

Connecticut

How Beer, Wine & Spirits Get To The Marketplace



THE BEVERAGE JOURNAL

December 2015

Search & Order Online with
www.TheBeverageJournal.com

YEAR ~ OF ~ *Discovery*

AMID A BOOMING MARKET,
2015 MARKED A TURNING POINT
FOR AMERICAN WINE DRINKERS



plus

ROSE CHAMPAGNE
RIDES THE PINK WAVE

THE 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 ONLINE PRODUCT PORTAL

REAL-TIME PRODUCTS AND PRICES, ANYTIME,
VIA MOBILE PHONE, TABLET OR LAPTOP

ONLINE ORDERING 24/7

CONTACT US TO **SUBSCRIBE**

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

THE BEVERAGE JOURNAL

CONNECTICUT

DECEMBER 2015

FEATURES



10 New Spaces

CDI cuts the ribbon on its new expansion, ushering in future growth.



14 Trade Tastes

Pages loaded with seasonal trade tastings as wholesalers hosted wine, spirit, and beer suppliers and their brands.

44 Seven Beer Blasts

Brewing trends to keep an eye on, from lower alcohol to new quality standards.

52 Year of Discovery

With fascinating wines coming from the unlikeliest places, 2015 has become the Year of Discovery.

60 Everybody Loves Pink

With pink wine now soaring, Rosé Champagne is gaining an edge on its peers.



DECEMBER 2015

64 Something "Bleu"

Bronco Wine Company's Blanc de Bleu has a special appeal for the wedding market.

68 Separate and Together

Working side by side in their new office, Winebow and Martin Scott Wines chart new territory in the fine wine wholesale game.

72 Retail Review

A former teacher finds eager new students in her North Haven wine shop.

78 Chip This

Smoothing out the road ahead as consumers get new chip cards.

80 Women in Wine

The Winebow Group's annual leadership symposium draws a growing group of wine professionals.



DEPARTMENTS

- 5 Market Point
- 6 News Front
- 22 Around Town
- 42 Beer Column

- 46 Regulatory News
- 48 Legal Matters
- 66 Bar Talk
- 74 New Products & Promotions

- 76 Local News
- 78 Serving Up / Talkin Tech
- 79 Portland Cocktail Week
- 82 Wine Buzz

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 80 NO 12 DECEMBER 2015

{ 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 | \$8 FOR SINGLE COPY
\$68 FOR TWO YEARS (Includes shipping and handling)

Subscription includes

Web portal product 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.
116 John Street, 23rd floor, New York, NY 10038
tel 212.571.3232 fax 212.571.4443
www.bevnetwork.com

MARKETPOINT

It's time for the closing issue of 2015! Highlights include a big look at consumer tastes in wine and bubbly: just in time for the holidays.

- The cover story calls 2015 the "Year of Wine Discovery." The explosion of SKUs has resulted in an empowerment of consumers unlike any other time in America's wine drinking history. This leaves wine merchants' vital position as the gatekeepers more important than ever. Ready?
- Rosé Champagne takes the popularity of pink and translates it into bubbly; and it is growing faster than the rest of Champagne.
- From pink to blue, a brand profile on Blanc de Bleu outlines its specific appeal for weddings and celebratory traditions.



- Plus, local news, faces and places. Retail Review visits North Haven and Serving Up hits Mystic.
- Recaps of Fall Tastings continue this month, and Around Town covers the latest from around the state.
- Turn to the market's most comprehensive brand and price index, in print and online. Need your password? Ask us how to access all the market info online. A new year is coming, make your resolution to maximize your subscription!
- Be sure to note our upcoming 2016 release of the BevJournal shopping and ordering app via iTunes for iPhone and iPad. It's our gift to you. One subscription, three market solutions to make running your business easier: in print, online -- and soon, right on your phone or tablet.

WARMEST HOLIDAY WISHES!



ON THE COVER

Macedonia Wine Region

Courtesy of Stobi Winery/Wines of Macedonia

CHARMER SUNBELT, WIRTZ BEVERAGE FORM PARTNERSHIP AGREEMENT

The Charmer Sunbelt Group and Wirtz Beverage have signed an agreement



to combine all their beverage alcohol productions as Breakthru Beverage Group. The company will operate in 16 markets and employ over 7,000 people, as well as represent a portfolio of beer, wine and spirits with annual sales of \$6 billion. Greg Baird, President of Charmer Sunbelt, will serve as President and CEO of Breakthru Beverage Group. Arthur Wirtz, the COO of Wirtz Beverage, will serve as Executive Vice President of Operations and a member of the board of directors. Current President of Wirtz Beverage, Daniel Wirtz, will serve as Vice-Chairmen to the board. W. Rockwell Wirtz and Charmer Sunbelt Chairman Charles Merinoff will lead the organization as co-chairmen to the board. The closing is expected to take place in January 2016.

SCOTTISH DISTILLERS RETURN TO GEORGE WASHINGTON DISTILLERY FOR TASTING

A team of U.S. and Scottish distillers, along with a representative from the Scottish Government, the Distilled Spirits Council of the United States (DISCUS), and the Scotch Whiskey Association previewed a single malt release produced



at George Washington's Distillery in October. The single malt distilling project began in spring of 2012 when DISCUS and the Scotch Whiskey Association partnered with the historic Mount Vernon distillery to create a limited edition single malt whisky and a distillers' reserve single malt. The team of Scottish and American distillers included Dr. Bill Lumsden, Director of Distilling for The Glenmorangie Co.; Andy Cant, Distillery Manager for Cardhu Single Malt Distillery, heart of Johnnie Walker blended Scotch Whisky; John Campbell, Distillery Manager for Laphroaig Distillery; as well as Mount Vernon distillers David Pickerell and Steve Bashore.

SPARKLING WINE SECTOR SET FOR CONTINUED GROWTH

Over the next five years, the non-champagne sparkling wine sector is set for a period of "healthy growth" following the category's slowdown in 2014, according to recently-released research from just-drinks and IWSR.



The report predicts an increase of about 17.5 million nine-liter cases by 2018. The majority of the growth will come from sparkling wine's four largest markets, the United States, Germany, the United Kingdom and Russia. "Global interest in and demand for prosecco has been growing steadily in recent years, and it shows no signs of slowing," the report noted. In 2013, global prosecco sales overtook those of Champagne for the first time.

MONDAVI HONORED BY WINE STAR AWARDS

Michael Mondavi, vintner and entrepreneur, has been named the 2015 "Person of the Year" by *Wine Enthusiast's* Wine Star Awards. Mondavi is celebrating his 50th anniversary since his first harvest and his 10th year vintage of "M by Michael Mondavi" and Folio Fine Wine Partners, this year. "This recognition by the *Wine Enthusiast* is very humbling," said Mondavi. "However, it would be more accurate to call it 'Persons of the Year' because it reflects the hard work and dedication of so many people including my wife, Isabel, my children, Rob and Dina, our team at Folio, and the great network of distributors and clients with whom we have built relationships over the past years." Mondavi will be honored at the awards dinner in January 2016.



RESEARCH FIRM TECHNOMIC REPORTS BEER INDUSTRY GROWTH

According to Technomic's 2015 BeerTAB Report, beer remains "the most frequently consumed" alcohol and the biggest adult beverage industry, but ongoing declines in per



capita consumption challenges the research. The beer industry grew slightly in 2014 by 0.4 percent, which is an improvement over 2013. The 2015 BeerTAB Report said craft and imported beers are growing, but more so at retail level than on-premise locations, because cost influences drink purchases. The report went on to say craft beer growth is up 14-percent in volume in 2014 and has seen five consecutive years of double-digit increase.



Now a Brescome Barton on-premise EXCLUSIVE

Available in Original, Sugar-Free, Red Edition and Blue Edition



BRESCOME
BARTON, INC.
WHOLESALE LIQUOR • WINE • BEER

GQ MAGAZINE NAMES BEST DRESSED SOMMELIER

Penfolds wine and GQ Magazine have named Kyle Ridington (second from left in photo) as this year's winner of "Best Dressed Somm."



Ridington, from Piora Restaurant in New York City, was awarded the style title at an exclusive reception at the Penfolds House. More than 100 sommeliers across North America were judged on their ability to dress with a look that demonstrates "effortless style." GQ Magazine executive stylist Brett Fahlgre, celebrity chef and style guru Marcus Samuelsson, and designer Rachel Roy were judges for the contest.

FETZER VINEYARDS ACHIEVES B CORP STATUS

Fetzer Vineyards has become the largest wine company in the world to receive a B Corp certification, joining McEvoy Ranch to become



one of the two only B Corp-certified wineries in California. The B Corp certification is given to companies that "meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems." Fetzer Vineyards has also set a goal to become Net Positive by 2030, which means the company will be putting more back into the environment and communities where they work than they are taking out.

TREASURY WINE ESTATES WILL ACQUIRE DIAGEO'S WINE BUSINESS

Diageo has sold its U.S.-based Chateau and Estate Wines, as well as the UK-based Percy Fox businesses for \$552 million to Treasury Wine Estates. "Diageo's strategy is to drive stronger, sustained performance through focus on our core portfolio and today's announcement is another element of that strategy in action. Wine is no longer core to Diageo and this sale gives us greater focus," said Chief Executive of Diageo, Ivan Menezes. U.S. brands include Beaulieu Vineyards, Sterling Vineyards, Acacia, Provenance and Hewitt, among others. The transaction is expected to close at the end of 2015.



LOCASCIO SELECTIONS NAMED IMPORTER OF ITALIAN SPARKLING WINES

Leonardo LoCascio Selections, a member of The Winebow Group, has been named the U.S. exclusive importer of Barone Pizzini and La Valle, Italy's producers of sparkling wines. "In a time of renewed interest in Italian 'metodo classico' sparkling wines, Leonardo LoCascio Selections has decided to take an important position in the Franciacorta category by representing two producers of the highest level and of different styles," said Ian Downey, senior vice president and general manager of Leonardo LoCascio Selections. "We are thrilled to have these extraordinary producers in our portfolio." Leonardo LoCascio Selections will import five wines from Barone Pizzini and three wines from La Valle.



EPA HONORS BACARDI WITH EXCELLENCE AWARD

Bacardi USA was recently honored with a SmartWay Excellence Award from the U.S. Environmental Protection Agency (EPA) because of their leadership in freight supply chain environmental performance and energy efficiency. Bacardi has demonstrated top environmental performance by transporting all freight with environmentally and energy efficient SmartWay carriers, as well as using battery operated forklifts and motion sensor lights in their warehouses. Bacardi was one of 11 companies to receive this award.



TERLATO WINES ADDS LUXURY BRAND TO WINE PORTFOLIO

Terlato Wines has entered into a long-term agreement to be the exclusive marketing agent for David Bruce Winery, which is located in the Santa Cruz Mountains of California. Terlato will feature three David Bruce Wines in its portfolio, including Russian River Valley Pinot Noir, Sonoma County Pinot Noir and Russian River Chardonnay. David Bruce Wines joins Terlato's portfolio, which is comprised of more than 70 wine brands from over dozen countries.



Top Honors *for* Our Spirits

#21650
\$27⁴⁹/btl



Caledonia Barr Hill Gin

“Without artifice, their products couldn’t have been made anywhere else.”

PUNCH

#49408
\$27²⁵/btl



St. George NOLA Coffee Liqueur

“Fresh and sophisticated. Carries the taste of very good dark-roast coffee to an absurd length.”

Los Angeles Times

#66206
\$33⁹⁹/btl



Michter's US*1 Straight Rye Whiskey

“Sweet, spicy, subtle and complex; great for cocktails.”

The
New York
Times

#00072
\$59⁹⁹/btl



WhistlePig 10YR Rye Whiskey

“If you’re drinking (rye whiskey) neat, you can’t do better than WhistlePig.”

GQ

#11299
\$199⁹⁹/btl

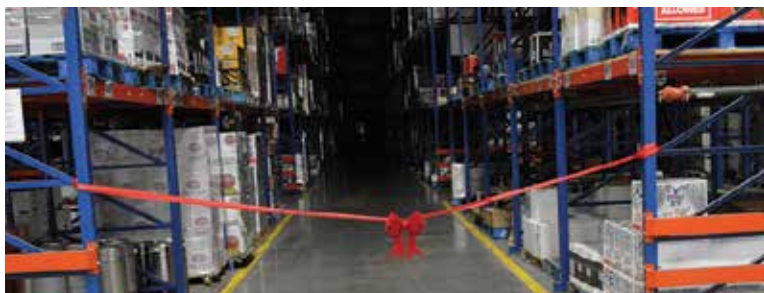


Rum DIPLOMÁTICO AMBASSADOR

“... might just be one of the highest quality spirits money can buy.”

**TRAVEL+
LEISURE**

**Please contact your salesperson for availability.



CDI CELEBRATES EXPANSION AND EMPLOYEE EFFORTS

A year after groundbreaking, team gathering spotlights past and future

On October 19, 2015, Connecticut Distributors, Inc. (CDI) celebrated the expansion of their operations building and warehouse space in a ribbon cutting ceremony. The official ground breaking was almost a year ago to the date, on September 25, 2014. After 95 truckloads of cement, the new building extension can hold an additional 80,000 cases of product in 40,000 additional square feet, with extra height for incremental storage space. The Charmer Sunbelt Group's Chairman and Chief Executive Officer, Charles Merinoff, was present at the event and shared with employees "what an amazing day, with such deeply caring people" the milestone represented. Everyone was then invited to walk the red carpet to the ribbon cutting ceremony held in the warehouse to celebrate with CDI President Brian Albenze.

Prior to the ribbon cutting, the team gathering began with the Tim Considine Leadership Award given to Kevin Mahon, Sales Manager. The award, given for "empathy and fairness, honesty/integrity, professionalism, confidence, respect and humor," was named in memory of Considine, a long-time CDI employee who passed away in 2012. Tim's wife and son were on hand to present the award. CDI donated \$2,222 to ALS in honor of Tim's sales number. The company also honored Tom Pollock, a 35-year employee of CDI, who passed away suddenly in 2015. A walkway around the building was named in memory of him. There were team-building awards given to many more employees, and the group enjoyed a time-lapse video of the construction leading up to the event.

The expansion included creating a larger Sales Room, which now accommodates CDI's entire team of professionals. A new standing desk table was made using materials from the construction, alongside repurposed wine barrels. Color and accent features are found throughout the new spaces, as is new, energy efficient lighting. The building was decorated and furnished to "reflect the true essence of what we do, and who we are, with the intent to remain clean, classic and timeless," said Maura Tancredi, Human Resources Director, CDI. ■



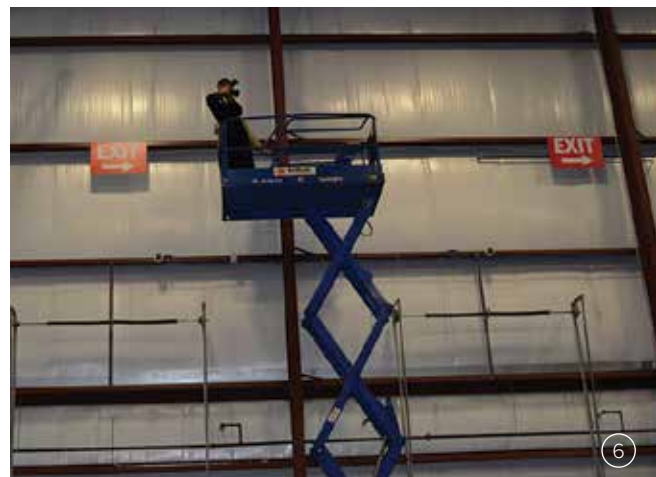
Gene Luciana, Chief Financial Officer, Charmer Sunbelt Group; Terry Backer, State Representative; Charles Merinoff, Chief Executive Officer, Charmer Sunbelt Group; Brian Albenze, President, Connecticut Distributors, Inc.; Stratford Mayor John Harkins; Laura Hoydick, State Representative.



Aerial shot of CDI employees in the new space.



A banner welcomed ribbon-cutting ceremony guests.



1. Brian Albenze; Gene Luciana, Chief Financial Officer, Charmer Sunbelt Group, Mayor Harkins; Charles Merinoff; Terry Backer, State Representative.
2. Edgar Garcia, COO and Chief Financial Officer, CDI and Mayor Harkins.
3. Brian Considine, son of Tim Considine; Brian Albenze; Kevin Mahon, Winner of the Tim Considine Leadership Award; Cheryl Considine, wife of Tim Considine; Wayne Murray, Operations Manager and last year's recipient of the award.

4. Karen Pollock and daughter Stacey Pollock, accepting the honor of a walkway in memory of the late Tom Pollock.
5. Repurposed wine barrels are incorporated into design decor.
6. CDI's Joe Palisi taking the aerial shot in the new warehouse.

EDERBROS

fine wine & spirits since 1933

PEOPLE - PRODUCTS - RELATIONSHIPS

The best companies are made up of the best people – people with strong values and common objectives. Their success is measured by the quality of business and personal relationships – relationships built on honesty and strength of character.

We at Eder Bros., Inc. are fortunate and proud to work with many of the best people in our business. Our loyal customers are the hardworking foundation of the beverage retail and hospitality industries. Our suppliers are the genuine innovators of the trade, and we've enjoyed the privilege of representing many of their fine products for decades. Perhaps most of all, the extended family of Eder Bros., Inc. staff builds on those relationships everyday. Their commitment, pride and integrity define real success.

Thank you for your friendship and confidence. We wish you great happiness and prosperity in the year to come.



IN RECOGNITION OF MORE THAN 20 YEARS OF SERVICE - 2015

FRONT ROW: *(Seated)* Dottie Celata, Frank McDonough, Phil Hitchcock, Sean Mikovich, Solomon Burgess
(Standing) Kerry O'Connell, Joe Camputaro, Mike Kisner, Kate Weber, Richard Weiss

2ND ROW: Tom Ehrler, Dave Castaldi, Don Guimento, Phil Russo, Steve Goodridge, Andy Eder

3RD ROW: John Moynihan, Ralph Anastasio, Kathy Purcell, Dennis Tobin, Tim Reilly, Mike Sosensky, Charlie Garufi, Steve Lacman, Bryan Weber, Ron Williams Jr., Don Lockery

BACK ROW: Lou Mastroni, Bob Bastasini, Chris Emanuel, Fred Brano, John Cummings, Jay Massaro

MISSING FROM PHOTO: Tom Alling, Lynn Corso, Tom DeFilippo, George Melillo, Mike Ondusko, Matt Perry, Jerry Schweitzer, Bob Tessmer

Decades of Service

Our people make it happen. Our 114 employees average 15½ years of service. 85 of our 115 people have been with us at least 5 years and over one-third of them have been with us over 20 years. They are all wonderful people who do everything possible to provide superior service for you. We are so proud of them.

