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HOW BEER, WINE & SPIRITS GET TO THE MARKETPLACE

THE BEVERAGE JOURNAL

JUNE 2017



FIFTY(+) SHADES OF PINK

WHY ROSÉ IS THE
HOTTEST WINE TREND
OF THE DECADE



THE EXPANDING
RUM UNIVERSE

SANGRIA JOINS
RTD PARTY

WHISKIES BRANCH
OUT INTO CREAMS

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The largest compilation of beverage alcohol price and brand information.

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AND SPIRITS
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RHODE ISLAND BEVERAGE JOURNAL

VOLUME
81

NO 06 JUNE 2017

{ ISSN 0035-4652 }

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SUBSCRIPTIONS & RENEWALS

\$35 FOR **ONE YEAR** | \$9 FOR **SINGLE COPY**
\$60 FOR **TWO YEARS** (Includes shipping and handling)

Subscription includes
Web portal product user ID and password
All sales are final.

 thebeveragejournal.com  203.288.3375

Published Monthly By: The Rhode Island Beverage Journal; 2508 Whitney Avenue, P.O. Box 185159; Hamden, CT 06518 is devoted to all liquor, wine and beer licensees.

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Periodicals postage paid at New Haven, CT.
Postmaster: Send address changes to:
RI Beverage Journal, P.O. Box 185159, Hamden CT 06518
DO NOT FORWARD.



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

MARKETPOINT

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/market 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.
- Trend 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, 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.

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, Spottswode 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.” Spottswode 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 on-site 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.



MAKEOVERS & SPIN-OFFS SPRINGING UP

CK Mondavi has been officially renamed “CK Mondavi and Family,” a nod to four generations of family winemaking. Rebranding highlights include: new flavor descriptors on the front of each wine; a gold seal on each bottle featuring the founder Cesare Mondavi; and CK Mondavi and Family’s “Made in USA Certified” logo on each back label indicating that all aspects of the wines—grapes, bottles, closures and labels—are made in America. The nine wines are line-priced at SRP\$6.99/750ml.

Other recent refreshes of note:



For Sonoma Valley’s **Kunde**, a new label comes at a good time to highlight the family winery’s new winemaker, Zach Long, as well as their retooling of their vineyards that began in 2009 and has led to cutting production by 35%. Clean and classic, the new label emphasizes the family’s century-plus of winegrowing.



Michael David Winery has added a “**7 Deadly Red**” blend to complement their popular “7 Deadly Zins” Zinfandel; both wines use Lodi fruit and are SRP \$16. The new entry does not define its composition, but the style is appropriately decadent and fruit-driven with notes of spice, campfire smoke and vanilla from barrel-aging.



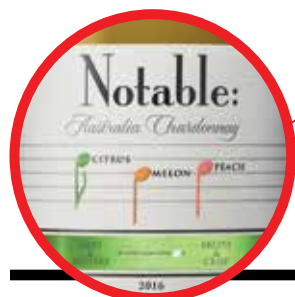
Francis Ford Coppola Winery is extending their **Sofia** label to include a new bubbly rosé, crafted from Pinot Noir and Chardonnay in the style of French Crémant, with light effervescence and fruity floral notes. Available in two formats, the 2016 Sofia Brut Rosé retails for \$19/750ml or \$20/four-pack of 187ml cans.



NEW & ‘NOTABLE’—PAIR OF CHARDS PUT STYLE FRONT & CENTER

A new tandem of wines from Constellation Brands is showcasing America’s favorite varietal, Chardonnay, in a surprisingly simple way. Notable highlights each wine’s distinct flavor profile on the front label, using both musical notes and descriptors. The 2016 “Fruity & Crisp” Notable hails from South-Eastern Australia; and a 2015 “Oakly & Buttery” is from California. Both have SRP \$14.99. The brand eliminates “the wine aisle guessing game,” says Marketing Director Paige Guzman. “Notable’s two Chardonnays give wine drinkers certainty in knowing that what you see is what you sip.”

notablewines.com



PALM BAY INTRODUCES TRIBUTE WINE: INFINÉ 1939

Palm Bay International is launching Infiné 1939 Pinot Grigio (SRP \$26), sourced from high-altitude vineyards in Trentino’s Dolomite Alps. Marc D. Taub, President and CEO, partnered with Italian winemaker Carlo Ferrini to create a Pinot Grigio to honor his father, founder David S. Taub—known as “the father of Pinot Grigio” after introducing Americans to the grape in the late 1970s under the Cavit brand. Infiné means “at last” in Italian; 1939 marks David Taub’s birth year. Additionally, Palm Bay is releasing At Last Cuvée Bianco (\$49.99) a limited-production blend of Chardonnay and Sauvignon Blanc with dollops of Gewürztraminer and Riesling.

palmbay.com

The unique bottle design features an inset label, infinity symbol inlaid in the glass bottom and individually numbered bottles.



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Oysters are the classic companion to bone-dry Muscadet, which is made from Melon de Bourgogne grapes.



