

# Distillery modern Age



SEPTEMBER 27, 2019 | MODERN DISTILLERY AGE

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## Keepers of the Quaich U.S. Branch

With the sound of bagpipes echoing on Broadway, Keepers of the Quaich USA ([www.KOTQUSA.org](http://www.KOTQUSA.org)), the new American arm of the world famous Scotch whisky society, marked its official launch with a tartan-draped gala at Gotham Hall in New York City on September 25. Attendees included the Duke of Argyll and the British Consul General, and the inaugural event featured Scottish music, delicacies, toasts and revelry with some of the finest and rarest whiskies in the nine top Scotch producers' portfolios.



L-R: Jonathan Yusen, President & Managing Director, Americas, William Grant & Sons; Duke of Argyll; Tracie Franklin, Glenfiddich Brand Ambassador, William Grant & Sons; Antony Phillipson, British Consul General; Frank Coleman, Senior Advisor, Distilled Spirits Council of the United States

"The importance of the U.S. market to Scotch whisky cannot be understated," said chapter co-Chair and William Grant & Sons President Jonathan Yusen. "At \$2.3 billion in supplier sales and growing, it is the top market by far. Yet, we have never had a U.S. Chapter of Keepers of the Quaich — until now!"

Yusen noted many Keepers of the Quaich Chapters around the world including Germany, Brazil, Australia, South Africa, The Netherlands, The Nordics, UAE and India.

Chapter co-Chair Frank Coleman, who is a Master Keeper and Senior Advisor to the CEO of the Distilled Spirits Council of the United States, added: "The U.S. market has a unique role to play in keeping Scotch modern, diverse and relevant, while celebrating the unique heritage, quality and luxury of the King of Spirits."

In a show of industry unity, in attendance were 200 leading Scotch industry representatives from the U.S., including CEOs and other C-suite executives from major spirits suppliers, as well as top distributors, major retailers and key industry supporters plus A-list business media and other opinion leaders.

Guests heard from Antony Phillipson, British Consul-General in New York and Her Majesty's Trade Commissioner for North America, which was particularly important as trade, tariffs and the impact of Brexit were top-of-mind for many at the dinner.

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## Canned Cocktails – An Exotic Way to Renew Thirst in the Alcohol Market

*Special to Modern Distillery Age by Fact.MR, [www.factmr.com](http://www.factmr.com)*

Fact.MR's recent study on the canned cocktails market shows that the market is going to topple the alcoholic beverages market with a CAGR of ~20% over the forecast period. Growth of Gen X and Gen Y population will incite the rise of canned cocktails. This conclusion has been arrived at due to the overall per capita alcohol consumption by these cross-sections. Consumers worldwide are making informed choices regarding the food and beverages they consume, having a preference for taste, aesthetics and a premium quality of the product. Canned cocktails manufacturers have taken this trend as an opportunity to serve consumers with premium quality canned cocktails with an added advantage of convenience.

"The ritual of social-drinking is governed by a concept of status symbol, making Millennials accept premium drinks like cocktails into their lifestyle to make an impression," according to the report. "The increase in the number of mixologists and bartenders verifies that the populace has made cocktails their choice of alcoholic beverage. Although cocktails are becoming a prime drink for people, it wasn't convenient to enjoy them outside bars before the canned cocktails were introduced. Canned cocktails bought the convenience of easy-to-handle cans along with added reinforcement in strength over their glass bottle counterparts. This idea was developed from an already established market of canned beer and wines. The drop in sales of beer in the last five years had also made the manufacturers look for alternatives and canned cocktails came up as an option."

### Canned Cocktails: Developing Regions Provide a Spirit for Growth of Canned Cocktails Market

In the last decade, more than 100 companies across seven regions have introduced their line of canned cocktails. These includes alcoholic beverages front-runners and canned cocktails pioneers such as Diageo, Anheuser-Busch InBev, Duvel Moortgat U.S. and others. The two key international regions for canned cocktails market are North America and Europe. North America consists of the maximum manufacturers of canned cocktails, having over 1500+ distilleries, the second highest, followed closely by Europe. A significant number of micro-breweries

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# Keepers of the Quaich

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Other honored guests for the evening were the Duke of Argyll, who is both a Patron of the Society and Master Keeper himself, and among his numerous titles he is Master of Her Majesty's Royal Household in Scotland; and the Society's Grand Master, Peter Gordon, a fifth generation family member of William Grant & Sons.

