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AUGUST 2016

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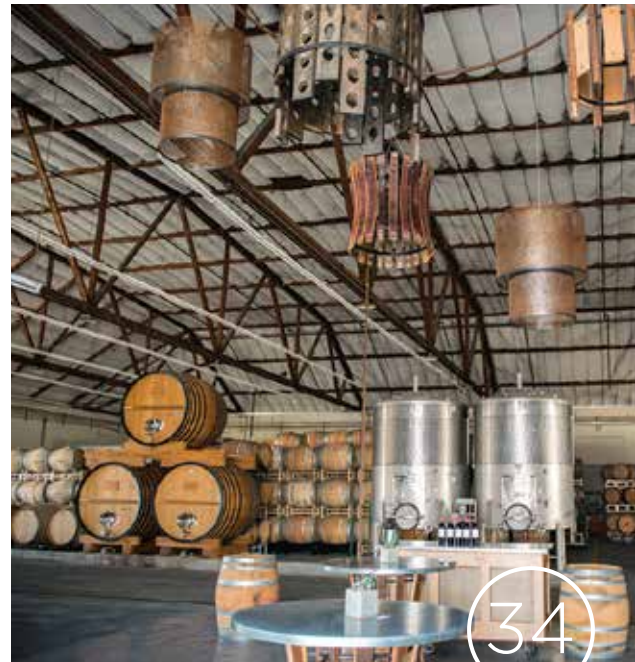
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THE INDEX

The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE  
AND SPIRITS  
GET TO THE  
MARKETPLACE



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# MARKETPOINT

The August issue doesn't slow down in the deep heat of summer and neither should your sales. Trend stories give you a fast track to more knowledge.

- It's a contemporary look at a timeless issue: target marketing. The cover story focuses in 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. Does age matter?
- “Vineyard View” commutes to Chepachet, “Retail Review” lingers in Little Compton, and “Serving Up” sips in Charlestown; **local** views, every month.



- Get an end-of-session review of the **legislative** session from RI Hospitality Association.
- Is there a craft **beer** conundrum in growth? “Beer Column” looks at the numbers and offers insight.
- And remember, right at your fingertips, we offer **tech tools**. Use the site to search and shop 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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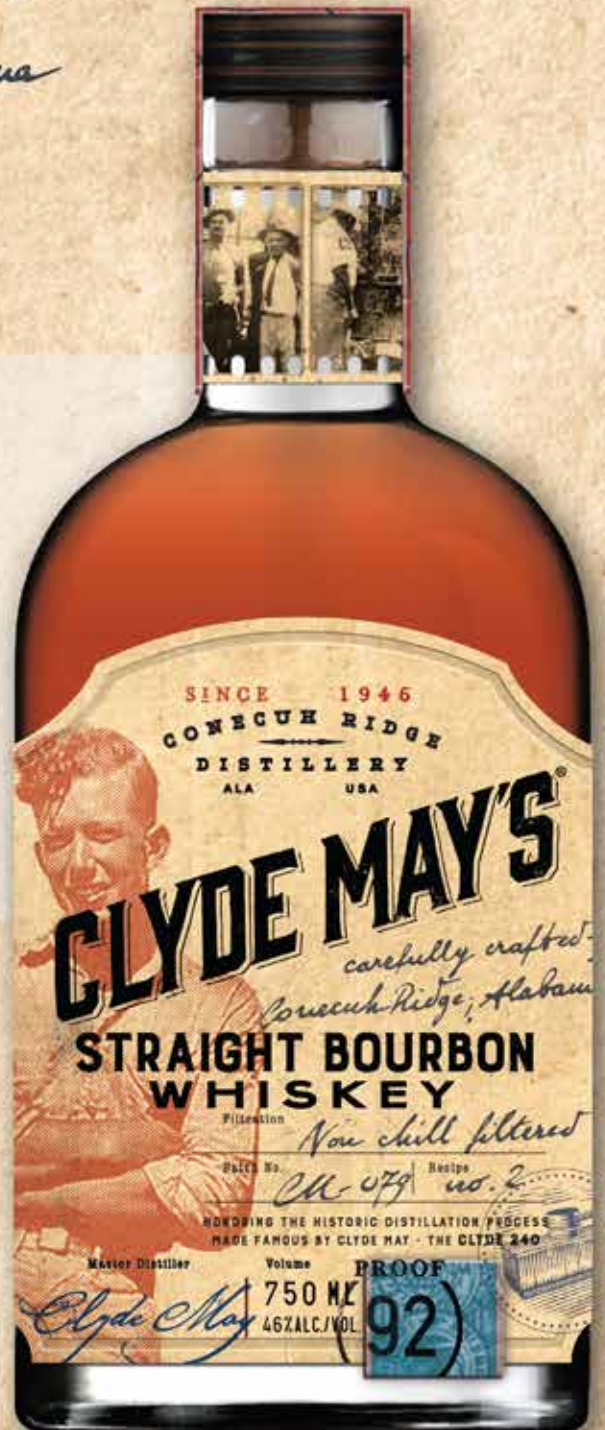
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**DRAMBUIE ANNOUNCES NEW U.S. AMBASSADOR**

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.”

