

Cheers

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Davos Brands Adds Aviation Gin

New York-based luxury spirits importer/marketer Davos Brands recently announced that it has added Aviation American Gin to its portfolio. House Spirits Distillery in Portland, OR, launched Aviation in 2006 as a collaboration between distiller Christian Krogstad and bartender Ryan Magarian.

Davos Brands and top U.S. distributors, including Southern Wine & Spirits, plan to focus distributing Aviation nationwide to accelerate and expand the brand's presence and marketing reach. In addition to Aviation, Davos includes TY KU Sake and The Real McCoy Rum.

Named for the venerable blue cocktail, Aviation is part of a new category of dry gins that are less juniper-forward and strive for more balanced botanicals. The creators also wanted the product to reflect the flavor of the Pacific Northwest; in addition to juniper, Aviation's botanicals include lavender, sassafras, coriander and dried sweet orange peel. The company revamped the gin's packaging from a wine bottle to its signature Art Deco flask-inspired bottle in 2013.