

Distillery modern Age

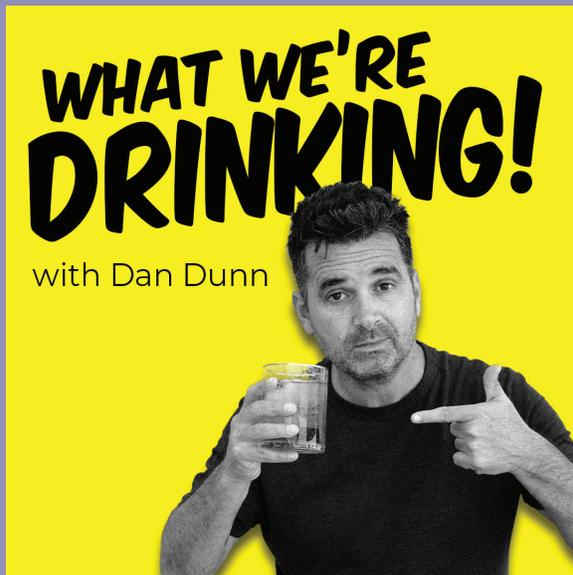


JUNE 28, 2019 | MODERN DISTILLERY AGE

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What We're Drinking – Dan Dunn's Celeb Interview Podcast

Author Dan Dunn's new podcast is titled *What We're Drinking*, and it's produced by Starburns Audio and Starburns Industries, the studio behind *Rick and Morty*, HBO's *Animals* and *Anomalisa*.



The show has been dubbed “a fantabulous conflation of history, culture, politics, famous people and booze, strained through the cognitive mesh of a best-selling author, polymath and inveterate reprobate.”

“After so many years writing about drinking, it occurred to me that talking about drinking might be fun too, and far less likely to cause carpal tunnel syndrome,” said Dunn. “*What We're Drinking* is the culmination of a life spent perched on barstools, studying booze, dreaming about booze, drinking booze and dropping the names of famous people I know.”

In the first episode, Dunn and long-time collaborator Zane Lamprey (*Four Sheets, Drinking Made Easy*) take a dive into the Harvey Wallbanger, exploring the 1960s “fern bar” favorite’s surprising, long-time connection to American electoral politics.

Future shows will feature Walton Goggins, Aisha Tyler, Tiffani Amber-Thomas, Maynard James Keenan, Sammy Hagar, Steven Soderbergh, Dan Harmon, Oliver Cooper, Phil Rosenthal, Kevin Alejandro, Alexis Ohanian, Harry Lennix, Adam Carolla and Joel Stein.

What We're Drinking is available on iTunes, Stitcher, Spotify and other platforms with new episodes every Tuesday.

Dunn hosted *Dan Dunn's Happy Hour* on SiriusXM and *Drinky Fun Time* on Starburns Audio. He's the author of several books including *American Wino: A Tale of Reds, Whites and One Man's Blues* (Dey Street Books, 2016), and *It's Always Sunny in Philadelphia: The 7 Secrets of Awakening the Highly Effective Four-Hour Giant, Today* (Dey Street Books, 2015). In 2012, Dunn co-wrote and produced (along with Rob McElhenney of *It's Always Sunny in Philadelphia*)

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U.S. Supreme Court Speaks: *Iancu v. Brunetti* & The Future of Indecent or Obscene Alcohol Beverage Labels

Special to Modern Distillery Age by Richard M. Blau, Chair, Alcohol Beverage & Food Law Department, GrayRobinson, P.A.

In 2017, the U.S. Supreme Court and the Court of Appeals for the Federal Circuit both invoked the First Amendment in separate cases to strike down certain federal trademark registration restrictions barring “scandalous and immoral” language. Those cases raised questions about whether similar federal alcohol laws barring such language from beverage labeling likewise violate the First Amendment.

In a decision handed down on June 24, 2019, the U.S. Supreme Court revisited the government’s authority to restrict immoral and scandalous speech, balancing the government’s interest in barring such language under the federal Lanham Act against the protections afforded to those who speak it under the First Amendment to the U.S. Constitution. In the case of *Iancu v. Brunetti*, the Court once more ruled in favor of free speech and the First Amendment.

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How Newer RTDs & Packages Are Shaking Up the Adult Beverage Market

Special to Modern Distillery Age from Nielsen, www.nielsen.com

To be a consumer today is a glorious thing. Innovation is everywhere and the abundance of choice has never been so plentiful. For brands, however, staying top of mind and in shoppers’ baskets amid this proliferation of choice has never been more challenging. And looking across consumer packaged goods (CPG) categories, few could be considered as jam-packed with competition as the adult beverage category.

Unfortunately for most alcohol brands, Americans 21 and older aren’t increasing their overall alcohol intake each year the way they’re adding to their intake of media from a myriad of platforms and devices. That means growth is often elusive—unless you’re thinking outside the bottle and paying close attention to consumer desires.

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What We're Drinking

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the half-hour Fox comedy pilot *Living Loaded*, based on Dunn's book, starring Donald Sutherland and Larry Wilmore. He's a former staff writer for the series *Talk Soup* and freelance joke writer for SNL's *Weekend Update*. His writing has appeared in *GQ*, *Vanity Fair*, *Esquire*, *USA Today*, *Maxim*, *LA Weekly*, *Newsday*, *Los Angeles Magazine* and the *LA Times*. He's currently a contributor to *Robb Report* and *The Daily Beast*.

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Iancu v. Brunetti

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Justice Kagan delivered the majority opinion in which five other justices joined, with accompanying concurrences and concurring/dissenting opinions authored by several other justices. In ruling that the Lanham Act's prohibition on registration of immoral or scandalous trademarks violates the First Amendment, the Court made the clear point that government is not entitled to exercise a "viewpoint bias" that allows the U.S. Patent and Trademark Office (USPTO) to refuse registration of trademarks communicating "immoral" or "scandalous" views about (among other things) drug use, religion, and terrorism, while approving registration of marks expressing more socially-accepted views on the same topics.

