

# Kingston Single Malt Society

[www.kingstonsinglemaltsociety.com](http://www.kingstonsinglemaltsociety.com)

A social club for the appreciation of Single Malt Whisky since 1998

SEPTEMBER 24<sup>th</sup>, 2018

VOLUME 12; NUMBER 3a



BROWN-FORMAN



---

## An Evening of American Whiskey with Taylor Corrigan & David Smith

**Appetizer:** *Chorizo-Cheddar Corn Fritters with Cilantro-Jalapeño Aioli*

**Entree:** *Pork Chop Bourbonnais  
with Beer Cheese Mac and Cheese; BBQ Baked Beans; Butternut Squash  
with Maple-Bacon Butter; Buttermilk Cornbread*

**Dessert:** *Bourbon Pecan Pie with Housemade Vanilla & Bourbon Ice Cream*

---

## COST OF THE MALTS

**- OLD FORESTER** LCBO 426148 | 750 mL bottle **Price \$38.00**

Made in: Kentucky, USA By: Brown-Forman Louisville Operations Spirits, Whisky/Whiskey 43.0% Alcohol/Vol.

**- WOODFORD RESERVE DISTILLER'S SELECT** LCBO 480624 | 750 mL bottle **Price \$49.95**

Made in: Kentucky, USA By: Brown-Forman Louisville Operations Spirits, Whisky/Whiskey, Bourbon/American Whiskey 45.2% Alcohol/Vol.

**- WOODFORD RESERVE DOUBLE OAKED** LCBO 410852 | 750 mL bottle **Price \$72.95**

Made in: Kentucky, USA By: Brown-Forman Louisville Operations Spirits, Whisky/Whiskey, Bourbon/American Whiskey 45.2% Alcohol/Vol.

**- WOODFORD RESERVE STRAIGHT RYE WHISKEY** LCBO 480129 | 750 mL bottle **Price \$54.95**

Made in: Kentucky, USA By: Brown-Forman Louisville Operations Spirits, Whisky/Whiskey, Bourbon/American Whiskey 45.2% Alcohol/Vol.

**- JACK DANIEL'S SINGLE BARREL WHISKEY** LCBO 480616 | 750 mL bottle **Price \$56.95**

Made in: Tennessee, USA By: Brown-Forman Louisville Operations Spirits, Whisky/Whiskey, Bourbon/American Whiskey 47.0% Alcohol/Vol.

**- JACK DANIEL'S SINGLE BARREL RYE** LCBO 487686 | 750 mL bottle **Price \$63.40**

Made in: Tennessee, USA By: Brown-Forman Louisville Operations Spirits, Whisky/Whiskey, Bourbon/American Whiskey 47.0% Alcohol/Vol.

**- JACK DANIEL'S SINATRA** LCBO 487686 | 1000 mL bottle **Price \$296.00**

Made in: Tennessee, USA By: Brown-Forman Louisville Operations Spirits, Whisky/Whiskey, Bourbon/American Whiskey 45.0% Alcohol/Vol.

---

---

The Brown-Forman Corporation is one of the largest American-owned companies in the spirits and wine business.[citation needed] Based in Louisville, Kentucky, it manufactures several well known brands throughout the world, including Jack Daniel's, Early Times, Old Forester, Woodford Reserve, Canadian Mist, GlenDronach, BenRiach, Glenglassaugh, Finlandia, Herradura, Korbel, and Chambord. Brown-Forman formerly owned Southern Comfort and Tuaca before selling them off in 2016.

As of fiscal 2016 the company had sales of \$3.08 billion. The roughly 40 members of the Brown family, cousins that are descendants of founder George Garvin Brown, control more than 70% of the voting shares and have a net worth of \$12.3 billion.

The company was founded in 1870 by George Garvin Brown, a young pharmaceuticals salesman in Louisville, who had the then-novel idea of selling top-grade whiskey in sealed glass bottles.

In 2005, the company sold its Lenox division (one of the oldest and most famous manufacturers of fine china in the United States), which had been acquired in 1983, to Department 56 for \$USD 160 million. The income generated by the sale was distributed to the shareholders in the form of a one time special dividend.

