

**Connecticut**

*How Beer, Wine & Spirits Get To The Marketplace*

# THE BEVERAGE JOURNAL

DECEMBER 2016

Search & Order Online with  
[TheBeverageJournal.com](http://TheBeverageJournal.com)

## COGNAC UP CLOSE



**AUSTRIAN WINE:  
REINVENTION  
COMPLETE**

**2017 BEER  
TRENDWATCH**

# 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



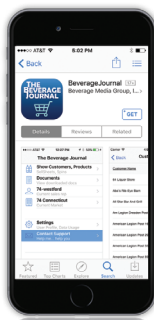
**READ**

NEWS, **BE** NEWS



**SHOP**

PRODUCTS & PRICES  
ANYTIME



## INCLUDED IN YOUR SUBSCRIPTION

PASSWORD TO ACCESS  
THE PRODUCT ORDERING PORTAL & THE APP

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

ONLINE ORDERING 24/7  
DIRECT TO WHOLESALER

CONTACT US TO **SUBSCRIBE**

CALL US AT 203.288.3375 | VISIT US AT [WWW.THEBEVERAGEJOURNAL.COM](http://WWW.THEBEVERAGEJOURNAL.COM)

# THE BEVERAGE JOURNAL

## CONNECTICUT

# DECEMBER 2016

## FEATURES

- 10 Local Focus  
Follow a new route to homegrown spirits brands with the launch the CT Spirits Trail.
- 14 Farewell to Fall  
View the final flurry of fall trade tastings in Connecticut.
- 31 Champagne Supernova  
December is a great time to maximize this sparkling celebratory seller.
- 32 Retail Review  
Essex Wine and Spirits, celebrating its 10th year, shares its customer-centric selling approach.
- 34 Trade Association Update  
The state's representative trade associations publish a joint letter to beverage industry members.
- 38 Beer Column  
The year in craft beer was less than stellar. For all its buzz, is a bust imminent?



# DECEMBER 2016

## 40 Trend Spotting

In 2017, the hottest categories promise to get hotter.

## 44 Back to Basics: Cognac

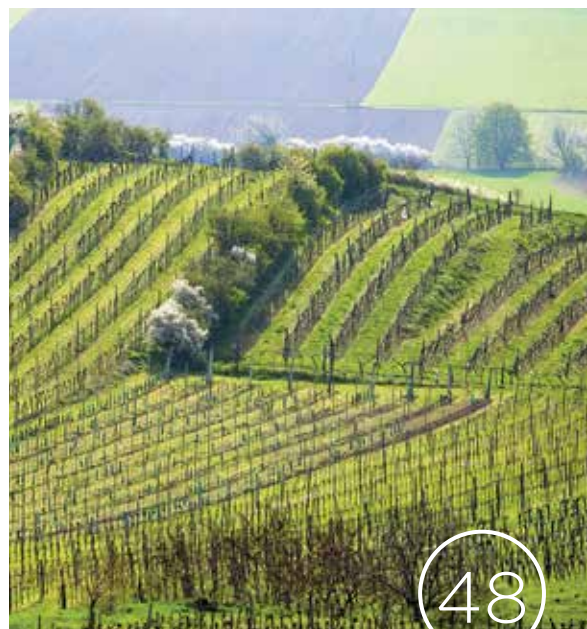
An up-close look at the world's most revered brandy.

## 48 Austria: The Future is Now

Fully reinvented, Austrian whites and reds are ready to captivate consumers.

## 54 Beer Watch in the New Year

Huge, fragmented and peppered with new products, the beer market continues to churn.





## DEPARTMENTS

- 5 Market Point
- 6 News Front
- 18 Around Town

- 36 CPSA News
- 37 CRA News
- 42 Serving Up

- 52 New Products & Promotions

## CONNECT WITH US

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

LIQUOR BRAND INDEX  
WINE BRAND INDEX  
BEER BRAND INDEX

JOURNAL CLASSIFIED  
SHOPPING NETWORK  
DCP NEWS

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 81 NO 12 DECEMBER 2016

{ ISSN 0744-1843 }

**PUBLISHER**  
GERALD P. SLONE  
gerry@thebeveragejournal.com

**EDITOR & ASSOCIATE PUBLISHER**  
DANA SLONE  
dana@thebeveragejournal.com

**DIRECTOR OF WHOLESALE SERVICES**  
LAURIE BUICK  
laurie@thebeveragejournal.com

**SUBSCRIPTION/RETAIL SERVICES**  
BRIAN SLONE  
brian@thebeveragejournal.com

**DESIGN**  
EVAN FRASER  
evan@thebeveragejournal.com

**EDITORIAL ADMINISTRATOR**  
SAVANNAH MUL  
savannah@thebeveragejournal.com

**WRITER**  
LAUREN DALEY


## SUBSCRIPTIONS & RENEWALS

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

### Subscription includes

Online ordering, iOS app user ID and password

All sales are final.

 thebeveragejournal.com  203.288.3375

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

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

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

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

Periodicals postage paid at New Haven, CT.

Postmaster: Send address changes to:

CT Beverage Journal, P.O. Box 185159, Hamden CT 06518  
DO NOT FORWARD.



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

# MARKETPOINT

This is the last issue of 2016. It's been a dynamic year of beverage business news, and you've been a big part of it. The local market remains fun and fascinating, and always in our focus. Cheers to you!

- “Back to Basics” with **Cognac** 101. It's brandy, yes, but arguably the world's finest brandy type. We will explain how and why.
- Get yourself into the **holiday** spirit, with on- and off-premise advice to make December sales sparkle.
- A colorful look at the market **forecast** for rosés, reds and browns – wines and spirits, that is.
- Time to explore **Austrian** wines. Meticulous methods, improved promotion and signature grapes are helping the country gain a deserved market foothold.
- Trends in **beer** for the New Year ahead; three pages brewed, in fact.
- The **gift** that keeps on giving: your subscription. It includes three ways to shop and order your beer, wine and spirits from your wholesalers: the print magazine, the trade-only secure shopping website, and the new iOS ordering app available via the iTunes Store. Let us help you connect anyway you want to ... it's all included, no extra cost!
- Make a **resolution** to showcase your brands, faces, places and people in the year ahead. It's so easy. Be a part of it. Email [dana@thebeveragejournal.com](mailto:dana@thebeveragejournal.com).

**Editor's Note:** Photo caption 1, on page 19 of the “November 2016” issue contained an error. The correct caption is “David Rosenberg, Vice President and Paul Angelico, General Sales Manager, both of Hartley & Parker, Limited, Inc.”



**CALIFORNIA RELEASES 2016 WINE HARVEST REPORT**

The 2016 California wine grape harvest arrived early this year with normal yield of quality fruit throughout the state, according to The Wine Institute’s harvest report. “It’s been a good season so far – the grapes are in great condition, showcasing spectacular flavors,” said Randy Ullom, wine master at Kendall-Jackson Wines, with vineyards in Sonoma County and statewide. Overall, the state crop as of August 2016 is estimated to be near the historical average of 3.9 million tons by the California Department of Food and Agriculture. “The 2016 harvest in Sonoma County looks a lot like the 2015 harvest,” said Ryan Decker, winegrower at Rodney Strong Vineyards. “We started early, we will finish early, and the winemakers are very excited with what they are seeing in the fermenters.”



**REPORT SHOWS MORE THAN 1,300 ACTIVE SPIRITS PRODUCERS IN THE NATION**

A study from the Craft Spirits Data Project revealed there are 1,315 craft distillers in the U.S. and the U.S. craft spirit industry reached 4.9 million cases and \$2.4 billion in retail sales in 2015. The study also revealed exports of U.S. craft spirits reaching 523,000 cases in 2015. It further projected there is potential for craft spirits to achieve the same market share as the craft beer industry. The data was presented during the inaugural Craft Spirits Economic Briefing at Nomad Hotel in New York from the American Craft Spirits Association (ASCA), the International Wine and Spirits Research (ISWR) and Park Street. The Craft Spirits Data Project is a research initiative to provide factual information for evaluating performance and trends in the U.S. craft spirits industry.



**CONSTELLATION BRANDS ACQUIRES CHARLES SMITH WINES, HIGH WEST DISTILLERY**

Constellation Brands announced transactions to focus on premium, high-margin and high-growth brands. The company said it was enhancing its U.S. wine portfolio with



the acquisition of the Charles Smith Wines collection, five ultra-premium wines for approximately \$120 million. The transaction includes Kung Fu Girl Riesling, Velvet Devil Merlot, Boom Boom! Syrah, Eve Chardonnay and Chateau Smith Cabernet Sauvignon. Within their spirit portfolio, Constellation has completed the High West acquisition, which includes all of High West’s operations and its portfolio of American straight whiskeys.

**MICHTER’S AMERICAN WHISKEY ANNOUNCES COMPANY PROMOTIONS**

Michter’s American Whiskeys has released a series of promotions. Pamela Heilmann (center) has been named the new Michter’s Master Distiller, which was previously held



by Willie Pratt. Pratt will now be transitioning to Michter’s Master Distiller Emeritus. Andrea Wilson (left), Vice President of Michter’s will add onto her role and be Master of Maturation and Distillery Manager, Dan McKee (right), will move up to the distiller position formerly held by Heilmann. “For some time we have been preparing for this transition,” said Michter’s President Joseph J. Magliocco. “At Michter’s, the quality of our whiskey is so, so important to us. I am excited that we have phenomenally talented people like Pam Heilmann, Andrea Wilson, and Dan McKee assuming greater leadership positions and carrying on the remarkable work done by Willie Pratt.”

**HAIG CLUB CLUBMAN SCOTCH WHISKY PARTNERS WITH DAVID BECKHAM**

Haig Club Clubman Single Grain Scotch Whisky released a new TV advertisement titled “Make Your Own Rules,” featuring brand partner David Beckham. The advertisement “redefines the stereotypical



expectations” of when, where and how people should enjoy whisky juxtaposed against montages of lively and stylish moments amongst friends. “Our first advert for Haig Club Clubman aims to disrupt people’s pre-conceived notions around whisky,” said Ronan Beirne, Global Marketing Director for Haig Club. “With Haig Club Clubman, we are purposefully and assertively inviting consumers to make their own rules on how to enjoy this versatile Scotch whisky.”



John Walker & Sons

THE RARE BLEND

# A BLEND OF OUR MOST EXCLUSIVE WHISKIES

Dark gold with dense shades of amber, harmonious and perfectly balanced rich depth of sherry character with hints of toasted nuts and dark chocolate.



CELEBRATE RESPONSIBLY

JOHNNIE WALKER BLUE LABEL Blended Scotch Whisky, 40% Alc./Vol. Imported by Diageo, Norwalk, CT.

JOHNNIE WALKER

KEEP WALKING.

**GREAT AMERICAN BEER FESTIVAL HONORS BREWS**

2016 marks the 30th year of the Great American Beer Festival (GABF) where 286 medals were awarded to commercial brewers in the United States. The festival is held at the Colorado Convention Center in Denver. Winners were chosen from 7,227 entries, which is nearly 9 percent more than 6,647 entries in 2015. Competition highlights include four medals won by Uberbrew from Billings, Montana; three medals were awarded to the following breweries: Karl Strauss Brewing Co. from San Diego, California; Brown Truck Brewery in High Point, North Carolina and Fat Head's Brewery and Saloon in North Olmsted, Ohio. For a complete list of GABF winners, visit [www.greatamericanbeerfestival.com](http://www.greatamericanbeerfestival.com).



**MOLSON COORS COMPLETES ACQUISITION, OWNERSHIP OF MILLERCOORS**

Molson Coors Brewing Company completed the acquisition of SABMiller with a 58-percent stake in MillerCoors LLC., now making Molson Coors the third largest global brewer by enterprise value. Molson Coors gained full ownership of the Miller brand portfolio outside of the U.S. and Puerto Rico, as well as retained the rights to all brands currently in the MillerCoors portfolio in the U.S. and Puerto Rico, including Redd's, Peroni, Grolsch and Pilsner Urquell. "[This] represents a historic moment in the evolution of Molson Coors as we emerge as the world's third largest brewer by bringing together Molson Coors and MillerCoors into a bigger, better organization," stated Mark Hunter, President and Chief Executive Officer of Molson Coors.



**BACARDI NAMED TO LIST OF 'MOST REPUTABLE COMPANIES'**

For the third year in a row, Bacardi has been named as one of the "most reputable companies in the world" with a ranking of 92, according to the annual Global RepTrak® 100 list compiled by Reputation Institute and published in *Forbes*. The Global RepTrak rankings measure the public perception of 100 companies based on seven areas of dimension: product and service, innovation, workplace, governance, citizenship, leadership and performance. "Making this global list for the third time in a row is extremely satisfying as



it validates our brands and employees are continuing to connect with consumers in a positive way," said Bacardi Limited CEO Mike Dolan.

**DISTILLED SPIRITS COUNCIL ANNOUNCES PROMOTIONS**

The Distilled Spirits Council promoted Michele Famiglietti to Senior Vice President of Member Relations and appointed Kelly Pike Poulsen as Vice President of Federal Government Relations. Famiglietti will assume responsibility for member recruitment and services, grassroots advocacy and management of the association's events. She has been with the council for 15 years. Poulsen most recently served as Vice President of Government Affairs at the American Frozen Food Institute.



**CAMPARI ANNOUNCES CAMPARI RED DIARIES CAMPAIGN**

Campari has announced an addition to the late Campari Calendar, the Campari Red Diaries, which will "bring to life the powerful ethos that every cocktail tells a story" and will "celebrate cocktails as a powerful vehicle for expressions by shining a light on the influences that inspire bartenders to share their craft." The founding story, "Killer in Red," was written and directed by internationally-renowned Italian award winner, Paolo Sorrentino and stars acclaimed actor Clive Owen. When the Campari Red Diaries is complete, the collection will feature 12 cocktail stories from bartenders all over the globe.



**UNIBROUE, MEGADETH JOIN FORCES TO LAUNCH NEW BEER**

Unibroue released a new beer created in partnership between its brewmaster Jerry Vietz and Dave Mustaine, lead vocalist and founder of heavy metal group Megadeth. The beer, A Tout Le Monde, is named after one of the band's songs, known as one of their biggest hits in Quebec. The beer is launching in the U.S. and Quebec. A Tout Le Monde is a Belgian style dry hopped golden saison with hoppy and spicy notes. "Our shared passion for excellence produced a one-of-a-kind saison beer," said Mustaine. "I'm thrilled to present this new beer to my fans, and everyone who loves good beers with character."








**mü**  
coffeehouse cocktails

Leave the milk.  
Take the mü.



fun way to try  
all 4 mü flavors



**müminis**  
coffeehouse cocktails

creamy, coffee, cocktail.  
[did we mention it's a cocktail?]

drinkmu.com




@drinkmu

PRODUCED AND BOTTLED BY LIESTRI SPIRITS  
ROCHESTER, NEW YORK. 13.9 ALC/VOL.

# Spirit Entrepreneurs Join Forces to Create Opportunity

## Cross-promotion builds brands and awareness

BY SAVANNAH MUL



Get ready to reroute those weekends in Connecticut. Forget antiques or covered bridges. Flip the itinerary toward moonshine, bourbon, vodka, gin, cordials and liqueurs via the newly launched Connecticut Spirits Trail. The website, [ctspiritstrail.com](http://ctspiritstrail.com), comprises local handcrafters of these products who joined forces for a consolidated marketing push.

The efforts are led by Tom Dubay, Co-owner of Hartford Flavor Co., Jack Baker Co-owner of Litchfield Distillers, David Rossi, Co-owner of Waypoint Spirits and Peter Kowalczyk, Co-owner of Onyx Spirits Company.

Dubay, who along with his wife and business partner, Lelaneia, launched Hartford Flavor Company's Wild Moon

Liqueurs, said he thought about the idea of a "spirits trail" as a means to propel their brands about a year ago. He contacted other state distillers and set up an open table discussion on ways to boost awareness and marketing, Dubay explained. "We all met for the first time and had a great first series of discussions; we are all very like-minded in terms of the trail, other aspects of the industry, and the potential for Connecticut [to have a very successful trail]."

