

# Distillery modern Age



NOVEMBER 18, 2011 | MODERN DISTILLERY AGE WEEKLY E-NEWSLETTER

VOLUME 2 | NUMBER 42

## The Twentieth Annual FTA Fall Dinner in New York City



L-R: Fred Tibbitts, Jr., President & CEO, Fred Tibbitts & Associates; Joe McInerney, President & CEO, American Hotel & Lodging Association; Brian Abel, Vice President, North America Food & Beverage, Starwood Hotels & Resorts; Gerard (Jerry) McCall, Brian Abel Scholarship Recipient, School of Hotel Administration, Cornell University; Meg Hardie Keilbach, Director of Alumni Affairs & Development, School of Hotel Administration, Cornell University.  
Photo by Andrei Jackamets

The Twentieth Annual Fred Tibbitts Associates (FTA) "A Fall Evening in New York with Very Special Friends" took place on November 15 in the Vanderbilt Suites at the MetLife Building in New York City. As always, the dinner was attended by key hotel and restaurant national account executives as well as press, educators and industry VIPs.

During the evening, Tibbitts presented the recipients of the 2011 FTA Hospitality Awards for Excellence based in North America with their award trophies and scholarships in their names as well as the Asia Pacific-based recipient, who was honored at the 2011 FTA Fall Dinner in Hong Kong on October 11.

This year's recipients included:

- North America Operator - Brian Abel, Vice President, Food & Beverage, North America, Starwood Hotels & Resorts
- Asia Pacific Operator - Andreas Stalder, Vice President, Product & Brand Development, Hyatt International-Asia Pacific
- Lifetime Excellence - Eric Long, General Manager, The Waldorf Astoria
- IT Innovator: MICROS Systems, Inc., accepted by Peter Rogers, Executive Vice President, Officer
- Humanitarian - Robert Thurman, President, Tibet House US & Jey Tsong Khapa Professor of Indo-Tibetan Buddhist Studies, Columbia University

## Dispute Between KDA and Sazerac Settled

The Kentucky Distillers' Association (KDA) and Sazerac Company have reached a settlement over disputed trademark issues. The announcement brings an end to litigation filed in U.S. District Court in May 2010 by the KDA against Sazerac. In response to KDA's lawsuit, Sazerac countersued the KDA. The counterclaims against KDA have also been resolved as a result of today's settlement.

Sazerac resigned from the KDA, a non-profit trade association based in Frankfort, Ky., in December 2009. Terms of the settlement are confidential and will not be released to the public.

## ABI Replies to MADD on Alcohol Detectors

The American Beverage Institute (ABI) has criticized the Mothers Against Drunk Driving (MADD) "Report to the Nation," which advocates placing alcohol detection devices in the cars of all Americans.

ABI pointed out in a statement that MADD previously insisted the technology, which is being developed by researchers funded by the National Highway Traffic Safety Administration (NHTSA) and automakers, would be voluntary.

"In the past year, however, both MADD and NHTSA have admitted that the ultimate goal is to make these devices installed as standard equipment in all cars," ABI wrote.

In MADD's "Report to the Nation," ABI stated, "Tomorrow's cars will protect each of us, automatically determining whether or not the driver is at or above the illegal limit of .08 blood alcohol content and failing to operate if the driver is impaired."

Earlier this month, MADD President Jan Withers said the technology could become as standard as an airbag.

A Department of Transportation fact sheet ([http://interlockfacts.com/downloads/DADSS\\_NHTSA\\_InAllCars\\_1-31-11\\_HL.pdf](http://interlockfacts.com/downloads/DADSS_NHTSA_InAllCars_1-31-11_HL.pdf)) about the technology dated last January stated: "The goal over time is to equip all passenger vehicles in the United States with the technology." The head of the research program  
*continued on page 7*

## Utah Governor Looks at Privatization

Gov. Gary Herbert has stated that he thinks privatization of alcohol sales may be a good idea in Utah, but he still wants the state to have some control. An evaluation may be next on his agenda. In the coming legislative session, Herbert said there would be "structural changes" to the Department of Alcoholic Beverage Control. He didn't elaborate on those changes. A recent audit of the DABC revealed years of mismanagement. A former director resigned because of conflicts of interest.

