

# Distillery Age modern



MARCH 15, 2010 | MODERN DISTILLERY AGE WEEKLY E-NEWSLETTER

VOLUME 1 | NUMBER 14

## Mortlach 70 Year Old — The World's Oldest Whisky — Only £9,999



Online whisky shop Master of Malt is the first Internet retailer in the world to offer for sale Mortlach 70 Year Old — the oldest bottled whisky in the world, bottled by independent bottler Gordon and Macphail.

Only 54 full-sized (700-ml) decanters and 162 smaller (200-ml) decanters of Mortlach were bottled, making it an extremely limited edition.

Mortlach 70 Year Old is available for £9,999 (700-ml) and £2,499 (200-ml) — a “trifle,” as the Brits might say.

Master of Malt ([www.masterofmalt.com](http://www.masterofmalt.com)) was established in 1985 in the U.K., and is one of the country's leading online whisky merchants and a highly rated independent bottler.

## Washington Legislature Increases Craft Distiller Production

Washington Senate Bill 6485 passed by a vote of 97 to 1, tripling the amount of spirits craft distilleries can produce annually from 20,000 to 60,000 gallons. The measure had already passed in the House. The more than two-dozen craft distillers that are already licensed or awaiting a license in the state will also have more flexibility under the new law. Previously, craft distillers could only sell directly to customers or to the Liquor Control Board. The new law would allow them to sell spirits out-of-state and to more freely promote their products under certain conditions. By state law, at least half of the raw materials in spirits produced in Washington must be grown in the state. The Senate and House must now reconcile the different versions of the bill before it can be sent to the governor.

## Maryland Alcohol Tax Proposals

Distilled Spirits Council (DISCUS) Vice President Jay Hibbard testified last week against bills in the Maryland Senate Budget and Taxation Committee and the House Ways and Means Committee that would raise the state alcohol excise tax by 568 percent.

“Responsible consumers of beverage alcohol already pay more than their fair share in taxes,” Hibbard said. “The proposed excise tax increase would substantially raise prices for Maryland consumers, reduce retail sales revenue by hundreds of millions of dollars and put thousands of jobs at risk. The hospitality industry is an important part of Maryland's economy and it makes no sense to spend tax dollars promoting tourism and then attack the industry with higher tax rates on beverage alcohol.”

Under Senate Bill 717 and its companion bill in the House (HB 832), Maryland's alcohol excise tax would be raised to \$10.03 per gallon. According to a recent DISCUS economic analysis, the proposed rates would cause distilled spirits prices to

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## Spirits Tastings Allowed at Virginia ABC Stores

Virginia's Governor Bob McDonnell has signed legislation knocking down a decades-old ban on spirits tasting events at state ABC stores. House Bill 952, sponsored by Delegate S. Chris Jones, gives consumers the opportunity to sample up to three separate one-half ounce servings of spirits in any one calendar day at a pre-planned tasting event.

According to the Distilled Spirits Council (DISCUS), the bill modernized an outdated law that had only allowed for beer and wine tastings.

“In today's economy it's more important than ever to give customers the tools to make better purchasing decisions,” said DISCUS Vice President David Wojnar, noting that tastings are controlled events that must first be approved by the Virginia Department of Alcoholic Beverage Control. “Most consumers wouldn't purchase a nice \$40-\$50 bottle of Scotch if they've never tasted it. Repealing the ban on spirits tastings is a great, modern convenience for Virginians that ultimately helps Virginia's bottom line.”

HB 952 passed the House on February 12 by a vote of 75-17 and in the Senate on February 23 by a vote of 31-9. Governor McDonnell signed the bill into law on

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## NABCA Legal Symposium

The two-day National Alcohol Beverage Control Association (NABCA) 17th Annual Legal Symposium has concluded. On day number one there were four sessions. **PR Specialist: Have a Plan Before It Hits the Fan**

The first session featured public relations professional Amy Philpott on internal crisis management. Philpott emphasized the need to have a plan in place before a crisis occurs. “When a crisis hits you

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## Virginia Legislature Includes Alcohol Taxes in State Budget

The Virginia State Legislature's budget includes a two percent increase in the mark-up on distilled spirits — the 12<sup>th</sup> price hike on Virginia spirits drinkers since 1979 and a move the Distilled Spirits Council (DISCUS) called a "stealth tax" that will have consumers paying even more per bottle.

