

Distillery modern Age



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Ole Smoky Distillery Joins DISCUS

Ole Smoky Distillery in Tennessee, the largest craft distillery in the country, has joined The Distilled Spirits Council of the United States (DISCUS) as a Director Member.



"Through its moonshines and whiskeys, Ole Smoky Distillery has created a brand that started in East Tennessee and now has expanded into all 50 states and over 30 countries," said Chris Swonger, President and CEO of DISCUS and Responsibility.org. "Ole Smoky's unique expertise in distillery retail operations and product innovation, linked with its experience in building distributor partnerships across the country, will be an asset to DISCUS as we navigate the challenges posed by the evolving spirits marketplace."

Ole Smoky is the leading distiller of premium moonshine in the U.S. and the first federally licensed distillery in the history of East Tennessee. Founded in 2010, Ole Smoky's roots can be traced back over 100 years to the early settlers of the Smoky Mountains. Ole Smoky produces more than 25 moonshine flavors and 17 whiskeys. In the last year alone, Ole Smoky welcomed more than 4.1 million visitors to its three East Tennessee distilleries: The Holler and The Barrelhouse in Gatlinburg, and The Barn in Pigeon Forge. The Holler in Gatlinburg is the world's most visited distillery with over two million visitors a year. The company opened a fourth distillery at 6th & Peabody in the heart of Nashville in April 2019.

"The Distilled Spirits Council of the United States is second to none in its advocacy for the spirits industry at the federal, state and international levels," said J. Robert Hall, CEO of Ole Smoky Distillery. "With four distilleries and over 500 employees, my team and I at Ole Smoky look forward to joining forces with DISCUS to support policies that benefit spirits' consumers and protect one of America's treasured industries built on heritage and craftsmanship."

In addition to Ole Smoky Distillery, DISCUS Director Members include Agave Loco, Bacardi U.S.A., Beam Suntory, Brown-Forman, Campari America, Constellation Brands, Diageo, Edrington USA, Mast-Jägermeister US, MGP Ingredients, MHW, Moët Hennessy USA, Pernod Ricard USA and Rémy Cointreau USA.

WSET Sake Classes

Beginning this month, the Wine & Spirits Education Trust (WSET) based in London will offer a new course focused on sake education at the International Wine Center (IWC) in New York City. For three Tuesday evenings, IWC instructor Michael Ahlborn, DipWSET (IWC's resident sake expert) and Timothy Sullivan (Sake Samurai, International Sake Sommelier and founder of Urban Sake) will teach students about:

- How to Taste Sake
- Sake Categories: Grades and Styles of Sake
- Production Methods
- How to Properly Serve and Store Sake
- Sake and Food

The inaugural WSET Level 1 Sake Course is for anyone who is new to sake and wishes to learn about the basics — whether as a basis for professional learning or simply for enjoyment.

Class begins on August 27 and will run each Tuesday through September 10 in the evenings from 6-8 p.m. Interested students can register [here](#). A direct link to the course is [here](#).

The International Wine Center (IWC), located in the heart of Manhattan, has been teaching spirits and wine courses since 1982. Twenty-five years ago, IWC, spearheaded by Master of Wine and IWC President Mary Ewing-Mulligan, was the first to offer WSET courses in the U.S.

Diageo Breaks Ground on New Lebanon, Ky., Distillery

Diageo has broken ground on its new \$130 million distillery in Marion County's Lebanon, Kentucky. Diageo executives joined Marion County elected and community leaders to celebrate the milestone and view the facility's first public renderings.

The Diageo Lebanon Distillery is expected to be fully operational in 2021. The facility, sitting on an approximately 144-acre property at 100 Bourbon Drive, will include a 72,000-square-foot distillery and dry house as well as 12 barrel warehouses. The site will have the capability to distill a variety of Diageo bourbon and American whiskey brands.

"Today marks a significant moment in Diageo's continued commitment to the Kentucky spirits industry, as we officially begin construction on the Diageo Lebanon Distillery and become a member of the Marion County community," said Erik

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Diageo Breaks Ground on New Lebanon, Ky., Distillery

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Snyder, President, North America Supply and Procurement for Diageo. “We are appreciative of the county, city, state and community leaders and the support they have shown in our journey to this day.”



