

Connecticut

How Beer, Wine & Spirits Get To The Marketplace

THE BEVERAGE JOURNAL

JUNE 2016

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READY FOR YEAR
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RUM 101
BACK TO BASICS

CACHAÇA GOES
FOR GOLD

RYE'S THE LIMIT
SKY-HIGH AND
STILL CLIMBING



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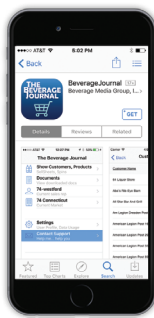
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FEATURES



12 Event Recap

Savor CT focused on flavor. See the gallery if you missed the weekend of tastes.

30 Industry Insider

The 73rd annual WSWA Convention rolled into Las Vegas.

44 Rum 101

The many-splendored spirit that evolved from the simple sugar cane.



48 Cachaça's Third Wave

Now that the uniquely Brazilian cane spirit is officially legal, cachaça suppliers hope their latest push is the charm.

52 Rosé: It's On Everyone's Lips

#RoséAllDay? Brosé? Why not. Pink is having its moment!



JUNE 2016

56 Rye's the Limit

As whiskey lovers clamor, suppliers scramble to keep up — and distinguish their brands.

58 Retail Focus: ID Check-Up

As fake IDs continue to get “better,” new technology is keeping pace.

60 Babich: New Zealand's First Family

Family-owned Babich Wines celebrates a century of winemaking.

62 Bayou: Creating America's Rum

With the support and reach of Stoli Group USA, Bayou Rum gears up for a big 2016 splash.

64 Jim Beam Re-Presents



No change inside the bottle; but the entire line's look has been updated.



DEPARTMENTS

5 Market Point	18 Around Town	36 CPSA Column
6 News Front	26 Local Chatter	38 Regulatory News
10 New Products & Promotions	28 Wine Buzz	40 CRA Column
14 Spring Tastings	32 Retail Review	41 Last Call
	34 Beer Column	42 Serving Up

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LIQUOR BRAND INDEX
WINE BRAND INDEX
BEER BRAND INDEX

JOURNAL CLASSIFIED
SHOPPING NETWORK

Page 1a
THE INDEX

The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE
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GET TO THE
MARKETPLACE



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MARKETPOINT

As summer shifts into gear, rosé and rum take the spotlight for keeping consumers cool. Gain the knowledge you need to keep sales stoked.

- Investigate **rosé** from a retailer's perspective, and see just how long and how broad the demand for rosé is, and how retailers in different markets are prepping for this summer of selling.
- Rum gets the **101** treatment. These features are great sales tools for you and your staff (don't forget to download the PDFs of these great articles from our site each month to further your selling knowledge).
- Locally, **spring** tastings dominate, and trade faces and places bloom in "Around Town."
- We have a piece on **cachaça**, the cane-based cousin of rum, made in Brazil. The hope is that the Olympics will help bring the national cocktail, the Caipirinha, to the masses.



- Rye, like bourbon, is in high **demand** and short supply. What is the forecast?
- Three brand **profiles** for your introduction: uniting the Jim Beam portfolio; Bayou Rum, new from Stolichnaya; and Babich, a New Zealand winery celebrating a century.
- Offering more **solutions** to help you and your business - we have you covered. See our ad and visit our website for more information about the new iOS ordering app. It's part of your subscription. Orders go directly to your wholesalers and through their order boards. Print, online or via app, your market resource for shopping and ordering is just fingertips away.



ON THE COVER

Photograph by
Jennifer McCallum. Snapwire.

BACARDI LEGACY GLOBAL COCKTAIL COMPETITION NAMES WINNER

Gn Chan of the United States won the Bacardi Legacy Global cocktail competition with a cocktail inspired by the piña colada. Chan’s cocktail, Venceremos, was made with Bacardi Superior, coconut liqueur, pineapple juice, cucumber juice, lime juice and a dash of sesame oil. Chan competed with 36 bartenders from around the world, and is the eighth person to win the Bacardi Legacy Global competition. Chan was mentored by Shingo Gokan, who won the coveted title in 2012. Bacardi will work with Chan over the next year to provide him with opportunities for career development.



PATRÓN ANNOUNCES 2016 MARGARITA OF THE YEAR

On National Margarita Day in February, Patrón Tequila began their global search for the 2016 “Margarita of the Year.” After taste tests and more than 50,000 consumer votes, the Spicy Margarita was chosen for “Margarita of the Year.” Patrón Tequila enlisted help from seven top bartenders from the U.S. and Mexico to create recipes for different styles of the margarita, ranging from herbal, spicy, smoky, savory, modern, tropical and classic. The winning spicy margarita, “Rosa Picante,” was created by Jordan Corney of San Antonio, Texas. “Rosa Picante” features Patrón silver and Patrón Citrónge Lime. “It was an honor to be asked to help Patrón create a recipe for one of the margarita styles to compete for this year’s ‘Margarita of the Year,’ and I’m enormously excited that the spicy cocktail I developed was voted as the favorite,” said Corney.



AMERICAN CRAFT SPIRIT ASSOCIATION ANNOUNCES EXECUTIVE APPOINTMENT

The American Craft Spirit Association (ACSA) has appointed Paul Hletko, the founder of FEW Spirits, as the President of the Board of Directors. Hletko replaces Thomas Mooney, who has served as the organization’s president since 2014. Hletko has been on the ACSA board of directors since 2013. Along with Hletko’s appointment, Dan Garrison, of Garrison Brothers Distillery in Texas, will serve as Vice President of the ACSA board. Steve Johnson of Vermont Spirits will continue to serve as Secretary and Treasurer.



BRENT HOCKING, AWARD-WINNING ARTIST DRAKE CREATE AMERICAN WHISKEY

Brent Hocking, founder and creator of the original DeLeón Tequila, has partnered with award-winning artist, songwriter and actor, Drake on the release of Virginia Black Decadent American Whiskey, exclusively distributed by Proximo Spirits. The collection features a two, three and four-year-old bourbon whiskey with focus on high-rye content. Virginia Black is 40-percent ABV. “Uniquely positioned to redefine American Whiskey, Virginia Black will engage enthusiasts irrespective of spirit preference or experience,” said Hocking.



FOLEY FAMILY WINES APPOINTS WINEMAKING LEADERSHIP

Bill Foley and Foley Family Wines has announced Michael Michaud as the new consulting winemaker and Gianni Abate as the associate winemaker for Chalone Estate Vineyards. Michaud has 20 years of experience in the Chalone AVA and was the winemaker at Chalone Estate from 1979 to 1997. Abate joins Chalone Estate from Morgan Winery in Salinas. “Having both Gianni and Michael will ensure that we reach our goal of maximizing the quality of wines coming from this incredible property. These two are going to be a dynamic team and I’m looking forward to their expertise being applied to both the Chalone Estate and Gavilan brands,” said Bill Foley, Proprietor of Foley Family Wines.



STE. MICHELLE WINE ACQUIRES SONOMA WINERY PATZ & HALL

Ste. Michelle Wine Estates of Washington has acquired Patz & Hall, a California producer of single-vineyard Chardonnay and Pinot Noir. The sale includes the inventory of the wine and the winemaking facility, and the Sonoma House Patz & Hall visitor center. “Patz & Hall is the ideal addition to our ‘string of pearls’ collection of domestic and international wineries,” said Ted Baseler, Ste. Michelle’s President and CEO. “The families who founded Patz & Hall have created extraordinary Chardonnays and Pinot Noirs, which complement the iconic wines in our luxury portfolio.”



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PERNOD RICARD USA CREATES NEW POSITION, APPOINTS EXECUTIVE

Pernod Ricard USA has named Julien Hémard to the newly-created role of Chief Commercial Officer, Spirits for Pernod Ricard USA, effective July 1. Hémard currently holds the position of Managing Director of Pernod Ricard Pacific. “With over 15 years of experience within the Pernod Ricard Group, I am confident that Julien will lead the Spirits Commercial organization on the road to growth for Pernod Ricard in the U.S. market,” said Bryan Fry, President and CEO of Pernod Ricard USA. Hémard has held various management roles within Pernod Ricard China, Pernod Ricard Philippines and Pernod Ricard Pacific.



CONSTELLATION BRANDS RECEIVES RECOGNITION FROM BEVERAGE FORUM

Constellation Brands was recognized as the “Large Company of the Year” by The Beverage Forum at the 2016 conference. Rob Sands, President and CEO of Constellation Brands, accepted the award at the annual conference in Chicago in April, where he was also the keynote speaker. The award is given to a company that stood out in the previous year, and has risen to meet the opportunities and challenges in the beverage space. “This is an incredible honor,” said Sands. “It certainly has been another milestone year for our company, and this award is a testament to talented employees that work hard to deliver for our distributors, customers and consumers every day.”



TERLATO WINES EXPAND PORTFOLIO OFFERINGS

Terlato Wines launched six new rosé wines. The wines, which join Michel Chapoutier’s Belleruche Rosé, include Il Poggione, Bodegas Valdemar, Sanford, Protea, Lapostolle and Michel Chapoutier’s daughter’s new rosé - Mathilde. “The rosé category is on fire in the U.S. We have grown Belleruche rosé to more than 60,000 cases in the last five years, and rosé sections are growing fast in retail shops and on wine lists. This year our portfolio of rosé wines will grow to more than 100,000 cases,” said Bill Terlato, CEO, Terlato Wines. The launch of the six new rosé wines will be supported with a public relations campaign, “See the World through Rosé.”



ANHEUSER-BUSCH ACQUIRES VIRGINIA CRAFT BREWERY FOR CRAFT PORTFOLIO

Anheuser-Busch has acquired Devils Backbone Brewing Company of Virginia for their craft portfolio, The High End. “While we are joining a creative group of craft breweries in the division, Devils Backbone will retain a high level of autonomy and continue its own authentic DNA within The High End framework,” said Steve Crandall, Co-founder and CEO of Devils Backbone Brewing Company. “The existing management team plans to stay on board for many years, while continuing to innovate and bring locally crafted Virginia beer to the nation.” Devils Backbone Brewing Company is known for their Vienna Lager, Eight Point IPA and Schwartz Bier.



BROWN-FORMAN ACQUIRES MULTIPLE SCOTCH MALT WHISKIES

Brown-Forman acquired The BenRiach Distillery Company Limited, which adds The GlenDronach, BenRiach and Glenglassaugh single malt Scotch whiskey brands to the Brown-Forman portfolio. The purchase includes the brands’ trademarks, the three malt distilleries, a bottling plant and the company’s headquarters in Edinburgh, Scotland. “The acquisition of these super premium brands will allow Brown-Forman to re-enter one of our industry’s most exciting and consistent growth segments, Single Malt Scotch Whisky,” said Paul Varga, Chief Executive Officer, Brown-Forman. “The GlenDronach, BenRiach and Glenglassaugh single malt brands are rich in history and we believe they will continue to prosper and grow in our hands.”



JIM BEAM MAKES HISTORY WITH MILESTONE FILL

Jim Beam® Bourbon made history on May 2, 2016 with the filling of its 14 millionth barrel of bourbon since the repeal of Prohibition in 1933. The milestone barrel, a bourbon industry first, was personally filled and sealed by seventh-generation master distiller Fred Noe (right) and Kentucky Governor Matt Bevin (left) at the company’s flagship distillery in Clermont, Ky. “History is what you make it,” said Noe. “And, here at Jim Beam, we’re proud to make it one barrel at a time. This milestone is cause for celebration both for our employees and bourbon fans around the globe. Fourteen million is a big number, and it says a lot about the success of our whiskey and the growing passion for bourbon around the world.”





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1. INDABA WINES

Indaba, the flagship brand from Cape Classics, is getting a fresh new look. Among several new features, the new label has white stock replacing the darker craft paper, and the prominent “i,” in part symbolic of the Zulu origins of the word “Indaba.” The floral scroll is the native protea flower, representative of South Africa’s position as the world’s most bio-diverse wine region. The new label is being supported by POS materials, incentives and advertising in select markets. No changes in the bottle, or in the pricing.

\$ SRP: \$11.99
capeclassics.com

4. PISCO PORTÓN ACHOLADO

Pisco Portón Acholado has been added to the company’s portfolio following the growth of the flagship Pisco Portón Mosto Verde and their most recent offering, La Caravedo, launched in late 2014. Pisco Portón Acholado is a smooth, delicate blend of Quebranta, Italia and Torontel grapes, crafted by Master Distiller Johnny Schuler; eight pounds of grapes go into every bottle. The crystal clear spirit has complex notes of citrus, herbs and orange blossoms with hay, bananas and hints of chocolate. 86 proof.

\$ SRP: \$34.99
piscoporton.com

2. MIDNIGHT MOON CINNAMON

Midnight Moon has launched a new Cinnamon expression (90 proof), pre-infused with three cinnamon sticks per jar and a touch of pure cane sugar, for a flavor profile that is spicy with a hint of sweet. It becomes the 11th flavor extension to join Midnight Moon’s portfolio, including the best-selling Midnight Moon Apple Pie. Meanwhile, Midnight Moon has partnered with Carl’s Jr. and Hardee’s to create the Midnight Moonshine Burger, which will be promoted nationwide.

\$ SRP: \$19.99
piedmontdistillers.com

5. BULLEIT BARREL STRENGTH BOURBON

Variations on all things bourbon continue to trend strongly. Bulleit has released a Barrel Strength edition, with the same high-rye mash bill of roughly two-thirds corn and one-third rye, that is sure to interest current Bulleit fans. Because Bulleit Barrel Strength is being bottled straight from the barrel, uncut and unfiltered, the ABV will vary by batch, but will generally range from 118-125 in proof.

\$ SRP: \$49.99 750ml; \$29.99/375ml
bulleit.com

3. HARASZTHY FAMILY CELLARS ZINFANDEL

The 2013 Haraszthy Family Cellars Zinfandel is sourced from the Dry Creek Valley AVA in Sonoma County, one of the finest places on earth to produce exceptional Zinfandel. This 100% varietal wine has aromas of cherry, raspberry and dark-fruit, with hints of white pepper, vanilla and a whisper of oak. On the palate, rich fruit flavors and juicy acidity are followed by a mid-palate softness and a lush finish. Marketed by Bronco Wine Co.

\$ SRP: \$23.99
broncowine.com

6. TOM GORE SAUVIGNON BLANC

Tom Gore Vineyards, the small-scale label launched last year by Constellation to spotlight the skills of vineyard expert Tom Gore, has just added a tasty 2014 California appellation SB, line-priced at \$15 with the successful 2014 California Chardonnay and 2013 California Cabernet Sauvignon. As a longtime manager of Constellation vineyards all over the state, Gore has a wide range of quality fruit to start with and blend.

\$ SRP: \$15
tomgorevineyards.com



7. JACOB'S CREEK DOUBLE BARREL

Following in an experimental vein tapped recently by Robert Mondavi Winery, Jacob's Creek has launched a new line of wines aged in whiskey barrels. Both from the 2013 vintage, Jacob's Creek Double Barrel Shiraz spent time in ex-Scotch barrels; Jacob's Creek Double Barrel Cabernet Sauvignon rested in barrels that had held Irish whiskey. For Double Barrel, Jacob's Creek used well-aged whisk(e)y barrels, so their influence is subtle, adding nuances without changing the essential character of the original wine.

\$ SRP: \$19.99
jacobs creek.com

10. ROCK RABBIT CHARDONNAY

California's coastal climate produces fruit-forward wine, evident in the 2014 Rock Rabbit Central Coast Chardonnay, which resonates with complex flavors of green apple, honeysuckle, citrus and hints of vanilla. Winemaker Melissa Robles uses restraint in barrel aging, making sure the wine stays crisp and fresh. This Chardonnay is wonderful with grilled chicken, cream-sauce pastas and seafood. Marketed by Bronco Wine Co.

