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# JUNE 2017

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the male-dominated wholesale tier.





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# MARKETPOINT

June. Is. Rosé. It's the biggest wine trend of the moment and the number of brand-new products this spring offers further evidence of what we already knew. Read on for selling power.

- We focus first on **rosé** as wine how different regions and grapes impact style and quality. Then, we look at positioning rosé as a cultural/marketed product: what you need to know about what's in the bottle, and how to turn that knowledge into sales.
- This month's featured spirit is **rum**, with a focus on taxonomy and usage. There are too many types of this spirit out there to just say "rum." We aim to impose fresh order on the category with selling points for various types: Silver/White, Gold, Dark, Aged, Sipping, Cream and Flavored.



- Is sangria ready to flex its muscle as an RTD? Will cans and boxes be drivers, or misplaced marketing? We'll explore.
- Irend Spotting highlights yet another way whiskey is riding the wave ... as whiskey creams. See which brands are testing the waters.
- We recap WSWA, one of the largest industry gatherings and its key moments from Las Vegas.
- Meanwhile, we take a local look at spring tastings, product launches, events and your news from "Around Town." Plus "Retail Review" and "Serving Up" each shine the light on area beverage businesses.
- Coming this summer ... the new Beverage Journal website (same URL: thebeveragejournal.com). We are launching a new design that is updated, responsive and easier to navigate, helping you to find what you need, faster: subscribe or renew, login to shop and order from local market wholesalers, advertise or list your brands, download the ordering app, read news and more. Watch for it!



### ON THE COVER

The undiscovered complexity of rosé wine is simply refreshing.

### SAPPORO USA NAMES KUZUHARA NEW PRESIDENT

Sapporo USA appointed Yoshihito Kuzuhara as the company's new president. Kuzuhara will oversee the company's management and product operations in addition to supporting marketing strategy. He first joined



Sapporo Breweries in 1989 and previously served as General Manager of the London Representative Office and was responsible for alcohol beverage market research and business planning in European countries. Kuzuhara succeeds former Sapporo USA President Louis Orui, who held the position from 2012 to 2016. The Sapporo USA beer portfolio includes Sapporo Premium Beer, Sapporo Reserve, Sapporo Premium Light and Sapporo Premium Black.

# STOLI GROUP APPOINTS PIETRINI AS NEW CHIEF EXECUTIVE OFFICER

SPI Group hired Hugues Pietrini as the new Global Chief Executive Officer, effective in April 2017. He brings 20 years of experience in the food and beverage and spirits industries. He most recently served as the Vice President of Distribution for



Moët Hennessy in the wine and spirits division. "Over the last two years, the iconic Stoli brand has been in the midst of a rejuvenation among consumers and the trade," said Pietrini. "I'm looking forward to building on the team's recent successes in developing the Stoli and elite brands across the world, and to launching Bayou Rum and KAH Tequila next in key global markets."

......

# TD ARTISAN SPIRITS APPOINTS IGLESIAS TO EXECUTIVE ROLE

TD Artisan Spirits' newly-appointed Vice President of Marketing, JC Iglesias, brings nearly 30 years of spirits and consumer packaged foods marketing experience to the company. He most recently served as the Global Brand



Director for Chivas Brothers, Ltd., English Gin Portfolio. Iglesias will lead creation and execution of strategic marketing programs at trade and consumer levels for the joint venture formed by Terlato Artisan Spirits and Distell USA. The TD Artisan Spirits portfolio is made up of 20 brands from nine countries.

# WINEBOW GROUP APPOINTS MASTERS AS NEW ENGLAND VICE PRESIDENT

The Winebow Group announced the appointment of Mary Masters as Vice President and General Manager of Winebow New England, overseeing distribution operations in Massachusetts and Connecticut. Masters will be based in



the Boston office and will report to Arjun Dewan, Senior Vice President and General Manager of the Northeast. Masters was most recently the Vice President of Classic Wine Imports and the Vice President of Sales for the Martignetti Companies in Taunton, Massachusetts. She was previously with National Distributing Company as Vice President On-Premise in Atlanta and as Division Manager in Orlando. Masters began her career in the industry in sales with Southern Wine & Spirits in Miami after earning her sommelier certification in Washington, D.C.

### ......

### BEER INSTITUTE NAMES GIBBONS TO EXECUTIVE ROLE

The Beer Institute appointed Travis Gibbons to the role of Senior Director of Health Policy and Regulatory Affairs. The trade association, based in Washington, D.C., represents the \$252.6 billion beer industry, which includes more than 4,000



brewers and 1.75 million American jobs. Gibbons brings more than a decade of government and advocacy experience to his new role. He most recently served as the Director of Federal Affairs for the Consumer Healthcare Products Association (CHPA) where he advocated for over-the-counter drugs and dietary supplements.

### MAISON MUMM RECEIVES ACCOLADES FOR BOTTLE DESIGN

Maison Mumm won a gold award during the Grand Prix Strategies du Design, which rewards best creations and campaigns in terms of design, for their Mumm Grand Cordon. The bottle was created by multi-award winning designer Ross Lovegrove to celebrate the 140th anniversary of



Mumm Cordon Rouge. The bottle is made using recycled glass and features a slender neck and a red glass ribbon indented in the glass. Mumm Grand Cordon launched in France in April of 2016 and is now available in the USA, the UK, Hong Kong, Ibiza, Hvar, Porta Cervo and Mykonos.

# Captain Morgan THEN THORS GOTIONOO

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# CRAFT + ESTATE EXPANDS FRENCH WINE PORTFOLIO

Craft + Estate, a member of The Winebow Group, is the exclusive U.S. importer of Figuière, a 210-acre Provençal estate owned by the Combard family and organically farmed



in the Côtes-de-Provence La Londe AOP. Craft + Estate will import 11 wines from Figuière, including from the Le Saint André range, a white, rosé and red; from the Signature Series, Valérie White, Magali Rosé, François Red; from the estate range, Première White, Première Rosé and Première Red; from the estate flagship range, Confidentielle Rosé; and from the Vin de France range, Atmosphère Sparkling Rosé.

### WINERIES RECOGNIZED DURING CALIFORNIA GREEN MEDAL AWARDS

The California Green Medal recognized Francis Ford Coppola Winery, Spottswoode Estate Vineyard & Winery, St. Francis Winery & Vineyards and Monterey Pacific,



Inc., during the third annual Sustainable Winegrowing Leadership Awards. The California Green Medal recognizes the "leadership of wineries and vineyards committed to sustainability." Francis Ford Coppola Winery received the "Leader Award" for its achievements in the "3 E's: environmentally sound, socially equitable and economically viable." Spottswoode Estate & Winery received the "Environment Award" for demonstrating environmental stewardship. St Francis Winery & Vineyard received the "Community Award" for being a "good neighbor and employer with innovative practices to enhance relations." Monterey Pacific received the "Business Award" for conducting business through efficiencies, cost savings and innovating sustainable practices.

### ALCOHOLIC BEVERAGE MARKET EXPECTED TO REACH \$1.5 BILLION BY 2022

The alcoholic beverage market is expected to reach \$1,594 billion by 2020, according to a recent report from Allied Market Research. The report



states the global increase in the young adult demographic coupled with a higher disposable income "fuel the global alcoholic beverage market." The introduction of "healthier varieties" in beer and spirits is expected to grow the market, with beer expected to "maintain its dominance" during the forecasted period, according to the report. Major companies profiled in the report include Anheuser-Busch InBev, Bacardi Limited, Beam Suntory, Inc., Constellation Brands, Inc., Diageo, Heineken Holding, Molson Coors Brewing Co., Pernod Ricard, SabMiller Ltd. and United Spirits, Ltd.

### MICHELOB ULTRA, WORLD SURF LEAGUE ANNOUNCE TOUR PARTNERSHIP

Michelob Ultra is the Official Beer Sponsor of the World Surf League (WSL) in the U.S. and exclusive beer sponsor at WSL events, including the Vans U.S.



Open of Surfing in Huntington Beach, California and a marquee stop during the Men's Qualifying Series and Women's Championship Tour, an event that draws more than 700,000 fans in late July and early August. The U.S. partnership also includes VIP hospitality areas and branded lounges during onsite events, as well as a series of after parties.

### SAILOR JERRY SPICED RUM, HARLEY-DAVIDSON TEAM UP FOR BIKE BUILDS

Sailor Jerry Spiced Rum and the Harley-Davidson Motor Company have entered into a multi-year partnership in which 22 customized Harley-Davidson motorcycles designed by high-profile artists and the Harley-Davidson's own styling team will



be built. The partnership will offer promotions in bars, restaurants, Harley-Davidson dealerships and celebrations around the country with each event leading up to Harley-Davidson's 115th anniversary in 2018.

### DELICATO FAMILY VINEYARDS PURCHASES BLOSSOM HILL WINERY

Delicato Family Vineyards acquired the Central Coast California Blossom Hill Winery from Treasury Wine Estates, which, going forward, will now be called Alba Coast Winery. The winery is located



in Paicines AVA in San Benito County. Alba Coast Winery will provide Delicato with an additional 4 million cases of growth capacity. This acquisition will be used to support two of the company's premier Central Coast vineyards in San Bernabe AVA and Santa Lucia Highlands, as well as a number of grower partners.

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### **INDUSTRY EVENT**





# WSWA FOSTERS WOMEN'S LEADERSHIP AT CONVENTION

A NEW COUNCIL HELPS WOMEN NAVIGATE AND SUCCEED IN THE MALE-DOMINATED WHOLESALE TIER

BY KRISTEN BIELER

his year's Wine & Spirits Wholesalers Association (WSWA) Convention, the 74th annual, was noteworthy for hosting, for the second consecutive year, the WSWA's Women's Leadership Council (WLC), a group designed to support women in the male-dominated wholesale tier. "Last year a woman asked me where all the women were: she wanted to meet them and network," shares Catherine McDaniel, VP Federal Affairs, WSWA. "We surveyed attendees and leadership and it appeared there was tremendous interest in a council which could promote women in our industry, so we developed a 10-member Advisory Board and WLC was born."

With a primary mission of "fostering relationships between members and industry leaders...and to provide a platform for the exchange of ideas and knowledge," WLC has already proven to be a valuable resource. "In our industry, men have an established network," says McDaniel. "While most wholesalers have their own programs in place to promote women, we wanted to help women connect with other women outside their organizations to develop skill sets, achieve leadership positions and talk about the challenges of being a woman working in the wine and spirits wholesale business."

There are reasons the wholesale tier is male-dominated, even more so than the

- Stacy Gabel, RNDC; Catherine McDaniel, WSWA; Dina Opici, Opici Family Distributing; Jenn Zenker, BBG; Heather Alper, Southern Glazer's; Philana Bouvier, Young's Market; Lacey Sadoff, Badger Liquor; and Monica Chaplin, Southern Glazer's
- 2. Karyn Miller, J.P. Morgan Chase; Barkley Stuart, Southern Glazer's; and Adam Sell, JP Morgan Chase
- WSWA member wholesalers pose for photo during WLC Reception

supplier tier, believes Philana Bouvier, SVP, Business Development, Young's Market Company: "In our industry, wholesalers tend to be very familyowned and generational—fathers passing businesses to sons." Bouvier, who is also on the council advisory board, notes that WLC wants to provide the support system for women moving up and help them make the case for leadership roles at their companies.

### **Dealing with the Boys Club**

While Dina Opici, third generation at Opici Family Distributing (and WLC Council Chair), admits to being lucky to have her grandmother as a role model in the business—"It never felt strange to be a woman in the industry because I watched

### **INDUSTRY EVENT**



4. WLC Advisory Board members give remarks during WLC Reception

my grandmother do this my whole life." she acknowledges the challenges and intimidation many women face: "Finding ways to be part of the conversation is so important; making sure you're invited to meetings and events is critical."

Breaking old habits and gender inequality is about finding solutions and creative problem solving, she stresses. Rather than complain about not liking golf, for example, Bouvier worked with leadership to identify and support alternatives to golfing, like spa trips. "The important thing is that we're building relationships with clients," she says.

Sara Harmelin had several careers outside the industry before entering her family business, New Jersey-based Allied Beverage Group, last year. She has found WLC a valuable networking tool above all else for navigating new relationships: "Like other industries I've worked in, being very social is critical to success. WLC allows this to happen across party lines—women don't have the same issues men might about being friends with their competitors."

The WLC cocktail party during the WSWA convention in April drew 45 people this year, including some male executives. The group is working to spread the word about their efforts, and their upcoming multi-day meeting in DC this September. "There is no membership or fee," adds McDaniel. "If you are an employee of a WSWA member company, we welcome you."



### The Right Mix: The 74<sup>th</sup> Annual WSWA Convention

On April 18<sup>th</sup> through 21<sup>st</sup>, industry professionals from all tiers convened in Orlando for the 74<sup>th</sup> Annual WSWA Convention & Exposition, dubbed "The Right Mix." Highlights included a heartfelt speech from incoming 2017-2018 WSWA Chairman Carmine Martignetti of Massachusetts-based Martignetti Companies as well as insights from WSWA President and CEO Craig Wolf. Campari America's Gerry Ruvo was awarded the Sidney Frank Innovation Award, and RNDC's Alan Dreeben received the Lifetime Leadership Award.

In addition to the Call for Cocktails Mixology Competition, Wholesaler Iron Mixologist Competition and Wine & Spirits Tasting Competitions, this year featured the USBAF-sponsored "Brand Battle"—a *Shark Tank*-inspired contest where brands pitched and received live feedback from industry experts. ■



- Mast-Jägermeister US CEO Jeff Popkin greets the "Deutsche After Darke" crowd
- Gerry Ruvo, Chairman of Campari America, receives the Sidney Frank Innovation Award from Mast-Jägermeister US CEO Jeff Popkin
- 7. Craig Wolf, President and CEO of WSWA, with Carmine Martignetti, WSWA Chairman, at the Ribbon
- Cutting and Exhibit Halls Grand Opening 8. Jason Glasser, Kristen Bieler, Ian Griffith and Jody Slone, all of Reverane Media Group
- 9. Mick Ebeling, keynote speaker, poses with Breakthru Beverage Group Co-Chairman Charlie Merinoff
- Chris Wallace, keynote speaker, signs books for convention attendees

# Slocum & Sons Presents "Uncorked & Spirited" Portfolio Tasting

Slocum & Sons hosted "Uncorked & Spirited," a spring trade tasting at Water's Edge Resort and Spa in Westbrook on April 12. Trade professionals had the opportunity to sample imported and domestic wines, spirits and sakes. Brand, winery and Slocum & Sons' sales representatives presented selections and product education to guests, while the Water's Edge Resort culinary team provided small appetizers for the event.







- 1. Slocum & Sons' Andy Brennah and Maureen Pesticci.
- 2. Eric Litchfield, Import Sales Director, Slocum & Sons.
- 3. Mike Stacy, Regional Sales Manager Northeast, Clyde May's Whiskey.
- 4. Wally Crumb, CFO, Slocum & Sons with a Vietti Barolo wine.
- 5. Sunny Rajvansh, Sales Representative, Slocum & Sons and Sean O'Donnell, New York Region Manager, Phillips Distilling Co.
- 6. Mimi Buttenhiem, President, Mad River Distillery.
- 7. Nicole Ciani, Haus Alpenz.
- 8. David Mensch, Sales Representative, Slocum & Sons.
- 9. Efrain Vazquez, Merchandiser Coordinator, Slocum & Sons.
- 10. Lowell Supran, VP Eastern Division, Chopin Imports.
- 11. Jillian Boone, Sales Manager, A. Hardy U.S.A with Thatcher's Vodka.
- 12. Lindsay Scalise, WSET II, Connecticut District Manager, Bronco Wine Company.
- 13. Alexei Beratis, President, Inspired Beverage.
- 14. David Baker, Owner, Litchfield Distillery with its newest releases, Barrel Finished Gin and Vanilla Bourbon.

- 15. Danny Greene, Northeast Division Manager, Hess Family Estates.
- 16. John Callaghan, Laurent-Perrier Champagne.
- 17. Marc Perry, State Manager Connecticut, Treasury Wine Estates.
- 18. Jessica Brady, Senior Team Leader Northeast, Pacific Highway Wine and Spirits.
- 19. Douglas MacLeod, Regional Manager, Mionetto Prosecco.
- 20. Kevin Fethe, Director of Sales, Mark Anthony Crafted Spirits, with Glendalough Irish Whiskey.
- 21. Louis Geneux, President, Forbidden Brands, LLC.
- 22. Allison Burns, Director of Sales, Wigle Whiskey.
- 23. Felix Jimenez, US Brand Ambassador and Business Development, Gil Family Estates.
- 24. Mark Bell, General Manager Northeast, Huneeus Vintners.
- 25. Dennis Rochford, Regional Brand Manager, Hotel California Tequila.

