

CRAFT SPIRITS

THE ART, SCIENCE AND BUSINESS OF DISTILLING

CRAFT SPIRITS YEARBOOK 2025



A PUBLICATION OF THE AMERICAN CRAFT SPIRITS ASSOCIATION

American
CRAFT SPIRITS
ASSOCIATION

A man in a dark jacket and jeans is walking away from the camera down a long, narrow aisle in a warehouse. The aisle is lined with tall stacks of wooden barrels on both sides, creating a strong sense of perspective. The lighting is warm and focused on the man, with the barrels receding into the distance.

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NEW

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Malteurop's Pot Still Malt is produced with Zero Glycosidic Nitrile barley varieties. This malt is crafted for all-malt or high-malt distillation whiskeys to deliver consistent performance and exceptional results for today's generation of distillers.

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The American Craft Spirits Association (ACSA) is the only national association of craft distillers created and governed by craft distillers.

Our mission is to elevate and advocate for the community of craft spirits producers.

WHY JOIN?

- Build long-term relationships and enhance industry connections
- Help cultivate a competitive landscape for craft distillers
- Learn from industry thought leaders
- Increase market access

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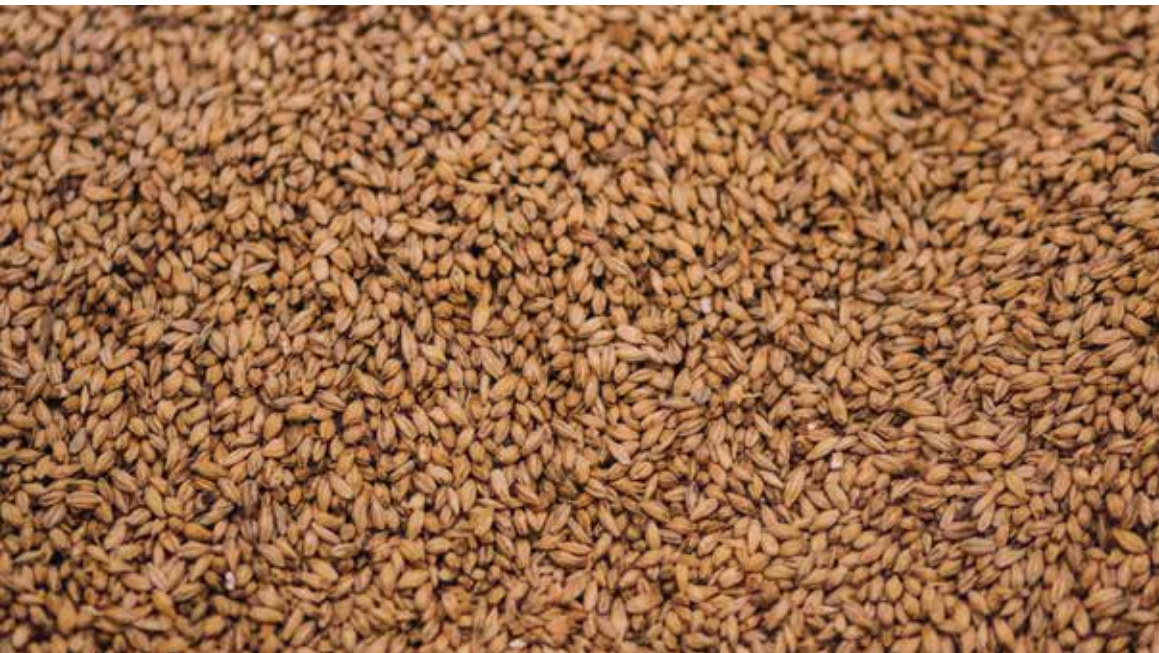
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2024 ANNUAL REPORT



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ACSA is grateful to its many volunteers who offer their time, talent and resources to advance the craft spirits industry. We are also thankful to the many committee members not listed on these pages who regularly provide thought leadership to address the concerns of small producers of craft spirits throughout the U.S.

The Year in Review

Who We Are

The American Craft Spirits Association is the only registered national nonprofit trade group representing the U.S. craft spirits industry. Members vote for the 15 democratically elected representatives who make up the Board of Directors, and this Board collectively works to govern the ACSA in a transparent, responsive manner and in accordance with our bylaws. We invite you to read this 2024 Annual Report and let us know what you think. Your insight is critical as we move forward as an organization and as an industry.

Member Owned

Membership in ACSA is open to anyone, although Voting Members must be independent licensed distillers with a valid DSP, subscribe to ACSA's Code of Ethics, have no more than 50% of the DSP owned (directly or indirectly) by a producer of distilled spirits whose combined annual production of distilled spirits from all sources exceeds 750,000 proof gallons removed from bond, and annually produce fewer than 750,000 proof gallons removed from bond (the amount on which excise taxes are paid).

In case terms, 750,000 proof gallons is 315,451 9-liter cases (12 750 ml bottles) of 100-proof spirit. A DSP may not be a Voting Member if another producer of distilled spirits whose combined annual production of distilled spirits from all sources exceeds 750,000 proof gallons removed from bond and directly or indirectly holds an ownership interest of greater than 50% of the DSP.



2024 Craft Spirits Data Project

In September, ACSA and Park Street revealed that craft spirits sales were in decline for the first time in recent history. That was according to the latest edition of the Craft Spirits Data Project (CSDP), an ongoing, joint effort between ACSA and its hand-picked partner, Park Street.

In 2023, the U.S. craft spirits category performed in line with the larger spirits market, experiencing its first decline since the creation of the report in 2016. The craft spirits category represented 13.5 million cases (versus 14 million in 2022) and \$7.8 billion in sales for the year, representing a volume decrease of 3.6% and value decrease of 1.1%.

As a whole, craft spirits sales remain nearly evenly split between the home state (48.1%) and other states (51.9%) in 2023. However, post-pandemic, craft spirits sales in the home state have increased share of total craft spirit sales (+1.4pp) while sales outside the home state have decreased as a percentage of total craft sales (-1.3pp).

Large craft producers shifted resources to focus on sales in their respective home states as well as exports. Medium-sized craft producers lead growth on nearly all fronts as this segment is the fastest growing within craft spirits. Small craft producers focused primarily on increasing home state sales, with this channel gaining share of sales accordingly.

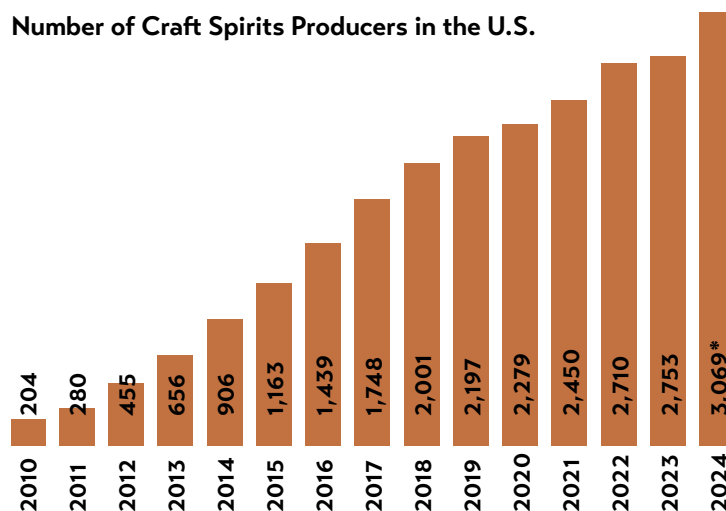
Despite economic headwinds, craft producers continue to reinvest in their businesses, though at a slower rate in 2023. The average amount invested by a craft producer declined from \$337,000 in 2021 to \$310,000 in 2023. However, the total investment by all craft producers continues to increase, reaching \$885 million in 2023.

While the craft spirits industry has demonstrated resilience, the road to sustained growth and profitability demands continued innovation and collaboration. Moreover, it demands strong grassroots advocacy at both the state and national level.

To view the complete report, visit americancraftspirits.org.

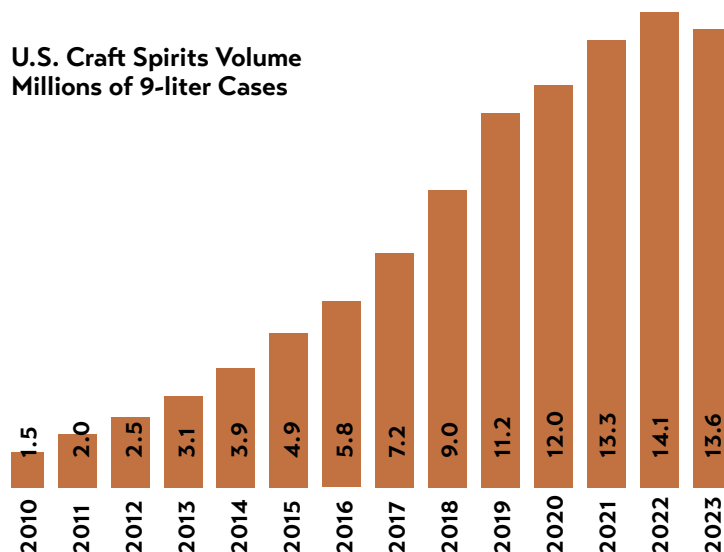


Number of Craft Spirits Producers in the U.S.

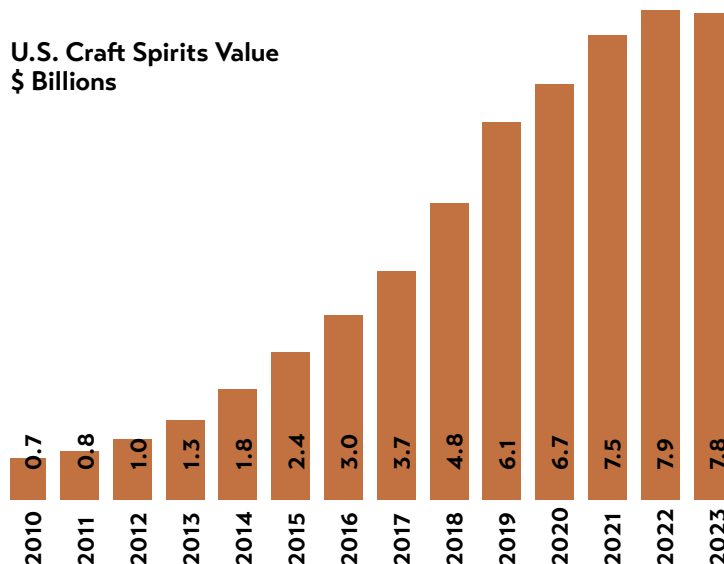


*As of August 2024

**U.S. Craft Spirits Volume
Millions of 9-liter Cases**



**U.S. Craft Spirits Value
\$ Billions**



Advocacy

Craft Spirits Producers Return to Washington, D.C.

In September, more than 40 craft spirits producers from across the United States convened in Washington, D.C., for ACSA's Legislative Fly-In. This gathering aimed to address pressing federal legislative and regulatory challenges impacting small distillers amid significant industry headwinds.

Craft producers met with their U.S. Senators, Representatives and regulators to address a number of issues, including:

- Helping American craft distillers by ensuring regulations are not overly burdensome to small business manufacturers
- Maintaining and expanding tax incentives for America's small craft distillers to remain competitive
- Enhancing market access by allowing spirits to be shipped through the U.S. Postal Service in states in which DtC is allowed
- Ensuring that the Alcohol and Tobacco Tax and Trade Bureau (TTB) remains open and has adequate funding to provide vital services to craft distillers
- Ensuring that the federal agencies tasked with updating the U.S. Dietary Guidelines have appropriate authority, are transparent and use clear preponderance of current scientific evidence

"We're beyond pleased with the reception we received from the Congressional offices," says ACSA CEO Margie A.S. Lehrman. "We remain steadfast in our desire to fight on behalf of American craft spirits. We have lots of things to change and [the Fly-In] continues our steps forward."

Some notable guests were on-hand to greet the group of craft spirits producers before they kicked off their Capitol Hill visits. Among those were Sen. Jon Tester (D-MT); Sen. Jeff Merkley (D-OR); William McBride, senior VP for tax and economic policy at the Tax Foundation; Andrew Desiderio, senior Congressional reporter at Punch Bowl News; and Michelle Korsmo, president and CEO of the National Restaurant Association.

The group also convened at TTB's offices for a dialogue with the regulatory agency's top officials on key issues for small spirits producers; gathered at Cotton & Reed, a D.C.-based rum distillery, for a welcome reception; and many attending distillers poured their spirits for Congressional staffers and elected officials at the Rayburn House Office Building.



ACSA Applauds Passage of New York DtC Law

In August, ACSA joined the New York Distillers Guild in applauding Gov. Kathy Hochul for signing Senate bill 2852-A which made New York the latest state to allow certain distilled spirits manufacturers to ship their products via direct-to-consumer (DtC) shipping.

S.2852/A.3132A made New York the ninth state and district to pass DtC legislation for small distillers, following North Dakota, Nebraska, Arizona, D.C., Kentucky, Rhode Island, New Hampshire and Vermont.

Under the legislation, craft distilleries within New York will permanently be allowed to ship DtC. Additionally, small out-of-state distillers that already enjoy the privilege of interstate DtC will have the ability to obtain a license to ship their products to New York consumers (pending the rulemaking process). The law includes adequate safeguards to ensure it is received by adult consumers only.

While DtC is a critical piece of the puzzle in the push to modernize the craft spirits marketplace, it is part of a larger set of needs, including self-distribution privileges and improved trade practices. ACSA is actively working with state guilds to support market access efforts.





Advancing DtC Opportunities

ACSA remains steadfast in its mission to modernize the spirits marketplace by championing expanded market access, including the ability for distillers to ship spirits directly to consumers (DtC). The October release of the 2024 Direct-to-Consumer Spirits Shipping Report—from global tax compliance technology leader Sovos and ACSA—highlighted continued high demand among craft spirits enthusiasts who wish to legally purchase their preferred beverages through DtC shipping.

The latest report found that the desire for buying craft spirits legally via DtC shipping is held by an overwhelming majority of regular craft spirit drinkers (85%), an increase from 2022 (80%).

“When it comes to craft spirits, there are more choices than ever before—but very few ways for consumers to access them due to antiquated and limited shipping laws,” said Margie A.S. Lehrman, CEO of ACSA. “As consumers increasingly seek more convenient ways to make their purchases, states will need to give spirits producers the tools they need to meet and expand their customer base. It is time to modify and modernize regulations to align with consumer demands for choice and convenience, and create open and fair competition for this innovative industry.”

To download the full report, visit dtcspiritsreport.com.

ACSA Applauds TTB’s Ruling on American Single Malt Whiskey

In December, the U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) announced its final rule designating American Single Malt Whiskey as its own category, the culmination of a multi-year effort spearheaded by the nation’s independent spirits producers.

“As an independent craft spirits producer of American single malt, we applaud TTB for its final ruling,” says Kelly Woodcock, partner and general manager at Westward Whiskey (Portland, Oregon), president of ACSA’s Board of Directors and founding member of the American Single Malt Whiskey Commission (ASMWC). “This will be a game changer in the way we are able to market our products, both at home and abroad. American single malt is expensive and challenging to make and this designation helps consumers better understand why.”

“Recognizing American single malt whiskey as its own standard of identity offers the country’s small craft spirits producers a means to further differentiate themselves in the crowded marketplace,” says Margie A.S. Lehrman, CEO of ACSA. “Thanks to the efforts of countless ACSA volunteer members, along with the tireless work of the American Single Malt Whiskey Commission and allied members of the trade, TTB makes clear the distinctiveness of single malt whiskeys produced by the nation’s small, independent spirits manufacturers.”

The adopted criteria for American single malt whiskey specify that the product be a type of whiskey that is mashed, distilled, and aged in the United States; is distilled entirely at one U.S. distillery; is distilled to a proof of 160 or less; is distilled from a fermented mash of 100 percent malted barley; is stored in oak barrels (used, uncharred new, or charred new) with a maximum capacity of 700 liters; and is bottled at not less than 80° proof. In addition, the criteria allow for the use of caramel coloring as long as its use is disclosed on the product label. The regulation will also allow the use of the term “Straight” for an American single malt whiskey that is aged for at least two years.



Election: Woodcock, Pollock and Kanof Lead Board of Directors

In April, ACSA announced the election of five new members to our Board of Directors, along with a new slate of officers.

Kelly Woodcock of Westward Whiskey (OR) was elected President of the Board of Directors. Amber Pollock of Backwards Distilling Co. (WY) was elected Vice President and Jeff Kanof of Copperworks Distilling Co. (WA) was elected as Secretary/Treasurer.

The newly elected Board Members include Tom Bard of The Bard Distillery (KY), Greg Eidam of Sugarlands Distilling Co. (TN), Adam Polonski of Lost Lantern Whiskey (VT), Phil Steger of Brother Justus Whiskey Co. (MN) and Olivia Stewart of Oxbow Rum Distillery (LA).

"It is a tremendous honor to be leading the ACSA Board of Directors as president, and it is a responsibility that I do not take lightly," said

Woodcock. "As we usher in ACSA's second decade as a leading industry trade association, I look forward to serving our growing craft spirits community and building on the organization's remarkable accomplishments thus far. We've certainly got our work cut out for us, but I'm excited to be working alongside such an esteemed group of fellow Board Members to make great things happen for our vibrant industry."



Kelly Woodcock



Jeff Kanof



Amber Pollock

Craft Spirits Classroom: Quenching Your Thirst for Knowledge

In collaboration with the Education Committee, ACSA continued to build upon our foundation of educational programming by hosting 10 webinars in 2024. Some of this year's most popular webinars included:

- Making a Mark with Amaro
- Innovations in Gin
- RTD Roundtable

These and all of our webinars are free to ACSA members. To see upcoming webinars and access archived webinars, visit americancraftspirits.org/education/webinars.



ACSA Past President and Government Affairs Chair Testifies to TTB

In February, the U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) hosted a virtual public listening session to gather feedback from the alcohol beverage industry. Representing ACSA, Past President and Government Affairs Chair Becky Harris of Catoctin Creek Distilling Co. testified, cautioning TTB about the potential negative impact of mandatory nutrition and allergen labeling on small craft distilleries.

After consulting with ACSA members, Harris emphasized that labeling should remain voluntary and suggested potential exemptions for small producers who create a diverse range of innovative products each year. ACSA formalized these positions in written comments submitted in March as part of the advanced notice of public rulemaking.

11th Annual Distillers' Convention and Vendor Trade Show

In late February, ACSA welcomed more than 1,300 registered members of the craft spirits community to Denver for an unforgettable gathering at our 11th Annual Distillers' Convention and Vendor Trade Show. Amidst the backdrop of Colorado's dynamic spirits scene, we moved mountains to help our members succeed.

The record number of attendees and exhibitors immersed themselves in insightful educational sessions; navigated through a bustling trade show floor; witnessed the awards presentations for our Judging of Craft Spirits and Craft Spirits Packaging Awards; reconnected and forged new friendships at an array of networking events; and much more!

Trade Show

Our trade show floor was buzzing with energy as more than 150 exhibitors—including 40 first-time vendors—displayed their latest offerings and products designed for producers of craft spirits. We also expanded our educational offerings to the trade show floor with meetups and a series of Ask the Expert and Trade-show Talks in four salons.

Education

Our educational programming offered invaluable strategies for success. The agenda featured more than 50 sessions covering a wide range of topics for everyone from a novice to the most seasoned attendees. The three main tracks included sessions on technical/production, sales/marketing and business/compliance. Our best-attended session was a panel on premiumization trends driving craft spirits packaging innovations.

Our agenda also included the TTB Bootcamp in which a panel from the U.S. Alcohol and Tobacco Tax and Trade Bureau covered permits, formulas and labeling. Prior to the convention, we also held our popular 1.5-day Distillery 101 class.

Town Hall

At lunch on the final day of the convention, ACSA CEO Margie A.S. Lehrman presided over a town hall meeting. Attendees heard from a wide range of ACSA board members, committee chairs, advisors and partners who provided updates on ACSA's strategic plan, the Craft Spirits Data Project, education initiatives, ACSA's PAC, potential legislation affecting craft spirits producers and much more.

PAC Reception

During a reception at Ironton Distillery & Crafthouse for members of ACSA's PAC, we toasted to bolstering the business landscape for craft spirits producers. Our guests speakers included Colorado House Speaker Julie McCluskie and Senate President Steve Fenberg. Special thanks to our guest speakers and to Ironton for hosting the event!

Networking and Social Events

Throughout the course of the convention, we offered numerous opportunities for attendees and exhibitors to network over drinks, hors d'oeuvres, singing and dancing. Prior to the convention, we offered two distillery tours, which featured visits to Leopold Bros., The Family Jones, Ironton Distillery & Crafthouse, Laws Whiskey House, Bear Creek Distillery, Spirit Hound Distillers, Root Shoot Malting, Boulder Spirits, Talnua Distillery and Copper Sky Distillery.

We partnered with the Colorado Distillers Guild for a happy hour in the exhibit hall where more than 15 Colorado distilleries poured spirits and cocktails. We hosted our opening reception at Puttshack, where attendees enjoyed drinks, food and indoor mini golf.

At our hospitality suite, we tasted many of the spirits that received medals in our Judging of Craft Spirits competition. We also joined in as our fellow attendees belted out tunes during a spirited karaoke session, adding an extra layer of camaraderie to the evening's festivities.

And on the final evening of the convention, we enjoyed a concert by award-winning honky-tonk singer Casey Prestwood at The Globe Hall.



ACSA Announces 2024 Craft Spirits Tasting & Packaging Awards Medalists

At our convention in February, ACSA announced the winners of its 10th Annual Judging of American Craft Spirits and Fourth Annual Craft Spirits Packaging Awards. During an awards luncheon, **ACSA proudly bestowed the blind-tasting competition's ultimate honor, the Best in Show award, to Garrison Brothers Distillery for its Cowboy Bourbon.** In addition to Best in Show and the Best of Class distinctions, the judging panel awarded 55 gold, 107 silver and 92 bronze medals.

The Fourth Annual Craft Spirits Packaging Awards awarded 27 medals, and **Botanery Barn Distillery captured Best in Show for its Revivalist Garden Gin.**

In the Judging of American Craft Spirits, awards entries were submitted in seven main categories: whiskey, gin, rum, vodka & grain spirits, brandy, distilled specialty spirits, and ready to drink (RTD). The Best of Class distinctions, the highest honor in each of the seven judging categories, were awarded to a mix of both established, award-winning distilleries and younger newcomers. These winning distilleries were presented with hand-carved barrel heads courtesy of Thousand Oaks Barrel Co.

ACSA would like to thank its Judging of American Craft Spirits competition partners, which include Iron-ton Distillery & Crafthouse, LibDib and Sojourner Imports, as well as our panel of judges along with judging co-chairs Colton Weinstein and Jeff Wuslich. ACSA would also like to thank the Glass Packaging Institute for sponsoring the Craft Spirits Packaging Awards.