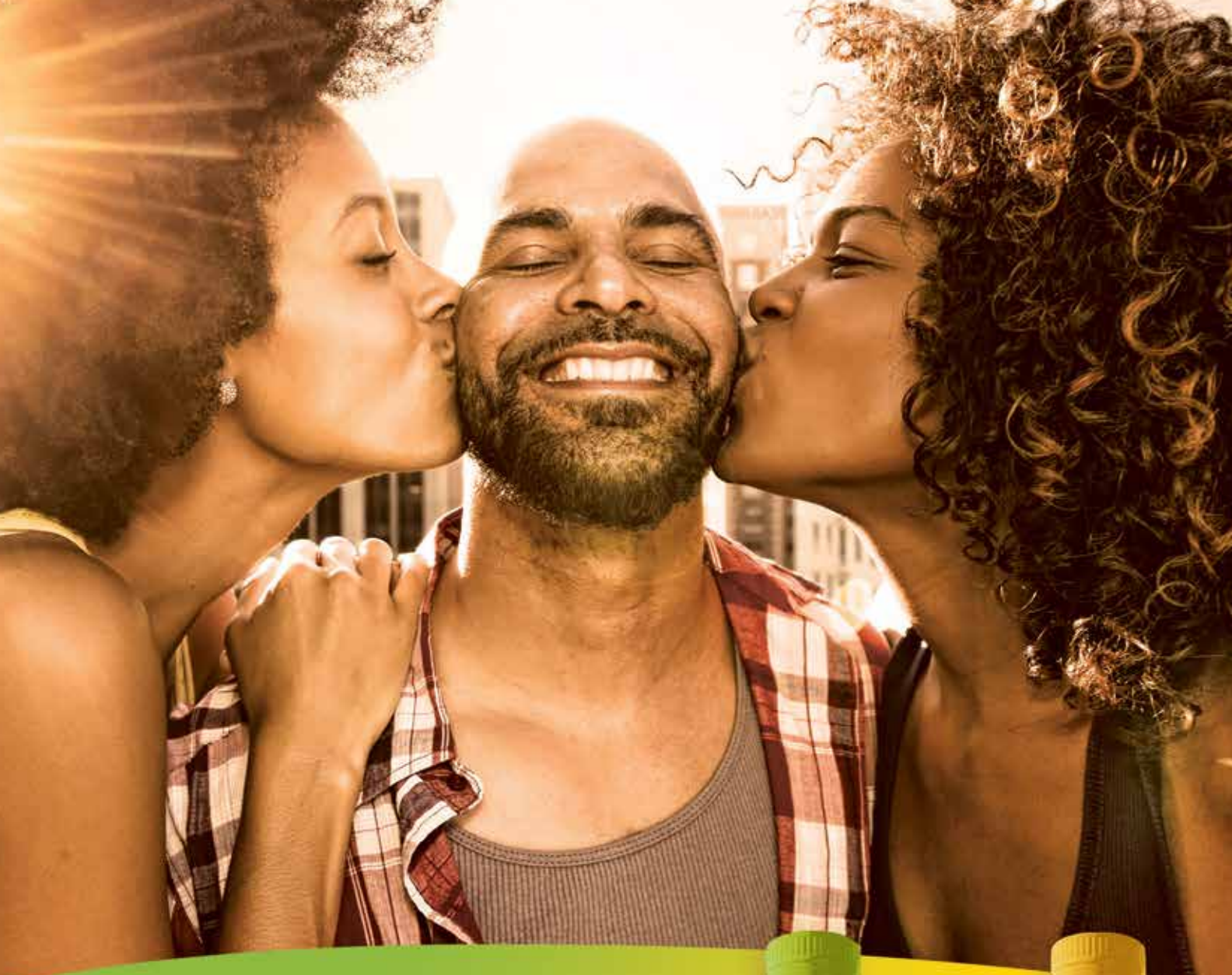


**BAREFOOT WINE ANNOUNCES WORLD BEACH RESCUE DAY**

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.







# New

*Experience Our Flavor Fusions*





**ALPHA DISTRIBUTING LAUNCHES INFINITE MONKEY THEOREM CANNED WINE**

Alpha Distributing of Warwick, Rhode Island 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 for The 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.”

The Infinite Monkey Theorem canned wines portfolio features a white, red, rosé and moscato wine. Each comes in a 4-pack of cans.