Once open, the Diageo Lebanon Distillery will employ approximately 30 full-time employees. Since 2014, Diageo has invested more than \$300 million in Kentucky.

This facility will supplement the company’s other Kentucky operations: Stitzel-Weller in Louisville, and The Bulleit Distilling Company and Visitor Experience in Shelbyville, which collectively employ more than 100 additional people.

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3x3 Insights Extends Its Network to Beer, Wine & Spirits Retailers

3x3 Insights has expanded the scope of its services for retailers. 3x3 is now offering three membership tiers, each tailored to the needs of specific types of independent liquor store owners, from single store operators to larger chains.

“Each membership tier contains its own suite of tech, tools and services designed to help retailers make smarter and more profitable decisions,” according to a company statement.

“This is an exciting point in our evolution,” said Mike Provance, CEO of 3x3 Insights. “We’re thrilled that expanding access to our exclusive industry network will enable additional retail partners across the country to take actions that help them become more competitive in a marketplace defined by rapidly shifting consumer

trends. Our solutions inform retailers in real-time about market trends and their business’ performance beyond the POS system, allowing them to price, place and promote products in the most effective ways possible. We’ve devoted a lot of time to refining analytics and marketing services to ensure that independent store owners are equipped with the knowledge and tools they need to acquire more customers, grow sales and increase profitability.”

3x3’s new membership tiers include Red, Gold and Platinum options.

Red Tier: Provides retailers with instant access to network-level insights from key independent beverage alcohol markets across the country. Retailers also gain access to exclusive market reports that highlight emerging trends and top-performing products along with educational content that helps them modernize their operations. The Red Tier is offered to any independent retailer at no cost.

Gold Tier: Provides retailers with on-demand access to the 3x3 DataBar — a proprietary data analytics tool that helps retailers analyze product, sales and basket trends within their store along with more detailed information on local and national market trends. With this insight, retailers can make immediate improvements to everything from product selection to placement, promotions and pricing. The Gold Tier is available to retailers for a one-time membership fee of \$495 per store.

Platinum Tier: Provides retail chain owners with all the benefits of the Gold Tier along with performance reports comparing stores and groups within the chain that deliver insights and illuminate growth opportunities across the business. The Platinum Tier, designed exclusively for chain and multi-store businesses, is available for a membership fee of \$795 per store.

“While all retailers can benefit from the insights provided through our free Red Tier,” Provance added, “those who opt for our Gold and Platinum Tiers will gain deeper visibility into the product dynamics and customer behaviors that are driving growth within their stores and access to tools that help them run their stores more effectively. Furthermore, Gold and Platinum members are instantly eligible to participate in 3x3’s partner programs, which can boost store traffic and improve product sales performance. Ultimately, we are elevating the industry’s performance by modernizing

the independent beer, wine and spirits retail experience.

Over the past 18 months, 3x3 has partnered with hundreds of independent beer, wine and spirits retailers in 27 states across the U.S. The name “3x3 Insights” refers to the last three feet of the customer journey — that moment the purchase decision is made within reach of the retail shelf, coupled with the three tiers of the liquor industry — suppliers, distributors and retailers.

3x3’s Red, Gold, and Platinum membership tiers first became available on August 15.

Saverglass in North America – Pourquoi Pas?

Saverglass, a French-based international maker of luxury and high-end glass bottles for the spirits and wine industry, recently celebrated the one-year anniversary of the opening of its multi-service facility in North America.



“It has been a phenomenal year of expansion for Saverglass on multiple fronts, from customer, partner and employee growth to massive strides in product innovations, as the market for premiumization is rapidly changing,” said Régis Maillet, Marketing Director for Saverglass Group. “We’re committed more than ever to growing the premium wine and spirit market in North America, empowering distillers and wineries to have bottles manufactured and decorated that reflect their brand and bring them to market faster.”

Saverglass Group invested \$120 million for the construction of its glass manufacturing and decoration plant, where production started in June 2018 and created 410 local jobs. The new facility has produced 75 million bottles over the first year and will reach a production of more than 120 million bottles per year, boosting overall annual production to 720 million bottles over time.

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Saverglass in North America – Pourquoi Pas?

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“Our decision to have feet on the ground in the Americas has resulted in impressive business growth and very positive client feedback,” added Mailliet. “As we hit the mid-year mark in 2019, we’re excited to continue the momentum and to work closely with fantastic brands of all sizes.”

