the *Woodford Spire* is an official cocktail of the Kentucky Derby.

The *Woodford Spire* 16-ounce bottle will soon be available on www.WilliamsSonoma.com and at Williams Sonoma retail stores.

Sagamore Spirit Reserve Series Rye Whiskey

Sagamore Spirit in Maryland has released its newest limited-edition rye whiskey: Sagamore Spirit Reserve Series Rye Whiskey (46% ABV), which was first offered exclusively at its Baltimore distillery in 2019.



For this year's release, Sagamore Spirit took a blend of its 5- and 6-year-old straight rye whiskeys, placing some in South American barrels and the rest in Jamaican barrels and aging both for an additional 10 months.

A 750-ml bottle sells for about \$79.

Barry MacAffer – Distillery Manager, Laphroaig

Laphroaig Single Malt Whisky in Scotland has appointed Barry MacAffer as Distillery Manager. After a career at the distillery that's spanned a decade, MacAffer will move into his new role immediately after most recently serving as Acting Distillery Manager.



Barry MacAffer

Since joining the distillery, MacAffer has been named a 'True Guardian' of Laphroaig, as he previously honed his skills within the operation and production side of the whisky-making process. He joined the distillery team in 2011, initially taking up a role covering the malt floors and the warehousing of the distillery before becoming Assistant Manager in 2016 and Acting Distillery Manager in late 2021.

MacAffer worked closely with former Distillery Manager, John Campbell, who worked at the distillery for over 25 years until late 2021.



Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on three whiskies from Lux Row Distillers.

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), 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*).

Daviess County Straight Bourbon Whiskies, 48%

Lux Row Distillers, Bardstown, Ky., ~\$50

Daviess County Straight Bourbon Whiskey

two mash bills: wheated & traditional rye

Amber with an aroma of caramel, vanilla, spices and oak. In the taste are rye spice, sweetness, caramel, honey, oak and alcohol warmth. A full body. A long, well-balanced finish with spices, black pepper and alcohol warmth.



Daviess County Kentucky Straight Bourbon Double Barrel

Finished in Missouri white-oak barrels with toasted heads

Amber with an aroma of oak, caramel, vanilla and a hint of pine. Sweet caramel and honey in the taste along with spices, oak and alcohol warmth. A full body. A long finish with caramel, spices, chocolate, tannic dryness and alcohol warmth.



Daviess County Kentucky Straight Bourbon Cabernet Finish

Finished in Cabernet Sauvignon barrels

Amber with an aroma of caramel, honey, vanilla, molasses and grains. Caramel, molasses and honey in the taste with mild oak, spices and alcohol warmth. A velvety body. A long finish with caramel, pepper, tannic dryness and alcohol warmth.



Brown-Forman Leadership Team Changes

Brown-Forman has made changes to its executive leadership team.



Tim Nall

Tim Nall is Senior Vice President and Chief Global Supply Chain and Technology Officer. He'll be responsible for global production operations, global supply chain, research and development, quality assurance, external manufacturing and all facets of information technology infrastructure to include advanced analytics, applications and cybersecurity. Nall has been Chief Information Officer since 2015. He joined Brown-Forman in 2000 in bottling and production operations.



Crystal Peterson

Crystal Peterson will be named Senior Vice President and Chief Inclusion and Global Community Relations Officer, effective June 15. She'll be responsible for stewarding the company's progress and performance against its diversity and

inclusion ambitions and realizing the full value diversity creates for Brown-Forman's employees, partners and communities. She'll also lead the company's commitment to enriching its communities, especially its hometown of Louisville, Kentucky. Peterson joined Brown-Forman in human resources in 2012 and was most recently Vice President, Human Resources, supporting more than 2,600 employees in 23 countries.



Jeremy Shepherd

Jeremy Shepherd will be named Senior Vice President and become President, USA & Canada, effective July 15. He'll lead the commercial organization in its largest and most valuable market and deliver on the company's strategic ambitions, including continuing to grow the premium tequila and whiskey brands and to significantly accelerate the growth of premium-plus brands. Shepherd, a 17-year veteran of Brown-Forman, was previously Vice President, General Manager, for the United Kingdom and Ireland.



Alex Alvarez

Alex Alvarez has assumed responsibility for a newly created position of Senior Vice

President and Chief Sustainability Officer and Director of ESG (Environmental, Social and Governance). In this new senior leadership role reporting to the CEO, Alvarez is responsible for developing and implementing an integrated ESG strategy that ensures Brown-Forman's growth ambitions are environmentally and socially sustainable. In addition, he assumes responsibility for stewarding the company's global alcohol responsibility efforts. Alvarez was previously Chief Production and Sustainability Officer.

Brown-Forman also announced two executive retirements: Ralph de Chabert, Senior Vice President and Chief Corporate Citizenship Officer, effective July 1, and John Hayes, Senior Vice President and President, USA and Canada, effective August 17.

Joe Fortune – CEO, Mast-Jägermeister US

Mast-Jägermeister US has appointed Joe Fortune as Chief Executive Officer, effective April 1. Fortune, who was most recently Chief Commercial Officer, will be taking the reins from Jeff Popkin, CEO at Mast-Jägermeister US for the past six years.



Joe Fortune

Fortune is an industry veteran who joined Mast-Jägermeister US in 2016 as CFO before becoming Chief Commercial Officer. He has over a decade of experience in the spirits industry. Previously, he was VP Finance at Disaronno International and held multiple Finance roles at Diageo.

Tasting Events & Competitions



INDEPENDENT *Spirits Expo*

INDIESPIRITSEXPO.COM

New York City — June 2022

New Orleans — July 2022

Chicago — September 2022



GREAT INTERNATIONAL BEER, CIDER, MEAD & SAKE COMPETITION

GIBCMSC

Year #24 – October 2022

Deadline for entry forms is October 1, 2022

www.gibcc.com

The longest-running and largest such competition on the East Coast.

