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JUNE 2016

PINK POWER

ROSÉ: IS IT
READY FOR YEAR
'ROUND LOVE?



RUM 101
BACK TO BASICS

CACHAÇA GOES
FOR GOLD

RYE'S THE LIMIT
SKY-HIGH AND
STILL CLIMBING



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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE
AND SPIRITS
GET TO THE
MARKETPLACE



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PUBLISHER
GERALD P. SLONE
gerry@thebeveragejournal.com

EDITOR & ASSOCIATE PUBLISHER
DANA SLONE
dana@thebeveragejournal.com

DIRECTOR OF WHOLESALE SERVICES
LAURIE BUICK
laurie@thebeveragejournal.com

SUBSCRIPTION/RETAIL SERVICES
BRIAN SLONE
brian@thebeveragejournal.com

DESIGN
EVAN FRASER
evan@thebeveragejournal.com

EDITORIAL ADMINISTRATOR
SAVANNAH MUL
savannah@thebeveragejournal.com

WRITER
LAUREN DALEY

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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 the 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.
- Plus "Association News," "On Premise Advice," "Serving Up" and so much more to connect you to the pulse of the local market.

EDITOR'S NOTE: Snow Leopard Vodka is available in the state via Rhode Island Distributing Co. Last month's product launch article misidentified the distributor. We apologize for any confusion.



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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MARK WEST

➤ TOTALLY DEVOTED TO PINOT ◀



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

M.S. Walker Hosts Spring Rosé Tasting in Providence

Trade professionals gathered at Garde de la Mer on April 27 for the M.S. Walker spring rosé tasting. The afternoon featured rosés from France, Argentina, Austria, California, Italy, New York, Oregon, Portugal, South Africa, Spain, Washington State, and locally owned Newport Vineyards. Sales representatives and managers spoke with accounts about the M.S. Walker rosé portfolio. Garde de la Mer provided small appetizers for guests.

1. A selection of rosé from France.
2. A selection of rosé from Italy.
3. Mike Lester, On-Premise Manager, M.S. Walker; Colin Geoffroy, Leader of Hospitality Group, Providence G; and Bryan Hoffman, Fine Wine Portfolio Manager, M.S. Walker.
4. Cara Faria, Club House Manager, Sakonnet Golf Club with Danielle Friedlander, Sakonnet Golf Club.
5. Christine Langford, Sales Representative, M.S. Walker with Tim Haxton, Owner, Haxton's Liquor Store.
6. Kelli Lancaster, Bartender, Siena Restaurant with Kelsey Sanford, Server, Siena Restaurant.
7. Trade guests at the M.S. Walker spring rosé tasting.
8. Mike Lester, On-Premise Manager, M.S. Walker with Cara Faria, Club House Manager, Sakonnet Golf Club of Little Compton.



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C & C Distributing Hosts Craft Beer Trade Show

On April 28, trade professionals gathered at the Crowne Plaza Ballroom in Warwick for C & C Distributing's "2016 Craft Beer Show." Brewery representatives, brewers, sales managers and suppliers discussed products and poured samples from a variety of local, national and international beers for hundreds of guests. View more featured suppliers and brands at thebeveragejournal.com/ride-craft-beer-show-2016.

1. Bob Zannella, General Manager, C & C Distributors, Inc.; Peter Haxton, General Manager, Colleen Haxton's Liquors; Colleen Haxton, Owner, Colleen Haxton's Liquors.
2. Ken Mancini, Owner, C & C Distributing, a division of Rhode Island Distributing Co.; Rita Martin, Marketing Manager and event organizer of the trade show, Rhode Island Distributing Co. with husband Shawn Martin.
3. Jocelyn Doherty of Island Wine and Spirits in Newport; Steve and Laura Millmather of Knights Liquors of Johnston, Rhode Island.
4. Megan Skinner, Regional Manager, Small Town Brewing.
5. Nick Garrison, President and Founder, Foolproof Brewing Company; Stefano DeAngelis, Sales Manager and Brewer, Foolproof Brewing Company.
6. Jeremy Knapp, Maryland Sales Manager, Duclaw Brewing Company; Laura Day, VP of Sales, Duclaw Brewing Company.
7. Alex Gonsalvez Jones of Wetten Importers.
8. Bronya Shillo of Fishers Island Lemonade.
9. Michael Geary, Distributor Manager, RI/MA/CT, Diageo.
10. Harry Kennedy, U.S. Brand Ambassador, O'Hara Irish Craft Beer
11. Jennifer Poissant, Promotions, EvilTwin Brewing with Imperial Biscotti Break.
12. Meghan Bernal, Northeast Sales Representative, Ace Cider.
13. John Thebeau, New England Regional Manager, Merchant du Vin.
14. Daniel Shea, Rhode Island Brand Ambassador, Yellow Tail Craft Beer.



