

Distillery ^{modern} Age



NOVEMBER 13, 2015 | MODERN DISTILLERY AGE

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ABL: Celebrate Package Liquor Stores in November

November is National Package Liquor Store Month, sponsored by American Beverage Licensees (ABL) since 2009. Merriam-Webster's Dictionary defines a "Package Store" as "a store that sells bottled or canned (alcohol) beverages for consumption off the premises" and traces its usage back to 1918.



**PACKAGE
LIQUOR
STORE
MONTH
NOVEMBER**

"ABL proudly supports our package liquor store members," said ABL President Warren Scheidt, a package store owner in Columbus, Ind. "Locally owned and operated, off-premise licensees support their local communities and recognize the responsibility of selling alcohol products in a diverse and competitive market."

In the U.S., off-premise retailers provide over 535,132 jobs through the direct sale of beverage alcohol. That includes more than \$17.5 billion in wages and benefits for \$32.6 billion in direct economic impact each year.

"Independent package liquor stores serve their communities by creating jobs and generating economic activity in addition to providing the beer, wine and spirits products that their customers expect," said John Bodnovich, ABL's Executive Director. "Package Liquor Store Month is an opportunity to recognize these businesses that support local charities, sponsor sports leagues and work with law enforcement, regulators and parents to prevent the misuse of alcohol."

Building a Healthy Foundation for Your Startup Distillery

by Matthew P. McLaughlin, Baker Donelson

Undertaking any entrepreneurial endeavor can be a daunting task. It can get very complicated when doing so in a highly regulated environment, such as the one that governs the manufacture and sale of alcohol-related products. And while every company founder will inevitably make some mistakes, here are some suggestions on how to build a healthy foundation for your startup distillery.

Build a Team

Going at it alone almost ensures failure. The overwhelming majority of success stories in the distilled spirits industry are those of teams — teams of founders that surround themselves with knowledgeable mentors and advisors familiar with the industry. Getting the team right early in the business life cycle is critical, because it increases the likelihood of success and sets the course of the company culture.

Steve Jobs said it best: "My model for business is The Beatles. They were four guys who kept each other's kind of negative tendencies in check. They balanced each other and the total was greater than the sum of the parts. That's how I see business: great things in business are never done by one person, they're done by a team of people."

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Proposal to Lower Drinking Age to 18 in California

A proposed California ballot initiative to lower the drinking age to 18 is making its way around the state. The California Secretary of State has given his approval for the initiative to go forward and collect signatures to qualify for the November 2016 ballot. According to state law, the signatures of 365,880 registered voters are needed.

Oregon: Proposed Ballot Measure to Allow Grocers to Sell Distilled Spirits

Oregonians for Competition, a group backed by grocery stores, has filed paperwork for a ballot measure that would allow grocers and other retailers to sell distilled spirits. The proposal may appear on the ballot in the 2016 election.

McCormick Distilling Acquires Broker's London Dry Gin

McCormick Distilling of Weston, Mo., has acquired Broker's London Dry Gin, McCormick's first entry into the premium gin category.



Broker's Gin was created by brothers Martin and Andy Dawson in the late 1990s, and it's now available in 60 countries. The name and logo are a nod to gin's status as a traditionally English-produced spirit: a gentleman wearing a bowler hat evokes an immediately recognizable image of London, and the name pays homage to the stockbrokers upon whose heads such hats were typically found.

Brokers Gin (47% ABV) is made in a 200-year-old gin distillery in England using a traditional copper pot still. Ten botanicals are steeped for 24 hours in a quadruple-distilled pure grain spirit made from English wheat, which is then distilled for a fifth time. A 750-ml bottle sells for about \$25 (50-ml, one-liter and 1.75-liter bottles are also available).

"Broker's Gin is a great complement to McCormick Distilling Co.," said Ed Pechar, McCormick's Chairman of the Board. "This transaction represents another important step toward ensuring that our portfolio is optimally structured. We're excited about the opportunities this will create for our growth, both domestically and internationally."