"Legislators aren't pulling the wool over anyone's eyes here — this is a tax," said DISCUS Vice President David Wojnar, referring to the latest spirits mark-up increase. "By not calling a price mark-up a tax increase, the legislature has turned the art of deception into an exact science. This is a stealth tax and we urge Governor McDonnell to reject it based on his no tax pledge."

A recent economic analysis by DISCUS Chief Economist David Ozgo showed that increasing the tax mark-up on distilled spirits by two percent, as proposed, will add to Virginia's existing taxes in which the implied excise tax rate on spirits is over \$20 a gallon. The analysis notes that Virginia has the third highest alcohol excise tax in the country, twice the average of other control states.

"The State is killing the goose that lays the golden egg," Wojnar said. "Raising the mark-up even more makes terrible business sense. Virginia government needs to end its big tax philosophy and allow more ABC stores to open on Sundays. By becoming more consumer-friendly, the Commonwealth can help today's busy consumers while also adding to the bottom line, blocking out the need for higher taxes."

Wojnar pointed to the analysis, which also showed Virginia stands to gain an additional \$5.5 million in new tax revenues and profits by allowing statewide Sunday sales at ABC stores.

## National Conference of State Liquor Administrators Seeks Executive Director

The National Conference of State Liquor Administrators (NCSLA) is seeking a new Executive Director. For information about the position and how to apply, the job announcement is posted at [www.ncsla.org/pdf/NCSLAExecutiveDirector322010.pdf](http://www.ncsla.org/pdf/NCSLAExecutiveDirector322010.pdf). Submissions are due by March 31.

## Tito in Pennsylvania

Tito Beveridge, owner and Master Distiller of Tito's Handmade Vodka of Austin, Tex., was in Philadelphia on February 23 and 24 to do some tastings and bottle signings. He visited Doylestown Wine and Spirits Shoppe and Ardmore Wine & Spirits Store 4602. He also held a bartender event at Union Trust where over 100 bartenders, beverage managers and general managers were in attendance. Tito likes to visit different markets each year to say thank you to the trade and customers who have made his vodka one of the fastest growing spirits brands in the business. Tito's Handmade Vodka grew over 30 percent in 2009.



Tito Beveridge (right) with a customer in Pennsylvania

## Republic National Distributing to Invest in South Carolina Facility

Republic National Distributing (RNDC) will invest \$11.8 million over five years in a new 200,000-square-foot facility in Lexington County, S.C., according to news reports. RNDC will move from its current location in West Columbia by September.

Peter Fawcett, RNDC's CEO, was quoted as saying the company's business "continues to grow and gain market share, and this new facility will give us the room we need to remain competitive."

RNDC South Carolina gained exclusive rights to Constellation's spirits and wine portfolio's last summer.

## Southern Wine & Spirits and J.J. Taylor Announce Wine & Spirits Distribution Joint Venture for Minnesota

Southern Wine & Spirits of America and J.J. Taylor Companies have announced their intention to form a strategic joint venture in Minnesota to distribute spirits, wine and non-alcoholic brands in the state.

"Southern is in an excellent position to expand its distribution network in the Upper Midwest, and we are thrilled to be joining up with J.J. Taylor Companies in Minnesota," said Wayne Chaplin, Southern's President and Chief Operating Officer. "As we join forces to offer superior, expanded offerings to suppliers and Minnesota's retailers alike, we envision this strategic joint venture will also offer enhanced growth for both companies."

"We are pleased to join Southern in developing a strategic partnership in the State of Minnesota," said John J. Taylor III, President & CEO of J.J. Taylor. "We are confident that our deep beverage distribution experience in Minnesota combined with Southern's unparalleled wine and spirits brand-building abilities will provide a high level of value to Minnesotans and our supplier and retail trading partners. We look forward to finalizing our arrangement with Southern in the weeks ahead."

"With respect to our newly formed joint venture, Southern will take the lead by bringing its industry recognized sales, marketing and management resources to the market," Chaplin added. "In Minnesota today, we are fortunate to represent some of the most recognized suppliers of alcoholic beverages in the world which will provide a solid foundation for our growth."

## Center for Alcohol Policy Announces 2010 Legal Symposium

The Third Annual Legal Symposium on Alcohol Regulation and Litigation sponsored by the Center for Alcohol Policy (CAP) takes place October 24-26 at The Fairmont Dallas (Downtown) in Dallas, Tex. The symposium

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## Diageo Makes List of Top Companies for Female Execs

Diageo was included in a list published by the National Association of Female Executives recognizing companies and organizations that have policies and practices in place to encourage women's advancement and have a significant number of women in leadership roles. Diageo is the only drinks company to be named in this year's list.

