

Distillery ^{modern} Age



AUGUST 9, 2019 | MODERN DISTILLERY AGE

VOLUME 10 | NUMBER 24

Holyrood Distillery Opens in Edinburgh

Holyrood Distillery, the first single malt whisky distillery in the center of Edinburgh, Scotland, for almost 100 years, opened on July 30, and daily guided distillery tours are offered.



L-R: Holyrood Distillery Cask Program – Laika, Dr. Jack Mayo & David Robertson

The last operational single malt distillery in central Edinburgh was The Edinburgh Distillery (a.k.a. Glen Sciennes), which closed in 1925.

Holyrood Distillery will produce single malt whisky plus a range of gins and gin liqueurs. It was built in a former railway goods shed dating back to 1831. Located on the edge of Holyrood Park and close to popular Edinburgh Festival Fringe venues The Pleasance and George Square, the new distillery is within easy walking distance of the city's main attractions including The National Museum of Scotland, Edinburgh Castle and the Palace of Holyroodhouse.

Holyrood Distillery was formed by Canadian Rob Carpenter who, in 2013, first had the idea for a distillery and visitor experience in central Edinburgh. Carpenter, who founded the Canadian branch of The Scotch Malt Whisky Society together with his wife, Kelly, partnered with co-founder David Robertson, who has 25 years' experience in the industry with The Macallan and The Dalmore as well as co-founding Rare Whisky 101.

Spirit production will be handled by Distillery Manager Dr. Jack Mayo, previously of The Glasgow Distillery, alongside distillers Ollie Salvesen and Elizabeth Machin. All three are graduates of Heriot-Watt University's Brewing and Distilling course.

"It's been an incredible journey to get to this point, and to be able to bring back single malt whisky back to the heart of Edinburgh for the first time in almost 100 years is a true privilege," Carpenter said. "A big thank you is also owed to our neighbors, who have been patient with the build over the past year."

continued on page 2

Gin & Japanese Whisky Post Double Digit Percent Growth in Global Travel Retail

Special to Modern Distillery Age by IWSR, www.theiwsr.com

Overall spirits volume and value in global travel retail increased in 2018, strengthened by gains in several categories. In total, spirits volume grew 2.5% in the channel last year, to reach 24.5 million nine-liter cases, with a value of \$9.2 billion.

The spirits categories which posted the largest volume increases in duty-free were Japanese whisky (up almost 20% vs. 2017), gin (15%), Scotch (4.9%) and U.S. whiskey (4.3%).

Over the next five years, IWSR forecasts that global travel retail volume will grow by 2%, led by cane spirits (6.7%), Japanese whisky (6.4%) and gin (6.2%). By region, spirits volume is expected to grow 3.6% in Africa and the Middle East, 2.4% in Asia Pacific, 2.3% in the Americas and 1.2% in Europe (all figures compound annual growth rate 2018-2023). The retail value of spirits in duty-free is estimated to reach almost \$10.4 billion by 2023.

continued on page 2

DISCUS Awarded Additional \$400,000 in USDA Funding to Mitigate Impact of Retaliatory Tariffs

The Distilled Spirits Council of the United States (DISCUS) was awarded an additional \$400,000 through USDA's Agricultural Trade Program (ATP), which was set up specifically to assist those agricultural groups that are being adversely impacted by retaliatory tariffs. This brings the total amount awarded to DISCUS to \$1,215,000 since January 2019.

"We appreciate USDA's recognition that the negative impacts of the retaliatory tariffs on U.S. spirits are accelerating and severely threatening what has been a great American trade success story," said Distilled Spirits Council President and CEO Chris Swonger, noting that since the imposition of the E.U.'s 25% retaliatory tariffs on American Whiskey over a year ago, American whiskey exports to the E.U. have declined 19%.

continued on page 2

Holyrood Distillery

continued from page 1

The distillery project, which took a year, cost approximately £6.7 million, backed by £5.8 million in fundraising.

The first spirits will be based on four flavor profiles: Smoky, Fruity/Floral, Sweet and Spicy.

return to page 1

Gin & Japanese Whisky in GTR

continued from page 1

"Spirits growth in travel retail softened slightly in 2018, compared with the year before, but the positive news here for duty-free operators and spirits suppliers is that the channel continues to perform well," said Sandra Newman, Travel Retail Research Director at IWSR Drinks Market Analysis.