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Local Vendors Showcase Talent at Eat Drink RI

The 2016 Eat Drink RI Festival showcased local culinary talent, as well as local wineries, breweries and spirit companies. The festival began on Thursday, April 28 with a “Dinner by Dames,” where top female chefs and bartenders provided a multi-course dining experience for guests. On Friday, the festival hosted the Truck Stop, which benefited the Rhode Island Community Food Bank. Mobile food trucks parked at the Alex and Ani City Center in Kennedy Plaza and local musicians provided musical entertainment. The Grand Tasting was held on Saturday, April 30, during which guests sampled locally produced wine, beer and spirits, as well as tastes and treats from local restaurants and farms, at the Rhode Island Convention Center. Now in its fifth year, the Eat Drink RI Festival concluded with a brunch on Sunday, May 1.

1. Alex Roskowski, Brewer, Revival Brewing Company with Michaela Brinkley, Marketing Coordinator, Revival Brewery Company.
2. Thomas Rivera of Gray Sail Brewing with Andy Leukhardt of Foolproof Brewing Company representing the Rhode Island Brewer’s Guild.
3. Raina Bedard, Brand Ambassador, Downeast Cider House.
4. Michael Peter Buckley, Sales, Wine Bros.; Patrick Caserta, Winemaker, Shinn Estate; Allison Caserta, Shinn Estate.
5. Jaimee Valadez and Kyle Castillo of Bucket Brewery.
6. Sean Humphries, Owner, Crave Mead and Nick Sampson, Shipping and Receiving, Sage Cellars.
7. Debbie Noonan, Sales and Marketing Promotions, Johnathan Edwards Winery.
8. Jessyloo Rodrigues of Caledonia Spirits with Barr Hill Spirits, speaking with guests.
9. Jessica Walsh, Tasting Room Operations and Social Media Coordinator, Carolyn Sakonnet Vineyards; Rachel Brooks, Senior Events Coordinator, Carolyn Sakonnet Vineyards.
10. Ian Single of Sons of Liberty with Mike Reppucci, Founder and President, of Sons of Liberty Spirits Company.
11. Alli Quero, Partner, Los Andes Restaurant with Las Perdices Sauvignon Blanc.
12. Jacqueline Vaughn, Owner, Mumma’s Real Lemonade.
13. Jamie Buscher, Promotions Team Manager, Narragansett Brewing Company.
14. Jules Opton-Himmel of Walrus and Carpenter Oysters with Bill Russell, Winemaker and Owner, Westport Rivers Winery and Chef Derek Wagner of Nick’s on Broadway, during a food and wine seminar.



PARTNERSHIPS: THEY'RE NOT ALWAYS THE OBVIOUS CHOICE



BY DALE J. VENTURINI

I've written extensively about the need to collaborate with organizations that share the same business interests. Whether a business partner's mission is within your organization's focus or completely out of the box, creating alliances is critically important to the growth and sustainability of an organization. While some partnerships might seem natural, it is often those who are not the obvious choice that wind up becoming the strongest allies.

The RI Hospitality Association is part of the Rhode Island Business Coalition, a group of 14 disparate businesses with a similar mission, to make the state's business climate more competitive. While the state is moving in the right direction with unemployment numbers decreasing, the size of the state's labor force continues to decline by relatively large margins, and the economic growth rate continues below levels necessary to recover from the economic downturn. The Coalition's mission is to try and find ways to address these concerns.

While each organization's interests are not necessarily aligned, we all come together to focus our joint attention on the state's economy and to study the issues at hand in order to provide viable economic solutions. In the process, we get to learn from each other and understand our similarities rather than our differences.

From the hospitality industry, to the building trades, chambers of commerce, manufacturing organizations, accountants, small businesses and defense organizations, the Coalition represents an excellent cross section of our local economy. While we don't always agree, we do work together to try and find solutions to the issues that affect every business segment in the state.

