

**MARYLAND HISTORICAL TRUST
DETERMINATION OF ELIGIBILITY FORM**

NR Eligible: yes no

Property Name: Maryland Distillery, Inc. /Calvert Distilling Co. Inventory Number: BA-3268
 Address: 5001 Washington Boulevard Historic district: yes no
 City: Relay Zip Code: 21227 County: Baltimore County
 USGS Quadrangle(s): Relay
 Property Owner: Diageo North America, Inc. Tax Account ID Number: 1319270480
 Tax Map Parcel Number(s): 539; 740 Tax Map Number: 108
 Project: BWI Rail Station Improvements and Fourth Track Agency: Maryland Transit Administration
 Agency Prepared By: Parsons
 Preparer's Name: Carrie Chasteen Date Prepared: 2/6/2012
 Documentation is presented in: MIHP Form for BA-3268

Preparer's Eligibility Recommendation: Eligibility recommended Eligibility not recommended
 Criteria: A B C D Considerations: A B C D E F G

Complete if the property is a contributing or non-contributing resource to a NR district/property:
 Name of the District/Property: _____
 Inventory Number: _____ Eligible: yes no Listed: yes no
 Site visit by MHT Staff yes no Name: _____ Date: _____

Description of Property and Justification: *(Please attach map and photo)*

Description:
 The Maryland Distillery, Inc./ Calvert Distilling Company of Joseph E. Seagram & Sons, Inc. (Diageo North America, Inc.) is a bottling, packing, and distribution facility for spirits, wine and beer, located at 5001 Washington Boulevard in a 78 acre parcel southwest of the intersection of the Pennsylvania Railroad (PRR; no Amtrak) tracks (oriented north-south) and the Baltimore and Ohio Railroad (B&O; now known as CSX) (oriented roughly east-west). The facility currently consists of 14 buildings, including historic-era buildings and modern truck loading depots/docks around the perimeter, storage tanks, railroad sidings, paved parking and loading areas, and landscaped lawns.

Justification:
 The Bronfmans, owners of the Seagram & Sons, Inc., were pioneers in the production and distribution of American-made whiskey, involved in the development or refinement of brands that are still known today. The facility was among the first to open soon after the end of Prohibition as was speculated by E.M. Fleischmann, prominent in the Maryland whiskey industry. The Seagram's brands were also known for innovative advertising, reaching out to the evolving American consumer culture associating themselves with

MARYLAND HISTORICAL TRUST REVIEW	
Eligibility recommended <input type="checkbox"/>	Eligibility not recommended <input checked="" type="checkbox"/>
Criteria: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D	Considerations: <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F <input type="checkbox"/> G
MHT Comments:	
<u>Jim Zolman</u> Reviewer, Office of Preservation Services	<u>5/1/2012</u> Date
<u>[Signature]</u> Reviewer, National Register Program	<u>5/1/12</u> Date

"modernity, upward mobility, and the good life" (Hagley Museum and Library 2012:5). Seagram's also conducted early market research to guide the development of their products and devise ways to reach out to potential consumers.

Elements of the processes that made the Bronfmans' contribution to the development of an American whiskey so important are largely removed from the facility; these were contained in the elaborate Building No. 20 which included the laboratory, grain elevator, and areas where the mash was cooked. The Bronfman's art of blending whiskey and the quality control for the final products, were likely exhibited in the former Building No. 18, no longer extant. The ability to maintain constant conditions of the barrels in the warehouses during the aging process was also an important aspect of the success of the Seagram company; however, it is unknown if this technology is still in use any of the five warehouses that remain at the facility. Therefore, although this facility was one of the first two acquired by the Bronfman's in the U.S. after the end of Prohibition, many of the features that would convey that association to the family and the company are no longer extant.

The nine buildings predating 1960 retain integrity of location, design, materials, and workmanship; however, for the complex as a whole, the integrity of setting and feeling have been diminished by demolition of primary original buildings and infill with modern facilities and infrastructure. As a result of the major change in function and operation of the facility from alcohol manufacture to packing and distribution, as well as advancement in technological and transportation systems for distribution, the historic association of the facility with the production of alcohol is also diminished; however it is still part of an alcohol producing company. Therefore the buildings have diminished integrity of association. The buildings are a common example of industrial clay tile block and brick warehouses, are not known to be the work of a master, and are not known to have been built using an innovative construction technique. Therefore, these buildings do not possess the requisite integrity or historical and architectural significance to be considered eligible for listing in the National Register of Historic Places.

References

Hagley Museum and Library. 2012. Guide to Collections, the Seagram Company, Ltd. and Bronfman Family.

MARYLAND HISTORICAL TRUST REVIEW

Eligibility recommended

Eligibility not recommended

Criteria: ___ A ___ B ___ C ___ D Considerations: ___ A ___ B ___ C ___ D ___ E ___ F ___ G

MHT Comments:

Reviewer, Office of Preservation Services

Date

Reviewer, National Register Program

Date

Maryland Distillery, Inc. / Calvert Distilling Co.
MIHP Number BA-3268
5001 Washington Boulevard
Relay, Maryland
1933-1985
Private Access

The Maryland Distillery, Inc. / Calvert Distilling Company of Joseph E. Seagram & Sons, Inc. (now Diageo North America, Inc.) is a bottling, packing, and distribution facility for spirits, wine and beer, located at 5001 Washington Boulevard in a 61.84 acre parcel southwest of the intersection of the Pennsylvania Railroad (PRR) tracks (oriented north-south) and the Baltimore and Ohio Railroad (B&O; now known as CSX) (oriented roughly east-west). The facility currently consists of 14 buildings, including historic-era buildings and modern truck loading depots/docks around the perimeter, storage tanks, railroad sidings, paved parking and loading areas, and landscaped lawns.