Spirits in Global Travel Retail

Spirits in Global Travel Retail:

Category	Region	Volume 2018	Retail Value 2018	% Change Volume 2017 to 2018	CAGR Volume 2018 to 2023
Spirits	Total Global Duty Free	24,509.5	\$9,238,950.6	2.5%	2.0%
Spirits	Duty Free Europe	11,236.2	\$3,091,954.0	-0.7%	1.2%
Spirits	Duty Free Americas	5,385.8	\$2,077,035.8	4.4%	2.3%
Spirits	Duty Free Asia Pacific	5,114.2	\$3,215,560.7	6.5%	2.4%
Spirits	DF Africa & Middle East	2,773.3	\$854,400.1	5.0%	3.0%

Units: 000's of nine-liter cases; 000's of USD

Source: IWSR Drinks Market Analysis 2019

Johnnie Walker, which for more than 30 years has been the top-selling brand in global travel retail, grew by almost 8% last year. Rounding out the rest of the top five, in terms of 2018 volume, were Jack Daniel's, Chivas, Absolut and Hennessy. Also interesting to note is the continued success of Aperol and Jägermeister in the bitters/aperitifs category. These brands posted the second- and third-highest increases in the channel (behind Johnnie Walker) in terms of absolute volume growth last year.

Top-Selling Spirits Brands in Global Travel Retail, Ranked by 2018 Volume

Top-Selling Spirits Brands in Global Travel Retail, Ranked by 2018 Volume:

#	Brand	% Change Volumes 2017 to 2018	CAGR Volume 2013 to 2018
1	Johnnie Walker Scotch	7.8%	3.0%
2	Jack Daniel's Whiskey	1.8%	3.8%
3	Chivas Scotch	4.5%	1.5%
4	Absolut Vodka	-1.9%	-4.3%
5	Hennessy Cognac	-2.3%	5.7%
6	Ballantine's Scotch	5.9%	1.8%
7	Baileys Cream Liqueur	-2.1%	0.0%
8	Bacardi Rum	-3.3%	-4.0%
9	Smirnoff Vodka	-13.5%	-3.2%
10	Martell Cognac	2.9%	12.1%

Units: 000's of nine-liter cases

Source: IWSR Drinks Market Analysis 2019

return to page 1



DISCUS

continued from page 1

DISCUS was one of 48 recipients that applied for \$200 million in ATP funds in 2018 that were awarded earlier this year. As part of a new round of support for farmers impacted by retaliation and trade disruption, recipients had an opportunity to be considered for additional support for their work to boost exports for U.S. agriculture, food, fish and forestry products.

DISCUS will utilize the ATP funds to conduct export promotion initiatives, such as market research, media campaigns and in-market promotions in key export markets.

Since 2006, DISCUS has sponsored spirits promotions in 18 foreign markets through USDA's Market Access Program (MAP). This collaboration has contributed to a huge increase in global U.S. spirits exports, rising from \$873 million in 2006 to \$1.8 billion in 2018.

These foreign promotions have been especially beneficial for small craft distillers who are seeking to sell their spirits products internationally. Many of these participating craft distillers have invested great time and resources to enter foreign markets and have been hit particularly hard by the retaliatory tariffs.

DISCUS has created two new dedicated positions to run the association's MAP and ATP programs. Charles McEntee, Manager of Export Promotions, and Lily Cuniff, Coordinator, International Trade and Export Promotions, will be responsible for administering the programs, organizing American spirits export promotions and assisting craft distiller members with their participation in these international marketing events.

"While this funding will help mitigate some of the negative impacts of the retaliatory tariffs, we continue to urge U.S. policy makers and our trade partners to bring an end to these burdensome tariffs," Swonger said.

return to page 1

Glenfiddich's Visitor Center

Glenfiddich in Scotland is celebrating the golden anniversary of its Distillery Visitor Center with the release of 200 limited-edition commemorative bottles: Rare Collection Cask No. 20050 (56.7% ABV).

"The Valley of The Deer" in Speyside, Scotland, is where William Grant,

Glenfiddich's founder, hand-built his distillery in 1887 with the help of his seven sons and two daughters in a single year. In the summer of 1969, under the stewardship of Charles and Sandy Gordon, Grant's great-grandsons, Glenfiddich opened the doors of its Visitor Center, which now attracts visitors from all over the world. New statistics released by Scotch Whisky Association show the industry is booming like never before, with over two million visits in 2018 to whisky distilleries in Scotland — a record figure, an increase of 6.1% on 2017 and 56% more than in 2010.



David Grant, a cousin of Sandy and Charles, was present when the visitor center was opened 50 years ago. It was also the day he was appointed as a Glenfiddich Brand Manager.

"Today, people can't conceive how difficult it was in the 1960s to launch not just a malt whisky to the world, but the whole concept of single malt whisky," Grant said. "And our visitor center was at the forefront of our effort and our most successful weapon. The decision to create it and invest our resources in people and money was a stroke of brilliance. This visitor center and the team running it were our most important and effective marketing weapon in the creation of the global brand which Glenfiddich has become."