Working within the coalition, we are able to better understand the full scope of issues that affect the economy and get into

the nitty gritty of each member's position. There have been instances in which my organization does not agree with the Coalition, and in that case, I am able to take a neutral position while still respecting the opinion of the Coalition. We have also never had a member fight against the group's recommendation. Even when we don't all agree on a position, we are able to remain neutral.

Mutual respect among members helps us to stand in unity together, form alliances and adhere to an 'agree to disagree' stance when warranted. Staying true to the intent of working together to find equitable solutions helps everyone stay focused on the task at hand.

Further, gaining exposure to the issues that affect other industries helps each of us have better perspective on the state of the economy as a whole. Without the influence of other groups, it is easy to take a myopic view on issues and really hone in on those that only affect our own industry and constituents.

The bottom line is that we all need to be open to new alliances and partnerships. Moving outside of your organization's comfort zone has a myriad of benefits in terms of understanding the bigger picture and learning from different points of view. As diverse as each of the organizations within the Coalition are, we all have a common goal - to improve Rhode Island's overall economic picture. Each business is savvy enough to understand that a rising tide will float all boats.



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

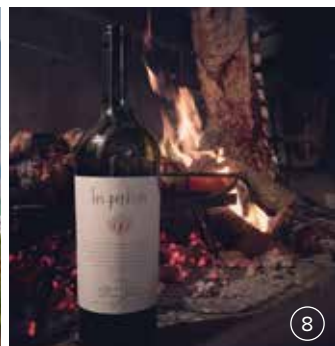
A veteran of more than 25 years in the hospitality industry, Venturini is considered by many to be the voice of the industry in the state of Rhode Island. She has been instrumental in improving the industry's educational and training programs in the state, as well as enhancing the bottom line of the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



JC IMPORTS HOSTS LOCAL TASTING, TOURS SOUTH AMERICAN WINERIES

JC Imports Co. of North Kingstown hosted a wine tasting at Wayland Square Fine Wines and Spirits in Providence on April 14. Milton Monzon, Regional Account Manager of JC Imports Co., highlighted selected wines, including Las Perdices Pinot Grigio, Las Perdices Rosé Malbec and the Penedo Borges Reserva Malbec. Cheese and crackers were paired with the wines.

Also in April, JC Imports Co. hosted a group of its on- and off-premise accounts on an excursion to South America to learn about the region's many unique wines. The trip began in Chile and ended in Mendoza, Argentina. The group visited Calyptra Viñedos y Bodegas, Viña Chocalan and Viña San Esteban in Chile. In Argentina, the group visited Bodega Otaviano, Bodega Las Perdices and Bodega Krontiras. The JC Imports portfolio offers South American wines from Chile and Argentina, as well as a selection from South Korea.



1. The display of wines at Wayland Square Fine Wine and Spirits.
2. Milton Monzon, Regional Account Manager, with Bob Russell, Owner, Wayland Square Fine Wines and Spirits.
3. At Viña Las Perdices Winery in Mendoza, Argentina. **Standing:** Jenny Castillo, Employee, Reyes Liquors; Diana Castillo, Owner, Reyes Liquors; Varsha Patel, Co-owner, Jamestown Wine and Spirits; Illesh Patel, Co-owner, Jamestown Wine and Spirits; Peter Ostiguy, Beverage Manager, New York Yacht Club in Newport; John Gasbarro, Wine Consultant, Bobby Gasbarro's Oaklawn Discount Liquors; Carlos Muñoz, Owner, Viña Las Perdices; Carlos Figueroa, Owner, JC Imports Co.; Nicolas Muñoz, Owner of Las Perdices; **Kneeling:** Amanda Fullam, Beverage Manager, Los Andes Restaurant; Michael Santos, Owner, Sandy's Liquor.
4. The group of trade professionals gathering for lunch at Viña Calyptra in Chile.
5. At Viña Las Perdices.
6. Bodega Otaviano in Argentina.
7. A view of the foothills of the mountain at Viña San Esteban in Chile.
8. Wine with an Argentina asado in Viña Las Perdices.