10th Annual Judging of American Craft Spirits – Best of Class Recipients

Whiskey: Cowboy Bourbon, Garrison Brothers Distillery (TX)

Brandy: Chi Rho Peach Brandy, Salvation Spirits Distillery (TX)

Gin: Gin with Notes of Lavender and Hibiscus, Fraser Valley Distilling (CO)

RTD: Teller Classic Hard Tea, Safe House Distilling Co. (NM)

Rum: 5 Year Expedition Rum, Still 630 (MO)

DSS: Absinthe Verte, As Above, So Below Distillery (NM)

Vodka: Potato Vodka, 10th Mountain Whiskey & Spirit Co. (CO)

Innovation Award: Warming Hut, Hinterhaus Distilling (CA)

Fourth Annual Craft Spirits Packaging Awards Gold Medal Winners

Portfolio: Greenhouse Spirits (TX)

Whiskey: Dragon's Milk Origin Small Batch Bourbon Whiskey; New Holland Distilling Co. (MI)

Brandy: 10th Mountain Brandy; 10th Mountain Whiskey & Spirit Co (CO)

Gin: Lighthouse Gin; Lighthouse Distillery/Foley Family Wine (CA)

Gin: Mr. Pickles Pacific Northwest Gin; Wolf Spirit Distillery (OR)

Gin: Revivalist Garden Gin; Botanery Barn Distillery (PA)

RTD: Milk Can Moonshine Strubarb Pie; Backwards Distilling Co. (WY)

Rum: 504 Coffee; Happy Raptor Distilling (LA)

DSS: Pastis 12/12 (Marseille, France)

Vodka: North Grove Vodka; Hinterhaus Distilling (CA)



Second Annual American Craft Spirits Festival

In November, 40 craft spirits producers from around the country came together in Chicago to share over 100 unique spirits at the second annual American Craft Spirits Festival. Held at Binny's Beverage Depot's Lincoln Park event space, the festival offered local consumers and select trade members an exclusive chance to explore the latest in American craft distilling. Guests sampled a range of artisanal spirits, from bold bourbons to creative gins, all crafted with care and innovation.

As a special takeaway, each attendee received the festival's official cocktail book, filled with unique recipes from participating distilleries and curated by the editors of *CRAFT SPIRITS* magazine. We extend a heartfelt thanks to our participating distilleries, event chair Dan Farber, our generous sponsors, everyone who attended, and, of course, Binny's for hosting us.





CRAFT SPIRITS Magazine Enters Sixth Year

CRAFT SPIRITS magazine celebrated a milestone birthday over the summer, marking five years since the first issue was published in August 2019. The fifth anniversary year also saw the debut of some new features that the editors plan to turn into annual traditions. In the May/June issue, the magazine published its inaugural Best American Bars list, showcasing the top on-premise venues for craft spirits across the country—as nominated by ACSA members and the greater craft spirits community.

The November/December issue featured the first-ever STIR Report, a spotlight of all things Significant, Trending, Innovative and Revelatory throughout the industry. With insights spanning sales, raw materials, production, government affairs and more, the STIR Report focuses on the key developments shaping the craft spirits landscape.

Also in 2024, the magazine renewed its commitment to all facets of that landscape by premiering a food department, which explores the intersection between the distilling world and the culinary realm. The new area of focus debuted with a cover story on integrating food into distillery operations in the July/August issue.

Other key features throughout 2024 included cover stories on the emerging low-and-no-alcohol spirits segment and the vibrant craft amaro category, as well as a deep dive into the art of whiskey blending, in the words of some of the masters of the craft. And, for the fourth straight year, *CRAFT SPIRITS* magazine presented the medalists of the latest Craft Spirits Packaging Awards in the March/April edition.



Staff Retreat in Philadelphia

In late May, ACSA staff (joined by media sales consultant Annette Schnur and STEPUP Foundation program manager Sharli Ward) traveled to Philadelphia for a team retreat. Our mission was clear: to explore innovative ways to better serve our vibrant community. Amidst our productive sessions, we also enjoyed a walking tour of Philly's food scene and took a delightful break at Philadelphia Distilling, where we toured the distillery and savored sips of gin and cocktails.

Board Retreat in Tucson

In late January, our Board of Directors began high level discussions during a retreat in Tucson, Arizona, where members focused on the efficient use of resources to advocate for greater market access. The discussions continued in September during a second retreat in Washington, D.C., where outgoing and incoming directors collaborated on a working draft of a consumer bill of rights, an advocacy tool intended to debut in 2025.

STEPUP Foundation Celebrates Milestones

In February, the Spirits Training Entrepreneurship Program for Underrepresented Professionals (STEPUP Foundation) held its second graduation ceremony, this time recognizing interns Ashley Grayson and Amy Salter in a gathering at The Family Jones Spirit House in Denver. Inaugural interns Erin Lee and Yakntoro “Yaki” Udoumoh and 2024 interns Alexcia Pugh and Erica Paul also attended. Both mentors and DSP hosts from 2023 and 2024 joined the celebration.

In 2024, Pugh and Paul spent time at Baltimore-based Sagamore Spirit Distillery; Rochester, New York-based Black Button Distilling; Bloomington, Indiana-based Cardinal Spirits; and Dallas-based Republic National Distributing Co.

STEPUP is especially grateful to 2024 mentors Melinda Maddox of Old Elk Distillery and Johnny Jeffery of Feiba Peveli LLC.

Also in 2024, STEPUP opened applications for its 2025 internship program. They are proud to announce the addition of Keyah Boyd as 2025 Intern, Mentor Sydney Jones of Heaven Hill, and Corsair Artisan Distillery as Host Distillery.

The STEPUP internship program has primarily been funded through Cornerstone Partners and other major donors in the past. STEPUP is excited to unveil its new online donation platform on its website, making it easier than ever for individuals to contribute. This new system allows for donations of any size, ensuring that everyday supporters can now easily contribute to the Foundation’s vital mission. To learn more or pledge support, visit stepup-internship.org/donors.



ACSA Statement of Financial Activities 2024

				From 2023	From 2023
	(\$) 2023	(\$) 2024	(\$) 2024 Budget	(\$) CHANGE	(%) CHANGE
INCOME					
MEMBERSHIP / SPONSORSHIP	521,970	604,016	667,314	82,046	14
PROGRAM INCOME	853,313	1,029,955	1,016,577	176,641	17
TOTAL INCOME	1,375,284	1,633,970	1,683,891	258,687	16
EXPENSES					
PROGRAM EXPENSES	731,127	934,353	1,074,730	203,225	22
OPERATIONAL EXPENSES	590,031	585,970	592,454	(4,060)	(1)
TOTAL EXPENSES	1,321,158	1,520,323	1,667,184	199,165	15
EXCESS INCOME OVER EXPENSES	54,126	113,647	16,707	59,522	(110)

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We would like to express our sincere gratitude to all of our annual sponsors, whose generous support enables us to move the craft spirits industry forward.

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We are eager to band together to continue to modernize the craft spirits industry. Our mission to elevate and advocate for the community of craft spirits producers has never been more important. Together, we will secure a profitable economic climate, ripe with American innovation.


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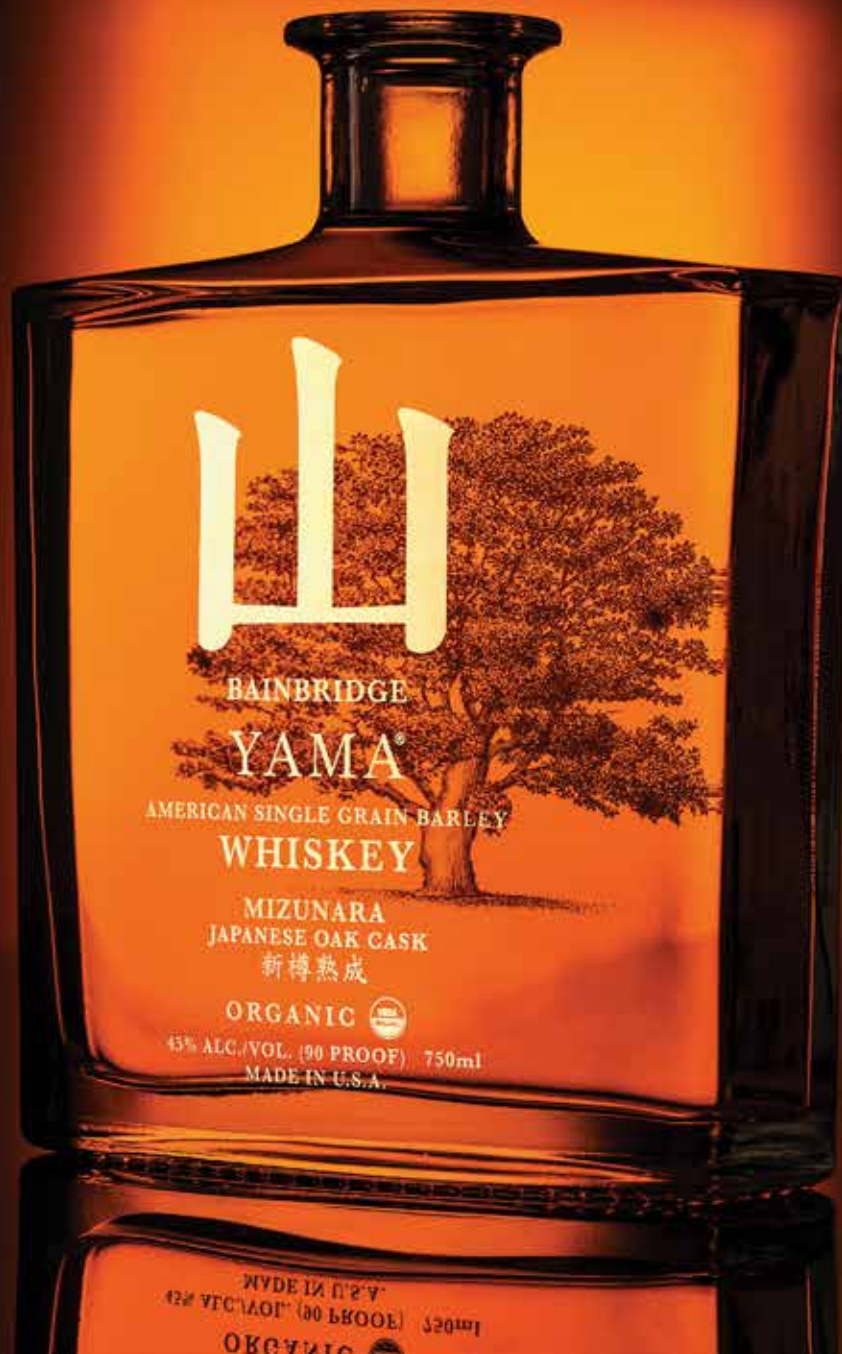
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Liquor Bottle Packaging International

(See also: Bottles)

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O-I Packaging Solutions

(See also: Bottles)

Packaging Logistics Inc.

(See also: Packaging/Secondary)

Phoenix Packaging

(See also: Packaging/Secondary)

Reed Wax

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Seallux Labels & Seals/Intercap Capsules

(See also: Label Suppliers/Designers)

The Spearhead Group

(See also: Packaging/Secondary)

Spirited Packaging

(See also: Bottles)

Supercap

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talisbartops.com
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Universal Packaging

(See also: Bottles)

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Flow-Design

(See also: Label Suppliers/Designers)

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Glencairn Crystal

(See also: Glassware)

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Imperial Packaging

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NimbleJack Partners

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Briggs of Burton, Inc.

(See also: Engineering Equipment/Services)

CDA USA

(See also: Labeling Machines)

Cru Bottling Systems

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 crusystems.com
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 Email: debbie@crusystems.com
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 Hingham, MA 02043
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 filamatic.com
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Flow-Design
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Thoroughbred Spirits Group

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East Coast Crush & Co-Pack

(See also: Contract Packaging)

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499 Main St.
Torrington, WY 82240
eusdistilling.com
Email: info@ethanolus.com
Phone: (855) 534-7845

Filter Process & Supply

(See also: Filtration)

Florida Caribbean Distillers

530 Dakota Ave.
Lake Alfred, FL 33850
floridadistillers.com
Contact: Latisha George
Email: latisha.george@floridadistillers.com
Phone: (863) 956-1116

Glacial Grain Spirits, LLC

270 20th St. NW
Benson, MN 56215
glacialgrainspirits.com
Contact: Claire Goff
Email: cgoff@cvec.com
Phone: (320) 842-3255

Golden Beaver Distillery

13464 Browns Valley Dr.
Chico, CA 95973
goldenbeaverdistillery.com
Contact: Kris Koenig
Phone: (530) 965-7281

Good Time Beverages

9234 Hall Rd.
Downey, CA 90241
goodtimebeverages.com
Contact: Robert Whyte
Email: bob@goodtimebeverages.com
Phone: (562) 291-6291

Green River Spirits

10 Distillery Rd.
Owensboro, KY 42301
greenriverwhiskey.com
Contact: Jacob Call
Email: jacob.call@greenriverspirits.com
Phone: (270) 691-9001

Griffo Distillery

1320 Scott St., Ste. A
Petaluma, CA 94954
griffodistillery.com
Contact: Will Maroun
Email: will@griffodistillery.com
Phone: (707) 879-8755

Heritage Spirits

28 Clifton Ave.
Asheville, NC 28806

heritagespirits.us

Contact: Kris Kraft

Email: kris@heritagespirits.us

Phone: (828) 283-0298

Heritage Spirits, the beverage alcohol division of American Ethanol Holdings, specializes in delivering premium bulk spirits and comprehensive solutions to fuel the growth and success of our distilling partners.

**J.B. Thome & Co., Inc.**

1110 Boca Ciega Isle Dr.
St. Petersburg, Florida 33706
bulkspirits.com
Contact: Heather Thome-Polansky
Email: heather@bulkspirits.com
Phone: (727) 642-0588

Los Angeles Distillery

8650-Hayden Pl.
Culver City, CA 90232
ladistillery.com
Contact: Lewis Harsanyi
Email: lh@ladistillery.com
Phone: (310) 228-0905

MB Roland Distillery

6534 Pembroke-Oak Grove Rd.
Pembroke, KY 42266
mbroland.com
Email: unfiltered@mbroland.com
Phone: (270) 640-7744

MGP Ingredients

100 Commercial St.
P.O. Box 130
Atchison, KS 66002
mgpingredients.com
Contact: Paul Lux
Email: paul.lux@mgpingredients.com
Phone: (800) 255-0302

Middle West Spirits

1165 Alum Creek Dr.
Columbus, OH 43209
middlewestspirits.com/partnership
Email: partnerships@middlewestspirits.com
Phone: (773) 326-8099

Midwest Custom Bottling

(See also: Contract Packaging)

New Age Renewable Energy

2185 Genoa Venice Town Line Rd.
King Ferry, NY 13081
narenewableenergy.com
Contact: Eduard Zaydman
Email: eduard@narenewableenergy.com
Phone: (917) 754-6052

Next Century Spirits

8601 Six Forks Rd.
Ste. 260, Forum 1
Raleigh, NC 27615
nextcenturyspirits.com
Contact: Yolanda Castillo
Email: yocastillo@nextcenturyspirits.com
Phone: (919) 324-1932

Old Glory Distilling Co.

451 Alfred Thun Rd.
Clarksville, TN 37040
oldglorydistilling.com
Email: cheers@oldglorydistilling.com
Phone: 931.919.2522

OOLA Distillery

4755 Colorado Ave. S Ste. B
Seattle, WA 98134
ooladistillery.com
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Email: kirby@ooladistillery.com
Phone: (206) 709-7909

Royal Mash Limited

La Qualite,
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Jersey, Channel Islands
UK JE3 1GA
royalmash.com
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Email: rdc@royalmash.com
Phone: +44 7797750436

Statesville Contract Distilling

211 Jennings Rd.
Statesville, NC 28625
southerndistilling.com
Email:

cheers@southerndistilling.com

Phone: (704) 978-7175

Since 2013, Statesville Contract Distilling has been producing award-winning, quality craft spirits at scale and doing it sustainably. We offer a diverse range of standard and custom new fill whiskeys, extensive aged barrel inventory, warehouse barrel

storage, private label production, and co-packing for more than 150 brands globally. Partner with us to create spirits consumers want and that you are proud to call your own. To learn more about our proven track record, visit statesvillecontractdistilling.com or call Samantha at 201-214-0811.

**The Strategic Sourcing Hub**

1344 University Ave.

Rochester, NY 14607

strategicsourcinghub.com

Contact: Jason Barrett

Email:

jasonb@blackbuttondistilling.com

Phone: (585) 730-4512

Discover the Strategic Sourcing Hub difference—your trusted partner in navigating the complexities of the spirits industry. The Strategic Sourcing Hub by Black Button Distilling specializes in sourcing bulk spirits, private label spirits and contract production. We provide everything you need to build or scale your brand. With tailored services and industry expertise, we're here to simplify the complexities of the spirits industry and help your vision thrive.

THE STRATEGIC SOURCING HUB**Tank Space**

tankspace.com
Contact: Adam Glatt
Email: adam@tankspace.com
Phone: (707) 501-0609

Tennessee Distilling Group

1929 Ridgecrest Dr.
Columbia, TN 38401
tndistilling.com

Contact: Rob Bourdon
Email: rfbourdon@tndistilling.com
Phone: (315) 750-6074

TransChemical, Inc
419 East De Soto Ave.
St. Louis, MO 63147
transchemical.com
Email: fstovall@transchemical.com

Two Trees Distilling
17 Continuum Dr.
Fletcher, NC 28732
twotreesdistilling.com
Contact: Joe Ragazzo
Email: j.ragazzo@twotreesdistilling.com
Phone: (502) 639-5033

Ultra Pure LLC
Signature Spirits Division
50 Old Kings Highway North
Darien, CT 06820
ultrapure-usa.com
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General email: beverage@ultrapure-usa.com
Phone: (203) 662-9761

Victory Spirits Development
1447 Peachtree St., NE, Suite 700
Atlanta, GA 30309
victoryspirits.com
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Email: michael@victoryspirits.com
Main: (678) 578-7204
Mobile: (502) 754-7294

Western Kentucky Distilling Co.
1880 Old Liberty Church Rd.
Beaver Dam, KY 42320
wkydistilling.com
Email: info@wkydistilling.com

White Dog Trading and Storage
P.O. Box 150
Frankfort, KY 40602
whitedogllc.com
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Email: charris@whitedogllc.com
Phone: (859) 321-2049

Wood Hat Spirits
489 Booneslick Rd.
New Florence, MO 63363
woodhatspirits.com
Contact: Gary Hinegardner
Email: gary@woodhatspirits.com
Main: 573-835-1000
Direct: 573-216-3572

CAN CARRIERS

Gamer Packaging
(See also: Bottles)

PakTech
1680 Irving Rd.
Eugene, OR 97402
paktech-opi.com
Contact: Elizabeth Kouns
Direct email: elizabeth.kouns@paktech-opi.com
Main: (541) 461-5000
Direct: (541) 743-4057
Mobile: (541) 517-6762

Pratt Industries
(See also: Packaging/Secondary)

Roberts PolyPro
5416 Wyoming Ave.
Charlotte, NC 28273
robertspolypro.com
Email: robertspolypro@promachbuilt.com
Phone: (800) 269-7409

CANNING EQUIPMENT

American Canning
(See also: Can Suppliers)

BevCorp.
37200 Research Dr.
Eastlake, OH 44095
bevcorp.com
Contact: Eileen Bewley
Email: ebewley@bevcorp.com
Main: (440) 530-2132
Mobile: (216) 559-1413

The Can Van
thecanvan.com
Contact: Celeste Dolan
Email: celeste@thecanvan.com
Phone: (916) 223-8959

Cask Global Canning Solutions
(See also: Can Suppliers)

Chart Inc.
46441 Landing Parkway
Fremont, CA 94538
chartdosers.com
Contact: John Sherman
Email: john.sherman@chartindustries.com
Phone: (404) 858-0195

CODI Craft Canning Systems
14352 West 44th Ave
Golden, CO 80403
codimfg.com
Email: sales@codimfg.com
Phone: (303) 277-1542

FT System
(See also: Engineering Equipment/Services)

FWC Vision LLC
(See also: Analyzing/Quality Control Equipment)

Iron Heart Canning Co.
200 Perimeter Rd, Ste. 2

Manchester, NH 03103
ironheartcanning.com
Contact: Roger Kissling
Email: roger@ironheartcanning.com
Phone: (908) 619-5449

KHS USA, Inc.
(See also: Bottling Equipment)

Krones USA
(See also: Bottling Equipment)

Palmer Beverage Systems
4043 N. Ravenswood, Ste. 220
Chicago, IL 60613
palmerbeverage.systems
Contact: Anthony Rio
Email: tony@palmerbeverage.systems
Phone: (773) 895-4551

Pneumatic Scale Angelus
4485 Allen Rd.
Stow, OH 44224
hpsangelus.com
Contact: Gigi Lorence
Email: gigi.lorence@bwpackaging.com
Phone: (234) 888-5613

Prospero Equipment Corp.
(See also: Still Manufacturers)

Twin Monkeys Beverage Systems, Inc.
5105 E. 39th Ave.
Denver, CO 80207
twinmonkeys.net
Email: twinmonkeys.support@lotusbevalliance.com
Phone: (888) 315-7462

Wild Goose Filling
633 CTC Boulevard, Ste. 100
Louisville, CO 80027
wildgoosefilling.com
Contact: Jamie Schwierske
Email: jschwierske@wildgoosefilling.com
Phone: (720) 406-7442

CAN SUPPLIERS

Actega North America Technologies, Inc.
(See also: Label Suppliers/Designers)

Ardagh Group S.A.
(See also: Bottles)

Ball Global Beverage Packaging
9300 West 108th Cir.
Westminster, CO 80021
ball.com
Contact: Shelby Terrill
Email: skscott@ball.com
Main: (303) 460-4302
Mobile: (720) 646-7496

Berlin Packaging
(See also: Bottles)

Canable

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Phone: +49 163 285 4531

CanCraft

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rahrbsg.com/cancraft
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Email: jleetravis@bsgcancraft.com
Phone: (800) 234-8191

CanSource

cansource.com
Contact: Togo Debellis
Email: togo.debellis@cansource.com
Phone: (315) 730-1314

Cask Global Canning Solutions

5100 64 Ave. SE
Calgary, AB, Canada
cask.com
Contact: B.H. Jamison
Email: bh.jamison@cask.com
Phone: (403) 640-4677

Fast Track Packaging

545 Speedvale Ave. W
Guelph, ON, Canada N1K 1E6
ftpackaging.ca
Contact: Mike Bedrosian
Email: mike@ftpackaging.ca
Phone: (519) 835-8381

Gamer Packaging

(See also: Bottles)

Lagersmith Can Supply Co.

2077 Ellis Ave., Door 26
St. Paul, MN 55114
lagersmith.com
Email: contact@lagersmith.com
Phone: (567) 200-4132

NOMOQ GmbH

Morschheimer-Str. 15
67292 Kirchheimbolanden, Germany
nomoq.com
Contact: Linda Hähle
Email: linda@nomoq.com
Phone: +49 171 349 18 27

Packaging Logistics Inc.

(See also: Packaging/Secondary)

RahrBSG

(See also: Grain and Malt)

Vessel Packaging Co.