Read all about it in Attorney Blau's analysis [here](#).

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WSWA Statement on Supreme Court Ruling

Wine & Spirits Wholesalers of America (WSWA) released a statement from President and CEO Michelle Korsmo on this week's decision by the U.S. Supreme Court on *Tennessee Wine & Spirits Retailers Association v. Blair*.

"For more than eight decades, states have had the power under the 21st Amendment to enact laws governing beverage alcohol that benefit and protect their citizens. This model regulatory structure has created a thriving marketplace for the beverage alcohol industry that promotes social responsibility in America.

"Although WSWA disagrees with the outcome of today's Supreme Court ruling, we agree with the Court that the promotion of public health and safety is a primary function of alcohol regulation, with the

three-tier system being paramount to the creation of the safest alcohol market in the world. America's system of beverage alcohol regulation continues to be a global standard — offering consumers unparalleled safety and selection, ensuring cost-effective and efficient tax collection, guarding against counterfeit alcohol and illegal markets, fostering competition and promoting social responsibility.

"The decision of the Supreme Court to strike down Tennessee's right to enforce durational residency laws for licensees erodes the 21st Amendment and primary state authority. Since alcohol is unlike any other consumer good, the 21st Amendment was enacted to give states authority to regulate alcohol as they see fit, and that authority remains broad. In exercising that authority, states have enacted the three-tier system to promote accountability, public safety, and economic competition. The vast majority of state alcohol laws are not impacted by this ruling."

RTDs & Packages

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Ready-To-Drink Is Tomorrow's Off-Premise Growth Driver

While price is likely the most well-established purchase driver across the CPG space, convenience often runs a close second. And from a retail perspective, it's an attribute that's boosting sales in categories that previously weren't very convenient.

Think about your favorite martini, or perhaps a particular variation of the Moscow Mule. To get one — and a good one — you've traditionally had to rely on a good mixologist. Today, however, ready-to-drink adult beverages are freeing consumers from the confines of their favorite watering holes, giving them the same freedom that beer drinkers have enjoyed for decades. Newer alternative packaging — cans, boxes, Tetra Pak, etc. — are playing a role as well, as they provide for more convenient and portable options.

And that freedom will lead to growing sales in the ready-to-drink cocktail space, because consumers rank it highest among the factors driving purchase intent.

But the ready-to-drink realm isn't just for cocktails. In fact, the ready-to-drink space is boosting sales across all alcohol beverage categories, with the emerging malt-based cocktail segment leading the pack in growth. Annual sales in this segment are up 574%,

and malt-based cocktails now account for \$4.7 million in annual sales.

Spirit- and wine-based "ready-to-drink cocktails" are generally available in smaller size packages; they're also more established and generate larger sales (\$62 million and \$83 million in annual sales, respectively). And while spirit- and wine-based ready to drink cocktail sales aren't skyrocketing the way malt-based cocktail sales are, they are growing exceptionally well. They both posted sales growth close to 40% higher in the latest 52 weeks compared with sales from a year ago.

Ready-to-drink growth is also led by brands experimenting with new and interesting flavors that haven't historically been available away from the bar. Within hard seltzers, for example, the top flavor is actually the "assorted" option, indicating that a large portion of consumers are eager for flavor choice.

Beyond the Bottle

Importantly, the ready-to-drink trend has broadened the scope for how alcoholic beverages have traditionally been contained. Specifically, cans, boxes and Tetra Paks are steadily growing as popular vessels for ready-to-drink adult beverages. Cans, in particular, are performing particularly well.

In the craft beer category, cans now account for just over 36% of dollar sales, up 25.4 percentage points since the 52 weeks ended April 25, 2015. In terms of dollar sales, canned craft is now an \$820 million sub-category, up from \$436 million back in April 2015. But cans are no longer just for beer. There are now 22 wine brands that can 386 different wine items and generate more than \$81 million in annual sales. A year ago, canned wine accounted for about \$46 million in annual sales.

When it comes to occasions, single-serve, ready-to-drink cocktails are tapping into an easy way to quench consumers when they're relaxing, unwinding, hitting the beach, cooking outside and many other opportunities when they're away from their favorite bar or restaurant or outside of their home.

Looking across generations, we see younger adults gravitating toward ready-to-drink cocktails at social gatherings and outdoor activities. And as summer approaches, outdoor picnics, the beach/pool and while traveling/on vacation are popular ready-to-drink occasions among all consumers (32%, 28% and 23%, respectively).

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RTDs & Packages

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Consumers are looking for convenience, and ready-to-drink cocktails provide consumers with something they've historically had to be at a bar or restaurant to enjoy. These newer alcohol segments are providing expansion opportunities within the broader alcohol category, manifested in multiple ways:

- New entrepreneurial companies are introducing their brands to the market
- Existing companies are acquiring other brand(s)
- Existing brands in single alcohol segments are extending their name recognition into newer segments to try and become a "power" brand.

Across the board, however, the common bond for success is standing out from the crowd and meeting changing consumer needs.