The Bronfmans, owners of the Seagram & Sons, Inc., were pioneers in the production and distribution of American-made whiskey, involved in the development or refinement of brands that are still known today. The facility was among the first to open soon after the end of Prohibition as was speculated by E.M. Fleischmann, prominent in the Maryland whiskey industry. The Seagram's brands were also known for innovative advertising, reaching out to the evolving American consumer culture associating themselves with "modernity, upward mobility, and the good life." Seagram's also conducted early market research to guide the development of their products and devise ways to reach out to potential consumers.

The nine buildings predating 1960 retain integrity of location, design, materials, and workmanship; however, for the complex as a whole, the integrity of setting and feeling have been diminished by demolition of primary original buildings and infill with modern facilities and infrastructure. As a result of the major change in function and operation of the facility from alcohol manufacture to packing and distribution, as well as advancement in technological and transportation systems for distribution, the historic association of the facility with the production

Maryland Distillery, Inc. / Calvert Distilling Co.

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5001 Washington Boulevard

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Private Access

of alcohol is also diminished; however it is still part of an alcohol producing company. Therefore the buildings have diminished integrity of association. The buildings are a common example of industrial clay tile block and brick warehouses, are not known to be the work of a master, and are not known to have been built using an innovative construction technique. Therefore, these buildings do not possess the requisite integrity or historical and architectural significance to be considered eligible for listing in the National Register of Historic Places.

Maryland Historical Trust Maryland Inventory of Historic Properties Form

Inventory No. BA-3268

1. Name of Property (indicate preferred name)

historic Maryland Distillery, Inc. /Calvert Distilling Co.
 other Calvert Distilling Company of Joseph E. Seagram & Sons, Inc.; Diageo North America, Inc.

2. Location

street and number 5001 Washington Boulevard not for publication
 city, town Relay vicinity
 county Baltimore

3. Owner of Property (give names and mailing addresses of all owners)

name Diageo Americas/Diageo North America, Inc.
 street and number 801 Main Avenue telephone
 city, town Norwalk state CT zip code 06851

4. Location of Legal Description

courthouse, registry of deeds, etc. liber folio
 city, town tax map 0108 tax parcel 0539 and 740 tax ID number 1319270480

5. Primary Location of Additional Data

- Contributing Resource in National Register District
- Contributing Resource in Local Historic District
- Determined Eligible for the National Register/Maryland Register
- X Determined Ineligible for the National Register/Maryland Register
- Recorded by HABS/HAER
- Historic Structure Report or Research Report at MHT
- Other:

6. Classification

Category	Ownership	Current Function		Resource Count
<u> </u> district	<u> </u> public	<u> </u> agriculture	<u> </u> landscape	Contributing
<u> X </u> building(s)	<u> X </u> private	<u> </u> commerce/trade	<u> </u> recreation/culture	Noncontributing
<u> </u> structure	<u> </u> both	<u> </u> defense	<u> </u> religion	<u> </u> 14 buildings
<u> </u> site		<u> </u> domestic	<u> </u> social	<u> </u> sites
<u> </u> object		<u> </u> education	<u> </u> transportation	<u> </u> structures
		<u> </u> funerary	<u> </u> work in progress	<u> </u> objects
		<u> </u> government	<u> </u> unknown	<u> </u> 14 Total
		<u> </u> health care	<u> </u> vacant/not in use	
		<u> X </u> industry	<u> </u> other:	
				Number of Contributing Resources previously listed in the Inventory
				<u> </u> 0 <u> </u>

7. Description

Inventory No. BA-3268

Condition

<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins
<input type="checkbox"/> fair	<input checked="" type="checkbox"/> altered

The Maryland Distillery, Inc. /Calvert Distilling Company of Joseph E. Seagram & Sons, Inc. (Diageo North America, Inc.) is a bottling, packing, and distribution facility for spirits, wine and beer, located at 5001 Washington Boulevard in two parcels comprising a total of 78 acres southwest of the intersection of the Pennsylvania Railroad (PRR) tracks (oriented north-south) and the Baltimore and Ohio Railroad (B&O; now known as CSX) (oriented roughly east-west). The facility currently consists of 16 buildings, including historic-era buildings and modern truck loading depots/docks around the perimeter, storage tanks, railroad sidings, paved parking and loading areas, and landscaped lawns.