In 2006, the company acquired the Chambord liqueur brand (a super-premium black raspberry liqueur produced in France) for \$US 255 million.

In 2007, the company acquired Tequila Herradura, a Mexican company that produces the Casa Herradura tequila brand (a super-premium tequila produced in Mexico) for \$US 776 million, while it also sold its Hartman Luggage division (one of the leaders in the travel goods industry and originally a subdivision of Lenox), to Clarion Capitol Partners. One year later, it sold the Bolla and Fontana Candida Italian wine brands to Gruppo Italiano Vini (GIV). The terms of neither sale were disclosed.

In 2011, the company sold Fetzer Vineyards and associated brands to the Chilean wine producer Viña Concha y Toro S.A. for \$US 238 million.

In 2016, the Southern Comfort and Tuaca brands were sold to Sazerac Company for \$543 Million.

In 2016, Brown-Forman also reached an agreement to purchase The BenRiach Distillery Company Limited for approximately £285 million. The purchase brought GlenDronach, BenRiach, and Glenglassaugh to Brown-Forman's portfolio.

The company is a sponsor of the Brown-Forman Retailer of the Year awards given by the American Beverage Licensees.[

---

## Sazerac to move Tennessee whiskey production

12th July, 2018 by Melita Kiely - [www.thespiritsbusiness.com](http://www.thespiritsbusiness.com)

Sazerac's Tennessee whiskey business is preparing to relocate to the city of Murfreesboro, with plans for a new distillery, bottling plant, warehouses and visitor centre.



*The distillery's new location will overlook a five-acre lake*

The company intends to build two barrel warehouses, which will each have space to hold approximately 20,000 barrels.

Set within the 55-acre site, the visitor centre will overlook the five-acre lake and is scheduled to be up and running by 2020.

For the time being, master distiller John Lunn and distiller Allisa Henley intend to continue distilling Tennessee whiskey in their three pot stills at the firm's Newport location in Tennessee.

The stills and existing barrels will all be moved to the new site once it is completed, but the oldest liquid is currently only one year old. The firm said it will still be several years before the whiskey is bottled and released, and a name for the distillery is still to be decided upon.

Lunn and Henley have already burned their second batch of sugar maple in Lunn's back garden to make the charcoal the whiskey must be filtered through by law in order to be

called Tennessee whiskey.

Lunn said: "We're looking forward to having a new home for our distillery in Murfreesboro and we're excited about being so close to Middle Tennessee State University and partnering with their students in the fermentation programme."

Sazerac acquired the Tennessee distillery in 2016 for an undisclosed sum.

The new distillery is expected to generate full-time jobs for between 20 and 25 people, and will offer tours and tastings through its visitor centre. It expects to attract 50,000 visitors within five to 10 years and job opportunities will be announced in late 2019 or early 2020.

---

## How Charring and Toasting Wood Impacts Whiskey Flavor

JUNE 6, 2018 | CHARLES K. COWDERY - <http://whiskyadvocate.com>



The degree to which a new barrel is toasted and/or charred can have a huge effect on a whiskey's flavor. Brown-Forman Cooperage (pictured) makes hundreds of thousands of barrels a year.

Bourbon whiskey—and rye, wheat, malt, and Tennessee whiskey - **must be aged in new, charred oak barrels**. Within that requirement, however, there are myriad variations that can affect the color, aroma, flavor, and mouthfeel of the final whiskey. Working within those barrel specifications allows distillers to craft a distinctive product, with decisions about char and toast level having major ramifications on the final whiskey.

### WOOD TYPE

Wood **terroir** is one variable. While more or less all barrels are made of white oak, the wood itself can vary by region. In colder northern climates, for example, trees grow more slowly and have a tighter grain. The flavors they offer are more concentrated, but also harder to reach and absorb.

## SEASONING

After the wood is harvested it must be dried, or seasoned, since more than half its weight is water. **Kilning**—drying the wood in a heated chamber—is the fastest and easiest way, but not the best. The wood will be dry enough to make barrels, but that’s about it. With natural seasoning, rough-cut staves and headpieces are stacked up outdoors and left alone for six to 24 months (occasionally longer). They are rained and snowed on, baked in the sun, frozen, thawed, and invaded by microbes. This process reduces tannin levels and breaks down various compounds, which are then available for incorporation into the whiskey as it matures. Natural seasoning allows the wood to begin decomposition, which is good. Fungi send out roots (hyphae) that penetrate into the wood structure and release hydrogen peroxide, a natural bleaching and oxidizing agent that helps break the wood down chemically, softening tannins and caramelizing hemicellulose (a complex carbohydrate found in plant cells), among other salutary effects. Kilning does none of that.

