



American
CRAFT SPIRITS
ASSOCIATION

2023
ANNUAL
REPORT



ACSA Board of Directors, 2023-2024

PRESIDENT

Gina Holman

J. Carver Distillery (MN)

VICE PRESIDENT

Kelly Woodcock

Westward Whiskey (OR)

SECRETARY/TREASURER

Jessica J. Lemmon

Cart/Horse Distilling (PA)

EAST

Jordan Cotton

Cotton & Reed (DC)

Becky Harris

Catoctin Creek Distilling Co. (VA)

Jessica J. Lemmon

Cart/Horse Distilling (PA)

Tom Potter

New York Distilling Co. (NY)

Colin Spoelman

Kings County Distillery (NY)

Jaime Windon

Windon Distilling Co. (MD)

CENTRAL & MOUNTAIN

Gina Holman

J. Carver Distillery (MN)

Colin Keegan

Santa Fe Spirits (NM)

Amber Pollock

Backwards Distilling Co. (WY)

Mark A. Vierthaler

Whiskey Del Bac (AZ)

Thomas Williams

Delta Dirt Distillery (AR)

PACIFIC

Lucy Farber

St. George Spirits (CA)

Jake Holshue

Spirit Works Distillery (CA)

Jeff Kanof

Copperworks Distilling Co. (WA)

Kelly Woodcock

Westward Whiskey (OR)

EX OFFICIO

Thomas Jensen

New Liberty Distillery (PA)

EXECUTIVE STAFF

Margie A.S. Lehrman

Chief Executive Officer

Akshay Anikhindi

IT Strategist & Technology Integration Manager

Kirstin Brooks

Education Manager

Jeff Cioletti

Editor in Chief

Anna Klainbaum

Director of Marketing & Membership

Albab Melaku

Administrative Assistant

Jon Page

Senior Editor

Stephanie Sadri

Director of Meetings & Events

COMMITTEE CHAIRS

ACSA PAC

Jordan Cotton

Cotton & Reed (DC)

MEMBERSHIP

Jeff Kanof

Copperworks Distilling Co. (WA)

Becky Harris

Catoctin Creek Distilling Co. (VA)

CONVENTION

Lee Wood

Wood's High Mountain Distillery (CO)

JUDGING

Colton Weinstein

Corsair Artisan Distillery (TN)

Jeff Wuslich

Cardinal Spirits (IN)

TECHNOLOGY

Mike Blaum

Blaum Bros. Distilling Co. (IL)

Molly Troupe

Freeland Spirits (OR)

ELECTIONS

Renee Bemis

Driftless Glen Distillery (WI)

EDUCATION

Courtney McKee

Headframe Spirits (MT)

Amber Pollock

Backwards Distilling Co. (WY)

Lucy Farber

St. George Spirits (CA)

ETHICS

Thomas Jensen

New Liberty Distillery (PA)

GOVERNMENT AFFAIRS

Becky Harris

Catoctin Creek Distilling Co. (VA)

STATE GUILDS

P.T. Wood

Wood's High Mountain Distillery (CO)

Gina Holman

J. Carver Distillery (MN)

FINANCE

Jessica J. Lemmon

Cart/Horse Distilling (PA)

DEVELOPMENT

Tom Mooney

Westward Whiskey (OR)

SAFETY

Colton Weinstein

Corsair Artisan Distillery (TN)

DTC

Dan Farber

Osocalis Distillery (CA)

Becky Harris

Catoctin Creek Distilling Co. (VA)

MENTORSHIP

Jake Holshue

Spirit Works Distillery (CA)

ADVISORS

STRATEGIC COMMUNICATIONS

Alexandra S. Clough

GATHER PR

LEGAL

Ryan Malkin

Malkin Law, P.A.

MEDIA SALES

Annette Schnur

Next Level Sales and Marketing

PUBLIC POLICY

Jim Hyland

The Pennsylvania Avenue Group

STATE POLICY

Michael Walker

The Walker Group, LLC

ACSA is grateful to its many volunteers who offer their time, talent and resources to advance the craft spirits industry. We are also thankful to the many committee members not listed on these pages who regularly provide thought leadership to address the concerns of small producers of craft spirits throughout the U.S.

The Year in Review

Who We Are

The American Craft Spirits Association is the only registered national nonprofit trade group representing the U.S. craft spirits industry. Members vote for the 15 democratically elected representatives who make up the Board of Directors, and this Board collectively works to govern the ACSA in a transparent, responsive manner and in accordance with our bylaws. As we celebrated 10 years of working towards small business opportunities, we invite you to read this 2023 Annual Report and let us know what you think. We still have much to do to allow us to prosper.

Member Owned

Membership in ACSA is open to anyone, although Voting Members must be independent licensed distillers with a valid DSP, subscribe to ACSA's Code of Ethics, have no more than 50% of the DSP owned (directly or indirectly) by a producer of distilled spirits whose combined annual production of distilled spirits from all sources exceeds 750,000 proof gallons removed from bond, and annually produce fewer than 750,000 proof gallons removed from bond (the amount on which excise taxes are paid).