"Along with 360 Vodka and Tequila Rose, adding Broker's Gin to our portfolio will continue McCormick Distilling Co.'s tradition of offering impeccable products that represent good price points to a variety of consumers," said Mick Harris, President of McCormick Distilling Co. "Premium gin continues to capture exceptional market

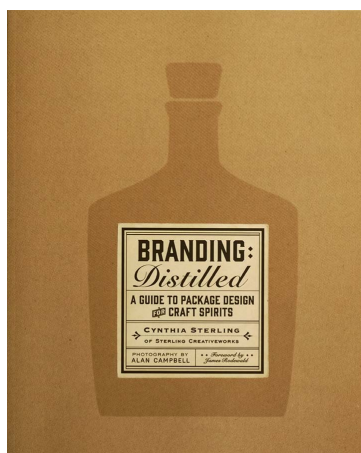
share in North America and around the world as cutting-edge bartenders use it in a multitude of specialty cocktails. With the addition of Broker's Gin, we can elevate our presence with these emerging trends."

Marty and Andy Dawson will continue as brand consultants for the next two years.

"We are pleased to complete the transfer of Broker's Gin Ltd. to McCormick Distilling Co., a company that embodies the same family values that will help nurture Broker's Gin to its next chapter of growth," said Martin Dawson.

Branding: Distilled

Cynthia Sterling, Principal and Creative Director of Sterling Creativeworks, has written *Branding: Distilled* (White Mule Press, paperback, 100 pages, \$28).



Sterling has 25 years of experience as a creative director and is the founder and creative director of Sterling Creativeworks, a strategy, branding and packaging agency for spirits and wine brands. Her book is an in-depth exploration of branding and packaging design for craft spirits. Information in the book includes establishing a brand strategy and selecting a design team; the anatomy of a great package, including shelf pop; and managing the design process and sourcing materials.

Finlandia's "Journey from the Source"

Finlandia Vodka has produced a documentary short series, *Journey from the Source: A Search for Less Ordinary Wisdom*, as a multi-episode series featuring adventurers to raise awareness for the importance of preserving the world's pure water sources. The series will document pure water advocates. Finlandia Vodka uses glacial

water, and the brand donates one percent of its U.S. sales to pure water initiatives around the world through its partnership with 1% For The Planet. Finlandia also partners with environmental charity partners that have demonstrated a commitment to pure water initiatives and ecological preservation, and it invests in conservation efforts from oyster restoration in waterways to the effects of climate change on snowcaps.



Filmmaker and pro surfer Mikey DeTemple and creative agency Mistress made the films. The four episodes will roll out over the course of five months on Finlandia's YouTube Channel. Finlandia will also release behind-the-scenes assets, trailers and "making of" vignettes via its social media channels and content partners. The episodes will run approximately four minutes in length.

Vodka Mariette's Entrepreneur of the Month

Vodka Mariette, produced in Bordeaux, France, is celebrating Connecticut entrepreneur Morgan Clifford for the month of November as "an inspiration to aspiring female entrepreneurs due to her valiant efforts in launching Morgan Clifford, an outerwear line specializing in contemporary coats."

The vodka's name means "Little Rebel" in French as well as being a French girl's name, and the brand is focused on "free-spirited, creative, female entrepreneurs," according to a company statement.

Vodka Mariette will highlight a female entrepreneur every month "to inspire and motivate other women who are considering starting their own venture."

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Campari's Limited Edition Holiday Art Labels

Campari has released limited edition art labels for the holiday season, which feature a sketch by Futurist artist Fortunato Depero reimagined with the use of contemporary colors. The trio of limited edition labels reinterpret a sketch of a Campari pavilion designed by Depero in 1933 for an international exposition held in Milan.



This is the second consecutive year Campari has featured a reinterpreted Depero work. The three new labels were crafted as complementary color schemes to generate maximum contrast, each with its own twist. Orange was matched with cyan (green/blue), magenta matched with lime green and purple with yellow — all for an effect similar to that of a neon sign.

