



## Key Trends for 2023 Global Travel Retail

by The IWSR Drinks Market Analysis, [www.theiwsr.com](http://www.theiwsr.com)

*The beverage alcohol global travel retail channel is transforming, increasingly prioritizing value over volume.*

Global travel retail (GTR) is adapting to a post-Covid world as beverage alcohol brand owners adopt a more holistic approach and increasingly prioritize value over volume.

The pace of GTR recovery will greatly depend on the return of Chinese nationals to international air travel as pandemic restrictions ease. Champagne and whisky will spearhead GTR's resurgence in the years ahead, but full recovery remains elusive in the short term, partly due to high global inflation and economic concerns, as well as the impact of the war in Ukraine.

The cost-of-living situation will inevitably continue to impact both business travel and tourism — in terms of expenditure, frequency and length of trips. Holidays, for example, may turn from hotel stays to self-catering, a concept that should prove beneficial for ferries, land borders and airport arrival duty free, in particular. A full recovery in international air passenger numbers is now not forecast before 2025/26, according to IATA data, adding emphasis to shopper spend and basket value in order to drive revenue growth.

"The global travel retail channel is transforming as beverage alcohol brand owners reshape their strategies and adopt a more holistic approach across all global travel retail channels," said Emily Neill, COO Market Research, IWSR. "Brand activations will evolve to reinforce the halo effect from GTR to domestic channels. Renewed focus will fall onto sub-channels such as cruises and airline pour, and premium segments will regain market share as the channel increasingly embraces its role as a high-end product showcase."

*Key drivers for the global travel retail channel in 2023 include:*

### **Re-imagined brand activations that target the luxury consumer**

As beverage alcohol brand owners reinvest in GTR following the Covid-19 pandemic, they have seized the opportunity to change their approach, integrating GTR into a strategy spanning domestic and duty-free channels.

This greater synergy should help to maintain consistent availability of the highest-end products in GTR, which typically have restricted supply and, in the past, were often reallocated to what were seen as more profitable domestic markets.

It should also boost marketing investment in GTR, with enhanced point-of-sale materials and activations targeting the broader luxury consumer.

"The rise of standalone boutiques, shop-in-shop concepts, pop-ups and tie-ins with non-beverage luxury brands in GTR environments are all indications of brand owners seeking to target not only the high-end drinker, but also the more general luxury shopper who may also be after fashion, accessories or cosmetics," said Jairo Lopez Suarez, Head of Global Travel Retail Insights, IWSR.

### **China: international travel & Hainan redux**

The strength of the post-Covid GTR recovery will hinge on the return of international Chinese travelers to the channel. While this will be keenly felt at

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## Bolivia Recognizes "Bourbon" & "Tennessee Whiskey" as "Distinctive Products" of the U.S. in Exchange for U.S. Recognition of Bolivia's Native Spirit Singani

Bolivia recently became the 45<sup>th</sup> country to officially recognize "Bourbon" and "Tennessee Whiskey" as distinctive products of the U.S., according to the Office of the U.S. Trade Representative.

"This important recognition ensures that only Bourbon and Tennessee Whiskey that are produced in the U.S. according to official U.S. standards may be sold in Bolivia," said Robert Maron, DISCUS Vice President of International Trade. "This action will protect the integrity of these popular American spirits products in this growing market."

In January 2020, the U.S. and Bolivia exchanged letters under which the U.S. agreed to recognize "Singani" as a type of brandy that is a "distinctive product" of Bolivia, and Bolivia agreed to recognize "Bourbon" and "Tennessee Whiskey" as "distinctive products" of the U.S. within 30 days of the U.S. issuing a final rule recognizing "Singani."

In August 2021, the Alcohol and Tobacco Tax and Trade Bureau (TTB) issued a Notice of Proposed Rulemaking (NPRM) to amend the standard of identity for brandy to provide that "Singani" is a type of brandy that is a "distinctive product" of Bolivia. In response to the NPRM, DISCUS submitted comments to the TTB expressing support for the reciprocal recognition of each country's distinctive distilled spirits.

