

WINE • BEER • CIDER • SPIRITS

# Spirited

THE ESSENCE OF THE CRAFT

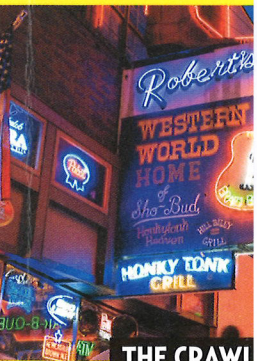
THE  
MARKET  
ISSUE

## closing time

MIX IT UP 69 • ON TAP 73 • WINNING WINES 74 • THE CRAWL 76 • LAST CALL 80



- Creating Demand
- Cashing In on Com
- Branding America
- Discovering McMe



THE CRAWL

NASHVILLE

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PAGE 76



French winner Jean-Charles Boisset delivered an entertaining keynote address. [Duncan Garrett Photography]

### Spirited Show a Success

On February 27, 2018, *Spirited* magazine, in partnership with Wine Competitions Management and Productions, welcomed close to 800 attendees to its first-ever International Spirits Trade Tasting & Show in Santa Rosa, Calif. The goal: To introduce the idea that Northern California has evolved past merely “Wine Country” into an inclusive enclave for premium craft alcohol beverages.

The day opened with a keynote address from Jean-Charles Boisset (pictured), whose wine empire (with properties in the United States and France) has recently expanded into a line of premium spirits. Moderator and sommelier Christopher Sawyer led a day of lively discussions on topics ranging from the basics of distillation and building a brand to the nuts-and-bolts of California licensing for craft distillers.

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69