The commemorative whisky was hand-selected by Glenfiddich Malt Master Brian Kinsman as a limited-edition single cask release for the 50th anniversary. The release of just 200 numbered bottles was laid down on Christmas Day 1987, Glenfiddich's centenary year, and it aged in American oak hogsheads.

Rare Collection Cask No. 20050 sells for £1,600 for a 700-ml bottle exclusively at the Distillery Visitor Center gift shop.

Constellation Brands Makes Minority Investment in Montanya Distillers

Constellation Brands has acquired a minority stake in Montanya Distillers, a Colorado rum distillery. The investment was made through Constellation Brands Ventures' Focus on Female Founders program, which makes investments in female-founded and -led businesses "doing disruptive and innovative work across beverage alcohol."



Karen Hoskin, founder, president and CEO of Montanya Distillers, will continue to manage, produce, market and sell its rums: Montanya Platino, Montanya Oro and Montanya Exclusiva (all 40% ABV). A 750-ml bottle of Platino sells for about \$30, about \$33 for Oro and about \$60 for Exclusiva.

Montanya's rums are sold in over 40 states and seven countries and can be purchased online. The company was founded in 2008 by Hoskin and her husband, Brice.

Terms of the transaction were not disclosed.

LibDib's Instant Impact Portal

Liberation Distribution (LibDib), a web-based distributor of alcoholic beverages, has opened its new LibDib Instant Impact Portal, an online service powered by BrandMuscle, a marketing firm for distributors nationwide. LibDib's Instant Impact Portal is now available to all live LibDib Makers, providing them with access to marketing and design services, as well as digital and printed materials, "at a lower cost compared with



**DEVELOPING
EXCEPTIONAL SPIRITS**

ISN'T MY "JOB." IT'S MY CALLING.

ATCHISON, KS | LAWRENCEBURG, IN

Passion guides us at every step of developing the exact flavor profile that's right for your brand.

MGPIINGREDIENTS.COM/ALCOHOL

MGP
Create Exceptional™

independent designers and printers," according to a company statement.

"We are so excited to offer our Makers access to the same services that established suppliers have been enjoying for years," said Cheryl Durzy, founder and CEO of LibDib. "Our partnership with Republic National Distributing Company (RNDC) has enabled us to grow our service offerings and match the services RNDC provides to their suppliers. This is huge for our makers, as it allows them to easily support and grow their sales and marketing efforts."

LibDib's Instant Impact Portal offers:

- The ability to create consistent and affordable marketing materials with no retainers.
- Access to custom on-demand POS materials, from web to print.
- Integrated design management for brands.
- Access to more than 100 graphic designers.
- Custom and maker-supplied marketing templates.
- Templates that can scale for various application from table tents to menus, brochures, signs and truck wraps.

- Field rep access to materials as needed.
- Online payment and direct shipment.

"Having access to BrandMuscle's powerful platform really helps emerging brands showcase their products in the

continued on page 4

203-971-8710

gregg@distilleryage.com

www.distilleryage.com

EDITORIAL STAFF

Publisher/Editor: Gregg Glaser

Copy Editor: Roberts Blackwood

SUBSCRIPTIONS

\$195.00 a year for ~45 issues

gregg@distilleryage.com

MAILING ADDRESS

228 Silvermine Avenue
Norwalk, CT 06850-2032

All content Copyright © Modern Distillery Age, 2019 – Copies may not be sent to others & issues may not be posted to websites.

LibDib's Instant Impact Portal

continued from page 1

marketplace,” said Tanya Riesbeck, LibDib’s Director of Maker Experience. “It is all part of LibDib’s vision to bring emerging brands into the Three Tier system and give them the ultimate chance at success.”

The Instant Impact Portal is available to all live LibDib Makers via LibDib’s online platform [here](#).

Q Mixers Partners with Tony Abou-Ganim

Q Mixers from Brooklyn, N.Y., has partnered with mixologist Tony Abou-Ganim, to work with key accounts to produce educational videos extolling the virtues of the perfectly crafted highball and demonstrate how simple acts of hospitality, like the “spectacular serve” can delight guests and increase profits.



Tony Abou-Ganim

“The Highball is a very simple cocktail to make, yet drinks like a classic whiskey Highball, Paloma or Gin and Tonic can often be the most difficult to make correctly,” said Abou-Ganim. “Ask any bartender, and they will say no matter the drink, it’s impossible to make the perfect highball without a great mixer. Q, with its all-natural ingredients and high carbonation levels, brings out the best in premium spirits.”

“Tony’s a long-time advocate for Q,” said Anthony Pullen, Q Mixers Trade Marketing Director, “and his influence on the development of modern cocktail menus that emphasize fresh, quality ingredients is undeniable. We’re thrilled to partner with him in an official capacity. Together, we will continue to highlight the elegance and the value of the iconic Highball, celebrating

the art of simple drinks made exceptionally well. We look forward to many speaking engagements at large trade shows as he presents his new Highball seminar and touring the country at various events from HEE, VIBE and Epcot Food & Wine to Tales of the Cocktail and the National Restaurant Association Show.”

