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Heaven's Door Spirits to Build Distillery

Heaven's Door Spirits, developed in partnership with Bob Dylan, celebrated the 50th anniversary of the release of Dylan's album, *Nashville Skyline*, with the announcement of the Heaven's Door Distillery and Center for the Arts in downtown Nashville, slated to open in the autumn of 2020. The new center will feature the Heaven's Door craft distillery, complete with guided tours, a whiskey library, a restaurant and a 360-seat live performance venue, all part of a renovation project to the 160-year-old Elm Street Church, which will also display pieces of Dylan's paintings and metalwork sculptures.



"We're thrilled to celebrate the anniversary of Nashville Skyline with our own addition to Music City's skyline," said Marc Bushala, CEO of Heaven's Door Spirits. "Nashville is the natural home for the Heaven's Door distillery, and the Elm Street Church is a fitting home for Dylan's visual artwork. We spent years looking for a property that truly captures the essence of the Heaven's Door brand, and when we finally found the deconsecrated church in SoBro, we immediately knew that it would be the perfect physical and spiritual center for the brand and Bob's art."

The Heaven's Door line includes Tennessee Straight Bourbon (45% ABV, ~\$50), Double Barrel Whiskey (50%, ~\$50) and Straight Rye Whiskey finished in French cigar barrels from Vosges, France (50%, \$89). In 2018, Heaven's Door also released a limited-release 10-Year Tennessee Straight Bourbon (50%, ~\$130).

Each of the brand's first three expressions has a direct tie to Tennessee either through distillation, aging, barrel finishing or bottling.

The whiskeys are available nationwide and online through www.ReserveBar.com.

Americans Drink More Tequila Than Any Other Nation

Though Cinco de Mayo is not generally recognized in Mexico as a major holiday, it's become quite a popular occasion in the U.S., helping drive the growth of tequila, mezcal and Mexican beer. According to research from IWSR Drinks Market Analysis, consumption of agave-based spirits was up about 9% in the U.S. last year, and the leading eight brands of Mexican beer posted a combined CAGR of more than 10% over the past five years. And as May 5 falls during a weekend this year, that will only help fuel this upward trend.

Tequila

The U.S. is the top market in the world for tequila, and agave-based spirits are one of the fastest-growing drinks categories in the country. Mezcal consumption in the U.S. was up 32.4% last year, posting the largest gain among all spirits (albeit up from a relatively small base, to 261,000 nine-liter cases in 2018). Tequila was up 8.5%. Collectively, the agave-based spirits category is forecasted to grow by 4% CAGR through 2022, which places it within close striking distance to soon overtake rum volume in the U.S.

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Wine & Spirits Wholesalers Employ 88,000 Americans Earning \$7.5 Billion in Wages

"American family-owned wine and spirits wholesalers deliver wine and spirits from every corner of the world to local restaurants, bars and stores — and are a major economic engine," according to a new study. Wholesalers employ nearly 88,000 Americans nationwide who earn a collective \$7.5 billion in annual wages as part of an industry that generates \$77.5 billion in tax revenue each year. Since 2016, wholesaler jobs have increased 19%, and collective wages paid have increased by \$1 billion.

This data is part of a new industry economic impact study and coincides with the newly-designed www.WSWA.org website, which tells the story of wholesalers and the three-tier system while highlighting the value of America's beverage alcohol

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