"Diageo believes diversity is a key element in the success of its business today and in the future," said Eliana Zem, Senior Vice President for Human Resources at Diageo North America. "Gender is one component of this larger diversity initiative, and we value the contribution of all of Diageo's female employees."

Some of Diageo's initiatives for women include a mentor program for top-level female executives, focused recruitment of women employees and internal panel discussions on gender issues in the workplace.

## Pernod Ricard Completes €1.2 Billion Bond Issue

Pernod-Ricard announced last week that that its €1.2 billion (\$1.63 billion) bond issue had been carried out successfully. "The operation allows the group to diversify its sources of financing ensuring a rebalancing between bank debt and bond debt," Pernod-Ricard said in a statement. The bond runs until March 2016 at a fixed rate of 4.875 percent. Barclays Capital, Mitsubishi UFJ Securities International and Natixis carried out the bond issue.

## Appleton Features Bars on Website

Appleton Estate Rum of Jamaica has launched a new website that promotes the best bars in the world that serve cocktails made with Appleton Estate Rum.

The Exceptional Bars section of [www.appletonestate.com](http://www.appletonestate.com) also features recipes for signature cocktails and video demonstrations on how to make them. Visitors to the site can download recipes directly to smart phones by using quick response barcode technology, and the site also has a community section that allows visitors to submit their own cocktail recipes. This last section

of the site includes links to Appleton's Facebook page and Twitter feed and has information on the rum production process and the history of rum.

"Our community page allows our consumers and brand ambassadors to interact with the brand through various social media," said Peter Hottmann, Global Consumer Marketing Manager for Appleton.

## Winners of the Ultimate Beverage Challenge's First Ultimate Spirits Challenge

The Ultimate Beverage Challenge's (UBC) First Ultimate Spirits Challenge was held at the Astor Center in New York City from March 1-3. More than 520 entries from many companies and nations entered the competition, which was organized by F. Paul Pacult, David Talbot and Sue Woodley.



Judges at the Ultimate Spirits Challenge  
Photo by Michael Gold/The Corporate Image

After four stages of competitive judging in a multi-stage scoring system, a dozen distillates were awarded the Ultimate Spirits Challenge Chairman's Trophy based on their aggregate score on the 100-point scale. Judges included spirits authorities Sean Ludford, Dale DeGroff, Andy Seymour and Jacques Bezuidenhout; educators Steve Olson and Doug Frost; buyers James Conley, Ethan Kelley and Audrey Saunders; and author-journalists David Wondrich and gaz regan (a lower-case kind of guy).

"It's clear that a perfect storm of superbly qualified judges, meticulous and innovative methodology, the state-of-the-art clinical environment of Astor Center and a gifted operational staff helped usher in a new era of beverage alcohol competitive evaluation," said UBC Judging Chairman and Managing Partner F. Paul Pacult. "I'm looking forward to 2011 already."

The next Ultimate Beverage Challenge,  
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## Brown-Forman's Earnings Fall

Brown-Forman's fiscal third-quarter earnings fell 13 percent as the company absorbed charges that included a seven-cent trademark write-down related to Don Eduardo Tequila, but sales climbed. Brown-Forman revised its full-year earnings forecast to a range of \$2.98 to \$3.08 a share from \$2.95 to \$3.15 in a conference call with analysts and reporters.

"We remain concerned about the impact on consumption trends from a soft on-premise channel, consumer trading-down and heightened competitive activity," Brown-Forman executives said.

"We are in about the same circumstance where we haven't seen a lot of traffic increase back in the on-premise environment," said Chief Executive Paul Varga.

Brown-Forman will launch new products and packaging to stay competitive and attract customers.

For the quarter that ended January 31, the company reported earnings of \$107.9 million, or 73 cents a share, compared with \$123.4 million, or 81 cents a share, a year earlier. Revenue rose 9.9 percent to \$861.7 million. Excluding the excise taxes, sales climbed 7.6 percent to \$637.4 million. Analysts polled by Thomson Reuters had forecast earnings of 70 cents on \$817 million in revenue. Advertising spending was 10.7 percent of sales against 10.3 percent in the first and second fiscal quarters.

Brown-Forman reported a strong nine months for Jack Daniel's, although volume growth of 12 percent outpaced a 7 percent reported net sales rise for the brand. Ready-to-drink beverages also reported strong double-digit net sales rises. Net sales for Southern Comfort, Finlandia and el Jimador Tequila fell by one percent, 16 percent and one percent respectively.