Q Mixers’ educational videos featuring Tony Abou-Ganim will be uploaded regularly to social media platforms.

NABCA June Control State Results

During June, nine-liter Control States spirits case sales grew -0.8% over same period sales last year despite a weak -5.4% comp. Montgomery County Maryland (-0.8%) reported a monthly growth rate for June that exceeded its 12-month trend. Alabama (-4.7%), Iowa (-2.5%), Idaho (0.3%), Maine (-2.7%), Michigan (2.3%), Mississippi (0.3%), Montana (-1.7%), New Hampshire (-12.2%), North Carolina (-0.8%), Ohio (-3.4%), Oregon (1.3%), Pennsylvania (1.9%), Utah (2.8%), Vermont (-3.7%), Virginia (1.0%), West Virginia (2.0%) and Wyoming (-1.0%) grew at rates that fell short of their 12-month trends. Control State rolling 12-month volume growth, 3.4%, improved upon May’s reported 3.0%. Spirits volumes grew 3.3% year-to-date compared to 2.1% a year ago.

Control State spirits shelf dollars grew at 2.0% during June while trending at 6.4% during the past 12 months. Montgomery County Maryland (1.8%) grew shelf dollars during June at a rate exceeding its 12-month trend. Alabama (-3.8%), Iowa (1.2%), Idaho (2.1%), Maine (-1.1%), Michigan (4.9%), Mississippi (3.2%), Montana (-0.7%), New Hampshire (-6.9%), North Carolina (3.0%), Ohio (-0.5%), Oregon (3.0%), Pennsylvania (4.1%), Utah (5.5%), Vermont (0.0%), Virginia (4.5%), West Virginia (4.8%) and Wyoming (-7.9%) grew shelf dollars at rates lagging their 12-month trends. Shelf dollars in the Control States are up 6.1% year-to-date compared to 4.8% last year-to-date.

Price/Mix for June is 2.8%, nearly flat with May’s 2.9%.

June’s growth rate was effected by calendar related reporting anomalies in the Control States and a restatement of sales in Ohio. Specifically:

This year’s June had five Sundays versus four last year. There are five Control States — Alabama, Mississippi, Montana, North

Carolina, Utah — whose retail outlets that sell spirits are closed on Sundays.

As of March 2019, retail outlets in West Virginia, which previously were closed on Sunday, are now open for business. Spirit retailers in West Virginia had four additional selling days during this year’s June compared to last year’s.

New Hampshire reported four weeks of sales this June compared to five weeks last year, artificially deflating sales and skewing state results.

There were six fewer selling days, 1.2% fewer, in the Control States during this year’s June compared to June last year. June 2018 had five Fridays and four Sundays versus four Fridays and five Sundays this June. On average, Sunday’s weekly share of business is 8% whereas Friday’s is 22%.

Some sales in Ohio made during the period September 2017 through November 2018 were inadvertently underreported and reported in arrears during January 2019. Sales underreported during September 2017 through June 2018 were applied in arrears to June 2018 sales. The applied volume — 20,500 nine-liter cases — artificially inflated June 2018’s growth rate by 3.8% thereby artificially deflating June 2019’s state growth rate. Underreported sales made during the period July through November 2018 did not have significant volumes and were applied in arrears to the months during which the sales were made.

After equalizing selling day variations between this year’s June and last year’s, June’s nine-liter case spirits growth rate is 0.9% with a rolling 12-month trend of 3.4%. June’s shelf-dollar growth rate is 3.7% with a rolling 12-month trend of 6.4%.

Equalized price mix for June is 2.8%.

Irish Whiskey, with 2% share of the nine-liter case Control States spirits market, was June’s fastest growing category with 7.7% reported and a 12-month trend of 11.8%. Tequila, with 6% share, reported 6.7% growth and a 9.8% 12-month trend. Vodka, with 35% share, grew during the same periods at -1.4% and 3.0%, respectively. Brandy/Cognac (4.1%) grew at a rate exceeding its 12-month trend, while Canadian Whiskey (-2.2%), Cocktails (-0.6%), Cordials (-1.8%), Domestic Whiskey (2.7%), Gin (-5.8%), Irish Whiskey (7.7%), Rum (-6.0%), Scotch (-4.4%), Tequila (6.7%) and Vodka (-1.4%) grew at rates lagging theirs.

GREAT INTERNATIONAL BEER, CIDER, MEAD & SAKE COMPETITION



YEAR #23 — OCTOBER 26, 2019
BRIDGEPORT, CONN.

