

**Rhode Island**

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

# THE BEVERAGE JOURNAL

FEBRUARY 2016

## NORTHERN TERRITORY

RYE, FLAVORS AND BRANDING  
HAVE CANADIAN WHISKY  
MOUNTING A RALLY



TRICKS OF  
'NEXT GENERATION'  
WINE BARS

RHÔNE SETS THE  
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COCKTAILS ON TAP:  
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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE  
AND SPIRITS  
GET TO THE  
MARKETPLACE





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# MARKETPOINT

Oh, l'amore! The February issue is like a box chocolates. Each story offers its own sweet insight into helping your business bloom.

- The cover story is **Canadian Whisky**. As a category, it is catching up with the rest of the brown goods. The feature covers all major brands as well as maple-flavored whiskies.
- Cocktails on **draft**. On-premise they make both sense, and cents for efficiency, consistency and cost-control.
- What do recent trends in **wine bars** look like? The pressure to offer the offbeat, through tastes and the experience, is on.
- The "Q & A" with **Jessamine McClellan**, the Single Pot Still Ambassador for Jameson Irish Whiskey is a "must read" for staying on top of the Irish category.
- **Locally**, we shine the light into two **Pawtucket** businesses. Check out "Retail Review" and "Serving Up."



- Association News tackles current events surrounding **food safety**; a reminder of the very real dangers any business can face.
- Guest columnist, JWU's Katrina Herold, leads us through a **sommelier society** chapter start up.
- Finally, your news and photos keep our pages lively. Remember, on-site tastings, special guest dinners, charitable events, product launches and sales meetings showcase the market's activity. Share the **love**. Email the editor.



## ON THE COVER

Canadian Whisky.

## DEUTSCH FAMILY WINE & SPIRITS TO RELOCATE TO CONNECTICUT

In a December news statement, Gov. Dannel Malloy announced that Deutsch Family Wine & Spirits will be moving from its White Plains, New York location to a 43,563-square-foot building located at 201 Tresser Boulevard in Stamford. The move will bring 100 new or relocated jobs to Connecticut. "We continue to attract and retain companies like never before — and this is another example of our progress," Malloy said. "We're very excited about the move to Stamford and to give our employees the opportunity to work in such a vibrant community with good public transportation, indoor parking and close proximity to restaurants and shopping," said Bill Deutsch, Chairman of Deutsch Family Wine & Spirits. The state will support the project with a \$5 million, 10-year loan at 2 percent interest.



## CHATEAU MONTELENA WINERY CELEBRATES PARIS VICTORY ANNIVERSARY

Chateau Montelena celebrates 40 years since their 1973 Chardonnay beat French and American competitors in a blind tasting of wines in Paris. To celebrate the anniversary, Master Winemaker and CEO Bo Barrett (left) and Winemaker Matt Crafton (right) will tour the country tasting the latest wine releases and participating in retrospective tastings. "When our wine was selected as an entry to the Paris Tasting 40 years ago, we couldn't have imagined the impact it would have on the American and global wine industry," said Barrett. "After the win, Dad really said it best, 'Not bad for kids from the sticks.' Looking back, the Chardonnay's four-decade legacy enabled us to launch our flagship Estate Cabernet from this special place."



## PABST BREWING TO PARTNER WITH VERMONT HARD CIDER COMPANY

Pabst Brewing Company announced an exclusive long-term partnership agreement with Vermont Hard Cider Company, which will take effect March 1, 2016. Under the terms of the partnership, Pabst Brewing Company will have the license to distribute, market and sell Vermont's cider brands in the U.S., which includes Woodchuck, Gumption, Wyder's and Hornsby's, as well as Vermont's imported cider beers from Ireland and England.



## GALLO SURVEY REPORTS WINE DRINKING TRENDS

The 2015 Gallo Consumer Wine Trends Survey, commissioned by E. & J. Gallo Winery, reports 85 percent of frequent wine drinkers believe that wine is appropriate for both "casual and formal settings." The survey measures 1,000 wine drinkers between the ages of 21 and 64. The survey also found that Americans show interest in a diverse range of wine styles, packaging formats and wine culture perceptions, including an increased acceptance of boxed wine. "By going beyond the findings of last year's inaugural Gallo Consumer Wine Trends Survey, we are developing a more complete and robust profile of wine drinkers in the United States," said Stephanie Gallo, Vice President of Marketing and third-generation family member.



## GLEN MORAY SCOTCH WHISKY RECEIVES ACCOLADES

*Wine Enthusiast* has named Glen Moray Classic Scotch Whisky on its "Top 100 Spirits for 2015" list. The magazine also awarded Glen Moray Classic a "Best Buy" and a 91-point rating for its "crisp, aromatic flavors of vanilla and citrus." *Wine Enthusiast* also awarded 89-points to Glen Moray Classic Port Cask Finish Scotch Whisky for "its apple and faint berry aromas with a cocoa-laced vanilla finish." Glen Moray is produced in the valley of Moray in Elgin, Scotland.



## LONGORIA JOINS COINTREAU CREATIVE TEAM

Laetitia Casta, Creative Director at La Maison Cointreau, invited Eva Longoria to join the "Cointreau Creative Crew," a philanthropic program that encourages women's



creativity through art, entrepreneurship and other independent ventures. Longoria, actress, producer and activist, participates in the brand's web campaign, which airs on Cointreau's Official YouTube Channel. The montage of frank discussions also includes French human rights artist and academic, Guila Clara Kessous. Cocktail creations designed by Alred Cointreau are interspersed throughout the dialogues.



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## JACKSON FAMILY WINES RECOGNIZED FOR LEADERSHIP

Jackson Family Wines was named the winner of the 2015 Rabobank Leadership & Excellence



Award for its leadership in the food and agribusiness (F&A) industry. Jackson Family Wines was presented with the award in December during the annual Rabobank Client Appreciation event in New York City. The award recognizes "a leader in the F&A industry who has shown a spirit of innovation and business sustainability."

## E. & J. GALLO WINERY NAMED IMPORTER FOR WHYTE & MACKAY BRANDS

E. & J. Gallo Winery has announced they will be the exclusive U.S. importer for Whyte & Mackay, a producer of Scotch whiskey. E. & J. Gallo will import The Dalmore, Jura Single Malt Scotch Whiskies and John Barr Blended Scotch Whiskey brands. The partnership will expand E. & J. Gallo's spirit portfolio into whiskey offerings. Whyte & Mackay will play a strategic role in marketing and support Gallo's sales and distribution teams. The partnership went into effect January 1, 2016.



## JIM BEAM SUPPORTS MILITARY FAMILIES WITH DONATION

Jim Beam Bourbon donated \$100,000 to Operation Homefront, a national nonprofit that provides emergency financial aid and other assistance to families of service members and wounded warriors. Seventh-generation Jim Beam Master Distiller



Fred Noe (center) presented the donation to the organization. Jim Beam has donated more than \$2.5 million to Operation Homefront since 2008, as a result of partnering with Holiday Meals for Military and holding fundraising dinners at the Kentucky distillery. Jim Beam also employs numerous veterans and military personnel.

## ANHEUSER-BUSCH ACQUIRES ARIZONA CRAFT BEER PRODUCER

Anheuser-Busch acquired Four Peaks Brewing Company, a craft beer producer in Arizona. The craft beer joins The High End, an Anheuser-Busch business unit adding unique craft and import brands to their portfolio. Four Peaks Brewing Company joins Goose Island Beer Company, Blue Point Brewing Company, 10 Barrel Brewing, Elysian Brewing, Golden Road Brewing and Breckenridge Brewery in the Anheuser-Busch craft beer unit.



## NATIONAL RESTAURANT ASSOCIATION RELEASES 2016 TREND REPORT

The National Restaurant Association released their "What's Hot 2016 Culinary Forecast." The report surveyed professional chefs, all members of the American Culinary Federation, on cuisine, beverages and culinary themes. The top trends for alcoholic beverages in 2016 are listed as craft and artisan spirits; locally-produced beer, wine and spirits; house-brewed beer; onsite barrel-aged drinks; and regional signature cocktails. Also making the top trend list are culinary and edible cocktails, food and beer pairings, food and cocktail pairings and craft beer. The report also forecasts that Prohibition-era cocktails, infused and flavored tequilas, gluten-free beer and botanical liqueurs will be popular.



## FRENCH WINE APERITIF JOINS PERNOD RICARD USA PORTFOLIO

Lillet, the wine-based aperitif made in Bordeaux, has joined the Pernod Ricard USA portfolio, effective January 2016. Lillet is made in the village of Podensac with selected wines blended with fruit liqueurs and quinine, from a recipe passed down through generations. Lillet was previously distributed in the U.S. by William Grant & Sons. "We are very excited to welcome this growing, profitable and delicious brand into our portfolio," said Bryan Fry, President and CEO of Pernod Ricard USA. "Lillet is a premium product with a long history of quality and craftsmanship, and world-renowned reputation within the bartender and mixology community as well as among loyal consumers."





# NEW WINES

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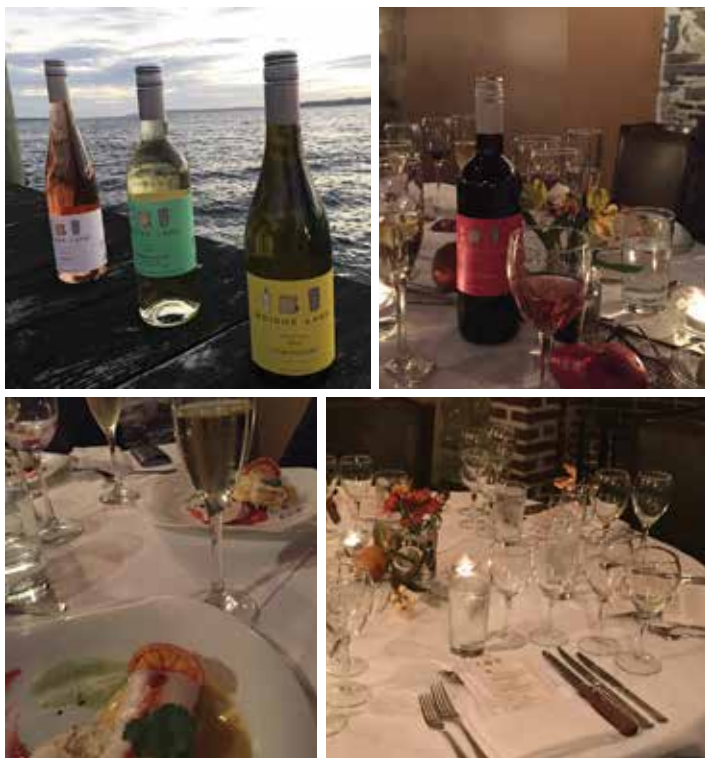
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PINOT NOIR  
RUSSIAN RIVER VALLEY



PROPRIETARY RED BLEND  
NORTH COAST



### SAGE CELLARS AND BRIDGE LANE PAIR FOR WINE DINNER

Lieb Cellars/Bridge Lane's Sales Director, Mike Cook, and Brand Ambassador, Madison Fender visited from the North Fork, Long Island in New York to host the wine pairing at DeWolf Tavern in Bristol, Rhode Island on November 5, 2015. The sold-out dinner started with a cocktail reception featuring a choice of warm mulled wine using Bridge Lane Red Blend or a cool Sangria selection. Chef Sai and his team offered guests an "exceptional evening of memorable food and wine," said Anne Sage, Co-Owner of Sage Cellars. During the dinner, Cook and Fender educated guests about the climate on Long Island, the process of vinification, and the growing wine culture on the North Fork. The evening introduced Bridge Lane's first vintage of dessert white wine, a late harvest, paired with a sweet vanilla cake and berry coulis. "It was a perfect ending to a night that truly showcased the talent that makes up the DeWolf Tavern team," said Sage.