More images can be seen at thebeveragejournal.com/slocum-and-sons-spring-tasting-2017.

# Eder Bros. Trade Tasting Gathers Guests at Yacht Club

Trade professionals gathered for Eder Bros., Inc.'s annual spring tasting on April 17 at New Haven's Pequonnock Yacht Club, located upstairs from Shell and Bones. Highlighted categories included selections from Napa Valley and Italy, "interesting" red wines, sparkling wines, "crisp" whites, keg wines, and spirits, offering guests the opportunity to sample and learn about each.

- 1. The Eder Bros., Inc. portfolio show was held at the Pequonnock Yacht Club on April 17.
- 2. Crissy Peterson from Eder Bros. pouring rosé selections for Nace Schimler, Eli Restaurant Group and Jim and Cindy Lofgren, North End Liquor in Wolcott.
- Chris Munk, Craft Spirits Specialist, Eder Bros., creating cocktails for trade guests featuring selections from the spirits portfolio.
- Janna Waite, Key Account Manager and Wine Educator, Eder Bros., discussing white wine varietals with Greenwich Country Club's Emily Morrison and Francesca Boeser, both food and beverage interns and Head Bartender Rory Wood.
- 5. Dave Zanowiak, Owner, Oxford Liquors and Anna Alaphatt, Oxford Liquors.
- 6. Tom Kachmarck, CT State Manager, Brown-Forman and Kim Hill, CT Market Manager, Brown-Forman.
- 7. Thom Purcell, Amity Wine & Spirits Hamden and Phil Miller, Amity Wine & Spirits New Haven.
- 8. Naseem Momtazi of Maysara Vineyards.
- 9. All of Eder Bros.: Janna Waite, Key Account Manager and Wine Educator with Sales Representatives Jonathan Fredyna and Nancy Peduto.
- 10. Tom Deaso, Regional Sales Manager, Ridge Vineyards discusses the wines with trade guests.
- 11. Romain Guille, National Sales Director, CNI Brands and Ralph Anastasio, Sales Manager, Eder Bros.
- Janice Slate, Scribner's Restaurant, Milford; Amy Gallagher, Sales, Eder Bros.; and Joan Edwards, Scribner's Restaurant, Milford.
- A selection of craft spirits on display: Amaro Tosolini, Fiorente Elder Flower Liqueur, Silo Spirits and Connecticut's Waypoint Spirits.
- 14. Wine selections.























# Trade Tasting Offers Angelini Wine Portfolio Selections

Angelini Wine, Ltd. hosted two spring portfolio tastings. The first was held at Carmine's Restaurant in New Haven on April 18. Angelini Wine's Italian selections were showcased alongside additional imported and domestic wine, beer and spirits. Carmine's Restaurant prepared tastes to accompany the featured brands. Guests enjoyed the opportunity to talk with sales representatives and managers about the featured products and production methods. The second tasting was held on May 9 at Old Post Tavern in Fairfield. Coverage will appear in the July issue and online.

- 1. Julius Angelini, Owner, Angelini Wine with Paul Cullen, CT Sales Manager, Angelini Wine, standing beside framed artwork of an art deco Livon Wine label.
- A selection of spirits during the tasting: Russo Limoncello, Russo Mandarino, Russo Nocino, Grappa Bianca and Grappa Riserva.
- Jeff Morin, Sales Manager, Cottrell Brewing Company with Safe Harbor Lager and IPA.
- Melissa and Chris Jeans, Owners, Casa Bacchus, Litchfield; Matt Carpenter, Sales Representative, Angelini Wine; Gino Pisani, Sales Representative, Angelini Wine; and Mike Dudeff, Sales Representative, Angelini Wine.
- 5. Chris and Melissa Jean, Owners, Casa Bacchus speaking with Paul Cullen, CT State Manager, Angelini Wine.
- 6. Julius Angelini, Owner, Angelini Wine with Angelini Pergola Rosso.
- Matt Carpenter, Sales Representative, Angelini Wine with Molly Cannon, Wait Staff and Steven Gray, Food and Beverage Manager, both of Clinton Country Club.
- 8. Livon Italian wines.
- 9. Palagetto Italian wines.
- 10. Carpene Malvolti Prosecco.
- Shannon Ridge 2016 Sauvignon Blanc and Shannon Ridge 2015 Chardonnay, harvested from sustainably-farmed vineyards in Lake County, California.
- 12. Selections on display.









# Winebow Hosts Spring Portfolio Trade Tastings

Winebow hosted two spring portfolio tastings to showcase its wine and spirits for local trade guests. The first tasting was held in southern Connecticut at The Inn at Longshore in Westport on May 2. Trade guests had the opportunity to speak with sales representatives and brand managers. The second tasting was held for northern state guests at The Farmington Club in Farmington on May 10. Coverage of this tasting will appear in the July issue and online.

- Argentina's Catena Wines included 2015 Chardonnay, 2014 Cabernet Sauvignon, 2014 La Consulta Malbec, 2013 Alta Cabernet Sauvignon, Nicolas Catena Zapata 2010 and Adrianna Chardonnay White Stones 2012.
- Italy's Zenato Wines include Alanera Rosso Veronese 2013, Amarone della Valpolicello Classico DOC 2012, Lugana di San Benedetto DOC 2015, Ripassa Valpolicella Superiore DOC 2013 and Valpolicella Superiore DOC 2014.
- Italy's Castellare Chianti Classico DOCG 2015, Castellare Chianti Classico Riserva DOCG 2014, Castello di Bossi Chianti Classico DOCG 2013, Castello di Bossi Chianti Classico Riserva Berardo 2011 and Corbaia Toscana 2010.
- 4. Sparkling selections on display.
- 5. Frank Hass, District Manager, Winebow; Cory D'Addario, Owner, Liquor Locker in Westport; Jim Brewer, Manager, Winebow.
- 6. Susan McQuade, Brand Manager, Winebow and Carl Vitale, Divisional Manager South, Winebow.
- 7. Elana Effrat, Spirits Manager, Winebow.
- 8. Zak Ginzburg of Cost Less in Stamford and Susan McQuade, Brand Manager, Winebow.
- 9. Spencer Hess, Owner, La Vie du Vin Wine Market in Norwalk and Matt Habdas, Sales, Winebow.
- Samuel Watson, Employee, The Wine Thief in New Haven and Jim Jansson, Guest of Harry's Wine and Liquor Market in Fairfield.
- 11. Ajit Patel, Odd Bins Bottle Shop in New Haven and Naresh Yetukuri, Bottle Cork and Keg in East Haven.
- 12. Frank Perillo, Owner, Lordship Wine & Liquor and Chrissy Laboy, Lordship Wine & Liquor.
- Steve Garett and Eliane Chao, Owner, The Little Kitchen of Westport.
- 14. Carl Vitale, Divisional Manager South, Winebow showcasing sparkling selections to Betty Swietak, BevMax.





















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### SLOCUM & SONS FEATURES SELECTIONS ON- AND OFF-PREMISE

Toast Wines by Taste in West Hartford hosted Cathy Schaller, Sales Representative at Slocum & Sons, who poured selections in April, including Domaine Bernard Baudry Chinon Les Granges 2015, Bodegas Muga Rioja Reserva 2012, Giesen Sauvignon Blanc 2016 and Inama Vin Soave Classico 2011. Also in April, Slocum & Sons, in partnership with Harry's Wine & Liquor Market in Fairfield, Moet Hennessy USA and Le Penguin in Westport, hosted a dinner featuring Krug Champagne. Krug Vintage 2002, Krug Rosé N.V. and Krug Grand Cuvee N.V. were paired with a three-course meal, passed hors d'oeuvres and dessert.

- Cathy Schaller, Sales Representative, Slocum & Sons and Miggy Torres, Toast Wines By Taste, during the in-store tasting.
- 2. Trade professionals and guests gathered for a wine pairing dinner featuring Krug selections.
- Katie Schoen, Sales Representative, Slocum & Sons; Daniel Maeso, Krug; Rich Buchanon, Brand Ambassador, Krug; Scott Hill, Harry's Wine & Liquor Market; William Miller, Proprietor, Harry's Wine & Liquor Market; Front: Paul Burne, Key Account Manager, Slocum & Sons; Eric Litchfield, Import Sales Director, Slocum & Sons.



### HARTLEY & PARKER CELEBRATES 20TH ANNIVERSARY WITH TITO'S VODKA

Twenty years ago on April 7, Hartley & Parker began exclusively distributing Tito's Handmade Vodka. On its anniversary, Hartley & Parker sales staff, key account managers and Tito's Vodka celebrated the companies' "long history of successful sales and continued growth" together. Matthew Malloy, CT On-Premise Area Manager and Frank LaTorra, RI and CT State Manager, visited for a brand education session to mark the occasion and to enjoy a themed Tito's Handmade Vodka branded cake.

- Tito's Handmade Vodka of Austin, Texas, displayed during the celebratory sales meeting on April 7. The vodka brand, produced in the first legal distillery in Texas, was founded by Bert Butler "Tito" Beveridge II.
- 2. The Tito's Handmade Vodka 20th anniversary cake.
- 3. Matthew Malloy, CT Area On-Premise Manager, Tito's Handmade Vodka; David Rosenberg, Vice President, Hartley & Parker; Paul Angelico, General Manager, Hartley & Parker; Frank LaTorra, RI and CT State Manager, Tito's Handmade Vodka; Jerry Rosenberg, President, Hartley & Parker; Anthony Antonecchia, Sales Manager, Hartley & Parker, cutting the cake during the Tito's 20th anniversary celebration.
- Frank LaTorra, RI and CT State Manager, Tito's Handmade Vodka and the sales staff celebrating with a toast and tasting session.



Photos by Michael Leung.

# BRESCOME BARTON WELCOMES SALUTE AMERICAN VODKA LAUNCH TOUR

Brescome Barton hosted the Salute American Vodka team, featuring NFL Super Bowl Champion and Media Personality Tony Siragusa and Lieutenant General (Retired) Ray Palumbo as part of the brand's national launch, on April 21. Salute American Vodka partners with retailers and nonprofits, such as Work Vessels for Veterans, a national organization based in Connecticut that helps veterans transition to civilian life by awarding scholarships, and supplying laptops, transportation vehicles, job opportunities and more.

The 80-proof vodka is USA Certified<sup>™</sup>, made with corn and wheat grains grown in the heartland, distilled four times for a thicker pour and smooth, clean, odorless taste. The vodka is bottled and distilled in Rochester, N.Y. and owned by Handcrafted Brands of Branford,

The wholesaler launch was followed by two additional state events, a luncheon honoring local veterans at Sliders Bar & Grill in Wallingford and a public celebration at Anna Liffey's Irish Pub & Grill in New Haven. The first dollar of every bottle sold goes directly to organizations that assist veterans in their transition from military to civilian life. The company said its "partnership with Brescome Barton, Inc. will bring Salute American Vodka from more than 90 locations already sold, to nearly every retailer across the state."

- Salute American Vodka's red, white and blue military canteen-inspired bottle is available in 750ml bottles. The company aims to become "the number one spirit contributor to veterans' charities nationwide."
- Salute American Vodka is made with corn and wheat grains, distilled four times for a smooth, clean taste and USA Certified<sup>™</sup>.
- 3. The Salute American Vodka Hero RV stopped in North Haven, Wallingford and Fairfield as part of its national launch tour. Scott Sweitzer; Ryan Dunne, Salute American Vodka Sales Representative; Lieutenant General (Retired) Ray Palumbo; NFL Super Bowl Champion and Media Personality Tony Siragusa; Michael Lutz, Salute American Vodka Operations Manager; and Bill Shea.
- NFL Super Bowl Champion and Media Personality Tony Siragusa.
- 5. Gene Sepe, CEO and President, Brescome Barton addresses the sales team.
- 6. Lieutenant General (Retired) Ray Palumbo and Steve Lentz, General Sales Manager, Brescome Barton.
- 7. Gene Sepe, CEO and President, Brescome Barton; Steve Lentz, General Sales Manager, Brescome Barton; Scott Sweitzer; Michael Lutz, Salute American Vodka Operations Manager; Ryan Dunne, Salute American Vodka Sales Representative; Lieutenant General (Retired) Ray Palumbo; Tony Siragusa; Brian Hughes; Mike Heins, Trade Development Manager, Brescome Barton; Robert Sussler, Executive Vice President and General Manager, Brescome Barton.





Piu Facile Imports of Branford showcased its Italian red and white wine portfolio at Fornarelli's Restaurant in New Haven in April. Piu Facile Imports offers Italian wines from the Guardiense Winery, located in a small village of Guardia Sanframondi in the Province of Benevento, Campania region. Fornarelli's Restaurant added the wines to its menu selections.

Vito Fornarelli, Owner, Fornarelli's Restaurant.



### USBG CT FIRST IN TEN COCKTAIL COMPETITION KICKS OFF SERIES

In its second year, the United States Bartenders' Guild Connecticut (USBG CT) chapter, along with Eder Bros, Inc. and Allan S. Goodman, kicked off a series of 10 bartending competitions that pits on-premise bar talent on the north side of the state against those from the south. In total, there will be 10 events held throughout the state. The winners from each will go on to compete in the final "Civil War Bartending Competition."

The first was held on April 10 at The Blind Pig in Hartford featuring Bloomfield's Waypoint Spirits Spicy XII Vodka. The judges included John Taylor, Owner, Waypoint Spirits; Justin Morales, Bar Manager, The Blind Pig and Chris Munk, Craft Spirits Specialist, Eder Bros., Inc. Allan S. Goodman's Jeff Conelius served as the emcee for the evening.

Anthony DeVito of Max Amore was named first place winner, followed by Chris Rodrigue of Vito's Trattoria in second and Andres Soriano of Max Fish took third place. Competitors also included Jerome Walsh of Oficina Cucina, Alexa Doyer of Little River Restoratives, Jeffrey Hodson of Hub & Spoke, Jon Tellis of Hub & Spoke, Erik Karadimas of Max Restaurant Group and Daniel Rek of Elm City Social. Look for continuing coverage in the July issue of *Connecticut Beverage Journal* and online.

- Event judges Chris Munk, Craft Spirit Specialist, Eder Bros.; John Taylor, Owner, Waypoint Spirits; Justin Morales, Bar Manager, The Blind Pig.
- 2. Anthony DeVito of Max Amore, first place winner with competitor Jeffrey Hodson of Hub & Spoke.
- 3. Competitor Daniel Rek.



### MOHEGAN SUN WHISKEY UNION POURS TASTES FOR CHARITY

Mohegan Sun presented Sun Whiskey Union on April 21, where hundreds of guests had the opportunity to learn about and taste domestic and imported whiskey, Scotch, bourbon and rye brands among other spirits. Seminars led by brand managers and suppliers gave insight into the production processes, differences in flavor profiles, tasting notes and characteristics. Cigar rolling demonstrations and samples, culinary creations and live music accompanied the spirits. Proceeds from the event went to benefit the United Way of Southeastern Connecticut.

- 1. Kenny Ng, Regional Director, Chatham Imports, Inc. presenting during a Michters seminar.
- 2. Raymond Cruciani, CT Area Manager, Proximo and Damian Cashman, Fine Spirits & Liquor Consultant with Bushmills & Stranahan whiskies during a seminar.
- 3. Will Schragis, National Director, Barrell Craft Spirits, during the Barrell Bourbon seminar.
- 4. Mike DePasqua, Territory Manager, Beam Suntory during the Laphroig, Bomore & Ardmore seminar.
- 5. David Baker, Co-owner, Litchfield Distillery.
- 6. Jon Whalen, Brown-Forman and Kimberly Rose Hill, Connecticut Market Manager, Brown-Forman.
- 7. Paul Mathes, NE Regional Manager, Shaw-Ross Int'l and Drew Barter, Slocum & Sons.
- 8. Will Trupp, Sales Consultant, Slocum & Sons; Mike Boncimino, representing Slocum & Sons; Alycia Sandmeier, Sales Consultant, Slocum & Sons.
- 9. Dave Houghton, Marketing, Onyx Moonshine.
- 10. Gary Dritschler, Market Manager, Campari America.
- 11. Paul Jaronko, District Manager, Hartley & Parker.
- 12. Tommy Brunett, Iron Smoke Distillery.
- 13. Sean Oakley, NE Regional Manager, Terlato Artisan Spirits.

More images can be seen at the beverage journal.com/whiskey-union-mohegan-sun-2017.