Chenin Blanc

BLANCS THAT BECKON

THE LOIRE VALLEY IS LOADED WITH QUALITY AND VALUE IN DRY WHITE WINES

BY EDWARD V. MCCARTHY

The Loire Valley in northwest France flies “under the radar” as a wine region—perhaps because it is so archetypically French. The nation’s largest wine region in both area and number of vineyards, the valley represents 61 official appellations as it stretches from the Atlantic Ocean in the west to just south of Paris, following the Loire, France’s largest river. It is also one of France’s two major wine regions in which white wines dominate (the other is Alsace). Add in the diversity among its dozens of AOCs—spanning rosé, red, sparkling and dessert wines on top of dry and off-dry whites—and the Loire is challenging.

But that diversity is also teeming with quality—which in turn represents excellent value in today’s market—so don’t let the challenge keep you from making the Loire’s gems accessible to your open-minded customers. To keep a tight focus, let’s look at the region’s dry whites, based on Sauvignon Blanc and Chenin Blanc.

Four Main Districts

Starting in the East, closest to Paris, the Upper Loire (also called Central Loire because it’s at the exact center of France), is led by Sancerre, arguably the source of the best Sauvignon Blanc varietal wines in the world. While Sancerre dominates (of Sancerre also make Sancerre wine),

LOIRE BY THE #'s

The Loire Valley features 61 official appellations and denominations.

Here are some more facts:

- #1 French producer of AOC white wines
- #2 AOC region for sparkling wines (after Champagne)
- #2 regional producer of AOC rosé wines
- 3rd largest French region by volume of wine production (380 million bottles per year)
- Home to 4,000 wineries, 160 trading companies and 15 co-ops



Chenin Blanc in the Loire Valley can be sparkling, dry, off-dry or dessert-sweet; seen here, scenes from Vouvray. The region's top red wines are made from Cabernet Franc; Pinot Noir is also grown in the Loire, and it often becomes rosé wine.

the AOCs Pouilly-Fumé, Ménéteau-Salon, Quincy and Reuilly deliver classic dry Sauvignon Blanc character.

In Touraine, a large district to the west of Sancerre, around the city of Tours, Vouvray is the major white wine; Chenin Blanc is the major variety.

Anjou/Saumur, a dual zone just west of Touraine, is known for its dessert wines, sparklers and rosés, but it also produces dry Chenin Blanc whites; Savennières is considered by many the greatest dry varietal Chenin Blanc wine in the world.

Pays Nantais, at the western end of the valley, bordering the Atlantic, Pays Nantais is named after its main city, Nantes. The leading white wine here is Muscadet, one of the great \$10+ white wines in France and a classic partner for oysters. This district is cooler and damper than the rest of the Loire.

Loire Wine in Action

Maps aside, the Loire's dry whites are big on style. Sancerre, the best-known wine in the Loire Valley, was the darling of Parisians after WWII and its fame spread to the U.S. It is light to medium-bodied, dry, crisp, lively wine with citrus aromas and flavors; most are made without oak. Sancerre is an ideal match with goat cheese. It is often paired with grilled trout,

shellfish or poultry. Most retail in the \$20 to \$30 range.

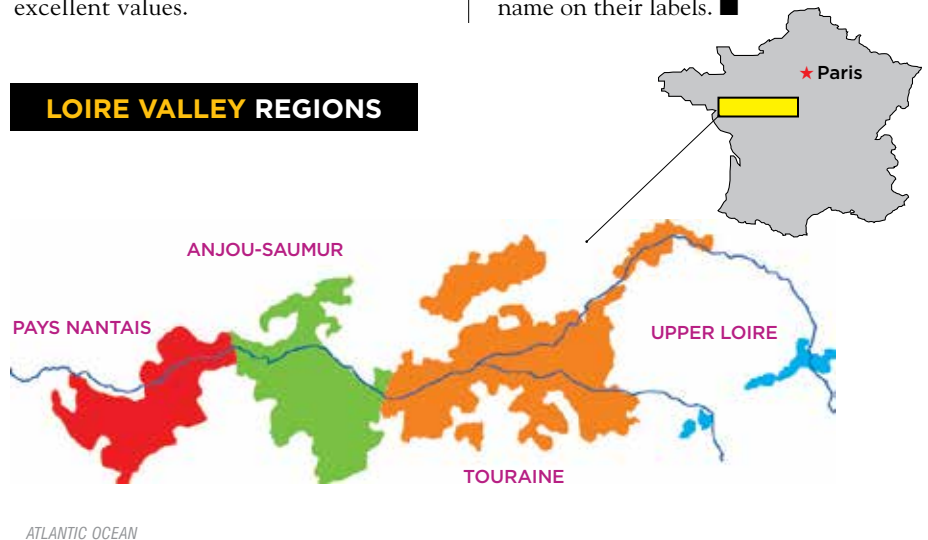
Pouilly-Fumé, like Sancerre, is 100% Sauvignon Blanc. Slightly fuller-bodied and rounder than Sancerre, with flinty, mineral flavors. It is usually a bit more expensive than Sancerre. It goes well with full-bodied fish, such as salmon.