Management, Sales & Merchandising

Andrew Eder 44*	Robert Bastasini 33	Michael Kisner 35	Jerry Schweitzer 56
Richard Weiss 41	Adam Biondolillo 1	Joel Lall 12	Stephen Senft 4
Cutter Smith 9	Dominick Borghese 2	Brendon Mahony 1	Tim Senft 13
Chris Emanuel 22	Ashleigh Bepko	Frank McDonough 38	Philip Serafino 1
Charles Garufi 27	Chris Capozzoli 3	George Melillo 36	David Strout
Michael McGrath 14	David Castaldi 36	Jason Miller 13	Joyce Thompson 9
Jonathan Fredyna 12	Andrew Clement 15	John Moynihan 37	Maria Vaspasiano
Ed Weissauer 16	Amy Gallagher 1	Kerry O'Connell 30	Tony Vincent 1
Ralph Anastasio Jr. 21	Steve Goodridge 20	Sophia Pecora 1	Steven Zgradden 12
Michael Sosensky 21	Steven Gray	Nancy Peduto	John Cummings 28
Jennifer Caulfield 3	Donald Guimento 26	Tim Reilly 38	Michael Donahue 16
Bonnie Nather 13	Phil Hitchcock 42	Vincent Rossetti	Dan Miklovich
Trudy Meyer 9	Lisa Kazersky 3	Phil Russo 40	Michael Stock 1
Janna Waite 4	Steve Lacman 31		Dennis Tobin 29
Chris Munk 4			
Heather Burrows 8			

Office Operations

Tom Alling 31	Tom Ehrler 32	Sean Miklovich 29	Brooke Royka 8
Solomon Burgess 21	Diane Glynn 15	Yvette Niesel 9	Kristie Sabino 16
Dottie Celata 35	Dave LaConte 16	Michael Ondusko III 23	Paula Sommer 9
Lisa Consiglio 15	Linda Maenza 18	Matt Perry 21	Dorothy Stenger 19
Lynn Corso 23	Lou Mastroni 20	Kathy Purcell 22	Crystal Thomas 14
Mark Davis 8	Joe Matikowski 13	Tina Reynolds 4	Kate Weber 29

Warehouse and Delivery

Fred Brano 38	Robert Gabriel 19	Donald Lockery Jr. 20	Jonathan Reyes 1
Jeffery Brown 7	Matthew Galello 15	Edward Mansfield 8	Dennis Royka 9
Joseph Camputaro 22	Alfred Gonsalves 18	Jay Massaro 32	James Siddall 16
Frank Collazo Jr. 8	Daniel Howard 2	Angel Morales 13	John Stepeck 17
Dionicio Colon 2	Roy Howard 1	Jose Morales 13	Robert Tessmer 28
Tom DeFilippo 22	John Just 1	Carlos Nazario 1	Bryan Weber 34
Dino D'Amato 13	Sean Klapcik 3	Victor Pallasco 8	Ron Williams Jr. 22
Ken Eyman 10	Stephen LaConte 10	Charles Pearson 7	Ron Williams III 9
		Thomas Prokop 10	

* Denotes years of service with Eder Bros., Inc.

OPICI FAMILY DISTRIBUTING TAKES GUESTS ON WORLD TOUR OF TASTES

Opici Family Distributing of Connecticut hosted an “International Wine and Spirits” trade tasting at their Milford location on October 6, 2015, complete with airline ticket theme. Trade professionals were able to sample more than 500 different wines, including an array of international selections from the Opici Wines, which was named “Importer of The Year” in 2014 by *Wine Enthusiast*. The tasting showcased over a dozen spirits from within Opici’s Market Street Spirits as well.

1. Claudia Centola-Franey, Marketing Manager, Opici Wines; Zach Brinley, Owner, Brinley Gold Shipwreck; Sebastien Roux, Owner, Domaine Roux Pere & Fils; Marco De Martino, Owner, De Martino Wines; Lisa Guglielmo-Tigeleiro, New Jersey State Manager, Opici Wines, Matteo Meletti, Owner and Distiller, Meletti; Barry Glovitch, Brand Ambassador, La Colombaia; Phillip Piranio, Vice President National Sales, Opici Wines; Barbara de Miguel, Brand Ambassador, Vicanco; Joe Landolfi, Brand Manager, Market Street Spirits; Nicola Lenci, Owner, Fattoria di Magliano; Ryan Anderson, Brand Ambassador, Monteferro; Antonio Zaccheo, Jr., Owner and Winemaker, Carpineto; Chris Zanzarella, Brand Manager, Opici Wines; Felicia Palombo, Owner, Luiano; Scott McDonald, CT State Manager, Opici Wines; Andrea Vitolo, Brand Ambassador, Fratelli Urciuolo; June Ordaz, Brand Ambassador, Albet I Noya; Steve Krieger, Mid Atlantic Manager, Opici Wines; Priscila Evans, Marketing Associate, Opici Wines.
2. Sam Dendas, Sales, Opici Family Distributing of Connecticut; Brian Lewis, General Manager Connecticut Mid-Atlantic, Opici Family Distributing; Bonnie Williamson, Owner, Traditional Wine Innovations, LLC; Scott Randall, General Sales Manager, Opici Family Distributing.
3. Ilham Zrida, Sales Manager, Ethica Wines pouring wine through a decanter for Kurt Spann, East Coast Regional Sales Manager, Peju Province Winery.
4. Shirley Ryan Roy of Roy Estate.
5. Priscela Evans, Marketing, Opici Wines with Destello Cava.
6. Chris Potter, Northeast Market Manager, The Other Guys.
7. Lindsay Scalise West II, CT Key Account Manager, Bronco Wine Company.



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17

- 8. Olie Berlic, Northeast Regional Manager, Southern Starz with Ken Onish, President, Southern Starz.
- 9. Dale Randall, Northeast Division, Wine Hooligans with Cycles Gladiator and 3 Ball Wines.
- 10. Zach Brinley, Owner, Brinley Gold Shipwreck with Matteo Meletti of Ditta Silvio Meletti.
- 11. Sean Oakley, Regional Director New England, Distell USA, Inc., featuring whiskeys.
- 12. Megan Van Der Stad, Brand Ambassador, Sileni Estates; Filippo Polegato, Sales Manager, Astoria Wines; Chuck Andreae of Prestige Wine Estates.

- 13. Kevin Piacentini, President, Winery Associates East, showcasing Left Coast Cellars of Oregon.
- 14. Marissa Ocasio, Market Manager, Le Grand Courtagé France with Rosé Brut.
- 15. Ian J. Scudder, Brand Ambassador, Serge Dore Selections.
- 16. Juan Francisco Collado, President, Tequila 1921.
- 17. Janee DeLancey, National Sales Manager, Alpha Omega Wines.

TRADE GUESTS EXPERIENCE CDI PORTFOLIO AND RAISE CHARITABLE FUNDS

Connecticut Distributors, Inc., (CDI) hosted their annual “CDI Experience Wine and Spirits” on October 6 at the High Rollers Luxury Lanes and Lounge inside Foxwoods Casino and Resort. In its seventh year running, CDI has partnered with Connecticut Food Bank and donated \$5.00 for each case sold the day of the event. In those years, CDI has been able to provide 200,000 meals to the Connecticut Food Bank. Area bartenders mixed it up in a cocktail competition during the event.

1. Samantha Kelman, CSW, CSS, State Manager, On-Premise Connecticut and New Hampshire, E. & J. Gallo Winery, pouring wine sample for trade guests.
2. Bethany Arico, Lake of Isle Golf Course, with Dave Bodurtha, Regional Manager Massachusetts and Connecticut, Jackson Family Fine Wines.
3. Jeff Brooks, Northeast Regional Manager, with Laura Paul, Northeast Key Account Manager, both of King Estate.
4. Bruce Baker, Sales Consultant Strategic Business, The Charmer Sunbelt Group with Denise Fumega, Sales and Marketing Consultant, Italian Wine Selections.
5. Pamela Macrini, New York and Connecticut Regional Manager, J. Lohr Vineyards and Wines.
6. Dimitrios Zahardias, USBG Chapter President with George “Hutch” Hutchinson, Regional Manager, Pernod Ricard.
7. Nadine Gengras, Account Development Specialist of Spirits, CDI with Andres Soriano, Bar Manager at Max Fish. Soriano won the cocktail competition with his drink “Irish Goodbye.” Trade professionals were able to sample cocktails mixed by local bartenders and vote on their favorite drink.
8. Anthony Mannuccia and Dylan McCullough, Retail Account Specialists, On-Premise CT, Pernod Ricard.





9



10



11



12



13



14



15



16



17



18

- 9. "Spectre," the new movie in the James Bond series, has partnered with Belvedere Vodka to create commemorative James Bond 007 Belvedere bottles.
- 10. Emily Clark, Marketing Manager with Tim Clarke, General Manager, both of Polly & Joan's Cordial Co. based in Wallingford, Connecticut.
- 11. Michael Penn and Megan Cumo of Diageo with Captain Morgan Cannon Blast and Deleon Platinum.
- 12. Monica Badlani, Chief Operating Officer and Nilofar Hashmy, Representative, both of Somrus Indian Cream Liqueur.
- 13. Nick Masters of 180 East Ltd., with Hawthorne's London Dry Gin.
- 14. Caroline Abbott, Boston-Metro Market Manager, Inspired Beverages, Inc., with Marc Nicolet, Vice President Eastern Division, Pisco Porton.
- 15. Kailyn White, Southeast Regional Manager, One Hope Winery.
- 16. Jean de Castelnau, Champagne Ambassador, G.H. Mumm & Perrier-Jouet with Stephanie Lamison, G.H. Mumm & Perrier-Jouet.
- 17. Wendy Koder, New England Regional Manager, Testa Wines of the World.
- 18. Erica Kraypohl, Portfolio Manager with Winthrop Pennock, Partner, Artisanal Cellars.

WORLDWIDE WINES HOSTS ANNUAL LUXURY WINE AND CHAMPAGNE TASTING

On November 4, 2015, trade professionals gathered at Worldwide Wines headquarters in North Haven for a luxury wine and Champagne tasting. Worldwide Wine management and staff poured samples of Joseph Phelps Insignia, Dominus, Chateau Cos D'Estournel, Louis Roederer Cristal, Napa Valley's Heitz Cellars Martha's Vineyard and many others, while guests enjoyed the brand education opportunity.

1. Worldwide Wines' November tasting.
2. Geoffrey Mansfield, President, Worldwide Wines pouring Louis Roederer Rosé.
3. Dyan Grant, Director of Marketing, Worldwide Wines.
4. All of Super Cellar Warehouse Liquors in Avon: Bill Conroy, Tony Rousseau and Scott Taylor.
5. Mike Tobin, Manager, Worldwide Wines pouring samples.
6. Martine Warner, Worldwide Wines Regional Manager, pouring wine for Tryg Mixter, Manager, Connecticut Beverage Mart and Kristen Mixter of Little River Restoratives in Hartford.
7. Aaron Taylor, Jack Osei and Julia Rosenthal, sales representatives of Worldwide Wines.
8. All of Oxford Liquors in Manchester: Nilaxi Patel, Co-Owner; Paresh Vinchhi, Employee; Rash Patel, Co-owner.
9. Paul Tortora, Worldwide Wines with 2013 Tenuta Terre Nere.
10. Howard Asadow, Worldwide Wines' Regional Manager, with Richard Aries of Charles Fine Wines in Glastonbury, pouring 2014 Hamilton Russell Vineyard Chardonnay of South Africa.
11. Worldwide Wines' Regional Manager Matt Wimberger pouring.
12. A selection of wines.





JOIN US THIS HOLIDAY SEASON & INTO THE NEW YEAR

From the magazine you've come to rely on to the new website and new online tools for your business needs today, we serve – and link – the beverage community.

We are the market's most trusted and comprehensive source for alcohol beverage news, and brand and pricing information, serving Connecticut beverage industry professionals for over 70 years.

From our beverage family to yours, *happy holidays*

- > Your trusted source for products and prices
- > Secure online search and shopping for over 40,000 SKUs
- > Direct-to-wholesaler online ordering
- > Trade association updates and official state notices
- > Brands, profiles and trend reporting
- > Tastings, launches and events
- > Local and national news

THE BEVERAGE JOURNAL

WWW.THEBEVERAGEJOURNAL.COM

COMING SOON

THE BEVERAGE JOURNAL'S

new app





SLOCUM & SONS HOSTS ANNUAL FALL TRADE TASTING

On October 8, 2015, Slocum & Sons hosted its annual fall trade tasting at the Hopkins Inn in Warren. Tables showcasing wines and spirits were set against a scenic seasonal backdrop, overlooking Lake Waramaug in Connecticut's Litchfield Hills. New selections, such as handcrafted, premium spirits from Litchfield Distillery located in Litchfield, Connecticut and wines from Boundary Breaks Vineyard of the New York Finger Lakes region, were among brands represented.

1. A table display against the scenic backdrop at the Hopkins Inn.
2. Sherrie Glynn, Sales Information Director, Slocum & Sons; Noah King-Smith, Key Account & Spirits Manager, Slocum & Sons; Chris Bonavita, Sales Representative, Slocum & Sons.
3. Max Standafer, Fairfield County Regional Manager, Slocum & Sons.
4. Chris Williams, National Accounts Manager, Slocum & Sons.
5. Ed Zabit, Sales Representative, Slocum & Sons.
6. Piper Thurrott, Sales Representative, Slocum & Sons.
7. David Baker, Partner, Litchfield Distillery.
8. Bruce Murray, President, Boundary Breaks Vineyard.
9. Archie Riley, Eastern Sales Director, Henriot, Inc; Ethan Hunt, Regional Manager New England & Mid-Atlantic, Henriot, Inc.
10. Chad Frazier, Merchandising Coordinator, Slocum & Sons.
11. Guests enjoying the tasting.

CHATEAU ST JEAN®

THE SONOMA YOU SHARE

THE SEASON TWO GIVE

TREES FOR TWO

MOLLY BEST – OWNER, THISTLE MEATS
DANIEL MOREHOUSE – ART SPACE DESIGNER
SHARE: Charcuterie



*\$1 IS DONATED FOR EVERY 2 BOTTLES OF CHATEAU ST. JEAN PURCHASED UP TO \$50,000

LEARN MORE ABOUT YOUR DONATION AT
CHATEAUSTJEAN.COM/TREESFORTWO

#TREESFORTWO



Enjoy
Responsibly

chateaustjean.com/treesfortwo
©2015 Chateau St. Jean, Kenwood, CA 11160203





BROCKMANS GIN PARTICIPATES IN “BEST OF NEW HAVEN LIVING” GALA

On September 25, 2015 Brockmans super-premium gin visited Lighthouse Point Park in New Haven to celebrate the “Best of” winners from the *New Haven Living* Readers’ Poll. Guests were greeted with a full red carpet treatment and were able to ride a classic carousel, among other activities throughout the night. Hundreds of guests in attendance sampled the spirit via a “Brockmans & Fever Tree Tonic” or a “Brockmans & Lemonade” cocktail offering. Brockmans launched in Connecticut in April 2015 and is available throughout the state via Worldwide Wines.



CK MONDAVI AND CDI PARTNER FOR INTREPID FALLEN HEROES FUND

CK Mondavi Family Winery partnered with Connecticut Distributors, Inc. (CDI) to raise donations for the Intrepid Fallen Heroes Fund (IFHF), a program that supports wounded military personnel. CDI donated \$3,800 to the fund. On October 14, 2015, CDI staff and CK Mondavi Family representatives visited the Intrepid Sea, Air and Space Museum in New York to present the check to IFHF. “The Intrepid Fallen Heroes Fund provides greatly needed support to the injured men and women of the Armed Forces and their families,” said Marc Mondavi, Proprietor of CK Mondavi Family Vineyards. “Together we all can make a difference in the lives of the men and women who have so proudly served our country.” CK Mondavi Family Vineyards has donated \$105,000 to the IFHF to date. Along with CDI, Southern Wine and Spirits of New York and Young’s Market Company also raised funds with CK Mondavi Family Winery to donate to IFHF.

Steve Baye, Vice President of Business Management and Marketing, CDI; Robert Carbone, Regional Manager - CT/Metro NY, CK Mondavi Family; Lisa Yaconiello, Vice President, IFHF; David Winters, President, IFHF; Marc Mondavi, Proprietor, CK Mondavi Family; Brian Albenze, President, CDI; Pete Kawulicz, Business Manager, CDI; Edgar Garcia, Vice President and CFO, CDI; Steve Slota, Off-Premise Division Manager, CDI.



MAROTTI CAMPI VISITS BLACK BEAR WINES & SPIRITS

In early October, Winemaker Lorenzo Marotti Campi traveled to Connecticut from Italy’s La Marche region, where his family has been making wine for over a century. He spent time at Black Bear Wines & Spirits in Westport with Manager Ethan Epstein, sharing his wines, which include a Brut Rosé made of the rare Lacrima di Morro d’Alba varietal, and Luzano, a 100% Verdicchio. Cellar Fine Wines distributes Marotti Campi in the state.

Winemaker Lorenzo Marotti Campi and Ethan Epstein, Manager, Black Bear Wines & Spirits.



Bringing Troops

home

for the

holidays

BRINGING TROOPS HOME

Sutter Home and the Veterans Business Outreach Center are joining forces to bring service men and women home for the holidays.

to apply or learn more,
visit vbocix.org

SENDING CARE PACKAGES

Text "HOME" to 89800. For every valid text received, Sutter Home will donate \$5* to help send care packages to troops serving abroad.

for information,
visit sutterhome.com



www.ctdist.com
feedback@ctdist.com
www.facebook.com/corksandcocktails
Order #'s 203.377.1000 • 800.972.9595



*Up to \$20,000. ©2015 Sutter Home Winery, Inc., St. Helena, CA



BEVMAX OPENS LARGEST CONNECTICUT RETAIL STORE

BevMax opened its largest retail store in the state to date, located at 20 Backus Avenue in Danbury. The new 15,000-square-foot location offers a selection of 6,500 products available for purchase. On October 3, 2015, BevMax and Danbury Mayor Mark D. Boughton hosted a Grand Opening and Ribbon Cutting ceremony at the new location. The event was open to the public and Mayor Boughton commenced the ceremony with a welcome speech.

1. BevMax employees, Claudia Castillo, Laura Garcia and Danica Wilhowy, preparing to welcome guests at the new Danbury store.
2. Danbury Mayor Mark D. Boughton (left) presented an award to Michael Berkoff (right), President/CEO of BevMax, LLC, at the Grand Opening celebration. With them is Stephan Rapaglia, Chief Operating Officer and Real Estate Counsel of Urstadt Biddle Properties, Inc. (middle).
3. Stephan Rapaglia, COO & Real Estate Counsel of Urstadt Biddle Properties, Inc.; Danbury Mayor Mark D. Boughton; and Michael Berkoff, President/CEO, BevMax, LLC officially open the Danbury store for business with a ribbon cutting.
4. Inside the new Danbury BevMax.



TWO ROADS RELEASES NEW SOUR BREWS, EXPANDS DISTRIBUTION

Stratford's Two Roads released three sour ales during Sourcopia, an event held on November 14 at their brewery. The first is Two Roads Kriek, a wheat-based beer re-fermented with sour cherries and aged in oak barrels for up to two years, 5.2-percent ABV. "Hexotic," the second sour to release, is made with six tropical fruits, including orange, passion fruit, mangosteen, gaunabana, guava and mango. The beer is aged in oak for 28 months, 5.8-percent ABV. Lastly, Two Roads' Berliner-style Weiss, "Krazy Pucker," is returning, packaged in 500 ml bottles, 5-percent ABV. Brewmaster Phil Markowski led a discussion on sour beers that same afternoon. In October, Two Roads Brewing Company also expanded distribution into Maine through Nappi Distributors and Pine State Traders. Maine is the eighth state to distribute Two Roads beer. In Connecticut, Two Roads is available from Star Distributors, Inc.

Appearing at a Holiday
Celebration Near You



CALVO

CHIANTI
D.O.C.G.

Stelvin Screw Cap Closure

Smart, colorful packaging with
traditional Tuscan flair.

A soft, balanced, approachable style
that's easy to enjoy and versatile.

Calvo Chianti over delivers quality
at a super value price.



Chianti DOCG 2014

811729	1.5L	\$14.99	\$60.00	\$16.99	\$8.00
811745	750ml	\$7.99	\$64.00	\$9.99	\$16.00

Vin Santo del Chianti 2007

811752	375ml	\$14.99	\$144.00	\$21.00	\$24.00
--------	-------	---------	----------	---------	---------

DISTRIBUTED BY

HP HARTLEY & PARKER
LIMITED, INC.





Photos 5 - 12 by Cara Lynch-Passarelli, ADM, Brescome Barton.

BRESCOME BARTON'S "ART OF THE COCKTAIL" EDUCATES AND ENTERTAINS

Trade professionals gathered together October 19 in downtown Hartford for Brescome Barton's "Art of the Cocktail" event. This year's theme celebrated 30 years since the release of the iconic film, "Back to the Future." The event began with a Campari Bartender Brunch featuring Aperol spritzes, Italian coffees and Frangelico, and Campari Americanos. Following the brunch, Spotlight Theater on Front Street in Hartford showed "Back to the Future." Trade seminars followed throughout the afternoon. Chris Cardone, head bartender at New York's White Street and Diageo Mixologist, walked industry guests through the history of Bulleit Frontier Whiskey and whiskey's evolution through cocktails at On20 Restaurant. Following Cardone's seminar was Duane Sylvestre, lead bartender for Michael Mina Group's Four Seasons in Washington, D.C. and Portfolio Ambassador for Remy-Cointreau. Sylvestre's seminar focused on the evolution of the cocktail. A main tasting at the Hartford Marriott Main Ballroom concluded the day-long event for hundreds of trade guests.

