



Caledonia Spirits Opens New Distillery

Caledonia Spirits, the Vermont-based distiller of Barr Hill Gin, Tom Cat Gin and Barr Hill Vodka, opened the doors to its new distillery in Montpelier on June 29. The 27,000-square-foot, sustainably-designed facility will help Caledonia Spirits meet demand of its Barr Hill spirits with a ten-fold increase in capacity.



Situated along the banks of the Winooski River and just a short walk or bike ride from downtown Montpelier, Caledonia Spirits' new distillery gives local residents and tourists, as well as members of Vermont's agricultural community and burgeoning cocktail scene, an opportunity to enjoy cocktails while learning about distillation and mixology. In addition to custom-built stills, the solar-powered facility features a cocktail bar, research and development center, retail shop and an event space. Tours of the distillery, as well as free tastings featuring limited-release spirits, will be available to visitors.

"Our new home in Montpelier is a tremendous platform to share our passion for distillation, agriculture and cocktail culture," said Ryan Christiansen, President and Head Distiller at Caledonia Spirits. "It gives us an opportunity to create a gathering place for the wonderful Vermont community that we so firmly believe in."

Caledonia Spirits, which broke ground on its new distillery in August 2018, uses raw northern honey as a main ingredient. The spirits are available in 32 states, Puerto Rico, Canada (Quebec), Denmark, Hong Kong and Japan.

Caledonia Spirits was founded in 2009 by Todd Hardie, a local beekeeper and farmer, and is now under the leadership of Christiansen, who purchased the company in 2015. He follows Caledonia Spirits' original mission of building strong relationships with regional farmers and beekeepers, creating jobs in the area and raising awareness of the importance of bees.

Each September, Caledonia Spirits hosts Bee's Knees Week, a nationwide cocktail fundraiser benefitting organizations that educate the public about

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Alcoholic Beverages Market will Surpass Revenue of \$1,977,342.7 Million by 2025

Special to Modern Distillery Age by Transparency Market Research, www.transparencymarketresearch.com

The global alcoholic beverages market features consolidation at present, according to a report by Transparency Market Research (TMR), based in Albany, N.Y. A few vendors are vying for the top position in the alcoholic beverages market and are leveraging popular growth strategies for the same. Mergers and acquisitions are one of the most popular schemes adopted by established players in the global alcoholic beverages market.

Alcoholic beverages producers have made a significant contribution to the development of the worldwide market of alcoholic beverages in order to strengthen distribution channels and the expansion of purchasing channels such as online shops and convenience stores.

Costly alcoholic beverages are used to draw customers on product innovation and economic growth. The development of alcoholic beverages is favored by new product launches and innovations. Because of altering customer preferences, companies are launching innovative products. These are some of the key trends being leveraged by vendors in the global alcoholic beverages market in order to gain traction in the industry.

The global alcoholic beverages industry has been expanding at a constant CAGR of 6.4% in the projected era between 2017 and 2025. In 2017, the market was estimated at \$ 1,205,359.1 million. At the end of *continued on page 2*

DISCUS Speakers

The Distilled Spirits Council of the U.S. (DISCUS) has made its leaders available to speak at organization events. These include:

DISCUS speakers include:

- Chris Swonger: President and CEO
- David Ozgo: Senior VP, Economic & Strategic Analysis
- Christine Locascio: Chief, Public Policy
- Dr. Samir Zakhari: Chief, Science & Health
- Leslie Kimball: Chief, Branding & Communications
- Eric Reller: Chief, Strategic Initiatives
- Robert Maron: Vice President, International Trade