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AUGUST 2016

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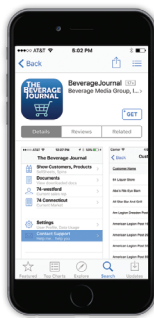
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# THE BEVERAGE JOURNAL

CONNECTICUT

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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE  
AND SPIRITS  
GET TO THE  
MARKETPLACE





# CONNECTICUT BEVERAGE JOURNAL

VOLUME 81 | NO 08 | AUGUST 2016

{ ISSN 0744-1843 }

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## SUBSCRIPTIONS & RENEWALS

\$40 FOR **ONE YEAR** | \$9 FOR **SINGLE COPY**  
\$68 FOR **TWO YEARS** | (Includes shipping and handling)

### Subscription includes

Online ordering, iOS app user ID and password  
All sales are final.

 [thebeveragejournal.com](http://thebeveragejournal.com)  203.288.3375

Published Monthly By: Beverage Publications, Inc; 2508  
Whitney Avenue, P.O. Box 185159; Hamden, CT 06518  
is devoted to all liquor, wine and beer licensees as  
described by the Department of Consumer Protection,  
Liquor Control Division.

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Periodicals postage paid at New Haven, CT.  
Postmaster: Send address changes to:  
CT Beverage Journal, P.O. Box 185159, Hamden CT 06518  
DO NOT FORWARD.



National Coverage, Local Advantage  
The Beverage Network Publications are served by:  
Beverage Media Group, Inc.  
152 Madison Avenue, Suite 600, New York, NY 10016  
tel 212.571.3232 fax 212.571.4443  
www.bevnetwork.com

# MARKETPOINT

The August issue doesn't slow down in the deep heat of summer, and neither should your sales. Trend stories put you on the fast track to success.

- It's a contemporary look at a timeless issue: target marketing. The cover story focuses on **women** consumers — and marketing hits and misses.
- Away from traditional terroirs, **urban** wineries offer a unique new vineyard landscape.
- Speed-aging **whiskey** is trending and consumers are buying it. Does age matter?



- "Around Town" showcases, faces, places, brands and cocktails. "Vineyard View" visits Ledyard, "Retail Review" saunters to Southbury and "Serving Up" sips from dual locations. **Local** views, every month.
- Summer reminds us of the profitability of **al fresco** service. Read up on a few tips to gain complete compliance.
- Is there a craft **beer** conundrum in growth? "Beer Column" looks at the numbers and offers insight.
- And remember, we offer **tech tools** right at your fingertips. Get the iOS app and use the site to search, shop and order in real-time; giving you time to sell. It's *all included* with your subscription and oh, so easy to get started. Find out more.



## ON THE COVER

Photograph by Simone Becchetti / Stocksy

**Editor's Note:** In "Rum 101" in the June 2016 issue, we neglected to note that DARK 'N STORMY® is a registered trademark of Gosling Brothers, and is made using GOSLING'S BLACK SEAL rum and GOSLING'S ginger beer.



## BOSTON BEER COMPANY APPOINTS NEW CHIEF MARKETING OFFICER

The Boston Beer Company appointed Jonathan N. Potter as Chief Marketing Officer, beginning in August. Potter will oversee the company's brand development, marketing and advertising initiatives. Potter most recently worked for Moët Hennessy USA, where he was the managing director of the Chandon division. "I am thrilled to be joining The Boston Beer Company and have long admired and respected the portfolio of brands and history of quality craftsmanship," Potter said.



## DISTILLED SPIRITS COUNCIL REMARKS ON BREXIT VOTE

The Distilled Spirits Council voiced disappointment with the outcome of the U.K. vote to leave the European Union. "As the result of a 1994 treaty, the vast majority of spirit exports and imports between the U.S. and the EU have entered both markets duty-free," said Christine LoCascio, Senior Vice President of International Trade, noting the U.K. is the top market for U.S. spirits exports. "The U.K.'s decision certainly generates significant uncertainty. However, given the shared interest in spirit trade across the Atlantic, the Council looks forward to working with the U.S. and U.K. government[s] and others to ensure continued duty-free access for U.S. spirits to the U.K." U.S. exports to the U.K. reached almost \$231 million in 2015, of which 88.5 percent was American whiskey. U.K. spirit imports into the U.S. were valued at \$1.55 billion; about 74 percent is accounted for by Scotch and whiskey.



## YUENGLING COMPLETES \$8 MILLION ENVIRONMENTAL PROJECT

D.G. Yuengling and Son, Inc. recently completed installation of an \$8 million wastewater treatment system at its historic Pottsville, Pennsylvania brewery, which was part of an agreement with the U.S. Environmental Protection Agency (EPA). The pretreatment system is one of many environmental programs the company implemented under terms with the EPA towards reducing and managing the amount of organic materials, like sugar and yeast, in the wastewater the breweries send to the Greater Pottsville Area Sewer Authority for treatment.



## DIAGEO/USBG WORLD CLASS NAMES 2016 BARTENDER OF THE YEAR

Andrew Meltzer won the title of 2016 U.S. Bartender of the Year at the United States Bartender's Guild (USBG) World Class sponsored by Diageo. Meltzer will now go on to represent the United States while competing at the Global competition in Miami in September. The competition drew in 75 finalists to compete regionally and from there, 15 bartenders advanced to the national competition in June, where Meltzer was named Bartender of the Year.



## PASTERNAK WINE IMPORTS LAUNCHES NEW LOIRE VALLEY WINE

Pasternak Wine Imports launched Château de la Mulonnière Wines from Saget La Perrière nationwide. Saget La Perrière is in its third century of family ownership with a goal to offer consumers worldwide signature expressions of the Loire Valley appellations. The wines are produced under cellar masters Benoit Dufour and Laurent Saget.



## MARGIE HEALY NAMED CHAIRMAN OF WINE INSTITUTE

Margie Healy, the Vice President of F. Korb and Bros. in Guerneville, Sonoma County, has been elected as chairman to the Wine Institute Board for the 2016-2017 year. The election was held at the Wine Institute's 82nd annual meeting of members. Steve Lohr of J. Lohr Vineyards and Wines, Chris Indelicato of Delicato Family Vineyards, Hank Wetzel of Alexander Valley Vineyards and John Sutton of the Wine Group, were also named to the board. Robert Koch is the President and CEO of the Wine Institute. The Wine Institute is a public policy advocacy group for nearly 1,000 California wineries and businesses.





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**DRAMBUIE ANNOUNCES NEW U.S. AMBASSADOR**

Vance Henderson was named U.S. Ambassador for Drambuie, the original whiskey liqueur, owned by William Grant & Sons Ltd. Henderson will be responsible for marketing the brand's drink strategy among bartenders, consumers and spirit enthusiasts, while showcasing the brand's history, unique flavors, and longevity in the cocktail culture. Henderson will also engage and educate the trade through a series of Drambuie events. Most recently, he served as a Brand Associate with William Grant & Sons brands, including Drambuie, Flor de Caña Rum, Hendrick's Gin, Milagro Tequila and Monkey Shoulder Scotch Whisky.



**TIPS RELEASES NEW ONLINE TRAINING PROGRAMS**

Health Communications, Inc. released eTIPS On Premise 3.0, which is an improved version of Training for Intervention Procedures (TIPS). eTIPS will provide online training and certification programs for bartenders, servers and others who will serve alcohol at restaurants, bars, hotels and in-store tastings, as well as other places where alcohol is consumed on-premise. eTIPS On Premise 3.0 improves the overall student experience through a newly-designed HTML5 course, as well as new features and improved content.



**E. & J. GALLO WINERY ACQUIRES ORIN SWIFT WINES**

E. & J. Gallo Winery purchased Orin Swift Cellars, which includes the Orin Swift brand, related inventory, and control of the tasting room located in St. Helena. Orin Swift was founded in 1998 by winemaker Dave Phinney, who has led the brand to become a "multinational luxury wine brand with large consumer following." Orin Swift wines have earned 90-plus point scores by many wine critics and have been named to *Wine Spectator's* Top 100 wine list several times.



**BACARDI RECYCLES OAK BARRELS INTO WOOD SUNGLASSES**

Bacardi began working with artists in Puerto Rico to make sunglasses using its retired oak rum barrels through its "Good Spirited" sustainability campaign. Made by RAW Eyewear, the two styles of sunglasses are durable, hypoallergenic and eco-friendly with a "vintage 70's feel." Each handcrafted pair is etched with the Bacardi bat logo.



**CRAFT BEER ALLIANCE APPOINTS INNOVATION BREWMASTER**

Craft Beer Alliance appointed Tom Bleigh to the role as Innovation Brewmaster. Bleigh will lead teams for increasing new beer development and initiatives across the company's portfolio. "I am excited to join CBA and contribute to a larger discussion of craft on local, regional and national levels," said Bleigh. "CBA has a strong history of being craft leaders and being an active part of innovation. I look forward to this new challenge and being part of an organization with diverse brands and amazing teams already in place."



**BAREFOOT WINE ANNOUNCES WORLD BEACH RESCUE DAY**

Barefoot Wine & Bubbly proclaimed and celebrated World Beach Rescue Day on July 9 in honor of 10 years of the Barefoot Wine Beach Rescue Project, which began as a partnership with the Surfrider Foundation, a nonprofit organization dedicated to protecting the ocean, waves and beaches. On July 9, volunteers in Australia, Canada, Germany, Mexico, the Philippines, Poland, Puerto Rico, Singapore, South Korea, the United Kingdom and the United States participated in beach clean-up events to improve their local shores, rivers and lakes.





# Fall Wine *Extravaganza*

COME TASTE OVER  
1,000 WINES,  
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**SUNDAY,**  
**SEPT. 11, 2016**  
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DIRECTIONS: [WWW.WORLDWIDEWINES.COM](http://WWW.WORLDWIDEWINES.COM)

TRADE ONLY. MUST BE 21 YEARS OLD TO ATTEND.  
PROPER ID REQUIRED. NO SMOKING.







### 1. MAMMA MIA!

Hailing from Puglia—in the heel of the proverbial “boot”—Mamma Mia! debuts in the U.S. with two 2015 blends, marketed by Ste. Michelle Wine Estates. “Inspired by Italy, yet rooted firmly in our beloved and iconic Italian-American culture,” there is a fresh, fruity 2015 Red Blend (mostly Cabernet and Merlot, unoaked); and a White Blend (predominantly Grechetto and Procanico) with peach, tropical fruit and floral notes. The corks feature Italian-inspired toasts.

**\$ SRP: \$11.99**  
[mammamiawines.com](http://mammamiawines.com)

### 4. J. WRAY JAMAICA RUMS

The oldest continuously operating rum producer in the Caribbean is giving two classic rums a Jamaican-inspired makeover. J. Wray Jamaica Rum Gold and Silver replace Appleton Special Jamaica Rum and Appleton White respectively. New eye-catching packaging; same liquid and price. Smooth and light-bodied, J. Wray Jamaica Rum Silver is filtered slowly through special charcoal filters. Medium-bodied Gold is a blend of fuller-flavored and lighter rums.

**\$ SRP: \$16.99**  
[jwrayrum.com](http://jwrayrum.com)

### 2. GEORGE DICKEL 17 YEAR OLD TENNESSEE WHISKY

George Dickel is releasing a 17 Year Old variant based on the Tennessee whiskey’s signature mash bill of 84% corn, 8% rye and 8% malted barley as well as production (chill charcoal filtration and single-story warehouse aging). It all began last year: While searching for barrels of 9 Year Old to continue the Hand Selected Barrel Program she’d launched in 2014, Distiller Allisa Henley came upon a row of 17 Year Old barrels. Distribution is national but very limited.

**\$ SRP: \$75/375ml**  
[georgedickel.com](http://georgedickel.com)

### 5. AMARO LUCANO ‘ANNIVERSARIO’

Lucano 1894, a leading Italian Amaro, has launched Amaro Lucano Anniversario, based on a recipe found in an 1800s manuscript that belonged to the creator of Amaro Lucano. Enhanced with notes such as holy thistle and gentian, it has an ABV of 34%, compared to 28% for the original. The secret recipe is made with a blend of more than 30 herbs and spices in all, including musk yarrow, aloe, wormwood and clary sage.