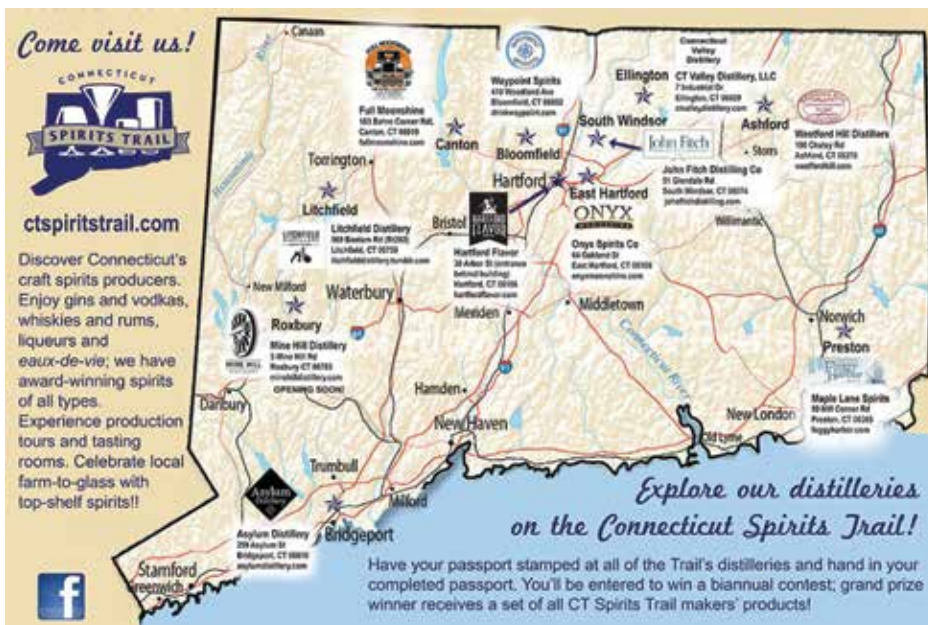
"It was only natural for us to come together and create a mutually beneficial partnership," Kowalczyk said. The group of distillers found they were sharing similar stories: consumers not being aware of their existence; the challenge of

marketing their locally-made products; or opening tastings rooms. "People want to support local products and this trail is a mechanism to help get the word out," Rossi said.

CT Valley Distillery, LLC in Ellington, Foggy Harbor in Preston, Full Moonshine in Canton, Hartford Flavor Co. in Hartford, John Fitch Distilling Co. in South Windsor, Litchfield Distillery in Litchfield, Mine Hill Distillery in Roxbury, Onyx Spirits Co. in East Hartford, Waypoint Spirits in Bloomfield, Westford Hill Distillers in Ashford and Asylum Distillery in Bridgeport are all current spirit stops, as of December 2016.

Consumers had their first glimpse of the Connecticut Spirits Trail during the 2016 Big E in West Springfield, Massachusetts where the group showcased the new program in the Connecticut Building.

How does the Connecticut Spirits Trail work? Similar to the Connecticut Wine Trail Passport Program, a "spirit passport" will be available at all of the participating distilleries, where guests get it stamped when visiting each location. Dubay said a prize drawing will be held every six months for spirit enthusiasts who visit all participating distilleries on the map. Prizes are bundle packs of products from the local distillers.



**SPIRITS TRAIL**

CONTINUED ON PAGE 39

ALLAN S.  
GOODMAN  
INCORPORATED

DIAGEO

*Congratulations to*

MIKE DONOVAN of Allan S. Goodman  
on his retirement.



*Thank you for your many contributions  
to our industry and to Diageo Brands.*



JOHNNIE WALKER®  
KEEP WALKING.



## 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 - 2016

- Seated: Kate Weber, Dottie Celata, Solomon Burgess, Phil Hitchcock, Bryan Weber
- 2<sup>nd</sup> Row: Andy Eder, Matt Perry, Kerry O'Connell, Mike Sosensky, Don Guimento, Mike Ondusko, Steve Goodridge, Lou Mastroni, Richard Weiss, Bob Tessmer, Fred Brano
- 3<sup>rd</sup> Row: Lynn Corso, Kathy Purcell, Ralph Anastasio, Sean Miklovich, Charlie Garufi, Tim Reilly, Dennis Tobin, John Cummings, George Melillo, John Moynihan, Bob Bastasini
- Back Row: Tom Ehrler, Mike Kisner, Dave Castaldi, Frank McDonough, Dorothy Stenger, Chris Emanuel, Jay Massaro
- Missing: Tom Alling, Joe Camputaro, Tom DeFilippo, Bob Gabriel, Don Lockery Jr., Jerry Schweitzer, Ron Williams Jr.

## Decades of Service

Our people make it happen. Our 115 employees average over 15½ years of service. 84 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 45*	Monique Arascunaga	Phil Hitchcock 43	Jerry Schweitzer 57
Richard Weiss 42	Robert Bastasini 34	Jonathan Jones	Tim Senft 14
Cutter Smith 10	Ashleigh Bepko 1	Michael Kisner 36	Philip Serafino 2
Chris Emanuel 23	Adam Biondolillo 2	Joel Lall 13	David Strout 1
Ed Weissauer 17	Dominick Borghese 3	Brendon Mahony 2	Joyce Thompson 10
Charles Garufi 28	Chris Capozzoli 4	Frank McDonough 39	Geoffrey Troup
Michael McGrath 15	David Castaldi 37	George Melillo 37	Maria Vaspasiano 1
Jennifer Caulfield 4	Andrew Clement 16	Jason Miller 14	Tony Vincent 2
Erik Amalfitano	Jonathan Fredyna 13	John Moynihan 38	Steven Zgradden 13
Ralph Anastasio Jr. 22	Amy Gallagher 2	Kerry O'Connell 31	John Cummings 29
Michael Sosensky 22	Stacy Gogarty	Sophia Pecora 2	Michael Donahue 17
Trudy Meyer 10	Zachary Golovin	Nancy Peduto 1	Dan Miklovich 1
Janna Waite 5	Steve Goodridge 21	Tim Reilly 39	Michael Stock 2
Chris Munk 5	Donald Guimento 27	Vincent Rossetti 1	Dennis Tobin 30
Heather Burrows 9			

### Office Operations

Tom Alling 32	Tom Ehrler 33	Joe Matikowski 14	Kristie Sabino 17
Solomon Burgess 22	Diane Glynn 16	Sean Miklovich 30	Paula Sommer 10
Dottie Celata 36	Robin Hettrick	Yvette Niesel 10	Dawn Steller
Lisa Consiglio 16	Dave LaConte 17	Michael Ondusko III 24	Dorothy Stenger 20
Lynn Corso 24	Stephen LaConte 11	Kathy Purcell 23	Nicole Sullivan
Mark Davis 9	Lou Mastroni 21	Tina Reynolds 5	Crystal Thomas 15
		Brooke Royka 9	Kate Weber 30

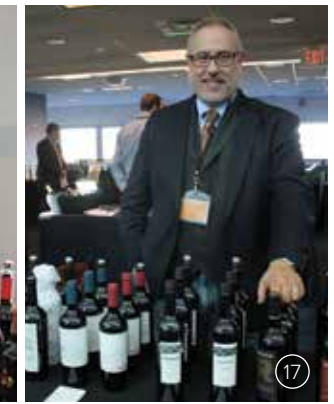
### Warehouse and Delivery

Fred Brano 39	Robert Gabriel 20	Jay Massaro 33	Jonathan Reyes 2
Jeffery Brown 8	Matthew Galello 16	Angel Morales 14	Dennis Royka 10
Joseph Camputaro 23	Alfred Gonsalves 19	Jose Morales 14	James Siddall 17
Frank Collazo Jr. 9	Roy Howard 2	Carlos Nazario 2	John Stepeck 18
Dionicio Colon 3	John Just 2	Victor Pallasco 9	Robert Tessmer 29
Tom DeFilippo 23	Sean Klapcik 4	Charles Pearson 8	Bryan Weber 35
Dino D'Amato 14	Donald Lockery Jr. 21	Matt Perry 22	Ron Williams Jr. 23
Ken Eyman 11	Edward Mansfield 9	Thomas Prokop 11	Ron Williams III 10

# Allan S. Goodman Takes to the Field for Annual Fall Wine Tasting

Allan S. Goodman of East Hartford held their 2016 Fall Wine Expo at The Suites at Pratt & Whitney Stadium at Rentschler Field on October 19. The wine and spirit expo featured two tasting sessions for guests: one in the late afternoon and another in the evening. Trade guests spoke with Allan S. Goodman representatives, brand ambassadors, winery owners and marketing teams while enjoying the view from above the field.





1. Allan S. Goodman hosted its Fall Wine Expo at East Hartford's Pratt & Whitney Stadium at Rentschler Field.
2. Sydney Smith, Allan S. Goodman with selections from Pacific Highway Wines and Spirits.
3. Desiree Narog, Merchandiser Sales Representative, Allan S. Goodman.
4. Peter Curry, District Manager CT/RI, Banfi.
5. Clement Gaspard of Terrisnon Wines.
6. Doug Carley, Tasting Ambassador, Allan S. Goodman pouring Foley Family Wines.
7. Michael Platt, Vintage Point.
8. Andrew Norton, VinAmericas.
9. Brian Schreier, Marketing, Allan S. Goodman.
10. Chris Slater, Freixenet USA.
11. Lindsay Scalise, WSET II, Connecticut State Manager, Bronco Wine Company with Garnet Pinot Noir.
12. Joe Antosca, Division Manager, The Wine Group and Sarah Buchanan, Chloe Brand Specialist, The Wine Group.
13. Sarah Darby, Promotions Manager, Allan S. Goodman.
14. James Donahue, Marketing Manager, Allan S. Goodman, featuring keg wine selections.
15. Greg Baldino, Mid-Atlantic Regional Manager, Riboli Family Wine Estates with Stella Rosa wines.
16. Pam Gallagher and Steven Veldran, Rutherford Wine Company.
17. Gary Hill, Northeast Regional Manager, Blends, Inc.
18. Frances Bugbee and Reta Martin, Hope Family Wines.
19. Franck Girard, Sales Manager U.S. Northeast Region, Maison Albert Bichot and Albert Bichot of Maison Albert Bichot Wines.
20. Holiday gift packs on display.
21. Lily Dickson and Ben Alexander, Founder and President, HoneyMaker and Maine Mead Works.
22. Pamela Ford, Eastern Division Manager, Silverado Vineyards of California.
23. Jonathan Whalen, Merchandiser, Allan S. Goodman.
24. Raymond Noreau, Area Sales Manager New England, Delegat.



More images can be seen at [thebeveragejournal.com/goodman-fall-tasting-2016](http://thebeveragejournal.com/goodman-fall-tasting-2016).



**CELLAR FINE WINES PRESENTS BRANDS AT TRADE TASTING**

Cellar Fine Wines hosted a portfolio tasting at their distributorship in Essex on October 11. Trade guests and accounts were able to taste through local, domestic and international beer, wine and spirit portfolio offerings and learn more about the showcased selections from the sales team and brand representatives.



1. Cellar Fine Wines Staff: Rich Veilleux, Carolyn Agee, Andy Fredericksen, John Stapienski, George Carabetta, Janeen Carabetta, Anna Dziedzik, Jacey Haskell, Jeff Sharp and Whitney Mitchell Algieri.
2. Jim Pickett, Marketing Representative, U.S. Artisanal with Filip Wouters, Marketing Representative, U.S. Artisanal.
3. Frank Magnoli, Sales Consultant, Peel Liqueurs with Gianfranco DiDomenico, COO, Peel Liqueurs.
4. Jacey Haskell, Marketing Representative, Cellar Fine Wines with Jeff Sharp, Consultant, Cellar Fine Wines.
5. Florencio Lopez Navarro, Owner, The Artisan Collection.
6. Juan Rodriguez, National Sales Director, Bodegas Olarra, S.A.
7. Graig Palmer, Westford Food & Beverage, Mythic Wine.
8. William Woodruff, Owner & CEO, Chloe Wines.
9. Danny Keefe, President of Sales and Founder, Curious Cork with Anna Dziedzik, Consultant, Cellar Fine Wines.
10. Robert A. Morus, President, Phelps Creek Vineyards.
11. Nancy Visco of Shebeen Brewing Company.
12. Jeff Morin, Sales Manager, Cottrell Brewing.
13. Christian Troy, Partner, Indie Wineries.



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.*



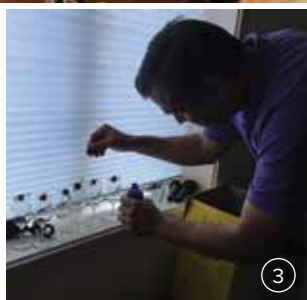
Distributed by Opici Family Distributing.



1



2



3



4



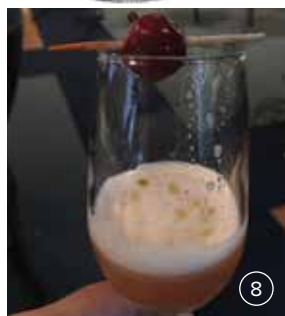
5



6



7



8

## ANGELINI WINES FEATURES ITALIAN LIQUEURS ON RADIO SHOW

Julius Angelini of Angelini Wines was a featured guest on iCRV Radio show “Fermented,” hosted by Mark Griswold and Stephen Gencarella. Angelini discussed Italian liqueurs from the Angelini Wines portfolio, specifically Russo Limoncello, Russo Nocino and Carpena Malvolti Grappa. The discussion featured Italian history and culture, as well as an on-air tasting describing the nuances of each liqueur. In preparation for the show, Griswold prepared autumn seasonal cocktails featuring the brands. Griswold mixed “The Nutty Manhattan” using Russo Nocino and “The Malocchio” featuring Grappa Bianca.

1. Radio Host Mark Griswold; Stacy Winchell, Palate Panel and Host; Radio Host Stephen Gencarella; Sarah Wadle, Marketing, Angelini Wines; Julius Angelini, Owner, Angelini Wines.
2. Julius Angelini on-air discussing Italian liqueurs.
3. Radio Host Mark Griswold preparing fall cocktail creations featuring Angelini spirits.
4. Russo Nocino Walnut Liqueur.
5. Russo Limoncello, made with Verdelli lemons from Salerno and the Amalfi coast.
6. Carpena Malvolti Grappa, distilled from 100% Prosecco di Conegliano.
7. Sarah Wadle, Marketing, Angelini Wines with Owner Julius Angelini.
8. Cocktails featuring Carpena Malvolti Grappa and Russo Nocino.



## OVERSHORES BREWING COMPANY SUPPORTS TREATMENT FOUNDATION EFFORTS

Throughout October, Overshores Brewing Company of East Haven worked in conjunction with the Jason William Hunt Foundation to help fund its Therapeutic Wilderness Awareness program. Overshores’ participation and contribution of sale proceeds enables at-risk teens dealing with alcohol and/or substance abuse or co-related behavioral issues to attend therapeutic wilderness expedition treatment programs. The brewery donated funds from October sales of their Wild Mint Infused Belgian White, among other specially designated beers. Overshores Brewing Company products are available in Connecticut via G & G Distributors.

M  
O  
T  
T  
O



DOWNLOAD THE bev|RAGE™ APP TO  
SAVE \$2 ON MOTTO IN DECEMBER

**MOTTO** IS A COLLECTION OF DISTINCT, DARK, RICH WINES FROM CALIFORNIA THAT DELIVER A DEFINITELY BOLD WINE EXPERIENCE. OUR WINEMAKING MOTTO IS SIMPLE - LEARN THE RULES, SO YOU CAN BREAK THEM WITH STYLE.