In January 2023, TTB published its final rule to recognize "Singani" as a type of brandy that is a "distinctive product" of Bolivia, effective February 13, 2023. Bolivia completed its administrative process recognizing "Bourbon" and "Tennessee Whiskey" as "distinctive products" of the U.S., effective May 23, 2023.

"DISCUS commends the U.S. Government for entering into this agreement to support the mutual recognition of Bolivia's and the U.S.'s distinctive distilled spirits products," said Maron. "We will continue to seek opportunities to urge Bolivia to extend similar recognition to the fast-growing "American Rye Whiskey" and "American Single Malt Whiskey."

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# Key Trends for 2023 Global Travel Retail

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airport hubs in Asia-Pacific; destinations in Europe and North America will also benefit.

“GTR — not only in APAC, but around the world — is waiting a pick-up in international travel activity by Chinese nationals after pandemic rules were relaxed in early 2023,” said Suarez. “Hub airports and points of departure for flights back into China will be key, more so than Chinese airports.”

This raises questions about the future of Hainan, the duty-free enclave that did so much to offset China’s GTR slump during Covid-19. Declines recorded at Hainan in 2022 are expected to persist in 2023 as value is diverted to international GTR.

However, IWSR expects Hainan to bounce back in 2024 thanks to a resurgence in domestic traffic, but with less emphasis on the highest price segments.

“The sheer size and growth of China’s burgeoning middle class, who will be adopting Hainan as a travel destination, is believed to be fuel enough to compensate for those Chinese nationals who are now ready to rejoin the international travel circuit,” said Suarez. “There are also signs that Hainan is beginning to attract an international audience.”

## Champagne & whisky key drivers for GTR

While gin has led the GTR spirits recovery, and agave spirits sales surpassed 2019 levels in 2022, the much larger whisky category will play a crucial role in the years ahead.

GTR whisky volumes grew by 77% in 2022, according to IWSR figures, and are expected to rise by 16% in 2023, recording a CAGR increase of +8% between 2023 and 2027.

“Whisky proved the key engine for volume recovery in 2022, notably U.S. whiskies benefiting from strong performance in the Americas,” said Suarez. “Blended and malt Scotches also posted strong growth in 2022, but from a deep drop, and are still way short of pre-crisis volumes (-22% for malt, -26% for blends).”

Brandy’s recovery has been less positive — especially Cognac, hit by soft demand among U.S. consumers and the absence of Chinese travelers, its two most important consumer groups.

But Champagne is expected to recover to pre-pandemic levels during 2023 after GTR

volumes rose by 83% during 2022, according to IWSR data.

“The return of the Chinese traveler is less important for Champagne than it is for spirits — European travelers are the leading consumer group,” said Suarez. “As Europeans are, however, particularly squeezed by inflationary pressures and the tightening of the cost-of-living situation, future growth rates of Champagne are expected to level off.”

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## Ross & Squibb Distillery Partners with The Chris Long Foundation’s Waterboys Initiative to Combat Water Scarcity in Kenya

Ross & Squibb Distillery and its Remus Bourbon and Rossville Union Rye Whiskey brands are partnering with NFL legend Chris Long and his foundation’s Waterboys Initiative to bring a lasting source of clean, safe water to a community of 1,600 in arid southern Kenya.

“Sitting atop the Great Miami Buried Valley Aquifer, Ross & Squibb Distillery has benefitted from the abundant clean water the aquifer provides since 1847. Now, Indiana’s oldest distillery wants to show appreciation for this vital resource by helping bring clean water, and the opportunities that come with it, to the community of Oloile in Kenya,” according to a company statement.

The project consists of a deep borehole well, elevated water storage and a distribution system to serve the residents of Oloile. The Chris Long Foundation’s Kenya implementing partner, Well Aware, is managing drilling and construction and expects the new water system to be operational in August.

The new water system will change lives. With annual rainfall of less than 3.5 inches and recent drought lasting up to two years, the Oloile community has been forced to consume contaminated water from seasonal rivers and untreated rainwater harvested from roofs, or to drink water from hand-dug holes. Accessing fresh, clean water will alleviate cases of water-borne disease and free up residents to grow small gardens or

spend time on income-generating activities rather than searching for drinking water.

