

Connecticut

HOW BEER, WINE & SPIRITS GET TO THE MARKETPLACE

THE BEVERAGE JOURNAL

AUGUST 2017



Search & Order Online with
www.thebeveragejournal.com

WHAT'S **NOW** IN CALIFORNIA WINE **AND HOW TO SELL MORE**



**INSIDE SOUTHERN GLAZER'S
ONE YEAR POST-MERGER**

**LIQUEURS: HARNESSING
THE POWER OF FLAVOR**

THE Connecticut BEVERAGE JOURNAL

In Print & Online
The only tools you need
at the counter or the bar.



Connecticut's only **trade magazine** and comprehensive **online resource**
for the local licensed beer, wine and spirits industry.

Market's Largest Product Source
Brand & Price Index
Local News, Photos & Columns



GET

Market Information



LEARN

About New Products



READ

News, Be News



SHOP

Products & Prices
Anytime



Included in your subscription

Password to access the Product Ordering Portal & the App

Real-time products and prices, anytime, via mobile phone, tablet or laptop

Online ordering 24/7 direct to wholesaler

CONTACT US TO SUBSCRIBE

CALL US AT 203.288.3375 | VISIT US AT WWW.THEBEVERAGEJOURNAL.COM

THE BEVERAGE JOURNAL

CONNECTICUT

AUGUST 2017

FEATURES

- 10 **Fore Front**
Two state industry summer golf tournaments brought the trade together.
- 26 **Going Solar**
Connecticut Distributors, Inc. catches some rays this summer, to the tune of 630kW.
- 28 **Retail Review**
Family-run Addison's in Glastonbury offers three generations of sales skill.
- 29 **Move Up, Not Out**
Closeouts happen; the key is to control losses and retain brand loyalists.
- 32 **Legal Matters**
Don't let giveaways become a take away; review the laws.
- 38 **Piece of Cake**
The Layer Cake lineup offers a sweet price point with diversity.



AUGUST 2017

44 Inside Look

Southern Glazer's National Leadership Team reflects on the merger and what's ahead.

52 Reframing California

It's time to reconsider ways to sell wine from the Golden State.

56 Cordiality Counts

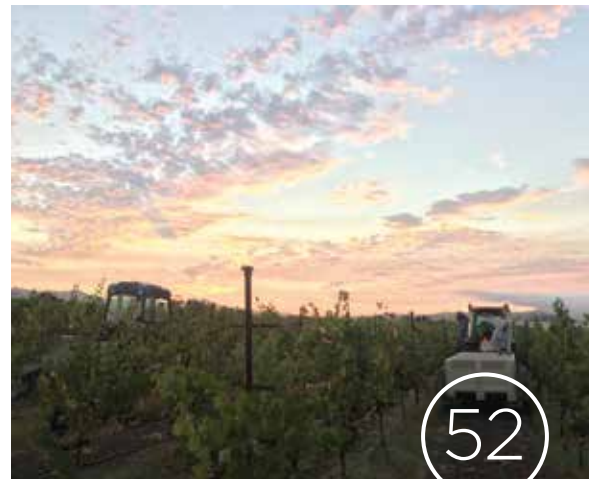
The revolving liqueur renaissance courts a new generation.

60 An Icon Updated

J. Lohr's new look hits the market.

62 Sangria with Heritage

Glunz Family Winery uses century-old skills to craft fine bottled sangria.



DEPARTMENTS

5 Market Point	34 The Find	42 Regulatory News
6 News Front	36 Wine Buzz	64 New Products
14 Around Town	40 Talkin' Tech	
30 Beer Column	42 Serving Up	

CONNECT WITH US

-  Follow us @BEVJournalsCTRI
-  Find us on Facebook
-  Search & Order on TheBeverageJournal.com

LIQUOR BRAND INDEX
WINE BRAND INDEX
BEER BRAND INDEX

JOURNAL CLASSIFIED
SHOPPING NETWORK

Page 1a
THE INDEX

The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE
AND SPIRITS
GET TO THE
MARKETPLACE



CONNECTICUT BEVERAGE JOURNAL

VOLUME 82 | NO 08 | AUGUST 2017

{ ISSN 0744-1843 }

PUBLISHER
GERALD P. SLONE
gerry@thebeveragejournal.com

EDITOR & ASSOCIATE PUBLISHER
DANA SLONE
dana@thebeveragejournal.com

DIRECTOR OF WHOLESALE SERVICES
LAURIE BUICK
laurie@thebeveragejournal.com

SUBSCRIPTION/RETAIL SERVICES
BRIAN SLONE
brian@thebeveragejournal.com

DESIGN
EVAN FRASER
evan@thebeveragejournal.com

EDITORIAL ADMINISTRATOR
SAVANNAH MUL
savannah@thebeveragejournal.com

WRITER
LAUREN DALEY

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  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.

Nothing may be reproduced or uploaded without written permission from the publisher. This includes articles, pictures, pdf files, online or electronic versions. Not responsible for unsolicited material or advertising claims.

The opinions expressed here are that of the individual authors and not necessarily the views of Beverage Publication, Inc. We reserve the right to reject any material that is flawed due to content or design.

All advertisements and price list advertising are subject to the approval of The Beverage Journal which reserves the right to edit, reject or properly classify.

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

Ahhh, August. Time to wring the most out of the last month of summer, while also keeping an eye on the impending Q4 selling season. What's hot now and what's to come?

- For wine-producing giant **California**, selling points have evolved. Get reacquainted with this region, which produces more than two-thirds of the U.S. wine sold annually.
- Mergers are a big **deal**: Southern Glazer's combined operations make an industry impact. We take a closer look.
- Monterey County's iconic **brand** J. Lohr gets a close-up, with a new look to market.



- It's a great time of year to review the versatility and vibrancy of **fruit liqueurs**, particularly Limoncello. Plus herbal, floral and bitter delights too.
- In **local** news, CDI goes solar, the signed farm brewery bill approval adds to the mix, and of course, Around Town features pages of event recaps and market news.
- Notice anything new? We launched a fresh-faced, responsive version of **thebeveragejournal.com**. It offers quicker, easier access to Search & Order tools and your local news to share. Check it out.
- Need help using all of your included subscriber **benefits**? Ask us. We are here to help.



ON THE COVER

Napa Valley Vintners.

DIAGEO BEER COMPANY USA APPOINTS BREWMASTER FOR U.S. GUINNESS FACILITY

Diageo Beer Company appointed Peter Wiens to serve as Brewmaster at the Guinness brewery in Relay, Maryland. Wiens will lead the brewing team and brewing operations



at the Guinness Open Gate Brewery & Barrel House, which represents a \$50 million investment to bring a Guinness brewery back to the U.S., after a six-decade absence. Wiens will lead a team across two brewing systems, including a 100-hectoliter system, to brew Guinness Blonde for national supply and other new brews as they develop, as well as a 10-hectoliter system to brew small-batch beer for on-site sales in the tap room. The Guinness Open Gate Brewery & Barrel House is expected to open in Maryland in spring of 2018.

HEINEKEN, MOLSON COORS SIGN IMPORT AGREEMENT FOR SOL BEER

Heineken and Molson Coors Brewing Company signed a 10-year import agreement in which Molson



Coors will import, market and distribute the Sol brand in the United States through its U.S. division, MillerCoors. For MillerCoors, the agreement balances its portfolio with offering an authentic Mexican beer; and for Heineken USA, it allows for greater focus and additional investments within its current Mexican portfolio, led by Tecate and Dos Equis. Sol will continue to be brewed in Mexico. After the 10-year term, Heineken will have the opportunity to reacquire the import rights and responsibilities for Sol.

DIAGEO RESERVE APPOINTS FIRST GLOBAL "COCKTAILIAN"

Diageo Reserve, the luxury portfolio of Diageo, has appointed award-winning Canadian mixologist, educator and industry advocate Lauren Mote as its first Global Cocktailian. In this new role, Mote will "forge more meaningful relationships between the



Reserve business and the wider luxury industry," serving as brand advocate in support of commercial development and working with industry influencers. The Reserve portfolio includes Johnnie Walker Blue Label, Cîroc, Don Julio, Bulleit, Tanqueray No. Ten, Ketel One and Zacapa, along with a collection of fine single malts.

ASTRAL TEQUILA PARTNERS WITH "MOST INTERESTING" ACTOR GOLDSMITH

Astral Tequila has entered into a partnership with Jonathan Goldsmith, otherwise known as "The Most Interesting Man in the World" for Dos Equis. In a video message directed by David Lipman, Goldsmith said,



"I told you I don't always drink beer. I prefer tequila ... Astral Tequila." The tequila brand was founded by Master Sommelier Richard Betts and is "reminiscent of the way tequila was made 150 years ago with elegant, complex flavors with a subtle and smooth balance." Astral Tequila is part of the Davos Brands portfolio and was awarded a Double Gold Medal at the San Francisco World Spirits Competition.

USBG, DIAGEO WORLD CLASS NAMES 2017 U.S. BARTENDER OF THE YEAR

In its sixth year, the United States Bartenders' Guild (USBG) World Class sponsored by Diageo named Chris Cardone as the 2017 U.S. Bartender of the Year. Cardone will represent the U.S. at the global competition in Mexico City in August. After a series of regional competitions, Cardone was one of 15 finalists who advanced to the national competition in San Diego in June where he took the first place title.



375 PARK AVENUE SPIRITS NAMES COHEN TO NATIONAL SALES ROLE

375 Park Avenue Spirits named Evan Cohen to the position of National Sales Manager. Cohen is responsible for managing business operations across the U.S., including overseeing the field sales team and all commercial activities in market, while ensuring consumer focus



across on- and off-premise segments. Cohen joins the company with experience in beverage sales and marketing, having spent the last 17 years working for MillerCoors in various senior roles. 375 Park Avenue brands include Van Gogh Vodka and Gin; Tap Whisky; Saint-Vivant Armagnac; Antica Sambuca; Limoncello Rossi D'Asiago; Dolce Nero Espresso Liqueur; and Saint James Rhum among others.

Captain Morgan

THEN THINGS GOT LOCO



INTRODUCING
LOCONUT
AN EXPLOSIVELY
DELICIOUS
COCONUT SHOT

AVAILABLE AT
BRESCOME BARTON



PLEASE DRINK RESPONSIBLY. CAPTAIN'S ORDERS!
CAPTAIN MORGAN LOCONUT. Caribbean Rum, Coconut Liqueur, Spice And Natural Flavors.
20% Alc/Vol. Captain Morgan Rum Co., Norwalk, CT.

DEWAN NAMED WINEBOW GROUP'S EXECUTIVE VP WHOLESALE EAST

The Winebow Group promoted Arjun Dewan to Executive Vice President Wholesale East, overseeing the Northeast, New England, Mid-Atlantic and Southeast markets. Dewan previously served as the Senior Vice President and General Manager of the Northeast and will remain in the New York office, reporting to David Townsend, President and CEO of The Winebow Group. Prior to joining the company in July 2016, Dewan held many senior management roles at distributors in New York and New Jersey, as well as the Director of Sales for Terlato Wines International and Vice President of Wines for the Allied Beverage Group. "Over the past year, he has created a highly successful team in the Tri-State area with a can-do attitude and an extraordinary ability to collaborate across all units," said Townsend.



LUC BELAIRE SPARKLING WINE GOLD NAMES NEW BRAND AMBASSADOR

Luc Belaire, a premium French sparkling wine brand, recently launched Luc Belaire Gold and named Grammy-nominated DJ Steve Aoki to serve as its first official brand ambassador. Aoki joins more than 200 global ambassadors for Belaire, including music industry rapper Rick Ross and producer DJ Khaled. Luc Belaire Gold is made in Burgundy from a blend of Chardonnay and Pinot Noir grapes. "We are pleased to welcome Steve, whose awe-inspiring creativity and celebratory spirit make him the perfect ambassador ... We will be integrating the Aoki experience with Luc Belaire, both online and in Steve's performances, to create fun, engaging content for our friends and followers," said Brett Berish, CEO, Sovereign Brands, owners of Luc Belaire.



J. LOHR VINEYARDS & WINES NAMES DOYLE VICE PRESIDENT OF SALES

J. Lohr Vineyards & Wines hired Steve Doyle as Vice President of U.S. Sales. Most recently, he served as the Vice President and National Sales Manager for C. Mondavi & Family. Doyle will lead J. Lohr's in-house sales team, leveraging his knowledge of the



U.S. market in premium and luxury wines. "Throughout my career, I have had the opportunity to work with some of the wine industry's most successful larger companies," says Doyle. "I have also been fortunate to work with family-run wineries and entrepreneurial organizations. J. Lohr embodies the best of all of these dynamics, in scale and scope. At the same time, there is an unwavering commitment to craft and quality that reflects the values that drive the Lohr family."

A\$AP ROCKY NAMED BRAND AMBASSADOR FOR COURVOISIER COGNAC

Courvoisier Cognac named American rapper Rakim Mayer, known as A\$AP Rocky, as brand ambassador for its newest marketing campaign: "Honor Your Code." A\$AP Rocky will star in print and digital

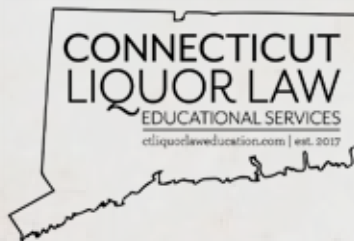


advertisements, as well as partner on collaborations and host exclusive experiences as part of the campaign. "I think your code is equivalent to your standards and your morals. It's whatever you believe in. And you should always stand by and honor what you believe in," said A\$AP Rocky. "Courvoisier's commitment to quality, old-school production methods, design and art speaks to me."

CONSTELLATION BRANDS PURCHASES SCHRADER CELLARS

Constellation Brands adds to its fine wine portfolio with the purchase of Schrader Cellars Wines, a renowned Cabernet Sauvignon portfolio sourced from Napa Valley including the Beckstoffer To Kalon Vineyard in Oakville. Schrader Cellars portfolio has a total of 19 100-point ratings from *Wine Advocate*, *Wine Spectator* and James Suckling. The purchase includes vineyard sourcing, current inventories and eight Schrader Cabernet Sauvignons. "The journey for Schrader Cellars and Constellation Brands is just beginning," said Schrader's Winemaker Thomas Brown, who will work with the Constellation team and continue to lead all aspects of winemaking from vineyard to bottle. Schrader Cellars Founder Fred Schrader said, "There was no question in my mind that they are the perfect steward of Schrader wines moving forward."





CONNECTICUT LIQUOR LAW EDUCATIONAL SERVICES, LLC

OFFERS **STATE-APPROVED**
ALCOHOL SELLER & SERVING TRAINING

6 hour course, including Exam and *Certificate of Completion*



TRAINS YOU & YOUR EMPLOYEES ON
THE SPECIFICS OF CONNECTICUT LAW INCLUDING:

How to prevent sales to minors:

carding, identity cards, black lights, age statement forms
age verification, transaction scan devices

How to prevent sales to intoxicated persons:

definition of a “drink”, volume of consumption

Drink Promotions

and other legal prohibitions involved when serving a patron



Different from “TIPS” training courses, which offer generic best practices, but don’t reference Connecticut law and are not approved by the state. Instead, we teach Connecticut law, as enforced.

We are the only course approved by the Connecticut Liquor Control Commission for seller and server training. Covers both “on-premises” (restaurants, cafes, taverns) and “off-premises” (package stores, grocery stores).

Taught by **Jerry Farrell, Jr.**, *liquor licensing attorney*
and former Chairman, Connecticut Liquor Control Commission, 2006-2011.

Classes forming now for August & September 2017

Special pricing for Connecticut Restaurant Association members

For more information or to register, Contact Stacy Murray | 203.774.5002 | stacy@ctlquorlaw.com

6 N. Main Street | Suite 202 | Wallingford, CT 06492 | 203.774.5002 | ctlquorlaweducation.com

Server Training: Essential to Keeping Your Liquor License

CPSA Hosts 2017 Golf Tournament at Whitney Farms

The Connecticut Package Stores Association (CPSA) hosted its annual golf tournament at the Whitney Farms Golf Course in Monroe on June 14. More than 170 trade professionals and guests gathered for a morning shotgun start to play 18 holes, which also featured a luncheon, raffle prizes and tournament awards. Event sponsors included Anheuser-Busch, Bacardi USA, Constellation Brands, Diageo, Diageo Beer Division, Hartford Distributors, Inc., Boston Beer Company, MillerCoors, Allan S. Goodman, Beam Suntory, Brescome Barton, Brown-Forman, Campari,

Connecticut Distributors, Inc., Delicato Family Vineyards, Deutsch Family Wine & Spirits, Eder Bros, Inc., Hartley & Parker, Ltd., Northeast Beverage Corp of CT, Pernod Ricard USA, Slocum & Sons, Treasury Wine Estates, William Grant & Sons, E. & J. Gallo Winery, F & F Distributors, Rogo Distributors, Santa Margherita USA and Tito's Handmade Vodka. The CPSA team works on behalf of package store owners on industry issues within each legislative session and offers industry meetings, conferences and events throughout the year.





