

# Beverage Journal

SEPTEMBER 2023



## 2023 DRINKS INNOVATORS TO WATCH

MEET THE INDIVIDUALS  
AND INITIATIVES THAT ARE  
CHANGING OUR INDUSTRY  
FOR THE BETTER



THE STATE OF GIN



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**TOP:** Trey Wade courtesy of Blue Run Spirits / Kate Gerwin and Blaze Montana courtesy of Happy Accidents / Youngwon Lee courtesy of Dokkaebier / Adam Polanski and Nora Ganley-Roper courtesy of Lost Lantern.

**MIDDLE:** Lois and Dave Cho by Joshua Chang / Alex Jump courtesy of Alex Jump / LP O'Brien courtesy of Netflix-Seth Harrington.

**BOTTOM:** Darwin Oniyx Acosta courtesy of Co-Fermented / Jahde Marley by Felicia Limada / Paul Gable courtesy of ecoSpirits / Becky Paskin courtesy of OurWhisky Foundation / Yannick Benjamin by Mikhail Lipynsky.



## PROPOSED FEDERAL LEGISLATION COULD OFFER SIGNIFICANT TAX RELIEF

In today's business climate, operators are watching every dollar. A 2022 change to the nation's tax law is a potential financial hurdle for operators. There is proposed legislation in Congress that could revert a tax law enacted in 2022, "that's poised to push family businesses off a tax cliff."

Below are excerpts from an article I found at the National Restaurant Association website: [restaurant.org](http://restaurant.org).

"In 2017, Congress limited the net interest a business could deduct to 30 percent of its adjusted taxable income. From 2018 to 2021, adjusted taxable income was calculated as earnings before interest, taxes, depreciation, and amortization (EBITDA). Starting in 2022, adjusted taxable income became calculated as earnings before interest and taxes (EBIT).

"The change from EBITDA to EBIT may seem small, but as Carol Fortney, CFO of Fortney Hospitality Group based in Wisconsin, says, "a small tax code change is having such a huge impact on so many business owners."

If an operator takes out a loan to pay for necessary upgrades, part of the interest on those loans can be deducted from a business's income for tax purposes because it's considered an investment. However, the change from EBITDA to EBIT, which went into effect in 2022, limits the amount of interest that can be deducted. This drastically changes an operator's tax liability.

As a result, this new limit is leaving operators with higher tax bills.



For family business restaurant operators like the Fortney Family, these changes have been upsetting. "Prior to 2018, there was no limit on the amount of interest a business like ours could deduct. 2018 was the first time our family-owned business could not deduct all the interest we paid to our lender and our taxes increased significantly. Then last year, depreciation and amortization were removed from the equation and the tax liability for many restaurants increased again!"

Fortney says, "this couldn't have happened at a worse time as the last few years have been the most difficult in Fortney Hospitality Group's history," and operators nationwide agree.

Many restaurant operators are saddled with more debt than ever because of loans taken out just to keep paying the bills during the pandemic. As interest rates have increased, the interest charged on many of these loans has also gone up considerably. This makes the new interest deduction limitation all the more painful.

In the U.S. Senate, senators Shelley Moore Capito (R-W.Va.) and Kyrsten Sinema (I-AZ) introduced the American Investment in Manufacturing (AIM) Act, S. 1232, which would permanently restore interest on business debt deduction, effectively putting the DA back in EBITDA. In the House, the Committee on Ways and Means recently advanced the Build It in America Act, H.R. 3938, which includes a four-year restoration of the deduction.

Thank you to the National Restaurant Association for providing the above information. ■

**STEPHEN PATTEN PUBLISHER**

Maryland • Washington, DC

# Beverage Journal

Published Monthly by  
**The Beverage Journal, Inc.**  
(USPS# PE 783300)

Over 80 Years of Continuous Publication

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Send address changes to  
**THE BEVERAGE JOURNAL, INC.**  
**PO Box 2062, Williamsport, PA 17703**

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**Periodicals postage paid at Baltimore, MD** and additional mailing offices. Subscription rates: MD edition; 1 year \$49.00 plus tax, 2 years \$79.00 plus tax, 3 years \$109.00 plus tax, FedEx Ground delivery \$85.00 plus tax per year per edition, single copies \$10.00 plus tax. DC edition; 1 year \$36.00 plus tax, 2 years \$60.00 plus tax, 3 years \$83.00 plus tax, FedEx Ground delivery \$85.00 plus tax per year per edition, single copies \$5.00 plus tax.

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# BOURBON HERITAGE



HISTORY, TRADITION, CRAFT





## 1. NOVO FOGO

Cachaça brand Novo Fogo has significantly revamped its line of ready-to-drink cocktails, reformulating the 100 percent natural ingredients so that the 150-calorie tipples (9% ABV) are now certified organic by the USDA. The three varieties—lime, passion fruit, and mango—bolster a base of silver cachaça and are packaged in vibrant cans that nod to the Brazilian rainforest and contain 1.8 servings each.

**\$** SRP: \$14.99 per four-pack of 12-oz cans  
**🌐** [novofogo.com](http://novofogo.com)

## 2. OLD PULTENEY

Seaside casks are the center of attention in Old Pulteney's The Coastal Series, the single malt Scotch whisky's range of four expressions to be released annually. First up is the fruity single malt that is finished in Pineau des Charentes French oak barrels from France's Charente-Maritime region, selected by master blender Stuart Harvey, after it is matured in former bourbon barrels.

**\$** SRP: \$79.99 per 750-ml bottle  
**🌐** [oldpulteney.com](http://oldpulteney.com)

## 3. TEQUILA CAZADORES

One of the ways to invigorate an Espresso Martini is to make Cazadores Café the star of the drink, but the tequila-based coffee liqueur works just as well as an after-dinner sipping shot or over ice. Once the 100 percent blue weber agave Cazadores blanco tequila is fermented, part of the brand's seven-step, zero-waste production process, the liquid is then infused with a blend of Mexican coffee and agave nectar, revealing layers of chocolate and vanilla.

**\$** SRP: \$29.99 per 750-ml bottle  
**🌐** [cazadores.com](http://cazadores.com)

## 4. JAMES B. BEAM DISTILLING CO.

Interest in American single malt whiskey continues to boom, and the James B. Beam Distilling Co. has responded with Clermont Steep, its inaugural foray into the category. Developed by Freddie Noe, the eighth-generation master distiller at Fred B. Noe Distillery, the 94-proof whiskey was born from American barley and the same yeast utilized across all Beam products. It then rested in charred barrels for five years, imbuing the liquid with a rush of toffee.

**\$** SRP: \$59.99 per 750-ml bottle  
**🌐** [beamsuntory.com](http://beamsuntory.com)

## 5. FRE ALCOHOL-REMOVED WINES

Fre has expanded its roster of alcohol-removed wines with a slightly dry, food-friendly Sauvignon Blanc that is less than 0.5 percent of alcohol by volume and contains half the calories of regular wine. It exhibits notes of green grass and tropical fruit that were well-preserved following the California wine's run through cone-spinning technology to remove the alcohol.

**\$** SRP: \$8 per 750-ml bottle  
**🌐** [frewines.com](http://frewines.com)

## 6. MALA MIA MEZCAL

Founder Devin Adams intentionally launched Mala Mia Mezcal with a quartet of offerings to educate the public about the spirit's nuances. Along with a classic Espadín, there is Ensamble, a mélange of agaves roasted, fermented, and distilled together in a single batch, as well as the dry, herbaceous Cuishe, a hit with gin lovers (\$54.99 to \$99.99 per 750-ml bottle). The Tepeztate, distilled from its hefty namesake species of agave that takes 28 years to mature, is especially rare.

**\$** SRP: \$129.99 per 750-ml bottle  
**🌐** [malamiamezcal.com](http://malamiamezcal.com)

INTRODUCING

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## 7. WILD TURKEY

For the next edition in Wild Turkey's annual limited-edition Master's Keep series, master distiller Eddie Russell teamed up with Dr. Joy Spence, the master blender of Appleton Estate Jamaica Rum, on the 106-proof Master's Keep Voyage. First, Spence chose Appleton casks that previously held 14-year-old pot still rum, and then they were transported to Lawrenceburg, Kentucky, where Russell selected a batch of 10-year-old bourbon resting in No. 4 char barrels to finish in them. The union culminated in a tropical bourbon with chocolate and spice on the finish.