**\$ SRP: \$34.99**  
[lucano1894.com](http://lucano1894.com)

### 3. KOMODO DRAGON 2014 RED BLEND

Adding to the growing reputation of Washington’s Columbia Valley, this intriguing, full-bodied “Pacific Rim” Red Blend from {komodo dragon} is handcrafted in small lots by winemaker Bob Stashak from 49% Merlot, 30% Cabernet Sauvignon, and 21% Syrah. With vibrant flavors of black cherry, clove and toasty oak, the blend is complex and concentrated. Marketed by Bronco Wine Co.

**\$ SRP: \$17.99**  
[broncowine.com](http://broncowine.com)

### 6. TEMPLETON RYE 6 YEAR OLD

Templeton Rye Whiskey has released a limited edition 6 Year Old—the first new offering from the producer in 10 years. Key barrels were set aside in 2010; the release now gives Templeton one of the few aged ryes on the market. Templeton 6 Year Old is aged in new American oak barrels; with 45.75% ABV (91.5 proof) and longer time in the barrel, the new expression displays more complex rye notes.

**\$ SRP: \$49.99**  
[templetonrye.com](http://templetonrye.com)

P

new  
products

7



8



9



10



11



12

## 7. PAUL JOHN INDIAN SINGLE MALT WHISKY

Paul John Indian Single Malt Whisky is officially launching in the U.S. via Domaine Select. Distilled in Goa, the whisky is crafted from six-row barley grains grown at the foothills of the Himalayas. Four expressions—Brilliance (\$60), Edited (\$65), Select Cask Classic (\$95) and Select Cask Peated (\$100)—have distinct flavor profiles carefully honed by Master Distiller Michael D'Souza. In Goa's tropical and humid climate, whisky matures faster than it does in Europe or the U.S.

**\$** SRP: \$60-\$100  
**🌐** pauljohnwhisky.com | domaineselect.com

## 10. ROBERT HALL 2013 CABERNET SAUVIGNON

Made from select Paso Robles grapes, the 2013 Cabernet Sauvignon from Robert Hall Winery is full-bodied with an intense, dark ruby red color to match. The wine matured for 18 months in French and eastern European oak barrels, enhancing the wine's core of black currant with cedar, spice and cocoa. Notes of plush ripe fruit, dark chocolate and anise linger into the finish. Marketed by Bronco Wine Co.

**\$** SRP: \$20  
**🌐** broncowine.com

## 8. KINKY RED LIQUEUR

Kinky Beverages, a brand of Prestige Beverage Group, recently launched Kinky Red Liqueur this summer. A fusion of fresh watermelon and strawberry flavors are mixed with super-premium vodka that has been distilled five times. Kinky Red Liqueur is available packaged in both 750ml and 50ml bottles. Prestige Beverage Group launched the flagship Kinky Pink Liqueur in 2012, soon followed by Blue and Gold.

**\$** SRP: \$19.99/750ml | \$0.99/50ml  
**🌐** kinkybeverages.com

## 11. GLEN MORAY CHARDONNAY CASK FINISH

Glen Moray, situated in northernmost in Speyside, has introduced Glen Moray Classic Chardonnay Cask Finish. The single malt whisky is double matured, first in fine ex-bourbon American oak barrels and then finished for eight months in Chardonnay casks, infusing the spirit with added dried fruit sweetness and subtle spice. This is the first of the brand's Classic Range Extensions, which will focus on finishing the whisky with different wood.

**\$** SRP: 29.99  
**🌐** glenmoray.com

## 9. CLYDE MAY'S STRAIGHT BOURBON WHISKEY

Clyde May was a moonshiner by trade but a craftsman by heart, making his whiskey in hand-built copper stills with fresh Alabama spring water and the finest local ingredients. This 5-year-old straight bourbon honors Clyde's dedication to his craft. It has a soft and sweet nose with hints of baked apricot, strawberry and nutmeg, followed by a classic bourbon mouthfeel and long finish.

**\$** SRP: \$36.99  
**🌐** clydemays.com

## 12. AILA CHILEAN VARIETAL WINES

Guarachi Wine Partners has released Aila Pinot Noir and Sauvignon Blanc—two varieties that thrive in Chile's cool Leyda Valley. Created by winemaker Andres Sanhueza, the wine pays homage to the indigenous Mapuche tribe; the name "Aila" translates to "nine," an important number to the tribe. Both wines express excellent varietal character as well as acidity and minerality resulting from Leyda's cool maritime conditions.

**\$** SRP: Sauvignon Blanc \$15 | Pinot Noir \$17  
**🌐** guarachiwinepartners.com



# Connecticut Restaurant Association's Golf Classic Tees Up for Charity

The Connecticut Restaurant Association (CRA) held its annual charity golf tournament on June 7, 2016 at The Country Club of Waterbury. Trade guests from a variety of industry sectors including food, beverage and allied services arrived for lunch before teeing off in teams to play 18-holes. Sarah Maloney, the executive director of the Connecticut Restaurant Association, said more than 100 golfers played in this year's tournament. A Belvedere Vodka tent was set

up on the course, serving Belvedere Unfiltered mixed as a Dirty Martini and Belvedere Wild Berry in lemonade and iced tea. After playing 18-holes, golfers went back to the club house for a dinner, raffle and awards. Proceeds from the raffle went to support the Connecticut Hospitality Education Foundation (CHEF) ProStart Program, a two-year, hospitality industry career-building program for high school students.







1. The Country Club of Waterbury hosted the CRA Annual Golf Classic.
2. Jennifer Conkling, ProStart Coordinator, Connecticut Restaurant Association; Ashley Hebert, Membership Coordinator, Connecticut Restaurant Association; Sarah Maloney, Executive Director, Connecticut Restaurant Association; Nicole Griffin, Partner, Levin, Powers & Griffin; C.J. Kowaleski, Connecticut Restaurant Association.
3. All from Opici Family Distributing of Connecticut: Scott Randall, Jeff Sansone and Renee Reignier.
4. Derek Barbarisi, Hartley & Parker; Thomas Sergi, Roma Restaurant; Vasi Kaloidis, Vasi Restaurant; Brian Gallagher, Spartan Restaurant.
5. All from the Connecticut Business Industry Association: Adam Ney, Bonnie Stewart, Michael Jordan and Michael Johnson.
6. Sade Owoye, Promotions, Belvedere; Keith Vibert, Mondo Restaurant; Jim D'Amico, D'Amico's Restaurant; Kurt Kruczek, Naples Pizza and 4 Eat Drink; Isaac Hunter, 4 Eat Drink; Ruth Cutrone, Promotions, Belvedere.
7. All from Grants and Bricco Restaurant: Dave Soucy; Billy Grant, Chef and Owner, Grants and Bricco Restaurant; Dave Awad; Phil LeBlanc.
8. Steve Hayes, Rogo Distributors; Tom Mancini, Miller Lite; Steve Ogren, Rogo Distributors; Bill Malitski, Connecticut Brewers Association lobbyist.
9. J.P. Patton, Dave and Busters; Paul Mazurek, Connecticut Distributors, Inc. (CDI); Mike Copeland, CDI; Mike Evans, CDI; Nicole Griffin, Partner, Levin, Powers & Griffin.
10. All from Joey Garlic's unless noted: Mark Margiotta; Gianni Zarrilli; Sade Owoye, Promotions, Belvedere; Richie Ruglio; Joe Indomenic.
11. All from Hartford Restaurant Group: Rob Melillo; Ken McAvoy; Phil Barnett, Chairman of the Board of Directors, Connecticut Restaurant Association and Paul Motta.
12. Joe Corcoran, Datapay; Doug Bowie, Co-Owner, Waypoint Spirits; Jim O'Sullivan, Datapay; Dave Rossi, Co-Owner, Waypoint Spirits.
13. Dave Mascolo, Trumbull Kitchen; Derek Vitale, Max Oyster Bar; Jason Sowik, Max Burger; Doug Kelly, Max Burger.
14. All from The Engine Room and Oyster Club: Kaitlyn Haines, Nick Allyn, Ken Bengtson and Mark Secastianelli.
15. All from Hartley & Parker, Inc.: Angelo Culmo, Paul Jaronko, Crissy Peterson, Frank LaTorra.
16. Steve Levenstin, Bantam Market; Al Dangelantonio, Sysco Foods; Justin Tesone, Burger Barn; Kevin Ebner, Ebner Camps.
17. Kneeling: Justin Cyr; James Martin, Owner, 85 Main; (on golf cart) Kevin Cole, Zips Diner and (standing in back) Brian Jodoin.
18. Belvedere Vodka was a featured offering for the participating golfers.



More images can be seen at [thebeveragejournal.com/cra-2016-golf-gallery](http://thebeveragejournal.com/cra-2016-golf-gallery).



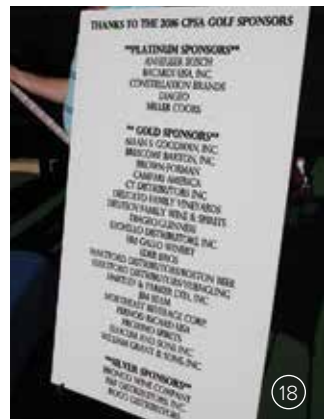
# Connecticut Package Stores Association Hosts Annual Golf Tournament

The Connecticut Package Stores Association (CPSA) held their annual golf outing on June 15. More than 140 trade professionals and guests gathered at The Whitney Farms Golf Course in Monroe for a shotgun start at 8 a.m. to play 18-holes. Following the round of golf, lunch, awards and raffle prizes awaited the participants. The CPSA team works on behalf of package store owners on industry issues within each legislative session, as well as plans industry meetings, conferences and events throughout the year. The 2016 CPSA golf sponsors included Anheuser-Busch; Bacardi USA;

Constellation Brands; Diageo; MillerCoors; Allan S. Goodman, Inc.; Brescome Barton; Brown-Forman; Campari America; Connecticut Distributors, Inc. (CDI); Delicato Family Vineyards; Deutsch Family Wine & Spirits; Diageo/Guinness; Dichelio Distributors, Inc.; E. & J. Gallo Winery; Eder Bros.; Hartford Distributors and Boston Beer Company; Hartford Distributors and Yuengling; Hartley & Parker Ltd., Inc.; Jim Beam; Northeast Beverage Corp.; Pernod Ricard USA; Proximo Spirits; Slocum & Sons; William Grant & Sons, Inc.; Bronco Wine Company; F & F Distributors, Inc. and Rogo Distributors.