8250 Borden St.
Vancouver, BC, V5P 3E7
vesselpackaging.com
Contact: Evan Singer

Email: evan.singer@vesselpackaging.com
Phone: (877) 959-CANS ext. 1104

CASE PACKERS

APS Packaging

(See also: Bottling Equipment)

DMM Packaging

2401 Simpson St. Ste. A
Kingsburg, CA 93631
dmmpkg.com
Contact: Ozzy Barajas
Email: OzzyB@dmmpkg.com
Main: (559) 897-7374
Mobile: (559) 967-0335

Douglas Machine Inc.

1705 34th Ave. W
Alexandria, MN 56308
douglas-machine.com
Email: sales@douglas-machine.com
Phone: (320) 763-6587

Newmapak Ltd.

(See also: Bottling Equipment)

Prospero Equipment Corp

(See also: Still Manufacturers)

CHILLERS/
TEMPERATURE CONTROL**Fluid Chillers Inc.**

3005 Alpha Access St.
Lansing, MI 48910
fluidchillers.com
Email: info@fluidchillers.com
Phone: (517) 484-9190

4 Elements Oilfield Services LLC

1400 W. Darrick Rd
Carlsbad, NM 88220
4elementsoilfieldservices.com
Contact: Lance Moore
Email: lance.moore@4elementsoilfield.com
Phone: (806) 292-1078

G&D Chillers, Inc.

130 E 1st Ave
Eugene, OR 97448
gdchillers.com
Contact: Scott Timms
Email: scott@gdchillers.com
Phone: (800) 555 0973

Pro Chiller Systems

Pro Refrigeration Inc.
326 8th St
Auburn WA 98001
prochiller.com
Email: sales@prorefrigeration.com
Phone: (800) 845-7781

Wisner Controls

(See also: Engineering Equipment/Services)

CLEANING PRODUCTS/SERVICES

Five Star Chemicals

6870 W. 52nd Pl., Ste. #205
Arvada, CO 80002
fivestarchemicals.com
Contact: Erin Hamrick
Email: ehamrick@fivestarchemicals.com
Phone: (800) 782-7019

Maroon Group, HI&I Division

Barentz US
1390 Jaycox Rd.
Avon, OH 44011
barentz-na.com
Contact: Schuyler Rosado
Email: schuyler@jtechsales.com
(561) 995-0070

Moog Cleaning Systems

Neufeldstrasse 11
Worb, Switzerland 3076
moog.ch
Contact: Svetla Laskova
Direct Email: svetla.laskova@moog.ch
Main Email: marketing@moog.ch
+41 31 838 19 10

CLEAN-IN-PLACE EQUIPMENT

Birko Corporation

(See also: Safety Equipment and Services)

Briggs of Burton, Inc.

(See also: Engineering Equipment/Services)

Dixon Sanitary

N25 W23040 Paul Rd.
Pewaukee, WI 53072
dixonvalve.com
Email: sanitariesales@dixonvalve.com
Phone: (800) 789-1718

Fogg Filler

(See also: Bottling Equipment)

JCS Process & Control Systems

(See also: Engineering Equipment/Services)

Liquid Packaging Solutions

(See also: Bottling Equipment)

Newmapak Ltd.

(See also: Bottling Equipment)

CLIMATE CONTROL SYSTEMS

Big Ass Fans

2348 Innovation Dr.
Lexington, KY 40511
bigassfans.com

Email: sales@bigassfans.com
Phone: (877) BIG-FANS

Craft Automation

(See also: Engineering Equipment/Services)

4 Elements Oilfield Services LLC

(See also: Chillers/Temperature Control)

Super Duty Fans

P.O. Box 1119
Pilot Point, TX 76258
superdutyfans.com
Contact: Robert Hignite
Email: rob@superdutyfans.com
Phone: (469) 934-6633

COCKTAIL MIXERS

45th Parallel Distillery

(See also: Bulk Spirits/Contract Distilling)

Avec Drinks

avecdrinks.com
Sales email: sales@avecdrinks.com
Main email: cheers@avecdrinks.com

Barcoop Bevy

Charleston, SC
barcoopbevy.com
Contact: MariElena Raya
Email: drink@barcoopbevy.com
Phone: (843) 641-0455

Britvic Americas

britvic.com
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Phone: (636) 284-9950

Dashfire

(See also: Bulk Spirits/Contract Distilling)

East Imperial Beverage Corp.

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Miami Beach, FL 33139
eastimperial.com
Email: contact+us@eastimperial.com

Fava Bibite

22066 Mariano Comense
Via Per Novedrate, 111
Como, Italy
Contact: Alessandro Fava
Email: alessandro.fava@favabibite.it
Phone: +39 031 745282

Good Bitter Best

(See also: Bitters)

Green Grove

greengrovemixers.com
Contact: Marianna Sicheri Mazzoleni
Email: hello@greengrovemixers.com
Phone: +39 349 523 2399

King Floyds Inc.

(See also: Bitters)

Liquid Alchemist

liquid-alchemist.com
Contact: Randy Tarlow
Email: rtarlow@liquid-alchemist.com
Phone: (310) 904-8973

Liv 'N Spicy

livnspicy.com
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Email: livnspicy@livnspicy.com
Phone: (561) 306-4736

Mike's Hot Honey

67 West St., Ste. 201
Brooklyn, NY 11222
mikeshothoney.com
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Phone: (347) 647-1098

Mistelhain GmbH & Co. KG

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Pilot House Distilling

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pilotousedistilling.com
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Thomas Henry GmbH

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12103 Berlin, Germany
thomas-henry.com
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Phone: +49 (0) 151 195 064 55

Thousand Oaks Barrel Co.

(See also: Barrel Suppliers/Cooperages)

Tipplemans

P.O. Box 13371
Charleston, SC 29422
tipplemans.com
Email: drink@tipplemans.com

Warn Reserve Cocktail Co.

(See also: Bitters)

COMPLIANCE

American Spirits Exchange

(See also: Back Office Solutions)

Crafted ERP

(See also: Software)

The Digest of Wine and Spirits Law

54476 Mariah Rd.
Myrtle Point, OR 97458
wineandspiritslaw.com
Contact: Dyana Nedra
Email: digest@wineandspiritslaw.com
Phone: (800) 400-1353

Distillery Compliance

2465 Centreville Rd., Ste. J17-732
Herndon, VA 20171
distillerycompliance.com
Contact: Kevin Anderson
Email: kevin@alcoholconsulting.com
Phone: (703) 593-9936

Time and Tasks

(See also: Back Office Solutions)

CONSULTANTS

Alcohol Tax Consultants, Inc.

P.O. Box 1595, Madison Square Station
New York, NY 10159-1595
alcoholtax.com
Contact: Matt Zuckerman
Email: info@alcoholtax.com
Phone: (917) 771-9906

Allied Beverage Tanks

(See also: Fermentating Tanks)

Americano

(See also: Branding/Marketing/Advertising Agencies)

The Ardent Company

Los Angeles, CA
Contact: Dan Gasper
Email: dangasper01@gmail.com
Phone: +44 7949 801 001

Aurum Sierra Inc.

(See also: Bulk Spirits/Contract Distilling)

Badwater Brands

badwaterbrands.com
Email: sb@badwaterbrands.com

BEC Network

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Email: lady@brieconway.com
Phone: (347) 451-7918

Big Thirst, Inc.

(See also: E-commerce)

Boelter

N22W23685 W Ridgeway Pkwy.
Waukesha, WI 53188
boelter.com
(262) 523-6200

BKM Next

Tower1/504, Parsvnath Planet, Vibhuti Khand,
Gomtinagar
Lucknow, Uttar Pradesh, India 226010
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Blue & Co.

blueandco.com
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BrandArc by MHW

1129 Northern Blvd
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mhwlt.com/services/brandarc
Manhasset, NY 11030
Email: hello@mhwlt.com
Phone: (516) 869-9170

Brewing and Distilling Analytical Services LLC

1141 Red Mile Rd., Ste. 202
Lexington, KY 40504
alcbvtesting.com
Contact: Gary Spedding
Email: gspedding@alcbvtesting.com
Phone: (859) 278-2533

Briggs of Burton, Inc.

(See also: Engineering Equipment/Services)

Brindiamo Group

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brindiamogroup.com
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Email: jeff@brindiamogroup.com
Phone: (615) 668-7696

BT Alcohol Consulting, LLC / Gray-Robinson Law Firm

460 N Winnebago Dr.
Lake Winnebago, MO 64034
gray-robinson.com
Contact: Dave Bateman
Email: davebateman@att.net
Phone: (816) 876-6416

Burch Partners

31 E. 8th St., Ste. 200
Holland, MI 49423
burchpartners.com
Contact: Brian Burch
Email: brian@burchpartners.com
Phone: (616) 828-9813

CARL Distilleries

(See also: Still Manufacturers)

Dalkita

(See also: Architects)

Distillery Compliance

(See also: Compliance)

Distillery Now Consulting Inc.

Granbury, Texas
distillery-now.com
Contact: Kris Bohm
Email: distillerynow@gmail.com
Phone: (916) 223-1459

Distillery University

(See also: Education)

Downslope Distilling Inc.

6770 South Dawson Cr. Ste 400
Centennial, CO 80112
downslopedistilling.com
Contact: Mitch Abate
Email: mitch@downslopedistilling.com
Phone: (303) 478-0228

Export-Import Bank of the U.S. (EXIM)

(See also: Import/Export Services)

Ferm Solutions

(See also: Yeast/Fermentation)

4 Elements Oilfield Services LLC

(See also: Chillers/Temperature Control)

1st West Mergers & Acquisitions

1202 Bergen Parkway, Ste. 107
Evergreen, CO 80439
1stwestma.com
Contact: Martin W Saylor
Email: m.saylor@1stwestma.com
Phone: 303-915-2134

Figgins Craft Spirits Group Ltd.

115 E 4th Ave., Ste. 208
Ellensburg, WA 98926
figginscraft.com
Contact: Rusty Figgins
Email: md@figginscraft.com
Phone: (509) 398-3221

Fisher & Co.

126 River Ranch Rd.
McCall, Idaho 83638
Contact: John Fisher
Email: fisherco@earthlink.net
Phone: (650) 400-3396

Flavorman

(See also: Ingredients and Flavors)

Griffo Distillery

(See also: Bulk Spirits/Contract Distilling)

High-Proof Creative

(See also: Branding/Marketing/Advertising Agencies)

High Spirits Enterprise LLC

4844 Chenault Bridge Rd.
Danville, KY 40422
highspiritsenterprise.com
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Email: bourbondave@gmail.com
Phone: (859) 536-2369

Luel Solutions

luelsolutions.com
Email: lisawallace@luelsolutions.com
Phone: (865) 230-3095

Mezcal Educational Excursions of Oaxaca

Sierra Nevada 164, Col. Loma Linda
Oaxaca, Mexico 68024
mezcaleducationaltours.com
Contact: Alvin Starkman
Email: mezcaleducationaltours@hotmail.com
Phone: 52 (951) 505-7793

MK Wine & Spirits Contract & Consulting

5356 Buffalo River Rd.
Earlsville, VA 22936
linkedin.com/in/getmarikelly
Contact: Mari Kelly
Email: getmarikelly@gmail.com
Phone: (434) 987-1717

Montana State University

(See also: Education)

Moonshine University

(See also: Education)

MV Performance LLC

7213 Edmonson Pl.
Prospect, KY 40059
Contact: Michael Vaughn
Email: mvperformance1@gmail.com

Northeast Sales

840 Ronald Wood Rd.
Winder, GA 30680
nesdi.com
Email: dbblack@nesdi.com
Phone: (678) 963-7700

OOLA Distillery

(See also: Bulk Spirits/Contract Distilling)

Paradise Brands LLC

4888 Bokaire Blvd.
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Phone: (404) 242-1924

Park Street

(See also: Back Office Solutions)

The Pennsylvania Avenue Group

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pennsylvaniaavenuegroup.com
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Phone: (202) 756-7745

Tess Posthumus

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tessposthumus.com
flyingdutchmencocktails.com

Email: info@flyingdutchmencocktails.com
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Quimby Consulting Group

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Quixotic King Bar

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revivalstillworks.com
Email: info@revivalstillworks.com
Phone: (778) 400-6777

Robin Robinson, LLC

50 Roosevelt Ave.
Westwood, NJ 07675
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Phone: (201) 527-7733

Robin Robinson is an industry veteran with years of real-life, on-the-ground experience of brand building in 3 industries: show business, hi-tech, and bev-alc. From creating a work-horse, flexible Narrative designed to sell; to formulating the right marketing and sales strategy; to training your sales force to work as business consultants, not product pushers. A brand-sherpa at your disposal who's not afraid to pour a little cool water on your fevered, entrepreneurial brow.



Sales Systems Development, Inc.
(See also: Sales Tools)

SalesTier

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salestier.com

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Shilling/Crafted

(See: Big Thirst, Inc.)

Shrout Tate Wilson Consulting Engineers

(See also: Engineering Equipment/Services)

Solomon Group

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Western Springs, IL 60558

tbspirits.com

Contact: Shannon Miller

Email: sm@tbspirits.com

Phone: (615) 351-9797

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 Email: evan.bonsell@a1-group.com
 Phone: (855) 878-0221

Actega North America Technologies, Inc.

965 Waterman Ave.
 East Providence, RI 02914
 actega.com
 Contact: Andy Marsella
 Email: andy.marsella@altana.com

Advanced Labels NW

2100 196th St. SW, Ste. 131
 Lynnwood, WA 98036
 advancedlabelsnw.com
 Contact: Mike Bates
 Email: mike.bates@resourcelabel.com
 Phone: (425) 776-4315

APHOLOS Metal Labels & Closures

1080 Broughton St.
 Vancouver, British Columbia
 Canada V6G 2A8
 apholos.com
 Contact: Diego Gneri
 Email: dgneri@apholos.com
 Phone: (213) 399-6228

Bastos LLC

(See also: Barrel Suppliers/Cooperages)

Blanco Labels

3316 Aerial Way, SW
 Roanoke, VA 24018
 blancolabels.com
 Contact: Kurt Webber
 Email: kwebber@blancolabels.com
 Phone: (888) 325-2626

Blanc Printing and Design

2329 Hill Church Houston Road
 Canonsburg, PA 15317
 blancteam.com
 Contact: David Mathews
 Email: dave@blancteam.com
 Phone: (412) 221-6400

Blind Tiger Design

(See also: Branding/Marketing/Advertising Agencies)

Blue Label Packaging

3750 Lancaster New Lexington Rd. SE
 Lancaster, OH 43130
 bluelabelpackaging.com
 Contact: Anthony "AJ" Henwood
 Direct email:
 anthony@bluelabelpackaging.com
 General email: info@bluelabelpackaging.com
 Phone: (866) 506-2583 Ext. 173

CF Napa Brand Design

(See also: Branding/Marketing/Advertising Agencies)

Columbia Label

columbialabel.com
 Contact: Ashley Young
 Email: sales01@columbialabel.com
 (888) 791-9590

Contagious

(See also: Branding/Marketing/Advertising Agencies)

CTI Inks

1096 Elkton Dr., Ste. 600
 Colorado Springs, CO 80907
 ctiinks.com
 Contact: Ricardo Ochoa
 Email: rochoa@ctiinks.com
 Main: (719) 623-2006
 Mobile: (719) 237-4974

Custom Label

(See also: Packaging/Secondary)

DigiCan

501 Fountain Lakes Blvd., Ste. 101
 St. Charles, MO 63301
 digicanprinting.com
 Contact: Brian Casola
 Email: brian@digicanprinting.com
 Main: (760) 529-9927, ext. 19
 Mobile: (760) 908-6274

88 Design Group

(See also: Merchandise Companies)

Eurostampa North America

1440 E. Seymour Ave.
Cincinnati, OH 45237
eurostampa.com
Email: marketing.oh@eurostampa.com
Phone: (513) 821-2275

Fast Track Packaging

(See also: Can Suppliers)

Flow-Design

200 North Center St.
Northville, MI 48167
Contact: Dan Matauch
Email: dan@flowdesign.com
Phone: (248) 349-7250

Fort Dearborn Co.

1530 Morse Ave.
Elk Grove, IL 60007
fortdearborn.com
Contact: Gwen Chapdelaine
Email: gchapdelaine@fortdearborn.com
Phone: (847) 427-5405

Gatto Rivera

(See also: Branding/Marketing/Advertising Agencies)

Global Package LLC

(See also: Bottles)

Golden Creative LLC

(See also: Branding/Marketing/Advertising Agencies)

G3 Enterprises

g3enterprises.com
Contact: Stephen Bernard
Email: stephen.bernard@g3enterprises.com
Phone: (630) 512-1398

Hart Print

hartprint.com
Contact: Sebastien Prevost
Email: sebastien.prevost@hartprint.com
Phone: (866) 532-HART (4278), ext. 220

High-Proof Creative

(See also: Branding/Marketing/Advertising Agencies)

IGNITE Beverage Branding

(See also: Branding/Marketing/Advertising Agencies)

ILS: Innovative Labeling Solutions

Brook & Whittle
4000 Hamilton Middletown Rd.
Hamilton, OH 45011
ilslabels.com
Contact: Kristen Waite

Email: kristenwaite@ilslabels.com
Phone: (513) 860-2457

Imprimus Labels & Packaging

6958 Sierra Ct.
Dublin, CA 94568
imprimus.com
Email: sales@imprimus.com
Phone: (925) 803-5709

In-line Packaging Systems

7282 Spa Rd.
North Charleston, SC 29418
labeling.net
Contact: Chad DeFriece
Email: chad@labeling.net

Ink360 (HDI, Inc.)

1250 Butler Dr., Ste. C
Fort Atkinson, WI 53538
ink360.com
Contact: Kenneth Matthews
Email: ken@ink360.com
Phone: (262) 617-2342

Interstate Graphics Inc.

(See also: Merchandise Companies)

InTouch Labels & Packaging

12 Technology Dr.
N. Chelmsford, MA 01863
intouchlabels.com
Contact: Steffen S. Johnson
Main email: info@intouchlabels.com
Direct email: sjohnson@intouchlabels.com
Direct phone: (978) 941-0560

Label Aid

608 Rye Beach Rd.
Huron, OH 44839
labelaidinc.com
Contact: Darlene Crooks
Email: dcrooks@labelaidinc.com
Phone: (419) 433-2888

Loggerhead Deco

(See also: Bottles)

Macaran Printed Products

18 New Courtland St.
Cohoes, NY 12047
macaran.com
Contact: Thomas Faugno
Email: tfaugno@macaran.com
Phone: (513) 418-1975

MCC

5510 Courseview Dr.
Mason, OH 45040
mcclabel.com
Contact: Francisco Siller
Email: francisco.siller@mcclabel.com
Phone: (513) 459-4316

Monvera Glass Decoration

1414 Harbour Way South, Ste. 1400
Richmond, CA 94804

monvera.com

Contact: Caitriona Anderson

Email: info@monvera.com

Phone: (877) 792-1150

Monvera Glass Decoration offers premium direct-to-glass screen-printed labels tailored for the spirits industry. Using ceramic, UV, and precious metal inks, we can print on both cylindrical and non-cylindrical bottles. Enhance your packaging with our organic color coatings and elegant frosting options for a standout look. Our decoration services will elevate your brand, making your products stand out on store shelves and setting them apart from the competition.

**Niagara Label Co.**

P.O. Box 90
12715 Lewis Rd.
Akron, New York 14001
niagaralabel.com
Contact: Tina Lemley
Email: tina@niagaralabel.com
Phone: (716) 542-3000

OEC Graphics

(See also: Point-of-Sale Displays/Marketing)

Packaging Logistics Inc.

(See also: Packaging/Secondary)

Paragon Label: A Resource Label Group Co.

2190 S. McDowell Blvd.
Petaluma, CA 94954
resourcelabel.com/label-printing/
paragon-napa-sonoma/
Contact: Michael Panconi
Email: michael.panconi@resourcelabel.com
Phone: (707) 773-4363

Phoenix Packaging

(See also: Packaging/Secondary)

Presto Labels

31 Industry Park Ct.
Tipp City, OH 45371

prestolabels.com
Contact: Andrew R. Heint
Email: andy.heint@prestolabels.com
Main: (800) 201-7120
Mobile: (937) 902-5838

Punch Design

(See also: Branding/Marketing/Advertising Agencies)

Red Oak Label

2500 W. Sunset Dr.
Waukesha, WI 53189
redoaklabel.com
Contact: Charlie Nevermann
Direct email: charlien@redoaklabel.com
General email: sales@redoaklabel.com
Main: (262) 565-1323
Mobile: (262) 894-3049

Resource Label Group

147 Seaboard Ln.
Franklin, TN 37067
resourcelabel.com
Contact: Marsha Frydrychowski
Email: marketing@resourcelabel.com
Phone: (224) 315-4851

Seallux Labels & Seals/Intercap Capsules

2228 Northpoint Pkwy.
Santa Rosa, CA
seallux.com
Contact: Dan Bock
Email: dan@seallux.com
Phone: (707) 320-3403

Sérigraphie

SRI Ohio Inc./Serigraphie Richford Inc.
1061 Mill Park Dr.
Lancaster, OH 43130
serigraphierichford.com
Contact: Cedric Copin
Email: ccopin@srimtl.com
Phone: (514) 696-7474

The Spearhead Group

(See also: Packaging/Secondary)

Stanpac Ink

2660 Industrial Park Rd.
Smithville, Ontario, Canada L0R 2A0
stanpacnet.com
Contact: Gord McLeish
Email: gordm@stanpacnet.com
Phone: (905) 296-0924

Taylor Made Labels: A Resource Label Group Co.

17252 Pilkington Rd., PO 2189
Lake Oswego, OR 97035
resourcelabel.com/label-printing/
taylor-made-labels-portland/
Contact: Mike Bates
Email: mike.bates@resourcelabel.com
Phone: (503) 699-5000

Turner Labels Inc.

112 Commerce Dr.
Nicholasville, KY 40356
turnerlabels.com
Contact: Jeremy Brooking
Email: sales@turnerlabels.com
Phone: (859) 887-4000

Universal Packaging

(See also: Bottles)

Weber Packaging Solutions, Inc.

711 West Algonquin Rd.
Arlington Heights, IL 60005
weberpackaging.com
Contact: Jeff Brock
Direct email: jbrock@weberpackaging.com
General email: custserv@weberpackaging.com
Main: (800) 843-4242
Mobile: (213) 312-7125

West-Pack

200 W. 43rd St.
Latonia, KY 41015
west-pack.com
Contact: Sam Popiansky
Email: sam@west-pack.com
Phone: (859) 291-7900

WindWalker Packaging Solutions

560 Belitz Dr.
Kiel, WI 53042
windwalker.net
Contact: Mike Moran
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Phone: (330) 336-5459

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Danow, McMullan & Panoff, P.C.