1. All from the Connecticut Package Stores Association (CPSA): Jean Cronin, Carroll J. Hughes, Judy Ganswindt, Sean Hughes, Mallory Daley.
2. CPSA Board Members Chris Battista, Ledgebrook Wines & Spirits and Stalene Wine & Spirits; Deepak Pattani, Yankee Discount Liquor; Curt Hopkins, Supersaver Wine & Spirits and CPSA Treasurer.
3. Raymond Cruciani, Area Manager CT, Proximo Spirits; Frank Dest, District Manager, Santa Margherita Wines; Jim Valentine, Co-owner, CT Beverage Mart and Vice President of CPSA.
4. Marc Perry, State Manager CT, Treasury Wine Estates and Sarah Alokones, Divisional Sales Manager, Brescome Barton.
5. Oliver MacKinnon, Director, Highland Imports; Jamie Clemente, Sales Manager, Highland Imports; Jeff Cahill, 99 Bottles; Sjur Soleng, Owner, 99 Bottles.
6. Scott Clark, The Liquor Depot, New Britain and Simsbury; Sarah Buchanan, The Wine Group; Eric Gray, Allan S. Goodman; Jamie Donahue, Allan S. Goodman.
7. Chris Uriano, Allan S. Goodman; Bruce Swanson, Suburban Liquor in Rocky Hill; and Kurt Graf, Allan S. Goodman.
8. Paul Githmore and Eric Lemieux of Rogo Distributors.
9. All of Connecticut Distributors, Inc. (CDI): Ryan Toole, Field Manager; Steve Slota, Off-Premise Manager; John Parke, President; and Steve Porrello, Field Manager.
10. Foley Family Wines team: John Cecu, Jasmin Kajic, Denis Casey with Steve Casey of Brescome Barton.
11. Jerry Rosenberg, President, Hartley & Parker; Anthony Antonecchia, Sales Manager, Hartley & Parker; Paul Angelico, General Manager, Hartley & Parker; David Rosenberg, Vice President, Hartley & Parker.
12. Al Robillard, Guest; Mike Belden, Northeast Beverage; Mike Avery, Northeast Beverage; Larry Sestito, Sazerac.
13. All from Eder Bros.: Ed Weissauer, Jennifer Caulfield, Ralph Anastasio and John Cummings.
14. Brian Schreier, Allan S. Goodman; Dave Heller, Allan S. Goodman; Tom Kachmark, Brown-Forman; Kim Hill, Brown-Forman.
15. Shane Bourque, Diageo Beer Company; Grant Ward, Diageo Beer Company; Mark Mattei, Star Distributors; and John Preato, Star Distributors.
16. Noah King-Smith, Key Account Manager, Slocum & Sons; John Slocum, Executive Vice President and General Manager, Slocum & Sons; Alex Meier-Tomkins, Boutique & Craft Brands Director, Slocum & Sons.
17. All of Connecticut Beverage Mart: Steve Downes, CPSA President; Brigham Metcalfe; Brian Downes; Ted Downes.
18. All of Brescome Barton: Giancarlo Cowan, Sarah Alokones, Tom LaDore and Rachel Torre.
19. Raymond Cruciani, Proximo Spirits; Ernie Buonaccorsi, Proximo Spirits; Mike Heins, Brescome Barton.
20. John McMahon, Café 1650; Bill Fox, Owner, Mezzo's Grille; Kevin Shugrue, Chicago Sams; Gary Hewitt, Dichello Distributors.
21. Pete Mcaloon; Kevin Hickey, Bacardi; Chris Cambareri, Willowbrook Spirit Shoppe and CPSA Board Member.
22. Tom Mulqueen, Hammonasset Package Store; Paul Gagliardi, Anheuser-Busch; Eric Braumann, Anheuser-Busch; Danny Braumann.
23. Mast-Jagermeister's Mike Campareli, Jeremy Wells, Greg Lamontagne and Nick Scasino.
24. Wayne Barclay, Texas Roadhouse; Trevor Lemins, Texas Roadhouse; Tom Mancini, Millercoors; and Tommy Dowd, Millercoors.



More images can be seen at thebeveragejournal.com/cpsa-2017-golf-tournament.

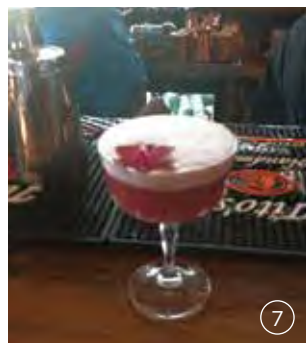
Connecticut Restaurant Association Hosts 2017 Golf Classic

The Connecticut Restaurant Association (CRA) hosted its 2017 Golf Classic on June 20 at the Waterbury Country Club in Waterbury. Nearly 100 golfers came together to support CRA and the Connecticut Hospitality Educational Foundation for the annual event. Lunch was served before golfers teed off in a shotgun scramble to play 18 holes. Raffle prizes, awards and dinner followed the tournament. Sponsors included Sysco, Performance Food Group, Datapay Payroll, Roma Ristorante, Powers, Brennan & Griffin, LLC, Rogo Distributors, Connecticut Distributors, Inc., Subway and Gordon Food Services. Brescome Barton sponsored the hole in one contest. Industry partners included Siegal, O'Connor, O'Donnell & Beck, CohnReznick, United Healthcare and the Law Office of Jerry Farrell, Jr.





1. The Connecticut Restaurant Association annual golf event was held at the Waterbury Country Club on June 20.
2. Brianna Grant, CRA Volunteer; Michelle LaBlanc, CRA Volunteer; Ashley Hebert, ServSafe & Membership Director, CRA; Sarah Maloney, Executive Director, CRA; C.J. Kowaleski, CRA; Jennifer Conkling-Schmitz, ProStart Coordinator, Connecticut Hospitality Educational Foundation, CRA.
3. All from Powers, Brennan & Griffin, LLC unless noted: Mark Brennan; Mark Powers; Nicole Griffin; Sarah Maloney, Executive Director, CRA; Kevin Hill; C.J. Kowaleski, CRA. Powers, Brennan & Griffin, LLC is the CRA lobbying firm.
4. All from Grant's Restaurant: Phil LaBlanc, Billy Grant IV, Mike Delissio, Billy Grant III.
5. Sarah Maloney, Executive Director, CRA; Angelo Culmo, Hartley & Parker; Frank LaTorra, Tito's Vodka; and Derek Barbarisi, Hartley & Parker.
6. All from the 99 Restaurant: Ken Tierney, Michael Palladino and Rob Slabinski.
7. Steve Hayes, Rogo Distributors; Bill Malitsky, CT Brewers Association lobbyist; Ryan McDonald, Rogo Distributors; Steve Ogren, Rogo Distributors; Sarah Maloney, Executive Director, CRA.
8. Franklin Perry, Wine & Spirits Wholesalers of Connecticut; Larry Cafero, Executive Director, Wine & Spirits Wholesalers of Connecticut; Paul Samele, Wine & Spirits Wholesalers of Connecticut.
9. All from Max Restaurant Group: Brian Costa; Mike Oliver; Rich Rosenthal, Founder & President; Dave Mascolo.
10. Joey Garlic's Joe Indomenic, Frank Pellegrino, Richie Ruglio and Gianni Zarrilli.
11. Andy Miner, Worldwide Wine Cellars, Inc.; Dennis Wood; Mike Wylie, Ste. Michelle Estates; Bill Monahan, Allan S. Goodman.
12. Bill Okesson, Connecticut Distributors, Inc.; Paul Mazurek, Connecticut Distributors, Inc.; Giuseppe Caputo, Connecticut Distributors, Inc., Brian Peck, Spartan's Restaurant.
13. All from Sysco: Justin Tesone, Al D'Angelantonio, Andy Rolleri, Marty Strodel.
14. Jim O'Sullivan, DataPay; David Rossi, Co-Founder, Waypoint Spirits; Cory Shane, DataPay; and Jason Hirth, DataPay.
15. Jim Stack, Hartford Distributors, Inc.; Tim Adams, Owner, J. Timothy's; James Dudgeon, J. Timothy's; Sean Sherman, J. Timothy's.
16. Hartford Restaurant Group's Zach Eddinger, Phil Barnet, Rich Barnet and Paul Motta.
17. Sean Oakley, Terlato Artisan Spirits; Scott Randall, Vice President of Sales, Opici Family Distributing; Derek Seigfried, Moxie Restaurant in Madison; Jeff Sansone, Opici Family Distributing.
18. Dennis Markell, United Healthcare; Paul Cutler, Brown + Brown; Chef Nate Bradshaw, Teacher, Wilbur Cross High School; Lisa Lapidus, Teacher, Wilbur Cross High School. Wilbur Cross High School works with the CRA as a ProStart High School team.
19. Devin Sardilli and Jason Sardilli of Sardilli Produce.
20. Jackie Skelly pouring samples of Avion Tequila and lemonade cocktails.



USBG CT COMPETITION NAMES CONTINUED SERIES WINNERS

The United States Bartenders' Guild Connecticut (USBG CT) chapter, along with Eder Bros., Inc. and Allan S. Goodman, hosted the fourth and fifth bartending competitions in its "Civil War" series of ten. On May 22, Highland Brass Company hosted the fourth competition and Macchu Pisco was the featured spirit with Master Distiller Melanie Asher serving as a competition judge, along with Jeff Conelius of Allan S. Goodman and Adam Patrick, President, USBG CT. Justin Morales of The Blind Pig came in first place, followed by Rachel Markoja from The Market Place in second place and Katie Allen of Amis in Westport in third. The fifth competition on June 12 was held at Market Place Kitchen and Bar in Avon, with Zaya Rum as the featured spirit. Rob Martini of Ideal Tavern came in first place, Bryce Hardy of The Olive Bar placed second and Jeff Hodson of Hub & Spoke placed third.

1. Event judges on May 22 included Melanie Asher, Master Distiller, Macchu Pisco; Jeff Conelius, Allan S. Goodman; and Adam Patrick, President, USBG CT. Photo courtesy David Curtis (H DFA).
2. Justin Morales of Hartford's The Blind Pig took first place the fourth series competition, held at Highland Brass Company on May 22. Photo courtesy David Curtis (H DFA).
3. Rachel Markoja of The Market Place in Avon came in second place on May 22. Photo courtesy David Curtis (H DFA).
4. In third place, Katie Allen of Amis in Westport at Market Place Kitchen and Bar in Avon. Photo courtesy David Curtis (H DFA).
5. Macchu Pisco. Photo courtesy David Curtis (H DFA).
6. Bryce Hardy of The Olive Bar took second place; Rob Martini of Ideal Tavern, Winner; Jeff Hodson of Hub & Spoke placed third; Jeff Conelius, Craft Spirits Specialist, Allan S. Goodman. on June 12.
7. Rob Martini's winning cocktail featuring Zaya Rum. on June 12.



LITCHFIELD
DISTILLERY

How Connecticut Does Bourbon

- BATCHERS! -

STRAIGHT BOURBON

Our Straight Bourbon is distilled from Connecticut grains and traditionally aged in #4 charred barrels. It presents a beautiful amber color and releases wonderful vanilla and butterscotch notes, which have earned it bronze and silver medals at the prestigious San Francisco World Spirits Competition.

NEW

- BATCHERS! -

VANILLA BOURBON

We infuse with Bourbon-Madagascar vanilla extract and gift a vanilla bean to each bottle to invite flavor development as the bottle rests. This aromatic and exceptionally well-balanced creation evolves with every sip, presenting new expressions of caramels, nuts, and vanilla.



THE SPIRIT OF HARD WORK®

To Order Contact: Slocum & Sons, 800-922-2956





KAS SPIRITS HIGHLIGHTED DURING OFF-PREMISE TASTING

Val's Putnam Wines in Greenwich hosted an in-store tasting of Kas Spirits on June 10. Sheila Cordelli, a brand ambassador for Kas Spirits, provided tastes for guests through a cocktail sample called "Bee Palmer," which includes Kas Krupnikas with unsweetened ice tea and lemon juice poured over ice. The New York-based Kas Spirits is distributed in Connecticut via Highland Imports. Kas Spirits makes its small-batch, handcrafted Krupnikas from locally-sourced New York honey, along with a mixture of 10 spices including star anise, cinnamon and cardamom. *Wine Enthusiast* rated Kas Krupnikas 92 points and it earned a spot on the "Top 100 Spirits of 2015" list.

1. Sheila Cordelli, Brand Ambassador, Kas Spirits, highlighted Kas Krupnikas at Val's Putnam Wine on June 10.
2. Cordelli talks with a guest at Val's Putnam Wine in Greenwich.



OPICI TAKES TO THE ELM CITY PARTY BIKE FOR VODKA LAUNCH

Opici Family Distributing of Connecticut launched VDKA 6100 by hosting an educational session aboard the Elm City Party Bike in New Haven in June. VDKA 6100 is sourced near Lake Taupo on the North Island of New Zealand and is made with whey from the Bay of Plenty region. The vodka is gluten-free, sugar-free and lactose-free and has hints of citrus and white pepper. Actor Robert De Niro has partnered with VDKA 6100 and has helped with design, packaging, branding and positioning for the vodka launch.

1. Opici Family Distributing sales teams and trade guests gathered for the VDKA 6100 launch in downtown New Haven on the Elm City Party Bike.
2. Aboard the Elm City Party Bike for the VDKA 6100 launch.

The Law Office of Jerry Farrell, Jr.

Assisting all tiers of the liquor industry with

New Liquor License Applications

Liquor Control Commission compliance meetings and hearings

Questions about Compliance with Connecticut's Liquor Laws



Attorney Jerry Farrell, Jr.

Former Commissioner of Consumer Protection and Chairman,
Connecticut Liquor Control Commission 2006-2011

jerry@ctliquorlaw.com

Stephen Somma

Former Liquor Control Commissioner and State Senator

steve@ctliquorlaw.com

Mary Ellen Gillon

Former Paralegal, Liquor Control Commission

maryellen@ctliquorlaw.com



Attorney Jerry Farrell, Jr. presents Hartford resident, Mark Twain, with his newly issued LIQUOR PERMIT for the Mark Twain House and Museum.

Stacy Murray

Liquor industry professional

stacy@ctliquorlaw.com

Laura Bunnell

Paralegal

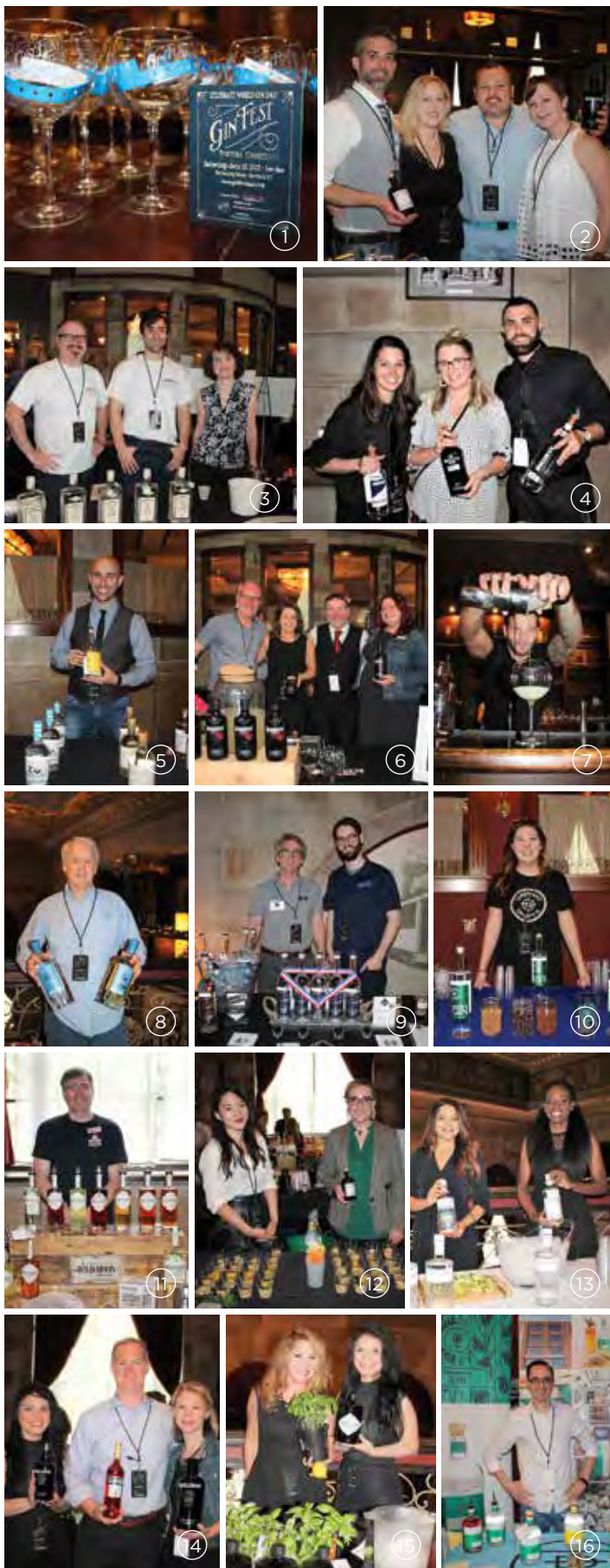
laura@ctliquorlaw.com

Phone: 203-774-5002

www.ctliquorlaw.com

Follow us on Facebook: www.facebook.com/ctliquorlaw

6 North Main Street, Suite 202, Wallingford, Connecticut 06492



GINFEST HOSTS INAUGURAL STATESIDE EVENT IN HARTFORD

The Society Room in downtown Hartford hosted GinFest U.S.A. on June 10 for an afternoon of gin tastes, cocktails and culinary pairings from area restaurants. The U.K.-based festival featured brand seminars including those from The Botanist Gin, Brockmans Gin, Monkey 47, Bulldog Gin and Farmers Gin. Co-owner Lelania Dubay of Hartford Flavor Company in Hartford also held a seminar called “Botanicals Drive Cocktails” and United States Bartenders’ Guild Connecticut (USBG CT) chapter member Roger Gross offered “How to Create Crowd-Pleasing Gin Refreshments.” Chango Rosa, The Blind Pig, The Society Room and Republic provided small plates and tastes. The Bottle Stop in Newtown, Torrington and Avon, The Madison Wine Exchange in Madison and Valley Discount Wine & Liquor in Ansonia were on hand as on-site retailers to manage local consumer gin requests.