A recent 80-page report on the DABC prepared by outside consultants recommends an "experimental package agency program for grocery stores." This would mean small DABC liquor stores in some grocery stores. The report also recommends store closings and consolidations.

## Competitions

### New York International Spirits Competition – 2011 Gold Winners

The New York International Spirits Competition (NYISC) held its second annual competition on October 16 in New York City. Judges evaluated over 300 distilled spirits from around the world (30 countries), a 65 percent increase from last year's competition. The judges were from the trade only: buyers, retail store owners, restaurant/bar proprietors, distributors and importers.

"This year's significant increase in submissions is a clear sign that the industry truly recognizes and appreciates NYISC's overall philosophy of judging for real sales impact," said Adam Levy, founder of the NYISC. "While other renowned competitions prize up to 85 percent of entrants with awards, the discerning panel and ethos of the NYISC is to honor the brands that are most deserving among their peers. This year, NYISC prized only 40 percent of its entrants.

The Judges awarded only one Double Gold Medal, 14 Gold Medals, 46 Silver Medals and 61 Bronze Medals.

Distillery of the Year was Distell LTD of South Africa, winner of the only Double Gold medal for its Oude Meester Souverein 18 Year Old Reserve.

#### Gold Medals

The Gold Medal winners were (Silver and Bronze winners are posted at [www.nyspiritsawards.com](http://www.nyspiritsawards.com)):

#### Armagnac

Marquis de Montesquiou VSOP

#### Liqueurs

Becherovka

#### Mezcal

Joya Azul Mezcal

Real Matlati Mezcal Alma de Espadin

#### Tequila

Don Julio 1942 Añejo

Dulce Vida Organic Tequila Blanco 100

El Tesoro Platinum Tequila

El Tesoro Reposado Tequila

#### Vodka

LIV Vodka

Luksusowa Vodka

#### Whiskey

Buchanan 18 Year Old

Bulleit Rye

Crown Royal



### MicroLiquor Spirit Awards 2011 Gold Winners

The MicroLiquor Spirit Awards, sponsored by Flowdesign, recently took place as the world's first spirits competition for small brands selling under 50,000 nine-liter cases. In this first year, the MicroLiquor Spirit Awards had 207 entries from around the world. The winners were (in alphabetical order):

#### Gold Medals – Packaging & Design

Apple Pie Shine – Pinchgut Hollow Distillery

Blue Ice Organic Wheat Vodka

Blue Nectar Tequila Silver

Blue Nectar Tequila Reposado

Blue Nectar Tequila Special Reserve Reposado

Bowman Brothers Virginia Straight Bourbon Whiskey

Buckwheat Moon – Pinchgut Hollow Distillery

CAMUS Borderies XO Cognac

CAMUS XO Elegance Cognac

CAMUS VSOP Cognac

CAMUS VS Elegance Cognac

Corzo Silver Tequila

Cuestion Tequila Blanco

Cuestion Tequila Reposado

Cuestion Tequila Añejo

Cupcake Vodka Chiffon

Cupcake Vodka Devil's Food

Cupcake Vodka Frosting

Cupcake Vodka Original

Devotion Vodka

Distillery 209 Gin

Dry Fly Vodka

Dry Fly Washington Wheat Whiskey

John J. Bowman Virginia Straight Bourbon Whiskey

Kai Lychee Vodka

Kai Young Coconut Shochu/Soju

Masterson's 10-Year-Old Straight Rye Whiskey

Oola Gin

Oxley Gin

Pendleton 1910 Canadian Rye Whisky – Aged 12 Years

Riga Black Balsam Spirit Drink – 60 Proof

Riga Black Balsam Spirit Drink – 90 Proof

Spring 44 Gin

Spring 44 Honey Vodka

Spring 44 Vodka

Sunset Hills Gin

The Dubliner Irish Whiskey Liqueur

Ya Mastiha Liqueur

Yazi Ginger Vodka

Zodiac Black Cherry Vodka

Zodiac Potato Vodka



## eTIPS On Premise Approved by New York State Liquor Authority

eTIPS On Premise from Health Communications, an online training and certification program for servers, has been approved by the New York State Liquor Authority (NYSLA). The NYSLA sets the minimum standards for certifying schools to provide ATAP (Alcohol Training Awareness Program) training. These programs help New York State licensees to comply with the Alcohol Beverage Control Laws and emphasize how to prevent underage drinking and sales to intoxicated persons.



