

# modern Distillery Age



NOVEMBER 17, 2017 | MODERN DISTILLERY AGE

VOLUME 8 | NUMBER 39

## Pit Liquor: A Whiskey Deodorant

Erica and Jason Feucht, a Colorado couple, have created Pit Liquor, a whiskey-based deodorant, and are funding their business on Kickstarter.



Pit Liquor is a spray deodorant made from several edible components and "a uniquely concocted extract to help quench your stench," said the Feuchts. They claim that Pit Liquor "kills bacteria and keeps your pits neutral, so they're not a good environment for bacteria to come back to."

Pit Liquor is available as Whiskey Lavender, Whiskey Vanilla and Whiskey Black Pepper. The bottles contain sprigs of lavender, slices from vanilla beans, whole cloves and whole peppercorns in a high-alcohol-content organic whiskey.

"Each of our other ingredients is present to help your underarm be a microbiome, free of stench-causing bacteria," according to the Kickstarter proposal. "We've done over a year of research and trials to figure out the best way to quench your stench and have a little fun with it."

A one-ounce bottle is said to last three-plus weeks, and a 3.4-ounce bottle for about three months. Final pricing isn't set, but one-ounce bottles may sell for \$8, and the 3.4-ounce bottles for \$12. The Kickstarter fulfillment will most likely be ready by Christmas, and website sales may begin in early 2018.

## Cognac's New Look

The Bureau National Interprofessionnel du Cognac (BNIC), the association that represents the interests of those who grow, distill and export Cognac, has created a new visual identity and logo for the association, which will be used in all markets and on all communication materials.



COGNAC  
FRANCE

*continued on page 2*

To read the entire issue and subscribe to Modern Distillery Age, click here: [Subscribe](#)

## Distilled Spirits Council on the Senate Finance Committee Amendment

Below is a statement by Senior Vice President Mark Gorman on the two-year tax cut included in Senate Finance Committee Amendment:

"We commend the Senate Finance Committee for recognizing the excessive tax burden faced by the more than 1,200 operating distilleries nationwide, as well as the important role distilleries of all sizes play in generating jobs, supporting agriculture and boosting tourism.

"With more than half the cost of a typical bottle of spirits resulting from taxes and fees, a reduction in the federal excise tax will stimulate further investment and job creation in communities across the country.

"This common-sense and much-needed amendment is widely supported by nearly 300 cosponsors in the House and 54 in the Senate. We will work with the other Senate cosponsors to ensure that this amendment is included in the final bill that passes the Senate.

"The Council and its members have lobbied to support the tax cut legislation in an alcohol producers' coalition that includes Beer Institute, Brewers Association, Wine Institute, WineAmerica and the American Craft Spirits Association."

*continued on page 2*

## Breakthru Beverage Group Acquires Bacchus Importers

Breakthru Beverage Group has acquired boutique spirits and wine wholesaler Bacchus Importers, which operates in Maryland, Delaware and Washington, D.C.

Bacchus has been owned by the Merinoff family since 1994. While this acquisition will formally bring the full Bacchus business into Breakthru, Bacchus will operate independently and maintain its current team, name and own approach to servicing customers and suppliers.

"We're motivated by what the future holds for Breakthru, and constantly strive to enhance our capabilities across all business lines," said Greg Baird, Breakthru Beverage Group President and CEO. "Acquiring Bacchus is a prime example of the unique partnerships we seek to strengthen our position as a

*continued on page 2*