The facility was originally constructed in 1933 as Distilled Spirits Plant No. 3 of the Maryland Distillery Inc. (Sanborn 1960). By 1960 the parcel contained several buildings including seven warehouses (Warehouses C, D, E, F, G, H, and J), a cistern house/wine room building (Building No. 11), a rectangular building containing rooms for barrel storage, a cooper shop and gauging room, a Rectifying and Taxpaying Building (Building No. 17), a blending, rectifying, and bottling house (Building No. 18), a service building (Building No. 19) two adjoined offices (Building No. 30), a laboratory with elaborate interior including a grain elevator, fermenting house, dry house, and boiler house (Building No. 20) with a smoke stack, a coal unloading structure attached to a large boiler house with a smoke stack, adjacent to a railroad siding, hose and reel (fire) houses, a transfer house, a gate house, two water towers, and a reservoir with 1.5 million gallon capacity.

Changes to the facility that have occurred since 1960 include demolition of Warehouses D and F and the coal storage, boiler and smokestack at the southern end of the parcel; razing of Buildings 18, 19, 20 and 30 and smoke stack, closest to Washington Boulevard; removal of both water towers; and filling in of the reservoir. All but two railroad sidings were removed although several outlines are still visible in modern aerial photography (Google Earth 2011). One of the sidings contains tanker railroad cars but it is not clear if these are actively used or for display. New construction includes a security building, storage tanks, one masonry building of unknown use in the center of the campus, two large warehouses with truck loading docks near the northern and eastern edge of the parcel, and a narrow, linear truck parking and/or loading dock and support office building at the southern end of the parcel. Landscaping is minimal and includes an expansive grass lawn along Washington Boulevard, enlarged from the lawn depicted in historic aerial photography to include areas where buildings were formerly located.

Historic Buildings

Historic-era buildings include five warehouses (Warehouses C, E, G, H, and J), a former wine room and cistern house (Building No. 11), a small fire house (Fire House No. 2; Building No. 23), the former Rectifying and Taxpaying Building (Building No. 17), and an unnumbered building formerly used for barrel storage, a cooper shop, and a gauging room.

Four of the warehouses are 6 stories in height and were constructed of similar design and materials. Each warehouse is clad in hollow clay tile block or brick veneer with cast concrete accents creating a visual grid pattern. The windows appear to be glass block (Sanborn 1960).

Warehouse C is located in the south central part of the parcel and, of the four, is the only one labeled a bonded "open rack" warehouse, as opposed to a bonded "floored rack" warehouse. The building is 100 feet by 165 feet with a capacity for storing nearly 75,000 barrels; a date of construction was not identified on the Sanborn Fire Insurance map (Sanborn 1960). Warehouse E, located in the north central part of the parcel, is fire-proof construction, measuring 150 feet by 152 feet, with a capacity for nearly 70,000 barrels, and was built in 1935. Warehouse G is located in southeastern part of the parcel and is 131 feet by 130 feet, is also fire-proof construction and was built in 1937. Capacity in this warehouse was more than 56,000 barrels. Warehouse H is located in the northeastern part of the parcel and is 126 feet by 165 feet, for a capacity of 75,000 barrels. It was built in 1940, and is also fire-proof construction.

Bonded Warehouse J is the fifth warehouse and served as a regauge building measuring 100 feet by 170 feet. It is located near the eastern (rear) side of the parcel south of Warehouse H. Details of the one story building were not discernible from the public right-of-way. Located south of Warehouse J is the Rectifying and Taxpaying Building (Building No. 17); it is rectangular in plan, measuring about 170 feet along the shortest sides. It also appears to be internally divided into three sections and includes an area for empty barrel and package storage. Details of the one-story building were not discernible from the public right-of-way.

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The former wine room and cistern house (Building No. 11), positioned in the approximate center of the complex diagonal to the rest of the buildings. It is a one- and two-story building with irregular plan. The western façade of the building measures about 50 feet wide. The flat roof is clad in an unknown material. The exterior walls are clad in brick veneer. Vertical inset bands of spandrel panels and multi-light fixed-pane metal windows with central awning-style openings accent the two-story section of the building. The one-story section of the building appears to be an addition, and is also clad in brick veneer. Other details were not discernable from the public right-of-way. The railroad siding, identified on the 1960 Sanborn, is positioned on the west side of the building, partially obscuring the view. Small tank cars were on the track. Historically, Building No. 11 contained a wine room, a cistern house, and a government office.

A linear rectangular brick building measuring 46 feet by 207 feet is located behind Building No. 11. Historically, it was divided into three sections, including space for barrel storage, a cooper (barrel making) shop, and a gauging room. Additional details about the building were not discernible from the public right-of-way.

Fire Station No. 2 (Building No. 23) is a modest one-story brick building with a square foot print. The flat roof is clad in an unknown material. Six-light windows allow for light and ventilation. It is assumed the building still houses firefighting equipment. It is located on the western side of the parcel, visible from the main entrance to the facility.

Modern Buildings

Modern buildings and structures include a security building, truck depots and loading docks, and storage tanks. The security building is located north of the main driveway when entering the property. The modest vernacular one-story building is square in floor plan. The flat roof is clad in composition roll, and the exterior walls are clad in brick veneer. A port cochere is located on the southern façade. Fixed-pane aluminum storefront windows allow for interior light and a view of traffic moving through the facility.

Two large warehouses with truck loading around their perimeter occur on the far northern and eastern edges of the facility.

The storage tanks consist of two silos near the southern end of the parcel, and a cluster of 13 tanks with tapered tops located southwest of Warehouse G. The cluster of storage tanks is surrounded by chain link fencing.