While ATAP training is not required by law, the NYSLA encourages ATAP training by considering it a mitigating factor if a violation was to occur and there hadn't been any previous violations in the past five years. In a statement, Health Communications said, "eTIPS On Premise gives servers the knowledge and confidence they need to recognize potential alcohol-related problems and teaches them to effectively intervene to prevent alcohol-related tragedies."

eTIPS On Premise is designed to deliver information on the laws and regulations unique to New York State. Participants are able to assess the needs of their guests from both the legal and alcohol-related standpoint after viewing video clips. The final section of the course challenges participants by forcing them to apply intervention strategies learned from previous exercises. Participants take a certification examination at the conclusion of the course.



## Diageo Talks to Analysts

Diageo held a meeting for investors and analysts in New York City on November 17. Ivan Menezes, President of Diageo North America, said, "North America is an attractive growth market. We can improve top line growth, continue to deliver margin expansion and increase returns."



Diageo wants to be more than just a distributor for Jose Cuervo.

Diageo reported last month that in North America, first-quarter organic sales increased 5% from last year although volume fell 2%.

Menezes added that growth is possible in North America because of the demand for premium brands due to consumption trends and demographics. This is occurring despite the terrible overall economy. Perhaps people are drinking "better" to forget their problems and lessen their anxiety. Worldwide for Diageo, North America accounts for 35% of all sales.

"Even in these difficult economic times, we continue to see growth in that portfolio in double digits," said Paul Walsh, Diageo's CEO. "We lose sight of the fact that there are individuals out there who want the best and money is no object."

Thus, Diageo will focus more on premium brands and put less emphasis on "value" brands, which aren't as profitable.

"The price point for people drinking a bottle of Smirnoff at home is 50 cents a drink, Ciroc is just under \$2 a drink," Menezes said. "This is one of those categories where trading up is not such a big deal."

### Beer is Boring

In a cutting remark to his colleagues in the beer business (even though Diageo owns Guinness), Menezes said: "There's more of a statement made when you walk up to a

bar and order a Ketel One martini," Menezes said. "Beer has become a bit boring."

### The Future with Jose Cuervo

Referring to Diageo's partnership with tequila powerhouse Jose Cuervo, Walsh spoke of a "revision" needed to the existing agreement. What Walsh wants for Diageo is some sort of ownership of the brand. Currently, Diageo is only Jose Cuervo's worldwide distributor, an agreement that ends in June 2013.

"I think we'll have continuous discussions in the foreseeable future," Walsh said. "I have huge respect for the brand and huge respect for the Beckmann family, so we'll figure it out. I think it's fair to say that the terms and conditions of the current agreement would need some revision from our perspective. I don't think, put candidly, that we make enough money out of the brand. We're offering the brand incredible global distribution and that should come at a certain price."

## Deadline for CAP Alcohol Policy Essay Contest

December 19 is the deadline for submissions to the Center for Alcohol Policy (CAP) Fourth Annual Essay Contest. The topic of this year's contest is "The Importance of *Toward Liquor Control to Modern Alcohol Policy*."

The contest is open to anyone over the age of 18. Students, academics, practicing attorneys, policymakers and members of the general public are encouraged to submit essays. Papers may be emailed to [essay@centerforalcoholpolicy.org](mailto:essay@centerforalcoholpolicy.org) or sent as a hard copy to: Center for Alcohol Policy; Attn: Essay Contest; 1101 King St, Suite 600-A; Alexandria, Va. 22314. Winners will be announced in early 2012. Cash prizes will be awarded to the first, second and third place winners in the amounts of \$5,000, \$2,500 and \$1,000, respectively.

*Toward Liquor Control* is the result of a study commissioned by John D. Rockefeller, Jr. in 1933, which provided a blueprint for states to follow when determining their alcohol regulatory systems following Prohibition. The CAP republished *Toward Liquor Control* to provide those interested in effective state-based alcohol regulation with a historical perspective and an understanding of why the system remains important today.

## Brown-Forman Increases Cash Dividend 9.4%

Brown-Forman's Board of Directors has increased its quarterly cash dividend on its Class A and Class B Common Stock by 9.4% to \$0.35 per share from the prior quarter's \$0.32 per share. As a result, the indicated annual cash dividend will rise from \$1.28 to \$1.40 per share. Stockholders of record on December 6, 2011, will receive their quarterly cash dividend on December 27, 2011.