Scottish actor Brian Cox, star of the hit HBO series *Succession*, toasted the new chapter in a videotaped message.

## Christie's Charity Auction Partnership

Christie's, the world's leading auction house, founded in 1766, has agreed to partner with the Keepers of the Quaich USA chapter on a 2020 charity auction in New York. Christie's will work closely the KOTQUSA co-Chairs, the Steering Committee and Mahesh Patel of the Universal Whisky Experience, a producer of Las Vegas spirits shows for high rollers and connoisseurs. Patel is the auction Chair.

Christie's New York Head of the Wine and Spirits Department, Chris Munro, noted that rare whiskies are outpacing rare wine in the prices they are bringing at auction recently.

"I am looking forward to working closely with the Keepers U.S. chapter and its members to put together a noteworthy auction in 2020 that also benefits a good cause," Munro said.

Munro noted that the auction house worked closely with the Distilled Spirits Council of the United States to legalize spirits auctions in New York more than ten years ago. Since then, prices for rare bottles have skyrocketed.

It is anticipated in the coming months, KOTQUSA will seek not-for-profit IRS designation as a 501(c)3.

## Chapter Officers & Steering Committee

In addition to the co-Chairs for KOTQUSA, the other officers include Treasurer Danny Wirtz, Breakthru Beverage Group Vice Chairman, and Secretary Kathleen DiBenedetto, Senior Director, Beam Suntory. The Steering Committee for the Chapter is a who's who of Scotch in America from CEOs Jim Clerkin, Moët Hennessy, and Chris Spalding, Edrington, from the supplier tier, to Tom Cole, RNDC and Chris Underwood, Young's Market, at the distributor tier. Other notables on the Steering Committee include Marvin Shanken, one of the first American Keepers; Caroline Rhodes, Diageo; Julien Hemard, Pernod Ricard; John Devin, Empire

Merchants; Brian Cox, Bacardí; Mahesh Patel, Universal Whisky Experience; Mark Fisher, Martignetti; Chris Watt, Whyte & Mackay; Chris Morris, Brown Forman; and Peter Cressy, Mount Vernon.

## Keepers of the Quaich Background

Started in 1988 at the society's spiritual home at Blair Castle in the Scottish Highlands, Keepers of the Quaich recognizes outstanding achievement in those who work, write or evangelize about Scotch whisky by honoring them with title of "Keeper." A select few are invited each year to be distinguished with the role of Master of the Quaich.

The Society takes its name from the traditional two-handled drinking cup, which is described in the ancient Gaelic language of Scotland as a "coach" or "quaich," a vessel long associated with friendship and the enjoyment of Scotch whisky.

Since the foundation of the Society, just over 2,700 men and women from more than 100 countries have received the honor. Together with the select few that have served a further ten years and who have subsequently been distinguished as Master of the Quaich, they represent thousands of years of shared experience and knowledge.

## Pre-Dinner Tasting Reception

Laphroaig Cairdeas 28 Year - Bowmore Marque - GlenDronach 24 Year Single Cask - Glenglassaugh 30 Year - BenRiach 30 Year Authenticus - Macallan Rare Cask - Highland Park 18 Year - Glenrothes 18 Year - Mortlach 16 - Oban Distillers Edition - Dewar's Double Double 32 Year - Royal Brackla 21 Year - Ardbeg Traigh Bhan 19 Year - Glenmorangie Quinta Ruban 14 Year - Glenmorangie Extremely Rare 18 Year - Royal Salute 38 Year - The Glenlivet 21 Year - Aberlour Cask Annamh - Dalmore King Alexander III - Dalmore 18 Year - Jura 18 Year - Glenfiddich 14 Year Bourbon Barrel Reserve - Glenfiddich 21 Year Gran Reserva - Balvenie 21 Year Portwood - Glenfiddich Grand Cru 23

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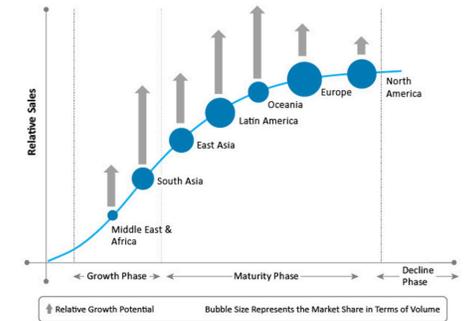
# Canned Cocktails

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have also released their brand of canned cocktails. Over 80 brands manufacture and sell their canned cocktails in U.S. alongside the sale of canned cocktails manufactured in other regions. The regions of Latin America and South Asia are to show immense traction in the canned cocktails market over the forecast period owing to their high

population, reduction in abstainers and increased per capita spending capacity.