1. Dave Rudman, Director of Education and Account Development, Brescome Barton introducing Chris Cardone, Diageo Mixologist and Head Bartender at New York's White Street.
2. Cardone presented the history of Bulleit Frontier Whiskey and the evolution of whiskey in cocktails.
3. Tasting sample of Bulleit 10, Bulleit Rye, and Bulleit Bourbon Whiskey with a mint leaf.
4. Chris Cardone and Bulleit Whiskey. Cardone finished fourth in the United States Finals of Diageo World Class, the world's largest global mixology competition, and is also a four-time national flair bartending finalist. He has served as judge and organized numerous cocktail competitions around the U.S. since 2004.
5. The iconic DeLorean welcomed guests to Brescome Barton's "Art of the Cocktail" event.
6. Amy Lentz and Steve Lentz, General Sales Manager, Brescome Barton.
7. Michael Penn, Commercial Capability and Effectiveness Specialist, Diageo.
8. Red Bull D.J.
9. Mike Murphy, Account Development Manager, Brescome Barton; Ray Cruciani, Proximo Spirits State Manager; Veronica Saurett, Account Development Manager, Brescome Barton.
10. Joe Aceto, Bar Manager Mezzo Grille and United States Bartenders Guild CT Chapter Member, and Gary Dritschler, Campari USA.
11. Brett Calkins, Director, Trade Development, Brescome Barton and Scott Deflateur, Sales Representative, Brescome Barton.
12. Shailesh Patel, Sales Representative, Brescome Barton (second from right) with guests at the Hendrick's Gin table.



DAMN GOOD BEER. SIMPLE AS THAT.

AMERICA'S OLDEST BREWERY.

BORN FROM A HISTORIC RECIPE, TRADITIONAL
LAGER IS A TRUE CLASSIC WITH RICH AMBER
COLOR & MEDIUM-BODIED FLAVOR.

ENJOY RESPONSIBLY. ©2015 D.G. YUENGLING & SON, INC., POTTSVILLE, PA 17901





1



2



3

4



5

SWEETWATER BREWING CO. FLOWS INTO CONNECTICUT

Star Distributors, Inc. welcomed SweetWater Brewing Company of Atlanta, Georgia to Connecticut at a launch event on October 21 at the Riverview Bistro in Stratford. The SweetWater Brewing Company management team was on hand to present Star executives and representatives product information about their beer and the history of the brewing company. SweetWater beer became available in the local market beginning November 1.

1. Lindsay Bryan, Market Development Manager–NYC, SweetWater Brewing Co.; Ryan White, Craft Beer Portfolio Ambassador, Star Distributors; Ken Clancy, Craft Beer Portfolio Ambassador, Star Distributors; Eric Bell, Craft Beer Portfolio Ambassador, Star Distributors; Lisa Turso, Craft Beer Portfolio Ambassador, Star Distributors; Mike Gettings, Craft Beer Manager, Star Distributors.
2. **On top of truck:** Peter Gallo, Vice President, Star Distributors; Lindsay Bryan, Market Development Manager–NYC, SweetWater Brewing Co.; Chaz Chassner, Director of New Market Development, SweetWater Brewing Co.; **On ground:** Antony Gallo, President and CEO, Star Distributors; Mark Mattei, Vice President of Sales, Star Distributors; Steve Farace of SweetWater Brewing Co.; Rocky Gallo, Vice President, A. Gallo and Company.
3. SweetWater Brewing Co.
4. SweetWater on draft during the launch. Portfolio includes: Hop Hash, Extra Pale Ale, Hash Brown India Brown Ale, Take Two Pilsner and an India Pale Ale.
5. SweetWater Brewing Co. launch in Connecticut.

Cockburns

[Co-burns]

1. For 200 years, there has been only one Port that always delivers approachability, flavor, and quality. And two ways to say it...

Synonyms: *approachability, flavor, value,*

Cockles

[Kak-uh!]

1. Any bivalve mollusk of the genus Cardium having somewhat heart-shaped, radially ribbed, muscular foot and the...

MISPRONOUNCED FOR 200 YEARS.

Flavor that's stood the test of time. Despite some pronunciation issues...

cockburns.com



SYMINGTON

Family Estates





Photos by Michael Leung.

CURE HOSTS IRON BARTENDING COMPETITION, DISTILLER TROY BALL

On October 21, Cure Restaurant in Farmington hosted its first iron bartending competition featuring Troy & Sons Whiskey. Troy Ball, founder and principal owner of Asheville Distilling Company in Asheville, North Carolina, makers of Troy & Sons Whiskey, attended the competition and served as one of the judges. Nine teams of area bartenders competed. Each team had ten minutes to craft a cocktail using Troy & Sons Platinum, Troy & Sons Blonde or Troy & Sons Oak Reserve. Infinity Hall’s Justin Morales and Shelby Thomas took first place with their creation, the “Cranberry Old Fashioned,” using Troy & Sons Blonde Whiskey, Hartford Flavor’s Wild Moon Cranberry liqueur and fig bitters.

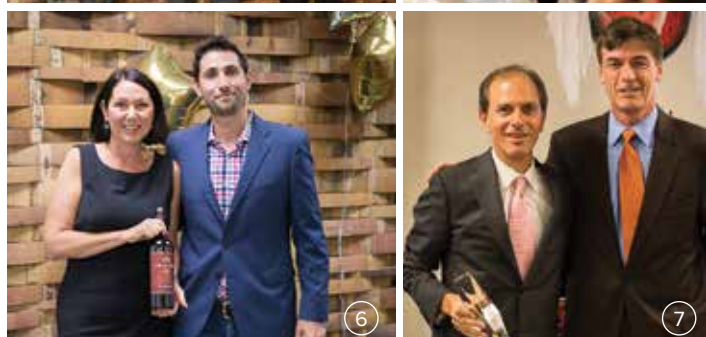
1. Troy & Sons Whiskey is available from Allan S. Goodman and Eder Bros.
2. Jeff Conelius, Craft Spirit Manager, Allan S. Goodman; Adam Baker, Allan S. Goodman; Troy Ball, Distiller, Troy & Sons Whiskey; Sean Ditson, Co-Owner, Cure.
3. The table of ingredients.
4. Shelby Thomas and Justin Morales of Infinity Music Hall and Bistro in Hartford, preparing their winning cocktail in the second round.
5. Infinity Hall’s first-round winning cocktail created by Justin Morales and Shelby Thomas.
6. The panel of judges. Front row: Leeanne Griffin, Multimedia Food and Dining Report, *Hartford Courant*; Troy Ball, Distiller, Troy & Sons Whiskey; Mike Karolyi, Radio Host, iRockRadio.com; Greg Marcuson, Executive Chef and Owner, Cure. Back Row: Bill Beckertt, Guest; Jeff Conelius, Craft Spirits Manager, Allan S. Goodman.
7. The field of competitors: Eliana and James of the Rooster Co; (In back) Brian Mitchell, Beverage Director, Max Restaurant Group; Shelby Thomas and Justin Morales of Infinity Music Hall and Bistro; (In back) Adam Baker of Allan S. Goodman; Tara Neary; Rich Clemens; (In back) Brice Hardy and Evan Parsons of the Olive Bar; Matt Landry, Head Mixologist and Nikki Simches, Bar Manager, both of Cure; Derek Vitale, Bar Manager, Max Oyster; (In back) Myles Walsh, Managing Partner, Flatbread & Co., with guest. (In back) Anthony DeVito, Bar Manager, Max Amore; Andres Soriano, Bar Manager, Max Fish; Atilio Lopez de Castro, Bartender, Max Oyster.
8. Cocktails made with Troy & Sons Whiskey from round one.

GET
BAREFOOT
AND HAVE A GREAT TIME!



800.750.8828 • barefootwine.com





CDI HOSTS BRAND AMBASSADORS, LAUNCHES PRODUCTS, WINS AWARD

Three Brand Ambassadors visited Connecticut Distributors, Inc. (CDI) during the month of October for team education and brand training sessions.

The first visitor was Josh Pearson, Brand Ambassador, for Absolut, who presented a tasting session about the brand’s “one source” distillery in Ahus, Sweden. Later in the month, Philip Pepperdine, the East Coast Bourbon Ambassador for Beam Suntory, presented Maker’s Mark, Maker’s 46, Basil Hayden, Knob Creek and Knob Creek Rye. And third, Simon Brooking, Brand Ambassador for Laphroaig and John Campbell, the Distillery Manager for Beam Global’s Laphroaig visited from the Isle of Islay. Brooking’s seminar featured the history of Laphroaig’s Scotch whiskey, followed with a tasting session of five Laphroaig products: Select, 10-year-old, Quarter Cask, 15-year-old, 18-year-old.

Also in October, CDI launched a new addition to the red blend category, M nage   Trois Silk, a smooth red blend featuring grapes of Pinot Noir, Malbec and Petite Sirah. Additionally, CDI received the “Innovation Excellence Award” from Diageo for Crown Royal Regal Rye products. The award was given to the distributor who demonstrated “Best in Class Performance” with sales against their identified “Innovation Big Bet” during the CDI fiscal year.

1. Josh Pearson, Absolut Brand Ambassador, educating CDI staff about Absolut products and its long history.
2. The Pernod-Ricard team representing Absolut: Adrienne Nagy, Brand Manager – Absolut, Pernod Ricard USA; Ryan Wiedmann, Trade Marketing Manager, Pernod Ricard USA; Courtney Bell, Region Manager, Pernod Ricard USA; Josh Pearson, Absolut Brand Ambassador, Pernod Ricard USA; Jackie Blau, Market Manager – Off-Premise, Pernod Ricard USA; Amanda Morrissey, Retail Account Specialist, Pernod Ricard USA; Anthony Mannuccia, Retail Account Specialist, Pernod Ricard USA; John Petropoulos, Retail Account Specialist, Pernod Ricard USA; Dylan McCullough, Retail Account Specialist, Pernod Ricard USA.
3. Philip Pepperdine, East Coast Bourbon Ambassador, Beam Suntory; Mike DePasqua, CT Territory Manager, Beam Suntory; Marco Pelliccio, State Manager, Beam Suntory; Steve Drew, Business Manager, CDI.
4. Simon Brooking, Brand Ambassador, Laphroaig; Steve Drew, Business Manager, CDI; Laphroaig Distillery Manager John Campbell.
5. Simon Brooking, Brand Ambassador, Laphroaig, during an educational tasting session with CDI staff.
6. Michelle Ortago, Business Manager, CDI; Michael Gilbert, Division Manager, Trinchero Family Estates, with M nage   Trois Silk.
7. Brian Albenze, President, CDI and Stephen Giles, Connecticut Sales Director, Diageo. CDI received the “Innovation Excellence Award” from Diageo for Crown Royal Regal Rye products.

Improve Your Shelf and Make Your [yellow tail][®] Inventory Turn Faster!

[yellow tail] is on TV with a **NEW CAMPAIGN** and bringing shoppers to **YOUR** store... can they easily find their favorite varietals?



Make sure **CONSUMERS' FAVORITE** varietals like Chardonnay, Cabernet Sauvignon, Merlot, Pinot Grigio, Shiraz, Moscato, Big Bold Red, and Sangria are at **EYE AND CHEST LEVEL**

Moving [yellow tail]'s best-selling varietals to eye/chest level and increasing facings can increase turn rate by more than 15%!¹

THIS FALL, [yellow tail] will generate over 6.7 MILLION impressions in Connecticut!²

[yellow tail][®]

the

[go-to][™]

facebook.com/yellowtail

@YellowTailWineUSA

Watch Your Tail. Drink Responsibly. [yellow tail] is a registered trademark of Casella Wines Pty Ltd. ©2015 Deutsch Family Wine & Spirits, White Plains, NY 10604

¹ Actual test using store scan data pre/post reset 30 day periods 7/8/15 vs 8/5/15
² Projected impressions from [yellow tail] National Media Spend Aug 24–Dec 27, 2015 (Havas Media)



National Cable & Top Digital Channels





CONNECTICUT BREWERIES SHINE IN PROVIDENCE BEER COMPETITION

The 19th Annual Great International Beer and Cider Competition on October 23 in Providence, Rhode Island, hosted approximately 680 beers and ciders from across the United States and around the world. Connecticut took home 11 first place awards, nine of which were awarded to Two Roads Brewing Co. in Stratford. Two Roads also received three second and two third place medals. There were 120 professional brewers, beer industry professionals and beer journalists who judged each beer in a blind test format. Firefly Hollow Brewing in Bristol won first place medals for their Train’s Best, a British/Irish Ale, and their American Amber Ale, Moonrise, along with a silver medal for their Irish Red brew, Red Lantern. The BruRM at BAR in New Haven, Relic Brewing in Plainville, Thomas Hooker Brewery in Bloomfield, and Cottrell Brewing in Pawtucket also received second and third place medals for their brews.



Photo credit: Dan Mims.

OVERSHORES BREWING COMPANY EXPANDS INTO MASSACHUSETTS

Overshores Brewing Co. of East Haven expanded their Belgian-style portfolio into Massachusetts, making it the fourth market they have entered in less than 18 months. Their beers are also available in Rhode Island, Connecticut and Washington, D.C. “We are so excited that New England is becoming a hotbed of Belgian style beers. There’s a lot of people burning out on IPAs and looking for something that is still rich and interesting and goes with food, but isn’t super malty or super hoppy. That’s what we do,” said Overshores Brewing Co. Founder and CEO, Christian Amport. “It’s all about the yeast.” Overshores beer will be distributed through Revolution Beverage (RevBev), as part of a joint venture by Horizon Beverage of Norton, MA, Quality Beverage of Taunton, MA, Williams Distributing of Chicopee, MA and Girardi of Pittsfield and Athol, MA.



ACE DISTRIBUTING FEATURES SUPER PREMIUM TEQUILA

Ace Distributing launched Casino Azul Tequila, which uses the “most mature agave” and is aged to “exact specifications with age-old recipes.” Casino Azul Tequila is available in Anejo, Anejo Extra Ultra-Premium, Reposado and Silver. The product is made in Mexico. Casino Azul Tequila Reposado, “The Phoenix,” is made with 100-percent agave. Casino Azul Tequila is presented in a unique glass bottle, packaged in an open box with a representation of the phoenix inside.

100% NATURAL



100% ITALIAN

THIS HOLIDAY, GIVE THE GIFT OF GOZIO.

The perfect way to elevate amaretto cocktails.



THE GOZIO AMARETTO SOUR:

INGREDIENTS: 1 1/2 OZ Gozio Amaretto, 1/2 OZ fresh lemon juice, club soda, Maraschino cherry

*Shake the Gozio Amaretto and lemon juice without ice, then strain into a glass over ice.
Add a splash of club soda. Garnish with a Maraschino cherry.*



Distributed by Opici Family Distributing.



CAPE CLASSICS PARTNERS WITH THE WINEBOW GROUP IN CONNECTICUT

Cape Classics, a premier importer of South African wine to the U.S. and newcomer in French wines, announced a new distributor partner in the Connecticut market. Effective November 1, 2015, The Winebow Group began distribution of Cape Classics’ French wines — including labels from the Loire, Rhône, Burgundy and Languedoc regions. “Jim Brewer and his team at Winebow have built the premier French portfolio in Connecticut, and it’s an honor to be part of what they are doing in this incredibly important category,” stated Rob Bradshaw, Cape Classics’ President and COO. “The decision to partner with them was an easy one, and we are very excited to have their dynamic new French portfolio with Winebow in Connecticut,” said Jim Brewer, French Brand Manager and Educator at Winebow.

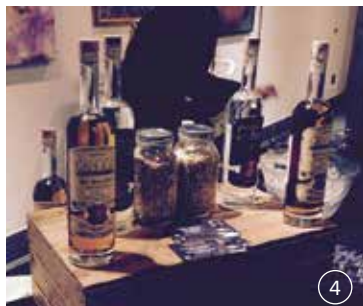
Rob Bradshaw, President and COO, Cape Classics; Jay Gruber, Regional Sales Manager NYC Metro, Cape Classics; Chris Morris, Regional Sales Manager, Cape Classics; and Vincent Renault, Director of Operations, Cape Classics.



CONNECTICUT SPIRITS ENTREPRENEUR HOLDS BOOK LAUNCH

Adam von Gootkin, entrepreneur and co-founder of Onyx Moonshine, recently held a launch event for his newly-released book, “Living Proof: Onyx Moonshine’s Journey to Revive the American Spirit,” on October 16 at the Mark Twain House’s Lincoln Financial Auditorium. The event was moderated by Ray Hardman of Connecticut Public Radio station WNPR, and included an Onyx Moonshine tasting and a book signing. von Gootkin will also sign books after serving on a panel of food and beverage leaders at Goodwin College’s Vital Voice event, presented by the T. Boone Pickens Endowed Lecture Series in Education, Innovation and Entrepreneurship, on December 2.

1. Adam von Gootkin’s recently released book, “Living Proof: Onyx Moonshine’s Journey to Revive the American Spirit,” available at Barnes and Noble, Amazon and Amazon Kindle.
2. Ray Hardman of WNPR with Adam von Gootkin during a discussion about his book.
3. Ray Hardman, WNPR; Adam von Gootkin, co-owner, Onyx Moonshine.
4. Onyx Moonshine samples available to taste after the discussion.



THE SUN WINEFEST '16

JANUARY
29TH – 31ST



FULL-FLAVORED. FULL-BODIED.
FULL OF LIFE.

Experience a weekend of fine wine, delicious dishes and
pure decadence at the 13th Annual Sun WineFest.



**MORE CELEBRITY CHEFS
TO BE ANNOUNCED!**

FRIDAY, JANUARY 29TH

Bourbon Tasting

Uncas Ballroom | 6:00pm – 9:00pm

Taste a variety of fine bourbons along with delectable
hors d'oeuvres and cigar sampling.

SATURDAY, JANUARY 30TH

Elite Cru Tasting*

The Cabaret Theatre | 3:00pm – 5:00pm

Taste the “best-of-the-best” vintages from around the world, as well
as meet the winemakers and principals behind them.

*Includes a Saturday Grand Tasting ticket & \$50 iGourmet gift card

Celebrity Chef Dine Around

Uncas Ballroom | 8:00pm – 11:00pm

Watch celebrity chefs prepare signature dishes at live cooking
stations while enjoying the pairing of premium wine or beer
to complement each dish.

Plus, don't miss the Sun WineFest Grand Tastings
on Saturday & Sunday!



Tickets on sale now at the
Mohegan Sun Box Office
and ticketmaster.com

sunwinefest.com



CAFE ROUTIER HOSTS PHELPS CREEK WINE DINNER

Westbrook’s Cafe Routier has offered Phelps Creek Vineyards’ Columbia Gorge Pinot Noir on its menu since the wine was first introduced in Connecticut in 2013. In late October, Phelps Creek Sales Manager Jonathan Wadman traveled from the Hood River, Oregon winery to host a wine dinner there. The menu featured pairings such as espresso braised short ribs with Phelps Creek Alexandrine Cuvee Pinot Noir, and seared scallops with Phelps Creek “Lynette” Chardonnay. Cellar Fine Wines distributes Phelps Creek Vineyards in Connecticut.

1. Jonathan Wadman (right) with guests at Cafe Routier.
2. George Carabetta of Cellar Fine Wines (right) and Westbrook Package Store Manager Nimesh Sagar (third from right) with guests at the Phelps Creek Wine dinner.



VOTTO VINES RECOGNIZED NATIONALLY FOR ENTREPRENEURIAL EFFORTS

Votto Vines was named one of the best entrepreneurial companies in America on the Entrepreneur e360 list by *Entrepreneur Magazine*. The e360 list honors companies based on their “growth, innovations and progressive decision-making, resilience and value they bring to the world.” Votto Vines received recognition on the “Forward Thinker” sub-list because of their “innovative approach” to business operations. “We’ve worked diligently as a team and persevered through much to grow our company,” said Michael Votto, CEO and President of Votto Vines Importing.