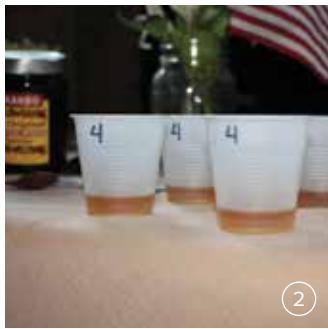
1. CT Beverage Mart's Steve Downes, President, CPSA Board of Directors, addressing the golfers before teeing off.
2. All of the Connecticut Package Stores Association: Mallory Daley, Jean Cronin, Carroll Hughes, Sean Hughes and Judy Ganswindt.
3. Connecticut Beverage Mart's Steven Downes, President, CPSA Board of Directors and Roger Loeb, President, Allan S. Goodman.
4. Connecticut Beverage Mart's Jim Valentine, Vice President CPSA Board of Directors and Ted Downes, Connecticut Beverage Mart.
5. Lisa Kasersky, Infinium Spirits; Tom Bowery, William Grant & Sons; Christene Wells, Hard Hat Café in North Haven; Michael Bohan, William Grant & Sons.
6. Gary Dritschler, Market Manager, Campari USA; Michael Bradley, Crazy Bruce's Liquors; Tony Trienis, Farmingdale Liquors.
7. Jeff Sansone, Opici Family Distributing of Connecticut; Paul Flynn, Nicolas Wines; Mark D'Angelo, Opici Family Distributing of Connecticut; Sean Oakley, Terlatto Wine Group.
8. Nick Casino, Fireside Bar & Grille, New Haven; Brian Bier, Crush in Milford; Greg LaMontagne, Sidney Frank Importing; Ryan Fisher, Brescome Barton.
9. All from CDI: Steve Porrello, Field Sales Manager; Steve Slota, Off-Premise Manager-Considine Division; John Parke, President; Bob Atwood, Merchandising Manager.
10. All from Hartley & Parker: Doug Preston, Regional Manager; Paul Jaronko, District Manager; Bill Saroka, Wine Director; Steve Fanelli, Key Account Manager.
11. Mark Raymond, Frederick Wildman & Sons; Paul Nevz, Vineyard Brands; Geoffrey Mansfield, President, Worldwide Wines; Mike Tobin, Sales, Worldwide Wines.
12. Keith Cole, Fairfield Wine and Spirits; Todd Leslie, Guest; Eric Bramann, Anheuser-Busch; Justin Sheppard, Anheuser-Busch.
13. Larry Bodick and Gary Ramadon, Ye Old Liquors Shop in West Haven.
14. Kevin Neal, Amity Wine and Spirits, New Haven; Alex Sacco, Anheuser-Busch; Jason Bianchi, Amity Wine and Spirits, New Haven.
15. Christos Satrazems, Guest; Bill Fox, Owner, Mezzo's Grille; Joe Aceto, Mezzo's Grille; Jeremy Doyle, CDI.
16. Joe Nuccio, Field Sales Manager, CDI; Paul Puhalla, Anchor Division, CDI; Garrett Fardelman, E. & J. Gallo; Steve Baye, Vice President of Business Management, CDI.
17. Jackie Blau, Pernod Ricard; Jim Valentine, Connecticut Beverage Mart; Courtney Bell, Pernod Ricard; Dylan McCullough, Pernod Ricard.
18. The 2016 CPSA golf outing sponsors.

More images can be seen at [thebeveragejournal.com/cpsa-golf-2016-gallery](http://thebeveragejournal.com/cpsa-golf-2016-gallery).





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**“BATTLE OF THE BOURBONS” BRINGS BRANDS TOGETHER**

Unionville’s Cure Restaurant was the site for “Battle of the Bourbons” on June 6. Representatives from Allan S. Goodman, Brescome Barton, Connecticut Distributors, Inc. (CDI), Hartley & Parker Limited, Inc. and Slocum & Sons hosted guests for a blind tasting of bourbon. Guests ranked the bourbons by preference, and after the blind tasting, each representative mixed up a Manhattan cocktail for the guests, who voted again. Allan S. Goodman showcased Woodford Reserve; Brescome Barton with Russell’s Reserve Single Barrel; CDI used Angel’s Envy; Hartley & Parker with Jefferson’s Reserve Bourbon; and Slocum & Sons featured High West. At the end of the night, the bourbon with the most guest votes in the blind taste test was Russell Reserve Single Barrel represented by Ed Dunn of Brescome Barton. The Manhattan cocktail featuring Woodford Reserve represented by Jeff Conelius and Adam Baker of Allan S. Goodman won the first place vote. Cure Restaurant provided food for the evening.

1. Battle of the Bourbons voting cards and tickets.
2. Bourbon display during the blind tasting.
3. Angelo Culmo, District Manager, Hartley & Parker; John Tsipouras, Sales Representative, Slocum & Sons; Ed Dunn, Account Development Manager, Brescome Barton; Jackie O’Keefe, Key Account Manager, Hartley & Parker; Nikki Simches, Bar Manager, Cure Restaurant; Jeff Conelius, Craft Spirit Specialist, Allan S. Goodman; Nadine Gengras, Account Development Specialist Spirits, Connecticut Distributors, Inc. (CDI); Adam Baker, Sales Representative, Allan S. Goodman; Blaise Tramazzo, Spirits Director, Hartley & Parker.
4. Guests casting their votes for favorite bourbon.
5. John Tsipouras, Sales Representative, Slocum & Sons.
6. Angelo Culmo, District Manager, Hartley & Parker; Jackie O’Keefe, Key Account Manager, Hartley & Parker; Blaise Tramazzo, Spirits Director, Hartley & Parker.
7. Ed Dunn, Account Development Manager, Brescome Barton. Dunn was representing Russell Reserve Single Barrel, which received the most guest votes during the Battle of the Bourbons contest.
8. Jeff Conelius, Craft Spirit Specialist, Allan S. Goodman; Adam Baker, Sales Representative, Allan S. Goodman. Allan S. Goodman was representing Woodford Reserve, which received the most guest votes during The Manhattan cocktail contest.
9. Nadine Gengras, Account Development Specialist Spirits, Connecticut Distributors, Inc. (CDI).

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## FIFTH ANNUAL CHARITY GOLF OUTING

Brescome Barton/Worldwide Wines hosts its Fifth Annual Charity Golf Outing on Monday, September 19, 2016 at the New Haven Country Club in Hamden, CT in support of the Marine Corps Law Enforcement Foundation (MC-LEF). Registration is open until August 19, 2016.

MC-LEF provides educational assistance to the children of fallen United States Marines and Federal Law Enforcement personnel. Since their founding in 1995, MC-LEF has awarded over \$68 million in scholarships and other humanitarian assistance, and supported over 3,700 children.

Last year's golf event raised \$83,000.00 which will be paid out to the following US Marine Corp. family whose father was killed in Chattanooga: Wyatt and Wrylin Holmquist, children of USMC Sergeant Carson Holmquist. Each child will receive funding for their education upon their 18th birthday.

If you wish to donate to or participate in this year's event, please contact Mia Ginter at [mginter@brescomebarton.com](mailto:mginter@brescomebarton.com).



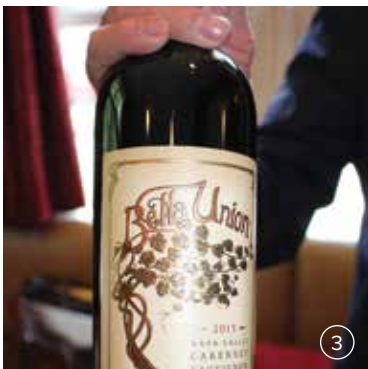
**SLOCUM & SONS' SPIRITS TASTING HIGHLIGHTS PORTFOLIO OFFERINGS**

Slocum & Sons hosted a spring spirits portfolio tasting at The Foundry Kitchen and Tavern in Sandy Hook on June 8. Guests were invited to taste through an imported and domestic lineup of spirits while sampling appetizers provided by the restaurant. Slocum & Sons' sales representative and spirit suppliers educated guests and answered questions.

1. Louis Geneux, President, Forbidden Brands LLC.
2. Katie Schoen, Sales Representative, Slocum & Sons; Maureen Pesticci, Compliance Manager, Slocum & Sons; Marcia Passavant, Senior Brand Manager, Slocum & Sons; Dennis Rochford, Regional Brand Manager, Hotel California Tequila.
3. Jerusha Torres, Northeast Regional Manager, Four Roses Distillery.
4. Alex-Meier Tomkins, Key Account Manager, Slocum & Sons with Haus Alpenz spirits.
5. Erin Griffin, Graphic Design Manager, Slocum & Sons with Karma Tequila.
6. Wigle Whiskey, spirits and organic aromatic bitters.
7. Ed Zabit, Sales Representative, Slocum & Sons with Glengoyne and Ron Barcelo.
8. Drew Barter, Regional Manager, Slocum & Sons and Chris Williams, National Accounts Manager, Slocum & Sons.
9. Jack Shute, Director of Sales East Region, High West Distillery.
10. Niall Houton, CSW, Sales Representative, Slocum & Sons with Glendalough Whiskey.
11. Tobin Ludwig, Co-Founder, Hella Bitters of Brooklyn, New York.
12. All from Espiritus Group: Brian Woods, Chris Leskowicz and Randall Bird with Lost Distillery Scotch of Scotland and Six Saints Rum of Grenada Caribbean Rum.



More images can be seen at [thebeveragejournal.com/slocum-sons-spirits-tasting-2016](http://thebeveragejournal.com/slocum-sons-spirits-tasting-2016).



**WORLDWIDE WINES SHOWCASES NICKEL & NICKEL WINES WITH TASTING SERIES**

On June 9, Worldwide Wines welcomed Tom Gilhooly, the Eastern Region Sales Manager of Far Niente Estates, for an intimate wine tasting at Café Routier in Westbrook. Gilhooly lead the tasting through six different 2013 vintages of Nickel & Nickel Single Vineyard Cabernet Sauvignons, as well as the 2013 Bella Union Cabernet Sauvignon, 2013 EnRoute Chardonnay, 2013 EnRoute Pinot Noir, 2014 Far Niente Chardonnay, 2012 Nickel & Nickel Syrah Darien and 2009 Dolce by Far Niente. Worldwide Wines representatives helped educate the guests. Nickel & Nickel Winery was founded in 1997 with a focus on crafting single vineyard wines. Gilhooly also visited Salt Water Grille in Litchfield on June 7, and Napa & Co. in Stamford on June 8.

1. Nickel & Nickel wines.
2. 2013 EnRoute Chaddonnay, 2014 Far Niente Chardonnay and 2009 Dolce by Far Niente.
3. 2013 Bella Union, the newest release in the collection, features black cherry, plum, strawberry and berry flavors on the nose.
4. Tom Gilhooly, Eastern Region Sales Manager, Far Niente.
5. Tim Gilhooly pouring a sample of wine for David Galanto, Owner of The Wine Cask in Old Saybrook.
6. Nick Neves, Trade Development Manager, Worldwide Wines pouring for Vipul Gandhi, Stratford Spirit Shop.
7. Bhaskar Sureja and Rusik Sureja, Essex Wine and Spirits.
8. Cori Schott and Carrie Pray, Village Wine and Spirits in Niantic besides C.J. Brady and Gary Williams, Universal Package Store in Noank, during the wine tasting.
9. The Nickel & Nickel wine tasting at Café Routier.





## ACE DISTRIBUTING LAUNCHES INFINITE MONKEY THEOREM CANNED WINE

Ace Distributing of Plainville, Connecticut recently launched The Infinite Monkey Theorem canned wine, which is produced in Denver, Colorado. The grapes are grown at an altitude of 4,500 feet in Colorado, predominantly sourced from the Western Slope region, picked and transported to a 15,000-square-foot urban winery in the River North Art District of Denver. The wines are available in white, red, rosé and moscato. The urban winery was named Infinite Monkey Theorem, which states that if a monkey hits keys at random on a keyboard for an “infinite amount of time” the monkey will type a “given text, such as the complete works of William Shakespeare.”

1. John Maguire, Sales Representative, Ace Distributing with The Infinite Monkey Theorem canned wines.
2. The Infinite Monkey Theorem canned wines portfolio features a white, red, rosé and moscato wine. Each comes in a 4-pack of cans.



## FAITH MIDDLETON AND WNPR OFFER SIXTH YEAR OF MARTINI COMPETITION

The sixth annual Faith Middleton Food Schmooze® Martini Competition was held on June 23, 2016 at The Mashantucket Pequot Museum and Research Center. Thirty local bartenders and restaurants provided food samples and featured signature cocktails for the chance to win the top title. Bear's Smoke House of Hartford with the “Fuzzy Honey Bear Bite” cocktail and Rooster Company of Newington with the “Not Milk” cocktail tied for the first place win. A gold medal was awarded to Max Burger for the cocktail “Pow Wow.” The Best Bubbly Martini went to Bear's Smoke House. Best Veggie Martini went to Rooster Company. The Best Dessert Cocktail went to Hidden Still's “Rise & Shine” and Tavern 1757 won Best Looking Cocktail with “Lavender Lemon Drop.” Anthony DeSerio, a regular contributor for The Faith Middleton Food Schmooze® Martini Competition, awarded the Best Craft Cocktail to Rooster Company. Guests were able to mingle with the cast of The Faith Middleton Food Schmooze® radio show of WNPR Radio.

1. Justin Morales and Katy Keoveunexay, both from Bear's Smoke House in Hartford.
2. “Fuzzy Honey Bear Bite” cocktail by Bear's Smoke House.