Canned Cocktails Market Relative Maturity Mapping



Source: Fact.MR, 2019

Fact.MR

The online sale of canned cocktails has seen traction in markets of Oceania and Latin America. Online sales in South Asia is also expected to grow once the regulations over the consumption of alcohol change. The low alcohol-by-volume content of canned cocktails makes it possible to supply them through online channels in many countries as the sale of low ABV drinks is allowed to the lower age group of people in a significant amount of countries.

## Taste Reigns Supreme in the Canned Cocktails Market

The most important factor for considering a canned cocktail for the consumer is taste. Companies are investing heavily into developing better-tasting canned cocktails. Last July, Rogue Spirits released its range of canned cocktails with 100% natural ingredients such as cucumber, lime and cranberries. Companies have developed products with different base materials and additives so as to match consumer requirements. For instance, ASDA developed a passion fruit martini in last June and Fling™ by Boulevard released a margarita last March.

The emerging players in the market are coming up with newer alternatives such as a canned cocktail released in June made of gin blended with wine, and Duluth's Vikre Distillery with the brand Frenchie with lemongrass, fruit and vodka. These emerging players are putting their resources into developing canned cocktails with unusual flavors to match the changing consumer demand for better and alternative products. Small-scale manufacturers also have entered into spiked seltzers in the canned cocktails market and are developing products such as sparkling soda and sparkling mineral waters.

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## Jim Beam & Budweiser

Jim Beam has partnered with Budweiser to release Budweiser Reserve Black Lager (7.1% ABV), a limited-supply beer with the highest ABV in Budweiser's line. This is the second collaboration between the two, joining Budweiser Reserve Copper Lager (6.2%), which is back by popular demand.



Budweiser Reserve Black Lager aged on six-year-old Jim Beam bourbon barrel staves. It's available in a 22-ounce bottle gift box through December, as well as 12-ounce stubby glass bottles. Budweiser Reserve Copper Lager is available through March.

## Firefly Distillery Partners with PERC Abaco & Hope 4 Hope Town to Support Hurricane Dorian Relief Efforts

Firefly Distillery (South Carolina) co-founders Scott Newitt and Jim Irvin watched in horror as Hurricane Dorian struck the Bahamas, home of the Firefly Sunset Resort. The resort owned by Jim Irvin and his wife, Ann, is located in Hope Town, Elbow Cay, Abaco Islands, one of the hardest hit Islands. To help, Firefly Distillery is donating \$1 per case of Firefly Spirits purchased between now and January 31, 2020. The donation applies for every case of Firefly Spirits products that it sells nationwide, where permitted by law. Firefly will also be donating other goods and services to support relief efforts.

On September 3, The Hope Town Volunteer Fire & Rescue's Facebook post

reported 30% of structures demolished on Elbow Cay, 70% of structures damaged- to severely-damaged, most docks unusable and 99% of boats sunk. While the Firefly Sunset Resort also suffered significant damage, it provided safe shelter during the storm and now serves as a command center and volunteer-driven soup kitchen for the remaining 200 islanders.

## TTB: Avoiding Common Errors on Labels: Government Health Warning

From TTB:

One of the most common problems we see on alcohol beverage labels that causes us to have to send those COLA applications back for correction is errors in the mandatory health warning statement, including punctuation and formatting problems.

The following health warning statement must appear on all alcohol beverages for sale or distribution in the U.S. that contain 0.5% or more alcohol by volume:

**GOVERNMENT WARNING:** (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

Follow these tips:

- The words "GOVERNMENT WARNING" must appear in capital letters and in bold type
- Don't omit or change any punctuation marks (periods, commas, colon, parentheses)
- You may not include health warnings specifically related to alcohol consumption that are required by a foreign government

See the regulations in 27 CFR part 16 for the full rules about how to meet the health warning statement labeling requirements and speed your label approval process.