A PROFESSIONALLY-JUDGED PEER REVIEW COMPETITION

ALL INFORMATION — CATEGORIES, ENTRY FORM, ETC.
AVAILABLE AT WWW.GIBCC.COM

The Complete Whiskey Course: A Comprehensive Tasting School in Ten Lessons

Robin Robinson has written *The Complete Whiskey Course: A Comprehensive Tasting School in Ten Lessons* (Sterling Epicure, hardcover, 304 pages, \$27.95 or Kindle - \$14.99).



"I wrote the book from the perspective of the new or intermediate whiskey drinker," Robinson said. "Maybe they've been buzzing around the edges for a while or maybe they just drink Jack and Coke or maybe they've got a few bottles at home. This brings them into the fold."

"I also wrote this for the professional in the industry, as a reference guide to the entirety of whisk(e)y. I even reveal the secret of the "e" in some whiskey."

The book covers 10 "lessons," from what distilling is, to how whiskey gets defined according to different laws. Topics include taxmen, hillbillies, monks and salespeople to noblemen and women, and it encompasses all whiskeys: Scotch, Irish, Canadian, bourbon, rye, Tennessee, Japanese, Taiwanese, Indian, French, Welsh and Australian. American craft whiskey gets its own chapter. Robinson decodes labels, explains maturation, teaches how to taste properly and shows where to find a great nearby whiskey bar.

There are many pictures, and Robinson reviews/reveals over 150 different whiskeys in the book.

The official publication date is October 1, but pre-orders are available here:

Amazon, Barnes & Noble, IndieBound

Spirits Network

NBTV Channels has created Spirits Network, a shoppable entertainment network and personalized membership service coupled with products and premium original content.

With a mission to "discover, buy, taste" on every device, Spirits Network is available as an OTT platform, mobile app and online. It combines product curation with original content that gives members the story behind the bottle and the people who created the spirits.

Spirits Network product selection is supported by experts across all spirits categories led by Flavien Desoblin from New York City's Brandy Library and Copper + Oak lounges. It will also be supported by other curators and experts including bourbon expert Fred Minnick, mixologist Rob Floyd and celebrity friends. The products they have selected are both craft and commercial, and all are available for real-time purchase through proprietary click-to-buy technology.

"This is the future of media," said NBTV Chairman/CEO and Spirits Network co-founder Nick Buzzell. "This isn't an analog business anymore, and we're creating a new kind of network without interruptive commercials that bring product experiences directly to consumers. For example, we're working with Diageo, a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer, to tell stories, like how Don Julio Gonzalez (of Tequila Don Julio) made tequila for his friends, as well as the brand he created. These are entertaining stories first and, at the same time, a celebration of premium spirits and the community that enjoys them. Further, as a leader in this space, we are proud to work with the Distilled Spirits Council of the United States and Responsibility.org to integrate responsibility into everything we do."

"The Spirits Network is an exciting new technology venture we're piloting this year that is designed to bridge the gap between content and commerce," added Devin Nagy, Director of Technology and Emerging Platforms at Diageo NA. "Our brands have such great stories to tell, and we're committed to exploring new ways that we can deliver content and experiences that are shoppable. This new platform will allow us to leverage the rise in popularity with OTT platforms to learn about this

change in content consumption habits amongst consumers."

Consumers can become Spirits Network members by creating an account and personalized profile that automatically curates their content and shopping experience across their preferred devices. Their profile includes their favorite spirit categories (Scotch, tequila, gin, etc.), and their choice of membership levels.

Initially, Spirits Network will feature three levels of membership starting across the U.S. at \$9.99, which includes premium content, on-demand shopping and members-only products and events. Beginning in New York City, \$99 and \$149 per month Spirits Box memberships will include hand-picked full-size 750-ml bottles of spirits, glasses, bar tools, accessories, free local shipping, exclusive members-only events and more. Major markets will be added frequently.

Las Vegas Global Spirit Awards

The third annual Las Vegas Global Spirits Awards took place at the Palace Station on July 17-19.

The judging panel included spirits experts from the largest U.S. distributors, casinos representing over 20 Las Vegas strip properties and spirits industry writers. The judging process was double-blind.

The Winners

- Judges Best in Show Award: Glentauchers The Octave
- Best Brown Spirit: Glentauchers The Octave
- Best White Spirit: The Botanist Gin
- Best Vodka: Smirnoff No. 21
- Best Rum: Mt. Gay XO
- Best Single Malt Scotch: Glentauchers The Octave
- Best Blended Scotch: Dewar's 25 Years Old, Best Bourbon Knob Creek 12 Year Old
- Best Rye: Redwood Distillery Giant Rye Whiskey
- Best Tequila: Camarena Reposado
- Best RTD: On the Rocks The Cosmopolitan
- Best Non-Alcoholic Mixer: tied between Q Mixers Indian Tonic and Fever Tree Premium Ginger Beer

A complete list of winners is [here](#).