**#WHATSYOURMOTTO?**

[MOTTOWINES.COM](http://MOTTOWINES.COM)

ITEM #248 ©2016 MOTTO™ WINES PATERSON, WA 99345

RED WINE

ALLAN S.  
GOODMAN  
INCORPORATED

EDERBROS  
fine wine & spirits since 1933

PLEASE CONTACT YOUR ALLAN S. GOODMAN OR EDER BROTHERS SALES REPRESENTATIVE FOR MORE INFORMATION.



**LATITUDE BEVERAGE COMPANY ADDS TO TEAM, OFFERS NEW WINES**

Latitude Beverage Company recently hired Terry Lozoff as its Vice President of Marketing. In this role, Lozoff will continue to evolve and oversee the 90+ Cellars wine brand and develop the company’s digital platform presence, as well as provide marketing support in the field. Lozoff comes from a marketing and advertising agency where his accounts were within the beverage industry. Latitude Beverage Company also released new Cabernet Sauvignons within its Magic Door series from Oakville, Red Mountain and Columbia Valley appellations. A limited-edition release of the 90+ line also includes a Mount Veeder Napa Valley Cabernet Sauvignon.

1. Latitude Beverage Company’s Michael Munk, Regional Sales Manager in CT/RI and Terry Lozoff, Vice President of Marketing.
2. Latitude Beverage’s new Cabernet Sauvignon in the Magic Door series and a limited-edition Mount Veeder 90+ Cellar Cabernet Sauvignon.



**DELICATO FAMILY VINEYARDS PRESENTS NEW NOBLE VINES PACKAGING**

Teresa Drew, Connecticut State Manager for Delicato Family Vineyard, presented the new packaging and bottle designs of Noble Vines to the Hartley & Parker Limited, Inc. sales force on October 14. The new packaging highlights the meaning of each label’s “red number,” which represents the vine stock placement in the vineyard, in addition to an enhanced description about the appellation, vineyard and winemaker. Drew said the label provides consumers with a fuller story, helping build a connection with the brand during the consumer’s experience. “Noble Vines is produced by Delicato Family Vineyards, soil to bottle,” she said. Drew also led an educational tasting through 446 Chardonnay, 337 Cabernet Sauvignon and 667 Pinot Noir. Noble Vines are created under Charlie Hossom and James Ewart.



1. The Noble Vines display at Hartley & Parker for the brand’s new packaging launch.
2. Teresa Drew, CSW, CT State Manager, Delicato Family Vineyards presenting the new Noble Vines packaging to the Hartley & Parker sales force.
3. Teresa Drew, CSW, CT State Manager, Delicato Family Vineyards.
4. California’s Noble Vines.
5. Hartley & Parker sales force wearing Noble Vines promotional hats to kick off the new packaging design.





**MIXOLOGY CLASS AT UNH CELEBRATES NATIONAL VODKA DAY WITH EDUCATION**

On October 4, 2016, which coincided with National Vodka Day, Renée Allen, Adjunct Professor for the Hospitality and Tourism Management Department at the University of New Haven, welcomed special guest speaker Anthony DeSerio to the mixology class. DeSerio, a Connecticut bartender, contributing guest on WNPR's Food Schmooze® program and former president of the United States Bartenders' Guild Connecticut chapter, shared his "wealth of practical knowledge and experience in the field of mixology" with the 40 students for an entertaining presentation, said Allen. The class concluded with the students creating their own proprietary cocktails.

1. Anthony DeSerio and Renée Allen, Adjunct Professor for the Hospitality and Tourism Management Department at the University of New Haven.
2. DeSerio and students created cocktails on National Vodka Day.



**PIU FACILE HOSTS TASTINGS, ANNOUNCES WINE RATINGS**

Piu Facile of Branford featured selections during in-store tastings and charity events throughout October. Each event highlighted Italian red and white wines from La Guardiense Winery, located in a small village in Guardia Sanframondi in Province of Benevento, Campania region. Bruno Cenicola, owner of Piu Facile, hosted an in-store tasting at Happy Harry's Wine and Liquor in West Haven alongside Store Manager Nil Patel. Piu Facile wine selections were also featured at the 2016 Julius Erving Golf Classic in Philadelphia. Among the selections in the Piu Facile portfolio, La Guardiense Aglianico Sannio Guardiolo 2012 recently received an 87-point rating and Falanghina Sannio Guardiolo 2013 received an 88-point rating, both from *Wine Spectator*. Cenicola also showcased his wines during an event at Gillette Stadium in Foxborough, Massachusetts where he interacted with retired New England Patriots football players.



1. Bruno Cenicola, Owner of Piu Facile during the 2016 Julius Erving Golf Classic in Philadelphia.
2. Nil Patel, Manager, Happy Harry's of West Haven held a Piu Facile wine tasting at the store in October.
3. Bruno Cenicola, Owner, Piu Facile Imports with John Smith, retired placekicker for the New England Patriots.
4. During the event at Gillette Stadium, Cenicola also met Peter Brock, who played center and guard for 12 seasons with the New England Patriots. Brock signed a bottle of Piu Facile wine for Cenicola.



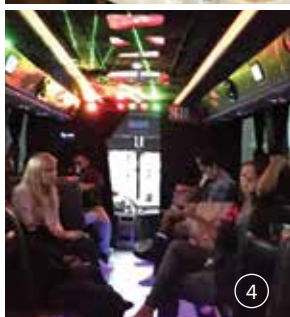
1



2



3



4



5



6



7

## USBG CT HOSTS EDUCATION BUS TOUR HIGHLIGHTING LOCAL BRANDS

The United States Bartenders' Guild Connecticut (USBG CT) chapter held a day of education on October 16, in conjunction with the USBG's National Education efforts in October. USBG CT members visited area breweries and distilleries to promote learning and product knowledge. The stops included Brass City Brewery in Waterbury, Litchfield Distillery in Litchfield, Waypoint Spirits in Bloomfield and Hartford Flavor Company in Hartford. *The Connecticut Beverage Journal*, along with Brescome Barton and Slocum & Sons, sponsored the event. During the bus trip, short interactive sessions showcased *The Connecticut Beverage Journal's* new iOS ordering app, a trade-only market resource that includes more than 45,000 market-available SKUs. The sessions included finding products, using an iOS camera for a bar code scanner to order, accessing current ratings and tasting notes; search, price compare and order features; list building; and managing order history; all tools included in every subscription at no extra cost.

1. First stop along the bus tour: Brass City Brewery of Waterbury. David Ieronimo, Co-owner of Brass City Brewery, addressed USBG CT members about its beer production and styles.
2. Second stop: Litchfield Distillery. Co-owner Jack Baker presented the product line, called Batches' series, which includes five spirits: Bourbon Whiskey, Double Barreled Bourbon Whiskey, Bourbon Whiskey Port Cask Finish, Vodka and Gin.
3. USBG CT chapter members at Litchfield Distillery.
4. Savannah Mul of *The Connecticut Beverage Journal* (on left) educated participants on how to use the company's new iOS ordering app to shop listing wholesaler portfolios as part of their subscriptions.
5. Third stop: Waypoint Spirits. John Taylor and David Rossi welcomed the group to their distillery. The product line includes Labrador Noon Vodka, Wintonbury Gin, Special Batch Whiskey, Man Overboard Spicy Flavored Rum and Labrador Noon Spicy XIII.
6. At Waypoint Spirits, USBG CT chapter members got the hands-on experience of making their own gin by testing different botanicals.
7. The final stop along the bus tour was Hartford Flavor Company in Hartford. Lelaneia Dubai, Co-owner of Hartford Flavor Company led the tour of its "infusionary." Dubai also educated the group on the Wild Moon Liqueurs portfolio, which includes Cucumber, Cranberry, Rose, Lavender, Birch and Chai Spice botanical-infused liqueurs. The group also participated in a vote for the next new flavor release. The mixologists then took to the bar within the tasting room to create cocktails using the liqueurs.



**DIAGEO AWARDS HARTLEY & PARKER'S THEIS FOR ACHIEVEMENTS**

Hartley & Parker Sales Representative Joe Theis was presented with a Diageo Golden Bar Award for individual sales achievements of Diageo portfolio products. Theis was named during an October sales meeting.

Kim Maciejewski, Division Marketing Manager, Diageo; Joe Theis, Sales, Hartley & Parker; and Svetlin Tchakarov, Distributor Manager-CT, Diageo.



**TWO ROADS BREWING COMPANY WINS GOLD AT GABF**

Two Roads Brewing Company's Hexotic won a Gold Medal in the Belgian-Style Lambic/Sour Ale Category at the 2016 Great American Beer Festival (GABF). The event is held each year in Denver, Colorado and presents a beer competition featuring 1,752 breweries and 7,227 styles of beer. "To receive a medal for one of our barrel-aged sour beers is especially rewarding," said Master Brewer Phil Markowski. "These are highly complex beers that require nurturing over a long period of time." Hexotic spent two and a half years in oak barrels and during that time six tropical fruits mango, guava, guanabana, passion fruit and mangosteen, were added at different stages in the production cycle. Hexotic was released in November 2015. Two Roads beers are distributed by Rogo Distributors and Star Distributors.

All from Two Roads Brewing Company except where noted: Emily Sauter; Clement Pellani; Travis Eckart; Charlie Papazian, Founder, Brewers Association; Carl Lang; Alex Robinson; Collin Kennedy.



**BOM BOM HIGHLIGHTS BRAND DURING TASTING EVENTS IN OCTOBER**

Bom Bom Brands, a rum-based cream liqueur, was featured at Stew Leonard's Fireside Sippers event in Norwalk on October 20. Bom Bom Brands Co-founder Eva Maria Janerus provided Coco Mochanut Lattes featuring Bom Bom, an "award-winning premium Caribbean rum with cream, chocolate, coconut and coffee flavors." Stew Leonard's Fireside Sippers event benefitted the American Red Cross. Guests were also able to enjoy Bom Bom's signature Espresso Bomtini. Also in October, Johnny Utah's of South Norwalk held a Bom Bom brand promotion called #DrinkYourDessert, providing the "ultimate shakes" for guests. The liqueur is distributed via Eder Brothers and Allan S. Goodman.

1. Co-founder Eva Maria Janerus (center) with guests during the Fireside Sippers event in Norwalk in partnership with Stew Leonard's and the American Red Cross.
2. A spiked shake featuring Bom Bom Coco Mochanut at Johnny Utah's beside a promotional team.



**WEST HARTFORD WHISKEY FESTIVAL RAISES CHARITABLE FUNDS**

The fourth annual West Hartford “WeHa” Whiskey Festival featured more than 200 different bourbons, Scotches, whiskies and other barrel-aged products from around the world on October 15. Premium selections of cigars and food samplings from area restaurants were available to guests. The festival was presented by Maximum Beverage, Pernod Ricard, Diageo, Laphroaig, WeHa.com and Eat in Connecticut. “This is a fantastic event in its fourth year and I could not be happier to work with Maximum Beverage and raise funds for Camp Courant,” said Kevin Cowan, Marketing and Festival Organizer, WeHa Whiskey. “I’m really looking forward to next year.” The event was held at the Hartford Golf Club in West Hartford. Proceeds from the event were donated to two local charities, Camp Courant and the Connecticut Children’s Medical Center Foundation.

1. Jackie Blau, Market Manager On Premise CT, Pernod Ricard USA.
2. Chris Yourzinski, Sales Representative, Allan S. Goodman.
3. Lisa Kazerski, Market Manager Connecticut, Infinium Spirits.
4. Kansas Callaway, Sales, Craft Beer Guild Distributing; Dave Blanck, Spirits Specialist, Craft Beer Guild Distributing’s Blueprint Spirits.
5. Kenny Ng, Regional Director, Michter’s.
6. Brian Federman, Account Development Manager, Brescome Barton.
7. Lauren Messina of Fishers Island Lemonade.
8. Howard Asadow, District Sales Manager, Allan S. Goodman pouring tastes from Onyx Spirits Company.
9. Alexa Doyer, Principal Bartender form Hartford’s Little River Restoratives pouring Old Fashioned cocktails made with Litchfield Distillery’s Bourbon Whiskey.
10. Alex Frechette, Vine Ventures, pouring Balvenie for William Grant and Sons.
11. **Back Row:** Tom Hickey of WeHa.com; Kevin Cowan, Marketing, WeHa Whiskey Festival; Brian Whitney of *West Hartford Magazine*; Kristen June Fritz of Eat in Connecticut. **Front Row:** Cheyney Barrieau and Jeanette Punsoni Dardenne of “Eat in Connecticut;” Ron Salerno of the Hartford Golf Club.
12. Shannon Lowery, Director of Marketing, Plan B Burger Bar; David Heath, Bar Operations Manager, Plan B Burger Bar; Andrey Samodumov, Server, Plan B Burger Bar.

Photos by Anthony DeSerio.





PALAZZO MAFFEI  
VALPOLICELLA



*“Only hand selected fruit  
from our historic, family owned  
mountain side estate are selected  
for our Palazzo Maffei  
Amarone della Valpolicella”*

**Diego Cottini**  
Owner & Winemaker

[www.palazzomaffei.com](http://www.palazzomaffei.com)

Distributed by Hartley & Parker Limited, Inc.  
Imported by F.X. Magner Selections, Inc.  
[www.fxmagner.com](http://www.fxmagner.com)





## MURPHY DISTRIBUTORS HOSTS TASTING OF FRANK FAMILY VINEYARDS

California's Frank Family Vineyards hosted an intimate tasting of allocated fine wines at Murphy Distributors on October 25. Trade guests were invited to sip through Frank Family Vineyards' Blanc de Blanc, Sparkling Rosé, Lewis Reserve Chardonnay, Napa Cabernet Sauvignon, Rutherford Reserve Cabernet Sauvignon, Winston Hill Red and The Patriarch. The Napa Chardonnay, Carneros Pinot Noir and Napa Zinfandel were also available for tastes. Liza Gallia, the New England Sales Manager of Frank Family Vineyards, led guests on a discussion following the history of the vineyards, the family and the winemaking process. The vineyard, the third oldest winery in Napa, was founded in 1992 by Rick and Connie Frankin Calistoga. The original building on the winery property is on the National Register of Historical Places. Frank Family Vineyards are made under the guidance of winemaker and general manager Todd Graff.

1. Brian Laramee, Wine Steward, David Burke Prime Steakhouse; Jaime Perez, Wine Steward, David Burke Prime Steakhouse; Matthew Murphy, President, Murphy Distributors.
2. Frank Family Vineyards' Winston Hill wines.
3. Patriarch wines by Frank Family Vineyards.
4. Frank Family Vineyards' Carneos Chardonnay, Brut Rosé and Blanc de Blanc selections.
5. Liza Gallia, NE Regional Sales Manager, Frank Family Vineyards, leading a discussion on the wines.
6. Gallia pouring Frank Family wines for guests.



## TWO ROADS BREWING COMPANY RELEASES NEW BEER IN SERIES

Two Roads Brewing Company released Bog Wild, a tart cranberry sour made with fresh cranberry juices and spices. The November release is part of Two Roads' "Road Less Traveled" beer collection. Bog Wild is brewed using a mixed fermentation process including Lactic and Belgian yeast strains with Howe and Early Black cranberry varieties sourced from RIPE Bar Juice. Caraway and coriander spices were blended into the beer to bring out the fresh tartness of the cranberries. "RIPE helped us source the cranberries and processed them exactly the way we wanted. The cranberries are 100% traceable in origin, having come directly from the growers in Massachusetts," said Two Roads Master Brewer Phil Markowski. Bog Wild is 6.5% ABV and is available in 750 ml bottles and limited draft.



# RAISE A GLASS TO UNLIMITED POSSIBILITIES.

In addition to the Grand Tasting, the 14th Annual Sun Wine & Food Fest has even more exceptional wines, exquisite cuisines and exclusive events to take your tastes to the next level.

THE SUN WINE & FOOD FEST 2017 BENEFITS



## FRIDAY, JANUARY 27TH

### BOURBON TASTING

**UNCAS BALLROOM | 6:00PM - 9:00PM**

Taste a variety of fine bourbons and delicious hors d'oeuvres before sampling our selection of premium cigars.