## Phillips Distilling Supports Local Damaged Restaurants

Phillips Distilling of Minnesota donated \$2 from every bottle of Prairie Organic Vodka purchased by Twin Cities restaurants, bars and nightclubs from March 8-12 to a fund that supports the recently lost local Minneapolis restaurant businesses, Heidi's  
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## Can You 'Make it at Bushmills'?

Bushmills Master Distiller, Colum Egan, and Bushmills Distillery have announced a contest in which one person will have the opportunity to spend 30 days at the distillery with Egan and at the end of this time be able to create their own blend of Bushmills Irish Whiskey. During those 30 days, the winner and a guest will stay in a luxury penthouse accommodation and receive £5,000 spending money. Contestants can enter the contest through the Bushmills Facebook page.



## The Balvenie Joins Forces with Slow Food USA

The Balvenie has entered into a partnership with Slow Food USA, a nonprofit organization "dedicated to creating a world in which everyone can have access to good, clean and fair food." The partnership will involve a series of initiatives including events, tastings and educational activities designed to highlight traditional crafts and the wider benefits of the 'slow' approach to food and drink production and appreciation.

"We are very proud to be entering into a partnership with such a like-minded organization," said Laura Gwilliam, Brand Manager for The Balvenie. "As the most handcrafted Single Malt Scotch Whisky, our support for Slow Food comes from a mutual desire to promote respect for the traditional production methods that make us what we are. The unique honeyed character of The Balvenie is a direct result of the work of the master craftsmen at our distillery."

The Balvenie distillery in Speyside grows its own barley, malts in its own traditional floor maltings, employs a team of coopers to tend all its oak casks and a coppersmith to maintain its stills.

The relationship with Slow Food USA is the cornerstone of a series of partnerships being undertaken by The Balvenie to support organizations and companies that "value quality and craftsmanship over mass production and profit margins."

## Spirits Tastings Allowed at Virginia ABC Stores

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March 11 and it takes effect July 1 this year.

Forty-three states currently allow some form of spirits tastings. Thirty-one states, including Virginia, now allow spirits tastings at off-premise establishments, Wojnar noted.

## Maryland Alcohol Tax Proposals

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rise by nearly 21 percent and if enacted, the new excise tax rates would cause Maryland retailers to lose an estimated \$281 million and put approximately 4,700 hospitality workers out of work.

Hibbard stressed that a tax on alcohol negatively impacts the entire hospitality industry — restaurants, hotels, bars, nightclubs and liquor stores, and the thousands of men and women they employ.

"When the state hospitality industry is already struggling, this is the wrong time, the wrong tax and the wrong people to punish with increased alcohol taxes," Hibbard said. "Legislators should be working to protect Maryland jobs, not forcing hundreds of people out of work with misguided tax hikes."

## NABCA Legal Symposium

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lose 70 percent of your cognitive ability, so it is important to have a plan in place," Philpott said.

### Opposite Perspectives of Minimum Pricing

Minimum pricing has yet to become a hot topic in the U.S., but it is one of the most prevalent issues in the beverage alcohol industry of both Canada and Scotland. In Canada, all but three of the provinces/territories enforce minimum price at retail, established through policies of the province liquor control boards. "It (minimum pricing) causes fewer arrests, which protects our boards and our private equity," said C.J. Helie of Spirits Canada. "There are dozens of studies that give a direct relationship between price and over consumption."

Spencer Evans of the Scotch Whisky Association then gave the other side of the issue, outlining the staunch defense his association has launched on minimum pricing policies

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## Crème Yvette Returns

Crème Yvette, the violet liqueur that has been out of circulation for nearly 50 years, has returned to New York and Los Angeles. The Cooper Spirits Company, which introduced St-Germain three years ago, has added Crème Yvette to its portfolio.

Crème Yvette was first introduced in the late 19<sup>th</sup> century and has been unavailable for nearly 50 years. It's a blend of four berry fruits — mûre, framboise, cassis and fraise sauvage — blended with dried violet petals from Provence and a final touch of orange peel and honey. Crème Yvette is made near Bordeaux, France, and is considered an after-dinner digestif and a cocktail component.



Crème Yvette was first produced and sold in the U.S. in approximately 1890 by the Sheffield Company of Connecticut. It was subsequently purchased by the Cooper family's company, Charles Jacquinet et Cie., (which calls itself "America's Oldest Cordial Company") in 1900, at which point Crème Yvette was sold throughout the world. Production ceased in the 1960s. Cocktail experts and historians such as David Wondrich, Ted Haigh and Dale DeGross knew that the recipe for Crème Yvette was in the Cooper family (Robert Cooper's grandfather acquired the rights to it from Sheffield of Connecticut in the 1930s) and were instrumental in convincing Cooper Spirits to revive the brand.

