

Distiller's Corner

Sun's Out and it Feels so Good

Let's all take a second and be present. For a few moments at least I am going to stop predicting the future of craft vodka, scanning merger data, analyzing global sales reports and am instead going to look around and appreciate all that is happening at this very moment. At this very moment Marionberry Whiskey is mixing in the tank, it looks awesome. At this very moment we are applying labels of our newest whiskey onto bottles. They look awesome. At this very moment the warehouse is full of booze ready to be shipped to our biggest fans. Awesome! At this very moment life is good. Business is good. There is an air of contentment emanating around Eastside. And man, if that breeze from the river doesn't feel so good during these hot days.

I'm going to skip the hot topics this month because it's hot enough here in the Pacific Northwest. Let's keep it simple. Let's all relax a bit and enjoy these lazy days.

Okay, reality check, they aren't really lazy days at the distillery. We're busier than ever preparing to launch two new whiskies. Sales are also off the charts with our current products. Not to mention that we're sponsoring some major local events. But that doesn't mean we aren't taking the time to appreciate the finer things like Friday production Barbeques, up-coming Independence Day celebrations and the very late sunsets. Yes, there's plenty to do and little time to do it all but we've found a good balance. Even if just for a moment, take the remnants of your winter blues and lock them in a vault until further notice. Now go make yourself a cocktail. Better? I know.

And speaking of cocktails, there has been a torrent of great suggestions being made to our Eastside team. Thank you! We know that there is no lack of creativity amongst our fellow spirit enthusiasts. While you're taking it all in, perhaps on a patio, or hammock or sitting on cold kitchen floor (my personal favorite as that is where my cats tend to laze) don't forget that cocktails are delicious and refreshing but are also cause for dehydration. So here's my PSA: Enjoy yourself. Treat yourself to a tasty libation or two. AND drink your water. Typical recommendation is one glass after every alcoholic beverage but let's say for safety's sake that we have two. Shouldn't be a problem, our water is great.

Cheers and be safe out there.

Mel