“We are honored to work with Waterboys and Well Aware to bring life-sustaining water to the Oloile community,” said Shanae Randolph, Marketing Director-Brands for MGP’s Luxco Branded Spirits. “We’ve always been grateful for the clean water we have in Lawrenceburg, Indiana, and this partnership helps us share that necessity for a far more important cause.”

Chris Long, two-time Super Bowl Champion and founder of the Waterboys Initiative, said Ross & Squibb was instrumental in making the Oloile project a reality: “Their funding and dedication to this cause help us extend our impact, offering a lifeline to communities in dire need of clean water.”



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## Breakthru Beverage Group & William Grant & Sons USA Renew Partnership

Breakthru Beverage Group and William Grant & Sons USA have signed an agreement on a new five-year partnership. Breakthru will maintain its representation of the William Grant & Sons premium portfolio of brands across the majority of its U.S. footprint.

"Breakthru has been a steadfast partner for us, true brand builders who routinely deliver above our expectations," said Paul Basford, President and Managing Director, William Grant & Sons USA. "They continue to display an excellent understanding of our route-to-consumer strategy and have demonstrated a strong growth plan for our brands, which only reinforced our confidence in their system. Like William Grant, Breakthru is a family operated company whose culture and values align harmoniously with ours, including a belief in flawless execution, collaboration, innovation and integrity."

William Grant & Sons noted Breakthru's ongoing investments in technology and digital capabilities that convert data to business intelligence, as well as its dedicated National Accounts team, among the reasons for the renewed partnership, which will span 14 markets.

"We're proud of our relationship with William Grant & Sons USA, having built a cadence of outpacing the rest of the U.S. becoming their top-performing wholesale partner," said Tom Bené, Breakthru Beverage Group President and CEO. "We remain deeply committed to providing a high level of service to our partners and to investing in the tools, capabilities and brand-building needed to win in this consumer-centric market. William Grant's premium portfolio and investment behind their brands speaks for itself, and we look forward to continuing to serve as their partner finding new and innovative ways to bring their legendary portfolio to even more consumers."

## NABCA Earns Great Place to Work Certification

With more than 40 employees and an 86-year history as an integral player in the beverage alcohol marketplace among industry trade organizations, the National Alcohol Beverage Control Association (NABCA) recently became certified as a Great Place To Work.

"I often share how proud I am of NABCA staff, and I appreciate the contributions that our team makes to support the vision and goals of NABCA every day," said president and CEO Neal Insley. "Our ability to earn the Great Place to Work (GPW) certification is attributable to the efforts of an amazing team of staff members."

GPW uses research and data to measure company culture and provide insights that evaluates every employee's experience, with exemplary workplaces becoming Great Place To Work Certified or receiving recognition on a coveted Best Workplaces List. The survey looks at work environment with regard to treating employees fairly, providing opportunities to learn and grow and feeling connected to its mission and values. GPW has conducted more than 100-million employee engagement and culture surveys globally since 1998.

"I appreciate the efforts of our team and all that they do every day for our members, customers and each other," added Insley. "I could not be more pleased with what our employees have accomplished in receiving this highly sought after certification."



## NABCA May 2023 Control States Results

Total Control States spirits sales nine-liter volume increased by +6.4% over last year's May and +9.1% in \$Vol showing a resultant +2.7% price mix. The rolling 12-month results returned to positive nine-liter volume with +0.1% and grew +3.0% in \$Vol. During May, there were +11 additional selling days vs May 2022 with Michigan +7 days and Alabama, Mississippi, Montana and North Carolina all +1 additional day each.

Cocktails, driven by Canned RTDs (+47.7% nine-liter volume), continue to dominate the category growth of +25.7% nine-liter volume. Only Brandy/Cognac -7.7% (driven primarily by Cognac -16.9%), Scotch -1.6% and Other Imported Whisky -0.6% declined during May.

The On-Premise spirits channel was +8.8% for May with a positive +13.2% growth in \$vol resulting in a +4.4% price mix. All states were positive in both nine-liter and \$vol with Michigan +24.7% coming from the additional selling days.

Full details by state are available [here](#).