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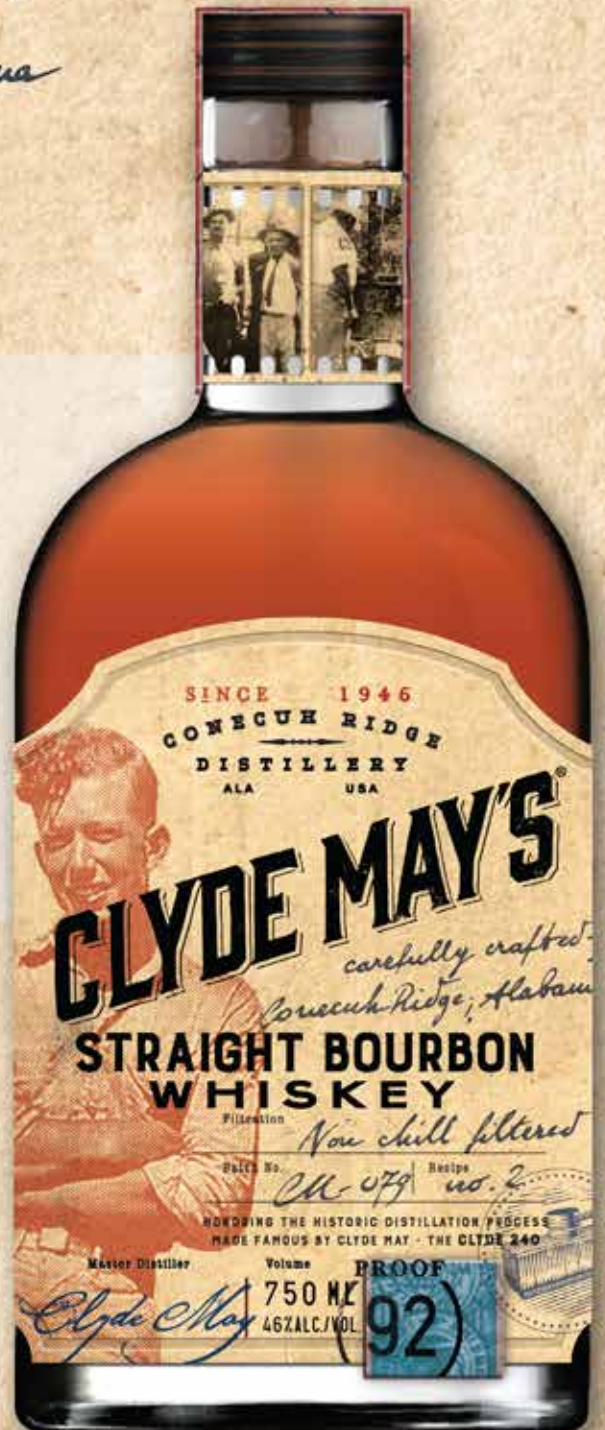
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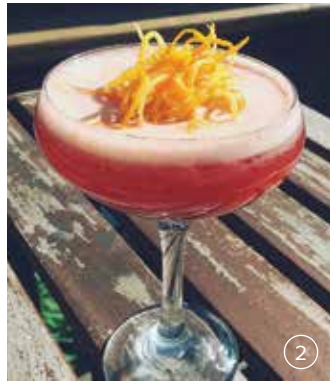


**CONNECTICUT VENUES CELEBRATE NEGRONI WEEK IN JUNE**

Local venues and their bar staff offered classic options and new twists on the Negroni cocktail to celebrate the annual *Imbibe* and Campari Negroni Week from June 6-12. This year, more than 6,000 bars and restaurants participated worldwide to raise money for their own selected charitable causes. In 2015, Negroni Week raised more than \$320,000 for charities. People were able to follow along via social media through #NegroniWeek. Participating restaurants in Connecticut included L Bar, D'Amelios Italian Eatery, Krust, Little River Restoratives, Zaragoza, The Owl Shop, The North House, Sayulita, Tarry Lodge, Sorella, Ordinary, Elm City Social, 116 Crown, Quattro Pazzi Restaurant, L'Orcio, Peaches On The Waterfront, Highland Brass Co., Kawa Ni, Dish Bar & Grill, O.C. Kitchen and Bar and Oak Haven Table & Bar.



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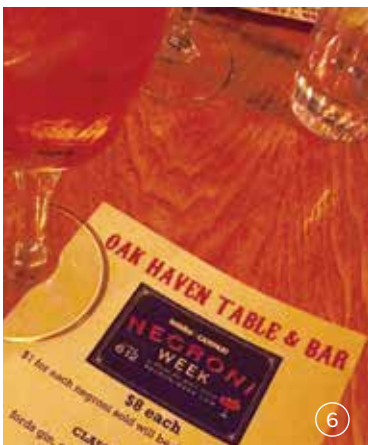
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1. A classic Negroni cocktail at 116 Crown in New Haven.
2. A variation Campari cocktail by Ashley Lurie from Peaches On The Waterfront in Norwalk.
3. Negroni cocktail at Elm City Social
4. Ryan Howard, Managing Partner, Elm City Social with the Elm City Social Rubber Duck mascot.
5. Ryan Howard, Managing Partner, Elm City Social; Veronica Saurett, Wine and Spirits Manager, Brescome Barton; Gary Dritschler, Market Manager, Campari USA; Kristie Formato, Manager, Brescome Barton.
6. Negroni cocktail at Oak Haven Table & Bar in New Haven.
7. Cocktails at Ordinary in New Haven.

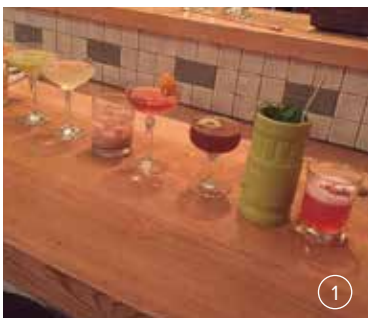


## LOCALS STIR UP COCKTAILS AT ROCA PATRÓN COMPETITION

Nine local bartenders competed for a chance to win the Roca Patrón cocktail competition at the Marketplace Kitchen and Bar in Woodbury on June 20. Bartenders created an original recipe featuring Roca Patrón products: Tequila Anejo, Tequila Reposado and Tequila Silver. Amanda Pekar, portfolio manager for Patrón Spirits at Connecticut Distributors, Inc. (CDI) organized the event. At the end of the night, John Conway of 189 Sports Café in Brookfield was named the winner with his version of a Bloody Mary that featured more than 10 fresh ingredients. Stacey Giatas won second place and Jeremy Mead took third place.

1. Roca Patrón display at the bar to educate trade and consumer guests about the spirit.
2. Amada Pekar, Portfolio Manager Patrón Spirits, CDI, introducing the three judges: Brett Thomas, Gary Driscoll and Mike Mills, Senior Brand Ambassador, RIPE Bar Juice.
3. John Conway, 189 Sports Café, won first place at the competition.
4. Stacey Giatas took second place with her cocktail.
5. Jeremy Mead took third place.
6. Brad Kirby, Bar Manager, Marketplace Kitchen and Bar; Amanda Pekar, Portfolio Manager Patrón Spirits, CDI; Mike Mills, Senior Brand Ambassador, RIPE Bar Juice.
7. A line-up of cocktails created during the competition.
8. Amanda Pekar, Portfolio Manager Patrón Spirits, CDI; Stacey Giatas, second place winner; John Conway, first place winner; Jeremy Mead, third place winner.





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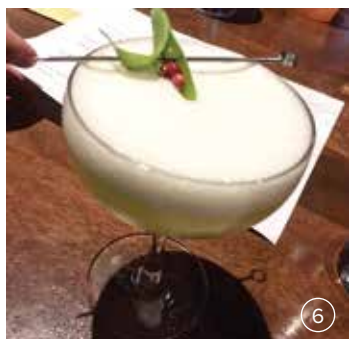
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## USBG CT'S "CIVIL WAR" COCKTAIL COMPETITION CONTINUES ONWARD

The United States Bartenders Guild Connecticut (USBG CT) chapter, along with Allan S. Goodman and Eder Bros., Inc., held the fifth event out of a series of ten in the "Connecticut Civil War Bartending Competition" at Kawa Ni on June 13. Competing USBG CT chapter members each mixed a cocktail featuring Xicaru Mezcal. Bartender Jaime Johel won the night's top slot. Millwrights Restaurant hosted the sixth USBG Civil Bar bartending competition on June 27, featuring Boodles British Gin. Kristen Mixter, Bartender at Hartford's Little River Restoratives took first place at the competition.

1. A selection of cocktails during the June 13 competition at Kawa Ni.
2. Local bartenders had to create a cocktail using Xicaru Mezcal on June 13. The artisanal mezcal is made from 100-percent Espadin. The agave is crushed and roasted in the traditional method using mesquite and ocote wood. Natural fermentation takes place in pine vats before double distillation in copper pots.
3. Jaime Johel took first place (far right) next to Corey Bonderenko, second place and Conrad Meurice (center), third place. Craig Ventrice (front), Bar Manager, Kawa Ni, surrounded by competitors.
4. Competitors Jeremey Fioravanti, Farmington Club; Anthony DeVito, Max Amore; Jaime Oakes, Cure; Kristen Mixter, first place winner from Little River Restoratives; Erick Karadimas, Abigail's; Justin Morales, Bear's Smoke House in Hartford; Aaron Stepka, Millwrights.
5. Aaron Stepka, Millwrights, surrounded by the winners: Jaime Oakes in second place, Kristen Mixter in first and Erick Karadima in third place, next to Jeff Conelius, Craft Spirit Specialist, Allan S. Goodman.
6. Kristen Mixter's first place cocktail "Mind Your Peas & Q's" featuring Boodles British Gin. The gin is distilled from British wheat and then infused with a number of traditional herbs and spices including nutmeg, sage and rosemary





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## NOBLE WINES POURS TASTES AT CHAMBER CHARITY GOLF TOURNAMENT

Noble Wines was among showcased beverages at the Hamden Regional Chamber of Commerce Annual Golf and Charity Tournament on June 13. Beverage professional Donna Taylor of Vine Ventures poured wines from Delicato Family Wines' Noble Vines selections at a hole sponsored by Sav-Rite. The tournament was held at the Farms Country Club in Hamden, and presented by Toyota of Wallingford to support the Make-A-Wish Connecticut Foundation. Noble Wines are made on the family-owned property in Lodi, California, as well as on the slopes of the cool climate San Bernabe vineyard in Monterey County.

Donna Taylor, Vine Ventures, with Noble Wines. Sav-Rite Liquors of North Haven sponsored the tasting placement.



## TWO ROADS EXPANDS DISTRIBUTION TO THE UNITED KINGDOM

Two Roads Brewery of Stratford, Connecticut expanded distribution to the United Kingdom with Distributor Partner James Clay on July 1. "Our approach to selecting new markets and distributor partnerships is one of careful due diligence to ensure we will be well represented and that our brand vision and strategies will be embraced and executed by our distributor partners," said Two Roads CEO Brad Hittle. "James Clay was an easy choice as they are uniquely qualified in all respects to help us achieve our goals." Two Roads Brewery Co. was founded in 2012. Brewmaster Phil Markowski, a 25-year craft beer veteran, has put a unique twist on classic beer styles. Along with expanding distribution, Two Roads also announced the "CONNartist" contest. Artists from Massachusetts, Connecticut, Maine, Delaware, New Hampshire, Rhode Island, New Jersey, Pennsylvania, Vermont and New York will have the chance to create a "vertically-orientated piece of art," the winner of which will be featured on one of the brewery's tall fermenters overlooking the tasting room. Submissions are due by October 2, 2016. For more details, visit [www.tworoadsbrewing.com/CONNartist2016](http://www.tworoadsbrewing.com/CONNartist2016).