GREGG'S RESTAURANTS OPENS NEW TAVERN IN WARWICK

Gregg's Restaurants & Pubs, with four locations in Warwick, Providence, East Providence and North Kingstown, opened its new Warwick Tavern, located adjacent to Gregg's Restaurant at 1359 Post Road. The 2,400 square-foot, ground-up build was completely designed, constructed and outfitted by Rhode Island companies and artisans. The original design concept is a collaboration between Pawtucket-based Judd Brown Designs and Bobbie Bacon, Gregg's co-owner with husband Bob and partner Chad Verdi. Field Building Company of West Kingston acted as general contractor and builder. "We are so pleased to unveil our newest Tavern location," said Bob Bacon, Co-owner, Gregg's Restaurants. "We are so proud of this addition to the Gregg's Restaurants family, and of all the local folks who came together to help us create it. We hope that our guests will enjoy it and will create special memories there." More than 50 local vendors were part of the team that built the new tavern.

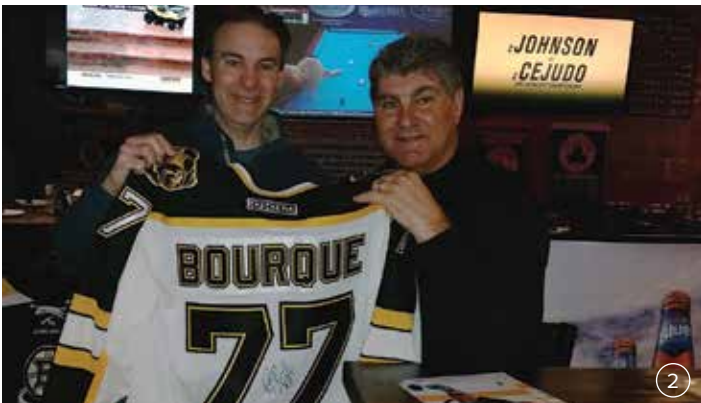
A ribbon cutting ceremony in April officially opened the new tavern.



HORIZON BEVERAGE HIGHLIGHTS LABATT BLUE AND HOCKEY LEGEND

On April 10, Horizon Beverage employees gathered at Ladder 133 in Providence for a Labatt Blue promotion with Jim Hulslander, District Manager for Connecticut and Rhode Island, North American Breweries and Ray Bourque, Boston Bruins all-star, NHL record holder and former Olympian. Bourque was in town to play in a charity hockey game sponsored by The Light Foundation and Little Heroes Fund.

1. All Horizon Beverage employees except when noted. Front row: Steve Morelli; Tom Ratier; Colleen O'Brien; Ray Bourque, Boston Bruins Alum and National Hockey League Hall of Famer; Ann Buonaccorsi; Ryan Broz; Tim Sheehan; Back row: Jim Hulslander, District Manager CT/RI, North American Breweries; Bob Buonaccorsi, Horizon Beverage, Copley Division.
2. Bob Buonaccorsi, Sales, Horizon Beverage, Copley Division with Ray Bourque.





Photos by Chris Almeida.

HORIZON BEVERAGE ADDS ANCHOR DISTILLING COMPANY TO ITS PORTFOLIO

Horizon Beverage was named the exclusive distributor for Anchor Distilling Company’s spirits in Rhode Island. Kate Palmer, AVP of Craft Spirits for Horizon Beverage and Director of Sales for its Origin Beverage Division, said, “Anchor’s award-winning portfolio of imported and domestic craft spirits, historic liqueurs and worldly whiskies is a wonderful complement to the growing Origin portfolio.” In April, Doherty’s in Coventry hosted the Horizon Beverage salesforce, along with Anchor Distilling Co.’s Brand Development Manager, Kelly McCarthy, to discuss the portfolio and spirit launch in state.

1. A lineup of products from Anchor Distilling Co.’s spirit portfolio.
2. Kelly McCarthy, Brand Development Manager, Anchor Distilling Co., with Angelo Collins, President, Horizon Beverage Co. of Rhode Island, leading a discussion on the Anchor Distilling spirit portfolio.
3. Horizon Beverage salesforce during the launch event.

MAD MARCH IMPORTS LAUNCH IRISH POITIN IN RHODE ISLAND

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 will be distributed via Horizon Beverage Fradin Division in Rhode Island.



SONS OF LIBERTY RECEIVES DOUBLE GOLD AT SPIRIT COMPETITION

Sons of Liberty Spirits Company’s True Born Gin was awarded Double Gold honors at the 2016 San Francisco World Spirits Competition (SFWSC). True Born Gin – The Belgian Wheat Act is part of the gin line distilled from craft style beers. The Double Gold honor is the highest medal awarded by judges from the blind tasting panel. “When we launched True Born [Gin], we sought to prove that there is much more to gin than neutral spirits infused with a myriad of botanicals,” said Sons of Liberty Founder, Mike Reppucci. “We are equally thrilled and humbled to win our first Double Gold, especially with a product that doesn’t follow the traditional processes, as this was a Belgian Wheat beer distilled into a gin. How cool is that?”