8. Significance

Inventory No. BA-3268

Period	Areas of Significance	Check and justify below		
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> health/medicine	<input type="checkbox"/> performing arts
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> archeology	<input type="checkbox"/> education	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> philosophy
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> architecture	<input type="checkbox"/> engineering	<input type="checkbox"/> invention	<input type="checkbox"/> politics/government
<input checked="" type="checkbox"/> 1900-1999	<input type="checkbox"/> art	<input type="checkbox"/> entertainment/ recreation	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 2000-	<input type="checkbox"/> commerce	<input type="checkbox"/> ethnic heritage	<input type="checkbox"/> law	<input type="checkbox"/> science
	<input type="checkbox"/> communications	<input type="checkbox"/> exploration/ settlement	<input type="checkbox"/> literature	<input checked="" type="checkbox"/> social history
	<input type="checkbox"/> community planning		<input type="checkbox"/> maritime history	<input type="checkbox"/> transportation
	<input type="checkbox"/> conservation		<input type="checkbox"/> military	<input type="checkbox"/> other: _____

Specific dates

1933-1985

Architect/Builder

Construction dates

Evaluation for:

National Register

Maryland Register

not evaluated

This sprawling alcohol distillery plant in Relay, Maryland was being constructed in 1933 prior to the end of Prohibition (1920-1933) because its owners, including Baltimorean E. M. Fleischmann, speculated that the end of the ban on alcohol would be near, wanted to construct the first manufacturing plant to be operational as soon as the law was repealed. Maryland Distillery, Inc. built the distillery plant in Relay, Maryland on more than 18 acres of land purchased from the B&O Railroad which forms the northern boundary of the facility. The complex of buildings was strategically located near the rail line for access to necessary supplies for alcohol production and distribution including the grain needed for fermentation, the water for distilling and steam, and the transport for other supplies and delivery (Kelly 1990). The first alcohol produced at the Relay, Maryland distillery plant included gin, which, unlike whiskey, does not require a long aging period, the "Calvert" brand blends of whiskey, and Old Drum whiskey. Its bottle was shaped like a drum and was labeled with the slogan, "You can't beat it" (Kelly 1990).

E. M. Fleischmann was the president and a director of the E. M. Fleischmann Distilling Corp. in Lansdowne, Maryland which produced Reserve and Special blended whiskeys under the Fleischmann label in the 1940s. Fleischmann had been in the distillery business for many years, except during the Prohibition period. He later owned a lumber company for access to the raw materials to make staves for the oak barrels for aging whiskey (United States District Court District of Delaware 1952).

In 1934, Maryland Distillery, Inc., including the plant in Relay, Maryland, known as the Calvert affiliate, were acquired by the Joseph E. Seagram & Sons Inc., the U.S. subsidiary of Distillers Corporation-Seagram Limited, a Canadian company owned by the Bronfman family who, in 1928, merged with the Seagram Company, of Waterloo, Ontario, the leading Canadian rye producer with popular brands such as Seagram's 83 and V.O. The Relay, Maryland operation was the second American distillery purchased by the company, the first being the historic Rossville Union Distilleries in Lawrenceburg, Indiana (Seagram Company Limited 2012). A third plant was constructed by Seagram & Sons in Louisville, Kentucky in 1937. The facilities were used to distill liquor for blending with the stock that had been aged in Canada years earlier. The American blended whiskeys were marketed under the labels Five Crown and Seven Crown. By 1938, the company was aging approximately 60 million gallons of whiskey in the three American plants (Seagram Company Limited 2012). The Maryland plant was later enlarged with land acquisitions and new building construction (Kelly 1990).

Joseph Seagram began a distillery on his farm in Waterloo, Ontario, Canada in 1857 to use his excess grain. By 1883, his company was known as the Joseph Seagram Flour Mill and Distillery. The Bronfman family settled in Canada in the late 1800s after fleeing their home in Bessarabia in eastern Europe due to persecution of their Jewish religion under Imperial Russian regimes. The Bronfmans became involved in the sale of alcohol by way of their initial work as horse traders that lead them to the hotel and bar business in Manitoba, Canada. When Prohibition began in Canada in 1916, the Bronfmans were forced to close their hotel bars but entered directly into the whiskey trade, capitalizing on the "imprecise" language of the laws which allowed them to operate a liquor store for a few years. They also operated a mail order beverage alcohol business and sold straight alcohol to drug companies for use in medicinal mixtures (Hagley Museum and Library 2012; Seagram Company Limited 2012). With the passage of the Volstead Act in 1919 instituting Prohibition in the U.S. in 1920, they operated as bootleggers, importing white alcohol from the U.S. blending it with water, real whiskey and coloring, and bottling the same product, under various labels, for resale at a high mark up. In 1924, the Bronfmans opened their first distillery in La Salle, near Montreal and incorporated under the name Distillers Corporation Limited (Seagram Company Limited 2012). The founder of the company was Samuel Bronfman, who, with his brother, Harry, ran the

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company. Samuel's son, Edgar, became president of the company in 1957. In the 1970s, news of family scandals was internationally publicized, including Edgar's divorce, and an alleged kidnapping of his son, Samuel, by a New York fireman who served six years on an extortion conviction (Seagram Company Limited 2012). By the 1980s, Edgar Bronfman selected his younger son, Edgar, Jr. over the first born Samuel to run the company. Edgar Jr. moved the company farther from the company's core in the distilled liquor business to other ventures, including entertainment, where his true passion lay. By the late 1990s the company's position as the leading distiller fell when two entities, including the parent company of Guinness, merged to form Diageo PLC. After acquisition of additional interests in the entertainment industry, liquor held only second place in the company's assets. The Bronfmans are known as some of North America's most successful entrepreneurs and businessmen. In addition to operating the company as a family business, the family supported philanthropic organizations in education, the arts and human services, and supported Jewish causes.