### POGASH HOSTS MIXOLOGY WORKSHOP IN NEWPORT

"The Cocktail Guru," Jonathan Pogash, offered consumers the opportunity to "take entertaining to the next level this holiday season," when he hosted a mixology workshop on December 17, 2015 at Blithewold Mansion in Newport. Pogash shared skills and knowledge from his 14 years in the industry during the ticketed event. Cocktails and hors d'oeuvres were served throughout the evening and Pogash signed copies of his book, "Mr. Boston Bartender's Guide 75th Anniversary" edition.

1. The Cocktail Guru, Jonathan Pogash with guests.
2. Pogash and the bar set up.





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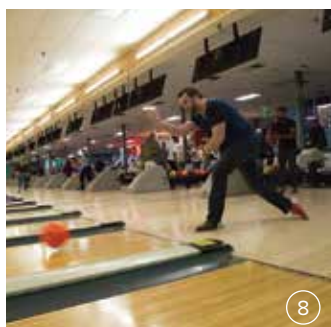
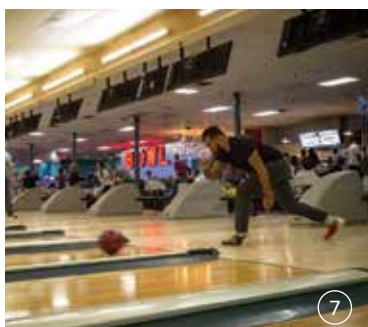
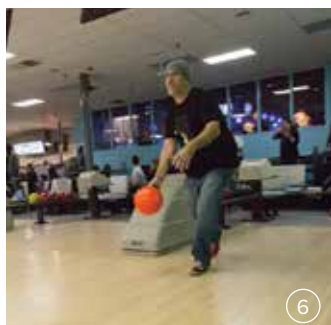
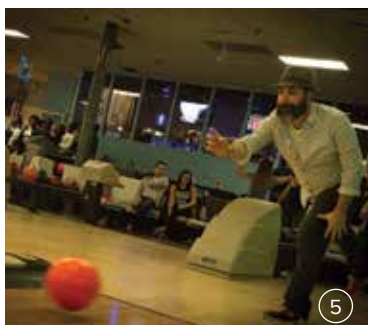


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Photos by Chris Almeida.

## USBG RI GATHERS MEMBERS FOR PRE-NEW YEAR'S PARTY

United States Bartenders Guild Rhode Island (USBG RI) chapter members gathered to celebrate the New Year at Lang's Bowlarama in Cranston on December 28, 2015. Ketel One Vodka sponsored the event. USBG RI board members discussed chapter plans for the year ahead, enjoyed a service industry Yankee gift swap, and plenty of bowling. Anyone interested in attending meetings or joining the chapter should contact [rhodeisland@usb.org](mailto:rhodeisland@usb.org).

1. Standing: Jared Iannelli, Providence Beverage On Premise Brand Development Manager, Rhode Island Distributing Co.; Frank Martucci, General Manager of Beverage Operations, Twin River Casino; Joaquin Meza, El Rancho Grande; Kimberly Gilo, El Rancho Grande; Vito Lantz, The Dorrance; Michael Taberski, The Dorrance; Stephanie Merola, Andino's; Shane Diblasio, The Dorrance; Ian Single, Sons of Liberty Spirits. Front row: Chris Almeida, USBG RI Chapter President; Kristine Dunphy, Bacaro; and Elizabeth Sawtelle, Nick's on Broadway.
2. Jared Iannelli, Providence Beverage On Premise Brand Development Manager, Rhode Island Distributing Co.; Tracy Kardeys; and Vanessa Diploma, Events Manager, MKTG Inc. with featured Ketel One products.
3. Joaquin Meza, El Rancho Grande and featured Ketel One products.
4. USBG RI members: Stephanie Merola, Andino's; Kristine Dunphy, Bacaro; Michael Taberski, The Dorrance; Kimberly Gilo, El Rancho Grande; Joaquin Meza, El Rancho Grande; Vito Lantz, The Dorrance; Jared Iannelli, Providence Beverage On Premise Brand Development Manager, Rhode Island Distributing Co.
5. Chris Almeida, USBG RI Chapter President.
6. Frank Martucci, General Manager of Beverage Operations, Twin River Casino.
7. Joaquin Meza, El Rancho Grande.
8. Ian Single, Sons of Liberty Spirits.





## SOUTH KINGSTOWN THAI RESTAURANT RATED NEW HOT SPOT

*Nightclub & Bar Media Group* has named South Kingstown's Tong-D 2 as the top rated new hot spot from the past year. This honor is given to any bar, nightclub, or restaurant that opened on or after January 2015 and is rated based on user-generated information from Yelp, Inc. The venues were ranked by highest overall rating and the quality of reviews. "To create this list, Yelp data scientists pulled all U.S. businesses under 'Nightlife' on Yelp that opened in 2015," said Darnell Holloway, director of business outreach for Yelp, Inc. "From there, they identified the best bars and restaurants in each state based on star rating." Tong-D 2 specializes in Thai cuisine in a casual setting with happy hour offerings, prix fixe lunch menu and dinner options featuring Korean, Japanese and Chinese dishes.

Tong-D Thai & More's Owner Angie Lim and Nick Aree, Chef and Business Partner.



## NEWPORT STORM RELEASES NEW BEER AGED IN RUM BARRELS

Newport Storm Brewery announced a sixth release in its barrel aging beer program, called "inferRloirty complex." The Belgian style Brett beer has a "spicy, slick and slightly sweet mouthfeel" and is made with Canada Rye and Dextrin malts. After the beer was aged in Thomas Tew Rum barrels for four months, *Brettanomyces* yeast was added to the brew adding flavors of "stone fruit and cherry." Aged Czech Saaz hops were used to "balance sweetness and add earthy tones" to complement the rum barrels. Brew Master Derek Luke said, "One of the truly unique things about making this beer was the element of surprise, when we'd pull samples from the barrel each tasting was completely different." inferRloirty complex is now available in Rhode Island, as well as Connecticut, Pennsylvania and Maine.



## AMERICAN DISTILLING INSTITUTE TOUR INCLUDES SONS OF LIBERTY SPIRITS

Bill Owens, President of American Distilling Institute (ADI), visited Rhode Island's Sons of Liberty Spirits Company in South Kingstown during his cross country distillery tour in 2015. The fall visit gave the Sons of Liberty team the opportunity to educate him on their brand and showcase the distillery. Owens had driven from California to New Hampshire as part of his trip, and included the Rhode Island stop while in New England. The ADI is a trade organization for craft distillers.

Bill Owens, President of American Distilling Institute and Mike Reppucci, Founder and President of Sons of Liberty Spirits Co.



## ABSOLUT RINGS IN 2016 AT TWIN RIVER'S LIGHTHOUSE BAR

Rhode Island Distributing Co., (RIDC) and Lighthouse Bar in Twin River Casino hosted a New Year Eve's party featuring an Absolut satellite bar. Guests enjoyed cocktail creations mixed by Twin River staff using Absolut Vodka and Jameson Irish Whiskey. Absolut also debuted a new eco-friendly bottle, now available in all markets.

1. Brittany Frey, Bartender, Twin River Casino, working at the Absolut satellite bar during the New Year's Eve celebration at Lighthouse Bar. Frey is holding the new bottle design of Absolut vodka.
2. Absolut products went through a bottle redesign with slight changes to the neck of the bottle and is produced using less glass for a more eco-friendly bottle.
3. Art Chamberland (back center), Pernod Ricard Portfolio Manager, Rhode Island Distributing Co. with Carlos DeOlivera (front center) of Rhode Island Distributing Co. and Amanda Soumelidis (far right) of Rhode Island Distributing Co., celebrating New Year's Eve with guests at The Lighthouse Bar in Twin River Casino.



## OBERLIN OPENS IN THE ALICE BUILDING IN DOWNTOWN PROVIDENCE

Oberlin, a new 49-seat restaurant created by Ben and Heidi Suckle, the owners of Birch, opened in January 2016. Located in the former Flan/Bodega Malasaña space, the new neighborhood restaurant offers organic beer and wine selections and Chef de Cuisine Edward Davis' menu is seasonally-inspired using local products.



Photos by Chris Almeida.



# SHERRY'S FRESH START

EN RAMA SHIPMENTS SUGGEST NEW CHAPTER FOR CLASSIC FORTIFIED WINE

BY JACK ROBERTIELLO

**T**he locals know.... At the annual Andalusian Feria where thousands of Jerezanos nibble, quaff and dance until dawn each May, one of the most sought-after drinks is chilled *fino en rama*, an unfiltered, “raw” version of the world’s best-known Sherry style.

Slightly cloudy, a touch darker than straight finos, but with an unmistakable freshness and salinity, *en rama* was nearly impossible to find in the U.S. until recently—a minor yet important signal that Sherry is coming back.

“This is probably the best time for Sherry in the past 20 years,” says Julio Baguer, whose New Age Imports brings in Barbadillo, including a Manzanilla *en rama*. The thousand cases or so of *en rama* Barbadillo sends this way are bottled seasonally, with different characteristics evident in each, says Baguer.

Like much of Sherry, it still can be a hand-sell for all but enthusi-

asts. “But I find that once you get it into younger consumers hands, they’re very interested,” he says. Baguer has seen Sherry overall growing steadily the last five years, especially the higher-end styles. Credit younger sommeliers and bartenders intrigued by the breadth of Sherry’s various taste profiles, he says.