True Born Gin was released in summer of 2015, and was awarded a Double Gold honor at the 2016 San Francisco World Spirits Competition.



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Photos by Chris Almeida.

HOTEL VIKING HOSTS BEER DINNER SERIES

Throughout March, April and May, Hotel Viking hosted a nine-week beer dinner series that featured a special menu paired with a craft beer. The following local and national brands were hosted for each of the first seven dinners: Narraganset, Samuel Adams, Grey Sail Brewing, Magic Hat, Foolproof Brewing Company, Two Roads Brewing Company and Harpoon. On April 20, Hotel Viking hosted Revival Brewing Company for the dinner, which featured fried black mission fig with shaved pecorino and roasted red grape. The entrée was a pork belly with braised cabbage, golden raisin and pan jus. The meal concluded with beer bread pudding and fresh cream. The last beer dinner was held on May 4 with Wachusett Brewing Company.

1. All with Revival Brewing Company: Sean Larkin, Master Brewer; Cat Snape, Tap Room and On-and Off-Premise Sales; Alex Roskowski, Brewer; and Michaela Brinkley, Marketing Coordinator.
2. Revival Brewing Co.'s beers on display.
3. Revival Brewing Co.'s Night Swim'Ah



Photos by Chris Almeida.

NEW ENGLAND TEQUILA AND RUM FESTIVAL KICKS OFF WITH TIKI COMPETITION

Bartending team Jen Davis and Jesse Hedberg were named the winners of the Nor'easter Wipeout Tiki Cocktail Competition at the New England Tequila and Rum Festival on May 4, 2016. The event kicked off the three-day festival at Twin River Casino in Lincoln. Twenty-four local bartenders showcased their skills and tiki cocktail recipes featuring Don Q products, all for a chance to win the grand prize trip Puerto Rico. The cocktails were judged on name, balance, simplicity, presentation, aroma, taste, originality, delivery and overall impression. Full coverage of the New England Tequila and Rum Festival will be in the July issue.

1. Serving as competition judges were Connecticut's Carl Summa; Boston's Ran Duan, Owner, The Baldwin Bar; and Boston's Jared Sadoian, Bar Manager, Hawthorne Bar. Michael Lester of M.S. Walker served as event emcee.
2. Jen Davis and Jesse Hedberg (not shown) won the the Nor'easter Wipeout Tiki Cocktail Competition at the New England Tequila and Rum Festival on May 4, 2016.
3. Competitor Chris Almeida, USBG RI Chapter President.
4. Competitors Greg Mayer and Jason Kilgore.
5. Competitor Kayleigh Speck.
6. Competitors and judges gather onstage at the Lighthouse Bar at Twin River Casino.

GUEST COLUMN
JUNE 2016

BETTER with BITTER

BY LINDA PETTINE CHIEF, C.W.E. CSS



guest columnist
LINDA PETTINE

Unlike spirit Amaris (bittered spirits), cocktail bitters are in a class by themselves. Cocktail bitters by definition are an aromatic flavoring agent made from infusing roots, barks, fruit peels, seeds, spices, herbs, flowers and botanicals in high-proof alcohol, or sometimes glycerin. The result is so intensely concentrated, they are not meant to be consumed on their own. They are the bitters you don't sip, but add in dashes to enliven a drink.

That was not always the case. For centuries bitters were reputed to possess medicinal properties and were consumed in large quantity as a curative for whatever ailed you. Claims were made that these aromatic "snake oils" cured everything from indigestion to malaria and were consumed to "strengthen, invigorate, tone and rebuild" as promised through their advertisements.

David Wondrich, cocktail historian, has pointed out that bitters were incorporated into alcoholic potions in England in the late 1700s. History also shows that bitters made their way as an ingredient in classic cocktail recipes in early America. The first written reference to a "cocktail" in this country was in 1806 in the Federalist newspaper, *Balance and Columbian Repository* of Hudson, New York. In response to a reader, the editor

wrote, "Cocktail is a stimulating liquor composed of spirits of any kind, sugar, water, and bitters – it is vulgarly called a bittered sling and is supposed to be an excellent electioneering potion, inasmuch as it renders the heat stout and bold, at the same time that it fuddles the head."