**\$ SRP: \$275 per 750-ml bottle**  
**wildturkeybourbon.com**

## 8. TIMBERLINE VODKA

Both Hood River Distillers and Timberline Lodge were founded in 1930s Oregon, so the birth of Timberline Vodka, made with 14 different cultivars of non-GMO Pacific Northwest apples and Mt. Hood's glacier-fed spring water, was a natural way to honor that legacy. Now there's The Big Dog, a 1.75-liter bottle named for the St. Bernards (including current residents Heidi and Bruno) that have been a fixture at the hotel since its opening.

**\$ SRP: \$47.95 per 1.75-liter bottle**  
**hrdspirits.com**

## 9. GREENBAR DISTILLERY

At Greenbar Distillery in Los Angeles, founders Melkon Khosrovian and Litty Mathew have augmented their lineup of USDA-certified organic craft spirits with a trifecta of bottled ready-to-drink cocktails. These include the California Poppy Negroni and Smoky Vesper Martini (\$19.99 per 375-ml bottle) and the Single Malt Old Fashioned. The cocktails utilize Greenbar's amaro, dry gin, vodka, and single malt whiskey along with housemade liqueur and vermouth variations.

**\$ SRP: \$22.99 per 375-ml bottle**  
**greenbardistillery.com**

## 10. JACOB'S PARDON WHISKEY

Marc D. Taub and his son Jake of Palm Bay International and Taub Family Selections tapped into their family's riveting Prohibition-era history of whiskey-making and unveiled Jacob's Pardon whiskey in 2020 with F. Paul Pacult serving as master blender. The latest expression, the 142-proof Small Batch Recipe #3, is an 18-year-old American light whiskey produced by MGP with a mash bill of 99 percent corn and one percent malted barley.

**\$ SRP: \$195 per 750-ml bottle**  
**palmabay.com**

## 11. CENOTE TEQUILA

To make Cenote's crystalline cristalino tequila, its 100 percent blue weber agave añejo is matured for 13 months and then refined by a proprietary cellulose filtration process that largely strips the liquid of its color. It also softens the aged flavors while maintaining its complexity, yielding an herbal palette with hints of vanilla.

**\$ SRP: \$69.99 per 750-ml bottle**  
**tequilacnote.com**

## 12. BLACKENED WHISKEY

The 122.85-proof cask-strength rendition of Blackened Whiskey, created by late master distiller Dave Pickerell and Metallica, highlights the same blend of bourbons and ryes as the original, and it also undergoes sonic enhancement in brandy casks. But the higher proof of Volume 01, the inaugural batch, garners a more brazen profile, expressing notes of walnut, caramel, and ancho chile.

**\$ SRP: \$69.99 per 750-ml bottle**  
**blackenedwhiskey.com**



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**Edward 'Teddy' Durgin**  
*Staff Writer*  
**The Beverage Journal**

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August 2003. In the world, a lot was different, and there was a lot going on. It was definitely the “post-9/11 era.” George W. Bush was President of the United States. Robert Ehrlich was Governor of Maryland. Anthony Williams was Mayor of the District of Columbia. The big news story that month was The Great Blackout, in which residents in eight states, New York City, and parts of Canada lost electrical power for days in the summer heat. The other major headline was Arnold Schwarzenegger announcing he would run for Governor of California in the recall election of Gray Davis. August 2003 was also the month the world lost baseball legend Bobby Bonds, father of Barry; tough-guy action movie star Charles Bronson; Herb Brooks, coach of the “Miracle on Ice” USA hockey team in 1980; and actor-dancer Gregory Hines.

Movies weren't any more original back then as they are today, as the top three theatrical releases for that month were “S.W.A.T,” a big-screen update of the classic ‘70s TV show; “American Wedding,” the second sequel to 1999’s “American Pie;” and “Freaky Friday,” a remake of the ‘70s family classic starring Lindsay Lohan and



Jamie Lee Curtis. As for TV, that summer saw the debuts of FX’s “Nip/Tuck” and Fox’s “The O.C.,” but most people were vegging out to such reality fare as “Last Comic Standing” and “Who Wants to Marry My Dad?”

continued on page 12

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It was in that time that I walked into the then-offices of the Beverage Journal in Hanover, Maryland, and met Steve Patten and publisher extraordinaire, Lee Murray, for the first time. My former college journalism mentor, Tom Nugent, had been their main columnist for several years, but he had just moved to the wilds of small-town Michigan to raise his three daughters closer to his wife's family. Lee and Steve knew beverages. They didn't so much know journalists – i.e., who could write, make deadlines, knock on doors, be a pest, and ask the questions the Beverage Journal's readers wanted and needed answered.

Tom recommended me to replace him and set up that initial meeting. I was engaged to my lovely wife, **Bonnie**, at the time. We were set to get married in Las Vegas that December. I was a new homeowner. And suddenly, I realized . . . I would be needing more cash than I ever had before in my life!

Yeah, I wish I could say initially it was my love for our industry that drew me to these two fine publications. But it was the extra income. I didn't grow up in the beverage business as so many of the people I've interviewed over the years have. I knew wines came in red and white, but knew very little about the different varietals and almost nothing about the different companies. Beers? I was a Miller Genuine Draft guy and pretty much nothing else. And I had enjoyed a few shots of whiskey from time to time on various Fells Point pub crawls or whenever I needed to summon the courage to call a girl, give someone some bad news, or . . . well . . . apply for a job as a monthly columnist.

Fortunately, I was armed with glowing references from editors' past and a portfolio of articles covering a wide array of stories and topics for such publications as the Baltimore Sun, the Hartford Courant, and Chesapeake Bay Magazine. I also had a day journalism job writing and editing specialized news services for a Bethesda-based company that would eventually be acquired by SmithBucklin, the world's largest trade association management company. So, I wouldn't be requiring health insurance or a 401k. I also wrote a weekly film review column for the Avenue News in Baltimore.

Lee and Steve saw that I was adaptable and a quick learner. After all, I had covered everything from entertainment to the local boat-

ing scene to such industries as commercial real estate and food-service. Back then, I touted myself as a "Jack of All Trades, Master of None." And it was this adaptability coupled with the fact that I'd always worked fast and cheap that convinced Lee and Steve to hire me. I think we clicked right away with our shared love of the Baltimore Orioles; our appetite for Gunnings crabcakes (a restaurant that was right down the road from those original offices); and a shared sense of humor in which the more politically incorrect the joke, the harder we laughed.

I so miss THOSE days!

Flash-forward two decades. My wife and I are on the verge of

celebrating our 20th wedding anniversary by returning to Vegas and getting remarried by Elvis. We have an 18-year-old daughter, and we have since relocated to the Raleigh-Durham, North Carolina, market to care for family. But with all of the technology that has emerged in these past 20 years – Zoom meetings, smartphone apps, social media, etc. – I am still able to write my monthly column from remote. And I still make it back to the Maryland-D.C. area at least a couple times per year to reconnect with friends, eat at Roy Rogers, and provide the Beverage Journal with in-person coverage.

OK, so far, I haven't written much about my experiences in the beverage biz these past 240 months, I know. First of all, there would be WAY too many people to thank, FAR too many memo-

ries to highlight, and so SO many stories to tell. Hey, I've become an industry veteran! I can start sentences with, "When I started in this industry, there wasn't. . ." or "When I first began writing about beer and wine, we didn't have. . ."

Some stories, of course, stand out more than others. I was privileged to cover the aftermath of both tragic floods in Ellicott City from the local bar and restaurant owners' perspectives. Never have I ever felt such responsibility as a journalist and storyteller as when I was interviewing those proprietors and their staffers and how those two tragedies had changed their lives so thoroughly. Covering those two tragedies, I realized how much this industry takes care of its own! The outpouring of support was overwhelming from other bar, restaurant, and tavern owners; packaged goods store operators; and beverage distributors and suppliers. As a journalist, I try



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and keep my personal emotions out of the stories I tell as much as possible. It was darn-near impossible with those columns.