Jack Daniel's Operation Ride Home

The Jack Daniel Distillery and Armed Services YMCA (ASYMCA) have parted for the fifth year for "Operation Ride Home" (ORH),



a campaign that assists junior-enlisted service members and their families to travel from military bases to homes across the country this holiday season.

Through ORH, 1,557 single service members and those with families — for a total of 3,549 individuals — have been given the gift of home the last four years. Troops from every branch of service have been assisted and have travelled to 47 states.

Working with the different military commands, ASYMCA helps identify and prioritize those junior-enlisted service members and families most in financial need. Vouchers are provided for plane tickets and pre-paid debit cards are given to assist those who are driving. The Jack Daniel Distillery has once again donated \$100,000 to kick off the campaign and is asking friends to visit www.jdoperationridehome.com if they'd like to contribute to the effort. All donations are 100% tax deductible.

Neil Morris – Global Ambassador, Authentic Caribbean Rum Marque

The West Indies Rum & Spirits Producers' Association (WIRSPA) has named Neil Morris as Global Ambassador for its Authentic



Neil Morris

Caribbean Rum Marque (ACR). Morris has more than 30 years experience in the drinks industry and close to 10 years dedicated exclusively to the rum category. He's been involved in regulation, sensory analysis, training and education across several alcoholic beverage markets.

Morris will develop the training and education elements of the ACR Marque campaign that involves 15 rum producing countries within the Caribbean. The ACR Marque education campaign is focused on trade and media and is being carried out in more than 12 countries.

"By naming Neil Morris Global Ambassador, we are strengthening the ACR campaign thanks to his in-depth knowledge of the rum category, and his broad international experience that matches the requirements of our global campaign," said Frank Ward, Chairman of WIRSPA.

"To date, more than 4,000 bartenders have been trained in Europe, and the goal is to train 1,000 more in North America in 2015," said Morris. "The campaign is now making great strides in U.S. and Canadian markets where we want to continue to bring quality rum education to spirits industry professionals."

Currently licensed companies for the ACR Marque include Angostura Limited, Antigua Distillery Limited, Barceló, Brugal, Demerara Distillers Limited, Grenada Distillers Limited, Hampden Estate, J. Wray and Nephew, Mount Gay Distilleries Ltd, National Rums of Jamaica, R.L. Seale, Rhum Barbancourt, St. Lucia Distillers, St. Nicholas Abbey, St. Vincent Distillery, Suriname Alcoholic Beverages, Travellers Liquors, Westerhall Estate, West Indies Rum Distillery.

Spirit Works Straight Wheat & Straight Rye

Spirit Works Distillery of Sebastopol, Calif., has released its first whiskeys: Straight Wheat and Straight Rye Whiskey (both 45% ABV). The grains for each whiskey are milled, mashed, fermented and distilled at the distillery, and each batch is aged for a minimum of two years in 53-gallon, charred, new American white oak barrels and bottled non-chill-filtered.



Straight Wheat Whiskey is made from 100% organic red winter wheat. Straight Rye Whiskey is a small-batch, high-rye whiskey. A 750-ml bottle of each sells for about \$65.

Spirit Works also makes Barrel Aged Gin and Barrel Reserve Sloe Gin. The spirits are sold in California, Washington State, Oregon, Illinois, Colorado and Arizona with New York coming soon.



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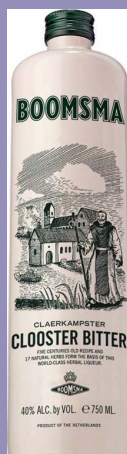
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Cloosterbitter

Craft + Estate, a member of The Winebow Group, has released a new herbal bitter from Dutch genever producer Boomsma, founded in 1883 by Dirk Boomsma. Cloosterbitter (40% ABV) is a blend of 17 herbs based on a 15th century recipe from the Monastery Clearkamp, which was located near the Frisian town of Dokkum, where monks embraced its medicinal properties.