The new Crème Yvette bottle is a contemporized restoration of the original packaging. It's currently available in limited quantity in New York and California in 750-ml bottles for about \$40.99. In late spring it will also be available in Illinois, Massachusetts and Washington, DC.

## The Bonafide Originals Collection by Phillips Distilling

Phillips Distilling of Minnesota has released The Bonafide Originals Collection, a limited-edition bottling of Phillips' most memorable brands from the 1930s to the 1970s. The collection reintroduces four of Phillips' principle spirits as they first appeared in their original packaging: Phillips Peppermint Schnapps, Phillips Gin-Ka, Phillips Sno Shoe Grog and the original Phillips Vodka.



In 1935, Al Dorsch, a salesman for Ed Phillips & Sons, noticed that in many Minnesota bars people were dropping peppermints into bourbon that had not been aged properly, in order to smooth the rough taste. Thus was born Phillips Peppermint Schnapps, billed as America's first schnapps. Gin-Ka, a blend of gin and vodka, was first introduced in 1971. Sno Shoe Grog, a blend of brandy and peppermint schnapps, was first introduced in 1963. Phillips Vodka was first introduced in 1947.

Peppermint Schnapps (30% ABV), the first of the new releases, is currently available in the Upper Midwest and in select markets in the U.S. and Canada for about \$9.99 for a 750-ml bottle. Gin-Ka (about \$12.99) will be available this summer, Sno Shoe Grog (about \$12.99) will be available this fall and Phillips Vodka (about \$9.99) will be released in early 2011.

## NABCA Legal Symposium

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in Scotland. Evans said minimum pricing is illegal under the rules of the World Trade Organization and European Union and could also lead to an income stream for organized crime. Four committees are currently looking into the issue, but just one has released a report, according to Evans.

### Lessons from Alcohol Trademark Wars

With Joanne Moak of Wine and Spirits Wholesalers of America moderating, Andre Reitman of K&L Gates gave a presentation on trademark law and corresponding recent alcohol cases. The three main lessons Mr. Reitman emphasized were to be thorough in your research before pursuing a trademark case, "seek benefits of Federal Registration even for ancillary marks and design features" and "contested cases are fact intensive and require lawyers to create a good story." The individual cases Mr. Reitman reviewed with the symposium attendees will be posted via podcast and PowerPoint on the NABCA website.

### An On-Premise Retailer's Liability Survival Guide

Robert Lewis of GrayRobinson closed out day one with an overview of liability laws to which all on-premise retailers must be privy. Mr. Lewis covered different types of vicarious liability, dram shop liability and criminal/administrative liability. He also gave an overview of guidelines for on-premise retailers when recruiting and hiring new people, ensuring they don't become a liability that causes a liability suit.

### Regulating the Growing Phenomenon of Craft Distillers

The first session of day two explored the regulatory climate for craft distilleries. Kent Cost of Thirteenth Colony Distilleries (the only legal distillery in Georgia) told the story of how his distillery became licensed and what can be done to further encourage other aspiring craft distillers. Linda Ignowski of the Oregon Liquor Control Commission then gave an overview of her state's highly regarded, pro-Oregon system of regulating craft distillers.

### The Direct Shipping Saga Continues

The second session took a look at direct shipping issues post Granholm, with Peter Patitsas of the Ohio DLC opening with a historical, ancient Greece perspective and Peter

Thomas of the Ohio AG's Office summarizing the key direct shipping cases since the Granholm ruling in 2005. Jason Eckenroth of ShipCompliant then provided the winery/retailer perspective, which showed the increased interstate access wineries have gained and the struggles of retailers to do the same. Matthew Botting of the California ABC Board provided the regulatory side, giving an overview of the "comprehensive licensing scheme" in California, stating the biggest issues for wineries and retailers are normally fees for services provided.

