

## Oregon company lands on Royal Baby gift list

Jul 22, 2013, 12:00pm PDT



Thinking of sending a gift to Prince William and Duchess Kate in honor of the Royal Baby? Parade magazine recommends the ideal Oregon product to celebrate today's birth of a baby boy.

Because all new parents need “caffeine, booze and noise-canceling headphones,” Parade suggests a distinctly Oregon product: Aviation American Gin.

Aviation Gin, of course, is one of Oregon’s signature products in the state’s growing craft distillery industry. It is produced by House Spirits Distillery, which was founded in 2004 and is located in the heart of Portland’s distillery row in the city’s central eastside neighborhood.

Needless to say, the staff “was very excited” upon learning of the suggestion, said head distiller Andrew Tice.

“A great mention, a really cool way to come up in the press like that, it was awesome,” he said.

House Spirits has been on a growth tear of late, with plans to extend the brand to 35 states in conjunction with distributor Southern Wine & Spirits.

The company was originally formed in Corvallis by Christian Krogstad. NFL quarterback Joe Montana is an investor.

Here’s what Parade had to say:

“William will appreciate this gift for two reasons: 1). all new parents look at booze as their new lifeblood. A way to de-stress, a way to relax, and a way to remember your former carefree, childless life when you didn’t so rabidly cherish time in the shower because it’s the only alone time you get all day; 2.) Prince William is a pilot in the Royal Airforce, so he will appreciate AVIATION Gin, even if it’s billed as “American gin.”

*Rob Smith Editor- Portland Business Journal*