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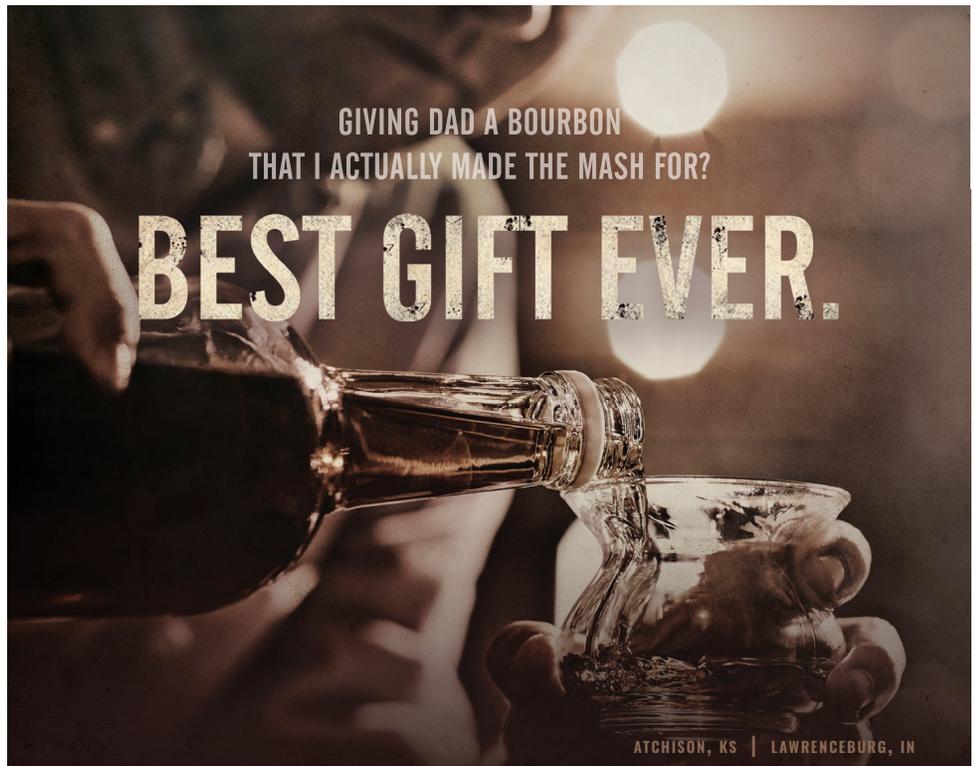
Zamora Goes with SGWS

Zamora Company USA, the new joint venture based in Dallas owned by Zamora Company (Spain) and Old Nassau Imports (U.S.) has signed with Southern Glazer Wine & Spirits to represent Zamora Company USA's spirits and wine portfolio in 41 U.S. markets.



Zamora Company manages the sales, distribution, execution and marketing of Licor43, Double Cross Vodka, Yellow Rose Whiskey, Martin Miller's Gin and Lolea Sangria.

"After bringing all their brands under one umbrella entity in the U.S., Zamora Company USA needed a distribution partner that could deliver the most efficient route-to-market," said Ray Lombard, Executive Vice President, Supplier Management



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and Business Development for Southern Glazer's. "Only Southern Glazer's, with our national footprint, could provide the type of alignment and scale Zamora Company USA requires as they increase their focus on growing their business in the U.S. We couldn't be more excited to work together and help them take advantage of the enormous growth opportunity that exists for luxury spirits and wine in this market."

"The U.S. is one of the most important markets for Zamora Company, now and in the future," added Emilio Restoy, Global CEO and Managing Director, Zamora Company. "We want to become a relevant player in the wine and spirits industry in the U.S., and that means investing in and betting on the creation of our brands."

"This agreement with Southern Glazer's will allow us to better face our challenges and leverage opportunities in this exciting yet complex market," said Bill Corbett, CEO Zamora Company USA. "With this partnership, we intend for the U.S. to become a key sales market in the near future. It will take time and it will not be easy, but we are sure that we have chosen the right partner for this endeavor."



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DISCUS & Responsibility.org Senior Leadership Appointments

Chris Swonger, President and CEO of the Distilled Spirits Council of the United States (DISCUS), and Responsibility.org today announced several key senior leadership appointments following the alignment of the two organizations.

The Senior Leadership Team consists of:

- Courtney Armour, Chief Legal Officer, DISCUS & Responsibility.org
- Adrian Baxter, Chief Financial Officer, DISCUS & Responsibility.org
- Sarah Fitzmaurice, Chief, Resource Planning & Management, DISCUS & Responsibility.org
- Leslie Kimball Chief, Branding & Communications, DISCUS & Responsibility.org
- Christine LoCascio, Chief, Public Policy, DISCUS
- Ben Nordstrom, M.D., Ph.D. Executive Director, Responsibility.org
- Eric Reller, Chief, Strategic Initiatives, DISCUS
- Dr. Sam Zakhari, Chief, Science & Health, DISCUS

DISCUS will continue to benefit from the expertise of veteran DISCUS leaders Lynne Omlie, Frank Coleman and Mark Gorman, who will serve as Senior Advisors to Swonger.

As more closely aligned organizations, DISCUS will continue to focus on advocacy, and Responsibility.org will continue to lead the fight to eliminate drunk driving, underage drinking and to promote responsible consumption. DISCUS and Responsibility.org will leverage core enterprise service functions to support both organizations in operations, membership, human resources, communications, legal and finance.

“DISCUS is now even better positioned to advocate for the interests of large, medium and small distillers and brand owners” said Swonger. “We are also fully invested in working closely with our distributor, Control State and retail partners to find common ground on important issues for the spirits industry. Building upon the spirits’ sector’s ninth consecutive year of growth, DISCUS is well prepared to seize new opportunities and meet the challenges of a quickly evolving spirits marketplace.”

“DISCUS and Responsibility.org will remain separate organizations with separate boards and individual identities and missions,” according to a statement. “Both will continue to share a common purpose: to build upon and advance their members’ longstanding commitment to responsibility. Both organizations are poised to maximize their respective strengths with a skilled and experienced team that provides both continuity and a focus on the dynamic future of the distilled spirits industry.