## ONYX MOONSHINE, GOODWIN COLLEGE HOST SECOND SECRET STASH BEER BASH

The second annual Secret Stash Beer Bash will be held on August 27, 2016 on the Goodwin College Campus, presented by Onyx Moonshine and Goodwin College. Onyx's Secret Stash seasoned whiskey barrels were sent to participating Connecticut breweries to craft a beer and age it in the provided barrel. The beers will then be featured at the festival, where guests taste each aged brew and vote on their favorite. All the ticket sales from the event benefit scholarships with a focus on entrepreneurship at Goodwin College. During last year's event, more than 30 participating breweries offered their craft creations. Shebeen Brewing Company of Wolcott was named the inaugural winner. For more details, visit [www.goodwin.edu/giving/secret-stash](http://www.goodwin.edu/giving/secret-stash).



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## HENNESSY U.S. BRAND AMBASSADOR VISITS HARTFORD

Jordan Bushell, the U.S. Brand Ambassador for Hennessy, presented “Hennessy Academy,” an educational seminar for industry professionals at Little River Restoratives in downtown Hartford on June 28. The event was hosted by Connecticut Distributors, Inc. (CDI). Bushell discussed the history of Cognac and the appellation, the Hennessy brand and products, the region’s terroir, environment and rules, as well as uses of the French brandy in contemporary cocktails. Hennessy is crafted under seventh-generation Master Blender Yann Fillioux. After the seminar, industry professionals were able to taste and compare different Hennessy products, as well as take part in a mixology workshop and learn the art of saber.

1. Jordan Bushell addressing guests before the seminar while serving a Hennessy punch.
2. Sandra Terenzio, Portfolio Manager Moët Hennessy USA, Connecticut Distributors, Inc. (CDI) with Jordan Bushell, U.S. Brand Ambassador, Hennessy.
3. Table setting of Hennessy. The tasting consisted of Fin Bois No Oak; Fin Bois 2 Year New Oak; Fin Bois 2 Year Seasoned Oak; Fin Bois 10 Year Seasoned Oak; Hennessy V.S.; Hennessy Black; Hennessy V.S.O.P.; and Hennessy XO.



## BRESCOME BARTON & WORLDWIDE WINES OPEN REGISTRATION FOR CHARITY GOLF

Brescome Barton/Worldwide Wines hosts its Fifth Annual Charity Golf Outing on Monday, September 19, 2016 at the New Haven Country Club in Hamden, Connecticut, in support of the Marine Corps Law Enforcement Foundation (MC-LEF). Registration is open until August 19, 2016. MC-LEF provides educational assistance to the children of fallen United States Marines and Federal Law Enforcement personnel. Since their founding in 1995, MC-LEF has awarded over \$68 million in scholarships and other humanitarian assistance, and supported over 3,700 children. Last year’s Brescome Barton/Worldwide golf event raised \$83,000 with over 130 golfers participating. Wyatt and Wrylin Holmquist, children of USMC Sergeant Carson Holmquist will receive that funding for their education upon their 18th birthdays. To sponsor, donate to, or participate in this year’s event, please contact Mia Ginter at [mginter@brescomebarton.com](mailto:mginter@brescomebarton.com).

From the 2015 charity golf outing: Sue Boulhosa, Executive Director, Marine Corps Law Enforcement Foundation; Lance Cpl. Michael Schebell; Sgt. Mario Williams; Sgt. Matthew Smith; Cpl. Thomas Hecht; Gene Sepe, CEO and President, Brescome Barton.





**PINK POWER CONTINUES APACE...**

▶ Lest anyone fear the public has cooled to the pink stuff...well, a mass rosé picnic—a “Pinknic”—drew 9,000+ people to Governor’s Island in NYC. Amid reports of Rosé spilling over to ice cream and sorbet and even gummy bears, new pink wines continue to pop up.

▶ Frescobaldi is launching their first-ever rosé into the U.S. market: Ale, from the Tenuta dell’Ammiraglia estate in Maremma. The wine is a blend of Syrah (98%) and Vermintino (2%), and is immediately pressed off the skins and blended, with no maceration. SRP \$18.

▶ The red-hot Chloe line of California varietals is now pink-hot, with the addition of a Monterey County Rosé. Made primarily of Pinot Noir, the wine showcases subtle aromas of berries, watermelon and dried tea leaves. The Alsatian-style bottle and screwtop are both unusual for the category.



▶ And just when you think you’ve seen enough pink bottles, along come cans. Born of the laidback California surf and aiming to make rosé good-to-go anywhere, The Drop 2015 California Rosé comes in four-packs of 250ml aluminum cans, for a SRP of \$14.99. The brand is named after the make-or-break decision a surfer makes to take on a wave, so it’s meant to be for adventurous types—especially those who might typically reach for a can of beer. Distribution is under way in CA and NY (Park Street); next up OK, TN, TX, CT.



**VIÑA MONTES SERVES UP TRIO OF RED WHITE AND PINK**

Leading Chilean winery Montes has introduced a trio of summer wines. Montes Spring Harvest (SRP \$15) is the first 2015 Sauvignon Blanc to arrive from Chile, from the cool, coastal Leyda Valley. Montes “Cherub” (\$16) is a vibrant blend of Syrah and Grenache, showcasing the terroir of the Colchagua Valley. Father and son, Aurelio Montes Sr. and Aurelio Montes Jr. also reworked Montes “Twins” (\$16) to create a blend of Cabernet Sauvignon, Syrah, Carmenere and Tempranillo. Imported by Guarachi Wine Partners. [montewines.com](http://montewines.com)

**TERLATO ENLISTS PRUNING PROS TO MAKE WORLD CLASS PINOT GRIGIO**

“About five years ago, we became determined to make a ‘Grand Cru’ expression of Pinot Grigio,” recalls Bill Terlato, whose family helped build the Pinot Grigio category from non-existent into one of most popular varieties in the U.S.

His formula included fruit from top sites in Colli Friuli Orientali (responsible for most of Italy’s best whites) and the partnership of Marco Simonit and Pierpaolo Sirch, aka “The Pruning Guys.” Their revolutionary approach to pruning—which enables vines to live decades longer, produce higher quality grapes and stay disease-free—has made them some of the most coveted consultants in Europe (they are currently saving the vines of Bordeaux’ top vineyards from fungal crisis).

Terlato’s Pinot Grigio illustrates their deft hand, with concentration of flavor, chalky minerals and terrific length—all qualities missing from most mass-produced Pinot Grigios. “We have plans to purchase more land in Collio and increase production over time—we don’t want this to be a small boutique wine, but a larger project that shows the world how truly complex and outstanding Pinot Grigio can be,” says Terlato.



William Terlato, Marco Simonit, and Pierpaolo Sirch

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## Maugle Sierra Vineyards

### Taste of New England Born of Travels Abroad

World travelers come home to create regional wines

BY NANCY KIRSCH

“We call ourselves the only winery in casino country,” said Paul Maugle, Ph.D., of Maugle Sierra Vineyards in Ledyard, which he owns with his wife, Betty, whose maiden name is Sierra.

The area is “tourist heaven,” he said. Visitors come from as far away as Singapore, New Zealand and South Africa, and as close as New England. Only a short drive from casinos, beaches and historic Mystic, Maugle Sierra Vineyards is a place where Maugle said, “The wine is built to warm the spirit.”

Their home, built in 1740 and furnished with their collection of antiques, is on 97 acres, of which some 11 are dedicated to grape growing. During his 28-year career as a food scientist, nutritionist and aquaculturist, working in 35 countries, Paul acquired “some vintner skills” during his and Betty’s frequent visits to wineries in Chile, southern France and elsewhere. “Chemists are always welcome

in a winery,” said Maugle, who decided several years ago to return to his native Connecticut, where he and Betty planted their first five acres of grapes.

After they began selling their award-winning grapes to other vineyards, they decided to open their wine cellar to the public, on the weekends, in 2007. Maugle Sierra Vineyards has since grown into a full-time job, where Paul is the vintner, Betty manages the retail, marketing, décor and day-to-day operations, and 13 employees work at the vineyards and winery.

Connecticut’s sub-zero winter temperatures inspired the couple to grow St. Croix and Marquette red varietals, and St. Pepin, a late-frost white. These species, “quietly age” in their cellar, before the wines are ready for drinking. Being cold-tolerant to 30 degrees below zero also helps, as the vines are not impacted by low winter temperatures, Maugle explained.

Ledyard is located in a “temperate rain forest” region, within five miles of Long Island Sound. Maugle Sierra Vineyards enjoys conditions similar to those of Oregon. They grow nearly 60 percent of the grapes used to make Maugle Sierra wines. The remainder is from vineyards in Long Island, New York; Massachusetts and a nearby Ledyard vineyard on the Morgan farmstead.

Maugle Sierra Vineyards produces some 2,500 cases each year, with a mix of nearly a dozen wines, including estate wines – St. Croix, Marquette and Pepin – as well

as popular white wine blends, such as a Riesling, Chardonnay and Cayuga blend, called Rendezvous, and red varietals. Desert wines Aura (Late Harvest Vidal), Que Sera (Syrah), Esperitu de St. Croix and Seduction (St.Croix – Souzao) are fermented with a blend of enzymes to evoke flavors of blackberry, currant, plum, pomegranate and more. Wines are sold at the vineyard and several area liquor stores.

“We don’t try to do things that others are doing ... we’re not trying to do a Zinfandel; if we do a Syrah, it’s primarily for blending,” said Maugle. “We try to deliver a taste of New England in each sip; we’re not trying to recreate Napa here.”

With an eye on careful growth, they opened their 2,050-square-foot Sierra Sunset Room and Patio in 2010. The







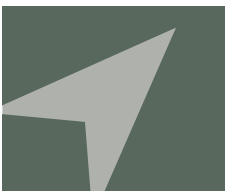
tasting room and entertainment space offers a deck and outdoor seating with live music on weekends throughout the year and serves as a venue for special events, including weddings and parties. Maugle Sierra is a member of both the Connecticut Wine Trail and the Coastal Wine Trail of Southeastern New England.

Although this second career is more work than his first one, Paul said “it’s a nicely connected lifestyle in which to retire. Working and living overseas was very provocative and challenging ... America is the greatest place I’ve lived in. The vineyard allows us to be here ... and [makes] enough to pay the bills.” It’s premature for an “exit strategy,” as they are enjoying themselves, he continued. “I don’t see us stepping away.” ■



Paul and Betty Maugle.

Vineyard View will be published quarterly as part of our continuing local focus. Contact [dana@thebeveragejournal.com](mailto:dana@thebeveragejournal.com) to be featured.



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# Vino et al Wine & Liquor Superstore

BY SAVANNAH MUL

After only a year in business, Hemant Suján, owner of Vino et al Wine & Liquor Superstore, has made what was once an empty location on Main Street in Southbury into a successful store. This was also Suján's first venture in the beverage alcohol retail business. He left his information technology career after 15 years to try something new. "I thought about doing something different," he said. "That's when it all started."

Suján said he was concerned at first about the location because of existing competition, but, "competition is tough [everywhere]," he said. "I was a little concerned, but we settled into the town very well and with our selection and prices and customer service, people like us. Business-wise, it's growing very well."

To help further grow the business, Suján hired Ty Nicholson as the wine and spirits



Vino et al Wine & Liquor Superstore: Ty Nicholson, Wine and Spirit Director; Hemant Suján, Owner; Ryan Hackett, Store Manager.



## LOCATION

330 MAIN STREET  
SOUTHURY, CT

## FACTS

SQUARE FOOTAGE: 4,800  
YEARS IN OPERATION: 1

director. Nicholson has been in the trade for more than 25 years with experience that spans from owning boutique wine and spirit shops, working at Connecticut Distributors, Inc., and most recently at BevMax. "Give me a shopping cart and I'm dangerous," he said, laughing. When it comes to helping customers pick out products, he usually runs through a series of questions to narrow down each shopper's taste preferences.

When the business opened, Suján relied on his staff of four, along with sales representatives, to begin stocking inventory. Now, he said, "We've changed a lot of things based on customer feedback and suggestions from Ty and store manager Ryan Hackett. We know what sells and offer inexpensive, mid-range and high-end wines. We appropriately stock for our customers."

Nicholson said products increasing in popularity are "white wines that are aged in stainless steel tanks, there are more calls for those rather than an oaky white [wine], and lots of red blends and French rosés." Nicholson said the store's whiskey sales are "on fire," which confirms national sales trends.