Woodford Reserve Kentucky Straight Wheat Whiskey

Brown-Forman's Woodford Reserve has released the newest permanent expression in the line: Woodford Reserve



Kentucky Straight Wheat Whiskey (45.2% ABV), made with a mashbill of 52% wheat, 20% malt, 20% corn and 8% rye. A 750-ml bottle sells for about \$35.

Silent Pool Gin

Silent Pool Distillers, an artisan distillery located on the Albury Estate at the foot of the Surrey Hills in the U.K., has released Silent Pool Gin (43% ABV) in the U.S. with importer Bedford and Grove.



Botanicals include juniper, lavender, chamomile, citrus and honey. A 750-ml bottle sells for about \$69.

Scorpion Mezcal®

100% Agave Mezcal



Worms
are for
Wimps!



www.scorpionmezcal.com

Drink Responsibly

Imported by Caballeros Inc., Oakton, VA alc/vol 40%

Cocktail Artist

Cocktail Artist in Arizona, a line of cocktail mixes and bar ingredients, has extended the line with Sangria Wine Mix, Mango Daiquiri-Margarita Mix, Cream of Coconut Bar Ingredient and Lavender Syrup Bar Ingredient. These new additions bring the line to 19 items, and with these new products, the brand introduces four new industry experts who collaborated to create each recipe: Sarah Tracey, Melisa Lapido and Laura Newman.



Cocktail Artist doesn't use high fructose corn syrup or artificial colors, instead using natural fruit juices and flavors along with pure cane sugar and organic blue agave nectar.

All nineteen Cocktail Artist mixes and bar ingredients are available nationwide in Walmart stores and can be found in other supermarket chains across the country. Cocktail Artist is made in the U.S. and is part of FoodStory Brands.

Three Oaks Rye Whisky

Ontario-based Dillon's Small Batch Distillers in Ontario, Canada, and U.S. importer ECU Imports have released Three Oaks Rye Whisky (43% ABV), distilled from 100% Ontario rye and blended from whiskies aged in American and Canadian oak barrels plus ex-bourbon barrels.



A 750-ml bottle sells for about \$50, and Three Oaks Rye Whisky is initially available in New York through Empire Merchants, Florida and Washington, D.C. (Breakthru Beverage) and California (Young's Market Co.). Illinois, Texas, New Jersey, Massachusetts and Georgia are next.



Hennessy Paradis Imperial Trunk & Nomad Case By Louis Vuitton

Moët Hennessy has released the Hennessy Paradis Imperial Trunk designed by the master craftsmen at Louis Vuitton. It's designed to hold four magnums, and it features an unexpected trunk-within-a-trunk construction: a single-magnum travel case nestled within the body of the trunk. Due to this configuration, parties of up to 18 people can partake of Hennessy Paradis Imperial together.



The new Hennessy Paradis Imperial decanter (750-ml) sells for \$3,000. The Paradis Imperial Trunk and Nomad Case by Louis Vuitton are available for custom order with pricing provided upon request from Hennessy's Rare Cognac Collection.



Villa Massa Limoncello

Zamora Company USA has released Villa Massa Limoncello (30% ABV; previously



managed in the U.S. by Deutsch Family Wine & Spirits). A 750-ml bottle sells for about \$26.

Easy Rider Kentucky Straight Bourbon Whiskey

Hood River Distillers in Oregon has released Easy Rider Kentucky Straight Bourbon Whiskey (40% ABV).



Easy Rider has roots in Oregon and was acquired by Hood River Distillers in 2018 to broaden its premium spirits portfolio. A 750-ml bottle sells for about \$25.



Crown Royal Peach Flavored Whisky

Diageo has extended the Crown Royal line with Peach Flavored Whisky (35%



ABV), a limited-edition release made with Georgia peaches. A 750-ml bottle sells for about \$25.

Glass Glitz

Cork Pops has released Glass Glitz, a line of edible glitter sugar or salt rimmers for cocktails in the flavors Park Your Broom (Candy Corn), Carousel Candy (Cotton Candy), Ritzy Rita (Margarita), Sweet as Pie (Pumpkin Spice) and others.



Depending on the glass size — champagne or martini — users can rim anywhere between 30-60 glasses, and the products stay fresh for about one week after opening.

A three-ounce package sells for about \$7, and Glass Glitz is available at www.corkpops.com.

Yellowstone Limited Edition Kentucky Straight Bourbon 2019

Limestone Branch Distillery in Kentucky has released the 2019 version of Yellowstone Limited Edition Kentucky Straight Bourbon (50.5% ABV). The 2019 release includes nine- and 12-year-old whiskies.