1. The Society Room, located in the historic Pratt Street district, hosted GinFest on June 10, otherwise known as World Gin Day. The event was sponsored by Next Level Marketing and Transcend. Proceeds from the event benefited Foodshare.
2. United States Bartenders’ Guild Connecticut (USBG CT) chapter members: Adam Patrick, USBG CT President; Rachel Markoja; Roger Gross; Elizabeth Dunn.
3. Ed Dunn, Account Development Manager, Brescome Barton; Dave Rudman, Director of Education and Account Development, Brescome Barton; and Beth Rose, Administrative Assistant Sales Team, Brescome Barton showcasing Farmer’s Organic Gin.
4. Meg Fanion, Catering Sales Manager, The Hartford Club with Hawthorne Gin; Nadine Gengras, Portfolio and Account Development Manager, Connecticut Distributors, Inc. (CDI) with Nolet’s Dry Gin; Matt Landry, Bartender, Butchers & Bakers with New Amsterdam Gin.
5. Nick Neves, Trade Development Manager, Worldwide Wines.
6. All with Brockmans Gin: Bob Fowkes, Co-founder and Director; Lisa Panteleakos, Market Manager CT/RI; David McNicoll, Market Manager NY; Jennifer Sutherland, Market Manager MA.
7. USBG CT chapter member and Bartenders Academy Instructor Dave Cohade behind the bar GinFest Hartford.
8. David Baker, Co-owner, Litchfield Distillery featuring Litchfield Distillery’s Batches’ Gin and Batches’ Barrel Finished Gin.
9. Asylum Distillery’s Rob Schulten and Neil Doocy.
10. Kelsey Renfro, Sales Associate, Waypoint Spirits.
11. Tom Dubay, Co-owner, Hartford Flavor Company showcasing Wild Moon Liqueur.
12. Rachel Kim, Bartender and Lacy Hawkins, National Brand Ambassador, Monkey 47 Gin.
13. Rayane Azevedo and Sade Owoye representing The Botanist Gin.
14. Mya Scott, Promotions; Gary Dritschler, State Manager CT/RI, Campari America; and Candice Dritschler, showcasing Campari and Bulldog Gin.
15. Donna Taylor and Mya Scott representing Hendrick’s Gin.
16. Ben Valentine, Northeast Regional Brand Ambassador, Tommyrotter Distillery of Buffalo, New York.



More images can be seen at thebeveragejournal.com/ginfest-2017-hartford-recap.



Photos courtesy of Neil Landino.

THE GLASS HOUSE HOSTS ANNIVERSARY EVENT WITH SUMMER

The Glass House of New Canaan celebrated its 10th anniversary on the National Trust for Historic Preservation with a summer party in June. The celebration featured culinary creations from South End, Champagne by Taittinger, lawn games, music and a special auction. Guests were able to walk through the 49-acre property and view different art installations, including *The Metamorphoses*, a performance installation by Jonah Bokaer with costume design by Joshua Katcher and sound design by Stavros Gasparatos. Works by Julian Schnabel and Robert Indiana were also on display. The Glass House was built between 1949-1995 by Srchitect Philip Johnson, and features 14 structures and a permanent collection of 20th-century painting and sculpture.

1. Taittinger Champagne was served throughout the day during the Summer Party at The Glass House on June 10.
2. A performance and art installation during the Summer Party. Proceeds from the event went to benefit The Glass House.



TWO ROADS OFFERS NEW BREW, OPENS TAP ROOM AT BRADLEY AIRPORT

Two Roads Brewing of Stratford released *Brothers in Farms*, a collaboration beer with Belgium-based Brasserie de la Senne. The beer is a Double Grisette, which is in the Farmhouse Ale family. *Brothers in Farms* features an array of European hops including Hallertauer Tradition, Sterling and Crystal accompanied by Galaxy hops and finishes with spicy and unique tones. Phil Markowski, Brewmaster at Two Roads, became friends with Yvan De Baets, Co-founder of Brasserie de la Senne when Markowski traveled to Belgium for research on his book. "It was great to finally brew with Yvan. We have been talking about doing this for years but our schedules kept getting in the way," said Markowski. "Yvan has been a good friend and a passionate protector of Belgian brewing tradition." Also in June, construction wrapped up at the Two Roads Tap Room at Bradley International Airport. Located in the terminal past security, the new tap room offers Two Roads beers on draft, craft can options from other Connecticut-based breweries and sandwiches.



1. *Brothers in Farms* is a collaboration beer between Two Roads Brewmaster Phil Markowski and Yvan De Baets, Co-founder, Brasserie de la Senne in Belgium.
2. The Two Roads Tap Room has officially opened at Bradley International Airport. It is located post-TSA security screening in the Gates 1-12 concourse and is open daily.



WEST HARTFORD WINE & FOOD FESTIVAL CREATES TASTES FOR WINE FANS

The inaugural West Hartford Wine & Food Festival brought together food and wine aficionados on the grounds of Kingswood Oxford School in West Hartford on June 17. More than 30 wine tables featured more than 250 selections for attendees. Area restaurants showcased their culinary talents while guests enjoyed live music. The event was presented by Maximum Beverage and Justin Winery. During the event, Master Sommelier Joseph Spellman from Justin Vineyards led a blind tasting and a “Wine 101” tutorial for guests. Proceeds from the event went to benefit select independent schools of West Hartford.

1. The first annual West Hartford Wine & Food Festival was held on the grounds of Kingswood Oxford School in West Hartford.
2. Howard Asadow, Regional Manager, Allan S. Goodman.
3. Banning Donohue, Brand Manager, Monsieur Touton.
4. Oliver MacKinnon, President, Highland Imports; Rob Wallace, Sales Manager, Highland Imports; Jamie Clemente, Sales Manager, Highland Imports; Reid Harper, Eastern Sales Manager, Trione Vineyards & Winery.
5. All from Brescome Barton: Michael Murphy, Account Development Manager; Rachel Torre, District Manager; Ed Dunn, Account Development Manager; Jonathan Sussler, Sales Associate.
6. Rachel Thibodeau, Certified Beverage Professional, Connecticut Distributors, Inc. and Kristian Snook, Wine Account Development Specialist, Connecticut Distributors, Inc.
7. Lauren McKenney, Regional Manager, Latitude Beverage Company and Megan Lira, Brand Ambassador, Latitude Beverage Company.
8. Boyce Kaman, Sales Manager, Opici Family.
9. Rich Luszczak, Wine Representative, Fine Terroir Selections.
10. Marissa Marchese, Core Brand Ambassador, Skurnik Wines.
11. Tom Veit, Regional Sales Manager, Connecticut Distributors, Inc.
12. Katie Klotzberger, On-Premise Sales Manager, Justin Wines; Emma Bzdafka, On-Premise Sales Manager, Justin Wines.



More images can be seen at thebeveragejournal.com/west-hartford-wine-food-fest-2017.

... INTRODUCING ...
PREMIUM WINES.
NOW MORE PORTABLE.





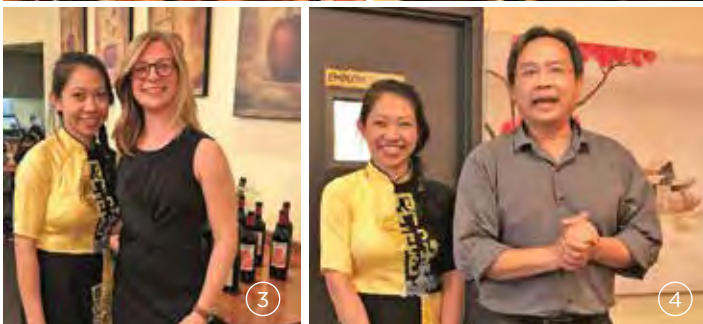
USBG CT HOSTS MEMBERSHIP DRIVE AND COCKTAIL COMPETITION AT NOBLE & CO

The United States Bartenders' Guild Connecticut (USBG CT) hosted a competition and membership drive in conjunction with William Grant & Sons and Brescome Barton at Noble & Co. in West Hartford on June 19. Three, three-minute rounds featured a different spirit as a base ingredient including Reyka Vodka, Milagro Tequila and Hendrick's Gin. Jonathan Rodriguez, Beverage Director at Mecha Noodle, won first place, followed by Rachel Markoja of Market Place Kitchen & Bar and Eric Karadimas from Max Restaurant Group.

1. Michael Boiano from Savoy in West Hartford presenting his cocktail creation.
2. Cocktail creations during the competition.
3. Competitor Dorian Dorsey of Mezon Tapas Bar & Restaurant in Danbury.
4. Johnathan Rodriguez, Beverage Director at Mecha Noodle Bar, won first place at the competition.
5. Rachel Markoja of Market Place Kitchen & Bar and second place winner; Jonathan Rodriguez of Mecha Noodle Bar and first place winner; Eric Karadimas of Max Restaurant Group and third place winner.

GERONIMO TEQUILA BAR RELEASES NEW CARBONATED MARGARITAS

Rich Hildebrandt, General Manager at New Haven's Geronimo Tequila Bar & Southwest Grill, created a new carbonated margarita summer offering, available at its New Haven and Fairfield locations on weekends. The Carbonated Margarita is sold in 10 oz. bottles and features Geronimo's House Margarita made with Corralejo Tequila, Combier, fresh lime juice and then house-carbonated with CO2. The restaurant recently became one of 40 establishments in the world to receive its CRT Award T Certification from the Mexican government's Tequila Regulatory Council.



SLOCUM & SONS HOSTS WINE DINNER AT LAN CHI'S IN MIDDLETOWN

Slocum & Sons hosted “In Vino Vietnam,” a wine dinner featuring selections from Italy paired with contemporary Vietnamese cuisine on June 21 at Lan Chi’s in Middletown. Featured wines included Masseria Li Veli Rosé of Negroamaro 2015 from Puglia paired with a spicy beef soup; La Valentina Montepulciano d’Abruzzo ‘Spelt’ 2014 from Abruzzo paired with shrimp croquettes; Olianias Cannonau 2013 from Sardegna paired with a water spinach beef salad; Capezzana ‘Monna Nera’ Super Tuscan 2015 from Tuscany, which was paired with grilled pork tenderloin; and Inama Soave Classico 2015 from Veneto was served with prawn cake with coconut vermicelli for dessert. Alycia Sandmeier of Slocum & Sons presented each wine, educating guests as it was paired with each course.

1. Featured wines from “In Vino Vietnam” at Lan Chi’s in Middletown.
2. Guests gathered for “In Vino Vietnam” at Lan Chi’s in Middletown on June 21.
3. Chu Ngo, Co-owner, Lan Chi’s Vietnamese Restaurant and Alycia Sandmeier, Sales Representative, Slocum & Sons.
4. Chu Ngo and Lam Nguyen, Co-owners, Lan Chi’s Vietnamese Restaurant.
5. The wine dinner featured Italian wine selections from Puglia, Abruzzo, Sardegna, Tuscany and Veneto, paired with Vietnamese cuisine.
6. Renee Allen, CSS, CSW, FWS and Director, Wine Institute of New England and Marcia Passavant, CSS, CSW and Senior Brand Manager, Slocum & Sons.
7. Guests enjoyed contemporary Vietnamese cuisine and Italian wine, paired with education.

DANBURY’S CHARTER OAK BREWING NOW DISTRIBUTED BY CELLAR FINE WINES

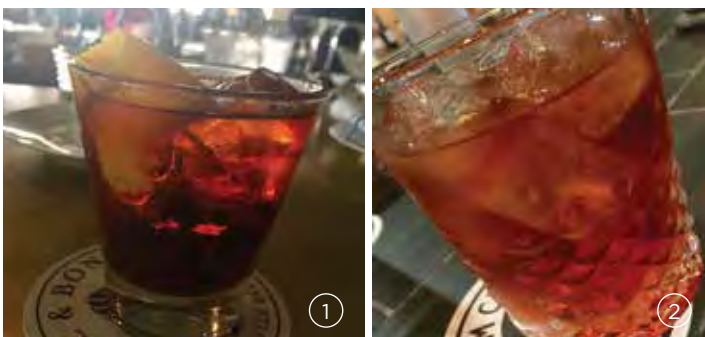
The Danbury-based Charter Oak Brewing beer line is now distributed statewide in Connecticut by Cellar Fine Wines. Cellar Fine Wines added the brewer’s 1687 Brown Ale, Wadsworth IPA, and Lights Out Stout in draft and bottle to its beer portfolio offerings. Charter Oak Brewing created a special batch of cellar-aged Lights Out Stout to celebrate the new partnership. The brewery’s artwork features Connecticut’s iconic Charter Oak tree in its logo. The brewery’s 1687 Brown Ale is named for the year that Connecticut’s Royal Charter was famously hidden within the hollow of the Hartford tree to thwart its confiscation by the English. The beer is an American style brown ale, at 6.2% ABV.



WINE BY THE SHORE POURS FOR CHARITABLE CAUSE

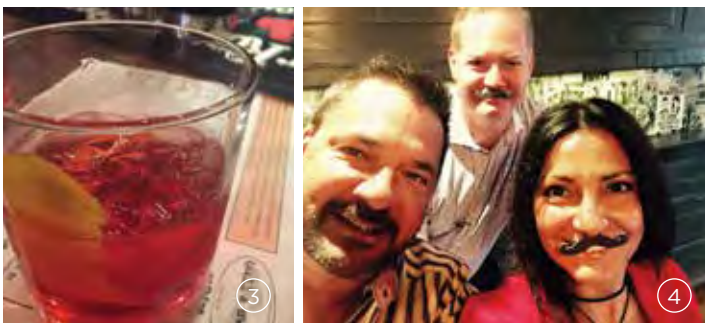
Tarani Gamay Rosé, imported by Drinkable Arts, was one of many featured wines at “Wine by the Shore,” a charitable event held in Stony Creek to benefit the Wallingford Historic Preservation Trust on June 29, 2017. Tarani Gamay Rosé offers notes of raspberry and strawberry, perfectly paired for the lawn party held on the property of the historic Isaac Lewis House overlooking the Thimble Islands. Drinkable Arts wine portfolio is distributed through Connecticut Distributors, Inc. (CDI).

Stacy Murray pours Tarani Gamay Rosé at the “Wine by the Shore.”



LOCAL VENUES CELEBRATE NEGRONI WEEK, RAISING CHARITABLE FUNDS

Restaurants and bars around Connecticut offered classic options and new twists on the Negroni cocktail to celebrate the annual *Imbibe* and Campari Negroni Week from June 5-11, 2017. More than 7,700 participating venues globally took up the cause to raise money for their own selected charity, raising \$300,000 collectively. Participating Connecticut restaurants included New Haven’s Shell & Bones Oyster Bar and Grill, Olives & Oil, Ordinary, Bull & Swine, The Owl Shop, Elm City Social, 116 Crown and Oak Haven Table & Bar; Hartford’s M & M Bistro and Sorella; Westport’s Rothbard Ale + Larder and Jesup Hall; Carson’s on Whitfield in Guilford; Olive Bar in Farmington; Celtic Cavern in Middletown; and Match Restaurant in Norwalk.



1. A Negroni cocktail at Shell & Bones Oyster Bar and Grill in New Haven.
2. New Haven’s Elm City Social with their twist on the Negroni classic cocktail.
3. A Negroni cocktail at Bull & Swine in New Haven.
4. Ray Collins, Sales Representative, Brescome Barton; Gary Dritschler, State Manager, Campari America; Veronica Saurett, Account Development Manager, Brescome Barton, all wearing the Campari mustache.
5. Celebrating Negroni Week at Bull & Swine in New Haven.
6. Ray Collins, Sales Representative, Brescome Barton; Guest; Colin Meehan, Sales Representative, Brescome Barton; and Stephanie Guarino, Sales Representative, Brescome Barton.





MORALES RECEIVES HONORABLE MENTION IN BROCKMANS GIN CONTEST

Justin Morales, Bar Manager of The Blind Pig in Hartford received an honorable mention for his cocktail entry in the 2017 World Gin Day #Brocktail Cocktail Competition. Morales' entry, Sunshine on a Cloudy Day, was created with Brockmans Gin, Hartford Flavor Company's Wild Moon Lavender, Creme De Poire, grapefruit juice, fresh lemon juice and a basil leaf for garnish. Morales is one of four bartenders from the U.S. to receive the Honorable Mention designation, including Brett Henderson from Newburyport, Massachusetts, Orion Berge from New York City and Alberto Martinez from Edgewater, New Jersey. Sebastian Stanczyk of Glasgow, Scotland was named the 2017 Global Winner with his cocktail, Ginto the Wild, featuring Brockmans Gin, Pedro Ximenez Sherry, Smoked berry ketchup, maple syrup, foraged pine mist with a berry and sesame crisp on the side.

Justin Morales' honorable mention cocktail entry, Sunshine on a Cloudy Day featuring Brockmans Gin.



SCHLINK HAUS WINES FEATURED AT BRESCOME BARTON SALES MEETING

Germany's Schlink Haus wines were featured at a July 7 Brescome Barton sales meeting. The Schlink family has produced its blue bottle Riesling from the Nahe in Germany for more than 200 years. Michael Schlink of Schlink Haus and Daniel Hogan of Wein-Bauer, each presented aspects of the brand's history, the region and Schlink wines. Schlink Haus Bereich Nahetal Auslese 2013, Schlink Haus Riesling Kabinett 2012, Schlink Haus Riesling 2015, Schlink Haus Riesling Spatlese 2014 and Schlink Haus Dornfelder Sweet Red Wine 2011 were the showcased selections.



1. Schlink Haus Bereich Nahetal Auslese 2013, Schlink Haus Riesling Kabinett 2012, Schlink Haus Riesling 2015, Schlink Haus Riesling Spatlese 2014 and Schlink Haus Dornfelder Sweet Red Wine 2011.
2. Michael Schlink, President, Schlink Haus.
3. Daniel Hogan, Regional Sales, Wein-Bauer; Michael Schlink; Phil Belleviu, Sales Manager, Sterling Division, Brescome Barton.
4. Daniel Hogan; Michael Schlink; David Rudman, Director of Education and Account Development, Brescome Barton.
5. **Standing:** Sterling Vaughn, Account Development Manager, Brescome Barton; David Rudman; Ed Dunn, Account Development Manager, Brescome Barton; Veronica Saurett, Account Development Manager, Brescome Barton; Cara Passarelli, Account Development Manager, Brescome Barton; Brian Federman, Account Development Manager, Brescome Barton; Lauren O'Reilly, Account Development Manager, Brescome Barton. **Seated:** Kathryn McMellon, Account Development Manager, Brescome Barton; Michael Schlink; Daniel Hogan; Megan Litke, Account Development Manager, Brescome Barton.