There's also become a rhythm to this work over the years. Each year as Christmas approaches, for instance, I know I will be writing the Maryland legislative update articles and talking with two of the finest gents you could ever meet – Maryland State Licensed Beverage Association (MSLBA) lobbyist J. Steven "Steve" Wise and MSLBA Legislative co-Chairman Jack Milani. I also love those years when I've been allowed to craft a series of articles on one big topic. Last year, I highlighted 12 different theme bars and restaurants around Maryland and D.C. This year, it's the series on historic bars and eateries.

And then there was the pandemic. Wow, the COVID-19 crisis threw our industry into a crisis! Never before had I felt the importance of the articles we publish month in and month out in the Beverage Journals. I reported on stories of survival, innovation, resolve, and even patriotism. Again, owners, operators, bartenders, salespeople, waitstaff, and others were eager to go on record and offer encouragement and advice for those readers also struggling and having to adapt to COVID-era policies and restrictions. Sadly, not everyone survived. But it was an amazing time being a commentator and reporter. There are times in this line of work that one feels like a "real journalist," and that was certainly one of them. I had to rely on every bit of training, education, experience, and contacts I had to keep my monthly column afloat and resonating with subscribers.



I am proud of the work I did then. And I am very proud of the work I have done from August 2003 to today and will continue doing! I am the Iron Man, the Cal Ripken Jr., of the Maryland and Washington, DC Beverage Journals! In an era where writers and editors flip flop around publications year after year, I have enjoyed a stability many never know and a loyalty from employer that most truly never, EVER know. So, thank you, Steve. Thank you, Lee. And thank you, beverage industry professionals! I raise a glass and toast you all! ■

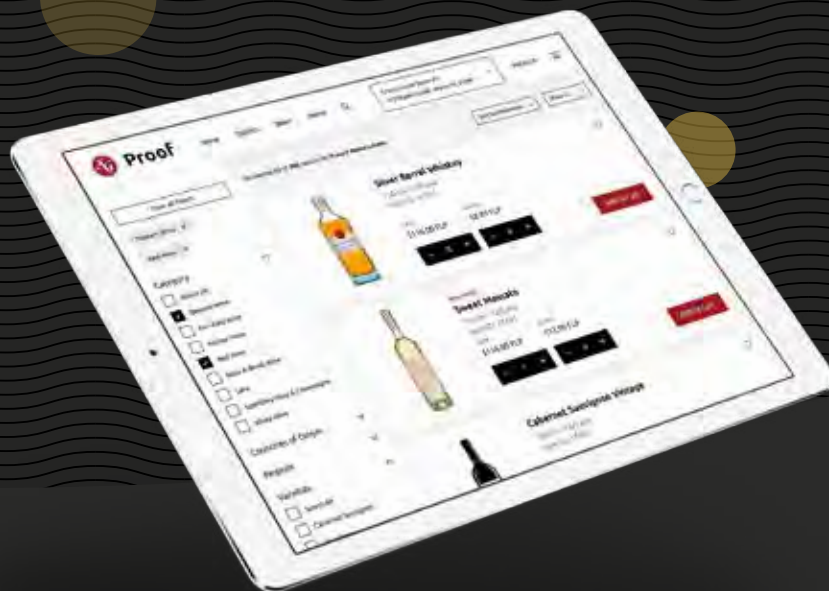


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PICKS



## ODE TO NEO-EXPRESSIONISM

Given its proximity to the late Jean-Michel Basquiat's apartment and studio, it is fitting that **Great Jones Distilling Co.** in New York City's Noho neighborhood is gracing three of its bottles with the artist's *Pez Dispenser* and two *Untitled* works, *Skull and Crown*, in tandem with merchandise and a pop-up bar. Both the Great Jones x Jean-Michel Basquiat Dinosaur and Skull editions contain four-year-old, 86-proof straight bourbon, while the Crown contains its new six-year-old, 91-proof Pineau de Charentes wine cask-finished version is a distillery exclusive.

SRP: \$39 (straight bourbon) and \$150 (Pineau de Charentes finish) per 750-ml bottle



## SPICY AND SPICED

Customer feedback, including the desire for a wallop of heat, directly led to non-alcoholic beverage brand **Ghia's** Sumac & Chili Spritz. It joins Ghia Soda, Ghia Ginger, and Lime & Salt as the newest addition to the ready-to-drink, single-serve Le Spritz line, featuring a base of Ghia's recently tweaked bitter and sweet apéritif recipe bolstered by sparkling water infused with savory sumac and fiery chili pepper.

SRP: \$60 per 12-pack of eight-oz. cans

## LODI LEAP

Cabernet Sauvignon is one of California's star grapes, but Lodi received little attention for it until **LangeTwins Family Winery and Vineyards** started turning out its sustainably farmed single-vineyard offerings from micro appellations like Clements Hills and Mokelumne River. Its most recent Cabernet Sauvignon expression, the River Ranch Vineyard 2019 from Jahant, was aged in French oak barrels for 21 months and tastes of blackberry and ripe black cherry underpinned by vanilla.

SRP: \$31 per 750-ml bottle



## DESERT LIVING

An homage to the Southwest, the woman- and LGBTQ-owned **Suncliff Gin** melds one-seed, shaggy, and alligator juniper from Sedona with other Arizona botanicals like western elderflower, manzanita, and ponderosa pine bark (the latter two required FDA approval since they have never-before been used in spirits). Suncliff also makes an impact on the community by donating 100 percent of its profits from local artisan-made merchandise to DigDeep's Navajo Water Project, helping to secure water for Navajo Nation families.

SRP: \$39.99 per 750-ml bottle

## AGAVE TWIST

There is a classic vodka iteration of the ready-to-drink **NightOwl Espresso Martini**, but The Original is a more unconventional riff on the popular cocktail. The canned libation (12.5% ABV) mingles two shots of espresso with one shot of blanco tequila and a touch of vanilla.

SRP: \$19.99 per four-pack of 200-ml cans



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# 2023

# DRINKS INNOVATORS

MEET THE PEOPLE, PRODUCTS, AND INITIATIVES THAT ARE DRIVING CHANGE AND MAKING OUR INDUSTRY A BETTER PLACE IN THE PROCESS

**W**hat makes an innovator in 2023? When we reached out to our readers in the beverage industry, we wanted to learn about the individuals and initiatives that are doing things differently—and creating positive change in the process. It's easy to repeat inherited mistakes or conduct business using tired, outdated, or unsustainable models; we looked for people who were breaking from the status quo and reimagining the industry, or their corner of it, for all its members.

The hundred-plus nominations we received spanned each aspect of the trade from trailblazers behind the bar to freethinking retailers, with projects focused on everything from increasing accessibility in the workplace to product innovation. Our award winners aren't necessarily well-known industry names or veterans who have garnered decades of accolades; we wanted to spotlight the leaders of the future instead, whose work today has the power to transform the industry of tomorrow.

## CONFRONTING GENDER BIAS IN THE WHISKEY INDUSTRY

**BECKY PASKIN, FOUNDER, OURWHISKY FOUNDATION**

Women account for 36 percent of whiskey drinkers, a figure that is on the rise, and yet the world's leading whiskey brands posted 228 percent more images featuring men than women across their social media

accounts in 2020. Non-white people were represented in just 17.9 percent of images.

These figures, cited in OurWhisky Foundation's "Women & Whisky: Female Representation in Social Media Marketing" report, were part of what founder Becky Paskin set out to change with the Modern Face of Whisky, a free image library to tackle gender bias in the industry. "As a former editor of two globally award-winning publications, I always struggled to find any imagery of diverse people drinking whiskey," says Paskin. "Your choice was men in suits or naked women. I saw this and thought, 'This is unbelievable.'"

With sponsorship from Glenfiddich, Bacardi, Beam Suntory, Diageo, Distill Ventures, The Glenlivet, Brown-Forman, Whyte & Mackay, Glenmorangie, Heaven Hill, and Edrington, the first collection was released in April 2023, offering unbranded stock photos to media outlets and content

***"SOMEONE HAS TO SAY, 'ENOUGH!' LET'S LOOK AT HOW DIVERSE WE CAN MAKE THIS, AND TALK ABOUT REPRESENTATION IN A VERY POSITIVE WAY AND PUSH THIS FORWARD."***

creators to download and use, depicting people of all genders, races, and ages. Demand was immediate; the library attracted three million views and 20,000 downloads in its first week alone.

