

# 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 6<sup>th</sup> & 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 Snyder,

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