Significant company and product milestones within the past year include:

- After a year of operation, Saverglass has run five color campaigns operated from a single furnace
- The facility offers clients an ultra-modern and multi-process glass manufacturing and decoration bottle service (ink screen printing, coating and hot stamping have started, and acid-etching will be ready in the next few weeks) all under one roof
- The facility is capable of producing high-quality glass bottles made of extra flint glass for superior clarity and brilliance as well as antique green colored glass
- Low minimum order quantity option is available, as well as king size and multiple other pallet formats

Saverglass has three glass production sites and three decor sites in France, one glass production and decoration site in Mexico and one production site in the United Arab Emirates. The company employs nearly 3,400 people.

Restless Spirits Partners with Boston Red Sox

Restless Spirits Distilling in Missouri has partnered in the Northeast with the Boston Red Sox in a sponsorship deal. As part of the multi-year deal, Restless’ Builders Botanical Gin is now the official gin of the Boston Red Sox and will be showcased throughout Fenway Park.

“The Shannon family history in Kansas City goes back over 100 years, as does the Red Sox ties to Boston,” said Mike Shannon, owner and founder of Restless Spirits Distilling. “To be able to merge our family heritage with one of the most iconic baseball



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franchises in America is incredibly exciting for everyone at Restless. We can't wait to introduce Builders Botanical Gin to all of the passionate and spirited Red Sox fans across New England.”



The deal between Restless Spirits and the Boston Red Sox was inspired by the presence that Restless currently has at Kauffman Stadium, home of the Kansas City Royals. For the 2019 season, Restless sponsors the Builders Craft Cocktail Bar located in the Diamond Club at the stadium and serves signature hand-crafted cocktails.

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Restless Spirits

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In addition to being named the official gin of the Boston Red Sox, the sponsorship will give Restless Spirits and Builders Botanical Gin rights to use the official Red Sox logo, signage and exclusive tasting events inside Fenway Park for 2019, as well as in-game local radio spots for 2019 and Red Sox network radio spots starting in 2020. In future years, Restless will have an opportunity to create a Builders Botanical Gin branded space inside Fenway Park.

The marketing territory for the deal includes the six New England states of Maine, Massachusetts, Rhode Island, New Hampshire, Vermont and part of Connecticut, leading to distribution expansion. Distribution of the Restless product line across Massachusetts will be handled by Burke Distributing Corporation in Randolph, Mass.

Sky Ranch Foundation Awards \$300,000 In Grants

On behalf of the beverage alcohol industry, Sky Ranch Foundation has awarded a total of more than \$300,000 in grants this year to several organizations that help rehabilitate the nation's at-risk youth. The beverage alcohol industry's contributions have helped the foundation to award grants to these organizations. This year's grants are awarded as follows:

California

East Bay Children's Law Offices, San Francisco (www.ebclo.org)

Individuals Now dba SAY (Social Advocates for Youth), Santa Rosa (www.saysc.org)

Peninsula Outreach Center (POPS Kids) Woodside (www.popskids.org)

Florida

Project Avary, Novato (www.projectavary.org)

Florida Guardian Ad Litem Foundation, Tallahassee (www.gal.fl.org)

Learning for Success/Kapow, Cooper City (www.kapowlfs.wordpress.com/about)

Voices for Children of North Central Florida, Inc., Ocala (www.voices4childrenfl.org)

Georgia

The Orange Duffel Bag Initiative, Atlanta (www.theodbi.org)

Illinois

SOS Children's Villages Illinois, Chicago (www.sosillinois.org)

Urban Initiatives, Chicago (www.urbaninitiatives.org)

Iowa

Sky Ranch Behavioral Services, Sioux City (www.skyranchbehavioralservices.org)

Kansas

Sacred (Sexually Abused Children's Relief Endeavor), Overland Park (www.kidsaresacred.org)

Michigan

Christ Child House, Detroit (www.christchildhouse.org)

South Dakota

Boys and Girls Club of Rosebud, Mission (www.rosebudbgc.org)

"We encourage you to learn more about these organization," said Foundation president Ralph Aguera. "Each has performed exceptionally and have helped countless less fortunate youth move on to lead productive adult lives."

