

Distillery ^{modern} Age



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J. Rieger & Co. to Open New Distillery & Hospitality Center in Kansas City's Historic Electric Park

J. Rieger & Co. has announced plans for a large-scale expansion of its Kansas City, Mo., facility through a renovation of its current distillery space and the adjoining historic Heim Brewery bottling house in the Electric Park neighborhood. When completed next spring, the expansion will quintuple average daily production capacity while offering a new brand experience that celebrates the history and legacy of both J. Rieger & Co. and Kansas City. The former Heim Brewery bottling house is listed on the National Register of Historic Places and is a landmark of pre-Prohibition industrial construction.



Looking to keep pace with consumer demand since opening in 2014, J. Rieger & Co. has expanded distribution to 20 states, and it now ranks in the top 10% of distilleries in the country by sales volume.

"This project is a true catalyst for change at our distillery and for the once vibrant Electric Park neighborhood," said Andy Rieger, co-founder of J. Rieger & Co., the great-great-great-grandson of the original distillery owner. "Our expansion allows us to continue to meet increased production demands, while also hosting the many spirits lovers in our community and beyond who want to participate in our brand story. We're not just restoring a building, we're reviving a long-forgotten legacy in Electric Park and inviting visitors to enjoy world-class spirits and hospitality while celebrating the past."

The new brand experience and hospitality center at J. Rieger & Co. will showcase the distillery's production process while offering guests the opportunity to learn about its history and ties to Kansas City and the surrounding Electric Park neighborhood. The three-floor renovation of the Heim building will include front-row views of the production facility together with daily distillation tours, tastings and spirits education; multiple bar, lounge and cocktail spaces; event spaces for private meetings and events; an interactive historic exhibit; and a gift shop. The total size of the combined production and hospitality facility will encompass 60,000 square feet, an increase from 15,000 square feet, and will host up to 100,000 guests annually.

Listed on the National Register of Historic Places, the former Heim Brewery bottling house is part of a pre-Prohibition brewery complex that was once the largest in the western U.S. The building is known for its soaring, vaulted windows and elegant façade, all features which will be preserved

continued on page 2

China Leads the Way for Beverage Alcohol Ecommerce

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Online alcohol sales are developing fast in China, growing at around 15% per year, according to the *IWSR Ecommerce Study: A strategic roadmap for alcoholic beverages*, which provides the first in-depth insight into the highly dynamic ecommerce sector for beverage alcohol.

Of the ten countries researched in the first part of the study, the largest ecommerce market for alcoholic beverages by some margin is China, at \$6.1 billion. This is four times the size of the U.S. beverage alcohol ecommerce market, and three times the size of the

continued on page 2

Distilled Spirits Council on the North-American Interfraternity Conference's New Alcohol Policy

"The North-American Interfraternity Conference is to be commended for taking steps to address alcohol abuse among fraternity members, but to be effective, policies should treat all forms of alcohol equally," according to a statement from the Distilled Spirits Council's Interim CEO, Clarkson Hine.

"While well-intentioned, implementing a policy that bans distilled spirits products while continuing to permit beer and wine is misguided and not supported by the science," Hine's statement read. "Such an approach sends a misleading message that some forms of alcohol are 'softer' than others and undercuts equivalence information in the U.S. Dietary Guidelines and the majority of college alcohol education materials, which teach students that 12 ounces of regular beer, five ounces of wine and a cocktail with 1.5 fluid ounces of distilled spirits each contains the same amount of alcohol.

"We share the commitment demonstrated by college administrators and fraternities to address alcohol abuse on campus. In doing so, college students of legal drinking age must recognize that all forms of alcohol can and should be consumed responsibly, and that the consequences of alcohol abuse are attributable to the consumption pattern, not the type of alcohol consumed."

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