In case terms, 750,000 proof gallons is 315,451 9-liter cases (12 750 ml bottles) of 100-proof spirit. A DSP may not be a Voting Member if another producer of distilled spirits whose combined annual production of distilled spirits from all sources exceeds 750,000 proof gallons removed from bond and directly or indirectly holds an ownership interest of greater than 50% of the DSP.

Celebrating the Distillers' Decade

This year, ACSA celebrated its 10th anniversary and we honored the milestone with exciting events and programs each month. Here's a quick review of some of the highlights:

January: Episodes of The Craft Spirits Podcast featured a special series of conversations with some of the founding members and first board members of ACSA.

February: ACSA held its 10th Annual Distillers' Convention and Vendor Trade Show in Portland, Oregon. All attendees received a printed issue of *CRAFT SPIRITS* magazine that included a timeline of the past 10 years.

March: We celebrated RTD Month

April: We featured a Spring Cocktail Showcase, with member recipes

May: We celebrated Craft Spirits & Food Month

June: We released "The ACSA Guide to Starting and Operating a Distillery" e-book

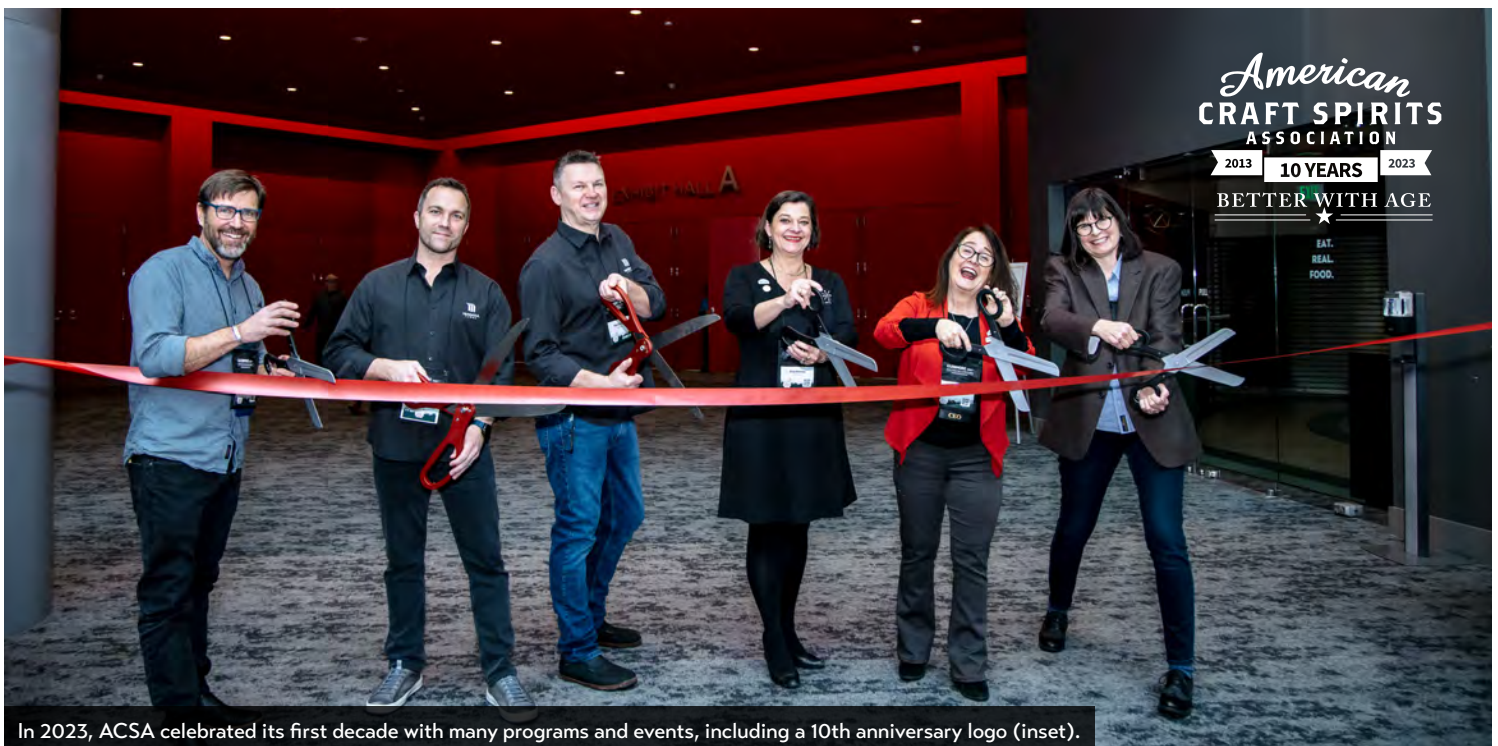
August: We held and announced the medalists from the Heartland Whiskey Competition. Judging took place early that month at Still 630 in St. Louis.

October: The country's top craft spirits producers poured for consumers and select members of the trade during the first-ever American Craft Spirits Festival at Binny's Beverage Depot in Chicago.

November: Forty of the country's craft spirits producers and industry partners ascended Capitol Hill to engage legislators on key federal priorities during ACSA's Legislative Fly-In in Washington, D.C.