**RI HOSPITALITY ASSOCIATION HOSTS “TEA & ‘TINIS” HOSPITALITY EVENT**

The RI Hospitality Association (RIHA) hosted their second annual “Tea & ‘Tinis,” on June 1, 2016. The moderated, educational event was hosted by Alison Bologna, Anchor of NBC 10 News Sunrise, along with a panel of women in the hospitality industry. More than 75 guests attended the event to hear from panelists Michelle Russo, Founder and CEO of Hotel Asset Value Enhancement; Kimberly Greene, General Manager of Renaissance Providence Hotel; Kristine Cox, General Manager of The Newport Harbor Hotel and Marina and lastly, Vanessa Sindere, Senior Vice President of Government Affairs at the American Hotel and Lodging Association (AH&LA). The panel discussed opportunities for women in the hospitality, travel and tourism industry. Topics included what changes they hope to see in the hospitality industry, what the industry means to them and the factors that led them to the careers they hold today.

Dale Venturini, President and CEO, RIHA; Kristine Cox, General Manager, The Newport Harbor Hotel; Kimberly Greene, General Manager, Renaissance Providence Hotel; Alison Bologna, Anchor, NBC 10 News Sunrise; Michelle Russo, Founder and CEO, Hotel Asset Value Enhancement; Vanessa Singers, Senior Vice President Government Affairs, American Hotel and Lodging Association; Heather Singleton, COO, RIHA.



**NARRAGANSETT’S TOWN BEACH IPA RETURNS FOR SUMMER SEASON**

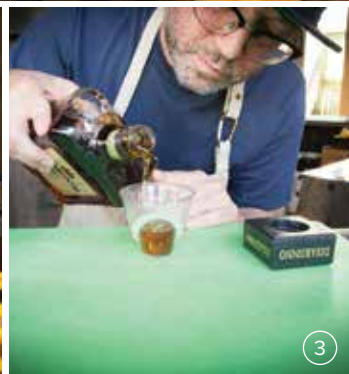
Narragansett Brewing Company rereleased Town Beach IPA, named after Narragansett’s Town Beach. The IPA starts with pale, cara pils and wheat malts, Pacific Gem, Green Bullet, Nugget and EKG hops, giving the IPA a slight fruitiness before it’s dry-hopped with citra hops to bring a balance of bitterness. The brew is 4.7% ABV and 55 IBUS. Town Beach IPA is available in six packs of 16-ounce tallboy cans and is expected to be available through mid-October.



**DISARONNO BRINGS REGIONAL BARTENDERS TOGETHER IN NEWPORT**

“Disaronno Mixing Star” brought together regional United States Bartenders Guild (USBG) members at Salvation Cafe in Newport for a cocktail competition on June 20. The regional event featured Disaronno Italian liqueur, famed for its almond taste. The winners’ recipes will be entered for inclusion in Simon Difford’s cocktail book “The Mixing Star Guide” as part of the international competition. London’s Difford is renowned in the professional bartending community and the cocktail culture for “Difford’s Guide,” among other titles.

1. These five bartenders will continue to compete against other regional winners in different cocktail categories for inclusion in Simon Difford’s forthcoming cocktail book, “The Mixing Star Guide.” Greg Mayer, The Dorrance; Stephanie Merola, The Dorrance; Trish Rossiene, USBG NY and Gramercy Park Hotel; David Roth, USBG NY, who took first place; Kayleigh Speck, USBG RI and The Grange; with Paul Sevigny, Disaronno, Director of Brand Ambassadors.
2. USBG RI’s Kayleigh Speck.
3. First Place Winner David Roth, USBG NY.
4. Chris Almeida, President, USBG RI Chapter and Greg Mayer, USBG RI.
5. Megan St. Claire, USBG Boston and USBG RI’s Stephanie Merola.
6. Robert Blaskey, USBG CT.
7. Competitors at Salvation Cafe in Newport.



Photos by Chris Almeida. Photo 6 by David Roth.



## OCEAN STATE WINE & SPIRITS ADDS NEW WINES AND CIDERS

Ocean State Wine & Spirits added new products to its portfolio: Testarossa Wines from California; Hazlitt's Cider Tree Hard Cider from New York; and Le Jardin Wines from France. Testarossa offers its Los Gatos Chardonnay, Los Gatos Pinot Noir, Santa Lucia Highlands Chardonnay and Santa Lucia Highlands Pinot Noir. Hazlitt's Cider Tree Hard Cider is available in Sparkling Hard Cider and Light 'n Dry Hard Cider; and Le Jardin offers a Sauvignon Blanc and Pinot Noir.

1. Testarossa specializes in limited production Pinot Noir and Chardonnay from some of California's best known vineyard estates. The estates and personalities provide the terroir.
2. Hazlitt's Cider Tree has a medium-dry finish and Hazlitt's Light 'n Dry is a bright, reduced calorie tart cider. The gluten-free hard cider is made in the heart of the Finger Lakes Region in Naples, New York using select apples grown on premise.
3. Le Jardin Sauvignon Blanc offers floral, vegetal and exotic fruit flavors. The Pinot Noir has notes of red fruit, spices and vanilla.