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# El Mayor 25<sup>th</sup> Anniversary Extra Añejo Bourbon Barrel Aged Tequila

Luxco has released El Mayor Extra Añejo Bourbon Barrel Aged Tequila (40% ABV), which marks El Mayor's 25<sup>th</sup> anniversary. It aged for 39 months in American oak ex-bourbon barrels, and it was distilled and produced at Destiladora Gonzalez Lux in Arandas, Mexico.



A 750-ml bottle sells for about \$130, and only 6,000 bottles are available.

# Piccadilly Distilleries Camikara Rum

India's Piccadilly Distilleries has released its first pure cane rum, Camakara Rum (50% ABV), in the U.S. market. It aged for 12 years in American oak.



ImpEx Beverages is the importer. A 750-ml bottle sells for about \$90.

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# Old Pulteney Bow Wave

Old Pulteney in Scotland will be participating in this year's One of One Auction benefitting The Distillers' Charity in October with Bow Wave (42.2% ABV), a 45-year-old single malt (the distillery's oldest to date) presented in a one-of-a-kind work of art designed by Glasstorn and presented in a hand-crafted art piece, which represents the movement of a ship through crashing waves.



Bow Wave aged for more than four decades in American oak casks before a further five years in a single first-fill Spanish oak butt.

The price will be determined at auction.

# Clonakilty Irish Whiskey finished in Garrison Balmorhea Barrels

Clonakilty Distillery in Ireland and Garrison Brothers Distillery in Texas have released a seven-year-old Irish Single Malt Whiskey (58.8% ABV). It was initially aged in ex-bourbon barrels before being finished for seven months in Garrison Balmorhea barrels.



A 750-ml bottle sells for about \$70.



## Old Pulteney “The Coastal Series”

Old Pulteney in Scotland has released The Coastal Series, a new limited edition range of four expressions with the first, Old Pulteney Pineau de Charentes (46% ABV), aged in ex-bourbon barrels and finished in Pineau des Charentes casks from the Charente-Maritime region in France.



The whisky is presented in a gold gift box that mirrors the hue of golden sands and it's adorned with a detailed illustration of the French coastline. A 750-ml bottle sells for about \$80.

## Let's Get Lost American Single Malt Whiskey

Dogfish Head Distillery in Delaware has re-released 's Let's Get Lost American Single Malt Whiskey (51% ABV). It's distilled with a blend of pale malt, Crystal malt, coffee kiln malt and applewood smoke malt, and it aged for three years in charred oak barrels.



A 750-ml bottle sells for about \$70.

## Keeper's Heart Irish + Bourbon Cask Strength Whiskey

Keeper's Heart Irish Whiskey has released Irish + Bourbon Cask Strength Whiskey (58.5% ABV).



It's distilled from grains from Ireland and the U.S.: pot still from 50% malted and 50% unmalted; pot still aged in used bourbon barrels; grain whiskey from corn; malt aged in used bourbon barrels; and bourbon aged in new oak barrels.

A 750-ml bottle sells for about \$50.

## Cazadores Café

Tequila Cazadores has released Cazadores Café (33% ABV), a tequila-based coffee liqueur. It's made with Cazadores Blanco tequila, roasted coffee and agave nectar.



A 750-ml bottle sells for about \$30.

## Limestone Branch 2023 Yellowstone Limited Edition Kentucky Straight Bourbon Whiskey

Limestone Branch Distillery in Kentucky has released the 2023 release of Yellowstone Limited Edition Kentucky Straight Bourbon Whiskey (50.5% ABV), a blend of 7-year, 13-year and 16-year aged bourbons finished in Tokaji casks (a traditional sweet wine from the Tokaji region of Hungary made exclusively from white-wine grapes).



A 750-ml bottle sells for about \$100.



## Campari Group Executive Leadership Appointments

Campari Group has made two leadership changes for key executives, effective July 1.



*Melanie Batchelor*

Following a recent appointment to Managing Director of Sales & RARE for Campari America, Melanie Batchelor has been promoted to Managing Director, Campari America. She'll lead growth and oversee all functions of the U.S. business.