## CHARRING

After the wood has been seasoned, it gets fashioned into a barrel. But before it can be used to hold whiskey, it must be charred. How long the barrel burns—from just a few seconds to a minute or more—determines char depth. The charred wood acts as a filter, changing or eliminating various **congeners** in the distillate. Congeners are substances produced during fermentation, other than ethanol, that give whiskey much of its taste and aroma. But there are good congeners and bad congeners. Some of the bad congeners are eliminated during distillation; the charred barrel takes care of the rest.

## TOASTING

Toasting is another way of treating wood, though it is less common. Incidental toasting occurs during the charring process, as heat converts hemicellulose into sugar and creates a toasted layer below the char level. That incidental toast is limited, however, because a barrel can only be burned for so long before it starts to lose structural integrity. It is possible to toast barrels more deeply before charring, but because it is an extra step that adds cost, most distillers don’t do it. Some, however, do, as pre-char toasting releases more sugars that can be extracted during the maturation process. Variations in toast time and temperature, as well as in char level, create different flavor profiles.

---

## HOW TWO KENTUCKY DISTILLERIES SEASON, TOAST, AND CHAR THEIR BARRELS

Danville, Kentucky’s **Wilderness Trail Distillery** uses barrels that mainly come from **Independent Stave Company (ISC)**. “A barrel will give up around two pounds of sugar over a five-year maturation,” says co-owner Shane Baker. “We selected one of the different ranges of toast ISC offered that showed elevated caramels, chocolates, and vanillas. Toasting gives us more access to those sugars earlier in the aging process.” The wood for Wilderness Trail’s 53-gallon barrels is naturally seasoned for 18 to 24 months. Then the barrel gets a 43-minute toast and a #4 char (the deepest level in general use, resulting from a 60-second burn).

Brown-Forman, parent company of **Jack Daniel’s** and **Woodford Reserve**, is the only American distiller that makes its own barrels, at cooperages in Kentucky and Alabama. The company churns them out at a rate of 2,500 barrels per day, all in the typical 53-gallon size. “We don’t follow the industry standard recipes because we don’t make barrels for sale outside of the Brown-Forman portfolio,” says master distiller Chris Morris, noting that the company doesn’t even use the #1 to #4 char rating. “Each brand or distillery has its own barrel specifications.”

Woodford Reserve uses two types, a standard barrel and a finishing barrel that was created exclusively for its Double Oaked bourbon. The wood is seasoned naturally for nine months, and each barrel receives a pre-char toast to degrade the oak’s lignin (a polymer found in plant cells) into its three chemical components: synapaldehyde, syringaldehyde, and vanillin, which imparts characteristic vanilla flavors.

The toast takes about ten minutes, and then the barrel is charred. Some Brown-Forman barrels burn for as long as a minute, but the standard Woodford char is just 25 seconds. “This provides the right amount of sweet aromatics without giving up the desired vanilla character,” says Morris. The Double Oaked finishing barrel, however, receives a brief 5-second char.

## TASTE THE DIFFERENCE

Many distilleries will tell you their barrel specifications, so you can taste-test to see if you can detect a difference. Most use the heaviest char but a few, such as Woodford Reserve and **Maker’s Mark**, use something a little lighter.

There are some whiskeys that use toasted, un-charred barrels for aging, such as Old Potrero 18th-century style whiskey, which is made from a rye mash. (It cannot be called rye whiskey because the barrels are not charred.) **Michter’s** released a whiskey finished in toasted barrels, and **Blood Oath Pact No. 4** is a blend of bourbons, including one finished in toasted barrels. Using toasted barrels may not be a widespread phenomenon, but the flavors gained through the process offer yet another distinct variation on a familiar whiskey.

