

Distillery ^{modern} Age

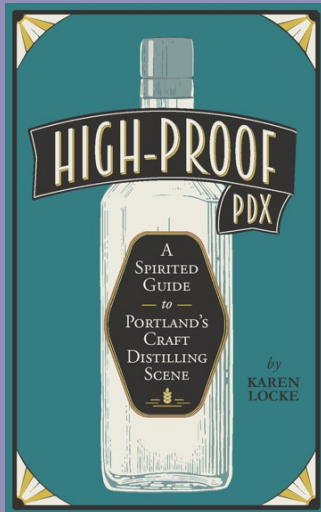


JULY 7, 2017 | MODERN DISTILLERY AGE

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High Proof PDX: A Spirited Guide to the Portland Distilling Scene

Karen Locke has written *High-Proof PDX: A Spirited Guide to Portland's Craft Distilling Scene* (Overcup Press, 160 pages, paperback, illustrations by Ilan Schraer, \$12.99).



The book is a behind-the-scenes guide into the people, places and spirits of Portland, Ore., a city that has more urban distilleries than any other city in the U.S. Locke writes that Portland's pioneering distillers built on the foundation established by earlier winemakers and craft brewers: "With supportive legislation and consumer demand, the city's distillers also brought experience, creativity and resources to reimagine classic spirits with a true Portland stamp."

Portland currently has 15 distilleries within the city limits in the NW Distillers District and Distillery Row, and all are accessible by foot, bike or public transportation.

From histories to hangover cures, *High-Proof PDX* offers professional tips, recommendations and insights to enhance visits to the city's tasting rooms and distillery tours. Locke provides helpful advice on getting primed for high-proof tasting and gives pointers for first-timers and aficionados on the best way to savor and taste craft spirits. For the bigger picture on the distilling scene, Locke interviewed the city's pioneering distillers for an inside look at Portland's distilling roots, evolution and future.

After finishing her urban distillery tour, Locke tours her favorite Portland cocktail bars to see what local mixologists are creating with these spirits. She recommends a road trip throughout Oregon to discover distilleries in some of the state's most scenic towns from Bend and McMinnville to Cannon Beach and Hood River. As a bonus, she also writes about other locally made products such as glassware, bitters, syrups and shrubs used for making cocktails at home.

Locke is a freelance food and spirits writer, former bartender and creative marketing strategist. She was editor of *Drink Portland* for three years and has written about food and drink for *Bon Appetite*, *Thrillist*, *Sip Northwest*, *Chilled*, *OnTrak*, *Tales of the Cocktail* and other publications.

Emerging-Market Brands Dominate the IWSR's Top 100 List

The 2017 edition of the IWSR's annual *Top 100* rankings has been published this month in the *IWSR Magazine*. It lists the world's 100 largest spirits brands by volume, pitting famous international brands against local spirits titans that dominate in their home markets. The *Top 100* list is based on the IWSR's proprietary database.

This year's *Top 100* list brings into focus the defining role that emerging markets play in shaping the global spirits industry. The drinking population in India, Brazil and South East Asia, in particular, is growing each year. This keeps Indian whiskies, cachaça and soju/shochu brands in high positions on the list; population growth and wider distribution also help international brands to reach new consumers.

Selling well over 65 million nine-liter cases in 2016, the South Korean soju brand Jinro once again becomes the world's most popular alcoholic drink, maintaining the number one spot that it has held for many years. To put Jinro's volumes into context, it sold more in 2016 than the brands in second and third place — ABD's Officer's Choice whisky (32.3 million cases) and Thai Beverages' Ruang Kao (31.2 million cases)

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Congressional Letter Expresses Strong Support for Current Federal and State Systems of Alcohol Regulation

On June 27, a majority of members of the U.S. House of Representatives sent a bipartisan letter to Treasury Secretary Steven Mnuchin expressing support for the Alcohol and Tobacco Tax and Trade Bureau (TTB).

The letter highlights the value of the American system of alcohol regulation and applauds TTB's work as the primary federal regulator of the alcohol industry. The letter also expresses support for keeping the TTB within the Treasury Department instead of moving it to the IRS.

The full text of the letter and a list of co-signors is available at www.nbwa.org/sites/default/files/House-Letter-to-Support-TTB.pdf.