By the mid nineteenth century there were hundreds of brands of bitters available in this country. Whether prescribed for medicinal purposes or issued as liquid courage on the battlefield, medicinal bitters weaved their way through the turn of the century. This came to an end in 1906 with the passing of the Pure Food and Drug Act. The many far-fetched claims of healing and restorative powers of numerous medicinal bitters were now regulated.

With these new regulations, bitters could no longer be sold as patent medicines and now had to clearly label their ingredients. This effectively put an end to the shady medicinal bitters and opened the door for the more reputable brands of cocktail bitters such as Angostura, Peychaud, Abbott's and Boker's with their stronghold place behind the bar.

Angostura, along with Peychaud, and a handful of orange bitters, were the cocktail bitters that survived Prohibition. Angostura, developed by the German doctor, Johann Siegert, who was appointed

surgeon general in Simon Bolivar's army in Venezuela, developed his bitters as a stimulant and digestive aid for the troops. Political strife and instability prompted the Siegert family to move the family business to nearby Trinidad, where it is produced today. The Angostura brand remains an integral ingredient in many classic cocktails, such as the Manhattan, Old-Fashioned and Champagne Cocktail.

Peychaud's, commercially produced in New Orleans in 1838 and dispensed from Mr. Antoine Amedie Peychaud's apothecary, is the essential ingredient in the classic Sazerac cocktail and Vieux Carre. Peychaud's isn't as deeply seasoned as Angostura, but is more floral, with a light cherry spice and anise flavor. Following World War II and into the 1950s, Angostura and Peychaud's were the only two major bitters in this country.

That changed in 1951 when Fee Brothers, out of Rochester, New York, introduced their aromatic bitters and an orange bitter. Timing was not advantageous for Fee Brother's, as bitters lost their strong hold in the cocktail culture during the 1960s when vodka became the favored spirit and the use of bitters in cocktails was limited to a few classics.

GUEST COLUMN
CONTINUED ON PAGE 25

Vickers' Liquors

BY SAVANNAH MUL

For more than four decades, Vickers' Liquors has served, and continues to serve, residents, tourists, boaters and many others in the historic city of Newport. Brothers Mike and Rob Vickers began in the business when their father started the beer, wine and spirit shop 41 years ago. Today, the store has evolved with the times to offer variety in their selection, and a new face behind counter, who comes to the store carrying "a wealth of knowledge," Mike said.

Mike and Rob Vickers hired Elizabeth Moniz about a year ago. Moniz is a Certified Wine Educator, Certified Specialist of Wine, Sommelier and a Masters of Wine candidate. "She's a fresh face and has a lot of experience in the field," Mike said. "She has helped bring a fresh eye to us, and to our customers."

Mike said a majority of the store's sales are from wine, and Moniz provides an added asset when they do in-store tastings or when customers want to know more about certain varietals. Moniz said when it comes to wine recommendations, she starts by getting to



LOCATION

274 BELLEVUE AVENUE
NEWPORT, RI

FACTS

SQUARE FOOTAGE: 5,000
YEARS IN OPERATION: 41

know her customers' palettes by asking what kinds of food and drinks they like. From there, she helps identify styles of wine that might be a good flavor fit. "It's like, 'well you like that, so try this,'" she said. "I always tell them to give it a try and if [they] don't like it, bring it back."

Mike said there were many ideas that he, his brother, Rob, and Store Manager Mike Paradis had, but never had the time to do. Basic operations of running a business, ordering products and stocking shelves always came first. "She's already brought in interesting ideas ... some we never had the time to do and now we have a lot of new things," Mike Vickers said. "It's nice to have someone with all her wine knowledge."

"I want to keep it fresh," said Moniz, who is developing Facebook and Twitter accounts for the business to advertise tastings, new products and industry news. Moniz said Vickers' Liquors is located in a plaza where cafés and restaurants offer the option of BYOB. She's been working closely with those establishments – specifically Cru Café, across the street from their store – to create flyers to advertise to customers they can purchase



a bottle of wine or beer at Vickers' Liquors to enjoy with a meal at Cru Café.

Mike Vickers reflects on how the area has changed since they first opened four decades ago and said, "the business keeps changing. There are always new trends, and we try to see them as early as we can. In the last 10 years, there has been an explosion in SKUs ... from craft beers and spirits."