Stratford's CDI Installs 630-kilowatt Solar Array

Installation will supply nearly all the facility's power needs

BY SAVANNAH MUL

Connecticut Distributors, Inc. (CDI) hosted a ribbon cutting ceremony for its newly completed 630kW solar installation on the roof of its Stratford headquarters and distribution center on June 13, 2017. John Parke, President of CDI, welcomed town and state officials, staff and guests. "We are proud that this project decreases our impact on the environment and can serve as a symbol to our associates that a new and different approach can be the best one," said Parke. "We are a sales and logistics organization that is always more successful when we can be more efficient, and when we welcome new and innovative ways to get our jobs done."



The solar panels are divided across two sections on the roof of CDI's 140,000 square foot facility in Stratford. Photo by Joe Palisi.

EnterSolar installed the 1,884 solar panels, which was completed in less than six months. Paul Ahearn, President of EnterSolar said, "CDI is offering their employees the opportunity to work in a facility that draws its power from a renewable source - the sun. They are offering their partners the ability to work with a business with long-term vision and sustainable values, and they are being a good corporate citizen and neighbor by nearly eliminating their dependence on the grid."

The solar array will generate nearly 90-percent of the company's annual power consumption and avoid 742,308 pounds of CO2 annually, which is equivalent to powering 81 homes, saving 61,875 gallons of gas, or planting 14,251 trees each year. ■



1. CDI hosted a ribbon cutting ceremony celebrating the newly-installed 1,884 solar panels on June 13. The solar panels are divided across two sections on the roof of the 140,000 square foot facility in Stratford.
2. John Parke, President, CDI, welcoming guests to the ribbon cutting.
3. State Rep. Johnathan Steinberg serving Westport; State Rep. Laura Hoydick serving Stratford; State Rep. Joseph Gresko serving Stratford. Steinberg, Hoydick and Gresko all serve on the Energy Commission and

4. Stratford Mayor John Hawkins congratulated CDI.
5. Paul Ahearn, President, EnterSolar; Stratford Mayor John Hawkins; John Parke, President, CDI; State Rep. Johnathan Steinberg; State Rep. Joseph Gresko; and State Rep. Laura Hoydick.

 TheBeverageJournal.com

Go

New Look!



Easier Search & Order Log In

Quick Links to Subscribe or Renew

More News Content

Access Digital Issues



One Company. All the Access.

THE BEVERAGE JOURNAL
CONNECTICUT & RHODE ISLAND

Addison Fine Wine & Spirits

BY SAVANNAH MUL

Tom Taylor and his family are no strangers to the liquor industry. Beginning in the 1980s, he has owned multiple stores, ranging in size from 2,000 to 10,000 square feet, throughout Connecticut. Today, at 81, he sits behind the register at Addison Fine Wine & Spirits in Glastonbury, greeting guests with kindness, humor and laughter.

“It’s a great retirement,” Tom Taylor said. “It gives me an agenda every day; I know when my sales[people] come in and when my liquor is delivered. It’s a good, consistent industry.”

Prior to buying the Hebron Avenue space, Taylor said he used to drive by the location, each time thinking “it would be a good location to do business in.” When it was listed for sale, he had his chance. He purchased the store, completing the cosmetic updates and changing the stock to increase variety. With new branding, fresh paint and window displays, the store has developed a loyal customer base and is known “for the coldest beers in town,” laughed Donna Taylor, Taylor’s daughter who works at the store.

Addison Fine Wine & Spirits is a family affair, and now has third-generation family members working at the store, which



Tom Taylor, Eleni Medici, Ashlynn Taylor and Donna Taylor.



LOCATION

802 HEBRON AVENUE
GLASTONBURY, CT

FACTS

SQUARE FOOTAGE: 2,000
YEARS IN OPERATION: 8

includes Taylor’s granddaughters, Eleni Medici and Ashlynn Taylor, who is studying for her sommelier certification.

“The store is a second home to all of us. My passion lies in wine after seeing my grandpa and father work in the industry,” Ashlynn Taylor said. Donna Taylor said, “It helps having all the different age groups working together. Each of us has been able to capture our own audience of shoppers; it’s very diverse.”

After being in the business for nearly four decades, Tom Taylor has seen trends come and go and said as a retailer, “Your job is [to] make people feel comfortable and give them a reason to come back.” The staff fosters personalized service from sharing stories behind each wine brand to handling special orders of craft beers and unique spirits.

The store’s sales are spilt nearly evenly across beer, wine and spirits, but as the seasons

shift they see beer sales increase in the summer and wine sales increase in winter.

Tom Taylor makes sure to keep a chilled variety of products year-round for those guests looking for that special Sauvignon Blanc or rosé to pair with dinner.

“It’s a small store, so we rotate products and do special orders. We follow three things [when evaluating products], price, taste and packaging ... every slot we have is real estate,” said Donna Taylor. Tom Taylor adds in, “We have a large selection of imported and domestic wines, beer and spirits in all price ranges.”

Addison Fine Wine & Spirits lends an arm locally via donations to local charities, another extension of its family-centric operations and sense of community. “I’ve known one of my salesmen for 35 years,” Tom Taylor said. “I’ve met great people and made good relationships.” ■

FEATURE YOUR STORE



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

MOVIN' ON UP, NOT JUST OUT

CLOSEOUTS HAPPEN; THE KEY IS TO CONTROL LOSSES AND RETAIN THOSE CUSTOMERS DEVOTED TO BRANDS

BY ROGER MORRIS

Shelf space and display areas are like valuable commercial real estate for wine and spirits stores, so owners can ill afford to let it be wasted on slow-moving products. Yet, that is what too often happens, especially when a closeout of a product is looming in the not-too-distant future.

How can retailers move out sluggish inventory without tossing it in the deep-discount bin alongside damaged labels and bulging corks? At the same time, how can you retain those customers who may have become devoted to it?

Handling closeouts and discontinuations, then, is a key part of handling inventory management.

To begin, it is important not to give up too quickly on a product that is relatively new to the store. Ask first whether it just needs a second chance. "If the wine has not sold well or just is not working, we will often look to move it at tastings," says Larry Kaplan, owner of The Wine Cellar in Palatine, IL. "The distributor can help out with sample bottles for the tastings, and we can try and find an audience for the wine. And we do everything in our power to not ruin a brand by advertising a below-wholesale price."

Sometimes it may need just a promotional nudge.

"I will discount bottles of a slow brand like, by a dollar," says Dean Cesario, owner of Deerfield Fine Wines in Newark, DE, "But I offer a contest with those brands, such as, 'Buy this wine and be eligible for a private tasting or a basket of different items.'"

Tasting of different bottles comparable to a closeout bottle can get them hooked on something new.

Sudden Shift, Calm Response

Of course, there are discontinuations beyond the retailer's control, such as when a foreign winery loses its importer or a domestic producer parts with its distributor. Here, resupply is limited to what remains in the distributor's warehouse. "If we know in advance that a wine is going away for good, we try and inform our customers as soon as possible," Kaplan says. An electronic system that links regular customer with purchases helps in these cases. Once informed of the situation, customers have the opportunity to buy any remaining stock of a favorite wine, hopefully without the retailer having to discount the wine.

It is also important that the store keeps the customer coming back by finding an alternative to what is being discontinued, hopefully before a favorite brand disappears. "I will have a special tasting of different bottles comparable to that closeout bottle to get them hooked on something new with the same taste and same price point," Cesario says. Distributors, of course, can help with offering substitute selections.



However, if a customer has started moving up the value chain—being more selective and developing more-expensive tastes—a closeout can provide a good opportunity to go up the selection ladder a rung or two to something more expensive and with better margins—but still a value to the buyer.

In cases where the brand is not being discontinued, but has so few customers that the shop can't justify continuing to give it shelf space, an option is to offer to special-order it once in-store stock disappears for those brand-loyal customers who don't want to substitute. This way, the customer is not tempted to look elsewhere and buy the wine at a competitor's store.

Of course, it is also prudent to try not to get into an overstocked situation to begin with. Test new brands or new categories early by buying limited amounts, featuring them at in-store tastings and then ordering more if the response is good. Don't be tempted by volume discount offers from distributors if sales figures tell you that a category or a brand seems to have peaked.

In the end, creative promotions that don't involve deep discounting are the best options for discontinued and closeout stock. Just because a brand is leaving your store doesn't mean that it should go with a fat severance package. ■

THE CRAFT BEER SEAL CONTROVERSY

BY JACK KENNY



In late June, the Brewers Association (BA) acted on an idea that has been talked about since the 1990s. The group created a logo, a craft beer seal, for some brewers to include on their labels and packaging. The seal designates a brewery as “small and independent.” The word independent, says the BA, means that the brewers are not owned, wholly or in part, by large commercial beer companies.

Creation of the seal had two results: Many small brewers adopted it immediately, and big beer blasted it.

“In an effort to educate beer lovers about which beers are independently produced, the Brewers Association – the not-for-profit trade group dedicated to promoting and protecting America’s small and independent craft brewers – launched a new seal touting independent craft brewers,” said BA Director Paul Gatza. “Featuring an iconic beer bottle shape flipped upside down, the seal captures the spirit with which craft brewers have upended beer, while informing beer lovers they are choosing a beer from a brewery that is independently owned. These breweries run their businesses free of influence from other alcohol beverage companies which are not themselves craft brewers.”

Any brewer, even a non-BA member, that meets the BA’s craft beer definition may display the logo. The BA’s definition says that annual production must be 6 million barrels of beer or fewer; that less than 25 percent of the craft brewery is owned or controlled (or equivalent economic interest) by an alcohol industry member that is not itself a craft brewer; and that the brewer that has a majority of its total beverage alcohol volume in beers whose flavors derive from traditional or innovative brewing ingredients and their fermentation (i.e., no flavored malt beverages). Brewers also must have a valid TTB Brewer’s Notice and sign a license agreement.

An estimated 5,300 brewers fit the BA’s craft beer definition.

Delaware’s Dogfish Head and Colorado’s Left Hand were among the first brewers to sign up. Hundreds more followed in days. Using up old packaging and printing new ones with the logo will take several weeks or months, but some crafty brewers have posted the image on their Facebook pages or in their front windows.

The founder of Allagash Brewing in Maine, Rob Tod, praised the independence of most small brewers. “When beer lovers buy independent craft beer, they are supporting American

entrepreneurs and the risk takers who have long strived not just to be innovative and make truly great beer, but to also build culture and community in the process” he said in a statement.

It’s no secret that the seal is a statement aimed at the growing practice by global commercial brewers, specifically at Anheuser-Busch, which has been acquiring U.S. craft brewers over the past several years. Through its division The High End, A-B responded in a video (<https://vimeo.com/223773287>) that pans the seal and questions its purpose and meaning to consumers. The speakers in the video are all from breweries belonging to The High End.

“To be independent would mean you don’t put the logo on because you’re indie,” said David Buhler, cofounder of Elysian, a Seattle brewer acquired in 2015. “To be truly punk you don’t use the logo – you do your own thing, and you follow your own rules,” he said in the response.

“You guys are literally infighting – this is just a civil war,” said Walt Dickinson, a Co-founder of Wicked Weed, purchased in May. “Meanwhile this armada of boats is coming across the Atlantic to crush us and we are shooting each other with, you know, muskets and slingshots. I was just hoping we could get back to just talking about beer, but I guess we’re not there yet – but hopefully soon.”

Jim Vorel of Pastemagazine.com posted a mixed reaction to the craft beer seal in a recent article: “The idea of an independent beer seal is nice in theory, but likely a bit muddier in practice. The BA’s definitions of a craft brewery are getting more and more difficult on a yearly basis to concisely and cleanly apply toward the breweries in the market as they sell and consolidate.”

Brewers who sell partial or entire stakes in their companies to private equity firms, however, can still meet the BA’s craft beer definition and display the seal. “You can imagine how some breweries would look at this and be miffed,” Vorel said.



ABOUT JACK KENNY

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



WRITE TO HIM: thebeercolumn@gmail.com

REGISTRATION OPEN

SIXTH ANNUAL CHARITY GOLF OUTING



Brescome Barton/Worldwide Wines hosts its 6th Annual Charity Golf Outing on Monday, September 18, 2017 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 25, 2017.

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 outing raised an incredible \$93,863.48, which will be paid to the children of USMC Staff Sergeant C.W. Smith. 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 BBGolfTournament@BrescomeBarton.com.

Designed for LIQUOR Merchants

Loyalty Programs

Instant ID Verification

Secure Payments

Customer Satisfaction

Inventory Control

Cloud Multistore



Match or Beat Your Rates
Accept Chip Cards Now



Power of Substance

posmatic
www.posmatic.com

Contact Us
718.707.9788

GIVEAWAYS: YES, NO OR MAYBE

BY JERRY FARRELL, JR.



JERRY FARRELL, JR.

All your customers would love a giveaway – buy 2 get 1 free; free ice with purchase of six-pack; hit the bull’s eye and win a beer. But as a liquor permit holder, can you give items away? The answer is ... maybe.

First, a bit of history. While Connecticut was one of only two states that did not ratify the 18th Amendment, which prohibited the manufacture, sale, or transportation of intoxicating liquors within the United States, we must remember that we are here in New England. We were founded by the Puritans. Their legacy of temperance is clearly reflected in our restrictive liquor laws.

Enticing people to consume alcohol by the use of advertising and marketing is strongly discouraged. Likewise, many of the statutes and regulations have not been updated and amended to reflect the changes in morals and marketing in the 21st century.

That said, let’s take a look at a frequently raised question. Can you give a customer who hits the bull’s eye or wins the dance contest a free beer? Awarding drinks as prizes is forbidden as it is considered a drink promotion. Sorry, but the winner is going to have to be happy if you give him a free burger.

The laws are a bit trickier for package stores. You can “give away” alcohol in the form of a tasting, but the size of the pour is limited by regulation: ½ oz. for cordials or spirits, 1 oz. for wine, and 2 oz. for beer.

Package stores can “give away” calendars and recipe books valued at less than \$5; they can also give away matchbooks. But can a package store give away a free bottle to a good customer? Sorry, but no. Package stores may not give away any free goods, gratuities, gifts, prizes, coupons, premiums or other articles or things-of-value to customers. So no free ice with the purchase of that 6-pack. And unlike coffee shops where you can get a free coffee after you purchase ten cups, package stores may not give you a free bottle of wine after you’ve purchased ten. Even calling your promotion a “Wine Club” or the like won’t exempt you from the statutory prohibitions.

On-premises establishments work under different ground rules. Their permits provide for the “retail sale of alcohol.” One of my restaurant clients recently considered having tennis balls embossed with his restaurant’s logo and imprinted with the words ‘Return to (restaurant name) for a free beer.’ He asked if I thought this was legal. I told him it was a fun marketing idea, but that his permit allowed “the retail sale of alcoholic liquor” and giving alcohol away was not possible. But if he changed the text to “Return to (restaurant name) for a 5 cent beer” I felt he would be fine since he would be selling the alcohol, not giving it away.

On-premises establishments are free to “give away” food to their customers if

they wish. As a business owner, though, you may wish to ask yourself if it makes economic sense to give away T-shirts or drinkware, even if you are allowed. While they may make for great PR for your establishment, does the cost make economic sense?

We are all aware that operating a liquor-related business in Connecticut is closely regulated, and there are many ways to run afoul of the statutes and regulations. As always, I suggest calling Liquor Control at (860) 713-6210, before you begin any giveaway to make certain that your proposed offer complies with state law. Many of these issues are covered in the classes I teach for CT Liquor Law Educational Services.

(P.S. In case you were wondering, Rhode Island was the other state that did not ratify the 18th Amendment.)

This column is not intended to be legal advice; consult an attorney for answers to your specific questions and situation.

ABOUT JERRY FARRELL, JR.

Jerry Farrell, Jr., is an attorney-at-law in private practice in Wallingford. He served as Commissioner of Consumer Protection and Chairperson of the Liquor Control Commission. Farrell represents clients in all three tiers of the industry. Through Connecticut Liquor Law Educational Services LLC, he offers a variety of instructional courses covering areas of interest to the industry. Contact him at jerry@ctliquorlaw.com.

**START EARNING!
CALL TODAY!**

GIVE YOUR BAR & RESTAURANT A COMPETITIVE EDGE!



- No Application or License Fees
- Commissions Paid Weekly
- No Charge for Equipment
- Can Help Increase Food & Beverage Sales
- No Termination Fees
- Earn Bonuses When You Sell Winning Tickets

**CALL TODAY!
1-866-428-KENO (5366)**

BecomeARetailer@ctlottery.org



CTLOTTERY.ORG

PLEASE PLAY RESPONSIBLY. Purchasers must be 18 or older.



“ KENO has been absolutely phenomenal in all regards. ”

Tom Parker, Owner, Yarde Tavern, Enfield



DON'T MISS

AN ISSUE OR ONLINE ORDERING

Your **expiration date** is located on the top line. Renew and never lose access to prices, products and market information.

PERIODICALS POSTAGE PAID
 *****5-DIGIT 13606 004/040
 CT-005645 **EXP Date MAY 17**
 HAPPY PACKAGE STORE
 JOE SMITH
 579 BLACKANDWHITE STREET
 ANYVILLE CT 13606

THE BEVERAGE JOURNAL

HOW BEER, WINE & SPIRITS GET TO THE MARKETPLACE
 www.TheBeverageJournal.com | 203.288.3375

F

the find

The Empress Spritz: Two parts gin, three parts sparkling mineral water, plus lime.