### INAUGURAL TASTE OF FARMINGTON RAISES FUNDS FOR FOOD BANK

The Taste of Farmington, presented by Cure Restaurant and Bar in Unionville and the Farmington Food Bank, offered tastes from more than 20 different food and drink vendors from in and around the greater Farmington Valley on April 28 at Farmington Gardens. Spirit, beer and wine samples were provided by Allan S. Goodman, Back East Brewing Co., Black Hog Brewing Co., Brescome Barton, Connecticut Distributors, Inc., Firefly Hollow Brewing Co., Hartley & Parker, Slocum & Sons and Stony Creek Brewing. Area restaurants included 4 Eat & Drink, Apricots Restaurant, Taprock Beer Bar & Refuge, Cake Gypsy, Cugino's Restaurant of Farmington, Cure Restaurant and Bar. Farmington Gardens. The Firehouse Smoker, Greenhouse Café & Tavern, Max a Mia Ristorante, Millwrights, The North House, Wood-n-Tap. Local farms, such as Sub Edge Farm, Griffin Farmstead, Maizey's Market, Jillybean's Farmstead and Clark Farms, also showcased their offerings through creative dishes. The event raised more than \$18,000 to benefit the Farmington Food Bank. The Kenny Mehler Band provided musical entertainment for the evening.

- All from Connecticut Distributors, Inc. showcasing RumHaven Coconut: Mark Schnee, Sales Representative; Callie Bak, Account Development Specialist; Nadine Gengras, Portfolio and Account Development Manager; David Unnever, Sales Representative.
- Larry Miner, Guest; Joe Howard, Owner, Apricots Restaurant; Lou Grimaldi, Sales Representative, Hartley & Parker; Mark Mirligni, Guest, featuring wines from Hartley & Parker Ltd.
- Seth Cerone from Firefly Hollow Brewing Co. of Bristol showcasing the brewery's latest release Collaboration 320. The imperial amber ale is made in collaboration with J.Rene Coffee Roasters in West Hartford using Brazilian and Ethiopian coffee beans and then aged in barrels from local distilleries.
- 4. Black Hog Brewing Co.'s Dorian Patrick and Justin Benvenuto.
- Nikki Simches, Bar Manager, Cure Restaurant. Simches won the cocktail competition with her creation, The Beet Sweats!, named as crowd favorite.
- 6. Ed Dunn, Account Development Manager, Brescome Barton.
- 7. John Tsipouras, Sales Representative, Slocum & Sons pouring tastes for Greg Marcuson, Chef and Owner, Cure Restaurant.
- 8. All of 4 Eat & Drink in Farmington: Gabi Schneiter, Isaac Hunter, Christina Pare and Ryan Jackman.
- 9. Adam Baker of Allan S. Goodman pouring samples from 14 Hands and Chateau Ste. Michelle.
- 10. Chef Tyler Anderson of Millwrights in Simsbury speaking with guests during the Taste of Farmington.
- 11. Khalid Williams of Taprock Beer Bar & Refuge.
- 12. All of Apricots Restaurant: Marcus Luna, Executive Chef; Jeremy Lehner, Sous Chef; and Stacey McManus.

More images can be seen at thebeveragejournal.com/taste-of-farmington-2017.



### CDI HIGHLIGHTS ROSÉ PORTFOLIO DURING EDUCATIONAL SESSION

Connecticut Distributors, Inc. (CDI) hosted a Rosé Soiree, an educational sales meeting to learn about the different styles of rosé in the CDI portfolio on April 7. CDI's Greg Altieri hosted the educational tasting, with Chris Sperling leading the presentation focused on imported and domestic rosés, style characteristics based on terroir, and the brands. Sandra Terenzio created cocktails featuring rosé for a presentation about its use as a base in cocktails for menu creation.

- 1. CDI held an in-house Rosé Soiree to educate the sales team on more than 40 different rosés in its portfolio.
- 2. A rosé education station.
- Chris Sperling, Portfolio and Account Development Director, CDI; Greg Altieri, New Accounts/Events Planning, CDI; and Doug Ramey, Sales Representative, CDI Considine Division. Photo Courtesy Joe Palisi.
- 4. Tom Talmadge, Fine Wine Business Manager, CDI. Photo Courtesy Joe Palisi.
- 5. Chris Sperling, Portfolio and Account Development Director, CDI.
- 6. Sandra Terenzio, Portfolio Manager, CDI, presenting how to market rosé in cocktails.
- 7. Rosé cocktails.
- 8. Jeremy Doyle and Michelle Ortago, both of CDI with Seaglass and Pomelo rosés.
- 9. Rosé display.



# PIU FACILE SHOWCASES SELECTION AT OFF-PREMISE LOCATIONS

Bruno Ceniccola, Owner of Branford-based Piu Facile, showcased its portfolio of Italian red and white wines at Thompson Liquors in Thompson and The Village Wine Shoppe in Milford in April. Piu Facile Imports offers Italian wines from the Guardiense Winery, located in a small village of Guardia Sanframondi in the Province of Benevento, Campania region.

- 1. Bipin and Tara Patel, Owners, The Village Wine Shoppe in Milford during an in-store tasting of Piu Facile wines
- 2. Neil Patel, Owner, Thompson Liquors, showcasing Guardia 33 wines.



### HARTLEY & PARKER CELEBRATES ANGELICO'S MILESTONE ANNIVERSARY

Hartley & Parker's Paul Angelico celebrated his 50th anniversary with the company on April 3, 2017. Angelico began working with the distributor in April of 1967 as an Account Executive, first hired by Founder Julius Rosenberg. Promoted to many roles including District Manager, Angelico was most recently named General Sales Manager. Angelico has worked with three generations of Hartley & Parker's management, now with Jerry Rosenberg, President and son David Rosenberg, Vice President.

When asked what he enjoys most about the industry, Angelico said "helping customers, mentoring sales people, working with suppliers and building brands." In his 50 years at the company, Angelico has helped launch and build state sales of Tito's Vodka, Absolut, Skyy Vodka, Goldschlager, wine selections from Robert Mondavi and Rodney Strong, and many others. "It's just been a great company to work for, that's why I still love coming to work. The goal is not retirement, the goal is being happy and I'm happy to work, and I love building brands."

Hartley & Parker's David Rosenberg, Vice President, Paul Angelico, General Sales Manager and Jerry Rosenberg, President.





### SLOCUM & SONS LAUNCHES ENGLISH SPARKLING WINE

Slocum & Sons added Chapel Down, an English sparkling wine producer, to its fine wine portfolio. Brenton Blanchard, Business Director at ABCK Corp., presented Chapel Down Three Graces, Rosé Brut and Reserve Brut to the Slocum & Sons salesforce in April. "One of the growing categories is the new raft of sparkling wine producers from England's southeastern coast. The soil there is primarily chalk, think of the White Cliffs of Dover, the same as Champagne," said John DeChello, CSW and Wine Director at Slocum & Sons. "And, in recent years they've been able to ripen grapes in every vintage. Chapel Down is one of just a few wineries that have achieved great quality and critical acclaim out of the gate." Chapel Down selections are made under Winemaker Josh Donaghay-Spire.

- Noah King-Smith, Key Account Manager Hartford/New Haven, Slocum & Sons; Paul Burne, Key Account Manager Fairfield/ Litchfield, Slocum & Sons; Alex Meier-Tomkins, Boutique & Craft Brands Director, Slocum & Sons; Brenton Blanchard, ABCK Corp., outside of Slocum & Sons with Chapel Down wines.
- 2. Brenton Blanchard, Business Director, ABCK Corp., presenting Chapel Down wines to Slocum & Sons on April 14. Three Graces is a blend of 60% Chardonnay, 33% Pinot Noir and 7% Meunier, sourced from vineyards in Kent, Essex and Sussex on chalk and clay soils. The Rosé Brut is made from 100% Pinot Noir grapes and sourced from Kit's Coty Vineyard near Aylesford in Kent. Reserve Brut is made of 44% Chardonnay, 38% Pinot Noir, 11% Pinot Blanc and 7% Pinot Meunier from vineyards in Kent, Essex, Sussex and Dorset.
- 3. Chapel Down Brut and Three Graces.



### KAS KRUPNIKAS HIGHLIGHTED DURING APRIL TASTING EVENTS

Spirit entrepreneurs Marushka Osman and Kas Katinas hosted an in-store tasting event of Kas Krupnikas at Stamford's Fairway Wine and Spirits on April 28. The Kas Spirits team also served as one of the many food and drink vendors during New Britain's Little Poland Festival on April 30. The husband-and-wife team gave consumers the opportunity to taste the small-batch, handcrafted Krupnikas, made from locally-sourced New York honey, along with a mixture of 10 spices, including star anise, cinnamon and cardamom. *Wine Enthusiast* rated Kas Krupnikas 92 points, earning it a spot on the list's "Top 100 Spirits of 2015." The New York-based Kas Krupnikas is distributed in Connecticut via Highland Imports.

- Marushka Osman, Co-founder, Kas Spirits during an in-store tasting event at Fairway Wine and Spirits in Stamford on April 27.
- 2. Kas Katinas, Co-founder, Kas Spirits speaking with guests at the Little Poland Festival in New Britain on April 30.



### HIGHLAND IMPORTS LAUNCHES GRAND TETON DISTILLERY BRANDS

Highland Imports of Shelton launched new selections from Idaho's Grand Teton Distillery, whose products include Born and Bred Vodka, Teton Huckleberry Vodka and Colter's Run Bourbon. Born and Bred Vodka is made from Idaho potatoes and is 20 times distilled with "unspoiled glacial water that flows from the Grand Teton Mountains." The gluten-free vodka earned a Gold Medal from the 2016 Wine & Spirits Wholesalers Association competitions. Teton Huckleberry Vodka, made with Idaho huckleberries infused in the potato vodka over a nine-week period, is naturally gluten-free and received 2015 and 2016 Bronze Medals from the Beverage Testing Institute. Colter's Run Bourbon Whiskey, made from corn and rye in small batches, offers flavors of vanilla and oak and is aged for a minimum of three years. It achieved Double-Gold medal status in 2015. Tim Harland, Vice President of Sales and Marketing at Grand Teton Distillery, visited Connecticut in April to launch the spirits. Harland, along with representatives from Highland Imports, traveled the state to promote the brand, making stops at Jesup Hall in Westport, Murphy's Townhouse in Stamford and Mill Street Bar and Table in Greenwich, among many other locations. The Born and Bred Vodka brand was founded in partnership with actor and producer Channing Tatum, who "sought out the best American-made vodka" to partner with, leading him to the award-winning distillery. Tatum will create and curate a series of marketing content to promote "what unfolds when camaraderie meets adventure" as part of the partnership.

- Rachelle Madgic of Bistro B at the Westport Inn with Tim Harland, VP Sales and Marketing, Grand Teton Distillery. Grand Teton Distillery is located on the western slope of the Teton mountain range in Driggs, Idaho.
- Rachelle Madgic, Bistro B at the Westport Inn, creating cocktails with Grand Teton Distillery products.
- 3. Tim Harland, VP Sales and Marketing, Grand Teton Distillery and Geoff Lazlo from Mill Street Bar and Table in Greenwich.
- 4. Craig Ventrice, Bar Manager, Jesup Hall in Westport, creating cocktails featuring Born and Bred Vodka.
- 5. Bruno Recouvreur, Sales, Highland Imports with Donny Pierro and Elio Cavicchia, Black Cat Grille in Redding.
- Robyn Menere of The Redding Roadhouse and Bruno Recouvreur, Highland Imports during a brand session with Grand Teton Distillery products, creating the "Huckleberry Finn" craft cocktail.



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# CONNECTICUT RESTAURANT ASSOCIATION HOSTS SPRING POTLUCK EVENT

Waypoint Spirits hosted the Connecticut Restaurant Association (CRA) for a Spring Potluck and Cornhole Tournament on May 1. CRA member venues, including J. Timothy's Tavern and Grant's, provided food for the event. Allan S. Goodman provided wine and brand information while Thomas Hooker Brewery, Thimble Island Brewing Company, New England Brewing Company and Back East Brewing Company provided local brews. Waypoint Spirits hosted guided tours of the distillery, with samples of its spirits line available at the bar. Guests also took part in a friendly cornhole tournament, with the Joey Garlic's team taking first place, Waypoint Spirits in second and Datapay Pavroll in third. Proceeds from the event benefited the CRA-supported Connecticut ProStart® Program, a twoyear management and culinary skills program for high school students to pursue hospitality education.

- 1. Thomas Hooker Brewery, Thimble Island Brewing Company and New England Brewing Company products on display.
- 2. A selection of beers from Back East Brewing Company.
- Chris Uriano, Vice President of Sales, Allan S. Goodman; Sarah Maloney, Executive Director, Connecticut Restaurant Association; Brian Schreier, Marketing Manager, Allan S. Goodman; Kurt Graf, Century Division Manager, Allan S. Goodman; Howard Asadow, District Sales Manager, Allan S. Goodman; Jeff Conelius, Craft Spirit Specialist, Allan S. Goodman; David Rossi, Co-Owner, Waypoint Spirits.
- 4. Allison Rodia and Kelsey Renfro, Sales, Waypoint Spirits.
- 5. Isaac Hunter, Executive Chef, 4 Eat & Drink and Christina Para, Manager, 4 Eat & Drink.
- 6. Connecticut Restaurant Association's Sarah Maloney, Executive Director and Ashley Hebert, ServSafe & Membership Director.
- 7. CRA members practicing for the cornhole tournament.
- John Taylor (left in blue), Co-owner of Waypoint Spirits, leading a tour of the distillery for CRA and industry members during the CRA Spring Potluck event.
- Allison Rodia of Waypoint Spirits conducting a tasting for Miguel Proano, Carlina Fontaine, Jeannie Venditto and Steve Balicki, all from Buffalo Wild Wings.
- 10. The CRA Spring Potluck event was held at the Waypoint Spirit distillery in Bloomfield.



# SCHEID FAMILY WINES ANNOUNCES NEW MULTI-STATE MANAGER

Scheid Family Wines announced the appointment of Craig Weigand as Multi-State Manager for New Jersey, New York, Connecticut and Delaware. Weigand offers broad industry experience in luxury wine sales from his previous positions as Northeast Sales Manager at Elite Brands, Northeast Sales Manager for Middleton Family Wines and 18 years at The Charmer Sunbelt Group, where he was Director of National Accounts On Premise from 2006-2011. Weigand will handle the company's sales and distributor management in the four states. The Scheid Family Wines nationally-distributed portfolio includes Scheid Vineyards, District 7, Metz Road, VDR, Stokes' Ghost, GIFFT, Ranch 32 and Ryder Estate. In addition, Scheid Family Wines produces more than 15 regionally distributed brands for specific clients or distributors.

Craig Weigand, Multi-State Manager for New Jersey, New York, Connecticut and Delaware, Scheid Family Wines.



### GERONIMO TEQUILA BAR AND SOUTHWEST GRILL EARNS CRT CERTIFICATION

Geronimo Tequila Bar and Southwest Grill in New Haven and Fairfield recently joined an elite group of approximately 40 restaurants worldwide, including Tequila Mockingbird in New Canaan, to earn and hold a CRT Award T Certification from the Mexican government's Tequila Regulatory Council. The award recognizes a venue's "commitment and knowledge of teguila." The goal of the "Award T" certification is to raise interest and knowledge about tequila. The main requirement for a venue to receive the certification is 80 percent of the staff successfully passing a written test after going through ten hours of training with a representative from the Mexican Consulate discussing tequila guidelines, the history of tequila, cultivation and harvesting of agave and the production process for making tequila. Additional requirements include confirming the venue only purchases and serves CRT certified teguila and the method for disposing used bottles. Geronimo houses the largest selection of tequila on the East Coast with more than 400 options, including their own labeled Herradura Double Aged Tequila.

- 1. Both locations of Geronimo Tequila Bar and Southwest Grill received a plaque recognizing the CRT Award T Certification.
- An individual certification that more than 50 members of the Geronimo team received for passing the Tequila Regulatory Council test.
- 3. Tim Scott, Director of Operations and Partner, along with Richard Hildebrandt, General Manager, Geronimo New Haven.





Photos by Joe Palisi.



Photo courtesy of Campari America. By Michael Leung.

### CDI WELCOMES EFFEN VODKA TO ITS SPIRITS PORTFOLIO

Connecticut Distributors, Inc. (CDI) officially kicked off its distribution of Effen Vodka on April, 28, 2017. The sales teams came together for a company-wide opportunity to learn about the brand with a presentation from Effen Brand Manager Joe Sargent, who visited from Chicago as the team prepares to reintroduce the brand to the state. Effen Super-Premium Vodka, imported from Holland, is made from premium French wheat. Effen Vodka uses a continuous distillation process, along with all-natural ingredients to create a smooth taste on the palate. Effen Vodka flavors include black cherry, raspberry, cucumber, blood orange and green apple. Six tasting stations offered a cocktail made with each flavor paired with a complementary food dish. A personally-engraved Effen bottle was presented to each sales representative.