## JOHNSON BROTHERS SHOWCASES DALMORE SCOTCH IN TWO JUNE EVENTS

Johnson Brothers of Rhode Island hosted two Dalmore Single Malt Scotch events on June 20 in the local market. The first was a trade luncheon for its accounts at The Loft Restaurant & Lounge at NYLO's in Warwick. The second was a Scotch dinner at The Agawam Hunt in Rumford. More than 55 people attended the dinner conducted by Johnson Brothers of Rhode Island in conjunction with Elliott Fishbein of Rumford's Town Wine & Spirits. At each event, Richard Paterson, Master Blender of Whyte & Mackay, was the guest speaker. The Dalmore Single Malt Scotch is made at the 177-year old distillery located on the shore of the Cromarty Firth in the Highlands of Scotland and follows traditions that date back over 700 years.



1. Jason Moore of Whyte & Mackay; Julie Mansur, Spirits Manager, Johnson Brothers of RI; Richard Paterson, Master Blender of Whyte & Mackay; and Bill Powers, Gallo Winery.
2. Richard Paterson discussing The Dalmore with retailers and on-premise guests.
3. Rumford's Town Wine & Spirits, Elliott Fishbein and Richard Patterson, Master Blender, Whyte & Mackay.
4. Richard Patterson, Master Blender, Whyte & Mackay.



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**TWIN RIVER CASINO BENEFITS COMMUNITY THROUGH CHARITABLE EFFORTS**

Twin River Casino's annual "Christmas in June" campaign benefited many community causes. The efforts were led by Twin River's General Manager of Beverage Operations Frank Martucci, as well as other Twin River employees and hospitality industry members. The campaign included collecting bins of food to donate to the RI Community Food Bank, donating the charitable funds raised from Campari's Negroni Week at Twin River's Lighthouse Bar and fixing up bicycles in support of Project Broken Wheel to donate to community organizations, such as Amos House and Adoption Rhode Island. The New Belgium Brewing Company donated 12 bicycles and Tito's Handmade Vodka donated \$2,000 to Project Broken Wheel. Also, Twin River Casino donated \$1,000 and 604 pounds of food to the RI Community Food Bank. A portion of those proceeds came from Campari USA during Campari Negroni Week sales at Lighthouse Bar in Twin River Casino. Tito's Handmade Vodka donated an additional \$3,000 to the RI Community Food Bank.

1. Project Broken Wheel volunteers delivering bikes to Adoption Rhode Island. Frank Martucci, General Manager of Beverage Operations, Twin River Casino; Alaina Bart, Volunteer, Project Broken Wheel; Paul Zagami, Volunteer, Project Broken Wheel.
2. A volunteer readies a finished bicycle. Project Broken Wheel has donated more than 800 bicycles back into the community over the years.
3. The check presentation and the 604 pounds of food delivered to the RI Community Food Bank. Timothy Burke, Division Manager Northeast, Tito's Handmade Vodka; Lisa Rothblackman, Chief Philanthropy Officer, RI Community Food Bank; Frank Martucci, General Manager of Beverage Operations, Twin River Casino.



**RHODE ISLAND VENUES PARTICIPATE IN NEGRONI WEEK**

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 Rhode Island included New Harvest Coffee & Spirits, Nicks on Broadway, The Eddy, Gracie's, The Dorrance, Lighthouse Bar at Twin River Casino, Grad Center Bar and 84 Tavern on Canal.

A sampling of cocktails served at New Harvest Coffee & Spirits in Providence.



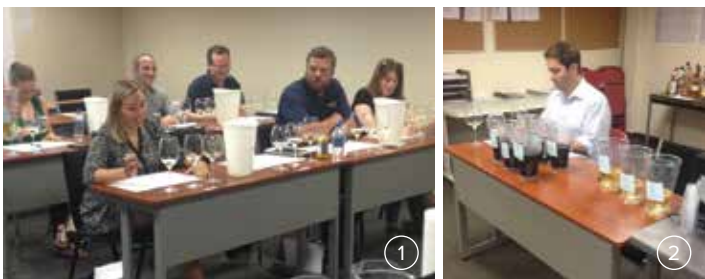
**NEWPORT WINES FEATURED ON WPRI-TV SEGMENT**

Executive Chef Andy Teixeira and Food and Beverage Director Trisha Greene of Newport Vineyards were guests on WPRI-TV's "The Rhode Show" on July 5. The pair showcased the "Beet & Bean Burger" from the newly-opened Vineyard Café as part of the culinary movement Newport Vineyards calls "farm to vine." They seek to utilize local and regional ingredients as much as possible in both the new Café, as well as Brix Restaurant, all paired with their 100% estate grown wines.



**WILD MOON LIQUEURS HITS THE BEACH FOR TASTING**

Hartford Flavor Company's Wild Moon Liqueurs set up beachside at the Galilee Beach Club in Narragansett on June 29. The all-natural, botanically-infused liqueurs launched in the state via in Rhode Island Distributing Co. (RIDC) in May. The Wild Moon line infusions include Cucumber, Cranberry, Rose, Lavender, Birch and Chai Spice.