Ian Adams is one of them; he serves 19 by the glass at San Francisco’s 15 Romolo and credits the exploratory nature of today’s consumers for giving Sherry an opportunity. “It’s a wine that requires some education and participation on both sides, but guests are increasingly into it.”

Novices grasp more easily the oxidized oloroso and amontillado styles, he finds, as the perceived sweetness makes for easier food pairings. They are also more palatable for those used to fuller-bodied reds. Adams however loves *en rama*, noting that Sherry aficionados get excited at each release, as if it were the Beaujolais Nouveau of Jerez.

González Byass recently purchased importer Vin Divino with an eye toward greater participation in the U.S., and already sends a hundred or so cases of Tio Pepe *en rama* here annually. Andy Taylor, Vin Divino Director of Marketing, says, “Our goal is to

figure out a way to make Sherry a little more mainstream especially among younger drinkers interested in food and wine.”

This very promising time for Sherry has shown growth across the spectrum for the 27 different bottlings under the Lustau brand, including their ground-breaking Alcemenista line, which includes wines from smaller producers, says Andrew Mulligan, portfolio manager for importer Skurnik Wines.

That breadth of styles, as well as the fact that most Sherry brands are now handled by wine rather than spirit companies, has helped make the high-end market here more important to producers. ■

González Byass and Barbadillo are two suppliers making sure some of their rare, “raw” *en rama* Sherries make it to the U.S.

Flor, the fine layer of yeast cells, is a key to Sherry’s unique character.





guest columnist  
KATRINA M. HEROLD

BY KATRINA M. HEROLD

A seemingly endless sea of glassware, bottles of wine disguised in brown bags and stacks of detailed wine analysis forms neatly stacked at each setting. It's easy to see that this is no ordinary table scape, but the typical scene at the beginning of a Rhode Island Chapter of the Boston Sommelier Society meeting and tasting.

The RI Chapter was started in January of 2015, after a conversation I had with Ian Magiros, On Premise Key Account Specialist for M.S. Walker. Each of us were members of the Boston Sommelier Society, but we found it difficult to travel to Boston for the weekly tastings and were looking for more opportunities to taste wines blind and work towards our future sommelier certifications. We decided to start a local chapter. We secured support from Johnson & Wales University and local restaurants willing to open up their space in order to accommodate the gatherings.

The first meeting and tasting was a huge success, attracting beverage sales professionals, wine educators, restaurant floor staff, Johnson & Wales sommelier students and even a private wine consultant. The society has since grown to more than 75 members and regularly accommodates more than 25 at each monthly tasting.

The RI Chapter supports the Boston Sommelier Society mission:

*"We are a fun loving group of wine professionals and enthusiasts committed to advancing Boston's reputation in the wine world. Our goal is to push the boundaries of common wine perception such that wine becomes regarded as an accessible beverage for all to enjoy."*

While anyone with a genuine wine interest is welcome to attend the tastings and meetings, most attendees have a professional connection to the beverage and restaurant industries. Many have goals in pursuing wine certifications from respected educational organizations such as the Society of Wine Educators, WSET and the Court of Master Sommeliers, all of which include a blind tasting component in their upper levels of certifications.

Our group is more directed towards the Court of Master Sommeliers, an organization offering four levels of sommelier certification. Level 1 is the Introductory Sommelier Course and exam, a two day commitment. The Court recommends that Level 1 candidates have done some studying on their own before attending the course and have read a list of recommended reading materials.

Level 2 is the Certified Sommelier, which does not include a course, only the exam, and the expected level of knowledge is considerably higher than Level 1. The exam

consists of a written, blind tasting and a practical exam component.

The Advanced Sommelier, Level 3, involves an exam similar in format to the Certified Sommelier exam but at a level of knowledge exponentially higher than that of Level 2. At this level, candidates must apply to take the exam by showing a related work history and pass a timed wine knowledge quiz as a part of the application.

The highest honor the Court offers is The Master Sommelier certification. There are currently 230 Master Sommeliers worldwide with an exam that results in less than a 10 percent pass rate.

The role of the professional sommelier may be changing in the restaurant industry, yet this doesn't seem to have diminished the interest in pursuing the certifications. In less than a year, the society has helped three members pass the Certified Sommelier Exam by offering mock exams and coaching them with service drills.

One of the successful members has secured a position as a sommelier in one of New York City's highest rated restaurants. Several have attended the Introductory Course and passed the exam and there is no indication that they plan to stop working

**GUESTCOLUMN**  
CONTINUED ON **PAGE 22**



# the perfect {rebellious} couple

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By accessing full bottles of wine one glass at a time, Coravin provides clear benefits for restaurants; and recent design modifications now make it easier to use at home.



Original Model

## ZONIN DRESSES UP A TRIO OF BLENDED BUBBLIES

Zonin is tapping into Italy's deep connection to fashion with a new limited-edition "Dress Code" Collection, designed both to showcase the blending potential of Prosecco's signature Glera variety and to communicate different moods via the packaging and character.

The White Edition (Glera & Pinot Bianco), with floral and fresh notes, is intended to evoke a free and joyful mood. The Grey Edition (Glera & Pinot Grigio) has intense aromatic and fruity notes, delivering a modern, informal message. And the Black Edition (Glera and Pinot Noir) has aromatic notes accented by the finesse of Pinot Noir; it is designed to be mysterious, elegant and charming. Sold separately while line-priced at \$16.99; time will tell if retailers stock the whole trio—and if consumers accept the fashion-minded bump up in price. [zoninusa.com](http://zoninusa.com)



## VINTAGE ALERT: 2014 OREGON PINOT NOIRS TRICKLING IN...

The New World, compared to the Old, is known for reliable weather and consistent vintages. Oregon Pinot Noir, however, has traditionally been an exception. Which sets the stage for 2014, widely considered to be the biggest and best ever, especially in the all-important Willamette Valley. Credit the "Goldilocks"-like weather—not too hot, not too cold, not too rainy—and higher than normal low temperatures fostered early bud break and accelerated ripening. Dry weather for the September harvest was icing on the vintage cake. Look for the 2014s to win Oregon Pinots even more admirers; early releases are arriving now.

2014!



BERAN  
MEANS  
BEAR IN OLD  
ENGLISH

## WAGNER'S COPPER CANE TARGETS ZINFANDEL VIA BERAN LABEL

With the Meomi brand, recently sold to Constellation, Joe Wagner showed his golden touch with Pinot Noir. Next up: Wagner hopes to restore Zinfandel, arguably California's most historic grape, to its full former glory. The Beran 2013 Sonoma County Zinfandel (SRP \$34.99) joins the 2013 Beran California Zinfandel (\$24) and the 2012 Napa Valley Zinfandel (\$48), both released in 2015. Beran Wines join Carne Humana Napa Valley blends and Elouan Oregon Pinot Noir in Wagner's Copper Cane Wines & Provisions portfolio. [beranwine.com](http://beranwine.com)



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# Dexter Warehouse Liquors

BY SAVANNAH MUL

Eight years ago, Alicia and Hector Lopez decided to become business owners. The residents of Massachusetts researched and visited liquor store properties within their own state as well as Rhode Island. When the couple discovered the Barton Street liquor store in Pawtucket, they purchased it and never looked back.

The existing liquor store had been operating for 25 years, however the previous owners were ready to retire and the shelves were half empty. "At first, it was hard for us to learn, and the prior owners helped us for a few months ... but we grew and we grew with the business to learn more," Alicia Lopez said.

The rapid growth of Dexter Warehouse Liquors under their ownership surprised the Lopezes. "We grew so fast. I believe it's how you treat people ... and [offering] a lot of variety," Alicia said. "When we bought the store, we changed the place around and added more coolers, but people stayed with us because they like who we are," she said. A second key factor in their success is the



Owners Hector and Alicia Lopez of Dexter Warehouse Liquors.



## LOCATION

265 BARTON STREET  
PAWTUCKET, RI

## FACTS

SQUARE FOOTAGE: 2,500  
YEARS IN OPERATION: 8

emigration of a new generation of buyers to the area: Millennials.

Recent loft housing developments in the area are attracting the next wave of young professionals, which helps drive business, Hector Lopez noted. Alicia said she sees a difference in the buying habits of the neighborhood's new inhabitants, particularly trending toward wanting variety and brand-specific requests, whereas the older generation purchases the same product every time they come in.

The Lopezes keep the shelves stocked with local and national craft beers, tequilas and new varietals of wine, and respond to many individual requests as well. Alicia said Luccio Bello Rosso wine is popular with her consumers. "Ever since last year, no matter if [the customer is] a guy or a girl, we can't keep enough of that in stock," she said. Hector added that bourbons and gins are increasing in popularity with their customers. Overall, the store's sales are driven by beer, with wine and spirits sales spilt evenly.

Alicia also attributes continued success to the couple's bilingual ability, which allows



them to connect to their Spanish-speaking customers. "We want to make every customer feel important and call them by their name. People like that attention," she said.

The owners conduct in-store tastings and promotions when they bring in new products, helping to familiarize customers with the new spirit, beer or wine. Although they aren't regular drinkers, Alicia said, "We try our products before we sell them, [so we can] recommend things we like."

Most recently, the husband and wife team made another big business decision. They opened a bar, Tio Pepe's Cantina, in Central Falls, Rhode Island, minutes from Dexter Warehouse Liquors. Their goal is to appeal to the young professionals who are now making the area their home. ■



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



This month, known for its frigid cold (and for 29 whole days this year!), is also home to Valentine's Day. Couples of all types, ages and interests make good use of February 14<sup>th</sup> to exchange gifts—often including wine and spirits, meaning retailers should be ready to make their gifting dreams come true, if not their romantic ones.

For wine, RED is the obvious way to go. For a smooth, fruit-powered sipper, **Apothic Crush** is back for a seasonal turn. Feeling varietal? **Garnet** wines put their namesake red gemstone front and center. Big-red lovers will find plenty of structure in **Penfolds Bin 389** (aka Baby Grange) in a handsome red box.

Then there's bubbly. **Nicolas Feuillatte's "D'Luscious"** is a classy Champagne with a vivid pink hue and a touch of sweetness. And if someone is looking for a wine for chocolate, Banfi's "**Rosa Regale**" **Brachetto d'Acqui**—a bottled freak show, being a fully sweet red sparkler—will make Romeo (or Juliet) look like a genius (make sure the chocolate's dark).



In the spirit realm, sensuous cocktails are on the calendar, whether whipped up by home mixologists or enjoyed at the local craft cocktail destination. Some examples for V-Day 2016...