Batchelor has worked with Campari brands in Australia, Canada and the U.S. She has had multiple promotions within the Campari Group organization, including Vice President Spirits, Global Strategic Marketing; Vice President Marketing, Campari; Managing Director of Campari Canada; and, most recently, Managing Director of Sales and RARE Division, Campari America. In her new role, Batchelor will continue to report to Ugo Fiorenzo.

Fiorenzo, Managing Director for the U.S. and Canada, has led Campari U.S. for the past seven years. He saw the company double its size, and he led its relocation from San Francisco to New York City. He succeeds Mauro Caneschi to become Managing Director, Business Unit Americas. He'll lead both in-market operations and partnership markets to increase market growth and accelerate brand penetration.

Fiorenzo joined Campari America in 2005 and has been instrumental in Campari Group's ascension as one of the fastest-growing spirits companies. During his tenure, he held several leadership roles in Trade Marketing & Sales before

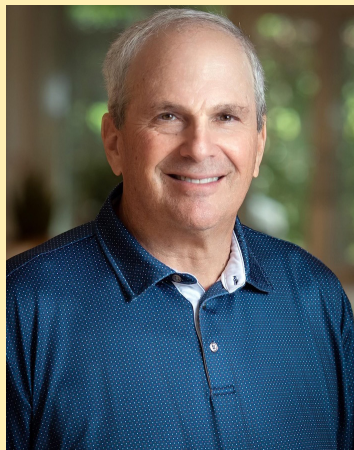


*Ugo Fiorenzo*

becoming Market Head in Jamaica, and he earned industry recognition with his 2022 appointment to Chairman of the Distilled Spirits Council of the U.S. (DISCUS). Fiorenzo will continue to be based in New York City and will oversee Canadian operations until further succession announcements are made.

## Sheldon "Shelly" Stein – Chairman, WES Brands Advisory Board

WES Brands in Texas, parent company of Flecha Azul Tequila and BSB Flavored Whiskey, has appointed Shelly Stein as Chairman of the WES Brands Advisory Board.



*Sheldon "Shelly" Stein*

Stein spent the last 13 years as CEO of Glazer's Distributors and then President of Southern Glazer's Wine & Spirits, where he was instrumental in positioning the company as a leader in the beverage alcohol distribution space. As CEO of the

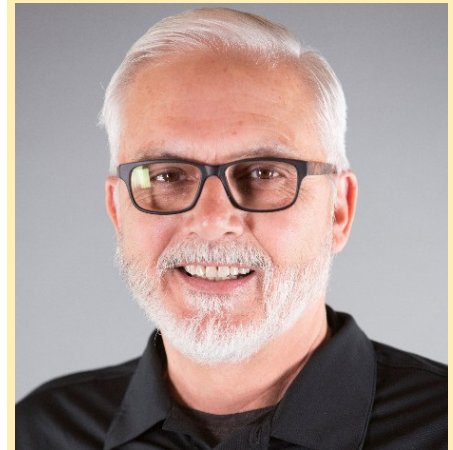
family-owned Glazer's Distributors, Stein played a critical role in the merger of Glazer's and Southern Wine & Spirits to create Southern Glazer's Wine & Spirits.

Prior to his tenure in the beverage alcohol space, Stein was an advisor to Glazer's Distributors while a Vice Chairman of Investment Banking at Bank of America Merrill Lynch. He also previously held roles as a Senior Managing Director at Bear, Stearns & Co. for over 20 years and as a partner in the Dallas law firm of Hughes & Luce.

This appointment of Stein comes just months after WES Brands' announcement of a new executive suite, including Shawn Thurman as Chief Executive Officer, Sean Penn as Co-President & Chief Operating Officer, Kyle Stein as Co-President, Chris Jebbia as Senior Vice President of Finance, Chris Seithel as Senior Vice President of Sales, Lauren Ryan-Kiyak as Senior Vice President of Marketing and Russel Louis as Senior Vice President of Operations.