\$ SRP: \$15.99
broncowine.com

8. OLMECA ALTOS AÑEJO TEQUILA

Olmecca Altos has welcomed an Añejo to the tequila line. Building on the success of Olmecca Altos Plata and Reposado, the Añejo is created in the same artisanal method, in the highlands of Los Altos, Jalisco. Handpicked blue agave is slow-cooked and then extracted, in part, with the ancient Tahona method of stone-crushing. The Añejo is aged for 18 months in oak barrels, delivering woody, vanilla and chocolate notes, enhanced by the sweet, cooked agave taste and hints of dried fruit and almonds. 80 proof.

\$ SRP: \$34.99
altostequila.com

11. VINIQ GLOW

America's first line of shimmery liqueurs has expanded with Viniq Glow, a fusion of premium vodka, Moscato wine and peach flavor with the unique Viniq shimmer. Launched by E. & J. Gallo in 2014, Viniq holds special appeal for Millennial women and can be enjoyed in a variety of cocktails. Viniq Glow is the third flavor entry in the line, joining Viniq Original and Ruby. Available in 750ml and 375ml. 40 proof.

\$ SRP: \$19.99/750ml; \$12.99/375ml
viniq.com

9. ALCANCE CHILEAN WINES

Alcance, a new member of the Jackson Family Wines international portfolio, recently launched their lineup of estate-grown Chilean wines worldwide. The U.S. releases include three 2014 reds: Carmenère, Merlot and Cabernet Sauvignon, all from the cooler regions of the Maule Valley. Alcance is built around two estate vineyards: the El Maiten Estate on the Licray River in the Andes Mountains, and the San Francisco Estate Vineyard in the southwest portion of the Maule Valley.

**\$ SRP: Merlot \$22 | Cabernet Sauvignon \$24 |
 Carmenère \$22**
alcancechile.com

12. ROTARI BRUT AND ROSÉ

Amid the growing crowd of Italian Proseccos, Rotari is aiming to distinguish their brand with new estate-grown, vintage-dated, classic-method sparkling wines, starting with a 2013 Brut (100% Chardonnay) and a Rosé (75% Pinot Noir, 25% Chardonnay). Rotari uses the Metodo Classico technique, with secondary fermentation in the bottle, dosage, riddling and prolonged aging on the lees (24 or more months instead of the required 15), setting a higher standard of production than most bulk-produced Prosecco.

\$ SRP: \$19.99
rotari.it/en-us

Savor CT's Second Year Pours Tastes, Raises Charitable Funds

Savor CT, "A Celebration of Food, Wine and Spirits," was held at the Connecticut Convention Center on April 7-9. The three-day event hosted 3,500 visitors. The event began with "Savor the Legends," presented by plan b Burger Bar. The night offered guests the opportunity to taste through five years of the rare Pappy Van Winkle Bourbons. Grand Tastings were held on April 8 and 9, showcasing a variety of domestic and international wines, craft beer

and artisan spirits. Local and national culinary talent provided food samples. Celebrity Chef Robert Irvine of Food Network's "Restaurant Impossible" served as the emcee throughout Savor CT. A charity gala for the Robert Irvine Foundation, which benefits military personnel and their families, concluded the food and wine festival on Saturday night. For the complete gallery, visit thebeveragejournal.com/savor-grand-tasting-2016.





10



11



12



13



14



15



16



17



18

1. A pour of 20-year-old Pappy Van Winkle during "Savor the Legends" presented by plan b Burger Bar.
2. Elaine Paulk, Sales, Connecticut Distributors, Inc. (CDI); Andrew Osolin, Sales, CDI.
3. Kit Flanagan, Owner, Flanagan Wines.
4. John Tsipouras, Sales Representative, Slocum & Sons.
5. Bill Monahan, Company Wide Manager, Allan S. Goodman, with Katrina Monahan.
6. Donna Taylor, Vine Ventures; Teresa Drew, State Manager CT, Delicato Family Vineyards; Amber DeShields, Vine Ventures.
7. Anthony DeSerio, USBG CT Chapter Member and "Faith Middleton Food Schmooze" radio show Mixologist, with Brittney Czarnekki, created cocktails featuring Monkey Shoulder Blended Malt Scotch Whisky.
8. Tim Herlihy, Brand Ambassador, Tullamore Dew Irish Whiskey with Allie Dubinsky, Promotions, Tullamore Dew.
9. Veronica Saurett of Brescome Barton.
10. Jim Donahue, Owner, Winam Wines; Miguel A. Negrete, Grupo Pierola.
11. Nate Neville, Director of Sales, Thimble Island Brewing Company.
12. Diana Hernandez, Formula Promotions; Michael Loudon, Off-Premise Manager CT, Heineken; Jaime Marconis, Formula Promotions.
13. All of Slocum & Sons unless noted: Ed Zabit, Sales Representative; Piper Thurrott, Sales Representative; Wally Crumb, CFO; Gia Pascarelli, Sales; Maureen Pesticci, Compliance Manager; Douglass MacLeod, NY/CT/VT Regional Sales Manager, Mionetto USA.
14. Sebastien Derbomez, Brand Ambassador, Hendricks Gin; Irene Rezman, Vine Ventures.
15. Howard Asadow, Regional Manager; Worldwide Wines.
16. David McNulty, CT State Manager, Latitude Beverage Co.; Michael Munk, Regional Sales Manager and NY/NJ/CT Portfolio Manager, Latitude Beverage Co.
17. Nicole Frechette, Vine Ventures, LLC with Chef Robert Irvine.
18. Patricia Lornell, Brand Ambassador, Off the Wine pouring Whispering Angel.

Slocum & Sons Host Spring Portfolio Tasting

Slocum & Sons hosted a spring portfolio tasting for their accounts and clients at The Water's Edge Resort and Spa in Westbrook on April 12. Winery and spirit representatives were on hand to discuss their portfolios with trade professionals. Anchor Distilling, Banfi Vinters, Branco Wine Company, Copper

Cane, Dalla Terra, Daou, Moet Hennessy USA and many others showcased their offerings. The Water's Edge Resort provided small appetizers for the event. For the complete gallery of brands, visit thebeveragejournal.com/slocum-spring-tasting-2016-westbrook.

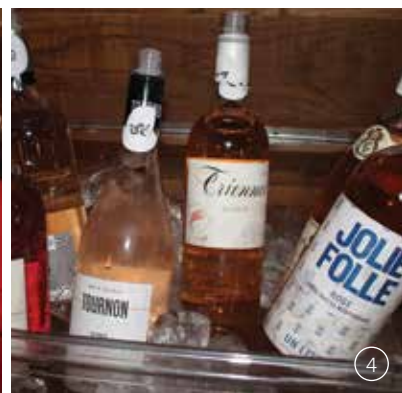




1. David Mensch and Alycia Sandmeier, Sales Representatives, Slocum & Sons with High West Whiskey.
2. Sherrie Aceto Glynn, Sales Information Director, Slocum & Sons and Drew Barter, New Haven County Regional Manager, Slocum & Sons.
3. Lynda Kesselman, New York and New Jersey Market Manager, Chopin Vodka.
4. Efrain Vezquez, Merchandising, Slocum & Sons with Defiant Whisky and Don Q Rum.
5. Charline Drappier of Drappier Champagne.
6. Dennis Rochford, Regional Brand Manager, Hotel California Tequila.
7. Caroline Abbott, Boston-Metro Market Manager, Inspired Beverage with Alexei Beratis, President, Inspired Beverage.
8. Rodrigo Guerrero Martinez Campos, Export Manager, Marques de Vargas.
9. John Carey, Northeast Sales Manager, Duckhorn Wine Company.
10. Victoria Rudolph, Regional Manager NY/NJ/PA, The Hess Collection with Colome Estate Malbec 2012 from Salta, Argentina.
11. Matt McCarthy, Area Manager, Sovereign Brands.
12. John Considine, Vice President Control States, Klin Spirits with Hammer + Sickle Vodka.
13. Wally Crumb, CFO, Slocum & Sons pouring.
14. Featured wines.
15. Sunny Rajvansh, Sales Representative, Slocum & Sons.
16. Jillian Boone, East Coast Regional Sales Manager, A. Hardy USA with Thatcher's Organic Vodka and Brown Jug Bourbon.

Martin Scott Wines Hosts Spring Fling Trade Tasting

Martin Scott Wines of Connecticut hosted a spring trade tasting titled The Spring Fling, at Rothbard + Ale in Westport on April 19. The tasting featured a variety of sparkling wines, old and new world whites, reds and rosés, and select craft spirits. Martin Scott hosted a second Spring Fling trade tasting on May 11 at Carbone’s Kitchen in Bloomfield.



1. Spring Fling trade tasting at Rothbard + Ale.
2. Dan Weaver, Sales Representative, Martin Scott Wines; Christelle Marilhet, Sales Representative, Martin Scott Wines; Adam Roytman, Partner, Rothbard + Ale; Allie McHale, Server, Rothbard + Ale; Paul Cullen, Director of Business Development CT, Martin Scott Wines.
3. All from Peter’s Spirit Shop in Weston, unless noted, Henry Coppola of Wine Emporium in Shelton; Ryan Daignault, Larry Vavrek and Cindy Vavrek.
4. A selection of rosé wines.
5. A selection of red wines.
6. A selection of spirits.
7. A selection of Martin Scott wines.
8. Spence Deck, Oak Haven Table and Bar in New Haven; Marco Lepore, Nutmeg Discount Liquors in Bethel; Craig Hotchkiss, Oak Haven Table and Bar in New Haven.
9. The Wheelk’s Tori Ciambriello, Sommelier, Manager and Craig Ventrice, Beverage Manager.
10. William Miller, Owner, Harry’s Wine and Liquor Market; Christelle Marilhet, Sales Representative, Martin Scott Wines; Tor Sporré, Chef and Journalist.

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©2015 Produced and Bottled by Sweet Potato Spirits, Atwater, CA
for The Empower Cocktail Company.



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2

BRESCOME BARTON HOSTS FOOD AND WINE SEMINARS

Brescome Barton held two wine shows in April titled “Pairing!” Trade professionals enjoyed a food and wine pairing seminar followed by a walk-around tasting. Approximately 225 trade professionals attended the first event, held on April 4 at Foxwoods Resort Casino. The second event was held on April 11, at Abigail Kirsch Catering at The Loading Dock in Stamford for approximately 165 trade guests. Each event “consisted of an experiential seminar and food and wine tasting, and focused on changing people’s perspectives on pairing food and wine,” said David Rudman, Director of Education and Account Development, Brescome Barton.

1. Vendors set up at Abigail Kirsch Catering at The Loading Dock for the “Pairing!” event.
2. Trade professionals at Abigail Kirsch Catering at The Loading Dock for the “Pairing!” event.



WAYPOINT SPIRITS WINS MEDAL FOR LABRADOR NOON VODKA

Waypoint Spirits of Bloomfield, Connecticut recently received a Silver Medal for their Labrador Noon Vodka in the category of grain-to-glass wheat vodka at the 2016 American Distilling Institute’s Spirits Competition. The expert panel of judges annually evaluates artisan gins, rums, brandies, vodkas, liqueurs, moonshines, whiskies, agave spirits, fortified wines and non-potable bitters. All spirits are tasted blindly and receive written tasting notes.



REAL MCCOY RUM HOSTS USBG CT EDUCATIONAL SEMINAR

Bailey Pryor, Founder of Real McCoy Spirits, held a rum educational seminar for United States Bartenders Guild Connecticut (USBG CT) chapter members in April. Pryor lead USBG CT members through the history of the Stonington-based brand Real McCoy Rum, along with an educational tasting, followed by a cocktail lab to experiment with the dry style rum. The event was held at Valencia in Norwalk. USBG and Real McCoy Rum recently launched a cocktail competition for “The Real McCoy” on a national level.

Bailey Pryor, Founder, Real McCoy Spirits, leading the rum discussion for USBG CT members.



ROOFTOP 120 FEATURES BROCKMANS GIN FOR HAPPY HOUR

A Brockmans Gin Happy Hour was held for guests and trade professionals at Rooftop 120 in Glastonbury on April 7. Lisa Panteleakos, Connecticut Market Manager for Brockmans Gin, was on hand for the event and highlighted three cocktails: Death Becomes Her, Brockmans Mojito and a Pink Gin Lemonade. Brockmans Gin is distributed in Connecticut via Brescome Barton.

1. Rooftop 120 Bartenders Calvin Tam and Tyler J. DeVecchis
2. “The Death Becomes Her” cocktail featuring Brockmans Gin.
3. Inside Rooftop 120 for the Brockmans Gin Happy Hour.



SLOCUM & SONS’ SCOTCH DINNER FEATURES GLENROTHES VINTAGES

Slocum & Sons and Rooftop 120 hosted a Scotch dinner featuring Glenrothes 1998, Glenrothes Bourbon Cask Reserve and Glenrothes Sherry Reserve. Menu items, such as pastrami-smoked salmon, crispy Tennessee ribs and butter “scotch” pudding were paired with the libations. Guests were also able to purchase cigars from The Tobacco Shop, to pair with the Scotch. John Tsipouras, Sales Representative at Slocum & Sons, welcomed guests, answered questions and shared information about the featured brand.

Guests at Rooftop 120 for the Scotch dinner featuring Glenrothes.



AVENTINE HILL HOSTS WINE TASTING AT WESTPORT RESTAURANT

In April, Aventine Hill Importers co-hosted a wine tasting with Webster Bank at Vespa Restaurant in Westport. Chef David White of Vespa Restaurant paired seven different small plates with eight different wines from Castel Sallegg’s Alto Adige, which is based in northern Italy. Export manager from the winery, Karl Gumphold, was on hand to educate guests about the wines, the unique vinification process and methods, as well as share the estate’s history.

Teddy Bobroske, Senior Vice President, Webster Bank (third from left) with S. Garret Stonehouse, Owner, Aventine Hill Importers (second from right) surrounded by a group of guests from the wine tasting.



1



2

WORLD OF BEER CELEBRATES NEW LOCATION

World of Beer held a grand opening for their third Connecticut location on April 25. The Milford location joins the two taverns established in West Hartford and Stamford. World of Beer-Milford is located at the Connecticut Post Mall at 1201 Boston Post Road. World of Beer-Milford offers global and local brews with more than 500 bottles and 50 rotating taps daily. The tavern also offers craft spirit cocktails, ciders and wines. This new location includes a stainless steel infusion tower, enabling infusions of featured beers with herbs, coffee and fruit.

1. The featured beer list at the grand opening of World of Beer-Milford on April 25.
2. The crowd at World of Beer grand opening.



1



2

DON JULIO AMBASSADOR VISITS DIAGEO FOR EDUCATIONAL SEMINAR

Diageo hosted Aurelia Nossa, Don Julio Tequila Brand Ambassador, along with the Brescome Barton salesforce and their accounts, at their headquarters on April 21. Nossa led an educational tasting featuring Don Julio Blanco, Reposado, Anejo and 1942, educating guests about the characteristics of each Don Julio tequila and ways to help market the spirit. "Tequila is a very versatile spirit," said Nossa, as she taught the trade guests proper techniques for smelling and tasting tequila. After the tasting seminar, Nossa mixed cocktails for the group and gave tips on how to sell the brand.

1. Trade professionals gathered at Diageo for the Don Julio trade event.
2. The tasting portfolio of Don Julio featured: 1942, in the 60th anniversary commemorative bottle resembling the shape of an agave leaf; Don Julio Blanco; Reposado and Anejo.
3. Aurelia Nossa, Brand Ambassador, Don Julio.
4. A cocktail creation by Nossa.
5. Nossa talking to trade guests about marketing on-premise cocktails using Don Julio Tequila.



3



4



5



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MAD MARCH IMPORTS LAUNCH IRISH POITIN IN CONNECTICUT

Mad March Imports has partnered with BevBiz Marketing to launch Mad March Hare Irish Poitin. The small batch, premium poitin is a “versatile spirit that pays homage to the heritage of the traditional Irish spirit with a smooth finish.” The poitin is distilled in a copper pot still, using malted barley with an age-old recipe. “We’ve worked with Mad March Hare to design and implement a strategy specific to each market that is mutually beneficial for both the brand and its distributor partners,” Bob MacNevin, COO of BevBiz Marketing, said. “We also have developed an outstanding fleet of ‘feet on the street’ in the form of Mad March Hare brand ambassadors who have hit the ground running to secure distribution in select markets.” Mad March Hare Irish Poitin is distributed via Opici Family Distributing in Connecticut.