275 Madison Ave., Ste. 1711
New York, NY 10016
dmppc.com
Contact: Brian Fink
Email: bfink@dmppc.com
Phone: (212) 370-3744

The Digest of Wine and Spirits Law

(See also: Compliance)

Distillery Compliance

(See also: Consultants)

Husch Blackwell LLP

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Washington, DC 20006
huschblackwell.com
Contact: Leigh Barber

Email: leigh.barber@huschblackwell.com
Phone: (512) 479-1138

Lehrman Beverage Law, PLLC

2911 Hunter Mill Rd., Ste. 303
Oakton, VA 22124

bevlaw.com

Contact: Robert C. Lehrman

Email: rclehrman@bevlaw.com

Phone: (202) 449-3739, ext. 1

Lehrman Beverage Law has been helping distilleries, of all shapes and sizes, since 2001. We have seven lawyers dedicated to distilled spirits legal work, with an emphasis on TTB and federal work. In addition, we handle trademark and FDA matters. Our most common work relates to permits, labeling, formulas, trademarks and excise taxes. Rounding out the team, we have several legal assistants and specialized technical advisers in closely related fields.



Malkin Law, P.A.

260 95th St., Ste. 206
Miami Beach, FL 33154
malkin.law

Contact: Ryan Malkin

Email: ryan@malkin.law

Phone: (305) 763-8539

When entering the world of alcohol beverages there are strict rules that you will need to follow and be aware of. It's a complicated industry, but Malkin Law, P.A., can help you navigate it.



MALKIN LAW P.A.

McDermott Will & Emery

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Chicago, IL 60606
mwe.com
Contact: Cherilyn McGlynn
Email: cmcglynn@mwe.com
Phone: (202) 756-8867

Mitchell Silberberg & Knupp LLP

11377 W Olympic Blvd.
Los Angeles, CA 90064
msk.com
Contact: Daniel Hayes
Email: kjt@msk.com
Phone: (310) 312-3216

Neal & McDevitt, LLC

1776 Ash St.
Northfield, IL 60093
nealmcdevitt.com
Contact: Rick Biagi
Email: rbiagi@nealmcdevitt.com
Phone: (847) 881-2455

Stoel Rives

760 SW Ninth Ave., Suite 3000, Portland, OR 97205
stoel.com
Contact: Dan Bruton
Email: dan.bruton@stoel.com
Phone: (503) 224-3380

Waller Law

511 Union St., Ste. 2700
Nashville, TN 37219
wallerlaw.com
Contact: Rob Pinson
Email: rob.pinson@wallerlaw.com
Phone: (615) 850-8642

LOGISTICS AND SUPPLY CHAIN SERVICES

Bivio Transport and Logistics Co., LLC

P.O. Box 789
6342 Bystrum Rd.
Ceres, CA 95307
biviortransport.com
Contact: Tristan Hale
Email: tristan.hale@biviortransport.com
Phone: (209) 272-3124

Cardinal Spirits

(See also: Bulk Spirits/Contract Distilling)

Greystone Logistics

(See also: Pallets)

Heritage Spirits

(See also: Bulk Spirits/Contract Distilling)

iGPS

(See also: Pallets)

Kentucky Bourbon Barrel

(See also: Barrel Suppliers/Cooperages)

Knichel Logistics

3000 Westinghouse Dr., Ste. 401
Cranberry Twp, PA 16066
knichellogistics.com
Phone: 724-449-3300

MHW Ltd.

(See also: Import/Export Services)

Park Street

(See also: Back Office Solutions)

Prompt Logistics

212 2nd St., Unit 205A
Lakewood, NJ 08701
Contact: Avi Perlstein
avi@promptlogistics.com
Phone: (732) 930-8842

Sethmar Transportation

6330 Sprint Parkway #100
Overland Park, KS 66211
sethmar.com
Contact: Brett Eckinger
Email: brett@sethmar.com
Phone: (913) 686-6498

The Strategic Sourcing Hub

(See also: Bulk Spirits/Contract Distilling)

Top Shelf Logistics

1660 West Linne Rd. Ste. J10

Tracy, CA 95377

topshelflogistics.com

Contact: Rich Baduini

Email:

rbaduini@topshelflogistics.com

Phone: (209)-627-3100

Since 2007, Top Shelf Logistics has been serving Spirits distillers, producers, and distributors. Solely focused on the Spirits industry. We ship alcohol and related goods. That's it. Providing expert LTL and full load freight services throughout 48 states and Canada. Full and empty barrels, totes, glass and finished goods, we are proficiently aligned with control states and distributors to deliver and support your operation, and reputation, with

the highest levels of execution.

Contact us today!

**VinLog**

Powered by Kuehne+Nagel
vinlog.com
Contact: Rebecca Lynch
Email: rebecca.lynch@kuehne-nagel.com
Phone: (732) 533-3987

MASHING EQUIPMENT

Allied Beverage Tanks

(See also: Fermenting Tanks)

Bavarian Breweries & Distilleries

(See also: Still Manufacturers)

Brewmation

(See also: Fermenting Tanks)

Bridgetown Brew Systems

(See also: Still Manufacturers)

CARL Distilleries

(See also: Still Manufacturers)

MATERIAL HANDLING EQUIPMENT

Carleton Helical Technologies

30 South Sand Rd.
New Britain, PA 18901
feedscrew.com
Contact: Sabin Haas
Email: shaas@feedscrew.com
Main: (215) 230-8900 Ext. 105
Mobile: (702) 682-8011

Chain-Vey (A Division of MPE)

(See also: Grain Handling/Storage)

DTM Packaging & Custom Automation

(See also: Bottling Equipment)

FT System

(See also: Engineering Equipment/Services)

Kason Corporation

67-71 East Willow St.
Millburn, NJ 07041
kason.com
Contact: Jim Ling
Email: distilling@kason.com
Phone: (973) 467-8140

Maspack Packaging USA

(See also: Palletizers/De-palletizers)

Polymer Solutions International

(See also: Pallets)

PTM (Plásticos Técnicos Mexicanos)

(See also: Pallets)

The Vintner Vault

(See also: Equipment Dealers)

MERCHANDISE & APPAREL COMPANIES**117 Global**

(See also: Packaging/Secondary)

The Alison Group

(See also: Point of Sale Displays/Marketing)

Birch Grove Branding

(See also: Branding/Marketing/Advertising Agencies)

Brewery Branding Co.

5841 SE International Way
 Portland, OR 97222
 brewerybranding.com
 Contact: Jeremy Wood
 Email: jeremy@brewerybranding.com
 Phone: (503) 701-5175

Custom Shot Skis

1785 Kayscreek Cir.
 Layton, Utah 84040
 customshotskis.com
 Contact: Jim Hardin
 Email: jim@customshotskis.com
 Phone: (801) 628-7122

Custom Sock Source

1527 W. 13th St., Ste. C
 Upland, CA 91786
 customsocksource.com
 Contact: Vincent Wukmir
 Email: vince@customsocksource.com
 Phone: (909) 949-9779

D&V Unlimited

212 Robertson Blvd.
 Chowchilla, CA 93610
 dandvunlimited.com
 Contact: Isaiah Vega
 Email: isaiah@dandvunlimited.com
 Phone: (559) 665-5754

Distillery Products

245 South Complex Drive
 Kalispell, MT 59901
 distilleryproducts.com
 Contact: Janie Sciacca
 Email: cheers@distilleryproducts.com
 Phone: (844) 837-1515

88 Design Group (a division of Grandstand)

3840 Greenway Cir.
 Lawrence, KS 66046
 88designgroup.com
 Contact: Josh Christie
 Direct email: joshc@88designgroup.com
 General email: hello@88designgroup.com
 Main: (785) 856-88DG
 Direct: (785) 312-5311

Grandstand

3840 Greenway Cir.
 Lawrence, KS 66046
 egrandstand.com
 Contact: Krystal Bourne
 Direct Email: krystal.bourne@egrandstand.com
 General Email: sales@egrandstand.com
 Main: (800) 767-8951
 Mobile: (530) 524-7374

Huge Brands

hugebrands.com
 Contact: Jeff Hacker
 Email: jeff.hacker@hugebrands.com
 Phone: (801) 652-6543

Ideaman, Inc. (magnets)

#7 Cedar Ct.
 Union, MO 63084
 ideaman-inc.com
 Contact: Rick Stokes
 Email: r.stokes@ideaman-inc.com
 Phone: (800) 205-4332, ext. 108

Image Apparel Solutions

860 Chaddick Dr., Unit E
 Wheeling, IL 60090
 image-apparel-solutions.com
 Contact: Tim Kelliher
 Email: tim@image-apparel-solutions.com
 Phone: (847) 229-2000

Innovative Marketing Consultants

4284 Shoreline Dr.
 Spring Park, MN
 imcsuccess.com
 Contact: Adam Tschida
 Email: adam@imcsuccess.com
 Phone: (952) 512-7759

Interstate Graphics Inc.

7817 Burden Rd.
 Machesney Park, IL 61115
 igiprint.com
 Contact: Brian Boub
 Email: brian@igiprint.com
 Phone: (815) 877-6777

L2 Brands

league-legacy.com
 Contact: Greg Harvey
 Email: harveyg20@gmail.com
 Main: (630) 880-9638
 Mobile: (209) 777-2829

Nouvel

(See also: Bottles)

OEC Graphics

(See also: Point-of-Sale Displays/Marketing)

ProActive Sports Group

dba Tempercraft
 1200 SE 2nd Ave.
 Canby, OR 97013
 tempercraft.com
 Contact: Bob Johnson
 Email: bobj@proactivesports.com
 Phone: (503) 678-9348

SpreadShop

1572 Roseytown Rd.
 Greensburg, PA 15601
 spreadshop.com
 Contact: Zack Bowman
 Direct email: zack.bowman@spreadshop.com
 General email: help@spreadshop.com
 Main: (800) 381-0815
 Direct: (724) 961-3911

Strän Promotional Solutions

2 Heritage Drive, Ste. 600
 Quincy, MA 02171
 stran.com
 Contact: Samantha Creamer
 Email: samantha.creamer@stran.com
 Phone: (781) 879-0600

Thousand Oaks Barrel Co.

(See also: Barrel Suppliers/Cooperages)

MIXING APPLIANCES/BLENDERS**Briggs of Burton, Inc.**

(See also: Engineering Equipment/Services)

JCS Process & Control Systems

(See also: Engineering Equipment/Services)

StillDragon

(See also: Still Manufacturers)

MOBILE APPS**Bostocap / CopaDrinks**

Chausse de Waterloo, 1595
 1180 Brussels, Belgium
 bostocap.com and copadrinks.com
 Contact: Chris Lancksweert
 Email: chris@bostocap.com
 Phone: 0032 477 95 09 45

Crafted Pour

3400 Cottage Way, Ste. G2 #2360
 Sacramento, CA 95825
 craftedpour.com
 Contact: Jason Knapp
 Email: info@craftedpour.com
 Phone: (619) 738-0104

Preferabli

Preferabli.com
 Contact: Pam Dillon
 Email: pam@preferabli.com
 Phone: (888) 746-4480

MOLASSES AND SUGARCANE**Buffalo Molasses**

P.O. Box 74
 East Aurora, NY 14052
 buffalomolasses.com
 Contact: Joshua Prezyna
 Email: buffalomolasses@yahoo.com
 Phone: (716) 860-7437

International Molasses

88 Market St.
 Saddle Brook, NJ 07663
 internationalmolasses.com
 Email: info@internationalmolasses.com
 Phone: (800) 526-0180

Lula-Westfield LLC

P.O. Box 10
 Paincourtville, LA 70391
 luwest.com
 Phone: (985) 369-6450

RahrBSG

(See also: Grain and Malt)

PACKAGING/SECONDARY**117 Global**

117global.com
 Contact: Franca Davis
 Email: franca@117global.com
 Phone: (949) 570-1552

AEME Premium Packaging

Rua Picoutos 210, 4465-231
 S. Mamede de Infesta, Portugal
 aeme.pt
 E-mail: export@aeme.pt
 Phone: +351 225 899 660

Americano

(See also: Branding/Marketing/Advertising Agencies)

APHOLOS Metal Labels & Closures

(See also: Label Suppliers/Designers)

Bedford/Elasti-Tag

1659 Rowe Ave.
 Worthington, MN 56187
 bedford.com
 elastitag.com
 Contact: Patsy Youngblom
 Email: pyoungblom@bedford.com

Berlin Packaging

(See also: Bottles)

CDA USA

(See also: Labeling Machines)

Cardinal Spirits

(See also: Bulk Spirits/Contract Distilling)

Cask Global Canning Solutions

(See also: Can Suppliers)

CF Napa Brand Design

(See also: Branding/Marketing/Advertising Agencies)

Custom Label

7800 Patterson Pass Road
 Livermore, CA 94550
 customlabel.com
 Phone: (510) 876-0000

Douglas Machine

(See also: Case Packers)

FastKit Luxury Packaging

11250 NW 25th St., Ste. 100
 Miami, FL 33172
 fastkitpack.com
 Contact: Jose Fernandez
 Email: jfdez@fastkit.com
 Phone: (305) 338-6278

Gamer Packaging

(See also: Bottles)

Impackful Solutions

beimpackful.com
 Contact: Joe Taber
 Email: jtaber@beimpackful.com
 Main: (502) 885-5500
 Mobile: (707) 815-0684

Imperial Packaging

601 Skokie Blvd. #2D
 Northbrook, IL 60062
 imperial-packaging.com
 Email: spirits@imperial-packaging.com
 Phone: (888) 473-6959

International Paper

6400 Poplar Ave.
 Memphis, TN 38197
 internationalpaper.com
 Contact: Katie Diley
 Email: Katie.Diley@ipaper.com
 Phone: (901) 299-2208

KHS USA Inc.

(See also: Bottling Equipment)

Lafitte Cork & Capsule

(See also: Bottle Closures)

Liquor Bottle Packaging International

(See also: Bottles)

Loggerhead Deco

(See also: Bottles)

Newmapak Ltd.

(See also: Bottling Equipment)

O-I Packaging Solutions

(See also: Bottles)

OneSource IML

16163 W 45th Dr. Unit E
 Golden, CO 80403
 osiml.com
 Phone: (303) 333-8250

OOLA Distillery

(See also: Bulk Spirits/Contract Distilling)

Packaging Logistics, Inc.

9380 Central Ave. Northeast
 Minneapolis, MN 55434
 packlogic.com
 Email: sales@packlogic.com
 Phone: (763) 754-9461

PakTech

(See also: Can Carriers)

Phoenix Packaging

2530 Lapierre

Montreal, Quebec, Canada

phoenixpackaging.com

Contact: Joel Miller

Email: joel@phoenixpackaging.com

Phone: 514-487-6660

For more than 40 years, Phoenix Packaging has worked to realize each client's unique vision to best represent their story through their unique branding imagery. We provide our clients with options from around the world in a variety of materials such as glass, ceramic, plastics, paper, aluminum and more. We help to coordinate everything from bottle design, manufacturing, decoration and logistics. Our goal is to produce your packaging vision to help you achieve success.

**Pratt Industries**

4004 Summit Blvd NE, 10th Floor
 Atlanta, GA 30319
 prattindustries.com
 Contact: Doug Thiesse

Email: dthiesse@prattindustries.com
Phone: (615) 692-9869

Pusterla US, Inc.

293 Child Street
Warren, RI 02885
taylorbox.com
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Email: jpassey@pusterla1880.com
Phone: (401) 742-5902

Roberts PolyPro

(See also: Can Carriers)

The Spearhead Group

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Yardley, PA 19067
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Stribbons Packaging

11 Flyer Ct.
Poughkeepsie, NY 12603
stribbons.com
Contact: Michael T. Flynn
Email: mflynn@stribbons.com
Phone: 914.474.3588

Thoroughbred Spirits Group

(See also: Consultants)

Zumbiel Packaging

2100 Gateway Blvd
Hebron, KY 41048
zumbiel.com
Contact: Howard Gidez
Email: hgidez@zumbiel.com
Phone: (203) 940-6057

PALLETIZERS/DEPALLETIZERS

ABC Packaging Machine Corporation

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Tarpon Springs, FL 34689-1239
abcpackaging.com
Contact: Marc Antonio
Email: mantonio@abcpackaging.com
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Direct: (727) 937-5144
Mobile: (727) 793-4502

APS Packaging

(See also: Bottling Equipment)

Cask Global Canning Solutions

(See also: Can Suppliers)

Douglas Machine Inc.

(See also: Case Packers)

DTM Packaging & Custom Automation

(See also: Bottling Equipment)

Maspack Packaging USA

2224 Northpoint Pkwy.
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maspackusa.com
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Email: dan@maspackusa.com
Main: (707) 757-7725 ext. 106
Mobile: (707) 320-3403

Newmapak Ltd.

(See also: Bottling Equipment)

Prospero Equipment Corp.

(See also: Still Manufacturers)

Shemesh Automation

(See also: Bottling Equipment)

Ska Fab

545 Turner Dr., Ste. A
Durango, CO 81303
skafabricating.com
Contact: Elise Wright
Email: ewright@skafabricating.com
Phone: (970) 403-8562

TopTier

10315 SE Jennifer St.
Portland, OR 97015
toptier.com
Contact: Dave Snelson
Email: dave.s@toptier.com
Phone: (503) 353-7388

The Vintner Vault

(See also: Equipment Dealers)

PALLETS

A&S Products

10238 S. 96th East Ave.
Tulsa, OK 74133
asproductsllc.com
Contact: Arlin Plender
Email: arlinasproducts@gmail.com
Phone: (918) 557-8602

Craemer US Corporation

30725 US Hwy. 19 N #304
Palm Harbor, FL 34684
craemer.com/usa
Contact: Axel Breitreuz
Email: axel.breitreuz@craemer.com
Phone: (727) 312-8859

Greystone Logistics

1613 East 15th
Tulsa, OK 74120
greystonelogistics.com
Email: sales@greystonelogistics.com
Phone: (918) 583-7441

Haidlmair GmbH

Haidlmairstrasse 1
A-4542 Nussbach, Austria
haidlmair.at

Contact: Armando Jimenez
Email: armando.jimenez@haidlmair.com
Phone: (248) 659-7302

iGPS

315 E. Robinson St., Ste. 520
Orlando, FL 32801
igps.net
Contact: Graham Connor
Direct email: gconnor@igps.net
General email: switch@igps.net
Main: (866) 557-0716
Direct: (714) 862-8883

Kruger Family Industries/Trienda

N7660 industrial Rd.
Portage, WI 53901
krugfamilyindustries.com
Contact: Sarena Krueger
Email: skrueger@trienda.com
Main: (608) 742-9439
Mobile: (608) 566-4107

Orbis

1055 Corporate Center Dr.
Oconomowoc, WI 53066
orbiscorporation.com
Contact: Ashley Krysik
Email: ashley.krysik@orbiscorporation.com
Phone: (262) 560-5317

Perfect Pallets

450 West 16th Pl.
Indianapolis, IN 46202
perfectpallets.com
Contact: Amy Haag Lathrop
Email: amy.lathrop@perfectpallets.com
Phone: (317) 924-5284 ext. 305

Polymer Solutions International

prostack.com
Contact: Ryan Overcash
Email: rovercash@prostack.com
Main: (610) 325-7500
Mobile: (215) 805-1544

PTM (Plásticos Técnicos Mexicanos)

Carretera México Tequisquiapan KM 3.0
Valle de Oro Industrial Zone
San Juan del Rio, Querétaro, Mexico
ptm.mx
Contact: Pedro Sergio Rubio Alcántar
Email: pedro.rubio@ptm.mx
Main: +52 818 328 6717
Mobile: +521 818 098 7121

Rehrig Pacific Co.

1738 W. 20th St.
Erie, PA 16502
rehrigpacific.com
Contact: Josh Partyka
Email: jpartyka@rehrig.com
Phone: (814) 455-8023

Rotational Molding Utah

1720 North Airport Rd.
Brigham City, UT 84302
rotationalmoldingutah.com
Contact: Mallin Brough
Direct email: mallinb@rmutah.com
General email: info@rmutah.com
Main: (435) 734-9920
Mobile: (435) 770-6435

Western Square Industries

(See also: Racking Systems)

POINT-OF-SALE DISPLAYS/ MARKETING

117 Global

(See also: Packaging/Secondary)

The Alison Group

2090 Northeast 163rd St.
North Miami Beach, FL 33162
alisongroup.com
Contact: Charles Cerami
Email: charles@alisongroup.com
Main: (305) 354-3321
Mobile: (954) 817-2805

Antigo Zeon

AntigoZeon.com
Contact: Darin McGregor
Email: darin@antigozeon.com
Phone: (303) 594-9968

Crafted Pour

(See also: Mobile Apps)

Displaycraft Inc.

dcigo.com
Email: info@displaycraftinc.com
Phone: (706) 277-2209

High-Proof Creative

(See also: Branding/Marketing/Advertising Agencies)

Kraftwork

1300 S. Polk St.
kraftwork.com
Contact: Taylor White
Email: taylor@kraftwork.com
Phone: (214) 232-0452

OEC Graphics

555 W Waukau Ave
Oshkosh, WI 54902
oecdg.com
Contact: Joe Dillon
Email: joseph.dillon@oecgraphics.com
Phone: (920) 815-5875

Pratt Industries

(See also: Packaging/Secondary)

Resource Label Group

(See also: Label Suppliers/Designers)

Retail Pak

P.O. Box 467
Valrico, FL 33595
retailpak.com
Contact: Chad Geertsma
Email: chad.g@retailpak.com
Phone: (813) 924-7429

SigmaQ/Bufkor Inc.

1955 Lakeway Dr. Ste. 210
Lewisville, TX 75057
sigmaq.com
Contact: Mario Serrano
Email: mserrano@sigmaq.com
Phone: (469) 794-5996

SRI Ohio

(See also: Bottles)

Stanpac Ink

(See also: Label Suppliers/Designers)

St. Francis Packaging

9121 Sibley Hole Rd.
Little Rock, AR 72209
stfrancispackaging.com
Contact: David Yim
Email: david@stfrancispackaging.com
Main: (501) 455-0000
Mobile: (713) 248-7732

Tape-Rite Co., Inc.

131 Lakeville Rd.
New Hyde Park, NY 11040
taperite.com
Contact: Andrew Machover
Email: andy@taperite.com
Phone: (800) 882-7348

Turner Labels Inc.

(See also: Label Suppliers/Designers)

Universal Packaging

(See also: Bottles)

POINT-OF-SALE PAYMENT SYSTEMS

Arrayed

736 Pearl St.
Boulder, CO 80302
arrayed.com
Contact: Alanna Nappi
Email: sales@arrayed.com
Phone: (720) 441-4863

BatchOut

1770 East Lancaster Ave., Ste. 10
Paoli, PA 19301
batchout.com
Contact: Keith Jensen

Email: keith@batchout.com

Phone: (646) 418-5520

OrderPort

405 114th Ave. SE, Unit 120
Bellevue, WA 98004
orderport.net
Email: helpdesk@orderport.net
Phone: (206) 464-1151

SmartTab

smarttab.com
Contact: Michael Flores
Email: michael@smarttab.com
Phone: (202) 413-4947

PROCESS EQUIPMENT

Bavarian Breweries & Distilleries

(See also: Still Manufacturers)

Bridgetown Brew Systems

(See also: Still Manufacturers)

Briggs of Burton, Inc.

(See also: Engineering Equipment/Services)

CARL Distilleries

(See also: Still Manufacturers)

Chain-Vey (A Division of MPE)

(See also: Grain Handling/Storage)

Craft Automation

(See also: Engineering Equipment/Services)

Dixon Sanitary

(See also: Clean-in-Place Equipment)

G&D Chillers, Inc.