### TTB/FDA Overlap and the Caffeinated Beverages Issue

The final session of the 2010 Legal Symposium examined the roles of the TTB and FDA's overlap in handling the current thorny issue of caffeine in alcohol beverages. Robert Lehrman of Lehrman Beverage Law

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# Total Spirits — Current 52 Weeks Ending February 21, 2010

Total U.S. FDMxC (Supermarkets, Drugstores, Gas/C-Stores and Mass Market retailers excluding Wal-Mart)

Data from Information Resources, Inc., a Chicago-based market research firm

	Dollar Sales	Dollar Sales % Change Prior Year	Equiv Volume Sales	Equiv Volume Sales % Change Prior Year	Avg Price/ Equiv Volume	Avg Price/ Equiv Volume Change Prior Year
<b>TOTAL SPIRITS CATEGORIES</b>	\$3,546,433,000	2.52	27,009,350	1.84	\$131.30	\$0.87
Brandy	\$117,510,800	1.67	1,116,535	(1.45)	\$105.25	\$3.23
Cognac	\$74,416,620	4.40	189,189	4.58	\$393.34	\$(0.65)
Cordials	\$349,688,600	(2.32)	1,973,488	(2.71)	\$177.19	\$0.70
Gin	\$145,004,700	0.63	1,221,130	1.09	\$118.75	\$(0.54)
Rum	\$459,799,100	1.64	3,569,948	1.92	\$128.80	\$(0.36)
Tequila	\$258,224,400	2.69	1,243,595	3.92	\$207.64	\$(2.48)
Vodka	\$1,066,390,000	6.04	9,690,877	5.81	\$110.04	\$0.24
Whiskey	\$942,020,200	1.79	6,337,158	(0.64)	\$148.65	\$3.56

## NABCA Legal Symposium

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moderated the panel while Martin J. Hahn of Hogan & Hartson gave a brief historical overview of TTB and FDA's roles, specifically of caffeinated alcohol. Marlene Trestman of the Maryland AG's office then gave an overview of GRAS exemption and products that have been challenged and pulled over the past several years. The supplier side of the issue was presented by Scott Winters of Prohibition Beverage who argued that products such as his (P.I.N.K. Vodka) with low levels of caffeine should be treated differently than those with higher levels.

## Center for Alcohol Policy Announces 2010 Legal Symposium

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will examine topics surrounding current alcohol regulation and litigation.

"The basis for alcohol regulation is being challenged in several states," said CAP Advisory Board Chairman and former Ohio Attorney General Jim Petro. "This gathering is a great opportunity for regulators, public health community advocates, elected leaders, alcohol beverage industry insiders and others interested in alcohol issues to come together to share insights and ideas regarding current alcohol regulation and litigation."

Sessions offered during the 2009 CAP

Legal Symposium included:

- Globalization and a U.S. Constitutional Amendment: The Future of Alcohol Laws in the United States
- Supplier Contracts: Implications for State Alcohol Laws
- Public Health Aspects of Alcohol Regulation
- Defending State Liquor Laws Under the 21st Amendment: A State Perspective
- Liquor Liability Laws: Pros, Cons and Recent Developments

Details about the 2010 CAP Legal Symposium, including the list of speakers and agenda, will be posted to the CAP Web site, [www.centerforalcoholpolicy.org](http://www.centerforalcoholpolicy.org), as they become available.

## Phillips Distilling Supports Local Damaged Restaurants

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and Blackbird Café. Both restaurants were destroyed by fire on Feb 18.

"Our hearts go out to all of those affected by the loss of these two outstanding local establishments," said Dean Phillips, CEO and President, Phillips Distilling. "When something like this affects our community, giving back is second nature. Tragedies like this affect not just the owners, but many hard-working servers, chefs, and support staff that make their livelihood in those restaurants and local purveyors who sell their products to them. "We want Heidi's, Blackbird Café

and all of their employees and vendors back on their feet again as soon as possible."

Heidi's and Blackbird Café, located in Minneapolis' Lynnhurst neighborhood, were favorites among locals. The morning of the fire, Heidi's owner and star chef, Stewart Woodman, was named a semifinalist as one of the 20 Best Midwestern Chefs for the 2010 James Beard Foundation Awards. Blackbird Café had been lauded in reviews from *City Pages*, *Star Tribune*, and *Minneapolis/St. Paul Magazine*. Despite the best efforts of the fire department, both eateries were a total loss.

## Sandra C. Canada Appointed to Virginia ABC Board

Governor Bob McDonnell has appointed Sandra C. Canada as Commissioner of the Virginia Alcoholic Beverage Control Commission. Canada was an ABC commissioner for former Governor Jim Gilmore from 1998-2002.



## Burnett's Fruit Punch

Burnett's Flavored Vodka has added a 20<sup>th</sup> flavor to the portfolio — Fruit Punch. The other flavors include Blueberry, Cherry, Citrus, Coconut, Cranberry, Espresso, Grape, Lime, Mango, Orange, Peach, Pink Lemonade, Pomegranate, Raspberry, Sour Apple, Strawberry, Sweet Tea, Vanilla and Watermelon.