The herbs and plants that produce Cloosterbitter are found in the Frisian meadow and harvested in May. They're macerated separately and then blended together according to the "secret Boomsma family recipe." A 750-ml bottle sells for about \$25.

Boomsma remains an independent, family-owned business run by the fifth generation, Saskia and Chantoine Boomsma. Other genevers include Oude and Jonge (Old and Young).

J. Carver Calvados-Style Apple Brandy & Rye Whiskey

J. Carver Distillery of Waconia, Minn., has released Calvados-Style Apple Brandy and its first whiskey, Rye Whiskey. Both are made with fruits and grains grown locally on the outskirts of the Twin Cities, and both were aged in barrels coopered in Minnesota.



J. Carver Apple Brandy (45% ABV) is distilled from fermented apple cider. The fruit is harvested from apples grown at historic Sponsel's Minnesota Harvest in Jordan, Minn., and pressed into a cider before fermentation. A 750-ml bottle sells for about \$39.

J. Carver Rye Whiskey (46%) has a mash bill of 70% rye and 30% corn. A 750-ml bottle sells for about \$33.

Both are available in Minnesota.

Grant's Ale Cask Finish Blended Whisky

William Grant & Sons has released Grant's Ale Cask Finish Blended Whisky (40% ABV), the only blended Scotch whisky



available in the U.S. finished for up to four months in barrels that have previously held ale. A 750-ml bottle sells for about \$20.

Patrón One-Liter Bottle

Patrón has released its first one-liter bottle of Patrón Silver Tequila (40% ABV) with a redesigned pewter bottle that



includes an intricate design of the Patrón tequila bee. The bottle is finished with a glass stopper and is enclosed in an acrylic display case. A bottle sells for about \$80.

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Sangre de Vida Mezcal

Sangre de Vida Tequila from Iconic Brands has released a mezcal: Sangre de Vida Mezcal (40% ABV), and like the tequilas, it's packaged in a hand-painted bottle shaped like a skull.



Sangre de Vida Mezcal Made in distilled twice in clay pot stills in the San Juan del Rio region of Tlaxolula, Oaxaca, from Espadín agave. The production processes uses the *tahona* wheel of slow stone milling to gather the juice from the cooked agave, which undergoes natural fermentation in wooden vats. It ages in oak barrels for 60 days. A 750-ml bottle sells for about \$50, and Sangre de Vida spirits are available in 13 states.

Pinnacle Vodka Peppermint Bark & Pumpkin Pie

Beam Suntory has extended the Pinnacle Vodka line with Peppermint Bark and Pumpkin Pie (both 35% ABV). A 750-ml bottle of each sells for about \$13.



A survey of 900 people conducted by Finn Partners for Pinnacle found that one in five adults said that pecan pie is the seasonal flavor they personally enjoy the most during the holidays, and when it comes to adding seasonal flavors to cocktails, peppermint is the flavor of choice among 21-29 year-olds followed by caramel apple and salted caramel. More than one-third of adults think pumpkin will continue to be most popular during this holiday season.

Wicked Dolphin Gold Reserve

Wicked Dolphin of Cape Coral, Fla., has released Gold Reserve Rum (40% ABV), distilled from 100% Florida sugarcane



from two fermentation styles using both sugarcane and molasses and aged for three years in bourbon barrels. No caramel or sugar is added. A 750-ml bottle sells for about \$33. Wicked Dolphin rums are available in Florida, South Carolina, Georgia, Washington, D.C. and Maryland.

Smirnoff Peppermint Twist

Smirnoff Vodka has extended the line with Peppermint Twist (30% ABV).



The bottle has a scratch-and-sniff feature that gives off a peppermint aroma. A 750-ml bottle sells for about \$16.