December: On Dec. 5, we celebrated the 90th anniversary of the passing of the 21st Amendment in a virtual toast via Zoom. Many thanks to our toastmasters Lew Bryson (author, "Tasting Whiskey" and "Whiskey Master Class"), Gina Holman (J. Carver Distillery, ACSA board president) and Amy Stewart (author, "The Drunken Botanist").

As we begin ACSA's second decade, we are thankful to all of our members, advisors, staff and volunteers who have helped build our foundation over the past 10 years.



In 2023, ACSA celebrated its first decade with many programs and events, including a 10th anniversary logo (inset).

2023 Craft Spirits Data Project

ACSA and Park Street revealed that the number of operating craft distilleries in the U.S. increased to 2,753 (as of August 2023). That was among the many data points in the latest edition of the Craft Spirits Data Project (CSDP), an ongoing, joint effort between ACSA and its hand-picked partner, Park Street.

In 2022, the craft spirits category experienced a normalizing of volume and value growth post-pandemic. The craft spirits category reached more than 14 million cases and \$7.9 billion in sales. At a value growth rate of 5.3% and volume growth of 6.1%, craft continues to outperform the larger spirits category in the U.S. market.

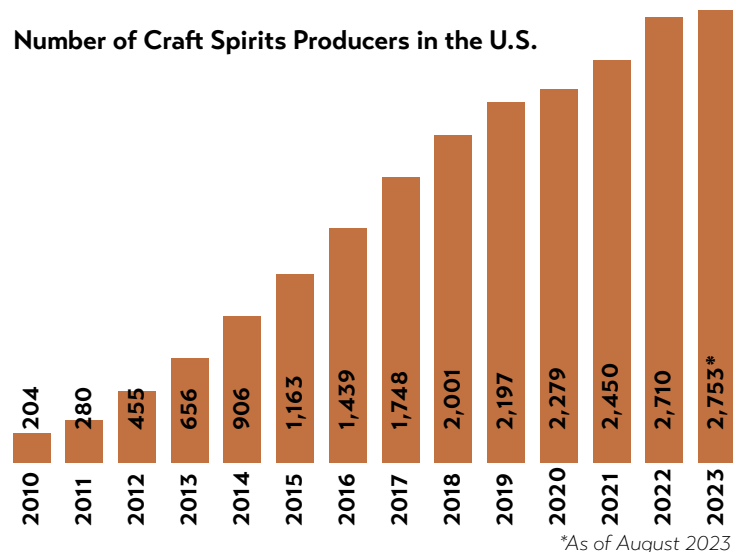
As a whole, craft spirits sales remain evenly split between the home state (47.4%) and other states (52.6%) in 2022. However, post-pandemic, craft spirits sales in the home state have slightly increased share of total craft spirit sales (+1.4 pp) while sales outside the home state have slightly decreased as a percentage of total craft sales (-1.3% pp).

Large craft producers shifted resources to focus on sales in their respective home states as well as exports. Medium-sized craft producers lead growth on nearly all fronts as this segment is the fastest growing within craft spirits. Small craft producers focused primarily on increasing home state sales, with this channel gaining share of sales accordingly.

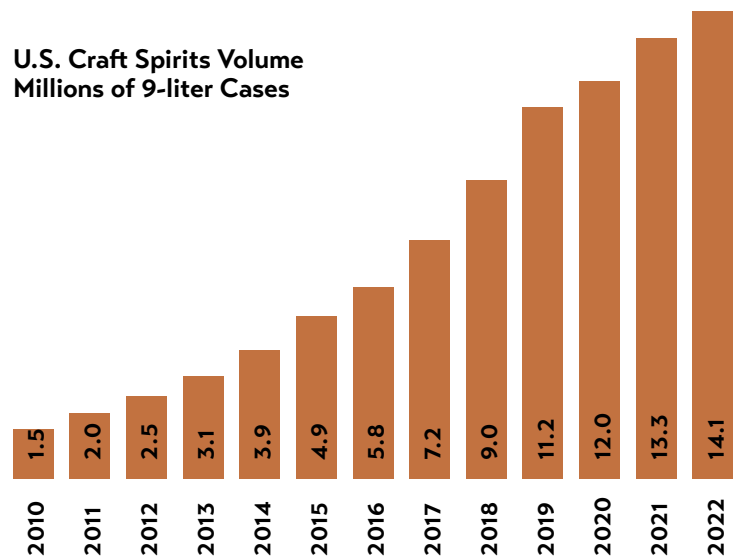
Despite economic headwinds, craft producers have consistently found value in reinvesting in their businesses. The total amount invested in the U.S. craft spirits segment increased by 6.5% year-over-year to \$880 million.

While the craft spirits industry continued to fight to retain its economic stability, there is lots to be done to ensure profitability for our small business producers.