Emerging-Market Brands Dominate the IWSR's Top 100 List

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cases) — put together. The Jinro brand makes up 2% of the global spirits market on its own; its sales of 65.9 million cases come to considerably more than the total of the spirits markets of the U.K., Germany, France, Mexico, Spain, Poland, Italy or travel retail, to name a handful.

Owned by Hite-Jinro, Jinro's phenomenal success owes to several factors. It has been by far the most visible brand of soju, South Korea's national drink, in Seoul and the surrounding districts for decades. Changes in competition laws in recent years have allowed the brand to move into other parts of the country, whose LDA population is rising sharply each year. A favorite at mealtimes, soju's low ABV (24%) makes it suitable for a range of other occasions as well — while efforts are being made to invigorate the category's image on-premise.

The world's second and third most-consumed spirits brands are Indian whisky Officer's Choice and the Thai cane spirit Ruang Kao. Although both declined in 2016, they remain the largest brands in their home markets by huge margins. The decline of Officer's Choice was the result of a difficult year for the Indian spirits market in general, notably the move to turn the north-eastern region of Bihar into a dry state. The demonetization of the INR500 and INR1,000 notes also heavily restricted alcohol sales in the last three months of the year.

The markets for soju in South Korea, local whisky in India and cane spirits in Thailand are so vast that even the brands trailing far behind Jinro, Officer's Choice and Ruang Kao sit comfortably within the global *Top 100*. The soju brands Chum Churum (owned by Lotte, 26.2 million cases) and Good Day (Muhak, 19.1 million) rank fifth and ninth respectively, while the Indian whiskies McDowell's (Diageo, 25.6 million) and Imperial Blue (Pernod Ricard, 18 million) are at number six and ten. Number eight on the list is Thai Beverages' Hong Tong Liquor (20.7 million cases).

If the *Top 100* is dominated by giant domestic Asian brands, the international bestsellers are not far behind. Iconic drinks such as Johnnie Walker Scotch whisky (11), Bacardí rum (13) and Jack Daniel's whiskey (16) do not completely rule their home

markets as they face more competition from other international spirits brands, but their global reach ensures that they are still available to hundreds of millions of potential consumers and generally at affordable price points.

Eighteen of the brands in the *Top 100* belong to Diageo, making the British company the most-represented owner among brands selling over three million cases. Diageo is followed by Pernod Ricard with eight brands. Campari has four brands on the list, although none rank higher than 77th place (Skyy vodka).

Reflecting its status as a highly aspirational drink in the developing world, whisky is the most represented category in the *Top 100* with 28 brands featured. There are 19 vodkas on this year's list, but only four of them — two American and two Ukrainian — managed to improve on their previous ranking. Tito's Vodka recorded stunning growth of 37.8% to leap 47 places to 46 from 93, while Gallo's New Amsterdam rose again to 85th place.

The list features six rums. Bacardí stays at 13, Captain Morgan drops to 24 from 21 and Havana Club remains at 68. By contrast, some categories are conspicuous by their near absence. There is only one tequila — Jose Cuervo in 47th position — among the world's *Top 100* brands, and only two bitters, Jägermeister (35) and Fernet-Branca (53). This perhaps indicates that in many parts of the world, these drinks have no rival and have become the market leaders to such an extent that they define the whole category.

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Dictador Rum Goes with 375 Park Avenue Spirits

375 Park Avenue Spirits is the new exclusive U.S. importer for Dictador Rums from Colombia.

"We are very proud to start this partnership with 375 Avenue Spirits and Sazerac," said Marcin Lukasiewicz, Vice President of Sales for Dictador. "It is a great privilege to work with such an exciting company that shares our vision. We look forward to a successful collaboration that will continue to energize the aged rum category with the revolutionary experience Dictador rums bring to the American market."

The Dictador rums are produced at Destilería Colombiana, located off the

northern Caribbean coast in Cartagena de Indias. Dictador uses sugar cane honey obtained from cane grown near the distillery and a proprietary natural yeast strain cultivated by the family. Almost of all the Dictador rums are aged using a solera system at an aging facility located 4,265 feet above sea level, which is surrounded by mountains and remains at an average of 68 degrees Fahrenheit.