The new flavor is supported by POS for floor displays and shelf facings, as well as sales education materials. The Burnett's website, ([www.burnettsvodka.com](http://www.burnettsvodka.com)) provides information and drink recipes for all the flavors.

Burnett's Fruit Punch Flavored Vodka (35% ABV) is available nationally this spring in 1.75-L, 1.0-L, 750-ml (about \$9.99) and 50-ml bottles.

## Sharon Foster Confirmed as WSLCB Chair

The Washington State Senate has officially confirmed Sharon Foster as Chair of the Washington State Liquor Control Board. Appointed to the position by Gov. Gregoire, Sharon has been serving in an acting capacity since August 2009. Her six-year term expires in 2015.

Foster came to the WSLCB with a strong commitment to combat underage drinking.



"My husband Dean and I are parents of five grown kids and ten grandchildren," Foster said. "I've also devoted most of my career to youth and their development. If I bring an agenda to the Liquor Control Board, it's to continue the fight to reduce underage drinking."

She immediately took over former Board member Roger Hoen's role as Co-Chair of the Washington State Coalition to Reduce Underage Drinking. In October, she led the implementation of Policy #09-2009, which prohibits marketing or point-of-sale material in liquor stores that suggests or recommends the use of energy drinks with alcoholic beverages. She was also instrumental in the development and advocacy of House Bill 2804, which would have prohibited pre-mixed alcohol energy drinks. A substitute version of that bill passed the House of Representatives but did not come up for a vote in the Senate by the bill deadline.

Foster and fellow Board member Ruthann Kurose have adopted new alcohol advertising rules that restrict the size and number of alcohol signs at retail establishments. The rules are considered an

extraordinary step forward by the alcohol prevention community, which consists of students, prevention professionals, concerned citizens and school- and community-based organizations statewide.

## Dolce Touch by Dolce Touch

Dolce Touch LLC, a new company based in Seattle that calls itself a "developer, marketer and supplier of luxury distilled spirits," has released Dolce Touch a "new hybrid luxury vodka ... which does not contain added sugar, syrup or carbohydrates." Matthew Leang, one of the founders of Dolce Touch, said his vodka (35% ABV) is distilled by a "small distillery in Oregon" and at the moment is only sold in the state of Washington in 750-ml bottles for \$39.95. Plans call for extending distribution to California, New York, Nevada and Illinois.



"We designed this luxury spirit to have a silky smooth taste and a pleasant aroma," Leang said. "This hybrid luxury vodka is not a plain vodka or a flavored vodka. It's essentially a mixture of their best qualities. This gives you a distilled spirits specialty product that is slightly sweet, soft, delicate and smooth."

## Wirtz Beverage Group Names Directors of Training for Wisconsin and Nevada Affiliates

Wirtz Beverage Group has appointed Jeffrey Satterburg and Donell Walston to the positions of Director of Training for its state affiliates Wirtz Beverage Wisconsin and Wirtz Beverage Nevada, respectively. The appointments are part of a unified corporate training and leadership development initiative across Wirtz Beverage Group's national operations.

As Directors of Training, Satterburg and Walston will be responsible for developing and executing all employee and leadership training programs designed to enhance employee development and ongoing business initiatives in each of their respective state affiliates. Both Satterburg and Walston will report to and work closely with Mark Switaj, Vice President of Training and Development at Wirtz Beverage Group.

Satterburg has almost ten years experience in training management and business-to-business sales. He was most recently District Manager for Wirtz Beverage Wisconsin, managing all sales operations within the Green Bay market.

Walston joins Wirtz Beverage Group after working as the Training and Diversity Manager at the Treasure Island Hotel and Casino in Las Vegas. She managed and executed internal and external training programs for thousands of employees and oversaw the program's design, development and implementation.



Jeffrey Satterburg



Donell Walston

## Winners of the Ultimate Beverage Challenge's First Ultimate Spirits Challenge

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the Ultimate Cocktail Challenge, takes place on April 12-14, also at the Astor Center.

The top scoring spirits in the Ultimate Spirits Challenge will be invited to the Ultimate Spirits & Cocktails event on October 4, 2010, at the Marriott Marquis in New York City. This show will be open to the public and will showcase the best products from the Ultimate Spirits Challenge and Ultimate Cocktail Challenge.