- 1. Effen Vodka on display.
- 2. Commemorative Effen Vodkas bottles were personally engraved with the name of each sales member of the sales team.
- The CDI sales team watches a presentation by Effen Vodka Brand Manager Joe Sargent.
- 4. Steve Drew, Business Manager, CDI; Maria Gatautis, Territory Manager Rhode Island, Beam Suntory; Joe Sargent, EFFEN Vodka Brand Manager; Mike DePasqua, Territory Manager Connecticut, Beam Suntory; John Parke, President, CDI; Jason Medvegy, Regional Vice President Franchise Region, Beam Suntory; Marco Pelliccio, State Manager Connecticut, Beam Suntory; Allen DiBuono, Senior Manager Commercial Field Marketing, Beam Suntory; and Brenden Lee, Territory Manager Western Massachusetts, Beam Suntory.

# USBG CT MEMBERSHIP DRIVE AND SCAVENGER HUNT HITS NEW HAVEN

The United States Bartenders' Guild Connecticut (USBG CT) chapter, sponsored by Campari America, hosted a Spring Membership Drive Scavenger Hunt on April 24 in downtown New Haven. The scavenger hunt began at Box 63 where participating teams had to gather items from a list of area restaurants and meet back at Olives & Oils to create Campari cocktails and a family-style dinner. During the scavenger hunt, USBG CT members discussed the many benefits of joining the trade organization with guests and learned about Campari brands. The USBG CT chapter hosts an array of beverage industry events and educational sessions with beverage suppliers, as well as participates in regional, national and international industry events to further the profession and the craft of bartending.

- Campari America and USBG CT hosted the Spring USBG Membership Drive. Various restaurants in downtown New Haven participated through Campari-based cocktails and food specials during the hunt.
- 2. Participating USBG CT members, guests and trade professionals during the Spring Membership Drive Scavenger Hunt.





### SLOCUM & SONS ADDS NEW SPIRITS, WINES TO PORTFOLIO

Slocum & Sons of North Haven welcomed Sagamore Spirit Rye and Cask Strength whiskies to its portfolio. The team hosted an internal launch at New Haven's 116 Crown. Tom Schlachtenhaufen, Executive Vice President of Sales, Sagamore Spirit, presented the story of the brand and its production processes followed by an educational tasting. Sagamore Spirit was founded by Kevin Plank, CEO of Under Armour and former Under Armour Executive Bill McDermond at Plank's 530-acre Sagamore Farm in Glyndon, Maryland. The line includes Sagamore Spirit Rye Whiskey, Sagamore Spirit Rye Cask Strength Whisky and Sagamore Cask Strength. Other new products that became available in April include Bumbu Rum Co., Herman Story Wines, Sokol Blosser Wines, Potek Winery, Charles Smith Wines and Domaine Roy Wines.

- 1. Sagamore Spirit Rye and Sagamore Spirit Rye Cask Strength.
- John Slocum, Executive Vice President and General Manager; Alex Meier-Tomkins, Boutique and Craft Brands Director, Slocum & Sons; Tom Schlachtenhaufen, Executive Vice President of Sales, Sagamore Spirit.
- 3. Tom Schlachtenhaufen, Executive Vice President of Sales, Sagamore Spirit (standing) presenting to Slocum & Sons.
- 4. Bumbu Rum of Barbados is handcrafted from a blend of sugarcane selected from eight countries throughout the West Indies and South America. The rum, based on 16th century recipes, is aged up to 15 years in grade-A, once-used Kentucky bourbon barrels at an historic Barbadian distillery, operating since 1893.
- Casual Encounter 2013 is a red blend of 41% Syrah, 37% Grenache, 18% Mourvedre and 4% Tannat; Nuts & Bolts 2015 is 100% Syrah and On the Road 2013 is 100% Grenache.
- Sokel Blosser wines available include Evolution Sparkling, Evolution White, Evolution Pinot Noir, Evolution Red, Sokol Blosser Estate Grown Rose 2016, Pinot Gris 2015, Estate Pinot Noir 2014, Big Tree Block Pinot Noir 2013 and Orchard Block Pinot Noir 2013.
- 7. Potek Wines available include Blanc de Blancs 2013, Chardonnay Mormann Vineyards Organic 2015, Chardonnay Bien Nacido Vineyard Organic 2015, Pinot Noir Rancho la Vina Vineyard 2014, Pinot Noir Sanford & Benedict Vineyard 2014, Pinot Noir Rita's Crown Vineyard 2014, Grenache Demetria Vineyard Biodynamic 2014, Syrah Mormann Vineyard Organic 2014 and Syrah Kimsey Vineyard 2014.
- Charles Smith Wines include Kung Fu Girl Riesling; Eve Chardonnay, Velvet Devil Merlot, Chateau Smith Cabernet Sauvignon and Boom Boom Syrah.
- 9. Domaine Roy Wines include Incline Pinot Noir 2014 and Petite Incline Pinot Noir 2015.



# Surrey Wine Shop

BY SAVANNAH MUL

emetris Tolides has found his niche in the Farmington Valley. He owns and operates Surrey Wine Shop, an eclectic collection of wine, coupled with a smaller variety of beer and spirits, located on a busy stretch of Route 4 in Farmington.

"Wine is my thing," Tolides said. "I like to find the completely unknown or small production items that have good points." He said by stocking wines with a story or interesting and different grapes, "you eliminate competition because you are offering something different." Ninety percent of the store's sales are from wine and he features about 500 different labels at the store.

The open space at Surrey Wine Shop introduces a friendly environment and allows Tolides to provide his brand of personalized customer service. "I'm behind every product I sell here and if I don't have something the customer is looking for, I can recommend another product that is similar. It's very personal, the interaction, tête-à-tête," he said.









Tolides works at the store six days a week and closes the shop on Sundays for a day of rest, but he said being at the store daily works to his advantage. "I'm here all the time and you get to know your customers and the products." Tolides attends distributor-hosted tastings and wine seminars to further his knowledge and ability to sell products. After being in the industry for 30 years, he has built up his knowledge of wines, he said.

Last year, Tolides updated the store with new mahogany shelves that feature "uncommon" wines under \$20. Popular price points for purchases fall between \$15-20. Surrey Wine Shop also features a temperature-controlled wine room, which was added in 1997, to house its finer selections of wine, Champagne and sparkling options.

"Everything is all rosé now, like smaller

LOCATION 1019 FARMINGTON AVENUE FARMINGTON, CT FACTS

SQUARE FOOTAGE: +/- 1,000 YEARS IN OPERATION: 30

microbrew beers ... a couple years ago it was all Mike's Hard Lemonade. When I got into the business it was Peachtree Schnapps," he said. "It's always changing and we have to change with the times." In April, Tolides began preparing his summer inventory and increased his rosé, Sauvignon Blanc and other white varietal offerings.

Surrey Wine Shop hosts in-store tastings with visiting winemakers or sales representatives and also partners with area restaurants to host wine dinners.

"I have met amazing people in this business. It's long hours, but you have to enjoy it. You got to like what you're doing, too," Tolides said. "You have to find a niche and you have to be there." Tolides also owns Pizzeria Artistica, a brick-oven pizza eatery located next door to Surrey Wine Shop.

Demetris Tolides, Owner, Surrey Wine Shop.



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

# THE BEACHHOUSE PUTS A STAMP ON SUMMER

PACKAGE UPDATE & SWEEPSTAKES LAUNCHING NATIONALLY

BY W. R. TISH

mericans are accustomed to receiving vibes from logos, feelings from product names and cues from packaging. Wine is no different, but it is rare when a wine ties into a promotion that naturally reinforces the brand identity and brings the retailers into the picture as well. For The Beachhouse, a globally-sourced, budget-minded varietal line from Pacific Highway Wine & Spirits, a bold summer sweepstakes is infusing fresh appeal by playing off a timeless theme: fun.

The Beachhouse brand actually has six vintages under its belt, but 2017 marks the first year that Pacific Highway is building a promotion around the brand. Moreover, the promotion coincides with a colorful brand refresh, and both the Beachhouse package and the sweepstakes POS combine for standout visual appeal.

Angela Slade, Brand Manager, notes that simplicity was a key goal. The redesign features a bright monochrome color palette, a starfish as a focal point, and simple descriptive text on both the front and back labels. "The brand has a lot of humor and charm, but needed a refresh," Slade explains. "We toned it down and made it more about personal gatherings and personal time, times of relaxation, especially in the summertime." In short, The Beachhouse is angling to be people's summer house wine. And the appeal extends beyond the Millennial demographic.

### **Freedom Factor**

With the update already having an impact shipments are up 45% over the same time last

year, notes Slade—and with national distribution in place, the stage is set for the brand's ambitious sweepstakes promotion, which runs Memorial Day through Labor Day. Key aspects of The Beachhouse \$10K Getaway:

- Runs Memorial Day through Labor Day
- Grand prize is a gift certificate worth \$10,000 to use with Travel Leaders for a customized getaway
- Program is supported by displays, social media, events and advertising

What sets the promotion apart from typical sweepstakes is the customizable grand prize. "It's wide open. The winner can book a yoga retreat with friends or book a beach house to rent and host a big family gathering, or go hunt down lost relatives in Cork. It spans interest and ages," she says. Indeed, while researchers often note Millennials' attitudes toward experiences over "things," the customiz-



beachhouse

chhouse

able factor certainly extends the appeal among LDA consumers.

beachhouse beachhouse beachhou

As with all such sweepstakes, no purchase

is necessary to win. Making it hard not to notice, the POS materials are colorful but grounded by a whitewashed wood motif and the tagline "Sip back and relax." Floor displays can be set up with a single stack of four cases (there is also an arbor display for 16-20). And the sky-blue neck hangers complement The Beachhouse labels well.

Social media support for the \$10K Getaway will focus on Facebook, Instagram and music streaming. Summerthemed activations slated for the last weekend of each month are designed to drive additional awareness and participation.

And all the while, The Beachhouse wines are hanging comfortably in their fresh simple summary

fresh, simple summery wardrobe, friendly under-\$10 tags and global footprints: Pinot Grigio from Italy; Chardonnay from California; and Sauvignon Blanc, Rosé and Sunset Red (Shiraz) from South Africa.





# 

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# 1. HEINEKEN 'COOLERPACK'

Heineken is launching the "CoolerPack," an engineered 18-pack cardboard innovation that allows consumers to chill their Heineken by simply removing the top to their case and adding ice. The CoolerPack is the newest addition to the Heineken range of packaging configurations, bringing convenience and occasion-based purchase choice to beer drinkers everywhere. Designed to pop open the top—just fill the pack with ice.

### 🌐 heinekenusa.com

SRP: \$17.99

broncowine.com

đ.

### **4. GRAVEL BAR 2015 COLUMBIA** VALLEY PINOT GRIS

Propelled by hot days and cool nights, the 2015 harvest in Washington State's Columbia Valley harvest may have been the earliest ever. The Pinot Gris was fermented cold in stainless steel and aged "sur lie," developing a creamy texture on top of the crisp acidity. Flavors of juicy pear and melon are accompanied by light floral and herbal notes. Ideal with grilled vegetables, sea bass and spaghetti carbonara. Marketed by Bronco Wine Co.

### LERPACK' 2. RAYMOND VINEYARDS 40<sup>TH</sup> ANNIV. RESERVE CABERNET

Marking 40 harvests, Raymond Vineyards 2014 Napa Valley Reserve Selection Cabernet Sauvignon is opulent inside and out. The wine honors the Raymond family legacy in Napa, but it also reflects the innovation and passion Jean-Charles Boisset has infused since he purchased the winery in 2009; and the label echoes the velvet-ensconced Raymond Red Room, a Napa destination. The wine (RP 93 pts) is sourced from Raymond's certified organic and Biodynamic estate vineyards in Rutherford and St. Helena.

2.19%

SRP: \$40

raymondvineyards.com

# 5. ADMIRAL NELSON'S PINEAPPLE RUM

Heaven Hill Brands is expanding their Admiral Nelson's Rum franchise with the release of a Pineapple expression. Bottled at 70 proof, the natural fruit flavor is blended with light Caribbean rum, creating a flavorful base for cocktails. The new expression, highlighted in the packaging with yellow and brown accents, will be supported by retail POS items with the "Admirably Smooth. Perfectly Pineapple." brand message. Available in 50ml, 750ml,1L and 1.75L.

SRP: \$10.99/750ml admiralnelsonsrum.com | heavenhill.com

### **3. NOVO FOGO** CAIPIRINHA IN A CAN

Novo Fogo, producer of organic cachaças from fresh sugarcane, is introducing the first-ever canned version of the popular Caipirinha cocktail. Fresh, natural, flavorful and carbonated, it is based on Novo Fogo, an award-winning Brazilian cachaça distilled just meters from the Atlantic Rainforest. The Novo Fogo Sparkling Caipirinha can be served straight from the chilled 200ml can, over ice in a glass, and with or without a slice of lime. 11.1% ABV.

SRP: \$3.99/can

novofogo.com

### 6. CUPCAKE VINEYARDS ROSÉS

Considering that Cupcake Vineyards is a global brand, it should surprise no one that both a still and sparkling rosé are joining the portfolio. The 2016 California Rosé (SRP \$12.99) is a blend of California Grenache, Pinot Noir, Syrah and Merlot, dry in the Provençal style, with notes of strawberry and watermelon. Cupcake Vineyards Sparkling Rosé (\$15.99), made from Chardonnay and Pinot Nero grapes in Italy, will only be available through September.









-fft-

SRP: \$12.99 Still | \$15.99 Sparkling cupcakevineyards.com

SRP: \$5.99/four-pack

twistedshotz.com

\$

-fft-

**10. STOLI CRUSHED** Stoli, the first vodka brand to introduce flavors

dreyfusashby.com

SRP \$25-\$30

\$

ffte

in 1962, continues to innovate, entering the fast growing "real fruit juice" spirits segment with Stoli Crushed, in Pineapple and Ruby Red Grapefruit. Made from naturally gluten-free ingredients (including corn and buckwheat) and blended with real fruit juice, Stoli Crushed expands on Stoli Gluten Free, which was successfully introduced in April 2016. 60 proof. 8. BRINLEY'S SHIPWRECK

Brinley's Shipwreck White Reserve Rum, joining the brand's lineup of flavored Caribbean rums, is 80 proof, made from blackstrap molasses, five times distilled, gluten-free and aged for one year in American oak. Its textured, silverywhite label is printed on real American birch and designed with navigational coordinates to mark historic shipwrecks around the globe. A portion of every Shipwreck sale will be donated to the St. Kitts Sea Turtle Monitoring Network.

# WHITE RESERVE RUM

CRUSHED

### 9. 7 MOONS RED BLEND

New from Constellation this spring, 7 Moons Red Blend celebrates the seven phases of the moon by combining seven grape varieties sourced from California's Central Coast and Lodi regions. Smooth, fruity, and easy to drink, the 2015 blends Syrah, Merlot, Petite Sirah, Zinfandel, Cabernet Sauvignon, Malbec and Grenache. Aromas of chocolate-covered cherries, baking spices and vanilla lead into palate notes of strawberry preserves, cherry cola and milk chocolate.

### SRP: \$23.99 \$

brinleygoldshipwreck.com | opici.com -fft-

### **11. BALLETTO 2016 RUSSIAN RIVER SAUVIGNON BLANC**

Balletto makes all of its wine from sustainably farmed estate vineyards in the cool Russian River Valley. This inaugural vintage of Balletto Sauvignon Blanc opens with lemon/lime, honey and anise aromas, but the real personality of this wine lies in its mouthfeel and balanced weight. It's chock full of texture, tang and flavors that all hit the palate at the same instant, making for lush, delicious wine. Marketed by Bronco Wine Co.

\$ SRP \$27.99 broncowine.com



### **12. TWISTED SHOTZ**

Keeping the RTD category fresh, Twisted Shotz has just released a second winner from their "You Call the Shot" contest: PussyCat, a watermelon and piña colada flavored cocktail. As with all the 40-proof Twisted Shotz flavors, PussyCat is delivered in a double-chambered, reusable shot glass. The contest was successful in reaching 650,000+ unique fans. PussyCat will be available as a four-pack and as part of the Getaway Pack of 15.



# new products



7. DOPFF & IRION

Château de Riguewihr Dopff & Irion has added

Riesling (SRP \$28), Grand Cru Vorbourg Pinot

three terroir-driven wines from their premium

range—2011 Grand Cru Schoenenbourg

Gris (\$30) and Crémant d'Alsace Elegance

Cuvée Prestige (\$25)-through the brand's

Cru Schoenenbourg Riesling named Best

Trophy) by the IWSC last November.

importer, Dreyfus, Ashby & Co. All three wines

have won international awards, with the Grand

Riesling in the World (Jancis Robinson Riesling

**ALSACE WINES** 





## Seagull Appointed to Head Department of Consumer Protection

### FROM STAFF REPORTS



Governor Dannel P. Malloy appointed Michelle Seagull to serve as the Commissioner of the Department of Consumer Protection on May 1, 2017. Seagull, a resident of Glastonbury, has served as the Deputy Commissioner for the Department of Consumer Protection since 2011. Jonathan Harris left the post in April to pursue a 2018 gubernatorial run.