Initially, 375 Park Avenue Spirits will offer ten solera-aged rum expressions from Dictador: Dictador 12 Years Old, Dictador 20 Years Old, Dictador 100 Months Amber, Dictador 100 Months Claro, Dictador 100 Months Café, Dictador 100 Months Orange, Dictador XO Insolent, Dictador XO Perpetual and two limited rums, Dictador 'Best Of' (a highly limited series of best and oldest rums released once per year) and Dictador 'Two Master Blenders' rum (a second limited edition with 100 bottles released per year).

The portfolio ranges from \$29-\$355 for a 750-ml bottle and will be available from in most markets nationally beginning August 1.

"We're extremely excited about our newest partnership with the team from Dictador," said Jason Schladenhauffen, President and COO for 375 Park Avenue Spirits. "Their exceptional collection of award winning rums from Colombia afford us a great opportunity to capitalize on the growth of the super and ultra-premium rum category. As brown spirits continue to ascend in the U.S., we feel this is an optimal time for us to re-enter this space and to help lead the premiumization of the rum category."

Established in 1913 by Don Julio Parra, Dictador is named after Don Julio's ancestor who earned the name "Dictador" when he arrived in Colombia (then known as Nueva Granada) from Spain in the 18th century. He became known for his strong and powerful nature. Today, Dictador is still a family-owned company run by Master Blender Hernan Parra Arango of the third generation of the family.



The Margarita Maintains the Top Spot as America's Favorite Cocktail

According to the latest Nielsen CGA survey, margaritas continue to top the list for both legal-aged males and females in on-premise drinking occasions.



One year after launching Nielsen CGA's OPUS (On-Premise User Survey) in May 2016, margaritas remained America's favorite cocktail (for the second year in a row) among legal aged drinkers in on-premise channels.

"We know that one-fourth of on-premise visitors don't know what category they're going to drink before entering an outlet," said Scott Elliott, SVP, Nielsen CGA. "With on-premise traffic flat or declining, every opportunity counts to maximize revenue and enhance the experience of that individual or group. Cocktails are great for both of these purposes. Our large-scale research suggests it would be wise for retailers to specifically name drink brands as cocktail components, to be explicit with liquor bases and especially the flavor profile and to play the daypart and occasion card as much as possible with specific offers."

Margaritas Are #1 Overall, but Men & Women Are Divided on Broader Spirit/Cocktail Preferences

Compared to last year, more Americans are drinking cocktails out of home (28% this year vs. 23% last year). For Millennials, arguably the most valuable demographic for the on-premise, this number increases to 40% compared to just 17% of those over 55 years old.

Margaritas Are Still Important for Men and Women, but What Other Cocktails Make the List?

On average, 51% of Americans ranked margaritas #1 — with 56% for females and

44% for males. Beyond margaritas, the Manhattan was the biggest over-index for male cocktail drinkers, 8% more than females (24% vs. 16%, respectively). The daiquiri is a big hit with 41% of females calling it their favorite cocktail (only 23% among men).

Base Liquor is the Biggest Deciding Factor

44% of cocktail drinkers say that the base liquor is an important factor when choosing a cocktail:

- Tequila is still the favorite liquor base for U.S. cocktail drinkers (38%)
- Flavored vodka (34%) has risen to second place, and non-flavored vodka (30%) now joins light rum as the nation's third favorite cocktail liquor base
- Over the last year, whisky has increased in popularity on average (29%)
- By gender, this differs drastically: 43% of men vs. just 21% of women. This 22% difference represents the biggest gender-differential of any spirits category

With Cocktails, Flavors Are Divided by Gender

Females indexes heavily towards berry (52% vs. 30% of men) and fruity/sweet (59% vs. 38% of men). Equally, males over-index on beer cocktails (23% vs. 9% of women) and smoky flavor profiles (14% vs. 5% of women).

Understanding these skews and focusing on the flavor profile in menus and cocktail descriptions can only pay dividends given that drinkers report the most important factor when choosing which cocktail is the taste (72%) and not price (47%).

Opportunities for On-Premise Retailers

The revenue opportunity for bars and restaurants is clearly to encourage customers to trade up from lower priced beers or spirit mixers to higher priced cocktails. The average cocktail drinker spends \$25.61 on cocktails per occasion, and this figure increases to \$31.74 for Millennials each session.