90+ CELLARS EARNS SPOT ON “HOT PROSPECTS” LIST FOR IMPORTED WINE BRANDS

Boston-based Latitude Beverage Company, which also distributes its brand in Connecticut, announced that the company’s flagship brand, 90+ Cellars Wine, was recognized as one of the fastest growing import wine labels by Impact’s 2014 “Hot Prospects.” This is 90+ Cellars’ third consecutive year on the Hot Prospects list, landing at the top of the list for the first time with 230,000 cases sold. To earn the Hot Prospect distinction, 90+ Cellars successfully generated annual sales between 50,000-250,000 cases and posted a 15% yearly depletion growth while also showing consistent growth in the previous two years. Steadily increasing since 2011, 90+ Cellars achieved a 27% depletion growth change from 2013 in 2014.



CELEBRATE THE ART OF LIVING: SICILIAN STYLE

*Our legacy is to celebrate life, family,
friends, wine and food in harmony
with our island paradise.*

*Experience a taste of the Sicilian
'Art of Living' with every delicious sip
of Stemmari Nero d'Avola.*

STEMMARI

www.stemmari.it





1



2



3



4

ANGELINI WINES DONATES WINES FOR LOCAL CHARITY

On October 24, Angelini Wine, Ltd. donated more than 225 bottles of wine for “Dinner in the Dark,” an event hosted by local nonprofit Sofia Sees Hope, devoted to seeking treatment and cure for inherited retinal disease (IRD). The wines included Angelini’s 2013 Villa Chiopris Sauvignon Blanc, 2014 Vignedileo Verdiccio, 2010 Angelini Estate Sangiovese and 2014 Piazza Moscato d’Asti. Ron Plebiscito, Co-owner of Angelini Wine said, “Being a Lion’s Club member and a close friend to Laura Manfre and the Priebe family, I couldn’t help but get involved. When you have an opportunity to make a difference, it’s easy to get involved. We are proud of the success and impact this organization has already made to work towards a cure.” The event raised more than \$85,000 to support IRD treatment and research.

1. Laura Manfre, Founder, Sofia Sees Hope.
2. “Dinner in the Dark” included a four-course pairing of wine and food, where guests enjoyed a four-course food and wine pairing while blindfolded. “This helped people connect with the organization’s mission by experiencing what it is like to go through life without sight,” said Laura Manfre, Founder of Sofia Sees Hope.
3. Ron Plebiscito, Co-owner of Angelini Wine, Ltd.
4. Angelini Wines donated for “Dinner in the Dark.”



1



2



3



4

EDISON GRILLE HOSTS PATRÓN PORTFOLIO AND AN OCULUS EXPERIENCE

Connecticut Distributors, Inc. (CDI) showcased the Patrón portfolio of spirits on November 3, 2015 at Edison Grille in Harwinton. Ultimat Vodka, Pyrat Rums, the Roca Patrón line and Patrón Tequila including Grand Platinum, Grand Bordaio and Grand Piedra, were part of the tasting and education event. CDI’s Patrón Portfolio Manager Amanda Pekar and Roca Patrón’s Connecticut brand educator and bartender Anthony DeSerio presented to guests and Edison Grille staff. Additionally, participants were treated to a 3D tour of Patrón Tequila production using the Oculus Rift virtual reality system.

1. Amanda Pekar, Patrón Portfolio Manager, Connecticut Distributors, Inc.; Anthony DeSerio, Bartender and Brand Educator; Joe Rodegher, Sales Representative, CDI; Edison Grille Owner Jerry Czyz and Edison Grille staff.
2. A Patrón display.
3. Edison Grille’s event cocktail menu.
4. A guest takes a Patrón distillery Oculus virtual reality tour.

W. & J.
GRAHAM'S
ESTABLISHED 1820
PORT

SIX GRAPES



WWW.GRAHAMS-PORT.COM IMPORTED BY PREMIUM PORT WINE INC. ENJOY RESPONSIBLY

THE TIMELESS SYMBOL OF EXCELLENCE

The name Six Grapes refers to the symbol Graham's has historically used to classify wines on a quality scale of one to six, Six Grapes denoting the wines with Vintage Port potential. From Graham's five vineyards, Quinta dos Malvedos, Tua, Lages, Vila Velha and Vale de Malhadas, the wines with the most concentration, structure and the brightest fruit are given the coveted Six Grapes classification. With a youthful, fruit forward style, Six Grapes is a perfect wine to accompany dark chocolate or blue cheese, or simply to relax with at the end of the day.

WWW.SIXGRAPES.COM



SYMINGTON
Family Estates



THE JOY OF PILSNER

BY JACK KENNY



Where and when the first beer was made is an event lost to us. Deep thinkers can't even agree on how many millennia ago it was that a human first sipped the ancestor of beer. Fortunately for us, we do have a much better idea about other milestones in the catalog of all things beer. One of those is the creation of pilsner, the world's most successful beer style. Pilsner had a birthday last month: It was born on November 11, 1842, in the Bohemian city of Plzen.

Pilsner, or pils, is a very blond, brilliantly clear and moderately effervescent lager that carries a pronounced hop flavor. Many of the widely popular commercial lagers today model themselves on this style, but most often they lack the signature hop character and are brewed with adjuncts – corn and rice – along with the barley, because those starch substitutes are far cheaper.

Most people consider pilsner to be a German style of beer, and in many respects it is; but its origin is in Bohemia, what is now the western part of the Czech Republic. The Bohemians and the Bavarians have always had a cultural rivalry, but they also have similar tastes, and the pilsner style that emerged in the mid-19th century reflects that sharing of taste. It so happens that Bohemia then belonged to the German speaking Austro-Hungarian Empire, where it remained until the end of World War I.

It started with a great dislike. The beers in Plzen at the time were top-fermented ales, but local brewers were having such quality issues that the people loudly disapproved, and on one occasion the city council ordered that 36 casks of the beer be dumped in public. Recurring dissatisfaction caused the burghers (citizens) to band together and decide to create their own brewery – Burgher Brewery – and create a beer in the Bavarian lager style, which was held in high regard. And to make the new beer they hired a Bavarian brewmaster, Josef Groll, to come to their city to work his magic.

Not only did Groll succeed in producing a well-liked beer, he changed the direction of beer forever. Beer in Germany, Bohemia and elsewhere in Europe at that time was dark. Brewers toasted and roasted the barley to a degree that resulted in a brown or a black beer. We think of German lagers as always having been pale in color, but such was not the case. The German Beer Purity Law of 1516 was made for brown beers. Josef Groll, however, had a different idea.

He kilned his barley ever so slowly and carefully to retain the golden color of the grains, yet still dry it to the proper degree. It had never been done before, but such was Groll's skill. He hopped it with local hops from the Saaz region of Bohemia (still highly prized), and on that November day he unveiled the finished product.

The city went wild. The Germans went wild as well and began working their own magic with the style. Pilsner took off in the north of Germany, where the water is hard, which yielded a much hoppier version. In Bavaria, and more so in Bohemia, the water is softer, which results in the delicate character for which pilsner is prized.

It wasn't long before drinking a pilsner in a Paris salon was the height of chic. The popularity of the style spread throughout Europe, with the exception of England and Ireland, and the rest is history. German emigrants to the United States brought the style with them, especially to the Midwestern region, thus giving rise to the major brewing centers of Milwaukee, Cincinnati and St. Louis.

A few of other significant milestones in beer took place in Europe around the time of Groll's great achievement. Louis Pasteur discovered that yeast is a single-cell plant in 1841, a find that led to isolation of valuable yeast strains and the capability of achieving uniformity of style on a regular basis.

Commercial glass containers became available at a price within reach of the common man, meaning that the newly-available beautiful pale gold lager could be seen in all its glory, rather than poured from the tap into an opaque vessel.

Finally, the miracle of refrigeration was developed. This meant tight control of lagering temperatures, significant improvement in quality control of beer, and a guarantee that the beer drinker could always find a cold pilsner nearby.



ABOUT

JACK KENNY

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



WRITE TO HIM
thebeercolumn@gmail.com

GREAT PROFIT.

ULTIMATE VALUE = TOP QUALITY AND AGGRESSIVE PRICE

Product	Pack	Case 1 Price	Net Bottle	Case 1 Price	25% MU	30% MU
Ruskova VDK 80 proof 1.75L	6	\$89.46	\$14.91	\$89.46	\$16.99	\$17.99
Ruskova VDK 80 proof 750ml	12	\$94.92	\$7.91	\$94.92	\$9.79	\$9.99
Ruskova VDK 80 proof 375ml	12	\$52.92	\$4.41	\$52.92	\$5.29	\$5.48
Ruskova VDK 80 proof 200ml	24	\$70.08	\$2.95	\$70.08	\$3.79	\$3.98
Ruskova VDK 80 proof 50ml	48	\$33.12	\$0.69	\$33.12	\$0.79	\$0.99



Key Account Manager for Ruskova Vodka: Govami Santana + 1 917 387 5715 Distributed by NORTHEAST BEVERAGE 203-795-4945

DOUBLE GOLD WINNER • COPPER POT DISTILLERY • WINTER WHEAT AND SOFT RYE • ALL NATURAL FLAVOR



7 BEER BLASTS

**BREWING TRENDS TO KEEP AN EYE ON,
FROM LOWER ALCOHOL AND SMALLER KEGS
TO KITSCHY FLAVORS AND NEW QUALITY STANDARDS**

BY JIM CLARKE

1 LOWER OCTANE BREWS

Beers—craft beers, at least—aren't as big as they used to be. Surprised? It's a bit of a trick statement: While craft beer volume grows (up 10.2% while beer as a whole has risen only a paltry .6%) according to Nielsen, the style is moving away from big in intensity and alcohol. "I think there's a bit of movement away from The high-gravity beers," says Molly Gunn, co-owner of The Porter Beer Bar in Atlanta. So-called session beers—flavorful but moderate in alcohol so fans can drink more in a single sitting—are gaining, or regaining, their prominence in craft brewer portfolios.

It's not just alcohol, but intensity, which can grow tiresome on the palate. For example, lightly sour Berliner-Weisse or Gose styles are featuring alongside the rich-



er, barrel-aged sours that began surfacing a few years ago. "It makes sense that they'd try these styles; they are fresh and take less time to make," says Gunn. A traditional Gose could have as little as 3-4% alcohol—eminently sessionable—and is gently seasoned with coriander and salt.

"We've been doing Gose for a few years now," says Andy Hooper, Director of Operations at Anderson Valley Brewing in northern California, "and upped it to full scale two years ago. To make it larger scale took the course of a year to get it the way we wanted it, getting the salt level and sourness correct." While these beers may not have the obvious bells and whistles of the extreme beers, they require just as much skill to make.

Lagers, too, pose great technical challenges, and today's craft brewers are applying the skills developed stretching

beer to its limits to these more subtle beers. "We launched the Helles Lager in 35 states and DC, and it's being embraced at a brisk clip," says Bill Covaleski, Brewmaster at Victory Brewing in Downingtown, PA. "There are two factors, palate fatigue and alcohol consumption. The Helles is 4.8%; a lot of beer is consumed on-premise, and people need to get themselves home."

Located in the Little Five Points section of Atlanta, The Porter Beer Bar (seen here and next page) offers 44 beers on draft and 700 bottled beers. One trend they are seeing: a move away from high-alcohol brews.



2 SODA: TASTE OF NOSTALGIA

Some of the brewers who are pursuing new “flavors” are looking to an alternative tradition: sodas. Small Town Brewery from Illinois hit the big time with its Not Your Father’s Root Beer, a beer spiced with sassafras, vanilla and anise, that took the brewery from nowhere to the sixth largest craft brewer in the U.S.; the beer was 3.3% of craft beer sales for the four weeks ending July 12th of this year, according to IRI. Success breeds imitation, of course. Sprecher’s, Rowdy Root Beer and soon Boston Beer Co.’s Coney Island Hard Root Beer are following in Not-Your-Father’s wake. MillerCoors is also diving into the alcoholic soda category with its Henry’s Hard Orange and Henry’s Hard Ginger Ale.



3 MEXICAN MAGIC?

Among the mass-market lagers (the beers that led craft brewers to pursue ales as an alternative a few decades ago) those from south of the border are thriving; Mexican beer is the only category keeping pace with craft beer in terms of growth. Corona Extra dominates, but Dos Equis as well as Negra Modelo are growing faster. Imports from elsewhere are seeking new footholds by diversifying.



4 SEASONALS & THEN SOME

Newcastle started offering seasonal beers aside from its flagship Brown Ale a few years ago—to wit, the UK brewery, steered by the adept marketing hands at Heineken, fleashed out a lineup of Summer Ale, Winter IPA, Werewolf (red ale) and Founder’s Ale. Now Guinness has expanded their offerings as well. “Guinness has been making beer for 260 years,” explains Diageo Beer Director Emma Giles, “Arthur Guinness actually started

with ales.” Guinness created the Brewers Project to explore that heritage, and the Blonde Ale, brewed using the same yeast strain as the flagship Stout, moved over a million cases after its introduction last year. The 1798 Ale will follow up on the 1759, an amber ale that also came out last year, and in November Guinness will also introduce a Nitro IPA, parlaying the company’s long experience with nitrogen draft systems. “We were looking at the IPA category and wondering what we can do with it that’s classically Guinness and different. It’s got that creamy mouthfeel and it’s made with five varieties of hops.”



5 HI-TECH DRAFTING

Nitrogen draft systems are actually on the rise, according to Matt Meadows, Draft Beer Quality Chair at the Brewers Association and Director of Field Quality for New Belgian Brewing in Colorado. “Some people are into truly making a nitrogenated beer,” says Meadows, “some are not nitrogenating at the brewery, just putting it on a nitro tap. It takes a lot of work to do it the right way. A beer like the Left Hand Milk Stout is designed for nitro.”

On-premise, craft beer, nitro or carbonated regularly, is still a big draw. “The vast majority of our guests go for draft beer,” says The Porter’s Molly Gunn. “They’re searching for something they haven’t had before.”

Bigger brewers have driven a lot of innovation with draft of late. Heineken launched BrewLock, a 20L keg made out



of recyclable plastic, in which the beer is stored inside an interior bladder. A small, customized air compressor exerts pressure in the area between the shell and the bladder, pushing the beer through the draught lines untouched, which keeps the beer fresh until the end and eliminates waste. BrewLock also made it simpler and cheaper for small restaurants to offer beer on tap without installing a full system.

Gunn notes that recyclable, single-use kegs like Key Kegs are helping build availability of rarer items, especially imports. “We have 50 draft lines and receive a good number of key kegs, but not more than 10%. We have recycling, so they just get crushed and go in recycling, and it’s easier not paying deposits [on returnable kegs].”

6 GRUMBLING ABOUT GROWLERS

Off-premise draft sales—that is to say, growlers—remain popular, even though many brewers have misgivings. “The growler is not the ideal way to consume beer,” says Meadows. “It’s a secondary vessel, and you’re losing carbonation and adding oxygen. It used to be brewers filling growlers; now it could be gas station attendants.” The Brewers Association has issued a two-page guide on how growlers should be used, and is pushing the industry to move to pressure-rated vessels to avoid accidents.

7 QUALITY STILL RULES

Meadows says the big change in draft beer is not in beer selections, but in quality and consistency: “The Brewers’ Association Draft Beer Quality Manual was released in 2009; in the past six years we’ve seen a lot of progress.” The Manual was created by the Brewers Association together with the larger companies (including the recently conjoined AB-InBev and MillerCoors) and has set standards where before there were mostly opinions. Regulations in some states still make it hard for brewers to ensure their draft beer is served as they would prefer, but now the goal line is clear. ■



STATE OF CONNECTICUT
DEPARTMENT OF CONSUMER PROTECTION

From the Office of John Suchy
Division Director of Liquor Control
October 17, 2015

**DEPARTMENT ANNOUNCES EXTENSION OF DELIVERY FOR PRODUCTS
ORDERED THROUGH NOVEMBER 30, 2015**

On October 27, 2015, the Liquor Control Commission announced that all Connecticut wholesalers could extend their deliveries for all products to December 4, 2015 as long as the product was ordered by the end of the day on November 30, 2015.

Earlier, the Commission reviewed a letter from the Wine and Spirits Wholesalers of Connecticut, Inc. On behalf of its members, it requested such a delivery extension. The Commission approved this request and expanded it to include all wholesalers in Connecticut.

The department has waived any regulatory restrictions that might otherwise prevent wholesalers from delivering such orders through the end of business on December 4, 2015.

Wholesalers and retailers are reminded that, pursuant to section 30-6-A36 (a), the period of credit shall be calculated as the time elapsing between the date of receipt of merchandise by the retailer and the date of full legal discharge of retailer through the payment of cash or its equivalent from all indebtedness arising from the transaction.

A handwritten signature in black ink, appearing to read "John J. Suchy".

John J. Suchy
Director of the Liquor Control Division

**PUBLIC ACT 15-206 "AN ACT REGULATING ELECTRONIC NICOTINE
DELIVERY SYSTEMS AND VAPOR SYSTEMS" AND HOW IT IMPACTS
LIQUOR ESTABLISHMENTS**

From the Office of John Suchy
Division Director of Liquor Control
October 19, 2015

Effective Date: October 1, 2015

Summary: This act imposes restrictions on the use of "electronic nicotine delivery systems" and "vapor products" ("e-cigarettes") in certain establishments that are similar to existing restrictions on smoking tobacco products in liquor establishments.

Under the act and existing law, an "electronic nicotine delivery system" is an electronic device used to simulate smoking in delivering nicotine or another substance to a person who inhales from it. Such systems include electronic (1) cigarettes, (2) cigars, (3) cigarillos, (4) pipes, (5) and hookahs. It also includes related devices, cartridges, or other components.

A "vapor product" uses a heating element, power source, electronic circuit, or other electronic, chemical, or mechanical means, regardless of shape or size, to produce a vapor the user inhales. The vapor may or may not include nicotine.

Where Use Is Prohibited As It Relates To Liquor Establishments

The act generally prohibits e-cigarette use in the following places:
E-cigarette use is prohibited in establishments that serve alcohol under the following permits: university, hotel, resort, restaurant, café, juice bar, tavern, railroad, airline, coliseum or coliseum concession;

special sporting facility; nonprofit theater or public museum; airport; or airport restaurant, bar, concession, or airline club. E-cigarette use is also prohibited in (1) any club issued a permit after May 1, 2003 to serve alcohol and (2) the bar areas of bowling establishments that hold such a permit.

Exceptions

Under the act, the prohibition on e-cigarette use does not apply to:
Outdoor portions of places serving alcohol, under certain circumstances (see below).

Establishments serving alcohol where using e-cigarettes is generally prohibited under the act may allow e-cigarette use in outdoor areas (i. e., areas with no roof or other ceiling enclosure). If they choose to do so, they must prohibit e-cigarette use in at least 75% of outdoor areas where food is served and designate such areas with a "non-smoking" sign. Any temporary seating area for special events in such establishments is not subject to the prohibition on e-cigarette use or signage requirements.

The act also permits hotel, motel, or similar lodging operators to allow guests to use e-cigarettes in up to 25% of rooms offered as guest accommodations.



The Voice of the Retail Liquor Industry in Connecticut



CPSA fights for you in the halls of the Capitol by communicating the great benefit small businesses such as yours offer to the framework of the CT economy and the service and products you provide to your customers. In the past few legislative sessions we have had to turn back several legislative initiatives that could have decimated your business and the product selection you offer your customers.

The Connecticut Package Stores Association (CPSA) is YOUR trade organization that promotes retailer interests across the state. We will always fight legislation that negatively affects your business and advocate for legislation that makes your business better. We are the only entity at the capitol that advocates 100% for package stores.

We need you to join!

For \$350 you can help us continue to fight.

WHAT VICTORIES HAVE WE HAD?

Fought against wine in food stores, against repeal of minimum bottle, against increasing the permit limit from three to nine, against grocery stores owning package stores and beer permits, against quantity discounting, against increased hours, etc..

Now is the time to send in your membership dues which we use to support these efforts. CPSA has a team of lobbyists that communicate every day to legislators from both parties when the legislature is in session. This takes a tremendous amount of work and we need you to help support that effort.