Prior to her work at the Department of Consumer Protection, Seagull was a partner at Axinn, Veltrop and Harkrider LLP, a



Michelle Seagull, Commissioner of the Department of Consumer Protection, State of Connecticut.

firm that specializes in unfair-trade and antitrust litigation. Seagull received her B.A. from Washington University in St. Louis and a J.D. from Harvard Law School.

In a press release issued by Gov. Malloy's office on May 1, Seagull stated, "I want to thank the Governor for appointing me as commissioner, and for his confidence that I can continue to serve consumers and businesses in our state," Seagull said. "I'm proud of what we have accomplished in my time here. We've streamlined our licensing and complaint processes, made great strides to improve public health and safety, and educated Connecticut residents about the best ways to be safe in today's marketplace. I look forward to building upon these accomplishments with our team of dedicated public servants."

The Department of Consumer Protection regulates all persons and firms involved in distributing, selling and dispensing alcoholic liquor in order to prevent sales to minors and intoxicated persons, maintain product integrity, and ensure that licensed premises are safe and sanitary. Through the Liquor Control Division, the Department enforces the Connecticut Liquor Control Act and its corresponding regulations. The Division is the primary investigative arm of the Connecticut Liquor Control Commission. The DCP also licenses and registers over 280,000 individuals and businesses in over 200 different categories.


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### CPSA LEGISLATIVE NOTES AND UPDATES

BY CARROLL J. HUGHES, EXECUTIVE DIRECTOR, CPSA

### Minimum Bottle Repeal Defeated by CPSA Lobbyists

Despite being sent to two committees, legislation to remove minimum bottle pricing was again defeated by CPSA lobbyists who continue to oppose minimum bottle repeal. Both committees rejected the premise that it was a revenue bill, but the repeal will continue to be an issue as long as the budget remains unsettled and not adopted by the General Assembly.

CPSA calculated that the passage of the bill would result in a \$6 to \$9 million loss of sales tax revenue without any gain in excise tax. CPSA also projected that up to 600 stores could potentially go out of business, causing a loss of over 3,000 industry jobs, if minimum bottle pricing was repealed. Such a loss would also eliminate millions of dollars of other state and local taxes.

Minimum bottle has and will continue to be presented as a tax issue, comparing Connecticut to major competitors in Massachusetts, Rhode Island and New Hampshire, which have no sales tax on liquor. Massachusetts and Rhode Island have lower excise taxes, and New Hampshire has no excise tax.

Industry sources have provided information showing that states such as New Hampshire are purchasing alcohol beverages at a lower cost than wholesalers in Connecticut can for the same products. CPSA lobbyists will continue to remain vigilant on this issue as the legislative session continues.

### Will Connecticut's Bottle Bill be Repealed?

The repeal of Connecticut's bottle bill has been a much debated issue this year. The proposed legislation had little support from leadership, and generated several counterproposals to increase the amount of the deposits, increase handling fees, and an expansion to include all wine and spirits bottles and caps.

However, it is expected that the state's bottle bill will remain mostly unchanged this year. One of the main reasons for this is that the Governor proposed doubling the deposit fee from 5 to 10 cents, which is projected to raise \$10 million from the bottle bill's unredeemed deposits.

### Out of State Shipping of Alcohol Issue Raised

One of the more interesting issues raised this year was the out of state shipping of alcohol to consumers. The Wine & Spirits Wholesalers of Connecticut (WSWC) and CPSA both opposed the bill, which would allow the direct shipment of wine and spirits to consumers by out of state retailers. Consumers would be individually responsible for paying excise and sales tax on the purchase of the alcohol item, which would all but assure that no sales or excise taxes would be paid to the state by individuals.

The bill was supported by local persons self-identified as wine collectors/consumers and the Distilled Spirits Council of the U.S. (DISCUS). The proposed system has the potential to eliminate or at least erode the sales of retail outlets in the state. As with many other retail stores, mail order sales continue to threaten the stability of stores and shopping centers in the state.

### CPSA Annual Golf Outing – June 14th

The annual CPSA Golf Outing will be held on Wednesday, June 14th. It is expected to once again be sold out. More than 200 retailers and industry persons are expected to attend the event at Whitney Farms Golf Club in Monroe, Connecticut. This year, CPSA has included exclusive pricing for CPSA members to attend the reception at the beautiful Stone Barn



CARROLL J. HUGHES EXECUTIVE DIRECTOR, CPSA

Restaurant at Whitney Farms, which will begin at 1:00 PM. Please contact the CPSA office for details. Phone: 860.346.7978 Email: mdaley@ctpsa.com

### **CPSA Visits Local Distillers and Brewers**

This past February, CPSA partnered with Two Roads Brewing Co. to host an industry update and reception at the local brewer's facility. More than 60 package stores from around the state attended, enjoying great conversation, local fare and, of course, Two Road's delicious beers. Due to the huge success of the occasion, CPSA leaders decided to continue hosting such events at other breweries and distilleries across Connecticut.

The second event occurred at Waypoint Spirits in Bloomfield, Connecticut, which produces various spirits including vodka, gin, whiskey and rum for the alcohol beverage market in-state and for export. Opened in July of 2015, partners John Taylor, David Rossi and Doug Bowie have had great success and continue to expand their line of popular products, which you can find at your local package stores or in your local restaurants. CPSA appreciates the working relationships established with the local breweries and distilleries from hosting these events, and looks forward to including other locations in the future.



### LEARN MORE



For more information on any of these topics and more, visit www.CTPSA.com.

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# NAVIGATING THE INS AND OUTS OF DRINK PROMOTIONS

BY JERRY FARRELL, JR.

We've all seen the ads in alternative newspapers and on social media. Maybe you've even run them. But do they comply with Connecticut's laws concerning drink promotions?

A number of Connecticut laws restrict how you may serve alcohol. Let's approach these restrictions as tools to ensure that you do not overserve your customers, rather than as constraints on how you operate your business.

Sec. 30-6-A24b(b), the regulation specifically addressing drink promotions, is broken into four distinct sections:

Section 1 tells you that any individual customer may only receive one drink at a time for him/herself. A "drink" is defined as a single serving which would include a "double," a half-bottle or half-carafe of wine or a split.

So where does a shot-and-a-beer fall? While not specifically mentioned in the regulations, for enforcement purposes the Department of Consumer Protection has generally considered a shot and a beer ORDERED AT THE SAME TIME to be one drink.



What about when a patron approaches a bartender and orders two drinks? Are they both for him or is one for his friend at the table? It is the server's responsibility to determine who is receiving the second serving.

Section 1 continues by telling you that your customer may not receive another drink until his/her first one has been substantially disposed of or consumed. The regulations do not define substantially but it would be unwise for a server to serve a second drink to a customer who has a half-full drink before him.

Section 2 tells you that you may only serve a pitcher or other container of drinks to two or more persons. You may only serve one pitcher or other container to the same group at the same time. If a person orders a pitcher but asks for only one glass, a server or bartender should question who the pitcher is going to.

You may not serve a pitcher to two people if one of them is a minor, unless the person ordering is the parent or legal guardian of the minor, or the spouse over the age of 21, with the person who

> is not of legal drinking age. Please note that if you do serve a pitcher to a parent and his underage child, the parent must remain with the underage person.

> Section 3 tells you that you may not sell or offer or deliver an unlimited number of drinks to one person during a set time period. So, you can't offer "All



JERRY FARRELL, JR.

you can drink for \$10 from 6 till 9" or "Bottomless Bloody Marys for \$5 from 1 till 3" or "Unlimited pitchers for \$10 from 10 till closing."

Section 4 tells you that you can't encourage or allow any game or contest that involves drinking or the awarding of drinks as prizes. So, you can't have "Beer Pong" competitions. You can't offer the winners of a dance competition a bottle of champagne. You can't sponsor a "hot pants" competition and give the winner a margarita. You can't give the winner of a darts competition a beer.

If you are unsure if the promotion you are contemplating complies with Connecticut law, call the Liquor Control Division at (860) 713-6210 and speak with a liquor control agent.

Explain the promotion you are considering and ask if it is legal. Be sure to get the name of the person you speak with and note the date and time of the conversation.

This column is not intended to be legal advice; consult an attorney for answers to your specific questions and situation.

### ABOUT JERRY FARRELL, JR.

Jerry Farrell, Jr., is an attorney-at-law in private practice in Wallingford. He served as Commissioner of Consumer Protection and Chairperson of the Liquor Control Commission. Farrell represents clients in all three tiers of the industry. Through Connecticut Liquor Law Educational Services LLC, he offers a variety of instructional courses covering areas of interest to the industry. Contact at jerry@ctliquorlaw.com.

### BEER COLUMN

### BEER BLOGS: EDUCATION SATURATION

BY JACK KENNY

A few years ago, I came across a list of beer blogs. There were 850 of them. Today there might be more, but it's hard to tell because who has time to visit them all? One is called Girl Likes Beer, a blog from Poland, but it hasn't had a new post since 2010. Others are updated daily.

Some blogs offer thoughtful treatises; others are short and punchy. Quite a few are dedicated to daily publication of beer industry news, while others focus on new beer releases and reviews. Some bloggers are terrific writers; others are ... enthusiastic. Many blogs focus on a state or a region. The beer blogosphere abounds with the unusual, such as Insurance Guy Beer Blog, by a self-described beer geek and insurance nerd.

Do you want to learn more about sour beer? Not only will a search engine steer you to numerous educational articles, it will also introduce you to sourbeerblog.com, written by the self-styled Dr. Lambic. Gotbeer.com and newschoolbeer.com can teach you about New England-style IPAs, one of the latest craft beer crazes.

Most beer blogs from the U.S., it's fair to say, are about craft beer, every conceivable angle that involves craft beer. But still you can read about mainstream beer from other perspectives: millercoorsblog.com, for example, is well written and has a good variety of articles. It even published a story about AB-Inbev's recent acquisition of Wicked Weed Brewing in North Carolina.

Following is a list of beer blogs that I and many other beer aficionados enjoy for the news and education they provide.

**BEERPULSE (BEERPULSE.COM)** – A trusted source of news and information about beer, breweries and the beer industry. News shows up on BeerPulse with extraordinary speed, anywhere from once or twice up to a dozen or more times a day. The nine-year-old blog claims to be the No. 1 news outlet for the industry.

**BREWBOUND (BREWBOUND.COM)** – A solid source of beer news. The site provides feature-length articles as well as news, and covers industry events such as the Craft Brewers Conference, the NBWA convention and the Great American Beer Festival. It also produces live conferences around the country with prominent figures in the brewing business.

**BEERVANA (BEERVANABLOG.COM)** – Here is a well written and thoughtful blog that features research, analysis and opinion, often on topics that are not everyday subjects in the beer world. Jeff Alworth is the author of two books about beer and one on cider, a weekly columnist for All About Beer, and a co-host of the Beervana Podcast. Highly recommended.



**DRAFT (DRAFTMAG.COM)** – News, features, and beer reviews from experienced tasters. Here's an example of smart journalism, published on May 4: "What it's like to work for a brewery that 'sold out': An insider's perspective on the good, the bad, and what the rest of the industry gets wrong about working for an AB InBevowned brewery." I haven't read a piece like this anywhere else.

**BROOKSTON BEER BULLETIN (BROOKSTONBEERBULLETIN.COM)** Jay Brooks publishes an unusual collection of beer analysis, opinion and historical pieces. Themes include art and beer and beer birthdays – fascinating histories of personages in beer's storied past.

**THE BEERONESS (THEBEERONESS.COM)** – Jackie Dodd knows how to cook with beer, and shares her talents with weekly frequency. The latest recipes include Beer and Bacon Biscuits, BBQ Beer TexMex Chicken Sliders, and IPA Pickled Jalapeños. Yum.

**THIS IS WHY I'M DRUNK (THISISWHYIMDRUNK.BLOG)** – The name might be in questionable taste, but the content of this blog is worthy of attention. Bryan Roth is the award-winning author who takes an academic approach to the subject of beer, and tosses in a fair dose of history and culture.

**OH BEAUTIFUL BEER (OHBEAUTIFULBEER.COM)** – If you appreciate packaging art and design, especially labels, this is the blog for you.

**BEER ALIEN (BEERALIEN.COM)** – This blog has an entertaining collection of beer info and reports, including reviews, food, lifestyle articles, news and events, and a section titled "Behind the Bar," one of the few blogs that pays tribute to the folks who serve great beer on-premise.

**PINTS & PANELS (PINTSANDPANELS.COM)** – A Connecticut woman named Em showcases her talent as a cartoonist as she reviews beers of all kinds. This blog is a welcome departure from the usual.

And then there are columns, like mine. Explore with me monthly.



### **ABOUT** JACK KENNY

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

WRITE TO HIM: thebeercolumn@gmail.com

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### SERVING UP

### NOTE KITCHEN & BAR

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Note Kitchen & Bar pairs its food and beverages with nightly live music. The modern American cuisine is fused with international flavors and uses locallysourced ingredients with wines, craft beers and specialty cocktails among accompaniments. Two percent of its profits are donated to local food charities and military veterans receive a discount.



Bartender Allie Dunn

### BARTENDER

Allie Dunn

### COCKTAIL The Watermelon Song

#### RECIPE

- Build in a cocktail shaker:
- » 2 oz. Litchfield Distillery Gin
- » 3/4 oz. Wild Moon Cucumber Liqueur
- » 1/2 oz. Fresh squeezed lime juice
- » Fresh muddled watermelon

Shake. Pour in a glass over ice. Garnish with a dash of black pepper and a fresh sprig of mint.

"This refreshing cocktail represents all the great qualities of Note Kitchen & Bar: locally-sourced, fresh ingredients created with a passion for innovation and flavor. It pairs well with several of Chef Calin's savory dishes and can be enjoyed on our new patio opening in June," said Proprietor Tony Heslin.



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# THE UNDISCOVERED COMPLEXITY IN ROSÉ WINE BY KRISTEN BIELER

erhaps owing to its immense drinkability, rosé doesn't invite the kind of contemplation reserved for the great red and white wines of the world. But just because it's accessible, refreshing and often found pool-side doesn't mean rosé can't be complex.

Until recently, most people (including many wine professionals) believed that all rosé more-or-less tasted the same. With higher quality rosés coming from a growing number of regions throughout the globe-many of which didn't take the category seriously until a few years ago—the wine drinking world is starting to appreciate the vast diversity within the world of pink wine.

"Five years ago, guests would simply ask me for a 'glass of rosé.' Today many ask for a glass of Chinon rosé or Corsican rosé," says Victoria James, sommelier at NYC's Piora restaurant and author of the just-published Drink Pink: A Celebration of Rosé, a book she wrote to dispel

myths about this complex category. "Rosé is starting to be recognized as a wine, just like red and white. Terroir-driven examples show consumers that pink wine can hold a sense of place, reflective of centuries of tradition."

### PROVENCE

The birthplace of rosé and still the benchmark. The Provençal style-pale pink, aromatic-driven, fresh, lightbodied—is what producers around the globe are increasingly emulating. Crafted primarily from Grenache, Cinsault and Mourvedre grapes, Provence rosé typically shows red berry, watermelon and light herb flavors. As the second largest rosé-consuming nation, the U.S. guzzles 43% of Provence's exports (up another 47% last year!).

Yet the floodgates have far from closed, and established category leaders like Château d'Esclans' Whispering Angel and Minuty are joined by firsttime entrants this year-many with serious pedigrees. Take Fabre en Provence, the region's largest Chapoutier (yes, producer of cru classé rosé and daughter of Michel) in business for 17 generations; is on the third vintage of her Mathilde August Wine Group, the rosé(\$20). brand's importer, reports selling

four times what they had forecasted. And plan to double that number next season.

Producers are testing the consumer's willingness to trade up, too. While Provence stalwarts like Tempier and Domaine Ott have long proved that people will pay top dollar for premier rosé, the number of bottlings over the \$20 mark is at an all-time high. The organicallyfarmed Figuière estate has just introduced a new quartet of rosés this year, which includes the Confidentielle Rosé (\$34). Whispering Angel fans can upgrade to Rock Angel (\$35) which sees a bit of oak, as does the Prestige expression (\$24) from Domaine de Cala, a new winery founded by Patina Restaurant Group founder Joachim Splichal. Mirabeau, a beloved brand in Ibiza has released their Etoile (\$35), from a highelevation vineyard site.