But OurWhisky's work goes beyond a media library. Founded in March

2022, the global nonprofit works to empower and support women working in whiskey through training, advocacy, networking opportunities, and community. Paskin is most proud of its six-month mentorship program, however, which matches candidates from all over the world with experienced mentors in their field, including whiskey big hitters like Brown-Forman master blender Rachel Barrie and Nicola Riske, the brand education manager at The Macallan. And what's next? Paskin hopes to host an OurWhisky Foundation awards to counter the underrepresentation of women whiskey award winners.

—TYLER WETHERALL



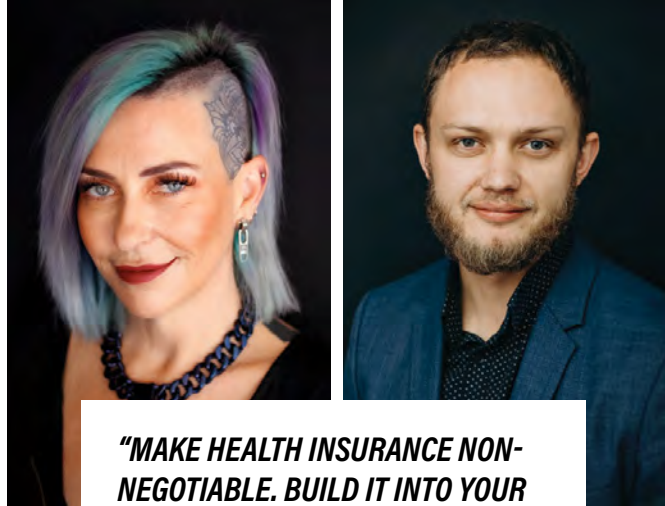
## PRIORITIZING ECONOMIC AND SOCIAL EQUITY FOR ON-PREMISE STAFF

**KATE GERWIN AND BLAZE MONTANA, OWNERS, HAPPY ACCIDENTS**

“We went out on a limb and tried something,” says Kate Gerwin. “It’s been very successful; it’s put us in a position to hope others follow.” She’s referring to the business model behind Happy Accidents in Albuquerque, New Mexico, which she opened with Blaze Montana in 2021.

“We opened many bars for lots of people and saw mistakes we didn’t want to make,” says Gerwin. Chief among them was the typical financial structure. The high price of a liquor license in New Mexico means bar owners often start out in debt, which forces their hand when figuring out how to pay staff. Then a workaround occurred to them: to open a distillery instead. New Mexico is among the states that allow craft distillers to serve cocktails. “But where they focus on actual distilling, we focus on our cocktails,” says Gerwin. “We distill and then purchase our own spirits for the bar, which allows us to operate in a different world,” and one with far better margins.

Acquiring that license was essential, but more important was the reason the partners did it: for their workers. “During the pandemic, watching bars close and friends pivot was heartbreaking. We were trying to figure out how we could operate at more of a sustain-



**“MAKE HEALTH INSURANCE NON-NEGOTIABLE. BUILD IT INTO YOUR BUSINESS PLAN. PRIORITIZE YOUR PEOPLE AND SET BOUNDARIES THAT ARE HEALTHY.”—KATE GERWIN**

able level and be more accountable to staff,” says Gerwin.

Happy Accidents employees start off at more than three times New Mexico’s tipped minimum wage. Tips are pooled to make earnings more equitable. The owners fully subsidize employees’ health-care and provide family leave. There are opportunities for advancement all the way up to partner, and loads of staff development. “We want our bartenders to learn and grow,” says Montana. “There’s no holding them back and nothing we don’t want them to take part in.”

—BETSY ANDREWS

## BUILDING QUEER COMMUNITY IN THE WINE INDUSTRY

**DARWIN ONIYX ACOSTA, FOUNDER, CO-FERMENTED**

In 2020, Darwin Oniyx Acosta garnered an internship from the Roots Fund, which aims to bring greater BIPOC representation to wine. While their internship at Napa Valley’s Dalla Valle was “amazing,” when Acosta, a queer, non-binary, first-generation Dominican kid from New York City, went looking around wine country, they saw little that represented them, particularly in their LGBTQIA+ identity. That’s how they discovered their true intentions: community building in the wine industry.

A self-proclaimed connector, Acosta cultivated mentors who were working on inclusion: journalist Elaine Chukan Brown; Maryam Ahmed, the founder of Maryam + Company, Diversity in Wine Leadership Fo-

rum, and Field Blends Wine Travel; and Stevie Stacionis, a cofounder of the Bâttonage Forum for women in wine. They joined diversity efforts: The Veraison Society; Wine Unify; and The Hue Society, for which they founded the Northern California chapter. Then, they started their own organization.

“I was venting to Stevie about how I wanted to see queer folks that work in wine gather and connect and know that there are people with similar experiences out here, celebrating themselves and facilitating representation,” recalls Acosta. The two happened to be blind tasting a co-fermented bottle by Flores Wine; thus Co-Fermented, a creative vehicle for bringing community and visibility to queers in wine, was born.

With Co-Fermented, Acosta has made space for underrepresented identities in

wine. The main event is the annual Cheers for Queers, combining queer-made wines with DJs, drag, and fashion. Taking place at Oakland’s Kinfolx this past June, with 29 producers poured, it may be the world’s biggest queer wine fair—all from an organizer who is 26 years old.

—BETSY ANDREWS



**“FOR A LONG TIME, WINE HASN’T FELT INCLUSIVE, BUT IT’S SUCH A BEAUTIFUL TOOL TO BRING PEOPLE TOGETHER.”**

## CULTIVATING A COMMUNITY FOR UNDERREPRESENTED PEOPLE AND GRAPES ALIKE

**JAHDE MARLEY, FOUNDER, BY THE HAND AND [ABV] FERMENTS**

In 2020, Jahdé Marley found herself in a unique position. She was working as a sales consultant for importer Indie Wineries, and she was hosting events through her own company, By the Hand, which focuses on introducing natural wine to Black women in the Caribbean diaspora. When she began to connect with like-minded peers, she realized she had an opportunity to cultivate a community of underrepresented people—and grapes—throughout the wine industry.

Marley found a strong connection between hybrid and native grape varieties and underrepresented communities. “If you think about native grapes and the fact that they’re able to grow in areas

that *Vitis vinifera* can’t, you’ve already increased the scope of access,” says Marley. “And the land prices aren’t elevated by the presence of the *vinifera*, so you’ve removed another barrier to entry.” She also found that the community of people working with hybrid grapes is centered on sharing information and promotion.

“When you have people who are willing to share their knowledge, offer mentorship, and provide resources, you’re going to get folks who are historically deprived of these things,” says Marley. “I saw a great opportunity to represent these folks in a way that was care-forward, centered on the work that was being done, and wasn’t going to tokenize these folks.”

That year, By the Hand evolved into Marley’s own distribution portfolio under the Zev Rovine umbrella, featuring producers like Ashanta Wines and Tamosi Rum. Then, in July 2022, Marley founded [ABV] Ferments (ABV stands for “anything but *vinifera*”), a nonprofit events and educational platform inspired by the idea that these



***“THE POINT OF THIS REALLY IS SOCIAL ACTIVITY AND INCREASING ACCESS TO A POINT WHERE BLACK AND BROWN COMMUNITIES, FARMERS, LAND STEWARDS CAN COME AND NETWORK, PARTICIPATE, AND HELP EACH OTHER OUT.”***

producers could benefit from being able to share information and ideas.

“It’s really important for me to highlight all of the community members,” says Marley. “This is more than just sales; [it’s] establishing a solidarity network.”

—JIM CLARKE

## DESIGNING A GLOBAL CLOSED-LOOP PACKAGING AND DISTRIBUTION SYSTEM

**PAUL GABIE, FOUNDER AND CEO, ECOSPIRITS**

There are more than 700 billion pieces of glass packaging or containers forecast to be produced in 2023—including billions from the beverage industry alone. It’s



what Paul Gabie refers to as a “planet-scale problem and opportunity,” and what he and the team at ecoSpirits have set out to tackle with the creation of a technology-driven, closed-loop packaging and distribution system.

