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Lost Spirits Distillery Ties for World's Best Distillery Experience

Lost Spirits Distillery in Los Angeles has been awarded a Global Master award for its new experiential distillery by *The Spirits Business Magazine* in London.



Photos by Juliet Frew & Dario Griffin

The Global Spirit Masters series is an annual industry competition recognizing excellence among distilleries around the world. In 2015, Lost Spirits was named Global Innovator of the Year.

The Spirits Business Magazine awarded Best Consumer Experience to Lost Spirits Distillery. It was the only distillery in North America to obtain this award and one of only two distilleries worldwide to take home the highest honor, the Global Master title.

"With thousands of new distilleries opening around the world, we wanted to create an experience that was as inventive as our spirits," said co-founder of Lost Spirits, Bryan Davis. "We're known for radical concepts in whisky and rum. We're delighted to be recognized for what we have created."

International Scotch Day

The second annual International Scotch Day takes place February 8.

"Last year we launched International Scotch Day," said Ronan Beirne, Global Brand Marketing Director at Diageo. "Its huge success proved what we at Diageo already knew — the world loves Scotch. This year is going to be even bigger, with celebrations taking place globally from Scotch whisky tastings to opening the doors to Diageo's archive in Scotland, free passes to distillery visitor centers and celebrity events in cities from Manila to Johannesburg."

2018 celebrity ambassadors and global locations for International Scotch Day will be announced in February.



U.S. Beverage Alcohol Volumes Decline Again in 2017

Special to *Modern Distillery Age* by IWSR, www.theiwsr.com

The IWSR has released initial 2017 category results for the U.S. market as part of its *U.S. Beverage Alcohol Review (US BAR)* database.

After analyzing preliminary 2017 volume, the IWSR said that total U.S. beverage alcohol consumption declined for the second consecutive year by -0.2%. This loss is more than double that of 2016, a decrease of 17.6 million gallons, or 7.4 million nine-liter cases.

Beer volumes continued to slide in 2017 (-0.5%), which weighed down the performance of total beverage alcohol. The growth of spirits (+2.3%) and wine (+1.3%) were unable to make up the difference in volume due to beer's overwhelming 79% share of total beverage alcohol.

The decrease in total beverage alcohol consumption is directly related to the slow-building trend of moderation or not drinking at all. Signs of health and wellness permeate the industry with increasing frequency. From all-natural ingredients to low-ABV to zero-proof mocktails, consumers are clearly gravitating toward "healthier" drinking experiences.

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Constellation Brands Takes Minority Stakes in Copper & Kings American Brandy Co. and The Real McCoy Rum

Constellation Brands has taken minority stakes in Copper & Kings American Brandy Co. and The Real McCoy Rum.

"In all honesty, there could not be a better fit between a small craft distiller and a leader in the beverage alcohol industry like Constellation Brands," said Copper & Kings (based in Louisville, Ky.) founder and CEO Joe Heron. "There are not only significant synergies in supply chain, but also a shared culture of entrepreneurship, and most importantly an overlapping culture of innovation and social responsibility. There's great personal chemistry, excellent complementary product portfolios. And a mutual love of rock & roll."

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