“Many Americans want to enjoy the richness of the ‘cocktail culture’ and celebrate life’s best occasions responsibly,” added Swonger, “while also keeping drunk drivers off our roads and alcohol out of kids’ hands. These principles are complementary endeavors and position the distilled spirits industry for the future. We are elevating the strongest aspects of each organization while preserving the independent nature of Responsibility.org. Under Dr. Ben Nordstrom’s leadership as Executive Director, it will maintain a core team dedicated solely to its missions.”

Nordstrom is a Board-Certified addiction psychiatrist and former President and CEO of Phoenix House. He joined Responsibility.org this past April.

Lynne Omlie, Senior Vice President, General Counsel, and Corporate Secretary, will continue to serve in this role through mid-September. Omlie will then transition to a Senior Advisor role to support the onboarding of the new Chief Legal Officer, and she will continue to advise the President and CEO. Frank Coleman and Mark Gorman now serve as Senior Advisors, providing strategic guidance to the President and CEO.

“We are grateful to still be able to call on the experience and knowledge of Lynne, Mark and Frank,” said Swonger. “These dedicated professionals are titans in the industry having spearheaded win after win for greater market access opportunities that have enabled spirits companies of all sizes to flourish. Each will continue to play an important role in support of DISCUS’ mission to drive further market share growth and cultural acceptance for distilled spirits.”

Scotch Whisky Rules Amended

The legal requirements for Scotch Whisky have been amended to broaden the types of casks allowed for maturation.

Following a public consultation conducted by the Department for the Environment, Food and Rural Affairs (DEFRA), the amendment to the Scotch Whisky Technical File gives specific guidance on the range of casks which can be used to mature or finish Scotch Whisky.

The Scotch Whisky Technical File is used by Her Majesty’s Revenue and Customs (HMRC) to ensure compliance with the main requirements for Scotch Whisky and is essential for maintaining Scotch Whisky’s Geographical Indication status.

The amendment to the technical file has been lodged with the European Commission by DEFRA and is now law.

“This amendment provides clarity and some additional flexibility on the range of casks in which Scotch Whisky can be matured,” said Karen Betts, Chief Executive of the Scotch Whisky Association. The change is consistent with Scotch Whisky’s heritage and traditions and strengthens our foundations into the future.”

“The global reputation for the quality and origin of Scotch Whisky has been built over many decades, aided by strong legal protection,” added Alan Park, SWA Director of Legal Affairs. “The legal requirements are vital to protecting the reputation and quality of the world’s premier spirit, which millions around the world know and love. A wide range of wine, beer and spirit casks have been used over the years to mature Scotch Whisky, and clarity about what is allowed under the law should be provided in the Scotch Whisky Technical File. The amendment is consistent with the continued use of all those categories of casks where there is evidence of longstanding traditional use in the industry. But it will also create more flexibility, particularly in the range of spirits casks which can be used, subject to a number of safeguards which protect the reputation of Scotch Whisky.”

Scotch Whisky Tourism Increases

Scotch Whisky tourism saw record numbers of visitors in 2018, with over two million visits to Scotch Whisky distilleries from tourists for the first time.

The annual survey compiled by the Scotch Whisky Association (SWA) revealed visits were up 6.1% year on year and 56% more than in 2010.

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Scotch Whisky Tourism Increases

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The survey also showed spending at visitor centers was up by 12.2% to £68.3 million, and additional £7.4 million compared with 2017 and 154% more than in 2010, a result of the continued industry investment in tourist centers.

Over 20 different nationalities visited distilleries last year, with Germany and the U.S. providing the largest number of Scotch Whisky tourists. Increased visits from France, Spain and the Netherlands were also reported, as well as India and China. Collectively, Scotch Whisky distilleries remain the third most visited attraction in Scotland.

“We’re delighted that Scotch Whisky distilleries have become such popular places to visit,” said Karen Betts, Scotch Whisky Association Chief Executive. “The growing number of visitors to distilleries reflects in part the growth in tourism in Scotland in general, and people coming to Scotland want to see our local crafts and sample our local food and drink. But it also reflects a growing curiosity about Scotch Whisky. Today’s consumers want to understand and experience how their favorite blends and malts are made, to meet the people who make them and to see which part of Scotland’s beautiful landscape they call home.”

NABCA May Control Results

During May, nine-liter Control States spirits case sales grew 4.2% over same period sales last year despite an impressive 8% comp. Alabama (9.9%), Iowa (5.1%), Idaho (6.1%), Montgomery County Maryland (2.6%), Maine (3.8%), Mississippi (5.0%), North Carolina (7.3%), Ohio (6.2%), Oregon (5.6%), Pennsylvania (1.8%), Utah (3.9%), Virginia (6.6%) and West Virginia (3.9%) reported monthly growth rates for May exceeding their 12-month trends. Michigan (0.9%), Montana (-4.1%), New Hampshire (1.7%), Vermont (1.7%), and Wyoming (0.0%) grew at rates that fell short of their 12-month trends. Control State rolling 12-month volume growth, 3.0%, slipped from April’s reported 3.3%. Spirits volumes grew 4.3% year-to-date compared to 3.8% a year ago.

Control State spirits shelf dollars grew at 7.1% during May while trending at 5.9%

during the past 12 months. Alabama (11.2%), Iowa (8.7%), Idaho (7.9%), Montgomery County Maryland (4.1%), Mississippi (8.8%), North Carolina (10.8%), Ohio(9.7%), Oregon (7.0%), Pennsylvania (6.0%), Virginia (10.1%) and Vermont(5.3%) reported growth rates exceeding their 12-month trends. Maine (5.2%), Michigan (3.3%), Montana (-2.4%), New Hampshire (2.8%), Utah (4.4%), West Virginia (5.5%) and Wyoming (-2.1%) grew shelf dollars at rates lagging their 12-month trends. Shelf dollars in the Control States are up 6.9% year-to-date compared to 6.5% last year-to-date.