CALA GUIER Maga M

Mathilde



### FRANCE BEYOND PROVENCE

France is responsible for one-third of the world's rosé, and it's not all coming from Provence. Rosés have been produced for generations in Corsica, Sancerre, Languedoc, Bordeaux (see below), and the Rhône—home to the famously dark-hued, full-bodied rosés of the Tavel appellation. Lagrézette in southwest France's Caillac region crafts a mineraldriven, spice-infused rosé from 100% Malbec.

James believes the explosion of Provence rosé production has led to many poor-quality examples within that region trying to capitalize on rosé's success—and at high prices, no less. "People have begun to realize this and are increasingly looking outside Provence for the good stuff," she has witnessed.

Which is getting easier to find. Producers in Sancerre, for example, have responded to international rosé fever by making less red wine and more pink from their Pinot Noir grapes (which represent 25% of Sancerre's plantings). "Sancerre rosé shows all the delicate finesse of Pinot Noir, and higher acidity than the rosés of Provence, and you'll get more red fruit character," says Anthony Cohen, Senior Brand Manager, Frederick Wildman, which represents Pascal Jolivet Sancerre.

### BORDEAUX

Some of France's finest rosés today arguably hail from the world's most famous red wine region: Bordeaux. "It's a small category in Bordeaux—only 4% of red grapes are used for rosé—but there is a greater consciousness of rosé in Bordeaux; those who are making it are taking it much more seriously," says Mary Gorman-McAdams, market advisor for Bordeaux Wine Council.

Expect many of the same characteristics as you would in the red wines made from Cabernet and Merlot, she describes:



"Merlot is round and mouth-filling, and adds voluptuousness to a rosé. Cabernet Sauvignon brings freshness and body."

While many simple Provence rosés are defined by bubblegum and watermelon flavors, Bordeaux examples can offer more substance, Gorman-McAdams believes. And like the reds of the region, they can age: "I'm currently enjoying the 2014s, which have really settled into themselves and are incredible food wines."

### SPAIN

Not only are we seeing more Spanish rosado these days (there are 39 from just Rioja in the U.S. market this year!), there's been a noticeable style shift in this historic rosé producing nation. "Spanish rosado is evolving, the wines are paler in color, a result of less time with skin contact," says Beth von Benz, sommelier & wine consultant. "They have less residual sugar and more aromatics; producers in Rioja are leading this trend, moving away from over-extraction to a more natural style."

Traditionally, most Spanish rosados were dark and big-boned with present tannins (often a result of the saignée method, whereby juice that is "bled" off during the production of red wine is used for rosado). While there are still plenty of this style made, James too has noticed "Rioja rosados are stepping away from that style and aiming for freshness."

Navarra, just north of Rioja, has long been a well-known source for luscious, Garnacha-based rosados (look for "ripe strawberry and hints of orange peel and spice," says von Benz), but today roasdo is made throughout the country, like the Bobal-based examples from Valencia's Utiel-Requena region and in Basque country made from the Txakolina grape. Rioja's Tempranillo-based rosados offer "red currant, raspberry and watermelon highlighted by savory herbs," describes von Benz.

Spain leads the market in export volume: Exporting 75% of its production, the country is responsible for 40% of the global rosé market.



# A BOUQUET OF ROSÉS™ HOT GROWTH CATEGORY





Getting a handle on Italian rosato is no less challenging than the rest of the country's wines. From Nebbiolo in Piedmont, Sangiovese in Tuscany, Montepulciano in Abruzzo, Italian winemakers craft rosato in a dizzying array of styles—and volume is going up. It's a particular specialty of the South-places like Sicily's Etna region, Sardinia, Puglia and Campania.

"Puglia is the most famous Italian region for rosato; the Negroamaro grape has long been used for well-structured, lightly tannic, flavorful rosatos," says Cristina Coari of Vias Imports. Aglianico, Primativo and Nerello give fuller-bodied versions, while fresher, lighter rosatos are made in Puglia with Bambino Nero grape.

### AUSTRALIA

The story of rosé in Australia mirrors the country's wine evolution as a whole-a shift towards foodfriendlier, lighter-bodied, aciddriven wines. Australians have made rosé for decades-Turkey Flat was an early pioneer, first crafting their outstanding Grenache-

based rosé in 1994, and today they are joined by dozens more.

Rogers & Rufus Rosé from Barossa is 100% Grenache made from old hush vines and native yeasts; it clocks in at a mere 11.5% alcohol.

Taking the cake for the most significant rosé turn-around is the Washington United States-the very place State is home to the responsible for sullying the best-selling American rosé, Charles & Charles, a reputation of pink wine in partnership between Charles the 1970s with sweet "blush" Smith and Charles Bieler. wine. "Winemakers in Calimade from Syrah. fornia are creating dry, fresh, lower-alcohol, mineral-driven styles inspired by benchmark producers in Bandol, Corsica and Italy," says James. "Rosé is no longer something just made from young vineyards or as a by-product of strengthening red wines."

In California, a cult of ultra-hip rosé producers has taken shape (Sandhi's Rajat Parr makes a sparkling solera rosé of Pinot Noir; Railsback Frères' Bandolinspired Les Rasacasses; Arnot-Roberts Touriga Nacional rosé; Eric Sussman's County Line; and Matthiasson, etc).

Any region that excels with Pinot Noir is a contender for quality rosé, so unsurprisingly, Oregon is at the top of that heap. Sokol Blosser has been spearheading top notch pink wine since 1977,

adding a sparkling version in 2011. "I've always aimed for high-toned, super clean rosé that comes across like a soprano singer, not a baritone, and Pinot Noir can give you that elegance and complexity," says winemaker Alex Sokol Blosser. (Look also for Oregon's Analemma, Beckham and Stoller.)



"Rosé is everywhere in Australia-big and heavy is not what Australians want to drink today," says Mark Davidson, Global Education Manager, Wine Australia. Look for more savory, elegant rosés to hit our shores in the near future, he predicts, made from a range of grapes including Shiraz, but especially Grenache: "There is real interest in Grenache as the base for rosé. People are starting to see the tremendous diversity of styles we produce in Australia, and rosé is becoming an even more important part of that story."

### SPARKLING

The power of pink has spilled into the sparkling world as well. Although rosé Champagne is not new (Champagne Ruinart was making it 250 years ago) the rapid increase in supply and demand

certainly is: Many Champagne houses report greater interest in their rosé than their blanc offerings.

It's made differently than still roséby blending in red wine, rather than skin maceration. "Pinot Noir brings structure to Champagne, and rosé Champagnes can closely resemble red wines," says Champagne Collet's Winemaker Sébastien Walasiak. "Aromatically, they are closer to Burgundy with aromas of berries and red fruits."







More affordable pink bubbles are crafted lots of places, especially Spain (Codorniu's Pinot Noir-based Anna de Cava Brut Rosé and Campo Viejo's Tempranillo-based Rosé Cava are both well under \$20). Germany, too, has seen a huge spike in sparkling pink production, namely from Pinot Noir. Longtime rosé pioneer, South Africa's historic Boschendal estate crafts a tasty Pinotage-based rosé made with the traditional method (\$24).

And while the Prosécco regulatory powers-that-be forbid Prosécco rosé, there are plenty of other pink Italian options (Rotari's vintage-dated rosé brut is a steal at \$19; Mionetto makes three, including a Gran Rosé based on Lagrein and Raboso that is refreshing and affordable at \$12).

### **GERMANY & AUSTRIA**

Germany has a long tradition of rosé production but the high-quality story is a bit newer, shares Ernst Büscher, spokesman for the German Wine Institute. Today, producers are picking their rosé grapes earlier, which keeps acidity up and alcohol low.

German rosé production has increased from 6% of the total to 11% since 2003 and while they tend to be pricier (a reflection of higher production costs, it hasn't hurt their popularity: "Sommeliers have been enthusiastic in embracing the distinct style and unique offerings that Germany is bringing to the rosé category," Büscher says.

Based on Spätburgunder (Pinot Noir), German rosé tends to be delicate, bright and dry with raspberry and wet stone aromatics, describes Raimund Prüm of S.A. Prüm, particularly when grown on steep, slate-covered hills. And it will always be rare, he adds: "There aren't enough Pinot Noir vineyards available to produce enough rosé." (Other names to look for include: von Buhl, Diel, Wagner-Stempel, Hans Wirsching.)

In similarly low-yielding Austrian vineyards, Zweigelt and Pinot Noir provide the backbone for the country's excellent rosés (Names to look for include: Loimer, Gobelsburg and Huber).



"German winemakers have focused on modernizing labels in recent years," shares Büscher, "particularly when it comes to rosé."



### ROSÉ READING

For her book **Drink Pink: A Celebration** of **Rosé** (Harper Collins), Victoria James blindfolded then sampled sommeliers on red, white and rosé. "The results were astounding: few could tell them all apart," she reports. "It shows us that too often we are tricked by color and do not focus on what is actually in the glass really good juice.

Rosé wine still has a long way to go before wine snobs take it seriously, but luckily it has a cult following."



### SOUTHERN HEMISPHERE SEES PINK: CHILE, ARGENTINA, NEW ZEALAND

"Rosé experimentation is alive in the New World," says James. "There are going to be a ton of great things coming from the Southern Hemisphere within the next

few years." Rosé-producing boutique producers like NZ's Spy Valley and Chile's De Martino (with their fascinating rosé from 30-yearold Cinsault vines) are joined by established names including New Zealand's Kim Crawford, with their Merlot Rosé (first vintage, 2016) and Chile's Casa Lapostolle, crafting a very Provence-like rosé.





# HOT PINK

### THE ROSÉ WAVE IS STILL GROWING— MAKE SURE TO STAY AHEAD OF THE CREST

BY W. R. TISH

hanks to dry rosé, pink is the new green. The wine is delightful to drink, yes—light, easy, crisp, fruity, refreshing—but it's more than that. It's the very idea of rosé. This whole year, not just the summer, is shaping up to be rosé's extended moment.

Not since *Sideways* put Pinot Noir on a pedestal has a particular wine jumped so dramatically into mainstream American culture. People are embracing #roséallday (and the occasional #brosé) on social media, in print media, helping fuel the bonfire of products radiating rosé in real life—from gummy bears, popsicles and flip-flops to handbags and (*mais oui*) a wine named Rosé All Day.

Wine media, from bloggers to glossies, are certainly on board. Has any major food or wine magazine *not* had rosé on

the cover? The New York Times flagging kosher rosés for Passover was no fluke.

The trade is all over it. Pink vibes began building at distributor portfolio tastings, where wardrobe choices from salmon to magenta stood out and dedi-



cated rosé stations were jumping. Our email in-box this spring blossomed like so many tulips with pitches from the likes of Ste. Michelle Wine Estates, Kobrand, Treasury, DFV, Terlato, Winebow, Gallo-touting broad pink portfolios. When Eataly opened their "Italian seaside pop-up" Sabbia in May, what's the main attraction? A list of 50plus rosés (plus housemade frosé). Now in its fourth year, the rosé-only competition Rosé Today saw its entries swell from 89 in 2014 to 239 this year, from nine countries and 12 states. Tellingly, the largest category of entries: domestic dry (172 entries).

Not too suprisingly, Riedel has seized the day, offering the Vinum Extreme Rosé Provence Glass, for the somewhat extreme SRP of \$69/pair. Of course, rosé is usually being poured with abandon, without pretense, into whatever clear clean glass is handy. And from coast to coast, savvy retailers are making pink power the centerpiece of their case stacks, end caps, email blasts, window displays and seasonal promotions.

The true power of pink? Forty Ounce, whose package plays on a popular malt liquor bottle, was created by Charlie Bird sommelier Patrick Cappiello, one of NYC's wine elite. Cheeky and chic, the first pallets brought in by Verity were gone in weeks.



As a trend, rosé is still gaining speed, and it is shaping up to be even stronger than previous wine "waves" (Merlot, Shiraz, Moscato, Malbec spring to mind) for a number of salient, fundamental reasons:

- It's plentiful and well-made. Provence gets props, yes, but no single grape or region can claim rosé superiority (it is not all that difficult or expensive to make tasty dry pink wine).
- Rosé grabs attention—via creative names, packaging and marketing angles. Plus, that color!
- Rosé holds value. With plenty of bottles priced in the teens and some over \$20, the category has gained credibility and established a hierarchy for quality.
- Rosé is being pumped enthusiastically but not so competitively; less "Drink This," more "Drink Pink." Rosé promotion is lifting all the pink boats, not just Provence.

### ANYTHING {PINK} GOES

Not to be underestimated as we all enjoy the 2017 pink parade, rosé offers ample opportunity for promotion. Rosé's signature color turns heads more surely than red or white, but also keeps it humble, and averse to snobbery. Critics' ratings? Ha! Rosé is about fun. In fact, considering its diverse sourcing, modest pricing and vivid presentation, rosé is practically begging for outside-the-box promotion.

Which opens it up for selling points that push limits. PR material for Provence stalwart Château Minuty took to dubbing it the "OG" rosé or Origi-

nal Gangsta. And why not? They back it up, asserting that Minuty is a "return to rosé how it was meant to be...the crisp, bone-dry rosés of Provence sipped ice-cold along the French Riviera." For an edgier point of distinction, Moët Ice Imperial Rosé is designed to be enjoyed over ice.

There is no shortage of evocatively named pink sensations... Pink Flamingo Rosé; Summer Water; Summer in a Bottle; Day Owl Rosé ("Take one sip and throw on your favorite shades...the day belongs to rosé!"). Any doubt as to the power of pink has been quashed by "Forty Ounce," a brand launched in April by Verity and designed to look like a popular malt liquor brand; it sold out faster than you could say "That can't be 40 ounces." (Indeed, it's a liter, but it's so cool and pink, who's counting?)

No reason creativity should be reserved for the supply tier. Consider the subject line of an April email newsletter from New Jersey's Englewood Merchants: "Pink Crack Is Back: The Rosé You Won't Put Down!" (The wine of that moment was a single-vineyard Mourvedre rosé from Liquid Farm in Santa Barbara, retailing for \$28.99.)

Truth be told, there are so many brand-spanking-new rosé wines hitting the market that just stocking a variety ensures a visually grabby section. Brand new entrants range from spinoffs to startups. Jadot has a 100% Gamay rosé. Kim Crawford has gone pink (via Merlot). Henriot is importing Château des Bertrands to the U.S.; new Provence rosés





NE & WIN

arrive this year from Opici (Âme du Vin) and Gallo (Fleur de Mer).

Surprise: Meomi makes a pink, for SRP \$24.99 no less, though the 2016 label does not identify

its grape(s). Add to that La Crema, Bota Box, 14 Hands and Michael Mondavi Family's Isabel. When Treasury refreshed the packaging for Sterling, it was the rosé that Rodney Strong led the press release; and when they launched Beringer Main & Vine in April, it was the rosé—make that Dry Rosé (non-vintage)—that modeled the new name, label and sweepstakes necker.

On top of new launches, there are brands who made rosé on a limited or seasonal basis in the past but now are rolling it out nationally. Long Meadow Ranch's Anderson Valley Rosé of Pinot Noir, for example, went from 800 cases of the 2015 to 2,000 of the 2016. Gallo's Dark Horse jumped from seasonal to year-round. Guarachi Wine Partners extended their tenshon and Black Ink lines into rosé. ■





### **DIVERSITY TAKES THE SPIRIT TO NEW HEIGHTS**

UNIVERSE

BY ROBERT HAYNES-PETERSON

espite being crafted from one ingredient—sugar, either as cane or molasses—there may be no major spirits category quite as diverse as rum. Having a handle on the types, flavors and stylistic nuances of this extremely versatile liquor is invaluable when it comes to determining how to optimize crowded shelves, and how to guide patrons toward more educated buying decisions.

"There really is something for everyone," says Jessie Duré, head bartender for the recently revived Chumley's in Manhattan. "You can sort of travel the world through rum." But how to make sense of it all? Unlike other types of alcohol, such as Wine or Scotch, geographic maps are not as helpful with rum as a conceptual one can be. So think style rather than place. Using a conceptual approach, several rum types can be collected under the "Cocktail" aegis. Similarly, aged and high-end rums fit into the "Sipping" genre. And "Flavored" rums, including spiced, comprise a third major branch of the tree. Further, more specific rum niches can be identified within the major types—over-proof rums in the cocktail genre, for example, and rum creams within Flavored. One advantage: rum fans have proven equally comfortable

Q

OAK BARREL

with a brand producing a value expression, flavors and super-premium extra-aged expressions all under the

> same label. So rum lovers have a great opportunity to explore, even within a single brand.

uptain Morgan

Consider the categories below rough guidelines designed as a stepping stone to developing your own complex rum map.







