

# Distillery modern Age



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## Victoria I. McDowell Named Executive Director of Presidents' Forum



Victoria I. McDowell has been named the new Executive Director of The Presidents' Forum of the Beverage Alcohol Industry. McDowell, who replaces Donald C. MacVean, retired in February as the Deputy Administrator of the Alcohol and Tobacco Tax and Trade Bureau, U.S. Department of the Treasury.

McDowell told *Modern Distillery Age* that she has a passion for the beverage alcohol business. "It's in my veins. It's fun," she said.

The Presidents' Forum is an organization of chief executive officers of U.S. companies that produce or import distilled spirits, beer and wine for sale to independent wholesalers and who also export spirits, beer and wine. The purpose of the Presidents' Forum is to provide an opportunity for these executives to use their collective experience and expertise in responding to issues affecting the beverage alcohol industry.

## DISCUS Responds to Montgomery County

Last week the Distilled Spirits Council (DISCUS) issued a statement that "expressed disappointment with Montgomery County (Maryland) Executive Isiah Leggett for publicly supporting an increase to Maryland's alcohol tax when the state hospitality industry is already under severe economic strain."

"The hospitality industry supports looking for new revenue for Maryland, but targeting struggling local businesses with higher alcohol taxes is certainly not the answer," said DISCUS Vice President David Wojnar. "Far better would be for policymakers to think of solutions that raise revenue without punishing consumers and businesses."

Wojnar pointed out that Montgomery County remains one of the few Prohibition-era holdouts that still ban Sunday liquor sales — despite the fact that Sunday beer sales are allowed.

"My question for Mr. Leggett and others in Montgomery County who support this tax is simple," Wojnar said. "Instead of raising taxes on alcohol, which will destroy hospitality jobs, how about repealing the outdated Sunday sales ban to generate some much-needed revenue? Our policymakers need to start thinking outside the tax."

Senate Bill 717 would increase the excise tax on distilled spirits from \$1.50 to \$10.03/gallon — a 568 percent increase — and is scheduled for a hearing on March 10 in the Senate Budget and Taxation Committee. Companion legislation, House Bill 832, will be heard in the House Ways and Means Committee on March 11.

Wojnar further questioned how County Executive Leggett and others can define the proposed distilled spirits tax hike as a "dime-a-drink." Wojnar said that in reality

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## FDA Puts Burden of Proof for Caffeinated Alcohol Brands on Producers

The Food and Drug Administration has notified nearly 30 caffeinated alcohol manufacturers that they provide documentation that their products are safe. The makers of these drinks have 30 days to respond to the FDA request.

The FDA never has approved the addition of caffeine to an alcoholic drink, and a task force of state attorneys general and other officials has urged the FDA to look into the combination and rule on the safety and legality of caffeine and alcohol. The task force believes that caffeine masks the intoxicating effects of alcohol and may lead to an increase in drunk driving, sexual assault and other "destructive behavior."

Without FDA approval, the burden of proving that a new combination of food or drink is safe falls on the manufacturer, said Joshua Sharfstein, the agency's principal deputy commissioner.

"We're asking for their side of the story," he said. "Why they consider adding caffeine to be safe or illegal."

If the FDA determines that caffeine in the alcoholic drinks is unsafe, it could force them off the market.

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## European Court Rules Minimum Pricing Is Illegal

Scottish Government plans to introduce alcohol minimum pricing suffered a potential deadly setback last week when the European Court of Justice ruled that minimum pricing of tobacco in Austria, France and Ireland is illegal. The ruling upheld an October 2009 'Opinion' by the Court's Advocate-General that minimum pricing unfairly distorts competi-

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## Warren Buffett — Spirits Seller

Billionaire investor Warren Buffett has a deal to enter the spirits and wine distribution business with the purchase of Empire Distributors of Georgia. A subsidiary of Buffett's firm Berkshire Hathaway — grocery distributor McLane's — will buy Empire. McLane's has 38 distribution centers in the U.S.

## Southern Wine & Spirits' New Facility for Statewide Distribution in Indiana

Southern Wine & Spirits of America, Inc. has retained the services of commercial real estate firm Cassidy Turley to provide site selection services and real estate expertise in the state of Indiana. The soon-to-be-selected Southern property will serve as the preferred location for Southern's next state-of-the-art distribution facility. Details for the planned 200,000+ square foot office and warehouse distribution center are not yet finalized but site definition and facility design services are underway.