(See also: Chillers/Temperature Control)

Steric Systems

8655 Hayden Pl.
Culver City, CA 90232
stericsystems.com
Contact: Connor Milne
Email: connor@stericsystems.com
Phone: (310) 621-2802

Wisner Controls

(See also: Engineering Equipment/Services)

PROMOTIONAL ITEMS

Blanc Printing and Design

(See also: Label Suppliers/Designers)

PROOFING EQUIPMENT

Anton Paar USA

(See also: Lab Equipment)

PUBLIC RELATIONS AGENCIES

Balzac Communications & Marketing

(See also: Branding/Marketing/Advertising Agencies)

Big Thirst, Inc.

(See also: E-commerce)

Blaze PR

1427 Third St. Promenade
Santa Monica, CA 90401
blazepr.com
Contact: Matt Kovacs
Email: mkovacs@blazepr.com
Phone: (310) 395-5050

Burch Partners

(See also: Consultants)

Cast Iron Communications

710 NE 15th Ave.
Minneapolis, MN 55413
castironcommunications.com
Contact: Kelsey Perrigo
Email: kelsey@castironcommunications.com
Phone: (763) 245-1973

Deussen Global Communications, Inc.

3470 East Coast Ave
Miami, FL 33137
deussenglobal.com
Contact: Christine Deussen
Email: cdeussen@deussenglobal.com
Phone: (917) 545-1459

Emblem Public Relations

emblempr.com
Contact: Colin Baugh
Email: colin@emblempr.com
Phone: (323) 219-3427

Estes Public Relations

1938 Frankfort Ave.
Louisville, KY 40206
estespr.com
Contacts:
Jamie B. Estes
Email: jamie@estespr.com
Phone: (502) 614-5991
Tracy Green
Email: tracy@estespr.com
Phone: (502) 614-5994

5W Public Relations

299 Park Ave., Floor 10
New York, NY, 10171
5wpr.com
Email: info@5wpr.com
Phone: (212) 999-5585

The Gallavant Group

thegallavantgroup.com
Contact: Amber Gallaty
Email: amber@thegallavantgroup.com
Phone: (917) 653-5244

GATHER PR

gatherpr.com

New York, NY

Contact: Alexandra S. Clough

Email: alexandra@gatherpr.com

Phone: (516) 428.7210

GATHER is a boutique marketing and public relations consultancy that delivers big ideas. We specialize in strategic brand building, brand communications, message development, executive and spokesperson media training, targeted media relations, and customized event activations to elevate budding and established drinks brands to the next level.

**Hanna Lee Communications**

New York, NY
hannaleecomunications.com
Contact: Hanna Lee
Email: hanna@hannaleecomunications.com
Phone: (646) 752-1526

High-Proof Creative

(See also: Branding/Marketing/Advertising Agencies)

Craft

736 Main Ave. Ste. 9
Durango, CO 81301
radcraftbeer.com
Contact: Emily Hutto
Email: hutto@radcraftbeer.com
Phone: (303) 503-4796

Tucker Creative

(See also: Branding/Marketing/Advertising Agencies)

Whisky Advertising Foundation

(See also: Branding/Marketing/Advertising Agencies)

Willow PR

2025 Riverside Dr.
Columbus, OH 43221
willow-pr.com
Contact: Allison Bowers
Direct email: allison@allisonmbowers.com
General email: hello@willow-pr.com
Phone: 614-420-5895

PUMPS

Craftmaster Stainless

(See also: Fermenting Tanks)

McFinn Technologies

8920 58th Place, Ste. 100
Kenosha, WI 53144
lowshearpumps.com
Contact: John J. McGinn
Email: johnm@mcfinntech.com
Phone: (262) 909-0013

TCW Equipment

(See also: Equipment Dealers)

RACKING SYSTEMS

Age-N-Time Steel Ricks

age-n-time.com
Contact: Ken Osborne
Email: ken.osborne@age-n-time.com
Phone: (859) 361-3979

Frazier Industrial Co.

135A Main St.
Whitehouse Station, NJ 08889
frazier.com
Contact: Kevin Lonsdorf
Email: klonsdorf@frazier.com
Phone: 732.261.0247

Kentucky Bourbon Barrel

(See also: Barrel Suppliers/Cooperages)

K-RAX Barrel Storage Systems

7393 Pete Andres Rd.
Floyds Knobs, IN 47119
kraxbarrelstorage.com
Contact: Hayley Vaughn
Email: hayley@thekoettergroup.com
Main: 812-923-5585
Direct: (502) 296-8727

Rack Builders Inc.

1700 E. Golf Rd, Ste. 575
Schaumburg, IL 60173
rackbuildersinc.com
Contact: Tony Sineni
Email: tony.sineni@rackbuildersinc.com
Phone: (847) 232-0199

Rack & Maintenance Source

400 West Whitman Dr.
College Place, WA, 99324
wegotracks.com
Email: office@wegotracks.com
Phone: (509) 524-8500

Topco Inc.

974 Griffin St.
Grover Beach, CA 93433
topcoproducts.com
Contact: Diana Ourston
Email: info@topcoproducts.com
Phone: (805) 473-1535

Twinlode

635 S. Lafayette Blvd., Ste. 108
 South Bend, IN 46601
twinlodeautomation.com
 Email: info@twinlodeautomation.com
 Phone: (574) 271-2300

Western Square Industries

1621 N. Broadway Ave.

Stockton, CA 95205

westernsquare.com

Contact: Melissa Miller

Email: mmiller@westernsquare.com

Phone: (209) 944-0921

Western Square Industries, family owned and operated, was founded in 1976. They are the world leader in the manufacturing of barrel racks and barrel pallets for the winery, brewery, distillery and beverage industries. Western Square has winery, farm, ranch and vineyard equipment divisions featuring vineyard and harvest trailers, shade trailers, farm gates and Stokes winery ladders. All products are proudly made in California.

WESTERN SQUARE
 I N D U S T R I E S

RECYCLING**Heritage Spirits**

(See also: Bulk Spirits/Contract Distilling)

Parallel Products

401 Industry Rd., Ste. 100
 Louisville, KY 40208
parallelproducts.com
 Contact: Monica Lurie
 Email: monical@parallelproducts.com
 Phone: (502) 471-2456

RETAILERS**Aurum Sierra Inc.**

(See also: Bulk Spirits/Contract Distilling)

Binny's Beverage Depot

1720 N Marcey St.
 Chicago, IL 60614
binnys.com
 Contact: Brett Pontoni
 Email: brett@binnys.com
 Phone: (888) 817-5898

Total Wine & More

6600 Rockledge Dr.
 Bethesda, MD 20817
totalwine.com
 Phone: (301) 795-1000

Rockwell Engineering & Equipment Co.

2010-A Harbison Dr. #337
 Vacaville, CA 95687
rockwellengineering.com
 Contact: Brad Rockwell
 Email: brad@rockwellengineering.com
 Main: (707) 447-6300
 Mobile: (209) 988-4080

**SAFETY EQUIPMENT
AND SERVICES****Birko Corporation**

9152 Yosemite St.
 Henderson, CO 80640
birkocorp.com
 Contact: George Allen
 Email: gcallen@birkocorp.com
 Phone: (720) 315-2606

Bonded Lightning Protection

2080 W. Indiantown Rd., Ste. 100
 Jupiter, FL 33458
bondedlightning.com
 Contact: Mike Dillon
 Email: mike@bondedlightning.com
 Phone: (561) 746-4336

Industrial Safety and Training Services

12308 Aiken Rd., Ste. 11
 Louisville, KY 40223
istsky.com
 Contact: Gary Yurt
 Email: gary@istsky.com
 Phone: (502) 716-8985

The Koetter Group

7393 Pete Andres Rd.
 Floyds Knobs, IN 47119
thekoettergroup.com
 Email: oneteam@thekoettergroup.com
 Phone: (812) 923-9873

Reardon Fire Consulting P.C.

Sykesville, MD
rfcfireprotection.com
 Contact: Michael Reardon
 Email: mreardon@rfcfireprotection.com
 Phone: (443) 974-6705

SALES TOOLS**Arryved**

(See also: Point of Sale Payment Systems)

Craft CRM

Boise, ID
craft-crm.com
 Contact: David Clarke

Email: david@craft-crm.com
 Phone: (604) 765-8077

The Digest of Wine and Spirits Law

(See also: Compliance)

Heritage Spirits

(See also: Bulk Spirits/Contract Distilling)

Orchestra Software

(See also: Software)

Sales Systems Development, Inc.

2565 Diercx Dr.
 Mountain View, CA 94040
salessystems.net
 Contact: Bob Brown
 Email: bob@salessystems.net
 Phone: (650) 619-1993

SHRINK SLEEVES (LABELS)**Axon Corp.**

3080 Business Park Dr., Ste. 103
 Raleigh, NC 27601
axoncorp.com
 Email: axon@promachbuilt.com
 Phone: (800) 598-8601

Fast Track Packaging

(See also: Can Suppliers)

ILS: Innovative Labeling Solutions

(See also: Label Suppliers/Designers)

Imperial Packaging

(See also: Packaging/Secondary)

Packaging Logistics Inc.

(See also: Packaging/Secondary)

Sleeve International

6815 Columbus Rd.
 Mississauga, ON, Canada L5T 2G9
sleeve-machines.com
 Email: contact@sleeve.com
 Phone: (201) 551-1717

Traco Packaging

620 South 1325 West
 Orem, UT 84058
tracopackaging.com
 Contact: Rich Smith
 Direct email: rsmith@tracopackaging.com
 General email: info@tracopackaging.com
 Main: (800) 284-9727
 Direct: (801) 225-8040 ext. 282
 Mobile: (801) 372-6658

**SHRINK WRAPPERS/
STRETCH WRAPPERS****APS Packaging**

(See also: Bottling Equipment)

Bostocap

(See also: Mobile Apps)

DTM Packaging & Custom Automation

(See also: Bottling Equipment)

Imperial Packaging

(See also: Packaging/Secondary)

Mr. Shrinkwrap

P.O. Box 697
Media, PA 19063
mrshrinkwrap.com
Email: sales@mrshrinkwrap.com
Phone: (866) 824-9011

Newmapak Ltd.

(See also: Bottling Equipment)

PolyPack Inc.

3301 Gateway Centre Blvd.
Pinellas Park, FL 33782
polypack.com
Contact: Richard Gardner
Email: rgardner@polypack.com
Phone: (727) 331-7423

SOFTWARE

365 Wine Trade by Western Computer

365winetrade.com
Contact: Jeremy Grant
Email: jeremy.grant@westerncomputer.com
Phone: (805) 581-5020

Activ8 Commerce

1530 Finley Road
Pleasanton, CA 94588
activ8commerce.com
Phone: (877) 441-2582

AnyRoad

(See also: Branding/Marketing/Advertising Agencies)

Arryved

(See also: Point of Sale Payment Systems)

BackBar

getbackbar.com
Contact: Kyle Thacker
Email: kthacker@getbackbar.com
Phone: 773.661.4785

Craft CRM

(See also: Sales Tools)

Crafted ERP

1512 Larimer St., Ste. 150
Denver, CO 80202
craftederp.com
Contact: Alex Smith
Email: cheers@craftederp.com
Phone: (720) 699-0200

DraughtLab Sensory Software

(See Also: Analyzing/Quality Control Equipment)

DSD Link**Encompass Technologies**

420 Linden St. #200
Ft. Collins, CO 80524
dsdlink.com
Contact: Kristen Mangham
Email: kristen@dsdlink.com
Main: (970) 449-8000
Mobile: (303) 880-4879

Ekos

2520 N Brevard St., Ste. 200
Charlotte, NC 28205
goekos.com

FIVE x 5

1550 Wewatta St., Ste. 200
Denver, CO 80202
fx5.com
Email: sales@fx5.com
Phone: (720) 638-4958

Handoff

(see also: E-commerce)

OnBatch

105 Westpark Dr., Ste. D
Athens, GA 30606
onbatch.com
Contact: Shawn Patrick
Email: shawn@onbatch.com
Phone: (706) 621-5091

Orchestra Software (Encompass)

1750 NW Naito Pkwy. #150
Portland, OR 97209
orchestrasoftware.com
Contact: Jake Sampson
Email: jake@encompass8.com
Phone: (970) 988-5084

Overproof

425 NW 26th ST
Miami, FL 33127
overproof.com
Contact: Diana Arellano
Email: diana.arellano@overproof.com
Phone: (786) 354-5218

Preferabli

(See also: Mobile Apps)

SalesTier

(See also: Consultants)

Sovos ShipCompliant

200 Ballardvale St., 4th Floor
Wilmington, MA 01887
sovos.com/shipcompliant
Email: sales-shipcompliant@sovos.com
Phone: (888) 449-5285

Speakeasy Co.

(See also: E-Commerce)

SmartTab

(See also: Point of Sale Payment Systems)

Thirstie

(See also: E-Commerce)

Vermont Information Processing

402 Water Tower Cir.
Colchester, VT 05446
vtinfo.com
Contact: Lindsay Hawkins
Email: lindsay.hawkins@vtinfo.com
Phone: (802) 655-9400

Without Wire

withoutwire.com
Contact: Steve Dwyer
Email: steved@withoutwire.com
(612) 552-6546

STATE GUILDS/ASSOCIATIONS

AL: Alabama Distillers Guild

aldistillers.com
Email: carol.alabamadistillersguild@gmail.com

AK: Distillers Guild of Alaska

facebook.com/distillersguildofalaska

AZ: Arizona Craft Distillers Guild

facebook.com/azcraftguild
Contact: Gary Ellam
Email: gary@azcraftbev.com
Phone: (520) 369-3421

CA: California Distillers Association

cadistillers.org
Email: info@cadistillers.org

CA: San Luis Obispo Distillers Guild

pasoroblesdistillerytrail.com

CA: So Cal Distillers Association

socialdistillers.com

CO: Colorado Distillers Guild

coloradodistillers.org
Contact: Lee Wood
Email: lee@woodsdistillery.com
Phone: (719) 207-4315

CT: Connecticut Spirits Trail

facebook.com/ctspiritstrail
Contact: Tom Dubay
Email: tom@hartfordflavor.com
Phone: (860) 338-1642

FL: Florida Craft Spirits Association

floridacraftspirits.org
Email:
floridacraftspiritsassociation@gmail.com
Phone: (904) 515-2092

GRAB A DRINK WITH US



AB Biotek — with 30+ years of global experience supplying and collaborating with top distillers — now offers Pinnacle Yeast, high quality, customized distillers yeast solutions backed by superior technical support. Learn more about Pinnacle Yeast by visiting abbiotek.com.

Now Available Through



A business division of AB MAURI

abbiotek.com



GA: Georgia Distillers Association

georgiadistillers.org
Email: info@georgiadistillers.org

ID: Idaho Distillers Association

idahodistillersassociation.com
Contact: Hilary Mann
Email: hilary@upnorthdistillery.com
Phone: (208) 773-4445

IL: Illinois Craft Distillers Association

illinoisdistillers.org
Contact: Ari Klaffer
Email: ari@thorntondistilling.com

IA: Iowa Distillers Alliance

Contact: Pat Hoffmann
Email: lonelyoakdistillery@gmail.com

KY: Kentucky Distillers' Association

kybourbon.com
Contact: Eric Gregory
Email: eric@kybourbon.com

LA: Louisiana Distillers Guild

Contact: Andrew Lohfeld
Email: pres@louisianadistilled.org

ME: Maine Distillers Guild

mainedistillersguild.org

MD: Maryland Distillers Guild

marylandspirits.org
Contact: Eli Breitburg-Smith
Email: eli@baltimorespiritsco.com

MA: Massachusetts Distillers Alliance

massdistill.com
Email: massdistillers@gmail.com

MI: Michigan Craft Distillers Association

micraftspirits.com
Contact: Jon O'Connor
Email: michigancraftdistillers@gmail.com

MN: Minnesota Distillers Guild

minnesotadistillers.com
Contact: Mark Schiller
Email: mark@loonliquors.com
Phone: (952) 905-8709

MO: Missouri Craft Distillers Guild

missouricraftdistillersguild.com

MT: Montana Distillers Guild

montanadistillers.org

NJ: New Jersey Craft Distillers Guild

njcrafftdistillers.org
Contact: John Granata
Email: john@jerseyspirits.com

NM: New Mexico Distillers Guild

nmdistillers.org
Email: info@nmdistillers.org

NY: New York State Distillers Guild

nydistilled.com
Contact: Teresa Casey
Email: tcasey@mackinco.com

NC: North Carolina Distillers Association

ncspirits.org
Contact: Ashlee Ellis
Email: executivedirector@ncspirits.org
Phone: (336) 831-4128

OH: The Ohio Distiller's Guild

ohiodistillersguild.org
Email: info@ohiodistillersguild.org

OR: Oregon Distillers Guild

oregondistillerytrail.com
Contact: Tom Burkleaux
Email: info@oregondistillersguild.org

PA: Pennsylvania Distillers Guild

padistillersguild.com
Contact: Arthur Etchells
Email: info@padistillersguild.com

SC: South Carolina Craft Distillers Guild

distillsc.org
Email: distillsc@gmail.com

TN: Tennessee Distillers Guild

tndistillersguild.org
Contact: Charity Toombs
Email: info@tnwhiskeytrail.com
Phone: (615) 549 7113

TX: Texas Distilled Spirits Association

texasdistilledspirits.org
Email: info@texasdistilledspirits.org
Phone: (512) 344-9121

VT: Distilled Spirits Council of Vermont

distilledvermont.org
Contacts: Mimi Bутtenheim and Chris Kesler
Email: mimi@madrivedistillers.com and
chris@blackflannel.com

VA: Virginia Distillers Association

virginiaspirits.org
Phone: (804) 788-6899

WA: Washington Distillers Guild

washingtondistillersguild.org
Contact: Mhairi Voelgen
Email:
president@washingtondistillersguild.org
Phone: (206) 496.2613

WV: West Virginia Distillers Guild

wvdistillers.com

WI: Wisconsin Distillers Guild

wisconsinistillersguild.org
Contact: Kimm Weber
Email: wdgcheers@gmail.com

WY: Wyoming Distillers Guild

wyodistillersguild.org

Contact: Michelle R. Forster
Email: michelle@wyodistillersguild.org

STILL MANUFACTURERS

Allied Beverage Tanks

(See also: Fermenting Tanks)

Bavarian Breweries & Distilleries

5041 Coolidge Ave.
Culver City, CA 90230
potstills.com
brewingsystems.com
Contact: Lewis Harsanyi
Email: lh@brewingsystems.com
Phone: (310) 228-0905

Brewmation

(See also: Fermenting Tanks)

Bridgetown Brew Systems

2064 NW Birdsdaie Ave.
Gresham, OR 97030
bridgetownbrew.com
Email: info@bridgetownbrew.com
Phone: (503) 890-8485

Briggs of Burton, Inc.

(See also: Engineering Equipment/Services)

CARL Distilleries

P.O. Box 4388
Philadelphia, PA 19118
cardistilleries.com
Contact: Nicolas Haase
Email: nhaase@cardistilleries.com
Phone: (215) 242-6806

Detroit Stillworks

121 Water St.
Bozoe City, MI 49712
detroitstillworks.com
Contact: Matt McCann
Email: matt@detroitstillworks.com
Phone: (248) 505-5175

Headframe Stills

341 Anaconda Rd.
Butte, MT 59701
headframespirits.com/stills/
Email: stills@headframespirits.com
Phone: (406) 299-2886

iStill BV

Kuipersweg 3
3449 JA Woerden, Netherlands
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appetizing adventures

Distillers detail their foodservice journeys.
Should you be saying, "yes, chef!" to such opportunities?

BY JEFF CIOLETTI

Driftless Glen Distillery filled its first barrel in November 2014. A mere five months later it was serving its first meal. It's been a decade since then and founders Reneé and Brian Bemis have never looked back.

"We're all in on the food," says Reneé Bemis, who's also CEO of the Baraboo, Wisconsin, distillery.

And don't expect run-of-the-mill pub fare. Driftless Glen serves what it's dubbed "distillery cuisine," elevated eats that often tie in to the spirits made in-house. Sure there are wings and burgers on the menu, but both feature barbeque sauce made with Driftless Glen bourbon. The chicken on the Driftless Chicken sandwich is brined in the distillery's WisconGin and the smoked salmon dip's not-so-secret ingredient is its lemon vodka. Meanwhile, the shrimp and grits showcases a Driftless Glen bourbon red chili glaze; the mango braised pork shank has a gin mango glaze; and the

ribeye comes with bourbon porcini butter. The desserts, too, have their share of spirited elements. The French custard in the crème brûlée is infused with the distillery's 5-year brandy; Driftless Glen rye is a signature component of the double chocolate brownie (served with bourbon vanilla ice cream); and bourbon's not the only spirit in the bourbon bread pudding, as the raisins and cherries are soaked in 5-year brandy.

If the dish doesn't have a Driftless Glen spirit in it, chances are it's got something from the distillery's own line of oils and vinegars. The creative menu is the work of staff chef David Ziegler, the second chef to head Driftless Glen's kitchen since it opened.

"We made the right decision to begin with to do high-end food," Bemis says. "We felt a distillery was a higher-end product. I can see beer being pizza and burgers, stuff like that, but with whiskey, we're thinking fine dining."

That chosen model has worked well

for Driftless Glen, as Bemis notes that the foodservice component has been consistently profitable.

"We don't have a huge kitchen, we don't have a deep fryer, but we make it work," she notes. "I don't think we ever expected our kitchen to do as much. Last week, on one day we had 560 people come through. The restaurant can seat 160 people inside and out."

Craft distilleries that offer food on site are in the minority and Driftless Glen's approach is certainly among the more upscale and involved efforts among those. Tasting room dining can come in many forms with varying levels of success—from hosting food trucks and partnering with local restaurants, to a full-service on-site kitchen with dedicated restaurant staff. It can be a lucrative separate revenue stream in its own right, or it can simply keep folks at your distillery longer to sample and engage with your brand more than they otherwise would have.



"Listen to your customers. If you have some dish that you're really attached to on the menu but it's not moving, you've got to move on. Keep your menu flexible."

**—Aaron Selya
of Philadelphia Distilling Co.**



From an operational standpoint, regardless of how “all-in” a distillery is, it always means additional costs to consider, whether it be staffing in the kitchen and front of house, proper equipment (you’re not likely going to be able to get away with just a toaster oven and a microwave), compliance and licensing, or insurance-related issues.

“People have to understand that now you’re running a little restaurant and that comes with its own complications,” says Jason Barrett, founder and CEO of Black Button Distilling in Rochester, New York. “We had 11 years to think about how we wanted to do the food because at our first location, there wasn’t space.”

Black Button still was offering some food at its initial location, but it was limited primarily to charcuterie boards where the servers could go directly from refrigerator to plating.

“And, in fact,” Barrett adds, “the refrigerators were just three dorm fridges behind the bar.”

The new facility, which opened in July 2023 and started serving food about six months later, has a 200-square-foot purpose-built kitchen, a large walk-in fridge, professional dishwashing equipment, proper prep tables and two industrial freezers (though not walk-in freezers, which, in hindsight, Barrett wishes he had installed since he’s now faced with refrigerator space to spare, but a crunch on freezer space).