Five years after launching in Singapore—the brainchild of

Asia Pacific-based bar consultancy and craft spirits distributor Proof & Company—ecoSpirits is now in 25 countries around the world, with more than 1,000 bars, restaurants, and hotels on board, alongside partnerships with Diageo, Pernod Ricard, and Rémy Cointreau.

Here’s how it works: ecoSpirits enables their brand partners to ship spirits in efficient bulk containers, transferring the liquid into reusable packaging (ecoTotes) for on-premise accounts. Bars then refill reusable glass bottles for display and day-to-day usage with an automated pouring system (SmartPour). The company sets up local processing centers (ecoPlants) for cleaning and refilling the containers, while providing a cloud-based software platform (CircularOne) to track inventory and manage the entire operation. Zdenek Kasanek, the managing director for ecoSpirits USA, says the system reduces the carbon emissions of spirits and wine packaging and distribution by 60 to 90 percent.

The company launched in the U.S. this year in a joint venture with Park Street, serving markets in California and Florida, with more states and regional markets to come. “Almost without exception, the industry now wants to become more sustainable, but major

transitions, like the ones from linear to circular practices, require changes in behavior, operations, and understanding,” says Gabie. “Our job is to make the transition process as seamless as possible.”

—JAKE EMEN

***“WE SEE OUR ROLE AS ONE OF INNOVATOR AND PROVOCATEUR, CHALLENGING THE INDUSTRY TO THINK DIFFERENTLY ABOUT SOME OF ITS LONGEST HELD ASSUMPTIONS AROUND PACKAGING.”***



***"WE STARTED LOST LANTERN BECAUSE WE WISHED SOMETHING LIKE IT EXISTED."—NORA GANLEY ROPER***

## REVIVING A LOST BOTTLING TRADITION IN THE U.S. TO SPOTLIGHT SMALL DISTILLERS

**ADAM POLONSKI AND NORA GANLEY-ROPER, FOUNDERS, LOST LANTERN WHISKEY**

Whiskey was the liquid love language that brought Nora Ganley-Roper and Adam Polonski together. But while discovering the breadth of the category from working in the industry, they also found a hole in America's growing craft whiskey landscape: a one-stop shop for bespoke barrel-aged bottles.

Founded in 2020, Ganley-Roper and Polonski's Lost Lantern was launched as an independent bottler to seek out, curate, and high-

light all that the American craft whiskey landscape has to offer, and then bring it to market via their 40-state strong website working with an umbrella of retail partners. The thing that sets them apart is that they're sourcing, blending, and bottling under the Lost Lantern label, highlighting each distillery or unique distillery blend in order to tell the story of American craft whiskey.

One of Ganley-Roper and Polonski's motivations to start Lost Lantern was transparency in sourcing. "So many places source from somewhere else, and it's not a bad thing," says Polonski. In fact, it's an old thing. In Scotland in particular, independent bottlers source whiskey, sometimes blend it, and bottle it under their own label but with complete transparency of where the liquid inside came from. "That was the whole point," says Polonski. "There was nothing like that in the U.S. market for American whiskey at the time we started."

The other part of Lost Lantern's mission is to shine a light on American craft whiskeys and make them more accessible. Many of their bottlings would be near impossible for the average whiskey lover to access due to geography or that small distilleries often don't have the resources to distribute what they make. "We started Lost Lantern because we wished something like it existed," says Ganley-Roper.

—AMY ZAVATTO

## DEVELOPING INNOVATIVE MARKETING TECHNIQUES TO REACH A MORE DIVERSE AUDIENCE

**TREY WADE, CHIEF EXPERIENCE CURATOR, BLUE RUN SPIRITS**

Alcohol marketers and brand managers have been trying to reach new audiences for years, but few have managed to win a broad swath of new consumers in a way that actively engages them.

But Trey Wade, who arrived in the whiskey scene with culinary know-how, experiential marketing experience, and passion, has helped conceive a formula to get people not only engaged with whiskey, but excited and in proactive pursuit of it. How else can one explain how a program he helped implement was able to achieve the sale of one barrel of bourbon (190 bottles) online each day for 12 days in just five minutes? Cumulatively.

Wade, the chief experience curator for Blue Run Spirits, worked with the company on its 12 Days of Bourbon program in 2021 before he was hired in 2023. He quickly demonstrated his moxie for marketing, knack for sales, and ability to tap into diverse consumer bases by bringing his passions for food and sports to the bourbon world, and shaking up an industry that has historically been the domain of older white men.

In February, Blue Run introduced Chosen, Wade's barrel-selection program modeled on major league sports' draft process. Wade's inventive and earnest marketing tactics are

a natural fit at Blue Run, a whiskey company launched in October 2020.

Armed with what Blue Run's founder and CEO Mike Montgomery calls an "ability to talk to anyone about anything at any time," Wade demystifies whiskey and pulls the rug out from the enduring understanding of the spirit and its classic iconography. And as a Black person in American whiskey, he's the embodiment of the sea change—highlighting diversity and promoting inclusivity.

—LIZA WEISSTUCH

***"BEING ABLE TO HAVE CREATIVE CONTROL AND THE AUTONOMY TO BUILD DIFFERENT ASPECTS OF THE BRAND—BLUE RUN GAVE ME THAT AND I CAN'T IMAGINE DOING ANYTHING ELSE."***



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Spirits Competition

**Gold**

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## CHAMPIONING AAPI REPRESENTATION IN WINE

### LOIS AND DAVE CHO, FOUNDERS, CHO WINES AND OREGON AAPI FOOD AND WINE FEST

Since the day Lois and Dave Cho met, creative sparks have flown. Both musicians, they first crossed paths while singing together. Performing paved the way for future creative collaboration, and two decades, three kids, and one vineyard later, their flinty synergy continues to drive them forward. Now, the couple is finding new rhythm in the Willamette Valley, not only as rising-star vintners, but as dauntless community leaders.

With the founding of CHO Wines in 2021, Lois and Dave established the first recorded Korean-American-owned winery in Oregon. A year later, they invested in a home for the winery, a 77-acre property on the western side of the Chehalem Mountains. As word

of their endeavor spread, they leveraged their success to uplift peers by creating the Oregon AAPI Food and Wine Fest.

Held at Stoller Family Estate in May 2023, the inaugural festival was a smash hit, selling out 1,000 tickets. Five Oregon wineries—including CHO Wines, Et Filles, Evening Land, Hundred Suns, and Shiba Wichern—and 10 area chefs cooperated to offer pairings like fried chicken bites with adobo honey glaze and jalapeño served with Chardonnay, or jajang rice cake noodles served with Pinot Noir.

Yet the real accomplishment, Lois says, was in having “multiple people walk up to me with tears in their eyes, brimming with pride, [knowing] that a welcoming space in wine country was made for their culture and their food.”

“Our families immigrated to North America from South Korea between the 1970s to 1990s,” says Lois. “They were able to travel across the globe without any financial backing or knowledge of the language



***“WHEN WE INCORPORATE DIFFERENT CULTURAL BACKGROUNDS AND FLAVORS, WE MAY OPEN UP A CELLAR DOOR TO OTHERS.”—LOIS CHO***

or culture. If they could do what they did, we knew that we could [pursue our dream of owning a winery].”

**—AMY BESS COOK**



## CREATING BARRIER-FREE, HOSPITALITY-FIRST RETAIL AND RESTAURANT SPACES

### YANNICK BENJAMIN, COFOUNDER, CONTENTO AND BEAUPIERRE WINE & SPIRITS

Yannick Benjamin has been an industry leader for over 20 years, both in hospitality and with his nonprofit, Wheeling Forward. Now, he’s creating a new model for barrier-free design in dining and retail with Contento and BeauPierre Wine & Spirits.

Benjamin uses a wheelchair, and both spaces offer design considerations that deliver what Benjamin calls “social acces-

sibility” for people living with disabilities.

At Contento, the bar features two height levels and plenty of space around tables. At BeauPierre, shelving is positioned so that Benjamin and others who use wheelchairs can easily grab any bottle. Lighting and sound can be adjusted, and adaptive menus and utensils are available.