Price/Mix for May is 2.9%, an improvement upon April’s 2.2%.

Irish Whiskey, with 2% share of the nine-liter case Control States spirits market, was May’s fastest growing category with 10.8% reported and a 12-month trend of 11.4%. Domestic Whiskey, with 15% share, reported 8.5% growth and a 5.4% 12-month trend. Vodka, with 35% share, grew during the same periods at 4.4% and 2.7%, respectively. Brandy/Cognac (4.6%), Canadian Whiskey (2.8%), Cordials (3.4%), Domestic Whiskey (8.5%), Gin (0.3%), Rum (0.6%), Scotch (0.1%) and Vodka (4.4%) grew at rates exceeding their 12-month trends, while Cocktails (-0.2), Irish Whiskey (10.8%) and Tequila (7.0%) grew at rates lagging theirs.

Hpnotiq “OG” Campaign

Heaven Hill Brands has created a new “OG” campaign and limited-edition bottle release for Hpnotiq (17% ABV) in collaboration with hip-hop performer Joseph “Fat Joe” Cartagena. Hpnotiq is a blend of fruit juices, French Cognac and vodka.



“The collaboration pays homage to the brand’s roots and taps into consumers’ love for the nostalgic era of the early 2000s

when Hpnotiq first stepped onto the scene and solidified itself as a pop culture, hip-hop and nightlife icon,” according to a company statement.

As part of the campaign, Hpnotiq has released a limited-edition bottle featuring the original Hpnotiq logo and signature blue hue from Hpnotiq in early 2000s hip-hop videos and nightlife venues.

A 375-ml bottle sells for about \$14 (50-ml bottles are also available).

Hpnotiq will also release a comedic “OG” video series campaign imagining Fat Joe as the brand’s Creative Director. In the series, Fat Joe shows how he’d run Hpnotiq’s headquarters including everything from experimenting with Hpnotiq Summer cocktails in the R&D lab to helping record the company voicemail. Fat Joe will also take over the brand’s social media and create custom cocktails for the brand such as The Don Cartagena and The Incredible @\$*&^.

Heaven Hill Brands’ Bartender of the Year Competition

Justin Ware, General Manager and Bartender at Johnny’s Gold Brick in Houston, as well as three-time Bartender of the Year semifinalist, is the 2019 Bartender of the Year and the recipient of \$15,000 in the Heaven Hill Brands and Liquor.com 2019 Bartender of the Year competition. He won with his cocktail called *International Anthem*.



Justin Ware

The competition was a three part beverage program challenge, followed by a surprise classic cocktail round. Competitors had 30 minutes to present a new bar concept with three cocktails representative of a well-rounded menu with clear vision for

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Heaven Hill Brands' Bartender of the Year Competition

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the bar. All cocktails needed to fit together in terms of service style and concept, but also represent three different types of drinks, each of which highlights and showcases Heaven Hill's portfolio. Scoring was based on use and understanding of Heaven Hill brands, deliciousness and appeal of drinks, coherence and viability of menu concept, functionally and economically as well as presentation, technical skills and demeanor. After presenting their bar concept, each contestant was then asked to create a classic cocktail in under three minutes to show their skill on the fly.

More than 1,000 original cocktail recipes using Domaine de Canton French Ginger Liqueur, Elijah Craig Small Batch Bourbon, PAMA Pomegranate Liqueur, Rittenhouse Rye Whisky, Dubonnet Rouge Aperitif, Sacred Bond Brandy or Lunazul Tequila were submitted online nationwide beginning September 15, 2018. Forty-eight semifinalists competed in Los Angeles, Miami, Nashville, Austin, Chicago, Denver, New York and San Francisco from January through end of April. The top contestant from each region moved onto the finals.

The judges were Lynn House, National Brand Educator for Heaven Hill Brands; Jeffrey Morgenthaler, Bar Manager of Clyde Common and P  p   Le Moko; Joaqu  n Sim  , owner/bartender of Pouring Ribbons; and Harrison Ginsberg, 2018 Bartender of the Year.

The following bartenders competed in the 2019 Bartender of the Year Finals:

Name	City	Regional City
Vay Su	Los Angeles	Los Angeles
Kabir Akbani	Miami	Miami
Kevin King	Charleston	Nashville
Justin Ware	Houston	Austin
Katie Renshaw	Chicago	Chicago
Keifer Gilbert	Phoenix	Denver
Parker Luthman	Providence	New York
Alison Kwan	San Francisco	San Francisco



Caorunn Gin's "10 Year Switch" Cocktail Competition

Caorunn is celebrating its tenth anniversary with the "10 Year Switch" International Cocktail Competition. U.S. bartending finalists will compete to switch countries with U.K. counterparts this summer.



Following a countrywide search to identify the most talented bartenders, five have been named as U.S. finalists. The winning U.S. bartender will have an opportunity to switch countries with his or her winning U.K. counterpart and work guest shifts at a top bar to experience British cocktail culture firsthand.

