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Prestigious USA Today Award, Support from Malvern Bank Put Elverson Distillery at Forefront of Gin Renaissance



Image of Scott, left, and Don Avellino via Revivalist Spirits.

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There's a gin renaissance in America right now, and brothers Don and Scott Avellino are standing at the forefront from their innovative craft distillery in Elverson.

The Avellinos are owners of Revivalist Spirits, which produces a lineup of gins that has just earned the ultimate stamp of approval.

Revivalist Spirits has won the [USA Today 2020 Readers' Choice Award for Best Craft Gin Distillery](#).

"This award is a great honor for us," said Don, the CEO of Revivalist Spirits. "There is a gin renaissance in America right now, as people are looking for an experience beyond the traditional 'juniper heavy'

London dry gins. We are honored to be included on the list with other innovative American craft gin distilleries, and we're incredibly excited by the prospect of attracting new gin lovers to our line."

The Avellinos credit the win to their products' flavor profiles, which feature their unique botanical and seasonal blends from around the world, as well as how they appeal to a younger, emerging market. There are five expressions of Revivalist gins, each of which highlights botanicals specific to spring, summer, fall, and winter. The fifth expression celebrates year-round fun as the world's only jalapeño-infused gin.

"We have been growing very rapidly, and our success in the market demonstrates that we are producing some of the best gins in the nation," said Scott, who is the of Vice President of Sales and Marketing. "We are bringing in a new era of gin that not only has delicious flavors, but that appeals to younger consumers with adventurous mindsets. We are expanding the gin market and are attracting more than just traditional gin drinkers. By using a portfolio of flavor profiles inherent to each of the distinctive four seasons we experience, the taste and aromas of all of our products are attracting more and more customers."



The Avellinos got their start when Don and his wife purchased an eight-acre farm, including a 19th-century stone barn, in Elverson in 2014. The next year was spent restoring the barn, which now houses a distillery and a bistro. The capital was provided by [Malvern Bank](#).

Throughout the renovation, the Avellinos worked with Mark Cohen, a Senior Vice President at Malvern Bank.

"Mark, along with (CEO) Tony Weagley and the Malvern Bank team, have been supportive of us all along the way," said Don.

"Don and Scott put in a lot of hard work to build a brand from scratch in a competitive industry," said Cohen. "They've got a great product, and it's nice to be able to help them out from the banking side."

The *USA Today* Readers' Choice Award complements a number of other honors the distillery has earned, including a double-gold medal at the 2018 New York World Wine & Spirits Competition.