---

## Old Forester to release 2018 Birthday Bourbon

7th August, 2018 by Nicola Carruthers - [www.thespiritsbusiness.com](http://www.thespiritsbusiness.com)



Brown-Forman is set to launch Old Forester’s 2018 Birthday Bourbon next month in homage to brand founder George Garvin Brown.

*The 2018 Old Forester Birthday Bourbon is bottled at 50.5% abv*

Every year since 2002, Old Forester has marked its founder’s birthday on 2 September with a 12-year-old limited edition Bourbon release.

This year’s Bourbon is the first to be bottled at the [new Old Forester Distilling Co site in Louisville](#).

The 2018 Birthday Bourbon is produced from 93 barrels matured in Warehouse J and 27 barrels matured in Warehouse I.

It is bottled at 50.5% abv, the highest abv to date for the annual series.

The expression has notes of “rich, dark cherry cobbler”, caramel, dark chocolate smoked almond and hints of charred oak. The finish is “long and dry” with a “herbal lemon honey sweetness”.

The 2018 Old Forester Birthday Bourbon has an RRP of US\$99.99. Around 2,400 (six bottle) cases will be available for purchase across the US.

---

---

## Woodford Reserve to sponsor beverage studies



17th July, 2018 by Amy Hopkins - [www.thespiritsbusiness.com](http://www.thespiritsbusiness.com)

Bourbon brand Woodford Reserve has teamed up with non-profit culinary arts organisation the James Beard Foundation to launch a scholarship programme for bartenders.

*Woodford Reserve is sponsoring a scholarship programme for beverage studies*

Under the partnership, Woodford Reserve will sponsor beverage studies scholarships and also sponsor the Outstanding Bar Program award, which is presented annually at the James Beard Awards.

The Brown-Forman-owned brand will also become a “premier sponsor” of the James Beard Foundation’s Taste America, which celebrates America’s “diverse culinary culture”.

The Woodford Reserve Beverage Studies Scholarship is designed to help aspiring beverage professionals further their skills.

Applicants must be currently enrolled, or planning to enrol, at a licensed or accredited programme for beverage studies, including wine, viticulture and oenology, or another related field.

Applications will open on 1 April 2019. For more information, visit [jamesbeard.org/scholarships](http://jamesbeard.org/scholarships).

“Woodford Reserve and the James Beard Foundation share a dedication to flavour, and this partnership will showcase our shared passions,” said Mark Bacon, senior vice president and global brand director of Woodford Reserve.

“Our Bourbon was founded on flavour – and it’s a commitment we take seriously.”

---

## Brown-Forman launches stock buyback scheme

18th July, 2018 by Amy Hopkins - [www.thespiritsbusiness.com](http://www.thespiritsbusiness.com)

Jack Daniel’s maker Brown-Forman is seeking to repurchase US\$200 million worth of shares in its business.

*Brown-Forman is seeking to extend its own shareholding*  
The company’s board of directors approved the share repurchase programme, which will run from 13 July 2018 to 12 July 2019.

Under the scheme, Brown-Forman can repurchase ‘class A’ and ‘class B’ common stock “from time to time for cash in open market purchases, block transactions, and privately negotiated transactions”.

Paul Varga, outgoing chief executive of Brown-Forman, said: “We are appropriately attentive to today’s uncertain market environment, but remain optimistic about the long-term growth prospects for our brands around the world.

“We strive to deliver leading returns for our shareholders and believe this buyback authorisation provides us with the flexibility to repurchase our shares when the market presents the opportunity.”

[Varga is to retire from Brown-Forman at the end of this year](#) and will be succeeded by chief operating officer Lawson E Whiting.

---



---

## Brown-Forman reports ‘strong’ Q1 sales

30th August, 2018 by Nicola Carruthers - [www.thespiritsbusiness.com](http://www.thespiritsbusiness.com)

Brown-Forman has hailed a “strong start” to fiscal 2019, driven by the double-digit growth of the Jack Daniel’s family of brands.

In the three months ending 31 July 2018, the US firm reported a net sales increase of 6% to US\$766 million. Reported operating income grew by 5% to US\$264m.