### MEXICAN NIGHT MARKET

**UNCAS BALLROOM | 8:00PM - 11:00PM**

Fiesta your way into the weekend at Sun Wine & Food Fest's Mexican Night Market with award-winning chef and TV personality, Aarón Sánchez.

## SATURDAY, JANUARY 28TH

### 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 - 10:30PM**

Watch celebrity chefs prepare signature dishes at live cooking stations. Enjoy each dish with a complementary pairing of premium wine or beer.

## SUNDAY, JANUARY 29TH

### BRUNCH WITH BATALI

**UNCAS BALLROOM | 11:00AM - 2:00PM**

Cap off the Sun Wine & Food Fest weekend with a meal of a lifetime at the "Brunch with Batali" event hosted by recognized and respected chef, Mario Batali.



Tickets on sale now at the Mohegan Sun Box Office and [ticketmaster.com](http://ticketmaster.com)

Visit [sunwineandfoodfest.com](http://sunwineandfoodfest.com) for more information.



**BRESCOME BARTON'S JOHNNIE WALKER SALES RECOGNIZED BY DIAGEO**

The third annual Brescome Barton Presidents Club awards dinner was held at Vasi's Restaurant in Waterbury, in conjunction with Diageo, on October 25. Members of the Brescome Barton sales force who achieved high sales on Johnnie Walker brands were awarded membership into the 2016 Johnnie Walker Presidents Club. Don Cameron, Sales Representative for Brescome Barton, received the "2016 Top Sales Rep" award. Steve Lentz, General Sales Manager and Director of Brescome Barton welcomed the 2016 winners and said during the last fiscal year Johnnie Walker brought in millions in sales for the company. "Aside from the numbers," Lentz said, "what's most important are the winners are all unique, cross section of the sales force. You represent everyone, but you also represent the best."

1. Vasi's Restaurant welcomed Diageo representatives and the Brescome Barton sales team in celebration for the 2016 Johnnie Walker Presidents Club awards.
2. All with Brescome Barton except where noted: **Standing:** Svetlin Tchakarov, Distributor Manager CT, Diageo; Ryan Fisher, Trade Development Manager; Jon Wichman, Sales Representative; Stephen L. Giles, Sales Director CT, Diageo, Don Gabriel, Sales Representative; Gene Sepe, CEO and President; Damon Flowers, Sales Representative; Jaime Rose, Sales Representative; Michele Kobryn, Sales Representative; Stephanie Guarino, Sales Representative; Sam Papale, Sales Representative; Traci Creem, Sales Representative; John Lethridge, Sales Representative; Shailesh Patel, Sales Representative; Colleen Schmale, Sales Representative; Liam Coloeram, Sales Representative; Larry Kochiss, Sales Representative. **Sitting:** Steve Lentz, General Sales Manager and Director; John Bongiorno, Sales Representative; Don Cameron, Sales Representative; Ray Collins, Sales Representative; Dipak Patel, Sales Representative; Justin Morgatto, Sales Representative.
3. Svetlin Tchakarov, Distributor Manager CT, Diageo; and Ryan Fisher, Trade Development Manager, Brescome Barton.
4. Steve Lentz, General Sales Manager and Director, Brescome Barton, congratulating sales representatives on their sales achievements of Johnnie Walker.
5. Gene Sepe, CEO/President, Brescome Barton awards Don Cameron, Sales Representative, Brescome Barton with the "2016 Top Sales Rep" for the Johnnie Walker Presidents Club.
6. Award recipient Don Gabriel with Sepe.
7. Award recipient Colleen Schmale and Sepe.
8. Award recipient Michele Kobryn and Sepe.
9. Award recipient Shailesh Patel and Sepe.
10. Award recipient John Bongiorno and Sepe.
11. Award recipient Traci Creem and Sepe.
12. Award recipient John Lethridge and Sepe.
13. Award recipient Damon Flowers and Sepe.
14. Award recipient Larry Kochiss and Sepe.
15. Brands in created cocktails included Ketel One Tom Collins, Tanqueray Negroni, Don Julio Margarita, Bulleit Rye Manhattan and Johnnie Walker Rye Cask Rob Roy.



## J. TIMOTHY'S CREW TRAVELS TO LOUISVILLE FOR BARREL SELECTION

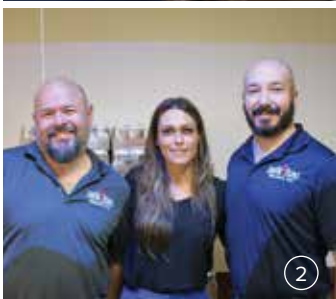
Staff at J. Timothy's Taverne in Plainville recently traveled to Louisville, Kentucky to the Old Forester Bourbon distillery to select their own exclusive Old Forester Bourbon barrel. After a series of taste tests from single barrels, the staff chose one with tasting notes of cocoa, vanilla and hot chocolate with "smooth flavor, yet spicy" on the finish with vanilla, cardamom, cocoa and caramel. To celebrate their exclusive barrel, J. Timothy's hosted a Single Barrel Celebration on November 18 where guests enjoyed bourbon inspired food, creative cocktails and Old Forester Single Barrel neat. Photos from the event will appear in the January issue of *The Beverage Journal*.

1. Lauren Hansen, Bartender and Supervisor, J. Timothy's Taverne, pulling a bourbon sample from one of the Old Forester bourbon barrels.
2. Tim Adams, Co-owner, J. Timothy's Taverne at the tasting table of Old Forester.
3. All from J. Timothy's Taverne: Sean Murphy, Manager; Lauren Hansen, Bartender and Supervisor; Marrit Budny, Bartender and Supervisor; Tim Adams Co-owner, beside the Old Forester sign and tasting table.
4. All from J. Timothy's Taverne: Lauren Hansen, Bartender and Supervisor; Tim Adams Co-owner; Marrit Budny, Bartender and Supervisor; Sean Murphy, Manager with a bottle of Old Forester.



## BRESCOME BARTON LAUNCHES BATTLE ROAD BREWING COMPANY

Brescome Barton added to their craft beer portfolio with the launch of Battle Road Brewing Company of Maynard, Massachusetts on November 4. Brescome Barton now carries 1775 Tavern Ale, known as Battle Road's flagship ale; Barrett's Farmhouse Ale, a Saison style brew; Lexington IPA, which features aromatic hops like Centennial, Azacca, Mosaic and Citra; and Midnight Rider Porter, with roasted coffee and chocolate notes. Battle Road Brewing Company President Maria Rocco, along with Co-founders and Brewers Jeremy Cross and Scott Houghton, led an educational tasting about the brand's beer styles, history and brewing process.



1. Steve Lentz, General Sales Manager and Director, Brescome Barton introducing Battle Road Brewing Company.
2. All from Battle Road Brewing Company: Scott Houghton, Co-founder and Brewer; Maria Rocci, President; Jeremy Cross, Co-founder and Brewer.
3. Battle Road Brewing Company's Barrett's Farmhouse Ale, 1775 Tavern Ale and Lexington IPA.



**HARTFORD FLAVOR CO. OFFERS NEW BOTTLE SIZES, EXPANDS DISTRIBUTION**

Hartford Flavor Co., producers of the Wild Moon Liqueurs portfolio, released new 100 ml and 750 ml bottle sizes, in addition to the original bottle size of 375 ml. All six flavors of the all-natural, botanically-infused liqueurs, Cucumber, Rose, Cranberry, Lavender, Birch and Chai Spice, are now available in all three sizes. Along with the 100 ml bottles sold separately, the liqueurs are also available in a six-pack variety pack with a recipe booklet enclosed. Wild Moon Rose and Wild Moon Chai Spice flavors each won medals at the 2016 New York World Spirits Competition, while Wild Moon Birch was recently recognized by *Playboy* as “Connecticut’s Most Unique Spirit.” In addition to the new bottle sizes, the company expanded its distribution into Florida in October.

1. A full lineup of Wild Moon products in 100 ml, 375 ml and 750 ml bottle formats. Hartford Flavor Co. products are distributed in Connecticut via Brescome Barton.
2. The new Wild Moon Liqueurs 100 ml bottles.



**BULLDOG GIN EAST COAST AMBASSADOR VISITS NEW HAVEN**

Oak Haven Table and Bar welcomed John Henderson, East Coast Ambassador of Bulldog London Dry Gin on November 2 as part of New Haven’s “Yale Appreciation Night” celebrations. Henderson mixed up many different variations of the “Modern Gin & Tonic,” as well as provided educational dialogue about the spirit brand. Bulldog London Dry Gin is distributed via Hartley & Parker Limited, Inc.

1. Sean Collins, Bartender, Oak Haven Table and Bar.
2. John Henderson, East Coast Ambassador, Bulldog London Dry Gin.



**ANGELINI WINES HOSTS WINE TASTING DINNER IN LITCHFIELD HILLS**

Angelini Wines featured selections during an intimate dinner at La Cupola in Litchfield in October. Guests were invited to sample different wines from the Terzini Italian portfolio paired with culinary creations. Guests enjoyed the opportunity to talk with the winemakers Robert Terzini and Pier Paolo, as well as Angelini Wines staff, who distributes the brand in Connecticut.

1. Pier Paolo from Terzini Wines with Julius Angelini on Angelini Wines and Robert Terzini of Terzini Wines.
2. Terzini Tocco Da Casuria Montepuciano d’ Abruzzo wine and food pairing.
3. Terzini Tocco Da Casuria Pecorino Abruzzo wine and food pairing.
4. Robert Terzini of Terzini Wines; Frank Rosa of La Cupola; Pier Paolo of Terzini Wines; Julius Angelini of Angelini Wines.



# Champagne Savvy Sparks Holiday Sales

BY LARS GUY, CSW, CSS



guest columnist  
LARS GUY

As we enter the all-important holiday season, savvy licensees will remember that customers are predisposed to incorporate sparkling wines in their gift giving or entertainment plans, and it is up to all to maximize that interest. A disproportionate amount of your fine wine and Champagne sales will likely occur in the coming weeks.

For restaurateurs, that would include a by-the-glass or half-bottle promotion supplemented by a prominent display of dummy bottles and a live display of bottles chilled and ready to pour. On a recent trip to New Orleans, we had lunch in a lively bistro where they were having real success promoting champagne. It was a half-bottle of Taittinger and an order of hand-cut French fries for \$45: a great pairing and a great idea.



For store owners, make sure you are giving your customers a well thought out range of offerings from Cava and Prosecco up through premium sparkling wines through to Champagne. Most importantly, invest the time in researching the upper end of that spectrum, as knowledge is clearly power in this regard.

At the end of the day, I am a customer myself and while I am comfortable making my own choices, I am more than happy to be engaged by an enthusiastic, informed individual working the floor, who is willing to offer some insight on a category. While shelf talkers are always useful, there is no substitute for a brief, professional hand sell on why a particular brand has real value. Remember, way more Americans are uninformed than informed about champagne, so you are perfectly set up to become the expert.

Come to know the house style of the grand marques you are promoting so that you can speak with confidence. Google the name of any brand and you will find a wealth of information at your fingertips. Use your trade tools, like *The Beverage Journal*, whose online resources also include ratings, producer information and more.

Up to 90% of all annual Champagne production is non-vintage brut, so you would be well advised to be comfortable with those house styles. Keep in mind,

there is virtually no such thing as bad Champagne, but this lifelong Champagne enthusiast likes the following:

## *Elegant, refined style*

My preference is more at this end of the scale. These wines tend to have a little more Chardonnay in the blend with the result being a livelier, brighter style. Best as aperitifs and with lighter cuisine. Producers often use the word “tension” when describing these wines.

- » Taittinger Brut La Francaise
- » Perrier-Jouet Grand Brut
- » Pommery Brut Royal
- » Moët Brut Imperial

## *Medium bodied, richer style*

There is less of a difference between this category and the former than the third category with the first two. These wines will exhibit a little more depth of color in the glass, and a more noticeable presence of that yeasty, buttered toast component expected in this broader, richer style. Roundness is more apparent.

- » Roederer Brut Premier
- » Charles Heidsieck Brut Reserve
- » Billecart-Salmon Brut Reserve
- » Mumm Cordon Rouge

**GUEST COLUMN**  
CONTINUED ON PAGE 42

# Essex Wine and Spirits

BY SAVANNAH MUL

December marks Bhaskar Sureja's 10th successful year in business at Essex Wine and Spirits. His success has come in many ways, from strong employee retention to quality customer service, coupled with a custom product selection, he says.

With previous experience working in the food industry, he knew strong customer service is a backbone in any business. He welcomes customers into his store "with kindness" and a helpful attitude to guide them into finding exactly what they're looking for.

Essex Wine and Spirits offers about 2,500 different SKUs of beers, wines and spirits from brand names to smaller producers. Sixty percent of the store's sales are attributed to wines, Sureja said, adding that the store's selection has been built up through customer recommendations and staff knowledge.

Sureja's philosophy toward his employees is similar to that offered to his customers – a sense of partnership. About three



▲  
Bhaskar Sureja, Owner and Bill DiRienzo, Manager, Essex Wine and Spirits.





**LOCATION**

125 WESTBROOK ROAD  
ESSEX, CT

**FACTS**

SQUARE FOOTAGE: 4,000  
YEARS IN OPERATION: 10

years ago, Sureja hired Bill DiRienzo, who was recently promoted to manager. DiRienzo has since grown the store's craft beer offerings and manages its selections on Beer Menus, an online resource allowing customers to search bars, restaurants and retail stores to see offerings prior to visiting.

DiRienzo said featuring their craft beer selection on the online platform has been "beneficial to the business" because it publicizes their selection for enthusiasts. Within the store, he organizes and presents craft beers similar to how they showcase wines in their store.

DiRienzo said, "It's easier to sell something that you honestly believe in." He said his own interest in Belgium sour beers, for example, helps sell those products, as well as build a customer

relationship along the way. Sureja, who gauges social media responses and word-of-mouth traffic, said when he sees his customer count increase he knows his local customers are satisfied.

"At the end of the month, we don't look at how much sales we do, we look at the number of customers; that's the important part." Sureja explained. "If my customers are happy, then we're happy," Sureja said.

Sureja believes he and his employees should have a "rest day" and made the business decision to close his store on Sundays. He reflects that he has opened on Sundays before, depending on the holiday season, but said his employees deserve the time off. "We don't lose out on any business, everyone needs a day off," he said. ■

**FEATURE YOUR STORE**



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



# CALABRIA'S ORIGINAL AMARO AUTHENTIC TASTE FOR 150 YEARS!



**DRINK IT  
BELOW ZERO**



[WWW.BOSCOLIQUORI.IT](http://WWW.BOSCOLIQUORI.IT)

FIND "AMARO SILANO" 

DISTRIBUTED BY  
**HARTLEY & PARKER LIMITED, INC.**  
IMPORTED BY  
**F.X. MAGNER SELECTIONS, INC.**  
[WWW.FXMAGNER.COM](http://WWW.FXMAGNER.COM)



## IMPORTANT UPDATE FOR CONNECTICUT'S ALCOHOL BEVERAGE INDUSTRY

SUBMITTED BY WSWC, CBWA, CPSA AND CRA

To our members, our customers, our employees, and all those with an interest in the alcohol beverage industry:

We, the Wine and Spirit Wholesalers of Connecticut, Inc., the Connecticut Beer Wholesalers Association, the Connecticut Package Stores Association and the Connecticut Restaurant Association represent the vast majority of the wholesalers and on and off premise retailers of the alcohol beverage industry of the State of Connecticut. Together, our members employ thousands of Connecticut workers and contribute hundreds of millions of dollars to the state's economy.

We write to you to make you aware of the latest developments in the lawsuit that affects Connecticut's alcoholic beverage industry and the hundreds of small family businesses that comprise the industry. The lawsuit threatens the "three tier system" of alcoholic beverage manufacture, distribution and sale that has regulated alcohol products, which are intoxicants, and protected the public's welfare and its right to choose, since the end of Prohibition.