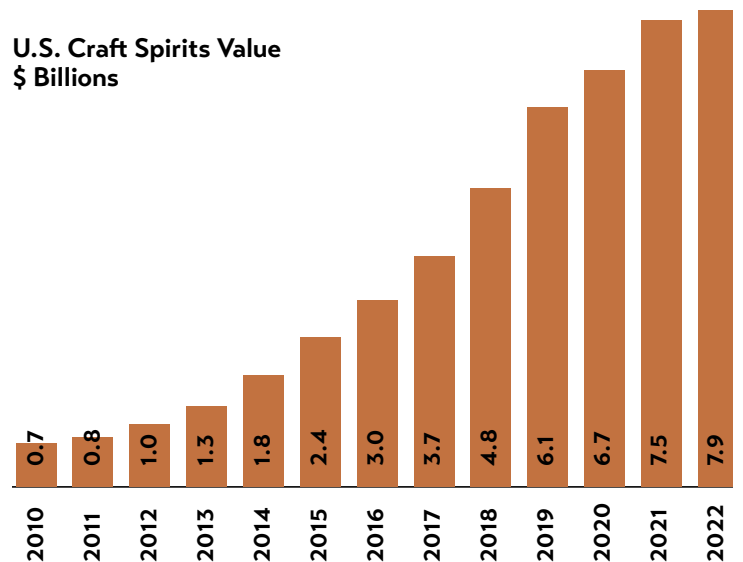
Number of Craft Spirits Producers in the U.S.



U.S. Craft Spirits Volume
Millions of 9-liter Cases



U.S. Craft Spirits Value
\$ Billions



10th Annual Distillers' Convention and Vendor Trade Show

In early February, hundreds of members of the distilling community gathered in Portland, Oregon, to learn, network and celebrate the craft spirits industry at ACSA's 10th Annual Distillers' Convention and Vendor Trade Show. Together, we celebrated a decade of ACSA; explored a trade show floor bubbling with energy; learned countless tips and strategies to help craft distillers thrive during our educational sessions; mingled and made new friends at various networking events; and so much more! Here are a few highlights from the experience in and around the Oregon Convention Center.

On the trade show floor, more than 140 exhibitors displayed their latest offerings and products designed for producers of craft spirits. We opened the trade show floor one day before kicking off our educational sessions to give attendees ample time to visit booths.

Our educational sessions featured more than 30 hours of learning, covering a wide range of topics for everyone from a novice to the most seasoned attendees. The three main tracks included sessions on technical/production, sales/marketing and business/compliance. Prior to the convention, we also held a 1.5-day Distillery Startup 101 class.

Our agenda also included panels for Women of the Vine & Spirits and the U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB), which conducted both a boot camp and a Q&A session over breakfast titled Rise and Regulate: Coffee and Conversation with TTB.

On the first evening of the convention, we welcomed some of ACSA's key founders and past presidents for a spirited conversation on the association's past, present and future. Then-ACSA president Becky Harris moderated a panel that included Ralph Erenzo, co-founder of Tuthilltown Spirits; Paul Hletko, founder of FEW Spirits; Ted Huber, co-owner of Starlight Distillery; Pennfield Jensen, ACSA's inaugural executive director; Tom Mooney, founder and CEO of Westward Whiskey; and Mark Shilling, founder of ShillingCrafted and partner in Big Thirst Consulting.

During lunch on the final day of the convention, ACSA CEO Margie A.S. Lehrman presided over a town hall meeting. Mooney introduced keynote speaker and renowned bar industry personality Jeffrey Morgenthaler, who shared his story and offered advice on how craft distillers can work with bartenders. During the town hall, attendees heard from a wide range of ACSA board members, committee chairs, advisors and partners who provided updates on ACSA's strategic plan, the Craft Spirits Data

Project, education initiatives, ACSA's PAC, potential legislation affecting craft spirits producers and much more.

During a reception at Westward Whiskey for members of ACSA's PAC, we raised our glasses to support our continuing efforts to strengthen the business environment for craft spirits producers. Special thanks to our guest speakers U.S. Rep. Suzanne Bonamici and Oregon Rep. Rob Nosse!

Throughout the course of the convention, we offered numerous opportunities for attendees and exhibitors to network over drinks, hors d'oeuvres, singing and dancing. On our pre-convention distillery tour, we visited New Deal Distillery, McMenamins Edgefield Distillery, Westward Whiskey, Freeland Spirits, Stone Barn Brandyworks and Pilot House Distilling.

Near the end of the first day of the trade show, attendees enjoyed a happy hour hosted by the Oregon Distillers Guild where they could grab hors d'oeuvres, chat with our exhibitors and enjoy spirits from the Beaver State, with contributions from multiple Oregon distilleries.

To wrap up the first day, we hosted a hospitality suite where we sampled spirits that medaled in ACSA's Judging of Craft Spirits Competition in 2020—the year we were originally supposed to be in Portland. We were thrilled to give those medalists the moment in the sun—and in our glasses—that a nascent pandemic unfairly denied them. Thanks again to the Oregon Distillers Guild for helping us ensure our event was fully in compliance with all local laws and regulations. We also enjoyed hearing our attendees sing karaoke!

At the legendary McMenamins Crystal Ballroom, we toasted to 10 years of ACSA as popular Portland-based singer/songwriter Ruby Friedman performed a private concert to mark the milestone.

To close the convention, we enjoyed rounds of ping pong and a Super Bowl party at Pips & Bounce, followed by a closing reception at Rogue Eastside Pub & Pilot Brewery where we celebrated all things craft spirits!

To help commemorate our 10th anniversary, a group of Oregon-based producers collaborated to concoct Crabby Snacks, an RTD riff on a classic Canadian Caesar, combining jalapeño lime-flavored vodka, crab juice and natural flavorings. Special thanks to everyone who made this happen, including Freeland Spirits, Pilot House Distilling, Rogue Spirits, Aimsir Distilling, Straightaway Cocktails, 503 Distilling and the Oregon Distillers Guild.