CDI ADDS STOLI GLUTEN FREE VODKA AND STORYPOINT VINEYARDS

Connecticut Distributors, Inc. (CDI) welcomed new items to its portfolio, introducing the brands during a May sales meeting. They now represent Stoli Gluten Free Vodka, made with naturally gluten-free corn and buckwheat harvested in the Tambov region of Russia, and Storypoint Vineyards wines, a collection of wines from California's best growing regions, including Sonoma County, Mendocino County and Lake County, San Luis Obispo and San Joaquin counties.



1. Lori Tieszen, Senior Vice President of Marketing, Stoli Group.
2. Stoli Gluten Free is made with naturally gluten-free corn and buckwheat harvested in the Tambov region of Russia. The ingredients are then distilled three times at Stoli’s Talvis distillery and filtered four times, through quartz sand and birchwood charcoal, before being blended with natural spring water from the Latvijas Balzams’ artesian well in Riga, Latvia.
3. Steve Baye, Vice President of Business Management and Marketing, CDI; Kelly Scofield, Business Manager; CDI; Erin Hannon, On-Premise Manager MA, Upstate NY, CT and NH, E & J Gallo; Michael Furey, On-Premise Regional Sales Director, New England Region, E & J Gallo Winery; Mike Evans, On-Premise Division Manager, CDI.
4. California’s Storypoint Vineyards offers a Chardonnay and Cabernet Sauvignon.



DIAGEO HOLDS “LEARNING SKILLS FOR LIFE” GRADUATION

Diageo held an April graduation for students in its “Learning Skills for Life” program. Students went through an extensive six weeks of training and received their bartending and beer server certifications, as well as ServSafe® alcohol training and certification. Students learn the fundamentals of wine and spirit service, receive customer service training, and learn beverage industry quality control and sanitation standards. To date, seven classes have graduated 103 students in Norwalk. The program began in 2014, when Diageo and The Bartenders Academy of Fairfield jointly developed the program to train unemployed and underemployed individuals to help them secure employment in the hospitality industry.

1. The 2016 Learning Skills for Life graduating class. Peter Lloyd Clayton, Owner, The Bartenders Academy of Fairfield, is on the far left.
2. Brian Mitchell, Beverage Director, Max Group Restaurants, was the keynote speaker at the graduation.



DIAGEO EMPLOYEES CLEAN UP STAR CENTER IN NORWALK

More than 100 employees from Diageo North America’s finance team donated time to transform the STAR Center for Star, Inc. Lighting the Way on April 27, concluding a week-long service project. STAR is a nonprofit organization that has provided services to individuals with developmental disabilities in mid-Fairfield County since 1952. Nine tons of gravel and eight tons of stone dust were brought in to build wheelchair accessible brick paver walkways and patios. The Diageo volunteer team also helped repair and refinish old picnic tables and build new ones, planted shrubbery and perennials, and revitalized STAR’s atrium with new landscaping, preparing two gardens for STAR clients to maintain. The Diageo North America finance team has led community service events for the past twelve years.

1. Diageo North America employees helped revitalize the STAR Center in Norwalk, shown with Norwalk Mayor Harry Rilling.
2. Diageo employees spread more than six truckloads of mulch around the STAR Center.



MURPHY DISTRIBUTORS ORGANIZES CHARITABLE WINE DINNER SERIES

Murphy Distributors, in conjunction with The Murphy Foundation, a nonprofit 501c3 division of the distributorship, will host wine dinners throughout the state to raise money and awareness for muscular dystrophy (MD). President Matthew Murphy said there will be a series of 10 wine dinners beginning this summer. “We are excited to be formulating events where good food, good wine and very good intentions come together for the greater good,” Murphy said. For those interested in hosting a wine dinner, contact Murphy Distributors at 203-483-3100.



HARTFORD'S INFINITY MUSIC HALL HOSTS IN-HOUSE COCKTAIL COMPETITION

Bartenders at Infinity Music Hall and Bistro took part in a cocktail competition featuring Idaho-made 44° North Vodka. Throughout the month of April, management received 11 submissions of various cocktail recipes using 44° North from Infinity Music Hall staff. The managers then narrowed it down to three cocktails to be presented and judged by Ron Zier, Owner of 44° North Vodka and Nadine Gengras, Account Development Specialist of Spirits from Connecticut Distributors, Inc. (CDI). Tara Neary's cocktail "Corazon De Melon" won the competition, and her drink will be featured on Infinity Music Hall's spring cocktail menu.

1. Tara Neary, Winning Bartender, Infinity Music Hall and Bistro; Meg Fanion, Director of Special Events, Infinity Music Hall and Bistro; Ron Zier, Owner, 44° North Vodka; Katy K, Bartender, Infinity Music Hall and Bistro; Chris Gibbs, Bartender, Infinity Music Hall and Bistro; Nadine Gengras, Account Development Specialist of Spirits, CDI.
2. Tara Neary, winner of the cocktail challenge, with owner of 44° North Vodka, Ron Zier.
3. Neary's winning cocktail, the "Corazon De Melon." The cocktail features 44° North Mountain Huckleberry Vodka, as well as elderflower liqueur, honeydew juice, handcrafted blueberry shrub and a splash of ginger beer.
4. The collection of crafted cocktails.



CURE HOSTS SECOND SERIES IN USBG CT COCKTAIL COMPETITION

The United States Bartenders Guild Connecticut (USBG CT) chapter, along with Allan S. Goodman and Eder Bros, Inc., held the second event out of a series of 10 in the "Connecticut Civil War Bartending Competition." On April 25, CURE Restaurant of Farmington hosted USBG CT chapter members and trade professionals for the cocktail competition featuring Xicaru Mezcal. Bartender Nicole Mailloux won the competition with her cocktail "Mezcal Maize Runner." Round Three of the series took place on May 9 at Uncorked in New Canaan featuring Coopersea Corn Whiskey. Round 4 is to be held at Little River Restoratives featuring Redbreast Irish Whiskey on May 23 and round 5 will be held at Kawa Ni in Westport on June 13 featuring Xicaru Mezcal. The competition continues through September, with the dates of more rounds to be announced in the summer months.

1. The April 25 cocktail competition featured Xicaru Mezcal.
2. Bartender Nicole Mailloux won the competition with her cocktail "Mezcal Maize Runner."



UNH HOSTS BACARDÍ GLOBAL AMBASSADOR DAVID CID

The Hospitality and Tourism Management Department at the University of New Haven (UNH) once again welcomed special guest speaker David Cid of Bacardí USA to the department's rum appreciation class, "Rum: Colonies to Bacardí," on April 12, 2016. Cid, Global Ambassador of Rum and Cane Spirits for Bacardí USA, presented the history and production of rum to the students in what has become an annual visit to the department. Cid encouraged the students to taste two different types of molasses, the sugar cane processing derivative from which most rum is produced, touting it as a "superfood." Following the presentation, he conducted a guided rum tasting, complete with sensory evaluation techniques. The flight consisted of Bacardí Superior, Bacardí Black, Bacardí 8 Años, and Leblon Cachaça.

1. David Cid, Global Ambassador of Rum and Cane Spirits for Bacardí USA.
2. Renée B. Allen, CSS, CSW, FWS Director, Wine Institute of New England and Adjunct Professor, UNH and Cid, Global Ambassador of Rum and Cane Spirits for Bacardí USA.



LITCHFIELD DISTILLERY FEATURED AT MIDDLETOWN RESTAURANT

Krust Pizza Bar in Middletown featured Litchfield Distillery products during a "Connecticut Night" on May 2. Jack and Peter Baker, owners of Litchfield Distillery, were on hand to discuss their portfolio. Guests were able to order flights of Litchfield Distillery products, which included the newly released Batcher's Vodka and the Port Cask Finished Bourbon, along with Batcher's Gin, Bourbon, and Double Barrel Bourbon. Litchfield Distillery products are distributed in Connecticut via Slocum & Sons. New England Brewing Co. Sea Hag and The Mystic Cheese Company were also featured products during "Connecticut Night."

Jack Baker, Co-owner, Litchfield Distillery; Peter Baker, Co-owner, Litchfield Distillery; Neil Robinson, Bartender, Krust.



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Smartphone screen showing the app interface with "THE BEVERAGE JOURNAL" logo and "BeverageJournal Beverage Media Group, L..." text.

Restaurant Consultant Mark Moeller Dishes Out Advice

BY LAUREN DALEY

As Restaurant Operations Expert/Director/President of the New England Culinary Group (NECG) – and the founder of his own restaurant consulting firm, The Recipe of Success – former restaurant employee Mark Moeller now makes his living dishing out advice.

A native of Chestnut Ridge, NY, Moeller graduated from Johnson & Wales University in 1988 with a degree in Hotel Food and Beverage Management. He founded his Shelton, Connecticut-based restaurant and foodservice consulting company, The Recipe of Success, in 2000. There, he develops complete and comprehensive training programs, operational reviews, menu development and purchasing strategies.

He's also a consultant for the NECG, which specializes in providing restaurants and hotels with the necessary products, services and guidance to open and operate a successful business, according to their website. With some 34 years of experience both in back and front-of-the-house, Moeller has a keen eye and sense of how to, he says, "cut through the minutia and come up with a solution."

Q: How did you get started in the hospitality business? What drew you to it?

A: I've been in the kitchen ever since I can remember. I believe my Italian heritage, coupled with my mother and grandmother's passion of cooking, fueled my interest ... I officially started in the hospitality business back in 1985 as a busboy [at what was the] Treadway Inn in Paramus, NJ ... I went on to hold several positions including waiter, banquet waiter, bartender, front desk and housekeeping.

Q: Why did you want to start The Recipe of Success?

A: I knew as far back as 1986 that I wanted to get into consulting within the hospitality industry. While at Johnson & Wales, I purchased four books on general consulting – restaurant consulting books weren't available – and read them cover-to-cover...

I started The Recipe of Success after a colleague of mine asked me to help with a pizzeria on Long Island. He was looking for a hands-on operator who could train the owners in ... improved guest service, consistent experience, lowering costs and replicating procedures and processes when the owners weren't on-site. [So] we documented every procedure, recipe and process; so that they could operate uniformly within the one location and then replicate their successes – they went on to open four more locations.



New England Culinary Group's Mark Moeller.
Photo by Ric Kallaheer.

Q: What's your mission with the company?

A: My mission is to directly respond to the needs of restaurant owners and develop systems they need to enhance value and increase their bottom line. I look to bring proven corporate techniques to small and medium-size business owners. Just because they're independent doesn't mean they shouldn't have the same success as a corporate chain. The key is that, while we introduce structure, we don't lose the culture that makes them a more appealing option.

Q: How many clients do you have?

A: I generally work with three to five clients at a time; it all depends on the scope of work and level of detail. Today's clients are from Connecticut and New York, though I've worked all over the country.

Q: What do most restaurateurs need help with?

A: The needs I come across most often are training, product and menu quality, brand identity, controlling costs ... Often restaurateurs will fall in love with a location without regard to the cost of rent. Rent can be a leading cause of failure ... A location's total occupancy cost should be no more than 8 to 12 percent of net revenue.

Q: What do most hoteliers need help with?

A: Hoteliers need help with the same challenges that face the rest of the hospitality industry – service, quality, presentation, brand identity, marketing. I apply the same principles to a hotel that I would a restaurant.

Q: What trends are you seeing now in the industry?

A: The biggest trends I see are less material – meaning not menu item specific. The trends I see, and arguably should be a given and not considered a trend, are centered on deliverables like price/value proposition. A restaurant often prices their menu to the market instead of the guest. Many years ago, a restaurant – not a client – opened in a nearby affluent area and priced their

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For the fourth year in a row, Riunite is supporting TAPS (Tragedy Assistance Program for Survivors) from May through July. Over the past four years, Riunite has contributed \$1.25 million to the program; in addition, distributors have raised another \$50,000. The brand is supporting TAPS with in-store displays, special “dog tag” neckers and Facebook messaging, as well as making a donation to TAPS for every bottle sold from Memorial Day through July 4th. riunite.com



At the TAPS headquarters in Washington, DC, Riunite Brand Director Charles Dellavecchia presented a check to TAPS founder Bonnie Carroll, along with the Riunite TAPS team.

BUBBLY BREAKOUTS READY FOR SUMMER

Brace yourself: this is Prosecco-free bubbly news! Three new releases are pushing the envelope without help from the Veneto....

- **Mumm Cordon Rouge** is leaning avant-garde. English designer Ross Lovegrove reinterprets the famous Cordon Rouge red sash, which dates to 1876 and was inspired by the Légion d'Honneur, France's highest civilian award. For the first time, this emblem is transformed into a genuine red ribbon, which is actually indented in the glass. mumm.com
- Two hot wine tickets merge together with the new **Villa Maria Bubbly Sauvignon Blanc**. This sparkling twist on classic NZ SB has a familiar flavor profile, with gentle fizz. Starting in CA, TX, IL, FL, MA, NY with SRP of \$14.99. villamariawine.com

- They grow a lot of Sauvignon Blanc in France, too, and this low-alcohol (8%), citrus-infused variation called **Blanc Limé** from the Bordeaux firm Ducourt is disarmingly refreshing, and the fizz seems perfectly calculated to last just long enough to drain a bottle. Blanc Limé was inspired by the brasserie drink of choice in Southwest France in the 1950s. A Rosé Limé is on the way for this summer as well. SRP: flip top \$17.99; screwtop \$12.99. ducort.com



CHÂTEAU MINUTY UNVEILS '281,' NEW TOP-END EXPRESSION

The already formidable rosé portfolio of Château Minuty has added a crowning cuvée: 281. The Côtes de Provence wine—delicate and marked by aromas of peach, apricot and melon—is made from Grenache, Syrah and Cinsault from the estate's best and oldest vines. The bottles are unique: 281 takes its name from the specific Pantone color code used in the blue detailing, which is actually fused glass (not wax). Available in 750ml (SRP \$60), 1.5L and 3L. minuty.com

LILA ELEVATES WINE IN CANS WITH NEW VARIETALS

Canned wines continue to pick up steam. Lila Wines—just launched by Latitude Beverage Company, creators of the 90+ Cellars line—now offers canned versions of Provence Rosé, Marlborough Sauvignon Blanc and Italian Pinot Grigio. Packaged in bright and playful pop-art cans, Lila Wines are geared to grab attention and go anywhere. Each 8.4 oz. aluminum can is coated with a custom lining to maintain wine quality as well as freshness. The 4-packs of 8.4 oz. cans contain 33% more wine than 750ml bottles; SRP of \$12.99/4-pack. Now in 35 states. lilawines.com



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WSWA ROLLS ON IN VEGAS

'THE REAL DEAL' DRWS WHOLESALERS, SUPPLIERS & INDUSTRY LEADERS TO 73RD ANNUAL CONVENTION

BY W. R. TISH

The 73rd annual Wine & Spirits Wholesalers of America (WSWA) Convention & Exposition took place at Caesars Palace Las Vegas in April, featuring compelling keynote speakers and sold-out exhibits and suites as well as strong wholesaler participation.

Dubbed “The Real Deal,” this year’s event welcomed more than 2,800 attendees over three days. Keynote speakers, sponsored by the Distilled Spirits Council, included renowned political journalist David Gregory, and Aron Ralston, whose struggle to overcome unimaginable odds inspired the film *127 Hours*.

WSWA President and CEO Craig Wolf delivered remarks reflecting back on his decade of leadership, noting successes as well as looming challenges. Incoming 2016-2017 WSWA Chairman

Doug Epstein of Horizon Beverage Group in Massachusetts talked about the past successes of the organization and his vision for the future.

The WSWA Educational Foundation honored Tito Beveridge, founder of Tito’s Handmade Vodka, presenting him with the Sidney Frank Award, named for an industry giant who set new standards for innovation, community engagement and philanthropy. WSWA also recognized Larry Ruvo, Senior Managing Director of Southern Wine & Spirits of Nevada, with the Lifetime Leadership Award.