It is now well known that on August 23, 2016, the large, Maryland-based, retail package store chain known as Total Wine & More filed suit against the State of Connecticut and the Connecticut Liquor Control Commission, challenging various sections of our state law as it pertains to the sale and pricing structure of alcoholic beverages.

The laws being challenged by Total Wine include minimum bottle pricing, quantity discounts and post and hold.

These laws have been on the books in one form or another since the end of prohibition and ensure competitive pricing for the public, a wide variety of choice for the consumer and an orderly, transparent and fair system for all stakeholders from the small local family businesses to the large, national, liquor store and restaurant chains.

All four of our associations, on behalf of our membership and in defense of the industry, made the decision to help the state defend our laws. Each association has hired legal counsel and each association petitioned the U.S. District Court to allow each of our associations into the case as party defendants, to join with the State in defending our laws against Total Wine's challenge.

On Tuesday, November 8th, all four of our motions to intervene in the case were granted by Judge Hall of the U.S. District Court. Our defense of our laws and our involvement in this lawsuit is now underway, but the hard work of raising awareness to our member companies and the general public has just begun.

The purpose of this letter is to keep you all informed as to the latest developments regarding the Total Wine lawsuit, and to assure you that all four associations, representing the vast majority of the alcohol beverage industry, are working together and committing our time,

energy and financial resources to defend our laws and to protect the industry. We will be keeping you posted as to any new developments in the weeks and months to come.

We thank you for your attention and ask for your continued support.

The Wine and Spirits Wholesalers of Connecticut, Inc. (WSWC), consists of seven member companies. They are Connecticut Distributors, Inc. (CDI); Hartley & Parker Ltd, Inc.; Eder Brothers, Inc.; Allan S. Goodman, Inc.; Slocum & Sons, Inc.; Winebow, Inc.; and Opici Wine Co. of Connecticut.

The Connecticut Beer Wholesalers Association (CBWA) consists of eight member companies. They are A. Gallo & Company; F & F Distributors, Inc.; G & G Beverage Distributors; Northeast Beverage Corp. of CT; Rogo Distributors; Levine Distributing Co.; Dichello Distributors, Inc. and Star Distributors, Inc.

The Connecticut Package Store Association (CPSA) consists of hundreds of package stores throughout the state, ranging in size from small, "mom and pop," family-owned liquor stores to large package store chains with multiple locations throughout the state.

The Connecticut Restaurant Association (CRA), is a not-for-profit association dedicated to servicing every type and size restaurant. CRA represents more than 600 restaurants throughout the state.



# UNDO ORDINARY

HOLIDAY EDITION



Please enjoy our wines responsibly. © 2016 Constellation Imports, Rutherford, CA USA

YOUR FAVORITE SAUVIGNON BLANC  
*wrapped for the holidays*

# IMPACTS OF CURRENT LEGAL CHALLENGES

BY CARROLL J. HUGHES, EXECUTIVE DIRECTOR, CPSA



## YOU COULD LOSE YOUR STORE

If the current lawsuit by Total Wine and More is successful, what would happen to package stores in the marketplace? CPSA has researched some of the results in other states where major changes in regulation of alcohol, similar to what is proposed in the Connecticut lawsuit challenge, have occurred.

The issues being challenged consist of setting prices – including the minimum bottle price, minimum cost of selling a single container, price posting, and discounts. The following potential results if all or any of these issues are overturned, would affect every store in the state, regardless of its size, location, or customer base:

**Minimum Bottle** – The game here is to reduce the minimum bottle to the lowest price any store paid for the bottle. This means that a store, which bought five hundred cases of an item in February, could sell at that low price every month until the supply is gone. Enforcement would be all but impossible.

**Posted Price** – This would also be changed from a monthly posting as it is now, to whatever the goods cost whenever purchased. Effectively, this would dramatically impact enforcement and would widen the gap of prices paid and bottle cost to the consumer.

**Discounts** – If allowed, discounts would most likely cause an increase in all goods to allow any buyer with considerable financial resources to buy hundreds of cases at a price below what any other retailer could afford.

The overall strategy of dominating the marketplace is to sell the top 25 brands most purchased by the public below cost. Constantly advertising these brands will affect everyone. Purchasing patterns of the public will change. Larger orders would

go from traditional, established stores to those with large discounts. Any store that believes they are isolated will be as surprised as most stores in other states were with a similar pricing pattern. The geography of the state will allow shorter distances to stores practicing major price reductions.

CPSA will be facing a two-front battle next year at the legislature, and in the courts. Your support in donations to the legal fund and renewing or joining as a new member are critical. You cannot stand by and watch this time. You need to donate, as it will not be done for you by others this time – the cost of legal fees may become a major issue that CPSA is unable to overcome.

## CPSA JOINS LAWSUIT AGAINST TOTAL WINE

CPSA has joined with the Wine and Spirits Wholesalers of Connecticut (WSWC), the Connecticut Restaurant Association (CRA), and the Connecticut Beer Wholesalers Association (CBWA) to oppose as an intervenor against Total Wine with the defending Attorney General, George Jepsen.

In addition to the WSWC, CPSA has retained Attorney Patrick Klingman of Hartford, who will also represent CPSA in the action. The WSWC has retained Attorney Robert Langer of Wiggin and Dana Law Firm, who has extensive history in not only antitrust issues, but most importantly, the liquor industry. Langer successfully defended the state regulatory system when he handled the antitrust decisions in the Attorney General's Office on several legal challenges.

## LEGISLATIVE SESSION LOOMS

The opening of the legislative session is only eight weeks away as the elected majority and minority select its leaders for the next two years. Once the leaders are selected,

committee chairs will be chosen to lead committees both by the Senate and House.

After the committee chair selections are announced, which could be made anywhere from mid-November to late December, legislators will be selected for the committee membership. This year, there have been a number of changes in the General Law Committee, due to retiring members from both sides.

There are usually fewer numbers of new people on the committee each year, since most of those on the committee very much like the assignment. This year will see the most open positions in several years.

## ISSUES BEFORE GENERAL LAW COMMITTEE

Despite a pending lawsuit, it is expected that Governor Malloy will again file legislation with the General Assembly to eliminate the minimum bottle or other items. There will be an overall budget battle, since the budget for 2017-2019 must be adopted in the 2017 session. Revenue continues to drop each month with the personal income tax. Also, expenditures continue to grow in normal increases, as well as spending for bonding, other debts, or retirement payments.

## FOOD STORES SEEKING WINE SALES

Food stores will reportedly be seeking to sell wine in all stores. This proposal has been before the legislature in the past on more than one occasion. This proposal was communicated to some legislative leaders recently.

## CONTACT US

CPSA | 700 Plaza Middlesex,  
Middletown, CT 06457 | 860.346.7978  
mdaley@hughesandcronin.com

# 2016 ELECTION REVIEW AND CRA PREVIEW



BY SARAH MALONEY, EXECUTIVE DIRECTOR, CONNECTICUT RESTAURANT ASSOCIATION

## ELECTION REVIEW

The 2016 Election has proven to be historic not only on a federal level, but in the State of Connecticut as well. While the Republicans in Washington will have control of both the U.S. House and Senate and the White House, Connecticut's Republicans have picked up seats in both the Senate and House to make each Chamber more balanced between the two major parties.

Republicans in the State Senate gained three seats, evenly dividing that chamber, 18-18. Lt. Governor Wyman, a Democrat, will be allowed to vote in the event of ties. Republicans in the House had a net gain of eight seats, shrinking the Democrats' majority to 79-72.

What does this all mean for Connecticut's hospitality industry? That's yet to be determined, but a balance of power can offer a more balanced approach to issues that impact restaurants in Connecticut. From wage increases to the sale of alcohol, the legislature will be forced to work across party lines to reach solutions.

The 2017 legislative session will commence on the 4th of January and conclude on the 7th of June. The CRA will begin sending our "This Week at the Capitol" emails as well as legislative alerts as necessary once session begins. As always, please feel free to reach out to me with any questions.

## CRA PREVIEW

Not a member of the CRA? You should be! This is why...

### Advocacy

One of the most important roles of the Connecticut Restaurant Association

(CRA) is maintaining a consistent presence at the Connecticut State Capitol. The Connecticut State Legislature meets annually for three to five months (depending on the year) to introduce, debate and pass new legislation. Without a vigilant and proactive Government Affairs Committee, the hospitality industry would be at risk of facing new and often unwanted challenges. We encourage our members to get involved and work with our team to ensure your business interests are heard.

### Information

The Connecticut Restaurant Association keeps its members informed of all the latest information restauranters and businesses supporting the industry need to know in order to maintain their successful businesses. CRA members receive a weekly e-newsletter that helps keep them up to date by highlighting recent industry trends and relevant current affairs.

### Cost Savings

The CRA's partnership with several businesses allows us to provide the best products and services available at discounted prices – such as special member pricing on music licensing, payroll processing, insurance, credit card processing, energy and much more.

### Education

Education of our members is key to the CRA's commitment to the advancement of the hospitality

industry. As part of that commitment, the CRA offers weekly ServSafe courses throughout the state. ServSafe certification satisfies the State of Connecticut's mandate requiring all food service operations to employ a Qualified Food Operator and an Alternate.

### CT Hospitality Educational Foundation and ProStart

The Connecticut Hospitality Educational Foundation, the philanthropic arm of the Connecticut Restaurant Association, awards yearly scholarships to students pursuing a career in the culinary arts, restaurant management or an affiliated degree. CHEF further promotes advancement of the industry through the support of the "ProStart Program," a two-year culinary and management program for high school students.

### Networking

In the restaurant business, it is essential to be connected in order to secure the best products, find great business partners and build local awareness. Throughout the year, the Restaurant Association hosts various networking events that can connect you with the critical relationships that make your business successful.



### LEARN MORE

Reach out to Sarah Maloney at [maloney@ctrestaurant.org](mailto:maloney@ctrestaurant.org) or 860-278-8008 ext. 112

# A SOBERING YEAR FOR CRAFT BEER

BY JACK KENNY

Trying to visualize 4,600 breweries and all the different beers they produce is a dizzying effort, and also impossible. But that's how many breweries we have in the United States. That reality is celebrated daily and nightly by consumers who can't get enough craft beer. If ever there was a beer heaven, it is here now.

But we are retailers and our views differ from those of consumers. We are up against the shelf-space wall, the tap handle wall, and for some time now we have been letting our industry partners – the distributors and the brewers – hear about it. It isn't beer heaven. Benj Steinman, publisher of *Beer Marketers Insights*, coined the perfect word to describe it: “SKUmageddon.”

Pundits and prophets have been waiting for 2016: For the first time in many years, sales of craft beer have slowed. For the first six months, growth was at 6.5%, last year it was 17%. We won't have big-picture numbers for a few more months, but we know this much – it's not the little guys who are feeling the downturn. It's the big ones.

Anna Brigham blogs for San Diego's Thorn Street Brewery and she summed it up in a recent post: “When was the last time you were in a craft beer bar in San Diego and ordered a Sierra Nevada Pale Ale or a Sam Adams? The answer to this question has a direct impact on the lag in craft beer sales.” (There are 130 breweries in the greater San Diego area.)

Sam Adams, Sierra Nevada and New Belgium each have reported drops in sales performance. So have Shock Top (AB-Inbev) and Blue Moon (Coors). It's been calculated that if you remove the latter two from the equation, the 6.5% growth would rise to 8.9%. In its third quarter report, Boston Beer reported declines over nine months for its Samuel Adams, Angry Orchard, Coney Island and Traveler brands. Twisted Tea and the new Truly Spiked & Sparkling saw increases. Angry Orchard Crisp Apple, which was on a tear in recent years, dropped 16.4% in volume, while Sam Adams seasonal brews declined 16.4%. Boston Lager, the flagship beer, is down 8.8 percent.

Jim Koch, the company's founder and chairman, said, “We saw a further slowdown in growth across the craft brewing industry.”

Change is inevitable. Cool heads understand what's happening in 2016 because slower growth is a natural part of category maturation.

“With more breweries comes more competition as craft beer takes hold of mainstream retail channels,” said Brigham. “Yes, we had a few years of double digit growth, but as an industry matures it's normal for that extreme growth to slow down.”

Craft beer isn't the only segment with drooping numbers. The big ones – AB-Inbev, Coors, Miller – all are watching the markets change as consumer tastes shift. Quite a few people in the beer business, along with millions of craft beer fans, are voicing discomfort at the recent surge in acquisitions of small regional breweries by the giants. But hey, that's called capitalism. The big guys might be upsetting the so-called purity of the craft movement, but they are trying to maintain profit and share in a wobbly marketplace. Those who are troubled by it are free to patronize the other 4,597 brewers.

Carlos Brito, the CEO of AB-Inbev, made a comment last month that caused a lot of folks in the craft world to set dumpsters on fire. During an earnings call he speculated that consumers might one day “get a bit tired of so much choice.” That prompted Brewers Association CEO Bob Pease to wonder, in print, what Brito was drinking. Pease called the comment “a hypothesis being willed into existence for the greater good of one brewery.”

I can appreciate the umbrage, but Brito's comment was just one phrase in a two-minute response to a question in which he addressed wholesaler and retailer pushback on the amount of craft SKUs they are able to carry, according to a report in *Brewbound*. “Customers began to realize some time ago that there's a large assortment,” Brito said. “There is only so much shelf space that you can share and cold box that you can split.”

He's right about that. Whether consumers will tire of the endless choices among beers, perhaps we'll get a sense of that in 2017.



## ABOUT JACK KENNY

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



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

## SPIRITS TRAIL

CONTINUED FROM PAGE 10

A goal in the months ahead is to work with the Department of Transportation to achieve highway and road signage to signify stops along the trail, Dubai explained. "It's important we support each other and cheer each other on to support our state," said Baker, who believes Connecticut will continue to grow and evolve into a craft spirit destination.

Kowalczyk said being a small, local distillery is a "competitive advantage to help stand out against the big brands in the market, because it brings authenticity and flexibility in the way [we] produce products." It also allows the distillers to "form a connection with the consumers" by engaging with them during tours and tastes at their facilities.

The spirits trail was also made possible through efforts led by the Connecticut Small Brand Council, who advocated to amend the current state law to allow the sale of spirits from distillery tasting rooms, Kowalczyk said. "This really paved the way for distilleries to finally invest the financial resources needed to open a tasting room," he said. "[We saw], practically overnight, tasting rooms started popping up all across Connecticut. We felt the passport is a fun, familiar concept that people can easily understand and participate in."

Along with the spirits trail came the formation of the CT Spirits Guild, an industry-focused association for suppliers to learn how they can play a role in

growing the industry, said Dubai, who serves as the guild's president. Baker serves as the vice president and Rossi as the secretary.

Looking towards the future, Dubai thinks there will be twice as many craft spirit producers within the next five years in the state – and the trail will grow. "Regardless of how many new producers come on line, I'm quite confident that quality will be a centerpiece of what is produced. The state has always had a reputation for top craftsmanship, no matter what industry." ■

For more information visit [ctspiritstrail.com](http://ctspiritstrail.com) or the CT Spirits Trail Facebook page.

## 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

Power of Substance  
**posmatic**  
www.posmatic.com

CONTACT US  
**718.707.9788**



# THE HOT GET HOTTER

LOOKING FOR TRENDS FOR 2017?  
START BY CHECKING 2016'S GREATEST HITS...

BY W. R. TISH

**D**ecember is lovably predictable: besides the holiday fanfare, it brings a raft of predictions for the coming year. Mercifully, pundits are rarely tied to their prognostications (people forget)—all the more reason to spout them before 2017 begins in earnest.

That said, we are not about to go out on a limb here for the imminent arrival of Riesling or the embrace of orange wine. Boring as it sounds, we believe several of the trendiest categories of 2017 are identical to those of 2016, namely rosé, red blends, whiskey and bubbly. Tellingly, these four categories have some common traits:

- There is still plenty of opportunity (and incentive) for current suppliers to extend product lines.
- Barriers to entry are relatively low, encouraging new suppliers and brands.