Benjamin says that proprietors know that laws like the Americans with Disabilities Act require them to make reasonable accommodations. But many don’t consistently deliver warmth. “A heck of a lot of businesses and restaurants are barrier-free, but people [with disabilities] still don’t feel welcome,” he says.

The opposite is true at BeauPierre and Contento—both in person and online. The establishments’ Instagram posts include written descriptions of the images for visually impaired audiences, and team members readily help customers navigate the website if it’s easier for them to shop from home.

Not only is this approach better for people, but it’s also better for business. According to data from the American Institutes for Research, the total after-tax disposable income for working-age people with disabilities is around \$500 billion. “If you create a culture of welcoming, you’ll also create a loyal fan base,” says Benjamin.

**—JILL BARTH**

***“WE CAN’T BE AFRAID TO PUT OURSELVES OUT THERE AND ASK THE HARD QUESTIONS.”***

# ASTORIA

W I N E S



*Astoria  
Estate*

## BREWING CRAFT BEER FOR A HISTORICALLY UNDERSERVED AUDIENCE

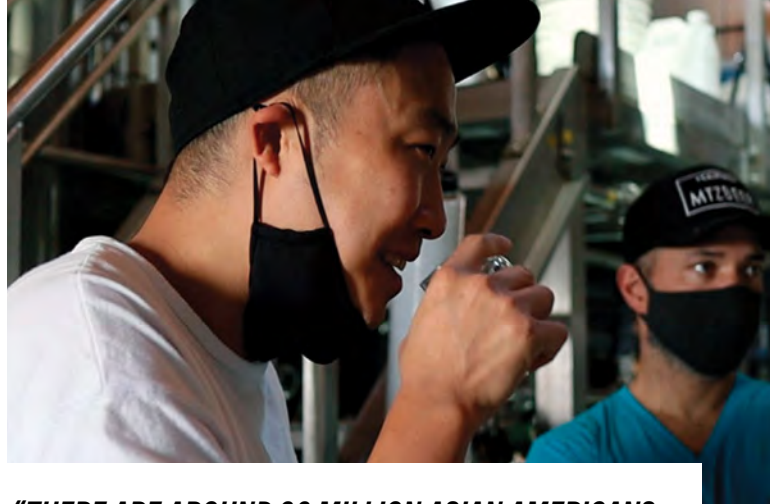
**YOUNGWON LEE, CEO, DOKKAEBIER**

At Dokkaebier, an Asian-inspired brewery in Oakland, California, the michelada receives a multicultural remix. Instead of Tajín, taproom bartenders rim a glass with kimchi spices, before adding lime juice, briny Clamato, and the brewery's tart and spicy Kimchi Sour. The Kimchilada, as it's called, is just one way Dokkaebier is introducing craft beer to a historically underserved audience.

In a beer landscape awash in hazy IPAs, Dokkaebier distinguishes itself with beers featuring traditional Asian ingredients, including the bright and citrusy Yuza Blonde and a crisp pilsner infused with bamboo tea. The taproom's best seller is the beer flight. "People want to come and taste all the flavors that we create," says Lee.

Born in Korea, Lee grew up in Guam and New Jersey before moving to Seoul in 2008 and working in the beverage industry. He moved to California in 2017 to run the U.S. operations for Booth Brewing, a South Korean craft brewery, before founding Dokkaebier in 2019.

Dokkaebier debuted in February 2020 with a San Francisco pop-up taproom serving gochujang-marinated octopus and Korean fried chicken alongside its beers. The taproom now attracts a growing



***"THERE ARE AROUND 90 MILLION ASIAN AMERICANS LIVING IN THE COUNTRY, BUT NOBODY'S MARKETING CRAFT BEER TO US. THAT'S UNTAPPED POTENTIAL."***

Asian customer base and hosts culinary pop-ups that might include Filipino cuisine or Korean-inspired pizza. In May, Dokkaebier drew more than 3,000 people to its inaugural Chimaek Festival, a block party dedicated to fried chicken and beer—a popular combination in Korea. "We're exposing more people to craft beer to try something new," says Lee.

**—JOSHUA M. BERNSTEIN**

## ADVOCATING FOR THE MENTAL AND PHYSICAL WELL-BEING OF BAR STAFF

**LP O'BRIEN, CEO, FOCUS ON HEALTH AND ALEX JUMP, FOUNDER**

For Alex Jump, balancing her health with her career was always a priority. "If I wanted to be a pleasant person and a pleasant manager, I needed to stay active," she says. But in 2019 that practice hit a roadblock when she developed tendonitis in her wrists, forcing her to quit yoga and, eventually, withdraw from bar work.

It was while on this break, during Bombay Sapphire's

Most Imaginative Bartender competition in 2020, that she came up with

the idea for Focus On Health (FOH), an organization to provide much-needed health and wellness programming and training for

the food and beverage industry. It was the peak of the COVID-19 pandemic, and Lauren Paylor "LP" O'Brien was also starting to prioritize her own mental health; when she saw the work Jump had started, she reached out, and "the rest is history," says O'Brien.

Today, FOH offers services from non-alcoholic menu development to facilitating educational courses in harm reduction and conflict management. "We've set up Focus on Health to be versatile, offering many different types of training courses, classes, and certifications to ensure that everyone could find something that suits their needs," says O'Brien.

***"IT BECAME AN OPPORTUNITY FOR BAR PROFESSIONALS TO DISCUSS MINDFUL DRINKING."*—LP O'BRIEN**



Most recently, FOH launched the No/Low Tour in collaboration with bar consultancy Mover & Shaker to showcase the versatility of the low-alcohol and alcohol-free products and help make the bar space more inclusive. Starting as a pop-up at Tales of the Cocktail last year, they made a six-conference commitment in 2023, with Portland Cocktail Week and DMV Black Restaurant Week still to come.

"It became an opportunity for bar professionals to discuss mindful drinking, crafting an inclusive no/low culture, and creating a welcoming atmosphere for all guests," says O'Brien.

**—LAUREN MOWERY**



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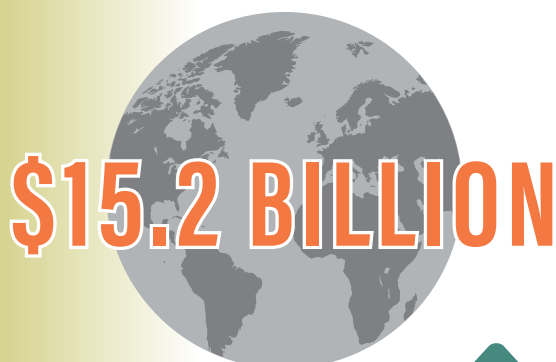
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# THE STATE OF GIN

BY PAMELA VACHON

SOMETIMES OVERSHADOWED  
BY VODKA AND TEQUILA, GIN  
NONETHELESS IS TRACKING GROWTH

## THE GIN MARKET TODAY



The global gin market was worth \$15.2 billion in 2022 and is expected to grow by 4.6 percent over the next five years.

Source: IMARC Group



## 3 LARGEST GIN MARKETS WORLDWIDE



Source: IWSR Drinks Market Analysis

## GIN PRODUCTION STATS

**820 DISTILLERIES**

In 2022, the U.K. had at least 820 gin distilleries, up from just 190 in 2015. It's the largest number of any country. Source: U.K. Office of National Statistics



Over 525 American distilleries make gin. Source: American Distilling Institute's Distillery Directory

**\$2.9 BILLION**

Off-premise gin sales in the U.S. totaled \$2.9 billion in 2021.

In 2022, off-premise gin sales accounted for 2.8 percent of dollars spent on spirits in the U.S., a slight decrease over 2021.

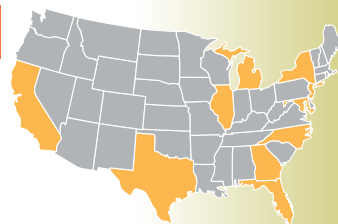
Source: Nielsen

**TOP 10**  
2021

## STATES FOR GIN SALES

1. California
2. Florida
3. New York
4. Georgia
5. Texas
6. Illinois
7. New Jersey
8. Maryland
9. Michigan
10. North Carolina

Source: Beverage Information Group



Partner

## ARBIEKIE NÀDAR GIN

Arbiekie is pioneering sustainable distilling in Scotland with their portfolio of single-site, field-to-bottle, white and brown spirits. This includes Nàdar Gin, the world's first climate-positive, carbon-negative gin, which features subtle but fresh flavors of lemongrass.