At various points in the Distillers Corporation's history, shares were held by other major distillers, including Distillers Company, a group of British companies that controlled over 50 percent of the world's Scotch market including brands such as Haig, Black & White, Dewar's and Vat 69 which the Canadian company had been importing. They later acquired shares of another distillery, Schenley, which produced the popular rye whiskey, Golden Wedding. This acquisition resulted in their split from the British agglomeration. They later parted ways with Schenley with whom they competed for dominance in the U.S. whiskey market for nearly a decade before the Distillers Corporation-Seagram's company won out.

In 1937, Seagram's acquired the Calvert Company and in 1939, the Maryland Distillery, Inc. was merged into the Calvert Distilling Company. A description of the operations at the Calvert Distilling Company plant in Relay, Maryland is provided in an account from 1939. Water from five deep wells was pumped to supply the one and one-half million gallon reservoir, which could be spring fed if necessary (Marzolf 1939). Grain from the railroad siding was unloaded by means of a "screw conveyor", capable of handling 1000 bushels per hour, and carried to the top of an elevator (in Building No. 20), where it was cleaned and screened to discard impurities. Grains used in the mash consisted of approximately 85 percent rye and 15 percent malt. The barrels were filled, under government supervision, and stored in bonded rack houses. In 1939, the Calvert warehouses had a total capacity of 308,000 barrels kept at constant temperature and humidity throughout the four years of aging. From historic maps, a government office was noted in Building No. 11 in the central part of the campus (Sanborn 1960).

During World War II, the distillation of beverage whiskey was prohibited for a time, and the Relay facility was converted to produce industrial alcohol (high-test ethyl alcohol) (Lieberman 1942; Library of Congress, Prints and Photographs Division; United States District Court District Of Delaware 1952). Pure ethyl alcohol has many applications for its sanitizing, cleaning and solvent properties, and is used in the manufacturing process for products including explosives (Washington State Liquor Control Board 2012). Ethanol production rose to 600 million gallons a year to meet demand during the war. After the war, ethyl alcohol production declined. In August 1944 distillation of whiskey was once again permitted (United States District Court District Of Delaware 1952). The Maryland distillery, like others, resumed production of alcohol for consumption.

Named after the first lord of Baltimore, the Calvert brands continued to be produced by Seagram after it acquired the Relay facility. The first Lord Calvert whiskeys were premium liquors. Their bottles were registered and numbered to show they were a limited edition. Samuel Bronfman developed the Crown Royal blend to commemorate the 1939 visit of George VI and Queen Elizabeth to Canada and purchased the Chivas distillery in Scotland because of its association with British royalty. In 1944, Calvert Special was the most expensive brand of blended whiskey in the U.S. but it was later superseded by other premier brands (Clark 1991). In the early 1960s, the president of the Seagram company, Edgar Bronfman, resurrected the label Calvert Reserve, remarketing it as Calvert Extra (Seagram Company Limited 2012). By 1991, Lord Calvert Canadian Whiskey was among seven mid-range brands sold to a Jim Beam subsidiary (Seagram Company Limited 2012). The lines it sold made up about 20 percent of the Relay, Maryland plant's production, and resulted in cutbacks at the plant (Clark 1991).

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The keys to the Seagram's company success were the result of both their method of manufacturing and packaging. They were known for blending and aging their products as some of their competitors did not and they changed the entire market by selling whiskey to distributors already bottled. This ensured quality and consistency in their products that was lacking in other brands. Traditionally, barrels were sold and the final marketed product was overseen by the bottler/distributor, not the producer. The practice of manufacturers bottling their own product later became an industry standard. By the end of 1936, Seagram sales reached \$60 million in the U.S. and \$10 million in Canada. In another ten years, total sales exceeded \$438 million.

By 1965, the company was operating in 119 countries with over \$1 billion in sales. In 1975, the name of the company was changed to The Seagram Company, Ltd. But by this time, sales were beginning to slip; however, sales of Seven Crown, V.O., Chivas, and Crown Royal were still atop the market. The company continued to diversify and acquired shares of companies in the entertainment industry, but continued to focus on acquisition or establishment of new vineyards and the larger food and beverage industry. One son, Charles Bronfman, was founder and chairman of the Montreal Expos (Hagley Museum and Library 2012).