NEW & BLUE: COLOR-MORPHING EMPRESS 1908 GIN

Victoria Distillers of British Columbia has released Empress 1908 Gin, an all-natural, indigo blue spirit. During distillation, an infusion of butterfly pea blossom creates a distinctive hue. With the addition of citrus or tonic, Empress 1908 is transformed from indigo blue to monarch purple and then rose petal pink. Victoria Distillers is well-known in British Columbia as the producer of the second best-selling premium gin behind Hendricks. The eight organic botanicals in Empress 1908 are: juniper, rose, coriander seed, grapefruit peel, ginger root, cinnamon bark and the Fairmont Empress tea blend. 85 proof; SRP \$39.99. empress1908gin.com

OUTDOOR DRINKING ADDS SPIRITS/COCKTAILS

Shatterproof drinkware has a new vessel: **GoVino** has expanded their current line of wine, beer, flute and decanter products to include 14oz dishwasher-safe whiskey glasses. Designed for spirits and cocktail enthusiasts alike, the GoVino Whiskey Glass is made of durable, lightweight, flexible, food-safe polymer, with patented ergonomic thumb notch and contoured base. Available packaged for resale (SRP \$17.95/fourpack); also sold as bulk singles, and can be imprinted. govinowine.com



BOURBON HITS THE BIG SCREEN & SHELF

Does bourbon go with popcorn? This September, a new straight bourbon whiskey—**Old Forester Statesman**—will debut in the “Kingsman” movie sequel, directed by Matthew Vaughn, starring original cast members (Colin Firth, Taron Egerton) and adding Jeff Bridges, Halle Berry and Julianne Moore, among others. In “Kingsman: The Golden Circle,” agents of a spy organization in the U.S. called Statesman act as Master Distillers as their cover. The film opens on September 22nd, but Old Forester Statesman will be available in August. SRP \$54.99; 95 proof. oldforester.com



POS POSTERS AVAILABLE

TEQUILA REVOLUCIÓN ENTERS U.S. WITH A SPLASH

With the category still ramping up, Tequila Revolución is debuting in America with four authentic tequilas, each with compelling quality/price value. Revolución uses only fully mature (7-10 years old) Weber blue agave and traditional artisanal techniques in El Arenal, Jalisco; the quality has already been demonstrated in multiple gold medals and high critic's ratings for the entire line. Top-shelf packaging makes the price points—\$44.99-\$79.99—even more appealing. Of special note, the Extra Añejo American Cask, aged 36 months in American oak, has a deep agave character, pleasant smokiness and sweet citrus notes. tequilarevolucion.com





UNDO ORDINARY

A soft, luscious, and
refreshing Rosé



ADORE US ON [Facebook.com/KimCrawfordWines](https://www.facebook.com/KimCrawfordWines)

Please enjoy our wines responsibly. © 2017 Constellation Imports, Rutherford, CA USA | NTE-KIM18009



BEFORE



AFTER

LABEL TECHNOLOGY REACHES CHILLING NEW HEIGHTS

We know New Zealand Sauvignon Blanc is hot. Now we can also see how cool it is. Matua is releasing their 2016 Marlborough Sauvignon Blanc (and Rosé) with thermographic label technology. The Chill Check label features a snowflake symbol that appears when the bottle is optimally chilled, along with a Ta Moko symbol which darkens. Once chilled, the label retains its color for about 45 minutes; and if re-chilled, it will change color again. SRP \$11.99. matua.co.nz | tweglobal.com

AROMATICS LEAD THE PROFILE & IMAGE OF NEW ADORADA

Does the nose know? Fetzer Vineyards has introduced Adorada—a California 2016 Rosé and a 2016 Pinot Gris. “We wanted to change things up a bit,” said Adorada winemaker Margaret Leonardi. “To balance the kiss-stained hue of our Rosé with an unexpected nose of spice and botanicals, and to bring the aromatics front and center in a typically understated varietal like Pinot Gris—crafted in an aromatic style reminiscent of a floral fragrance.” And in that vein, Adorada’s sleek, wax-draped package is designed to emulate a luxury perfume bottle. SRP \$19.99. fetzer.com



ADORADA IS SPANISH, MEANING “ADORED”

IS ROSÉ-POCALYPSE 2017 UPON US?

The pink parade continues to snake its way through the wine world, seeming to diverge and double back without losing momentum...



In Chicago, Rebar in the Trump International Hotel tempted guests with a rosé wine cart featuring a rotating selection of pink wines from France, Italy, California and beyond.



Pink Power has extended into rosé alternatives—witness the newest extension to the malt-based Verdi line of Italian bubbly; **Verdi Rosa** checks in at 5% alcohol and \$5.99.



Sparkling wines are getting in on the action: **Gloria Ferrer’s Brut Rosé**, made from estate-grown Carneros Pinot Noir and Chardonnay grapes (SRP \$29) gets its rosy tint from skin contact.

Seven Daughters Rosé joins the brand’s two other can-do wines (Moscato and Pinot Noir).



Fresh from France: **Fat Bastard** will gracefully descend upon American shores and shelves with “Blushing Bastard,” a blend of Grenache and Shiraz.



Who says you need actual rosé wine to catch the pink tiger by the tail? NYC’s Le Coq Rico serves a \$16 **Firefly Rosé** cocktail—made with house-spiced vodka, strawberry shrub, rhubarb and basil.

Stella Rosa, known for a semi-sweet, semi-sparkling style, added a wine they call Stella Pink, in 8.5oz single-serve aluminum bottles (\$4.99).



Sterling Vineyards, a bellwether for Napa Valley Cabernet, hosted the inaugural Napa Valley RoséFest featuring 30 wineries.

From Argentina, **Zolo Signature Rosé** is a stylish \$10 rosé blend of 60% Syrah, 35% Bonarda, and 5% Cabernet Franc.



Explore Limoncello for a summer sales boost. Showcase on shelves or on a cocktail menu.



Search & Order via
thebeveragejournal.com
 Sell. Better. Smarter.
 One subscription, all access.

- In print, online and iOS
- View portfolios
- Explore pricing, best deals
- Search types, styles, region & more
- Link sales reps
- Manage lists
- See ratings and more

CONTACT US



203.288.3375, ext. 100



brian@thebeveragejournal.com



Download on the
 App Store

LAYERS ADD UP

WHILE DIRECT SOURCING ENSURES QUALITY, A NEW CAMPAIGN IS SET TO POWER THE FAST-GROWING BRAND

BY W. R. TISH

Wine is no stranger to fanciful names, but one in particular may take the cake. Layer Cake, after a humble start as a single Australian Shiraz, has expanded and extended, both varietally and regionally. Coming off ten straight years of double-digit growth, it was tagged in 2016 by Nielsen as the #7 wine brand overall and #2 import in the U.S.

Like many fast-rising brands, the original concept was simple: Jayson Woodbridge, who had already taken a place among Napa Valley Cabernet elite via his Hundred Acre label, took aim at everyday drinking with a Shiraz from McLaren Vale and Barossa Valley. The name Layer Cake was a double-entendre, communicating the promise of rich, flavorful textures and the concept of layered vineyard soil—richness and complexity either way.

Jayson Woodbridge



But Layer Cake caught on and grew thanks to its intriguing label, generous texture, and fruit-driven profile overdelivering in the \$12-\$15 category, the fastest-growing in the industry right now. And the brand has proven especially appealing to Millennials.

Expansion was done purposefully, sourcing each wine in the country of origin, where the grape varieties grow best (including 80+ year-old vines in Australia, Argentina and Italy). Layer Cake added Primitivo from Puglia; Chardonnay and Cabernet from California; Malbec and a Red Blend from Mendoza. Each wine is handmade by Jayson Woodbridge, working with the same vineyards and farmers every vintage. (Layer Cake is fully-owned by Jayson Woodbridge; Hundred Acre Wine Group had worked with Vintage Point, based in Sonoma, for sales and marketing but as of March 2016 took full control of the portfolio.)

Eye on Imports, High on POS

With a decade of solid growth and a portfolio that hits on multiple popular wine types, Layer Cake is gearing up for even greater success. Of special note: the Sea of Stones Red Blend, from a single Mendoza vineyard of Malbec, Cabernet, Syrah and Petit Verdot now complementing the otherwise 100%-varietal line.



Layer Cake's memorable label and overdelivering quality in the red-hot \$12-\$15 price range ensured that fans quickly embraced the range beyond the original Shiraz.

"Sea of Stones fits right into the heart of the 'red blend' category," notes Lori Green, Director of Marketing. "It checks off a couple of boxes for anyone interested in the category—easy-to-drink red blend and an import from Argentina—making it a great transition into the category for anyone who is a fan of Malbec or just wants something different than your typical California, bulk wine blend."

Green adds that Layer Cake is now rolling out the brand's most ambitious POS programming yet, the "Drink Different" campaign, focused on the imported reds. Elements include case cards, shelf talkers, table tents and neckers with coupons or DropStops.

Plus, in states where legal, customers that buy a bottle of Layer Cake wine can receive a stemless, use-anywhere GoVino glass. "The brand pairing matches the spirit of adventure and don't-follow-the-typical-rules attitude of Layer Cake with the free-yourself empowerment of GoVino," explains, Green. "We're getting incredible feedback from our distributors about this program and we're excited to get it into market." The program will be supported with advertising and social media, further keeping the Layer Cake brand front of mind for adventurous wine lovers eager to "think different and drink different." ■



DRINK *Different*

LAYER CAKE



One Hundred Percent Hand Crafted

SHIRAZ

VINTAGE 2015
South Australia

WINES HAND CRAFTED IN

AUSTRALIA ITALY CALIFORNIA ARGENTINA

LAYERCAKEWINES.COM | @LAYERCAKEWINES

Beverage Media has built integration to the following POS systems to varying degrees. The codes with each vendor correspond with the integration points noted below:

AIM	1 4 5 6
ATLANTIC SYSTEMS, INC. (ASI - SPIRITS 2000)	1 2 3 4 5 6
BIZTRACKER/INFINITY	1
CAM COMMERCE (RETAILSTAR)	1
CASH REGISTER EXPRESS (PC - AMERICA)	1 4
CATAPULT	1
CELLAR TRACKER POS	1
COMCASH	1 4 5 6
COMPUTER PERFECT (LIGHTNING POS)	1
COUNTERPOINT	1
CREATIVE INFORMATION SYSTEM	1 4 6
INFINITY POS/BIZTRACKER	1
INNOVATIVE COMPUTER SOLUTIONS (ICS - VISION)	1 2 3
KBA SPIRITS (KEN BUSH)	3
LBOS	1 2
MAGSTAR	1 2 3 4 5 6
MERCHANT SOFTWARE -LiquorPOS	1
MICROBIZ	1
MICROSOFT RETAIL MANAGEMENT SYSTEM (RMS)	1 3 4 5 6
MPOWER	1 2 3
PAYGO	1
PERVASIVE	1
POS ANYWHERE	1 2
POS-IM	1
QUICKBOOKS	1 2
RCS	4 6
REVEL POS	1
UNIFY POS	1

- 1 WEBSITE INVENTORY UPDATES
- 2 WEB ORDER IMPORTING
- 3 PRICE FILE INTEGRATION
- 4 EORDERS SALES HISTORY
- 5 EORDERS PURCHASE ORDERS
- 6 ORDER SUBMISSION BY BEVMEDIA

• For information about any of these POS companies, please call 201-820-4903

LEARN ABOUT SELLING WINE ONLINE

Sign up for a **FREE DEMO** and see how a store uses the

BMG eCommerce system to maintain and promote products on a website by visiting:

www.bevsites.com or email our U.S.

eCommerce Marketing representative

Ian Tjornhom at itjornhom@bevmedia.com

EMERGING MARKETS

ALONGSIDE WINE-SEARCHER & SUCH, WHITE LABEL SERVICES ARISE

BY JAMES LAURENTI

Leveraging online marketplaces to increase overall sales is not a new strategy for wine and spirits retailers. Wine-Searcher has been connecting consumers and retailers for 19 years and has 1,000+ partnered stores in just the U.S. However, in the last five years, retailers—especially those in large cities—have received overtures from a number of newcomers including Drizly, Banquet, Thirstie, Minibar, Delivery.com and eBay, who look to shake up how consumers buy wine.

The influx is both exciting and worrisome. On one hand, new channels for business mean more ways to get sales. On the other, these services more tightly control the relationship and typically provide the checkout and sale. Only after the purchase does the transaction funnel to the retailer for order fulfillment. In contrast, the older marketplaces simply refer traffic to the retailer website. For this reason, participation in these newer marketplaces means more sales, but it also means yielding a chance to build loyalty with the customer.

To work strategically with these marketplaces, retailers should make a conscious effort to still use the majority of their available resources to focus on growing their own brand and business. Exclusively relying on marketplaces for sales has already proven to be a dangerous and vulnerable position, as a shift in policies can pull the rug out from underneath partners—like when Amazon booted wine retailers from their site in 2013. Still, getting in front of the marketplaces to sell to the customer directly requires sophisticated technology, which, if stores had to develop completely in-house would be simply prohibitive.

New Options

That said, alongside the emergence of many new competing marketplaces have surfaced new, white-labeled, services that aim to assist wine retailers in growing their overall business (and help compete with well-funded start-up marketplaces).

Deliv, a Bay Area-based company, which includes UPS among its investors, is the most recent addition. Recognizing the logistical and staffing challenges in offering professional delivery, Deliv supplies the trucks and drivers and offers local delivery on behalf of the retailer. What's more, the service provides a dashboard for the store to manage their delivery policy (when, where, and how quickly they offer delivery), and integrate those settings with their own eCommerce website and mobile application's checkout process. Not surprisingly, two other companies that provide white-labeled versions of mobile apps and eCommerce websites, respectively, Drync and BevSites (yours truly) have integrated Deliv with their own products.

Using marketplaces to drive sales can be effective, and stores should explore any avenue that will yield more business. However, retailers should not rely on the extra sales as consistent, long-term revenue. The best policy for the wine retailer is to think of themselves, their business, first: dedicate themselves on growing their own profile through their own resources and available white-labeled services. And, then, finally, augmenting that business by participating in profitable marketplaces. ■

To learn more about how Beverage Media can help with a website for your store visit BevSites.com, or contact James Laurenti at 617-864-1677. Follow us on twitter at twitter.com/bevsites.

EVERYTHING CONNECTICUT



Summer's Here Get Ready for the Holidays!

Market your Connecticut-based brand just in time for a three-month October, November and December run.

Save your spot in the buying guide for the trade that showcases locally-made products from Connecticut breweries, wineries and distilleries.

Whether you have distribution, are self-distributed, or getting ready to launch, this local feature section serves as a buying guide for Connecticut's on- and off-premise decision makers. Each section is broken into producer type: Breweries, Wineries and Distilleries.

Deadline: September 5, 2017



COTTO WINE BAR & TRATTORIA

51 BANK STREET
STAMFORD, CT

Cotto Wine Bar in downtown Stamford invokes a tucked away café in Rome. It offers a selection of 400+ wine labels divided among producing regions in Italy plus small, domestic and

international producers. A tapas-style menu, brick-fired Neapolitan pizzas and cheese selections accompany craft cocktails.



SOMMELIER

Ian Toogood

COCKTAIL

Vincenzo Gambi

RECIPE

- » 2 oz. Basil-infused rum
- » 2 oz. Mango and jalapeno puree*
- » 2 Dashes of lime bitters

Combine all ingredients in a pint glass, hard shake and strain over fresh ice in a Collins glass. Garnish with candied mango peel.

*Puree: peel and dice four mangos, chop one jalapeno and put into a pot on high heat for 5 mins. Cover with water and add 1/2 cup sugar. Bring to a simmer and cook for 30 min. Remove from heat, let cool and blend in a blender.


Sommelier and
General Manager
Ian Toogood.

“Vincenzo Gambi was an Italian pirate who plundered the Gulf of Mexico, hence the jalapeno and basil flavors. It’s the perfect combination of heat and sweet,” said Ian Toogood, Sommelier and General Manager, Cotto Wine Bar & Trattoria.

Cocktail photo courtesy of Julie Webel, MaxEx PR.

REGULATORY NEWS

Gov. Malloy Signs Farm Brewery Permit Bill into Law

FROM STAFF REPORTS

Gov. Malloy signed a H.B. 5928 into law, creating a manufacturer’s permit for farm breweries. The new “Farm Brewery” license allows permittees to make, store, bottle, distribute and sell up to 75,000 gallons of beer per year, and to advertise their product as “Connecticut Craft Beer.” Connecticut’s new law allows permittees to sell their beer on-premises and at farmers’ markets, with the requisite farmers’ market beer sales permit. Subject to certain conditions, they may sell and ship directly to retailers and consumers, including consumers in Connecticut.

The permit also allows permittees to offer tastings and free samples, and retail sales for both on- and off-premises consumption, though a municipality may prohibit the activity by local ordinance or regulation.

Permittees are required to grow a certain amount of the hops and barley they use in the beer manufacturing process. It sets the annual fee for a farm brewery manufacturer permit at \$300, and increases – from five to seven liters – the amount a farmers’ market beer sales permittee may sell to a person per day at a farmers’ market.

Also, the new law requires permittees to use a certain amount of hops, barley, or other fermentables grown or malted in the state. In the first year of a permit’s issuance, a permittee must use at least 25 percent of a combination of hops, barley, cereal grains, honey, flowers, or other fermentables grown or malted within the state when brewing his or her beer. The permittee must increase this amount to at least 50 percent the second year, where it must remain for subsequent years. Licenses will be administrated by the Department of Consumer Protection. ■





MEZCALES DE LEYENDA®

THE MOST COMPLETE AND DIVERSE COLLECTION
OF SUPER-PREMIUM, ARTISANAL MEZCALES



www.mezcalesdeleyenda.com



Produced, Distilled and Bottled in Mexico. Imported by M.S. Walker, Inc. Boston, MA.

PLEASE ENJOY RESPONSIBLY



SOUTHERN
GLAZER'S AT 

Clockwise from left:

Scott Oppenheimer, Regional President, Control States & Canada; Patrick Daul, President, West Region; Mike McLaughlin, President, Central Region; John Wittig, President, East Region; and Brad Vassar, Executive Vice President, Chief Operating Officer

The completion of the merger between Miami-based Southern Wine & Spirits and Dallas-based Glazer's Inc. last summer created the largest wholesaler in North America. One year later, the Southern Glazer's National Leadership Team describes why bigger means better for both suppliers and customers.

With operations in 44 states, Canada and the Virgin Islands, the 21,000-person Southern Glazer's Wine & Spirits (SGWS) distributes more than 150 million cases of wine and spirits each year to approximately 370,000 customers for a revenue stream of about \$18 billion. Which translates to over one-third of the wine and spirits market, by value.