## NABCA Moving Its Virginia Headquarters

The National Alcohol Beverage Control Association (NABCA) will relocate its headquarters on September 30. The association is moving from Alexandria to Arlington, Va.

The new address will be 2900 South Quincy Street, Suite 800, Arlington, VA 22206-2231. The association's phone number remains the same at 703-578-4200.



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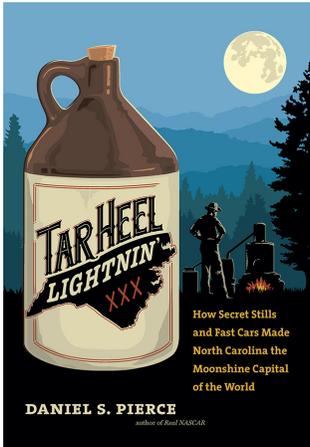
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# Tar Heel Lightnin': How Secret Stills & Fast Cars Made North Carolina the Moonshine Capital of the World

Daniel S. Pierce has written *Tar Heel Lightnin': How Secret Stills and Fast Cars Made North Carolina the Moonshine Capital of the World* (The University of North Carolina Press, softcover, 328 pages, 76 illustrations, \$30).



From the late 19<sup>th</sup> century well into the 1960s, North Carolina boasted some of the nation's most restrictive laws on alcohol production and sale. For much of this era, it was also the nation's leading producer of bootleg liquor. Over the years, written accounts, popular songs and Hollywood movies have turned the state's moonshiners, fast cars and frustrated Feds into legends.

Pierce tells the real history of moonshine in North Carolina as never before. He profiles a varied cast of characters who operated secret stills and ran liquor from the swamps of the Tidewater to Piedmont forests and mountain coves. From the state's earliest days through Prohibition to the present, Pierce shows that moonshine crossed race and economic lines, linking men and women, the rebellious and the respectable, the oppressed and the merely opportunistic. As Pierce recounts, even churchgoing types might run shipments of "that good ol' mountain dew" when hard times came and there was no social safety net to break the fall.

Folklore, popular culture and changing laws have helped fuel a renaissance in making and drinking commercial moonshine, and Pierce shows how today's producers understand their ties to the past. His book reveals that moonshine's long, colorful history features surprises that can change how we understand a state and a region.

Pierce is a professor of history at the University of North Carolina Asheville. His previous books include *Real NASCAR: White Lightning*, *Red Clay* and *Big Bill France*.

## 2019 Lucid Absinthe Cocktail Classique Champion

Culver City, Calif., bartender Austin Doner has been named the 2019 Cocktail Classique Champion for his cocktail named *The CooCooNut*. The competition was sponsored by The United States Bartenders' Guild and presented by Lucid Absinthe Supérieure. Doner is a bartender at The Corner Door in Los Angeles.



Austin Doner

The championship, which featured seven semi-finalists from around the country, was held at the newly renovated Belle Epoque Absinthe Lounge, an extension of the landmark Old Absinthe House in New Orleans' French Quarter. Earlier this year, more than 100 mixologists submitted their original cocktails, vying for a chance at the grand prize, a trip to the Combiar Distillery in France where Lucid Absinthe is made according to traditional French methods.

## Old Pulteney Partners with Sustainable Surf

Old Pulteney, which calls itself "The Maritime Malt," has partnered with Michael Stewart and Kevin Whilden of Sustainable Surf in California to produce the first short film in the U.S. for its new global campaign "Rise With The Tide," which follows inspirational stories of those whose lives have been shaped by the sea.



L-R: Michael Stewart & Kevin Whilden of Sustainable Surf

Sustainable Surf is a non-profit that protects and restores ocean health by shifting people to a low-carbon "Deep Blue" lifestyle. This is the first U.S. partner in Old Pulteney's new global campaign.

The *Rise With the Tide Sustainable Surf* episode (which can be viewed [here](#)) explores the question: Can surfers can change the world?