The Relay facility continues to bottle, package and distribute bulk shipments of Scotch, Canadian whiskey, blends and liqueurs for shipment elsewhere but no liquor has been distilled at the facility since 1985 (Kelly 1990). By 1990, the facility comprised 19 buildings on 102 acres (Kelly 1990). In 1995, approximately 20 acres in the southern portion of the property were sold to TNT Redstar Express, a trucking company (Respers 1996). This area has since been developed with trucking facilities and is now owned by another trucking company, Estes Express (Maryland SDAT 2012). By 2002, several of the buildings along Washington Boulevard, including the laboratory with fermenting house (Building No. 20), offices (Building No. 30) and blending, rectifying, and bottling (Building No. 18) had been demolished. Equipment from the former distilling operation was sold at auction (Kelly 1990).

The four six-story warehouses in the Diageo North America, Inc. facility are the most prominent features in the current view of the facility. They date from as early as 1935, a year after the plant was acquired by Seagram & Sons Inc. They are visible from Washington Boulevard and from the former PRR, now Amtrak corridor. These warehouses, and the five other buildings predating 1960 within the complex, represent the period of ownership of the Calvert affiliate by the Seagram corporate empire. They are associated with industrial development that occurred in the area, due in part due to the prime accessibility to two major railroads – the B&O and PRR. The facility retains some association with the railroads with two active spurs off the B&O.

The facility endured until the mid-1980s as a landmark for motorists traveling north on Route 1 into Baltimore, known by both the distinctive aroma of fermentation and from the brick smokestack venting the boiler house in one of the now demolished, original structures in the complex. Since 1985, the facility has not produced alcohol but only bottles, packages and distributes products now made all over with world as part of the global alcohol company, Diageo. In addition to the demolition of all of the original buildings that once lined Washington Boulevard, the facility has also converted much of its regional distribution and supply network, with proximity to major highways, to trucking instead of railcars, and is no longer solely reliant on rail access. Several trucking facilities have been added around the perimeter of the campus.

Seagram merged with France's Vivendi in 2000 firmly establishing itself as a company in the media world, and withdrawing from the drink industry entirely. Diageo and Pernod Ricard jointly purchased the Seagram's spirits and wine portfolio for \$8.15 billion. Diageo, who contributed the most money to the acquisition, took Captain Morgan rum, Crown Royal and VO Canadian whiskies, and wine producer Sterling Vineyards while Pernod Ricard took the Martell cognac brand and Scotch whiskies such as Chivas Regal, the Glenlivet and Glen Grant (Clark 2000). The plant in Relay, Maryland was one of the facilities acquired by Diageo in the transaction and in 2001 the plant became a part of Diageo North America, Inc. (Diageo 2012).

The Bronfman's, owners of the Seagram & Sons, Inc. were pioneers in the production and distribution of American-made whiskey, involved in the development or refinement of brands that are still known today. The facility was among the first to open soon after the

Maryland Historical Trust

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Elements of the processes that made the Bronfman's contribution to the development of an American whiskey so important are largely removed from the facility; these were contained in the elaborate Building No. 20 which included the laboratory, grain elevator, and areas where the mash was cooked. The Bronfman's art of blending whiskey and the quality control for the final products, were likely exhibited in the former Building No. 18, no longer extant. The ability to maintain constant conditions of the barrels in the warehouses during the aging process was also an important aspect of the success of the Seagram company; however, it is unknown if this technology is still in use any of the five warehouses that remain at the facility.

9. Major Bibliographical References

Inventory No. BA-3268

Clark, Andrew. 2000. "Diageo buys Seagram portfolio" in The Guardian, December 19. Electronic document. <http://www.guardian.co.uk/business/2000/dec/20/9>, accessed, February 3, 2012.

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10. Geographical Data

Acreage of surveyed property 78 acres
Acreage of historical setting 102 acres
Quadrangle name Relay

Quadrangle scale: 1:24,000

Verbal boundary description and justification

The Maryland Distillery, Inc. /Calvert Distilling Company of Joseph E. Seagram & Sons, Inc. (Diageo North America, Inc.) is located at 5001 Washington Boulevard on two parcels (map 108 tax PIN numbers 1600007966/parcel 740 and 1319270480/parcel 539) which comprise a total of 78 acres. The Diageo North America, Inc. site is bounded by Washington Boulevard to the northwest, the B&O to the north northwest with the exception of a small parcel owned by CSX Transportation Inc. in the crook of the intersection of the B&O and PRR lines, CSX right-of-way northeast, Interstate 895 to the southeast, and Estes Express Lines, 5101 Washington Boulevard (tax PIN number 2200024620/parcel 23) to the south and southwest. The boundary of the site is limited to the legal parcel boundaries for parcel numbers 740 and 539, and is bounded by existing modern and historic-era transportation features and sites developed with modern buildings which physically and visually create a boundary for the Maryland Distillery, Inc. /Calvert Distilling Company complex.