Celebrity appearances from Flo Rida, Cheech Marin, Florida-Georgia Line, Jake Owen, Billy Bush and Lisa Vanderpump—and celebrity product launches from Christie Brinkley and Channing Tatum—added to the event’s buzz.

1. Keynote speaker David Gregory and WSWA President and CEO Craig Wolf
2. Tito Beveridge accepts the 2016 Sidney Frank Award
3. Craig Wolf and 2016-17 WSWA Chairman Doug Epstein help Christie Brinkley cut the ribbon to open the convention (she also announced her new Prosecco)
4. Ultimate Beverage Challenge co-founder David Talbot and Beverage Media Group CEO Jason Glasser sample products in the exhibition hall
5. The 2016 Convention set records for both wholesaler and supplier attendance

The popular Opening Night Reception featured brands from the portfolio of Presidents’ Forum of the Distilled Spirits Council companies. The well-attended Taste of the Industry showcased a multitude of products from both startup and established suppliers from around the globe.

The week’s program concluded with record attendance at the U.S. Beverage Alcohol Forum covering valuable topics. The “Brand Battle” showcased five startup companies that pitched a panel of industry experts and received feedback in front of a live audience.

“The WSWA 73rd Annual Convention & Exposition set new records for attendance both by wholesalers and suppliers, and continues to be the place where the industry connects to forge partnerships,” noted Craig Wolf. ■





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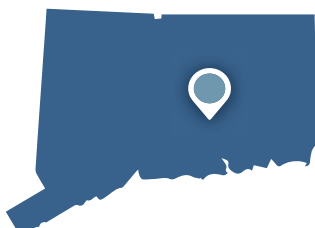
BY SAVANNAH MUL

No, it's not a typo. Customers who come to shop the eclectic collection at Chatham Wine Thieve often ask co-owner Melissa Pionzio on the spelling of her business' name. She explains that a wine thief is a glass apparatus used in the process of winemaking to extract a small amount of wine out from the barrel to taste. The verb is to thief. "My husband said it's a conversation piece," Pionzio laughed.

Her husband, John, was working down the street at the second liquor store they own in East Hampton, Center Package Store. Pionzio said it's rare to see small business owners operate two liquor licenses in the same town. "It's good for business with five other liquor stores in town," she said. "When this came up [for sale], we saw it as a good business opportunity." Pionzio handles the operations at Chatham Wine Thieve; while John manages the 2,700 square-foot, Center Package Store, which the Pionzios have owned since 1991.



Melissa Pionzio, Co-owner of Chatham Wine Thieve, sits behind the register.



LOCATION

42 EAST HIGH STREET
EAST HAMPTON, CT

FACTS

SQUARE FOOTAGE: 1,000
YEARS IN OPERATION: 16

"They are two very different stores," Pionzio said. "I try to have a good mix. I like to showcase the funky new stuff, like craft spirits that people may not find elsewhere." When the Pionzios purchased the store, it was already an operating liquor store and they didn't change the layout around much. But, many customers comment on the "unique and interesting" octagon shape of the building, she said.

At Chatham Wine Thieve, the majority of the store's sales come from wine and spirits, followed by craft beers and other beers. "I like to stock a lot of boutique wines; there is so much great wine out there and to find something that is a bit different helps us stand out," Pionzio said.

When she introduces new products to the store, she places small descriptive tags on the shelf to showcase the product and tasting notes. "I make it my own. When new products come in the tags help, people like to see a description of things." On

the weekends, Pionzio conducts in-store tastings, which help with sales.

"The industry has exploded with new varietals," she said. "I really rely on my customers and sales people to keep me updated." Chatham Wine Thieve store employee, Marshall Stockburger, helps Pionzio at the store. "He is a great wine salesman, he knows a lot about wine and at this point we have a good handle on what our customers like," she said.

Both John and Melissa Pionzio help out with many community affairs through their businesses, including local charity golf tournaments and Friends of the Lake in East Hampton. Each also conducts charitable tastings at local campgrounds. Pionzio also has a book swap box at Chatham Wine Thieve, based on the success of the one located at Center Package Store. She sees it as another way to connect to the local community. ■



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GERMAN BEER, OTHER PEOPLE'S BEER

BY JACK KENNY



April 23, 2016 marked the 500th anniversary of the German “beer purity” law, known as the Reinheitsgebot, which restricts the ingredients in beer produced in that country. The law has been viewed both with favor and disfavor, the latter especially since the U.S. craft beer trend began to spread abroad.

The law started out in Bavaria back when it was its own duchy in what is now southwestern Germany. It was not promulgated to make beer better, per se, but rather to restrict its production to barley, hops and water so that bakers could have access to wheat and rye. Over the years it has grown into a symbol of national pride as well as restriction. It was, and is, considered the guardian of beer purity in a nation that has been drinking beer for as long as the beverage has been around. It's also a hindrance to those who would experiment with the ingredients in a brew, and is viewed by many as a relic that should be retired.

The Bavarian rule was made law throughout united Germany in 1906 by edict of Kaiser Wilhelm II. Over the years some tweaks were permitted, such as the right to make hefeweizen using wheat, but still no rice or corn.

In 1987 the European Union's court of justice threw out the Reinheitsgebot as a protectionist measure, which opened Germany's borders to beers made in other countries. Still, the Germans kept to the spirit of the law in their own beer production. And in case any brewer decided to wander and add fruit or coffee to the brew, the resulting beverage could not be called beer. And still can't. The purity law is also part of the nation's tax code by which it takes a cut of brewery profits.

The German Brewers Association maintains that the law is well supported: It cites a survey that says more than 85 percent of German citizens want to keep it.

The craft beer trend – or craze, depending where you are – is penetrating many foreign countries, including Germany. Brewers today are liberated, and will make a beer with many a variant, including fruits, nuts, spices, and maybe a vegetable or two. They look at the purity law as the antique product of a rigid society. A recent article in *Smithsonian* magazine mentioned that some German brewers are even ignoring the purity law outright. The story quoted an unnamed brewer: “I just brew what I want right past the law. I call my beers by their style designations and simply leave the world ‘beer’ off the label.”

Still, it is worth noting that the old law prohibits rice, corn,

chemicals, enzyme preparations, and GMO raw materials. And that's not a bad thing at all.

Other people's beer

Which country exports the most beer? Most people guess Germany, which is in the top 10 beer exporting nations, but it's not the first. Rare is the person who answers correctly within three tries.

The top beer exporter is Mexico, and we in the U.S. can lay claim to the reason for that position. Our thirst for Mexican beers dominates the export activity of our southern neighbor.

As of 2014, the latest year for accurate figures, according to the International Trade Center, beer exports worldwide were valued at \$13.4 billion. Here's a list of the top 10 and their major markets.

10. Portugal, \$297 million: Two-thirds of Portugal's exported beer goes to Angola.
9. Ireland, \$305.6 million: Nearly half of that beer goes to the United Kingdom.
8. Denmark, \$343.6 million: The producer of Tuborg and Carlsberg counts Germany as its number one export target.
7. France, \$468 million: Almost half of the beer brewed in France ends up in Spain.
6. USA, \$541.8 million: More than half of exported beer goes to Canada and Mexico.
5. United Kingdom, \$813.5 million: the U.S., Ireland and France are the top export destinations for beer.
4. Belgium, \$1.4 billion: More than half of the exported beer goes to France, the U.S. and the Netherlands.
3. Germany, \$1.42 billion: China is one of Germany's biggest beer customers.
2. Netherlands, \$2.1 billion: Heineken, anyone?
1. Mexico, \$2.4 billion.

The Australians and the Canadians consume Mexican beer, but nothing like we do. Of the total export amount, the USA accounts for about \$2 billion. That's a significant piece of change.



ABOUT

JACK KENNY

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



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LEGISLATIVE ACTION ALERT: A RECAP FROM MAY

BY CARROLL J. HUGHES, EXECUTIVE DIRECTOR, CPSA



On Wednesday, May 4, 2016, the General Assembly ended without repealing the minimum bottle provision. Governor Malloy tried three times to eliminate the statutory provision in his budget adjustments, but the legislature rejected it each time.

The “lingering issue” is that the budget adjustments have not been passed by the General Assembly, which has caused them to enter a special session at 12:01 a.m. on May 5. The budget and revenue package, with an implementer bill scheduled to be passed on May 4, did not include repeal of the minimum bottle charge.

This was done by leaders, budget negotiators, and the Democratic caucus in both the House and the Senate. This does not mean the Governor will not try again.

The budget had general support to be approved on May 4, but time has a way of unraveling support as interest groups who did not do well in the budget start contacting legislators. The General Assembly is expected to return to the legislature on May 12 and 13 to complete the budget adjustment, the implementer bill, and a bonding package.

As always, CPSA will determine changes’ effects on stores, if any, as well as product sales, and general business climate inclusions or exclusions before a caucus is held or a vote occurs.

Also removed from the last budget was a provision to expand the state bottle bill to wine and spirits bottles, as well as all other beverage containers not currently included in the bottle bill.

Through extensive lobbying in the closing days of the session, the provision was removed. It is clear the proposal will return next year. The issue was less an environmental issue than it was a revenue provision. A deposit fee of 15 cents was to be placed on each container with a five cent handling fee. A significant return on unredeemed deposits was the expected revenue source.

Those who were so helpful this year were the members and leadership of the General Law Committee:

Chairs

- Senator Carlo Leone (D) Stamford, Darien
- Representative David Baram (D) Bloomfield

Ranking Members

- Representative Dan Carter (D) Bethel, Redding
- Senator Kevin Witkos (R) Norfolk, Hartland, Canton, Simsbury, New Hartford, Avon, Colebrook, Granby, Harwinton and Torrington

Here are some points that were provided to all legislators during the past month opposing the repeal of the minimum bottle provision, which we have referred to as the “manufacturer’s suggested retail price.”

- The loss of over 600 stores would occur if the minimum bottle suggested retail price is eliminated as originally proposed in SB 14.

And with that:

- The loss of 2,000 package store jobs
- The loss of 500 wholesaler drivers, sales persons, warehouse persons and marketing personnel
- The loss of up to four independent small wholesalers with specialty products
- The loss of six manufacturers of Connecticut produced products
- The loss of more than \$12 million in state DECD grants to beer and spirit manufacturers in CT whose products are primarily sold through small stores located in Stratford, Waterford, East Hartford, Manchester, Branford and Litchfield
- The loss of more than \$25 million in local property tax
- The loss of more than \$5 million in lottery sales revenue
- The loss of \$3 million in package store permit fees
- The loss of \$30 million in rents and mortgage payments
- The loss of up to \$10 million in sales tax revenue to the state
- The loss of income tax to the state
- The loss of brand selections in all stores
- The loss of \$6 million in out of state shipper permits and fees
- The loss in the unemployment fund, and vehicle sales, as well as economic destabilization of shopping centers, etc.

CPSA members should contact their legislators to thank them for support in the past several months. Visit us for more information on any of these topics and more, at www.CTPSA.com.



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**STATE OF CONNECTICUT
DEPARTMENT OF CONSUMER PROTECTION**

From the Office of John Suchy
Division Director of Liquor Control
April 20, 2016

CONSUMER SAMPLINGS AS A MARKETING TOOL IS ALLOWED

This document will serve to supplement and clarify the Department's April 21, 2015 "Consumer Samplings as a Marketing Tool is Allowed" document.

The Department has been asked whether a manufacturer, out-of-state shipper, or wholesaler are allowed to conduct consumer samplings or tastings at on-premises consumption premises without violating the Liquor Control Act and its regulations, specifically as it relates to unlawful inducements, tie-in sales, and the improper furnishing of services, advertising materials, and equipment.

This analysis involves the following statutes and regulations: C.G.S. §30-94 (Gifts, loans and discounts prohibited between permittees and tie-in sales); §30-6-A32a of the Regulations of Connecticut State Agencies (the "Regulations") (Furnishing services, advertising material or equipment to retailer); §30-6-B21a of the Regulations (Tastings); and §30-6-A33 of the Regulations (Free samples of liquor).

Specifically, §30-6-B21a (a)(3) of the Regulations states that, "Tastings by the general public may be conducted on the premises by the package store permittee, backer or employee or agent of same and shall not exceed the following amounts per patron: one half ounce per cordial or spirit, one ounce per wine, and two ounces per beer." In a policy statement clarifying the department's position dated September 13, 2013, we wrote that wholesalers, out-of-state shippers, manufacturers, or third party vendors may be present and assist in such planning, promoting, and conducting, including pouring, of such tastings as long as they are acting as agents of the package store in this limited instance.

We now turn to whether such manufacturers, out-of-state shippers, wholesalers, or their third party vendors may conduct tastings at on-premises consumption premises.

Like most states, Connecticut has statutory and regulatory provisions that prohibit or restrict a manufacturer, out-of-state shipper, or wholesaler from owning or otherwise being financially interested in a retail liquor permit premises. The purpose or intent of this arrangement was to directly protect retailers, and indirectly the public, from undue pressure from such manufacturer, out-of-state shipper or wholesaler promoting in retail liquor premises the sale of their alcoholic liquor in preference to products from other manufacturers, out-of-state shippers or wholesalers. The public policy concern behind such statutes and regulations was that, if left unchecked, such liquor entities would resort to excessive and

artificial sales stimulation at the retail level, creating a conflict with the noble public policies of promoting reasonable consumption of alcoholic liquor by adults of legal drinking age and reducing instances of over service and artificial sales of alcoholic liquor.

C.G.S. §30-94 prohibits a permittee from directly or indirectly offering, furnishing or receiving any free goods, gratuities, gifts, loans or other inducements with the sale of alcoholic beverages.

Section 30-6-A32a of the Regulations, restricts the level of service, advertising material or equipment which manufacturers, out-of-state shippers, and wholesalers may provide to retailers. In addition, the pertinent quantity and/or monetary restrictions form what is permissible and impermissible. A review of the permissible activities include inside advertising material, advertising novelties and specialties, consumer novelties of nominal value, the cleaning and repairing of beer lines and limited rotation of stock. These are all typical duties that a retailer would normally conduct, and are not considered an exception to the retail owner's daily and regular work assignments.

The specialized marketing of a new or existing brand of alcoholic liquor does not fall into the everyday duties or work of the typical liquor retailer. Marketing of an alcoholic liquor product is usually done at the manufacturer or wholesaler level. Indeed, promotion funds may be made available from manufacturers to wholesalers for this expressed purpose. These entities are more familiar with the product, its blend, taste, and anticipated demographics of public interest in the marketplace. This specialized knowledge base can be found at the manufacturer, out-of-state shipper, or wholesaler (or its third party vendor) level. As such, the providing of personnel from the manufacturer, out-of-state shipper, or wholesaler is not seen as providing a service as contemplated in section 30-6-A32a, but rather as a marketing tool for the manufacturer, out-of-state shipper, or wholesaler (or its third party vendor), and thus allowed.

Like tastings at a package store, the manufacturer, out-of-state shipper, or wholesaler would be acting as an agent of the on-premises liquor permit premises, and must be at the premises only with the permission of the on-premises backer representative and permittee.

For new products coming on the market, free samples of alcoholic liquor are allowed in a specified and limited quantity as outlined in §30-6-A33 of the Regulations. All other liquor products to be sampled by consumers may be purchased by the wholesaler/supplier from the liquor retailer at the retailer's purchased bottle

price. In the alternative, the supplier/wholesaler may purchase the sample product from the on-premises retailer. The cost of the sample may be calculated by determining the approximate consumer cost of the drink as would be charged by the on-premises retailer. Both methods are acceptable to the Department, and both the supplier/wholesaler and retailer must mutually agree on the method of payment to be made prior to the tasting event. Tastings at on-premise consumption premises would have the same quantity offerings to patrons as a tasting within a package store.

The Department offers the following suggestions for conducting such tastings:

- That there be a \$500 limit for each tasting event, not including a maximum 15% tip;

- That each tasting event's duration last no more than two (2) hours and not extend beyond 11:00pm;
- That supplier/wholesaler and retailer maintain written records of each tasting event conducted, to include date and time of event, place of event, product sampled, and funds exchanged.

