

Distillery modern Age



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Kentucky Bourbon Hall of Fame Welcomes First Lady of Maker's Mark



Margie Mattingly Samuels

Margie Mattingly Samuels, who created the distinctive name, cutting-edge design and iconic red wax of her family's Maker's Mark distillery, will be inducted next week as the newest member of the Kentucky Bourbon Hall of Fame.

Mrs. Samuels is the first woman directly connected with a distillery to receive the bourbon industry's highest honor, and only the fifth woman ever to be inducted, the Kentucky Distillers' Association (KDA) and the Kentucky Bourbon Festival stated.

The ceremony will be held September 17 at the Bardstown Country Club in conjunction with the 23rd annual Kentucky Bourbon Festival, which runs from September 16-21 in Bardstown.

"This is a historic moment that is long overdue," KDA President Eric Gregory said. "Mrs. Samuels was one of many women in our industry to be directly involved with creating and growing a legendary bourbon brand. We are proud to honor Mrs. Samuels, and we applaud her monumental contributions that forever changed the way bourbon is made and marketed. She transformed our industry, and we are eternally grateful."

"As associate editor of my high school yearbook, I'll never forget that day when I came home from school and all my things were sitting outside because mom had thrown out my photo lab to set up a wax test kitchen in the basement," her son, Bill Samuels, Jr., Chairman Emeritus of Maker's Mark, said. "I was so aggravated with her in that moment, but looking back 60 years, I know that what she accomplished compared to what I might have is just monumental."

Rob Samuels, the distillery's Chief Operating Officer, said he is delighted that his grandmother is receiving this distinguished honor for her role as a bourbon pioneer and visionary.

"Responsible for creating two of Kentucky's most widely known symbols — the Maker's Mark name and the bottle's red wax — Marge made profound

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Beverage Industry Coalition Representing all Three-Tiers Says Congress Should Fully Fund TTB

Industry Groups Note Constructive and Effective Relationship with Regulator; Say Government Needs to Increase TTB Budget to Keep Pace with Changing Market

A diverse coalition of organizations representing all three tiers of the U.S. beverage alcohol industry is urging Congress to fully fund the Obama Administration's \$101 million request for the Alcohol and Tobacco Tax and Trade Bureau (TTB).

In a letter sent to appropriations committee chairmen in the House of Representatives and U.S. Senate, the coalition praised the successful working relationship between the beverage alcohol industry and its primary federal regulator.

In addition, the industry groups also pointed out that TTB is the federal government's third-biggest revenue generating agency behind the Internal Revenue Service and Customs and Border Protection. It also noted that TTB officials review well over 100,000 labels and thousands of product formulas each year, as well as completing all license review and background checks.

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James C. Rees – Longtime President of George Washington's Mount Vernon

James C. Rees, the recently retired and longtime President of George Washington's Mount Vernon, has died. The statement below comes from DISCUS President Peter H. Cressy on behalf of the DISCUS Board of Directors.

"The DISCUS Board of Directors noted today with great regret and sadness the passing of James C. Rees, the recently retired, longtime President of George Washington's Mount Vernon. Jim's 19-year tenure as President of Mount Vernon was marked by the building of the Education Center/Museum and the new Presidential Library. He is best known to the distilled spirits industry, however, for his enthusiastic determination to rebuild George Washington's whiskey

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Ocean Organic Vodka's New Bottle & Logo

Ocean Organic Vodka (40% ABV) has released a new bottle design being introduced in the Hawaiian market starting this September and across the mainland beginning next January. Inspiration for the custom design was the old glass fishing net float first used by Norwegians in the mid-1800s. The traditional glass floats are now recognized as collectors' items around the world and have for a long time served as a sign of the Japanese fishing culture in Hawaii. The neck of the bottle is angled to mimic that of the earth's axis.



"The bottle subtly and elegantly showcases an evolved version of a more timeless logo mark," according to Hawaii Sea Spirits.

"Packaging is a key differentiator (and sizable expense) for brands in the spirits industry, and we spent more than a year designing and testing various forms," said Shay Smith, Hawaii Sea Spirits CEO. "In an over-saturated category like vodka, packaging is key to establishing proprietariness as well as the brand platform."

Ocean Organic Vodka is currently distributed in 36 states and Canada, and Shay is confident in the growth of the brand in 2015 with a production capacity of more than 100,000 cases annually.

"We expect to double or triple production based on projected demand," Smith said. "The opening of our Organic Farm and Craft Distillery in April 2013 was an initial step to address the forecasts. Immediately following this was the development of our brand platform to be in-line with the premium quality of our product."

Ocean Organic Vodka sells for about \$33 for a 750-ml bottle (50-ml, 375-ml and one-liter bottles are also available).

Monarch Beverage Applies for Spirits Permit in Indiana

Indianapolis-based Monarch Beverage, the state's largest beer distributor, has filed documents seeking a liquor wholesaler's permit for a separate corporate entity, according to the *Indianapolis Business Journal*, which also reported that the state Alcohol and Tobacco Commission has already notified Monarch that it intends to deny the request.

Monarch and its CEO Phil Terry will appeal the rejection, claiming the commission "... of letting politics influence its decisions, and the agency's chairman of prejudice against the company," the *Journal* wrote. Indiana law prohibits alcohol distributors from handling both beer and spirits.

Scotch Whisky Association Joins ORIGIN

The Scotch Whisky Association (SWA) has become the first U.K. group to join Geneva-based Organization for International Geographical Indications Network (ORIGIN). This membership will help promote Scotch whisky as a geographical indication (GI), a product that must be made in Scotland.

ORIGIN is the not-for-profit organization that works internationally to improve protection for geographical indications. A GI is a product of a specific geographical origin that has qualities and a reputation associated with that region. ORIGIN also promotes GIs as a tool for sustainable development for local producers and communities.

"Geographical indications such as Scotch whisky have become very important in world trade," said David Frost, SWA's Chief Executive. "Protecting GIs is not just about intellectual property, it is also about protecting cultural heritage and employment, particularly in rural areas. ORIGIN is very important in facilitating and coordinating the interests of GIs around the world. We are delighted to expand our international connections by working with the organization."

Diageo's 11th Annual Golden Bar Awards

Diageo honored spirits, wine and beer distributors at the Eleventh Annual Golden Bar Awards, which recently took place at a number of awards events and presentation ceremonies across the country. The Golden Bar Awards are presented for excellence in sales, marketing and promoting responsible drinking.

"Diageo works with the best distributors in the business, and the Golden Bars are a way for us to recognize the outstanding performance and hard work that helps to drive the business forward," said Larry Schwartz, President Diageo North America.

The awards recognize distributors and brokers for performance across Smirnoff, Johnnie Walker, Baileys, Captain Morgan, Tanqueray, Crown Royal, Ketel One, Ciroc, Sterling Vineyards, Beaulieu Vineyard, Chalone Vineyard, Acacia Vineyard, Rosenblum Cellars, Guinness, Smithwick's, Red Stripe and PABs. Gold awards are also given for innovation, consistency and quality. The two platinum awards are given for advancing responsible drinking. The grand prizes go to the distributors of the year.

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