Filmed in California, Stewart and Whilden discuss their vision on how the surfing community and consumers can live a more ocean-friendly life, one that is better for themselves, the community and ultimately the entire world. Their drive to find a way to solve the most pressing environmental issues facing oceans today led Sustainable Surf to create programming such as The ECOBOARD Project, which reduces carbon footprints, increases the use (and reuse) of renewable, recycled and up-cycled inputs, and reduces overall toxicity within the surfboard manufacturing process.

*Rise With the Tide Episode 1* explored the beauty of the U.K.'s coastline.



# GREAT INTERNATIONAL BEER, CIDER, MEAD & SAKE COMPETITION



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## Red River Whiskeys

Shaw Ross International Importers has re-released the Red River Portfolio of whiskeys from Texas. These include Red River Bourbon (41.2% ABV), Red River Single Barrel Bourbon (48.4%), Red River Rye (40%) and Red River Blended Whiskey (40%). Distribution had been limited primarily to the home state of Texas and bordering states as well as several southern states. Expansion is initially set for northern and western states.



Red River Bourbon Bourbon is a proprietary blend of corn, rye and barley aged in new, charred American oak barrels and finished in Napa Valley Pinot Noir casks. A 750-ml bottle sells for about \$40.

Red River Rye is distilled from a mash bill of 95% rye and 5% malted barley. It aged in new, charred American oak barrels and was finished in Red River bourbon barrels. A 750-ml bottle sells for about \$30.

Red River Blended Whiskey is a proprietary blend of Red River whiskeys. A 750-ml bottle sells for about \$30.

Red River Single Barrel Bourbon is a proprietary blend of corn, rye and barley aged in new, charred American oak barrels. A 750-ml bottle sells for about \$50.

The packaging has been created to emphasize authenticity to Texas roots with a pearl-snap top designed to mirror the look and feel of a button on a Western pearl-snap shirt, while the point of the white coating on the bottle reflects the point on the back yoke of a Western pearl-snap shirt.

A portion of the proceeds from every bottle sold goes to wildlife conservation, which is called out on the neck label of the bottle.

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## The Walking Dead Kentucky Straight Bourbon Whiskey

Diageo has released The Walking Dead Kentucky Straight Bourbon Whiskey (47% ABV), a limited-edition under the Spirits of the Apocalypse label.



Each bottle is marked “safe-zone approved” with a label that bears the comic’s trademark logo and an “RGrimes” signature of authenticity.

A 750-ml bottle sells for about \$35.

## Kentucky Owl Bourbon #9

Kentucky Owl has released Bourbon #9 (63.8% ABV). It’s a blend of four different distillates from four different mash bills including a 15-year-old, two different lots of 14-year-old, a 12-year-old, a seven-year-old and a six-year-old.



A 750-ml bottle sells for about \$300, and only 10,314 bottles are available.



## Bardstown Bourbon Co. Collaborative Series

In October, The Bardstown Bourbon Co. in Kentucky will release three new products as part of its Collaborative Series, including two bourbons aged in brandy barrels from Copper & Kings American Brandy Company, as well as a bourbon finished in beer barrels from Goodwood Brewing.



The latest collaboration between Bardstown Bourbon and Copper & Kings is an American apple brandy finish featuring an 11-year-old Indiana bourbon finished in apple brandy barrels for 20 months. Last year, Bardstown released two collaborations, a Muscat Mistelle barrel-finished bourbon and an American brandy barrel-finished bourbon.

The two companies will also release a limited amount of a 10-year-old bourbon finished first for 18 months in Copper & Kings Muscat Mistelle barrels and then re-barreled for an additional finish in new, freshly-charred American oak barrels for 19 months. It will be available only at Bardstown Bourbon.

Bardstown Bourbon also partnered with Louisville's Goodwood Brewing for a limited, regional release. This 11-year-old bourbon is finished in Goodwood Brewing Brandy Barrel Honey Ale casks for 18 months.

Bardstown Bourbon and Goodwood Brewing will resume their collaboration in early 2020 for a bourbon finished in Walnut Brown Ale casks.

Bardstown Bourbon Company's full Collaborative Series and product lineup includes:

Bardstown Bourbon Copper & Kings American Apple Brandy (60.20% ABV, ~\$125), Bardstown Bourbon Company Copper & Kings Double Muscat Mistelle (49.95%, ~\$350), Bardstown Bourbon Goodwood Brewing Honey Ale (55.05%) \$125), Bardstown Bourbon Series #1 Kentucky Straight Bourbon Whiskey (49.45%, ~\$60), and Bardstown Bourbon Discovery Series #1 (60.605%, ~\$130.)