Three villages near Sancerre—Ménéteau-Salon, Quincy (*can see*) and Reuilly (*rouh yee*)—also are 100% Sauv Blanc, similar to Sancerre, but a bit lighter-bodied. Because they don't have the fame of Sancerre, they are less expensive, and represent excellent values.

In Anjou, the Savennières zone produces dry Chenin Blanc at its best. Many critics rate Savennières one of the best dry white wines in the world. Savennières is concentrated and intensely flavored, with intriguing mineral notes in its aromas and flavors. Because it is not well known, it remains one of the great values in white wine.

But the Loire's greatest bargain of all is still Muscadet, a light, dry wine, always well-priced (\$10-\$16). The best and largest production zone is Muscadet de Sevre-et-Maine; and fortunately for us, most Muscadets coming here bear this name on their labels. ■

LOIRE VALLEY REGIONS



THE BEACHHOUSE PUTS A STAMP ON SUMMER

PACKAGE UPDATE & SWEEPSTAKES LAUNCHING NATIONALLY

BY W. R. TISH



Americans 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-



PACIFIC HIGHWAY

wines & spirits

able factor certainly extends the appeal among LDA consumers.

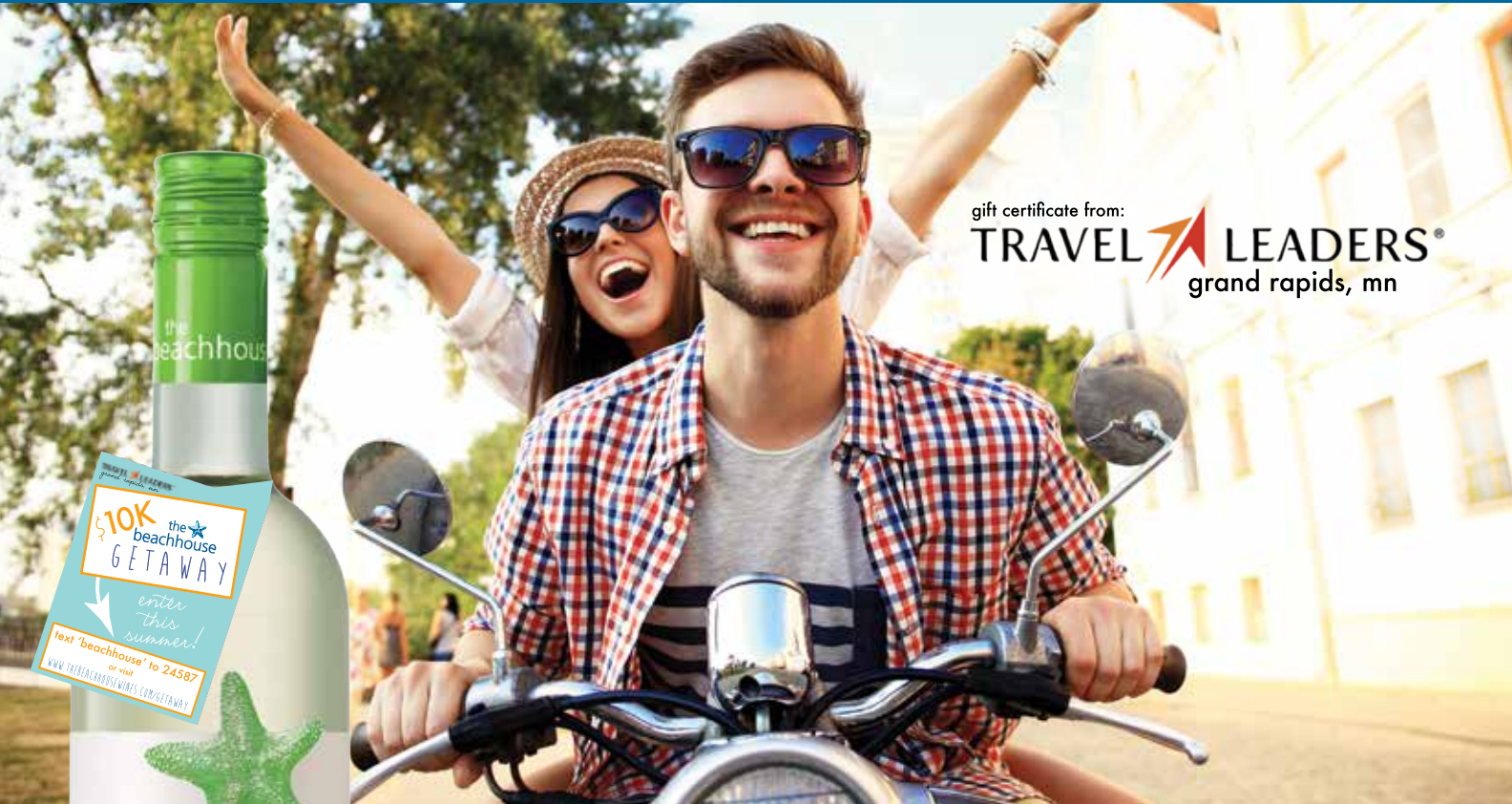
As with all such sweepstakes, no purchase is necessary to win. Making it hard not to notice, the POS materials are colorful but grounded by a whitewashed wood motif and the tagline “Sip back and relax.” Floor displays can be set up with a single stack of four cases (there is also an arbor display for 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. Summer-themed 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 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. ■



the beachhouse \$10K GETAWAY



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when?

