

# Distillery modern Age



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## Tales of the Cocktail Foundation Competition

Tales of the Cocktail Foundation has begun its Tales of the Cocktail 2019 Official Cocktail Competition. New this year, the Foundation opened the official cocktail selection to an open-to-the-public voting process that doubled as a fundraiser. For a monetary donation to the Foundation per vote, members of the global hospitality and spirits community were able to cast their votes on one of five cocktail options: Spritz, Mai Tai, Swizzle, Negroni or Highball. Through this process, the Highball was awarded the Official Cocktail of the 2019 competition by popular vote.



"The Foundation is thrilled to highlight the versatile Highball this year," said Neal Bodenheimer, co-Chair of Tales of the Cocktail Foundation's Board of Directors. "The Highball lends itself to so many different interpretations, and we look forward to seeing the bartenders' creativity come through in their submissions."

The winning bartender will receive a \$1,000 cash prize and be honored at Tales of the Cocktail 2019. The winning cocktail will be named the Official Cocktail of Tales of the Cocktail 2019 and will be honored at the Toast to Tales of the Cocktail on July 16.

### The Rules

All recipes must include a base spirit, a carbonated mixer and a garnish. The cocktail also must be served in a Highball glass and include at least two ingredients from the participating products list. The base spirit for the submission must also come from the participating products list. Q Mixers, the Foundation's mixer of choice, is also a sponsor and participating product for the Official Cocktail Competition.

This is the full list of participating products:

**Base Spirits:** Haku, Jim Beam Black, Laird's Straight Applejack 86, Roku, Saint Luna: Charcoal Filtered Moonshine, Sazerac Rye Whiskey, Suze, The Glenlivet, Toki and Uncle Nearest 1856 Premium Aged Whiskey.

**Modifiers:** Q Mixers, El Guapo, Founding Spirits Arroyo's "Never Bitter" Amaro, King Floyd, Mr. Black Cold Brew Liquor, Perfect Purée of Napa Valley, Suze, Uncle Nearest 1856 Premium Aged Whiskey and GT's Kombucha.

### Deadline

The deadline for submissions is June 3. The winner of the competition and the top three runner-ups will be announced on June 14 on Tales of the Cocktail Foundation's official site. The complete Tales of the Cocktail 2019 Official Cocktail Competition information, rules and guidelines are available [here](#).

## NABI Testifies Against Retaliatory Tariffs

The National Association of Beverage Importers (NABI) testified recently at the Section 301 Committee of the U.S. Trade Representative (USTR) in Washington, D.C., against the proposed retaliatory tariffs on imported grape wines (regardless of alcohol content or effervescence) non-alcoholic beers, liqueurs and cordials and grape derived distilled spirits.

NABI President Robert M. Tobiassen stressed that the retaliatory tariffs should be limited to aeronautics equipment, because that is the underlying trade dispute.

"Airbus operations in the U.S. import parts and equipment from the E.U. to assemble its aircraft here, and those goods should bear the entire tariff burden in order to compel the E.U. to cease the wrongful subsidies to Airbus," according to a NABI statement. "This directly attacks the unjustified competitive harm to Boeing. If other goods are covered by retaliatory tariffs, then they should do the least damage to the interests of American consumers, industries, economy and Federal Government public policies."

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## The Lancet's Alcohol Consumption Forecasts

*Special to Modern Distillery Age by IWSR, [www.theiwsr.com](http://www.theiwsr.com)*

A new study published in the medical journal *The Lancet* reports a considerable upsurge in the global consumption of alcoholic drinks. The study suggests that between 1990 and 2017, alcohol intake has jumped by as much as 70%. Importantly, the study anticipates a further per capita rise of nearly 18% to 2030, something that would put into jeopardy the World Health Organization's targets for alcohol reduction.

"IWSR Drinks Market Analysis has tracked a similar rise in per capita alcohol consumption during the 27-year period and actually recorded a marginally higher rise of 74% in 100% alcohol intake," said Mark Meek, IWSR's CEO. "More recent trends might, however, question whether the momentum is in place for the alcohol sector to realise the continued growth levels predicted to 2030."

In the 10 years between 1990 and 2000, alcohol intake increased by a fifth, accelerating to a quarter in the next decade. The most recent 10-year period

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