Brown-Forman experienced “solid, broad-based” gains from around the world with markets outside of the US delivering the “strongest” growth. Developed international markets saw an increase of 16% (+12% reported), while emerging markets grew by 11% (+7% reported). Underlying net sales in the US increased by 2% (0% reported).

Brazil grew by 30% (+20% reported) due to “strong demand” for Jack Daniel’s. Russia experienced a 12% decline (+57% reported) as a result of “challenging comparisons related to the changes in distributor and related buying patterns”.

Germany and the UK grew by 38% (+28% reported) and 33% (+19% reported) respectively, while France’s underlying net sales increased 3% (-1% reported).

Australia’s net sales increased 6% (+2% reported) and Canada’s net sales were flat (-2% reported).

Travel retail witnessed “solid growth” during the period, up 22% (+24 reported).

### Brand outlook

The Jack Daniel’s family of brands led the firm’s underlying net sales, up 10% (+7% reported), with “strong volume gains” outside of the US. The group’s super-premium American whiskey brands – including Woodford Reserve, Jack Daniel’s Single Barrel and Gentleman Jack – delivered 25% underlying net sales growth (+24% reported).

Woodford Reserve grew by 29% (+30% reported).

Old Forester grew at “an even faster rate”, fuelled by the “combination of volumetric gains and favourable mix”.

Finlandia vodka declined by 10% (-18% reported), due to “disruption related to packing changes” in Poland and the “competitive environment for premium vodka”.

Tequila brand El Jimador grew by 11% (+10% reported) boosted by “strong takeaway trends” in the US. Herradura increased by 10% (+11% reported) with double-digit gains in the US.

CEO Paul Varga said the company’s “momentum continued” during the period, with “strong net sales growth as consumer demand for our premium American whiskey brands remained robust”.

He said: "After considering the estimated impact of order phasing related to tariffs, our first quarter growth was in-line with last year's underlying net sales growth and keeps us on track to deliver another strong year of top-line growth in the 6-7% range."

Lawson Whiting, chief operating officer and [incoming CEO](#), added: "There remains significant uncertainty around the duration of recently enacted tariffs, but we have been encouraged by the resilience of our business model as we are working to minimise short-term disruption and maintain our top-line momentum."

"We believe that our consistent reinvestment back into our brands and people positions us well over the long-term to continue generating leading returns for our shareholders."

In June this year, Brown-Forman announced it will [raise the price of Jack Daniel's](#) by around 10% in the European Union after the bloc implemented a 25% tariff on American whiskey.

---

## Jack Daniel's maker plans to raise prices because of tariffs

by Danielle Wiener-Bronner [@dwbronner](#) August 29, 2018: 1:09 PM ET

The trade war is coming for American bourbon.

Brown-Forman ([BFA](#)), which also owns Woodford Reserve, Finlandia and other wine and liquor brands, explained during an earnings call on Wednesday that it is planning to raise prices in many European markets because of increased costs from tariffs.

American bourbon is one of the products targeted by [China](#), the [EU](#) and [Mexico](#) in retaliation for the Trump administration's [tariffs on steel and aluminum imports](#).

The company has already hiked prices in a handful of locations. But it held off on increases throughout Europe on hopes that trade tensions would improve and because of high competition in the liquor market.

"Our other competitors do not have the same pressures that we have as it relates to this," Jane Morreau, the company's chief financial officer noted. Rivals that make liquor in their local markets are not subject to tariffs, because they don't import their products.

She warned that the price increases aren't likely to offset costs from the tariffs.

About a quarter of the company's sales are made in the European Union, according to Cowen Research.

Chief Operating Officer Lawson Whiting explained that in the past few months, the company was able to offset much of the tariff burden with extra profit from the new tax law.

He said that higher inventory in its European markets, where retailers were stocking up before tariffs went into effect, helped boost sales in the three months ending in July.

"Best-case scenario is that these tariffs, or at least those in the EU, are rescinded over the coming month," Whiting said. But he said Brown-Forman doesn't predict that will happen — so the company lowered its profit outlook through April 2019.

Morreau pointed to the recent [preliminary trade deal between the United States and Mexico](#) as an encouraging sign.

But in other parts of the world, trade tensions are heating up. Earlier this month, [China announced plans to put tariffs](#) of up to 25% on American products worth \$60 billion. China's list includes alcoholic beverages.