The U.S. finalists set to compete at the international finals on July 31 in New York City are:

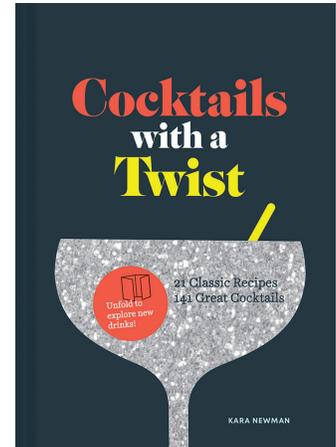
- Chris Bidmead from Blue Quarter in New York City with *5 From Home*
- Jacee Coelho from Travelle at The Langham in Chicago with *Pure Berry.3*.
- Scott Jenkins from Hide Bar in Dallas with *Bog Standard*
- Caitlyn Moorhead from The Winslow in New York City with *Gincident Report*
- Chris Olivier from The Tasting Room at Rock Brothers in Tampa with *Caorunn Calling*

The international finals in New York City will include five bartenders each from the U.S. and the U.K. They will be judged by a panel led by Ryan Chetiyawardana (a.k.a. "Mr. Lyan"), founder of Dandelyan and Cub and an influential bartender; Caorunn Gin Master Simon Buley; and cocktail expert Gaz Regan. One winner will be chosen from each country. The winners will also have their cocktail named as Caorunn's signature serve in bars across their respective country.

Cocktails with a Twist

Kara Newman has written *Cocktails with a Twist* (Chronicle Books, hardcover, 200 pages, \$19.95).

The book includes 21 classic recipes and 141 cocktails in total. Each chapter is based on a classic cocktail (such as the *Manhattan*), and inside the gatefolds are riffs: for example, swapping Irish whiskey for rye to make a *Blackthorn* or substituting Amaro for vermouth to make a *Black Manhattan*.



There are also tips on keeping a well-stocked bar, garnishing drinks and throwing a party.

Newman is Spirits Editor at *Wine Enthusiast* magazine and the author of *Shake. Stir. Sip. and Nightcap*. She lives in New York City.

Jose Cuervo "Father Of Tequila" Campaign

Jose Cuervo has created the "Father Of Tequila" campaign to showcase Jose Cuervo Tradicional, created in 1795, and the ten generations of the Cuervo family.

The multi-year, multimillion-dollar campaign focuses on heritage and provenance and includes TV, digital and experiential activations. Consumers can experience that history first-hand by traveling to Mexico and taking a luxury Jose Cuervo Express train from Guadalajara to the town of Tequila and visiting La Roje  a, the oldest distillery in Latin America.

Jose Cuervo worked with advertising agency Crispin Porter + Bogusky to create the campaign, leading with 15- and 30-second TV spots, which will air throughout the year.

Cocalero Clásico

Intrepid Spirits has released Cocalero Clásico (29% ABV), described as a botanical spirit, which was first released internationally in 2013 and was tested last summer in Atlanta.



The brand name pays homage to *cocaleros*, the traditional coca leaf farmers in the Andes Mountains who have been cultivating the crop for its medicinal properties for centuries. They are an essential part of the heritage and history of the area where the coca leaf is an intrinsic part of the lifestyle and is used as a natural remedy for altitude sickness, to combat hunger and to promote energy and stamina.

Cocalero Clásico is infused with a proprietary recipe of 17 natural botanicals and herbs including coca leaf, juniper, guarana, orange peel, ginseng, ginger, green tea and lavender. A specialized steam distillation process pioneered by the perfume industry is used to extract the flavor of the coca leaf and the essential oils from the blend of plants.

A 750-ml bottle sells for about \$25, and Cocalero Clásico is currently available in seven states with national distribution planned by the end of the year.

Cocalero Clásico is distilled in Ireland, and many of the botanicals come from South America. Later this year or next, Intrepid Spirits will release another Cocalero expression distilled in La Paz, Bolivia, at the highest distillery in the world.

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Highland Park Søren

In July, Edrington will release Highland Park Søren (40.5% ABV), a 26-year-old whisky inspired by Danish photographer Søren Solkær. It will be sold with a 1,609-page photography book celebrating Solkær's career, which spans 26 years. He's best known for his portraits of musicians including Björk, The White Stripes, Franz Ferdinand, David Lynch, The Arctic Monkeys, R.E.M. and U2. He's worked with the Orkney, Scotland-based distillery since 2016.



Highland Park Søren aged primarily in sherry-seasoned American oak and first-fill bourbon barrels. A 750-ml bottle will sell for about \$640.

Gran Patrón Smoky

Patrón Tequila has expanded distribution nationally for Gran Patrón Smoky (50.5% ABV).



The agave is roasted in an older method using mesquite for about seven days in small underground stone pits. The cooked agave is then crushed with a volcanic stone tahona wheel to extract the juice and agave fibers, which are fermented in pine wood fermenters. Distilling takes place with small-capacity copper pot stills.

A 750-ml bottle sells for about \$200.



Heaven Hill Distillery Bottled-in-Bond Bourbon

In October, Heaven Hill Distillery in Kentucky will release Heaven Hill 7-Year-Old Bottled-in-Bond Kentucky Straight Bourbon Whiskey (50% ABV).



The Distilled Spirits Plant (D.S.P) number of the Bernheim Distillery in Louisville, Ky., D.S.P.-KY-1, and that of the Heaven Hill headquarters and bottling house in Bardstown, Ky., D.S.P.-KY-31, are featured prominently on the face label.

The front label prominently features “Bottled-in-Bond” across the top, an embossed “Heaven Hill” in the middle along with an illustration of Old Heaven Hill Springs distillery, the distillery first used in 1935, and the phrase “This Bourbon is 7 Years Old” is on the bottom. A gold foil, embossed Heaven Hill Distillery medallion is featured on the bottom label, the same emblem that marked the Heaven Hill 27-Year-Old Bottled-in-Bond packaging. The back label includes the historic tagline: “The Best of the Great Kentucky Bourbons,” along with the history of the namesake brand.

A 750-ml bottle will sell for about \$40, and the bourbon will be first released in October in California, Texas, New York, Georgia, Florida, Illinois, South Carolina, and Colorado.