A 750-ml bottle sells for about \$100, and approximately 12,500 bottles are available.

Long Drink Zeror

The Long Drink, a popular category of alcoholic beverages in Finland since 1952, has released Long Drink Zero (5.5% ABV), the first extension in the citrus-flavored line. The original Long Drink was first released in the U.S. last year. The Zero version has 92 calories per 12-ounce can and no sugar.



The Long Drink is available in New York, New Jersey, Nevada, Connecticut and Georgia, and a 12-ounce six-pack of Zero sells for about \$10-\$15.

The roots of "long drinks" go back to the 1952 Summer Games in Helsinki, a time when the country of four million people was still poor and recovering from World War II and decided to create a special drink for the games.

Dashfire RTDs

Vision Wine & Spirits, the national sales and import division of Martignetti Companies in Massachusetts, together with Dashfire in Minnesota, have extended the Dashfire line of RTDs.



Bourbon Old Fashioned (35% ABV) is a blend of four bitters, natural sugar cane juice, cherry, vanilla, chicory and bourbon.

Elderflower Martinez (38%): pear, apricot and elderflower.

Fig & Cascara Manhattan (38%): rye whiskey, cream sherry, bitters, black mission figs, cascara cherry, vanilla and rhubarb root.

Lemon & Lavender Martini (38%): lemon and lavender bitters.

Pomegranate El Presidente (38%): a version of the classic Cuban cocktail made with house-made grenadine, pomegranate juice and cane sugar.

Chai White Russian (18%): vodka, Midwest heavy cream and Chai'walla Bitters.

Dashfire bitters are available in six-packs of 100-ml cans and 750-ml bottles, and they are initially available in Massachusetts, Connecticut, Georgia, Washington, D.C., Maryland and Minnesota. A 750-ml bottle of each sells for about \$40, and about \$7 for the cans.



Jameson Triple Triple

Irish Distillers in Midleton Distillery has extended the line with Jameson Triple Triple (40% ABV), available exclusively in global travel retail.



Jameson Triple Triple was triple distilled and blended from whiskies aged in a combination of ex-bourbon and sherry casks with the addition of hand-selected casks that were seasoned with fortified wine from Malaga.

A one-liter bottle sells for about \$36.



September 25 – 4:30-9 p.m.

Chicago Hilton

www.indiespiritsexpo.com

A free pass for is available for

Modern Distillery Age

subscribers

Contact: Dave Schmier

indiespirits@gmail.com

Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on three tequilas from 4 Copas.

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*).

4 Copas Tequila

Tequilas La Americas, Amatitan, Mexico

Imported by Preiss Imports

4 Copas Blanco Tequila, 40% – ~\$45

Clear with an aroma of soft agave sweetness and earthiness. In the taste are that same soft agave sweetness and cacao. A medium body. Finishes clean and soft.

4 Copas Reposado Tequila, 40% – ~\$56

Light amber with an aroma of herbs, fruits, oak and alcohol. In the taste are white flowers, some earthiness, oak, vanilla and agave sweetness. A medium body. Finishes with white spice and alcohol warmth.

4 Copas Añejo Tequila, 40% – ~\$66

Light amber with an aroma of grassiness, spices, oak and agave sweetness. In the taste are spices, oak, grassiness, vanilla and alcohol warmth. A medium body. Finishes with white spice 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

Total Spirits Categories — Current 52 Weeks Ending July 14, 2019

Total U.S. Multi-Outlet with C-Store (Supermarkets, Drugstores, Gas/C-Stores, Mass Market Retailers, Military Commissaries and Select Club & Dollar Retail Chains. Stats from SymphonyIRI Group, a Chicago-based market research firm.