#### **COCKTAIL RUMS**

#### FOR WELL DRINKS OR CRAFT CONCOCTIONS, RUM IS ULTRA VERSATILE

Granted, most silver/light/white and gold rums will end up paired with cola or blended into Mai Tais or Mojitos. Nothing wrong with that. But how much do brands matter? While Bacardi had the lock for decades, today options range from inexpensive well spirits to highly regionalized small-batch craft examples, many of which offer a distinctive flavor profile and cost that comes into play.

The large amount of b(r)andwidth that rum labels take up presents both a challenge and an opportunity for bar owners and retailers. On the one hand, it's essentially impossible now to stock everyone's favorite label. On the other, it can provide an opportunity for exploration and education; if a customer doesn't see their favorite brand on the shelf, staff should be able to suggest

RUM'S FLEXIBILITY IS ITS SUPERPOWER

comparable alternatives—as in rums that are similarly dry or sweet, light or heavy, or feature dominant notes of, say, banana, caramel or citrus.

It's important to note that while white/silver rums are generally used in classic drinks like the Daiquiri and Mojito, gold and well-aged examples bring character to drinks in place of blended Scotch, Cognac or

bourbon. Brugal Blanco, an earthy, full-bodied dry rum, highlights sensuous riffs in classic daiquiris. Appleton

Estate Signature Rum, from Jamaica, makes an appealing replacement for spicy rye in a Sazerac.

The diversity among cocktailfriendly rum is no coincidence; it is a conscious effort on suppliers' part. Bacardi has upped its cocktail game with the premium Maestro de Ron, which doubles down on the complexity and length of barrel-aging, showing heady vanilla, spice and earth notes. Despite pushing (potentially) into

fine rum sipping territory, Bacardi has positioned this rum as an elevated cocktail ingredient, adding additional flavor and body to traditional rum drinks.

Banks 5 Island Rum was deliberately crafted

blending five rum styles to provide diversity in cocktails; vegetal, banana, spice and citrus play beautifully in a While rum as a category is not expanding as fast as whiskey or tequila, portfolio expansion has accelerated. Bacardi is a prime example, having added multiple flavored and wood-aged expressions.

traditional Flamingo cocktail with its grapefruit soda, sugar and lime. Bones, a playful gold rum out of the Virgin Islands, adds body and complexity to classic Tiki drinks and rum punches.

Speaking of specific cocktails, it's also important to remember that, for legal reasons, a handful of classic drinks must use specific

brands: The trademarked Dark 'n Stormy<sup>®</sup> requires Goslings Black Seal Rum and for the ultimate Dark 'n Stormy<sup>®</sup>, Goslings Stormy Ginger Beer adds a zesty refreshing taste.

To make an official Painkiller, it takes Pusser's Rum. And in an interesting court verdict in 1936, a judge ruled that the Bacardi Cocktail, a Daiquiri with a grenadine splash, must be made with Bacardi Rum.

Within rum's "Cocktail" realm are trendy subsets. **Overproof** (or

**Navy**) rums have been around as long as there have been pirates; their popularity today rests in their ability to stand tall in

bold cocktails. Among the options: Wray & Nephew (63% ABV), Lemon Hart 151 (75.5% ABV) and the new 69% ABV Plantation OFTD.

Gosling

While **Cuba** is a long way from full accessibility, the recent relaxing of regulations for Americans has set the

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refreshing zip of give 12 FL 02. (355 mL)

Goslings Gold Seal Rum is a fresh face quite unlike the many other golds. Blended with centuries-old methods then oak aged, this unique, premium rum is a super smooth drinker. And the Bermuda Mule is a delicious drink, fast winning over fans. It's luscious Gold Seal Rum, with a refreshing, zesty ginger flavor.

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stage for Cuban rums to slowly enter the market, including the original Havana Club (still not available in the U.S., though bartenders have been known to make it appear on their bar), Bacardi's Puerto Rican-based Havana Club (made in a Cuban style), and the new Black Tears (already available in the U.S.), which is distilled in Cuba, and bottled in Germany.

### SPICED/FLAVORED RUMS

#### **RUM IS NEARLY AS DYNAMIC AS VODKA** WHEN FLAVORS JOIN THE FUN

According to the Distilled Spirits Council, spiced and flavored rums account for half of all rums sold. Two brands-Captain Morgan and Sailor Jerry-rule the spiced roost. But even here, there's been significant movement within the category, most notably by The Kraken, a Proximo label, which grabs interest among younger drinkers and Instagram influencers. Last year, a new expression, Black SHIPWRECK SHIPWRECK Spiced Rum, expanded The Kraken's reach.

In addition, we're seeing stirrings at the premium level, elevating what has long been a poolside favorite into the realm of craft spirits. The producers of San Diego's Malahat Spirits spent five months perfecting their spiced rum which sells for about \$40 a bottle. Unlike The Captain, it's intended to be sipped and savored. Barbadosbased Bumbu sources cane from a wide variety of islands, ages up to 15 years and is finished with a subtle roster of Caribbean spices; its dominant vanilla character derives from both spices and aging.

Flavored rums have also witnessed impressive expansion over the past few years. While classics like Malibu focus on tropical staples-coconut, pineapple and banana-the flavor

> spectrum these days is much wider. Cruzan has the tropical basics covered, plus wild flavors like blueberry lemonade and passion fruit. Bacardi offers up lemon, raspberry and tangerine. Blue Chair ups the ante with flavors that very much taste fresh and authentic, including coconut,



BLO

### **MIX IT UP**

For cocktails, rum has the ability to mix well with all types of fruits-the Malibu Breeze, a spinoff of the Sea Breeze, blends coconut, pineapple and cranberry flavors, creating a refreshing, fruity, low-alcohol crowdpleaser.

### MALIBU BAY BREEZE 1 Part Malibu

- 1 Part Pineapple Juice
- 1 Part Cranberry Juice
- 1 Lime Wedge

Add ice cubes to a chilled highball glass. Add Malibu. Cranberry juice and pineapple. Garnish with a lime and pineapple wedge.



vanilla and banana. Captain Morgan has introduced the cinnamon Cannon Blast and coconut-flavored Loco Nut. And Brinley Gold Shipwreck (St. Kitts) offers elegant, fun bottles of vanilla, coffee and mango.

Rum creams, long popular in the Caribbean, have experienced increased attention. In part this is due to the continued success of RumChata, a devilishly tasty blend of cream, cinnamon and rum evoking spiked Mexican horchata drinks. Shipwreck recently launched a Coconut Rum Cream, and Blue Chair has a new Key Lime Rum Cream.

### SIPPING RUMS

#### WITH AGE COMES BEAUTY... AND DEPTH AND LUXURY

Although rum's fame is deep-rooted in poolside sipplers like the Piña Colada, in recent years an increasing number of rums, generally well-aged and carefully selected, have entered the realm of the true sipping spirit. These rums are different: round, warm, complex; and enjoyable neat or on the rocks as a single malt, bourbon or XO Cognac.





Chief Bootlegger

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In general, these rums tend to be more expensive than their Cocktail and Flavored peers, they actually offer significant value compared to single malts and the like. Plus, the quality is there, beckoning," says Joy Spence, of Jamaica's Appleton Estate: "People are understanding rum can be sophisticated and complicated, and enjoyed the same way you enjoy Cognac, Scotch and bourbon."

Prices vary, but generally speak to the elevated quality of aged expressions. Cruzan has a budget-minded Aged Light and Aged Dark Rum, plus the awardwinning Singel Barrel for under \$30. Bacardi 8-year averages around \$30, Brugal's Leyenda sits at \$45, while Don Q Añejo checks in over \$50. Brinley has just launched a "White Reserve" replete with white birch bark label.

Appleton's recently released "Joy," celebrating Joy Spence's 35<sup>th</sup> year with the company and 20<sup>th</sup> as master blender, is the brand's first 25-year rum expression, priced at \$250. The Facundo Rum Collection from Bacardi (including Neo, Exquisito and Paraíso) range from \$45 to \$270. And Brugal released its limited edition Papa Andres Alegria two years ago, in limited edition decanters, for \$1,500, raising the notion of "investment" rums designed to compete with high-end single malts.

While rum can be produced anywhere, it's only recently that we're see-



ing exceptional aged expressions coming from surprising ports of call-meriting a subcategory perhaps best dubbed "World Rums" (again channeling whisky). Consider highlighting these somewhat unusual brands in a stand-alone display or in a menu subhead to spark interest among customers. Examples might include two labels hailing from the Philippines: Tanduay-which despite the light aging and approachable price points (\$20) is surprisingly round and complex-and the recently launched Don Papa (\$40), aged up to seven years in the hot, humid foothills of Mount Kanlaon. Diplomatico and Santa Teresa have put Venezuela on the map for both great cocktail and fine sipping expressions.

And it could be argued that New England was a significant original source of rum (since sugar cane was processed in the colonies for shipment to England, leaving lots of molasses). Now thanks to the craft distillery movement, American rums like Privateer from Massachusetts and Thomas Tew from Rhode Island are getting well-deserved regional love. And, proving that you never know where fine rum will turn up on a map, the largest privately-owned rum distillery in the U.S. now is Bayou Rum, in Lacassaine, Louisiana, and the brand is attracting quite a following.

#### **CROSSOVERS**

Rum's flexibility is its superpower: flavored rums like Malibu Coconut can enhance a Piña Colada or a Hurricane; RumChata sips nicely over ice or in coffee; and if you've got the scratch, a Rum Old Fashioned with Ron Zacapa 23-year (\$35) is out of this world.

As can be expected, there are some particularly notable crossovers, worth pointing out to your customers. The

Kraken, for example, while a spiced rum ideally suited for blending with cola or ginger beer, sips well on its own. Blue Chair, best known for its flavors also

offers a clean, citrusy white rum perfect for cocktails. Shipwreck's Coffee flavor is perfect for a riff on a Black Russian, and the strong yet smooth Bacardi 8-year, though designed for sipping, lends itself nicely to a classy take on Tiki cocktails like the Dr. Funk.



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# SAVING SANGRA

### UPPING THE ANTE ON HIGHER-QUALITY SANGRIA

BY AMY ZAVATTO

angria, according to Merriam-Webster, is "usually iced punch typically made of red wine, fruit or fruit juice, and soda water." But that definition may soon be as outdated as Webster's hardcover dictionaries. A growing gaggle of producers have a mind to boost the notion of a premium sangria category seriously.

And why not? As a category, the resurrection of sangria is the most fragrantly ripe of low-hanging fruit. The notion of reworking it seems so obvious, it's painful—overly sugared, questionableingredient, lesser-quality versions have long populated shelves. Sangria's history is built on low-grade wine, no doubt, but the high recognition factor works in the new wave of sangria's favor—straight out of the book of teaching old dogs new tricks.

### UPLIFTED BY THE EU

Another sign that sangria's reputation is already under repair: it now enjoys an official European Union definition. While there is no specific region defined, Iberia is now established as sangria's ancestral home. In 2014, the European Union deemed that only bottled or boxed sangria produced in Spain or Portugal could bear the sangria moniker on labels. It went on to define it as: "a drink obtained from wine, aromatized with the addition of natural citrus-fruit extracts or essences, with or without the juice of such fruit and with the possible addition of spices, sweetened and with  $CO_2$  added, having an acquired alcoholic strength by volume of less than 12% vol." Granted, those regulations only pertain to EU commerce, but establishing the primacy of Spain and Portugal can only help the fruity wine's quality image.

The Iberian identity has worked very well for market-leading Reál Sangria, a Shaw-Ross import made from primarily Tempranillo and Garnacha in Spain. Confident in sangria's future, the brand has expanded packaging options to include 187mls, 1L, 1.5L and 3L bag-in-box.





The flip-top closure and real citrus infusion are two points of distinction for California-based De La Costa Sangrias.

Opici, Beso del Sol and Eppa are three newer brands also perching their sangrias on a Spanish mantel of authenticity, using Tempranillo for the red and Arien for the white. "What makes a true sangria is it has to made fully in Spain," says Bradd Leviton, CEO of Beso del Sol, which was initially created for Disney, passing the sniff test of that company's Master Sommelier beverage director. "We're one of the very few that's truly authentic."

### **GROWTH SPURT**

For others who've entered the premium sangria sanctum, it's less about the where than the what. Genuine fruit purée, juice and extract are common themes, as is the use of pure cane sugar as an extra sweetener. It seems to be working. According to Nielsen, the first half of 2016 saw a 10% climb in dollar value for the sangria category. While demand continues rise across the board, more than 2 million (9L) cases of sangria flew off shelves in 2015.

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Producers like Señor Sangria's Rick Martinez have experienced explosive growth. Since launching in 2007 with revenue around \$180,000, sales of his red and white bottled sangrias have now climbed past \$3 million annually. His base wines are mostly from New York state, where Señor Sangria is produced, and both the red and white feature fresh juices and purées, as well as pure cane sugar.

### DIVERSITY BROADENS NATURALLY

The looseness of sangria's composition has naturally led to diversity among the products themselves. With the overall image of sangria elevating, production and composition details can double as selling points.

For example, Mija—a brand owned by Latitude Beverage, creators of the 90+ Cellars lines keeps the heat pasteurization process, but doesn't filter out all the pulpy goodness of the fruit. "In ours there's actually

### **SELLING TIPS**

- Like fruit? Look no further: sangria stands ripe and ready to entice many a red blend lover.
- Sangria is a crowdpleaser, perfect for parties (especially during summer).
- Room for creativity: rather than making sangria from scratch at home, start with good RTD sangria and add fresh fruit and ice.
- Don't underestimate the foodfriendliness; fruity but not intense, and smooth, sangria goes well with a variety of dishes.

fruit sediment," says Terry Lozoff, the firm's VP of Marketing. "You have to shake it."

Eppa, marketed by Deutsch Family Wine & Spirits, is dubbed a "SupraFruta Sangria," drawing attention to the inclusion of organic pomegranate, blueberry, blood orange and açai juices—all considered high in antioxidants and vitamins.

De La Costa Sangrias, made by the Glunz Family start with a high-quality Paso Robles wine which is then given added dimension by infusing the justmade wine with fresh citrus extraction. (at 11.5% alcohol, De La Costa is also one of the highest proof sangrias, a point of pride for the family, since it means they aren't adding any water).

Decadent Saint's Michael Hasler fashions his crafty sangria quite distinctly. In addition to keeping his sangrias at 20.5% ABV, Hasler concentrates the fruits and extracts in his red and



white Decadent Saint offerings, into something between a syrup and purée. This not only extends the life the of the product (in his case, a whopping 6 months unrefrigerated after popping the flip-top),

but also how far a bottle goes—one 750ml delivers 13 16oz pours because you have to add sparkling water or wine to the mix. The white is a sunny blend of passion fruit, orange juice, ginger and mint that comes alive with a little soda water—add a little Prosecco and it's downright Bellini-like. Being that sangrias are ready-to-drink, it makes sense that suppliers have been offering it in more convenient formats, including 3L bag-in-box, Tetra Paks and even on tap.

### TASTING GOOD, LOOKING GOOD

Packaging in the category is naturally getting more attention from the marketing side. Ed Hardy, for instance, in addition to playing off the brand's signature tattoo-inspired look, is offering both red and white sangrias in 500ml Tetra Paks.

Opici is bullish on sangria, for very fundamental reasons, according to VP of Marketing Michael Wolff. It makes for affordable, easy drinking, he points out, plus it is a traditionally a social drink: "Sangria is never meant to be enjoyed alone!" Allnatural, Opici sangrias are made in Spain's La Mancha region; tropical aromas and flavors allow the white to stand apart, while the red delivers classic red wine, spices and fruit extract from Valencia, which is world famous for citrus.

Sangria's future is bright, promises Wolff. He believes that, like rosé, sangria is becoming a year-round option for fans, who include seasoned table-wine drinkers as well as fruit-seeking entry-level fans.

In yet another sign that sangria has turned a corner, an imported draft brand has launched. Tiki is Spanish

sangria (6% ABV), sold in portable, re-tappable kegs. No refrigeration needed the sangria gets poured over ice, in pitcher or glass. A little fruit garnish, et voilá, ready to drink. ■





### Congratulations to the following 2017 ABL Retailers of the Year:

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# SWEET AND CREAMY SUCCESS

# RUMCHATA THRIVES YEAR-ROUND, THANKS TO SMART MIXOLOGY, PACKAGING AND PROMOTIONS

BY W. R. TISH

here is no single recipe for brand success in any beverage category—and certainly not in spirits, where state laws and complexities of on- vs. off-premise come into play. But to stay on top, brands have to know what's working and keep it going.

For RumChata, tracking—and building upon—what worked has helped this sweet, creamy 13.75% ABV liqueur spike out of the flat cream category to basically create and lead its own niche. Inspired by Mexican horchata, a popular milky drink made from rice, RumChata uses Caribbean rum, fresh dairy cream and a touch of cinnamon, vanilla and sugar.

