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Millstone Spirits plans national expansion for Kinsey and Faber brands, 'massive brand refresh' for Faber liqueurs



Image: Millstone Spirits Group

Millstone Spirits Group's refreshed Faber liqueurs will likely begin being packaged within the next 30 days.

MILLSTONE SPIRITS GROUP



By [Emma Dooling](#) – Reporter, Philadelphia Business Journal
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IN THIS ARTICLE

Robert Cassell

Person



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Millstone Spirits Group, the owner of New Liberty Distillery, is expanding the distribution of some of its products and giving a "massive brand refresh" to its Faber liqueurs as the company looks to steadily work its way toward national distribution within the next five years.

[Robert Cassell](#), CEO of Millstone Spirits, said the 10-year-old Philadelphia company has built a strong portfolio and that "the time is right" to begin expansion into new markets.

"We are, at Millstone, going with much more of the 'flood the backyard and then go in concentric circles out' as a method of expansion. And I think it is a much easier model for us to execute, and more reliable," Cassell said.

Millstone Spirits' New Liberty Distillery produces New Liberty whiskeys, Kinsey whiskeys and other limited release spirits, and also manufactures a line of liqueurs and aperitifs. The company also has a spirits line called Common Well that includes a vodka, rum, whiskey, gin, silver tequila and triple sec.

Under its Faber brand, Millstone produces a line of spirits, two different ready-to-drink canned cocktail brands, and a line of liqueurs – liquors with added sugar and flavors that are often used in cocktails.

Millstone Spirits acquired Midnight Madness Distilling, the manufacturer of Faber liquors, for [\\$1.4 million in a bankruptcy auction in August of 2021](#) after the company filed for Chapter 11 bankruptcy protection earlier that summer. [The deal was finalized on September 30, 2021.](#)

The spirits group plans to expand the distribution of its Kinsey whiskey, Faber-branded products and Common Well spirits line into Connecticut, Delaware, Maryland, Massachusetts, New Jersey, New York, Rhode Island, Washington, D.C., and potentially Wisconsin this year.

Some of the rollouts in these new markets have already begun. Faber and Kinsey expanded into New York at the beginning of the year, and Faber has since entered Delaware, Massachusetts and New Jersey.



Image: Millstone Spirits Group

Millstone Spirits' Kinsey Whiskeys will begin distributing in several new states this year.

MILLSTONE SPIRITS GROUP

Kinsey already had a presence in Delaware and will be rolled out in Massachusetts later this year.

Expansion to the remaining markets for these brands will occur by the end of 2023, Cassell said.

In 2024, Millstone Spirits aims to expand into states like Maine, Michigan, New Hampshire, Vermont and Virginia. After that, it will look to the southern U.S. for expansion before heading further west. Cassell said the company plans to work its way up to a nationwide presence within five years.

“The goal is to have meaningful national distribution and be the largest liquor company in the Mid-Atlantic region,” Cassell said.

Outside of its distribution growth, Millstone is also in the midst of a "massive brand refresh" for its line of Faber liqueurs. The refresh includes updating the brand's Raspberry Schnapps, Peach Schnapps, Blue Curaçao and Melon Liqueur with more natural ingredients and vibrant, colorful branding.

With these upgrades, Cassell also wants to provide customers with a story behind the brand. "Faber" is the Latin word for "smith," which refers to a type of artisan or craftsman.

“This brand has been out there in Pennsylvania for all this time, and nobody could tell you what 'Faber' meant. There is no brand story anywhere on any materials,” Cassell said.



Image: New Liberty Distillery

Rob Cassell, president and CEO at Millstone Spirits Group

NEW LIBERTY DISTILLERY

Millstone Spirits expects to be packaging the newly labeled liqueurs in the next 30 days.

The spirits company's brand growth so far has seen success. In the first quarter of 2023, the company saw a 33% increase in sales from the same period last year. Cassell said Millstone Spirits expects to see 26% sales growth for the full year and is on pace to produce about 140,000 cases of product, putting it in the top 1% of craft distilleries in the nation in terms of production volume, according to the American Distilling Institute.

Last year, the spirits company manufactured just under 100,000 cases across its brands.

Millstone is also in the midst of [producing a new whiskey brand with former Philadelphia Eagles](#) player Malcolm Jenkins. The whiskey will be sourced exclusively from ingredients produced by Black and Brown farmers.

Cassell said the product, which has yet to be named, won't hit shelves for a few more years.