Organizations wishing to receive a grant can view the foundation guidelines [here](#).

For almost six decades the Sky Ranch Foundation's Sky Ranch For Boys has been assisting young people rehabilitate their lives for the better. If you would like to join us in assisting in the rehabilitation of young people, click on the contact page [here](#) for details.

The full list of beverage alcohol industry companies who support the Foundation can be accessed via a link on the Support page [here](#), which also offers a link for donations. If you made a donation and do not see your company listed here, please contact doribryant501@gmail.com (*note new email address*).

George McCarthy, Chairman — Ralph Aguera, President

Bayou Rum's Private Rum Barrel Program

Bayou Rum in Louisiana has introduced its Bayou Reserve Private Barrel Program, inviting bars, restaurants, clubs, lounges and liquor stores to hand-select their own private barrels of Bayou Rum. Retailers will get the opportunity to work directly with Master Blender Reiniel Vicente.

The program comes with two options: the Private Barrel Distillery Experience and the Private Barrel Sample Kit.

The Private Barrel Distillery Experience is a full day to learn about the Bayou blending and distilling process from Master Distiller and Distillery Operations Director Jeff Murphy and Master Blender Reiniel Vicente. Afterwards, they'll taste different rums and hand-select those they want for their custom barrel.



For those unable to come to the distillery, retailers can be shown a Private Barrel Sample Kit. The sample kit allows retailers to choose and taste three different hand-blended rums selected by Vicente. After reviewing each expression, retailers can select the sample they like best or provide specific feedback as to what they're looking for to create the rum for their custom barrel. Each bottle from the Private Barrel Program features a plaque, as approved by the TTB, with text noting who or where it was created for and signed by Vicente. All sales and shipments of the actual bottled product will be conducted via standard wholesale distribution channels.

"At Bayou, we value connections and know that bars, restaurants and stores are stewards of our brand," said Filipe Carvalho, Managing Director of Bayou Rum. "Those accounts know their customers and their needs best. The Private Barrel Program allows them to determine one unique taste that they'll be able to offer from our award-winning rum portfolio."

Earlier this summer, Bayou Rum unveiled an expansion, complete with a barrel library, event space and outdoor entertainment venue, to its Visitor Center, which Drinks International named "Best Large-Scale Visitor Center" in its 2017



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Remus Bourbons

In November, MGP in Indiana will release Remus Repeal Reserve Series III Straight Bourbon Whiskey (50% ABV). Produced to commemorate Prohibition Repeal Day, Series III is a limited bottling that debuts annually on November 13, the birthdate of brand namesake George Remus. This release is accompanied with a tasting series that leads up to December 5, National Prohibition Repeal Day. MGP is also planning a holiday release of Remus Volstead Reserve Straight Bourbon Whiskey, a bottled-in-bond, 14-year-old bourbon timed with the 100th anniversary of the start of Prohibition.



Named after the legendary “King of the Bootleggers,” Remus Repeal Reserve is an annual series from George Remus Bourbon, distilled at MGP’s historic, 170-year-old distillery in Lawrenceburg, Indiana. Made in a signature high-rye style, the bourbon changes each year, allowing the distillery team to experiment with previous mash bills and cask-aged reserves. Remus Repeal Reserve Series III is a blend of two mash bills from 2007/2008 comprised of 12%, 2007 bourbon (21% rye); 78%, 2008 bourbon (21% rye); and 10%, 2008 bourbon (36% rye). A 750-ml bottle will sell for about \$200.

Remus Volstead Reserve (50%) is bottled-in-bond from 2005 bourbons. Available in November, the packaging is designed for collectors with a high-end glass bottle and commemorative box. This limited, 2005-aged reserve bourbon will never be repeated with no more than 500 nine-liter cases available for markets where George Remus Bourbon is currently sold. A 750-ml bottle will sell for about \$85.

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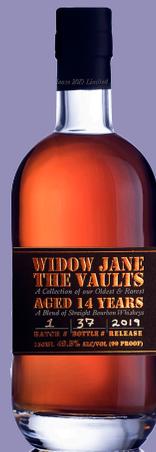
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Widow Jane “The Vaults”

This fall, Widow Jane Distillery in Brooklyn, New York, will release its first spirits in the “The Vaults” collection, a planned annual release of the oldest and rarest bourbons from the Widow Jane stocks.