## Starward Australian Two-Fold Double Grain Whisky

Starward Australian Whisky has released Two-Fold Double Grain Whisky (40% ABV), distilled from 60% wheat and 40% malt from Starward Nova Single Malt, which are distilled and aged separately in the distillery's red wine barrels from some of Australia's leading wineries.



A 750-ml bottle sells for about \$33.



## Irishman Makes Scorsese an Offer He Can't Refuse

Martin Scorsese's movie *The Irishman* premieres at the New York Film Festival on September 27, and Irish whiskey producer Bernard Walsh has been making The Irishman whiskey since 2007. Not only does Walsh's whiskey share the same name as the movie, it also shares the same logo. Instead of disputing the commercial rights to his brand with Scorsese and Netflix (the movie's backers), Walsh wrote to the filmmaker to make him an offer he surely couldn't refuse — and it was sealed in a wooden casket.



The casket contained two things. The first is a letter from Walsh offering Scorsese and Netflix an ample supply of The Irishman whiskey for all of the movie's premieres, free of charge. The second is a personalized bottle of The Irishman Cask Strength (54% ABV). As a mark of respect, Walsh also sent 30 personalized bottles of this triple-distilled whiskey (about \$140 for a 750-ml bottle) for senior members of the cast and production crew.

Walsh also produced a short movie of his own as a homage to the co-existence of *The Irishman* movie and whiskey. It's shot in the style of the original trailer to announce *The Irishman*, which Netflix aired during the Oscars ceremony this spring. The short animation features two "Wise Guys" in conversation as one introduces the other to his "associates" — three expressions of The Irishman whiskey: Founder's Reserve, Single Malt and Cask Strength. The movie can be viewed [here](#).

## Sara Beth Urban – Executive Director, Tennessee Distillers Guild

The Tennessee Distillers Guild has named Sara Beth Urban its new Executive Director. Urban will continue to promote the Guild and its initiatives such as the Guild’s flagship Tennessee Whiskey Trail.



Sara Beth Urban

“The Guild has worked hard to get the Trail up and running,” said Kris Tatum, President of the Tennessee Distillers Guild. “We have a large opportunity to grow the Trail and to continue to enhance our position in the State of Tennessee as a primary player for tourism. Sara Beth brings the right combination of enthusiasm, energy and relationships to elevate the Guild and Trail to a whole new level.”

Urban is a Nashville native and graduate of Middle Tennessee State University. She comes to the Guild following three years with the Tennessee Department of Tourist Development where she promoted Tennessee as a global destination for music, food and one-of-a-kind experiences.

Urban was previously Executive Director at Historic Rock Castle, a nonprofit house museum in Hendersonville, Tenn. She has a Master’s degree in public history and museum management from MTSU.

## Kelly Soendker – EVP, Sales, Deutsch Family Wine & Spirits

Deutsch Family Wine & Spirits has promoted Kelly Soendker to Executive Vice President, Sales. She’ll lead the company’s entire sales team of 125 people including Distributor Management, Strategic Accounts and International. With this move, Soendker becomes one of the only female head of sales for a major wine and spirits company.



Kelly Soendker

A 10-year veteran of Deutsch, Soendker has more than 30 years of sales experience working with major chain customers in consumer package goods. In her previous role as EVP of Strategic Accounts and International, she led the cross-functional selling organization responsible for the national, regional and international businesses and control boards. She also oversaw the business intelligence and category development functions supporting the off-premise chain channel, which remains a top strategic priority for the company.

Under her leadership, the Deutsch share of the off-premise chain category has grown more than 50%, fueling DFWS as the fastest growing major wine and spirits supplier in the industry.

Prior to Deutsch, Soendker was Diageo’s Vice President of National Accounts Off-Premise. Other experience included Vice President of Sales, Campbell Soup, responsible for the Walmart Team

This move enables the promotion of Lewis Wright as SVP, Strategic Accounts, and he’ll continue to report to Soendker. Wright was previously VP of Strategic Accounts for the East region. In his new role, Lewis will lead the Strategic Accounts sales team responsible for managing off-premise business performance in national chains, regional chains and control boards. Wright has been with Deutsch for seven years.