	Dollar Sales		Dollar Share of Spirits		Case Sales	
	Current	%Change vs YA	Current	Change vs YA	Current	%Change vs YA
SPIRITS	\$7,608,902,845	7.8%	100.00	0.00	57,330,753	6.3%
WHISKEY	\$2,607,528,423	9.5%	34.27	0.55	13,352,574	7.0%
VODKA	\$2,098,133,748	5.5%	27.57	-0.60	17,308,772	3.5%
RUM	\$632,669,688	1.2%	8.31	-0.54	4,960,372	0.3%
TEQUILA	\$542,471,580	12.7%	7.13	0.31	2,381,665	9.1%
CORDIALS	\$501,650,704	5.7%	6.59	-0.13	2,560,338	2.9%
PREMIXED COCKTAILS	\$409,305,043	29.2%	5.38	0.89	7,166,624	32.2%
BRANDY/COGNAC	\$335,998,111	5.2%	4.42	-0.11	1,559,046	0.9%
NON-ALCOHOLIC MIXERS	\$279,179,004	1.3%	3.67	-0.24	6,717,552	-1.4%
GIN	\$201,966,544	2.5%	2.65	-0.14	1,323,809	-0.8%
	Case Share of Spirits		Price Per Case		Price per 750 ml Volume	
	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA
SPIRITS	100.00	0.00	\$132.72	\$1.83	\$11.06	\$0.15
WHISKEY	23.29	0.15	\$195.28	\$4.56	\$16.27	\$0.38
VODKA	30.19	-0.81	\$121.22	\$2.29	\$10.10	\$0.19
RUM	8.65	-0.52	\$127.54	\$1.12	\$10.63	\$0.09
TEQUILA	4.15	0.11	\$227.77	\$7.34	\$18.98	\$0.61
CORDIALS	4.47	-0.15	\$195.93	\$5.05	\$16.33	\$0.42
PREMIXED COCKTAILS	12.50	2.45	\$57.11	-\$1.30	\$4.76	-\$0.11
BRANDY/COGNAC	2.72	-0.14	\$215.52	\$8.76	\$17.96	\$0.73
NON-ALCOHOLIC MIXERS	11.72	-0.92	\$41.56	\$1.10	\$3.46	\$0.09
GIN	2.31	-0.17	\$152.56	\$4.97	\$12.71	\$0.41

NCSLA's 2020 Officers

The National Conference of State Liquor Administrators (NCSLA) has chosen its Executive Committee for fiscal year July 1, 2019-June 30, 2020. The officers and regional chairpersons elected at the NCSLA annual business meeting in Louisville, Ky., on June 18 are:

- President – Teri Quimby of Michigan
- 1st Vice President – Anna Hirai of Hawaii (City and County of Honolulu)
- 2nd Vice President – Thomas Philpot of Florida
- 3rd Vice President – Robert Wiest of Delaware
- Immediate Past President – Jeffrey Kelly of Maryland
- Northern Region – Travis Hill of Virginia, Chair; Jenna Giguere of Rhode Island, Vice Chair

- Central Region – Stephanie Strauss of Iowa, Chair; Debby Beavers of Kansas, Vice Chair
- Western Region – Steven Marks of Oregon, Chair; John Cocca of Arizona, Vice Chair
- Southern Region – Steven Barker of Oklahoma, Chair; Stephen Humphress of Kentucky, Vice Chair.



Teri L. Quimby

The two associate member representatives are Caroline O'Connell with Conn Kavanaugh Rosenthal Peisch & Ford, LLP in Boston, Massachusetts, and Carrie Bonnington with Pillsbury Winthrop Shaw Pittman LLP in Sacramento, California.

Teri L. Quimby, Commissioner, Michigan Liquor Control Commission, is responsible for licensing, enforcement, spirits purchasing and distribution, hearings and appeals. She's licensed to practice law in Michigan and Illinois, is certified as a mediator and serves as President for the National Conference of State Liquor Administrators. In 2017, she received the Best Practices Award for Extraordinary Innovation, Dedication and Leadership from the National Association of Licensing Compliance Professionals and also was named by *Crain's Business Detroit* as one of Michigan's Most Notable Woman Lawyers.



Tasting Events & Competitions



INDEPENDENT
Spirits Expo
ISE

INDIESPIRITSEXPO.COM

New York City — June 10, 2019

New Orleans — July 20, 2019

Chicago — September 25, 2019



Year #23 – October 26, 2019

Deadline for entries is October 11

www.gibcc.com

The longest-running and largest such competition on the East Coast.

- THE -
WHISKY
EXTRAVAGANZA

DALLAS CHICAGO WASHINGTON, DC SEATTLE
HOUSTON BOSTON FT. LAUDERDALE LOS ANGELES

14 Cities — March-November each year
www.singlemaltravaganza.com



**ULTIMATE SPIRITS
CHALLENGE 2019**

FULL DETAILS AND ENTRY FORM



MicroLiquor
SPIRIT AWARDS

Sponsored by: flow } distillery focused brand design
www.flow-design.com



SIP AWARDS
INTERNATIONAL SPIRITS COMPETITION

The consumer tastes. The consumer decides.

2017 SIP AWARDS
BRONZE GOLD SILVER PLATINUM

www.sipawards.com



WHERE THE TRADE DECIDES

BISC	NYISC	MISC	AISC
BERLIN INTERNATIONAL SPIRITS COMPETITION	NEW YORK INTERNATIONAL SPIRITS COMPETITION	MELBOURNE INTERNATIONAL SPIRITS COMPETITION	ASIA INTERNATIONAL SPIRITS COMPETITION
MARCH 3RD	APRIL 14TH	JUNE 23RD	AUGUST
2019	2019	2019	2019

internationalbeveragecompetitions.com