

Distillery modern Age



AUGUST 10, 2018 | MODERN DISTILLERY AGE

VOLUME 9 | NUMBER 27

Renegade Spirits to Build Rum Distillery on Grenada

London-based distiller Renegade Spirits and CEO Mark Reynier have begun work on a new rum distillery on the Caribbean island of Grenada. Located near Pearl, on the northeastern side of the Windward island, the new distillery will cost \$20 million and was described by Renegade Spirits as being “both technologically advanced and environmentally sound. Designed to produce up to one million liters of spirit each year it will be one of the most significant rum distilleries in the Caribbean.” Reynier also runs the Waterford single malt whisky distillery in Ireland, and he was behind the rebirth of the Bruichladdich distillery on Islay, Scotland, in 2001.



“This project has been completely back to front,” Reynier said. “We’ve had to propagate cane first, and only then build a distillery. “I had been looking for a home for this project for over a decade before I found Grenada, but after my first trip around the island it was clear there was no cane left, just bush. We would have to start with a blank canvas, to prove there is enough cane potential to make it worthwhile building a distillery. And that’s where we are now today. During those three years, we have been designing the distillery, taking advantage of the latest ideas from the top engineers in the business, while simultaneously planting cane lands.”

Renegade Rum Distillery will use exclusively sugar cane reintroduced to Grenada in 2016 during the first phase of the project. The remote greenfield site will be surrounded by cane fields with the mill, utilities and distillery buildings located on three terraces overlooking the Atlantic Ocean to the east, extensive water meadows to the south and a saltwater mangrove lake to the north. The main equipment will come from Scotland, Ireland, Brazil, the U.S. and South Africa.

Renegade Rum Distillery has a close partnership with CaneCo, its agricultural supply company that was set up three years ago to propagate, cultivate and harvest super-premium sugar cane to supply the distillery. Taking a terroir-driven approach to rum production, numerous varieties of cane are grown across the island on varying soils and altitudes to maximize flavor differences.

“The harvest from each field of cane will be milled and distilled in isolation from field to barrel to allow Renegade Rum Distillery to capture in its distillates the numerous expressions from Grenada’s unique soils and microclimates,” Reynier said. “With such attention to detail, it will be able to create a rum of unparalleled complexity. Renegade Rum’s distillate will be matured in oak barrels before being brought to market around 2021/2022.”

A Midsummer Snapshot of Instore & Online Bev/Alcohol Trends from Nielsen & Drizly

by Genevieve Lee Aronson, Nielsen, www.nielsen.com

Hard Seltzer Bubbles to the Top on the East Coast; But Not So Much in the West

In Store Sales: Hard Seltzer continues to develop as a segment and once again is showing strong summer growth within Nielsen tracked, off-premise outlets within the U.S. According to Nielsen’s Danny Brager: “What’s contributing to the growth of hard seltzer is likely a combination of factors that include: the appeal of a low-carb/low-cal offering (potentially seen to consumers as a low-guilt beverage), alignment with the gluten-free movement, manufacturers innovating with refreshing, interesting flavors, versatility — with the ability to be part of a cocktail mix and the appeal to females, more so than/relative to beer.”

continued on page 2

How Can Grocers Drive Alcohol Sales in an e-Commerce World?

by Bourcard Nesin, *Progressive Grocer*, www.progressivegrocer.com

Something strange is happening when consumers move their grocery spending online: They don’t buy alcohol.

In a brick-and-mortar supermarket, around 5% of consumer spending goes to alcohol, according to data from *Progressive Grocer*. When a consumer shops for groceries online, however, only 0.7% of every dollar goes to the alcohol aisle.

In other words, alcohol’s share of grocery spending is 85% lower online than in brick-and-mortar stores.

If alcohol sales continue to underperform online and if online grocery sales grow as fast as analysts expect, then supermarkets could lose \$3.9 billion in annual alcohol sales per year by 2022. That’s an astounding turnaround, considering that between 2011 and 2016, alcohol was the fastest-growing category in grocery.

So what can retailers do to fix this problem?

Offer Alcohol Online

Many retailers just don’t sell alcohol online, including Costco, which is the largest wine retailer in the U.S. Alcohol, of course, is more heavily regulated

continued on page 2

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