This marks Brown-Forman's 66<sup>th</sup> consecutive year of quarterly dividends and the 28<sup>th</sup> consecutive year it has increased the annualized dividend. Brown-Forman is part of Standard & Poor's 500 Dividend Aristocrats Index, which is comprised of an elite list of only 42 companies that have consistently increased their cash dividend every year for over 25 years.

## Absolut Vodka Celebrates 30 Outrageous Years

Absolut Vodka celebrates 30 years of going out and coming out in the Lesbian, Gay, Bisexual and Transgender (LGBT) community this fall in what it's calling "OUTrageous" style. Absolut is throwing a year-long party in bars and clubs on the streets of the country's gay epicenters.



**ABSOLUT OUTRAGEOUS**  
*Cocktails Perfect*  
CELEBRATING 30 YEARS OF GOING OUT AND COMING OUT

The party invitation comes in the form of a new print ad from photographer David LaChapelle and stars his muse, Amanda Lepore, amid a number of iconic gay images and the cocktail life. Absolut placed one of the first national ads in *The Advocate* in 1981 and has continually supported LGBT charities, bars and clubs, community centers,

pride celebrations and media outlets ever since.

Absolut OUTrageous will also be a moving art installation at bars, clubs and neighborhoods in New York, Miami, Los Angeles and Dallas. Online, the LaChapelle photo will be part of the new Absolut LGBT Facebook tab. For the fourth consecutive season, Absolut will sponsor the OUTrageous RuPaul's Drag Race on Logo.

## Blue Angel Vodka's New Look

Blue Angel Vodka unveiled its new look in San Francisco on October 24 with the "BAM" — the Blue Angel Martini signature drink — being served to kick off a year-long



L-R: California Governor Jerry Brown, Maurice Kanbar of Blue Angel Vodka and Willie Brown, former mayor of San Francisco.

celebration of the 150<sup>th</sup> anniversary of the martini, said to be invented in 1862 at The Occidental Hotel by bartender Jerry Thomas. The event was hosted by Maurice Kanbar, creator of Blue Angel Vodka, and Tosca's owner Jeannette Etheridge. In attendance were California Governor Jerry Brown and former mayor Willie Brown.

## Jameson Extends Jameson Campaign

Following the *Hawk of Achill* TV ad in Jameson's "Legendary Tales of John



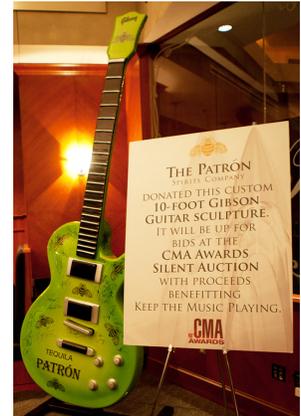
Jameson" campaign, Jameson Irish Whiskey has created Jameson1780.com, a digital initiative based on the print and television

campaign. It was developed in conjunction with digital agency, Evolution Bureau. On the website, users can create their own legendary tale and solve the mystery of the missing barrel of Jameson Irish Whiskey. In the course of solving the mystery, users will encounter live action characters from 1780's Dublin who will give them six clues to identify who has borrowed the missing barrel. The clues come from their Facebook friends' profiles.

Jameson 1780 was filmed on location in Dublin featuring a cast of Irish actors.

## Patrón Tequila's Big Guitar

Patrón Tequila supported The Country Music Association's foundation Keep The Music Playing in Nashville, Tenn., on November 17 by creating a 10-foot fiberglass



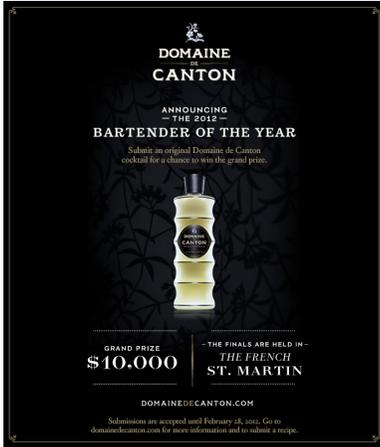
guitar that some of the big names in country music signed backstage at the 45<sup>th</sup> Annual Country Music Association Awards. Following the show, the guitar was auctioned off at an after party at the Country Music Hall of Fame. All the proceeds will benefit Keep The Music Playing.