"We have commenced our search for the future home of our newest distribution facility to serve the entire state of Indiana," said Bobby Burg, Senior Vice President of Operations and Supply Chain for Southern. "Cassidy Turley's reputation, knowledge and local presence in the Indiana market combined with their world-class market research and location analysis services will enable Southern to secure a facility to support its business operations in Indiana long into the future."

## ThaiBev Eyes Belvedere's Marie Brizard

Thai Public Beverage is looking to acquire the Marie Brizard drinks business from French firm Belvedere, according to a news report in French business newspaper *Les Echos*. ThaiBev is one of four companies looking to buy Marie Brizard. Belvedere, which owns Sobieski vodka, is planning to sell Marie Brizard, and other assets, to reduce company debt. Reducing debt is critical for Belvedere and has been demanded by the French courts before allowing the company to emerge from bankruptcy protection.

## Spirits Seminars at the NY International Restaurant & Foodservice Show

*Inside F&B* Editor in Chief Francine Cohen held three spirits seminars at the New York International Restaurant & Foodservice Show, which took place in Manhattan from February 28-March 2.



Center (background): Jonathan Forester  
Center (foreground): Francine Cohen

Photo by Gregg Glaser

The first two seminars, Bar Loves The Kitchen: Culinary Cocktails, dealt with how fresh fruits, vegetables and herbs can be incorporated into cocktails. After a brief introduction of the topic, Cohen and mixologists Jonathan Forester, Jason Littrell, James Menite, Heidi Merino, Junior Merino, Douglass Miller and Raphael Reyes gave the seminar attendees a chance for hands-on experience making cocktails with ingredients from the pantry.

The second seminar, Creating Signature Cocktails For Your Clients, was a discussion about the benefits and ease of developing customized cocktails to suit every event and every budget. Panel members included Cohen, Marcy Blum (Marcy Blum Associates) and Erin Williams (Hush Cocktails).

Some of the spirits sponsors for the seminars were Bluecoat Gin, Leblon Cachaça, Scorpion Mezcal, Macchu Pisco, Combier Liqueur d'Orange, Siembra Mezcal and Perfect Purée.

## Nickel Shortage Creates Price Increase on Stainless Steel

Nickel production may fall behind demand this year for the first time in four years on increased usage by the stainless steel industry, the biggest user of the metal, according to London-based research group CRU.

This means there will be price increases for all stainless steel items used in distilleries.

Nickel prices have climbed 20 percent this year, more than any of the other main metals on the London Metal Exchange. Last year, during the Great Recession, stainless steel production fell 4.5 percent as demand lessened. Analysts expect output this year may climb as much as 15 percent to 29 million tons from 25.2 million tons in 2009. China, the world's largest stainless steel maker, resumed production to full capacity in January and is expected to boost output by 19 percent this year.

## Pernod Ricard Acquisitions After Debt Lowered

Pernod Ricard's CEO Pierre Pringuet was quoted in news reports last week saying Pernod Ricard will increase marketing to "pre-crisis" levels and will promote Absolut Vodka in new markets. It was also reported that Pernod Ricard planned to increase advertising with higher prices to distributors in some states over the next six months and that the company will release new products this year.

Pernod Ricard U.S. headquarters explained in an email to *Modern Distillery Age* that Paul Duffy, Chairman and CEO of Pernod Ricard USA, told the reporter that "Pernod Ricard USA is maintaining its national premium pricing strategy, but is making tactical price adjustments — both upward and downward — in certain local markets based on competitive conditions. So while the national strategy is to maintain premium prices — rather than adopt a national strategy of discounting — we are adjusting prices downward in some markets and upward in others, again, depending on competitive conditions in those markets."

Pringuet said that Pernod Ricard would not make any acquisitions until the company attains an investment-grade credit rating and the company has lowered debt. Pernod Ricard's debt stood at €10.32 billion as of December 31, 2009.

"For now, we want to return to investment grade as quick as possible, and then we will look around again. If by chance something comes up now and we miss out, it's a pity," Pringuet said.

Pringuet said Pernod Ricard's 15 strategic brands, including Absolut, Malibu and Kahlua, are "not for sale."