“Now we have a real food program,” Barrett says.

Black Button continues to serve charcuterie boards, but it’s added dishes like flatbreads and open-faced sandwiches. On weekends the distillery serves brunch with items like bourbon-soaked French toast.

Like Driftless Glen, there’s no deep fryer in the kitchen. Black Button opted, instead, for an industrial air fryer—which, ultimately, helps the operation save a little money since it doesn’t require the installation of a ventilation hood.

“We’re able to do a program with our food vendors, where we can go from frozen to air fryer to plated in eight minutes,” he says. “We do chicken wings with eight different sauce options. All I’ve got to do is keep eight bottles of sauces and a bag of chicken wings.”

Keep on Truckin’

Painted Stave Distilling decided to go the food truck route, but the Smyrna, Delaware-based producer’s initial attempt didn’t pan out quite the way co-founder/partner Mike Rasmussen had hoped.

“We tried to partner with outside food trucks for a number of years,” recalls Rasmussen. “What we found was that they

ended up being pretty unreliable. We found that we would have lots of cancellations, we’d have trucks that just ghosted us, and we’d be left with no food options for folks coming into our cocktail bar.”

It proved to be even more of a problem when the distillery was hosting special events and promoted the presence of food trucks that ultimately would be no-shows. Rasmussen estimates that 40% of the time the trucks were either ghosting or canceling at the last minute, with little or no time to find replacements.

“That makes it very very hard to promote and meet the needs of your customers,” Rasmussen laments.

Some would say they’d broken down and couldn’t make it, but then Rasmussen would discover the truck operators had found other opportunities that they thought would be more lucrative.

“It’s a tough business, it’s a hustle, especially for a small truck trying to find the best bang for their buck [on a given] night,” Rasmussen says. “On occasion, the trucks do break down for real, but more often than not I think they find somewhere else where they think they could make more money.”

Eventually, the Painted Stave team had to change course. Having food available for guests remained a priority for the distillery, but there had to be another option somewhere between working with third-party wheeled eateries and opening a restaurant on site. At the end of 2019, the distillery team decided to buy and operate its own food truck.

By fall 2020, about six months into the pandemic, Painted Stave opened its first, a trailer, on the distillery property. It proved an immediate success. Not an easy feat during a time when there weren’t any public events.

“It was a hit,” Rasmussen reveals, “not just [for] people here at the distillery, but we had people from the community coming in and grabbing food and bringing it home.”

As the world started to reopen, it wasn’t long before the distillery started fielding requests to send the vehicle to other events. And that came as a bit of a surprise.

“The goal was to have food here at the distillery, whenever we were open, Thursday to Sunday,” he notes. “After a year and a half or so of operations, we decided to build a second one. We were fortunate enough to get a grant from the state to cover the cost of that.”

In March 2022, Painted Stave launched the second vehicle, a truck designated to sell food at off-site, third-party events and festivals. The first would remain stationary on the

distillery grounds.

Tacos are the main event on Painted Staves’s trucks.

“Tacos were the plan from the beginning,” Rasmussen says. “My business partner Ron [Gomes] and I both grew up in California and spent time in Texas. Taco trucks were part of life for us 30 years ago, 40 years ago, and we thought it was a good fit because they’re so approachable.”

Additionally, tacos tend to be lighter alternatives to the heavy, barbecue-centric menus that many other food trucks often offer. There’s also the portability factor.

“[Tacos are] something easy to eat by hand,” Rasmussen explains. “We try to keep the menu small and have enough options and add-ons that people can customize it pretty easily for themselves.”

Keeping it Simple

Simplicity is also the name of the game for Finger Lakes Distilling in Burdett, New York. The distillery in the western region of the state invites outside food trucks to its onsite events, but it also has operated for the past five years a small, licensed kitchen to offer easy bites for visitors—toasted pimento sandwiches, soft pretzels, sausage rolls and the like.

When the moment calls for something a bit more elaborate or celebratory, that’s when the distillery turns to the trucks. The distillery tries to have some thematic tie-ins for whatever is being celebrated.

“For instance, for the release of our 10 year rum, we have a food truck called Taste of Jamaica, serving Caribbean-style food,” explains Finger Lakes Distilling president Brian McKenzie. “When we do have the food trucks come in we look at them as a nice extra for the customers, we don’t really look to make money with what they’re doing, we just hope to make money from the event ... we don’t charge for [them to be there].”

It’s a lot easier from a licensing standpoint in his area. As long as the truck owner is fully permitted with the health department, they’re able to sell food at the distillery.

“They’re really operating on their own,” he says, “just on our property.”

When Finger Lakes first opened its own kitchen for day-to-day foodservice, it initially took a less simple approach.

“We started with some pretty complex items and retreated quickly from that,” recalls McKenzie.

Items like meat pies, reflecting the distillery’s Scottish heritage, were among



In 2020, Painted Stave Distilling opened its first food truck.





"People have to understand that now you're running a little restaurant and that comes with its own complications."

**—Jason Barrett
of Black Button Distilling**



the more involved offerings on the original menu. But the logistics of greater culinary complexity began to resemble those of a full-on restaurant. And while taking that further step is certainly an option for many that are looking for food to take a more central role in their operations, it wasn't the direction Finger Lakes wanted to go.

"You either go that route," McKenzie says, "or you try to find someone who really knows what they're doing and almost operates a separate business on site as a restaurant."

The simpler approach has enabled the Finger Lakes team to do nearly all of the prep work on the food once a week, with the final preparation taking only a couple of minutes at serving time.

Limited, But Complex

"Simple," however, doesn't necessarily mean the same thing as "limited," as Philadelphia Distilling Co. has demonstrated with its culinary menu. What's more, it's proved that "limited" doesn't have to preclude "eclectic."

About seven years ago the distillery moved into its current location in Philly's hip Fishtown neighborhood, a facility that was purposely designed to accommodate a full kitchen. Since then, the menu has evolved through a succession of four chefs who've all left their creative marks on the dishes served. The menu, in its present iteration, features only nine items, but, among them a diverse range of influences.

"We've played around with the number [of] items, it's gone down pretty low at some points," notes Philadelphia Distilling Co. director of operations Aaron Selya. "Especially when we opened up there were fewer, more limited options, but the eight to 15 range is where we've been sticking to and I don't think we've gone too much higher than that."

That contrasts with the roughly 20 options that tend to be on the distillery's cocktail menu at any given time.

"Part of that is it's a pretty limited kitchen, often with one person working in the kitchen, sometimes two or two and a half, with someone washing dishes and doing prep work," Selya says. "Part of it is a functional thing, to allow the chef to really execute those nine dishes well. It's not meant to be the focus of the establishment, it's meant to be a complement to the cocktails."

Among the selections on a recent menu are tuna poke; a grilled chicken sandwich with achiote rub, lettuce, tomato, peach chutney and mayo; and gougères (French savory puff pastries) with goat cheese mousse, lavender



Allegheny Distilling Co./Maggie's Farm serves "basic American flair with a little bit of a Caribbean twist on it" at its location in Upper St. Clair, Pennsylvania.



honey and marcona almonds.

"We also have wings on the menu, but we try to change up the set for them," Selya notes. "We do dry wings with seasoning and then sauces—we had Carolina white sauce at one point."

Another recent version featured dry rubbed wings with aji Amarillo pepper, mustard seed, cumin and mint yogurt sauce.

There's usually a burger on the menu, as well, which Selya describes as "a pretty standard set burger."

It also may be standard for restaurants that serve burgers to also offer fries, but you won't find those on the distillery's menu.

"A lot of what we've been trying to stay away from is going too simple," Selya explains. "We just don't do French fries. We've done them a handful of times, but we try to be a little more creative than that."

What you will find are the distillery's signature crispy potatoes, with Za'atar spice, buttermilk, chive oil and celery.

It's all about giving the people what they want—and what they want is often dictated by a distillery's immediate neighborhood. Gentrification of Fishtown began in earnest more than 20 years ago, with the gradual influx of professionals and artists and what was previously predominantly a blue-collar neighborhood. With that came new nightlife establishments and restaurants that cater to younger creatives and white-collar careerists.

For instance, the demographic makeup of the neighborhood demanded that there be a vegan version of its burger.

"Listen to your customers," Selya advises. "If you have some dish that you're really attached to on the menu but it's not moving, you've got to move on. Keep your menu flexible."

Location, Location, Location

Listening to your customers isn't just about what they might want to eat. Quite often it can determine whether or not your distilleries should be feeding visitors at all.

An often overlooked part of that decision-making process is the role that the idiosyncratic dynamics of your local market plays. What works in one city may not work in another. Caley Shoemaker, founder and master distiller of As Above, So Below Distillery (AASB) in Santa Fe, New Mexico, learned that reality first hand.

"I've been working in distilleries since 2008 and I'd never seen a need for food in distillery tasting room spaces," Shoemaker admits. "At the end of the day, we own a factory that we have a brand experience attached to. It's not

a restaurant. I don't want to run a kitchen and all that goes with that."

Shoemaker had previously worked in larger markets—including at Stranahan's in Denver and Hangar 1 in Alameda, California, in the San Francisco Bay Area—where she observed that a visit to a distillery tasting room was often one stop among many during a single consumer outing. It could be before or after a meal at a restaurant, with another bar visit possibly thrown into the mix.

That lifestyle contrasted greatly with what she discovered as she was opening AASB in the lower-key environs of Santa Fe.

"I think there's more of a culture in bigger cities of going to a bar for cocktails and then going to a restaurant for a separate experience," she posits. "In smaller communities, that's not a thing. Quite frankly, people have come in and been upset ... 'Oh you don't have any food on your menu.' And it's like, 'Yes, but you did not come to a restaurant.' So, to mitigate those challenges and also sort of augment a safe service approach, we want to offer some food."

The "to feed or not to feed" dilemma is also a suburban-versus-urban question. Allegheny Distilling Co./Maggie's Farm has experienced both sides of that divide. When it began producing Maggie's Farm Rum in 2013, it was doing so from its distillery in Pittsburgh's vibrant Strip District. In 2023 it opened a second location in the more suburban Upper St. Clair neighborhood about eight miles south of the Steel City's downtown. Long before it opened, founder Tim Russell knew that the new, 22,000-square-foot facility was going to serve food of some kind.

"The [first] location being in the city of Pittsburgh made it convenient for us not having food," Russell says. "There's steady traffic, people are on their way to dinner or leaving [dinner]."

That's not the case in Upper St. Clair, which doesn't have a significant number of properties zoned for commercial restaurants. So there aren't many other places to grab a bite in the immediate vicinity, beyond the distillery. "There's not a lot of bar-hopping there," Russell points out.

Russell describes the menu as "just basic American fare with a little bit of a Caribbean twist on it." Burgers, mac and cheese, hummus and pretzel bites are among the familiar options. Heartier selections include entrees like Caribbean shrimp with coconut rice and a sautéed bell pepper and onion medley, as well as Maggie's Farm Spiced Rum slow-braised short ribs.

As a control state, Pennsylvania's known for its restrictions, but the on-premise license that Maggie's Farm possesses enables it to sell what it makes, as well as other products made within the Commonwealth's borders.

"We have craft beer on draught from local brewers; even though we make rum, we also have vodka, gin and whiskey from our distiller friends in the area as well," Russell says. "So it actually gives us the opportunity to have a full bar menu, as well as doing a full restaurant menu."

By contrast, having a restaurant with a full kitchen has never been a part of AASB's plan.

"Honestly, the consumer-facing part of this business is not the biggest part of the business," Shoemaker says. "It's cool that we can have an opportunity to showcase our brands to people in a way that we can control, but putting all the time and effort and capital into creating a restaurant doesn't make a ton of sense for us."

AASB opted instead to partner with local culinary establishments, including a butcher shop/restaurant that supplies charcuterie boards, wraps and sandwiches.

"We've [also] worked with an Italian deli and boutique cheese shop," Shoemaker adds. "We've worked with a variety of partners—kind of finding the right one, finding a partner that's going to be able to consistently provide quality stuff on a weekly basis definitely has been a challenge."

Then, of course, there are the compliance/permitting challenges associated with getting into foodservice. When AASB opened, Shoemaker recalls having to go back and forth with the local health department to determine how to legally sell food at the distillery.

"And the health department basically told us '[You're] a distillery, we don't care' and that we should stop calling them," she reveals. "Obviously, now that we're getting bigger, the health department showed up and said, 'I really think you need to get a permit for all of this.'"

The distillery is now in the process of obtaining an expanded permit, which will give AASB a bit more flexibility. At the time of this interview, AASB was still operating with its initial permit, which forbids staff from directly handling food. The purveyors actually deliver items like charcuterie pre-plated and wrapped in plastic. Sandwiches, wraps and the like also arrive swaddled in Saran.

"It's been really funny. I've been sitting here reading all of the health codes that [tell us] we've been fully health code compliant this whole time ... as if we had a restaurant permit,"

Shoemaker notes. "The spirits industry is a high-compliance industry and for me it's really important to be on the up-and-up. ... We've been really careful that we've not been handling any food or anything. But I've decided to crack the door open a little bit for us to actually do those things going forward."

It may not sound like a huge deal, but being able to plate the food that the restaurants deliver is a bit of a game-changer for a distillery that wants to be able offer the same kind of upscale aesthetics for its food that it does for its cocktails.

"We're giving customers a plate with food on it that's basically Saran-wrapped, which doesn't look super-classy," she says. "I'm excited about [the expanded permit] because that's going to allow our team to ... adjust our presentation upwards a little in a way that I think will match our cocktails."

And that's what the objective should be, whether you're operating an industrial kitchen with a full-service restaurant, food trucks or teaming with local dining establishments to facilitate your gastronomic endeavors: the quality of the food experience should always be in service to growing your *raison d'être*, your spirits business.

"As a standalone, we lose money on the food—not a lot, maybe \$1,000 a month, once you pay labor," admits Black Button's Barrett. "The reason we do it is we believe it helps people stick around longer, have that second cocktail because they've got something to munch on. It allows us to do more events where we can upcharge on those events by providing the food ourselves, rather than bring in a caterer. It's worth doing. It's a whole other business, so I don't recommend that people [go into] it lightly. But overall, I think it adds more than it takes away."

It goes without saying that, just like any other business, it comes down to the people you hire.

"I would say [it involves] finding the right chef, finding somebody who wants to execute this style of service," offers Philadelphia Distilling's Selya. "It may be a little more niche because it's a lot different than other restaurants in the city."

More importantly, always go into it with both eyes open.

"Be prepared," says Maggie's Farm's Russell. "Make sure you have experienced management if you don't have the experience yourself because the wrong person could bankrupt you really fast when you're looking at food costs and things like that." ■



"I THINK THERE'S MORE OF A CULTURE IN BIGGER CITIES OF GOING TO A BAR FOR COCKTAILS AND THEN GOING TO A RESTAURANT FOR A SEPARATE EXPERIENCE. IN SMALLER COMMUNITIES, THAT'S NOT A THING."

**—CALEY SHOEMAKER
OF ABOVE, SO BELOW DISTILLERY**



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Amar-oir

American craft amaro producers embrace a sense of place.

BY JEFF CIOLETTI



Brandon Conley



Brandon Conley knows how to paint a vivid picture when describing his company's latest product. "We're really inspired by Northern California, and that's what we put in the bottle," he says. "We want people to taste the sagebrush, the salinity of the sea when they're out by the coast, the smell of the wood when they're walking in the redwoods, the bay leaves, vanilla. Also the fruit orchards here—the apricots we use come from an orchard that's 45 minutes to an hour away."

It's not that uncommon for a spirits producer to wax rhapsodic about "terroir" and "local" and you might be forgiven for thinking that Conley might be describing something within the gin family. But, his résumé reads "director of operations, Brucato Amaro," whose mission is to infuse the category with nuances that are unique to that West Coast geography. Brucato Chaparral is the sagebrush-y offering, whose dominant ingredients include a native California herb called yerba santa, spearmint and cardamom. Then there's Orchards, which boasts the aforementioned apricots, as well as walnuts, Meyer lemon, orange and cinnamon, concocted to evoke the Golden State's abundance of orchards stretching from the Central Valley to the Coastal Range. And Woodlands is Brucato's ode to the live oak forests that line the California Coast, with elderberry, cocoa nibs, black fig and citrus doing much of the heavy lifting in the recipe.

Capturing a sense of place has played a significant role in many American amaro producers looking to distinguish themselves from the market-dominating European originals, as well as from each other. And that market is growing fairly rapidly. From 2021 through 2023, the amaro segment jumped 143%, according to NIQ.

Flavors from the Pacific Northwest and Beyond

"The more people who are making [amaro] and experimenting, the better," says Mhairi Voelsgen, founder and CEO of BroVo Spirits in Woodinville, Washington, which has produced 24 different amari since 2012, all in partnership with an array of bartenders from around the country. "A lot of people are exploring the terroirs of different places. The same movement that happened on the food side is really happening in the beverage alcohol world. [Consumers] care about the way things are made, and where they come from—and they're interested in flavor."

BroVo now markets three national flagships, each credited to a different bartender:

Amaro #1 by John Ueding, Amaro #4 by Patrick Haight and Amaro #14 by Mike Ryan. The company has also developed some region-specific amari tailored to the tastes of individual cities. Those, too, are developed in partnership with bartenders based in each of those locations. "It's a nice little expression of an area," Voelsgen says. "Every city has a style, every area has a style or palate. Four such products are in ongoing production: Amaro Kim in Chicago (with Peter Kim and designed specifically to mix with Japanese whiskies), Amaro Macquarrie in Atlanta (with Miles MacQuarrie), JK Amaro in Boston (with JK Restaurant Group) and Amaro 5 (with Sara Fisher) in Seattle.

That last city is certainly no surprise, as Seattle—and the Pacific Northwest in general—has become an epicenter of local expression, and that's no less true for amaro.

Take Seattle's Fast Penny Spirits, which is betting big on the category with an amaro-only portfolio—Amaricano and Amaricano Bianca, to be precise, using many traditional Italian components with a decidedly American spin. Founder and CEO Jamie Hunt tries to incorporate local and regional terroir as much as possible, even when it drives up the cost of production considerably. "I took the time to go to different amaro distilleries in Italy to learn what they do, to be able to apply that to how we want to produce our amaro and leverage local ingredients where I could and organic and sustainable ingredients elsewhere," she says.

To offer a true taste of the Pacific Northwest, Amaricano's recipe includes regional staples like Yakima hops and Rainier cherries. Locally foraged truffles add further complexity.

"[The truffles] do increase the cost, but what it does for flavor and body is pretty spectacular, and it really balances [the spirit]," Hunt reveals. "There are different ingredients that will meld flavors together but [truffle] is one that does a great job of that."

Anyone who's eaten or prepared a dish with truffles knows that their flavor often can overpower the other elements in the recipe. Fast Penny avoids that and maintains harmony among the other components by dehydrating the truffles, which curtails their more pungent qualities.

"[Dehydrating] can provide more of the chocolatey, fruity notes than the pure funk of a truffle," she explains. "It leaves out that funk piece, which I love in a fresh truffle, but I don't think it would work as well in the amaro. Once I let people smell the amaro, they can pick [truffle] out, but if you don't

know it's there it's harder because you're expecting that really funky flavor and that funky smell that just goes away."

Truffles play particularly well with the Rainier cherries and cocoa nibs, she says, but it took a great deal of experimentation to determine the precise proportions.

"I [created the recipe] tincture by tincture, so I knew how to balance, I knew what was causing my flavors," she says. "It took me two and a half years to make these recipes, using micropipettes in tinctures."

There was even a moment she considered removing truffles altogether from the recipe, for efficiency's sake. "I tried to take it out because of the cost, later in the process," she says. "But it makes such a huge difference that I kept it in."

There's certainly branding value in keeping such a revered culinary ingredient in the spirit, but that's not Hunt's motivation. "I'm not doing it for the marketing," she points out. "If it helps to sell it, great, but I do it because I like what it does to the flavor and the body. It's my single most expensive ingredient—and I have saffron in there, so that tells you something."

The saffron brings its own desirable, herbaceous elements—"but in a different way, not a 'green' herbaceousness," Hunt asserts. Italy was once again an inspiration for that spice's inclusion, as it often appears in many traditional Italian amari. It also has a major influence on the color of the liqueur. And, like many of Amaricano's other ingredients, Fast Penny sources its saffron from Washington.

Beyond the flavoring botanicals, Amaricano continues to adhere to its regional ethos with a base of distilled West Coast grapes.

Crafting a Montana Fernet

When there's an iconic—or notorious, depending on whom you ask—brand that sucks up all of the oxygen within a particular segment, it's often a challenge to establish your own product in that specific space. The amaro subsegment of fernet has gained something of a cult following over the past couple of decades, driven, in part, by hospitality and foodservice professionals' affinity for it as an after-work drink. And when we say "subsegment," we're really talking about one brand: Fernet Branca. But even with that relative behemoth looming over the category, the team at Gulch Distillers in Helena, Montana, saw an opportunity to create their own interpretation of the herbal digestif and educate consumers in the process.

"Fernet Branca is a very polarizing spirit—I think fernet in general is very polarizing,"

says Gulch co-founder Steffen Rasile, “We feel lucky having to educate people who have never had amaro before, to teach them what it is and why it exists. People who are very familiar with it either love it or had a bad experience with it. When they try another fernet, whether it’s ours or another domestic fernet off the shelf, they can see the breadth of the category.”

And there are few that can claim to capture the Northwestern terroir like Gulch’s Burrone Fernet can. The distillery has been growing a fair amount of the spearmint and peppermint that find their way into Burrone, which took Best in Show honors at ACSA’s 2019 Craft Spirits Competition. Some of the chamomile in the fernet’s botanical bill has been sourced locally as well. Additionally, Gulch sources wild ginger from right across the border in Canada’s Prairie provinces.

“I compare amaro to single malt whiskey—it’s the same thing made in different

locations,” says Rasile. “The terroir really comes through in single malt whiskey and the terroir comes through with amaro.”

Rasile recalls one of his favorite experiences in promoting the brand.

“I was on a trade mission to Tokyo with the state of Montana,” he remembers. “At a food and beverage show, we were watching Japanese consumers taste fernet for the first time. It was so different from what they were used to and we just watched their expressions as this flavor explosion took over their mouths.”

Caribbean Roots, Wisconsin Craft

When Milwaukee-based bartender Brandon Reyes, research and development manager at Bittercube and part owner of Heirloom Liqueurs, was developing an amaro under the Heirloom label, he had a considerably different climate in mind. He wanted to harness his Caribbean heritage in a tropical-island-inspired spirit.

“When my parents moved from Puerto Rico to Wisconsin, they would make herbal remedies very frequently, specifically something like a tea-based sort of thing, and of course as a kid I was grossed out by it, these bitter and herbal flavors—not the most kid-friendly, I guess” Reyes recalls. “But I had this a-ha moment where I was like, ‘okay, that’s what amari are—herbal medicine.’ I started experimenting with this idea of doing a Caribbean-influenced amaro that took cues from flavors that I was familiar with that are native to the Caribbean.”