King of Kentucky Bourbon

Brown-Forman has released the second edition of King of Kentucky Bourbon (65.65%), aged 15 years. The mash bill is 79% corn, 11% rye and 10% barley.



King of Kentucky was established in 1881 as a Kentucky Straight Bourbon Whiskey. Brown-Forman acquired the brand in 1936 from Selected Kentucky Distillers and, by 1940, converted it to a blended whiskey until it was discontinued in 1968. In 2018, Brown-Forman revived the label paying homage to the brand’s past.

King of Kentucky is now an annual, on-going periodic release of a single barrel inventory featuring a barrel-strength, minimally-filtered bourbon with each release and every barrel different.

A 750-ml bottle sells for about \$250, and about 2,000 bottles are available. Each bottle will tell the story of its origin through details on the front and back labels. All will be filled, bottled, wax-dipped and numbered by hand with details including proof, age, warehouse location, lot number, serial number and barrel number, all selected by Master Distiller Chris Morris.



Maison Augier Goes with 375 Park Avenue Spirits

Maison Augier Cognacs has chosen 375 Park Avenue Spirits as its exclusive U.S. importer, effective July 1.

“We’re thrilled to be welcoming Maison Augier to the 375 Park Avenue Spirits family and in doing so adding another exceptional brand with a storied history to our ever growing stable of highly awarded brands,” said Jason Schladenhauffen, President and CEO of 375 Park Avenue Spirits. “The Cognac category has experienced a tremendous resurgence over the last five years in the U.S. market, and we believe the Maison Augier brand is well positioned to help us capitalize on this growth given its distinguished roots and unique style.”



Augier, “the world’s oldest Cognac House,” according to a press statement, was founded by wine merchant Philippe Augier in 1643 at the beginning of the reign of Louis XIV. In the 19th and early 20th centuries, the Augier House chose to limit production, becoming increasingly specialized in the trade for precious eaux-de-vie. At that time, the House supplied France’s noble families and embassies abroad, including Marquis de Vaudreuil, governor of French Louisiana in the mid-18th century.

“I am delighted by this new partnership with 375 Park Avenue Spirits,” said Bruno Gazaniol, Director at Maison Augier. “This heritage of savoir-faire and excellency embodied in the pursuit of typicity and the respect for local terroirs and grapes are core values that we share with 375

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Maison Augier Goes with 375 Park Avenue Spirits

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Park Avenue Spirits. Maison Augier has assembled a group of passionate people, from our master blender to wine grower partners, with both creative flair and love of the terroir. Each one uses their knowledge and instincts to uncover the wealth and diversity of the Cognac appellation. This is precisely the ambition we share with our long-term partner 375 Park Avenue Spirits, and the great mission we have set to achieve in the U.S. I am convinced that this partnership with a very professional team will contribute to accelerate and energize even more the dynamic cognac category and strengthen the presence of our Maison in the U.S.”

Beginning this summer, Maison Augier will be available nationally. The line includes L’Océanique (40.1%), Le Singulier (41.7%) and Le Sauvage (40.8%). A 750-ml bottle of each sells from \$50-\$70. All are blended from a limited selection of eaux-de-vie that are the product of a single grape, a single terroir and a distillation method tailored to match.

Brent Wunder – SVP North America Sales, Hawaii Sea Spirits

Hawaii Sea Spirits, makers of Ocean Organic Vodka, has appointed Brent Wunder as Senior Vice President of North America Sales. He has 20 years of industry experience with Constellation Brands, Pernod Ricard and Rémy Cointreau. Wunder will be responsible for sales team leadership, driving revenue, program development and contributing to overall business growth strategy.

Wunder will develop and implement go-to-market strategies to increase distribution, strengthen customer relationships and support, leverage channel opportunity and maintain trade practice compliance.

Marc Bromfeld – Chairman, Responsibility.org

The Board of Directors of Responsibility.org has appointed Marc Bromfeld, Director of Corporate Affairs, Social Responsibility and Charitable Giving at Edrington Americas, its new Chairman.



Marc Bromfeld

Rick Wilson, Senior Vice President of Corporate Responsibility at Bacardí, will serve as Vice Chairman. Bromfeld and Wilson assumed their positions at the Responsibility.org board meeting in early June.

Bromfeld and Wilson have been actively involved in responsibility efforts over the past decade. Edrington was created from a trust designed to improve social welfare. Bromfeld is responsible for \$2 billion of charitable giving and is personally involved with several charitable organizations such as Clean Ocean Action, Covenant House, Creature Comfort Pet Therapy, CASA and InterFaith Food Pantry of the Oranges. Bromfeld has 25 years of marketing, brand development and brand education experience.

Jessica Spence – President of Brands, Beam Suntory

Beam Suntory has appointed Jessica Spence to be the company’s first President of Brands. Spence will join Beam Suntory from Carlsberg Group, where she is currently Executive Vice President & Chief Commercial Officer.

In this new role, Spence will have P&L responsibility for Beam Suntory’s largest global brands, and she’ll work closely with the region presidents to lead the company’s global premiumization agenda. In addition to end-to-end global brand strategy, development and performance, Spence will lead global innovation and product R&D; emerging marketing technologies, tools and platforms; and integrated marketing communications and design.



Jessica Spence

Spence will join Beam Suntory in October and will report to Albert Baladi, President & CEO of Beam Suntory.

Spence joined Carlsberg in 2012, and she currently leads Carlsberg’s global marketing, sales, insights, R&D and innovation functions. She previously served as Carlsberg’s Senior Vice President Commercial based in Copenhagen and in senior commercial and marketing roles for Carlsberg Asia based in Hong Kong. Prior to joining Carlsberg in 2012, Spence held marketing roles of increasing responsibility for SABMiller in Russia, Slovakia and Poland, as well as in business development based in London. She has prior experience with global advertising agencies Leo Burnett and J Walter Thompson.