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## Evan Williams Rides the Bull

Evan Williams Kentucky Straight Bourbon Whiskey is now the Official Bourbon of Championship Bull Riding (CBR). The bourbon brand, owned by Heaven Hill Distilleries of Kentucky, will receive exposure at over 20 live national events with 100,000 fans in attendance, plus over 14 million viewers each year through primetime broadcast of CBR events on *Great American Country*. There will also be sampling opportunities at CBR events. Evan Williams sold over a million nine-liter cases last year in the U.S. and internationally. The brand is also a major sponsor of the BASS Elite Series and BASS Elite pro angler Jason Quinn.



## Paid Ads on Facebook for Baileys

*New Media Age* reported last week that Diageo is set to advertise Baileys Irish Cream Liqueur on Facebook for the first time, building a social media campaign around the brand.

At *Marketing Week's* Social Media for Brand Building event, James Payne, a Diageo brand manager, said Diageo will run paid advertising on Facebook for Baileys in the next financial year after a successful trial in the U.S. Diageo has about 800,000 fans on its Baileys Facebook page and wants to increase those numbers.

"We've tested more aggressive ways of using Facebook ads, and these have been positive," Payne said, "so some markets such as the U.S. and U.K. are looking to implement that in the next financial year."

On the Baileys Facebook page, there

is teaser content from the Baileys Lounge campaign. Users are encouraged to enter their email addresses so they can be sent more content and information. The Facebook page also allows users to send gifts of drinks to their friends, and it has a list of Baileys cocktail recipes.

## More About the Puerto Rico/USVI Rum Controversy

Here's a brief run-down of last week's news about this ongoing story.

### From the USVI

John P. deJongh, Jr., Governor of the U.S. Virgin Islands, blasted Senator George LeMieux of Florida for ignoring "almost 100 years of federal precedent and clear Congressional intent by filing an amendment that drastically alters the rum excise tax cover-over program. His amendment would severely harm the economy of the U.S. Virgin Islands and overtly favors Puerto Rico. Senator LeMieux's amendment looks like it was developed alongside Puerto Rican lobbyists. The proposed amendment takes excise tax revenue paid by U.S. Virgin Islands rum makers on rum produced in the U.S. Virgin Islands and directly transfers it to Puerto Rico's government coffers. Puerto Rico would end up with billions of dollars generated by rum production in the U.S. Virgin Islands. As we search for solutions to the economic downturn, America needs smart, thoughtful leadership — not desperate attempts to pander to powerful special interests. Senator LeMieux is directly attacking his fellow Americans in the U.S. Virgin Islands by doing Puerto Rico's bidding."

### From the National Black Chamber of Commerce

Harry Alford, President and CEO of the National Black Chamber of Commerce, wrote in a press release that his group was "outraged at Senator George LeMieux's amendment filed today related to the rum cover-over program. This assault on the people and livelihood of the U.S. Virgin Islands overturns more than 90 years of policy toward the U.S. territories. It completely changes the nature of the rum cover-over program. It is a naked and reprehensible money grab by Puerto Rico — a cynical nod to special interests that would put the U.S. Virgin Islands into receivership. Mr. LeMieux is an American senator, whose duty is to represent the residents of his state of Florida and all Americans, not special interests in Puerto Rico. His amend-

ment would make Virgin Islanders produce rum but let Puerto Rico reap the benefits of those Virgin Islanders' hard work. All of America should be offended by this plantation-era treatment of the U.S. Virgin Islands — this is, after all, 2010, not 1810. Moreover, this irresponsible and unpatriotic amendment would force industry now based in America to leave for foreign shores. We expect more from a United States senator, even one who has not stood before the people for an election. The motives behind Puerto Rico and its allies are now clear. We should all be outraged."

### From the National Puerto Rican Coalition

Senator LeMieux might not be in the "best buddy" list of the previous two groups, but the National Puerto Rican Coalition (NPRC) likes him. "Senator LeMieux's bold new approach assures equity, revenue stability and economic diversification in both territories," said NPRC Chairman Miguel Lausell. "Instead of enabling corporate rum producers to pit one territory against the other, Senator LeMieux's approach will distribute this vital source of revenue in a fair and neutral manner that puts people first."

