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Bulleit's Frontier Works NEON Project

As part of the Bulleit Frontier Works program, Bulleit and owner Diageo created the Frontier Works NEON project, which began earlier this year. The "NEON in a Bottle" art collection is a collaboration with neon artist Lisa Schulte — also known as The Neon Queen — and Saatchi Art.



The NEON Collection debuted during Miami Art Week, exclusively for sale via Saatchi Art. This limited-edition collection was the first neon art collection ever sold by Saatchi Art.

Earlier in 2017, Bulleit partnered with Schulte and artist Brendan Donnelly to construct a 26-foot-wide neon billboard in downtown Los Angeles at the historic Grand Central Market as the inaugural Frontier Works NEON project.



This holiday season, the NEON Collection, curated by Rebecca Wilson, Saatchi Art Chief Curator, includes 13 neon bottles alongside a number of neon artworks by Schulte and select Saatchi Art artists. The pieces are for sale for the entire collection or by the piece. Proceeds from every "NEON in a Bottle" piece sold will go to The Museum of Neon Art to revitalize the lost art of neon bending.

The NEON project follows the Bulleit Frontier Works program, TATTOO, which united 24 tattoo artists to create the world's largest collaborative tattoo.

IWSR: Top Six Global Drinks Industry Trends for 2018

Special to Modern Distillery Age by IWSR, www.theiwsr.com
Radius, the IWSR's global innovation database, predicts the leading trend drivers affecting the global beverage alcohol industry for 2018.

1. Unfiltered

Far from being a flaw, "cloudiness" is beginning to denote not just flavor, but a more natural, less tampered with product. When a trailblazing Scottish craft brewer announced the launch of its inaugural spirits range, comprising of both a vodka and a gin, it was adamant the later was to be unfiltered. Why? Because this "means that all of the flavor and spirit complexity remains," it said. Notably, the liquid even louches on contact with ice and water, as "removing flavor in the pursuit of vanity makes no sense."

While clarity was once seen as a chief sign of quality, brewers are increasingly marketing beers as unfiltered, communicating to drinkers that the beer is rawer and more flavorful and authentic. And with all of those things being key consumer drivers, we expect an increasing number of players in the 'unfiltered' space, most notably when it comes to spirits.

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Nielsen Spirits Update: The Cowen Insight

Distilled spirits dollar sales were up 0.4% in the most recent four-week period ended 12/2/17, which was below the 0.8% growth seen over the last 12 weeks. Across brown spirits, bourbon and Irish whiskey gained share, while tequila was the notable outperformer within white spirits. We would note we find NABCA to be more reliable in evaluating spirits trends.

Distilled Spirits Sales and Volumes Below 12-Week Trends

Total distilled spirits dollar sales were up 0.4% in the most recent four-week period ended 12/2/17, which was below the 0.8% growth seen over the last 12 weeks. Volumes were flat (relatively in line with the +0.1% growth over the last 12 weeks) as price/mix contributed 0.4 pts to overall performance. Brown spirits outperformed, with bourbon (+5.0%) and Irish whiskey (+8.9%) growing MSD and HSD respectively, while Canadian whiskey (+0.5%) grew relatively in line with the category. Across white spirits, tequila posted sales growth of 4.3%

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