

Inc.

The Magazine for Growing Companies

How to Build
a Culture Your
Team Will Love

**50
BEST
PLACES
TO WORK**

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Arkadium CEO
JESSICA ROVELLO
Her top goal: "creating joy"
among her 100 employees.

**2016
RISING
STARS** MEET
THE MOST
DYNAMIC
YOUNG
CEOs IN
AMERICA

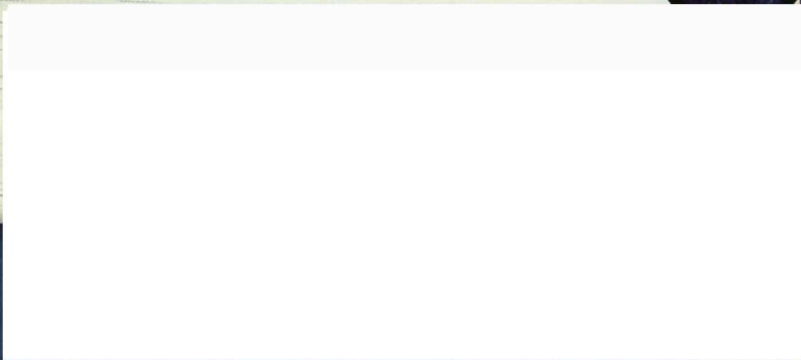
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OUR 3RD ANNUAL
**ICONIC
DESIGN
BEST IN
CLASS
AWARDS**

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**THE
FOUNDER
STRIKES BACK**
GEORGE
ZIMMER'S
REVENGE
ON MEN'S
WEARHOUSE

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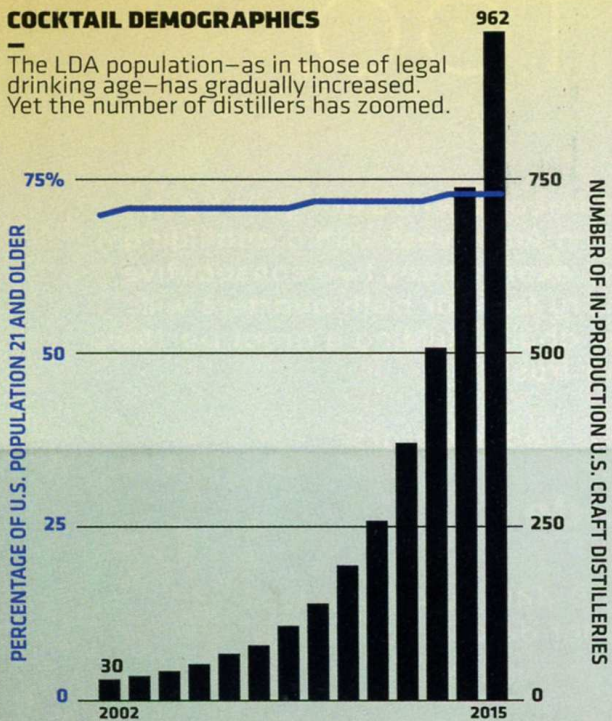
THE HEADY GROWTH OF CRAFT BOOZE

MAKING DISTILLED SPIRITS IS an ancient process, and for 21st-century craft distillers—currently there are about 1,000 of them in the U.S., according to the American Distilling Institute—everything old is new again. And profitable. ADI's annual survey estimates that craft sales moved about 2.4 million cases in 2015, about 40 percent more than the previous year. From 2011 through 2015, segment revenue grew more than 40 percent annually.