In another statement, referring to President Obama's Task Force on Puerto Rico's Status, Lausell wrote that his organization "expressed concern about remarks by a Task Force member, Assistant Interior Secretary Anthony Barbauta, who in November praised the \$2.7 billion rum cover-over giveaway to British liquor giant Diageo. In his speech before the U.S. Virgin Islands' Legislature on November 19, Assistant Secretary Barbauta lavishly praised the excessive and irresponsible diversion of billions of badly needed dollars to Captain Morgan and Cruzan Rums. I hope that during his visit to our Island, he looks into the faces of the 16 percent of Puerto Ricans who are unemployed, and the one in three Puerto Ricans who are living in poverty. Maybe he will reconsider whether these billions of dollars are better spent to meet social needs — or to line the pockets of the world's biggest and richest corporations."

### From the National Puerto Rican Day Parade

The organizers of the National Puerto Rican Day Parade has given Captain Morgan Rum the boot in protest over the brand's owner, Diageo, to move production of Captain Morgan Rum to St. Croix. Diageo's brands, Johnny Walker, Jose Cuervo and

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## Svedka Fembot

Svedka Vodka's "Fembot" advertising campaign is moving to cable TV as part of a new multimillion-dollar campaign titled "R U Bot or Not?" with Svedka's first ever TV commercial. There will also be print, online and outdoor advertising legs to the campaign in Svedka's core markets of New York, Boston, Los Angeles, San Francisco, San Diego, Fort Lauderdale/Miami and Chicago.



The TV ad features the Svedka\_Grl Fembot dancing in a nightclub scene with spots on Bravo, Comedy Central, E! and FX and will run through mid-April. It will return in September and October. Print ads will appear in *Time Out NY*, *New York Magazine*, *Time Out Chicago*, *944 San Diego*, *Miami Magazine*, *Frontiers*, *Gloss* and other magazines.

On-premise, Svedka signature cocktails — HOT\_BOT, COSMO\_BOT and CELEB\_U\_BOT — will be promoted, and custom photo booths will be set up at bar promotions where consumers can download their photos and viral videos showing them doing their interpretation of the "Bot Dance." Videos and photo stills can be shared on Facebook where consumers can vote which pictures are the most "BOT."

Svedka will also continue its Adult Playground 2033 event series. This year, the brand will tout the "Bottest" bars in New York, Los Angeles, Miami and Chicago, celebrating each venue with a VIP party.

Svedka sales were up more than 30 percent last year (nearly 700,000 cases). Constellation, which owns Svedka, is spending about \$10 million in advertising on the brand. In January, Impact Databank named Svedka the fastest growing spirits brand in the world and the third largest imported vodka brand in the U.S. (Impact's Annual Spirits Study, 2008) behind Absolut and Grey Goose.

## Puerto Rico vs. USVI

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Captain Morgan, have had a 30-year relationship with the parade.

"The corporate sponsorships of Captain Morgan and its British parent, Diageo, are no longer welcome," said Parade Chairperson Madelyn Lugo. "This parade is about pride and respect, and Captain Morgan has shown us neither. They are abandoning us in exchange for \$2.7 billion in taxpayer-funded corporate handouts that would otherwise be used to meet the educational and health needs of Puerto Rico, where 16 percent are unemployed and one in three lives below the poverty line."

## Pernod Ricard Acquisitions After Debt Lowered

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"We acknowledge that leverage is still high, but we don't need to issue new shares," Pringuet said.

Last month, *FLEXNEWS* reported that Pernod Ricard's H1 earnings fell 5.4 percent due to unfavorable currency factors and because of lower U.S. sales of Absolut. Advertising between July and December also fell to 17 percent of net sales of €3.79 billion, down from 17.3 percent in the year-earlier period.

## Illegal Mezcal

Frederick Wildman and Sons of New York is now the national importer of Illegal Mezcal from Mexico. The brand, made in Tlacolula, Oaxaca, is owned by John Rexer, who first began bringing different mezcals to his bar, Café No Se, in Antigua, Guatemala. Illegal Mezcal is distilled twice from the Espadin agave plant and is made by small artisanal palenques in Oaxaca.



Illegal Mezcal is available in 750-ml bottles in three styles — Joven (\$55), Reposado (\$70) and Añejo (\$110) — in New York, California, New Mexico, Arizona, Texas, Illinois, Washington, Oregon, Colorado, Florida and Massachusetts.