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Deadhead Rum

Deadhead Rum from Iconic Brands will move to a new distillery to keep up with growing demand. Its sales have nearly doubled in the past three years to almost 20,000 cases. The new distillery, Destilados Bonampak in Mexico, is headed by third-generation family member Eduardo Pineda García Lourdes and his father.



Deadhead Rum (40% ABV) is distilled from sugarcane grown in Tapachula, Chiapas, Mexico, and is described as a Cuban-style rum; the master blender worked for several years with a large Cuban rum brand.

The rum is aged in French oak barrels and is packaged in a bottle shaped like a *tsantsa*, the shrunken head of an enemy kept as a trophy. A 750-ml bottle sells for about \$30.

Macchu Pisco Moscatel & Italia

Macchu Pisco has extended the line with two new piscos, both single-grape varietals of La Diablada Pisco.



One is distilled from the Italia grape and the other from the Moscatel grape (both 40% ABV). A 750-ml bottle of each sells for about \$32. Macchu Pisco is available in New York, Florida and Washington, D.C.

Spirit of Boston Whiskey Three-Pack

Boston Harbor Distillery of Boston, Mass., has released a limited edition Spirit of Boston three-bottle gift set that includes whiskies distilled from



three Samuel Adams beers: New World Tripel, Thirteenth Hour and Merry Maker Gingerbread Stout. Rhonda Kallman, founder of Boston Harbor Distillery, helped Jim Koch, brewer and founder of the Boston Beer Co. (makers of the Samuel Adams line of beers), from the beginning, and she worked 15 years at Boston Beer Co. The Spirit of Boston set — all 42% ABV and packaged 375-ml bottles — sells for about \$150 and is available in Massachusetts and Rhode Island.

Building a Healthy Foundation for Your Startup Distillery

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Raise Capital Legally and in a Responsible Manner

Whether you are raising money through a crowdfunding platform, a convertible note or selling equity to investors, startup distilleries should heed the rules that govern raising capital. Whichever method of raising capital is utilized, analysis of the applicable securities laws, as well as non-securities laws, is inevitable. The soundest strategy is to structure your distillery equity raising in a manner that complies with Regulation D and only offer securities to accredited investors.

Equally as important to raising capital in a legal manner is ensuring that you attract investors with similarly aligned goals and objectives. Partnerships in business fall apart for a whole host of reasons, but avoid feeling compelled to take an investment from someone who could prove to be toxic.

Keep in mind: all money is green, but it is not all the same.

Protect Your Intellectual Property Assets

There is value created in the brands and the story of a distillery, yet these are routinely the least protected assets. Appropriate measures should be taken to protect all forms of company intellectual property by developing a multi-faceted IP strategy.

Founders, employees and independent contractors should assign all of their rights in any distillery related IP to the company, and should execute non-disclosure and non-competition agreements. As brands and concepts are designed, the distillery should seek appropriate IP protection through the registration of copyrights and trademarks, and monitor infringement.

Managing People

Mismanaging people, misclassifying workers and neglecting necessary written policies and procedures can lead to unnecessary risk and ultimately catastrophic consequences. Hiring workers and treating them as independent contractors or leasing labor may appear to be more cost effective than hiring W-2 employees, but doing so limits the amount of control a distillery has over those workers. It can also limit the ability of the distillery to obtain or enforce restrictive employment-related covenants, such as non-disclosure, non-solicitation and non-competition with those workers.

Every distillery should have an alcohol manufacturing industry-specific employee handbook. The handbook should not only address labor and employment-related matters germane to any manufacturer, but should also address issues related to the handling, disposal and consumption of alcohol. And finally, make sure you follow your handbook.

Licenses and Permits

The manufacture and sale of alcohol products is highly regulated in the U.S. From filings with the Alcohol and Tobacco Trade Bureau, the Internal Revenue Service, and the Securities and Exchange Commission to all of the state and local specific applications, startup distilleries need to make sure that all federal, state and local permits and licenses have been obtained prior to manufacturing and selling a product.