APPLICATION FORM

Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Store Contact Name _____

Credit Card Number _____ Exp. Date _____

CALL us at
860.346.7978

OR

FAX this page to
860.346.7978

OR

PRINT an application from our website: www.ctpsa.com
and mail your check to: 700 Plaza Middlesex,
Middletown, CT 06457

UNDERSTANDING SOCIAL HOST LAWS

BY PETER A. BERDON, ESQ.



While Connecticut's Dram Shop Act applies to "sellers" of alcoholic beverages, it does not apply to social situations. In Connecticut, the general common law is that there is no cause of action against one who furnished, whether by sale or gift, intoxicating liquor to a person who then voluntarily became intoxicated, and in consequence of his intoxication, injures another.

The rule, from the 1967 Connecticut Supreme Court case of *Nolan v. Morelli*, was based on the obvious fact that one could not become intoxicated by reason of liquor furnished him if he did not drink it, based on the idea that intoxication is the choice of the consumer, not the person furnishing the liquor. Based upon this reasoning, actions against the social host have been limited, but attitudes about responsibility are evolving.

Minors. An evolving standard.

The law evolves to address modern problems. After *Nolan*, Connecticut Courts created the "minor" exception, which was intended to ensure that a social host or purveyor of alcohol remains liable for injuries to intoxicated minors or any innocent third parties they injure.

In a 1988 case captioned *Ely v. Murphy*, the Connecticut Supreme Court recognized that minors do not possess the best judgment in the context of the consumption of alcohol; so one who provides alcohol to a minor could be held responsible for any injuries the minor causes.

The Court remarked: "These and similar statutes [criminal statute concerning providing alcohol to minors] reflect a continuing and growing public awareness and concern that children, as a class, are simply incompetent by reason of their youth and inexperience, to deal responsibly with the effects of alcohol. This growing public awareness, as reflected by the legislature's frequent, recent amendments to the applicable statutes, causes us to conclude that common law precepts in this area also warrant reexamination."

The consumption habits of minors changed in response to higher drinking ages and stricter enforcement moving them from on-premises establishments to "house parties." To combat this shift in consumption practices, in 2012, Connecticut Legislature enacted a revised and greatly enhanced social host law in Connecticut. The act was entitled: "AN ACT PROHIBITING CERTAIN PERSONS FROM ALLOWING MINORS TO POSSESS ALCOHOLIC LIQUOR IN DWELLING UNITS AND ON PRIVATE PROPERTY."

This act prohibits anyone who owns or controls private property, including a dwelling unit, from recklessly, or with criminal negligence, permitting anyone under age 21 to illegally possess alcohol in the unit or on the property. The act also requires any such person who knows that a minor possesses alcohol illegally to make reasonable efforts to stop it.

The act extends liability for failure to halt possession to a person who acts recklessly or with criminal negligence. The act increased the penalty for a violation to a Class A misdemeanor, punishable by a maximum one year imprisonment or up to a \$2,000 fine.

Where do adults fit in?

In 2003, the Connecticut Supreme Court moved away from the underlying assumption that the consumption of alcohol by an adult is a truly voluntary act. In the case of *Craig v. Driscoll*, the Supreme Court held that a Seller of alcohol could be liable for injuries caused by its negligent service of alcohol. The Court reasoned that the Dram Shop Act was not the exclusive remedy for one who was injured by an intoxicated person.

This departure from the common law rule was short lived as the legislature moved quickly to amend the Dram Shop Act to prohibit negligence actions against sellers of alcohol. However, the amendment to the Dram Shop Act did not seek to prohibit causes of action asserting more culpable conduct such as reckless act or intentional acts, thus leaving open the possibility of these types of actions being brought against sellers of alcohol.

ONE SUBSCRIPTION. THREE SOLUTIONS.



THE CONNECTICUT BEVERAGE JOURNAL

PRINT, ONLINE
AND NOW AN APP
FOR IPAD AND IPHONE



APP COMING JANUARY 2016

We know retailers and on-premise businesses need quick, easy and trusted solutions. When the magazine is out of reach, one app puts it right in your hand. Swipe to shop, order and manage—from your counter or bar.

SEARCH BEER, WINE AND SPIRITS FROM MORE THAN
42,000 MARKET SKUS

FIND BY SIZE, PRICE, BEST BOTTLE, VINTAGE, REGION,
RATINGS AND MORE

SHOP/ORDER DIRECTLY TO WHOLESALERS REPS

MANAGE ACCOUNTS: ORDERS, HISTORY, LISTS

CREATE CUSTOM SELL SHEETS

CREATE CUSTOM SHELF TALKERS

CREATE CUSTOM TASTING SHEETS

It's all part of your individual *Connecticut Beverage Journal* subscription, less than \$2.70 a month. Training and support is available for all subscribers.

**ONE COMPANY.
THREE WAYS TO CONNECT AND ORDER.**

WHOLESALERS: ASK US ABOUT SALES FORCE USE OF
POCKET ADVANTAGE BY INVENTIV FOR IPAD.

CALL US AT 203.288.3375

VISIT US AT WWW.THEBEVERAGEJOURNAL.COM





UNITED STATES
TRADE
TASTING

NEW YORK

21st, 22nd & 23rd March 2016
Metropolitan Pavilion, NYC

**Something big
is coming
to New York**
Save the date
and RSVP now



**Meet the world
in New York City**
and source your next
winning brand

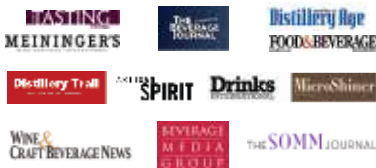
Grand tasting / Masterclasses
Brand Pitch Sessions
Educational Conference

**RSVP BY DECEMBER 30 TO GET
FREE TRADE PASS (TRADE ONLY)**

*Brand Pitch Sessions are limited to first
120 importer and distributor registrations*

Book Today!

Media Partners



Sponsors



www.usatradetasting.com



LEGAL MATTERS

CONTINUED FROM PAGE 48

More significant though is the Court's underlying reasoning it relied on in reaching its conclusions in the Craig case. The Court acknowledged "the horrors that result from drinking and driving," and "adaptability of the common law to the changing needs of passing time," when it made the policy decision to hold sellers liable for their negligent sales to intoxicated persons.

The unanswered question is whether or not the Courts will move to hold a social host liable for damages caused by (or to) an intoxicated adult. Though there is no such case pending in Connecticut, the demonstrated willingness of our Courts to consider expanding liability for the negligent service of alcohol should alert permittees of all types to be mindful of this evolving issue.

The foregoing is intended as general information only and not as legal advice. Contact an attorney to get advice about your particular circumstances.

ABOUT PETER A. BERDON

Attorney Peter Berdon, a partner with Berdon, Young & Margolis, PC, has represented wholesalers, manufacturers, package stores, restaurants and bars before the State of Connecticut DCP and the Federal TTB as well as in litigation matters in court since being admitted to practice in 1991. He is the former Executive Director and General Counsel of WSWC. He can be reached at peter.berdon@bymlaw.com or www.bymlaw.com.

REGULATORY NEWS

CONTINUED FROM PAGE 48

Signage

In each room, elevator, area, or building in which e-cigarette use is prohibited by the act, the person in control of the premises must post or have someone post a sign indicating that state law prohibits e-cigarette use. Generally, the signs must have letters at least four inches high with principal strokes at least one-half inch wide. The act exempts elevators, restaurants, establishments that serve alcohol, hotels, motels, other lodgings, and healthcare institutions from the letter-size requirements.

This summary of relevant information for liquor establishments is being provided to assist permittees and backers in their compliance with P.A. 15-206.

See, https://www.cga.ct.gov/asp/cgabillstatus/cgabillstatus.asp?selBillType=Bill&bill_num=HB-6283

John J. Suchy
Director of the Liquor Control Division

165 Capitol Avenue, Hartford, Connecticut 06106-1630
TDD (Telecommunications Device for the Deaf): (860) 713-7240
Internet Web Site: <http://www.ct.gov/dcp>
An Affirmative Action / Equal Opportunity Employer

AVAILABLE
FEB. 2016

SAY HELLO TO SUMMER

INTRODUCING 2 NEW SUMMERY FLAVORS

**STRAWBERRY
KIWI**

**PINEAPPLE
UPSIDE DOWN CAKE**

MALIBU CANS
VOLUME
+65%¹

PINEAPPLE FLAVORS SAW
\$8.4MM
IN GROWTH³

OUTPERFORMING
SINGLE SERVE
CATEGORY
+74%²

SENSATIONS GREW
14%⁴



OFFER YOUR CUSTOMERS
GRAB-N-GO
CONVENIENCE

A NOSTALGIC TREAT
IN EVERY SIP!

CONTACT YOUR MALIBU REPRESENTATIVE TODAY

FIND US ON
f t i

SIP EASY. ENJOY
MALIBU RESPONSIBLY.
©2015 Pernod Ricard USA, Purchase, NY

1. Source: RAD Depletions, Jan, 2015 ending December
2. Source: Nielsen, 52 wks, ending 4/25/25, XAOC + LIQUOR
3. Source: Nielsen TTL US XAOC 26 weeks ending 4/4/15
4. Source: Nielsen, 52 wks, ending December 2014

Pernod Ricard USA
Creators of Great Company

Visit probevsource today, the online tool kit for
the beverage business. PERNOD-RICARD-USA.COM



YEAR



OF



DISCOVERY

With fascinating wines coming from the unlikelyst of places, 2015 has become the Year of Discovery in wine, with retailers in the vital position as gatekeepers between curious drinkers and bold new regions and grapes



BY CHRISTY CANTERBURY MW / KRISTEN BIELER / W. R. TISH

A funny thing happened on the way to 2016: Buoyed by two decades of steady growth in wine consumption, Americans are—finally(?)—getting it. After decades of wine suppliers, merchants and critics alike exhorting people to “drink what you like,” people are doing just that.

Consider some of the most dynamic wine-category upswings of late—Moscato, Malbec, Prosecco and Red Blends. What they have in common is simple, pure and powerful: they are being driven by consumers’ tastes. Not by critics’ ratings.

Sure, Cab and Chard are still ringing up sales, but so many other grapes and regions have entered Americans’ comfort zone. In Italy, think Sicily, Alto Adige and Campania. In France, the Loire, the Rhône and the South of France are stirring more emotions than Bordeaux. In Spain, Garnacha has jumped in recognition. Wines from New Zealand, Greece, Austria, South Africa and Portugal are on the tips of wine drinkers’ tongues. In California, blends and offbeat varietals are what have drinkers buzzing, as well as regions outside Napa and Sonoma; and Washington, Oregon and New York’s wine industries continue to hum.

Nailing wine trends to a specific year can be tricky, but we believe 2015 is a watershed year for American wine culture: Consumers’ curiosity, interest and open-mindedness on one hand are converging with wine’s incredibly vibrant and creative supply side on the other. The result is that 2015 is revealing itself as the Year of Discovery.

Making The Connection

America’s embrace of wine has never been more adventurous. And in turn, the Retailer has never been more vital. Wine merchants select and present wines from the fast-morphing global market, communicating the relative style, value and merit of all those new grapes, places and brands. Simply put, they connect that ever-expanding universe to those increasingly open-minded wine drinkers.

To mark this Year of Discovery, this article aims to capture how and why some of today’s most exciting wines are emerging from the least expected places—from Central and Eastern Europe to pockets in the Mediterranean and the Middle East, even from established regions where new techniques are in play.

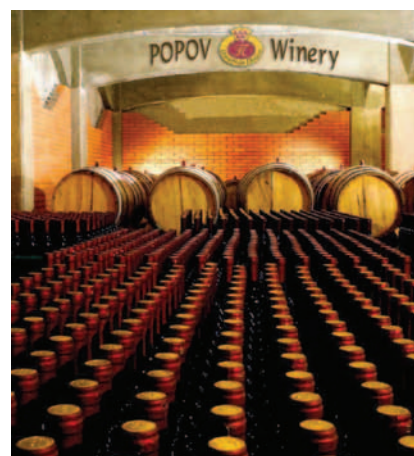
Eager to expose their wines to a wider audience to carve out a niche in the global wine market, these producers have teamed up with a growing tier of inspired, specialty importers. While distribution is limited, and many of these wines may always reside in the realm of “esoterica,” they are important puzzle pieces for a comprehensive understanding of our global wine tradition. They are ideal for adding fresh appeal and differentiation to a wine program, and in many cases represent unparalleled value. These wines won’t be appearing on supermarket shelves any time soon—all the more reason that independent merchants should seek them out now, ahead of the curve.



MACEDONIA

Macedonia, a country the size of Alabama, has made wine for over 400 years, but its sprint to modern-day fame began just 15 years ago.

The winery Bovin, established in 1998—seven years after the country’s split with Yugoslavia—changed the paradigm. Bovin pushed high quality to the bleeding edge and then charged six times more than average for its wines. Almost astonishingly, wine lovers paid up. Encouraged by the prospects of the quality-profit combo, more wineries started appearing. Today, there are about 60. Interestingly, wine export has always been a focus for Macedonia; 85% to 95% of production is exported. That’s quite a bit of juice, considering Macedonia is the world’s 25th largest producer, making approximately half the wine as New Zealand does.



Indigenous varieties are where it’s at. The black grapes Vranec and Krastosija and the white grapes Smederevka, Zilavka and Temjanika are the highlights. Leading the pack is Vranec, whose name means “Black Stallion.” It makes seriously dark wines with mouth-watering acidity and structuring tannins that help it age well. Krastosija, kin to Zinfandel and Primitivo, is jet black with gobs of viscosity. Both grapes can easily attain 15-17% alcohol, but they have other structural elements to keep their wines in balance. Similarly, the dominant white, Smederevka, can be heady, too, though it’s often not noticed given the wine’s racy acidity. The citrusy Zilavka (Furmint in Hungary) and floral Temjanika exude charm in any of their variations, from crisply dry to lightly sweet.

IMPORTANT PRODUCERS: Bovin, Chateau Kamnik, Stobi, Popov, Tikves and Vinar



CORSICA

Corsica is surely better known as Napoleon's birthplace and for "Europe's Hardest Hiking Trail", the GR 20, than for wine.

However, this staunchly proud Mediterranean island that makes but 1% of France's production boasts 264 producers and 104 independent wineries. Quality has been on the rise for years, and with that the trend to look outside the island's built-in market of thirsty tourists has grown. It's not just the terrain (rugged granite, limestone and schist slopes) but also the climate that creates such fine-tuned wines. The mountain slopes are cold at night, drastically contrasting the summer sun, and the Mediterranean winds can be cooling, too, as long as they don't shoot north from Africa.

Corsica stands by its local grapes, especially for the mid- to high-end wines; 55% of the island's production is rosé and 30% is red. The red Nielluccio, whose DNA resembles Sangiovese, is one of the most popular. Another top black grape is Sciacarello, meaning "irresistible." Vermentino, also known as Malvoisie de Corse, makes aromatically compelling whites. Southern French varieties like Grenache, Syrah and Carignan feature prominently, too. One particularly pleasant characteristic of Corsican wines is that the producers let the wine shine through, never the new oak.

IMPORTANT PRODUCERS: Clos Venturi, Domaine Comte Abbattucci, Domaine d'Alzipratu, Etienne Suzzoni, Domaine de Torraccia, Domaine Saporale, Yves Leccia, Domaine de Vaccelli, U Stiliccionu, Clos Nicrosi



LEBANON

Brought to the world stage by the charismatic, late Serge Hochar of Chateau Musar, Lebanese wine has developed rapidly since the end of the 15-year civil war in 1990, burgeoning from only five wineries then to over 40 today—all making very good wines.



Chateau Kefraya

Still, the generously warm Mediterranean climate sometimes seems to mask true greatness, even if the wines are delicious and distinctive. What is incredibly impressive is that this quality-focused industry has developed in such a testy sliver of the world. In fact, part of the Musar story is about harvesting grapes surrounded by shelling and gunfire.

Local grapes are more likely to star on the plate in *warak enab bil zeit* (stuffed grape leaves) than in the glass. However, a few determined wineries are making a go with two local white varieties, Obeideh and Merweh, which are usually destined for Arak production. Reds dominate production and most are blends. Typical components include Cabernet Sauvignon, Merlot, Grenache and Syrah, often blended à la Bordeaux meets Rhône. Cinsault accounts for one-third of all production and has been grown there for over 150 years. In contrast, whites tend to be varietal, and Chardonnay and Sauvignon Blanc lead the pack.

IMPORTANT PRODUCERS: Château Musar, Domaine St. Thomas, Château Ksara, Domaine Wardy, Château Kefraya, Domaine des Tourelles, Massaya, IXSIR, Château Ka



TURKEY

Turkey is entering a modern golden age of winemaking, despite its government's relatively new but viscious anti-alcohol campaigns.

Since the beginning of this century, a number of small producers have diversified the landscape formerly dominated by

previously (and usually large but equally quality-driven) wineries to create a unique wine culture reinforced by oenotourism, winery hotels and fine restaurants. In the spirit of Ataturk, Turkey's founder who decreed the re-establishment of wine production post-Ottoman Empire, these wineries persist in their work. Yet, today they are turning more and more to markets abroad given the touchy attitude toward wine at home.

Turkey hosts over 1,200 indigenous grapes; 50% are genetically unique. While only about 20 account for 95% of wine produced today, several producers are striving to change that. Narince is the luminary white. It is highly versatile, capable of producing all sorts of sparkling, still and sweet wines with finesse, depth of flavor and – in some cases – ageability. Three black grapes dominate the red category. Kalecik Karasi is a pale-ish, lighter red that masquerades between Pinot Noir, Gamay and Syrah depending on how it is made. The grape Öküzgözü translates into "big black eye of the bull" because it is unusually large for a wine-making grape. It offers baking spices, dark color and relatively supple tannins, so its wines are easy to appreciate. Finally, there is Bogazkere, named "throat scratcher" for its dense, even fierce, tannins. Concentrated in black fruit flavors and highly structured, it can age gracefully as well.

IMPORTANT PRODUCERS: Vinkara, Suvla, Urla, Kavaklıdere, Corvus, Sevilen, Likya, Pamukkale, Doluca, Yazgan, Kayra, Selendi



SUVLA WINE STORE PHOTO BY CHRISTY CANTERBURY MW



Suvla Wine Store



M·S WALKER

FINE WINES & SPIRITS SINCE 1933

Since 1933, M.S. Walker has been proud to offer a dynamic range of quality products to our valued customers across the country.





CRÉMANT DE BOURGOGNE

Made with the same varieties and on the same soils as the legendary wines of Champagne, Burgundy's sparkling wines are well-positioned today to become the next "hot" bubbly.

While the sparkling wine frenzy focuses on tank-fermented Prosecco today, the high-end game remains focused on traditional method wines. Champagne prices often keep those wines just out-of-reach for many consumers. Tuned-in consumers turn to Italy's sparklers from Franciacorta and Trentodoc, yet Burgundy's bubbles remain undiscovered. One reason is that sparkling wines have not been a focus until recently. However, in the last decade, crémant production has boomed from one to eight percent. Sometimes ringing in as low as half the cost of a bottle of non-vintage Champagne, these wines deliver serious value and can parade as Champagne look-alikes.

The wines are primarily composed of Chardonnay and Pinot Noir. Technically, these two grapes, along with Pinot Blanc and Pinot Gris, must make up at least 30% of the cuvée. In reality, the latter two, along with Aligoté, Sacy and Gamay, tend to be added in dashes and pinches. Many of the grapes are grown on limestone and exceed the minimum nine months on lees in the bottle, creating profoundly flavorful and textured wines.

IMPORTANT PRODUCERS: Bailley Lapierre, Parigot & Richard, Louis Boillot, Caves de Lugny



SLOVENIA

Slovenia—wedged between Italy, Hungary, Austria and the Balkans—benefits from a mash-up of cultures, and is emerging as a source for racy, fresh whites and as a global leader in the "orange" wine movement.

Winemaking here dates back 2,400 years, predating France or Spain. Yet the communist government, which took power in 1948 and created Yugoslavia, turned all wineries into state-run cooperatives. Slovenia has been playing catch-up since the Iron Curtain fell in 1989.

