

Distillery modern Age

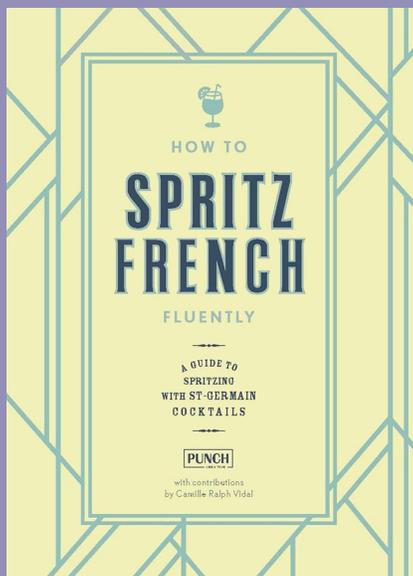


FEBRUARY 28, 2019 | MODERN DISTILLERY AGE

VOLUME 10 | NUMBER 8

How to Spritz French Fluently

Following the release of *How to Drink French Fluently* in 2016, PUNCH Creative and Master Mixologist Camille Ralph Vidal have published *How to Spritz French Fluently* (PUNCH Creative, 119 pages, hardcover, \$18.99).



Delineated by season, the book features 40 easy-to-make spritz recipes from top bartenders around the world including Maxime Belfant (Saxon + Parole), Ryan Chetiyawardana (Mr. Lyan), Sarah Morrissey (Frenchette), Lauren Corriveau (Nitecap) and Brian Bartels (Bar Sardine), among others.

Each of the recipes showcase how to use St-Germain French Elderflower Liqueur, demonstrating its versatility and role as a key ingredient in today's low-ABV cocktail movement. Author and St-Germain Global Ambassador Camille Ralph Vidal provides readers with a step-by-step guide to creating a convivial celebration with Instagram-worthy, tasty cocktails in the spirit of the French *joie de vivre*," according to a publisher statement.

Groups Call on TTB for Alcohol Labeling

The Center for Science in the Public Interest, Consumer Federation of America and National Consumers League have sent a letter to Treasury Secretary Steve Mnuchin criticizing the Alcohol and Tobacco Tax and Trade Bureau (TTB) for its proposal to "modernize" the labeling and advertising regulations for alcoholic beverages without requiring key information about alcohol content, serving size, calories, ingredients and allergen information.

The groups petitioned the agency in 2003 to require this information on alcohol labels, and they provided survey data showing that the public overwhelmingly supports including this information on the labels of alcoholic beverages.

The agency issued proposed rules to require mandatory allergen labeling in 2006 and "Serving Facts" information in 2007, but has not moved to finalize either rule.

"While the TTB may believe that the issues are complex, the agency has now had over a decade to consider them, and rulemakings to

continued on page 2

Five Tips for Preparing to Sell Your Liquor Business

Special to Modern Distillery Age by Dena Jalbert, CEO, Align Business Advisory Services

According to the most recent annual economic briefing report by the Distilled Spirits Council, 2017 was the eighth consecutive year of market share gains for the industry. Heightened consumer demand, coupled with the fragmentation of liquor brands currently on the market, will help drive more mergers and acquisitions (M&A) in the industry in the coming year.

Significant consolidation, however, is occurring now in the alcohol industry at all levels — producer, importer, wholesaler and retailer. Diversified independent distilleries and focused independent distilleries are currently attractive candidates for acquisition. M&A activity is also expected to increase across the premium and ultra-premium spirits market as a result of a fragmented brand landscape and increasing consumer demand for premium alcoholic beverages.

Significant M&A activity in the market provides a favorable environment for positioning distilled spirits brands for sale — especially smaller brands. If you are considering selling your liquor business, now is the time to start looking at what you need to do to begin marketing it for sale.

continued on page 2

The Margarita Is the Most Valuable On-Premise Cocktail

Special to Modern Distillery Age by Nielsen, www.nielsen.com

At home or in a bar or restaurant, people like to drink cocktails. With 28% of U.S. consumers drinking cocktails out of home, the addition of cocktail data to Nielsen CGA's Check Level Insights Pool (CLIP) service provides a clearer picture of cocktail sales in on-premise environments. The new data allows a read on not only cocktails from a total U.S. level, but it also gives retailers and suppliers the ability to look at performance by day of the week, day part (time of day), channel and region to help understand cocktail dynamics at a much more granular level.

Across the total U.S., the average price of a cocktail is \$9, just below the \$9.48 price consumers state they are willing to pay for a standard cocktail in the latest consumer-focused *On Premise User Survey* (OPUS).

continued on page 2

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