

THOUGHT-STARTER: ARE TRADITIONAL SPIRIT CATEGORIES OUTDATED?

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A wave of new start-up distilleries are creating category-defying spirits that shirk the traditional rules and regulations of liquor-making.

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Regulations in the spirits industry exist partially to protect consumers from poor quality and counterfeit alcohol, but rules of what can and not be a liquor – such as the EU rule that a neutral spirit base must be 37.5% to classify as vodka – has consequently limited the industry in terms of creativity.

'Historically [spirit] categories would have been much more fluid, but regulations became tighter to improve quality,' Matt McGivern, co-founder of small-batch brand Rebel Rabbettells LS:N Global.

McGivern and his co-founder Dylan Bell launched their limited-edition series Rebel Exile Spirits to challenge these categories, by creating two new spirits that meld techniques and flavours. The first, RES1: The Holy Trinity uses brewing, whisky distilling and gin rectification to create a spirit that blends botanicals such as cassia bark, quince and liquorice with triple-distilled New Make Spirit.

Read the full Post-category Spirits microtrend [here](#).