Currently Vickers' Liquors staffs about eight employees; but because Newport is a popular tourist destination in the summer, they staff about 15 employees to help during the season. The package store also works with the Newport Chamber of Commerce to organize charitable tastings and other community events. ■



Rob Vickers, Co-Owner; Mike Paradis, Store Manager; Elizabeth Moniz, Store Employee; and Mike Vickers, Co-Owner. Rocky the retriever is the foreground.



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- 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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GUEST COLUMN

CONTINUED FROM PAGE 23

Thankfully, things changed in the late 1980s with the opening of New York's Rainbow Room, under the tutelage of "King Cocktail," Dale DeGroff. DeGroff played the pivotal role in the rebirth of crafted, classic cocktails in this country. Bitters are an essential element to a well-balanced cocktail. They are often referred to as the bartender's "Salt & Pepper", the liquid seasoning for drinks. I think of them as the elevator, lifting and heightening the flavor profile of a drink and melding or knitting the flavors together.

Bitters don't make a drink taste bitter; they make the drink taste better. Try a Manhattan with and without bitters and you'll experience the depth of flavor just a few dashes add to the recipe. Bitters have the ability to bring two seemingly incompatible ingredients together. As Brad Thomas Parsons states in his book *Bitters*, "It can tamp down an overly sweet drink, help cut through richness, unite disparate ingredients, and add an aromatic spiciness."

Today, with the resurgence of the crafted cocktail, bitters are back with a vengeance. Gone are the days when the globally-recognized, yellow-capped Angostura was the only bottle behind the bar. A multitude of flavors and brands are now commercially available. Fruit, herb and spice, such as peach, orange, lemon, mint, celery, grapefruit, rhubarb and walnut are just a few of the flavored bitters available. Companies such as Fee Brothers, The Bitter Truth, Bittermens, The Bitter Cube and The Bitter End offer an array of choices.

With classic cocktails, modern variations and newly developed recipes on the rise, bartenders today should remember something from the past: cocktails are composed of spirits of any kind, sugar, water and bitters. Bitters make drinks taste better!

ABOUT LINDA PETTINE
Linda Pettine, CHE, CWE, CSS is an Associate Professor at Johnson & Wales University, College of Culinary Arts.

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Summer's nearly here, and it's time to hit the island — Block Island, that is. Established in 1876, Yellow Kittens is Block Island's oldest tavern. It also houses a nightclub with live music, DJs and dancing.



Bartender Troy Milstead.

BARTENDER: Troy Milstead

COCKTAIL: Grilled Pineapple & Toasted Coconut Margarita

RECIPE: Mix in a shaker with ice:

- 3 oz. pineapple-infused 1800 Coconut Tequila
- 1 oz. fresh lime juice
- Splash pineapple juice

Shake and serve on the rocks in a margarita glass with salted rim. Garnish with toasted coconut flakes and a grilled pineapple spear.

"Smoky pineapple pairs with coconut tequila to give this margarita a tropical twist," said General Manager Kristen Kiley.



AROUNDTOWN

CONTINUED FROM PAGE 22



USBG RI TRAVELS TO NYC FOR LEADERSHIP CONFERENCE

United States Bartenders' Guild Rhode Island (USBG RI) chapter members traveled to New York City for the Northeast Regional USBG leadership conference on May 1 to May 4. The conference included bar seminars and activities to help further their knowledge of the industry.

All USBG RI chapter members: Kristine Dunphy; Ian Single; Stephanie Merola; Elizabeth Sawtelle; and Ben Terry.



HARTFORD FLAVOR COMPANY EXPANDS DISTRIBUTION TO OCEAN STATE

Hartford Flavor Company's Wild Moon Liqueurs are now available in Rhode Island via Rhode Island Distributing Co. (RIDC). On May 6, Co-founders Tom and Lelaneaia Dubay presented the RIDC sales team with the all-natural, botanically-infused liqueurs produced in their Hartford, Connecticut distillery. Hartford Flavor Company launched the Wild Moon line in 2015 to align with the growing "cocktail culture." The liqueurs use organic botanicals as sweetened tinctures to accent spirits, Champagne and more. The Wild Moon portfolio includes infusions including Cucumber, Cranberry, Rose, Lavender, Birch and Chai Spice. Wild Moon Liqueurs are currently available in two states, Rhode Island and Connecticut.



