



MARKET WATCH

July 22, 2021

EMBRACING GIN

By: Shane English

VPM: 31,410

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After long years of being unfashionable for all but a handful of brands, gin is finally cool again.

Craft Making Gains

While the largest gin brands in the U.S. are owned by major drinks marketers, higher-end craft brands are starting to make waves and stand out on retail shelves. "Among the fastest-growing gin brands year after year are Gray Whale, Empress, Monkey 47, The Botanist, and Drumshanbo," says Drizly's Paquette.

3 BADGE BEVERAGE CORPORATION

Palm Bay International's Drumshanbo Gunpowder Irish gin was up 78% to 53,000 cases, according to Impact Databank, and is a standout performer in BevMo stores, Feist notes. He adds that Azzurre Spirits' Empress gin, which gained 138% to 31,000 cases last year, and **Uncle Val's Botanical gin, from 3 Badge Beverage Corp., which increased 6.6% in 2020 to 31,000 cases, also do well at the chain.** "Craft gins are doing well," Feist says. "Empress is our No.-2 seller. We focus on local spirits, and our local customers appreciate our partnerships." says Feist, who adds that along with Uncle Val's, other California gins that do well at BevMo include Gray Whale from Deutsch Family Wine & Spirits and St. George Spirits' gin lineup. Paquette notes that, on Drizly, Gray Whale's top markets include Los Angeles, San Francisco, and Oakland in its home state.

UNCLE VAL'S / BOTANICAL GIN