## Chivas "Chivalry" Campaign's TV Ad

Chivas Regal has hired Academy Award-winning short filmmaker, Joachim Back, to create a new TV ad titled *Real Friends*. The 30- and 60-second spots are part of the brand's latest consumer advertising campaign aimed at "discerning modern gentlemen." The ad depicts "a group of sophisticated male friends in their early 30s enjoying brotherhood and quality time together over a glass of Chivas Regal in a bar setting, while reminiscing over legendary moments from their shared past that truly affirmed their friendship."

# 2012 Domaine de Canton Bartender of the Year

Domaine de Canton has kicked off its 2012 Bartender of the Year competition.



The deadline to submit a recipe ([www.DomainedeCanton.com](http://www.DomainedeCanton.com)) for an original cocktail is February 28, and the grand prize is \$10,000.

## Truuli Peak Vodka

Bare Distillery in Alaska will release its first brand, Truuli Peak Vodka, in a limited initial release in Alaska in January. Additional states will be added during the year. The brand is named after the highest elevation in the Kenai Mountain range near Anchorage.



Truuli Peak Vodka (40% ABV) is made with 100 percent Alaskan ingredients including 95 percent delta barley, five percent wildflower honey and Alaskan glacial water. It will sell for about \$44.99 for a 750-ml bottle.



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## Ocean Vodka

Ocean Vodka from Hawaii will soon be available throughout the U.S. mainland from Aveniu Brands, a Grupo Codorniu company, which has obtained exclusive distribution rights for Ocean Vodka for the mainland. The brand is currently available in Hawaii and California and has been the exclusive vodka on Hawaiian Airlines since 2007.



Ocean Vodka (40% ABV) is 100 percent Certified USDA Organic, gluten-free, distilled from organic sugar cane and made with deep ocean mineral-rich water. It launched on Maui, Hawaii, in 2006, and was created by the Smith Family. A 750-ml bottle sells for about \$32.99.

## The Macallan 60 Years Old in Lalique

In the Curiously Small Stills line, The Macallan 60 Years Old will be released in a special decanter designed by Lalique Design Studio. The decanter will sell for about \$20,000 when it goes on sale in December, and only 72 are available. The

Macallan 60 Years Old single (53.2% ABV) was drawn from five refill sherry butts



made from a mix of Spanish and American oak filled on November 9-10, 1950.

## Tullibardine Aged Oak Whisky

Total Beverage Solution has released Tullibardine Aged Oak Whisky for the



first time in the U.S. Tullibardine is an independent distillery in Blackford, Perthshire, Scotland, and is situated on the

*continued on page 6*

## Tullibardine Aged Oak Whisky

*continued from page 5*

site of Scotland's oldest brewery dating to the 12<sup>th</sup> Century.

Tullibardine Aged Oak Whisky (46% ABV) uses single malt aged in bourbon barrels that were developed after the reopening of the distillery in 2003. The brand first launched in Scotland in December 2009. A 750-ml bottle (non chill-filtered) sells for about \$39.99.

## Red Stag Honey Tea and Red Stag Spiced

Jim Beam will extend the Red Stag line in early 2012 with Red Stag Honey Tea and Red Stag Spiced, joining Red Stag Black Cherry. Red Stag Honey Tea (40% ABV) is



four year-old Jim Beam bourbon infused with natural honey and tea flavors. Red Stag Spiced (40% ABV) adds natural cinnamon flavors to four-year-old Jim Beam bourbon. Both are 40% ABV and sell for about \$17.99 for a 750-ml bottle.

## Kappa Pisco

The Marnier Lapostolle family in France has released Kappa Pisco from the Elqui Valley in Chile in the U.S., in San Francisco. Additional markets will follow next year. Kappa Pisco (42.5% ABV) is made by Perigee Spirits, a wholly owned subsidiary of Marnier Lapostolle. It's distilled in alambic stills from organic Pink Muscat and Alexandria Muscat grapes. A 750-ml bottle sells for about \$34.00.



## Père Magloire Calvados

A. Hardy USA is releasing Père Magloire Calvados in the U.S. from Normandy, France. Père Magloire's ingredients come



from a limited geographical area. A 750-ml bottle of Fine sells for about \$29.99, VSOP for about \$39.99 and XO for about \$99.99 (all 40% ABV).