In the United States, the tariffs are expected to increase the prices of a number of goods. Notably, cars [could end up costing thousands of dollars more](#) than they do now.

CNNMoney (New York) First published August 29, 2018: 1:09 PM ET

---

## Woodford Reserve adds Barrel Finished Rye to Distillery Series

31st July, 2018 by Owen Bellwood - [www.thespiritsbusiness.com](#)

Brown-Forman-owned Bourbon brand Woodford Reserve has expanded its Distillery Series with the launch of Barrel Finished Rye.

*Barrel Finished Rye uses the same ageing process as Woodford Reserve Double Oaked*

Barrel Finished Rye is Woodford Reserve Rye that has been finished in a second barrel, made from new American oak.

Woodford Reserve master distiller, Chris Morris, said: "This summer's special rye is finished in a unique second barrel that is heavily toasted, lightly charred barrel, which brings out even more flavours.

"It is a perfect example of Woodford Reserve bringing innovation not only to Bourbon but the rye whiskey category."

The latest whiskey in the Distillery Series uses the same ageing process as Woodford Reserve Double Oaked, the result is a "rich, robust and spicy" version of Woodford Reserve Rye.

On the palate, the new expression is said to have notes of warm baking spices and a "rich nutty and roasted coffee character," while the finish has a "dark caramel molasses like sweetness".

Barrel Finished Rye has been bottled at 45.2% abv and is available to purchase from the Woodford Reserve Distillery and select Kentucky retailers for US\$49.99 per 375ml bottle.

Morris says he created the Distillery Series, which [includes a blended rye](#) and [the Five Malt expression](#), to highlight Woodford Reserve's creativity.

---

## Distell Releases New Whisky Innovations in Travel Retail

31st August, 2018 by Nicola Carruthers - [www.thespiritsbusiness.com](#)

Distell has launched a new expression from South African whisky Bain's and a 10-year-old Deanston single malt Scotch, described as the brand's "most intricate blending story to date", exclusively in global travel retail.

### *The new innovations are exclusive to GTR*

The limited edition Deanston Bordeaux Red Wine cask-finished single malt has been created by senior blender Dr Kirstie McCallum.

It has undergone a three-step blending process that in 2016 combined ex-Bourbon cask with Bordeaux casks. Then, in 2018, a fully matured 10-year-old Bordeaux red wine Deanston was added to the blend.

The expression has notes of bitter dark chocolate, syrupy treacle toffee, red wine along with Deanston's classic "honeyed malt essence". The brand has also been relaunched with a new look to "reflect its community roots and handcrafted identity". The design includes a bottle and capsule with etchings to mark its history as a cotton mill. The wooden cork features a recessed Deanston coin – the former currency used in the village.



Derek Scott, brand director at Distell, said: "At Deanston our focus is to be innovative and industrious at heart; we aren't afraid to try new things and experiment with flavours."

"It was an interesting opportunity for Kirstie and the team, which has culminated in the most unique, and intricate, Deanston blending story to date."

The 10-year-old Deanston Bordeaux Red Wine Cask Finish will be released this October at an RRP of £50 (US\$65). It is limited to 1,000 cases.

The new limited edition Bain's 15 Year Old Single Grain Whisky is the first in the Founder's Collection, which aims to show the quality of South African grain whisky.

The expression pays homage to Andrew Geddes Bain, who built the Bain's Kloof Pass, a mountain pass between Wellington and Ceres in the Western Cape province of South Africa.

It is thought to be the only whisky in the world to be made from 100% South African grain. It has been matured first for three years in ex-Bourbon casks before being revatted into a fresh set of ex-Bourbon casks.

The 15-year-old bottling has soft floral notes combined with spice, tropical fruits, and banana

on the nose.

The palate is described as having hints of sweet butterscotch, raisins and banana loaf, followed by a "warm and spicy" finish. Distell will release a number of limited edition single grain whiskies from the Founder's Collection in the coming years.



## Kingston Single Malt Society

Roberto DiFazio, President

827 Old Colony Road

Kingston, Ontario, K7P 1S1, Canada

613-532-5285

rdifazio04@gmail.com

<http://www.kingstonsinglemaltsociety.com>