11. Form Prepared by

name/title	Carrie Chasteen, Senior Architectural Historian		
organization	Parsons	date	2/6/2012
street & number	100 W. Walnut Street	telephone	(626) 440-2461
city or town	Pasadena	state	CA

The Maryland Inventory of Historic Properties was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust
Maryland Department of Planning
100 Community Place
Crownsville, MD 21032-2023
410-514-7600

Maryland Historical Trust

Maryland Inventory of Historic Properties Form

Inventory No. BA-3268

Name Maryland Distillery, Inc. /Calvert Distilling Co.
Continuation Sheet

Number 9 Page 1

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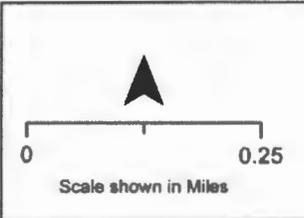
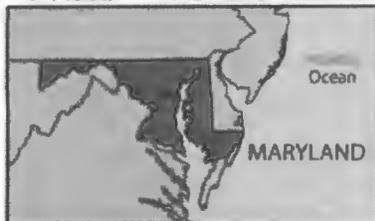
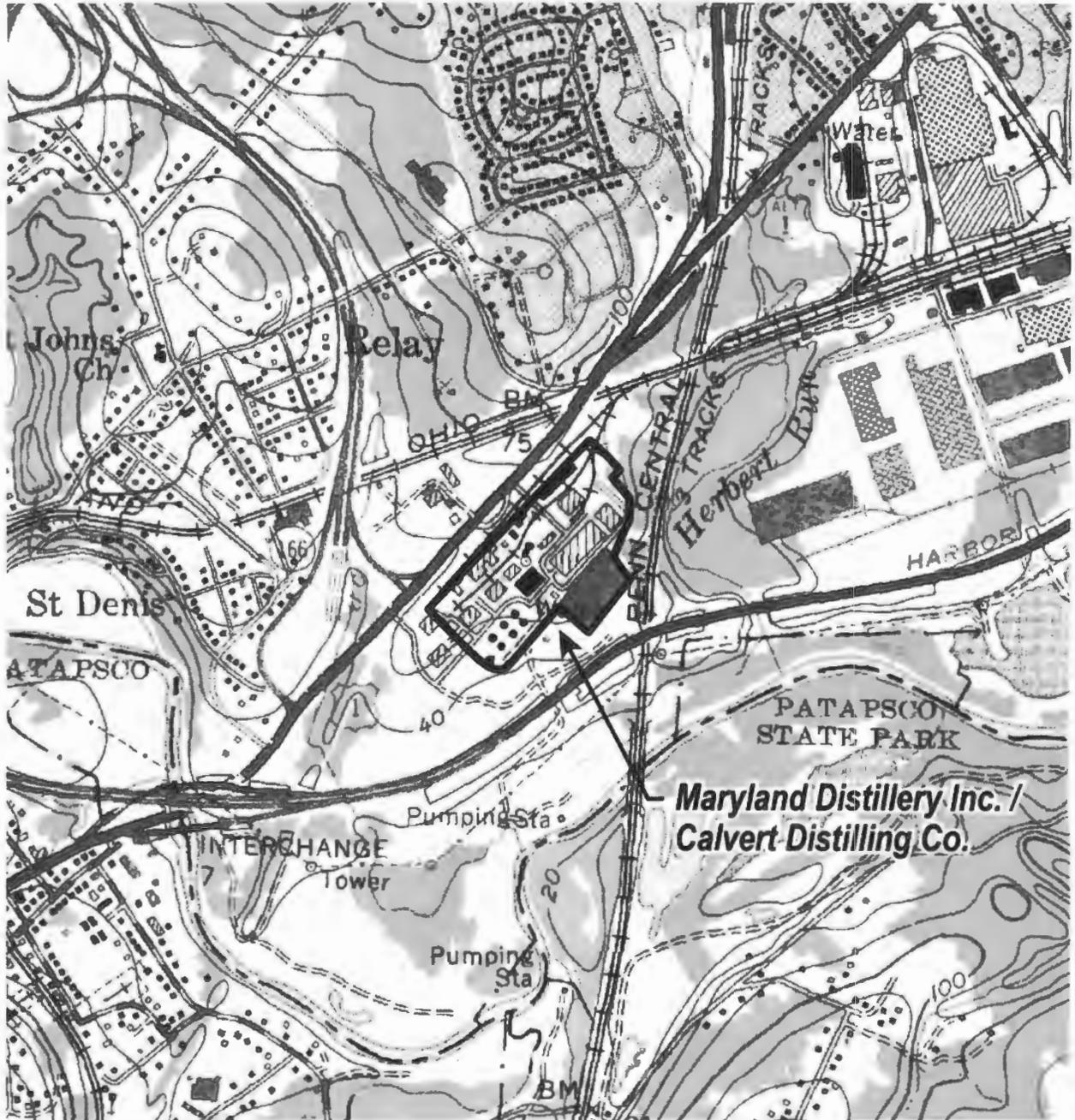
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USGS Location Map



Legend

 Resource Location

1:24,000 - Relay Quadrangle
USGS 7.5 Minute Series
Survey Date: 1974
Publish Date: 1984

PHOTO LOG

Project: BWI Rail Station Improvements and Fourth Track

Name of Property: Maryland Distillery, Inc. /Calvert Distilling Co.