**BLIND TASTING SESSIONS TEST SALES TEAM AT OCEANSTATE**

Oceanstate Wine & Spirits of Rhode Island and its Massachusetts counterpart, Baystate, conducted sales training seminars at their office for both sales teams in early July. Wines were selected from several regions and several varietals in two sessions. A third session featured spirits. Teams were tested to help broaden their knowledge.



1. **First row:** Sales team members Sarah LaFlamme, Brett Barclift, Brittney King, all of Baystate; **Second row:** Jenna Murphy and Joe Lagrotteria, Baystate; and Jim Hayes, Oceanstate.
2. Fine Wine Manager for Oceanstate and Baystate, Jared Marcus.
3. The July 1 session wines readied for blind tasting: Evolucion Furmint; Neboa Albarino; Cattin Riesling; Sartarelli Verdicchio; Fritz Chardonnay; Quara Torrontes; La Querciolina Istriciaia Maremma IGT; Puramun Malbec Reserva; Lechuza Garnacha; Stolpman Estate Syrah; Nervi Gattinara; Pali Fiddlestix.
4. **Front row:** Maureen Monteiro, Oceanstate and Kelly McGrath, Baystate. **Second row:** Katie Goodine and Sean Marani of Baystate.
5. **Front row:** Joe Lagrotteria, Baystate; Jeff Ross, Baystate; Maureen Monteiro, Oceanstate; and Kelly McGrath, Baystate. **Second row:** Dave Richerson, Katie Goodine and Sean Marani, Baystate.



## VINEYARD VIEW

# Mulberry Vineyards



## Multitasking at Mulberry Vineyards

Young winemaker  
takes on old property  
to create new business

BY NANCY KIRSCH

Doing one thing at a time doesn't seem to be in David and Melissa Wright's DNA. In a few short years, they bought a 40-acre historic property, the Andrew Brown homestead; opened Mulberry Vineyards in 2013, in rural Chepachet; and had two children. Today, David works full-time in a technology career and devotes weekends to Mulberry Vineyards, while Melissa cares for their children and helps with wine tastings.

They grow Chardonnay, Seyval Blanc, Noiret and Catauba grapes off-vineyard, on three acres in Coventry, Rhode Island, and purchase other grapes from Oregon and California vineyards. Last year, they harvested four rows of St. Croix grapes from Verdi Vineyards, a nearby vineyard. The white wines they bottle include a Pinot Gris, a Semillon, a Chardonnay, a Riesling, a Gamay Noir (blush), and in red, Pinot Noir and Cabernet Sauvignon.

"You've got to love making wines, love cleaning and working every weekend,"

said David. "There's not a giant gold pot of money at the end of the rainbow." David began growing grapes and making wines in high school. At the University of Rhode Island, he studied microbiology, chemistry and entomology.

Just as raising children is a long-term commitment, so, too, is owning a successful winery. "When you think about opening a winery and start planting, it's a difficult challenge," said David, who described the wine-making experience as "a marathon. It takes five to 10 years ... the fifth year, you'll get wine, but to get good consistent yields, it takes upwards of 10 years ... To do everything right takes time." David added jokingly, "We're still growing; we'll probably do a grand opening in 10 years."

Loggers are clearing some of their forested acreage so they can plant grapevines in the next year or two and cease growing grapes in Coventry. Now, every element but the grape-growing happens at Mulberry Vineyards. Within the next five years, they hope to clear some 15 acres of farmland, of which 12 will be dedicated to grapevines.

"In Rhode Island, it's very rare to [be able to] buy 40 acres with a big 300-year-old farmhouse and a big building on the side that is ideal for making wine." Built into the side of a hill, the side building is perfect for making and storing the wine, as it stays quite cool year-round.

Named for the abundant mulberry trees on the property, Mulberry Vineyards

currently produces seven different wines, both reds and whites, totaling about 200 cases each year. David anticipates that amount will increase each year, as their capacity expands. Although the vineyard does little advertising, customers find the bucolic site through word-of-mouth, the website and Facebook.

As the wine destination grows, they face unanticipated problems on a regular basis. Not just with winemaking. Recently, he watched a limousine packed with visitors try to negotiate the unpaved driveway.

Growing grapes – and no other fruits – makes controlling the wine-making process simpler. "If things aren't working well, we can add different grapes to boost the sugar levels; if acids aren't right, we can blend in different grapes," said David. "We make wine the traditional way ... Yeast, nutrients and wood barrels ... I truly believe that makes the better wines." During David's early wine-making years, some people who had offered him advice were delighted at the outcomes and reactions were validating. When they







tasted his wines, David said, they'd ask him: "How did you do that? Can you show me?"

Visiting customers also enjoy the wines and one of their two area retailers often sell out of the Riesling, Melissa's favorite wine that they produce. David said he loves the Cabernet and the Gamay Noir, which "people won't find anywhere else."