STEPUP Foundation Holds Inaugural Graduation, Welcomes Second Class of Interns and Announces Third Class

In 2023, the Spirits Training Entrepreneurship Program for Underrepresented Professionals (STEPUP Foundation) held a graduation for its inaugural class of interns; welcomed its second class of interns, mentors and participating distilleries; and announced its third class, along with several new funding partners for 2024.

Honored at STEPUP's first graduation ceremony during the ACSA's 10th Annual Distillers' Convention and Vendor Trade Show in February, Erin Lee and Yaktoro "Yaki" Udoumoh are now working as full-time distillers, Lee at FEW Spirits in Evanston, Illinois, and Udoumoh at Sagamore Spirit Distillery in Baltimore.

In September, 2023 interns Amy Salter and Ashley Grayson completed their internships, which included time at Glacier Distilling in Coram, Montana; New Riff Distilling in Newport, Kentucky; Republic National Distributing Co. (RNDC) in Dallas; and Sagamore Spirit Distillery. We look forward to celebrating their achievements at a graduation ceremony in February of 2024.

In December, STEPUP was proud to announce its 2024 class.

2024 Interns

Alexcia Pugh hails from Birmingham, Alabama, where she started a career in research and development in the solubility division with a focus in oncology. A graduate of Dillard University, Pugh is thrilled to use her skillset, passion for formulation, and her wish to add a different outlook to the craft spirits industry to turn her hobbyist interest in spirits into a career.

Erica Paul's journey into craft spirits started with a sensory evaluation and urban planning course at Alabama A&M University. Following internships and employment opportunities with leading food manufacturers and more, she has a plan to merge agriculture and food science with craft spirits. She aims to use alternative farming methods to craft a sustainable spirit that embodies the intricacies of her journey.

2024 Distilleries

Returning once again as a host distillery, Baltimore-based Sagamore Spirit Distillery is driven to craft the world's best rye whiskey. As a champion of American rye whiskey and inspired by Maryland rye, its mission is to establish Sagamore Spirit as the premier distiller of the modern American spirit.

Black Button Distilling of Rochester, New York, was founded in 2012 by master distiller Jason Barrett and was the first distillery to operate in "The Flour City" since Prohibition. As a grain-to-glass craft spirits producer, Black Button is a licensed New York State farm distillery and uses nearly 100% New York State-grown ingredients that come from within 50 miles of the distillery.

2024 Mentors

Melinda Maddox, production manager for Old Elk Distillery, has more than two decades of management in the hospitality industry under her belt and is working toward a decade of operations and production management. Maddox is currently on the path to becoming Old Elk's master blender. She was a finalist in the 2023 Women of Whiskey Awards for Production Manager of the Year.

Formerly a master distiller and general manager at Bently Heritage Estate Distillery & Public House, Johnny Jeffery is now utilizing his wealth of experience in the spirits industry as an independent consultant with Feiba Peveli LLC. Jeffery is a former ACSA board member, Good Deeds co-founder, contributor to the STEPUP curriculum, and a



Ashley Grayson, Erin Lee, Amy Salter and Yaktoro "Yaki" Udoumoh

member of the first STEPUP Selection Committee.

2024 Distributor

As a top wine and spirits distributor in the nation, RNDC's national reach helps suppliers by building strategic relationships with on- and off-premise customers to elevate their brands and reach their target consumers. RNDC currently operates in the District of Columbia and 39 states across the United States.

2024 Donor Partners

The STEPUP internship program is primarily funded through Cornerstone Partners and other major donors. As the program gears up for its third year, the organization welcomes a host of generous new donations from partners across all tiers of the industry and distillers small and large. Newly added donors at the Bricklayer level in 2023 include: DuNord Foundation, Sagamore Spirit Distillery, Catoctin Creek Distilling Co., Michter's Fort Nelson Distillery, Westward Whiskey and Prestige-Ledroit Distributing Co. These new contributors join STEPUP's existing donors like Diageo North America, which served as a Cornerstone Partner and has made a \$1.2 million commitment over three years.

To learn more about STEPUP and its leadership, visit stepupinternship.org.



Spirits Training
Entrepreneurship Program
for Underrepresented Professionals

✕ @stepupinterns
📷 @stepupinternship
f STEPUPinternship
in stepup-foundation

Craft Spirits Producers Return to Capitol Hill

With an eye toward equitable shipping practices, agritourism, an efficient regulatory structure and sustainable forestry and oak-sourcing practices, 40 of the country's craft spirits producers and industry partners ascended Capitol Hill in November to engage legislators on key federal priorities during the American Craft Spirits Association's Legislative Fly-In.

It's the first time since 2019 that ACSA was able to host an in-person Legislative Fly-In, as the most recent editions had been conducted virtually.

"As distillers, I think I can look at everyone in this room and say we're storytellers," said Gina Holman, founding partner of J. Carver Distillery (Waconia, Minnesota) and President of the ACSA Board of Directors. "And here's the deal: if we're not telling our stories, we're closed."

