

# Distillery <sup>modern</sup> Age

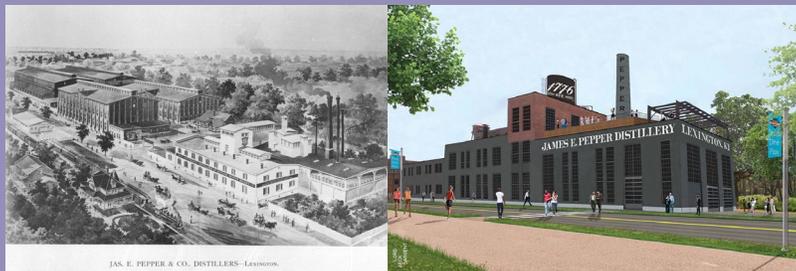


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## James E. Pepper Distillery Receives & Revives Historic Distillery License: DSP-KY-5

The James Pepper Distilling Co. in Lexington, Ky., maker of James E. Pepper '1776' whiskey has received and revived its federal distillery permit, DSP-KY-5, for the historic distillery currently being rebuilt in Lexington. It's the fifth Distilled Spirits Plant license ever issued in the state of Kentucky. Newly assigned DSP numbers are in the 20,000s.



The project is on schedule to begin production by October and will utilize the historic limestone well at the distillery 200 feet below ground. Corn, rye and barley have been grown in partnership with local farmers and will be harvested in time for production this autumn.

The project will feature a custom copper column still from Vendome Copper in Louisville. Its design will be inspired by the historic mechanical drawings from the old distillery, and the historic Pepper still made by Vendome in 1934 — the year Prohibition was repealed in Kentucky. The distillery will have an initial annual production of over 42,000 proof gallons with the ability to produce up to 260,000 proof gallons in the future. Once completed, the distillery will feature a museum showcasing the life of the original founder, Colonel James E. Pepper.

Originally built in 1869, the distillery ceased production in 1958 and was abandoned for over 50 years. Since then, the blighted property and surrounding area have undergone a revitalization as part of a community redevelopment and collaboration among independent local entrepreneurs. The now thriving Pepper Distillery District is a 25-acre entertainment district in downtown Lexington, all on the grounds of the original James E. Pepper Distillery and listed on the National Register of Historic Places. A vibrant destination, visitors enjoy working distilleries, a brewery, restaurants, bars, gourmet ice cream, coffee and more.



## We Are Living in a Millennial World

by the National Restaurant Association

With new Millennial customers on their minds, restaurateurs are resetting the table for how they do business.

Operators are looking at everything — from how they use technology to what they serve on the menu to how they can make dining out more of an experience for their guests.

It's all about capturing market share and enticing the next generation of guests to come back, our new *State of the Industry* report finds.

According to the report, 66% of Millennials say spending money on an experience like dining at a restaurant or some other activity is more important to them than purchasing an item from a store.

So, what makes a potential customer choose one restaurant over another? Here are a few discoveries we made:

Technology is a big draw. Millennials are more likely than Gen Xers or Baby Boomers to take advantage of and use technology when deciding where to dine.

The ordering process. Millennials are more willing than older guests to use electronic kiosks or tablets to place orders at limited-service and sit-down restaurants.

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## Mezcal to Bolster Tequila with Growth of Agave Spirits Set to Continue

by IWSR & just-drinks

Global sales of agave-based spirits are poised for further growth, new research claims, as tequila's success continues in the next few years, supplemented by the increasing significance of mezcal.

According to the *Global Tequila and Mezcal Insights* joint-report from IWSR and just-drinks released this week, sales of tequila will move up from the current level of just over 30 million cases to nearly 35 million cases in 2021. While mezcal remains tiny in comparison at 640,000 cases in 2016, the segment is growing dynamically in Mexico and the U.S., as illustrated by Pernod Ricard's move last month to acquire a controlling stake in leading player Del Maguey.

Tequila remains heavily reliant on the U.S. and Mexico for sales. The two markets accounted for nearly

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