- These categories' growth trends have shown an ability to extend across price points.
- Usage has grown organically, with modest/minimal promotion and without critical ("96 points!") support.

## PINK POWER

Is it any surprise that according to Nielsen, Château d'Esclans "Whispering Angel" is now the #1 French imported wine in value sales among French still wines? Provence continues to lead the market and set the standard for quality and prestige, but rosé is now a bona fide category, with SKUs emerging at a fast and furious pace from all over the map. Consider Wölffer Estate on Long Island; winemaker Roman Roth just added "Finca," a pink project from Ar-



At Wölffer Estate on Long Island, Roman Roth now crafts five rosés; the latest, "Finca," is a collaborative project made in Argentina. Above; premium single-serve wines like Steelhead have a bright future, especially in warm weather months.

gentina, to his set of four other rosés. In Israel, Yarden makes a Champagne-method Chardonnay-Pinot Noir bubbly that competes at the high end (SRP \$55).

With the robust performance of Whispering Angel, expect more still rosés to cross north of \$20 SRP. Look for more pink extensions to join established varietal lines (Rodney Strong will be coming out with a Pinot Noir rosé), and don't discount increased demand for sweet-ish bubbly rosés. Food for thought: Korbel's Sweet Rosé (which debuted in 2006 at a modest 3,165 cases) outsells their Brut, and has since 2010. That was the first year Korbel's two rosés combined to sell 100,000 cases; in 2016 they reached 147,000 cases

## WILL THE REAL RED BLEND(S) PLEASE STAND UP?

Selling a lot of red blends lately? Of course you are! But what are you actually selling when you sell "Red Blends"? This category is becoming increas-





ingly difficult to define and organize—but the SKUs keep coming.

Once upon a time, “blends” fit into some relatively well-defined types (Bordeaux-style, Rhône-style, etc.). Now, with kitchen-sink blends proliferating, there is little guidance in terms of style, even when grapes are listed on the bottle. It has never been more important for wine-shop staffers to know how to describe these wines. There is a world of difference between the smooth, jammy \$9.99 Zin-driven blends and more “serious,” drier \$12+ wines; and even at the same price point, taste profiles can vary dramatically.

This lesson jumped out recently when we sampled three blends in the \$20-\$24 range; all were excellent examples of their styles, but as distinct as Larry, Curly and Moe. Gundlach-Bundschu Mountain Cuvée is a classic Cali Bordeaux-style blend (80% Merlot, 18% Cabernet Sauvignon, 2% Malbec), with lipsmacking fruit and a slap of oak. The Cleaver California Red Blend (74% Zinfandel, 21% Petite Sirah, 5% Syrah) is like a big brother of the soft jammy \$10 Zin-led blends; ultra-ripe and rich. And Ouled Thaleb 2013 “Signature” (50% Marselan, 35% Petit Verdot, 15% Carmener) is a strapping, leathery, old-world revelation.

We expect savvy merchants to apply closer attention to merchandising, organizing and presenting their red blends, to improve



the odds of customers finding one that fits their taste preferences.

### 50 SHADES OF BROWN

Granted, it's not nearly as simple to craft a new bourbon or rye as it is a rosé or red blend, but that is not stopping the innovation. Suppliers will continue to “discover” new bottlings about as fast as they can scare up liquid and come up with new names and stories. We will also be treated to a continuing parade of wood treatments. Importer M.S. Walker recently launched three new limited-release Irish whiskies under the West Cork Distillers brand. The new Sherry Cask, Rum Cask and Port Cask finished whiskies (all 12 years old, 86 proof and SRP \$66) join the line which already has a Bourbon Cask.

Another trending marketing technique: releasing a tiny amount of very high-end liquid that casts a halo over the distiller's mainstream bottling. Glencadam distillery bottled 8 casks total of their 25 Year Old Single Malt, and only 400 of the \$499 bottles make it to the U.S. By contrast, 6,000 bottles of the everyday “Origin 1825” were shipped, at the relative-steal SRP of \$40-\$45.

Of course, the current whiskey boom is partly driven by flavored entries. Don't expect the actual range of flavors to keep widening (à la vodka); but you may want to test our how whiskey rolls in another direction: creams. Luxco is aiming to do for whiskey what Bailey's did for Irish Whiskey. Ezra Brooks Bourbon Cream (SRP \$14.99; 25 proof) offers buttery, caramel and toffee notes with a touch of cinnamon and nutmeg. It was released as a limited edition for fall and winter; but Brand Manager Fletcher Buchman notes that the creamy sibling has already been slated for seasonal release again next fall.

### BUBBLES RISING

Prosecco, Prosecco, Prosecco. Is that all there is? This

may be the year we find out. Keep your eye on Prosecco, but also consider these questions:

- Will consumers continue to absorb higher-creeping Prosecco prices, and/or upscale bottlings above \$20? (Jury is out on this.)
- Can other sparkling wines gain market share based on competitive pricing and comparable style (Cava to chip away at the budget end, Crémant d'Alsace challenging Champagne)?
- Will mini bottles gain traction? (Two of note: Maschio's \$4 Prosecco and Moët's \$12 Champagne with detachable flute.)
- Will sweet bubbly grab palates and wallets? (Will Veuve Clicquot's market-tested “Rich” demi-sec go national?)



### More Predictions...

OK, we can't resist inching out on a few limbs....

**Packaging Trend:** We expect extra bells and whistles, in the form of tags, wrappers, trinkets—not to mention more canned wines and more single-serve wines.

Portugal is knocking on the door: Blanche Orbe, Managing Director of importer/distributor Wine in Motion, believes Touriga Nacional and Vinho Verdes are now in the consumer's vernacular, adding, “We can't keep Vinho Verde in stock in winter months!”

Australia: “After years of declining sales, many are realizing the wines are a great value,” notes Katy Leese, GM at V2 Wine Group, importer of Torbreck. “We see increased consumer interest in the premium (\$15 and above) and super-premium (\$30 and above) categories.

South Africa: A new generation and attitude is achieving unprecedented quality and diversity, and America is ready to benefit; we will have more on this in January 2017. ■

## GRILL 37

37 PUTNAM ROAD  
POMFRET, CT

The American-fusion grill specializes in steaks, yet boasts a sizable menu selection of seafood and pasta, as well as an extensive wine menu. They aim for 95 percent of the cocktails on its menu to be “unique to the house,” said Kay Salvias, Bar Manager.



Bar Manager  
Kay Salvias.

## BAR MANAGER

Kay Salvias

## COCKTAIL

Sugar Plum Martini

## RECIPE

Mix:

- » 2 oz. Pearl Plum Vodka
- » 1/2 oz. Grand Marnier
- » 1/2 oz. Graham's Six Grapes Ruby Port
- » 1 dash Angostura Bitters

Shake. Pour into a martini glass rimmed with cinnamon sugar. Add a splash of ginger ale.

Of the seasonally-named Sugar Plum Martini, “the ruby port adds a beautiful color, as well as a really nice, rich flavor,” said Salvias.

## GUEST COLUMN

CONTINUED FROM PAGE 31

*Full bodied, toasty style*

These wines are unapologetically singular expressions of Champagne. All predominantly black grape (Pinot Noir and Pinot Meunier) they will typically spend some time in wood. The use of wood as a vessel, the large percentage of black grape and the vineyard sources combine to yield a more deeply flavored, masculine expression. Wonderful if that happens to be your style preference.

- » Bollinger Grand Annee
- » Krug Grand Cuvee
- » Pol Roger Brut
- » Gosset Brut Excellence

Lastly, it is important to add that a customer looking to buy Champagne is often a wine enthusiast otherwise. If their interest in fine wine is to incorporate it actively into their lives, you as the retailer are being presented with an outstanding opportunity to grow your bottom line. Those with an interest, and the

discretionary resources to indulge that interest, can play a large role in defining your store as a fine wine destination.

Remember, the enjoyment of fine wine is still a relatively new phenomenon in America, and your ability to present yourself as an authority will be a key to your success. Don't forget the 80/20 rule, 20 percent of your customers may account for 80 percent of your sales. Take care to ensure you are prepared to optimize opportunities during the critical holiday selling season. Own the category.

## ABOUT

Lars Guy is a lifelong wine enthusiast, collector and industry veteran who carries both Certified Specialist of Wine and Certified Spirits Specialist designations. He has recently begun serving as a cellar consultant to enthusiasts looking to formulate prudent purchasing strategies. Follow him on Twitter @LarsthewineGuy.

## DON'T MISS

AN ISSUE  
OR  
ONLINE  
ACCESS



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

PERIODICALS POSTAGE PAID  
 \*\*\*\*\*5-DIGIT 13606  
 004/040  
 CT-005645 **EXP Date MAR 16**  
 HAPPY PACKAGE STORE  
 JOE SMITH  
 579 BLACKANDWHITE STREET  
 ANYVILLE CT 13606

# Be part of the *Légende*

by Domaines Barons de Rothschild (Lafite)



*Bordeaux, France.*

*L'Égènde*, the taste of elegance.

[www.lafite.com](http://www.lafite.com)



CAMPAIGN FINANCED  
WITH THE SUPPORT OF  
THE EUROPEAN UNION

IMPORTED BY: PASTERNAK WINE IMPORTS  
(800) 946-3110 • [WWW.PASTERNAKWINE.COM](http://WWW.PASTERNAKWINE.COM)

[WWW.FACEBOOK.COM/PASTERNAKWINE](http://WWW.FACEBOOK.COM/PASTERNAKWINE)  
[WWW.TWITTER.COM/PASTERNAKWINE](http://WWW.TWITTER.COM/PASTERNAKWINE)



# COGNAC

# 101

BACK TO BASICS

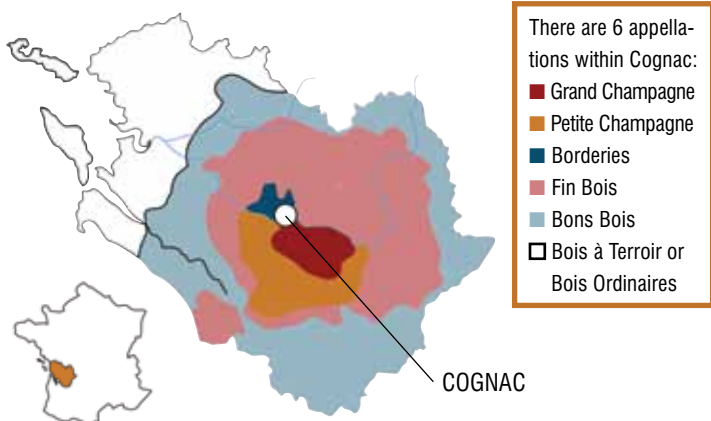
BY JEFF CIOLETTI

**B**randy is the oldest of the distilled liquors; and Cognac is considered brandy's highest expression. There's probably no other spirit that is so tightly linked with France as Cognac—which is odd when you consider very few French people actually drink the stuff. The hugely popular brandy is popular just about everywhere

but France, as only about 3% of all of the Cognac in the world is consumed in its home country. But that just means there's more for everybody else, and it's enjoying some impressive gains in the United States these days. Shipments of Cognac to the U.S. grew a solid 13.6% in 2015, with gains being led by the largest suppliers.

## WHERE IS IT PRODUCED?

For a spirit to be called Cognac, it must be produced in the Cognac region, near the central-southwestern coast of France, covering only about 300 square miles. It's an Appellation d'Origine Contrôlée (AOC), just as Champagne is an AOC for its namesake region.



## COGNAC VS. OTHER BRANDY

- ◆ In the same way that all Champagne is sparkling wine, but not vice versa, **all Cognac is brandy but not all brandy is Cognac**. Both are considered eau-de-vie.
- ◆ For many brandies, authorities don't stipulate which parts of the grape must be used for their production (grappa, for instance, is made from pomace, the leftover pressed skins and seeds). **Only the prime parts of the grape may be used in Cognac**.
- ◆ The vast majority of Cognacs are made from **Ugni Blanc**. By comparison, another region-specific French brandy, Armagnac, has 10 grapes at its disposal.



## HOW IS IT MADE?

- White wine (predominantly Ugni Blanc) is **double distilled in copper pot stills** and comes off the still at around 130 to 140 proof.
- It's then **aged in French Limousin oak casks** for varying periods of time, depending on the grade.
- Older casks are blended with younger ones** to produce the desired flavor profile.



## AND WHAT ARE THOSE GRADES?

Label-wise, Cognac is divided into various types based on a grading system. These “grades,” expressed as abbreviations, correlate directly to the aging process, designating how long the spirit was aged before bottling.

TYPE	STANDS FOR	AGE	TASTE
VS	VERY SPECIAL	2 YEARS MINIMUM	Fruity aroma and lighter, citrus-like flavor. VS is the one that's most commonly mixed in cocktails.
VSOP	VERY SPECIAL OLD PALE	4 YEARS MINIMUM	More dried fruit characteristics, sometimes candied, as well as notes of toffee and its ilk.
XO	EXTRA OLD	6 YEARS MINIMUM	Flavors and aromas get more complex and pronounced, with hints of dry nuts and even cigar-like qualities.
HORS D'AGE	BEYOND	TRANSCENDS THE USUAL MATURITY DESIGNATIONS	As to be expected, the added age should bring even more depth and complexity, with a lingering finish

## EYE ON EXPERIMENTATION

Consistency is everything with Cognac. **Blending is an extremely precise art**, where the blender might combine 3% from one barrel, 8% from another, 13% from another and so on just to achieve a flavor profile consistent with previous bottlings.

Many Cognac houses, however, have been experimenting a bit and offering **expressions beyond the traditional** VS, VSOP and XO labels with characteristics unique to that bottling—not unlike the “small batch” or “single barrel” concept in bourbon.



## FEATURED BRAND CAMUS



### CRAFT COGNAC: CAMUS' ARTISANAL APPROACH

In a category heavily dominated by major houses, Camus stands out as a family-owned, independent producer focused on the high-end. But it's not just their smaller size that sets them apart. Here's why they are making their mark:

#### Estate Vineyards

Having started as winegrowers (not merchants), Camus is the only producer in Cognac to own a large percentage of their own vineyards. “We're the only house that can tell you where every grape came from,” shares president Cyril Camus.

#### Site Specific Cognac

With newly acquired vineyard holdings in Cognac's prized Borderies subregion, Camus has helped pioneer the concept of Cognac terroir. Their Borderies expressions—VSOP (\$55) and XO (\$180)—highlight the region's hallmark floral and mineral character.



#### Skewed Super-Premium

Camus sells more of their XO (\$160) than their VS (\$30)—unheard of in the Cognac world. Their much-awarded super-premium Borderies VSOP is their focus brand in the U.S.



#### Lost Art, Rediscovered

In the 1970s, many traditional production methods were abandoned in Cognac. Camus has reintroduced ancient techniques like distilling grapes on their lees which adds creaminess and texture, as well as extracting heads (portion of Cognac to discard) liter by liter.

#### Growth by Cocktail

On-premise is a growth-driver, as the brand helps reclaim Cognac's rightful place at the bar. “Around one-third of classic cocktails were based on Cognac, and the cocktail craze is helping bring it back,” says Camus.

## COCKTAIL CLASSIC

Cognac as a cocktail driver may seem like a new phenomenon, but the spirit has been a player in cocktail manuals as long as recipes have been compiled and shared. Cognac is a very versatile cocktail base and there

are many classics that wouldn't be the same without it. In character, it also is being rediscovered by a new generation of mixologists for its ability to stand in for other spirits, particularly bourbon and amber rum.

### VIEUX CARRÉ

The New Orleans-born cocktail combines Cognac, rye whiskey, sweet vermouth and bitters



### FRENCH 75

These days people are more familiar with the gin-based version, but the original used Cognac in the mix that also includes Champagne, lemon juice and simple syrup.



### BRANDY ALEXANDER

While any aged brandy would suffice, many bartenders prefer to use cognac in the drink that combines the spirit with crème de cacao, heavy cream and ice.



