



Spirit Forward – Bacardí Women in Leadership Series

The Spirit Forward Bacardí Women in Leadership Empowerment Series begins this month, dedicated to “championing the outstanding individuals that make up the spirits trade and hospitality community and elevating them to their highest potential.” The summit will bring together speakers to offer personal and professional educational seminars, Q&A panels, networking opportunities and hands-on workshops for the spirits trade community across the country.



“Now more than ever, we can all appreciate the power of community and how interdependent we truly are,” said Marlene Gordon, Vice President, General Counsel for Bacardí North America and Global Lead for Bacardí’s Women in Leadership Initiative. “This Series is borne out of Bacardí’s desire to bring women (and men) from all parts of the spirits and hospitality industries together to not only educate, inspire, celebrate and motivate each other, but also to activate and accelerate the development and advancement of all women in our industry. By being true champions of women in the spirits trade and hospitality community, we help to create a more sustainable future for all.”

The series will cover topics that span sexual harassment, diversity and inclusion in the workplace to story sessions on breaking stigmas and workshops on financial planning and self-defense. Each of these sessions will be led by industry professional, as well as peers from members of the hospitality industry, including brand ambassadors from the Bacardí Trade Advocacy team, President of the United States Bartender’s Guild Pamela Wiznitzer, Founder and President of Financial Gym Shannon McLay, author and life coach Trish Barillas and President of Bacardí North America Pete Carr, plus others.

Dana Cowin, former Editor-in-Chief of *Food & Wine Magazine*, current Chief Creative Officer of Chef’s Club International and longtime advocate for gender equality and women empowerment, has been chosen as the summit’s keynote speaker.

The series is a five-city tour around the U.S. starting in Houston on February 12 and culminating in New York City on April 3.

Irish Drinks Manufacturers Release Outlook for 2018

**Irish Gin Exports Set to Grow Significantly in 2018
New Irish Whiskey Brands to Hit Shelves This Year**

Irish gin is expected to go global this year, with exports set to rise significantly, according to Alcohol Beverage Federation of Ireland (ABFI), which has released its outlook for 2018. In the outlook, ABFI, which represents drinks manufacturers and suppliers in Ireland, raised serious concerns about the “draconian and disproportionate advertising and labelling proposals in the Public Health (Alcohol) Bill.”

Here is what to expect from the industry this year:

Irish Gin Goes Global

In Ireland, the growing demand for gin has been matched by an explosion in the number of Irish gin producers, with over 30 Irish gin brands now on the market. Many of these producers are also exporting, with exports of Irish gin more than tripling during 2017. While 2017 marked a breakthrough in terms of exports for Irish gin producers, 2018 is set to see Irish gin going global, with exports expected to grow significantly in the U.S., Canadian, U.K. and German markets.

The Irish Whiskey Renaissance Will Bear Fruit

Production of Irish whiskey continues to grow to meet demand. Since 2014, the number of operational Irish whiskey distilleries has grown from four to 18, with 16 more planned. Overall, production of Irish whiskey is forecast to double between 2015 and 2020 and double again in the following decade.

However, under law, Irish whiskey must be aged for at least three years and one day. This means there is a lag between distilling and sale. 2018 will see a number of recent distilleries releasing their own distilled stock for the first time.

New Flavors and More Choice for Beer Drinkers

The most notable trend in the beer sector has been the introduction of new flavors in international markets, catering to the changing taste preferences

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Kansas House Bills Extends Alcohol Hours

The Kansas House has passed a bill allowing restaurants to serve alcohol as early as 6 a.m. The bill now requires Senate approval. Current law states that alcohol can’t be served until 9 a.m. Last call would remain at 2 a.m.