MIHP Inventory No.: BA-3268

Ink and Paper Combination for all prints produced from these digital images: Epson UltraChrome Pigmented Inks and Epson Premium Semimatte Photo Paper

Brand, Make and dye type of the DVD-R Gold: Verbatim UltraLife Archival Grade DVD-R (Verbatim #96463)

Image File Name	Description of the View	Date	Photo Number	Photographer
BA-3268_2011-04-26_01.tif	View northeast, from trucking company parking lot, of Historic Warehouses C and G (in background)	4/26/2011	2 of 8	Carrie Chasteen, Parsons
BA-3268_2011-04-26_02.tif	View northeast, from trucking company parking lot, of Historic Warehouses C, G, H, and E with storage tanks in mid-center	4/26/2011	3 of 8	Carrie Chasteen, Parsons
BA-3268_2011-04-26_03.tif	View northeast, from trucking company parking lot, of storage tanks, Historic Warehouses G and H (left corner)	4/26/2011	4 of 8	Carrie Chasteen, Parsons
BA-3268_2011-04-26_04.tif	View northeast, from trucking company parking lot, of south elevation of cistern house/wine room (Building No. 11) and Historic Warehouse H	4/26/2011	5 of 8	Carrie Chasteen, Parsons
BA-3268_2011-04-26_05.tif	View northeast, from trucking company parking lot, of south elevation of cistern house/wine room (Building No. 11) and Historic Warehouses H and E in background	4/26/2011	6 of 8	Carrie Chasteen, Parsons
BA-3268_2011-04-26_06.tif	View east, from main entrance of facility, of the west and north elevations of cistern house/wine room (Building No. 11) and Historic Warehouse G in background	4/26/2011	7 of 8	Carrie Chasteen, Parsons
BA-3268_2011-04-26_07.tif	View southwest, from main entrance of facility, of northwest elevation of Firehouse No. 2 (Building No. 23)	4/26/2011	8 of 8	Carrie Chasteen, Parsons

Note: photograph collection also includes 1 35mm black and white image and negative



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MARYLAND DISTILLERY INC. / CALVERT DISTILLING Co.

5001 WASHINGTON BLVD

HALETHORPE, MD 21227

BALTIMORE COUNTY, MD

CARRIE CHASTEEN

4/26/11

NEGATIVE MD SHPO

VIEW NORTHEAST OF HISTORIC WAREHOUSES C, G, H, AND E
(RIGHT TO LEFT)

PHOTO 1 OF 8



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CARRIE CHASTEEN

4/26/11

IMAGE FILE NAME BA-3268_2011-04-26_01.TIF

VIEW NORTHEAST, FROM TRUCKING COMPANY PARKING LOT, OF
HISTORIC WAREHOUSES C AND G (IN BACKGROUND)

PHOTO 2 OF 8



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HALETHORPE, MD 21227

BALTIMORE COUNTY, MD

CARRIE CHASTEEN

4/26/11

IMAGE FILE NAME BA-3268_2011-04-26_02.TIF

VIEW NORTHWEST, FROM TRUCKING COMPANY PARKING LOT, OF
HISTORIC WAREHOUSES C, G, H AND E WITH STORAGE
TANKS IN MID-CENTER

PHOTO 3 OF 8



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MARYLAND DISTILLERY INC. / CALVERT DISTILLING CO.

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HALETHORPE, MD 21227

BALTIMORE COUNTY, MD

CARRIE CHASTEEN

4/26/11

IMAGE FILE NAME BA-3268_2011-04-26_03.TIF

VIEW NORTHEAST, FROM TRUCKING COMPANY PARKING LOT,
OF STORAGE TANKS, HISTORIC WAREHOUSES GRAND H
(LEFT CORNER)

PHOTO 4 OF 8



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HALETHORPE, MD 21227

BALTIMORE COUNTY, MD

CARRIE CHASTEEN

4/26/11

IMAGE FILE NAME BA-3268_2011-04-26_04.TIF

VIEW NORTHEAST, FROM TRUCKING COMPANY PARKING LOT, OF
SOUTH ELEVATION OF CISTERNA HOUSE / WINE ROOM (BUILDING
NO. 11) AND HISTORIC WAREHOUSE H

PHOTO 5 OF 8



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HALETHORPE, MD 21227

BALTIMORE COUNTY, MD

CARRIE CHASTEEN

4/26/11

IMAGE FILE NAME BA-3268_2011-04-26_05.TIF

VIEW NORTHEAST, FROM TRUCKING COMPANY PARKING LOT, OF
SOUTH ELEVATION OF CISTERN HOUSE / WINE ROOM (BUILDING
NO. 11) AND HISTORIC WAREHOUSES H AND E IN BACKGROUND

PHOTO 6 OF 8



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HALETHORPE, MD 21227

BALTIMORE COUNTY, MD

CARLE CHASTEEN

4/26/11

IMAGE FILE NAME BA-3268_2011-04-26_06.TIF

VIEW EAST, FROM MAIN ENTRANCE OF THE FACILITY, OF THE WEST
AND NORTH ELEVATIONS OF THE CISTERNA HOUSE / WINE ROOM
(BUILDING No. 11) AND HISTORIC WAREHOUSE G IN BACKGROUND

PHOTO 7 OF 8



MHP BA-3268

MARYLAND DISTILLERY INC. / CALVERT DISTILLING CO.

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HALETHORPE, MD 21227

BALTIMORE COUNTY, MD

CARRIE CHASTEN

4/26/11

IMAGE FILE NAME BA-3268_2011-04-26_07.TIF

VIEW SOUTHWEST, FROM MAIN ENTRANCE OF THE FACILITY, OF
NORTHWEST ELEVATION OF FIREHOUSE NO. 2 (BUILDING
NO. 23)

PHOTO 8 OF 8