### SIDECAR

The one most classic cocktail enthusiasts likely know best: Cognac, lemon juice, orange liqueur and sugar.



### OLD FASHIONED

You're probably thinking, "Wait, you've got the wrong spirit! Bourbon or rye whiskey is the proper base for an Old Fashioned!" Well, yes and no.

Back in the 19<sup>th</sup> century, folks were mixing cocktails with whatever they had; and in a lot of cases—especially in the French Quarter of New Orleans—they were very often mixing their cocktails with French brandy, which, more often than not, was the much-exported Cognac.



## MEET THE NEW NEAT

When sipping fine Cognac, many professionals recommend **avoiding those big balloon sniffers**. Warming Cognac (or any brandy) by cradling a snifter beside a roaring fire is little more than a cliché now. For optimal tasting, **you are better off using an eight-ounce tulip glass**; there's less distance between your nose and the spirit, so the smaller glasses are much more conducive to appreciating all of the complexity of Cognac.

Are sniffers history? Not quite yet. If you are look to industry pacesetters for clues, Riedel makes Cognac glasses in both the tulip and balloon shapes; Ravenscroft and Schott Zwiesel opt for the snifter, albeit not fully bulbous.



## FUN FACTS

### NOW IS THE TIME

The biggest month of the year in the U.S. for selling Cognac is December, when 12.5% of the annual Cognac purchases are made. In fact, a third of the Cognac we buy is sold in O-N-D. (Source: IWSR)

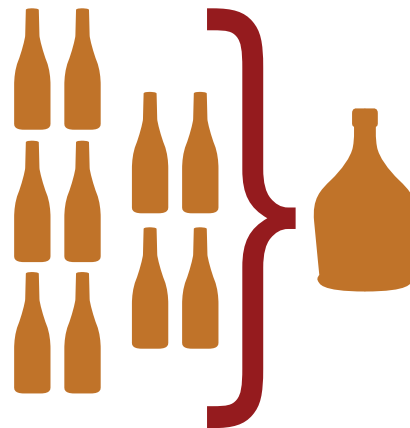
### GOOD WOOD

All Cognac must be aged for at least 30 months in French oak; although barrels from the Limousin and Tronçais forests in central France are both allowed, Limousin is the wood of choice, prized for its generous tannins.



### THE BIG SQUEEZE

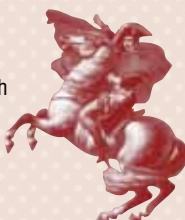
It takes 10 liters of white wine to distill 1 liter of Cognac.



## HISTORY CHEAT SHEET

### NAPOLEON'S LEGACY?

Napoleon Bonaparte, the famed French emperor and military leader, was said to have wanted Cognac rations for his artillery, and he later brought barrels of it with him into exile on St. Helena. Today the term "Napoléon" is sometimes seen on Cognac labels; technically these bottlings have aged as long as XO, but they are effectively being marketed as being somewhere between a VSOP and an XO.



### GRAPE SWAP

Prior to the Phylloxera scourge of the 1870s, Folle Blanche was the dominant grape variety for Cognac. After the crisis, the vineyards were replanted with Ugni Blanc, favored for its high acidity levels and resistance to infection.



## COGNAC WEB RESOURCES

### COGNAC.FR

The official website of the Cognac Bureau, has a selection of detailed interactive presentations on Cognac history, production and usage.

### COGNACFANS.COM

Aptly name site is all about enjoying the drink. Established in 2009; updated in 2011 with an extensive database of Cognacs; features forums as well.

### COGNAC-EXPERT.COM

Blog, reference, marketplace; this is a labor of love by a brother and sister, based in Cognac.

## SELLING POINTS

- ◆ **The whiskey renaissance** has opened the door for other brown spirits. Consumers are seeking out new flavor experiences in that realm and Cognac has been one of the prime beneficiaries.



- ◆ Drinkers increasingly have become savvy about **different types of oak treatments**. Barrel type and aging length are key facets of Cognac's flavor profile and an opportunity to attract new fans.
- ◆ There has also been a rise in interest in **aperitifs and digestifs**. Few classic after-dinner sips have as much history as Cognac.

## FEATURED BRAND CAMUS

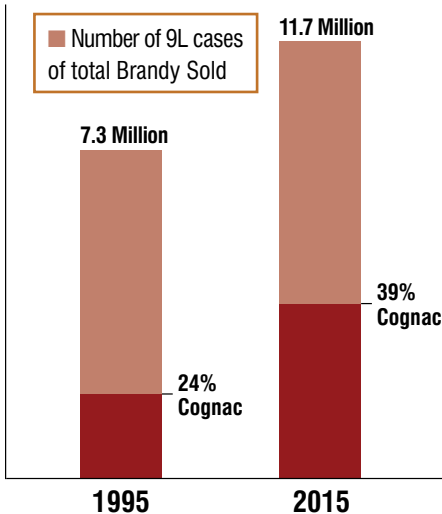


### EXTRA INNOVATOR

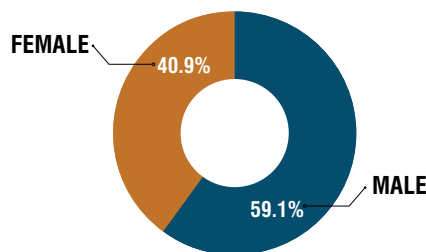
Camus sells more Extra than all other producers combined. For the latest expression coming out this spring, Extra Dark & Intense (\$500), Camus developed a new proprietary method to recover some of the "angel's share" Cognac that is trapped in the actual wood of the barrel, which adds aromatic intensity.

## COGNAC BY THE NUMBERS

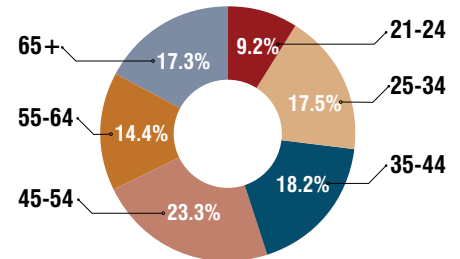
Over the past two decades, Cognac consumption in the U.S. has grown even faster than the overall brandy market, increasing its share significantly.



### BY GENDER



### BY AGE



### PER CAPITA

The average per capita consumption of Cognac in the U.S. is 21.5 9L cases per 1,000 adults. The District of Columbia, projected to be 115.3 9L cases/year in 2016, is up from 99.7 just two years earlier and leads all states. The next nine are:

New Hampshire	90.7	New York	40.8	New Jersey	32.3
Maryland	46.0	Illinois	35.6	Mississippi	29.8
Michigan	45.7	Delaware	33.4	Massachusetts	29.6

SOURCE: IWSR U.S. BEVERAGE ALCOHOL REVIEW

### SALTY ORIGIN?

In the 13<sup>th</sup> century, the Cognac region was a strategic point for the international salt trade, leading foreign traders, (largely the Dutch), discovered the wines of the region. In the 16<sup>th</sup> & 17<sup>th</sup> Century, Dutch traders built stills in the region, turning the wines—which often didn't survive the long voyages north—into the eau de vie that would come to be known as Cognac.



**BACK TO  
BASICS**

**Download Now at  
BeverageMedia.com**

101 Tutorials on key categories to  
improve your Wine & Spirits Education



# AUSTRIA

## THE FUTURE IS NOW

### FULLY REINVENTED, AUSTRIAN WHITES AND REDS ARE READY TO CAPTIVATE AMERICANS

BY JASON WILSON

**P**lease know that the Austrians are sick and tired of talking and hearing about the 1985 wine scandal—in which a lousy bunch of unscrupulous wine merchants added a chemical used in manufacturing antifreeze to their wines, in a ham-handed, criminal attempt to increase sweetness levels. That was over 30 years ago, and Austria long ago reinvented its wine industry with some of Europe's strictest wine laws and quality-control procedures.

"I'm younger than the wine scandal, and we have this heavy baggage," says Marie-Sophie Hartl, head of export west for the Austrian Wine Marketing Board. "I'd say it helped in the end, since we now have these strict wine laws. So yes, there some phoenix-out-of-the-ashes aspect to the story." But she adds: "We hope the phoenix flies away at some point."

The phoenix has undeniably flown, and anyone who isn't carrying a wide selection of Austrian wines on their shelves or list has fallen behind. The quality of

Austrian wines these days—at all price points—is simply amazing. With a cool climate and low alcohol levels, both the whites and reds are so incredibly food-friendly.

With indigenous varieties such as Grüner Veltliner and Blaufränkisch, and even more obscure varieties such as Neuburger, Zierfandler, or Welschriesling, Austrian wines meet a growing consumer demand for interesting, off-the-beaten-path grapes. "Austria is like the garden of Eden," says avant-garde winemaker Christian Ts-





Austria's signature wine, Grüner Veltliner, offers great appeal for consumers who already like Pinot Grigio and Sauvignon Blanc. / Dormant vines in Traisental, the most recent addition to the viticultural map of Austria, introduced from the 2006 vintage; it is known for fruity and spicy Grüner Veltliners and Rieslings with mineral notes. / Alex Zahel is one of Vienna's best-known producers; shown here, a field-blend harvest, destined for his Gemischter Satz.



chida. “You have so many different grapes. You can do whatever you feel like.”

Austria is one of the world's oldest wine cultures. The Habsburg monarchs certainly loved wine, but it is the tradition of the *heuriger*, the humble neighborhood wine tavern, that is essential. *Heuriger*, meaning “this year's wine,” dates back to an 18<sup>th</sup> century imperial decree, which allowed winemakers to open rustic restaurants to sell their new wine. Many *heuriger*, even now, are only open several weeks per year. Besides being a quaint story, what the *heuriger* represents is a wine culture that prides itself on drinkable, everyday wines that offer value at all price points—precisely the kinds of wines consumers demand.

While Austrian winemakers keep true to Old World ideals, they've also embraced a younger, new-world mindset, evident in creative labels, new technologies—for instance, they were among the first Europe-

ans to embrace screwcaps over cork.

However, few wine regions have as many producers with a commitment to Biodynamic—befitting the country where the philosophy of Biodynamic farming began with Rudolf Steiner. Historic producers like Nikolaihof have practiced Steiner's methods for decades. But there are also newer groups, like Respekt-Biodyn, a collective of about 20 biodynamic producers including Fritz Wieninger in Vienna, Fred Loimer and Johannes Hirsch in Kamptal, and Anita and Hans Nittnaus in Burgenland.

### Forget Fashion: Grüner Veltliner Is A Classic

It's currently fashionable in the wine world to once again profess one's admiration for Grüner Veltliner—just as six or seven years ago, it was de rigeur to dismiss Grüner Veltliner as a passing fad.

I remember fondly the late 1990s and early aughts, when Grüner Veltliner was

becoming trendy and popping up on all the hip wine lists. “If Viognier and Sauvignon Blanc had a baby,” we were told, “it would be Grüner Veltliner.” Then, sometime around 2007, Grüner Veltliner ceased to be cool.

This is a shame, and more than a little ridiculous. As the famed wine importer Terry Theise has said: “Not one single thing that's been discovered, trumped, lionized, promulgated, put on wine lists and talked about with giddy delight, not ONE. DAMN. THING. has been nearly as excellent as Grüner Veltliner.”

Thankfully, in recent years, Grüner Veltliner has recovered its reputation, and is now considered one of the classic, must-have varieties. Grüner Veltliner is so site-specific that it's hard to sum up — from the Wachau it can be rich and complex, from Kamptal or Kremstal it can be elegant and austere, from Weinviertl it can be refreshingly peppery and gulpable. There is value at all price points, from bright and cheerful \$14 to great value \$20 bottles to single-vineyard offerings \$40+ that will age beautifully for decades.

### GRÜNER STARS

- Kamptal:** Hirsch, Loimer, Bründlmayer
- Kremstal:** Nigl, Sepp Moser
- Traisental:** Markus Huber, Ludwig Neumayer
- Weinviertl:** Pfaffl, Ebner-Ebenauer
- Wachau:** Knoll, Nikolaihof, Rudi Pichler

### TOP VALUES (< SRP \$18)

- Gobelsburg; Loimer; Hirsch “#1”;
- Huber “Hugo”; Nigl “Freiheit” Trocken



ABOVE: Harvest at Weingut Zahel in Vienna; with about 1,700 acres of vineyards inside its city limits, Vienna is perhaps the world's only major capital city that produces wine. / Windmill in the wine region Weinviertel in Niederösterreich (Lower Austria) BELOW: Markus Huber crafts his Grüner Veltliner in Traisental.

## Rising Reds

Even 10 years ago, Austrian reds represented the height of obscurity to the American wine drinker scared off by an umlaut. To be fair, until the late 1990s, most Austrian reds were not exactly ready for prime time. But times have quickly changed. Now, there are few top wine lists that don't have at least a few Blaufränkisch and Zweigelt on offer.

Zweigelt (created in 1922 by a cross between Blaufränkisch and St. Laurent) is just what a new generation of wine lovers looks for: it's fresh, both fruity and savory, and pairs well with popular foods like grilled pork and burgers. And it's affordable, almost always selling for under \$20. If you like Dolcetto or Beaujolais, you'll love peppery, easy-drinking Zweigelt.

Grown all over Austria, Zweigelt's best expressions are found in Burgenland and in Carnuntum. In fact, Carnuntum

has a special designation called Rubin Carnuntum, which must be 100 percent Zweigelt and pass muster with a jury tasting. Look for producers such as Grassl, Markowitch and Glatzer.

Blaufränkisch, which can be like Nebbiolo or Pinot Noir, is the Austrian red grape with the most aging potential. At a recent tasting, I was stunned by bottles dating back to the early 1990s, some reminiscent of Barolo. Burgenland is where Blaufränkisch reaches its highest expression. Look for producers such as Moric, Erwin Tinhof and Paul Lehrner.

## Vienna Mixes It Up

Vienna, with about 1,700 acres of vineyards inside its city limits, is perhaps the only major capital city that produces wine. "Sometimes when we talk about winemaking in Vienna, people don't believe how close to the city we are," says Alex Zahel, of Weingut Zahel, one of Vienna's best-known producers. "Ninety percent of the people who visit think,



'OK, so you bring the grapes in from elsewhere and press them in Vienna?' But no. The vineyards are right here."

The most famous wine of Vienna isn't made from one grape, but instead is a white field blend called Gemischter Satz—literally "mixed set"—of well-known grapes such as Riesling, Grüner Veltliner, or Pinot Blanc as well as obscure ones like Welshriesling, Rotgipfler, Zierfandler, or Neuburger. Wiener Gemischter Satz achieved DAC status in 2013. The wines must have at least three grapes in the mix, with none comprising more than 50% and third highest portion being at least 10%.

"Gemischter Satz is not an experiment. These are grapes that are perfectly situated in this area," says Rainer Christ of Weingut Christ, another go-to Vienna producer. "One hundred years ago there were only field blends. I really believe in this style of winemaking. Since 2006, I've been replanting vineyards with field blends."

Gemischter Satz wines are very drinkable and offer excellent value in the \$15 to \$20 range. Look for producers such as Zahel, Christ and Wienerer. ■



# Root:1

[THE ORIGINAL UNGRAFTED]



JUICY, RICH,  
FRUIT-FILLED  
FLAVORS THAT  
ARE BEST WHEN  
SHARED

Give your customers the perfect wine to help them celebrate the holidays, special moments, and #SHAREAGLASS with friends and family.



Contact your MundoVino Sales Representative or visit  
[www.MundoVinoImports.com/Root1Distributor](http://www.MundoVinoImports.com/Root1Distributor)  
to find your local distributor.



@Root1wine



P

new  
products

### 1. MYX FUSIONS IN 750ML

Just in time for the holidays, MYX Fusions—launched by Nicki Minaj in 2013—is being offered in 750ml bottles, in addition to the original 187mls. The idea is to bring the brand from laid-back barbecues to holiday entertaining. The 750mls will be offered in the three most popular flavors: Original Moscato, Peach Moscato and Classico Sangria. Available first in FL, GA, MI, IL, CA, NY, TX, MD, MO, AR; national launch by March 2017.