## Joan C. Amble Elected to Brown-Forman Board

Joan C. Amble has been elected to the Brown-Forman Board of Directors. Amble is Executive Vice President, Finance, of American Express, where she's worked since 2004. Previously she served as Executive Vice President and Comptroller. She's retiring from American Express at the end of 2011. Prior to American Express, Amble was CFO and COO of GE Capital Markets, part of General Electric. She served in a variety of financial positions during her 14-year tenure at GE. Before GE,

Amble worked at the Financial Accounting Standards Board and as a certified public accountant at Ernst & Young. In 2008, Amble was honored by *CFO* magazine as one of the 25 Women to Watch in Finance.



Joan C. Amble, Brown-Forman Board

Amble currently serves on the Sirius XM Radio Board of Directors where she chairs the audit committee. She received a Bachelor of Science in Accounting from The Pennsylvania State University and is a certified public accountant. A long-time supporter of her alma mater, she serves on the Board of Visitors at the Penn State Smeal College of Business.

203-971-8710  
[gregg@distilleryage.com](mailto:gregg@distilleryage.com)  
[www.distilleryage.com](http://www.distilleryage.com)

### EDITORIAL STAFF

Publisher/Editor: Gregg Glaser  
 Contributing Editor: Peter V. K. Reid  
 Contributing Editor: Michael Anstendig  
 Copy Editors: Christine Barber, "Do" Roberts

### ADVERTISING

[adsales@distilleryage.com](mailto:adsales@distilleryage.com)

### SUBSCRIPTIONS

\$195.00 a year for 48 issues  
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### MAILING ADDRESS

192 Perry Avenue  
 The Old Mill, Riverside  
 Norwalk, CT 06850-1110

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## Jonas Tåhlin – VP Global Marketing, Absolut

Absolut has appointed Jonas Tåhlin as Vice President of Global Marketing with worldwide responsibility for brands such as Absolut Vodka, Malibu Rum and Kahlúa coffee liqueur. He succeeds Anna Malmhake, who earlier this year was appointed CEO of Irish Distillers, a subsidiary of the Pernod Ricard group.



Jonas Tåhlin, Absolut

Tåhlin was most recently responsible for developing The Absolut Company's new Brand Development organization, stationed in London. In the course of his career at Pernod Ricard he's been Vice President Marketing, Vodka at Pernod Ricard USA, Regional Director for Americas and Zone Director, West Europe. Before joining Absolut he held brand management positions in Procter & Gamble in Nordic countries, Western Europe and Latin America. He'll now be based in Stockholm, Sweden.

## Sam Spencer – VP Marketing, Tequila Avión

Tequila Avión has appointed Sam Spencer as Vice President of Marketing. He joins the company from Unilever where he worked in strategic marketing positions for nine years. He led the launch of Magnum Ice Cream in the U.S. and before that worked on Axe including Dark Temptation, Double Pits to Chesty and Axe Lounge as well as the product's in-store marketing. He's also worked on

brands such as Suave, Dove Hair and Degree Deodorant.



Sam Spencer, Tequila Avión

Spencer began at Unilever in supply chain before moving onto sales and shopper marketing. He's received several industry accolades for his work including multiple Reggie Awards and the MediaPost Creative Award. Most recently, he won OMMA and W3 awards for the Magnum Ice Cream launch. He graduated from the Smeal College of Business at The Pennsylvania State University.

## Southern Wine & Spirits of Nevada Promotions

Southern Wine & Spirits of Nevada has made several promotions: David Bart to Executive Vice President–General Manager; Matt Munn to Senior Vice President–General Sales Manager, Spirits; Glenn Morrison to Senior Vice President–General Sales Manager, Wine; and Ian Staller to Senior Vice President–Chief Financial Officer.

Bart was originally hired eight years ago by Southern Wine & Spirits of Illinois as the Vice President–On-Premise Spirits. Three years later, he was promoted to Senior Vice President–Spirits for SWS of Nevada, a role he has held ever since.



## Andrew Nash – Scotch Category Director, William Grant & Sons

William Grant & Sons has appointed Andrew Nash as Scotch Category Director. This is a return for Nash to William Grant & Sons, where he was formerly Senior International Brand Manager for Glenfiddich and The Balvenie.