Luckily the land is blessed. Primorska and subregions Vipava, Istra and Brda border Italy's Friuli region and feature mineral-rich soils, ridiculously steep hills, and the Adriatic's influence. Some red wine is made (from Teran and Refošk—Italy's Refosco—as well Cabernet, Merlot and Pinot Noir; Santomas and Movia make some of the finest), but this is primarily white wine territory. Even inland regions, Posavje and Podravje, are better known for whites. They work with many of the same grapes as their neighbors: Malvazija (Croatia); Sauvignon Blanc and Sivi Pinot (Pinot Grigio in Friuli) and Rebula (Ribolla Gialla); Chardonnay, Welschriesling and Sipun (Furmint in Hungary).

Two main styles have emerged. The first is fresh and zippy, and the focus of a number of newer wineries, including Pullus and Puklavec and Friends (P&F). The value is compelling, says George Milotes, MS and Beverage Director for The Capital Grille and Seasons 52: "I can pour a stunning Sauvignon Blanc that is half the price of an Italian bottle.



Slovenian Pinot Grigio is less expensive than Italy's, plus it generally has more character and flavor."

Edi Simcic and son Aleks—considered among Slovenia's best winemakers—champion a different style, aging their wines for long periods in oak which imparts an almost Burgundian profile. Other artisanal producers innovate with biodynamics, a range of different oak casks and amphorae and extended skin contact—the recipe for "orange" wines, a niche category which has captured the imagination of many wine professionals. Movia is a pioneer, with their rich, chewy, honeyed wines.

IMPORTANT PRODUCERS: Movia, Edi Simcic, Pullus, P&F, Tilia, Santomas, Batic, Kabaj



GEORGIA

Georgia is considered by many to be the cradle of wine, with over 8,000 unbroken vintages under its belt. Granted, not all of those were great. "Between the destruction of the Soviet period plus the Georgian Civil War in the 1990s, the wine industry didn't resurrect and privatize until the 21st century, so they were extremely late to the game," says Lisa Granik, MW Director of Export Strategy for Georgia.

In spite of the hardship, Georgia had one lucky break: Most Soviet countries were forced to rip out native vines in favor of international grapes, yet some speculate that because Stalin was Georgian, the nation retained its (over 500) indigenous grapes. Today this treasure trove of fascinating varieties—Rkatsiteli, Kisi, Khikhvi, Tsolikouri, Mtsvane and Saperavi—is the cornerstone of Georgia's revival.

Modernization has ushered in a range of fresher styles, yet Georgia's gift to the world of wine is the centuries-old tradition of the qvevri. Underground clay vessels where wines ferment and age, qvevris (not to be confused with amphora) are catching on in various interpretations throughout the globe by



THE EXTRAORDINARY
ITALIAN TASTE



ITALIAN WINE WEEK

5th edition

February 7-10, 2016

Please mark your calendar

Admission is limited to members of the trade and by invitation only

Hilton Midtown
1335 6th Avenue, New York, NY 10019



MASTER CLASSES



TASTINGS



AND MUCH MORE!

For more information, please contact: newyork@ice.it
or visit: www.italianmade.com/vino2016



Ministero dello Sviluppo Economico

Organized by Italian Trade Commission - Made possible by support from
Piano Export Sud per le Regioni della Convergenza and The Italian Ministry of Economic Development.





Qvevris covered but in open air in Georgia

many famous producers. Combined with the common practice of extended skin maceration, Georgia is a world capital of “orange” wines. “I promote them as white wines for red wine drinkers,” says Granik.

Quite unintentionally, Georgian wines dovetail nicely with many of today’s wine drinking trends: They are not over-oaked (“Mostly because this is a poor country and oak is expensive, so it’s never been central to their winemaking,” shares Granik) and they are lower in alcohol—most around 11.5-12%. Granik feels the momentum: “The wines are better every year, and exports are up 61% this year. Today what I see is promise.”



IMPORTANT PRODUCERS: Chateau Mukhrani, Jakeli, LaGvinari, Orgo, Schuchmann, Shalauri, Teliani, **Vinoterra**

SARDINIA

Whereas Sicily has captured wine drinkers’ imaginations—as much as through stories of the Cosa Nostra as its physical beauty, hearty food and ever-improving wines—the wines of Sardinia, the second largest island in the Mediterranean, mostly remain off the radars of wine consumers today.

Though often occupied by foreigners, Sardegna (as it is known in Italian) has never been conquered. So perhaps it is through this determined self-reliance and self-administered introspection that Sardinia has found its highly unusual route into the modern wine world. Post-World War II, Sardinian grape yield allowances sky-rocketed and jettisoned quality into an abyss. Today, as the rest of the wine world becomes more quality-oriented, yields there stay almost bizarrely high. That is easy to achieve considering many vineyards are in flatter areas. However,



Sardinia is the second largest island in the Mediterranean

the best wines tend to come from the hills from far lower yields, and many producers have abandoned the DOCs to make IGT wines of gloriously distinctive Mediterranean character.

Sitting only 125 miles west of Italy, Sardinia’s wealth of vines surprisingly is composed primarily of Spanish grape varieties, with a heavy Catalan accent. The most important reds are Cannonau (Garnacha), Carignano (Carignan), Monica and Bovale (Graciano). Vermentino is the star white grape followed by several types of Malvasia.



IMPORTANT PRODUCERS: Argiolas, Capichera, Santadi, **Sella & Mosca**, Punica



NATURAL WINE

“Natural Wine” is the hipster these days, meaning its wines as popular as they are controversial.

Ardent fans of the category often prefer to drink nothing else. However, there are issues with the name. “Natural” can be defined strikingly differently—in a way that definitely matters to well-versed fans of the category—by the many possible steps a producer may take to do as little as feasible to a wine. And the potential for confusion is great, starting with the fact the label itself may not even declare itself simply as “natural wine.” Moreover, once the pluses

and caveats are understood, one often never quite knows what’s going to come out of the bottle. For some, that’s awesome. For others, that’s annoying.

Natural wines can be made from any grape. It’s the style that counts. First and foremost, winemakers work with the principle to add little to no chemicals or additives. For example, many are made with little or no added sulphur, which can result in highly variable juice from one bottle to the next as sulphur acts to protect the wine and keep it in the same phase from the winery to the consumer. Also important to the natural winemaking philosophy is not to employ overly intrusive technological means during production. An extreme example going in the opposite direction are skin-macerated whites called “orange wines” (typically amber in color).

IMPORTANT PRODUCERS: Nicolas and Virginie Joly (Coulée de Serrant), Gravner (Friuli), Lalou Bize Leroy (Burgundy), Marcel Lapiere (Beaujolais), Nikolaihof (Austria), Coturri (California), Cédric Bouchard (Champagne), Catherine and Pierre Breton (Central Loire), Movia (Slovenia), Lagvinari Krakhuna (Georgia), Paolo Bea (Umbria), C.O.S. (Sicily), **Reyneke** (South Africa), Cowhorn (Oregon), Thierry Puzelat (Central Loire)



Holidays are better
with a little Sparkle.™



VERDI®
& SPARKLETINI
AN ITALIAN SPUMANTE





Price of success? Laurent-Perrier was championing rosé Champagne before it became hot; once it did, the house was hard-pressed to make enough, and the Cuvée Rosé Brut now commands a price close to \$80, nearly double that of the regular L-P non-vintage brut.

Going back a while, I can remember the time that a “real man” wouldn’t drink pink anything, especially Champagne; the myth was that “rosés are for ladies.” I never believed that trash, thank goodness, and have been enjoying rosé Champagnes for decades. I must admit, though, just from my own observation, that rosé Champagnes tend to be even more popular with women than with men.

PINK-FLATION

A mere 15 years ago, rosé Champagne sales represented 2% to 3% of all Champagne sales. That figure has multiplied five-fold, with more than 10% of all Champagne sales now being rosé. And it seems to be increasing—despite the fact that rosé Champagnes are always more expensive than white Champagnes, at least \$10 more, and often a lot more than that.

The price of fame can sometimes be costly. Or profitable, depending on how you view it. Let’s look at two Champagne houses that always championed rosé Champagnes, even before they were “in,” Laurent-Perrier and Billecart-Salmon. Pre-2000, Laurent-Perrier’s Cuvée Rosé Brut was the largest-selling rosé Champagne in the world; it retailed last century for about \$35, sometimes less on sale. Laurent-Perrier’s style emphasizes fruitiness. When rosé Champagnes became hot, Laurent-Perrier for a while could not make enough; Rosé Brut became difficult to find. Nowadays, Laurent-Perrier Cuvée Rosé Brut retails for about \$78 a bottle; its white non-vintage brut’s average price is \$41, making that a \$37 premium for the rosé! (Laurent-Perrier is no longer the largest-selling brut rosé; that honor goes to the largest Champagne house, Moët & Chandon, whose NV Rosé Imperial averages \$58 retail).

Billecart-Salmon was the darling of so many rosé Champagne lovers, so much so that at one time an astounding 40% of this house’s Champagne sales were rosés (they normally produce at least 20% of

EVERYBODY LOVES ROSÉ CHAMPAGNE

**WITH PINK WINE NOW SOARING, ROSÉ
CHAMPAGNE IS GAINING AN EDGE ON ITS PEERS**

BY ED McCARTHY

It is now old news that rosé Champagnes (and rosé wines in general) are more popular than ever. The trend began around the turn of the century, and sales have been growing steadily since. My local retailer told me that 47% of the wines he sold this summer were rosés.

The reason? We have gotten over the “sweet” curse of white Zinfandel, and blush wines in general (these wines still sell, of course, to those people who prefer sweeter wines). One popular theory is that people started to realize that most rosé wines—particularly Champagnes—are not sweet, but dry, and not frivolous.

their Champagnes as rosés, a very large amount compared to other houses). Its followers (including me, at that time) loved the light, delicate style of this salmon-colored rosé. It retailed for about \$40 before 2000. Today, Billecart-Salmon's NV Rosé's average retail price is \$87 (Billecart-Salmon's NV Brut averages \$57).

You might say that both Laurent-Perrier and Billecart-Salmon cashed in on the popularity of their rosés, big time, but they are the exceptions rather than the rule. For example, Moët's white NV Brut Imperial averages \$49; the NV rosé is just \$9 more.

SURPRISING VALUE

Rosé Champagnes are more expensive than standard bruts not just because they are so popular. They always were slightly more expensive; it's a costlier process making rosés compared to standard bruts. (The pink color of rosé Champagne typically comes from the

Not only are rosé Champagnes delicious and pretty to look at, but they also generally enhance food even better than most other Champagnes.

Champagne Gosset's Grand Rosé is now part of the Wilson Daniels import portfolio.



addition of still Pinot Noir red wine, as opposed to red-grape skin contact; blind tastings have demonstrated the differences in taste between the two methods are negligible.)

Are they worth the extra money? My answer is a resounding "Yes." Not only are rosé Champagnes delicious and really pretty to look at, but they also generally accompany food very well—better than most other Champagnes.

It's no surprise to hear that the very best rosé Champagnes are quite expensive. But there are so many good rosé Champagnes being imported into the U.S. now at multiple price levels—and the non-vintage examples recommended in the sidebar all fit into the \$45-\$80 SRP range, hardly a dealbreaker for consumers who have their sights set on the best of the best. (If you are looking for a sparkling rosé under \$40, forget about Champagne. But Roederer Estate makes a really fine Brut Rosé in Mendocino County for under \$30 SRP.)

ROSÉ CHAMPAGNE SELECTIONS



*Peace.
Love.*

RUM CHATA
НОВОКРАТКА С ОМ РОМ

Coltibeet Rum With Real Dairy Cream, Natural & Artificial Flavors. 15.75% Alc./Vol. Produced and Bottled by Agave Loco Brands, Pawukee, WI 53072. Please Enjoy Responsibly. RUMCHATA and CHATA are Registered Trademarks of Agave Loco, LLC.

ROSÉ CHAMPAGNE

Like other Champagnes, rosé Champagnes are made in different styles: they range from elegant and light, such as Billecart-Salmon and Perrier-Jouët Cuvée Belle Epoque, to full-bodied and powerful, such as Bollinger and Krug. My personal preferences lean toward light, subtle, floral and elegant. For example, I did not list Piper-Heidsieck's Rosé NV Sauvage, which is intensely fruity; some people love it, but it's not for me.

Note that there are far more NV rosés listed than vintage rosés; many Champagne houses do not bother to make vintage rosés because NV rosés are easier to produce.

There are still more fine rosé Champagnes out there, albeit often in small supply. Charles Heidsieck's Brut Rosé 1999, for example, is over \$100 and might be difficult to find at this point. If you can find it, you will love the 1999, but Charles Heidsieck's 2006 Brut Rosé is readily available and excellent. Charles Heidsieck's Rosé Reserve NV is a delight as well, a bit lighter and more floral than the typical robust style of Charles Heidsieck. Champagne Louis Roederer's 2008 Rosé is one of the best Champagnes I have enjoyed in the past few years; lighter-styled than usual, it is an utterly delicious rosé.

Prestige cuvées, by definition, are the best Champagnes a producer makes. Most Prestige cuvées are made in small quantities, especially rosés. For example, only 5% of the already small production of Cristal is its rosé. Prestige Cuvée rosés

are expensive; some are over \$300 retail; the Cristal Rosé retails for \$500 plus.

Are they worth the price? For me, three of the ones I list in the sidebar are worth the price in terms of quality: Cristal, Krug and Dom Pérignon. But

frankly, since Cristal white is half the price of the rosé, I would choose it over Cristal Rosé. And for the price differential, again about half the price, I would choose DP white over DP Rosé. Krug is a different story.... ■

RECOMMENDED ROSÉ CHAMPAGNES

Listed alphabetically, with top favorites in **bold face**

NON-VINTAGE

- ◆ Bollinger Rosé
- ◆ **Delamotte Brut Rosé**
- ◆ Deutz Brut Rosé
- ◆ Drappier Brut Rosé
- ◆ Drappier Brut Rosé Nature (Zero Dosage)
- ◆ Duval-Leroy Rosé Prestige
- ◆ Fleury Brut Rosé
- ◆ Gosset Grand Rosé Brut
- ◆ Alfred Gratien Brut Rosé Classique
- ◆ **Charles Heidsieck Brut Rosé Reserve**
- ◆ **Henriot Brut Rosé**
- ◆ Lanson Brut Rosé
- ◆ Lanson Extra Age Brut Rosé
- ◆ Moët & Chandon Brut Rosé Imperial
- ◆ G.H. Mumm Brut Rosé
- ◆ **Bruno Paillard Brut Rosé Première Cuvée**
- ◆ **Pascal Doquet Brut Rosé Premiers Crus**
- ◆ Perrier-Jouët Blason de France Brut Rosé
- ◆ Philipponnat Brut Reserve Rosé
- ◆ Ruinart Brut Rosé
- ◆ Veuve Clicquot Brut Rosé

VINTAGE

- ◆ Bollinger La Grande Année Rosé 2004
- ◆ Deutz Brut Rosé Millesimé 2009
- ◆ Charles Heidsieck Brut Rosé 2006
- ◆ Pol Roger Brut Rosé 2006 or 2004
- ◆ **Louis Roederer Brut Rosé 2008**
- ◆ Veuve Clicquot Brut Rosé 2004

PRESTIGE CUVÉE

- ◆ Gosset Célébris Rosé Extra Brut 2007
- ◆ Alfred Gratien Cuvée Paradis Rosé NV
- ◆ **Krug Rosé NV**
- ◆ **(Moët & Chandon) Cuvée Dom Pérignon Rosé 2002**
- ◆ Perrier-Jouët Cuvée Belle Epoque Rosé 2004
- ◆ **Louis Roederer Cristal Rosé 2004 or 2006**
- ◆ Ruinart, Dom Ruinart Rosé 2002
- ◆ Taittinger Comtes de Champagne Rosé 2004 or 2005
- ◆ Veuve Clicquot La Grande Dame Rosé 2004

ROSÉ CHAMPAGNE SELECTIONS





#1 BEST SELLING PROSECCO IN ITALY



VALDO

DAL 1926 A VALDOBBIADENE



VALDO

VALDOBBIADENE
PROSECCO
SUPERIORE
D.O.G.G.
Oro Puro
VALDOBBIADENE - ITALIA

PROSECCO
SUPERIORE



CAMPAIGN SUPPORTED BY
REGULATION EC N. 1308/13



IMPORTED BY: PASTERNAK WINE IMPORTS • HARRISON, NY • WWW.PASTERNAKWINE.COM

Source: IRI Intoscan - Prosecco category I+S+LSP Italy -
period: year ending on March 28th 2015

SOMETHING ‘BLEU’ JOINS THE BRIDAL PARTY

BRONCO WINE COMPANY’S BLANC DE BLEU HAS SPECIAL APPEAL FOR THE WEDDING MARKET

BY W. R. TISH

It is a rare wine indeed that commands attention even before its label can be read. Blanc de Bleu is one of those wines. Its brilliant gemstone hue, while shocking to purists, is magnetic for many. Echoing the blue hue on the palate, the bubbly has just a “kiss” of natural blueberry flavor, leading Blanc de Bleu* to quickly win many fans among fun-loving wine drinkers.

Interestingly, this blue sparkler holds special appeal for a very particular demographic: brides-to-be. Recognizing this, Bronco Wine Company, national marketer of Blanc de Bleu, brought the bride-lovable bubbly to two high-profile wedding trade shows this fall—and learned even more about its unique charm.

The National Bridal Market, held in Chicago at the end of September, drew budding brides and professional wedding planners from all over the Midwest (and beyond). Bob Nicols, Bronco’s Division Manager for seven states, noted that reactions were immediate and positive. “The planners were definitely taken by the look,” recalls Nicols. “The color is beautiful, and it’s perfect for weddings.”

Consider the longstanding tradition that brides wear “something old, something new, something borrowed and something blue” on their wed-

ding day for good luck. Of course, planners say the trend nowadays is to interpret traditions creatively. Highlighting Blanc de Bleu’s visual impact, the planners saw displays—both of bottles chilling in tubs and trays of blue-filled flutes—as being ideal for receptions.

Interest in Blanc de Bleu was only reinforced when guests at the trade shows tried the bubbly. “Many people expect it to be sweet,” Fred Wiczerzak, Bronco’s Division Manager for NY, NJ, PA, DE, MD and DC, explains. “They may hesitate. But when they try it they are really surprised.” Samples poured before a



Color experts associate Blanc de Bleu’s shade of blue with sentiments of loyalty and faith—another positive factor connecting the bubbly to the bride and groom.

runway fashion show at the New York Bridal Show, held at Pier 94 in October, were a huge hit.

LEARNING CURVE

Naturally, Bronco exhibited at the bridal shows to capture the attention of wedding stakeholders—couples, planners, venue managers.... But as Christine Dorgan, Bronco’s Key Account Manager in Chicago, notes, the brand is so young that selling points are still being discovered.

Bob Nicols points out that the 187ml bottles struck some planners as creative gifts or favors for the wedding party, guests, even vendors. Others envisioned them at bachelor/bachelorette parties, dress fitting sessions and pre-nuptial showers. At the same time, he adds that the 187s (released earlier this year) have already proven their worth as impulse retail buys, or offered as a “split” on-premise.

All things considered, Blanc de Bleu’s novelty is operating on two levels. Most immediately, it’s a fun bubbly for the not-so-serious wine drinker. But to truly maximize Blanc de Bleu’s sales potential, it definitely pays to position it, through signage and suggestions, as adding sparkle to wedding celebrations. With so many of today’s wedding traditions open to interpretation, why shouldn’t the bubbly get in on the fun? ■



The subtly patriotic package features stylized stars (exactly 50 of the largest type) and stripes on the foil capsule; and the label is shaped like the iconic Route 66 highway signs.

*Blanc de Bleu is classified as “sparkling grape wine with natural flavors and certified color.”



Introducing Blanc de Bleu Cuvée Mousseux Brut

Blanc de Bleu Cuvée Mousseux Brut, a sparkling wine with an added hint of blueberries, is a delicate wine reserved for memorable celebrations. It offers seductive flavors and fresh aromatic effervescence—vividly pasteled with blueberries. All of this is contained in an impressively sexy bottle with tasteful flair.

The fruit for Blanc de Bleu is grown in select vineyards, known for their cool and clear breezes—ideal conditions for the exclusive grapes and soils that accentuate the profoundly flavorful characteristics.