While these tastings or consumer samplings may be allowed, there are certain cautionary reminders to be considered by the three tiers of the Connecticut liquor marketplace:

On-premises consumptions permit holders will be held strictly accountable as it relates to the service to minors and/or intoxicated patrons. Under certain circumstances, the wholesaler, manufacturer, or out-of-state shipper may be held responsible for such transgressions.

CERTAIN FOODS MAY BE A COMPONENT OF TASTINGS AT PACKAGE STORES AND

THE PRESENCE OF AUTOMATED TELLER MACHINE (ATM) IN A PACKAGE STORE DOES NOT VIOLATE THE LIQUOR CONTROL ACT OR ITS REGULATIONS

This will serve as a supplement to the September 13, 2013 advisory titled "Wine Tastings at Package Stores."

The Department of Consumer Protection has undertaken a review of the policy which prohibited the serving of food items at in-store tastings at package stores and is issuing the following advisement.

For many years, all food items were prohibited as commodities for sale. In recent years, the law changed and now allows for cheese, crackers, olives, and complementary fresh fruits used in the preparation of mixed alcoholic beverages to be sold in package stores. Furthermore, package stores are now allowed to provide tastings of wine from up to ten (10) bottles and up to four (4) bottles of other alcoholic liquor types.

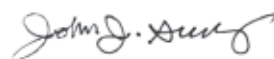
The Department believes that the availability of limited food items at in-store tastings will demonstrate a sound public policy of discouraging the over service of alcoholic liquor, and will promote social responsibility by allowing patrons to consume snack food, such as cheese and crackers, while drinking alcohol. The department has always stressed to our permit holders that they must be cognizant of over-service of alcoholic liquors at tastings, and must adhere to the serving sizes allowed. As a reminder, each serving shall not exceed the following amounts per patron: one half ounce per cordial or spirit, one ounce per wine, and two ounces per beer.

Package stores may now offer to their patrons at in-store tastings the food items which they are allowed to sell and are offering for sale at their stores. Therefore, as long as a package store offers

the food items for sale on its premises, a package store may now offer the following during tastings:

Cheese, crackers, olives, nonalcoholic beverages and complementary fresh fruits used in the preparation of mixed alcoholic beverages to be sold in package stores.

The Department has undertaken a review of the use of Automated Teller Machines (ATM) and recognizes their proliferation and ease of convenience for consumers. ATMs can be found in virtually every on- and off-premises location, except one: the CT package store. While there is no specific statute prohibiting the presence of ATMs within a package store, the department has, up until now, not allowed ATMs in stores in an effort to discourage the presence of minors and the easy access to cash to those who might abuse alcohol. The department realizes that the overwhelming majority of liquor permit holders and their employees are responsible, law-abiding citizens and comport themselves in accordance with the Liquor Control Act in their business dealings. The department recognizes that ATMs are routinely used by consumers and already exist within establishments that sell and distribute alcoholic liquor. Accordingly, the department will no longer take the position that placing of ATMs within the confines of a package store is a violation of the Liquor Control Act or its regulations.



John J. Suchy

Director of the Liquor Control Division

LEGISLATIVE UPDATE FROM THE CRA

BY SARAH MALONEY, EXECUTIVE DIRECTOR



The 2016 Connecticut General Assembly Legislative Session concluded on Wednesday, May 4 at midnight. The Legislature will be back in Special Session in the coming weeks to address the almost billion dollar budget deficit the state faces.

The Connecticut Restaurant Association (CRA) had an extremely active session this year, spending the first months of the session in February and March fighting labor-related bills that would mandate wage increases, eliminate the tip credit and impose a tax on large employers. While we were able to defeat these proposals this year, we expect them to be back again next year. Read on for a quick wrap-up of the good, the bad and the “are they serious?”

The “brunch” bill, which passed both Chambers and heads to the Governor’s desk for his signature, allows restaurants to serve alcohol at 10 a.m. (instead of the current 11 a.m.) on Sundays. This law will be effective as soon as it’s signed by the Governor.

The gift card bill states that retailers/restaurants must give cash back to consumers, upon request, on a gift card with a balance of \$3 or less; consumer must present proof of purchase in order to receive cash back. This bill is very watered down from its original version of \$10 or less. It’s headed to the Governor’s desk for his signature.

Last minute efforts to increase both the minimum and tipped wages by a small group of Democrat Senators was not called for a vote in the Senate. Great job reaching out by CRA members; hundreds of emails were sent! We expect these bills to be back next year, and will potentially be in the form of wage increases higher than \$15/hour.

There was an effort by the Legislative Democrats to expand Connecticut’s bottle bill to include wine/spirits/teas/sports drinks ... the Wine and Spirits Wholesalers of Connecticut, the Food Association and CRA all opposed this measure. While the budget was not voted on by close of session, we do not expect this proposal to be included in the final budget agreement that will be voted on sometime next week.

Retirement bill: This bill requires employers (with five or more employees) who do not offer a retirement plan, to administer a payroll deduction for employees to participate in a state-run retirement plan. It is an "opt out" plan, meaning employees will automatically be participating unless they select a 0% contribution option on a form to be provided to employers by the State and/or the third party administrator of the plan.

The CRA, CBIA and dozens of other businesses and associations have opposed this measure for years. After a seven-hour debate, the bill passed the house and moved on to the Senate where the Lt. Governor broke a tie vote in favor of the bill. There is now an effort to look for an alternative to this plan where the state is not involved in running the plan, but rather an exchange, similar to the health exchange, is set up for employees.

This plan would still require employers to administer the payroll deduction and would still be an “opt-out” plan. As of press time, we believe it will likely be included in the budget implementing bills, which will be part of next week’s special session.

Interested in receiving CRA Legislative Updates on a regular basis? Email me at maloney@ctrestaurant.org.

////////////////////////////////////
LOCAL CHATTER

CONTINUED FROM PAGE 26

menu to the affluence. Complaints abounded about what it cost to take a family of five out to eat at this restaurant, especially when coupled by the environment. We opened a client restaurant in the same town six months later with a menu priced using a price/value approach and we were able to capitalize on the entire market. Of course, the farm-to-table, locally-sourced ingredients are considered a trend, but I feel it’s here to stay...

Q: What trends are you specifically seeing on the beverage side?

A: The trends in the beverage side are very much centered around [sourcing] local ... Operators and guests alike are realizing that local

businesses are producing high-quality products – from beer to wine to spirits. Operators who embrace this philosophy of “going local” are benefiting on price, quality and goodwill within the community.

Q: What tips would you give entrepreneurs in the beverage industry?

A: Focus, focus, focus! The more an operator focuses on their basics, the more successful they have the opportunity to be. The hospitality business is a pennies business. Don’t let your bartenders free-pour; this leads to higher costs, lower profits and an inconsistent guest experience. No two bartenders will free-pour a drink the same way. Another reason operators fail is due to inconsistency in guest experience. ■

The Drink That Gives Back

For the past three years, one week in June has been designated Negroni Week, with this year's being June 6th – 12th. On one hand a celebration of a cocktail that still wows with its three-part harmony of gin, Campari and vermouth, Negroni Week also has an important charitable aspect. Participating venues will be donating a percentage of their Negroni sales to a shortlist of charities including The Barmans Fund, The Giving Kitchen and the Helen David Relief Fund.

Negroni Week 2015 featured over 3,500 venues across 44 countries and raised a record \$321,000 in donations, almost tripling the amount raised in 2014. As of early May, nearly 900 bars in the U.S. had signed on (see venues and charities at negroniweek.com).

Pam Wiznitzer of Seamstress Bar sees the Negroni's current popularity as symbolizing the movement back to classic cocktails—a category in which she also places

the Manhattan and the Old Fashioned. “The simplicity of the recipe with the complex flavors keeps this drink iconic and also a staple for many people,” says Wiznitzer. “As well, the ingredients are readily available in most bars and all markets around the world, so it can be replicated anywhere.”

The Negroni is “the perfect balance of sweet, bitter and spirit, and hasn't needed to change since it was created,” asserts Nicholas Bennett of Porchlight. “It's also a great template for bartenders to develop their own style and create new cocktails.”

Bennett also appreciates Negroni Week as a way for bartenders to give back to the community. “Our world is always a little separated from the average guest's,” he notes. “Our work schedules are different, our sleep schedules, and our palates. But we can all connect at the bar over a cocktail, and a cocktail with a cause is a wonderful menu option.” ■

• Negroni

BY PAM WIZNITZER,
SEAMSTRESS BAR

Ingredients:

Equal parts:

Campari

Gin

Vermouth Rosso

Method:

Build in a double rocks glass with ice. Garnish with a peel or slice of orange.



Geno's GRILLE

98 MAIN STREET
SOUTHINGTON, CT

Husky fans know Geno Auriemma as one of the winningest coaches in, not only UConn's, but women's basketball history. He is a 24-time Big East Coach of the Year, and Olympic coach whose USA women's basketball team took the gold in the 2012 Olympic Games in London. Also a restaurateur and entrepreneur, Geno knows how to offer winning meatballs, veal, fresh pasta, wines and cocktails.



Bartender Nico DeNovellis.

BARTENDER: Nico DeNovellis

COCKTAIL: Limoncello Martini

RECIPE: Mix over ice:

- 1.5 oz. Skyy Vodka
- 2 oz. Pallini limoncello liqueur
- 1/2 oz. Cointreau

Shake vigorously until ice breaks up. Strain into a chilled martini glass. Garnish with a fresh lemon twist.



The summery drink has a "tart, crisp lemon [taste] mellowed by the sweet orange Cointreau. Like an Italian kiss from the sun," said Manager Brittany Kaytis.

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BROCKMANS SUMMER PUNCH



- 2 oz. Brockmans Gin
- 1 oz. Lemon Juice
- 1 oz. Sugar Syrup
- 4 Raspberries
- 6 Blackberries

Muddle the berries and sugar syrup in a shaker. Add Brockmans and ice and shake. Single strain the mixture into a tumbler over ice. Garnish with a blackberry, raspberry and mint sprig.

SOUR BEE FIZZ

- 2 oz. Brockmans Gin
- 1 oz. Honey Syrup
- ½ oz. Lime Juice
- ½ oz. Lemon Juice
- 1 Egg White



Mix all ingredients together and shake vigorously over ice. Single strain into a margarita glass. Garnish with a lemon peel.



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BACK TO
BASICS

RUM 101

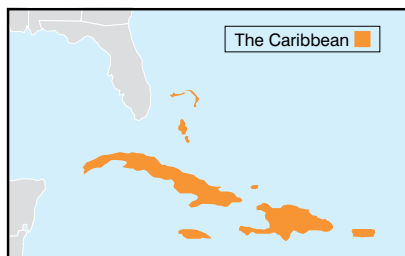
BY JEFF CIOLETTI

Everyone loves a good tropical drink—be it at a tiki bar, on a Caribbean cruise or at some island resort. Sweet and cold, yet refreshing. The real star of this lush liquid genre, is rum. Though it comes in many iterations, all rum can be traced back to sugarcane—so abundant in island climates. The song that island-hopping pirates sing isn't "Yo-ho-ho and a bottle of gin," after all.

Perhaps befitting its relative lack of regulation, rum has long been a renegade spirit, from pirates of yore to rum-runners of Prohibition. Whether on high seas or through back doors, rum has remained an American favorite in many forms and formats. A sense of adventure is still palpable in many brands, by tattoo or barrel or cane or pirate map. From a simple base of sugar, a many-splendored spirit has evolved.

WHERE IS IT PRODUCED?

- * **The short answer: everywhere.** The general term, "rum" isn't country-specific or a protected appellation.
- * Just about any region or country with a spirits industry produces some variation on rum. However, the undisputed center remains in and around the **Caribbean**.
- * Unfortunately, like anything rooted in the colonial era of the region, its origins are tied to the slave trade.



WHAT'S IT MADE FROM?

- * **Most rum is distilled from molasses**, a by-product of sugarcane processing. In the early 17th century, slaves on Caribbean sugar plantations (most likely on Barbados) discovered that molasses can be fermented into alcohol and then distilled.
- * **Molasses is the result of a two-step boiling process.** Refiners boil raw cane juice to concentrate and crystallize the sugar, producing a thick, sweet syrup, usually referred to as "first syrup" or mild molasses. It's boiled again, producing "second" or "dark molasses." A large percentage of rums are based on second molasses.
- * If it's boiled a third time, the resulting by-product is the much darker "blackstrap molasses," from which some rums are also produced.
- * In some countries—particularly the French West Indies where it's called **rum agricole**—producers ferment and distill the pure sugarcane juice.
- * Rum's cousin, **cachaça**, a product unique to Brazil, also derives from unprocessed cane juice.
- * The fermenting of raw sugarcane juice is a much older practice, having been made in Asia a millennium ago. In turn, distilling from pure cane juice retains many of the vegetal characteristics inherent in the plant.



raw sugarcane

KNOW YOUR RUM TYPES

Rums range from clear to dark and their depth of color often is region-specific (and not always natural). Spanish-speaking countries produce most of the lighter rums, while English-speaking tropical islands and territories are known as the source of most of the darker ones. As with whiskey and tequila, the length of the maturation period plays a key role in rum's flavor.

TYPE	AGING	COLOR	PROFILE
WHITE/ SILVER	Up to 1 year in oak barrels	 Clear (any color from aging is filtered out)	Little flavor complexity; used primarily as a cocktail mixer.
GOLD/ AMBER	Modest aging in charred oak barrels	 Amber, from barrel aging	Good bridge between light and dark rums; more flavor nuances (vanilla, caramel, etc.), thanks to the wood; still commonly used in cocktails.
DARK	Typically aged longer than gold rums, often several years; usually in charred oak casks.	 Deeper amber/brownish	Generally a bit more flavor and aromatic complexity. Notes of cinnamon, brown sugar, deeper caramel and vanilla, other baking spices and even a bit of smoke.
SPICED	Varies widely	 On the darker side, but not always through aging (caramel sometimes added for color)	They get their flavor from the infusion of spices like cinnamon, allspice, nutmeg, cloves, etc.
RHUM AGRICOLE	Three months minimum for "white," longer for paille (straw) and ambré (amber); rums aged 3 years or more are "vieux."	 Covers a spectrum	The preferred spirit of the French West Indies; "agricole" refers to the raw plant it's distilled (sugarcane instead of molasses), giving it some distinct vegetal notes.
CREAM	Not a factor	 Silky, opaque white	Technically liqueur, rum-based creams are lower in alcohol by volume and present as rich, creamy and sweet, with additional flavors often featured.

WHAT IS CACHAÇA?

While technically part of the rum family, **cachaça** was officially recognized by the United States as a distinctive product of Brazil in 2013. Like rum agricole, **producers ferment pure cane juice**, rather than sugarcane by-products, and then distill the fermented liquid. Cachaça benefits a great deal from the unique terroir of its home country. When cachaça is distilled close to a rainforest, it often picks up the flavors of the surrounding flora, including bananas.



FEATURED BRAND BLUE CHAIR BAY



Smooth and rich, rum creams (technically liqueurs) are another important branch of the rum tree, first emerging in the early 1980s and built on the success of whiskey cream cordials. With a lower proof and infused with natural flavor and a smack of sweetness, these creamy rum-based spirits work brilliantly in tropical cocktails.

KEEPING IT TROPICAL

The tropical tilt is a particular strength for Blue Chair Bay, the line of rums developed by multi-platinum singer-songwriter Kenny Chesney. The brand's island image is well tailored to Chesney's "No Shoes Nation" fan base. Blue Chair offers seven rums, but the two cream expressions have been especially popular.

- * Both have a base of **Caribbean rum**, plus **real sugar** and **natural ingredients**
- * **Banana Rum Cream** shows ripe banana, vanilla, creamy caramel, baking spices and balanced sweetness
- * **Coconut Spiced Rum Cream** blends toasted coconut aromatics with vanilla and warm island spices as well as cinnamon, nutmeg and clove

MIXING IT UP

Rum creams' lower alcohol content makes them ideal for lighter summer cocktails. Blue Chair Coconut Spiced Rum Cream's signature drink is The Float, a blend of Spiced Rum Cream and root beer. The Riptide is a combination of Blue Chair Banana Rum Cream and coconut water.