Soendker will continue to report to CEO Tom Steffanci, and she now has eight direct reports: Lewis Wright, SVP, Strategic Accounts; Ryan Rowder, SVP, Sales; Jeff Corbett, SVP, Sales; Tony Kalich, SVP, Distributor Relations and Sales Capability; Eric Lake, VP, National Accounts On-Premise; Suzy Kilgore, VP Commercial Planning and Execution; Karen Hattrup, VP Customer Development & Business Intelligence; and Dana Ryall, Director of International Sales.

## Dan Buttling – Global SMA, Stoli

Stoli Group today has appointed Dan Buttling as Global Chief Marketing Officer, effective October 1. He’ll be based in the company’s New York City headquarters and will lead all aspects of the global marketing department for spirits and wines.

Buttling joins Stoli after 31 years at Diageo, where, most recently, he was Chief Marketing Officer for the organization’s beer company leading brands such as Guinness, Harp Lager, Smithwick’s and Smirnoff Ice. Previously, he worked at Diageo in sales, business analytics, accounting, portfolio trade marketing and led brand marketing for the Reserve and Premium brands including Ketel One, Ciroc, Bulleit and Johnnie Walker.



## Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on a bourbon, an American rye, an Irish whiskey and a 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 (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*).

### Straight Bourbon Whiskey, 50%

**Blum Bros. Distilling, Galena, Ill., ~\$50**

72% corn, 23% rye, 5% barley; aged a minimum of four years

Amber with an aroma of hay, spice and apples. In the taste are corn sweetness, caramel, cinnamon and oranges. A full body. Finishes with oak, rye spice and alcohol warmth.



### The Tyrconnell 16 Year Old Oloroso & Moscatel Cask Finish Single Malt Irish Whiskey, 46%

**Kilbeggan Distilling, Kilbeggan, Co. Westmeath, Ireland, ~\$100**

Imported by Kilbeggan Distilling Import Co.; aged for 16 years in American white oak ex-bourbon barrels before an additional aging in wine casks from the Andalusia region of southern Spain, which were initially seasoned with Oloroso sherry before a second seasoning with Moscatel wine

Light amber with an aroma of apples, oranges and tangerines. In the taste are baker's chocolate, apricots, marzipan, pot pourri, nuts, sherry and Moscatel. A full body.



### Michter's 10 Year Single Barrel Rye, 46.4%

**Michter's Distillery, Louisville, Ky., ~\$160**

Amber with an aroma of oak, vanilla, mint, chocolate and spice. Sweet with rye spice, leather, oak, caramel, dark fruits and alcohol warmth. A full body. A long finish with spiciness, butteriness and alcohol warmth.



### Port Askaig 10 Year Old, 58.5%

**Elixir Distillers, Islay, Scotland, ~\$100**

Imported by ImpEx Beverages; aged in both ex-bourbon barrels & ex-sherry butts

Light amber with an aroma of wet campfire, smoke, iodine, sea air and bacon. In the taste are peat, dried fruits, cherries, apples, apricots, sea air, baker's chocolate and grassiness. A medium body. Finishes with wet ashes, dried fruit, spices 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

# Canned Cocktails

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The rise in female consumers of canned cocktails has also seen a rise in the recent period as manufacturers such as Pernod Ricard with Malibu and Rosé All Day by Big Hammer Wines have introduced cocktails with flavors usually liked by females such as strawberries and rosés. It's evident that emerging players in the canned cocktails market are looking to cover the smallest of white space available in the market with innovation and development of exclusive canned cocktails.

## **Convenience Keeps the Canned Cocktails Market "High"**

The canned cocktails manufacturers have understood that for modern day consumers, convenience matters more than cost. People agree to pay more if their efforts are reduced. The emergence of canned cocktails was the brainchild of this fact. The manufacturers are putting a significant amount of their resources into developing more convenient products. Hochstadter made the can of its canned cocktail smaller to about 100-ml so that stacking becomes easy and the total alcohol consumption in a single serving is limited. Big Hammer introduced thinner cans so that its canned cocktails fit better in the hands of female consumers, the target customers.