Something Blue[®]
IN YOUR MAGICAL MOMENTS



Blanc de Bleu[®]

CUVÉE MOUSSEUX

www.BlancdeBleu.com

Marketed by Bronco Wine Company, Ceres, CA | 855.874.2394
Sparkling grape wine with natural flavors and certified color.
Drink responsibly. Drive responsibly.

COVERING ALL THE BASES

JOHN BUSH, BEVERAGE DIRECTOR, THREE KINGS RESTAURANT GROUP

BY ALIA AKKAM

Three Kings Restaurant Group, owned and operated by David Massoni, Dale Talde and John Bush, encompasses a roster of establishments—from Brooklyn neighborhood joints Thistle Hill Tavern and Pork Slope to three outposts of the Filipino-inspired Talde, including the just-opened one in the Thompson Miami Beach hotel. Longtime bartender Bush serves as their roving resident Beverage Director.



THE BEVERAGE NETWORK: At one point in the recent past you were able to devote your entire day to Thistle Hill Tavern. As the company has expanded, so has your role. What has been the biggest change to come from that growth?

JOHN BUSH: I planned on being behind the bar five times a week. But I went from being the fun-loving bartender guy to spending my time in meetings. Instead of making drinks all the time it's meetings, taste tests, text messages and more meetings—where everyone makes fun of me because I'm still wearing shorts and a Yankees hat.

TBN: Dress code aside, you've clearly adjusted to the corporate life.

JB: Running restaurants and bars is incredibly hard work. I've always been the worker bee who liked to take care of everything myself. But now that I'm on my phone half the day I've learned how to trust my employees. It probably took me five years to figure out how to delegate and become a boss.

TBN: Despite your day being dominated by paperwork and operations tasks you remain creatively inspired. How?

“It probably took me five years to figure out how to delegate and become a boss.”

JB: It's important to go to different bars and see what they are doing. It's important to read old cocktail books. But making drinks—all the tinkering that goes into them—that is the fun part for me. Half the time I come up with the name first and then create the cocktail that suits it. For example, when I found out about *The Brooklyn Eagle*, an old newspaper published in the borough, that led to a popular drink at Thistle Hill with Maker's Mark, Carpano Antica, triple sec and lime juice. Right now I'm playing with ice cubes made from green and Earl Grey teas. As they melt, they add new flavors to the drinks. I'm also fiddling around with a riff on the Whiskey Sour.

TBN: Are there classics at the restaurants you don't envision taking off the menu?

JB: At Thistle Hill there is the Capone's—what people call the Boulevardier—with Four Roses, Carpano Antica and Campari. At Talde there's the BBQ Negroni (Broker's

Gin, smoked sweet vermouth, Campari, burnt orange) and the complex, not-too-sweet Lychee Martini (Broker's Gin, lychee liquor, lychee sake, lemon-lime bitters). I really enjoy using gin as a base. At Talde I wanted a lot of the drinks to use rum and have a playful tiki bent. This concept transfers over to Miami perfectly.

TBN: With Dale Talde using the kitchen as his playground, do you two often collaborate on drinks?

JB: All the time. Our Margaritas, for instance, will change with whatever fresh fruit is in season—from watermelon to plum, basil to strawberry. He's turned me on to ingredients like star fruit and dragon fruit, things I've never had before, and suddenly we are serving a star fruit cocktail.

TBN: How do you decide when it's time to alter the menu?

JB: I don't have one of those prideful attitudes like, 'I made this drink so it's never coming off.' If it doesn't sell well, I will move it. I have to keep my liquor costs in order and I can't run a business on a 30% cocktail. All too often I drink a cocktail and like it, yet I don't want another one. To me, the sign of a good drink is that you crave two of them in a row. ■



LAMARCA[®]

PROSECCO

‘TIS THE
SEASON TO
SPARKLE.

*Sparkling Flavors of Apple,
Peach and Honeysuckle*

 facebook.com/lamarcaprosecco
www.lamarcaprosecco.com

  CAMPAIGN FINANCED ACCORDING TO EC REGULATION N.1308/13

*% SYMPHONY IRI, TOTAL US MULO, LATEST 52 WEEKS, ENDING 6-21-15,
TOP PROSECCOS BY UPC, DOLLAR, AND VOLUME SALES.

Italian Sparkling Wine ©2015 La Marca USA, Hayward, CA. All rights reserved. 15-1553062-LAMA-120-5511809





David Townsend, The Winebow Group;
Eric Celt, Martin Scott Wines; Peter Ruggie, The Winebow Group

SEPARATE AND TOGETHER

**Working Side by Side in their New Office,
Winebow and Martin Scott Wines Chart
New Territory in the Fine Wine Wholesale Game**

BY KRISTEN BIELER

When Virginia-based The Vintner Group, which had purchased Martin Scott Wines in 2013, went on to merge with Winebow a year later—forming The Winebow Group—it meant that

the two New York-based fine wine distributors would exist under one roof, figuratively. That cohabitation became literal over the summer when both companies moved into a brand new shared company headquarters in Manhattan's Flatiron district.

“When the merger took place we had five separate offices between New York and New Jersey. There was so much wasted time traveling between them we needed to do something fast,” shares David Townsend, CEO, The Winebow Group.

Yet the conception and design of the organization's new space aimed to do far more than simply create more room to fit employees. “While each company will remain separate, we can now share market intelligence and best practices,” Townsend explains. “Our new office allows us to be more creative, efficient and competitive. We now have the opportunity to take education to the next level, and to make our suppliers' lives easier. You need to bring value to the relationship—it's not just about a bottle of wine and a price.”

The light-filled, loft-like space is dominated by windows and features seminar rooms with audio-visual capabilities and moveable walls to host smaller or larger groups. A variety of open meeting areas and workstations are scattered throughout to accommodate impromptu meetings and the steady flow of people passing through. “It's been revolutionary to have the brand management, marketing, sales and education teams all under one roof,” says Townsend, adding that the space is also a recruiting tool: “In this competitive environment, we need to have a cutting-edge space where people want to work.” Soon, The Winebow Group will also occupy an additional floor—11,500 more square feet—to welcome import and wholesale brand management as well as sales executives.

NEW & IMPROVED NERVE CENTER

The move has been particularly transformative for Martin Scott Wines. “Our company now has a Manhattan presence for the first time—we had been in Long Island for 25 years,” says Eric Celt, Senior VP and General



Manager, Martin Scott Wines. “Our 18 NYC sales reps stop by here often throughout the day, and it gives me a chance to hear what’s happening in the market and what our customers are saying. The constant feedback and communication are making our business infinitely better.”

It’s a convenient hub for suppliers as well: “A lot of our producers fly all day to get here from overseas, and this is the first stop they make,” describes Peter Ruggie, Senior VP, The Winebow Group, Northeast. While Winebow’s prior office was just a few blocks away, it had limited usability: “We wanted a space that presented the proper image; a home away from home for our suppliers, where they feel comfortable and can even host meetings of their own.”

Customers and members of the press come and go, too, thanks to a crowded calendar of events and tastings. Celt adds, “We are raising the bar on tastings; we recently had buyers come to taste a range of Francis Darroze Armagnacs going back 50 years. This is something neither company could do before this move.”

A MERGING— NOT MELTING—POT

Before sharing an office, Winebow and Martin Scott Wines already had a lot in common. “We are both customer service-first organizations working with primarily family-owned wineries,”

David Kunicki, Vice President and Brand Manager, Martin Scott Wines (standing on left); Jean-Charles Le Bault de la Morinière, Proprietor of Domaine Bonneau du Martray (speaking); members of Martin Scott Wines’ Brooklyn and Manhattan sales team

says Celt. “It’s empowering to come here every day and work with our peers at Winebow because we share the same values; this creates a super energetic environment.”

Being surrounded by an additional set of savvy wine professionals benefits every employee, adds Ruggie: “Not only do our reps gain a deeper understanding of the competitive landscape, they have increased access to the world of fine wine and craft spirits which makes them better sales people. Our employees love our products—sharing stories and experiences about wine is something they seek out on their own.”

The cross-pollination has gone both ways. Celt points to the software upgrades and enhanced selling tools, courtesy of Winebow, which have made a big impact. “We can now analyze information in a variety of new ways, and we are learning from Peter and his team how to work with this data,” he says. Ruggie credits the Martin Scott team with challenging Winebow to find better procedures for meeting NY compliance requirements, and to rethink the recruiting process. “Martin Scott has always done an excellent job of hiring great sales people and



Winebow was founded in 1980, and Martin Scott Wines in 1990. The Vintner Group (founded 1980) bought Martin Scott Wines in 2013, and then merged with Winebow to create The Winebow Group in June 2014, with Martin Scott and Winebow remaining separate entities.

In addition to its distributor network, The Winebow Group comprises three national import units, each with its own sales team, brand specialists and dedicated marketing resources:

*** Craft + Estate** represents both estates rich in history and tradition as well as innovative newcomers from Australia, Austria, France, Hungary, New Zealand and South Africa, in addition to spirits distillers and sake brewers.

*** Leonardo LoCascio Selections** continues the legacy of the Leonardo LoCascio Selections gold seal, representing wines of quality, character and value from family-owned estates throughout Italy as it has for over 35 years.

*** MundoVino** represents a selection of properties from Argentina, Brazil, Chile, Portugal, Spain and beyond, including classic producers as well as a new generation of winemakers.

As of November 2015, The Winebow Group’s portfolio comprises 102 distinct wine brands from 11 nations plus the United States, with Italy being the primary country of origin (57 brands). The company also imports/markets five sake labels and 16 craft spirits.

With wholesale operations in 18 states and DC, and 10 distribution houses (Winebow Boston, The Country Vintner, Martin Scott Wines, Purple Feet Wines, Quality Wine and Spirits, Stacole Fine Wines, Vintage Wines, Grape Beginnings, Winebow—and, most recently, Noble Wines in Washington and Idaho), The Winebow Group’s combined distribution network now reaches over half of the wine consumption in the United States.



Jodi Stern, Craft + Estate, National Brand Manager, Austria and Hungary; and Karen King, Director of On Premise Development, Winebow, NYC



managing the subtleties of a fine wine culture—particularly with Burgundy,” he describes. “It takes a special person to have this sophistication and still have that sales gene to compete in the marketplace. Eric and his team have taught us a lot about this.”

Being in the same office space has ultimately strengthened both companies, Celt describes: “You leave here every day feeling that we are one company. Sharing this office has undoubtedly reaffirmed that position.”

Yet separate entities they shall remain, assures Townsend. Having a competitor in your midst—no matter how friendly—raises everyone’s game. “A lot of people were surprised that we really did want to keep the companies separate, but that we still wanted to be in the same space,” he says. “Each company has always had their own identity, and I want to keep that—we don’t want Winebow and Martin Scott to become the same.”

PUSHING THE LIMITS OF DELIVERY

The company remains one of the few wholesalers in the business to own their warehouses and fleet of trucks. “It’s a huge advantage—our drivers are great, they interact with the customer almost as much as our sales reps,” explains Townsend. Winebow expanded their warehouse and

added more drivers to accommodate the Martin Scott inventory—a huge upside for Celt and his team, who had always relied on third party warehouse and delivery. Even more critical was the extension of ordering windows by several hours. “In New York we used to cut our orders off at 3:00pm—at 1:00pm in Connecticut—and for many restaurants, this is just when they want to place orders, so this is a game-changer for our business,” Celt says.

Economies of scale have helped Winebow, too. “Bringing Martin Scott into the fold allowed us to expand to 38 routes in metro NYC, significantly build our upstate business, as well as offer Friday deliveries on the east end of Long Island,” says Ruggie. The move to accept Sunday orders for Monday delivery (Manhattan and Brooklyn only)—rare in the wine and spirits wholesale business—has exceeded even their most optimistic expectations. “We knew there was demand for this, but we did wonder how long it would take for this to become profitable, since it required a huge outlay in capital,” recounts Ruggie. “And it took just two weeks.”

“Each company has always had their own identity, and I want to keep that we don’t want Winebow and Martin Scott to become the same.”

David Townsend

Rick Long, Senior Spirit Specialist, Winebow, New York state; Marilyn Krieger, Senior Director of Public Relations, The Winebow Group; Marko Babsek, Brand Manager, Winebow; Giuseppe LoCascio, Vice President Portfolio Management, Leonardo LoCascio Selections; Mike Esposito, Vice President and General Manager, Winebow, New York state

DISPELLING THE CONSOLIDATION MYTH

In addition to expanded delivery services and territories, the companies benefit from beefed-up marketing and PR outreach, and more education seminars. “People assume when they hear the word ‘consolidation’ that we would pull back on the things that made these companies unique and great, when in fact we are just building on and adding to that,” Townsend emphasizes. “A stronger sales force, more tastings, better delivery routes—these are the differentiators that make people want to do business with us.”

And this is just the beginning, he adds. Expect to see more value-creating innovation from The Winebow Group and its distribution houses: “In this business there are a lot of people telling you things you can’t do—I was told 20 years ago that distributors can’t go across state lines. Many said we couldn’t put Martin Scott and Winebow in the same office, or offer Sunday orders for Monday delivery. I want to be the company that knocks down barriers.” ■



DISCOVER THE SOUL
of the MEDITERRANEAN

figenza
Mediterranean Fig Flavored Vodka

FIGENZA.COM

Distributed by
ALLAN S. GOODMAN, INC.
800-289-2731

EDER BROTHERS, INC.
800-922-1622

Vines Distinctive Wines and Liquors

BY SAVANNAH MUL

Daniela Tristine was a high school English teacher prior to owning the North Haven wine shop, Vines Distinctive Wines and Liquors. When Tristine and her husband, David, had children, she took time off from teaching to take care of them. As the children got older, she began to focus on her next career move. Tristine never returned to the school classroom, but rather formed a new classroom, instead.

“My students are different [now],” Tristine said. “My customers are my students and my bottles are my subject matter.” Every Friday and Saturday evening, Tristine offers in-store tastings of new products. Still, when Tristine and her family were thinking about going into business, operating a liquor store didn’t come up right away.

“At first I thought about catering ... I’ve always loved to cook.” After further deliberation, her other passions surfaced. “I’ve always been very involved with wine and my husband loved craft beer, so that was the inception,” Tristine said, as she reflected back to learning



LOCATION
 323 WASHINGTON AVE.
 NORTH HAVEN, CT

FACTS
 SQUARE FOOTAGE: 2,800
 YEARS IN OPERATION: 10

the winemaking process from her father when she was young.

Tristine staffs five employees, including herself and her husband, who is still teaching high school, and her father, who helps on a part-time basis. Tristine and her staff taste every product they bring in because she believes everyone on staff needs a solid knowledge base on each product. That makes them a better resource to help customers find exactly what they’re looking for at the desired price point. “Any of these bottles can be found anywhere else, but we can’t,” Tristine said. “We try to make us the most marketable aspect of the store.”

Tristine said she’s been working with J. Christian’s Restaurant in Wallingford to organize a series of wine education seminars. “It’s a nice education, as well as an opportunity for people who don’t have the time to come to our weekend tastings. The ultimate goal is so people won’t be intimidated by a restaurant’s wine list. I’m thrilled to have that alliance with them to be able to do those things.”

Since owning Vines Distinctive, she has



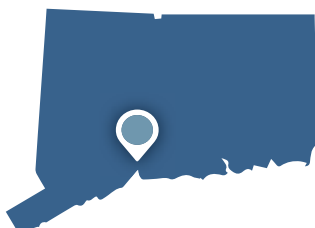
turned her customers into good friends. “I have the nicest customers ... they’re personal friends and we’ll talk outside the store. North Haven is a great area to do business in.”

Tristine also provides gift baskets for any occasion. She first asks about the customer’s budget, then she will walk around the store with them to pick out the products they want to include. “It’s fun; I like doing the baskets. I like the creative part.”

Tristine designed her store with an idea of open space and large aisles. As a mother, she found it frustrating when stores had narrow aisles and she had little space to push a baby carriage. “I made it so two baby carriages can go by.” ■



Caron Besek, sales representative from Worldwide Wines, visiting with store owners, Daniela and David Tristine.



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

SAVOR

A celebration of Wine, Food & Spirits

Presented by



FOXWOODS[®]
RESORT ♦ CASINO

All included in the single cost of admission:
■ Exquisite Wines
■ Distinctive Dishes
■ Inspired Spirits
■ Craft Beer

Savor the Experience

Connecticut Convention Center • Friday, April 8th & Saturday, April 9th

Food & Beverage Industry Professionals...

Don't miss the 2nd annual **Savor**: a two-day celebration, spotlighting top talent in the culinary industry including **Robert Irvine**, star/host of *Restaurant: Impossible* on Food Network. This is a great venue for retailers, bar managers, wholesalers and their sales teams to network and discover new products.



Visit savorct.com for complimentary trade tickets and discounted rates!

(LIMITED AVAILABILITY)

NEW PRODUCTS & PROMOTIONS

NEW ESTATE PINOT NOIR FROM BALLETO CAPTURES THE BEST OF RUSSIAN RIVER VALLEY

Ballemto Vineyards makes all of its wine from sustainably farmed estate vineyards. Their 2013 Pinot Noir, made from estate-grown Russian River Valley grapes, is elegant, balanced and delicious. Winemaker Anthony Beckman ferments in small open-tops, and uses French oak barrels sparingly to enhance the wine, not dominate it. The Ballemto 2013 Pinot Noir is serious, with depth, structure and finesse. Rated 91 points and Editors' Choice by *Wine Enthusiast*. Marketed by Bronco Wine Company.

\$ SRP: \$29.99
bruncowine.com
[facebook.com/BroncoWineCompany](https://www.facebook.com/BroncoWineCompany)



CÎROC LAUNCHES NEW APPLE FLAVOR

Sean "Diddy" Combs introduced Cîroc Apple with a bang—during his appearance on Late Night with Seth Meyers, and it is now available nationwide. Cîroc Apple boasts a vivid green apple flavor infused with a touch of ripeness, a juicy green apple flavor with hints of vanilla and citrus, and a subtly smooth, crisp finish. It joins Ultra Premium, Pineapple, Peach, Amaretto, Red Berry and Coconut. Available in 750ml as well as 50ml, 200ml, 375ml, 1L and 1.75L. 70 proof.

\$ SRP: \$30.99/750ml
ciroc.com
[facebook.com/Ciroc](https://www.facebook.com/Ciroc)



LATEST NÀDURRA IS THE GLENLIVET'S FIRST PEATED EXPRESSION IN A CENTURY

The latest innovation—and first peated flavor in over 100 years from the renowned Speyside distillery—The Glenlivet Nàdurra Peated Whisky Cask Finish embraces the craft of whisky-making the same way as its predecessors, the Nàdurra Oloroso Matured and Nàdurra First Fill Selection. Each bottle of Nàdurra Peated Whisky Cask Finish is bottled and released in small batches with no chill-filtration to offer the complex, full-bodied texture of a whisky just-drawn from the cask. Available in CA, DC, FL, GA, IL, MA, MI, NY, TX and WA. 106 to 124 proof.

\$ SRP: \$84.99
theglenlivetcask.com
[facebook.com/theglenlivet](https://www.facebook.com/theglenlivet)



NEW SEBASTIANI ZIN BRINGS NEW MEANING TO 'PLUSH' WINE

Big Smooth 2013 Old Vine Zinfandel, the latest wine from Don Sebastiani & Sons, features a velvet label to elevate their customers' sensory experience—as well as to reflect the new Zin's style: big, bold flavors and a smooth, velvety finish. The fruit comes from Lodi, Sonoma and Napa; the label's fishnet stocking detail and kitschy leg lamp image make clear that the wine does not take itself too seriously. Big Smooth has launched in CA, CO, MA and IL with additional markets opening soon.

\$ SRP: \$17.99
donsebastianiandsons.com



TRIO OF NEW VARIETALS FROM WOODWORK

Woodwork, one of the Diageo Chateau & Estate wine brands recently purchased by Treasury, has introduced three new 2013 varietal wines. The Merlot, Red Blend and Zinfandel demonstrate the Woodwork philosophy of using high-quality oak staves (rather than barrels) to bring the influence of oak into each varietal's taste profile, providing robust flavor while having low impact on the environment. The Red Blend combines 62% Merlot, 17% Cabernet Sauvignon, 6% Cabernet Franc, 4% Malbec and 11% other grapes.