**\$ SRP: \$8.99**  
[myxfusions.com](http://myxfusions.com)

### 4. CLYDE MAY'S CASK STRENGTH WHISKEY

Complementing their non-chill filtered 92-proof Straight Bourbon, Clyde May's Whiskey has introduced a 117-proof, 8-year-old Cask Strength Whiskey. Rooted in Clyde May's moonshine heritage, the Cask Strength is bottled at 117-proof to release a full nose of citrus, peach and cedar. Given the level of craftsmanship involved in creating Clyde May's Cask Strength, only 3,000 bottles were produced.

**\$ SRP: \$89.99**  
[mayswhiskey.com](http://mayswhiskey.com)

### 2. RON BARCELÓ GRAN AÑEJO

Ron Barceló, the renowned rum made in the Dominican Republic and imported by Shaw-Ross International, has revamped Barceló Gran Añejo Rum. The custom shape of the new 750ml stands taller and sleeker; modern features include a higher-quality closure, greater prominence for the brand's embossed lion crest and a refreshed Barceló brand logo. Rolling out first in NY, NJ, and FL; nationally in early 2017.

**\$ SRP: \$19.99**  
[ronbarcelo.com](http://ronbarcelo.com)

### 5. 2014 QUILT NAPA VALLEY CABERNET SAUVIGNON

Copper Cane Wines & Provisions—creator of Meomi Pinot Noir—has released the 2014 Quilt Napa Valley Cabernet Sauvignon. Fifth-generation winemaker Joe Wagner drew from a patchwork of six prime Napa Valley AVAs to create a full-bodied, rich and decadent wine. The blending of fruit from a variety of vineyards helps the wine to achieve more complexity as well as consistency from vintage to vintage.

**\$ SRP: \$44.99**  
[coppercane.com](http://coppercane.com)

### 3. RED TRUCK WINERY

Red Truck is America's first winery using innovative twist-open-and-reclose Helix packaging, which combines a stopper made from cork and a glass bottle with an internal thread. Consumers can still enjoy the satisfying "pop," but without the need for a corkscrew. The Helix will be used on the entire Red Truck line; pictured here, the flagship Red Blend, with aromas of eucalyptus and black tea leading into jammy, blackberry fruit on the smooth palate. Marketed by Bronco Wine Co.

**\$ SRP: \$10.99**  
[bruncowine.com](http://bruncowine.com)

### 6. LORD CALVERT 'DUCKS UNLIMITED' DECANTER

Lord Calvert Canadian Whisky has announced a partnership with Ducks Unlimited, aiming to showcase the Canadian heritage of both entities, as well as their passion for the outdoors. Lord Calvert will be releasing a limited edition Ducks Unlimited decanter, available nationwide, with proceeds going to support Ducks Unlimited's wetlands programs. Each 750ml decanter is hand-painted, hand-labeled and hand-filled.

**\$ SRP: \$99.99**  
[luxco.com](http://luxco.com)



7



8



9



10



11



12

### 7. CROWN ROYAL VANILLA

Crown Royal's newest offering, Crown Royal Vanilla Flavored Whisky, is a blend of hand-selected Crown Royal whiskies infused with the rich flavor of Madagascar Bourbon Vanilla. The result is whisky bursting with vanilla flavor and Crown Royal's superior smoothness. The versatile spirit tastes great when mixed with sodas, used to create a vanilla twist on classic cocktails, or simply sipped on the rocks. 70 proof.

**\$** SRP: \$24.99  
**globe** crownroyal.com

### 10. CARMENET RESERVE CHARDONNAY BRUT

Carmenet Winery embodies the art of blending and an ability to achieve top-quality results in California wine. The newest release, a Chardonnay Méthode Champenoise Sparkling Wine, offers distinctive mouth-filling flavors. This dry sparkling wine has a crisp balance; coupled with a refreshing stream of bubbles, Carmenet Brut is impressively food-friendly. Of course, the Chardonnay character makes it rewarding on its own as well. Marketed by Bronco Wine Co.

**\$** SRP: \$16.00  
**globe** broncowine.com

### 8. CHARLES KRUG WINERY

Charles Krug Winery recently unveiled new packaging to better communicate their position as Napa Valley's oldest and most experienced winery. Historic cues include an embossed cider press; and a call-out box offers facts pertaining to the winery's relevance in Napa, placing Charles Krug within the larger context of winemaking innovation. The new packaging will roll out through the entire portfolio starting with the release of the 2015 Chardonnay and the 2013 Merlot.

**\$** SRP: \$25/2013 Napa Valley Merlot  
**globe** charleskrug.com

### 11. OAKHEART SPICED RUM

Oakheart Genuine Spiced Rum has new packaging to help it stand out on shelves and back bars. While designed to provide familiarity to the existing product, the new direction is more classic and masculine in its style. In addition, to support the brand, Bacardi is launching an ad campaign focused around sporting events and Millennial males. A giant American oak barrel will travel to events, giving consumers a chance to carve their names into it.

**\$** SRP: \$14.99  
**globe** oakheart.com

### 9. HENNESSY 'MASTER BLENDER'S SELECTION N°1'

"Master Blender's Selection N°1" is a very personal signature Cognac, produced in a single batch from Hennessy's extraordinary reserves of eau-de-vie. Master Blender Yann Fillieux was empowered to use his unbridled creativity. His selection of 80 to 100 eaux-de-vie was then aged in both young and old French oak casks, and bottled at "cask strength"—to release aromatic tones as well as delicate spicy notes. Recommended neat or with three ice cubes. Exclusive to the U.S.

**\$** SRP: \$45/375ml \$80/750ml  
**globe** hennessy.com

### 12. MOTTURA & LE PITRE WINES FROM PUGLIA

Puglia-based Mottura wines have joined the Prestige Wine Imports (PWI) portfolio. Known for striking a balance of New World taste and Old World tradition, Mottura is a benchmark producer of Southern Italy's indigenous varieties, notably red grapes Negroamaro and Primitivo. PWI will be importing four wines—two from the classic Mottura line (SRP \$14.99); and two from the Le Pitre Selections (SRP \$24.99)

**\$** SRP: \$24.99  
**globe** motturavini.com



# BEERWATCH 2017

**HUGE, FRAGMENTED AND PEPPERED WITH NEW PROJECTS, THE BEER MARKET CONTINUES TO CHURN**

BY ETHAN FIXELL

**B**eer has had an incredibly turbulent year, from the Big Guys down to the little ones. Buyouts, mergers and unprecedented growth in both breweries and SKUs have made the marketplace a confusing one for beer consumers and producers alike. In the process, the oft-abused term “craft” inches closer and closer to the brink of losing all meaning with respect to beer—even as wine-centric glassmaker Riedel delivered a stamp of approval to the beer biz by designing a special Riedel beer glass.

Perhaps the signature news event was the official approval of AB-InBev buying SAB Miller for a cool \$101 billion. But don't let that fool you into thinking the Goliaths are counting on size alone. For instance, aside from gobbling up a huge peer this year, Anheuser-Busch also launched an incubator for 10 start-ups; they experimented with the first driverless delivery truck; and they went full chutzpah, renaming their flagship beer “America.” Heineken, the leader on the import side, made some bold moves of their own: forming a new division, Five Points Trading Company, to incubate emerging

brands; relaunching the Most Interesting Man in the World on behalf of Dos Equis; even collaborating with Tumi on a custom #Heineken100 carry-on suitcase.

Perhaps the only certainty in 2016 was change. But amidst all of the tumult, a few undeniable trends have arisen that promise to carry over into 2017.

## Fruit Beers

The modern surge of American fruit beers was inspired by a modest attempt to

Cleverness has always been an effective tool in the beer marketer's book. Dos Equis has re-launched their Most Interesting Man character and campaign. Heineken's multi-faceted efforts include a collaboration with Tumi bags. Rogue continues to in their playful beer-name tradition with Yellow Snow IPA.

complement the wide array of citrusy hops (such as Citra, Cascade and Amarillo, to name a few) that so many West Coast breweries have come to embrace. Now, brewers are infusing all kinds of fruit into their beers—from Meyer lemon to mango.

Unlike in the 1990s or early 2000s when cloyingly sweet radlers and ciders were the rage, consumers are now increasingly seeking more subtle flavors from real fruit juice or extract that elevate the existing fruit notes naturally generated by hops and yeast. This trend is sure to continue to develop in more nuanced forms as consumer palates broaden and mature further, so look out for an even greater influx of quality beers that emphasize fruit over sugar in the coming year.



# FORGET ABOUT OLD-FASHIONED MAIL-IN-REBATES...

The bevRAGE App delivers up to \$700 in savings to your customers at no cost to you!



## INTRODUCING A HASSLE FREE MOBILE APP:

- Create incremental customer sales
- No account integration required
- Everyday savings on wine, beer, and liquor

## INCENTIVE PROGRAMS:

Share your bevRAGE promo code with customers and friends. Get cash when they submit their first bevRAGE offer!

## PROMOTE SAVINGS IN STORE!

Print your own bevRAGE point-of-sale here.

[WWW.BEVRAGE.COM/BMG](http://WWW.BEVRAGE.COM/BMG)

See app for terms and details.

Contact us today at [support@beverage.com](mailto:support@beverage.com)

Download the bevRAGE app now!





**Session Beer**

The refined beer consumer of today is looking for more variety with less of a chance of a hangover, while trendsetting brewers naturally want people to drink as much as they can without getting hammered. Enter the “session” beer: a low-alcohol-by-volume brew of which multiple servings can be consumed during a drinking “session” without causing debilitating inebriation.

Despite facing near extinction (as in the case of the 4.5% ABV Gose and 3.5% ABV Berliner Weiss, two tart, historical German styles) or never existing before (as with the sub-5% ABV session IPA), easy-drinking beer is now seemingly omnipresent. The net result is that the overall average alcohol content of beers is dropping lower and lower.

Next year, look out for the malty, British take on this trend in the form of traditional milds, bitters and ESBs (Extra Strong/Bitter).

**Nitro**

Draught beer can be delivered to a frosty mug via a line carrying CO<sub>2</sub> or nitrogen gas blends. Traditionally, nitrogen has been



**NITRO**  
Canned nitro brews use a special widget that comes in the container.

As we approach market saturation, some sellers and consumers alike are responding in 180-degree fashion, gravitating to more local labels.

reserved for dark, roasty brews such as Guinness and Left Hand’s Milk Stout, but breweries have begun experimenting with nitro versions of other styles this year—as in the case of Boston Beer Company’s “Samuel Adams Nitro Project.” Nitro stouts continue to thrive while nitro Black IPAs and Scotch Ales have been picking up steam at bars, restaurants, and brewpubs willing to serve them. Canned versions of the nitro delivery system have yet to truly pop in the same way, but they could take off once the draught craze hits critical mass.

**Kölsch**

Once a rare hybrid style specific to Koln, Germany, Kölsch—top fermented with an ale-like yeast, but conditioned at a colder temperature like a lager—is now in high demand. First introduced

to American consumers in the early 2000s by breweries such as Goose Island, Ballast Point and Harpoon as “German-style pale ales” or “summer beer,” the style has since been produced by plenty of major American brands, including Samuel Adams, Sierra Nevada and Rogue Ales. Kölsch satisfies those desiring the body of a lager and the flavors of an ale, and should only continue to increase in popularity due to its versatility and wide appeal.



**KEEP IT GLASSY**

Riedel’s ultra-thin Veritas Beer Glass (SRP \$69/pair) purports to keep beer “colder than any pint glass.”



**Southern Hemisphere Hops**

With American breweries pumping out IPAs like there’s no tomorrow, brewers have begun seeking out flowers from around the world to satisfy an insatiable consumer craving for new and exotic hop flavors. The uniquely minty, herbal, fruity hops of Australia and New Zealand have become particularly popular in California, where American hops have long been front and center in West Coast-style IPAs.

Craft brewing leaders such as Sierra Nevada, Green Flash and Stone

now all work with hops from Down Under, despite the elevated production cost. In the coming year, expect to hear more about varieties such as Nelson Sauvin (named for its flavor similarities to Sauvignon Blanc wine), Southern

Cross (spicy and lemony, but used more for bittering rather than aroma) and Galaxy (an Australian hop with passion fruit and citrus characteristics especially popular with American brewers).

**Localization**

Beer store shelves are already jam-packed with an expanding number of products from around the globe. As we approach market saturation, some sellers and consumers alike are frequently responding in 180-degree fashion, gravitat-



# ADORN YOUR COCKTAIL

NATURAL ELDERFLOWER LIQUEUR

## ST. ELDER FASHIONED

2 OZ. BOURBON OR RYE  
.5 OZ. ST. ELDER  
3-4 DASHES BITTERS

STIR INGREDIENTS  
TOGETHER IN  
LOWBALL GLASS.  
ADD ICE STIR  
AGAIN. GARNISH  
WITH ORANGE  
TWIST AND CHERRY.





Threes Brewing in Brooklyn represents the growing trend of craft brewers cultivating a local following—anchored by a pub on-site. Few of their brews even make it into cans; and those that do are prized as collectibles.

ing toward more local labels. Of the more than 4,500 breweries that now exist in the United States, a growing few are even bypassing packaging altogether, opting to open taprooms that serve draught beer intended only for folks and passers-by in the immediate neighborhood. Since launching in late 2014, for example, Brooklyn's Threes Brewing has made over 60 styles of beer, putting precious few into bottles & cans...

Local-focus is of course not new to craft beer, but the degree to which it is being celebrated is. Grand Rapids, MI-based retailer Meijer recently put out a press release touting that their commitment to local craft breweries represents an annual economic impact of more than \$100 million across the Midwest. And with respect to Michigan-based craft beer alone, Meijer has seen a 20% increase across its six-state footprint so far this year; no wonder they are publicizing their local support.

Given this palpable locavore mindset, retailers can and should confidently highlight local selections. But of course, no sub-par local beer will outsell a world-class import in the long run; quality will eventually trump all else.

**Marketing**

Beer is no stranger to bells and whistles. In fact, the bag of tricks being dipped into has never been deeper. Among the most prevalent and flexible of au courant techniques: collaborations.



Diageo partnered with local radio celebs Boomer Esiason and Craig Carton on a Smithwick's Ale for charity. Jameson Irish Whiskey has its Caskmates. Highland Park teamed up with Brooklyn's Sixpoint Brewery on a pair of new beers.

On the less conventional side, Red Robin collaborated with New Belgium Brewing to create Grilled Pineapple Golden Ale, the first-ever "burger-inspired" beer. And Quebec-based Unibroue parlayed a friendship with the heavy metal band Megadeth into a new brew: Á Tout Le Monde.

Then there's good ol' shocks and laughs. Craft brewers have long been known for wacky names and labels, and the trend has only intensified along with the market's expansion. Another accelerating trend: wacky flavors. Witness two recent releases by the aptly named Rogue Ale's Yellow Snow IPA; and Paradise Pucker, a Hawaiian-



Highland Park's project with Sixpoint Brewery is one of a growing number of unconventional collaborations. Ditto Unibroue teaming with heavy metal band Megadeth.

inspired sour ale brewed with passion fruit, orange and guava—better known as simply "POG."

And we should not be surprised to see beer marketers tapping brand new techniques—even technologies. Deschutes Brewery has brought two of its beers to life with virtual reality films that provide viewers with an immersive, 360-degree experience of Oregon landmarks Black Butte and Mirror Pond—inspiration for the two flagship beers, Black Butte Porter and Mirror Pond Pale Ale. ■



**VIRTUOSITY**  
Is it real or is it virtual? Deschutes blurs the line.



# 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

**PLUS ACCESS TO THE ORDERING PRODUCT PORTAL & THE APP**

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

ONLINE ORDERING 24/7 DIRECT TO WHOLESALER

CALL US AT 203.288.3375

VISIT US AT [WWW.THEBEVERAGEJOURNAL.COM](http://WWW.THEBEVERAGEJOURNAL.COM)