In 2023, advocacy efforts focused on four major initiatives: the USPS Shipping Equity Act, adequate funding for the U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB), the Agritourism Act and the White Oak Resilience Act. ACSA Public Policy Counsel Jim Hyland and State Policy Advisor Michael Walker coached attendees on how to engage their members of Congress on these issues.

"This work matters because this is how we make change, by showing up, year after year and telling our stories to folks and not letting them forget us, because it's easy to be forgotten among the press of all the other things that people are asking for on the Hill," said Catoctin Creek Distilling Co. (Purcellville, Virginia) president and head distiller Becky Harris, chair of the ACSA Government Affairs Committee and Immediate Past President of the ACSA Board of Directors. "And showing up, putting our faces in front of people, matters. And that way we're saying 'We care and we're not going away.'"

ACSA CEO Margie A.S. Lehrman noted that ACSA members have been able to influence significant changes in government policy because they refuse to be told "never."

"I recently had a conversation where I said, 'We're at a crossroads right now. We can either stay inside the guardrails or we can start knocking them down, piece by piece of the highway,'" Lehrman said. "So you're all here to make that happen."



Sen. Tim Kaine (D-VA)



Margie A.S. Lehrman, Rep. Andy Barr (R-KY) and Gina Holman

Election Results: 100% Women-led Board Steers ACSA for Second Straight Year

In March, ACSA announced the election of Gina Holman of J. Carver Distillery (MN) as the President of the Board of Directors. She has served as a member of the organization's Board of Directors since 2020, and as Vice President since 2022. Kelly Woodcock of Westward Whiskey (OR) was also elected as the organization's Vice President and Jessica J. Lemmon of Cart/Horse Distilling (PA) was re-elected as Secretary/Treasurer.

The elections ushered in the second consecutive year during which an all-women-identifying-led board would steer the national trade association. Additionally, women currently make up more than half of the elected Board members. ACSA was also proud to announce the results of its national election for Board of Director members, adding four new members with one returning.

The newest members of the Board include Colin Spoelman (Kings County Distillery, NY), Jaime Windon (Windon Distilling Co., MD), Thomas Williams (Delta Dirt Distillery, AR) and Jordan Cotton (Cotton & Reed, D.C.).



Gina Holman



Jessica J. Lemmon



Kelly Woodcock

ACSA Announces 2023 Heartland Whiskey Competition Awards

In late August, ACSA announced the top medalists in the 2023 Heartland Whiskey Competition, which was open to craft whiskeys from all 50 states that incorporate corn in their mash bill (the mix of grains used to make whiskey). In this fourth, biennial blind-judging event, whiskeys from 20 “Heartland” states competed for Best of Show, Best of State and Top Farmer-Distiller, along with entries from all 50 states that competed in traditional whiskey categories (e.g., rye, bourbon, etc.).

The competition, generously sponsored by state corn marketing associations, took place in early August, in St. Louis. ACSA facilitated the judging process and its recent board president Chris Montana—owner of Du Nord Social Spirits in Minnesota—served as Judging Director. Judges selected from the Missouri and Illinois spirits industry by ACSA were chosen for their knowledge of craft whiskey.

Best of Show was captured by Casey Jones Distillery from Hopkinsville, Kentucky, for its Casey Jones Single Barrel Original 4 Grain Wheated Kentucky Straight Bourbon, which also earned the top score in the Four Grain Whiskey category.

Top Farmer-Distiller, a new category for the 2023 competition, was captured by Tobacco Barn Distillery of Hollywood, Maryland, for its Single Barrel Bourbon. Tobacco Barn is owned by Scott Sanders, Sean Coogan and Dan Dawson, the latter of whom operates the farm—family-owned for more than 100 years—where all of the corn for their winning bourbon is grown. Many corn farmers own and operate craft distilleries and have won top honors in previous Heartland Whiskey Competitions.

In December, Maryland Gov. Wes Moore, U.S. Congressman and former House Majority Leader Steny Hoyer (D-MD) and Maryland Secretary of Agriculture Kevin M. Atticks joined ACSA CEO Margie A.S. Lehrman in formally honoring Tobacco Barn Distillery at its tasting room in Hollywood, Maryland. Tobacco Barn received a custom wooden plaque produced by Thousand Oaks Barrel Co. of Manassas, Virginia.

The 2023 competition saw significant growth in the number of participating states and entries, which greatly increased competition for medals. Only 12 whiskeys were awarded a gold medal, while 74 received silver, and 47 bronze.



ACSA Hosts Inaugural American Craft Spirits Festival

On October 26, the country’s top craft spirits producers poured for consumers and select members of the trade during the first-ever American Craft Spirits Festival at Binny’s Beverage Depot in Chicago. The event was just one of the many ways that ACSA celebrated its 10th anniversary.

The event—generously hosted by Binny’s Beverage Depot with a part of the proceeds going to the STEPUP Foundation—featured education by industry leaders as well as an opportunity for sponsors to connect with distilleries during trade-only festival hours. An exclusive ACSA-published cocktail booklet featuring recipes from participating distilleries was also distributed to attendees.

We are grateful to all of the craft spirits producers who joined us and to all of our sponsors! We look forward to making this an annual event to further demonstrate the innovation in our industry to the trade and consumers alike.