These are numbers that make a lot of people in the beverage alcohol industry uncomfortable. Being extremely large is not considered a wholesaler virtue by many suppliers and retailers, who fear the erosion of leverage and service. Brad Vassar, Executive Vice President and Chief Operating Officer, SGWS, wants the industry to know that the opposite is true: "Execution is the number one job of a distributor, and every investment we make—whether it is in training or technology—is focused around making us better at it."

Vassar, who has been with Southern for 26 years, serving as the COO for the last six, has seen the organization grow dramatically, yet insists "the heart of this company has stayed the same. Even though we're as big as we are—and are now a different company with a different name—there is a very strong feeling that we are still a family-run company and the people here are part of that family."

TIMING IS EVERYTHING

The idea to combine these two businesses was not a new one: A merger was first attempted in 2008, but was abandoned. What changed? "The Glazer's we are in business with today is a different Glazer's that we saw in 2008," says Vassar. "But more importantly, the business in general wasn't ready for it. The supplier community wasn't behind it in the way that it is today."

Vassar believes supplier consolidation and an increasing focus on the U.S. as the most emerging, profitable and important wine and spirits market on the planet, served as critical factors. "In many other countries, these suppliers work with a single distributor platform, and wondered why they couldn't do that in the U.S.," he says.

Bacardi's decision to align nationally with the newly combined company—announced within days of the merger—was a groundbreaking first, and has since been followed by similar nationwide partnerships with other major suppliers.

THE CULTURE CONNECTION

On paper, Southern and Glazer's were ideally suited to team up. For one, they had complementary footprints and little market overlap, with Southern strong on both coasts and Glazer's core in Texas and the Midwest. Each company also brought unique supplier relationships.

But it turns out they had more in common than even they had realized. "Our cultures are surprisingly aligned," adds Steve Slater, EVP, General Manager, Wine. "We both have a strong customer-first culture which adds value to our supplier base. And we both want to win." The executive leadership coming from each company helped make the transition seamless. "There was no crisis of leadership, which can be typical in mergers of this size," says John Wittig, President, Eastern Region. "Southern and Glazer's have a legacy of family-driven direction with visionary patriarchs. Between Harvey Chaplin, Bennett Glazer, Mel Dick and Wayne Chaplin, we share a similar high integrity and a willingness to compete."

/// TEXT BY

KRISTEN BIELER ///

/// PHOTOGRAPHS BY

ANDREW KIST ///

NE

The families' unanimous refusal to cut financial corners has been a huge factor in SGWS's early success, believes Scott Oppenheimer, President, Control States & Canada: "The owners of these companies over-planned and invested massive resources to ensure a smooth transition. Quite quickly, we were all marching in the same direction and embracing the same culture."

BECOMING ONE

Which is not to say there weren't challenges. Merging both entities while at the same time integrating the Bacardi business across the company's national footprint made for a myriad of logistical hurdles: "It was an extraordinary time; there was a lot going on in a very short period," Vassar admits.

"The most critical thing was making sure our people understood who they needed to communicate with, that they were getting paid, that our bills were getting paid; it was a massive IT job. It was a huge HR job as well; my biggest concern was our employees who were thinking: 'How is this going to impact me?' I would hope that one year later they see the reasons why we did this."

Every territory was impacted differently. The Control States Region was relatively easy to combine, as there were only four markets where both companies overlapped, Oppenheimer explains: "In Iowa and Ohio, Glazer's was a distributor and a broker and Southern was a broker. In Alabama and Mississippi, Southern and Glazer's each had a brokerage business. We would not be able to invest the way we have and maintain the best talent if we were not leveraging across all Control States and Canada. Today the selling teams in Wyoming receive the same support and have the same tools as our teams do in Pennsylvania."

There was no overlap in Western Region President Patrick Daul's territory. "Our region is home to some of Southern's oldest markets like California, Arizona and Nevada," he says. "Places that have

tremendous resources and generate a lot of capital. Over the last decade we've applied best practices from these established markets to newer regions like Hawaii, New Mexico and the Pacific Northwest, and with the Glazer's integration we're sharing our expertise with markets outside our region as well."

By contrast, the Central Region was trickier, with the highest level of assimilation required. "Indiana was the only state where we had to completely integrate two separate businesses," says Mike McLaughlin, President Central Region. "Neither warehouse could accommodate us, so we had to outfit an entirely new facility in less than nine months. Our team was methodical and exceeded expectations; they did a fantastic job of not allowing disruptions to customers."

While data integration has been the biggest challenge across all regions, according to Slater—"merging two different systems with different product codes takes time and dedication"—the transition has been easier than anyone thought. "People ask me how the merger is going," says Slater. "I tell them we don't even talk about the merger anymore; it's already in the rearview mirror."

STRONGER THAN THE SUM OF THEIR PARTS

Leadership made a critical decision from the beginning—to adopt the best practice regardless of which organization it came from. Although Glazer's was in 11 states, compared to Southern's 35, the company operated with a regional structure, an

SELLING DIVISIONS

The structure of divisions within Southern Glazer's helps the company handle specific partners and categories more efficiently.

SGWS

This core division connects with the retail off- and on-premise trade at the street level, expanding a store's wine or spirits selection, reducing operating costs, and growing the business.

American Liberty

Dedicated to optimizing value and sell-through of brands of the Pernod Ricard USA portfolio in 33 of current Southern Glazer's states.

John Trainer, Executive Vice President & Managing Director

Emerging Spirits Brands

From shochu to mezcal to good old bourbon, this division gives the portfolio's spirits selection the attention and market insight it deserves.

Rodolfo Ruiz, Executive Vice President

Atlantic

Applying Southern Glazer's preeminent selling, logistics and data insights to the dynamic Constellation Brands portfolio.

Steven Taylor, Executive Vice President & Managing Director

Coastal Pacific

Overseeing the market success of Diageo across 12 states; Moët Hennessy USA across 15 states; and both portfolios in 17 Control States.

Gerald Rivero, Executive Vice President & Managing Director

Fine Wines

Seamless management of market logistics for everyone from the smallest family owned wine label to the largest commercial producer.

Steve Slater, Executive Vice President & General Manager

Transatlantic

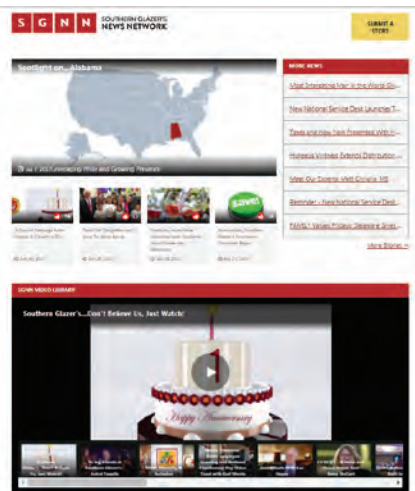
Spanning 44 U.S. states and into Canada, this division is dedicated to selling Bacardi, Patron and Heaven Hill as well as tracking trends on both a local and continental level.

Steve Cohen, Executive Vice President & Managing Director

approach that Southern decided to apply to all their markets.

“We had been a very flat organization,” says Vassar. “In spite of our growth, we didn’t have another layer of management; the general managers of each state were reporting to me. Adopting Glazer’s regional approach—breaking up the business into three geographic regions, plus Control States, with management making decisions closer to the field—was really significant. The most exciting part about this merger was creating something totally new, hand-picking the four people to run the regions and letting them hand-pick their teams.”

Employee engagement was another one of Glazer’s strength, believes Wittig, who has a unique perspective, having worked for both companies. “Glazer’s philosophy on internal communication was really impressive,” he shares. “They created the Glazer’s News Network [now Southern Glazer’s News Network – SGNN] to provide timely news, videos and information to all employees. We’ve replicated that and it’s been extremely helpful, particularly during the merger. It pops up as every employee’s home page and can be customized for local markets.”



From a tactical standpoint, Southern was a leader. “We’ve built proprietary data collection systems that are second to none, and the Glazer’s legacy markets are really benefitting from this,” shares Vassar. The company is also on the vanguard of mea-

suring performance with their Execution Tracking Tool, a phone app currently used by almost 10,000 employees. Sales reps take photos of brand displays and wine-by-the-glass placements, which are geo-stamped by location; results are instantly updated, and scorecards are produced. “The more we check on things the better we become,” Vassar says. “The way we executed and measured activation leading up to Yellowtail’s Super Bowl advertising last year was a perfect case of how this technology drove a behavior that gave real results.”

A NEW SUPPLIER WORLD

Large and small suppliers are starting to realize that SGWS has indeed built a better mousetrap. “Because we have a consistent approach in every market, suppliers are hearing the same thing across the country,” says Wittig. “Suppliers prefer having fewer points of contact, and my peers and I have terrific chemistry—there are no egos or politics, which provides seamless execution of standard business practices across all our regions.”

“The reaction of the supplier community has proven we are doing what the market wants and needs,” argues McLaughlin. “Companies like Bacardi, Campari and Beam Suntory signing on with us nationally really validates our decision to merge.”

It isn’t simply having a bigger footprint that matters to suppliers, believes Vassar: “It’s about transparency, it’s about synergy, and it’s about maximizing opportunity. At the end of the day, they expect us to execute more effectively and efficiently.” Having access to a broader range of more accurate data has changed the wholesaler-supplier dialogue, says Slater: “When we are collaborating on an effort, we can show current sales data, active accounts, growth rates and make realistic goals and predictions.”

With unique supplier perspective, having spent ten years at Moët Hennessy building their Control State Division, Oppenheimer recalls the game-changing experience when Diageo and Moët Hennessy chose to align with Southern in



“EXECUTION IS THE NUMBER ONE JOB OF A DISTRIBUTOR, AND EVERY INVESTMENT WE MAKE IS FOCUSED AROUND MAKING US BETTER AT IT.”

— BRAD VASSAR,
EXECUTIVE VICE PRESIDENT,
CHIEF OPERATING OFFICER

all markets. “We went from dealing with six different brokers with different routes to market and technology capabilities, to being able to set up one call and speak to every Control State manager and run national programs. Today, SGWS is the only broker with a national footprint in all Control States. Our suppliers love that that they can receive the same report and monthly recap from 17 states.”

THE ENHANCED CUSTOMER EXPERIENCE

The first customers to feel the difference were national accounts, says McLaughlin, whose Central Region is heavily chain-dominated. “Being a one-stop shop for

some of these large restaurants and retailers, who see us execute at a high level, solve problems and provide the most accurate and complete data, makes us very valuable to them. Our new National Accounts Division, led by Shawn Thurman, can now approach national account buyers and tell them: 'Over 95% of your stores or restaurants are in regions where we operate, we can track programs with real-time feedback.'

Independent restaurants and retailers won't see much change, assures Vassar. The only difference he hopes they will notice is a more highly-educated, knowledgeable sales representative. "You can never overinvest in training," Vassar believes. "We've really raised the bar on what a fine wine sales representative should be [see next page]." With 15 Master Sommeliers and 17 Master Mixologists on staff leading classes, and online courses available through Southern Glazer's University, the company has also implemented an intensive manager's course, with 90 days of coaching and in-market training.

THE MYTH ABOUT BIG

Still, being "too big" is something that Slater still hears a lot: "When someone refers to our size, I would ask instead that we be judged on our service, not our size. We are the best in logistics, have the best portfolio and the best-trained people on the street."

Slater gives the example of the Fine Wine Summit, now in its seventh year. The three-day event, held in a different

wine region every year, brings general managers of all fine wine divisions for immersive education. "Last year we went to Oregon's Willamette Valley—and we heard a lot of references to our size," he remembers. "When they saw that I brought the country's most powerful fine wine divisions and 15 Master Sommeliers to learn about Oregon's terroir and emerging AVAs, they were incredibly thankful. Only 'big' can do that."

"What our size gives us—and what separates us from the competition—is the investment in our people and technology. It's about having the resources and commitment to constantly improve," says Daul. Just a few years ago, forecasting supply wasn't Southern's strength, but that has changed dramatically, which is a huge benefit to suppliers managing costs. A deeper understanding of finance and reporting metrics is another area where the company has improved leaps and bounds in recent years, he adds.

FINDING OPPORTUNITY IN CHALLENGING TIMES

Having a competitive advantage is especially critical when the market softens—as it has over the last six months. "There has been a slow-down overall," reports McLaughlin. "The wine business is no longer growing; on-premise is soft. With the exception of Deep Eddy and Tito's, even vodka has become a tough category. We are looking at these challenges trying to get a better understanding of what's causing it."

All SGWS regions report the necessity of maximizing opportunities; tapping into the growth of ultra-premium tequila, American and Irish whiskey, Prosecco and red blends. Understanding what ignites a trend makes it possible to drive it, says Daul, such as the resurgence in gin led by the popularity of the Negroni. "Craft mixology in general can create trial in a category that consumers are less comfortable with, like gin."

Fortunately, trade-up continues despite the dip in total volume. "We are fortunate in Control States and Canada that each market has a long history of volume and value growth," notes Oppenheimer. "The liquor boards are focused on value growth and implementing new innovations to move consumers up the value chain."

"I remain extremely bullish on the wine and spirits business—the demographics in America are in our favor for the foreseeable future; these products are part of our lifestyle," Vassar states. But the need to evolve remains, he cautions: "Online purchasing, which has seriously impacted many other retail businesses, will be a reality for the wine and spirits industry, too. We are urging retailers to have some sort of web presence—whether doing it themselves, or having a rapid delivery service like Drizly do it for them. Independent retailers—and to me they remain the heart and soul of our business because they carry a broad range of SKUs—need to think about their businesses in new ways because the challenges aren't going away."

As for their own business, the merger is just one step further in adapting to the ever changing market: "We want to respect the past and path that people have walked, but to also embrace the future and where this company is going," says Daul.

"The merger is only a year old, but we are in a much greater place than we thought we would be," says Wittig. "But we must constantly improve and find new efficiencies. That is our business. Particularly as the largest wholesaler, we have more responsibility to enhance our abilities to serve our customers. And that work will never end." ■

/// TECHNOLOGY & TRENDS ///



Technology investment and a larger footprint have given SGWS insight that puts the company ahead of many trends. "One of the great benefits of our size is the ability to identify something that's boiling up before others might notice it," Slater says. The way rosé was exploding in the Hamptons a few years ago, for example. Keeping an open mind is mandatory: "You never know what the next hot brand or segment will be."



**CRAFT IS WHAT YOU MAKE IT.
BLACK IS HOW YOU DRINK IT.**
JIM BEAM BLACK® — WORLD'S HIGHEST RATED BOURBON.



400T 22



DRINK SMART®

Jim Beam Black® Kentucky Straight Bourbon Whiskey, 43% Alc./Vol. ©2017 James B. Beam Distilling Co., Clermont, KY
All trademarks are the property of their respective owners.
Awarded International Wine & Spirits Competition's 2016 Bourbon Trophy.

MAKE HISTORY®



WORLD'S HIGHEST RATED BOURBON



RAISING THE FINE WINE BAR

Prior to the merger with Glazer's, Southern Wine & Spirits had long been recognized as an industry leader in wine and wine education: Today the company has 15 Master Sommeliers on staff. Glazer's legacy markets are benefiting from this focus, and the entire company is doubling down on its commitment to fine wine. "Both companies share a commitment to growing wine," says Mel Dick, Senior Vice President and President, Wine Division. "Glazer's had a great wine business, but they want to make it bigger and we think we can help them do that."

Few people in the industry have the perspective of Dick: "I joined Southern in March of 1969, a number of months after it was founded. That year we sold \$890,000 of wine. This year we'll do close to \$6.6 billion. Wine represents 50% of our case volume."

It didn't happen overnight. "When Steve Slater joined Southern in 1989 in California, it was a much smaller wine company," he recalls. "When Mel and the other leadership wanted to strengthen the wine business in the early 1990s, it was a turning point in California. Ownership and leadership had tremendous vision with what we could do in wine."

The secret to their wine business success, Slater firmly believes, has been their unique, multi-pronged approach to the marketplace through the creation of fine wine companies or divisions to

WHEN FINE WINE DIVISIONS BECOME TOO LARGE, SMALLER DIVISIONS ARE CREATED UNDERNEATH THEM.

handle high-end, small producers. "In the early 1990s, Southern created American, a fine wine distributor in California," he recalls. "And I watched their team build a portfolio of coveted boutique brands." Vassar tapped Slater to head the division several years later. "Moving Schieffelin & Somerset's business to American was really the beginning of what became a \$300 million company," Slater says.

SGWS has employed this model across the country, and when fine wine divisions become too large, smaller divisions are created underneath them.

In Seattle, Southern acquired Cavatappi, a small fine wine wholesaler and has launched a new fine wine division for the Pacific Northwest, called American Wine & Spirits. "We have learned a lot in new markets, and today we allow these small companies' cultures to remain intact," notes Slater. "We occasionally use separate delivery trucks; there has to be a different look and feel for a portfolio that reaches a different customer."

INVESTMENT IN PEOPLE & EDUCATION

The merger has resulted in manpower ramp-ups across the country, Slater describes: "There were different needs in each market: Florida needed Italian wine and craft spirits specialists, California wanted more sales reps as well as a smaller fine wine division." National Accounts teams were given portfolio managers to focus on chain opportunities for larger-scale brands; and on the fine wine side, there are three new directors of strategy, each looking after about 20 suppliers.

"Young consumers are so much more curious," observes Dick. "The American consumer is probably the most knowledgeable wine consumer in the world today. And they are trading up: The \$15 to \$25 range, that's where the action is."

That sophistication—as well as the savvy of today's beverage buyer—demands a different approach. "The buyer has changed; to speak with highly-educated sommeliers we need highly-polished sales representatives," Slater says. SGWS has installed a rigorous education program, led by Eric Hemer, a dual Master of Wine and a Master Sommelier (one of four in the world), and today 3,800 of their sales reps have WSET Level 2 Certification, with the goal of reaching 10,000. ■

CRAFTING A NEW CANVAS FOR **THE ART OF VODKA**

**NEW VIBRANT DESIGN,
SAME AWARD-WINNING SPIRIT**

93 POINTS / EXCELLENT / HIGHLY RECOMMENDED
ULTIMATE SPIRITS CHALLENGE

4 STARS / HIGHLY RECOMMENDED
THE SPIRIT JOURNAL

4 STARS / EXCEPTIONAL
BEVX

f /VANGOGHVODKAS **@**VANGOGHVODKA
ig @VANGOGHVODKA **p** /VANGOGHVODKA

VANGOGHVODKA.COM | 375PARK.COM



Imported by 375 Park Avenue Spirits, Louisville, Kentucky.
Van Gogh Vodka 35% alc. by vol., 40% alc. by vol. Please enjoy responsibly.