For starters, the product is called Heirloom Pineapple Amaro, so it’s quite obvious what the signature fruit flavor is there—one that’s not very common in the amaro space. The recipe also includes Jamaican Quassia bark and part of the spirit base is a blend of rums from the region. “We’re using a Jamaican rum to complement it and add some of those funky, ester-y tropical fruit notes that really enhance the pineapple flavor and aroma.”

The recipe combines the Jamaican rums with some from the French West Indies to impart some of the grassy, herbaceous notes that are characteristic of Agricole-style products.

Wollersheim Winery & Distillery in Prairie du Sac, Wisconsin, which produces Heirloom Liqueurs under contract, used its brandy-making expertise to develop a proprietary pineapple distillate that forms part of the base as well.

The pineapple brandy has helped keep costs manageable. Previously, Heirloom incorporated the tropical fruit primarily by proofing the botanical maceration with pineapple juice. But the fresh, bright and juicy character of the fruit would eventually start to disappear.

“As that oxidized over time, we would end up with the final product leaning into a baked pineapple profile, more of a caramelized fruit,” Reyes notes.

Macerating fresh pineapple and redistilling it would preserve some of the fresher components, but that proved unsustainable as the type of pineapple Heirloom was using—the Caribbean Queen Victoria variety—is relatively rare and expensive.

“But doing the brandy really, really drives [the flavor] to another level,” Reyes raves.

Although Heirloom Pineapple Amaro primarily showcases tropical components, it doesn’t neglect its Upper Midwestern home base—most notably with the inclusion of Wisconsin ginseng.

Overall, the amaro exhibits aromas of cinnamon, caramel, vanilla and cherry cola and a woody, earthy finish.



“I compare amaro to single malt whiskey—it’s the same thing made in different locations. The terroir really comes through in single malt whiskey and the terroir comes through with amaro.”

—Steffen Rasile of Gulch Distillers

A Bold Blend of Coffee and Amaro

While we're in the Midwest, many outside the region may not be aware that Grand Rapids, Michigan, has quite a robust coffee scene. So it wouldn't be too much of a surprise when a nearby distillery releases a coffee liqueur. But Long Road Distillers took the concept a bit further when it created Amaro Pazzo in partnership with local roaster Madcap Coffee Co. In addition to Madcap's specially selected beans, the botanical bill features wormwood, gentian, chicory, orange peel, myrrh and other herbs, roots and spices familiar to anyone who has sipped their way through the amaro category.

"My friends own the coffee roaster and I feel that we share a lot of brand values, with our [focus on] sourcing and ingredients and trying to be ethical in our business practices," says Long Road owner and co-founder Jon O'Connor. "We did this as a way to try something cool together. Both brands recognized that coffee and spirit paired well together and we were both fans of amaro. We thought about the flavors that go into producing amaro and they also pair

well with coffee."

The coffee imparts some of the expected bitterness, but it also delivers some fruity notes as a counterpoint.

"The flavor of how the beans are treated and how they're roasted really impacts what notes you get from the coffee," O'Connor says. "They use this Ethiopian wash coffee, which is very bright and citrus-forward. They're very intentional about their roast, they don't really do dark roast. They do a lot of light-roasted stuff because they want the essence of the bean to come out. So we got the idea, 'let's use coffee as the base of our amaro, rather than trying to add a coffee flavor back in.'"

As for the amaro botanicals, Long Road employs a fairly traditional and straightforward maceration process. The distillery proofs the spirit down with an additional concentration of coffee, before it dilutes the product with water.

"I think having the coffee in there lends to the approachability of the amaro," O'Connor suggests. "People do know what coffee is so when they try it, even though it's not

Kahlúa—it's not an overly sweet, coffee-single-note flavor, it's coffee with complexity."

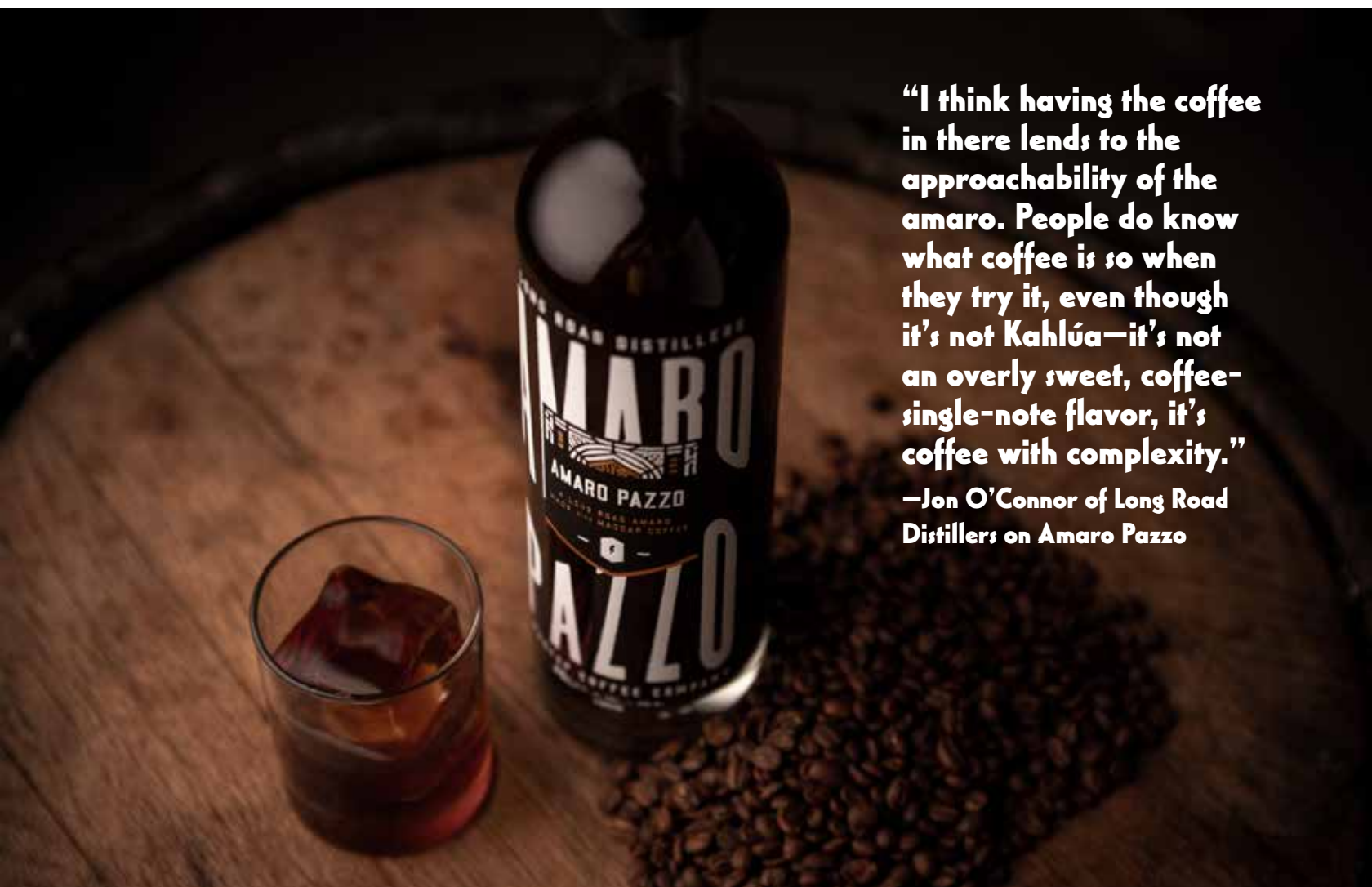
In addition to Pazzo, Long Road makes Amaro Red, more in the vein of the category's classic products. Amaro Red was born as much a necessity as it was a creative endeavor, since Michigan is one of those states that requires any distillery that operates a cocktail bar to only sell what's produced in house. "So, that's sort of forced our hand in a lot of capacities," O'Connor admits. "We've prided ourselves on being the best cocktail bar in town since we opened nine years ago, but we've also had to learn how to make things on our own."

That means there's really no avoiding a certain scarlet-hued bitter liqueur that rhymes with "amari."

"As you go down the cocktail rabbit hole, you know that a red amaro of some variety—whether it's Aperol or Campari—is such a critical component in a lot of classic cocktails, as well as being really versatile in creating some of your own unique cocktails," O'Connor explains.

"I think having the coffee in there lends to the approachability of the amaro. People do know what coffee is so when they try it, even though it's not Kahlúa—it's not an overly sweet, coffee-single-note flavor, it's coffee with complexity."

—Jon O'Connor of Long Road Distillers on Amaro Pazzo





Capturing a sense of place has played a significant role in many American amaro producers looking to distinguish themselves from the market-dominating European originals, as well as from each other.

He notes that Amaro Red occupies a sweet spot between Aperol and Campari, where it's quite citrus-forward, but not as bitter as the latter. It's designed to work in a Spritz, but also has enough backbone to shine in a drink within the Negroni family.

The amari are also becoming key elements within Long Road's RTD line. In 2024, the distillery launched Nitro Espresso Martini, combining Amaro Pazzo and Madcap coffee with the distillery's vodka in 6.8-ounce cans. The company also is poised to unveil Red Amaro Spritz, its riff on the aperitif that Aperol made famous, in 12-ounce cans.

Leaning into Canadian Roots

Aperol and the Campari Group's namesake spirit might be the two biggest household names in the Italian drinks conglomerate's portfolio, but a certain artichoke liqueur that it makes is an icon in its own right, especially among bar industry pros. It was Cynar—or, more broadly amaro's carciofo subsegment—that partially inspired Festif Choux, one of the two products in Los Angeles-based Festif Society's portfolio. But instead of artichokes, the signature vegetable in Festif Choux is the Brussels sprout, incorporated in both raw and dehydrated forms.

And even though it's produced in the City of Angels (under contract with local vodka maker Loft & Bear), the terroir that founder and longtime bartender David Bly wanted to showcase was more northeastern Canadian than Southern Californian. Bly, who's lived in the States for about two decades, originally hails from Montreal and has been intent on using as many ingredients from Quebec and surrounding provinces as possible. Brussels sprouts, or choux de Bruxelles in French, are quite popular there. In addition to those little

cabbages, Choux's recipe includes balsam fir and spruce tips from northern Quebec, as well as white cedar from northern Ontario. Its base spirit is distilled from Canadian winter wheat. Marketed as a Canadian fernet, Choux also includes components common in traditional fernets, like rhubarb root and mint.

"Choux is very much a work in progress," says Bly. "Right now, Choux's predominantly from Canada, but I still want to swap out the [ingredients] that aren't from there to come from Canadian farms."

In Choux's early development days, some Canadian colleagues, whose feedback Bly respects, expressed hesitation around his highlighting the brand's Canadian-ness. They worried that it might have too much of a "cutesy" feel. "I think this stems from a prevailing Canadian identity of an underdog that I felt deeply growing up, that although we love and are immensely proud of what we do and who we are, American audiences don't always adopt what's popular in Canada," he says. "And there's this notion that, because we're direct neighbors with a major global force, everything in Canada has to somehow 'make it' across the border in order to be deemed successful."

He's glad, however, that he stuck to his guns and leaned into its Canadian roots. "Since launching Festif and sharing the spirits with American consumers," he says, "my instinct about including the Canadian history has been validated."

Savoring the Future of Amaro

Bly's instinct to create an amaro with savory-forward ingredients also seems to be paying dividends, as that is among the flavor experiences that are trending and is likely to play a prominent role in the category's future.

"You're certainly starting to see [savory] more in cocktail bars," says Brucato's Conley. "You're seeing saline solutions being added to products, you're seeing a lot of olive—martinis are really having a moment. ... With cocktails dominated by sweet and sour ingredients and spirit-forward ingredients, people are just looking for something different."

Conley hinted that an upcoming Brucato release will play in that space. "It's more on the savory side, that's all I'll say about that," Conley offers. "It's sort of Cynar-inspired, in that world."

Bly also points to the increasing prevalence of mushrooms in cocktails, not unlike Fast Penny's work with truffles. An earlier iteration of Festif included chaga mushrooms, but

the U.S. Alcohol and Tobacco Tax and Trade Bureau rejected the recipe on the grounds that they'd never been used in an alcohol beverage before.

Bly hopes to soon be dipping deeper into the savory world as he plans to develop an amaro with a flavor profile based on the sandwiches at Montreal's famous Schwartz's Deli, incorporating items like fennel and the flavor elements of smoked meats.

As out-there as something like that may sound, it's that sort of experimental spirit that is likely to put amari on more mainstream consumers' radar. Sometimes the Wild Westiness of it all is the most hospitable environment for innovation.

"It's really cool to see that a lot of distilleries have really taken on amaro and done their own unique twists on things, coming up with their own styles and flavors," notes Long Road's O'Connor. "It's a growing category that might not be the biggest category, but as a spirit and cocktail nerd, it's really fun." ■



SPICY SPIRITS

When working with spicy ingredients like peppers and cinnamon, craft distillers favor balanced flavor over extreme heat.

BY JON PAGE

This story originally appeared in the July/August 2024 issue of CRAFT SPIRITS magazine.

In recent years, an obsession with extremely spicy foods has permeated popular culture. A standout example is “Hot Ones,” the YouTube show with “hot questions and even hotter wings.” Host Sean Evans and celebrities like Conan O’Brien and Paul Rudd have tallied more than a billion combined views by eating chicken wings slathered in increasingly fiery sauces that push the boundaries of taste and endurance, often inducing tears and meme-worthy reactions.

But in the world of craft spirits, the approach to incorporating spicy ingredients is markedly different. Rather than focusing on sheer intensity, craft distillers emphasize balance, complexity and flavor enhancement. In most cases, they carefully select and blend spicy elements to create spirits that offer a nuanced heat, enriching the drinking experience without overwhelming the palate.

Such thinking guided the creation of St. George Green Chile Vodka from Alameda, California-based St. George Spirits and Mach 1 Chile Vodka from Salt Lake City-based Salt Flat Spirits, both of which are vodkas infused with a variety of fresh peppers. Meanwhile, the team at Flying Leap Vineyards & Distillery in Elgin, Arizona, spent years creating a moderate heat intensity for its Habanero Brandy Liqueur. Distillers like Sugarlands Distilling Co. in Gatlinburg, Tennessee, can also bring a little heat to their products with cinnamon; and companies like Amoretti and Flavorman can offer a wide range of other savory ingredients to round out a recipe.

Regardless of the ingredients, most craft spirits producers are looking to craft sippable spirits rather than shocking their customers’ palates.

“Do you want to sell multiple bottles or do you want to sell one bottle?” offers Tom Gibson, director of flavor development for Flavorman in Louisville, Kentucky. “If you want to blow someone up for shock value then they’re going to buy one bottle. But if you taste it and say, ‘Oh, that’s an interesting heat and I could pair that really nicely into a Bloody Mary; and I get some of the jalapeno, and I get some of the chipotle notes’—from a continuing sales point of view, something with a really nice flavor and some really nice heat to go along with it is more preferable.”

St. George master distiller Lance Winters says Green Chile Vodka is the antithesis of pepper vodkas created with an “I dare you to drink this, it’s so spicy” approach. The spirit—which is made with fresh jalapeno, serrano, habanero, red and yellow bell peppers—was first released in 2015, but Winters says its inspiration dates back to the 90s when he was working at a brewpub. “The kitchen team

there would make a fresh batch of salsa each day, and would drain off the excess liquid,” recalls Winters. “I started drinking that salsa juice, which was both sweet and savory, with a touch of spice in the finish.”

Fast forward to Winters’ time at St. George and he wanted to create a pepper vodka that wasn’t just about delivering heat. He says St. George experimented with many different types of peppers when creating the recipe. “The blend that we landed on—jalapenos in the still, and separate infusions of serrano, habanero, red and yellow bell peppers—gives complexity and some vegetal sweetness, with a balanced heat profile.”

According to Winters, all of the locally grown peppers are ground in a hammer mill. The jalapenos, lime peel and non-GMO grain-neutral spirit is distilled through a botanical basket lined with fresh cilantro. St. George infuses the remaining peppers separately.

“The jalapeno distillate smells and tastes just like fresh jalapenos, with brightness from the lime peel, and additional freshness from the cilantro, all with absolutely no heat,” adds Winters. “Capsaicin stays behind in the still pot. The secondary infusion of the serranos and the habaneros allow us to adjust the heat a touch prior to bottling.”

Because of the multiple processes of both distillation and infusion at work, Winters says the distillery is able to showcase the aromatics of the jalapeno without a kick in the mouth.

“Think salsa fresca, with a touch of perceived salinity and a hint of vegetal sweetness,” he notes. “The result is a surprisingly versatile spirit. It’s no surprise that a Bloody Mary is elevated by the use of the Green Chile Vodka, but if you really want to showcase its versatility, make a Mule or a



Gimlet or mix it with any agua fresca.”

Cocktails were front of mind when Salt Flats began working on Mach 1 Chile Vodka in early 2023. Owner Steve Pruitt says the mission was to add a heat variant to the distillery's 622 Vodka and make a spinoff that could be used as an alternative to tequila in a Margarita or add spice to a Bloody Mary.

Salt Flats landed on a combination of serrano and Fresno peppers. After de-stemming the peppers, Pruitt says many of them are de-seeded to control heat levels in relation to flavor, and then they are steeped in neutral spirits. All of the work is done by hand, and each batch includes roughly 70 pounds of peppers. Since peppers can vary from batch to batch, each chile vodka batch is compared to a control sample and blended with neutral spirits or peppers until the desired flavor profile is achieved. The end result earned a gold medal at the American Craft Spirits Association's 10th Annual Judging of Craft Spirits.

“If a consumer is a spicy food fan, the introduction of pepper heat to the 622 Vodka provides a pleasant and refreshing heat with a spiciness flavor profile at the end—an unexpected kick,” Pruitt adds.

At Flying Leap, an “undrinkable hot” byproduct of the company's habanero chili wine led to the creation of its Habanero Brandy Liqueur. To produce the wine, Flying Leap uses a house-made, high-proof neutral grape spirit to sterilize the habaneros before soaking them in a wine charge. Flying Leap used to discard the infused spirit, but a few years ago CEO and president Mark Beres was intrigued by the aroma of the infused spirit. “I first tried to make a Bloody Mary mix with it, but it was still too hot,” shares Beres. “Through dilution and sweetening, we were able to achieve a drinkable product that was unique and delicious.”

Specifically, the pepper-infused spirit goes on to be diluted into clear grape brandy and blended with a Cognac-style brandy and sweetened with cane simple syrup to make the liqueur. It was first released in 2022 and Beres says each annual release has sold out.

Like Pruitt at Salt Flats, Beres notes that the amount of heat in each infusion can vary. For a consistent approach, flavors from a company like Flavorman can offer distillers some peace of mind. Flavorman can work directly with capsaicin to deliver a consistent number on the Scoville scale, which measures the heat of peppers. And Gibson says the company can elevate specific aromas and avoid undesirable ones

to create a desired flavor. That could apply to peppers, or to various types of cinnamon and cassia bark from around the globe that go into concentrates used by Sugarlands in cinnamon-flavored moonshines. An added benefit there, notes Gibson, is that Sugarlands doesn't need to procure dozens of pounds of cinnamon sticks. “You're getting a concentrated liquid flavor that comes from these concentrated cinnamon extracts that deliver consistently every time,” says Gibson, “and the cost per use is much much lower.”

Using flavors instead of raw peppers would also be ideal to provide stability in low-proof, ready-to-drink canned cocktails.

“If we're talking about a jalapeno extract, those green notes on the skin are inherently going to start breaking down over time,” says Gibson. “You'll continue to get the heat but you'll lose the balance.”

Regardless of how a distillery goes about creating a spirit with spicy ingredients, Winters of St. George believes one of the biggest hurdles will always be external, especially when it comes to pepper-infused spirits.

“The biggest challenge that we've faced in working with peppers has been in working past the consumer perception that because



it's a pepper vodka, it's going to be too spicy for them to drink,” says Winters. “The truth is, it's too delicious not to.” ■

“The blend that we landed on—jalapenos in the still, and separate infusions of serrano, habanero, red and yellow bell peppers—gives complexity and some vegetal sweetness, with a balanced heat profile.”

—Lance Winters of St. George Spirits



A WORLD OF SPIRITS IN YOUR HAND

How spirits apps are connecting craft distillers with more consumers.

BY ANDREW KAPLAN

This story originally appeared in the September/October 2024 issue of *CRAFT SPIRITS* magazine.



Marc Christensen, of Dented Brick Distillery in Salt Lake City, found himself in a situation faced by many new distillers after opening in 2016: how to get his spirits to stand out in an increasingly crowded market.

He soon found out about plans for a website and app called Crafted Pour designed to connect craft cocktail professionals, enthusiasts and producers. Through its Tastemaker program, the app links craft distillers like Christensen to social media influencers who create new cocktails using its spirits, which are then featured on both the platform and the distillery's website.

Currently, there are 1,000 cocktail creators on Crafted Pour with 58,000 visitors to the Crafted Pour website during the second quarter of 2024. The app itself was launched in the first half of 2023.

"A lot of people are posting their cocktail creations on Instagram, that's kind of the main place people were doing it other than Crafted Pour," says Jason Knapp, one of Crafted Pour's founders. "But the problem there is there's no



Jason Knapp

discoverability, there's no indexing of them and there's no recommendations. It's just not an intelligent way to organize cocktails. So, we wanted to give them that as well as easier ways to collect tips and commissions on products in their recipes."

And Crafted Pour is not alone. As the craft spirits market has boomed, so has the number of spirits-related apps.

For example, another popular app, Distiller, launched in 2013. co-founder & CEO Mikael Mossberg says the idea came to him while he was sitting—where else?—at a bar in front of an array of whiskey choices. The usual go-to sources (the bartender, Googling) just didn't allow him to make a truly educated choice. So, he made it his mission to change that.

"We wanted to make the information about spirits more accessible, especially when people are in a bar or at a store trying to make a purchase," Mossberg says. "We felt like people shouldn't have to do a bunch of research to make an informed decision. They should be able to open their phone, compare some products easily, and make their decision from there. Somebody said early on our goal is to let you know what's in the bottle before you spend a cent."

Today, Distiller provides information on all spirits categories, has just over 51,000 unique spirits in its system, and gets an average 3.5 million users each year.

Helping Build Spirits Demand

Sam and Stacy Greene, owners of Twist & Bitters, a mobile bar company based in Southern California, are two of the people who have helped Crafted Pour formulate relationships with some of its cocktail creators. Today, there are 4,000 recipes on the platform.

The Greenes help to curate the information being posted to the app and also help run the platform's Tastemaker program—finding new creators (bartenders, micro influencers, etc.) on social media to send product samples to from spirits producers like Christensen who subscribe to the service. These creators then come up with cocktail recipes using the samples that they post to Crafted Pour and social media. A special plugin subscribers to Tastemaker get creates a space on their own websites with a constantly updated feed of recipes from Crafted Pour that use their spirits.

"There are 200 cocktails on our website now that are actually from Crafted Pour," Christensen says. "It's so awesome. And the cost to do that was very minimal. I thought it was a really great value." The regular price



Marc Christensen





Twist & Bitters, a mobile bar company based in Southern California, has helped Crafted Pour formulate relationships with some of its cocktail creators.

for the Tastemaker program is \$500/month. However, Knapp says discounts are offered for craft distillers.