1. Hartford Flavor Company's Wild Moon Liqueurs.
2. Samples accompanied the brand presentation to the Rhode Island Distributing Co. sales team.

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BACK TO
BASICS

RUM 101

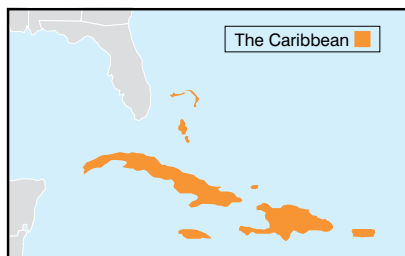
BY JEFF CIOLETTI

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 **rhum 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:



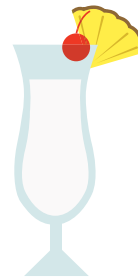
MOJITO

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.



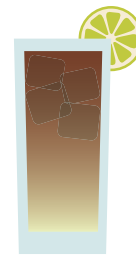
DAIQUIRI

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...

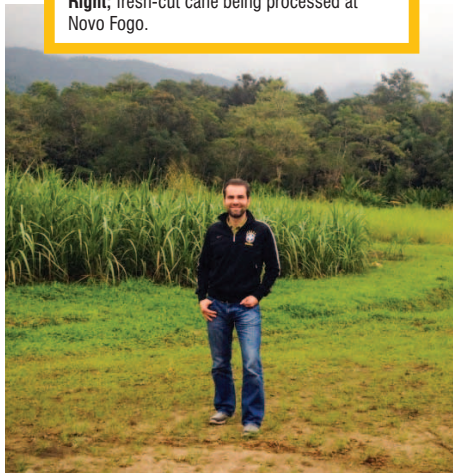
Placements in Whole Foods in California have helped raise their profile as well. But like others, he’s also hoping for some leverage from the Olympics: “We see the Olympics as a reason to get behind the Brazilian food and drink category and we plan to activate with retailers, setting up displays highlighting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

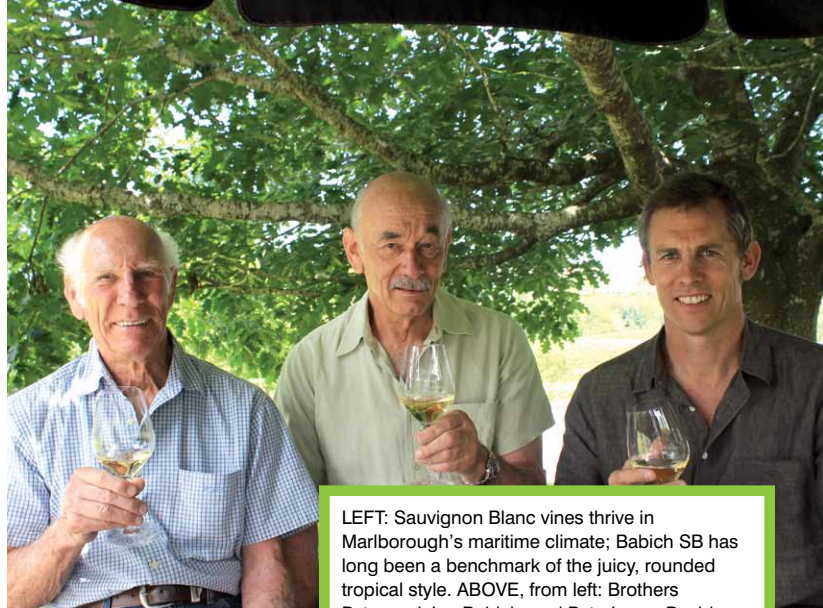


RABARBARO
ZUCCA

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.
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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

LIKE WHAT YOU SEE? GET THE WHOLE PICTURE

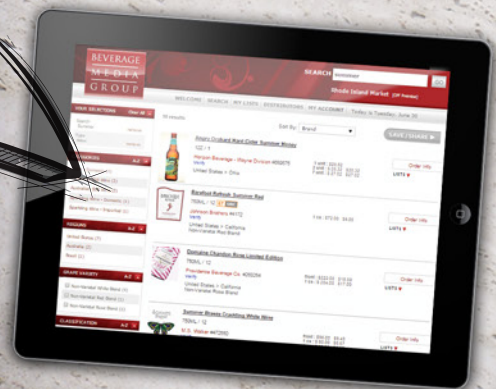
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