Spence is a graduate of Cambridge University, the London School of Economics & Political Science (post-graduate diploma) and INSEAD (MBA).



Chef Marita Swift – Culinary Director, J. Rieger & Co.

The new J. Rieger & Co. distillery in Kansas City, Missouri, will open on July 12, and Chef Marita Swift has been appointed as Culinary Director. She'll oversee culinary operations for the distillery's full-service bar and lounge spaces: The Monogram Lounge and The Hey! Hey! Club, as well as special events.



Marita Swift

Most recently, Swift was Executive Chef at the former Californos in the historic Westport neighborhood of Kansas City. She has curated menus for more than a thousand weddings, catered within the Kansas City business sector, conducted coursework in the culinary arts and been featured on several live cooking segments.

Stoli Group USA Appointments

Stoli Group USA has announced two key appointments to bolster its Kentucky Owl brand.

Lee Tatum is the new Managing Director of Kentucky Owl. He joins Stoli with over 25 years of experience in the spirits business, having been Vice President and Director of Portfolio Innovation at Brown-Forman working on Slane Irish Whiskey, King of Kentucky and Cooper's Craft. At Brown-Forman, Tatum was also Chief of Staff to the CEO/Chairman and Vice Chairman, Vice President/Director of Business Development and New Brand Development as well as working in other management positions.

Tatum will work closely with Master Blender Dixon Dedman on strategy, brand development, production, packaging, bottling and quality control, and he'll report to Stoli Group USA President and CEO Rudy Costello.

Jim Beam Noe will consult on Stoli's Kentucky Owl Park distillery and tourism facility. Noe comes from the Jim Beam Heritage Center and Visitors' Experience.

Brown-Forman Distributor & Broker Awards

Brown-Forman recently announced its fiscal year 2019 Distributor of the Year and Broker of the Year awards.

The Distributor of the Year awards were recognized during the company's annual Distributor Growth Conference in Louisville, Ky., on May 16. The Footprint Division Distributor of the Year award went to Breakthru Beverage Group, Florida, the Prime Division Distributor of the Year to Republic National Distributing Company, Kentucky, and the Select Division Distributor of the Year to Athens Distributing, Tennessee. The third annual Brown-Forman Alcohol Responsibility Award was presented to Breakthru Beverage Group, South Carolina.

The Broker of the Year awards were recognized during the NABCA Annual Conference in Marco Island, Fla., on May 19. The Heavyweight Division Broker of the Year award went to Republic National Distributing Company, North Carolina, and the Middleweight Division Broker of the Year to Mountain State Beverage, West Virginia.

Distributor of the Year awards are presented annually to the leading distributor partners in the Footprint, Select and Prime markets, categorized by size. The Broker of the Year awards are arranged similarly into the Heavyweight and Middleweight broker partners in the Control States network. Awards are based on business performance measures including volume attainment goals, distribution criteria and other brand-building activities during the company's fiscal year ending April 30, 2019.

Breakthru Beverage Group, Florida, Republic National Distributing Company, Kentucky, Athens Distributing, Tennessee, Republic National Distributing Company, North Carolina and Mountain State Beverage, West Virginia each received a hand-painted

sphere award and a monetary donation to benefit the organization's charity of choice.

The Brown-Forman Alcohol Responsibility Award was created to recognize the work of distributor and brokers in the area of alcohol responsibility. Breakthru Beverage Group received the award for the third year in a row. Breakthru received a commemorative plaque and a monetary donation to benefit the organization of its choice that addresses alcohol-related harm or promotes responsible consumption.



L-R: Johnny Manuel, Brown-Forman & Eric Phiel, Breakthru Beverage Group
L-R: Johnny Manuel, Brown-Forman & Simone Bianconcini, Republic National Distributing Co., Kentucky



L-R: Johnny Manuel, Brown-Forman & Jackie Aaron, Athens Distributing, Tennessee, President & CEO
L-R: Johnny Manuel, Brown-Forman & Tim Daning, Breakthru Beverage Group, South Carolina, VP



L-R: Tim Rutledge, Brown-Forman; Meagan Pierce, Mountain State Beverage, West Virginia State Manager; Johnny Manuel, Brown-Forman & Scott Parkes, Mountain State Beverage, West Virginia

Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on a honey whiskey, a citrus mint vodka & an Australian whisky aged in Australian red wine barrels. *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*).

Catskill Provisions Honey Flavored Rye Whiskey, 40%

Catskill Provisions, Mahopac, N.Y., ~\$46

made with New York honey

Amber with an aroma of oranges, cherries, rye spice, cardamom, gingerbread and sweetness. Sweet and sugary in the taste with oranges, rye spice and alcohol warmth. A medium body. Finishes with rye spice, sweet honey and alcohol warmth.



Tattersall Bootlegger Citrus Mint Flavored Vodka, 35%

Tattersall Distilling, Minneapolis, Minn., ~\$30

distilled with a blend of lemon, lime, mint & Tattersall Vodka; meant to be taken with soda water, not on its own

Clear with a syrupy sweet aroma plus garden spring mint and spearmint. Spicy in the taste with lemon, lime, mint and ginger. A thin body. Finishes with all the above in the taste; mint, lemon and lime the strongest. As recommended, great with soda water.



Starward Nova, 41%

Starward Distillery, Melbourne, Australia, \$55

Australian single malt whisky aged in Australian red wine barrels that previously held Shiraz, Cabernet Sauvignon & Pinot Noir

Light amber with an aroma of fruits, spices and some oak. In the taste are apricots, apples, cherries, dried orchard fruits, sweetness and oak. A medium-full body. Finishes with light spices, sweetness, fruits 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

Tasting Events & Competitions



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