## Steve May – VP/GM, Conecuh Brands

Conecuh Brands in Alabama has appointed Steve May as VP/General Manager of the company's new, state-of-the-art Conecuh Ridge Distillery in Troy, Alabama. He'll report to Conecuh Brands President and CEO, Roy Danis



*Steve May*

May comes to Conecuh Brands from Brown-Forman, where he was Director of Marketing Operations for Jack Daniel's Distillery. During May's tenure, the Jack Daniel's Homeplace experienced significant growth in terms of distillery retail sales and saw the annual guest count grow from 191,000 to over 300,000.



## Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on an American-Irish Manhattan, a gin, a rum, two Irish whiskies, a rye and a blended scotch. *All spirits are tasted blind. The panelists know only the style and ABV. The notes are a distillation of the panelists' comments.*

The panelists vary with each panel but often include: Tom Jensen (Millstone Spirits), Dave Schmier (Independent Spirits Expo), David Talbot (Ultimate Beverage Challenge), John Henry (El Buho Mezcal), John Heffernan (Senior Master of Whisky), Renzo Kian-Kubota (Harry's Wine & Liquor Market), Frank Whitman (food & drinks writer), Linda Kavanagh (MaxEx PR), Paul Zocco (Zok's Homebrewing & Winemaking Supplies), Ernie Adamo (spirits lover), Steve DeFrank (spirits lover), Dave Sokoloff (spirits lover), Phil Simpson (Asbury Park Distilling), Thomas Henry Strenk (drinks writer), Melissa Dowling (Editor of *Cheers*), Kyle Swartz (Managing Editor of *Beverage Dynamics*, *Cheers* & *StateWays*), Michael Anstendig (*Modern Distillery Age*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

### Hercules Mulligan Eyr & Rye, 43%

**Hercules Mulligan/American Bespoke Libations, Westfield, New York, ~\$45**

**A blend of four spirits, including three American rye whiskies & one Irish whiskey, plus cherry bitters & all-natural sweet & sour cherry juice**

Reddish with an aroma of whiskey and cherries. In the taste are whiskey, cherries, pepper and alcohol warmth; clean and well balanced. A full body. A great cocktail on ice with a garnish of orange.



### Farmer's Gin, 46.7%

**Chatham Imports; produced in partnership with 1000 Springs Mill Farm & About Distilled Resources, both in Idaho, ~\$35**

**USDA certified organic wheat; botanicals include juniper, elderflower, hemp seed, lemongrass, coriander, rose & angelica root**

Clear with an aroma of juniper and roses. The taste is a potpourri of all the botanicals plus alcohol warmth. A medium body. Finishes with that same potpourri.



### Orphan Barrel Scarlet Shade Straight Rye, 45%

**Orphan Barrel Whiskey, Tullahoma, Tenn., ~\$200**

**Aged for 14 years in Kentucky; bottled in Tennessee**

Light golden brown with an aroma of caraway seeds, vanilla and lightly toasted oak. In the taste are more caraway seeds, cloves, baking spices and orchard fruits. A medium body. Finishes dry with chocolate.



**The Modern Distillery Age Tasting Panel meets once or twice a month. Samples are sent by distillers and importers and are tasted blind. Samples can be sent to: Modern Distillery Age, 228 Silvermine Avenue, Norwalk, CT 06850**

## Proper 12 Irish Whiskey, 40%

Proper 12 Whiskey, Dublin, Ireland, ~\$30

Imported by Eire Born Spirits; a blend of grain and malted barley; triple distilled; aged four years in ex-bourbon barrels

Light amber with an aroma of freshly-mowed hay, vanilla and honey. In the taste are toasted wood, honey and vanilla. A medium body. Finishes dry and balanced.



## Proper 12 Irish & Apple Whiskey, 35%

Proper 12 Whiskey, Dublin, Ireland, ~\$25

Imported by Eire Born Spirits

Light amber with an aroma of green apples. Lots of those green apples in the taste, plus cloves, cinnamon and a hint of whiskey. A medium body. Finishes with — apples.



## Papa's Pilar Rum, Rye Barrel, 43%

Papa's Pilar, Hemmingway Rum Co., Key West, Fla., ~\$50

The brand's Dark Rum, which is solera blended, with rums sourced from Barbados, Dominican Republic, Panama, Venezuela & Florida; finished in once-used straight rye whiskey barrels made from heavily charred white oak

Dark amber with an aroma of rich brown sugar. In the taste are lovely, rich molasses, coffee, dark chocolate, baking spices and oak. A full, viscous body. Finishes with all the above; well balanced.