With no interest right now in entering Mulberry Vineyards' wines into competitions, David said he finds satisfaction in greeting happy customers, many of whom return time and again. "With working and kids, it's a challenge ... to keep up and keep the doors open," he said. "I truly believe that [it's about] one wine at a time." ■



Melissa and David Wright.

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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## 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: Alie, 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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### 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](http://pauljohnwhisky.com) | [domaineselect.com](http://domaineselect.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](http://kinkybeverages.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](http://clydemays.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

**🌐** [bruncowine.com](http://bruncowine.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](http://glenmoray.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](http://guarachiwinepartners.com)

# RHODE ISLAND'S LEGISLATIVE WRAP-UP

BY DALE J. VENTURINI



For far too many years in a row, I've been writing the same narrative after the Rhode Island legislature adjourns for the summer – once again, we faced an incredibly tough legislative battle. And, against all odds, we were able to thwart our opponents' efforts.

The attack against RI's hospitality industry is largely backed by out-of-state organized groups who are trying to fundamentally change our business model through pieces of archaic and detrimental legislation that, if passed, would potentially put thousands of jobs at risk.

Through the efforts of RI Hospitality Association (RIHA) members who generously donated to this cause and the National Restaurant Association, who matched our dollars raised to help in the fight this year, coupled with our dedicated Board of Directors, and our expanded internal and external lobbying and communications team, we were able to achieve significant victories. But, it was not an easy fight.

RIHA officially defeated several pieces of legislation that would have drastically affected our industry. Most notably and importantly:

## SCHEDULING MANDATE

This legislation would have required employers to provide a written schedule 14 days in advance to all employees. If an

employee had to change that schedule, the employer would face costly penalties. Due to the strong opposition of RIHA and other business groups, this legislation was withdrawn by the sponsors.

## MANDATED PAID LEAVE

This legislation would have required employers to provide paid sick and safety leave time, up to a maximum of 56 hours per year. RIHA led a business-backed coalition against this legislation, citing the administrative burdens to small businesses and the vague and overly broad language of the legislation.

## MINIMUM WAGE INCREASE

This legislation would have raised the minimum wage to \$10.50 in 2017 and \$11.00 in 2018. Article 13 of the Governor's budget would raise the minimum wage to \$10.10 in 2017. RIHA testified that businesses need time to adjust to the four previous minimum wage increases before the state implements another one.

## FAIR PAY LEGISLATION

This legislation would have required employers to prove that employees doing "substantially similar work" but not getting the same wage are not being discriminated against due to their gender. The burden of proof would be on the

employer once a claim was brought. RIHA was concerned about the unintended consequences of the legislation.

## WORKPLACE BULLYING

This legislation would have allowed disgruntled employees to bring claims against employers for so-called "workplace bullying."

The Rhode Island Hospitality Association's work to deter the efforts of these out-of-state, organized forces is a positive for the hospitality industry as a whole. But, this fight is not over – far from it. While this year was successful, we certainly cannot rest on our laurels. Next year, the well-funded organizations behind this legislation will be back with a new set of proposed bills.

Hospitality continues to be one of the biggest economic drivers in our state, employing more than 60,000 people. We want it to remain a vital cornerstone of our state's economy, giving thousands of folks an opportunity.

We can't win these battles without the commitment of everyone in our industry – members and non-members alike. The consequences of failure will be devastating to our entire industry. Simply put, you can't afford NOT to be involved.



## LEARN MORE

For anyone interested in learning more, please visit [www.rihospitality.org](http://www.rihospitality.org)



## ABOUT DALE J. VENTURINI PRESIDENT & CEO, RHODE ISLAND HOSPITALITY ASSOCIATION

A veteran of more than 25 years in the hospitality industry, Venturini is considered by many to be the voice of the industry in the state of Rhode Island. She has been instrumental in improving the industry's educational and training programs in the state, as well as enhancing the bottom line of the business she represents. Venturini splits her time between the office and the State House, a constant presence for her membership.

# Gleeson's Wine and Spirits

BY SAVANNAH MUL

**G**leeson's Wine and Spirits in Little Compton has become a familiar and friendly spot for locals, as well as vacationers in the spring and summer months. Whether locals just pop in for their favorite brew or need food and wine pairing advice for their dinner party, Owner Bill Gleeson is ready to help.

Gleeson brings experience from working in the industry, which began for him in 1979 at his family's package store. In 2011, his family sold the store and Gleeson worked for another beverage retail location until he decided to search for a new location to operate his own business. When he found the location in Little Compton, it was already an operating liquor store, but needed some renovations.

Gleeson purchased a new POS system, new light fixtures, three additional cooler doors, new wine racks to accommodate more products and floor racks to include soft drinks and small snacks. Fitted with a



Bill Gleeson, Owner, Gleeson's Wine and Spirits.



## LOCATION

39 MEETING HOUSE LANE  
LITTLE COMPTON, RI

## FACTS

SQUARE FOOTAGE: 2,100  
YEARS IN OPERATION: 1½

fresh coat of paint, new signage and fresh landscaping, Gleeson welcomed his first summer season over a year ago.