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MS WALKER HOSTS SPRING ROSÉ TASTING

Trade professionals gathered at Watermann Grille in Providence for MS Walker's Vintage 2017 Spring Rosé Tasting on April 11. Samplings included imported and domestic rosé wines as well as sparkling selections. Light fare by Watermann Grille was provided to pair with the wines while enjoying a waterfront view.



1



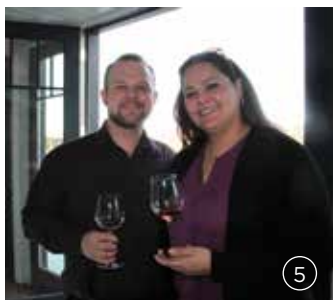
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3



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5



6



7



8



9



10



11

1. MS Walker hosted its Vintage 2017 Spring Rosé show at Providence's Watermann Grille.
2. Josh Slocum, Fine Wine Brand Manager, MS Walker and Nay Saywell, Fine Wine Portfolio Manager, MS Walker.
3. Watermann Grille's Allison Trendell and Jarred Laplante.
4. Andrea Penardo, Owner, Main Street Wine and Spirits and Marc Guillotte of MS Walker discussing the sparkling selection of rosé.
5. Dann Wilcox, Bacaro and Melina Catelli, MS Walker.
6. Owen Thorpe, MS Walker and Harrison Elkhay, Beverage Director, Chow Fun Food Group.
7. Marc Guillotte, Off-Premise Wine Craft Spirit Specialist, MS Walker; Craig Penardo, Owner, Main Street Wine and Spirits; Andrea Penardo, Owner, Main Street Wine and Spirits.
8. Hecht & Bannier Cotes de Provence, Maison Saint Aix Provence and Gerard Bertrand wines on display.
9. Sparkling wine selections included Louis De Grenelle Corial Brut Rosé, Gruet Brut Rosé, Scharffenberger Brut Rosé, and Roederer Estate Brut Rosé.
10. Domaine Ott By.Ott, Hecht & Banner Languedoc Rosé, Mas Donis Rosat of Spain and Maison des Terroirs La Marouette Grenache Rosé.
11. Guests peruse MS Walker portfolio selections.



JOHNSON & WALES STUDENTS RECOGNIZED AT ANNUAL BAR TRADE SHOW

Nightclub & Bar Media Group awarded five Johnson & Wales students its “Student Fellowship Award” for their work in the food and beverage industry during the annual trade show and convention on March 27-29 in Las Vegas. The year’s award honorees included Thomas Dellanno and Jeguk Moon, both from the Providence, Rhode Island campus; Chanel Dunlap of the North Miami, Florida campus; Andrew House from the Charlotte, North Carolina campus; and Caitlin Thibodeaux from the Denver, Colorado campus. Since 2014, Nightclub & Bar Media Group has partnered with Johnson & Wales University to select five students who exhibit “drive and continuously apply their knowledge outside of the classroom” toward their professional careers. “We feel that this award encourages the five students and their peers to focus on the future benefits of their education. It is thrilling for us to have the Nightclub & Bar Media Group invest in the future of our students and the hospitality industry with this fellowship,” said Brian Warrener, Professor at Johnson & Wales University.

Johnson & Wales Student Fellowship Award winners: Andrew House from Charlotte, North Carolina; Thomas Dellanno from Providence, Rhode Island; Jeguk Moon from Providence, Rhode Island; Chanel Dunlap from North Miami, Florida; and Caitlin Thibodeaux from Denver, Colorado.



OCEANSTATE WINE & SPIRITS LAUNCHES NEW SPIRITS

Oceanstate Wine & Spirits added Leaf Organic Vodka, Khortytza Vodka and Odessa V.S.O.P. Brandy to its Rhode Island spirit portfolio offerings. Leaf Vodka offers two USDA certified Organic varieties: one sourced from Alaskan Glacial water for a “smooth, sweet taste” and the other variety from Rocky Mountain mineral water for a more “complex, warm and savory” flavor. Khortytza Distillery of Ukraine produces its vodka using an organic filter containing mineral water. The filtration process is enhanced with special birch and alder-tree charcoal and quartz sand. Odessa V.S.O.P. Brandy is produced at the Shustov Distillery from white grape varietals including Rkatsiteli, Aligoté and Pinot varieties. Odessa V.S.O.P. has notes of Asian spices and citrus fruits with hints of raisin, tones of maturity and honey with nutty overtones and a creamy caramel finish.

