

Spirit Hound Distillers Releases Flood-Aged Mountain Bum Rum

Spirit Hound, a Colorado craft distillery, has released the last bottles filled from a single barrel of Mountain Bum Rum (40% ABV) that was floating in the distillery during the historic floods that swamped Lyons, Colo., last September.



"This rum," said Spirit Hound distiller Craig Engelhorn, "is 80-proof and flood-proof. It was aged in a used Buffalo Trace whiskey barrel for five months and for one day in floodwaters. It's like no other rum in the world."

The first bottle of these specially marked "flood-aged" bottles will be donated to J.J. Hoffman, Chief of the Lyons Fire Protection District, in recognition of his and his department's efforts during the flood. Bottles 2-24 will be signed by the District's crew at the distillery. These signed bottles will be auctioned off, and all money from these 23 bottles will be donated to a fund to rebuild the District's Lyons Fire Station #2 that was destroyed in the flood. Ten percent of all subsequent sales of the flood-aged rum will also be donated to that fund.

Mountain Bum Rum was double-distilled in a hand-made copper still from a 50/50 mix of Caribbean molasses and cane sugar.

Spirit Hound's Neil Sullivan said the rum is especially significant.

"This batch," he said, "commemorates what our distillery and the rum went through the past four months. We really hope these are 'once in a lifetime' bottles of Mountain Bum Rum."

The barrel of flood-aged rum produced about 500 bottles of rum. Spirit Hound hopes to release more barrels of Mountain Bum Rum over the next few months. A 750-ml bottle sells for about \$50

Germany's Best Whisky Awards 2013

The winners of Germany's Best Whisky Awards 2013 are:

Germany's Best International Whisky 2013: Koval Rye Whisky (Haromex/Koval Distillery, Chicago, Illinois)



The winners and nominees of the International category at Germany's Best Whisky Awards 2013. L-R: Christian H. Rosenberg (Publisher of: Der Whisky-Botschafter), Jörn Brinkmann (Campari), Dietmar Schulz (Alba Import), Dr. Robert Birnecker (Haromex/Koval Distillery, Chicago, Illinois), Bernhard Stadler (Diageo), Dominic Bücker (Beam), Timo Lambrecht (Bremer-Spirituosen Contor) and Bernhard Schäfer (Master of the Quaich).

Germany's Best National Whisky 2013

First Place: Alt Enderle – Neccarus, Single Malt, 12 Year Old

Second Place: Destillerie & Brennerei Heinrich Habel – Uralter Whi-Sky, from 1977, 8-10 Years Old

Third Place: Schlitzer Korn- und Edelobstbrennerei – Glen Slitisa Single Malt Wheat Whisky, 14 Year Old

Germany's Best Whisky Innovation: Helmut Knöpfle (Campari) – Malt Ambassador (Morisson-Bowmore/Suntory)

Germany's Best Whisky Bar 2013

First Place: Dead End Rock & Blues Bar, Katja & Michael Schiffmann, Aschaffenburg

Second Place: Charivari, Manfred Ortmann, Wattenscheid

Third Place: Blaue Maus, Jan von der Weppen, Wittdün/Amrum

Germany's Best Whisky Shop 2013

First Place: Wein & Whisky, Werner Hertwig, Berlin

Second Place: Die Whiskybotschaft GmbH, Tim & Michaela Tünnermann, Kerken

Third Place: Finest Whisky, Uwe Wagemüller, Berlin

Steve Power, EVP/GM, SWS Florida, to Retire

Steve Power, Executive Vice President and General Manager of Southern Wine & Spirits of Florida, will retire after a 37-year career, effective December 31. His replacement will be named later.

Power is credited with helping SWS grow the Florida division's spirits and wine distribution operation.

"I am extremely proud of my career-long association with Southern and all the wonderful colleagues, suppliers and customers I have had the honor of working with," Power said. "At the same time, beginning in January, I very much look forward to spending more time with my family, working more with my favorite charities, enjoying my love of boating and working with Southern in a consulting capacity."

Power is a St. Petersburg, Fla., native who joined SWS in 1976. Following a short, six-month stint as a wine salesman for a national wine marketer, Power was hired by Mel Dick, now SWS's Senior Vice President & President, Wine Division, and started as a Sales Representative covering off-premise wine accounts in the Miami market. Two years later, Power was moved to the company's On-Premise Wine Sales Department in the Miami market, working on a variety of national domestic and imported wine brands. In 1980, Power was promoted to District Manager, On-Premise Wine Sales in the Miami market. In 1984, he was appointed Sales Manager, On-Premise Wines for the Miami market, and in 1986 he was named Assistant to the President, Wine Division (Mel Dick). In that position, Power assisted Dick with the Florida division. In 1989, Power was appointed Vice President, General Manager for the Southern Florida division. Three years later, he was promoted to Executive Vice President, General Manager of Southern Wine & Spirits of Florida where his responsibilities included overseeing all sales and supplier relations for Florida.

RumChata Radio Ads

RumChata has created radio ads around the country for the holiday season. The tongue-in-cheek "public service announcements" from the "Emergency Holiday Cheer System" tell listeners to hurry to their favorite store before stock sells out. The ads are running in Illinois, Wisconsin, Minnesota, Michigan, Indiana, Iowa, Pennsylvania, Florida, Nebraska, Kansas and Missouri and are tailored to each market, placed on stations that are currently running holiday music formats.

