

# WINE & SPIRITS

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DAILY

October 4, 2016

## **Dave Phinney Debuts New Spirits Venture**

You may recall, wine brand building guru Dave Phinney recently sold off his former businesses – Orin Swift Cellars to E&J Gallo and Splinter Group Spirits to Vintage Wine Estates. But Dave isn't retiring happily to the countryside anywhere. No, WSD has learned Dave is launching a craft spirits company called Savage & Cooke.

Savage & Cooke will initially focus on brown spirits – bourbon, whiskey, rye – and tequila. Toward the end of the year, S&C plans to launch the Ayate brand, a tequila created in partnership with the Ramirez family in Mexico, and is aiming to release some of the as-yet-to-be-revealed whiskey products in the spring of 2017.

In the long run, S&C will distill, age and bottle a range of brown spirits, and in order to do that, they will build a distillery on Mare Island in California. The plans include a 30,000 square foot production space, a tasting room, patio, rooftop deck and offices. It is scheduled to open in the fall of 2017.

“Our goal is to make spirits in the same way that we do wine, from soup to nuts. We will start by using grain that is grown on our property in Solano County which is less than 40 miles from the distillery, mill it on site, monitor every state of the distillation process and then age the spirits in our wine barrels,” says Dave.