



Modern Distillery Age

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Norwalk, CT



Alcohol Consumption on the Rise

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and problems associated with drinking," said Dr. Raul Caetano, the leader of the study.

While more Caucasians, Hispanics and African-Americans reported drinking between 1992 and 2002, only Caucasian women consumed more drinks per person. The number of drinks that African-Americans and Hispanics consumed leveled out over the 10-year time period.

Dr. Caetano said the team also identified several sociodemographic predictors for whether someone was more likely to drink to intoxication. Males younger than 60 who did not have a college degree were likely to consume more drinks per month. Being unemployed or unmarried also were identified as risk factors for males becoming intoxicated more than once a month.

The researchers culled data from the 1991-92 National Longitudinal Alcohol Epidemiologic Survey and the 2001-02 National Epidemiologic Study on Alcohol and Related Conditions. The National Institute on Alcohol Abuse and Alcoholism conducted both surveys, in which trained interviewers spoke with individuals 18 or older in the respondents' homes. The interviewers used a standardized questionnaire, so both surveys used the same overall methodology. Each study included about 43,000 participants.

Craft Distillers to Distill at George Washington's Distillery

George Washington's Mount Vernon Estate and Gardens has selected several craft distillers to produce a peach brandy at the Virginia landmark in October. The project involves using replica stills to make roughly 40 to 50 gallons of the spirit.

Mount Vernon officials plan to auction the brandy to raise funds for the landmark's educational programs. Finger Lakes Distilling eventually intends to make a peach brandy at its Seneca Lake operation that resembles what is produced at Mount Vernon.

Founded in 1797, Washington's distillery operated five copper pot stills year-round for the production of whiskey, vinegar and peach, apple and persimmon brandies. By 1799, the operation's annual output was

nearly 11,000 gallons of whiskey. The reconstructed distillery, located three miles from the main section of the estate, is the only site in the nation to demonstrate 18th Century distilling techniques.

The distilling team leaders include: Dennis Pogue, Chief Historian, Mount Vernon; Ted Huber, Huber Starlight Distillery (Indiana); Brian McKenzie, Finger Lakes Distilling (New York); Lance Winters, St. George Spirits (California); Scott Bush, Templeton Rye Spirits (Iowa); David Pickerell, WhistlePig Whiskey (Vermont); and Joe Dangler, A. Smith Bowman Distillery (Virginia).

Michigan Gets Sunday Morning Spirits Sales

The Michigan state legislature has voted to allow spirits, beer and wine sales Sunday mornings and Christmas Day. The measure now goes before Governor Jennifer Granholm. The bill also would allow wine and beer tastings at grocery and party stores. The law now bans all alcohol beverage sales on Sundays until noon. For Christmas, sales would be allowed up to midnight Christmas Eve and after noon on Christmas Day. Currently, sales are prohibited after 9 p.m. on Christmas Eve and all day on Christmas.

Tequila Partida Changes Distillery

"We are on a growth trajectory and we're working to meet increasing demand," said J. Gary Shansby, Founder, Chairman and CEO of Tequila Partida, as he recently announced Partida's move to a new distillery. "We're maintaining the same taste profile — characterized by smoothness, elegance and pure agave taste — that has made Partida the highest rated tequila in the world."

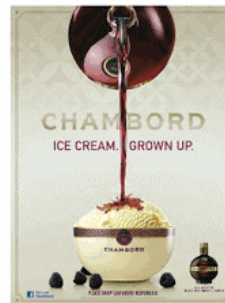


F. Paul Pacult recently rated Partida Reposado as the best tequila in the world and one of the five finest spirits in the world.

In order to guarantee the product quality from the new distillery, Partida gathered five top tequila experts in New York including Pacult, Steve Olson, Misty Kalkofen, Phil Ward and Jacques Bezuidehout to test the pilot run of Partida Blanco from the new distillery in a blind tasting versus the most recent Partida Blanco production from the prior distillery. Partida did the same in San Francisco with Julio Bermejo, the "Ambassador of Tequila" to the U.S.

Chambord Names Boxing Clever as Agency of Record

Chambord has named St. Louis-based Boxing Clever as its agency of record for Brown-Forman brands Chambord Liqueur and Chambord Flavored Vodka for the U.S. Boxing Clever will develop and execute the brand's digital and promotional campaigns nationally and locally. Chambord is the fourth Brown-Forman brand to award agency of record to Boxing Clever.



Boxing Clever's first creation for Chambord is a free iPhone application available for download on iTunes. The application includes a product locator, which enables consumers to search for the nearest retailers carrying Chambord Liqueur and Chambord Flavored Vodka. The iPhone app also allows users to share through email, Facebook and Twitter Chambord cocktail recipes and brand videos.

Boxing Clever recently revamped Chambord's website and added social networking capabilities including a Facebook Fan Page, which allows consumers to interact with the brand, find out about upcoming events and receive featured coupons for Chambord

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