The majority of the store's sales are driven by wine, and Suján said he sells a lot of Italian Chiantis. Reflecting on his craft beer sales, "it's difficult to keep them in stock." Suján and his staff engage with the community by hosting in-store product tastings. In the past, they hosted special tastings with musical entertainment on St. Patrick's Day and Independence Day.

"It's a fun business to be in. I've been enjoying the experience," he said. "It's a nice, small town. The people are nice here, and that helps." ■

## FEATURE YOUR STORE



If you own a small, medium or megastore and would like to be featured, email: [dana@thebeveragejournal.com](mailto:dana@thebeveragejournal.com)

# CRAFT BEER TAKES A SELFIE

BY JACK KENNY



The industry has spent time over the past several weeks looking at numbers from the beer business, including both mass market beers and domestic craft. Reports appear to be focusing mainly on the decline in growth of craft beers between June 2015 and June of this year. Some media outlets have portrayed this as an “OMG” moment for the industry, leading readers to wonder if something bad is going to happen to all the great craft beer.

Such an occurrence is not on the horizon. The numbers tell us that the growth of craft beer – yes, it is still growing – has slowed from 13% a year ago to 6.2% this year. In 2014 it was 18 percent. These numbers come from IRI Worldwide, a reputable compiler of statistics. For beer, they examine product movement from grocery, drug, club, dollar, mass merchandiser, Walmart, and military stores. These retail outlets are off-premise only, and not 100% of the off-premise market; and they ignore on-premise sales, which are about one-third of the craft beer business.

Bart Watson, chief economist for the Brewers Association, the craft segment’s industry group, weighed in following the rash of scare stories. “That growth was slowing wasn’t new,” he said. “Craft brewing growth slowed from 18 percent to 13 percent from 2014 to 2015, but that wasn’t a huge concern for the industry since the absolute growth of the industry was still very large. It’s only natural that as craft gets a larger and larger base, growth rates will slow.”

As with everything, a look at the larger picture puts things in perspective. In 2007 there were about 1,700 breweries. Today there are 4,600. Craft beer has been penetrating deeply into more retail channels and faces competition from other brewers as well as other types of drinks. Double-digit growth, wonderful as it sounds, brings challenges of its own. The industry’s production in 2014 rose by 6.5 million barrels to 22.1 million, a growth rate aptly described by Brewbound.com as “furious” and “unlikely to continue long-term.”

Statistical information in any industry is strongly influenced by the major players. In the craft sector those include Samuel Adams, Sierra Nevada and New Belgium. Nielsen figures revealed that combined volumes for the top dozen craft brewers grew just 1% during the three months to May of this year. IRI now reports that fully half of the top 30 craft brewers are experiencing volume declines, and for six of those 15, the declines are in the double digits. IRI numbers show that Samuel Adams, for example, had \$43

million in sales through the tracked retail outlets in the first half of 2014. Two years later that number was \$37.5 million.

Growth, it can be deduced, is coming from the thousands of small craft brewers.

As mentioned in my previous column, craft beer is encountering serious competition from flavored malt beverages, ciders, hard drinks, such as tea and lemonade, and spiked sodas. These are no small threat, and brewers are starting to produce products in these categories to capitalize on the trend. Craft beer consumers are also sending feelers deeper into the spirits and wine zones, and a few growing imported beers are among their choices.

What of our commercial beers, our Bud and Bud Light, Coors Light and the Miller family? The industry is watching a steady drop in volume. Nielsen reported that sales for the top three light beers declined an average of 4.4 percent during the three months ending in May. When you watch the 30-packs roll en masse out the door lately, especially over the July 4 weekend (during which Americans spent \$1 billion on beer), it’s hard to imagine that the suits in the board rooms are gnashing their teeth over dropping sales.

## BEER COLUMN 22 ANNIVERSARY YEARS

This Beer Column marks the start of my 22nd year writing for *The Connecticut Beverage Journal*. Fortunately for me, there is no end of topics to examine in this endlessly fascinating world. Fortunately for you, the beer industry changes all the time; so I can entertain you, I trust, with the ever-evolving details.

When I began this project in 1995, the craft beer industry had established itself but was still the new kid on the block. Not long thereafter it suffered a shake-out, but catching its breath on the rebound it has never looked back. Thanks, craft beer.

*And thank you, gentle reader.*



### ABOUT JACK KENNY

Jack Kenny has been writing the Beer Column for *The Beverage Journal* since 1995.



WRITE TO HIM: [thebeercolumn@gmail.com](mailto:thebeercolumn@gmail.com)



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Bartender  
Jason Perryville.

## BARTENDER

Jason Perryville

## COCKTAIL

Cucumber Martini

## RECIPE

Mix:

- » 1.5 oz. fresh house cucumber juice
- » 1.5 oz. Crop Cucumber Vodka
- » 1/2 oz. St-Germain elderflower liqueur
- » 1/2 oz. fresh lime juice

Shake. Serve up in a martini glass, half rimmed in salt. Garnish with an English cucumber wheel.

"It tastes just like a cucumber. It's like a summer salad. People love it," said Bar Manager Paul Kelley.

# Patio, Permitting. Compliance in Outdoor Service.

BY MARILYN LODATO

Restaurants often attract customers with an outdoor dining option. If you currently do not have a patio permit, it's not too late to get in compliance. Just because you may have a liquor permit for your business does not mean you are allowed to serve on a patio, unless you have also obtained the required patio permit from Liquor Control.

**STEP 1:** Complete the patio permit application form.

Liquor Control has a separate form for patio applications, which also requires signatures from the local zoning enforcement officer, the fire marshal and the health inspector.

**STEP 2:** Get the appropriate signatures.

At Zoning, the zoning enforcement officer will determine whether the proposed area is properly zoned for patio use.

The fire department will check to ensure that seating on the patio will not create overcrowding, i.e., allow sufficient space to exit in case of an emergency.

The health department will check to see if your restaurant is up-to-date on health code issues. They will also determine whether umbrellas will be required for patio seating.

**STEP 3:** Produce a detailed plan of your patio.

A detailed plan of the patio, showing the location of tables and the type of dividers surrounding the patio and area of egress, is required.

Some patios may be located on city property, which would require an additional application with the city, allowing use of city property for the patio. The city would require a copy of the seating plan and may request that it be prepared by a licensed surveyor.

Also required is a copy of your liability insurance naming the city as an additional insured. They may also require a copy of your lease, demonstrating your right to occupy the premises. Most cities approve outdoor dining from March through November.

**WHAT HAPPENS NEXT?** Once the patio application is filed with Liquor Control, it will get assigned to an agent. The agent will need to make a field inspection prior to preparing a report for submission to the commission for approval. This process may take four to six weeks. No one wants to be surprised by a liquor control officer. An agent could quickly identify if a patio is not included in the permit from a routine inspection.

Following these steps will allow you to include outdoor dining confidently, knowing it is part of your permit. And if you have already begun experimenting with outdoor dining options, these steps will ensure you are in full compliance.



## ABOUT MARILYN LODATO

Marilyn Lodato is the owner of Connecticut Liquor Permit, a consultant and expeditor assisting clients in the application process for liquor and patio permits, with over 25 years' experience. She can be reached at [marilyn@liquorpermit.com](mailto:marilyn@liquorpermit.com). This article is not intended to be legal advice.



# SCORE A TOUCHDOWN WITH MALIBU BLACK

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1. Source: The Sports Licensing & Tailgating Show Newsletter, 2013  
2. Source: Nielsen, 52 weeks ending 1/3/16  
3. Source: Spectra Targeting National Behavior 2015 AUg (HH 21+)

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# THE FEMME PARADOX

## WOMEN LOVE WINE—AND BUY A LOT OF IT. BUT CAN MARKETERS ZERO IN ON WOMEN SPECIFICALLY?

BY ZACHARY SUSSMAN

Fortunately, the plight of female oenophiles has improved since the second century A.D., when Roman women faced severe punishment for consuming alcohol. Yet gender associations remain embedded in the world of wine. It's easy to notice once we start looking for it: Richer, heavier wines are “masculine,” while delicate ones are said to be “feminine.” Formal wine service is ingrained with a gendered code of conduct (all too often, men still get handed the wine list; ladies get their glasses poured first). And the dominant image of a wine collector is still unflinchingly male.

Specific aspects of gender in wine are naturally evolving. Women continue to enter all corners of the industry. And presumptions of wine preference are flexing; to wit, the term “brosé” being used to capture rosé's current surge of popularity with men—a situation practically unthinkable a decade ago.

The most visible area in which gender rears its head over and over again in the wine world is on retail shelves, where there seems to be a disproportionate amount of marketing mojo being steered toward women-oriented branding and promotion.

### WOMEN ASCENDANT

Or is it disproportionate? While the score-happy, claret-cellarer, middle-aged male may still represent the prototype of wine's most important consumer, women have emerged as the major force driving the market. It is currently estimated that women account for 55% of American wine drinkers and are directly responsible for over 80% percent of the wine purchases in the United States each year (volume). Given the huge slice of the market-share women represent, it's only natural that marketers can't seem to resist trying to answer that perennial question: “What do women want?”

To an extent, the market has attempted to answer the question itself, via a proliferation of female-targeting labels like Skinnygirl, Seven Daughters, Middle Sister and Mommy's Time Out, just to name a few. With names and/or imagery hitched to gender stereotypes, these brands have nevertheless earned spot on shelves across the country.

To what, then, can we attribute their success?



PRICE IS RIGHT?

Lucrative as it might be, there's one fundamental problem with trying to enter the mind of the "average female consumer." Fundamentally, she's a fiction. Much research shows that, if she does exist, she's really not so different from her male counterpart.

In a 2012 study published in the *International Wine Business Journal*, for instance, Dr. Liz Thach determined that "there is much in common between California men and women in terms of wine-drinking occasions, motivations to drink and preferred wine style" and that "gender-neutral wine promotions will most likely be more successful in reaching a larger demographic and thus the market-share." An earlier 2010 study, presented at the fifth International Academy of Wine Business Research Conference in Auckland, New Zealand, similarly concluded that "gender is not a particularly useful variable with which to segment the global wine market."

Digging a little deeper, however, the research does reveal some distinctions in the purchasing behavior of men and women, which brands have incorporated into their strategies. According to Thach's study, "men mentioned more practical motivations for wine consumption." Women, on the other hand, "seemed to focus more on hedonistic



EYE CANDY

The operative question has become not why to market wine toward women, but how. Tongue-in-cheek packaging has worked for brands like Middle Sister, Happy Bitch, Viva Diva and Mommy's Time Out (which just launched in 1.5L size).

and social reasons to drink wine." Another important distinction involves cost: "Women were more likely to purchase less expensive wines (\$2.00-\$9.99)," whereas men are almost twice as likely to purchase bottles priced above the \$25 mark.

Together, these findings predicate a basic formula: price tags below \$10 that present a lifestyle-centric angle seem to stand a better chance with the specific type of shopper these labels are courting, who mostly just wants to unwind. "The

data shows that emotion-based marketing works, and brands have honed in on that," explains Leslie Sbrocco, author of *Wine for Women: A Guide to Buying, Pairing and Sharing Wine*. "A lot of women want to come home, have a glass of wine, and relax after a busy day. It's a lifestyle choice, and let's face it: Many people still buy wine based on the label."

SOFTENING THE STANCE

The pressing question for the wine market is not why to target women, but rather how. "Women overwhelmingly lead consumer purchasing in the world, which is also reflected in the U.S. wine segment," notes Monika Elling, CEO, Foundations Marketing Group. "In order to be successful in selling to them, it is important to keep their culture, habits and sensibilities in mind." Tapping those sensibilities remains an imprecise science, to be sure, and it would be misguided to assume that they can be reduced to generalities. The category of gender-specific labels wouldn't persist if women weren't buying these wines. And yet, a number of self-professed female-appeal wines have petered out, notably Butterfly Kiss, Girl Go Lightly and "Be."