In addition to his previous work at William Grant & Sons, Nash helped build the Allied Domecq Scotch Portfolio (including Ballantine's and Laphroaig) in the U.S., and at Pernod Ricard he led the U.S. development of Glenlivet and the international growth of Wild Turkey. Most recently, he worked on Kahlúa.

## ABI Replies to MADD on Alcohol Detectors

*continued from page 1*

that this bill would fund also admitted: "Ultimately we would like them on all vehicles."

Proponents claim that the devices would only prevent drivers from driving with a blood alcohol concentration above the current legal limit of .08. However, due to legal, liability and logistical concerns, they would have to be set below the legal limit, most likely around 0.03-0.04. Susan Ferguson, the head of the government program performing the alcohol detection device research, acknowledged in a July 2009 *Milwaukee Journal Sentinel* editorial column, "Ferguson concedes this: Her devices will be set with a safety margin."

"Putting alcohol detectors in all cars would effectively eliminate many Americans' choice to have a wine with dinner, beer at a ball game," said ABI Managing Director Sarah Longwell, "or a champagne toast at a wedding and drive home, because the devices will be set well below the legal limit. We all want to increase traffic safety, but to do this we should focus on policies that target drunk drivers, not all Americans. Even the government promised reliability standard of 99.99966 percent accuracy would still mean over 4,000 misreadings per day."

The American Beverage Institute is urging both chambers of Congress to reject the ROADS SAFE Act, which would appropriate \$60 million to the campaign to put alcohol detectors in all cars.

## Spirits Brands — Current 52 Weeks Ending October 30, 2011

Total US FDMxC (Supermarkets, Drugstores, Gas/C-Stores and Mass Market retailers excluding Wal-Mart). In addition to excluding Wal-Mart, the FDMxC data also does not include sales at Club Stores or Liquor Stores.

Stats from SymphonyIRI Group, a Chicago-based market research firm.

	Dollar Sales	Dollar Sales % Change Prior Year	Equip Volume Sales	Equip Volume Sales % Change Prior Year	Avg Price/Equip Volume	Avg Price/Equip Volume Change Prior Year
Categories	\$3,736,251,000	4.34	28,684,730	4.97	\$130.25	\$(0.79)
Brandy	\$111,155,400	(4.01)	1,036,240	(4.50)	\$107.27	\$0.56
Cognac	\$76,157,670	2.14	198,843	3.75	\$383.00	\$(6.03)
Cordials	\$347,868,400	1.18	1,953,910	0.70	\$178.04	\$0.84
Gin	\$142,105,600	(1.95)	1,168,941	(3.31)	\$121.57	\$1.69
Rum	\$464,585,100	1.54	3,628,776	2.36	\$128.03	\$(1.04)
Tequila	\$265,011,900	2.61	1,322,696	4.56	\$200.36	\$(3.80)
Vodka	\$1,145,943,000	5.35	10,433,280	5.49	\$109.84	\$(0.15)
Whiskey	\$999,544,500	4.51	6,544,893	3.01	\$152.72	\$2.20

## Tasting Panel

In this week's Tasting Panel we have notes on two straight vodkas, one flavored vodka and two gins. The reviews are a distillation of the panelists' comments. The panelists included Tom Conti, Ernie Adamo, Phil Simpson and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

### Hard Rock Premium Vodka, 40%

Distilled from grain in England; imported by Lodestri Spirits, Rochester, N.Y., \$16.99

A slight floral sweetness in the aroma. The taste is clean, a bit sweet and the finish is clean.



### Pinnacle Gummy Flavored Vodka, 35%

White Rock Distilleries, Lewiston, Maine, \$15.99 (cherry flavored)

An aroma of those yellow, puffy candies — Peeps — plus Swedish Fish and cherry licorice. The taste is the same.



### Warwick American Dry Rustic Gin, 40%

Warwick Valley Distillery, Warwick, N.Y., \$26.99

A wonderfully fresh, intense juniper aroma (as though it were freshly pressed) plus pine and wood. This is a mouthful of pine tree; you could almost believe resin sap coats the tongue. A complex flavor and mouthfeel with a warm and lovely finish. This is great on its own, perhaps also with an ice cube.



### Shpilka, 40%

Distilled from Russian wheat in Kyrgyzstan; imported by Phenix Brands, Kansas City, Mo., \$24

A faintly sweet and floral aroma with a touch of pine. Sweet and clean in the flavor with a full body and mouthful. The finish is clean.