#### FIGS...THE TIMELESS APHRODISIAC

##### FIG & KISSES

2 oz Figenza Fig Vodka  
2 oz Champagne or Prosecco  
Muddled Raspberries

Add ingredients in order in a Champagne flute. Garnish with a raspberry.



#### KEEP IT SIMPLE, LIGHT AND A BIT MYSTERIOUS

##### TY KU SWEET KISS

2 oz Ty Ku Coconut Saké  
Muddled Strawberries

Combine, strain and garnish with strawberry. (Ty Ku Coconut has the added bonus of an especially silky texture.)



#### THINK VODKA CAN'T BE SEXY? TRY THIS

##### AMOUR ROUGE

1 oz Grey Goose Vodka  
1 oz Pineau des Charentes  
½ oz Crème de Cassis  
2 tsp Lemon juice  
1 dash Angostura bitters  
1 small cluster red currants  
Lemon twist

Fill a shaker with ice and all liquids. Shake well and strain into chilled martini glass. Garnish with twist and currants.



#### ORGANIC: NOW THAT'S SEXY, CIRCA 2016

##### FROM PRAIRIE WITH LOVE

1½ oz Prairie Organic Vodka  
1½ oz Pomegranate juice  
Squeeze of fresh Lemon juice  
Mint leaf

Shake over ice and strain into a martini glass. Garnish with fresh mint leaf.



#### A SPARKLING COCKTAIL FOR TWO (OR MORE?)

##### POMEGRANATE CAVA MARTINI

1 Lemon, juiced  
Twists from lemon peel  
1 cup Pomegranate juice  
1 cup Orange Liqueur  
⅓ cup Pomegranate seeds  
2 cups Freixenet Cordon Negro Brut Cava

Stir first four ingredients in a pitcher with ice. Add pomegranate seeds to glasses, fill halfway with cocktail and top with Cava. Garnish with rosemary.





507 ARMISTICE BOULEVARD  
PAWTUCKET, RI



Named after the village of the last working coal mine in Ireland, the pub takes inspiration from the hard-working reputation of their namesake. Arigna offers an Irish and sports pub menu, a coal-fired pizza oven, more than two dozen draught brews, a selection of Irish whiskeys, as well as creative cocktails.

**BARTENDER:** Michael Doherty

**COCKTAIL:** Coal Hearted

**RECIPE:** Mix

- 2 oz. Bulleit Bourbon
- 1/2 ounce raspberry reduction
- 2 dashes Peychaud's Bitters in mixing tin with ice

"Spank" 3 mint leaves and add to tin. Stir. Double-strain into rocks glass with a formatted cube.

Garnish with lemon twist and mint sprig.

A hybrid between a raspberry Old-Fashioned and a Julep, the Coal Hearted is "light, crisp and refreshing, with just the right amount of sweetness," said Managing Partner Ryan Blaney.

## GUEST COLUMN

CONTINUED FROM PAGE 16

towards higher certifications. Small study groups and blind tastings have become a normal routine.

A typical meeting is organized by the board members collecting RSVP's via email or using social media. Teams are formed and leaders send out wine assignments to each attendee. A variety of regions and grape varieties that are on a CMS approved list are represented.

Each attendee arrives to the tasting with their wine disguised and is asked to pour

for a different team. Once the wines are poured, each attendee has the opportunity to analyze and taste six to eight wines using a timed deductive process similar to that used by the Court of Master Sommeliers. There are meetings where we seem to pinpoint exactly which grape variety, region and vintage is represented. On other occasions, it seems we are on the other side of the planet, a truly humbling experience.

The ability to talk through the blind tasting process enables us to develop a deeper understanding of wine in a practical way and we benefit by hearing the perspectives of other wine professionals. This is an invaluable asset to those hoping to become better sales professionals or educators, all of who will make Rhode Island a more consumer friendly wine hub.

For information on membership, please email [kmherold@jwu.edu](mailto:kmherold@jwu.edu).

## ABOUT KATRINA M. HEROLD

Katrina M. Herold is an Associate Professor at Johnson & Wales University, a Certified Sommelier, Court of Master Sommeliers, Certified Specialist of Wine, Society of Wine Educators, and Advanced Certificate Wines and Spirits, WSET.



A recent gathering of the RI Chapter of the Boston Sommelier Society.

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# GREENRIVER RUNS DEEP

**JULIA MAMOSE, BEVERAGE DIRECTOR,  
GREENRIVER, CHICAGO**

BY ALIA AKKAM



Last year saw the widely heralded arrival of GreenRiver in Chicago's Streeterville neighborhood. At this restaurant and bar, a collaborative effort between Danny Meyer's Union Square Events and Sean Muldoon and Jack McGarry of The Dead Rabbit in New York, Julia Momose is the head bartender.

**BEVERAGE MEDIA GROUP:** Few bars receive as much praise as The Dead Rabbit. How is GreenRiver similar yet different?

**JULIA MOMOSE:** GreenRiver and The Dead Rabbit share a focus on hospitality and the craft behind creating the best cocktails possible. I think many bars can say the same. Unlike any other, however, GreenRiver is located on the 18<sup>th</sup> floor of a medical building. There is no "seated policy." There are times when there are people three-deep, some drinking cocktails, others beer or wine. Either way, it is accessible, and can be very lively, allowing for a unique blend of cocktail bar, restaurant bar and neighborhood bar.

**BMG:** What kind of establishment do you hope you are creating through the beverage program?

**JM:** A place where staff are constantly growing and learning, and a place where the guest leaves satiated, wanting to re-

turn. I hope for a program that excites without bewildering. Just as drinks are balanced, the program must be balanced too, so that it is approachable, and any person may walk in and find the beer, wine, soda or cocktail that suits their taste. I want to develop a trust with the guest, and show them that no matter what they are craving, we will happily make them the best Gin and Tonic we possibly can. Or, when they are ready to branch out and try something new, they are comfortable letting us pick for them.

**BMG:** Winter can be challenging for bartenders. What are some of the concoctions catching fire during these coldest months?

**JM:** I find winter to be fantastic for cocktails. It is *the* season for citrus. Lemon, lime, orange and grapefruit taste brighter, sweeter and juicier. I also like to introduce warm, spice-driven flavors. For example, Pierre Ferrand 1840 Cognac, shaken with fresh lemon juice and an allspice-cubeb syrup, served tall over crushed ice with freshly grated nutmeg. For those really, really cold days, though, there is a drinking chocolate spiked and spiced with Centerbe and cinnamon.

**BMG:** Chicago has one of the country's most dynamic bar scenes, so your customers are certainly savvy. What are they gravitating to most on your menu?

**JM:** In the shaken category the Halley's Comet with Tanqueray gin, lemon juice, kaffir lime leaf, passion fruit, clove and Cava has been quite popular. Among the stirred cocktails, the Grey Wolf, made in the style of an Old Fashioned, with Yamazaki 12 Year Old, Bénédictine, Japanese plum vinegar and Angostura bitters, has been receiving rave reviews.

**BMG:** Given that GreenRiver flaunts the Danny Meyer touch—and he literally wrote the book on hospitality—service obviously takes center stage. What is your personal approach?

**JM:** Sometimes I like to sit on the "other side" of the bar when it is closed. I feel the chair, the foot rest and take in the view so that I have a better understanding of how the guest may be feeling and what they are seeing.

There are so many factors to an evening out. Mise-en-place is crucial, because once everything behind the bar is as it should be we focus on providing curated experiences. Our aim is for the guest to have an effortless experience, and for each person this requires a different touch from us. Some guests want to interact; others want to be left alone. Read the guest. It is so satisfying when they don't realize how their expectations were exceeded, but walk away feeling better than when they walked in. ■

# THE REAL COST OF FOODBORNE ILLNESS

BY DALE J. VENTURINI



Our food supply system, while infinitely safer and better regulated than most other parts of the world, still has its challenges. We've all seen the headlines and recalls from E. coli in produce, to salmonella in proteins, to human-contact illness like the norovirus. While thankfully it's not a frequent occurrence, it can be a potentially devastating blow to a retailer or restaurant.

According to a report from the Centers for Disease Control and Prevention, there were more than 800 foodborne disease outbreaks reported in 2013 that resulted in 13,360 illnesses, more than 1,000 hospitalizations, 16 deaths and 14 food recalls. Fish, mollusks, chicken and dairy were the most common single-food categories implicated in outbreaks, and the most common causes of outbreaks were norovirus and salmonella. Sixty-percent of outbreaks occurred at sit-down restaurants, 14% at caterers or banquet facilities and 12% in-home.

Recently, a multi-segment restaurant with locations throughout the United States experienced five separate outbreaks of foodborne or human-related illness that forced the temporary closure of more than 40 locations and has shattered consumer confidence in the brand. They included multiple outbreaks of E. coli in nine states that sickened more than 50 diners; multiple outbreaks of the norovirus in which more than 230 customers and employees were affected in California; then another in November, in which more than 140 college students in Massachusetts were sickened.

Prior to these occurrences, this chain was known as a brand that did the right thing. They sourced their ingredients properly using only non-GMO vegetables and proteins from animals that were not cage-raised. They made customers feel like they were making smart, healthy choices for themselves and for the planet.

The truth is that even restaurants with the best track records can be susceptible to either foodborne illness or human-contact illness. The most important plan a restaurant can have in place is a food-safety protocol that reinforces the safe handling of

food and addresses potential sickness in employees.

However, even with the strictest policies in place, there are still deficiencies. More and more, we're seeing bacteria developing in produce from the location where it is grown. And, if these vegetables are served raw, like tomatoes, all of the washing in the world will not remove an organism that lives inside the food product.

As this chain struggles with its brand reputation and works to ensure that its locations have never been safer, their climb back to the top of the quick-service-restaurant mountain will not be easy. Even though they have hired the best food-safety experts in the field and have committed to far-exceeding industry standards, that journey will take some time. Regaining public trust is a marathon, not a sprint.

If you are a restaurant operator or owner reading this column, I urge you to revisit your safety procedures and to ensure that every manager is up-to-date on all necessary certifications and that your food-safety handling protocols are fully compliant with the law. In the coming weeks, the RI Hospitality Association will be hosting a seminar on this topic and our panel of experts will be able to fully address any questions or issues that arise.

We all need to put foodborne illness and food-safety handling at the top of our agendas in 2016. Our industry has a huge responsibility to maintaining public trust and ensuring that we provide the best and safest possible experience for everyone.

For more information on food safety, please visit:

[www.rihospitality.org](http://www.rihospitality.org) or [www.health.ri.gov/](http://www.health.ri.gov/).