## THE FUTURE OF GIN

"The gin category has exploded in the past 10 years, so innovation, and creating gins that separate from the pack while still remaining true to the category are key for brands: unusual botanicals, unique base spirits, and exploration of the natural color in many of gin's botanicals are interesting and alternative paths for distillers to take."

— Sean Kenyon, proprietor, Occidental and Williams & Graham, Denver

## Gin Sales in the U.S. by Category, 2019

**56.8%**  
VALUE

**27.5%**  
HIGH-END PREMIUM

**13.2%**  
PREMIUM

**2.5%**  
SUPER-PREMIUM

Source: Distilled Spirits Council of the United States (DISCUS)



FARMING SINCE 1660



# INTRODUCING ARBIKIE

FARMING SINCE 1660

The first single-site, field-to-bottle distillery in Scotland to produce both white and brown spirits using traditional Scotch distilling methods and equipment.

Arbikie produces the worlds first climate positive gin and vodka, Nàdar – Gaelic for 'nature'-harnessing the power of nature and science to create these world-first spirits. Revolution is nothing without a great taste, and Nàdar Gin does not disappoint. It is silky smooth and exciting. The refreshing zing of Nàdar Gin with lemongrass and makrut lime is complemented by the more classical gin botanicals.



## A BRIEF HISTORY OF GIN



### MIDDLE AGES

A number of sources from throughout Europe claim to have the first written mention of, or recipe for, "genever," a derivation of the Latin word *juniperus*, and gin's precursor. Used for medicinal purposes, early genevers were likely wines or other fermented brews infused with juniper.

### EARLY 1600s

Genever is produced widely as a medicinal distillate throughout the Dutch Republic, what is now known as the Netherlands.

### 1618 - 1648

Genever is introduced to Britons by way of British soldiers fighting in Dutch territory during the Thirty Years War. The phrase "Dutch courage" is thought to originate around this time, due to the practice of taking a shot of genever for courage in battle.

### 1689

When William III becomes King of England, Ireland, and Scotland, he immediately levels tariffs against imported French brandies and offers tax breaks on domestically produced spirits, giving rise to a period of intense, largely unregulated gin production and consumption in England.

### 1695 - 1735

Known as the Gin Craze, this marks the period in England's history when it becomes synonymous with gin. Due to the governmental allowance of unlicensed gin production, gin became less expensive to drink than beer—and often cleaner than water—creating a public health crisis especially among England's poorer citizens.

### 1736 - 1751

In response to the Gin Craze, a number of laws are enacted in England in order to curb both production and consumption of gin.

### 1793

Plymouth Gin begins operation at Black Friars Distillery. It is the oldest continually operating gin distillery in the U.K.

### EARLY 1800s

Britons stationed in India start mixing gin with their daily dose of tonic water, the quinine in which was thought to ward off malaria. A squeeze of lime to prevent scurvy was another common ingredient, and the classic gin and tonic was born.

### 1830

Invention of the column still by Aeneas Coffey results in a safer, cleaner distillate, and contributes to the development of London Dry style of gin.



Partner

### DRUMSHANBO GUNPOWDER IRISH GIN

Inspired by founder PJ Rigney's curious journey across the globe, Gunpowder Irish Gin is made with four vapor-infused and eight pot-still botanicals—particularly gunpowder tea, which lends a bold, bright flavor to the gin. It's slow-distilled by hand in medieval copper stills in Drumshanbo, Ireland.

Prohibition in the U.S. gives rise to homemade bathtub gin, often flavored with juniper oil or turpentine. High-quality gin from the U.K. is smuggled into the U.S. through Canada, and the demand for gin immediately following Prohibition is higher than it was pre-Prohibition, marking the beginning of gin's most popular period in the U.S.

### 1920 - 1933

Following several Mad Men-esque decades characterized by the glamour of Martini drinking, gin reaches its peak popularity in the U.S.

### 1979

Rising interest in vodka-based cocktails, fueled by the popularity of the Cosmopolitan, and a sense that gin is old-fashioned, contributes to a decrease in gin sales in the U.S.

### 1990s

Brands like Aviation change the gin landscape in the U.S. in the mid-2000s, moving away from the dominant London Dry style of gin. The craft gin boom in the U.S. and the U.K. goes hand-in-hand with the resurgence of cocktail culture, with industry veterans like Simon Ford behind gin's resurgence.

### MID-2000s

A new gin and tonic or "gintonica" craze emerges in Spain, featuring the use of numerous garnishes, and propelling Spain to one of the leading consumers of gin worldwide.

### 2010s

Gin continues to be a favorite spirit among bartenders; demand is expected to rise in the next several years along with the rising demand for premium cocktails.

### 2023

#### THE FUTURE OF GIN

"Gin is going in two directions at once. On one hand, producers are experimenting with ever more esoteric ingredients and more production styles. On the other hand, as bartenders and consumers learn more about classic cocktails, there is also a growing appreciation for the original gins that were used in those recipes."

— Patrick Smith, senior beverage manager, Union Square Hospitality Group, New York City

# Gunpowder Tea & IRISH CURIOSITY



## CLASSIC GIN COCKTAILS



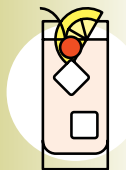
**GIN MARTINI** Gin and dry vermouth or olive juice; stirred with ice; served up in a martini glass; garnished with a lemon peel or olive.



**NEGRONI** Gin, Campari, and sweet vermouth in equal parts; stirred with ice; served in a rocks glass with ice; garnished with an orange twist.



**GIMLET** Gin and lime cordial or lime juice with simple syrup; shaken with ice; served up in a cocktail glass; garnished with a lime wheel or wedge. Popular variations include the Southside and Eastside cocktails, which incorporate mint, and mint and cucumber, respectively.



**TOM COLLINS** Gin, lemon juice, and simple syrup; shaken with ice; served in a Collins glass with ice and topped with soda water; garnished with a lemon slice and maraschino cherry.



**RAMOS GIN FIZZ** Gin, simple syrup, heavy cream, lemon juice, lime juice, orange blossom water, and egg white; shaken vigorously both without and then with ice; served in a Collins glass without ice and topped with soda water. A famously labor-intensive cocktail with origins in New Orleans.



**FRENCH 75** Gin, lemon juice, and simple syrup; shaken with ice; served in a flute and topped with Champagne; garnished with a lemon twist.



**BEE'S KNEES** Gin, lemon juice, and honey; shaken with ice; served up in a cocktail glass; garnished with a lemon twist.



**LAST WORD** Gin, green Chartreuse, maraschino liqueur, and lime juice in equal parts; shaken with ice; served without ice in a cocktail glass; garnished with a maraschino cherry.



## THE FUTURE OF GIN

"The future of gin includes more educated consumers who are becoming more specific about their interest and support, and who are no longer looking for the staples but rather the exceptional, with a heightened focus on brand loyalty, and a growth in mid-sized brands and premium spirits."

— Natasha Bahrami, owner, The Gin Room, St. Louis, Missouri



Partner

### GIN LANE 1751

Gin Lane 1751 is a celebration of Victorian-style gins with its classic London Dry and Old Tom gins, a pink gin, and Violet and Cucumber-Watermelon-Mint flavored gins. The brand donates 50 percent of its products to breast cancer research each fall.

## MAJOR GIN CATEGORIES

**LONDON DRY:** The hallmark style of gin with its origins in London, though London Dry gin may now be made anywhere. While other botanicals are typically used, juniper is dominant, and the flavor is crisp and clean.

**NEW AMERICAN/CONTEMPORARY:** "New American" was christened as a style during Prohibition due to the rise of bootleg gin. While the category is extremely broad and not a legal definition, as a point of differentiation from London Dry style, gins in this category are considered easier on the juniper note to highlight other botanicals.