The innovation to look forward to will be "interlocking cans." Companies have come up with an innovation to put up an interlocking can setup as an attempt to reduce plastic waste garnered by usage of six-pack plastic rings. The threads on the interlocking cans can hold up to ten cans in a stack. This technology is open-source and can be used by many canned cocktail manufacturers in the market. This innovation in cans has a potential to reduce the distribution and transportation cost of canned cocktails, ultimately increasing the margin.

The companies are looking into increasing their manufacturing capacity by increasing the speed of the canning process. Companies are taking help from technology leaders to better the speed on their manufacturing lines with increased safety and hygiene standards.

## **Regulations & Taxation Numbing the Canned Cocktails Market, but Online Supply Chain "Keeping It Bubbly"**

The awareness of harm caused by heavy alcohol consumption has seen an increased

momentum in the past decade. This has brought many governments to bring laws into the framework of alcohol consumption. This is also fueled by religious tenets. A majority of the countries across the regions have a set a legal framework for alcohol consumption with respect to verticals such as legal sales medium, sale and consumption age, duration of sale, place and event of consumption and other indirect laws such as those against drunk driving and the advertisement of alcoholic products. This has put a hindrance in the growth of canned cocktails in many regions.

The governments also charge a heavy amount of tax on alcoholic beverages such as canned cocktails. A study by the University of Sheffield reported that Finland, a country with one of the highest per capita alcohol consumptions, charges up to \$0.68 duty on per unit (8 grams/10-ml of pure ethanol weighted with ABV) of alcoholic beverage. The developing countries have raised taxes on alcohol as a way to generate revenue. India has not put GST on alcohol, but states put a VAT and excise duties. Although GST is not levied on liquor, its raw materials attract a GST of around 18%. This increases the cost of production.

Despite all these constraints, the sales of canned cocktails have seen a rise from the online channels. The ease of availability along with convenience of choice and delivery at home has made people flock to online stores of their favorite brands to deliver the products. This also decreases the instances of moral policing and is seen as a safer medium to purchase alcohol by Millennials. The canned cocktail manufacturers also like to control the supply chain and reduce the margin outflow to distributors, thus it's a win-win situation for both, the manufacturers and consumers.

The canned cocktails market is having a rebirth after the trend of the bottled cocktail died in the late 1990s. This rebirth is different from old RTD cocktail trends, as the momentum for canned cocktails is coming from small manufacturers rather than large distilleries. The small manufacturers appeal to young consumers who want a new experience in every step of their life. Canned cocktails tend to be regional, and the manufacturers' emphasis on quality ingredients will surely leave the market rife for opportunities.

## **Market Leaders Strive to Stay on Top while New Entrants Are Looking to Diversify**

The canned cocktails market is run by alcohol heavyweights such as Anheuser-Busch InBev, Duvel Moortgat and Pernod Ricard. These companies have released extensive lines of canned cocktails under their various brands. The companies are using their experience in spirits and ales and putting a lot of investment in individual countries to acquire local ingredients to meet the diverse needs of the regional consumers. The companies are looking to develop high quality canned cocktails to stay golden in the competition. The companies are also devoting a lot of attention towards consumer reaction over their previous offerings and making changes accordingly.

The newer entrants are looking into the white spaces available and are leaving their mark by creating a diverse range of canned cocktails. They are concentrating on producing canned cocktails from exotic ingredients such as coconut or lemongrass, which are not emphasized by market leaders. The new entrants are not afraid to experiment, and thus are going full steam ahead to create newer types of canned cocktails.

The newer entrants have also looked into another vertical of canned cocktails: spiked seltzers. Spiked seltzers are low-alcohol drinks based on non-alcoholic beverages such as sparkling water or club soda. Aldi launched its spiked seltzers under the brand name Vista Bay last April with exotic flavors such as natural lime, black cherry, ruby grapefruit and coconut mango.

Newer entrants are also looking into the development of products keeping in mind consumer preference demands such as sugar-free or gluten-free. These preferences affect the demand of their alcoholic beverages, and companies are investing heavily in laboratory and technological advancement to develop products that meets these demands. For example, in July, Vide Beverages released Vide Vodka Cocktail with zero sugar and carb content. The canned cocktail market will continue to gain momentum with the advent of cutting-edge strategies.

*These insights are based on a report titled Canned Cocktails Market by FactMR.com*

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## Tasting Events & Competitions



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