

# Distillery Age modern



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## Beam & Bud

Jim Beam and Budweiser have partnered on a marketing cross-merchandising program starting this spring, and a new collaborative beer to be released this fall. Beginning this month, the Beam and Bud will begin appearing together at bars and retail venues across the country, inspired by the “beer and a bourbon shot.”



In September, Budweiser’s brewmasters and Jim Beam’s seventh-generation Master Distiller Fred Noe will celebrate the upcoming 85<sup>th</sup> anniversary of the repeal of Prohibition with the release of a new limited-edition collaborative beer named Budweiser Reserve Copper Lager, brewed with two-row barley and aged on Jim Beam bourbon barrel staves.

“We are very excited about this partnership not only because both brands share common history, but also an obsession for quality and a decade’s long connection to America,” said Ricardo Marques, Vice President of Marketing for Budweiser. “This is a truly unique partnership and innovation that will surely drive excitement with our drinkers.”

“This partnership feels especially natural given our brands’ common values and the pivotal roles they’ve both played in American history,” added Rob Mason, Vice President of Marketing for Jim Beam. “Our family distillers have produced ‘America’s Native Spirit’ since 1795, using traditions and techniques passed down through the generations. This is another exciting milestone in Jim Beam’s history.”

## Kavalan Whisky Inducted into World Whiskies Awards “Hall of Fame”

King Car Group’s (owner of Taiwan’s Kavalan Whisky, formed in 2006) Chairman Tien Tsai Lee and Group CEO Yu-Ting Lee are a Chinese first and first father and son to be inducted into the World Whiskies Awards (WWA) “Hall of Fame.”

According to the WWA, the award recognizes the Lees as two “whisky greats” and “the most iconic individuals in the industry.”

Damian Riley Smith, WWA CEO, called Kavalan’s founders the “father and son team who have transformed the global whisky industry, who have shifted its frontiers through entrepreneur passion and innovation.” He described what they had done as “quite truly magnificent in creating a new category, and putting Taiwan on the whisky map, where there was no whisky distilling history ever.”

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## MGP Makes Major Commitment to Renewable Energy – 100% of Electricity Will Come from Wind

MGP in Kansas and Indiana has embarked on a major renewable energy initiative, committing to sourcing 100% of its electricity needs from renewable wind power.

Through a three-year agreement that took effect April 1, the company has made a commitment to renewable energy through Westar Wind, a Green-e certified program offered by Westar Energy. As a result, total electric usage at MGP’s facilities in Atchison, Kan., and Lawrenceburg, Ind., will be offset by green energy provided by Westar’s wind resources in Kansas.

“We are proud and excited to enter into this agreement which represents a significant step in our efforts to realize both the direct and overarching benefits of renewable energy technologies,” said MGP President and CEO Gus Griffin. “Among these is our ability to take on a more prominent and proactive role in further supporting environmental sustainability through greater use of clean energy. This initiative is consistent with the long-term view we take for our business and reflects our enduring commitment to our communities and social responsibility.”

Under the agreement, which can be renewed at the end of three years, MGP will purchase renewable energy credits from Westar. Wind energy equal in value to the credits will then be sourced from wind farms in Kansas and added to the overall energy grid system. This arrangement makes MGP the largest Westar customer to commit to 100% renewable electric energy.

## Johnson Brothers Acquires Mutual Distributing

Johnson Brothers, a spirits, beer and wine distributor with headquarters in Minnesota, has signed an agreement to acquire Mutual Distributing of North Carolina. This acquisition expands the Johnson Brothers geographic distribution area in North Carolina as well as the portfolio of brands it represents in the state.

“We’re excited to bring Mutual Distributing into the Johnson Brothers family,” said Michael Johnson, CEO of Johnson Brothers. “Bill

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