"The obvious challenge for retailers is in giving any one category enough attention to really achieve its potential," added Elliott. "Given retailers have to focus on so many different elements of the business, it is essential that they work with the experts — the brand owners and the good distributors committed to adding value — to refine the finer elements of their drinks offer."

In addition, the upsell opportunity is significant with the average cocktail drinker willing to pay \$9.69 for a standard cocktail with the expectation to pay 15% more for a cocktail made with premium spirits (\$11.11).

The days of cocktails only playing a role in narrow slices of the day or week are long gone, especially for the younger on-premise users.

North Carolina House Allows Sunday Morning Alcohol Sales

The North Carolina House has passed a bill allowing alcohol sales on Sunday mornings, provided that local governments pass such ordinances. Alcohol sales would be permitted at 10 a.m. on Sundays. Current law prohibits alcohol sales before noon on Sundays.

The House also approved an amendment to remove a provision from the bill that would have allowed distilleries to sell and ship spirits directly to out-of-state consumers. The bill now goes to the Senate.



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Pennsylvania Senate Rejects Beer Distributors Selling Spirits & Wine

A state Senate committee has rejected a proposal that would allow beer distributors to sell spirits and wine, but the bill's sponsor said it could still become law this year.

Rep. Brian Ellis believes in enhanced revenue through alcohol sales, and he hopes to get his proposal to allow beer distributors to sell spirits and wine into a bill in the General Assembly. Last May, the House passed such a bill.

Oregon Allows Happy Hour Sales

The Oregon Liquor Control Commission has repealed a 30-year-old ban on happy hour advertising of drinks.

Blue Chair Bay Rum's "Take A Year Off" Contest

Blue Chair Bay Rum's newest campaign is the "Take A Year Off" contest, in which the brand asks consumers "what would you



do with a year off?" The contest runs until September 30, and one winner will receive a grand-prize of enough cash to take an entire year off work to vacation and enjoy life without the daily pressures at work. A panel, including the editors of *Rolling Stone Magazine* and *Parade Magazine*, will pick the prizewinner, who will receive \$50,000 cash — the U.S. median annual salary.

To be considered, entrants must visit www.bluechairbayrum.com/yearoff, submit

a 200-word (maximum) creative short essay on how they would spend their year off and enter the unique bottle code printed on the back of their bottle of Blue Chair Bay Rum. The winner will be announced on November 5.

Sky Ranch Foundation Annual Board Meeting

From George McCarthy, Chairman, and Ralph Aguera, President:

The Sky Ranch Foundation (governed by a board of directors comprised mainly of active and retired members of the beverage alcohol industry) board will meet mid-July to review the outstanding number of Letters of Interest (LOIs) we received this year from organizations which help rehabilitate at-risk youth. This is no easy task; there are so many organizations deserving of support.

One such organization is Chicago-based Urban Initiatives. Communications Manager Cristobol Martinez writes: "For the past two years, Sky Ranch Foundation has played a crucial role in Urban Initiatives' growth as the seed funder of our Take the Lead program. Take the Lead is a leadership development, high school readiness, and violence prevention program for fifth through eighth grade students in the Chicago Public Schools. Through the support of the Foundation, the Take the Lead program has nearly doubled in size — serving 125 students in 24 schools in the 2014-2015 school year to serving over 225 in 35 schools today".

For over 65 years, Louisville-based Boys and Girls Haven has been providing a home and a future for many of Kentucky's most challenged young people — over 900 in 2016 — and used Foundation funds for their Independence Readiness program, which provides career exploration, life skills training and mentoring.

New York's Red Hook Initiative received our support for their comprehensive four-year High School Youth Leaders program, which provides job readiness training, academic tutoring and a host of other functions for 100 students.

We thank all of those who have been supporting the Foundation and look forward to your continued support. All donations are welcome. For over 50 years, the Sky Ranch Foundation's Sky Ranch for Boys has been assisting in helping young people rehabilitate their lives for the better. If you would like to join us in assisting the rehabilitation of young people, please click

on the contact page of our website for details: 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.