[www.rihospitality.org](http://www.rihospitality.org)

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

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



# DISTRIBUTOR NEWS

**As the wine and spirits industry top to bottom takes stock after another busy holiday season, the distributor landscape is about to take on a decidedly different shape, thanks to two wide-reaching combinations.**



## BREAKTHRU BEVERAGE GROUP

The Charmer Sunbelt Group and Wirtz Beverage have joined to become Breakthru Beverage Group. Official as of January 1<sup>st</sup>, operations of the company and its affiliates will span 19 markets and represent more than \$6 billion in annual sales.

“Breakthru Beverage is built upon the best of our legacy operations while setting a new path and approach forward,” explained Greg Baird, Breakthru Beverage President & CEO. “Our vision for the future is focused on excellence and how we can be a stronger and more innovative partner for our suppliers and customers in all of our markets.”

W. Rockwell “Rocky” Wirtz and Charles Merinoff will lead Breakthru Beverage Group as Co-Chairmen of the Board. Daniel Wirtz will serve as Vice-Chairman and on the Operating Committee with Charlie Merinoff. “The name Breakthru was chosen very deliberately,” noted Danny Wirtz. “We truly believe we can challenge the boundaries of the traditional distributor.”

Breakthru Beverage replaces legacy house names in CO, DE, FL, IL, MD, MN, NJ, PA, SC, VA, WI and DC. Nevada will transition to Breakthru soon; Wirtz Beverage Canada and Alliance Beverage in Alabama, Arizona and Mississippi will maintain their names.

In New Jersey, R&R Marketing will now operate as Breakthru Beverage New Jersey. The leadership, expertise and brand portfolios remain unchanged. The company will also maintain existing facilities and continue to employ more than 200 people statewide.

.....  
**ABOVE:** Greg Baird, President & CEO; W. Rockwell Wirtz, Co-Chairman of the Board; Daniel Wirtz, Vice-Chairman; and Charles Merinoff, Co-Chairman of the Board



## SOUTHERN GLAZER'S WINE AND SPIRITS

Southern Wine & Spirits of America, Inc. and Glazer's, Inc., have signed an agreement that will create the largest wine and spirits distribution company in North America.

Stretching coast to coast (41 states plus DC), the new company—Southern Glazer's Wine and Spirits—will distribute more than 150 million cases annually and cover nearly 90% of the legal drinking age (LDA) population in the U.S..

The company will be headquartered in Miami, with significant ongoing operations in Dallas. The new leadership team will draw from both Southern and Glazer's, with Wayne E. Chaplin serving as Chief Executive Officer and responsible for day-to-day execution. Sheldon “Shelly” Stein will serve as President and lead business development activities and long-term growth.

Wayne E. Chaplin noted, “The combination of two of the wine and spirits industry's leading distributors will create unmatched value for our business partners. Southern and Glazer's have highly complementary cultures marked by an uncompromising commitment to superior service. Quite simply, we will have the best team and the most extensive reach in the business.”

Bennett Glazer, now Executive Vice Chairman, added, “We are embracing a uniquely compelling opportunity to unite our proud family traditions and create an undisputed industry leader.”

A joint team will ensure a seamless transition for employees, suppliers and customers alike. The transaction is expected to be completed in the second quarter of 2016.

.....  
**ABOVE:** Wayne E. Chaplin, Chief Executive Officer; Harvey R. Chaplin, Chairman; Bennett Glazer, Executive Vice Chairman; and Sheldon Stein, President.

# SOUR BEERS ARE SO VERY SWEET

BY LEN PANAGGIO



In the brewing world, much of what we think is new and trendy often isn't. Take sour beers. At one time, many years ago when the understanding of yeast was in its infancy, all beers for the most part were sour. Wild yeast were used in the fermentation process before Louis Pasteur opened up the world of yeast and discovered how to control them. As I roam around restaurants and bars, the places that have extensive and interesting beer lists are offering sour beers now, and some have for years.

There are six styles of sour beers: American Wild Red, Berliner Weisse, Flanders Red Ale, Gose, Lambic and Oud Bruin. Each has unique characteristics; for example, the Oud Bruin style is a very complex hybrid of sorts, using older brews and wooden barrels for more flavors while Berliner Weisse style beers are interesting in that the addition of fruit syrups negate the sourness of the beers.

To be honest, "sour" is a turn-off to me, and one must acquire a taste for it. A good place to start is the Lambic from Belgium. Most of these are infused with fruit, which helps offset the sourness of the beer. Make no mistake, there is still an acidic bite to these beers and they almost tend to be wine-like: fruit and acid, and cork-finished, which also imitates the wine world. They are great and refreshing, and, perfect for a dessert course. Another good entry point is the Shandy (beer and lemonade) and grapefruit beer, both of which have risen in popularity in recent years.

As you can imagine, the craft brewers are always looking for something new and different while still working with styles that have been around awhile. Some of the bigger craft brewers have tried their hand at producing sour beers, like Sam Adams or New Holland Brewery, and now many of our local breweries are doing the same, including Brutopia, Grey Sail and Foolproof to

name a few. My friends at Newport Storm will be releasing their third one shortly, called "InfeRiority Complex." That name alone is intriguing!

While capitalizing on trends in the industry is important, there is an art to creating these beers and much care has to be taken to produce them. If these breweries aren't careful, they can ruin a batch. The use of specific yeast is all important in making these beers, predominantly *brettanomyces*, *lactobacillus* and *pediococcus*. These impart sour notes to the beers and can also add a fruit component. As one brew master told me, they need to be coaxed along, as there is an inherent risk involved with making this style and tossing an entire batch if not watched carefully is a real danger.

Having said all that, and without getting too geeky, sour beers have been around a long time and are here to stay. I am not sure that they will ever reach the height of the IPA phenomenon, but they surely are gaining traction and should be taken seriously by all off-premise and on-premise operators. They truly round out a serious beer program! The all-important Millennial market, which is now the largest consumer segment, is much more adventurous than the baby boomers. So, offering these sour beers fits right into their world and they should fit into yours.

February has some interesting events that I am sure you are all aware of. For retailers, the Super Bowl is a big national day. And for restaurateurs, Valentine's Day is upon us. In the middle of winter, we have a few bright spots!

Now, back to sour beers because after all, our guests are looking to you to find the new, hot products and these beers will satisfy their need to explore the varieties in the world of beers.

Prost!



## ABOUT

LEN PANAGGIO, BEVERAGE CONSULTANT

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



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# THE WAY NORTH

**PACED BY RYE, FLAVORS AND STRONG BRANDING,  
CANADIAN WHISKY IS MOUNTING A RALLY**

BY JACK ROBERTIELLO



Finally, it seems, the whisky renaissance has shone a spotlight on Canadian. It's not that Canadian whisky hasn't long been popular in the U.S.—whiskies from up north are second only to bourbon here, though more than half the volume, according to 2014 numbers from DISCUS, occurs in the lowest price tier.

Growth has been elusive, as for many years the major brands focused on smoothness over flavor as a selling point, keeping the details of production and history mostly under wraps at a time when popcorn vodka was being replaced by robust brown spirits.

But lately, Canadian has been getting plenty of attention, topped off with the recent selection by writer Jim Murray of Crown Royal Northern Harvest

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**ABOVE:** Crown Royal barrel house. Crown Royal is known for its iconic velvet bag (approximately 50 million bags are stitched for Crown Royal every year) and a character just as smooth. As a brand, Crown Royal has been quite successful in extending into flavors and reserve expressions.

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Canadian Club was founded in Walkerville, Ontario, in 1858 by Hiram Walker, then known as a successful grain merchant. "Club Whisky," as it was first known, became so popular in the U.S. that the government soon required origin labeling, hence "Canadian Club."





Rye as the Whisky of the Year in his annual influential *Whisky Bible*.

“We Canadians do ourselves a disservice by not telling the story of the heritage and quality of Canadian whisky,” says Dr. Don Livermore, Master Blender at the Hiram Walker Distillery. “We make rye whisky very, very well, and we’re starting to see a change in consumers now looking for more flavor. My qualitative observation is that consumers today are looking for bigger, bolder and more complex whiskies.”

“The biggest issue we have is overcoming the stigma that has been associated with the Canadian whisky category in recent years,” says Mike Price, Brand Director for Forty Creek. “In an effort to compete with vodka in the ’80s and ’90s, many of the offerings from north of the border were pale comparisons to the robust whiskies that built the country’s whisky heritage 200 years ago. Now we are seeing a real revival of the category.”

### Premiumization Situation

It’s been the fully robust brands labeled as high proportion ryes that have brought attention back to Canadian lately, though Livermore says distillation methods matter more. “The percent of rye is irrelevant. If the rye is double distilled in a column still, then it will taste just like any other grain whisky,” he says, pointing out that second distillation in a pot allows producers to develop rye’s spicier character.

ABOVE, FROM LEFT: Canadian whiskies are using a variety of techniques to distinguish themselves; Collingwood is finished in toasted Maplewood barrels.

Crown Royal plant in Gimli and barrel house in Valleyfield.



There’s a lot of leeway for blenders to broaden the range of Canadians. For example, the Pernod-Ricard portfolio produced at Hiram Walker includes a lighter, Port-finished rye in Pike Creek; Wiser’s, a medium rye made in a style popular in the 19<sup>th</sup> century; and the powerful all-rye Lot 40.

Another example of what a little tinkering can do to make a more premium Canadian is Alberta Rye Dark Batch, a blend of 91% rye whisky topped off with bourbon and Sherry. “Alberta Rye Dark

## There’s a lot of leeway for blenders to broaden the range of Canadians.

Batch combines contemporary flavor trends with classic notes of premium whisky, making it a one-of-a-kind rye for mixologists, spirits connoisseurs and whisky enthusiasts alike,” says Malini Patel, VP World Whiskey, Beam Suntory, who promises more new expressions in 2016 from the company’s Canadian brands, which include Canadian Club.

Other producers have taken notice of the interest in rye and also flavored whiskies. Diageo unveiled in 2014 the successful 70-proof Crown Royal Regal Apple, joining the 2012 entry, Maple Finished, in the portfolio. For the whisky connoisseur, Northern Harvest Rye (90 proof) and Hand Selected Barrel (103 proof) pushed the boundaries of strength.

### Crown Achievement

Crown Royal isn’t alone in the flavor sweepstakes: Canadian Mist flavor line extension includes Peach Mist, Maple Mist, Cinnamon Mist and Vanilla Mist. Van Gogh Imports has TAP Rye Sherry Finished, an 8-year-old Canadian rye blended with Amontillado Sherry, as well as TAP 357 Maple rye. Sazerac launched Rich & Rare Caramel Canadian Whisky in 2014 and launched Rich & Rare Apple this fall in limited markets.