The plugin/widget is also available separately from the Tastemaker program, starting at \$50/month. Knapp says e-commerce pages with the plugin have seen 57% higher sales than those without because consumers immediately see others using the product in beautiful cocktails they can make themselves. Brands can also recruit their larger community to input cocktails and reviews that appear on their plugin to drive interest in their products among bar owners, retailers and consumers.

While any distiller can create a free profile on Crafted Pour, currently some 19, like Dented Brick, are paying partners and part of the Tastemaker program. Knapp says the brands have experienced overall sales increases of 25% to 92%, and so far the program has a 100% renewal rate.

For the Greenses, as mixologists who greatly value the creativity of craft distillers, publicizing smaller companies like Christensen's is a big part of what motivates them in their work for Crafted Pour.

"It's really hard for small distilleries to get into bars or restaurants or really get much attention at all because even though they might have a distributor, all of the sales reps are just pushing the big brands because that's where their bonus and incentives are, right?" says Sam. "So, that was one of the things we were definitely drawn to—helping the smaller distillery which we find are making some incredible stuff."

Adds Christensen, "When a distributor goes into an on-premise account, he can just basically click the recipe on Crafted Pour on his phone and show it to a mixologist or bartender. So, it's a really good sales tool."

While recipes are Crafted Pour's 'special sauce,' what sets Distiller apart is the vast database of spirits product information it has created over the past decade. And all of that information is carefully overseen by a team of full-time editors.

"We've created everything ourselves," Mossberg says. "It's painstaking, it's really, really difficult to do. So, I think one way that we just differ from some of those other applications is that we've been around for so long and have created this rich database community. We have over a million and a half tasting notes created just by our users. You don't find that in the other applications. They haven't been downloaded millions of times like we have. I think that's one of the most exciting

things about us.”

Each product page on the Distiller app shows a photo of the spirit; a rating based on reviews app users give it; a detailed description of the product; expert notes by one of the professionals who are part of the Distiller platform's Tasting Table, which is made up of spirits writers, judges and buyers for retailers; additional flavor information in the form of a Flavor Profile graph; other product details such as age, ABV, country and cost; a link to reviews that can be written by any user of the app; and a recommendation for other products the app's algorithm thinks the user might also enjoy.

Fulfilling Mossberg's original goal of making spirits information easily accessible to users, Distiller finds innovative ways to break down information in easily digestible ways for users. For example, click on a particular spirit, and the first thing you see are “Top Flavor Tags”—the most common flavors chosen by Distiller's community of users to describe it.

Mossberg says Distiller is also useful for craft distillers looking to follow what consumers think about their products. “We see a lot of producers comparing their products to others and seeing how folks are responding to what they're putting out there,” he says.

He also sees distillers creating a rapport with consumers. “A distiller can create an

account and go into the comments of every single tasting note that has been left publicly and comment back and forth with those people. So, you can have discussions with the people who are [leaving] tasting notes on the products that you offer,” he says.

What the Future Holds

Knapp hopes to soon also include the ability for Crafted Pour users to also purchase the spirits in the recipes directly through the app. He'd like to be able to give the app's cocktail creators a commission on the sales of the products used by their recipes.

And then of course there's artificial intelligence (AI) and its potential uses for spirits apps.

Distiller recently launched an app called Flasky, an AI chatbot that draws on the platform's proprietary database of spirits information to teach users about virtually anything related to spirits, from different spirit types, to production processes, to recommendations, or even help finding local distillers or events. The app is meant to be fun and user-friendly, a non-intimidating way to learn for both beginners and those with more advanced knowledge of spirits, too.

And another app Mossberg recently launched, Glasseye, allows users to take a photo of any ingredients lying around and Glasseye comes up with cocktail recipe ideas

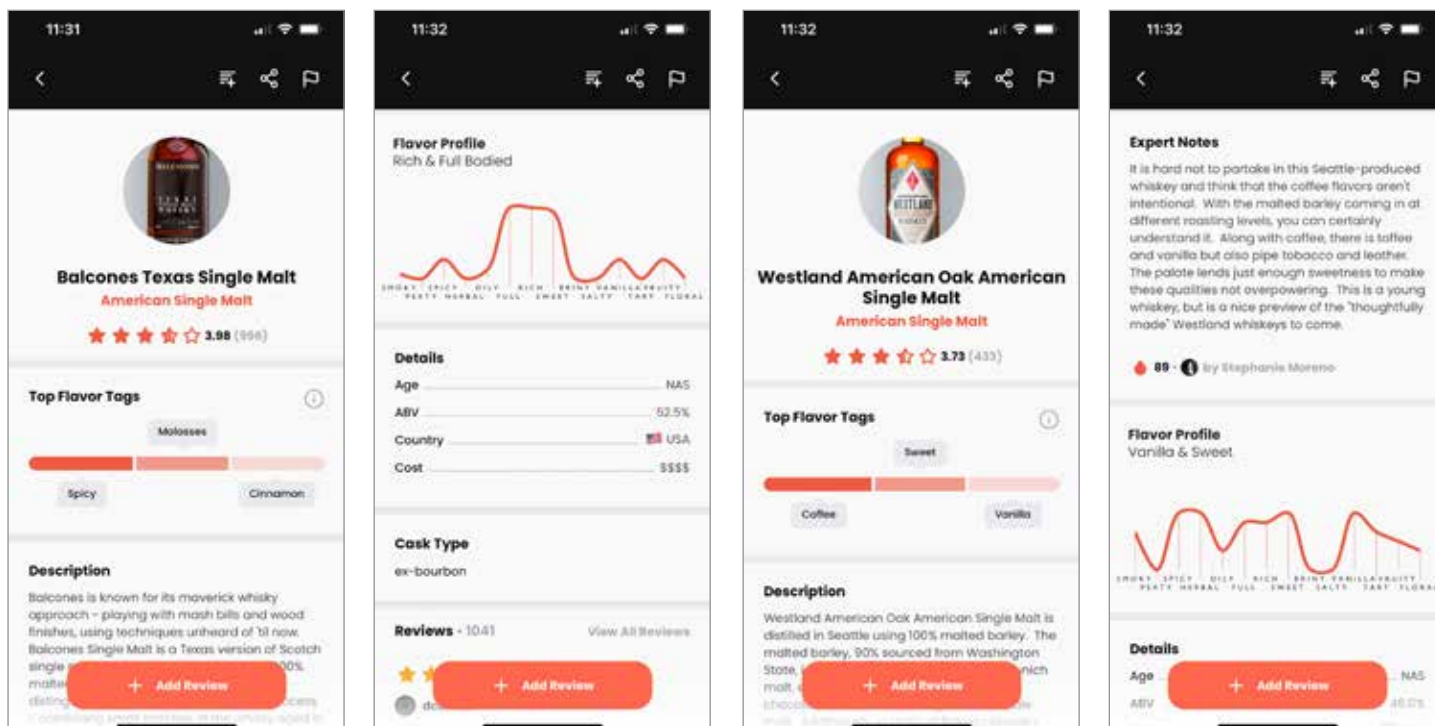
for them.

Flasky is available for a one-time purchase of \$3.99 and Glasseye costs \$2.99, both currently available for iPhone. Within Flasky there is an available in-app purchase for an additional 99 cents which will unlock the ability to search using images. So you could, for instance, take a picture of a bottle and then ask Flasky “tell me about this bottle” and Flasky will detect what the bottle is, and then give you corresponding information, including taste elements and scores.

And lastly, there's one more app that some mixologists and bartenders also find quite useful and has been around in one form or another for longer than most.

“I think one of the most important apps a lot of bartenders use is just the standard Notes app,” says Alex Barbatsis, co-founder of Bees and Bats Beverages, a cocktail consultation company. “I think every bartender I know has a list of just like potential cocktail names or ideas for drinks. I have a note named ‘Drinks’ that I just keep going back to.”

So, whether they are the latest AI-powered chatbots, or apps containing thousands of recipes or tasting notes, or the unassuming Notes app that comes free on every smartphone, they are all examples of how technology continues to help propel the spirits industry forward. ■



Screenshots from the Distiller app

CRAFTING CONNECTIONS

Dispelling myths and building bridges with government agencies

BY TERI QUIMBY

Let's face it. Government has its nose in your business every day. Whether at the federal, state, or local levels, something you do falls under government regulation. Just to name a few, these activities include things like paying wages to employees, providing a safe work environment, complying with building or health codes, and of course, the manufacturing of alcohol. Given that government is ingrained in everything you do, why are you avoiding "it"? By that, I mean the people who make up these government agencies. Building strong relationships is essential for businesses, especially those in highly regulated industries like craft spirits.

There seem to be a lot of myths surrounding "government" people, and whether or when to voluntarily talk with them—if at all. Clear spirits may be one of your products, but

your business is not invisible. Waiting until government is knocking on your door may turn a conversation into a government action. Let's look at ways to build better business relationships with government and navigate some of the complexities of government relations.

Myth: You only get one shot so make it count.

Who came up with this idea? Many believe you should only contact the government when you have a big problem, because you can only go there once. So, it's best to make it count and use that one-time ticket on something big. But then your big problem becomes one for the regulator, legislator or other decision-maker. This isn't the best way to start off.

Establishing a good working relationship early allows you to share your positive

business story on your terms. Yes, it's an opportunity. Unfortunately, one that is often ignored or overlooked. Being able to communicate challenges—before a crisis sets in—is to your business advantage. Decision-makers, though, may not have familiarity with the manufacturing of craft, or any other, spirits. It's good to keep this in mind when formulating your communications and conversations.

Using clear and relatable examples to explain craft spirits industry processes to non-experts is key. "Floor malt" is one example. It's kind of surprising that this process takes place on a floor, even though that word is part of the term used for this product. Words you use every day in customary conversations, however, may be a foreign language to those regulating your business. Some



Colorado Senate President Steve Fenberg and Colorado House Speaker Julie McCluskie at an ACSA political action committee (PAC) gathering in Denver

decision-makers may ask for explanations. And others may simply nod their heads with apparent understanding, yet zero comprehension. The clearer you can describe it, the better the communication and understanding. Pictures can also be invaluable to assist with this education.

When possible, present your case with perspective and context. Regulators might be hesitant to be the first to approve something but showing that others have successfully done it can be persuasive. When facts show that other regulatory agencies are doing it, and problems like violations aren't occurring because of it, then this kind of relevant information can positively impact the persuasion factor.

We often make our communications (on every subject) more complex than need be.

When educating others, providing relevant and clear information, and making sure to clarify industry-specific terms, can be influential. Speaking of influence, the difference between educating and lobbying deserves mention.

Myth: Educating is lobbying.

The difference between educating and lobbying is intent. Trying to influence government officials to take an action, like voting on a particular issue or piece of legislation, is lobbying. While educating policymakers, on the other hand, focuses on providing information about the impact of or need for policies and laws, or sharing research and other facts. It's important to know these distinctions because lobbying can trigger legal implications or government reporting requirements

for transparency.

The need to bring government decision-makers into your business was emphasized by two legislators from Colorado who spoke at the American Craft Spirits Association's political action committee (PAC) reception in Denver in early 2024. Why, again, would you want to do this? If you're thinking that they might find something while there, you're right! It might be something good, like learning about the craft spirits industry, impact on agriculture, commitment to community, and so much more. Taking proactive steps can go a long way for positive engagement with government officials.

Before your business gets a negative label attached to it, like at a violation hearing, share your positive story. And if you don't want to invite a government employee to your

business, you need to reflect on what's standing in your way. Boxes blocking a fire exit? Employee I-9 files not up to date? Unpaid taxes? If you know you are out of compliance in any area, you need to address it. Also, not everyone has time for a field trip, so think about taking your business to them. It's never been easier to capture video footage or photos on a cell phone, and to use this digital media to share your story compellingly and efficiently. Taking proactive steps like these can be incredibly helpful when educating decision-makers and asking for approvals.

Whether educating or lobbying, government officials need to hear your voice. Doing this at your local or state levels is one way. Another is to get involved with events like ACSA's Legislative Fly-In, which usually takes place in the fall. This well-coordinated annual effort showcases the craft spirits industry for a national audience. Since your business is impacted by all levels of government, being heard at every level is important. This also makes it easier to come back later to ask for something when it's needed.

Myth: "Can we do it?" is the best approach.

It's like asking a bartender to surprise you with a drink. If you simply ask decision-makers whether you can do something, don't be mad if you get an answer that's different than you wanted. Vague questions to regulators can yield unpredictable responses ranging anywhere from A to Z. The better approach is to come prepared with facts and a clear narrative that educates the decision-maker about your business.

The Craft Spirits Data Project (CSDP) is an example of leveraging data to educate about this industry. This initiative from ACSA and Park Street provides annual updates on economic trends. This industry-specific information is helpful to educate decision-makers. The Project includes facts like these:

- The craft spirits category reached over 14 million cases and \$7.9 billion in retail sales in 2022;
- The total amount invested in the U.S. craft spirits segment increased by 6.5% year-over-year to \$880 million; and
- Employment numbers within the U.S. craft market continued to increase post-pandemic, reaching 27,368 full-time domestic employees.

Presenting data like this alongside state and local impacts can create a persuasive narrative for your business and the industry. There are many opportunities to share this during

legislative and administrative processes.

Myth: Laws and rules are the same.

Authority for government actions must come from somewhere. Laws are enacted by legislators, while rules are promulgated by agencies. Rules may have the force of law, but they do not take the place of a law. Both are attached to a formal process that involves the possibility of public input. Arguably, it is easier to get a rule changed or put into place than a law. With legislation, many interest groups lobby for and against any new law or change; this can be seen as a long and cumbersome process. With rules, it's only one agency to deal with and specific timelines to work with, although politics can still play a part.

An overlooked, yet very powerful, type of law is an administrative procedures act. This is state-specific, as well as in force at the federal level. The purpose of these laws is to set forth the legal requirements for agency regulations, like rulemaking, guidance, and interpretations. Generally, rules have the force of law and people are expected to follow them. Guidance, though, may only be binding on the agency, and interpretations may have less weight than that. Regardless of the state-by-state differences, it's important to know about these laws governing administrative procedures.

Respectfully asking for the law, rule, or other official cite of authority should not create a problem. It may be a surprise, though, if the origin comes down to a staff email containing an interpretation from 1982. Something like this likely falls out of the authoritative bounds of most procedures acts and may be a red flag indicating a lack of clear authority for that issue. Many agencies have worked hard, though, to embody these types of older "policies" into properly enacted laws and promulgated rules. However, a few of these may still be laying around.

Otherwise, procedures are in place allowing for public participation during the process. For legislation, educating and lobbying are activities that allow for input. Opportunities occur both privately and publicly, and with individuals or groups.

Privately, conversations may take place to provide education or to influence government officials to vote a certain way. Both educating and lobbying could be embodied in a private letter, phone call, or meeting.

Alternatively, an example of a public conversation is the group lobbying efforts in 2020 for the Craft Beverage Modernization

Being able to communicate challenges—before a crisis sets in—is to your business advantage.

and Tax Reform Act. ACSA joined with other industry associations to urge immediate passage of the proposed legislation. The publicly available coalition letter was designed to influence officials to cast a favorable federal vote on this matter.

Lots of lobbying efforts occur behind the scenes, before public committee hearings and floor votes. You won't see those activities and may not even know about them. During the legislative process, other opportunities exist which include appearing at public meetings for bills on the agenda. At a committee hearing, interested parties testify about a bill or amendment. Most of the time the comments are for or against a pending issue. However, this can also be a time to impact the public record to provide educational information. Any information provided at these meetings become part of the official legislative record and retained as history.

Conclusion

For businesses in the craft spirits industry, it's critical to articulate a compelling story to educate decision-makers. Clear communication and proactive engagement are essential for navigating the complexities of the regulatory landscape and building strong, beneficial government relationships. ■

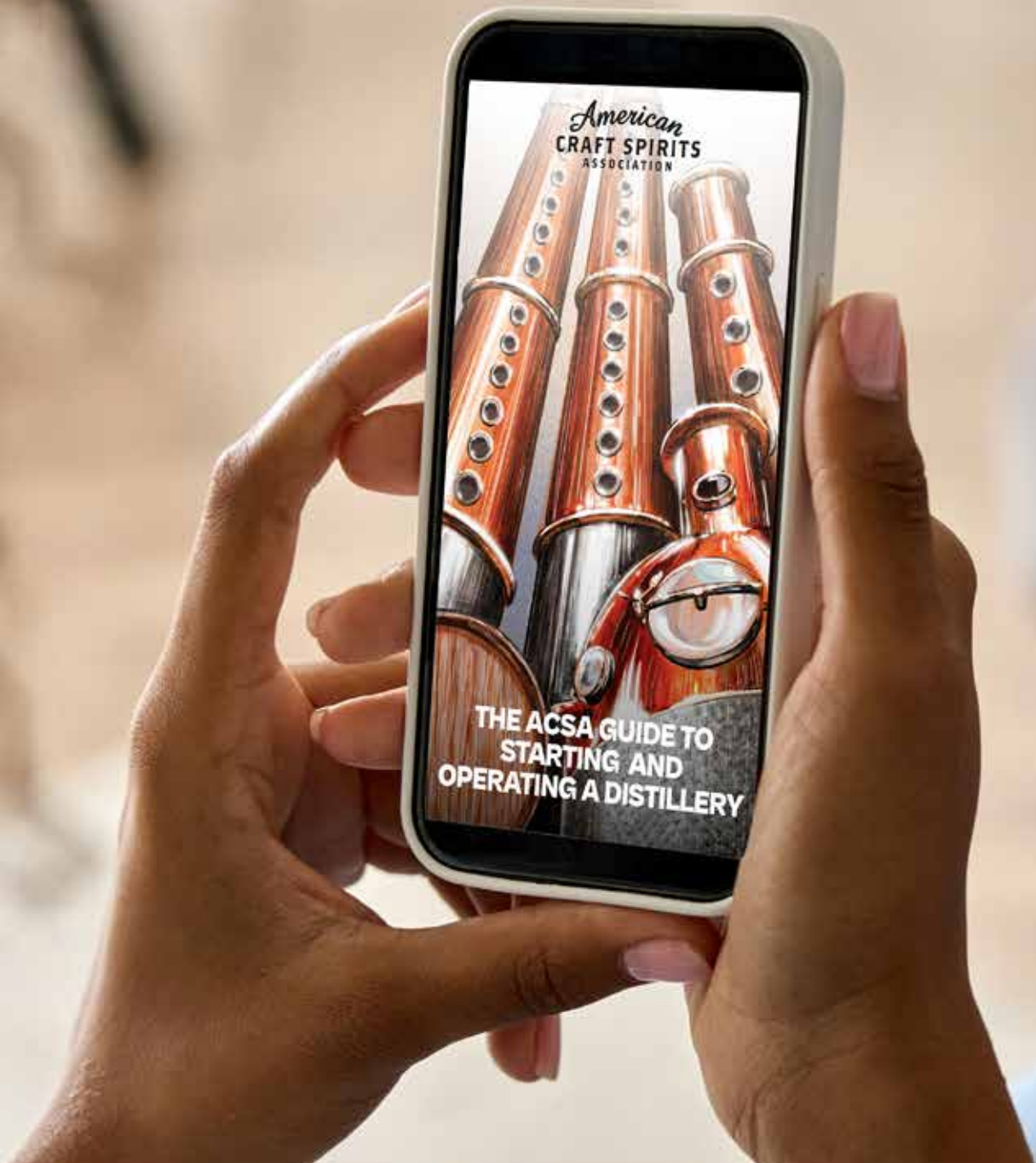


Teri Quimby is a former state alcohol regulator. Her work on legal and compliance issues is published regularly.

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TAKE A LOOK AROUND

BY LEW BRYSON

The best way to engage new visitors to your facility is to greet them and make them feel welcome as soon as they come in the door.

Um ... hold on, maybe the best way is to show them something really cool, like your three-chamber still, or your grain smoker, or your on-site greenhouse-grown botanicals.

Hey, wait, maybe you need to teach them something about distilling, a basic explanation of what you actually do.

Oh, come on, the best way is to let them sample your excellent products in your barroom!

Why not do all of that, and give them a tour?

Tours! Jeez, in five years, have I REALLY not written about this? We've talked about merchandise, customer education, and we've talked about upping your tasting room cocktail program.

But a good tour program really brings all that together, giving each part context. Merchandise? Someone's going to want a particular product's shirt because they tasted it or saw it made. Tasting? "I want to taste that stuff they were making today!" Onsite education? Hear it, see it, smell it and it all makes more sense; I can confirm that after smelling raw barley in the mixed mash at Midleton for the first time.

Think about the normal run of tours. A summer part-time hire either reading a script or riffing "That's corn, that's grapes, this is where they put the yeast in ... let's take a look at a couple barrels or a banged-up Carter head, maybe a look in a warehouse or—wow! the bottling line!" You're not helping yourself at all if that's your tour.

Now, think of the best tours you've been on. You might be thinking, "Oh, you mean like the special backdoor tours that writers get, we can't do them for everyone." Sure, no distillery has time for that ... except Buffalo Trace does. Its 'hardhat tour' is famous, and takes over an

hour, and it's fantastic. You can make your tour that immersive too, if you want to. But you'll probably want to make it for small groups, by appointment, like Buffalo Trace.

Or step down just a bit. I take 'regular' tours too, it's part of my job to see what the public sees. I've been on some great tours, and almost all of them involved a tour guide who did tours as their full job, and was hired because of their abilities and experience with that job. You need a good teacher, or an actor, or a comedian, ideally one who understands the material because they've worked the jobs involved for at least a day or two. (And if you're not big enough for full-time tour guides, I'll bet there's already someone on your team who can do a great job: who's the funny one? The talker? Get them.)

Take a look at your physical layout and think about where you can have a tour come through. Will you only do tours while operations are down for the day, the weekend? Will you have tours that watch operations from behind safety glass? ("Please do not tap the glass, the distillers are subtle and quick to anger.")

Maybe you have a mock-up of part of your operation; hand-filling a bottle, or a model still with cutaways to show what's happening? Will you do what a lot of European breweries do and have a multimedia presentation, a theater of distilling with music and motion?

Is there a regional association of distillers, a "tasting trail" of some sort? If there isn't, think about starting one. If there is, work on coordination, and go take all the tours to share ideas (share, copy, steal, whatever ...).

Always, always think about what your tour is doing: What's the point, what's the reason? Is it education, creating smarter customers? Is it branding, building your identity with customers? Is it recruitment, bringing bored tourists and sampling drinkers into your regular orbit? Or is it straight-up sales,

You need a good teacher, or an actor, or a comedian, ideally one who understands the material because they've worked the jobs involved for at least a day or two.

charging for a tour and samples to keep some cash flow going, and hey, that's not all bad ... but maybe multi-task on that one.

Most of all, are you engaging customers with your tour, making their visit welcoming and fun? Or are you going to aim higher and create amateur brand ambassadors, people who will go out and tell friends about the great people down at your distillery? And gosh you ought to go see them and here, have a drink of this marvelous stuff!

If you're not doing tours, you should be; if you're not doing the *best* tours, it's time to workshop this stuff. Time to show off and take a bow! ■



Lew Bryson has been writing about beer and spirits full-time since 1995. He is the author of "Tasting Whiskey" and "Whiskey Master Class."



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