Courvoisier's "Honor Your Code" Campaign

Courvoisier Cognac's newest campaign is titled "Honor Your Code," and the brand has hired rapper, actor and model A\$AP Rocky



as a brand ambassador for print and digital creative ads, to partner on collaborations and to host exclusive experiences.

Stillhouse Spirits Partners with Gerald "G-Eazy" Gillum

Stillhouse Spirits in Tennessee has named Oakland's rapper and producer Gerald "G-Eazy" Gillum as a partner and co-creative



L-R: Brad Beckerman & Gerald "G-Eazy" Gillum

director alongside CEO and founder Brad Beckerman. To begin, G-Eazy will help open the Louisiana market.

Hennessy Very Special Limited Edition

Moët Hennessey has released the 2017 Hennessy Very Special Limited Edition (40% ABV) with a bottle designed by urban artist JonOne. It will be available in almost 50 countries.



The bottle is the seventh in a series of collaborations between Hennessy V.S and several internationally renowned artists.

A 750-ml bottle sells for about \$35. A special deluxe gift edition is also available featuring a 1.75-liter bottle decorated with JonOne's tag and Hennessy iconography. It's encased in what is described as "a whimsically over-sized paint can inspired by the artist's studio and creative inspiration," and it sells for about \$200.

Both are available on www.ReserveBar.com and at retailers nationally.



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Vrai Tangerine Organic & Green Tea Organic Sparkling Vodka Infusions

Vrai Drinks in Chicago has released its first two products: Tangerine Organic Sparkling Vodka Infusion and Green Tea



Organic Sparkling Vodka Infusions — both 5.5% ABV and about \$3 for a 12-ounce Ardagh Sleek can. They are initially available in Wisconsin, Kansas, Illinois, Florida, Michigan New Jersey, Texas | and California.

Both are made with water, sugar, vodka, natural flavors and citric acid, and they are Certified USDA Organic.

Glencadam 13 Year Old Single Malt

CIL US Wines & Spirits, the American subsidiary of Camus Wines & Spirits, has released a limited edition Glencadam 13 Year Old Single Malt (46% ABV).



In the autumn of 2000, the Glencadam distillery in the Highlands (the only remaining distillery in the county of Angu) was shut down for three years and reopened in the autumn of 2003 by Angus Dundee Distillers.

"This rare, 13-year-old limited edition aged from the re-start of distillation commemorates the 'Re-Awakening' of Glencadam Highland Single Malt Scotch Whisky," said Duncan Baldwin, Glencadam Brand Development Director.

It was bottled non chill-filtered with no coloring added. Each of the 3,000 bottles produced is individually numbered. A 750-ml bottle sells for about \$65.

Smithworks Vodka

Pernod Ricard has extended sales of Smithworks Vodka (40% ABV) to Pennsylvania. It was first released last year, and this is its second expansion.



Smithworks is distilled three times from corn from Kansas, Missouri and Oklahoma and is charcoal filtered. A 750-ml bottle sells for about \$20 (50-ml, one-liter and 1.75-liter bottles are also available). Smithworks is also available in Arkansas, Colorado, Kansas, Missouri, Oklahoma and Tennessee.

Eclipse Edition Small Batch Bourbon

Wyoming Whiskey has released Eclipse Edition Small Batch Bourbon (44% ABV), available only in Wyoming. It commemorates the total solar eclipse that will be visible in the state on August 21.



Eclipse is blended from 24 barrels selected by Distiller Sam Mead. It's similar

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to Wyoming Whiskey's Small Batch Bourbon, but the Eclipse Edition bottle has a special "eclipse" label. A 750-ml bottle sells for about \$45, and only 1,000 cases are available.

Ron Welsh – Scotch Master Blender, Beam Suntory

Beam Suntory has named Ron Welsh as Scotch Master Blender.



Ron Welsh

Welsh has been in the Scotch whisky business since 1992 working for Allied Domecq, Beam Inc. U.K. Ltd. and Beam Suntory U.K. Ltd. He's held positions including Shift Manager at Strathclyde Distillery, Bulk Stocks Manager, Chief Blender & Inventory Planning Manager, Senior Manager – Inventory Management and Spirit Quality and Master Blender and Strategic Inventory Manager.