"The challenge was the unknown ... and getting through the first season," Gleeson said. "We built the store back up again, overall it was better than we expected." When Gleeson was building up his inventory last year, he said, "it's always a learning curve and learning the demographics of the town, and catering to the summer crowd. It's a matter of [having] some knowledge and fine-tuning it with the customer base we have." Wine controls the majority of the store's sales, followed closely by beer and spirits.

One particular varietal that surprised him last year, and continues to trend, is rosé. "Everyone was asking for [it]," he said. "I was selling cases of it." He said he is readily prepared for the same requests this year

and offers a variety of rosé styles to cater to each customer. Gleeson also remarked on craft beer sales. "It's incredible. I have limited space, but we carry just over 3,000 beer SKUs."

Beginning around Memorial Day weekend and extending through the summer season, Gleeson, along with a sales representative from a distributorship, hosts product tastings to introduce new wines or beers to his customer base. "It turns into a social event," Gleeson said. "It gives people the opportunity to taste and people will tend to buy the product they taste."

In an effort to bring part of his family's storied history in the beverage retail business into his own store, Gleeson displays antiques that belonged to his family, including his uncle's liquor permit dating back to post-prohibition. ■

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.



## 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)



# Fall is Best with Bitter Flavors

BY LEN PANAGGIO

Here we are in August, the last big month for the resort communities and the start of the awakening from a summer slumber in the urban markets. So, what's the hottest flavor trend right now? Bitter.

The American palate, in my opinion, is beginning to appreciate the beauty of bitter as a flavor profile. With the surge in popularity of IPAs, bitter beer is on fire. In addition to bitter brews, today's bar environment is stocked with a product that most of us have had lying dormant for years until a recent resurgence – Campari.

This Italian beverage has been around a long time, and aside from going to a classic Italian restaurant on Federal Hill in Providence or the North End in Boston, it has survived in restaurants because of the concentration of Italian descendants that live in the area and recall what their grandparents would drink after dinner – typically an Amaro.

Amaro is an Italian word meaning bitter. While there are many versions of these liqueurs, made in many countries, Campari and other Italian versions stand out. Now, when thinking of Campari, most people think of it as an aperitif, which is the way it is typically ordered. But, they truly are digestifs, which is one of the reasons the liqueurs were made – for medicinal purposes and to aid in digestion.

Amaros are made by blending herbs, roots, flowers, bark and/or citrus peels, mixing with a sugar syrup and aging in casks or in bottle. Most Amaros are in the 16% to 40% alcohol range. Some of the names that one would have seen in an Italian restaurant, but are now beginning to make their way out to the rest of the bar community are: Averno, Ramazzotti, Montenegro, Cynar, Fernet and Aperol. These are all widely available, again in large part due to the robust Italian community that has been ordering them all along.

While in the same family, each of these has differing bitter flavors but they are all good and have their place in your bar. With the demand for retro drinks, these liqueurs are moving from the past to the forefront once again. Most popular on current drink menus are the Negroni – a blend of Campari, gin and red vermouth. This is a classic cocktail which has withstood the test of time, but is seeing a real resurgence.

Another popular drink is the Americano with Campari, red vermouth and soda. One of the beauties of these drinks is the ease with which they are made; bartenders love that! Bartenders, or mixologists as many prefer to be called, are always challenging themselves to come up with something new and different, and these liqueurs provide food for thought.

Of course, the explosion of bitters goes hand-in-hand with the current craze for a bitter drink, be it a beer or a spirit. As a smart operator, you should be thinking about these liqueurs and what they can add to your beverage program. And, if you have one of those rock-star mixologists, he/she has probably already asked you to stock some.

A few additional things to think about in August – don't be afraid to bring in Oktoberfest beers now. I still see bars in November with summer beers and, well, not only is that sad, there is little chance they will be consumed. It is also time to start thinking about red wines and ciders!

Our guests' palates are in constant test mode and are truly ready to embrace the world of differing flavor profiles. As world-class operators, we need to continuously bring the newest and best products to our customers. It's not only our job, it's our responsibility!

Cin Cin!



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## ABOUT LEN PANAGGIO

BEVERAGE CONSULTANT


Len Panaggio's career in food and wine spans more than three decades as an owner and as a beverage director at some of the top restaurants in Rhode Island. Currently a hospitality consultant, Len is a graduate of the University of Rhode Island and has attended the Culinary Institute of America Master Sommelier program and the Sterling School of Service and Hospitality.

## CHARLESTOWN RATHSKELLER

489A OLD COACH ROAD  
CHARLESTOWN, RI

The newly-restored Rathskeller embraces its history as a speakeasy. This is reflected in the décor, such as circa 1920s murals in the dining room, as well as the unique, seasonal cocktails created at the mahogany bar.



 Bartender  
Jessica Johnston.