CROWN ROYAL  
NORTHERN BUCK  
COCKTAIL

Crown Royal Northern  
Harvest Rye, fresh lime  
juice, ginger beer,  
bitters, mint

## Many of the smaller brands buy their whisky on the bulk market, where they are finding more competition and tighter supplies.

This change in attitude about what Canadian can be has been most notable at category leader Crown Royal. “A few years ago we were still a little precious about doing too much in terms of line extensions, because we were concerned it might not be the correct thing for the brand and its loyal consumers,” says Yvonne Briese, VP of Marketing for North American Whisky for Diageo. “But we found once we embraced the



consumers who are looking for all sorts of new whiskies, we had such a great story and some great whiskies that go into Crown Royal, that we decided it was a great jumping off point for bringing new products to life.”

Many Crown Royal consumers are willing to try every release under the brand, she says, while others might find the flavors an entry point to the category and the more whisky-knowledgeable were curious about the Northern Rye and Hand Selected Barrel iterations. “Those two variants have a lot of appeal to non-Canadian whisky consumers and are helping the reputation and standing of Canadian,” she says, including the types of on-premise accounts not usually interested in the category.

### Connecting On- & Off-Premise

“On-premise remains a huge factor in whiskey brand development and growth,” says Kevin Richards, Senior Marketing Director of Whiskeys and Specialty Brands for Sazerac, which includes Rich & Rare, Rich & Rare Reserve, Caribou Crossing, Legacy, Canadian LTD and Canadian Hunter.

“Our Legacy Canadian is a great example of a brand where we have a large and growing on-premise presence which is translating well into off-premise sales. Consumers like discovering new brands and on-premise is the best place for that. We’re investing our resources on Legacy accordingly.”



Many of the smaller super-premium brands showing growth buy their whisky on the bulk market, where they are finding more competition and tighter supplies as their brands grow. “Our success sort of forced us into a sourcing scramble,” says August Sebastiani, president of 35 Maple Street whose Masterson’s is sold as a straight rye whisky but comes from Canada. “We have the inventory now, but as a sort of negotiant-style spirit supplier, we have to work hard to maintain batch-to-batch consistency and quality.”

While the supply is vast, certain brands are planning to dash into the first major opening at the higher end for Canadian here in some time. “Premium Canadian whisky has a lot of room to grow in the U.S. market specifically,” says Patel of Beam Suntory. “While the standard business is quite large, we are seeing the premium and super-premium whiskies grow overall share. This is also in line with brown spirits trends and Canadian is no different. We are excited about what’s to come from this category and the ability to innovate around specific consumer trends, interest and industry insights.” ■

### RULES & STANDARDS

Whiskey-making rules vary country to country, and Canada’s are relaxed but confusing, to an American at least. What can be called rye there, for example, wouldn’t meet U.S. standards; here, the mashbill must be at least 51% rye as a component. Bourbon must be made with at least 51% corn (and typically 70+%). But in Canada, a mostly corn spirit that gets small amounts of rye added to the blend can be called rye. While all Canadian whiskies include some, it’s primarily used as what Canadian tradition calls “flavoring whisky.”

Canadian is usually the product of one distillery, but U.S. laws encourage the inclusion of American spirit into the mix. Canadian whisky distilleries generally distill each grain separately, rather than combining grains for a signature mashbill. The different spirits—corn, rye, wheat and barley—are then aged separately and blended together before bottling (Canadian Club being the major exception, blended before barreling).

### CANADIAN WHISKY FACTS

- It’s Canadian whisky, without the “e,” spelled like Scotch whisky.
- More than two-thirds of Canadian whisky is exported to the U.S. Some trace its popularity here back to Prohibition, but it was actually began during the Civil War, when many distilleries in the South shut down.
- Until 2010, Canadian was the best-selling brown spirit in America; it is now second to bourbon.
- Canadian whisky is typically blended after distillation, whereas other types combine grains in a mash bill. This is why in Canada the Master Blender is considered a higher title than Master Distiller.



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# NEXT GEN

## — WINE BARS —

WITH GIMMICKS AND GUSTO,  
WINE BARS GET MORE CREATIVE

BY JASON WILSON

Last year, on a trip to Milan, I found myself in La Cieca (“The Blind”), a narrow, easy-to-miss neighborhood joint. It had an amazing list of hard-to-find wines from all over Italy. Beyond that, the real hook at La Cieca is a chalkboard called “Vini alla Cieca,” a series of mystery wines, priced from 5 to 9 euros. If you guess the region and grape of the mystery wine, the wine is free.

But there’s a catch. All the mystery wines are served in black glasses, making the game extremely challenging and huge fun. It also served another commercial purpose: Even though I guessed two of the lower-prices ones, I ended up dropping twice as many euros than I would have in a typical wine bar in my attempt to guess all five...and then more after. It’s no surprise that Gambero Rosso, the prestigious Italian wine guide, honored La Cieca for its “innovative formula” in 2015.

When I returned home, I began thinking about the state of wine bars—and I realized that one didn’t have to go to Milan to find innovation. Much of what is happening now in American cities—in both marketing and menus—represents, if not a reinvention of the wheel, then at least a reimagining.

Traditional marketing elements in play for wine bars are no secret—themed flights; food pairings; classes and events; happy hours; daily/weekly/monthly specials. But within the wine-bar tool kit, there is lots of room for creativity, and that’s on top of curating the wines themselves.



“Vini alla Cieca”  
mystery wines  
in Milan

### EXTRA HAPPY!

In Minneapolis, Lucia’s Wine Bar offers two happy hours: Tuesday through Friday, 2:30-5:30; plus every night 9:00-close.





**Opposite page:** Jill Weber, leading a class at Jet Wine Bar in Philadelphia, says, "Many of our clientele don't come in to specifically try new wines. And the ones that do, we don't care if they hold the wine by the bowl or the stem."

**Above:** Many wine bars today opt for a lounge-y feel, as at Anfora in Manhattan's West Village. Décor aside, wine bars today need a broad but balanced appeal, says consultant David Foss: "You have to make it approachable, from really nerdy to mass market."

"It is something that's spreading, but it's a slow movement," says David Foss, wine buyer at Anfora Wine Bar in the West Village, and a hospitality and wine consultant for projects across the country. There's no single formula for success—and savvy wine bars from popping corks with success in cities large and small.

Take Philadelphia, for instance. Tria, with three locations, is arguably the city's signature wine bar. But Jet Wine Bar, a quirky spot on South Street owned by a wine-loving professional archaeologist, is an example of how wine bar can also be a neighborhood hangout. "People can get wine anywhere," Jill Weber, owner of Jet, notes rhetorically. "How else can you distinguish yourself?"

### SIZE MATTERS...

Many wine bars offer two sizes of pours. Some offer wine by the quartino (as in a quarter-liter, or 250ml, not a quarter-bottle). Bin on the Lake in Seattle offers 1, 3 and 6 oz. servings.

Here are a few ways wine bars are getting it done in style and with success:

### \* REMEMBER THE WORD 'BAR' IN WINE BAR

"A wine bar is no different than a bar," Weber says. It's a simple idea that too many wine bars operators lose sight of. There's always the looming danger of becoming too precious, nerdy, or... *gasp...* pretentious. Of course, almost every wine bar owner I meet goes to great length to tell me their joint "isn't pretentious." But we all know that's true about half the time. A wine bar perceived as all tux and no jeans is probably not fit for the long haul.

At Jet, Weber has a neighborhood drinking crowd that comes not just for the wine, but also for DJs playing hip-hop, and for cocktails. "We strive to make it friendly but not dumb," she says.

"You have to make it approachable, from really nerdy to mass market," says Foss. "Balance is a word I use all the time." His definition of wine-bar balance means offering a well-curated selection of beer, spirits and cocktails. He gives the example of four buddies: two are wine geeks, one only drinks craft beer,



### HAVE FUN WITH IT

\* Wine Bingo is a monthly staple at Pour in Mt. Kisco, NY

\* Red Red Wine in Annapolis hosted a Girl Scout Cookie Pairing Night last November

\* At Q Enoteca in St. Louis, every Wednesday brings Quizzical Trivia night

one prefers whiskey; if someone suggests a bar that's too wine-centric, half the party immediately vetoes. "If you're strictly wine, you needlessly narrow your audience," Foss says. "You should offer a little of everything, and not do it half-assed."

### \* DRINKING OFF THE BEATEN PATH

Introducing people to new wines has always been part of a wine bar's bread-and-butter mission. But these days, the pressure to offer something offbeat is intense. Millennials—and everyone else—are drinking differently.

"At Anfora, 10 to 15 percent of my clientele comes in and says, 'What do you have that's interesting and I've never heard of before?'" Foss notes.

"At the lower entry point, those should be the interesting, weird wines." But he warns: "They have to be good as well as interesting." For Anfora, that means

orange wines from Georgia, Sylvaner from Franken, Teroldego from Trentino, and offerings from Hungary, Croatia, Slovenia and the Czech Republic.

Eastern European wines are being embraced outside of New York as well. The biggest seller at Jet recently was a Pinot Noir from Romania. How do you sell these kinds of wines to a Philly neighborhood crowd? “We don’t present these as anything unusual,” Weber says. “It’s always presented as just a good wine. It’s presented the same as Bordeaux.”

## \* CORAVIN IS NOW A VERB

Foss insists that, at least in New York, “Coravin has changed everything.” B.C. (Before Coravin), it was impossible for wine bars to pour older vintages or even just more expensive wines by the glass. Coravin solved that by allowing wine to be extracted anaerobically through a needle inserted through the cork.



Anfora, for instance, can pour a Selbach-Oster 2005 Mosel Riesling, which lists at \$80/bottle, for \$20 by the glass. While those prices may seem high for a glass, today’s prime wine bar customer is often looking to splurge on a special—but affordable—experience.

“Coravin is a great tool, as long as you know how to use it,” Foss says. He estimates the Coravin allows him to pour from a bottle for almost three weeks. He even uses it as a verb: “Let’s say people are on the fence for a \$60 bottle. You can say, ‘Look, I can Corvain you a taste, and if you don’t like it, you don’t have to buy the bottle.’ You look generous and great.”

## \* DISCOUNTED LUXURY

Sure, plenty of places still run the old, let’s-get-rid-of-wine-we-can’t-sell-at-happy-hour deals. But these days, creative wine bars are realizing there’s money to



Joe Campanale, co-owner and Beverage Director at Epicurean Group (Anfora, L’Apicio, L’Artusi and dell’anima), leads a class at Anfora.

made by offering discounts at the higher end—encouraging customers to delve deeper into the wine list.

