

Distillery modern Age



MARCH 9, 2018 | MODERN DISTILLERY AGE

VOLUME 9 | NUMBER 9

WSWA 75th Annual Convention & Exposition

The distilled spirits and wine industry's leading event uniting distributors and suppliers marks its 75th anniversary at Caesars Palace Las Vegas this year from April 30-May 3. Registration for the Wine & Spirits Wholesalers of America (WSWA) 75th Annual Convention & Exposition is open, and the event's interactive registration and information website is live at www.wswaconvention.org. The theme this year is "The Big Deal."



Highlights for the 75th Anniversary Convention include:

- Keynote Speakers: Madeleine Albright, Secretary of State (1997-2001) and recipient of the Presidential Medal of Freedom, and Rich Karlgaard, Publisher of *Forbes*.
- Brand Battle — WSWA's version of *Shark Tank*, where pre-selected brands compete and pitch their stories to a panel of industry influencers live on stage.
- Newly introduced WSWA Leadership Series — thought-leadership programming for wholesalers and invited guests.
- Two exhibit halls featuring the industry's most innovative products.
- Lower Level and Traditional Hospitality Suites with both new and longstanding industry suppliers.
- Wine and Spirits Tasting Competitions, which last year drew over 600 entries from across spirits and wine and categories.
- Call for Cocktails Mixology Competition, where 12 pre-selected brands execute original cocktail recipes made on the WSWA competition stage.
- Wholesaler Iron Mixologist Competition showcasing mixologists creating cocktails that incorporate a surprise ingredient unveiled to the competitors at the start of this timed competition.
- Two General Sessions featuring high-profile speakers, remarks by WSWA President and CEO Craig Wolf and incoming WSWA Chairman Barkley Stuart of Southern Glazer's Wine & Spirits, as well as presentation of the Lifetime Leadership Award and the Sidney Frank Innovation Award.
- Opening Night Reception sponsored by the Presidents' Forum of the Distilled Spirits Industry.
- Taste of the Industry, a grand tasting highlighting a vast array of products.
- U.S. Beverage Alcohol Forum with sessions on Industry Threats and The Power of Data and Social Media Influencers.

The WSWA Educational Foundation will present Constellation Brands' CEO Rob Sands with the Sidney Frank Innovation Award, given annually to a person who has made exceptional industry and philanthropic contributions.

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Dancing Goat Distillery Opens with Release of Limousin Rye

Dancing Goat Distillery in Cambridge, Wisc., has opened and released its first spirit, Limousin Rye Whiskey (46% ABV).



Dancing Goat Distillery was established by a collective of friends and family with more than 70 years of combined distilling, blending and mixology experience.

"The key differentiation for Dancing Goat Distillery's Limousin Rye is the custom multistage aging combining new and vintage oak," said distillery president Travis Hasse. "The base distillate is aged over time (three years and seven months) in vintage oak, and we add just the right touch of new wood with our proprietary process. The product is then finish aged in our solera system featuring Limousin oak barrels."

"Nothing goes in the bottle until it is perfect," added Dancing Goat Head Distiller Nick Brady Maas.

Dancing Goat Distillery's Limousin Rye is currently available at bars and retailers in Wisconsin, Illinois, Minnesota, Michigan and Washington, D.C., with plans to expand soon to California, Massachusetts and New York. A 750-ml bottle sells for about \$45.

"Owners Travis Hasse, Tom Maas and Head Distiller Nick Brady Maas built the distillery in Wisconsin as a way to celebrate the Wisconsin roots of their families," according to a company statement. "Wisconsin has been home to their family members since the mid-1800s. They started with the dream four years ago of building a distillery and producing great spirits for everyone to enjoy." Hasse described Dancing Goat Distillery as "a collaboration of friends and family with more than 70 years of experience in distilling, blending and serving fine spirits."

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