[REFRAMING CALIFORNIA]

IT'S TIME TO
RECONSIDER THE WAYS
TO SELL WINE FROM
THE GOLDEN STATE

BY W. BLAKE GRAY



When talking about exciting wine regions, it's easy to forget California. The Golden State is responsible for about two-thirds of all wines sold in the U.S., yet sometimes we take it for granted.

But California is one of the world's most exciting wine regions. It's not just the perfect weather: it's the constant reinvention. Often we make that a weakness, reflexively favoring Nth-generation Europeans making wine just like their ancestors (though it's actually rarely true), as opposed to California, where they produce whatever's fashionable. The truth is, California's fine wine culture is now about 50 years old, and the learning curve over those 50 years has been steep. A state that once followed world wine fashion now sets it. Moreover, most clichés people believe about

California are simply not true. It makes some big-bodied high-alcohol wines, but it also makes world-class elegant Pinot Noir. It has some enormous brands, but it also is full of ambitious, small-scale entrepreneurs. Napa Valley alone has 500 wineries, all of them believing they make something special.

California wine sometimes sells itself: the marketing and label designs can be just that good. You can sell even more with just a little effort. Here are some strategies to keep in mind. >>



Is the sun setting on Napa Valley? That would be an exaggeration, but competition has ramped up, and savvy retailers and consumers are embracing other California regions, as well as wines beyond Cabernet and Chardonnay.



KNOW YOUR REGIONS (AND ALTERNATIVES)

Everybody knows Napa Valley Cabernet, and you probably carry some. But even entry-level wines have gotten expensive, and for most stores, there are only so many \$50+ Cabs you can stock. Alexander Valley in neighboring Sonoma County is a great alternative. The wines fit the Napa Valley taste profile—generously fruity—at a fraction of the cost. Jordan is a famous name from here; Scherrer is a cheaper alternative. An emerging area to know is Lake County, which borders Napa Valley. Obsidian Ridge is one of the best vineyards in Lake County and the wines can retail under \$25. Mention that geography on a shelf talker.

Russian River Valley has earned fame for Pinot Noir in the ripe style, but it will never appeal to your Burgundy customers,

The Sonoma Coast AVA is deceptively large, and stretches well inland.



VALUE CABERNET SAUVIGNON:

It's more difficult to make good cheap Cabernet than other varieties, but that doesn't mean there aren't some reliable names from up and down the state.

NORTH COAST

Geysler Peak
Benziger ▶

CENTRAL COAST

Hahn Estates
Hayman & Hill Reserve Selection

PASO ROBLES

J. Lohr Seven Oaks ▶
Robert Hall
Sextant
Viña Robles



who, given the prices of Burgundy these days, are looking for alternatives. Sonoma Coast wines are the most Burgundian Pinots from California, though it's important to taste them as the enormous appellation stretches far from the coast. Members of West Sonoma Coast Vintners are a good starting point; try Hirsch, Peay, Chamboulé or Red Car. Anderson Valley and Sta. Rita Hills are also good regions to look for Pinot Noirs that prize elegance instead of power.

The Central Coast is still the place for Quality/Price Ratio for just about every variety. If you're looking for good California reds under \$20, this is the place to be. And for power on a budget, it's hard to beat Paso Robles.

LEFT: Solar panels, seen here in Napa Valley, are just one of many ways the California wine industry has embraced "green" practices.

RIGHT: Napa Sauvignon Blanc has gained critical acclaim and is helping to chip away at Chardonnay's long reign as top varietal white wine.

DO YOU NEED THE FAMOUS BRANDS?

Some smaller retailers say they can't compete on price for big brands like Kendall-Jackson Vintner's Reserve Chardonnay with the big-box stores, so they don't bother to stock them.

This may be a mistake. You might not move a lot of K-J or BV, but if you don't carry any of these brands at all, you might not get a second visit from a busy shopper who drops by looking for something familiar.

Retailers often tell me they want to talk with their customers and learn their preferences, and that's admirable. It's what I want in a retailer. But I like to talk. Many of today's younger wine customers do most of their communication on social media. You can't start a conversation until they're ready to have one. Maybe that bottle of K-J can be the starter: "How would you like to try a wine that's just as good from a smaller producer?"

WINE STYLES ARE CHANGING ALL THE TIME

So you think you know California Chardonnay? If you haven't tasted a lot of it recently, you might have missed the move away from buttery, slightly sweet versions toward more freshness. This is a trend all over the state. It's particularly



noticeable in Carneros, where Rombauer-style Chardonnays ruled as recently as five years ago. Full-bodied wines are still in, but now they have tangible acid.

Zinfandel, too, is changing; it's still ripe and fruity, but super-alcoholic versions aren't as popular. Check out Ridge (of course), Bedrock or Turley. Even Napa Cabernet, the state's tentpole, is noticeably

different than a decade ago: acidity is more popular, especially in the top wines.

RED BLENDS ARE KING

Millennial men especially like red blends because they're new and exciting; and because they are fruity, low in tannin, and often slightly sweet. With the exception of The Prisoner, however, Millennials don't want to spend a lot of money.

Don't be afraid to literally use the words "new and exciting!" on a shelf talker. Millennials think having lots of grape varieties in a wine is a feature, not a bug, and they like the auteur concept. (But they don't like tannins; smoother is safer.)

Fortunately there is no shortage of red blends seeping from California, making them a good area to source "new and exciting" wines your nearby competitors don't have.

UNSUNG HEROES

Petite Sirah is perfect for today's wine market. It's rich, smooth and teeth-staining. Bogle has made a perch for itself in the bargain range; always fruity and perfect for Millennial consumers. Michael David does this wine affordably from Lodi, and the Eos bottling from the Central Coast is in the same range. J. Lohr does a fine Petite Sirah from Paso Robles. August Sebastiani's 3 Badge Beverage Corp. just added a Lodi Petite Sirah to their Plungerhead line; expect more varietal bottlings, not fewer.

Chenin Blanc was America's favorite wine in the 1970s. After a

LEFT: Ocean breezes and fog make the Sonoma Coast a hotspot for Pinot Noir in particular. RIGHT: Dry Creek Vineyard, in Sonoma's Dry Creek Valley, excels in Sauvignon Blanc and Zinfandel from their estate vineyards, but their secret weapon wine is Chenin Blanc, from Clarksburg.

long fall from grace, it's fashionable in New York restaurants again. Yet in some places in California it never went away. Dry Creek Vineyard has been making a delicious and affordable version of this wine for decades. For something with a story behind it, Chappellet continues to make Chenin Blanc even though prices for Cabernet on Pritchard Hill in Napa Valley have gone through the roof. It would make sense for them to uproot the vines, but they like the Chenin so it's still there. Sounds like a shelf talker waiting to happen. ■



Paso Robles, home to plenty of Cabernet Sauvignon and Zinfandel, is a good source of power wines that won't break a budget.



RECOMMENDED CHARDS BY STYLE:

Cheaper Chardonnays are often leaner than mid-priced wines because they simply get less ripe grapes. If customers are looking for leaner Chardonnays, you might steer them to spend less and make them extra happy.

LEANER

ForestVille (Bronco Wine Co.) ▶
A by Acacia-Unoaked
Foxglove



BUTTERY

Rodney Strong
Cambria
Stags' Leap Winery ▶



FULL-BODIED BUT FIRM ACID

La Follett
Hanzell
Dutton-Goldfield



OVERALL COMPLEXITY AND BALANCE

Ravenswood ▶
Avalon
Four Vines
Alma Rosa
Clos du Val Carneros
Landmark "Overlook"



CORDIALITY COUNTS

THE REVOLVING LIQUEUR RENAISSANCE COURTS A NEW GENERATION

BY DAVID LINCOLN ROSS

Luscious fruits, savory herbs and earthy nuts served as ingredients in some of man's earliest attempts to ferment beverages. A few thousand years has not changed that, but what has changed is the complexity and intensity captured in modern versions.

Indeed, the secret power of liqueurs of all ilks is their pure power—their ability to focus and amplify attributes of their core ingredient(s). It is this power that mixologists have honored and tapped as long as they have wielded swizzle sticks.

While it's true that overall sales of cordials (as liqueurs are also known) in the United States have been in gentle decline from about 21 million case sales in 2012 to about 18 million cases in 2016, standout growth in recent years by brands such as Aperol from Campari USA or St. Germain Elderflower from Bacardi USA, among others, illustrate there is still plenty of opportunity for the right flavor or cocktail to capture consumer trial and repeat business.



At today's trendsetting watering holes and at retailers across the country, patrons can see back bars—and shop shelves—chock full of tempting cordials and liqueurs. “We’re in a renaissance right now where we have so many wonderful fruit cordials and liqueurs to work with,” says Matais Tasley, Beverage Director, at San Francisco’s Sir Francis Drake Hotel. Consider the eponymous \$14 house cocktail served at the Bar Drake; Darnley’s View Gin and Rittenhouse Rye meet Cointreau and Green Chartreuse, with the powerful liqueurs—one bittersweet orange, the other a kitchen sink of exotic botanicals—more than up to the flavor-intensity challenge.

Left: a colorful cordial display at Wainscott Main Wine & Spirits, Wainscott, NY.
Top: Galliano L'Autentico, the herbal golden liqueur, was recently joined by a red expression, L'Aperitivo. Pallini Limoncello is made from prized Sfusato lemons, exclusive to the Amalfi coast.



The Bols range comprises over 40 unique flavors, divided into different groups: citrus; orchard; berries; tropical; herbs & botanicals.

The fact that the Sir Francis Drake cocktail leans on two iconic brands speaks to the category's deep history. In turn, historic concoctions are ripe for tweaking. At The Cannibal Liquor House, New York, Bill Brooks, Beverage Director, "riffs" on the 1970s classic Galliano-based Harvey Wallbanger, incorporating a frozen creamsicle, housemade orange marmalade and a dash of vanilla.

While it is certainly true that some liqueurs have earned their place on the backbar as star ingredients (think Midori in the Melon Ball; Kahlúa in White/Black Russians), liqueurs remain vital in the bartender's proverbial toolbox even when not a cocktail's main driver. The Cannibal's Berry Gibson, for instance, includes blackberries pickled in a blend of the classic blackcurrant liqueur crème de cassis, watermelon juice and apple vinegar; and their Thyme Gibson gains citrusy complexity via limoncello and vermouth infused with fresh lemon thyme leaves.

And when it comes to creating brand new cocktails, mixolo-

gists can turn to liqueurs as integral ingredients. "High-quality cordials can provide a bedrock for creativity," says Kevin Denton, National Mixologist for Pernod Ricard USA. "Utilizing a great triple sec with a variety of different base spirits can give you a myriad of cocktail options."

Indeed, almost as mysterious as the exotic recipes that go into liqueurs is the way in which a singular flavor expression suddenly emerge from the pack. Recent breakout hits have included pomegranate, with PAMA, and elderflower, with St-Germain, St. Elder and others. What will be next?

FLAVOR BOOM

Liqueurs have always been about flavor, so it is no surprise that the most enduring suppliers—firms such as Hiram Walker, DeKuyper, Leroux, Bols and M. Brizard—have a history of expansive portfolios and a knack for innovation. Brett Dunne, Managing Director, Lucas Bols USA, notes: "We have a liquid think tank in Holland, and we're always in the process of creating new flavors. This fall, we'll be launching Pineapple Chipotle and a new Pear flavor."

At the same time, merchants on the frontlines of flavor can never be too sure of what will catch on. "We carry around 48 different fruit liqueurs in the store at the moment," notes Sasha Staskiewicz of Union Square Wine & Spirits in New

Pallini has distilled since 1875. Recent "cello" extensions include peaches and raspberries.



BRAND FOCUS: JÄGERMEISTER



'KÜHL' COMPLEXITY

While most fruit liqueurs express singular flavors, herbal liqueurs draw their identity from a heady mix of herbs, roots, spices and flowers. Curt Mast, son of a vinegar manufacturer, perfected Jägermeister back in 1934. What made it the world's leading liqueur?

- 56 globally sourced botanicals extracted via four macerates
- Secret recipe meticulously crafted and carefully guarded for 80+ years
- Profile that balances sweet, bitter, fruity, spicy and herbal notes

UNIQUENESS BEYOND INGREDIENTS

Going from the hunter's drink to the toast of the underground, Jägermeister's popularity has been fueled by usage:

- as a shot, served "Kühl" at -18°C (also, conveniently, the average temperature of a home freezer)
- and as a cocktail ingredient—with everything from OJ to soda to rye

WHAT'S NEXT

Staying front and center in 21st century, Jägermeister has taken several bold marketing steps:

- A package makeover in 2016, featuring a more defined shape, more realistic stag, stronger logo and new copy
- A new global positioning, identity and campaign in 2017, marking the first major rebrand in its history
- Active social media campaigns with Foursquare, Spotify and, coming this October, Shazam
- For Halloween, a multi-million dollar campaign—ranging from TV to POS—encouraging consumers to celebrate the "darke" side of the holiday

JÄGERYE

1 part Jägermeister
1 part Rittenhouse Rye
Orange Oil & Peel (garnish)

Stir whiskey and Jägermeister with a large (2x2) ice cube of ice in a frozen 11-12oz Old Fashioned glass. Garnish with oil and peel of an orange.



LIQUID RAINBOW

On top of deep-mining flavor, cordial makers have been known to play up color as well—from the vivid greens of Midori and Chartreuse to the radiant oranges of Grand Marnier and Mandarine Napoléon; from dark red Chambord to bright red Cherry Heering; from amber Disaranno to jet-brown Kahlúa.

What's hot now? Blue is back, exemplified in the renaissance of Hpnotiq, the 34-proof turquoise-hued blend of vodka, fruit juices and Cognac. The brand went back to its roots, tapping the hip-hop nostalgia of the 2000s; thanks to celebrity partnerships (Two Chainz; Naturel), innovative digital programs and strategic events, Hpnotiq is taking root with a new generation of multi-cultural consumers.



York City, “65 if you include fruit infused/ flavored liqueurs.” He adds that along with the rise in spirits sales and the renewed interest in making drinks at home, “The demand for specific liqueurs has increased with Millennials. Our top three best-selling fruit liqueurs are Giffard Pamplemousse, [grapefruit], Luxardo Maraschino Liqueur and Capri Natura Limoncello.”

For amateur home bartenders and clients looking for something new to try, Staskiewicz shares a trusty selling tip: “I often find myself suggesting customers to get a neutral flavored vodka and add a splash of one of the Giffard products to flavor it themselves. The Pamplemousse is particularly lovely when a splash is added to rosé Champagne or to sparkling wine.”

FROM ‘SPRITZ’ TO ZEST?

The Aperol Spritz cocktail phenomenon has turbocharged sales of all kinds of fizzy cocktails amplified by fruit-flavored cordials and liqueurs—especially lemon-infused Italian brands, reports David Singh, Senior



Brand Manager, Palm Bay International, which imports a Sicilian lemon liqueur, Bottega Limoncino.

“Italian spirits are very trendy right now,” observes Corey Gallota, Brand Manager, Pallini Limoncello, Castle Brands. “I am seeing lots of restaurants using our Italian Spritz, which is three parts Prosecco, two parts Pallini Limoncello, and one part San Pellegrino sparkling water.”

Jason Schladenhauffen, President and COO of 375 Park Avenue Spirits, notes: “I believe the explosion of other Italian categories, such as Prosecco, has given Limoncello Rossi D’Asiago a springboard to use as we look to drive more non-conventional usage of Limoncello in cocktails.”

At Merchants Fine Wine in Detroit, MI, Manager Todd Roberts, says he usually carries about seven limoncellos, and they are all steady sellers. To promote the store’s selection, Roberts has hosted periodic tasting events; a recent for limoncellos drew 300. He recommends to customers to keep their limoncello in the freezer just like a favorite brand of vodka.

Piero Selvaggio, the owner of Valentino in Santa Monica, CA, concurs about the rise in popularity of Italian cocktails, especially those made with an Italian limoncello. A native of Italy, he counsels that any drink made with the Italian lemon-infused liqueur is like drinking “the freshness of the sun on the Amalfi Coast.” Selvaggio adds that limoncello makes a zesty granita and can be included in a wide range of desserts.

Back in New York, I Trulli Ristorante owner Nicola Marzovilla reminds that chilled limoncello can stand on its own, too: “The last couple of years, we’ve been offering a glass of limoncello, Moscato d’Asti or an amaro, and our guests love them.”

Notably, the zesty liquid has been produced with delicious results outside of Italy. Fabrizia Spirits, based in New England, for instance not only makes a limoncello, they also produce a blood orange version using California fruit as well as a “crema” using Wisconsin cream.



Bottega makes “Limoncino” using Sicilian lemons and grappa. The Bottega Spritz calls for Limoncino, Prosecco, a splash of soda, lemon and mint.