## European Court Rules Minimum Pricing Is Illegal

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tion. Minimum pricing arrangements in the countries involved were all found to violate EU law, in line with over thirty years of European Court case law.

The Scotch Whisky Association (SWA) called on the Scottish Government to withdraw its minimum pricing proposal from the Alcohol Bill and work with all parties to address alcohol harm in Scotland.

"Today's ruling is a major development," said Gavin Hewitt, SWA Chief Executive, "confirming our contention that minimum pricing breaches EU law and unfairly distorts competition. Given this latest evidence, the Scottish Government must now recognize the legal realities. It cannot introduce a trade barrier in breach of the UK's European obligations by imposing minimum pricing on alcohol in Scotland."

## Doubled & Twisted Light Whiskey from a Newly Minted Master Distiller

Marko Karakasevic of Charbay Winery & Distillery is now officially a Master Distiller with the release of Doubled & Twisted Light Whiskey. Karakasevic apprenticed for 26 years under his father, Miles Karakasevic, a 12th generation European Grand Master Distiller. The family owns Charbay Winery & Distillery, an independent artisan winery and distillery in California's Napa Valley. The elder Karakasevic told his son he'd have to source, distill and bring to market a spirit equal to or better than spirits he'd distilled under his Master. Doubled & Twisted is the result. After Marko sold his first case, his father shook his hand and said: "Congratulations, Marko. You are now a Master Distiller. Let's drink some whiskey and smoke cigars."

Charbay, founded in 1983, has made grappa, pastis, vodkas, rums, Pachanga, whiskey, distilled brandy, ports (fortified with their own brandies), liqueurs and wines. Another new release is Charbay Tequila, distilled by the Karakasevics in Mexico.

Doubled & Twisted Light Whiskey is available in one-liter jugs in California for \$58.



Marko Karakasevic



## Jose Cuervo Artwork for 2010 Reserva de la Familia

Jose Cuervo has released the 2010 edition of Reserva de la Familia, a limited edition, ultra-premium tequila. Mexican artist Pablo Vargas Lugo designed the handcrafted wooden box for the 15th release of Reserva de la Familia.

Reserva de la Familia is an Extra Anejo tequila aged in new French and American charred oak barrels. Each 750-ml bottle, about \$100, is hand-numbered and dated, hand-dipped in wax and then placed in the handcrafted wooden box.



## DISCUS Responds to Montgomery County

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the tax amounts to several dollars per bottle — which, he said, would severely punish businesses that purchase alcohol in cases.



"Calling this 568 percent tax hike simply a 'dime-a-drink' is misleading" Wojnar said.



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## Cordials— Current 52 Weeks Ending January 24, 2010

Total U.S. Food & Drug Stores Only (excludes sales at Liquor Stores, Mass Market Stores, Club Stores or Gas/C-Stores).