In an effort to determine why this might be the case, marketers have been posing all kinds of targeted questions: Are women drawn to a label more by name, or by graphics? Is color important? But at what point does "appealing" to women cross the line into "pandering"? Wine Market Council reports that 17% of female consumers feel "turned off" by gender-specific labels. Mary Ewing Mulligan, President of International Wine Center in NYC, and the first American woman to become a Master of Wine, adds: "Wine marketing to women needs to strike a balance so that it engages its target audience while not enraging other segments of the female wine-drinking population by overdependence on stereotypes."

Sensing that women's attitudes might be changing in favor of subtler cues about gender, certain brands have started to rethink their strategies. "One of the things we found out from the consumer research was that there is a group of women who don't want you to overtly play to them," explains Ed Barden, Director of Marketing for Excelsior Wines, whose Little Black Dress is among the lifestyle category's most enduring national brands.

Little Black Dress (aka LBD) recently updated its packaging to reflect a "less gendered" look, designed to appeal to "a larger range of women," according to a recent press release. "Before, we had a clothes-hanger on the label and a pair of red shoes, but now we've created a very simple and premium-looking package," Barden says. "The biggest win comes with something that's a little more centrist and subtle. Women don't want to bring a stereotype to the dinner table."

"Today's modern woman wears many different hats daily. Marketers should take the time to identify sub-segments rather than lumping all women into one homogenous group," notes Deborah Brenner, Founder and President of the Women of the Vine Alliance. "One message does not fit all any longer."



Blanc de Bleu is exactly the kind of product that turns heads—and it is a hit on the bridal circuit, where it's simultaneously "something new" and "something blue"—not to mention just plain fun.



EASY DOES IT

Attractive packaging with a toned-down feminine angle is another approach that has gained traction.

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Clarice Turner, Senior VP at Food Americas, who is overseeing the budding wine program at Starbucks, offers: “My personal feeling is that marketing is most effective aimed first at lifestyle characteristics. Certainly gender can be a factor, but for the investment, lifestyle and occasions tend to be drivers of purchase/visits [beyond price and quality], and over time create relevancy that can drive loyalty.”

**THE ‘B’ IS BACK?**

Other examples of wine marketing (and packaging) taking a subtler approach include Polka Dot, Domino, Belle Ambience and Chloe. While the logic behind these wines and Little Black Dress going less “femme” seems sound for a mass audience, it may come as a surprise to see the apparent success of brands built around the controversial “B” word.

Witness the lineup of wines accessible with the click of a mouse on BeverageMedia.com’s price-listings database for Metro NY: Bitch, Jealous Bitch, Royal Bitch, Sweet Bitch.... And there’s even Happy Bitch (distributed in Upstate NY, New Jersey and Arizona). Founders Debbie Gioquindo and Keryl Pesce took the wine’s name from the title of a self-help book authored by Pesce. If the book bills itself as “the girlfriend’s guide to...finding the fun, fabulous you inside,” then Happy Bitch the wine—like fellow Bitch-named bottlings—aims right for a quick hook. “I think the branding toward women is great when you do it the right way,” Gioquindo says. “You want to make it fun. You want to make it enjoyable.”

Whether or not women actually find fun or enjoyment in these efforts is best taken on a case by case basis. To be sure, the success of such labels can be surprising. For example, we have seen an outlier such as Blanc de Bleu, the decidedly untraditional blue bubbly, make a substantial impact in the bridal market. And Popcorn Cellars Chardonnay has tapped into the seemingly ultra-narrow

**TRIED & TRUE**

Some of the most enduring female-oriented brands also feature something extra in their attempts to appeal to women and develop brand loyalty. For this “emerging generation of wine enthusiasts, a catchy package or flashy tagline isn’t enough,” says

Cheryl Indelicato, creator of HandCraft, which annually raises funds for breast cancer awareness. Little Black Dress’s website features entertaining tips and links to an array of simpatico sites of interest to women. The Seven Daughters website features seven women bloggers offering “tastes, tips, trends and tricks for getting more out of every day.” Continuing to evolve, Seven Daughters Moscato and Pinot Noir will be available in 250ml cans starting this summer.



niche of people (mostly women, according to the brand) who like to hang out at home with Netflix, wine and popcorn.

**MILLENNIALLY SPEAKING...**

If the growing ranks of female wine drinkers represent a coveted audience, then the sub-demographic of millennial-aged women would be considered a holy grail. Millennials currently drink over 50% of the wine purchased in the U.S., Wine Market Council reports, and the majority of these purchases are being made by women. In 2015, females accounted for 66% of “high frequency” (once or more a week) wine drinkers under the age of 30.

But while the buying clout of younger LDA is not in doubt, the sheer dynamics of the market—in which SKUs continue to explode—and the experimental nature of this demographic make it that much tougher to pinpoint what works and why. There is inevitably a lot of divergence

among younger women wine drinkers’ demographics; it’s never just about gender.

For Samantha Dugan, General Manager of The Wine Country, a popular wine shop in Southern California, there seems to be a rather clear segmentation within the demographic of Millennial women: “The younger female wine drinkers we’ve been seeing lately generally fall into two categories,” Dugan clarifies. “There are the ones who have seen more wine being consumed on television via The Real Housewives and such, who perceive some kind of built-in glamour to drinking wine. Then there are the ones that have been bitten early, who are curious to try new varieties, new regions, and to explore more food and wine pairings.”

Dugan’s “two types” analysis represents her strategic approach, derived from front-line experience, which is always the most reliable source of customer knowledge. The larger picture is that broad national statistics are of limited use to retail wine merchants; a merchant’s particular female customer base is the demographic pool that matters most, which is bound to be more diverse than any market research could possibly account for.

Perhaps the best advice for wine sellers everywhere is pretty self-evident: Pay close(r) attention to your store’s female clientele. Some may enjoy learning, as Samantha Dugan recounts, that certain wines were made by women winemakers, whereas others will be more interested in discovering a new region or varietal. If a few will be happy enough to grab a limited-edition bottle of Ecco Domani by fashion designer Zac Posen and run, others will be eager to geek out about a hipster-approved Cabernet Franc from the Loire. Of course, the vast majority will be looking for no more or less than a bottle of red for tonight’s pasta.

In the end, there are as many different types of female wine drinkers as there are wine drinkers. But as women’s excitement about wine—to say nothing of their spending power—continues to grow, one thing is certain: the future of wine sales will likely continue to command the attention of wine marketers and sellers. ■



Gender marketing that is too obvious can be a turn-off for shoppers; wine in a purse-shaped 1.5L bag-in-box is one that didn’t work out.

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NEW ZEALAND WINE  
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For Brooklyn Oenology, being an urban winery means the city's creativity becomes part of the terroir.

# URBAN RENEWAL

## SET AMID STREETS AND BUILDINGS, URBAN WINERIES ARE REDEFINING THE MEANING OF 'WINE COUNTRY'

BY JIM CLARKE

Close your eyes and picture a winery. Maybe you see a stately chateau. Maybe a rustic barn, or perhaps a high-tech marvel nestled in a hillside. And no matter which scenario, you most certainly can picture the winery surrounded by rows of manicured grapevines.

Whatever you imagine, it's almost certain to be different from the set-ups presented by today's urban wineries, set in the bustling heart of some of our most active cities, which are casting aside assumptions of what a winery ought to look like, or where it even needs to be.

Michael Dashe, of Dashe Cellars in Oakland, says the advantages for urban wineries are numerous: "We can bring in grapes from many different places—the Sierra Foothills, Sonoma, Napa, down south to Paso...it's easy to get grapes and bring them to the winery." Dashe was one of the first in Oakland, along with Rosenblum; today the Oakland Urban Wine Trail has 10 winery members.

Michael and his wife Anne didn't set out to be "urban." In 1996, Michael was working for Ridge, and dividing his time between the Montebello location and Ridge's newer vineyard purchase up in Lytton Springs, so they had settled in



Alie Shaper

San Francisco, a convenient midpoint. When it came time to start their own project, "Buying a vineyard really wasn't an option. We were a bootstrap operation. We just put our money into grapes."

Dashe says visitors to the Bay Area are delighted to find wineries to visit a transit ride away, and to find a full 16,000 square foot production facility, not just a tasting room. His location also makes it easy to host winemaker dinners or in-store tastings and otherwise support local retailers and restaurants. The Pacific Northwest has seen a similar scene develop: Portland's PDX Urban Winery Group has 12 members, including Teutonic Wine Company and Boedecker Cellars—as has Seattle.

It's not just on the West Coast. Perhaps the most overtly urban winery, which began in Manhattan and now has outposts in Chicago, Atlanta, Nashville, and Boston, is City Winery—it's in the name,





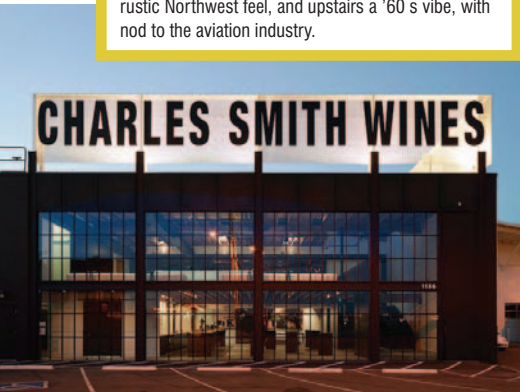
Michael Dashe was one of the first to set up a winery in Oakland, CA, in 1996 (pictured above, left); today the Oakland Urban Wine Trail has 10 wineries.

after all. The concept was to be a place for individuals to make their own wines, coupled with a restaurant/wine bar and live music venue. City Winery does make wines under that label, but they are not available in regular distribution channels.

### As Local As Wine Gets?

Contrast that with Infinite Monkey Theorem in Denver. CEO and winemaker Ben Parsons says not only do local restaurants stock his wines (often on tap, which is especially convenient when the winery is so close); they also bring their staff to the winery to learn more about

Charles Smith Wines Jet City, a converted Dr. Pepper bottling plant in Seattle's Georgetown neighborhood, features two tasting rooms: the main floor with a rustic Northwest feel, and upstairs a '60s vibe, with nod to the aviation industry.



the winemaking process. When Parsons started the winery in 2008 he was inspired by the taproom model so common around Denver, where people enjoy beers made on-site. For Parsons, being near the customer was more vital than being near the vines; most of Colorado's vineyards are on the opposite side of the state.

The model, especially selling so much wine on tap or in cans, means they've favored certain styles. "We're trying to make wines that are more accessible, for everyday use, not to age 20 years," says Parsons. "We're making wine to be consumed young. Even the higher end wines only need 3-4 years, maybe."

While the urban model builds on a small, locavore base, that's hardly the limit; Infinite Monkey Theorem now has distribution in 42 states, and this year Parsons even opened a second location in Austin, TX. Similarly, New York-based Brooklyn Oenology, celebrating its tenth year, is available in six states, thanks in part to the recognition of the Brooklyn name. "Brooklyn is a name people recognize anywhere in the world," says founder and winemaker Alie Shaper.

Shaper works with New York State (Finger Lakes and Long Island) grapes, but also collaborates with her neighbors in Williamsburg in terms of artwork for her labels, featuring local oysters in her tasting room, and so forth. "For us, the Brooklyn Terroir concept includes local agriculture and those regions, but it's also expressive of our community." Parsons agrees, noting that the artistry of winemaking benefits from being part of urban life. "People live in cities because they're excited about the art and cultural activities; we're surrounded by other creative people." For Shaper, being an urban winery means the city's creativity becomes part of the terroir. ■

## THE POWER & PROMISE OF THE CAN



Ben Parsons's downtown Denver location isn't the only unconventional aspect of his winery. His commitment to experimentation and packaging innovation—from edgy labels to wine on tap and in cans—has been the foundation of his business model since he launched Infinite Monkey Theorem (IMT) in 2011.

"Many were skeptical at the beginning, and the cans still get a mixed reaction," Parsons says. "Many people love the convenience of the single serve, but naysayers find any change to traditional packaging hard to fathom." By the end of 2014, he started to see real traction as Whole Foods and Frontier airlines got on board.

IMT produces four California wines in can: Red (Syrah), White (Chardonnay), Rosé (Syrah) and Moscato: all but the red are slightly carbonated. Parsons also produces a dry hopped pear cider in a can with fruit from Oregon's Hood River.