\$ SRP: \$14.99
thewinebar.com/brand/woodwork



REBELLION SMALL BATCH GETS SMALLER WITH NEW 8YO EXPRESSION

Rebellion Bourbon has expanded to include a limited edition eight-year-old. Rebellion 8 Year Bourbon rests in new, charred American oak barrels two years longer than its predecessor. The mash bill of 70% corn, 22% rye and 8% malted barley is distilled and aged in Tennessee using a traditional copper still. The nose displays aromas of sweet caramel and honey, with subtle notes of winter spices, vanilla, and bold rye spice on the palate. Each batch of Rebellion 8 Year is approximately 2,500 bottles; available in 28 states. 90 proof.

\$ SRP: \$50
opiciwines.com
[facebook.com/opiciwines](https://www.facebook.com/opiciwines)



NEW PRODUCTS & PROMOTIONS

GARNET EXPRESSES THE RICHNESS OF PASO ROBLES IN NEW CABERNET SAUVIGNON

From vineyard block to bottle, Garnet Vineyards showcases the Paso Robles AVA with the 2013 Cabernet Sauvignon, exhibiting the signature ripeness of the region along with a complex, rich suite of aromas and a plush mouthfeel. Enjoy with barbecued tri-tip, a side of beans, salsa and a green salad for an authentic Paso Robles BBQ. Marketed by Bronco Wine Company.



\$ SRP: \$19.99
bruncowine.com
[facebook.com/BroncoWineCompany](https://www.facebook.com/BroncoWineCompany)

HEAVEN HILL BRINGS BACK ELIJAH CRAIG 18YO SINGLE BARREL

First introduced in 1994, Elijah Craig 18-Year-Old Single Barrel Bourbon gained legendary status at a time when super-premium bourbon offerings were few and far between. As demand grew, there were not enough 18-year-old barrels that met the Master Distiller's quality standards, so the bottling was discontinued in 2012. Since then, stocks have come back into line, allowing Heaven Hill Brands to once again offer Elijah Craig 18 on a limited national basis, releasing 15,000 bottles this year. 90 proof.



\$ SRP: \$120
heavenhill.com

SAN LUIS SPIRITS LAUNCHES DRIPPING SPRINGS ARTISAN GIN

The Dripping Springs family of products has added an Artisan Gin to its stable of award-winning spirits. Crafted in small 40-gallon copper pot stills, Dripping Springs Artisan Gin recently won the Silver Outstanding at the 2015 International Wine and Spirit Competition; the IWSC Judges call it "pungent, powerful, richly aromatic and savory." All of the Dripping Springs family of spirits are made with mineral-rich artesian spring water. 85 proof.



\$ SRP: \$25.99
drippingspringsvodka.com
[facebook.com/DrippingSpringsVodka](https://www.facebook.com/DrippingSpringsVodka)

CRYSTAL HEAD 'AURORA' LAUNCHES IN US MARKET

Aurora, a new expression from Crystal Head Vodka, comes in a uniquely crafted bottle with an eye-catching iridescent finish, celebrating the aurora borealis—the vivid aerial phenomenon known as the "Northern Lights." On the nose, Aurora is crisp with delicate floral aromas and a hint of anise. This limited edition is bottled in handcrafted glass with an original decorative finish; no two bottles are the same. 80 proof.



\$ SRP: \$59.99
crystalheadvodka.com
[facebook.com/crystalheadvodka](https://www.facebook.com/crystalheadvodka)

LOS VASCOS MAKEOVER ROLLS OUT COAST TO COAST

Los Vascos is undergoing a full-line refresh, marking a coming of age for the Chilean winery that has been 27 years in the making. Proudly bearing the five-arrow insignia of Domaines Barons de Rothschild (Lafite), owner of Los Vascos, the new look is hitting the market all together this Q4; new labels for the whites and classic Cabernet debuted in conjunction with a vintage change while the Reserves and Le Dix labels changed mid-vintage.



pasternakwine.com
[facebook.com/pasternakwine](https://www.facebook.com/pasternakwine)

JOHNNIE WALKER LAUNCHES 'SELECT CASK' SERIES WITH RYE CASK FINISH 10YO

In an effort to create new blends of the highest quality, Johnnie Walker has introduced Johnnie Walker Select Casks Rye Cask Finish, a 10-year-old chill-filtered blended Scotch whisky. This will be the first in a series of limited edition wood-finished Scotch blends from the brand. Using whiskies matured for at least 10 years in first-fill American oak, Master Blender Jim Beveridge finishes the Scotch in ex-rye whiskey casks, creating complex, rich layers, starting with creamy vanilla notes and easing into a spicy finish. 92 proof.



\$ SRP: \$45
johnniewalker.com
[facebook.com/JohnnieWalkerUS](https://www.facebook.com/JohnnieWalkerUS)

Woodstock Voters Allow Beer Sales for First Time in 80 Years

BY LAUREN DALEY

Voters in Woodstock, Connecticut voted to allow the sale of beer at local grocery stores in a referendum question on November 3, 2015. For the past 80 years, the town has been semi-dry. This is the first year the issue has been taken to a town vote.

The initiative was spearheaded by Maharshi Swadia, who owns The Woodstock Village Country Store and Cafe. Swadia said he asked customers if they had any special requests for items when he took over as owner in April. "The majority were asking for beer," he said.

The next step for Swadia is to apply to the State of Connecticut for the proper license. He expects to be able to start selling beer in late



Maharshi Swadia, owner of The Woodstock Village Country Store and Cafe.

January. If he receives the permit, The Woodstock Village Country Store and Cafe would be the first venue to sell beer in Woodstock since the 1930s. ■



Designed for Liquor Merchants

Loyalty Programs Instant ID Verification

Secure Payments Customer Satisfaction

Inventory Control Cloud Multistore

Match or **Beat** Your Rates
MERCURY
www.mercurypay.com

posmatic
Power of Substance
www.posmatic.com

CONTACT US
718.707.9788



A Taste from around the world

ACCOLADE-WINES.COM



Accolade
Wines

WINES CRAFTED GLOBALLY



NOW AVAILABLE

PROSECCO from Sicily!

NEW PACKAGING!

D A L U C A . C O M

DA
LUCA

ENGINE ROOM

14 HOLMES STREET
MYSTIC, CT

Located in the restored Lathrop Marine Engine building with views of the Mystic River, the rustic-chic eatery serves up American comfort food, craft beers, and an extensive bourbon menu. Its cocktail menu offers taste profiles such as “Highbrow & Tart,” “Deep & Elusive,” or “Smooth & Tropical,” helping customers choose among its creative offerings.

BARTENDER: Mariah Pfiffner

COCKTAIL: Naked Bones

RECIPE: Mix

- 3/4 oz. Sotol Por Siempre
- 3/4 oz. Lunazul Reposado tequila
- 1/2 oz. Aperol
- 1 oz. lime juice
- 1/2 oz. pineapple juice
- 1 oz. house honey syrup (honey diluted with hot water), and three thin slices of jalapeño pepper muddled.

Shake hard. Strain over new ice into large rocks glass with black sea salt rim. Garnish with jalapeño skewer.

“Similar to a margarita, the cocktail is a little spicy, but the Sotol gives it a very unique green, vegetal flavor. Sotol is similar to tequila, similar to mezcal, but different from both,” said General Manager Aaron Laipply. “It’s refreshing and satisfying.”

CHIPPING IN?

ADOPTION OF CHIP-ENABLED CREDIT CARDS HAS BEEN BUMPY

BY JAMES LAURENTI

Payment processors, gateway providers, POS vendors and retailers alike have scrambled since 2012, when the major U.S. credit card issuers announced plans to implement EMV, a technical standard to transmit payment data through a computer chip (in lieu of the magnetic strip). To incentivize businesses to make the change quickly, Visa, Mastercard and other card issuers stated that after October 1st, 2015, in an instance of card-present fraud, whichever party is the least EMV-compliant will be liable.

Transition, however, has not been smooth and easy. According to a September 2015 survey by The Strawhecker Group, just 27% of merchants anticipated being EMV-ready by October. What’s more, they predicted that only 44% will adopt EMV by the end of the year. In fact, it’s expected to take approximately two years until most merchants convert.

From a business’s perspective, the transition can easily seem like a confusing mess—especially since stores have to rely on their POS vendor/reseller to provide and implement new hardware. For these companies though, they’re often stuck between a rock and a hard place. Kevin Kogler, President of Microbiz POS, described his experiences with *The Point of Sale News*, saying, “We are finding that the processors, gateways and processing equipment vendors are falling behind schedule. This is particularly acute with many of the smaller players finding that they do not have the financial and employee resources to meet the timing of the looming EMV deadline.” The overwhelming feeling is simply that it isn’t realistic to expect the entire nation’s payment system to move to a new standard in a matter of a few years.

But the most important question, perhaps, is, once the majority of merchants are converted, how will this cut down on fraud? First and foremost, EMV only pertains to card-present transactions, where the computer chip in the card interacts with the card reader. This segment of fraud (commonly involving counterfeit credit cards with replicated magnetic strips) likely will decrease considerably as an EMV card cannot be replicated. That said, card-not-present transactions (like phone and eCommerce orders) will not see any new fraud protection benefits and may in fact surge since card-present fraud will become more difficult to commit. Ominously, in the United Kingdom, during the 3-year period after the country implemented EMV, card-not-present fraud increased by 79%.

While implementing EMV and mitigating card-present fraud liability is the main challenge on the minds of merchants today, stores should use the post-holidays respite to ensure they have a plan for combatting card-not-present fraud moving forward. For stores with eCommerce websites, integrating a payment gateway that verifies payment data is a sound initial step. Inevitably, though, while this will help you minimize your exposure and ultimately help bolster your case in instances of charge-backs, there is no such thing as perfect protection. To minimize the time you waste fighting fraud, research common signs of fraudulent transactions and educate key staff. EMV will help shut the door on in-store purchase fraud, but there’s a lot of vulnerability with online ordering. ■

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.



A LOCAL LOOK at PORTLAND COCKTAIL WEEK



Dimitrios Zahariadis in July 2015 during a guest stint at The Revolving Door in Newport, Rhode Island. Photo by Chris Almeida.

USBG CT's Zahariadis talks continuing education

BY SAVANNAH MUL

The Bar Institute at Portland Cocktail Week (PDXCW) ran from October 17 to 23 in Oregon, where industry professionals were able to further their education through a variety of seminars on bartending, beyond-the-bar training, bar ownership, and innovation and development. Bar professionals also participated in activities such as the Bacardi Bar Build, where they had to build a bar from scratch: developing a cocktail menu, building the layout of the bar, and deploying social media use.

United States Bartenders Guild Connecticut (USBG CT) chapter co-president and co-owner of Highland Brass Co. in Waterbury, Dimitrios Zahariadis, attended as a master's student in the PDXCW program. On the master's level track on bar ownership, he was part of the varsity team during PDXCW, which helps organize events. He and David Kaplan, owner of Death & Co. in New York, were among many of the nation's professionals who led discussions on successful bar ownership. *The Beverage Journal* asked Zahariadis about his experience following his week in Portland.

What did you do to get the most out of PDXCW?

I was accepted in the graduate program on the bar ownership track, where we got more in depth and had longer classes than the undergraduate program. I started planning for this over two months ago. This year, I had the privilege to take part in hosting a seminar about "Family Matters." Pam Wiznitzer, the USBG New York President, contacted me and two other people about hosting a seminar on how to deal with family and children, health insurance and balancing a career. It was the only seminar that doubled up, and we did our seminar twice.

What are some shifts you see in bartending that might change the way you run your bar?

Locally, people are definitely starting to use more seasonal ingredients and local ingredients; we have to get creative.

What are some popular flavors on the scene?

Whiskey. I see it amongst the consumer[s] at my bar. Bourbon and Scotch are on the rise.

How many years have you been attending Portland Cocktail Week?

This is my fourth year accepted. Next year, PDXCW will be in motion, going on tour to six cities across the country. They're expanding. It's going to be really awesome; I'm hoping to be involved.

Why do you think having events like PDXCW and Tales of the Cocktail are important to the industry?

It's all about continuing education. When you go to something like PDX, you really are immersed and go head first into education. It's good to have. There is always something to learn. The good thing about this industry is, there is always somebody who wants to teach you. Ten years ago, that wasn't the case. That's why I always emphasize to new bartenders to take advantage of all the educational opportunities, like PDXCW, Camp Runamok, or Tales of the Cocktail. The more things you can apply to ... is only going to better your career, and all your guests will only reap the benefits because we're all for in this for hospitality.

After PDXCW, has your go-to cocktail or favorite drink changed? Either way, what is it?

It hasn't changed: the Negroni. ■



2015 ANNUAL WOMEN & WINE LEADERSHIP SYMPOSIUM

Hosted by The Winebow Group, the fourth annual Women & Wine Leadership Symposium (WWLS) was held on October 5th in NYC and focused on two critical issues impacting women in the wine industry: Taking intelligent career risks and fostering diversity. Over 100 women wine professionals participated in the half-day symposium: winemakers from around the world, sommeliers, retailers, educators and journalists. Madeline Triffon, the first female Master Sommelier in the U.S. and the in-house Master Sommelier for Plum Market, moderated the panel discussions.

Dana Cowin, editor-in-chief of *Food & Wine* addressed the issue of risk-taking: know what you are good at, know what you can learn and know what areas you need to rely on the expertise and skill sets of others. She reminded women to remember the people who took a risk by hiring them.

Panelist Laura Williamson, MS, Wine Director, Mandarin Oriental New York, shared; “It’s critical to have the knowledge to empower and support yourself, especially when you’re young. Do your homework! Arm yourself with knowledge—it’s an anchor and a shield against risk.” On the topic of diversity, Clarice

“Arm yourself with knowledge it’s an anchor and a shield against risk.”

-Laura Williamson MS

Turner, Senior Vice President, Americas Business, Starbucks, (also a member of the Starbucks Diversity Council) argued, “We need to insist on diversity for the value it brings to business.” She emphasized the importance of measuring inclusion and making managers accountable for their actions. Handling insensitivity in the workplace can be extremely difficult, commented Anna Lee Iijima, Contributing Editor, *Wine Enthusiast*. “It requires courage to be your true self without being accused of being too sensitive or too ‘PC.’

It’s important to engage people in conversation and point out that what they’re saying is insensitive as they may not even realize their comments are not okay.”

The WWLS, hosted by The Winebow Group, is the first event of its kind with a mission to empower and educate women in the wine industry through a series of provocative panel discussions and wine tastings. The Women in Wine Leadership Symposium program is guided by an advisory board comprised of leading women in the industry: Mary Ewing-Mulligan, MW; Mary Gorman-McAdams, MW; Lisa Granik, MW; Karen King; Linda Lawry, DSW, CWE; Teresa Low; Pascaline Lepeltier, MS; Carla Rzeszewski; Melissa Sutherland; and Beth von Benz. ■

1. The Fostering Diversity Through Inclusive Leadership panel: Clarice Turner, Starbucks; Jeanine Prime, PhD, Catalyst; Madeline Triffon, MS, Plum Market; June Rodil, MS, McGuire Moorman Hospitality; Anna Lee Iijima, *Wine Enthusiast*; Lee Campbell, Andrew Tarlow Group
2. Keynote speaker, Dana Cowin, Editor-in-Chief of *Food & Wine* magazine
3. The Taking Intelligent Career Risks panel: Jennifer Iannolo, The Concordia Project; Maeve Pesquera, Fleming’s Prime Steakhouse and Wine Bar; Laura Williamson, MS, The Mandarin Oriental; Gina Langone, BJ’s Wholesale Club; Madeline Triffon, MS, Plum Marketale Club; Madeline Triffon
4. The Guided Wine Tasting panel: Lissi Wieninger, Weingut Wieninger; Viviana Navarrete, Leyda; Carole Meredith, Lagier Meredith; Dominga Cotarella, Falesco, Marilyn Krieger, The Winebow Group





SEASON'S GREETINGS



FROM

UFCW LOCAL 2D

Representing Wine & Spirit Sales People
in Our Great Industry Since 1950

VINCENT FYFE
PRESIDENT

VINCENT D'ACUNTO
SECRETARY TREASURER

NANCIE DOHERTY
RECORDER

THOMAS J. BAFFER
EXECUTIVE DIRECTOR/VP

UFCW LOCAL 2D
8402 18th Avenue, Brooklyn, New York 11214
Tel. 718.331.0030 | Fax. 718.331.2686
www.local2d.com

One of the signature activities for visitors at Benziger Family Winery in Sonoma Valley is the tram ride through the biodynamic estate vineyards.



BIODYNAMIC FOCUS BENEFITS BENZIGER IN MULTIPLE WAYS

When the Benziger Family Winery went biodynamic back in 1993, it had nothing to do with the drought conditions that plague California today. But as Chris Benziger explains, biodynamic vineyards are more drought-resistant; pesticides cause roots to stay near the surface, while biodynamically farmed vines go much deeper, closer to the water table, reducing the need to irrigate (or the impact of drought).

“When we tried to farm conventionally, we suffered erosion and phylloxera, so we wanted to try something different,” says Benziger. A trailblazer of sustainability and biodynamics in the U.S., the Benziger family sold their winery to The Wine Group this summer. While Benziger might seem out of place in The Wine Group’s portfolio of big-volume brands like Cupcake and Flip Flop, Chris reports they wanted to buy the “culture” of biodynamics with the goal of using the practices on other properties potentially. Has new ownership cramped their style? “Just the opposite,” says Chris. “We are their shiny new penny so we get lots of positive attention and deeper pockets to make more investments in the property, yet run our winery just the way we always have.” benziger.com



Among current releases, Benziger’s 2012 Sonoma County Cabernet Sauvignon stands out as lush and complex, with loads of dark berry and tobacco flavors, remarkable elegance and structure—an immensely drinkable wine from a terrific vintage for only \$18 SRP.

CHAMPAGNE PALMER DEBUTS IN AMERICA

Champagne Palmer, founded in 1947 by a group of seven growers, now boasts 300 growers, along with a reputation for high quality. And now Vin Divino, a subsidiary of Gonzalez Byass, is giving the brand its first foothold in the U.S. (currently in FL, NY, NJ, IL).

Beyond a prized location in the Montagne de Reims, the secret to Champagne Palmer’s success lies in meticulous handling. For instance, Palmer Brut Réserve (SRP \$52) is aged four years on the lees (most houses do only two to three years) and gets six more months of aging after disgorgement. The Rosé Réserve (\$65) gains its pink tint from the addition of a highly unusual red wine solera (comprising multiple vintages). The Blanc de Blancs (\$79) gets 80% of its Chardonnay from the two top Crus in the Montagne de Reims (Trépail and Villers-Marmery) and 20% from the Côte de Sézanne. And their prestige cuvée, Amazone de Palmer, (\$140) ages for 12 (yes, 12) years on lees and is hand-riddled. vindivino.com



RED BLENDS KEEP CREEPING TOWARD THE DARK SIDE...

Red blends show no sign of leveling off; in fact, they are multiplying. Following on the successful heels of Apothic Dark and Ménage à Trois Midnight, two new “dark” California iterations are joining the arena.

Delicato Family Wines is adding “Nighthawk Black” to their Bota Box line, and Cupcake Vineyards has added “Black Forest.” Combining Zinfandel, Syrah and Petite Sirah, Nighthawk Black joins the 3L box lineup (SRP \$22.99); the Bota Mini 500ml Tetra Pak format (\$5.99) is being released as a seasonal limited edition. botabox.com



Cupcake’s Black Forest (\$10.99), deftly titled to complement the brand’s Red Velvet, is a “decadent” blend of Cabernet Sauvignon, Merlot, Zinfandel, Petit Verdot and Petite Sirah, sourced from coastal California vineyards and serving up gobs of berry fruit and hints of mocha and spice.

cupcakevineyards.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 24/7

PLUS ACCESS TO THE ONLINE PRODUCT PORTAL

REAL-TIME PRODUCTS AND PRICES, ANYTIME, VIA MOBILE PHONE, TABLET OR LAPTOP

ONLINE ORDERING 24/7

CALL US AT 203.288.3375

VISIT US AT WWW.THEBEVERAGEJOURNAL.COM