## Dewar's 19 Year Old "The Champions" Edition Commemorative Bottle, 43%

John Dewar & Sons, Perthshire, Scotland, ~\$80

Imported by John Dewar & Sons (Bacardi); double-aged; finished in California Napa Valley red wine barrels

Reddish-brown with an aroma of heathery sweetness, toffee, nutmeg, red berries and black cherries. Smoke, leather and honey in the taste. A full body. A long finish with smoke, fruitiness and sweetness.



# Total Spirits Categories — Current 52 Weeks Ending June 18, 2023

Total U.S. Multi-Outlet with C-Store (Supermarkets, Drugstores, Gas/C-Stores, Mass Market Retailers, Military Commissaries and Select Club & Dollar Retail Chains. Stats from Circana, a Chicago-based market research firm.

	Dollar Sales		Dollar Share of Spirits		Case Sales	
	Current	% Change vs YA	Current	Change vs YA	Current	% Change vs YA
SPIRITS	\$11,222,621,955	6.0%	100.00	0.00	77,751,683	7.3%
WHISKEY	\$3,665,473,765	2.2%	32.66	-1.23	16,223,002	-0.8%
VODKA	\$2,346,799,011	0.6%	20.91	-1.14	17,674,792	-1.3%
PREMIXED COCKTAILS	\$1,170,458,045	25.4%	10.43	1.61	13,894,119	24.0%
TEQUILA	\$1,131,140,577	8.7%	10.08	0.24	3,680,558	4.0%
CORDIALS	\$700,073,121	4.2%	6.24	-0.11	3,157,414	1.2%
RUM	\$662,633,643	-2.9%	5.90	-0.54	4,777,894	-5.3%
SPIRITS SELTZER CENTRIC	\$476,988,426	86.6%	4.25	1.83	8,199,660	83.5%
BRANDY/COGNAC	\$463,347,650	-3.4%	4.13	-0.40	1,596,354	-6.1%
NON-ALCOHOLIC MIXERS	\$371,628,207	2.9%	3.31	-0.10	7,242,997	-6.6%
GIN	\$234,079,511	-1.7%	2.09	-0.16	1,304,892	-6.1%
	Case Share of Spirits		Price per Case		Price per 750 ml Volume	
	Current	Change vs YA	Current	Change vs YA	Current	Change vs YA
SPIRITS	100.00	0.00	\$144.34	-\$1.65	\$12.03	-\$0.14
WHISKEY	20.87	-1.70	\$225.94	\$6.65	\$18.83	\$0.55
VODKA	22.73	-1.97	\$132.78	\$2.45	\$11.06	\$0.20
PREMIXED COCKTAILS	17.87	2.41	\$84.24	\$0.96	\$7.02	\$0.08
TEQUILA	4.73	-0.15	\$307.33	\$13.33	\$25.61	\$1.11
CORDIALS	4.06	-0.24	\$221.72	\$6.38	\$18.48	\$0.53
RUM	6.15	-0.82	\$138.69	\$3.51	\$11.56	\$0.29
SPIRITS SELTZER CENTRIC	10.55	4.38	\$58.17	\$0.96	\$4.85	\$0.08
BRANDY/COGNAC	2.05	-0.29	\$290.25	\$8.22	\$24.19	\$0.68
NON-ALCOHOLIC MIXERS	9.32	-1.38	\$51.31	\$4.73	\$4.28	\$0.39
GIN	1.68	-0.24	\$179.39	\$8.03	\$14.95	\$0.67

# Tasting Events & Competitions



Year #25 – November 4, 2023  
Also judged: Spirits RTDs, Hard Seltzer, Hard Kombucha,  
No-Alcohol Beer  
Deadline for entry forms is October 15, 2023  
[www.gibcc.com](http://www.gibcc.com)  
The longest-running and largest such competition on the  
East Coast.



**INDIESPIRITSEXPO.COM**  
New York City — June 2023  
New Orleans — July 2023  
Chicago — September 2023