Just two years ago, IMT sold 180,000 units; this year the company is on track to sell 1.5 million across 42 states. But it's still just the beginning, believes Parsons: "Once people recognize the usage occasions that cans allow—concerts, the park, the beach, soccer games—we see the acceptance grow. One could argue that Millennials are leading this charge, but really it's anyone who likes to drink wine at times when a single serve product makes more sense than a bottle."

— Kristen Bieler

**"Being near the customer was more important than being near the vines."**

— Ben Parsons





T

trend  
spotting

# WHISKEY EXPRESS!

TECHNOLOGY IS TRYING TO CHEAT MOTHER NATURE WHEN IT COMES TO AGING SPIRITS

BY ROBERT HAYNES PETERSON

Producers have been tinkering with the spirits-aging process for about as long as distilled liquids have been stored in barrels. Techniques that have endured include using smaller barrels (which increase the amount of contact between the liquid and the wood); creating a solera (adding new spirit to already-aging product); and using wood chips or staves for oak “flavoring.”

Lately, the tinkering has aspired to an even more dramatic level, bolstered by new technologies. At the Catskill Distilling Company in Bethel, NY, proprietor Dr. Monte Sachs uses a technique he calls “accelerated aging” he learned from the late Lincoln Henderson (Brown-Forman, Angel’s Envy). Four specially designed, heat-cycled warehouses emulate seasonal heating and cooling, but at a faster rate.

Sachs says the design was Henderson’s but hadn’t been put into action. Heating and cooling allows raw spirit to seep in and out of the barrels, collecting esters and flavoring from the wood. Sachs says two years in his rickhouses creates a spirit

that tastes five or six years old, ideal for bourbon-style whiskies. Reflecting the new-tech, indie spirit, Catskill Distilling labels feature names like Defiant Rye and Fearless Wheat Whiskey.

## Totally Rad

While Catskill Distilling’s approach can be rationalized as a means of mimicking nature in order to exert more control over the post-distillation aging, Bryan Davis’s approach at Lost Spirits in Monterey, CA, is more extreme. Davis, who previously worked with the Spanish-based absinthe brand Obsello, first got his idea by wanting to be different. “With 400 distillers, no one needed another vodka, gin or white rum,” he recalls. And he targeted aging because he believed that the math for aging whiskey didn’t make sense. It was time to accelerate the process.

“Whiskey is a solution to over 600 things,” Davis says. “There were a lot of missing links in the research on precisely how a spirit ages in the barrel.” He honed in on the dual aging processes of extraction—physically pulling flavors

ABOVE LEFT: Santeria Rum is produced by Rational Spirits Distillery of South Carolina in collaboration with Lost Spirits Labs. RIGHT: Bryan Davis of Lost Spirits made a splash by announcing he could make whiskey and rum in six days that taste like they have aged two decades.

from the wood into the spirit—and esterization, the chemical conversion of fatty amino acids into the organic compounds that add fruit and oily notes.

His research led him to a new technology—dubbed the THEA One reactor, a sort of Hadron supercollider that bombards a raw spirit with all the component chemicals and reactions that are expected to occur by the end of the aging process. It’s more like taking a shortcut, as opposed to accelerating the aging process.

For each base spirit and for each desired result, it takes Davis several weeks of tweaking to get the desired profile. He made a splash last year by announcing he could make a whiskey or rum in six days that looked, smelled and tasted as if it had aged for 20 years. (An interesting

# Summer Rosés

## TTL US: Rosé +59% DOLLARS

Source: Nielsen TTL US 24 week period ending 4/23/16







LEFT: Cleveland Whiskey uses a pressurized system featuring staves of non-conventional wood, like black cherry. RIGHT: Catskill Distilling has four temperature-controlled warehouses that create an accelerated cycle of conditions that mimic changing seasons.

quirk: Davis points out that he produces a finished product, i.e. a 20-year “aged” spirit. Yet, he can’t yet make 10-year and 15-year expressions of the same juice.)

The goal now at Lost Spirits is to partner with other distillers making great raw product. So far, the company has two “beta testers,” as Davis calls them: Santeria Rum, and an upcoming Rattleback Rye.

**Crossing Borders, Transparently**

Davis isn’t the only explorer in the world of rapid aging. Tom Lix of start-up Cleveland



Other exotic woods used at Cleveland Whiskey include honey locust, hickory and sugar maple.

Whiskey introduced a process wherein whiskey produced in Kentucky and Indiana is aged for a few weeks in new oak (as per the bourbon rules), then shipped to his facility in Ohio. The whiskey is “finished” through a pressure-aging system where staves of black cherry, honey locust, hickory and other non-conventional woods are placed with the whiskey inside pressurized steel containers which force the spirit in and out of the staves for additional coloring, flavoring and chemical interaction. This step takes about 24 hours.

Lix points out that his company isn’t simply providing a high-tech, fast product: “That’s not necessarily a consumer benefit. Our focus is, what can we use this technology for that hasn’t been possible before?” Hence the exotic wood finishes. “You couldn’t make a barrel out of black cherry, because it would leak like a sieve,” says Lix.

One reason writers and bartenders have been receptive to the concept of rapid aging is a sense of transparency regarding technology and intent. Lost Spirits and its partner distilleries, for example, make no attempt to hide the technology (as is sometimes done with sourced or flavored products).



Another plus: rational price points for the finished products. Santeria Rum is about \$35 SRP; Rattleback Rye is \$45. Rattleback just launched at Tales of the Cocktail in July. Made at Lost Spirits’ new lab/distillery in Charleston, the 61% undiluted (122 proof), matured with Sherry-seasoned, tannin-stripped new American oak. By contrast, some start-up distillers jump into the market by sourcing already-aged whisky or rum, putting their label on it and charging \$75 or \$100, in part to keep up appearances and in part to pay back hungry investors. “The pricing doesn’t have to be inflated,” says Davis. “That would take all the fun out of it.”

In general, the consensus is that the disruptive technology doesn’t capture all of the nuances, flavors and general wherewithal of whiskey that sits in a rickhouse for five, 10 or 20 years. But for a world increasingly thirsty for brown spirits, it seems to be an acceptably fine way to get more decent product to the shelves. And given the relative pricing and degree of transparency—coupled with continuing demand for mature spirits—speed-aged spirits are likely to proliferate. ■



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# ABSOLUT.<sup>®</sup> ONE SOURCE

Nestled among the rolling meadows of Southern Sweden, a small village, called Åhus, has been the home to a community dedicated to one common goal...

Producing the world's most iconic vodka.



## **One Source. One Community. One Superb Vodka.**

One source means that every aspect of Absolut's production process takes place in and around the small village of Åhus, in southern Sweden. This is where every single drop of Absolut comes from, the heart and soul of the unique production process. It guarantees impeccable quality - from seed to sip.



Åhus is located in the region of Skåne, among the beautiful surrounding fields, nature and 500 years of vodka-making tradition.

## **5 Key Elements to One Source Production**

For Absolut, a perfect vodka starts with quality ingredients and a deep-seeded passion for distilling with utmost care.

It's in and around Åhus where beautiful fields, nature and 500 years of vodka-making tradition combine to provide everything needed to produce the perfect vodka. The simple process combines five key elements, all located in the small village of Åhus where:

- 1. Terroir Provides the Perfect Setting**
- 2. Farmers Handle with Care**
- 3. Winter Wheat Grows Strong**
- 4. Water Is Pure & Pristine**
- 5. An Icon Is Produced**



## Terroir Provides the Perfect Setting

Ahus provides unique geography that bestows character and individuality to Absolut. The cool winters and long, warm summers combined with optimal soil conditions, create a perfect place for growing Winter Wheat.

## Farmers Handle with Care

Absolut has a long-standing relationship with up to 450 farms across the small region of Ahus. Many generations of wheat farmers have perfected and passed down the secrets to farming the best crops possible - where sustainability, traceability and environmental impact are of the utmost importance.

## Winter Wheat Grows Strong

Vodka is uniquely affected by the characteristics of its raw ingredients.

Absolut is made with Winter Wheat, a crop that distinctively continues to grow as the soil freezes through the winter months.

This type of wheat is ideal for growing in the region of Skane.

## Water is Pure & Pristine

With water making up more than half of every bottle of Absolut, the source is integral to the final product. In Ahus, an aquifer lies quietly beneath the small village providing pure, pristine water from a natural source.

## An Icon Is Produced

After being distilled through a proprietary "continuous distillation" process - where every drop of Absolut is distilled hundreds of times - the liquid is poured into the iconic Absolut bottle and shipped around the world.

The Absolut One Source process is a process that has been perfected over time to produce the **#1 Super Premium Vodka in the U.S.**  
*(Source: Adams, 2014)*

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One source. One community.



# MIAMI ON THE MOVE

**BEN POTTS, BAR MANAGER,  
BEAKER & GRAY, MIAMI, FLORIDA**

BY ALIA AKKAM

**B**en Potts is the bar manager of Beaker & Gray, a restaurant in Miami's Wynwood neighborhood emphasizing the connection between food and drink.

## **BEVERAGE MEDIA GROUP:**

**For so long, Miami's bar culture was defined by South Beach. What's happening now?**

**BP:** Nightclubs are slowly becoming less exciting and different venues like cocktail bars, craft beer halls and gastropubs are becoming more interesting. But since South Beach's real estate isn't affordable, the new operators are forced to seek out emerging neighborhoods like Wynwood. This expansion into the rest of Miami has allowed unique restaurants and bars to open.

**BMG:** Wynwood in particular seems to be a haven for this kind of development. Why?

**BP:** Wynwood is a mecca for artists, obscure retail stores and thriving restaurants and bars. The energy and aura of creativity is intoxicating and people flock to it. Conversely, as popularity rises, so does the cost of doing business here and the artists are getting priced out. They have already started to seek out areas like Belle Meade, Little River and the Leah Arts District. The cycle will begin again, but the venues that helped establish the neighborhood in the first place remain.

**BMG:** These open-minded customers surely crave more than the everyday daiquiri. What do they like to drink?

**BP:** In Miami, exploration started with the classics—Old Fashioneds were first, Negronis soon to follow. Now, they want more. At Beaker & Gray, the Halliwell [Stoli, Cocchi Rosa, ginger, strawberry, mint] is our biggest seller, but vodka cocktails usually are. The menu is constructed in such a way that while there may be a few unfamiliar ingredients there are definitely some elements guests recognize so they feel comfortable ordering them.

**BMG:** It's nice how you have sections on the cocktail list devoted to aperitivos and digestivos. Have you had to educate patrons on these?

**BP:** Luckily, since aperitivo and digestivo are similar words, guests at least have some idea what to expect. We ask our bartenders and servers to explain that the aperitivos, for instance, are low alcohol and light—and of course lower priced—and are a great way to start their dining experience. The digestivos are also on the dessert menu, so when everyone's finished their meals the servers suggest an after-dinner drink as opposed to or in addition to a dessert, like the Caife Fuar [Tullamore Dew, cold brew, demerara, cardamom cream.]

**BMG:** Beyond lunch and dinner, there are happy hours and late-night



**menus where food plays a central role at Beaker & Gray. It seems like there's synergy between the kitchen and bar. Can you elaborate?**

**BP:** While the food and drink menus themselves are not directly paired, they are definitely on the same page: creative, approachable, full of flavor. Recently, for a mash-up with another Wynwood chef we offered a pairing menu. For example, Silk Snapper [red pepper cream, finger lime, puffed grain] was paired with the Blanquiqui [Don Julio Blanco, piquillo, Thai chile, key lime] and the Liquid Scotch Egg [chorizo espuma, soft egg, puffed chicken skin] with the Mason-Dixon Fizz [Ketel One, salted watermelon, egg glair, mint soda]. The guest feedback was amazing.




**BMG:** What's in store for autumn?

**BP:** Calabaza squash, ciders sourced from Normandy and house-infused spirits using a blend of spices like cinnamon, nutmeg and clove are just some of the ideas that come to mind. I'm especially looking forward to putting something on the 'Strange' section of the menu where we hollow out a gourd, char the inside and serve an aged cocktail. As the team grows together, we learn how to work with each other's strengths in order to make better and better drinks. ■

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