1. Leaf Organic Vodka
2. Khortytza Vodka
3. Odessa V.S.O.P. Brandy

HORIZON BEVERAGE COMPANY OFFERS NEW WINES AND CIDERS

This spring, Horizon Beverage Company launched several new wines and ciders from Winesellers, Ltd., who was named "Importer of the Year in 2015" by *Wine Enthusiast*. Now available through Horizon Beverage in Rhode Island: Piazza del Castello Rosato Toscana, Piazza del Castello Rosso Toscana, Quinta de la Rosa red table wines, Zuccardi "Series A" 2015 Malbec and Cabernet Sauvignon, Zuccardi "Series Q" wines Malbec and Cabernet Sauvignon, Sea Pearl Sauvignon Blanc, S. Pratsch Organic Wines 2015 Gruner Veltliner 1L and 2015 Gruner Veltliner Weinviertel DAC, Faisao Wines Vinho Verde White, Vinho Verde Rosé, Dao Red; Tiamo Organic Wines Chianti, Pinot Grigio and Rosato; Mont Gravet Rosé; Vinum Cellars "V Series" 2016 Rosé and Schafer 2016 Dry Organic Rosé. Horizon Beverage also added new ciders: Mayador Sidra Natural of Asturias, Spain and Le Brun Brut and Le Brun Organic Cidre, both of Brittany, France.

1. Piazza del Castello Rosato Toscana and Piazza del Castello Rosso Toscana.
2. Quinta de la Rosa offers a selection of red table wines from Portugal.
3. Zuccardi "Series A" wines are from micro-regions in Argentina including Salta, Uco and Santa Rosa. Zuccardi "Series Q" wines are harvested from vines grown at the foot of the Andes Mountains in the high altitude of Valle de Uco of Mendoza.
4. Sea Pearl Sauvignon Blanc of Marlborough, New Zealand; S. Pratsch Wines of Austria; Faisao Wines of Portugal; and Tiamo Organic Wines of Italy.
5. Mayador Sidra Natural of Spain and Le Brun Brut and Le Brun Organic Cidre of France.
6. Mont Gravet Rosé from the South of France; Vinum Cellars "V Series" 2016 Rosé from Paso Robles; and Schafer 2016 Dry Rosé of Germany.



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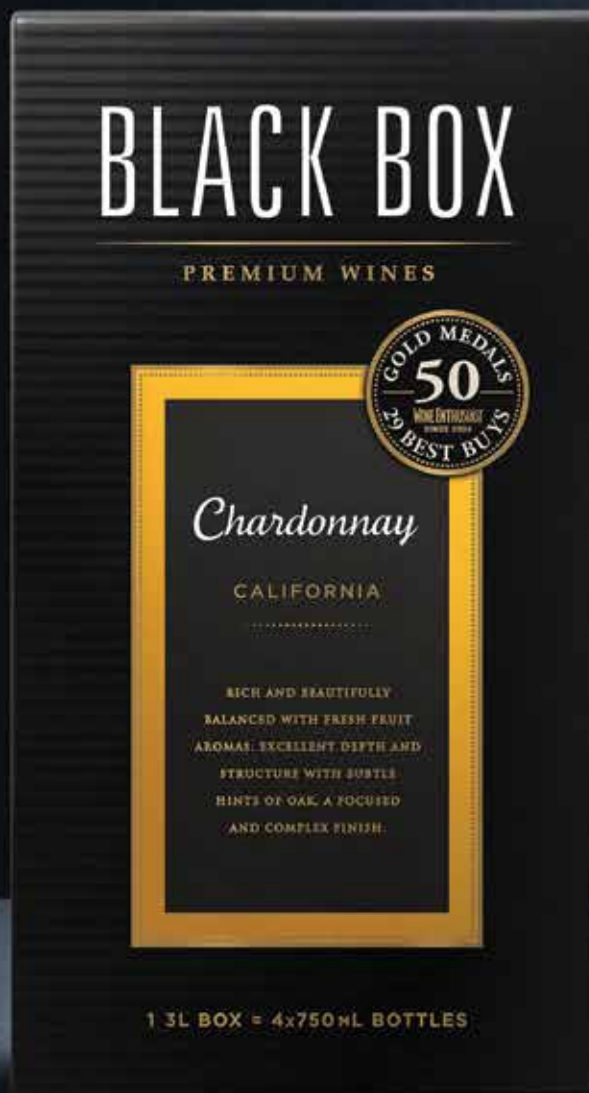
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Photos by Chris Almeida.

USBG RI HOSTS THE REAL MCCOY RUM BRAND SESSION

The United States Bartenders' Guild Rhode Island (USBG RI) chapter hosted members and guests for The Real McCoy Rum brand educational session on April 17 at Cook & Brown Public House in Providence. The Real McCoy Rum Brand Specialist Abigail Miller presented while participants worked on a "DIY" Tiki mug, which paired cocktail craft with decorative craft. The award-winning suite of 3-, 5-, and 12-Year Aged Straight Rums are unadulterated with no added sugars or perfumes. The Real McCoy Rum line is small-batch, artisan-crafted by its fourth generation master distiller using blackstrap molasses and pure spring water. The rums are single-distilled in a combination of column and artisan pot stills, and then authentically aged in heavy char American oak bourbon barrels. The rum is named for Bill McCoy, the pioneer rumrunner of the Prohibition era.