This fall’s inaugural release (49.5% ABV) is a marriage of 14-year and older Tennessee and Indiana bourbons drawn from 20 barrels hand-selected and blended by Head Distiller Lisa Wicker from the Widow Jane rickhouse. Wicker and her team finished the bourbon in eight-year-old air-seasoned American oak casks.

Beginning in September, just over 500 cases of The Vaults 2019 will be released to the public in select markets. A 750-ml bottle will sell for about \$150.

Johnnie Walker Game of Thrones Spirits

Diageo’s Johnnie Walker and HBO Licensing & Retail have released two new Scotch whiskies in the HBO series *Game of Thrones*.



Johnnie Walker A Song of Ice (40.2% ABV) features single malts from Clynelish, one of Scotland’s most northern distilleries.

Johnnie Walker A Song of Fire (40.8%) uses peated malts from the Caol Ila distillery.

A 750-ml bottle of each sells for about \$36.



Doña Vega Mezcal

Doña Vega Mezcal is new in the U.S. as Espadín and Tobalá agave varieties (both 43% ABV).



A 750-ml bottle of Espadín sells for about \$50, and about \$130 for Tobalá. Doña Vega is initially available in New York and Miami.

Ghost Tequila

Ghost Tequila (40% ABV) has expanded distribution in New York (with Southern Glazer's Wine & Spirits), New Jersey (with Allied Beverage Group) and Tennessee (with Lipman Brothers).



Ghost is a 100% Blue Weber agave Tequila infused with ghost peppers. A 750-ml bottle sells for about \$28.

Mezcal El Silencio Ice Cream

Mezcal El Silencio has partnered with Humphry Slocombe for a new mezcal ice cream flavor: Mezcal Midnight. It's available in all Humphry Slocombe scoop shops (Los Angeles and the San Francisco Bay Area) throughout September.



Mezcal Midnight is described as "Dark as midnight and infused with the smoky flavor of Mezcal El Silencio and blood orange."

The partnership is part of a year-long series of spirits-infused ice cream flavors, all of which are inspired by classic cocktails.

Azulana Tequila RTDs

Pure Azul Beverage in California has released Azulana, a carbonated RTD made with 100% Blue Weber agave tequila in three flavors: Original, Lime and Pineapple Rosemary (all 4.3% ABV).



A 12-ounce four-pack sells for about \$14, and Azulana is initially available in Southern California. It's made in Guadalajara, Mexico.

Penderyn Whiskies

Importer ImpEx Beverages has released three more Penderyn whiskies from Wales.



Rich Oak (46%) aged in bourbon barrels and was finished in a selection of rejuvenated European ex-wine casks. A 750-ml bottle sells for about \$85.

Peated (46%) sells for about \$70, and Portwood (46%) for about \$100.



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Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on three Italian liqueurs and a Mexican Bacanora.

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*).

Vergnano Maraschino Liqueur, 30%

Vergnano Fratelli, Torino, Italy, ~\$34

Imported by Preiss Imports

Clear with an aroma of maraschino cherries, almonds and marzipan. Lovely real cherry flavor with herbs and a pleasant alcohol warmth. A mouth-filling body. Finishes with cherry, cinnamon and alcohol warmth.



Vergnano Cico Artichoke Liqueur, 16.5%

Vergnano Fratelli, Torino, Italy, ~\$32

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Dark red with an aroma of herbs, bright citrus and menthol. Artichoke in the taste; Campari-like. A full body. Finishes with pleasant bitterness.



Vergnano Agriacanto Liqueur, 25%

Vergnano Fratelli, Torino, Italy, ~\$37

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Dark red with an aroma of black cherries, prunes, almonds and root beer. In the taste are blackberries, cinnamon, cherries and bitterness. A full body. Finishes with herbs and tannic bitterness.



Santo Cuvviso Bacanora Blanco, 45%

Tres Amigos, San Miguel de Allende, Guanajuato, México, ~\$92

Imported by Preiss Imports

Clear with an aroma of agave sweetness, grass, earth, green pepper and alcohol. In the taste are white pepper, spices, green peppers and vegetal notes. A medium body. A long finish with pepper, spices and alcohol warmth; the hot spiciness dries out to cooked agave flavors.



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
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