The brand's success—launched in 2010, annual sales now top 600,000 9L cases—stems not from one but several distinct approaches, namely: extending usage via an active cocktail culture; offering multiple package options; and ensuring that RumChata has appeal RumChata floats with root beer, hits the beach with coladas, and plays well with coffee.

year-round. This triple play of mixology, presentation and seasonality can all be seen in this summer's promoted drink recipes. RumChata floats with root beer, hits the beach with a custom colada, and plays the perfect playmate to a slightly popular beverage called coffee.

Behind this versatility is a fact that may surprise you: RumChata is made with a third less fat than other cream liqueurs,

making it perfect for a light, sweet and creamy cocktail or on its own.

Perhaps another surprise: RumChata plays well with whiskey. An organic bartender and consumer trend of shots mixing RumChata with

flavored whiskies led to a partnership with Jack Daniel's, promoting "Cinnamon Toast" with Jack Fire, and "Honey Chata" with Jack Honey. Many more recipes have been created by baretenders coast to coast and shared via Facebook and Instagram.

Limited-edition Freedom Bottle UM LHATA



### **Java Jonesing**

As for the coffee connection, that has proven a pleasant, organic partnership from year one. "Whether it's face to face in the markets or on social media, we constantly hear from RumChata fans how much they love RumChata in their coffee—hot or cold," notes Tom Maas, RumChata founder and master blender.

Fostering this natural relationship, RumChata has found several ways to repackage itself to add value and usage opportunity. Last year the brand went national with MiniChatas—25ml shelfstable creamer-style containers perfect to add to either hot or iced coffee. This summer, the brand is co-packing with canned coffee. The colorful packaging and POS materials, teaming RumChata with High Brew, have a trendy cold brew vibe.

Rounding out this summer's marketing plans, RumChata is reprising another of the brand's successful programs: the

Freedom Bottle. Proceeds from the limited-edition bottles, available from Memorial Day to Fourth of July, go to the Lone Survivor Foundation, which supports wounded service members and their families. This will be the fourth summer for the Freedom Bottle, which to date has raised more than \$625,000 for the foundation.





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# WHISKEY'S SOFT SIDE

### CREAM WHISKIES AIM TO RIDE THE WAVE IN A NEW DIRECTION

BY JACK ROBERTIELLO

s all things American whiskey bourbon, rye, moonshine, and flavored—continue to grow in popularity, perhaps the next sub-genre to take off will be American cream whiskies.

Unlike flavored whiskies, creams haven't shown much vibrancy in the past few years. One notable exception is the remarkably successful RumChata, now a 600,000 case brand. Moreover, cream liqueur progenitor Baileys Irish Cream has managed several line extensions, and recently bullishly launched Almande, based on almond milk.

And while the cream whiskey business has been fairly stagnant at a time of significant growth for most other categories, there are green shoots showing. New products are cropping up, not only from major suppliers but also smaller, independent distillers trying their hand at whiskey's softer, creamy potential at various strengths and flavor combos.

The two best-known names offering cream wares may be Buffalo Trace and Ezra Brooks, well-established bourbon brands. Last summer, Luxco launched Ezra Brooks Bourbon Cream for fall and winter availability. Buttery with hints of caramel, toffee, cinnamon and nutmeg, the 25 proof product is expected to return this year.

Meanwhile, available mainly at their distillery store, Buffalo Trace Bourbon Cream has been found on an increasing number of retail shelves, a 30 proof liqueur using Buffalo Trace Kentucky Straight Bourbon as its base.

### PUSHING WHISKEY'S ENVELOPE

And then there are the novelties. Brown Jug Bourbon Cream, one of two flavored whiskies made by Brown Jug Spirits, is

a 34 proof cream liqueur, a blend of cream, bourbon, vanilla, spices and maple syrup.

Moonshiners, especially the Tennesseans, have increasingly added creams to their broad range of flavored products: Sugarlands Distilling in Gatlinburg offers Dark Chocolate Cream, Butter Pecan Cream and something they call "Electric Orange Appalachian Sippin' Cream."

"Sippin" seems to have some marketing appeal to producers; Whisper Creek Tennessee Sipping Cream is a Tennessee whiskey cream mix of a charcoal-mellowed Tennessee whiskey with flavors of caramel, red apple, fig, pecan and almost 30 "all-natural secret ingredients," according to the producers. They've

doubled down on the concept with their newest offering, Whisper Creek Mocha, adding coffee and chocolate flavors to the original formula. Both are 40 proof.

Other Tennessee moonshiners have their own, in limited distribution. Ole Smoky sells two types—Cookies and Cream and Snow Cream—at their distillery, and Tennessee Legend Distillery in Sevierville sells four iterations: Orange Creamsicle, Creme Brûlée, Root Beer Float Cream, and something called Dirty Cream.

Not only southern producers are getting into the swing. From Rochester, NY, comes Bespoke Bourbon Cream, made at the Black Button Distillery. Combining the craft distiller's Four Grain Bourbon and local cream for a 30 proof delight with vanilla and caramel notes, it is recommended serving by itself, with coffee or in a root beer float.

BOURBON CREAN

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### WELCOME TO "EVERYTHING CONNECTICUT."

This special section highlights Connecticut-made brands from the state's distilleries, breweries and vineyards. The goal is to create a showcase for new and established local brands, all in one place.

This guide is also an alphabetical resource for bar and restaurant staff and retailers to easily source and create a homegrown selection of brands for your unique local customer base. It also allows new brands to be introduced or showcased to the trade as a marketing resource.

We hope you enjoy the continued series of this local product reference guide.

If you have a product to showcase, contact us at 203.288.3375 ext. 103 or visit www.thebeveragejournal.com/connecticut/ advertise/special-programs.



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### **ASYLUM DISTILLERY**

Asylum Distillery is the first distillery in Fairfield County since Prohibition, 98 years ago. We make craft, small batch gin, vodka, corn whiskey (aka moonshine), and our recently-introduced Fifth State whiskey. All spirits are gluten-free and proudly made from non-GMO corn from fourth-generation farmers in Somers, Connecticut. Our products are mashed, fermented, distilled and bottled in Bridgeport. Sign-up on our website for a personal tour and tasting with the distiller. Asylum Distillery selfdistributes; please contact us directly to order.



### CONNECTICUT VALLEY DISTILLERY

Smuggler's Rum is produced in small, single batches at our Connecticut Valley Distillery. Our distillery uses only handcrafted copper pot stills, the key to our success of award-winning smooth New England styles of rum. Established at the turn of last century, Connecticut Valley Distillery has created two rums. Smuggler's Silver and Smuggler's Spice pay homage to those Prohibitionera rum smugglers; especially those who through luck, and a lot of skill, never earned acclaim through detection. Pre-order our Limited Smuggler's "Oak Aged Honey" Rum for May 2017.





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The co-founders of PEEL Liqueurs opened their own distillery, Central Connecticut Distillers located in New Britain, in 2015. The new facility is where the PEEL line of small, hand-made batches of award-winning, all-natural gluten-free liqueurs is produced: Bananacello, Limoncello, Cremoncello and the most recent, Orangecello. They are also proud to launch their Hard Hittin' brand of spiked sodas in two flavors: Vodka Limon and Vodka Orange. The lemons and oranges used in producing the PEEL Limoncello and Orangecello are freshly squeezed and mixed with carbonated water, cane sugar and vodka for 6% ABV spiked soda. Support local.

Distributed via Allan S. Goodman and Cellar Fine Wines





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### FISHERS ISLAND LEMONADE

Fishers Island Lemonade, (FIL), offers a refreshing blend of vodka, whiskey, natural lemon and honey at 9% ABV. FIL originated at The Pequot Inn, Fishers Island's only bar, established for over 100 years. For years we have been mixing up a local favorite, the FIL; it's the bee's knees. Our ties to Connecticut run strong, with a local operation base and brand founder. FIL is distributed via Craft Beer Guild Distributing of CT, Rogo and F&F, and is a great local addition to any cocktail menu, beverage cart or cooler. Here's to summer never ending.



Co

### HARTFORD FLAVOR COMPANY'S WILD MOON LIQUEURS

Hartford Flavor Company's Wild Moon Liqueurs were founded by Lelaneia and Tom Dubay. The allnatural, botanically-infused liqueurs are produced at the company's Hartford distillery at 30 Arbor Street. The tasting room welcomes guests for tours, tastes, and events. The liqueurs use organic botanicals as sweetened tinctures to accent spirits, Champagne and more. The Wild Moon line offers Cucumber, Rose, Cranberry, Lavender, Birch, Chai Spice and its newest addition, Lime. They are available in 100, 375, and 750 ml bottles as well as a 100ml variety pack. Distributed by Brescome Barton.



### LITCHFIELD DISTILLERY

Nestled in the hills of northwest Connecticut, Litchfield Distillery proudly batches award-winning craft spirits made with the best ingredients our local farmers have to offer. Our Batchers' series of premium spirits includes an array of fine bourbon, whiskeys, vodkas and gin. Conveniently located on Rt. 202 in Litchfield, we invite consumers to visit for a free tour and enjoy a tasting of our Spirit of Hard Work<sup>™</sup>. Litchfield Distillery products are distributed via Slocum & Sons.



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### HICKORY LEDGES FULL MOONSHINE

Full Moonshine is skillfully handcrafted at Hickory Ledges Farm by owners and distillers, Bill and Lynne Olson in the tradition of their ancestors which dates back to 1797. The tasting room showcases the family's original distilling permit. Our small batch process creates a smooth, clean spirit with a flavor profile second to none. Enjoy the essence of fresh pressed apple cider, local maple syrup, native cranberries, select corn and clear spring water that distinguishes Full Moonshine from the rest. The line includes Apple Pie, Cranberry, Pete's Maple "80" and Circa 1797. Distributed via Eder Bros., Inc. and Allan S. Goodman.



### **ONYX SPIRITS COMPANY**

In 1865 we lost our family distillery, Chaffee & Co., to the federal government after shipping barrels of moonshine and whiskey to Canada and "forgetting" to pay the tax. During Prohibition, we may have accidentally operated a speakeasy in our family hotel in Middletown, Connecticut. Co-founders Adam and Pete have endeavored to liquefy their passion for craft spirits through opening Onyx Spirits Company and producing America's first ultra-premium moonshine and Connecticut's first whiskey, Secret Stash. In 2015, we opened our speakeasy tasting room, where you are all most warmly invited. Distributed via Allan S. Goodman and Winebow.







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### SONO 1420 ARTISAN DISTILLERS

SoNo 1420 Artisan Distillers is a craft distillery producing small batch, ultra-premium spirits in historic South Norwalk. We handcraft two whiskeys and three gins using seeds and flowers from the cannabis sativa plant (hemp) to create some of the best tasting - and arguably the most intriguing – distilled spirits on the planet. Come visit us in the new Maritime Village residential complex. We're a short walk away from the restaurants and nightlife of Washington Street, the Maritime Aquarium, and the South Norwalk train station. Opening Summer 2017! Different. Daring. Delicious.



### WESTFORD HILL DISTILLERS

Licensed in 1997, Westford Hill Distillers was among the first craft distillers in the U.S. The distillery has won numerous national and international competitions, and has been featured in *Saveur* magazine's Top 100 and *Bon Appetit* "Best of the U.S." In 2015 the Smithsonian Institution selected Westford Hill to represent craft spirits as part of its History of Food series. Westford Hill Distillers produces a wide range of spirits including an all-Connecticut Apple Brandy barrel-aged 14 years. The distillery is located on a 200-acre historic family property

where distillation has taken place since the eighteenth century.





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### THE REAL MCCOY

The Real McCoy is a small batch single blended rum artisan crafted in copper stills and authentically aged 3, 5 or 12 years in American oak bourbon barrels. Founded in Mystic, our 85+ awarding-winning rum is ethically and sustainably produced in a traditional dry style - no added sugar or flavor, and naturally gluten free. Our heritage is based on the legendary Bill McCoy, Prohibition's gentleman rum runner who sailed just 3 miles off the Northeast coast, legally delivering only top guality, unadulterated spirits

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### **BLACK HOG BREWING CO.**

Black Hog Brewing Co. located off I-84 in Oxford is open Friday-Sunday for pints, flights, limited bottle conditioned offerings, cans and fills. You can find food trucks parked outside the brewery on Saturdays, and ask about our in-house cheese selection. 12 unique taps from light lagers, experimental wild fermented sours and IPAs to Imperial stouts and our World Cup Gold winning Granola Brown Ale. Drink to the Hog! Distributed via both HDI and Star Distributors.





tom@blackhogbrewing.com
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### SHEBEEN BREWING COMPANY

Shebeen Brewing Company welcomes the warmer weather with our new lineup: Bullet Takes Flight DIPA, Fore!, Session IPA, Single Hop IPL, Pineapple Wheat, and Cannoli Beer. Our first DIPA, Bullet Takes Flight, is named for its hops; Falconer's Flight and Green Bullet. It's fruity, floral, and hazy while packing an explosive aroma. This year's Fore!, made with Citra and Mosaic, is loaded with citrus and tropical fruit notes. The beer is 4.4% ABV, but very flavorful. Signature Single Hop IPL showcases CT-grown cascade hops. Shebeen Brewing Company products are distributed via Cellar Fine Wines. The brewery is open Wednesday through Sunday for tours and tastes.





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### BROAD BROOK BREWING COMPANY

Broad Brook Brewing Company is a craft microbrewery located in the heart of CT's Tobacco Valley. Since 2010, we've gone from brewing in a garage to our first taproom in East Windsor. In less than three years, we are already planning a big expansion into Suffield for the fall of 2017. We owe all of our success and growth to our loyal customers. We have over 25 unique beers. Broad Brook Ale, Hopstillo IPA, Chet's Session IPA, and Porter's Porter, our main four, can be found all over CT. Distributed via Rogo, Star, F+F, A. Gallo.





info@broadbrookbrewing.com

860.623.1000

### THIMBLE ISLAND BREWING COMPANY

Founders Justin Gargano and Mike Fawcett both grew up on the Connecticut shoreline and founded Thimble Island Brewing Company in 2010, naming the business after the cluster of islands off the coast in Branford. The brewery continues to expand its offerings with several standard varieties available on tap at bars and restaurants in the state, as well as specialty brews found only in the brewery's tasting room. Located in Branford at 16 Business Park Drive, Thimble Island Brewing is open daily for tours and tastes. It also features a private event space. Thimble Island Brewing Company self-distributes.



### DIGRAZIA VINEYARDS

DiGrazia Vineyards was founded by Dr. Paul DiGrazia in 1978 when he planted the first vines at their Brookfield location. The winery followed suit in 1984. They went from producing four different wines to now offering 18 unique styles today. Winemaker Aaron Cox crafts unique formula wines not made anywhere else due to proprietary recipes and winemaking methods. DiGrazia Vineyards takes pride in our wholesale network. Our referrals to vineyard visitors to the Connecticut package stores that carry our products are part of our winery tour. The vineyard

self-distributes. Contact Mark Langford for more information.





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### JONATHAN EDWARDS **WINERY**

At Jonathan Edwards Winery, we have the distinct pleasure of making wine from both the west and east coasts. Since starting our winemaking adventure in Napa Valley, we continue to work with some of the best vineyards in the country. In addition, our estate vineyards in Connecticut allow us to have the ultimate control over our local wine, creating "New England Charm with Napa Style." Located in North Stonington, the winery is open daily for tours and tastings, and also hosts weddings and private events. Jonathan Edwards Winery self-distributes.

anthin Elenide



mark@jedwardswinery.com jedwardswinery.com

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### SUNSET MEADOW **VINEYARDS**

Thirty-two acres of vines and growing 15 varietals, our goal at Sunset Meadow Vineyards is to provide our patrons with high-quality, estate-grown wines that reflect the character and charm of the Litchfield Hills. Stop by our vineyards in Goshen, Connecticut to experience a great selection of award-winning wines in an inviting atmosphere that truly is the essence of Sunset Meadow Vineyards.



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**EVERYTHING CONNECTICUT JUNE 2017** 

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### last call

### Mule of a Different Color

he familiar fizz of a Moscow Mule which combines vodka with ginger beer and lime, in a signature copper mug—has long been a target for simple variations. This summer, Goslings is giving the Mule a fresh kick with golden rum. The drink's summery identity is reinforced by serving in a tall, clear Collins glass—all the better to show off it's golden hue. And the way the rum complements both the ginger and citrus flavors proves yet again the versatility of the spirit.

### • Bermuda Mule Ingredients:

2 oz Goslings Gold Seal Rum Goslings Stormy Ginger Beer Lime, Lemon or Orange garnish

**Method:** Pour rum over ice in a highball glass, then add ginger beer. Garnish with citrus.

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