1. The Real McCoy Rum and USBG RI hosted an educational session about The Real McCoy Rum and Tiki-cocktail culture on April 17 at Cook & Brown Public House in Providence.
2. Abigail Miller, Brand Specialist, The Real McCoy Rum.
3. Ryan Kennedy, Bar Manager, Cook & Brown creating cocktails.
4. USBG RI members painted their own Tiki mugs.



Photo Courtesy Phil Pasco Photography.

NEWPORT CRAFT BEER FESTIVAL POURS TASTES

The Newport Craft Beer Festival, held at the Great Friends Meeting House in downtown Newport, featured more than 30 craft breweries and food vendors. The festival began with an intimate "VIB: Very Important Beer" tasting on April 28. The grand tasting was held on April 29 and gave attendees the opportunity to taste through dozens of local and national craft beer brands, as well as the chance to speak directly with brand managers and brewers about the products. Newport Craft Beer Festival is organized through Newport Storm Brewery, Pour Judgement Bar and Grill in Newport and the City of Newport. Proceeds from the event benefit the Rhode Island Brewers Guild and the Newport Historical Society. Crooked Current Brewery received the Fan Favorite Award during the 2017 festival.

1. Swaze Armstrong of Pour Judgement Bar and Grill in Newport.
2. Mike Shervin of Newport Storm Brewery.
3. The Newport Craft Beer Festival Grand Tasting on April 29 offered two tasting sessions.



Photos by Laura Widness, Ruby Shoes Photography

DINNER BY DAMES CREATES COCKTAILS AND CUISINE FOR A CAUSE

The dining series Dinner by Dames returned for its sixth installment as part of the annual Eat Drink RI Festival on April 27-29. The female-driven dinner and drinks pairing brought together seven Rhode Island chefs, Melissa Denmark of Gracie's and Ellie's Bakery, Jordan Goldsmith of Moonrose Farm, Maria Meza of El Rancho Grande, Ashley Vanasse of Easy Entertaining, Inc., Jessica Wood of Fire and Water Restaurant Group, Rebecca Lentricchia of Renaissance Providence Downtown Hotel and Sarah Williams of Seven Stars Bakery. Local bartenders Jen Davis of The Eddy, Katie Masterson of The Boombox and Nick's on Broadway, Elizabeth Sawtelle of Nick's on Broadway and Kayleigh Speck of Durk's Bar•B•Q and The Grange, created cocktail pairings for each course, with spirits provided by Origin Beverage Co., a division of Horizon Beverage. Skyline at Waterplace in downtown Providence set the stage and non-profit organization, AIDS Care Ocean State, received a donation from the proceeds.

1. Bartenders Elizabeth Sawtelle of Nick's on Broadway, Jen Davis of The Eddy and Kayleigh Speck of Durk's Bar•B•Q and The Grange create cocktail pairings for Dinner by Dames held at Skyline at Waterplace.
2. Katie Masterson behind the bar.
3. Elizabeth Sawtelle pours.
4. Jen Davis and Kayleigh Speck shake it up at Dinner by Dames.
5. Cocktails and spirits.
6. Jessica Wood, Chef, Fire and Water Restaurant Group.
7. Event Co-host Katie Kleyla of Eat Drink RI and Rebecca Lentricchia of Renaissance Providence Downtown Hotel.



More images can be seen at thebeveragejournal.com/dinner-by-dames-2017.




NARRAGANSETT BREWING CO. DEL'S SHANDY RETURNS FOR THE SUMMER SEASON

Narragansett Brewing Co. has released its Del's Shandy for the fourth summer season. Del's Shandy, brewed in collaboration with Del's Lemonade, is produced under Brewmaster Sean Larkin. The beer has a balance of malty sweetness and citrus tartness at 4.7% ABV and 14 IBUs.

EAT DRINK RI FESTIVAL SHOWCASES TASTES FOR SIXTH YEAR

The Eat Drink RI Festival Grand Tasting held on April 29 at the Rhode Island Convention Center featured samplings from locally-produced beer, wine and spirits, and local food artisans. Food and drink presentations featured Rhode Island's top chefs while booths featured beverages from Jonathan Edwards Winery, Los Andes, Narragansett Beer, Nautical Gin, New Harvest Coffee, Newburyport Brewing Company, Newport Vineyards, Sons of Liberty Beer & Spirits and Whalers Brewing Company, among others.

1. Whalers Brewing Co.'s Joshua Dunlap, Co-owner and Head Brewer.
2. Nautical Gin's Kara Dodd, Social Media Consultant and Erin Henning, Director of Relations Strategy.
3. Jonathan Edwards Winery's Susan Denice, Sales and Distribution.
4. Sons of Liberty Beer & Spirits' Tony Colavecchio, Sales and Distribution.
5. Brockmans Gin's Lisa Panteleakos, National Field Director and Crystal Howard, Next Level Marketing.
6. Sarah Petarca and Emily Weigel, Brand Ambassadors, Carolyn's Sakonnet Vineyard.
7. Newport Vineyards/Brix Restaurant & Vineyard Café's Jenna Miller, Event Coordinator; Caroline Robertson, Brix Bar Manager; and Andy Teixeira, Executive Chef.
8. New Harvest Coffee's Sophie Short, Barista/Trainer and Sam McCaughey, Customer Relations Manager.
9. Los Andes' Brian Dinan, Sous Chef; William Peterson, Sous Chef; and Chris Wilson, Intern.
10. Festival organizers David Dadekian and Katie Kleyla, Eat Drink RI.
11. Caledonia Spirits' Barr Hill Gin on display.
12. Amanda Noonan, 'Gansett Girl, Narragansett Brewing Co.
13. Chef and Owner Derek Wagner of Nick's on Broadway and Kate Masury, Program Manager, Eating with the Ecosystem.