ACSA CEO Margie A.S. Lehrman with Brett Pontoni of Binny’s Beverage Depot



DtC Efforts Continue

ACSA continues to actively fight for modernizing the spirits marketplace by advocating for increased market channel access, including direct-to-consumer (DtC) shipping of distilled spirits. In October, the release of the 2023 Direct-to-Consumer Spirits Shipping Report—from global tax compliance technology leader Sovos and ACSA—underscored a continued increase in the percentage of regular craft spirits drinkers who want to legally purchase their beverages of choice via DtC shipping.

The report found an increase in regular craft spirits drinkers who want to legally purchase their favorite spirits products and have them shipped directly to their homes—87% versus 80% in 2022. And 81% of those likely to purchase spirits DtC say if they could purchase craft spirits DtC, they would do so at least once a month or more. More than four in five (82%) regular craft spirits drinkers believe U.S. laws should be updated to make it legal to ship spirits DtC in more states. For the 2023 report, The Harris Poll conducted an online survey among 598 regular craft spirits drinkers (U.S. adults ages 21+ who drink craft spirits once a month or more often) on behalf of Sovos and its ShipCompliant business.

“With today’s limited spirits shipping laws, a majority of Americans are unable to purchase their favorite spirits products,” said Margie A.S. Lehrman. “As consumers continue to demand choice and convenience, states will need to take action in order to provide spirits producers with enhanced ability to satisfy and grow their customer base. State laws will need to change to support consumers and American businesses. It’s a win-win for all.”

To download the full report, visit dtcspiritsreport.com.



New PAC Chair

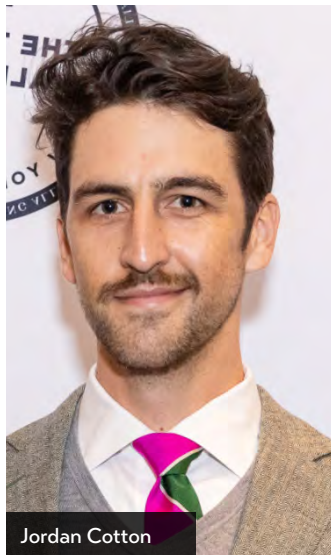
ACSA was excited to announce that Jordan Cotton of Washington, D.C.-based Cotton & Reed is the new chair of the ACSA political action committee (PAC). Cotton has worked closely in ACSA governance, serving on the government affairs committee, and we look forward to his energy, vision and guidance.

We are also extremely grateful to our outgoing PAC chair Stephen Johnson, who served as chair since the PAC’s inception in 2018.

ACSA’s public policy advocacy on behalf of its members is critical to making sure our community’s voice is heard on Capitol Hill and in state legislatures. A crucial piece of this strategy is a strong PAC. ACSA created a PAC years ago to make sure the voice of our small businesses in an emerging industry is heard.

To learn more, go to our website and log in.

Should you have any questions about ACSA’s PAC, or ACSA’s public policy initiatives, please write to acsapac@americancraftspirits.org.



‘The ACSA Guide to Starting and Operating a Distillery’ E-Book

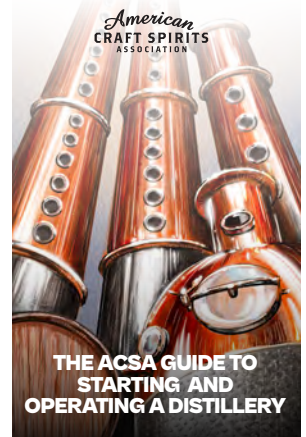
As part of our 10th anniversary celebration, we were thrilled to release our e-book, “The ACSA Guide to Starting and Operating a Distillery.”

The peer-reviewed guide is a comprehensive compendium of expert insights detailing all of the tools and techniques that new distilleries need to get their businesses up and running and help ensure a prosperous future.

The e-book also serves as:

- A textbook for craft spirits producers in their first one to three years in operation
- An invaluable resource for onboarding new members of your team
- A reference for existing staff to gain a more holistic view of how a distillery operates

The e-book is available for purchase at americancraftspirits.org with a discount to ACSA members.



Craft Spirits Classroom: Quenching Your Thirst for Knowledge

In collaboration with the Education Committee, ACSA continued to build upon our foundation of educational programming by hosting eight webinars in 2023. Some of this year’s most popular webinars included:

- Changes to California’s Beverage Container Recycling and Litter Reduction Act
- Proofing & Gauging: What You’re (Probably) Doing Wrong, What It’s Costing You, and How to Do it Better
- From Vines to Orchards & Everything in Between: Innovations in American Brandy

These and all of our webinars are free to ACSA members. To see upcoming webinars and access archived webinars, visit americancraftspirits.org/education/webinars.



CRAFT SPIRITS Magazine Enters Fifth Year

The February 2023 issue of *CRAFT SPIRITS* magazine marked a milestone for ACSA's official publication. It was the first printed regular edition of the otherwise digital magazine, which has been published bi-monthly since August 2019. The special print edition was distributed to everyone in attendance at ACSA's 10th Annual Distillers' Convention and Vendor Trade Show, and it featured a timeline celebrating ACSA's first decade.