RIPTIDE

- 2 oz. Blue Chair Bay Banana Rum Cream
- 4 oz. Coconut Water

Pour ingredients over ice and stir. Garnish with a pineapple leaf if you're in the mood to impress.



FEATURED BRAND MALIBU



Born in Barbados in 1983, Malibu includes the flavor of coconut, a taste profile that has resonated with rum drinkers the world over.

MALIBU ESSENTIALS

- * Based on Barbados rum, which is traditionally lighter and more delicate than other rums
- * Cane is converted to cane juice and molasses, then distilled three times
- * Malibu's white rum base is blended with coconut flavors to give Malibu a subtly sweet refreshing coconut taste with a light finish
- * Across the line, with ABV at 21% (42 proof), Malibu stands out as a light spirit that is extremely versatile

POWER OF FLAVOR

Malibu's ability to extend into diverse directions speaks to the power of flavor in the rum category overall. In fact, Malibu represents 48% of the flavored rum category.* Line extensions include:

- * 70 proof **Malibu Black**
- * In addition to Coconut, a wide range of fruit flavors, including Malibu Pineapple, Malibu Mango, Malibu Passion Fruit, Malibu Tropical Banana and Malibu Island Melon
- * **Malibu ready-to-drink (RTD)** cocktails, in both pouch and cans

MASTERFUL MIXING

Light body and built-in coconut foundation make Malibu a natural for tropical cocktails.

MALIBU PINEAPPLE

1 part Malibu Original
2 parts Pineapple Juice
Pineapple Garnish

Fill a chilled highball glass with ice cubes. Add Malibu and top up with pineapple juice. Garnish with a pineapple wedge.



*Source: Nielsen \$ Share XAOC+Liquor 52 weeks ending 2/27/16

COMMON USES...

Rum is highly mixable and an ingredient in some of the world's most iconic cocktails:



MOJITO

Cuba's most famous rum drink has also become a stateside favorite; it consists of white rum, lime juice, sugar and fresh mint, topped with sparkling water and served over ice.



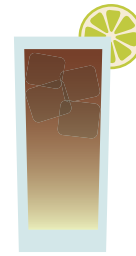
DAIQUIRI

The most popular member of the frozen family tends to be the Strawberry Daiquiri (rum, ice, sugar, strawberries, lemon juice, lime juice, all thrown in a blender).



PIÑA COLADA

Celebrated in song, and mixed enthusiastically by lovers of all things tropical, this pineapple and coconut tandem remains a summer staple. Made like a daiquiri, in a blender.



DARK 'N' STORMY

Dark rum is the preferred base for this Bermudan-born cocktail, which continues to inspire spin-offs. Ginger beer, bitters and ice make up the rest of the recipe.



CUBA LIBRE

Essentially a Rum and Coke (with dark or light rum, and sometimes lime), this drink is said to have been invented in Havana around 1901 by patriots aiding Cuba during the Spanish-American War.

WHAT ARE THE LATEST RUM TRENDS?

- * **Upscale Leads the Way.** As with many other spirits categories, the real **growth is in the higher-end segments**, though not quite as robust as in whiskey and some other categories. Last year, super-premium rum grew 2.9%, according to the Distilled Spirits Council; the overall category was down 1.5%.
- * **Cocktails Key?** In the city where most beverage trends are born, Portland, Oregon, the Rum Club is a popular craft bar; one of the most popular drinks is the **Rum Old Fashioned**, which substitutes rum for bourbon or rye.
- * **Tiki Time!** The resurgence of tiki bar culture is encouraging consumers to take a second look at the spirit,

educating them on the **differences among silver, dark and gold rums** and how they often complement and contrast one another when they're layered in the same drinks.



- * **Fresh Sips.** As the whiskey renaissance is starting to spill over into other segments, consumers are getting more savvy about **barrel aging** and "single-estate" rums. Many of the new products launching in the past five years have been geared toward sipping.
- * **Shot Heard 'Round the World?** Meanwhile, with **cinnamon-heat** still firing on all cylinders, spicy-hot rum, designed for shots, has joined the bar scene. Only time will tell which types of usage will gain traction.



DID YOU KNOW?

Rum's pirate identity goes back centuries. Robert Louis Stevenson's *Treasure Island*, published in 1883, includes the pirate song "Fifteen Men on the Dead Man's Chest," with the iconic line "**Yo ho ho and a bottle of rum.**"



RUM BY THE NUMBERS

24.8 MILLION

9 LITER CASES SOLD IN 2015



SHARE OF SPIRITS VOLUME:



SHARE OF SPIRITS REVENUE:



ANNUAL VOLUME GROWTH: -1.5%

SOURCE: DISTILLED SPIRITS COUNCIL

TIKI DRINKS

There are hundreds of tiki drinks and many of those are proprietary creations at their respective bars. As a genre, tiki drinks are known for both exotic (and often multiple) ingredients and painstaking preparation steps. Some of the more universal classics include:

- * Planter's Punch (dark rum, orange, lemon and pineapple juices, grenadine, bitters)
- * The Blue Hawaiian (rum, blue curacao, crème de coconut, pineapple juice, maraschino garnish)
- * The Zombie (light and dark rum, orange curacao, lemon, lime and orange juice; passion fruit puree, bitters, grenadine)
- * The Mai Tai (gold, light and dark rum, orgeat, triple sec, dash of seltzer, slice of lime, maraschino garnish).



RUM QUOTABLES

“The first time I played the Masters, I was so nervous I drank a bottle of rum before I teed off. I shot the happiest 83 of my life.”

– Golfer Chi Chi Rodriguez

“The only way that I could figure they could improve upon Coca-Cola, one of life's most delightful elixirs, which studies prove will heal the sick and occasionally raise the dead, is to put rum or bourbon in it.”

– Humorist Lewis Grizzard (1946-1994)

“If it be the design of Providence to extirpate these savages in order to make room for the cultivation of the earth, it seems not improbable that rum may be the appointed means.”

– Benjamin Franklin (1706-1790)

FEATURED BRAND SAILOR JERRY



While rum in general is associated with the tropics, spiced rum in particular has come to be associated with adventures on the high seas, including the tattoo culture embraced by sailors. One sailor in particular, Norman Collins, pioneered techniques that literally transformed tattooing into an artform. Known as “Sailor Jerry,” his impact on the tattoo culture in the 20th century is now rivaled by the impact of his namesake rum on the spiced rum subcategory.

BEHIND THE SPICE

- * Back in the day, sailors used to smooth out their high-proof rum ration with spices
- * **Sailor Jerry Spiced Rum** follows that same tradition, using **natural spices and flavors**—cinnamon, nutmeg, vanilla—all in a proprietary recipe (of course)
- * The flavors need to be bold and rich to hold their own in the **92 proof (46% ABV)** rum
- * Overall profile is bold yet smooth, balanced with a **subdued sweetness** and a hint of **burnt toffee**

CHARACTER MEETS VERSATILITY

The richness of natural spices in Sailor Jerry Spiced Rum means it can be sipped on its own or easily mixed. In this “High Honor” cocktail, which celebrates Sailor Jerry’s service in the U.S. Navy, the rum base supports a combo of sweet tea, blueberries and citrus.

SAILOR JERRY'S 'HIGH HONOR'

- 2 oz Sailor Jerry Spiced Rum
- 1 oz Sweet Tea
- 12 muddled Blueberries
- Juice from half a Lemon
- Juice from half a Lime
- Splash Lemon-Lime Soda

Combine over ice in a shaker and shake vigorously; double strain over ice into signature Sailor Jerry Oil Can and top with a splash of lemon-lime soda. Garnish with a strawberry.



BACK TO
BASICS

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Left: A Novo Fogo Cachaça Batida (ba-chee-dah) is another popular Brazilian cocktail, made with cachaça, fruit, milk and sugar, blended or shaken and served over crushed ice. **Above:** Destilaria Maison Leblon uses copper pot still just like those used to make eau-de-vie for cognac or Scotch whiskies.

CACHAÇA'S THIRD WAVE

LEGALLY ITS OWN SPIRIT, CACHAÇA AIMS AGAIN FOR AMERICAN SUCCESS

BY JACK ROBERTIELLO

Will the third wave of Cachaça be the one that finally establishes the Brazilian spirit as a respected category in the U.S.?

With the international media and sports attention focused on their home country, suppliers hope so, and are looking to establish its place not only as a tasty South American cousin of white rum, but also as a spirit with substantial ageability.

Cachaça, now legally defined in the U.S. as a sugar cane spirit produced in Brazil, is still a new beverage to most consumers here, if not to the trade. Large, industrial brands including Pitu, 51, and Ypioca, part of the first wave, have long been available but with limited awareness outside ethnic markets.

"It's a new category and even country for a lot of people," says Steve Luttmann, CEO of Leblon, one of the most successful cachaças in the US. "But I've always said this is a marathon not a sprint. When I started 11 years ago, the barrier was clearly people thinking

"What the hell is that and how do I pronounce it?" Now everyone knows what it is, especially in the trade."

Getting "liquor to lips" is what will help expand cachaça across the country, Luttmann says, pointing out that the category is strongest on the coasts and in urban areas, and that major players like Total Wine have been helpful in

making room for it. The brand has plans for an international charitable promotion hosting 50 events in a traveling program from May through the Olympics.

After the second wave—brands like Sagatiba, Cabana and Cuca Fresca, mostly unaged and targeted at cocktail bars—receded a few years ago, it left behind a handful of brands to expand the market, one of the key issues has been how to enlighten Americans that, beyond being the engine driving the refreshing Caipirinha, cachaça has a robust heritage of aged expressions.

A majority of cachaça sold in Brazil is aged with either oak or indigenous woods, says Dragos Axinte, CEO of Novo Fogo. In a recent competition in Brazil, 46 of the 50 judged best were barrel-aged, 30 in either French or American oak. Amburana, a wood traditional in the north of Brazil, accounted for five.

"If cachaça is going to be more than a niche spirit here,





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Proving that cachaça is ripe for creativity, the Avuá Copa Cabana includes fresh pineapple juice, agave syrup, all spice and a bar spoon of orange marmalade. **Right:** water mill at the Avuá distillery.

oak aged is the only way to succeed,” he says. Oak is the most common wood used in southern Brazil, and while amburana and other exotic woods are also widely used, Brazilian laws limit the use of many endangered species. For one of Novo Fogo’s aged expressions, coopers used wood from a derelict house. The brand now sells five cachaças, including Tanager-aged in repurposed oak barrels and finished in Brazilian zebrawood—and a series of single-barrel offerings.

Other brands are building on their US success and looking overseas as well. Organic Cuca Fresca will initially launch in several countries including the Netherlands, Germany, France, United Kingdom and Italy, with continuous expansion throughout 2017.

Like many other brands in the U.S., Avua, launched three years ago as a higher-end cachaça, is looking to bartenders for help as gatekeepers. “We’ve found that retailers looking to have a brand with a unique flavor profile are interested in it, but we’re very much a bartender and craft enthusiast-focused brand,” says Pete Nevenglosky, co-founder of the brand.



“If cachaça is going to be more than a niche spirit here, oak aged is the only way to succeed.”

Going for Gold...

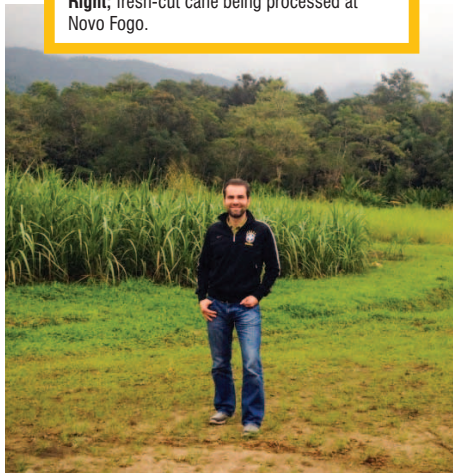
Placements in Whole Foods in California have helped raise their profile as well. But like others, he’s also hoping for some leverage from the Olympics: “We see the Olympics as a reason to get behind the Brazilian food and drink category and we plan to activate with retailers, setting up displays highlighting the tie between cachaça and the Olympics.”

Luttmann expects the aged expressions will help all brands. “There’s now the Caipirinha and the aged sipping occasion,” he says.

“A lot of the newer brands have a more sophisticated approach, better quality and very well thought-out propositions coming to the market.”

Tastings and basic education are essential to move the spirit off the shelves, says Nevenglosky: “The Caipirinha is an amazing cocktail, but what it hasn’t done is get people to understand what cachaça is. It didn’t create a conversation about the category. It’s important that people understand how a sugar cane spirit fits on the shelf with rum agricole, English-style, French-style and Spanish-style rums, and what the similarities and differences are.” ■

Left: Leblon sugarcane being harvested.
Center: Dragos Axinte, founder of Novo Fogo.
Right: fresh-cut cane being processed at Novo Fogo.



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IT'S ON EVERYONE'S LIPS

ROSÉ IS HAVING ITS MOMENT RIGHT NOW.
HOW FAR HAS IT REACHED AND
HOW LONG CAN IT LAST?

BY W. BLAKE GRAY



Ten years ago, on a steamy July afternoon, I had lunch at the bar in a Napa Valley restaurant with a fine international wine list. It was almost 100 degrees outside and I ordered a glass of rosé made from Sonoma County Pinot Noir. Shortly after the sommelier came out to see who had placed such an oddball order. "I love that wine, but you can't get people to drink rosé even with a gun to their heads," he said.



Clear glass, eye-catching hues plus compelling labels all combine to give rosé natural promotional power. Rosé images this page from varied Languedoc in-store samplings. **Left:** Wainscott Main, a rosé specialist on Long Island's East End, where one-quarter of the store's selling space is devoted to rosé for six months of the year.

Now it's 2016. I'm in New York on a raw Friday night in March, temperatures dropping into the 30s. I stop into a wine shop, in part to warm up. Browsing, I hear a guy telling his friends, "You'll love this, it has a great story." Naturally I turn: a great story, right?

It's a 20-something professional-looking man, with a similar entourage. The wine is Miraval, the Provence chateau owned by Brad Pitt and Angelina Jolie. Of course it is.

But then I notice something else: this shop's front cooler is more than half full of rosés. It's not Hamptons season yet; it's not even baseball season yet.

Rosé, until recently the most seasonal of wines, has invaded late winter/early spring.

These are not cheap wines either. Rosés over \$11 were by far the hottest category of wine last year, growing nearly 60% by both volume and value (Nielsen). Not only that, the rosés in this category had an average bottle price of \$15.86—the second-highest average price just behind Oregon Pinot Noir.

FRENCH CONNECTION

Provence has been a huge driver of this trend. In 2008 only 32 Provence wineries exported to the U.S. This year, 120 do.

The big dog is Whispering Angel. The rosé from Château d'Esclans breached first arrived in 2006 with 500 cases. Last year, more than 100,000 cases were gone before the end of summer, and not before spot shortages in the Hamptons caused a rosé ruckus. The new 2015 vintage of Whispering Angel arrived on our shores in February this year—months earlier than traditional rosé season kicks off.

France makes 30% of the rosé in the world, but fortunately Provence is far from the only high-end rosé supplier. Languedoc is in on the game, and it has a strong argument: the region uses similar grapes and has similar terroir. Aggressive on/off-premise promotions and tastings have helped make the case that Languedoc delivers classic Provence style at more approachable prices.

California has taken notice of Coppola's success with Sofia and there are now a raft of new rosés, many of them dry. Unlike in southern France, where most quality rosés are based on Cinsault and other Rhône grapes, top California rosés tend to be made from Pinot Noir, which gives them double trendiness appeal.

The rosé category is inspiring serious winemakers around the globe. In Chile, the Undurraga family, having sold their eponymous brand in 2006, is making a rosé at Viña Koyle that says on the label "Single Vineyard Dry Farming Wine." Back in France, Domaines Paul Mas just launched Astélia Rosé, a blend of Rhône varieties sourced from top vineyards across 12 Languedoc estates; the varietals are vinified separately then blended and aged on the lees for up to 40 days.