At Corkbuzz in Manhattan, all bottles of Champagne are half-priced after 10:00pm. That Cédric Bouchard Blanc de Noirs might seem out of most customers’ league at \$290. But at \$145, suddenly they might take the plunge.

At Tria in Philadelphia, one of their three locations is experimenting with a “luxury happy hour,” offering Barolo and Savennières for \$10 a glass.

## \* PLAYING GAMES

“Gimmicks work,” says Foss, bluntly. Especially enticing for customers are interactive games like La Cieca’s blind tastings in black glasses. At La Compagnie des Vins Surnaturels, they also run a mystery wine promotion. But even more popular is the bar’s “SommeKase” option, based on the Japanese “omakase”—meaning “I leave it up to you (the chef).” With the SommeKase option, the sommeliers choose a “bespoke assortment of wine, tailored to fit your mood” with price points at \$30, \$60 and \$90.

## BREAK THE MOLD?

Press Wine Bar in Cleveland puts the Mimosa front and center every Sunday Brunch, serving 7 variations (all Prosecco-based) as well as a “Kit” (LaMarca Prosecco; pomegranate, passion fruit, mango and orange juices; fresh fruit).

## \* BEYOND THE BORING LECTURE

People still love guidance. And classes still do work. But the old, dry lectures are out. Wine classes need a new hook. For her classes at Jet, Jill Weber draws on her experiences as an archaeologist to go far afield from traditional wine education. Recent classes included “On The Wine Trail of Hercules” as well as a Pope-themed

tasting tied to Pope Francis’s 2015 visit to Philadelphia. “The general gist is to do something that not everyone is doing,” Weber says. “Jet’s clientele weren’t brought up understanding Premier Cru. They’re learning as they go.”

Foss insists that classes at Anfora—even basic classes on wine pairings—are an essential part of exposing new customers to the bar. “We find massive retention after the classes, but you got to have the personality for them,” Foss says. “I’ve been to so many led by people who very knowledgeable, but they’re so dry, I want to bang my head against the wall.” ■



## MAKE THE MOST OF YOUR SPACE.

Cru wine bars, with locations in Dallas, Houston, Austin, Denver and Alpharetta, GA, promote their patios as dog-friendly, even posting pooch pics with the hashtag #dogsofCRU.





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## RHÔNE WINES

# TAKE ON A ROSY HUE

**CLASSIC REGIONAL WINES ARE HITTING  
THE SPOT IN THE MODERN AMERICAN MARKET**

BY DAVID LINCOLN ROSS

**W**hile the fortune of many French wines remains somewhat checkered, Rhône Valley wines in the U.S. are in the pink of health, propelled by a strong U.S. dollar, appealing price points and surging rosé sales. According to the Inter-Rhône trade association, from 2010 through 2014, Rhône wine imports to the U.S. increased 20% in volume and a whopping 63% in value.

What is driving the region's growth? For Peter Landolt, Wine Director at Viscount Wines & Liquor in New York's Hudson Valley, pure quality-price ratio is key: "For \$12 to \$20 a bottle, you can enjoy a world-class wine."

The region's spectrum is a factor as well—arguably offering more variety than other classic regions of Bordeaux, Burgundy and Champagne. White Rhône wines are not so plentiful, but the dry rosés and sweet wines are among the finest repre-

sentatives of their type in France. And the reds stretch easily from simple Côtes-du-Rhône to cellar-worthy all-Syrah gems from Northern Rhône appellations like Cornas.

Belinda Chang, Beverage Director at recently opened Maple & Ash in Chicago, explains: "I think that the Rhône producers admirably pull of the hat trick of offering high-quality daily drinking, mid-priced wines comfortable for once or twice a week, and wines for super special occasions."



Easy-drinking, food-friendly rosé now represents 15% of all Rhône wines sold in the U.S. The Syrah grape is a blending grape in the Southern Rhône appellations; in the cooler, hillier Northern Rhône, it is the star red variety of small but sought-after AOCs such as Crozes-Hermitage, pictured here.





**Above, left to right:** Gigondas is one of the village-named AOCs of the Southern Rhône where the red wines take a noticeable step up in structure. Grenache, often the lead grape in the blend, brings a generous fruity character to Rhône reds. The Rhône Valley's dry white wines tend to be round and fleshy; prime varieties are Viognier, Marsanne and Roussanne.

Second only to Bordeaux in volume of wine exports to the U.S., Rhône wines are poised for continued solid sales in 2016. In particular, Peter Deutsch, President, Deutsch Family Wines & Spirits, importer of Vidal-Fleury, reports that rosés are taking off: “While both red and white are showing growth, rosé is leading the way, growing over 85% this year and now accounting for nearly half of [our] Rhône Valley wine volume.”

All told, rosés now account for approximately 15% of all Rhône wines sold in the U.S., according to Inter-Rhône; that’s up from single-digits not so long ago.

### Future Trajectory?

Not all is picture-perfect, however. Some importers are concerned that if entry-level Côtes-du-Rhône prices creep up, there could be some consumer trade-off to other categories. Ian Ribowsky, GM of Vins Jean-Luc Colombo, a leading supplier of wines from both the Northern and Southern Rhône Valley, cautions, “As some Southern Rhône wines approach the mid-teens, we could see some price pressure.” On the positive side, he adds, “Following the decline of Australian wines, French wines—and Rhône wines

## SELLING TIPS ▼

► **Blends are red-hot**, and these are some of France’s finest red blends, typically driven by Grenache, Syrah and Mourvèdre; Rhône grape combinations are imitated around the world.

► The Rhône Valley’s position within France gives it a **natural advantage** over more northern regions: warmer temperatures ensure easier ripening of grapes, generally giving the wines a fruitier character than Bordeaux and Burgundy.

► **You get what you pay for:** Basic, plentiful Côtes-du-Rhône is the least expensive; a few dollars more for village appellations like Gigondas and Vacqueyras brings more structure and character; Northern Rhône and the famous Châteauneuf-du-Pape—the region’s the most expensive reds—are also the most concentrated, complex and ageable.

► The Moscato craze has mellowed, but sweet wine lovers might be pleasantly surprised if they have never tried Muscat de Beaumes-de-Venise. This fortified **Muscat is explosively fruity** (apple, peach), but kept zesty and long by acidity.

in particular—are being inserted on retailers’ shelves and on wine lists. And the reason is that they are excellent.”

More than a dozen authorized red and white grape varieties are permitted across Southern Rhône appellations, but the region’s reputation has long been driven by the harmonious trio of Grenache, Syrah and Mourvèdre. Syrah, which stars solo in such Northern AOCs as Crozes-Hermitage and St. Joseph, already enjoys credibility among wine’s cognoscenti. As Sandy Block, MW and Wine Director at Legal Seafoods, drily asserts, “Before Malbec, there was Syrah, and after Malbec there will be... Syrah.”

The Rhône’s other prime grape, Grenache, is enjoying growing awareness (even hipness); Grenache’s character is right in the taste wheelhouse, so to speak, of many Americans who favor ripe and fruity wines.

Overall, notwithstanding some pricing concerns, merchants, restaurant wine directors, somms and food and beverage directors are bullish on the wines of the Rhône Valley, and that is a rosy outlook indeed. ■



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# THE SINGLE POT ADVANTAGE

IN CONVERSATION WITH JESSAMINE McLELLAN,  
SINGLE POT STILL BRAND AMBASSADOR  
FOR PERNOD RICARD

BY KRISTEN BIELER

Jessamine McLellan is in a category of one, as no other company employs a Single Pot Still Brand Ambassador. But then, no company besides Pernod Ricard currently sells the ultra-traditional and increasingly popular style of Irish Whiskey, crafted at their legendary Midleton Distillery. Just five months into the job, Jessamine sat down with me to talk about how the category is evolving.

**BEVERAGE MEDIA GROUP:** Single Pot Still may be a very small segment of the booming Irish whiskey category, but it's getting a lot of buzz. A lot of people are still unsure of what it actually is, can you clarify?

**JESSAMINE McLELLAN:** Sometimes referred to as Pure Pot Still, Single Pot Still (SPS) is made at a single distillery from a mash of malted and unmalted (green) barley, which is then triple-distilled in copper pot stills. The style is unique to Ireland and these whiskeys were once the most sought-after in the world. Yet over time, a lighter, more accessible blended style of whiskey gained popularity, and by 2000, there were only two SPS Irish brands still around—Redbreast and Greenspot. At Pernod Ricard, we believe this is the quintessential style of Irish Whiskey. SPS is a more robust and complex whiskey with a heavier, richer, fuller mouthfeel.

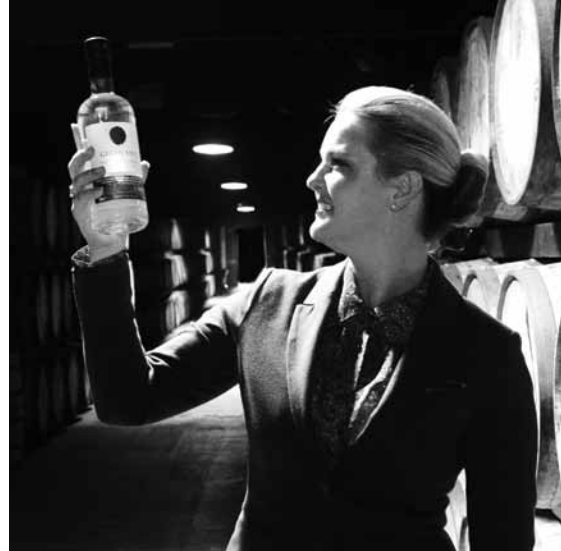
**BMG:** I imagine a lot of the recent interest from consumers and critics has come as a result of the success of the

Irish category overall, and the stratospheric rise of Jameson in particular.

**JM:** That's entirely true. While my job is to show people that Irish Whiskey is about so much more than shots and beer, we would never have had the opportunity to talk about SPS if it wasn't for Jameson Irish Whiskey blend. There was a built-in fan base just waiting to try some of these more complex expressions.

**BMG:** Redbreast remains the most well-known SPS on the market and continues to clean up at every awards competition, but it was long regarded as an insider's secret. Is that changing?

**JM:** Redbreast remains a bartender favorite, and gets tremendous respect in the trade, but yes, more consumers are finding out about it. The 12 Year Old is the signature expression with its hallmark Sherry cask flavors, and the 12 Year Old Cask Strength, which is unfiltered and bottled at close to 58.8% ABV was chosen as the Irish Whiskey of the Year by the Whisky Bible. We also have the 15 Year Old, bottled at 46% ABV, and extremely rare and ultra-complex Redbreast 21 Year Old.