The magazine also introduced some new departments, including Technology & E-Commerce, Data Distilled—featuring exclusive category-specific data and analysis from SipSource and Nielsen—and The Sipping Scene, which showcases craft-spirits-friendly bars across the country and around the world.

Other top features from the year included the following:

- March/April: "Packaging Perfection," spotlighting all of the medalists in the Third Annual Craft Spirits Packaging Awards
- May/June: "The Agave Dilemma," on the obstacles and opportunities in crafting agave-based spirits in the U.S.
- July/August: "Staving Off a Crisis," examining the shortage of barrels
- September/October: "The Fruit Stand," detailing why brandy makers stay in such a challenging category
- November/December: "Ready to Can," exploring the challenges of packaging ready-to-drink cocktails

In the summer we welcomed a new member of the *CRAFT SPIRITS* magazine Editorial Board. Kamilah Mahon, inclusion & diversity program manager at Distill Ventures, joined the board, which also includes spirits author Lew Bryson, Alexandra Clough of Gather Public Relations, Sly Cosmopoulos of RNDC, Prof. Dawn Maskell of Heriot-Watt University, and former state alcohol regulator Teri Quimby.

On the audio front, the Craft Spirits Podcast finished its third successful year with its 43rd episode.

All current and back issues of *CRAFT SPIRITS* magazine are available digitally at craftspiritsmag.com/ archives.

ACSA Holds Staff Retreat in Maryland

In early June, ACSA staff (joined by media sales consultant Annette Schnur and STEPUP Foundation program manager Sharli Ward) broke bread and savored a cocktail along the shores of the Chesapeake Bay at Herring Bay in Deale, Maryland. The retreat was themed "Efficient Exceptional Execution" and focused on why and how we, as staff, can better serve our community. A tour and tasting at Lyon Rum in St. Michaels, Maryland, home to ACSA Board of Directors member Jaime Windon, added both education and fun to the retreat.

Third Annual Craft Spirits Packaging Awards

In February, ACSA and *CRAFT SPIRITS* magazine announced the medalists of their third annual Craft Spirits Packaging Awards, which celebrates the best in craft spirits labels and packaging.

The awards, which are sponsored by the Glass Packaging Institute (GPI), were announced during a ceremony at ACSA's 10th Annual Distillers' Convention and Vendor Trade Show at the Oregon Convention Center in Portland, Oregon. *CRAFT SPIRITS* magazine editor in chief Jeff Cioletti emceed the awards and Scott DeFife, president of GPI, announced that Best of Show honors went to James Ownby Reserve, a bourbon produced by Ole Smoky Distillery of Gatlinburg, Tennessee.

The third annual competition drew 130 entries from 80 companies. The complete list of medalists is available on ACSA's website, and photos of each medalist were published in the March/April issue of *CRAFT SPIRITS* magazine.



ACSA Statement of Financial Activities 2023

	(\$) 2022	(\$) 2023	(\$) 2023 Budget
INCOME			
MEMBERSHIP/SPONSORSHIP	515,348	526,970	597,313
PROGRAM INCOME	850,662	868,998	937,129
TOTAL INCOME	1,366,010	1,395,968	1,534,442
EXPENSES			
PROGRAM EXPENSES	840,372	733,549	912,474
OPERATIONAL EXPENSES	452,250	590,031	549,522
TOTAL EXPENSES	1,292,622	1,323,580	1,461,996
EXCESS INCOME OVER EXPENSES	73,388	72,388	72,446

Thank You to Our Sponsors!

We would like to express our sincere gratitude to all of our annual sponsors, whose generous support enables us to move the craft spirits industry forward.

ABM Equipment
Amoretti
The Barrel Mill
Berlin Packaging
Blue & Co.
Briess Malt & Ingredients Co.
BSG
Chevalier Casks
CIE
Craft Spirits & Distilling
Deutsche Beverage + Process
Export-Import Bank of the United States
Fermentis

FIVE x 5
Glencairn
Harvest Hosts
Independent Stave Co.
ISTS
Kraftwork
Lallemand Biofuels & Distilled Spirits
Malkin Law
MGP
Moonshine University
Park Street
Saverglass
Sovos ShipCompliant

Specific Mechanical Systems
Steric Systems
Sterling Cut Glass
The Strategic Sourcing Hub
Supercap
Tapi
Thousand Oaks Barrel Co.
True Essence Foods
Ultra Pure/Signature Spirits
Whalen Insurance
WV Great Barrel Co.





American
CRAFT SPIRITS
ASSOCIATION


A Toast to 2024


As we start our second decade, we are eager to band together to continue to modernize the craft spirits industry. Our mission to elevate and advocate for the community of craft spirits producers has never been more important. Together, we will secure a profitable economic climate, ripe with American innovation.


americancraftspirits.org

 [@CraftSpiritsUS](https://twitter.com/CraftSpiritsUS)

 [@CraftSpiritsUS](https://www.instagram.com/CraftSpiritsUS)

 [AmericanCraftSpiritsAssociation](https://www.facebook.com/AmericanCraftSpiritsAssociation)

 [american-craft-spirits-association-acsa](https://www.linkedin.com/company/american-craft-spirits-association-acsa)

 [AmericanCraftSpiritsAssociation](https://www.youtube.com/AmericanCraftSpiritsAssociation)