The Chairman Trophy winners and Semifinalists for the 2010 Ultimate Spirits Challenge are:

### Vodka & Aquavit

Chairman's Trophy Winner: Orzel Vodka (Poland)

Semifinalists: Skyy Vodka (USA)

Vermont White Vodka (USA)

Finlandia Grapefruit Vodka (Finland)

### Gin & Genever

Chairman's Trophy Winner: Broker's London Dry Gin (England)

Semifinalists: Beefeater 24 Gin (England)

Citadelle 2009 Reserve Gin (France)

Tanqueray London Dry Gin (England)

### Tequila & Mezcal

Chairman's Trophy Winner: Tres Agaves Anejo Tequila (Mexico)

Semifinalists: Sombra Mezcal, (Mexico)

Don Pilar Anejo Tequila (Mexico)

Del Maguey Tobala Single Village Mezcal (Mexico)

### Rum & Cachaça

Chairman's Trophy Winner: Mount Gay Rum 1703 (Barbados)

Semifinalists: Zafra 21 Year Old Rum (Panama)

J. Wray & Nephew Overproof Rum (Jamaica)

Bacardi 8 Years Old Rum (Puerto Rico)

### Ireland & Wales Whiskey

Chairman's Trophy Winner: Midleton Very Rare 2008 Blended Irish Whiskey (Ireland)

Semifinalists: Connemara 12 Year Old Peated Single Malt Whiskey (Ireland)

Bushmills 1608 Single Malt Whiskey (Ireland)

Redbreast 12 Years Old Pure Pot Still Whiskey (Ireland)

### Scotland Whisky

Chairman's Trophy Winner: The Macallan Fine Oak 21 Year Old Malt Whisky (Scotland)

Semifinalists: Johnnie Walker Gold 18

Year Old Blended Whisky (Scotland)

Royal Salute 21 Year Old Blended Whisky (Scotland)

Glenmorangie Signet Single Malt Whisky (Scotland)

### U.S. & Canada Whiskey

Chairman's Trophy Winner: George Dickel No. 12 Tennessee Sour Mash Whiskey (USA)

Semifinalists: Sazerac 18 Year Old Kentucky Straight Rye Whiskey (USA)

Crown Royal XR Blended Canadian Whisky (Canada)

Woodford Reserve Distiller's Select Kentucky Straight Bourbon Whiskey (USA)

### World Brandy, Grappa & Eau-de-Vie

Chairman's Trophy Winner: Nonino Grappa Il Merlot (Italy)

Semifinalists: Macchu Pisco (Peru)

Bartlett Spirits of Maine Apple Brandy (USA)

Giovi Clear Brandy of Cactus Pear (Italy)

### Cognac

Chairman's Trophy Winner: Frapin Chateau Fontpinot XO Grande Champagne Cognac (France)

Semifinalists: Landy XO Cognac (France)

Pierre Ferrand Selection des Anges Grande Champagne Cognac (France)

Hennessy XO Cognac (France)

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## Weekly Marketplace

# MODERN Brewery Age

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## Winners of the Ultimate Beverage Challenge's First Ultimate Spirits Challenge

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**Judges at the Ultimate Spirits Challenge**  
Photo by Michael Gold/The Corporate Image

### Armagnac

Chairman's Trophy Winner: Chateau du Busca-Maniban Hors d'Age Tenareze-Armagnac (France)  
Semifinalists: Chateau de Laubade 1960 Bas-Armagnac (France)  
Marie Duffau Hors d'Age Bas-Armagnac (France)  
Cles des Ducs VSOP Armagnac (France)

### Calvados

Chairman's Trophy Winner: Boulard Grand Solage Pays d'Auge Calvados (France)  
Semifinalists: Coeur de Lion Hors d'Age Pays d'Auge Calvados (France)  
Roger Groult 8 Year Old Pays d'Auge Calvados (France)

### World Liqueurs, Absinthes & Other

Chairman's Trophy Winner: St Germain Elderflower Liqueur (France)  
Semifinalists: Herbsaint Original Liqueur d'Anis (France)  
Bauchant Orange Liqueur (France)  
Mathilde Raspberry Framboise (France)

A complete list of all results and scores is available at [www.ultimate-beverage.com/USCresults2010](http://www.ultimate-beverage.com/USCresults2010).



**Robert Cooper (right), President, The Cooper Spirits Company and Bill Kenny, Manager, Astor Wine and Spirits in New York City. Astor Wine and Spirits was the first retailer to receive Crème Yvette, and the store sold out of it in 48 hours.**