**OLD TOM:** A sweetened style of gin, often from licorice root or other sugars, Old Tom gins may also be barrel aged for a richer flavor.

**PLYMOUTH:** Named for its brand (and the only producer in the category), this is nonetheless considered a distinct style of gin that previously held protected name designation. Plymouth Gin has a drier, earthier, and more citrus-forward flavor than typical London Dry gins.

**FLAVORED GIN/GIN LIQUEUR:** Flavored gins such as sloe gin often incorporate fruit and additional sugar and are often lower in proof. As gins in the U.S. must be a minimum of 80 proof, the term "gin liqueur" is often used for selections which don't meet that requirement.

**NAVY STRENGTH:** Plymouth first made an overproof gin by request of the British Royal Navy, hence its name. Navy Strength gins are bottled at 57.15 percent alcohol, purportedly so that, in case of leakage, they wouldn't neutralize the gunpowder they were stored next to below deck.

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## COVETED BLEND

In 2021, **Hirsch Selected Whiskeys** debuted its first single barrel variant. Now there is The Single Barrel Double Oak, an extremely limited-edition Kentucky straight bourbon whiskey (fewer than 7,100 bottles have been released) distilled in Bardstown, double barreled in new American oak, and finished in used American oak to conjure caramelized, maple-vanilla notes. The three styles of casks feature two mash bills blended at different ratios.



SRP: \$99 per 750-ml bottle



## BIG PICTURE

Building on the momentum of its sweet mash rye introduced in 2020, **Hard Truth Distilling Co.** has rolled out High Road, a more affordable and approachable lower proof expression of this style of whiskey that begins each small batch with fresh ingredients. The Indiana distillery's largest scale release in its eight-year history, the 93-proof High Road showcases a mash bill of 55 percent rye, 36 percent corn, and nine percent malted barley.

SRP: \$39.99 per 750-ml bottle



## BARLEY NERD

Colere American single malt whiskey, part of **Westland Distillery's** Outpost Range series, explores obscure types of barley. For the 100-proof third edition, of which there are only 4,629 bottles, the spotlight is on the two-row Pilot, a spring variety originally used by grain breeders in the U.K. It's also the first Colere to utilize a second-fill Oloroso hogshead, which brings an herbal depth to the liquid.

SRP: \$149.99 per 700-ml bottle



## VIRGINIA ROCK

Pete Evick, the author and music director of the Bret Michaels Band, has plenty of pride for his hometown of Manassas, Virginia, and it's led the whiskey aficionado to join forces with the town's **KO Distilling** to create the 98-proof Bare Knuckle Evick Edition Bourbon. Double distilled from 70 percent corn, 20 percent wheat, and 10 percent malted barley sourced from local Virginia farms, it was aged in charred new American oak barrels from Kentucky.

SRP: \$62.99 per 750-ml bottle

## AN EDUCATION

Booker Noe began working at the Jim Beam Distillery in 1952, where his cousin Carl Beam became his mentor and encouraged his experimental predilections. Booker's **'Apprentice Batch,' Booker's Bourbon** second release in the 2023 collection, pays tribute to that impactful relationship. Selected by seventh-generation master distiller Fred Noe, Booker's son, the 125.5-proof whisky has been aged for shortly over seven years and elicits warm notes of vanilla and toasted nuts.

SRP: \$89.99 per 750-ml bottle



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## FALL COCKTAILS



### HIGH POINT

2 oz. Lo-Fi Aperiitifs  
Sweet Vermouth  
Top with coconut water

**Method:** Combine ingredients in a large glass, add ice, and garnish with a lime slice.

### ZACAPA SOUR

1 ½ oz. Zacapa No. 23 Rum  
¾ oz. fresh lemon juice  
¾ oz. simple syrup

**Method:** Combine all ingredients into a shaker filled with ice. Shake well and strain into a coupe glass.



### GRAND GALA

1 oz. Grand Marnier Cordon Rouge	2 oz. Cinzano Prosecco to top
½ oz. salted raspberry puree*	1 dash orange bitters
½ oz. lemon juice	2 raspberries
¼ oz. simple syrup	

**Method:** Shake Grand Marnier, lemon, salted raspberry puree, simple syrup, and orange bitters together with ice. Serve straight up in a coupe glass and top with Cinzano Prosecco. Garnish with 2 raspberries on a stick.

\*Salted raspberry puree: Let one kilogram of Boiron frozen raspberry puree thaw. Combine in a blender with ¾ teaspoon of kosher salt and two ounces of vodka.



### COOL RUNNINGS

*Created by Milos Zica, the beverage manager at Fandi Mata, Brooklyn, New York*

1 oz. Milagrito Enmascarado 54 mezcal  
½ oz. El Tesoro tequila  
½ oz. Italicus  
¾ oz. homemade hibiscus cordial  
¾ oz. fresh lime juice  
2 oz. ginger kombucha to top

**Method:** Mix all the ingredients in a shaker and pour into a Collins glass filled with ice. Top with ginger kombucha and garnish with a makrut lime leaf.



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### *Testimonials*

“He did a great job and I would recommend anyone who is thinking of selling their business to contact Steve prior to signing with anyone else. He does his research and puts people together...”

Barry G., Prince George's County

“Your knowledge and ability to put out fires can't be measured in dollars and cents. With all the things that came up, I'm not sure this sale would have happened without your expertise...”

Ron S., Frederick County

“Steve followed the transaction through every step of the process offering advice on dealing with the Landlord, the Governmental authorities as well as the buyer. The expertise that Mr. Atkins brought to the sale was appreciated by both parties and was the sole reason that I was able to complete the sale and retire.”

Maben K., Anne Arundel County

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- Phelps's Liquors
- Harbor Spirits
- Arundel Liquors
- Market Place W&S
- Chesapeake Liquors
- Leeds Liquors
- All Saints Liquors
- I.M. Wine
- Dual Hwy. Liquors
- Decker's Wine & Spirits
- Hideaway Lounge
- Franks Den
- Shop Rite Liquors
- Harpers Choice Liquors
- John's General Store
- Star Liquors
- Cranberry Liquors
- Woodensburg Market
- Ye Old Packaged Goods
- Old Orchard Liquors
- The Liquor Store
- Camelot Liquors
- Centreville Liquors
- Federal Hill Wine & Spirits

- Staples Corner Liquors
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## GIN COCKTAILS

### AMARONE NEGRONI

1 oz. Brockmans Gin  
1 oz. Campari  
¾ oz. sweet vermouth  
½ oz. Amarone red wine

**Method:** Half fill a cocktail shaker with ice. Add the first four ingredients and shake. Fill a rocks glass with ice and strain the mixture into the prepared glass. Garnish with a slice of orange.



### DRY MARTINI

2 ½ oz. Fords Gin  
½ oz. dry vermouth

**Method:** Place all ingredients into a mixing glass. Add ice. Stir until ice cold. Pour into a chilled Nick and Nora cocktail glass. Add a garnish. If it's an olive, skewer two and place it inside the cocktail.

### VIRGO'S GROOVE

1 oz. elderflower liqueur  
1 oz. Hendricks Gin  
2 oz. cranberry juice  
1 dash lavender bitters

**Method:** Shake all ingredients well, and pour into an ice-filled rocks glass. Garnish with edible flowers.



### OLD FASHIONED MILL NO. 4

*Created by: Sam Nelis, the beverage director of Barr Hill and bartender at Gin Lane Bar, Montpelier, Vermont*

1 oz. Tom Cat Gin  
1 oz. apple brandy  
1 bar spoon cinnamon syrup  
1 dash apple bitters  
1 dash Angostura bitters

**Method:** Combine ingredients in a mixing glass, add ice, stir, and strain over a large ice cube in a double old fashioned glass. Garnish with a lemon or orange twist and a cinnamon stick.



### THE GOLDEN FORT

1 ¾ oz. Jaisalmer Indian Craft Gin  
½ oz. lime juice  
½ oz. cinnamon syrup  
1 ¾ oz. cloudy apple juice

**Method:** Pour the Jaisalmer gin over cubed ice. Add the lime juice, cinnamon syrup, and cloudy apple juice. Garnish with an apple fan of 3 slices and an optional shake of nutmeg.



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