NEXT MAN UP

A huge factor and part of the reason rosé is becoming a multi-season product, is the gender of consumers. A decade ago, newspapers would print articles reassuring men that they could drink pink and nobody would suggest testosterone supplements. Today, "brosé"—rosé for bros—is a functional term; men pound it after



their afternoon rugby matches. Or happy hour after work.

The numbers bear this out: an OIV survey showed that rosés are consumed exactly equally by men and women in the U.S. This is unusual worldwide: only in the U.S., Brazil, Australia and Russia do men drink as much rosé as women.

This balance suggests merchants may want to revisit the way they promote rosé in the stores. Rosé for football season—why not? A decade ago it would have been laughable to suggest a rosé for the Ravens-Steelers game. Try it this year, and see if anybody laughs.

Top: Castle Wines in Westport, CT, stocks rosés in wood cases.
Below: Super Cellars in New Jersey combines bin racks and case stacks. Vine Box in Brooklyn goes for the props.



MOMENT or MOVEMENT?

Have we already hit Peak Pink? Jon Bonné, of *The New California Wine* renown, wrote in the online magazine *Punch* that “40 years of fetishization, then a final shove from the rosé craze, have pushed Provence into cliché territory.” Ouch!

Chances are, most pink wine drinkers are not reading articles about pink wine. If they are reading about rosé, it’s more likely on a shelf talker or in email blast. One recent email from NJ-based Englewood Wine Merchants offered up “Pink Crack” in the subject line (it was referring to a \$28.95 Liquid Farm Rosé from Santa Barbara). And \$28.95 for a lipsmacking dry rosé doesn’t sound all that crazy when Lord & Taylor is selling a Rosé All Day sweatshirt for \$79.

So, with all signs pointing to this American summer being the pinkest yet, we checked in with a few retailers to see how they are preparing, and what they are expecting longer term.

At Super Cellars in Ridgewood, NJ, Joe Ringwood says he will be carrying more SKUs; bringing them in earlier; and increasing his initial buys by 15-18%. He believes that with a few exceptions—notably Whispering Angel

and Miraval—people are not as familiar with rosé brands, and are quite open to suggestions.

In Westport, CT, Castle Wines Manager Tim Slater confirms that his clientele is up to speed in terms of “realizing it’s dry not sweet,” and that their tastes lean upscale (he adds Domaine Ott as a call brand). Instead of a rosé display, Castle devotes plenty of floor space to rosés. And as for rosé being an all-year wine yet, he figures: “If not 12 months of the year, probably 10.”

Beach Liquors has several locations in the Florida panhandle, where rosés are “booming,” according to proprietor Mike Kelley, thanks in part to end-cap displays and in-store tastings every Friday. Demand is seasonal: “Our guests are looking for fruit-forward refreshing styles during the warmer summer months,” he says, “but the demand will drop more than 70% in the fall and winter.” He adds that the sales are surging within the category: “I don’t see it cannibalizing any other varietals.”

In Boulder, CO, buyer Suzy Bergman says rosé is not ready for year-round status, but it is definitely “April through Thanksgiving.” Last year was the first time she had a dedicated rosé section in the store; for 2016 she has tripled it.

VARIETY IS THE SPICE OF PINK

At Lush Wine & Spirits, with two locations in Chicago, owner Mitch Einhorn says selecting distinctive inventory is a key for an independent store. “Our main goal is making sure we have a wide variety,” he says. “We typically carry about 15 different rosés that you can’t find at any big box store.” Einhorn sees less brand-loyalty with rosé: “There’s something about them that make people feel more comfortable and more adventurous; and people tend to like more styles than just one.”



Lush Wine & Spirits in Chicago avoids rosés commonly found in big box stores and supermarkets. Below: the case stacks at North Village Wines in NYC include one rosé packaged with plastic roses.

If any place in America is bracing for the Great Pink-Out 2016, it’s the Hamptons.

A California native now living on Long Island’s East End for 11 years, Chimene Visser Macnaughton traces her rosé

roots to the San Francisco on-premise scene in the 1990s—Domaine Tempier Bandol and Robert Sinskey Vin Gris of Pinot Noir being two examples that “still inform my retail assortment today.” As GM/Sommelier at Wainscott Main since it opened in 2014, she helped the store become a Hamptons rosé destination from day one. They offered 50 rosés in 2014, 60 last summer.

This is clearly serious pink drink country. “The dry/sweet thing just isn’t a question,” Visser Macnaughton says. “We actually don’t carry ANY ‘blush’ or white Zinfandel, so the message is clear.” Customers know what they are getting into: “We were able to start seeing buying patterns ‘beyond Provence,’ including lots of interest in specific varietals—Cabernet Franc and Pinot Noir were hot.”

Wainscott Main has a feature area in the front of the store housing the rosé program for 6-7 months of the year, including two display tables. “We saw huge growth in the category last year, so we are buying deep, taking allocated and hard-to-find labels first, and setting the store for summer a couple weeks earlier than last year,” Visser Macnaughton says. They are also bringing in their first private label Provençal Rosé, a 2015 under screwcap, priced at \$19.99. What does it taste like? The future, probably. ■





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Key to rye's current popularity is enthusiasm among bartenders, which caught most distillers by surprise. A bartender movement led Wild Turkey to reverse plans to lower the proof on their iconic 101 down to 80. Seen here: Wild Turkey Rye Swizzle.

RYE'S THE LIMIT

AS WHISKEY LOVERS CLAMOR, SUPPLIERS SCRAMBLE TO KEEP UP—AND DISTINGUISH THEIR BRANDS

BY JACK ROBERTIELLO

Demand is not a problem. It seems that no matter what hits the shelves, it sells. It's an enviable position for any spirit, and it encapsulates the unrivaled comeback tale of rye whiskey. According to figures from the Distilled Spirits Council, rye sales exploded—609% from 2009 to 2014—with growing supplier revenue jumping from \$15 million to \$106 million over the same time period, representing over \$300 million at retail. And last year, once again, rye sales leapt by nearly 20%.

Rye is still a very small piece of the American whiskey trade, about 675,000 cases. But Canadian rye also increased by about 100,000 cases last year. Numerous brands—from Whistlepig and High West to Templeton, Hochstadter's and others—continue to emerge.

Meanwhile, the big Kentucky distillers increase their rye output while at the same time managing recent expansions in bourbon production. Much of the rye sold under a long list of names, including

Bulleit, comes from the MGP Distillery in Indiana—a recent Cowen Insight report stakes MGP's share of rye sold in the U.S. at a surprising 70%.

If not from Indiana, a good portion of ryes arrive from Canada including Lot No. 40, Crown Royal Northern Harvest Rye, Alberta Dark and others. (Canadian law allows distillers there to call “rye” any whisky made with a low percentage of rye—most of the brands emerging are high rye content traditionally used for blending into Canadian whisky.)

Bartender Love

The boom and the accompanying enthusiasm, especially among bartenders, caught most distillers by surprise. As recently as a few years ago, Wild Turkey was poised to reduce the proof on their long time rye icon, Wild Turkey 101. The fight for a stay of execution, led by California bartender Erick Castro, helped convince brand owner Campari. “If they had killed it there would have been a lot of unhappy bartenders,” said Robin Coupar, Global Whiskey Brand Ambassador, Campari USA.



It's a sign of how important the bartender has been in the return of rye, and most brands retain tight allocation, focusing on on-premise and specialty retailers.

"When I started managing Russell's Reserve in 2010 or so, that's when rye was starting to grow, and something was happening driven by bartenders on the East and West coasts," Coupar says. "Now value is increasing faster than volume, so producers and brands are able to take a little bit of a price increase because the demand is high and the availability is limited." Campari launched a very limited barrel Russell's Reserve rye this year, a non-chill filtered 104 proof expression. This spring marked the second time that Michter's Distillery released their US*1 Barrel Strength Rye. "To enter the distillate for our US*1 Rye and our US*1 Bourbon into the barrel at 103 proof instead of a higher, more industry standard proof is very expensive, but our goal at Michter's is to produce the greatest whiskey possible, regardless of the cost," says Michter's President, Joseph J. Magliocco.



Points of Distinction

Communications Director for Heaven Hill Larry Kass points that some confusion still reigns about what rye is. "Ours are traditional American-style three grain, 51% rye, quite different from the high rye content blending ryes."

Coupar agrees: "The formula for a lot of those ryes is very high—95% with other malted ryes so they'll be big and bold and spicy. At Wild Turkey, we still use a significant amount of corn, so Russell's Reserve is spicy and bold but with a mellow sweetness."

There is much talk in the spirit business about the "smoke and mirrors" used to sell the brands that are positioned as craft but come from the massive Indiana distillery. That's unlikely to change much, as MGP is expanding capacity.



"Brands are able to take a little bit of a price increase because the demand is high and the availability is limited."

But others are poised to benefit from the opportunity to charge more: this month, Booker's Rye hits the market. "I'm so proud to honor my dad, Booker Noe, with the special release of one of his greatest experiments, Booker's Rye," says Fred Noe, the 7th generation Master Distiller at Beam Suntory. "Dad saw the temperamental rye grain as a challenge—small, but tricky to work with. He finally got it just right when he laid down these barrels late in his life in 2003."



Beam Suntory already has long-time stand-bys Old Overholt and Jim Beam Rye as well as Knob Creek Rye and Alberta Rye Dark Batch Whisky. Rob Mason, Beam Suntory Vice President, US Bourbon, points out that Knob Creek has been the fastest growing rye over the last 52 weeks per Nielsen numbers. Overholt is actually one of the ryes that has the biggest momentum, a favorite in the bartender community in terms of quality and value," he adds.

Heaven Hill added the six-year-old 110 proof Pikesville last year at about twice the price point as the established

Rittenhouse. "We knew there was an opportunity there and we've seen Pikesville be successful to date," says Senior Brand Manager for Whiskeys at Heaven Hill, Susan Wahl. "We're in the midst of an expansion, but both ryes are still allocated products because the demand is just so high. We'd love to be able to push over more to the off-premise sector but we haven't had the supply to give us that luxury." ■

SCOTCH IN THE RYE GAME

How about this for a signal that demonstrates how coveted rye has become as a taste profile: "I am pleased to present the first Johnnie Walker Rye Cask finished Blended Scotch Whisky," said Master Blender Jim Beveridge. Johnnie Walker Select Casks – Rye Cask Finish has Cardhu single malt at the heart of the blend, matured for at least ten years and then rested in first-fill American Oak ex-rye whiskey casks, creating a complex new whisky with rich layers of flavor starting with creamy vanilla notes and transitioning to a spicier finish.



ID CHECK-UP

AS FAKE IDS CONTINUE TO GET 'BETTER,' NEW TECHNOLOGY IS KEEPING PACE

BY JEFF SIEGEL



One 2010 study estimated that one in five college students use fake IDs.

Worried about a crack-down on selling underage by your local liquor cops? Concerned about shrinkage from customers who use phony IDs when they pay with fake credit cards? Of course, all beverage alcohol merchants want to do the right thing—not sell to minors in any fashion—but we all know that the Digital Age has brought with it increasingly sophisticated means of creating documents to evade laws and restrictions—with IDs for legal drinking age in perennial demand.

Fortunately, technology has evolved. If you are not sure of the effectiveness of your current “carding” system, check with any local, state, or national trade groups that you belong to to see if any of them offer discounts for vendors that offer services and technology to help on- and off-premise operators better spot fake IDs.

“It’s not just that you need to protect yourself from legal and financial penalties for selling to minors,” says Jim Traister, who owns Hospitality Fan, a restaurant consultancy in Dallas. “But there are the ethical reasons to follow the law, so it just makes sense to have a contingency plan in place. Using a recommendation from your trade group can give you a heads up on finding a quality company to work with.”

Intellicheck's hand-held scanner can instantly flag irregularities in an ID card's format and style.



Fake IDs are becoming more sophisticated than ever, with knives and glue replaced by the internet.

In fact, fake IDs are more common than ever. As many as 1 million were in the U.S. at the end of last year, and a landmark 2010 study found that one out of five students at a large Midwestern college used fake IDs, mostly to buy alcohol. And the fakes are becoming more sophisticated than ever, as X-Acto knives and glue have been replaced by the internet, says Bob Williamsen, VP of Sales and Marketing for Intellicheck, an ID authentication provider. Upload a picture to a website, pay a small fee, and you can get a more than reasonable facsimile of a driver's license or military ID.

“Even the best intentioned retailers don’t catch everything,” says Charles Cagliostro, the President of TokenWorks, an ID authentication provider. “There’s human error, there’s oversight, there’s poor record keeping, and there are some good fake IDs out there that are difficult to catch.”

Get With a Program

Hence programs from trade groups. For instance, American Beverage Licensees, a beer, wine, and spirits retailers trade group with 20,000 members, offers an additional benefits version of Intellicheck's Age ID program to its members, while New York's Metropolitan Package Store Association has a discount program with TokenWorks for its members. Another technology, singled out for praise by no less than the New York State Liquor Authority, is made by Advanced ID Detection.

Typically, these products use scanners on hand-held hardware to read the bar code or magnetic stripe on an ID, checking for the correct formatting, style and so forth. The systems can also allow the user to track fake IDs and to build their own notes and comments. Counterfeit IDs, like counterfeit \$20 bills, can only approximate a legitimate driver's license. That approximation may be good enough to fool the eye, but the machines, say the companies, can be 10% to 15% more effective. In addition, says Cagliostro, using scanner technology, allows retailers and restaurateurs to offer an affirmative defense in some states, which can mitigate or eliminate fines and penalties.

“For us, it’s about working with our partners like trade groups, retailers and law enforcement, and to look for solutions to help their members not sell to minors,” says Williamsen. “It’s a collaborative process to help them use the latest technology to protect their businesses.” ■

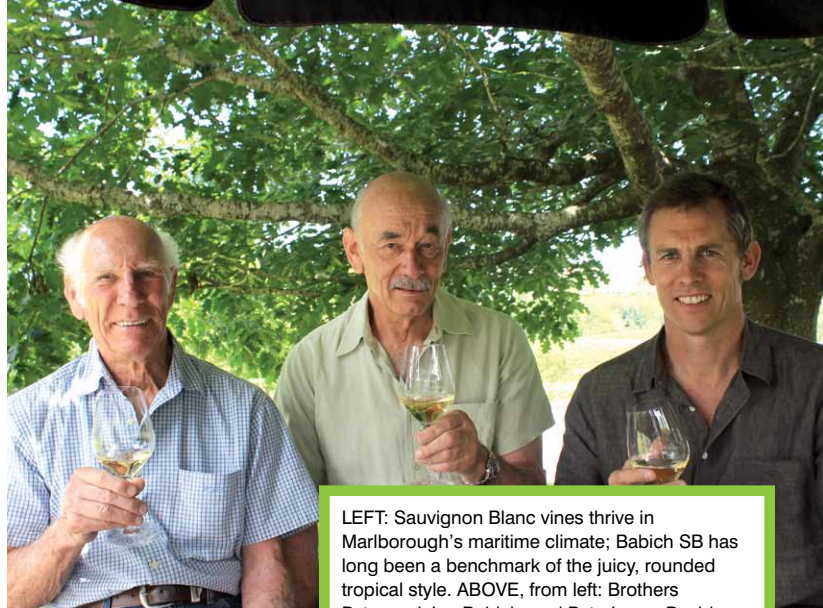


RABARBARO
ZUCCA

THE UNIQUE
STORY OF A
PRODUCT
BEYOND
COMPARISON
COMING NOW

Dating all the way back to 1845, the Zucca story is an Italian tale about a family that had faith in unique a product, one created with a very special ingredient: the rhizome of the Chinese rhubarb plant. Ettore Zucca was inspired by a revitalizing rhubarb-based infusion that his wife Tilde used to drink. To enhance its properties , Ettore turned it into a unique alcoholic drink which he used to offer his friends.