Global imbibers' new taste for U.S. bourbon and rye is one force behind the boom, says the Distilled Spirits Council of the United States. The resurgence of classic cocktail culture, led by Millennials, is another factor—domestic retail sales of U.S. whiskey in 2015 amounted to \$9 billion. Can it last? "The most significant challenge for craft spirits producers is brand sustainability: a combination of good product, pricing, and getting the story across in a competitive marketplace," says industry consultant Robin Robinson. *Craft* is an especially broad term. Not all craft spirits makers operate their own still, a fact that irks the sweat-equity guys who ferment, distill, redistill, and, in the case of the seed-to-bottle startups, grow their own ingredients. But for savvy consumers eager to be liquor locavores, such squabbles may not matter. Enjoy this round of some hands-on spirits-making bounty. —COELI CARR

COCKTAIL DEMOGRAPHICS

The LDA population—as in those of legal drinking age—has gradually increased. Yet the number of distillers has zoomed.



SOURCES: U.S. CENSUS; NATIONAL BEER WHOLESALE ASSOCIATION; AMERICAN DISTILLING INSTITUTE



PHOTOGRAPH BY WILL ANDERSON

SPIRITS ARE RISING ACROSS THE NATION: A SAMPLING OF NEW WHISKEYS, GINS, AND LIQUEURS

WOODY CREEK DISTILLERS (2012)
Basalt, Colorado

CO-OWNERS Mary and Pat Scanlan, Mark Kleckner

2016 INTRO
Colorado whiskey. Aspen Valley's seed to bottle organic gin- and vodka-maker embraces the dark side.

2015 BOTTLES SOLD
210,200

ST. AUGUSTINE DISTILLERY (2011)
St. Augustine, Florida

CO-OWNERS Philip McDaniel, Mike Diaz

2016 INTRO
Pot-distilled rum. Aged in vermouth barrels. "Pot" refers to the vessel, in case you were wondering.

2015 BOTTLES SOLD
118,200

FEW SPIRITS (2010)

Evanston, Illinois

CO-OWNER Paul M. Hletko (with investors)

2016 INTRO
Few Breakfast Gin. Infused with juniper, lemon, and Earl Grey tea. We suggest you wait until dinner.

2015 BOTTLES SOLD
72,000

WIGGLY BRIDGE DISTILLERY (2012)
York, Maine

CO-OWNERS Dave Woods, David Woods II

2016 INTRO
Sour mash gin. Family whiskey recipe also yields a light, subtle-juniper dry gin with a citrusy finish.

2015 BOTTLES SOLD
15,000

SANTA FE SPIRITS (2010)
Santa Fe, New Mexico

OWNER Colin Keegan

2016 INTRO
Slow Burn gin liqueur. Infuse gin with hickory and applewood smoke; sweeten for a hay-and-heather smell.

2015 BOTTLES SOLD
31,800

HARVEST SPIRITS (2007)
Valatie, New York

OWNER Derek Grout

2016 INTRO
Apple brandy. Sourced from the owner's orchard, aged five years in bourbon barrels.

2015 BOTTLES SOLD
18,000

YELLOW ROSE DISTILLING (2012)

Houston

CO-OWNERS Ryan Baird, Troy Smith, Randy Whitaker

2016 INTRO
Maple rye whiskey. Finished in maple-syrup barrels. Good with pancakes, we presume.

2015 BOTTLES SOLD
43,200

SOUTH HOLLOW SPIRITS (2013)
North Truro, Massachusetts

CO-OWNERS Dave Roberts Jr. and family

2016 INTRO
Dry Line Gin. Includes 9 botanicals, none of which would have been acceptable to the Puritans.

2015 BOTTLES SOLD
13,500

DRY FLY DISTILLING (2007)

Spokane, Washington

CO-OWNERS Kent Fleischmann, Don Poffenroth

2016 INTRO
O'Danagher's American Hibernian Whiskey. Locally sourced, aged in white-oak barrels.

2015 BOTTLES SOLD
110,000

GREAT NORTHERN DISTILLING (2013)

Plover, Wisconsin

CO-OWNER Brian Cummins

2016 INTRO
Rye whiskey. Distilled from local grain; aged in local barrels. Paul Bunyan's pour, no doubt.

2015 BOTTLES SOLD
17,000