 More images can be seen at thebeveragejournal.com/eat-drink-ri-2017.



Photos by Laura Widness, Ruby Shoes Photography.



THIMBLE ISLAND BREWING COMPANY POURS AT NEWPORT CRAFT BEER FESTIVAL

On April 28-29, the sold-out Newport Craft Beer Festival, which benefits the Rhode Island Brewers Guild & Newport Historical Society, hosted brewers from all over the country including Connecticut's Thimble Island Brewing Company. Guests sampled a spectrum of craft brews and met with brewers while enjoying food and live music. The Branford, Connecticut-based brewer produces ales, stouts and more and hosts brewery tours. Thimble Island Lager, Thimble Island Coffee Stout, Thimble Island IPA, Ghost Island Double IPA, Thimble Island American Ale as well as seasonal brews are distributed in the state via Johnson Bros. of Rhode Island.

1. Dave Morgan, Lead Sales Representative, served Thimble Island Brewing Company's Session 45 IPA, Windjammer Wheat, Ghost Island Double IPA and American Ale.
2. Thimble Island Brewing Company's Dave Morgan, Lead Sales Representative and Dan Cole, Production Manager, met with guests at the Newport Craft Beer Festival on April 28.
3. Thimble Island Brewing Company's Alexander Brown, Sales Representative and Dave Morgan, Lead Sales Representative, at the Rhode Island International Craft Beer Festival at the Providence Convention Center, where the brewery received two third place medals for its American Ale and Thimble Lager.



SONS OF LIBERTY CELEBRATES CINCO DE MAYO

Sons of Liberty Beer & Spirits Co. hosted a Cinco de Mayo celebration at its South Kingstown distillery on May 5. The distillery featured a selection of craft cocktails including Captain Chris' Painkiller, using Battle Cry Whiskey and pineapple juice, True Born Paloma featuring True Born Gin, Teddy's Summer Spritz, featuring cucumber flavored vodka and the new Sons of Liberty Summer IPA. 401 Oyster Company provided shrimp cocktail, oysters and lobster tacos for the evening.

Captain Chris' Painkiller cocktail.



COCKTAIL COMPETITION FEATURES FISHERS ISLAND LEMONADE

Midtown Oyster Bar held the second annual Fishers Island Lemonade cocktail competition on May 3. Competitors created an original cocktail featuring Fishers Island Lemonade, and were judged on the use of the spirit, originality, taste and presentation. Judges Bronya Shillo, Founder of Fishers Island Lemonade and Jody Vento of Rhode Island Distributing Co., named Tyler Bernadya of Midtown Oyster Bar first place winner with his cocktail, Castaway Coolada. Brian Hewitt of Cask Republic took second place with his cocktail, Fishers Gose Shandy and Jen Galyon of Midtown Oyster Bar took third place with her cocktail, Smoked Blackberry Lemonade. Fishers Island Lemonade is available in the state via Rhode Island Distributing Co.

1. Midtown Oyster Bar in downtown Newport hosted the second annual Fishers Island Lemonade cocktail competition on May 3.
2. Tyler Bernadya creating the winning cocktail, Castaway Coolada.
3. Brian Hewitt came in second place with Fishers Gose Shandy.
4. Jen Galyon placed third with her with cocktail, Smoked Blackberry Lemonade.
5. Joe Morenzi, General Manager, Rhode Island Distributing Co.; Mike Dusiewiez, Sales Manager, Fishers Island Lemonade; David Aiello, Sales, Rhode Island Distributing Co.; Event Judge Bronya Shillo, Founder, Fishers Island Lemonade; Event Judge Jody Vento, Rhode Island Distributing Co.; Jim Yeamen, Sales, Rhode Island Distributing Co.
6. John Begin, Event Emcee; John Edgell, Competitor; Benny Barber, Competitor; Bronya Shillo, Founder, Fishers Island Lemonade; Jen Galyon, Competitor and Third Place Winner; Tyler Bernadya, Competitor and First Place Winner; Mike Dusiewiez, Sales Manager, Fishers Island Lemonade; Briana Trudell, Competitor; Brian Hewitt, Competitor and Second Place Winner.



More images can be seen at thebeveragejournal.com/fil-cocktails-ridc-2017.

Photos by Laura Widness, Ruby Shoes Photography.