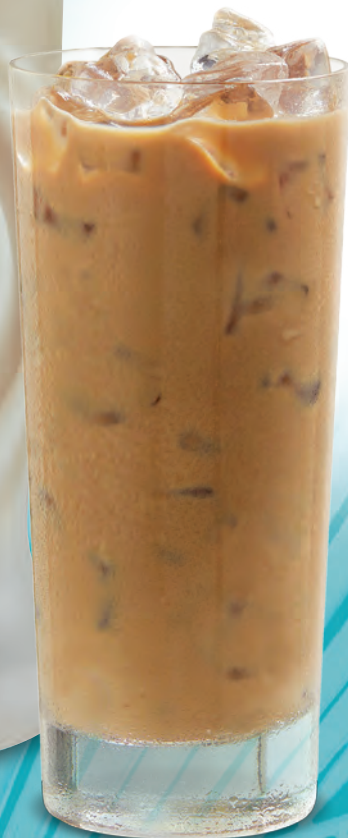
Looking ahead, it’s likely the cordial world will continue to expand rather than contract—partly because excellent liqueurs can be made just about anywhere these days. Under their SweetShine label, West Virginia’s Bloomery Plantation Distillery is making delicious liqueurs from Cranberry-Clementine to Black Walnut and Ginger. And flavors will continue to push limits; consider the exotic liqueurs now produced by The Bitter Truth—e.g., Apricot, Violet and Pimento Dram (allspice). Clearly, variations on the cordial theme remain plentiful and provocative. ■

SELLING TIPS

- Promote authentic brands; customers love a good story, and many liqueurs’ essences can be captured in a shelf talker.
- For anyone looking to give a gift, if the recipient has a favorite fruit or nut, there’s likely a cordial for that.
- Seasons count, especially in summer, when fruit-driven liqueurs bring bright flavors to cocktails.
- Sample, sample, sample; sampling equals sales.
- Remind customers you can special-order any line extension.

INTRODUCING

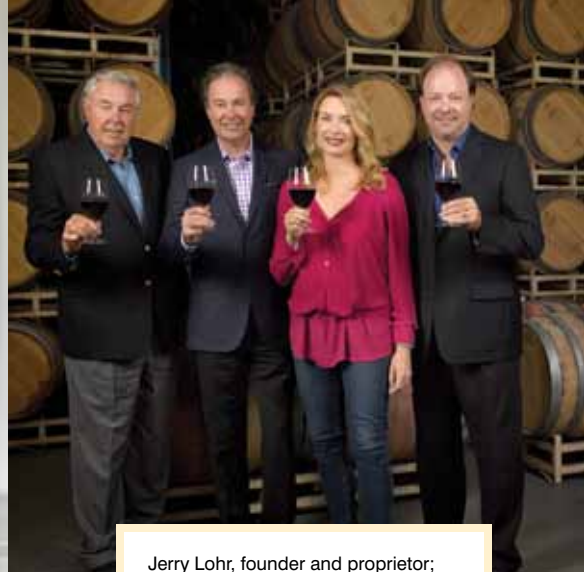
Frappa Chata®



Iced Coffee is the
HOTTEST drink in the country.
FrappaChata is the US's first Adult
Iced Coffee made with real

RUMCHATA.

Don't miss out on
the hottest thing to hit
shelves this summer!



Jerry Lohr, founder and proprietor; Steve Lohr, CEO; Cynthia Lohr, trade and brand advocate; and Lawrence Lohr, director of wine education.

AN ICON, UPDATED

J. LOHR'S NEW LOOK HITS THE MARKET

BY KRISTEN BIELER

In human years, 22 isn't all that old. But for wine labels, it's a different story. J. Lohr's Estates Series—the winery's best-selling line of wines—first debuted with the 1995 vintage and time was ripe for a makeover, says Steve Lohr, CEO: “We wanted the packaging to reflect where the quality has gone in recent years.”

The Estates Series includes eight wines, led by the well-known Riverstone Chardonnay from Monterey and Seven Oaks Cabernet from Paso Robles, and represents 80% of J. Lohr's considerable production (1.6 million cases annually).

Every year, volume grows as new consumers discover the brand. “We had huge double-digit growth for years, and now we are looking for more moderate growth with this series,” explains Jerry Lohr, who founded the winery in 1974. “Today, we're more interested in sustainability.”

Going Contemporary

The Lohr family wanted to update the look and feel of the bottle, without losing the power of brand equity. “Our goal was to have people recognize the wine, but sense that something was different and better about it,” explains

Jeff Meier, President/COO and Director of Winemaking.

Using new technology, they were able to create a two-piece label, which now sits higher on the bottle. There is a new pen-and-ink vineyard scene with less sepia, which gives a clearer, sharper look. Font sizes were increased and the colors brightened; contemporary touches like removing the gold trim on label border and using a matte finish give the bottles a more modern feel. Yet the rich heritage of the brand is also reinforced, with the addition of “family-owned since 1974” on the bottom.

While the changes are subtle, the end result is an impressive upgrade, one that was 18 months in the making. The long and laborious process is typical of the company's refusal to cut corners or pinch pennies in pursuit of quality. Unlike many large volume brands, J. Lohr uses expensive French and American oak barrels—no chips or extracts. In difficult, lower-yielding vintages, the family refuses to plug gaps in supply by releasing wines too soon; they insist on appropriate oak and bottle aging, and work hard to balance supply with demand.

The wine in the bottle reflects the same quest for quality. “We've done a lot of work internally to broaden the blending range for our Cabernet,” shares Meier. “We planted Petit Verdot in the mid-'90s and we're getting better at working with Cabernet Franc. This is what gives the Seven Oaks Cabernet so much complexity.”

Having the range of vineyards and terroirs—across Paso Robles, Napa and Monterey—that the family has amassed over nearly four decades makes this uniquely possible for the company. Adds Steve Lohr, “With over 3,700 acres of vineyards and three significant wineries, we have the assets and family commitment to grow our brand for decades to come.” ■



Arroyo Seco
Appellation,
Monterey County

**EXCEPTIONAL WINES,
FOUR DECADES IN THE MAKING.**



J. LOHR ESTATES
MONTEREY | PASO ROBLES

JLOHR.COM



SANGRIA WITH HERITAGE

GLUNZ FAMILY WINERY USES CENTURY-OLD SKILLS TO CRAFT FINE BOTTLED SANGRIA

BY KRISTEN BIELER

The key to creating an exceptional sangria is as obvious as it is rare: Start with high-quality wine and all-natural citrus extract—and don't water it down. "Most sangrias have artificial flavorings and tons of water added, whether listed as ingredients or not," says Matt Glunz, who runs the Paso Robles-based Glunz Family Winery, where he crafts De La Costa Sangria with his brother, Steve.

It should not be surprising that the Glunz brothers craft their own extract—"we use real lemon, lime and grapefruit peels and high-proof brandy; it's so intense aromatically that a little goes a long way," Steve explains. They learned the trade from their grandfather who made perfumes and flavors during Prohibition.

But the family's legacy of pioneering in the beverage alcohol industry dates back even farther, when Louis Glunz emigrated from Germany in 1871 at age 17 (with his friend Oscar Mayer), and opened a wine, spirit and beer shop in Chicago. The first to bottle Schlitz beer in 1893, essentially creating the beer wholesale business, Glunz began bottling his own cordials, spirits and wine. Subsequent generations expanded into almost every facet of the industry; in the 1950s,

Bold, dark red flavors and bright acidity keep it balanced and refreshing, even on ice.

third generation Louis Glunz—Matt and Steve's father—started a wine wholesale business to service the Midwest.

It was Louis' love of Port that lured him to California, where he opened a bonded winery in Paso Robles with 20 acres in 1992, focusing on small-batch fortified wines.

Although Louis had been tinkering with sangria mostly as a hobby since the 1970s, it was Steve and Matt—who between them worked for Gallo, Penner-Ash and Murphy-Goode among others before joining the family business—who saw the potential for a high-quality sangria in the market. They decided to make De La Costa a national focus for their winery (which also produces Pinot Noir, Grenache and Cabernet).

De La Costa's White Sangria is made from Sauvignon Blanc



De La Costa is packaged in reusable swing-top 1L bottles, replicas of the ones Louis Glunz cleaned as a bottle washer in WWII. Currently, Glunz is also testing their sangria in cans, which come in 250ml four-packs.

picked early to retain high acidity. "We ferment it dry then add a bit of sweetener and our citrus-infused brandy. Most sangrias are low-alcohol because they have so much water added; ours is pure wine with 11% ABV compared to most which are closer to 6% ABV" describes Steve. "This is what separates us from most other sangrias on the market."

A blend of Zinfandel and Merlot, De La Costa's Red Sangria starts off as "a dynamite bottle of wine," states Matt. A hint of tannin and dark red fruit flavors make it a bolder, more substantial red sangria than what many are used to, with bright acidity that keeps it balanced and refreshing, even on ice.

With early successes in Costco and Whole Foods, De La Costa is branching out into new markets. "Once people taste it, they understand why we are more expensive—around \$11.99 for a one liter bottle; the quality is there," says Steve Glunz. "Often sangria is made with the dreges of whatever wine is leftover. For us, sangria is the priority." ■



de la costa SANGRIA



**TOP 5 SANGRIA
IN NEILSEN RATINGS
FOR RED AND WHITE.**
Nielsen 52 weeks ending 5/20

OUR BOLD-FLAVORED RED AND WHITE DE LA COSTA SANGRIAS ARE
BEST POURED OVER ICE AND GARNISHED WITH A FRESHLY CUT FRUIT BLEND.

PREMIUM WINE THAT IS 100% CALIFORNIA

Our White Sangria stems from a Sauvignon Blanc and balances out the crisp and refreshing citrus flavors of lemon, lime and grapefruit.

Our Red Sangria is made with a combination of Zinfandel and Merlot offering an excellent center of dark fruit flavors.

WE ONLY USE CITRUS FRUITS SUCH AS LEMONS, LIMES
AND GRAPEFRUIT TO BALANCE THE SWEETNESS.

We never add water, like many Spanish sangria, which is why ours is very rich in flavor and is higher in alcohol.

Our unique, premium packaging with an air-tight reclosable opening makes De La Costa Red and White Sangrias an all-time festive favorite.



GLUNZ FAMILY
WINERY & CELLARS

GFWC.COM

🦋 A FIFTH GENERATION FAMILY BUSINESS 🦋

Marketed by Bronco Wine Co. | 855.874.2394 | www.broncowine.com | www.glunzfamilywinery.com | ©2017 Glunz Family Winery

P

new
products

1



2



3



4



5



6

1. 'J BLACK' PINOT NOIR

The first new wine from J Vineyards & Winery under ownership by E. & J. Gallo is a multi-appellated Pinot Noir. Based on fruit from Monterey, Sonoma and Santa Barbara counties, "J Black" is made in a riper, rounder, plusher style, and at a more accessible price point (\$25) than many Russian River Valley AVA peers. Excellent prospect for high-end glass pours.

\$ SRP: \$25
globe jwine.com

4. TEMPUS TWO AUSTRALIAN WINES

Palm Bay International and the McGuigan family have teamed up to bring Tempus Two to America, marking Palm Bay's re-entry into the Australian wine category. Tempus Two comprises two ranges, sourcing fruit from Australia's premium terroirs. The Varietal Series includes a Sauvignon Blanc and Shiraz; the Copper Series includes a "Wilde Chardonnay," a portion of which undergoes a natural fermentation; a Shiraz co-fermented with Viognier; and a vibrant, flavorful Copper GSM blend.

\$ SRP: \$14.99/Varietal Series;
 \$19.99 /Copper Series
globe palmbay.com

2. REDEMPTION WHEATED BOURBON

Redemption Whiskey—known for producing premium rye whiskey and high-rye bourbon—has released a limited-edition "Wheater." While most wheat-forward bourbons have between 20% and 30% of the grain in the mash bill, Redemption Wheated Bourbon contains 45% winter wheat, 51% corn, and 4% malted barley. Four years in new oak, along with the high wheat content, yields a mellow and nutty whiskey with a long smooth finish, even at 96 proof.

\$ SRP: \$45.99
globe redemptionwhiskey.com | deutschfamily.com

5. FABRIQUERO SOTOL

Fabriquero is bringing to the U.S. a new sotol, distilled from wild *Dasyliirion wheeleri*, aka Desert Spoon, not unlike tequila and mezcal are made from agave. The traditional Mexican spirit displays strong minerality and notes of wild grass that stem directly from the base plant. An underlying richness comes from the acacia wood used to cook the piñas. Highly mixable, this sotol also exhibits herbaceous notes, great acidity and a long finish. 90 proof.

\$ SRP: \$64.99
globe fabriquero.mx

3. MYX FUSIONS 'SINNER'

The latest addition to the Nicki Minaj's Myx Fusions wine line, Myx Sinner is a semi-sweet red blend designed to be served chilled. Made from 100% California grapes (Ruby Cabernet, Montepulciano, Rubired, Cabernet Sauvignon), the wine displays hints of raspberries and a smooth texture. The bottle features a snake coiled around its length. Currently in 11 states; national by end of year.

\$ SRP: \$10.99
globe myxfusions.com

6. PENFOLDS MAX'S

Iconic Australian winery Penfolds has launched a major new line, inspired by Max Schubert, Penfolds' legendary original winemaker, who created the iconic Grange. For the Penfolds 2015 Max's Cabernet Sauvignon and 2015 Max's Shiraz-Cabernet, winemaker Peter Gagos applied Schubert's visionary approach of multi-regional and multi-varietal blending. The bright red, shrink-wrapped exterior can be "unzipped" after purchase to reveal a classic Penfolds bottle within.

\$ SRP: \$25
globe tweglobal.com | penfolds.com

EVEN A
bastard
CAN BLUSH

FAT *bastard*™



NEW
TO THE
MARKET

FAT *bastard*™ BLUSHING BASTARD

- Appellation: Vin de Pays d'Oc, France
- Blend of Shiraz & Grenache
- Round and full on the palate with ripe red fruits and a long, fresh finish.

Follow our shenanigans

  @FatBastardWine  @FatBastard_Wine

MundoVino

THE WINEBOW GROUP

FAT *bastard*

FAT *bastard*™
Made in France





7



8



9



10



11



12

7. SLANE IRISH WHISKEY

Slane Irish Whiskey was created by Brown-Forman and the Conyngham family of Slane, whose roots in the Irish village date back over three centuries. Slane's "Triple Casked" maturation process uses virgin oak, seasoned oak and Sherry casks to produce a bold yet smooth spirit with a more robust flavor than traditional Irish whiskey. Slane's name is familiar to rock 'n roll fans, thanks to the Slane Castle Concert series, founded 1981.

\$ SRP: \$29.99
slaneirishwhiskey.com

10. SINFIRE APPLE CINNAMON WHISKY

Hood River Distillers has unveiled an Apple Cinnamon extension of Sinfire Cinnamon Whisky. Available in 50ml and 750ml, Sinfire Apple combines smooth rich premium whisky with the warm kick of cinnamon spice and tart fresh Golden Delicious and Granny Smith apples. Finished with glacier-fed spring water from Mount Hood. Recommended as a shot, or mixed with apple cider or cranberry juice over ice. 70 proof. Limited markets; national in fall.

\$ SRP: \$15.99
hrdsprits.com

8. KELVIN SLUSH ORGANIC FROSE

Pink wine has legs. Contributing to the momentum: "frosé," the frozen rosé cocktail. While lots of restaurants and bars have added a frosé, it is difficult to keep batches tasty and consistent. Enter Kelvin Slush—experts in the craft of frozen cocktails—with a proprietary organic Frose mix. Combines easily in a slushie machine with water and spirits or a mix of wine and spirits. Other flavors: Citrus, Ginger, Margarita, Piña Colada, Tea. One 64oz jug makes about 37 drinks.

kelvinlush.com

11. FRÍSCO BRANDY

San Francisco-based North Channel Distillery has launched Frisco, the company's inaugural spirit, inspired by Pisco, the grape-based spirit native to Chile and Peru. Crafted in San Francisco from California grapes, Frisco brandy is double-distilled via a copper pot still in small batches, followed by a unique charcoal mellowing; the result is a clean, full-bodied, yet delicately smooth spirit with floral overtones and suggestions of tropical fruit. 90 proof.

\$ SRP: \$35
friscoliqor.com

9. CLINE FAMILY CELLARS

Sonoma-based Cline Family Cellars unveiled a new label design for their Lodi Old Vine Zinfandel in celebration of the winery's 35th anniversary. The new package reflects the rich character of the wine, and highlights the Lodi appellation and family ownership. For Cline's Lodi Zinfandel, 50-plus year old vines deliver juicy, ripe berry, jam and spice notes to the 2015 vintage. Cline also makes an "Ancient Vines" Zin, from century-old vines in Contra Costa.

\$ SRP: \$10.99
clinecellars.com

12. RAVAGE CABERNET SAUVIGNON & RED BLEND

Constellation's latest wine fits neatly in with "decadent" reds that have proven so popular lately. Ravage 2015 Cabernet Sauvignon and 2014 Dark Red Blend are both smooth, generously ripe and rounded out with vanilla/mocha notes. The Cabernet includes Merlot, Zinfandel and Syrah; the Dark Red Blend is 44% Cabernet Sauvignon, 24% Petite Sirah, 16% Syrah, plus Merlot, Zinfandel and other red grapes. Both have California appellations.





\$ SRP: 12.99
ravagewines.com | cbrands.com

Like What You See?

Get the Whole Picture

Connecticut's only **trade magazine** and comprehensive **online resource** for the local licensed beer, wine and spirits industry.

Included in Your Subscription

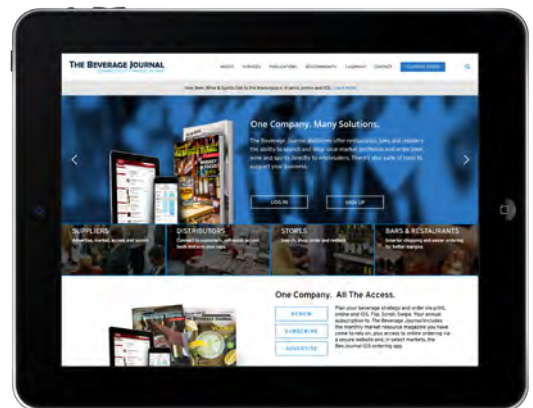
-  **GET**
Market Information
-  **LEARN**
About New Products
-  **READ**
News, Be News
-  **SHOP**
Products & Prices Anytime

PLUS

Access to the Ordering Product Portal & the App

Real-time products and prices, anytime, via mobile phone, tablet or laptop

Online ordering 24/7 direct to wholesaler



CONTACT US TO SUBSCRIBE

CALL US AT 203.288.3375 | VISIT US AT WWW.THEBEVERAGEJOURNAL.COM