- TYPE:** Rhubarb
- ALCOHOLIC CONTENT:** 30°
- COLOUR:** Ebony
- AROMA:** Distinct hints of rhubarb and fine Chinese herbs
- TASTE:** Pleasantly bitter, balanced, lingering long on the palate



LEFT: Sauvignon Blanc vines thrive in Marlborough's maritime climate; Babich SB has long been a benchmark of the juicy, rounded tropical style. ABOVE, from left: Brothers Peter and Joe Babich, and Peter's son David, representing the third generation.

NEW ZEALAND'S FIRST FAMILY

FAMILY-OWNED BABICH WINES CELEBRATES A CENTURY OF WINEMAKING

BY KRISTEN BIELER

The Babich family has always had a knack for knowing exactly what people want to drink. In 1916 when they began making wine, they discovered the beer- and whiskey-drinking Irish and Scottish immigrants in New Zealand could develop a taste for fortified Port- and Sherry-style wines, so that is what they gave them.

Fast-forward 70 years later, when the world was just becoming aware of New Zealand Sauvignon Blanc: Babich dialed in on the exact taste profile that the American consumer was looking for. “The U.S. palate wants more balanced acidity, with flavors of melon, passion-fruit, mango,” says David Babich, General Manager and third generation in charge. “Our wines—which have always been more rounded and tropical than the traditional green, grassy, high-acid style of New Zealand Sauvignon Blanc—were a perfect fit.”

It's a style that Babich has championed consistently for decades and explains why the brand is one of the most successful New Zealand wines in the U.S. (The export-minded Babich

family sends 90% of their nearly half-a-million-case annual production abroad, and we consume the largest chunk of that).

Years in the Making

The Babich success story is one that Josip Babich—who sailed to New Zealand from Croatia at age 14 without money or one word of English—could have barely imagined. Born in 1895, he and his brothers made the journey in 1910 to escape poverty and forced military service in Austrian-ruled Croatia.

The Babich brothers started out digging and selling kauri gum, a fossilized resin used for crafts such as jewelry, but they soon shifted to agriculture. They bought



Josip Babich—seen here in 1970—left Dalmatia (part of modern-day Croatia) in 1910, arriving in New Zealand with no money and no English.

land, and Josip, at age 16, planted his first vineyard on a terrace above the Kaikino Swamp gum field. Though Croatia had a rich tradition of quality red wine, Josip quickly adapted to his new environs and responded to market demand for sweet, fortified wines from grapes like Baco, Seibel and Albany Surprise. Babich grew vegetables and fruit, kept bees and milked

KEYS TO BABICH'S SAUV BLANC STYLE:

- ✓ Site selection for tropical character
- ✓ Crop thinning for even ripening
- ✓ Later picking



... cows, but selling his wine to customers in Auckland quickly represented the majority of his income. When he passed the reins to his two sons in the late 1950s, business was thriving.

In subsequent decades, the Babich family invested and expanded with premier vineyard sites in the Hawke's Bay and Marlborough regions, so when New Zealand's modern wine industry was born in the early 1980s, they were ready. "In 1981 we had our first order from Germany and my grandfather, Josip, lived to watch a container of his wine being shipped back to Europe where he had fled in desperation so many years before," recalls David Babich. Josip died two years later, in 1983.

Sauvignon Blanc, Golden Ticket

Babich secured growers and established vineyards in Marlborough when worldwide demand for Sauvignon Blanc from the region began to escalate in the eighties. "We discovered that Marlborough and Sauvignon Blanc go well together," Babich understates. It's chalked up to their distinct geography, he explains: "What will always differentiate New Zealand's viticulture is the fact that we are completely maritime. Most regions are primarily continental, but we are a very small land mass surrounded by ocean, which gives our wines high acidity and a terrific retention of flavor."



The Babich signature style has developed over years of trial and error. To achieve the riper, rounder profile, the winemaking team hones in on site selection—"places we know give us more tropical flavors," Babich says—and then thins their crops to ensure even ripening, and picks later than most of their neighbors. "We also learned that handling 50% of our grapes oxidatively [without SO₂ at harvest] helps us build a broader palate with a little more weight," he describes.

Today, 140 of Babich's 800 vineyard acres are certified organic, which they have found yields better terroir expression. "Making wine is about constant and small innovations, accumulating a little more knowledge every year," he notes.

Bright Future

The American market is their most developed, yet still offers the most opportunity. "New Zealand wines are still very east- and west coast-centric; there are so many interior markets just beginning to see our wines," says Babich.

And for those of us who think we know all of what New Zealand has to offer, Babich predicts we'll be seeing diversity and widening price points in the future: "Sauvignon Blanc will always spearhead New Zealand's growth, but with the available land for development in Marlborough almost gone, the natural path ahead will be a push towards great quality, organics, more single vineyard and subregional wines, as well as more varieties."

"We want to broaden the view of what New Zealand offers to be 'distinctive, aromatic white wines'," says Babich. "Pinot Gris, Albariño, Grüner Veltliner and Chardonnay all benefit from the same climatic advantages that Sauvignon Blanc does, and we are making better examples of each every year." ■

A WINE FOR CELEBRATING



With a century of winemaking behind them, Babich has accumulated thousands of stories. In honor of their 100th, they are sharing 100 of them on their website in installments—short anecdotes of achievements, innovations and lessons they have learned along the way.

In 1991, Babich produced a 70th anniversary port—a tribute to their early days making the sweet, fortified wines beloved by the locals. To honor their centennial, the winery has released an extremely limited 2013 Hawke's Bay Gimblett Gravels Cabernet Sauvignon from a tiny parcel of the Gimblett Road vineyard. Only a few dozen handsomely boxed bottles will make it to U.S. shores.

CREATING AMERICA'S RUM

WITH THE SUPPORT & REACH OF STOLI GROUP USA, BAYOU RUM GEARS UP FOR A BIG 2016 SPLASH

BY JEFFERY LINDENMUTH

Louisiana's Bayou Rum has little in common with its industrial Caribbean counterparts. And that's exactly how Bayou Rum Distillery President Trey Litel envisioned it when he conceived the project with friends sitting in a duck blind in 2011.

First, Bayou's raw sugar and molasses are sourced from Louisiana sugarcane fields situated in the nutrient-rich Mississippi River Delta, contributing to the rum's uniquely American terroir. Distillation occurs in pot stills, the same labor-intensive, batch process used for characterful spirits like Cognac and single-malt Scotch. It's a winning recipe—one that has caught the attention of consumers and critics alike, garnering 76 awards for Bayou rums in just two years.

Poised For Growth

Stoli Group USA also took notice of the fledgling regional rum as part of their quest to build a portfolio of select, premium spirits, becoming the exclusive national distributor of Bayou at the start of 2016. That powerful partnership will see Bayou's reach grow from just 7 states to more than 20 by the end of this year. "Distribution is the lifeblood to our business. Making Bayou Rum available to more people is our goal and we are focused on making Bayou Rum, America's Rum. Our distribution agreement with Stoli USA gives us a platform for national expansion this year and opens the door for international export business beginning in 2017," says Litel.

From Louisiana cane to creole spices to ex-bourbon barrels, Bayou's American roots are clear and strong.

According to Brand Manager Meagan Sacher, the established vodka and upstart rum align well philosophically. "Stoli has been around for nearly 80 years, but we still follow a production process that is grain to glass with complete quality oversight. We own the farmland where the grain is grown and the distillery. While Bayou launched just three years ago, they share the same attention to detail, so our cultures fuse very strongly," says Sacher.

Thanks to the foresight and optimism of the Bayou founders, the brand will avoid the growing pains of some craft spirits, assuring fans of ample capacity and raw materials to meet demand. From 6,000 case sales in 2015, Stoli projects volumes to soar to 60,000 cases for 2016.

Something For Everyone

Bayou covers rum's bases with four distinct offerings with SRPs ranging from \$19.99 to \$29.99.

- ▶▶ Bayou Silver Rum shows delicate notes of banana and vanilla (80 proof)



- ▶▶ Bayou Spiced Rum includes a proprietary blend of traditional creole baking spices (80 proof)
- ▶▶ Bayou Select Rum is aged for up to three years in American oak barrels, including those of Buffalo Trace and Jim Beam (80 proof)
- ▶▶ Bayou Satsuma Rum Liqueur includes local Satsuma citrus (60 proof)

"At this point, it's very exciting. In New York City, we are seeing the Select really take off among bourbon lovers," says Sacher. "However, in Louisiana the Satsuma is popular, as it captures the imagination of bartenders as an alternative to orange liqueur."

Confident in the quality of Bayou Rum, Stoli is taking a "liquid to lips" approach, dedicating in excess of 50% of their efforts to consumer sampling.

That quality is further backed by something that resonates strongly with millennial consumers and craft spirits fans: authenticity. The Bayou Distillery in Lacassine, LA has been named a top tourist destination, with daily tours that invite all spirits lovers to see and believe in the future of America's Rum. ■





Taste AMERICA'S RUM®



JIM BEAM RE-PRESENTS

**NO CHANGES INSIDE THE BOTTLE,
BUT THE ENTIRE LINE'S LOOK HAS BEEN UPDATED & UNIFIED**

BY JACK ROBERTIELLO

When companies approach making significant changes in their public image or the look of their key products, inertia often wins out, leaving the final changes rather minor and mostly unnoticed. That won't be the case when the newly redesigned Jim Beam portfolio starts hitting retailers' shelves this summer.

With these, the first significant changes made to the world's best-selling bourbon in decades, Beam Suntory has taken a giant step to align all of the whiskeys sold globally bearing the name of one of the founders of the American whiskey industry in a unified package. It is a step made all the more critical given that the whiskey's namesake is also prominent in the corporate name, Beam Suntory.

A total of ten iterations will be rolled out in new threads, from the iconic Jim Beam White Label to Jim Beam Kentucky Fire, with Jim Beam Black and others getting an even more serious makeover. This isn't just a U.S. revamp; the products in the redesign are all sold internationally, and will be aligned as

much as legal restrictions allow. Already, the products have been introduced to consumers and the trade being in the UK, in Germany and a number of smaller European markets.

"It's been decades since we made any changes to the packaging," says Megan Frank, Vice President of Marketing for Jim Beam Global. "The main driver is that Jim Beam has been undergoing double-digit growth over the past several years as bourbon booms internationally, and this was deemed an ideal opportunity to unify our global range of products in order to solidify our position as a global icon, the number one bourbon in the world, and offer a

packaging upgrade that better reflects the quality liquid in the package."

Unifying such a diverse line-up—ten different whiskeys including five flavored iterations bearing the Beam brand are currently sold internationally—was uppermost in the brand team's mind, Frank says:

"Our products are in more than 100 markets so the global unification across variants and products was a key objective of the redesign. We want to make sure whatever product the consumer chooses, they know they are getting a Jim Beam-quality product."

The various iterations, introduced over the course of decades, had been impacted by a variety of design elements and tweaks which, while current when introduced, had been altered over time, and looked different in different markets.

Jim Beam's ten different products are sold in over 100 markets globally.

Structure & Substance

The new Jim Beam bottle has a bolder structure with a clean label design featuring premium finishes, spruced-up

THE BOLD NEW LOOK OF BEAM.



For seven generations, we have continued to provide the finest Kentucky Straight Bourbon in each and every bottle of Jim Beam.

This year, we'll make history again. We're giving the entire Jim Beam Bourbon portfolio fresh, premium packaging that matches the quality of the liquid inside.

Bourbon lovers, get ready for the bold new look of Beam.

drink  smart®

Jim Beam® Kentucky Straight Bourbon Whiskey, 40% Alc./Vol.
©2016 James B. Beam Distilling Co., Clermont, KY



MAKE HISTORY®





Frederick Booker Noe III, Jim Beam's great-grandson and current Master Distiller (and better known as Fred), had his name added to the Jim Beam bottle label in 2007.

distiller portraits and a refined version of the classic “B” rosette logo. Jim Beam Bourbon, Jim Beam Apple, Jim Beam Honey, Jim Beam Maple, Jim Beam Kentucky Fire, and Red Stag by Jim Beam have all undergone changes, with higher shoulders and a more squared off look for the bottle, and unified styling, word and logo positioning and coloring.

Four of the products—Jim Beam Devil's Cut, Jim Beam Rye, Jim Beam Black and Jim Beam Bonded Bourbon—feature a bolder, more rectangular bottle structure with premium label enhancements, including extra detailing, crafted borders, gold foil finishes, refined embossing and a matte paper stock, with a matte-finished shrink sleeve along the closure. The overall look, which shares a profile with many pre-Prohibition bottles, is meant to convey a more premium image while still clearly being part of the newly redesigned Beam portfolio.

Mid-Boom Timing, Global Reach

With the project of recreating the package taking about two years, the Jim Beam brand team decided on a course of action built on the back of the international whiskey boom. “We looked at the competitive landscape and market dynamics of bourbon as it was booming globally, and realized it would be an ideal time to make these refinements. The bottle now has a bolder structure and more premium

finishes. And from a communications standpoint, our vision with this packaging upgrade is to reflect the premium quality of the liquid inside and create a more cohesive range across the entire Jim Beam portfolio worldwide, reflecting the quality, craftsmanship and heritage of the brand in a contemporary and relevant way that would speak to both existing and new consumers,” says Frank.

The intent is for the updated bottle and exterior styling to represent better the premium bourbon inside, with no changes in taste planned and still following the same Jim Beam family recipe used during the past two centuries. The hope is this redesign will contemporize the Jim Beam brand while celebrating its heritage.

Making the changes took detailed planning, says Frank: “With seven plants across the globe, this was a far reaching and sizable cross functional project. It pretty much involved every stakeholder at Beam. While the new package is just beginning to roll out, anecdotally the response has been overwhelmingly positive from customers and the trade alike.”

More Innovation Ahead

Retailers will have barely adjusted to the new appearance of these old favorites before a new kid enters the block. Previously available mainly in global travel retail sector but targeted for launch in the U.S. this September, Jim Beam Double Oak will be joining the newly spruced up line-up.

Like all bourbons, Jim Beam Double Oak is first aged in new, charred American white oak barrels, but after four years the liquid is then transferred into a second freshly charred barrel to be finished there. The added interaction with the oak results, according to the company, in a liquid intense in flavor and smooth in taste. Set to debut in July, the expression will join its Jim Beam siblings as part of the new improved brand packaging. ■



Spanning seven generations and more than 200 years, the whiskey legacy of Jim Beam started before Kentucky was a state. Here are some of the milestones in the brand's product development.

- **1795** - Jacob Beam sells his first barrel of “Old Jake Beam Sour Mash”
- **1934** - After Repeal, 69-year-old Jim Beam and son T. Jeremiah rebuild the distillery by hand in 120 days and the first post-Prohibition Jim Beam Bourbon is sold
- **1938** - Jim Beam Rye, made with 51% rye, is born, sporting a green label and drier, spicier profile
- **1978** - Jim Beam Black, a premium bourbon made to be sipped, is introduced
- **1988** - Booker Noe introduces Booker's, the first small-batch bourbon from Jim Beam, uncut and unfiltered
- **1992** - Baker's, Basil Hayden's and Knob Creek join Booker's, creating The Small Batch Bourbon Collection; Knob Creek soon becomes the world's top-selling super-premium bourbon
- **2009** - Red Stag by Jim Beam launches, triggering an explosion of flavors innovation in the bourbon category
- **2011** - Jim Beam Devil's Cut debuts, via a new twist on an old technique: barrel-sweating with heat, water and agitation to extract flavor from deep inside the wood
- **2013** - Three new products hit shelves: Jim Beam Honey and Jim Beam Maple, tapping the latest flavor trends, and Signature Craft 12 Year, full bodied, with sweet vanilla notes and rich and robust oak flavors—the pride of the rackhouse
- **2012** - Founder Jacob Beam's first whiskey was white; with Jacob's Ghost, Jim Beam perfects his 200-year-old recipe
- **2014** - Jim Beam Kentucky Fire spices things up, mixing Kentucky Straight Bourbon with red-hot cinnamon liqueur, delivering a fiery, sweet kick.
- **2015** - Premium bourbon meets the juicy refreshment of apple in Jim Beam Apple, ready to enjoy straight, on the rocks or with club soda and a lemon wedge

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