One of the first items on your distillery startup checklist should be the identification of a physical location. So, start with local zoning ordinances to make sure the property

you have selected allows the manufacture and sale of alcohol products. From there, work your way through the other state and federal permits and make sure you are keeping thorough records.

There are countless other business and legal considerations when launching a distillery, but addressing these five areas will certainly help you build a solid foundation.

Matthew P. McLaughlin chairs Baker Donelson's Craft Brewery and Craft Distillery industry focus group drawing on extensive experience working with regional craft breweries and craft distilleries in all aspects of their operations. He regularly consults craft breweries, craft distilleries and brewpubs on alcohol and beverage laws and he advises craft breweries, brewpubs and others in the industry on economic development incentives and legislative and policy matters that impact the alcohol industry. McLaughlin may be reached at 601-351-2445 or mmclaughlin@bakerdonelson.com.

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Scott Edwards – President, Epic Wines & Spirits

Epic Wines & Spirits has appointed Scott Edwards, current Executive Vice President of Foley Family Wines, as President of Epic Wines and Spirits, effective immediately.

Edwards has over 30 years of experience in the spirits, beer and wine industry at both the wholesale and supplier levels. He began his career as an area sales rep in Virginia and then moved into distributor management with Forman Distributing (now RNDG). He next went to the supplier side with Beringer Wine Estates and advanced through distributor management roles with companies including Foster's Wine Estates and most recently Foley Family Wines. Edwards has successfully managed a variety of channels including national and international sales, retail and on-premise national accounts and exports.

Reporting to Edwards will be Andrea Mondragon, Chief Operating Officer, Distribution; Chris Candelario, EVP Northern California; Dave Snyder, VP Sales, Southern California; Dave Moore, SVP Strategic Retail; Justin Sternberg, EVP Black Knight Division; Kelly Connors, VP Supplier Relations; and Art Danner, VP Sales Strategy.

Modern Distillery Age Tasting Panel

In this week's tasting panel we tasted three rums. *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: Dave Schmier (Producer of the Independent Spirits Expo), David Talbot (Ultimate Beverage Challenge), John Heffernan (Senior Master of Whisky), Renzo Kian-Kubota (Harry's Wine & Liquor Market), Jonathan Forrester (distiller & cocktail consultant), Frank Whitman (Silvermine Tavern), Linda Kavanagh (Maximum Exposure PR), Paul Zocco (Zok's Homebrewing & Winemaking Supplies), Ernie Adamo (Legislative Liaison for the State of Connecticut), Steve DeFrank (attorney), Phil Simpson (PMS Graphics), Tom Conti (Conti Design and Graphics), Melissa Dowling (Editor of *Cheers*), Pete Reid (Publisher/Editor of *Modern Brewery Age*), Michael Anstendig (*Modern Distillery Age*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

Wicked Dolphin Florida Special Rum, 40%

Cape Spirits, Cape Coral, Fla., ~\$27

Clear with a full aroma of sugary sweetness, spices, fruits, bananas/plantains and spearmint. Creamy and buttery in the taste with tropical fruits, earthiness and wet bamboo. Finishes slightly spicy.



Wicked Dolphin Coconut Rum, 30%

Cape Spirits, Cape Coral, Fla., ~\$24

Clear with coconut definitely in the aroma. The coconut is blended well with the rum — sweet, but not too sweet. Finishes sweet with a touch of spice and sharp citrus.



Wicked Dolphin Florida Silver Rum, 40%

Cape Spirits, Cape Coral, Fla., ~\$25
with honey, oranges & spices

Light amber/dark gold with aromas of orange peel and honey — well integrated with the base rum. As in the aroma, the honey is well balanced so as to be present, but not overpowering. Spices in the taste and finish, especially cinnamon heat. Dry. Well made.



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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The following is a continuation of a new addition to the Modern Distillery Age tasting panel pages from spirits, bartending and beverage management writer Robert Plotkin, previously published on his website, AmericanCocktails.com. Robert is not only a pro in the business, but also a friend, and we thought it would be interesting for Modern Distillery Age subscribers to read his spirits reviews, which are stylistically different than ours.