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

	Dollar Sales	Dollar Sales % Chg vs YrAgo	Dollar Share of Category	Dollar Share of Category Chg vs YrAgo	Volume Sales	Volume Sales % Chg vs YrAgo	Avg Price/ Volume	Avg Price/ Volume Chg vs YrAgo
<b>Cordials</b>	\$344,158,300	(2.41)	100.00	-	1,983,097	(3.07)	\$173.55	\$1.18
Jagermeister High Energy	\$48,734,780	0.92	14.16	0.47	210,149	1.43	\$231.91	\$(1.17)
Baileys Cream Liqueur	\$46,959,580	(4.42)	13.64	(0.29)	211,630	(2.36)	\$221.89	\$(4.78)
Kahlua Coffee Liqueur	\$31,638,250	(0.21)	9.19	0.20	166,039	2.42	\$190.55	\$(5.02)
Southern Comfort High Energy	\$26,153,120	(3.02)	7.60	(0.05)	162,738	(3.08)	\$160.71	\$0.09
Dekuyper Remaining Ingredient	\$15,792,820	(7.30)	4.59	(0.24)	128,954	(9.47)	\$122.47	\$2.87
Grand Marnier Proprietary Liqueur	\$12,128,910	(3.58)	3.52	(0.04)	25,640	(2.76)	\$473.05	\$(4.03)
Disaronno Amaretto	\$10,076,680	2.35	2.93	0.14	40,621	(0.26)	\$248.06	\$6.34
Carolans Cream Liqueur	\$9,772,949	1.77	2.84	0.12	71,804	0.49	\$136.11	\$1.72
Cointreau Proprietary Liqueur	\$5,721,632	(8.95)	1.66	(0.12)	12,144	(11.21)	\$471.17	\$11.71
HpnotiQ Cognac/Vodka Based Liqueur	\$5,700,206	(16.95)	1.66	(0.29)	19,376	(19.85)	\$294.18	\$10.29
Allen Flavored Brandy Liqueur	\$5,399,242	(3.92)	1.57	(0.02)	47,592	(3.90)	\$113.45	\$(0.03)
Tequila Rose Cream Liqueur	\$3,831,700	(10.94)	1.11	(0.11)	16,642	(12.61)	\$230.24	\$4.34
Dr McGillicuddys Remaining Ingredient	\$3,651,474	5.72	1.06	0.08	22,509	2.58	\$162.22	\$4.82
Goldschlager High Energy	\$3,446,996	(12.60)	1.00	(0.12)	11,815	(14.48)	\$291.75	\$6.28
Hiram Walker High Energy	\$3,314,813	5.79	0.96	0.07	29,576	2.17	\$112.08	\$3.83
Dekuyper Triple Sec	\$3,075,103	5.92	0.89	0.07	33,225	4.33	\$92.55	\$1.38
Saint Brendans Superior Cream Liqueur	\$3,027,279	(8.49)	0.88	(0.06)	22,199	(8.47)	\$136.37	\$(0.03)
Di Amore Amaretto	\$3,021,251	(4.58)	0.88	(0.02)	20,643	(9.02)	\$146.36	\$6.81
Cask & Cream Cream Liqueur	\$2,988,421	(24.88)	0.87	(0.26)	24,796	(26.24)	\$120.52	\$2.19
Frangelico Remaining Ingredient	\$2,986,105	(0.10)	0.87	0.02	10,581	(0.21)	\$282.22	\$0.32

## FDA Puts Burden of Proof for Caffeinated Alcohol Brands on Producers

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The companies and brands that were notified are:

- Charge Beverages Corporation: Liquid Charge, Liquid Core, High Gravity Core
- United Brands Company: Joose, Max Vibe, Max Fury, Max Live, 3Sum
- Phusion Projects: Four, Four Loko, Four Maxed
- Point Blank Beverages: Torque
- Hard Wired Brewing: Hard Wired
- Mix Master Beverage: 24/7
- Catalyst Beverage: Catalyst
- New Century Brewing: Moonshot
- Melanie Brewing: Evil Eye
- Thomas Creek Brewery: Mobius Lager
- Diageo: Smirnoff Raw Tea Malt Beverage
- Constellation Brands: Wide Eye
- P.I.N.K. Spirits/Prohibition Beverage: P.I.N.K. Vodka, P.I.N.K. Tequila, P.I.N.K. Rum, P.I.N.K. Gin, P.I.N.K. White Whiskey, P.I.N.K. Sake
- Delicious Brands: Lotus Vodka
- Sovereign Brands: 3AM Vodka
- Moet Hennessey/Millennium Imports: Belvedere IX
- Shotpak Vodka: Gravity Vodka
- Wingard USA: V2 Vodka with Caffeine, Everglo Vodka
- LeVecke Corp: Vicious Vodka with Caffeine
- Rocktail Drinks/Liquid Manufacturing: Slingshot Party Gel
- Cold Spring Brewing/Atomic Brands: A:M Carpe Noctern
- 808 Spirits: 808 Mango Beat
- Gaamm Imports: Booya Espresso Silver Tequila with Caffeine
- Ithaca Beer: Ithaca Eleven Malt Beverage with Coffee
- Gluek Brewings: Gruv Malt Beverage with Guarana
- MHW, Ltd and Niche Import: Agwa De Bolivia
- Rizer Spirits: XZO Vodka with Caffeine, Taurine, and Guarana



## Weekly Marketplace

# MODERN Brewery Age

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

Covering the beer business since 1933 — The sister publication to *Modern Distillery Age*



**Fifth Annual International Rum Competition**  
March 18 & 19, 2010  
Tampa, Florida  
[www.polishedpalate.com](http://www.polishedpalate.com)