### BARTENDER Jessica Johnston

### COCKTAIL Fresh Watermelon Margarita

#### RECIPE

Combine:

- » 1/4 oz. fresh lime juice
- » 1/4 oz. simple syrup
- » 1.5 oz. 1800 White Tequila
- » 4 oz. fresh house watermelon puree

Pour into a chalice glass blended or over rocks, with salt or sugar rim.

The summery drink “tastes very light, fresh and fruity,” said Niki Wall, General Manager.

# What's in Your Glass?

## That Depends on Who You Are and Where You Are

Whether unwinding after work with wine or catching a cocktail with friends, many adults have a favorite beverage for any number of specific occasions. Just what that is depends on a few demographic factors.

A new Harris Poll reveals that drinking-aged Americans' preferred beverages have a lot to do with not only who they are, but where they are. When imbibing at home, those who drink at least a few times per year are most likely to tip back a glass filled with spirits (57%) or beer (56%), followed closely by wine (52%).

When out at a restaurant or bar, beverage priorities are largely similar to those above, with half preferring spirits (51%) or beer (50%) and 4 in 10 choosing wine (41%). Looking deeper into demographic differences, however, preferences begin to shift.

The poll found men and women have different tastes when it comes to alcohol. While men prefer beer whether at home or out, women favor wine at home and spirits while out, with beer being the least likely choice in either venue. LGBT individuals prefer spirits both at home and out, followed by beer then wine. By region, the Northeast, South and Midwest all have an equal turn to spirits or beer both at home and out, while Westerners prefer wine in either setting.

#### LOOKING BY GENERATION

- Millennials (ages 21-35) turn to beer and spirits at home, but spirits rank first while out.
- For Gen Xers (ages 36-50), beer is king both at home and at a restaurant or bar.
- Baby Boomers (ages 51-69) prefer

wine and spirits at home, with no clear preference while out.

- Mature Adults (70+), on the other hand, prefer wine no matter where they are.

#### PREFERENCES BY LOCATION

Looking beyond a general restaurant/bar setting, legal drinking aged Americans' adult beverage preferences differ greatly based on where they're drinking outside of their homes. Beer is a clear winner, with about half of imbibers preferring it while at a picnic/cookout (52%) or at a sporting event (48%). Beer is also tops at concerts (27%). In a fine dining setting, nearly half (49%) of drinkers prefer a glass of wine, and it is also favored at work events (24%) and brunch (22%), albeit by a much smaller margin. Spirits are favored at bars (37%) and on planes (24%).

#### PREFERENCES BY ALCOHOL TYPE

Taking a deeper dive into the different types of alcohol preferred among regular adult beverage drinkers, their top favored spirits at home are vodka (26%), whiskey (23%), and rum (19%) – followed closely by tequila (17%). At a restaurant or bar, vodka leads (19%), followed by whiskey (16%), tequila (16%) and rum (12%).

When it comes to beer, legal-aged drinkers are almost equally likely to prefer non-craft domestic brews (21%), craft (20%) or import beer (20%) at home. While at on-premise locations, imported beer (21%) and craft beer (20%) are favored, followed by non-craft domestic varieties (18%). The Harris Poll was conducted online, in English, within the United States between January 13, and 18, 2016 among 2,060 adults.

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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-cellaring, 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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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,



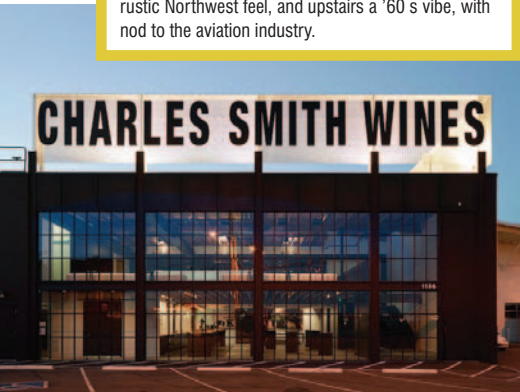
Michael Dashe was one of the first to set up a winery in Oakland, CA, in 1996 (pictured above, left); today the Oakland Urban Wine Trail has 10 wineries.

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

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- 2. Farmers Handle with Care**
- 3. Winter Wheat Grows Strong**
- 4. Water Is Pure & Pristine**
- 5. An Icon Is Produced**



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# 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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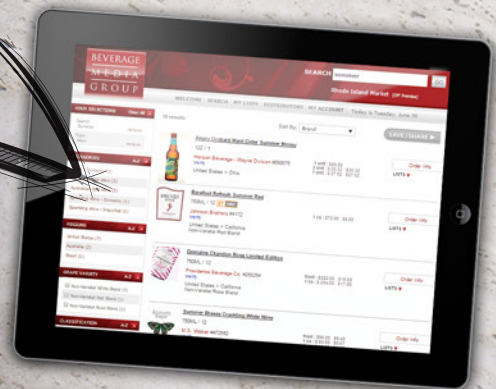
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