

INDUSTRY

NEWS FROM DISCUS



DISCUS CEO Peter Cressy, George Washington (portrayed by Dean Melissa) and the Honorable Dirk Kempthorne, former U.S. Secretary of the Interior and two-term Governor of Idaho

The 12th annual “Spirit of Mount Vernon” heritage dinner and rare spirits auction, hosted by the Distilled Spirits Council (DISCUS), raised \$275,000 for the new Fred W. Smith National Library for the Study of George Washington and \$75,000 for the Wounded Warriors Family Support Program. This brings the grand total for the history of this event to over \$3 million.

The live auction featured a bottle of George Washington’s Straight Rye whiskey, one of a limited edition of 24 bottles, that was the first ever made at the distillery, based on the historic recipe found in George Washington’s mansion records.

The gala dinner was attended by over 700 guests, including government leaders, industry executives and media. During the event, three new members were inducted into the George Washington Spirits Society: U.S. Senator Heidi Heitkamp, former Governor and Secretary of the Interior Dirk Kempthorne and Alan W. Dreeben, a leading wholesaler and philanthropist.



Sam Zakhari

In other DISCUS news, Senior Vice President Sam Zakhari, PhD, received the Thurman Lectureship Award for his significant impact on the field of alcohol and liver research. Zakhari is the author of over 70 scientific articles and editor of 11 monographs on the subject of alcohol and health. Zakhari joined the Dis-

tilled Spirits Council in 2012 as head of the Office of Science and currently advises the distilled spirits industry on matters related to scientific policy and research.

WINES

ISRAEL’S MONTEFIORE COMES TO THE U.S.



Winery co-founders: Rachel and David Montefiore with Arnon Geva

One of Israel’s most exciting new boutique wineries is coming to America—and it’s hitting NY and NJ first, distributed by Royal Wine Corp. Kerem Montefiore Winery was founded to honor the legacy of Englishman Sir Moses Montefiore, who was the first person to encourage Jews in Israel to return to agriculture and plant vines in the 19th century.

Impeccably pedigreed, the winery is owned by Arnon Geva and the first Israeli Montefiores. Geva, the CEO, is a wine industry veteran, with 20 years in the wine trade; he was a founding partner of Domaine du Castel and oversaw exports at Carmel, Israel’s largest winery. His partners are Rachel and David Montefiore, the first Israeli Montefiores. Rachel, VP of Marketing & Sales, has experience in retail and marketing and was a sommelier in Israel’s leading wine restaurants. The consulting winemaker is Sam Soroka, who has made wine in Australia, California, Canada and France, as well as Israel.



Kerem Montefiore Winery produces wines from Judean Hills vineyards close to Jerusalem. There are two innovative

unoaked blends—Montefiore Red (Malbec, Shiraz, Petite Sirah) and White (Columbard & Chardonnay); and two limited edition varietal wines—Montefiore Syrah and Montefiore Petite Sirah. The wines are made in a fruit forward, elegant, old world style.

KENWOOD LAUNCHES NEW ARTIST SERIES CAB & CHARITABLE PROGRAM

Kenwood Vineyards has long been renowned as the source of one of California’s best Artist Series wines, which annually showcase fine art and classic Cabernet Sauvignon. The 2009 Artist Series Cabernet features “THESTATEYOU’REIN,” a vibrant contemporary piece by Markus Linnenbrink who is recognized worldwide for his resin paintings, sculpture and installation art. Linnenbrink joins an illustrious roster of artists—including Joan Miro, Pablo Picasso, Vincent van Gogh, Paul Klee, Wayne Thiebaud and Shepard Fairey—whose creations have graced the Kenwood Vineyards Artist Series over the past 35 years. SRP is \$60.



It is estimated that 50 million Americans—one out of every seven—face hunger every day. This holiday season, Kenwood Vineyards will donate a percentage of its sales to its local food bank, the Redwood Empire Food Bank. To encourage individual generosity to food banks across the country, Kenwood’s call to action will be highlighted on point-of-sales materials provided to retailers throughout the holidays. Coupons (where legal) for one dollar off any Kenwood Vineyards wine will be offered, and a shelf talker will invite consumers to support their local food banks.

SPIRITS

HOLIDAYS BRING OUT THE SPIRIT(S) OF GIVING

The holiday season is known for gifts, but also for giving charitably. Here are three vodkas connecting with notable causes.