**BMG:** While Pernod Ricard is promoting SPS as a traditional whiskey—we have seen quite a few innovations coming out of the Midleton Distillery of late, similar to what we are seeing in the Single Malt world.

**JM:** SPS really plays in the same space as Single Malt; it's the same consumer. And yes, innovation is a big part of what we are working on. We even opened a micro-distillery in Ireland for our innovation team to allow them to experiment on smaller stills. We are resurrecting archived recipes going back to the early 1800s and at the same time playing around with many different wood treatments and aging regimens.

**BMG:** You will soon have a number of competitors in the SPS game. How will this change the category?

**JM:** There are a number of companies who have begun to produce SPS, but we are the only ones releasing product now. That will change as other distilleries' stocks are able to age and go to market. We think it's great for the category. The most important thing for us is that the consumer continues to associate SPS with very high-end whiskey produced in a very craft way.

**BMG:** The SPS prices seem pretty fair, compared to Scottish single malts of the same age. Is value a big part of your message?

**JM:** Absolutely. Even Redbreast 21 Year Old at \$250 is a great deal compared with what you would pay for, say, a pedigreed Scotch with that age statement. ■



Yours Sincerely (sibling to Dear Bushwick) in Brooklyn features only draft cocktails; there are 20 in all, served via porcelain doll head tap handles from a 19th-century German factory. Above, the "Jamie (Here's How)" carbonated cocktail on tap at Quarter+Glory, in Washington, DC.

# CAUGHT IN THE DRAFT

## COCKTAILS ON TAP ARE NO LONGER JUST A FAD

BY JACK ROBERTIELLO

**W**hen Anton Baranenko, owner of Draft Choice, a New York-based company that customizes draft systems, began installing cocktail lines in 2010, the response from his bartending peers was hostile, even Luddite, with accusations that he was cheapening the value of craft cocktails, and could put bartenders out of work.

In 2015, just five short years later, he estimates that in 2015 more than 80% of his clients sought out cocktail as well as beer or wine lines. "Before, I'd have to pitch people on draft cocktails when

I went in to sell a beer system," says Baranenko. "Now they ask me."

Welcome to the new world of draft, in which speed of service, efficiency and pre-batching can sometimes trump, or at least help resolve, some of the problems created by the 15-minute cocktail.

Tad Carducci, as part of the Tippling Bros., created a program at Mercadito (NYC, Chicago, Las Vegas) with seven cocktails on tap. He predicts, based on conversations with national account restaurant executives, that by the end of 2016 draft cocktails will be flowing in some major chains. "Operators are now

seeing the long-term value and return on investment possibilities, and there are now so many more vendors, for everything from tubing and fittings to installation, in the game, it's far easier to set up," says Carducci.

### No Blueprint Yet

Draft cocktails are uncharted territory. Consider two recent openings: Yours Sincerely in Bushwick, NYC, has an all-draft program with 20 cocktails on tap. Quarter+Glory in Washington, DC, has two. One is a barrel-aged Negroni, the other seasonal—currently "Jamie (Here's How)," made with rye, bitters and sarsaparilla.



Kenneth McCoy





QUARTER  
+ GLORY  
BAR IN DC

Kenneth McCoy, Chief Creative Officer for Public House Collective, the NY-based hospitality company that opened Quarter+Glory, admits some customers might wonder if the cocktails are bought in bulk rather than batched in-house. But he feels draft cocktails can provide quick service and consistency especially at busy times, allowing bartenders to be more social and interactive.

“The cocktail world can be extremely stuffy,” says McCoy. “We’ve all seen the bearded and suspended bartender, frowning while standing behind the bar staring at you. We want to have a place that offers a fun experience, and while execution is part of the show, this sort of approach allows more time devoted to actual hospitality,” he says.

Yours Sincerely, with a dominant 20-handle tap, self-identifies as a “cocktail

**BEHIND THE SCENES:** Shown here, the kegs and tubing supply the cocktail lines at Yours Sincerely, customized by Draft Choice.



laboratory.” The drink menu—9 nitrogen cocktails, 5 carbonated cocktails, 3 shots, 3 non-alcoholic—spells out specific ingredients along with hand-drawn flow charts that provide both an air of simplicity and scientific precision. Classics get new life, such as the Pineapple Express (coconut-infused denizen rum, organic pineapple juice, vanilla coconut syrup).

Sacramento’s Hook & Ladder Manufacturing Company serves four draft cocktails at a time, recently including the Local 916 (spiced Tullamore D.E.W., honey, cranberry and lime juices). “We set out to offer draft from the start in response to many customers saying they felt craft cocktails took too long to make. To us, waiting 20 minutes just isn’t acceptable,” says head barman Chris Tucker.

While draft cocktails more often tend to be spirit and fortified wine only, Tucker includes those made with fresh juice, avoiding spoilage by making smaller batches that will be depleted quickly. (Juices are commonly clarified to preserve freshness.)

### Quick Study

Baranenko credits the growth of craft beer and draft wine for bringing more attention to the potential for draft cocktails, and for the greater availability of better systems. There is also easy-to-grasp logic in the idea that draft cocktails are not a huge leap beyond batched cocktails. (A typical five-gallon cornelius, or “corney,” canister, often used for soda, holds about 120 drinks.)

Like draft wine, draft cocktails have some particular requirements. Type 304 stainless steel components (valve couplers, tubing nipples, faucets, shanks) are essential to maintain the integrity of the system. The type commonly used for beer, 303, contains sulfur and can taint wine and spirits easily. Similarly, oxygen barrier tubing is sometimes required, as liquids oxidize quickly when exposed to tubing common in beer systems, and even flavor transfer can occur.

With the genre of draft cocktails effectively not even a decade old, there



Chris Tucker



**MAKING A MARK:** Chris Tucker of Hook & Ladder Manufacturing Company in Sacramento, CA, and the Claudia Cardinale (Cimarron Blanco Tequila, Campari, Cinzano Rosso).

is a lot of learning to be done, and still some fundamental questions. Operators will naturally be concerned not only with issues of storage and delivery of draft cocktails, but also preservation and provenance. Cocktails are a different liquid than beer and wine; systems need to be able to handle the harshest and most acidic liquids.

Gas choice is also important, as is level of pressure—with both being variables to be tinkered with. Tucker says he thinks using nitrogen mellows cocktails, and he notices a distinct and favorable difference between a draft cocktail and one made fresh in some instances, with the draft version gaining a silkier texture. Products can change even in an oxygen-free environment. He notes some vermouths become slightly more bitter, even in stainless steel, and so careful monitoring is always required.

And no doubt, the more attention operators pay to this trend, the more they will learn. ■

P

new  
products

### 1. CANEI 'ANNIVERSARIO' SPARKLING WINE

In celebration of Canei's 40 years of leadership, and the global contributions of Italian artisans, Baarsma Wine Group has introduced Canei Anniversario, a luxurious sparkling wine of Italy. A unique blend of Verduzzo, Trebbiano and Chardonnay, the wine is lively on the palate, with fine bubbles and refreshing acidity, and featuring luscious notes of tropical fruit and fresh citrus finish. Easy on the eyes and a real palate pleaser.

**\$ SRP: \$19.99**  
**blackhawkimports.com**

### 4. MALIBU PINEAPPLE UPSIDE DOWN CAKE

Malibu's newest addition to their flavored rum portfolio is Malibu Pineapple Upside Down Cake, an indulgent treat perfect as a shot, mixed with fruit juices or blended with ice cream. The new flavor joins the Malibu lineup that includes Orange Float, Sunshine, Sundae, Island Spiced, Swirl, Passion Fruit, Mango, Tropical Banana, Pineapple, Island Melon and the original Coconut. Available in 750ml, 1L and 1.75L sizes. 42 proof.

**\$ SRP: \$14.99**  
**maliburumdrinks.com**

### 2. WRITERS TEARS COPPER POT IRISH WHISKEY

Palm Bay International and Walsh Whiskey Distillery have introduced Writers Tears Copper Pot, honoring the 19<sup>th</sup> century Irish writers and playwrights who found inspiration in local watering holes. Triple-distilled exclusively in copper pot stills, the whiskey begins with non-peated 100% Irish barley and is matured in ex-bourbon casks. Aromas of apple and vanilla lead into a gently spiced palate and elegant finish. Currently in NY, PA, MN, DC and MA. 80 proof.

**\$ SRP: \$39.99**  
**palmbay.com**

### 5. SUGARLANDS SHINE RYE APPLE MOONSHINE

"Mark & Digger's Rye Apple Moonshine" joins Sugarlands Distilling Company's line of now 12 expressions, including best sellers Appalachian Apple Pie, Butterscotch Gold and Mark Rogers' American Peach. This expression (51% rye) has flavors of nutmeg, allspice and apple pastries, and was born from a collaboration with distillers Mark Ramsey and Digger Manes, known for appearances on the Discovery show *Moonshiners*. Available in 16 states. 80 proof.

**\$ SRP: \$24.99**  
**sugarlandsdistilling.com**

### 3. PINO CELLARS OREGON 2014 PINOT GRIS

PINO Cellars aims to capture the true essence of Oregon in a bottle—perfect food wines sourced from select vineyards and crafted in small lots. The PINO Cellars Pinot Gris is golden in color, with hints of honey blossom, crisp pear and melon; pleasant acidity brings lingering notes of mango. Winemaker Bob Stashak also makes a PINO Cellars Pinot Noir. Marketed by Bronco Wine Company.

**\$ SRP: \$17.99**  
**bruncowine.com**

### 6. GROVE RIDGE CUVÉE BRUT NV

Grove Ridge NV California Cuvée Brut opens with apple and pear aromas, followed by flavors of caramel and citrus in this lively sparkling wine. A blend of 85% Chardonnay, 13% Colombard and 2% other white grapes, Cuvée Brut pairs well with appetizers, cheese and crackers or even charcuterie. Vibrant packaging; available in 750ml and 187ml sizes. Marketed by Bronco Wine Company.





**\$ SRP: \$11.99**  
**bruncowine.com**



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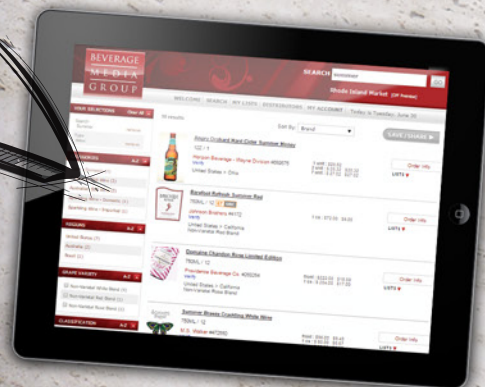
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