Justin King – Craft Alcohol Sales Manager, MGP

MGP has appointed Justin King as Craft Alcohol Sales Manager. Over the past seven years, King has achieved recognition as a skilled and knowledgeable master distiller for Ole Smokey Moonshine where he worked in product formulation, production and marketing, also acquiring knowledge of governmental regulatory controls and procedures that apply to the distilled spirits industry.



Justin King

King has been featured in several business, industry and mainstream news publications including *Forbes*, *The New York Times*, *Tasting Panel Magazine*, *Booze Traveler*, *History of Moonshine* and *How It's Made*. He received the American Distilling Industry's Best in Class Moonshine award in 2013, and he was the gold medal winner in the International Spirits Award competition in 2010, 2011 and 2012.

Wesley Elizabeth Cullen – General Manager, Bacardí Visitor Experience

Casa Bacardí has appointed Wesley Elizabeth Cullen as General Manager, responsible for the complete Bacardí visitor experience in Cataño, Puerto Rico.



Wesley Elizabeth Cullen

As the second-most visited tourism venue in metro San Juan, Casa Bacardí has approximately 200,000 visitors a year.

Cullen will report to Thibault Ruffat, Global Brand Homes Director for Bacardí, responsible for the venues and experiences for the brand homes of Martini & Rossi, Bombay Sapphire, Bacardí, Grey Goose, Dewar's, Benedictine, Otard and Noilly Prat. She joins Bacardí from El San Juan Hotel, a beachfront property in Puerto Rico, where she was Chief Experience Officer. Previously, she ran the 18,000 seat Coliseo de Puerto Rico.

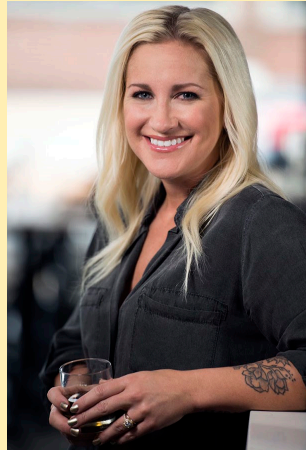
Cullen has been recognized by *Caribbean Business* as one of Puerto Rico's "Power 100" as well as receiving the "Ideas for Puerto Rico" award from ConPRometidos and recognized by *Venues Today* as a "Woman of Influence."

Cullen succeeds Maggie Matias, who retired from Bacardí after 29 years in a variety of marketing and management roles.



Brown-Forman Master Taster & Global Ambassador Roles

Brown-Forman has announced the certification of Jackie Zykan as Master Taster of Old Forester Kentucky Straight Bourbon Whisky. The company has appointed Tom Vernon as Woodford Reserve Global Brand Ambassador.



Jackie Zykan

Since 2015, Zykan has been a spokesperson for Old Forester in the role of Master Bourbon Specialist. Her experience includes a decade behind the bar and a background in biology and chemistry. She's been published globally for industry insights and cocktail strategies, and she serves as the lead brand educator internationally.



Tom Vernon

Vernon joined Brown-Forman in 2012 as part of the bartender education team before becoming American Whiskey Ambassador for a variety of brands in

the U.K. He now assumes responsibility for accelerating the Woodford Reserve business and brand goals through leading the development, training and activation of the brand advocacy program on a global level.

D'Shawn Kerrins – National Accounts Manager, Chopin Imports

Chopin Imports, marketing agency for Chopin Vodka, Clase Azul Tequila, Adirondack Whiskey and Portobello Road Gin, has appointed D'Shawn Kerrins to the newly created role of National Accounts Manager. She'll report to COO/EVP Dana Chandler. In this new position, Kerrins will oversee both on- and off-premise national account chains in the U.S. Kerrins has over 20 years of experience in the beverage alcohol industry working as a supplier and wholesaler with numerous organizations.

Bacardí & Major Lazer – Snapchat Lenses

To add to the Bacardí and Major Lazer partnership, Bacardí has initiated Snapchat Lenses, which will put Snapchatters in the spotlight of their own music video-like experience as they jam to Major Lazer's latest hit, *Front of the Line*.



Fans can send their snaps to Bacardí (SnapMajorLazer@bacardi.com) for a chance to be featured in the first-ever music video created from custom Snapchat Lenses. Bacardí will produce the "Sound of Rum" track into a supercut with a compilation of snaps received from fans.