## The Bar and Wine Show

A Trade Event for Food & Beverage Professionals  
June 20 & 21, 2010, New York City — [www.newyorkbarshow.com](http://www.newyorkbarshow.com)

### the SIP AWARDS

INTERNATIONAL SPIRITS COMPETITION

*Earn Your Reputation  
Enforce Your Legacy  
Let the People Decide*



May 22, 2010, Los Angeles, CA — [www.sipawards.com](http://www.sipawards.com)  
Only World Spirit Competition where the Consumer  
Decides the Winners  
Early entry discount ends March 12, 2010

**Indy Spirits Expo**  
**April 8, 2010**  
**Las Vegas, NV**  
[www.indyspiritsexpo.com](http://www.indyspiritsexpo.com)

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

14 Cities — March-November 2010  
[www.singlemaltextravaganza.com](http://www.singlemaltextravaganza.com)

## Calendar of Events

- March 8-10:** Nightclub & Bar Convention, Las Vegas, NV, [www.nightclub.com](http://www.nightclub.com)
- March 9:** Spirits of the Americas, Las Vegas, NV, [www.polishedpalate.com](http://www.polishedpalate.com)
- March 9-10:** VIBE Conference, Las Vegas, NV, [www.vibeconference.com](http://www.vibeconference.com)
- March 13-14:** San Francisco World Spirits Competition, San Francisco, CA, [www.sfspiritscomp.com](http://www.sfspiritscomp.com)
- March 18-19:** Int'l Rum Competition, Tampa Bay, FL, [www.polishedpalate.com](http://www.polishedpalate.com)
- March 25:** Impact Marketing Seminar, New York, NY, [www.impactseminar.com](http://www.impactseminar.com)
- March 27:** Single Malt & Scotch Whisky Extravaganza, Atlanta, GA, [www.singlemaltextravaganza.com](http://www.singlemaltextravaganza.com)
- March 27:** Int'l Rum Festival, St. Petersburg, FL, [www.polishedpalate.com](http://www.polishedpalate.com)
- March 27:** Whiskies of the World Expo & Artisanal Spirits Fest, San Francisco, CA, [www.whiskiesoftheworld.com](http://www.whiskiesoftheworld.com)
- April 6-8:** WSWA's Annual Convention, Las Vegas, NV, [www.wswa.org](http://www.wswa.org)
- April 7:** Whisky Live, New York City, NY, [www.whiskylive.com](http://www.whiskylive.com)
- April 8:** Indy Spirits Expo, Las Vegas, NV, [www.indyspiritsexpo.com](http://www.indyspiritsexpo.com)
- April 12-14:** BevOps/Beverage Fleet Summit, Tampa, FL, [www.beverageworld.com/conference](http://www.beverageworld.com/conference)
- April 14:** Single Malt & Scotch Whisky Extravaganza, Houston, TX, [www.singlemaltextravaganza.com](http://www.singlemaltextravaganza.com)
- April 15:** Single Malt & Scotch Whisky Extravaganza, Dallas, TX, [www.singlemaltextravaganza.com](http://www.singlemaltextravaganza.com)
- April 22:** Spirits of Mexico Event, New York, NY, [www.polishedpalate.com](http://www.polishedpalate.com)
- April 23:** 10th Annual WhiskyFest, Chicago, IL, [www.maltadvocate.com](http://www.maltadvocate.com)
- April 29:** Single Malt & Scotch Whisky Extravaganza, Denver, CO, [www.singlemaltextravaganza.com](http://www.singlemaltextravaganza.com)
- May 2-5:** 2010 Whiskey & Moonshine Distilling Conference (ADI), Borden, IN, [www.distilling.com](http://www.distilling.com)
- May 14-18:** The Manhattan Cocktail Classic, New York, NY, [www.manhattancocktailclassic.com](http://www.manhattancocktailclassic.com)
- May 20:** Single Malt & Scotch Whisky Extravaganza, New York, NY, [www.singlemaltextravaganza.com](http://www.singlemaltextravaganza.com)
- May 22:** Spirits International Prestige (SIP) Awards, Los Angeles, CA, [www.sipawards.com](http://www.sipawards.com)
- May 25-26:** The Beverage Forum, New York, NY, [www.beverageforum.com](http://www.beverageforum.com)