### Catoctin Creek Organic Watershed Gin, 50%

Catoctin Creek Distilling, Purcellville, Va., \$38 (rye & wheat)

A spicy, woody and soft aroma. Licorice and anise are full-on in the first taste and big in the finish. Soft juniper. A good mouthfeel and full body. A drop or two of water brings out the anise and spice.



**The Modern Distillery Age Tasting Panel meets once or twice a month. Samples can be sent to: Modern Distillery Age 192 Perry Avenue, The Old Mill, Norwalk, CT 06850**

# Weekly Marketplace



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TBA 2012, New York City  
[www.polishedpalate.com](http://www.polishedpalate.com)



**MicroLiquor**  
LIQUOR ENTREPRENEURSHIP + INNOVATION  
[www.MicroLiquor.com](http://www.MicroLiquor.com)

**flowdesign**  
branding spirits  
[www.flow-design.com](http://www.flow-design.com)



## INDEPENDENT

# Spirits Expo

**ISE**

**INDIESPIRITSEXPO.COM**

2012 — Chicago: September — San Francisco: November

The **people** will decide

## the SIP AWARDS

INTERNATIONAL SPIRITS COMPETITION



[www.sipawards.com](http://www.sipawards.com)

July 2012, San Diego, CA, [www.sipawards.com](http://www.sipawards.com)

**OCT2011**



**NYISC**  
NEW YORK  
INTERNATIONAL  
SPIRITS  
COMPETITION

**FEB2012**



**NYIBC**  
NEW YORK  
INTERNATIONAL  
BEER  
COMPETITION

**MAY2012**



**NYIWC**  
NEW YORK  
INTERNATIONAL  
WINE  
COMPETITION

"WHERE THE TRADE DECIDES"

## 18<sup>TH</sup> ANNUAL SINGLE MALT & SCOTCH WHISKY EXTRAVAGANZA

14 Cities — March-November 2011  
[www.singlemaltextravaganza.com](http://www.singlemaltextravaganza.com)

**JUNE 26-27 2012**

## THE BAR & RESTAURANT SHOW FOR ON-PREMISE



[www.nyworldwineandspirits.competition.com](http://www.nyworldwineandspirits.competition.com)

**NEW YORK WORLD WINE & SPIRITS COMPETITION**

JACOB JAVITS CONVENTION CENTER  
NEW YORK CITY  
[www.thebarandrestaurantshow.com](http://www.thebarandrestaurantshow.com)

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## Calendar of Events

- December 1:** Single Malt & Scotch Whisky Extravaganza, Hollywood, FL, [www.singlemaltextravaganza.com](http://www.singlemaltextravaganza.com)
  - 2012**
  - March 2-3:** Universal Whisky Experience, Las Vegas, NV, [www.universalwhiskyexperience.com](http://www.universalwhiskyexperience.com)
  - March 5-9:** Ultimate Spirits Challenge, New York, NY, [www.ultimate-beverage.com](http://www.ultimate-beverage.com)
  - March 12-14:** Nightclub & Bar Convention, Las Vegas, NV, [www.nightclub.com](http://www.nightclub.com)
  - March 13-14:** VIBE Conference, Las Vegas, NV, [www.vibeconference.com](http://www.vibeconference.com)
  - March 18:** Distill America: A Celebration of American Distilling, Madison, WI, [www.distillamerica.com](http://www.distillamerica.com)
  - March 22:** Impact Marketing Seminar, New York, NY, [www.impactseminar.com](http://www.impactseminar.com)
  - March 30-31:** Hop Scotch Spring Beer & Scotch Festival, Seattle, WA, [www.hopscotch tasting.com](http://www.hopscotch tasting.com)
  - March 31:** Whiskeys of the World, San Francisco, CA, [www.whiskiesoftheworld.com](http://www.whiskiesoftheworld.com)
  - April 1-4:** Whiskey & Moonshine Distilling Conference (ADI), Louisville, KY, [www.distilling.com](http://www.distilling.com)
  - April 12:** Whisky Live, New York City, NY, [www.whiskylive.com](http://www.whiskylive.com)
- The full *Modern Distillery Age* calendar is available at [www.distilleryage.com](http://www.distilleryage.com)**