

## **New Distillery Has Oregon's House Spirits Primed For Expansion March 4, 2016**

After opening a new \$6 million distillery in Portland's Distillery Row last November, Oregon-based House Spirits has increased its production capacity six-fold, and is eyeing significant expansion for its Aviation American Gin and Westward Oregon Straight Malt Whiskey brands. Aviation (\$30 a 750-ml.) is projected to sell 25,000 cases this year, while the smaller Westward label, currently marketed in 375-ml. bottles retailing at \$55, will be transitioning to a 750-ml. format in anticipation of a wider rollout.

House Spirits co-founder and CEO Thomas Mooney tells SND that Aviation gin reached 20,000 cases last year as a national distribution presence was established through partnerships with Southern Wine & Spirits, Glazer's and other distributors. "Aviation is about 80% of our volume today," Mooney notes. "Historically, it was disproportionately strong in the on-premise, but last year it was about 55% off-premise." House Spirits is also introducing a limited-release Aviation Old Tom Gin (\$50), rested in first-fill Westward whiskey barrels for 12 months.

Meanwhile, the company is ramping up production of Westward whiskey, although the new stocks will take time to mature. "The next three years are about using the supply we have to tell the story of Westward, and to get ready for the much bigger supply that will come on line," says Mooney, who also serves as president of the American Craft Spirits Association (ACSA). In addition to Aviation and Westward, House Spirits' lineup includes Krogstad Aquavit and Volstead Vodka.