Modern Distillery Age Tasting Panel

In this week's tasting panel we tasted an Italian amaro, an American apple liqueur, a tequila and a single malt Scotch whisky. *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 and drinks writer), Linda Kavanagh (MaxEx PR), Paul Zocco (Zok's Homebrewing & Winemaking Supplies), Ernie Adamo (Legislative Liaison for the State of Connecticut), Steve DeFrank (spirits lover), Dave Sokoloff (spirits lover), Phil Simpson (Asbury Park Distilling), Melissa Dowling (Editor of *Cheers*), Pete Reid (Publisher/Editor of *Modern Brewery Age*), Michael Anstendig (*Modern Distillery Age*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

Galliano L'Aperitivo, 24%

Maraschi e Quirici, Turin, Italy, ~\$17

imported by Lucas Bols USA; an amaro blend of 50 ingredients including herbs & Mediterranean citrus such as orange, bergamot, bitter orange, chinotto, tangerine & grapefruit; 80% of the ingredients are sourced from the Alpine region of Northwest Italy

Red with a sweet aroma of oranges, tangerines, grapefruit, bark, spices and cola — all lovely together. A full and wonderful taste of black cherries, licorice, bitterness, citrus, spices, white pepper and cola syrup — sweet, but not too much so. A syrupy body. A lingering finish of all the above, especially spicy heat. Great in a Negroni.



Porter's Apple Whiskey Liqueur, 33.3%

Ogden's Own Distillery, Ogden, Utah, ~\$19

corn-based GNS, three-year-old Canadian whiskey, cane sugar & natural honey crisp apple flavor

Amber with an aroma of lots of Granny Smith apples plus sugary sweetness. A full taste of Granny Smith apples, spice, sugar and cinnamon. A medium body. Finishes cinnamon hot and spicy.



Tequila Ocho Plata, 40%

Las Alteña Destilería, Arandas, Jalisco, Mexico, ~\$50

imported by Altamar Brands

Clear with a lovely tequila aroma of bright and flowery agave sweetness, pineapple, prickly pears, grass, vanilla beans and spices. In the taste are vanilla beans, molasses, brown sugar, coffee, fresh cigar smoke, agave sweetness, earthiness and peppers. A full, viscous body. A long finish of agave sweetness, pepper spiciness and alcohol warmth.



Jura 10, 40%

The Isle of Jura Distillery, Isle of Jura, Scotland, ~\$55

imported by Whyte & Mackay USA Imports; single malt Scotch whisky distilled with both peated & unpeated malt; aged for ten years in American white oak ex-bourbon barrels & finished in Oloroso sherry casks

Amber with a big and lovely aroma of barnyard peat, the nearby meadow, herbs, burnt sugars, fruit, chocolate, pepper, sea salt, smoke and malt sweetness. Flavors of iodine, lots of smoke, light peat, citrus, ginger, coffee and caramel. A medium body. Finishes with lingering smoke.



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



INDEPENDENT *Spirits Expo*

INDIESPIRITSEXPO.COM
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Calendar of Events

July 15, 2017: Pendleton Whisky Music Fest, Pendleton, OR, www.pendletonwhiskymusicfest.com

July 26-27, 2017: International Bulk Wine & Spirits Show, San Francisco, CA, www.ibwsshow.com

September 8, 2017: California Rum Festival, San Francisco, CA, www.californiarumfestival.com

September 29, 2017: Whiskies of the World, Austin, Texas, www.whiskiesoftheworld.com

October 10, 2017: The Whisky Extravaganza, Chicago, IL, www.thewhiskyextravaganza.com

October 22, 2017: Whiskies of the World, Atlanta, GA, www.whiskiesoftheworld.com

October 26, 2017: The Whisky Extravaganza, Washington, D.C., www.thewhiskyextravaganza.com

November 10, 2017: The Whisky Extravaganza, Seattle, WA, www.thewhiskyextravaganza.com

November 16, 2017: The Whisky Extravaganza, Los Angeles, CA, www.thewhiskyextravaganza.com

November 26, 2017: The Whisky Extravaganza, Boston, MA, www.thewhiskyextravaganza.com

December 7, 2017: The Whisky Extravaganza, Fort. Lauderdale, FL, www.thewhiskyextravaganza.com



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