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Diageo Plans Speyside Whisky Growth

Diageo has announced plans to increase its Scotch whisky production capacity and Speyside, Scotland, will be the focus. A planning application has been submitted to the Mersey Council for the redevelopment of Diageo's Dalwhinnie distillery complex in Speyside, and consultations with residents there have begun. The plans call for a £9.5 million upgrade of the existing bio-plant at Dalwhinnie, which deals with whisky by-products from a number of Diageo's distilleries, opening the potential for future production capacity increases across Speyside.

Diageo is also developing a series of proposals that would follow the Dalwhinnie proposal. This would see production capacity increased at existing distilleries by over 10 million liters per year over the next two to three years with an investment of around £10 million. The details of these plants are still being developed and will be rolled out over the next two to three years, subject to the relevant planning processes.

The Speyside region is home to 17 of Diageo's 28 Scottish malt whisky distilleries. Diageo opened the first distillery factory near as the first major malt whisky distillery to be built in Scotland for more than 30 years. The cost was £40 million. Over the past six years, Diageo has invested around £500 million in its Scottish business. The company is also investing in Scotch whisky growth outside of the Speyside area. This year, Diageo will spend £32 million to increase capacity at the Glen Ord distillery near Inverness. Earlier this year, Diageo announced a £3.5 million investment to increase capacity at its Caol Ila distillery in Islay.

Brown-Forman Acquires Maximus Vodka

Brown-Forman has acquired the Maximus Vodka brand from Altia, Inc. The terms of the transaction were not disclosed. Brown-Forman completed the acquisition of Finlandia Vodka from Altia in 2004 and has served as exclusive distributor of Maximus in Poland since that time. According to Brown-Forman, the acquisition of Maximus strengthens the company's portfolio in Poland, one of its most important markets.

WTO Rules Against Philippines

The World Trade Organization (WTO) has ruled that taxes levied by the Philippines on alcoholic drinks from the E.U. and the U.S. are illegal. The ruling hasn't been made public — that's expected in August — but news sources around the world have been reporting on the ruling.

Rob McKenna to Deliver Keynote Address at Fourth Annual GAP Alcohol Law Symposium

Washington Attorney General and National Association of Attorneys General President Rob McKenna will be the keynote speaker at the Center for Alcohol Policy (CAP) Fourth Annual Alcohol Law Symposium from September 11-13 in Chicago. The annual event brings together experts in the field of alcohol law including state regulators, attorneys general, educators and industry officials to discuss and debate current alcohol laws and challenges.



Attorney General McKenna will discuss the role state attorneys general play in policy debates about alcohol, a state's role under the 21st Amendment, society's interest in fighting the abuse of alcohol, underage drinking and crime and how to protect small businesses and consumers.

Also at the symposium will be a panel discussion on "The Timeless Importance of Towed Liquor Control" commissioned in 1933 by John D. Rockefeller, Jr. to study alcohol regulation and prepare the states for

the return of legal alcohol sales at the end of Prohibition. CAP recently republished this out-of-print book. The panel will discuss how Towed Liquor Control provided guidance to policymakers as they set up regulatory systems for alcohol and the extent to which that framework still exists today.

Ultimate Spirits Challenge Chairman's Trophy Winners Videos

The Ultimate Spirits Challenge has posted 27 videos for the 2011 Chairman's Trophy winners. Each video is approximately 1:30 minutes long and features Ultimate Beverage Challenge founder and Judging Chairman F. Paul Pacult giving tasting notes and comments. The videos are available on the Ultimate Beverage Challenge website (www.ultimate-beverage.com/), the Ultimate Beverage Challenge channel on YouTube.com (www.youtube.com/user/ultimatebeverage#p/u/27/mC4WKxkto9o) and the Ultimate Beverage Challenge Facebook page (www.facebook.com/UltimateBeverageChallenge).

Grey Goose Names R/GA Global Digital Agency of Record

Grey Goose vodka has appointed R/GA as its global digital agency of record. R/GA will be responsible for developing and executing a comprehensive digital strategy stretching



across multiple channels for Grey Goose. The account will be based out of R/GA's Chicago office and be fully integrated with the agency's worldwide network. The work for Grey Goose will encompass a range of duties including advanced platform development and mobile and social initiatives.

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