Carpano Dry Vermouth, 18% **Fratelli Branca Distillerie of Milan, Italy, ~\$20 (one-liter)** **Imported by Infinium Spirits**

Working closely with world sommelier champion Luca Gardini, Carpano Dry Vermouth is the newest innovation released from the legendary Fratelli Branca Distillerie of Milan, Italy, makers of the world's first vermouth. Introduced in 2014, the new vermouth has a drier taste profile and contains less sugar than other dry vermouths. Considering the popularity of the cocktail, the timing of this release couldn't be any better.

Carpano Dry Vermouth is made with a secret blend of Italian white wines. After blending, the wines are fortified with grape spirits and flavored with a proprietary botanical mix of aromatic herbs, roots and bark. Among these aromatics are Italian artemisia and Dittany of Crete, an herbaceous plant grown exclusively on the island of Crete and largely responsible for the vermouth's unique flavor. It's then rested for two months to ensure that all of the various flavors have fully integrated. The vermouth is bottled at 18% ABV.

Although formulated with cocktails in mind, Carpano Dry makes a delicious aperitif served neat. The classically structured vermouth is crystal clear with a medium-weight, velvety textured body and an enticing bouquet laced with spice, lemon zest and tart green apples. Its aromatic signature alone makes this vermouth an impressive achievement. The entry is initially semisweet and gentle as it bathes the palate with the flavors of succulent pears, tropical fruit and fresh citrus. The lingering finish is fruity and slightly bitter.

Carpano Dry Vermouth is simply tremendous, a marvelous addition to any Martini. That said, it also marries well with equal parts of sweet vermouth — preferably Carpano Antica Formula — or crème de cassis. You'll be pleasantly surprised with how seamlessly it melds with a broad range of spirits and drink types.

Who knew dry vermouth could be so fresh, light and flavorful?

Salute! Cin cin!



Roy Danis – CEO, Clyde May's Whiskey

Conecuh Ridge Distillery, owner of Clyde May's Whiskey, has appointed Roy S. Danis, most recently Managing Director of Campari America, as CEO of Clyde May's.

At Campari America, Danis completed a restructuring of the sales and marketing teams, engineered a long-term marketing agreement with Bulldog Gin and negotiated a celebrity endorsement deal for Wild Turkey.

Prior to Campari, Danis was Managing Director, North America, of Jose Cuervo, during which time Cuervo Silver was released. In 2001, he managed the release of Yellow Tail as Executive Vice President of Sales and Marketing for W.J. Deutsch & Sons. Earlier in his career, he oversaw the marketing of Crown Royal at Seagram's, and he introduced Crown Royal Special Reserve.

Danis has an MBA in Marketing from Boston College and a BS in Agricultural Economics from Cornell University.



Roy Danis

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Calendar of Events

November 13, 2015: The Whisky Extravaganza, Seattle, WA,
www.thewhiskyextravaganza.com

November 19, 2015: The Whisky Extravaganza, Los Angeles,
CA, www.thewhiskyextravaganza.com

November 19, 2015: Village Voice Holiday Spirits Cocktail
Cruise, New York City, microapp.villagevoice.com/holidayspirits/2015

December 3, 2015: The Whisky Extravaganza, Fort Lauderdale,
FL, www.thewhiskyextravaganza.com

December 4, 2015: Midwest Rum Fest, Louisville, KY,
www.midwestrumfest.com

March 7, 2016: Ultimate Spirits Challenge,
www.ultimate-beverage.com

March 21-23, 2016: USA Trade Tasting, New York, NY,
www.usatradetasting.com

May 16, 2016: Ultimate Wine Challenge,
www.ultimate-beverage.com

May 20-23, 2016: Thirst Boston, Boston, MA,
www.facebook.com/ThirstBoston