NEW ENGLAND TEQUILA & RUM FESTIVAL POURS TASTES FOR THIRD YEAR

Twin River Casino hosted its third annual New England Tequila & Rum Festival, a four-day celebration of special events, live entertainment, food pairings, seminars, cocktail competitions and product samplings.

The festival began on May 3 with a blind rum tasting competition for beverage professionals followed by a Don Julio Tequila Cocktail Competition at Lighthouse Bar. On May 4, sugarcane and agave seminars educated participants and later Fred & Steve's Steakhouse hosted a Diplomatico Rum Premier Dinner. On May 5, Twin River Casino hosted various Cinco de Mayo celebrations at Shipyard Pub.

The event concluded with the grand tasting on May 6, where more than 30 different tequila, rum, mezcal and beer products were represented. Russell Davis from Spike TV's "Bar Rescue" served as the day's emcee. The Don Julio Tequila "Bar Wars Cocktail Competition" and the Chairman's Reserve Rum Mai Tai Competition featuring regional bartenders from Maine to New York were also event highlights. Twin River Casino donated \$5 of every ticket sold to the Johnson & Wales University Fellowship program.

1. Frank Martucci, General Manager of Beverage Operations, Twin River Casino and Russell Davis of Spike TV's "Bar Rescue," who served as the event emcee for the third annual New England Tequila & Rum Festival.
2. Patrick Stevens, Sales Representative, Johnson Bros. and Shawna Dietz, On-Premise Sales Representative and Premium Portfolio Specialist, Johnson Bros.
3. Mike Devaney and Corey Bailey, Sales, Horizon Beverage Company with Casa Noble Tequila.
4. Mickey Amphonedara, Sales, MS Walker with the Diplomatico Rum line.
5. Third-generation Master Distiller Gary Nelthropp, Cruzan Rum.
6. Abbi Miller and Ed Goll, The Real McCoy Rum.
7. Caroline Abbott, Boston Market Manager, Inspired Beverage; Maeghan Kleinerman, Account Development Specialist, Inspired Beverage; Alexei Beratis, President, Inspired Beverage.
8. Kayleigh Speck, Vice President, United States Bartenders, Guild Rhode Island (USBG RI) chapter with Clement Rum.
9. Brent Ryan, Co-founder, Newport Storm Brewery and Thomas Tew Rum.
10. Daniel E. Scully, Jr., President and CEO, Hotel California Tequila.
11. Candice Dritschler with Gary Dritschler, State Manager CT and RI, Campari America.
12. Joe Landolfi, Brand Manager, Market St. Spirits and Jen Murphy, Promotions, Shipwreck Rum.



More images can be seen at thebeveragejournal.com/ne-tequila-rum-fest-2017.



WSWA FOSTERS WOMEN'S LEADERSHIP AT CONVENTION

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

BY KRISTEN BIELER

This 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

1. 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
3. 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 family-owned 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





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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.”



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The Right Mix: The 74th Annual WSWA Convention

On April 18th through 21st, industry professionals from all tiers convened in Orlando for the 74th 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. ■



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- 5. Mast-Jägermeister US CEO Jeff Popkin greets the “Deutsche After Darke” crowd
- 6. 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 Beverage Media Group
- 9. Mick Ebeling, keynote speaker, poses with Breakthru Beverage Group Co-Chairman Charlie Merinoff
- 10. Chris Wallace, keynote speaker, signs books for convention attendees

Douglas Wine and Spirits

BY SAVANNAH MUL

Douglas Wine and Spirits recently finished store renovations to its existing 7,000-square-foot location, allowing it to nearly double the selection of wines, increase craft beer SKUs and offer more variety in spirits and novelty items, said Store Manager Nate Borges.

“We just gave it a fresh face,” said Borges, who has worked at the store for the past seven years. Among the improvements: shelves were increased by one level up, a fresh coat of paint, new floors and new artwork, transforming the location into a bright and variety-filled shopping experience that now features “at least” 5,000 SKUs.

Borges said buyers in the area are generally focused on wine, which brings in the majority of the store’s sales, but more recently he is seeing buying trends swaying towards craft beer. “I’m seeing a lot of [craft beer] buzz with people,” he said. Borges described craft beer as one



▲
Nate Borges, Store Manager, Douglas Wine and Spirits.





LOCATION

1661 MINERAL SPRING AVENUE
NORTH PROVIDENCE, RI

FACTS

SQUARE FOOTAGE: 7,000
YEARS IN OPERATION: 40
2 YEARS UNDER CURRENT OWNERSHIP

of his passions and when the renovations allowed him to bring in more styles, he did his research.

Borges created a bell curve graph to see what styles of beer sell more than others in the store. He was expecting the outcome to be favoring IPAs as the beer of choice, but said, “I was surprised to see it was white wheat and porter style beers that people were after.” So he stocked accordingly.

“I love talking with people and I give out a lot of recommendations and it’s always nice when they come back and tell you they enjoyed it,” said Borges.

Borges is working towards implementing a local craft beer night on Thursdays, coordinating with area brewery representatives to give consumers a chance to learn more about their

offerings. “Every Thursday would be a different beer,” he said. Douglas Wine & Spirits offers wine tastings on Fridays.

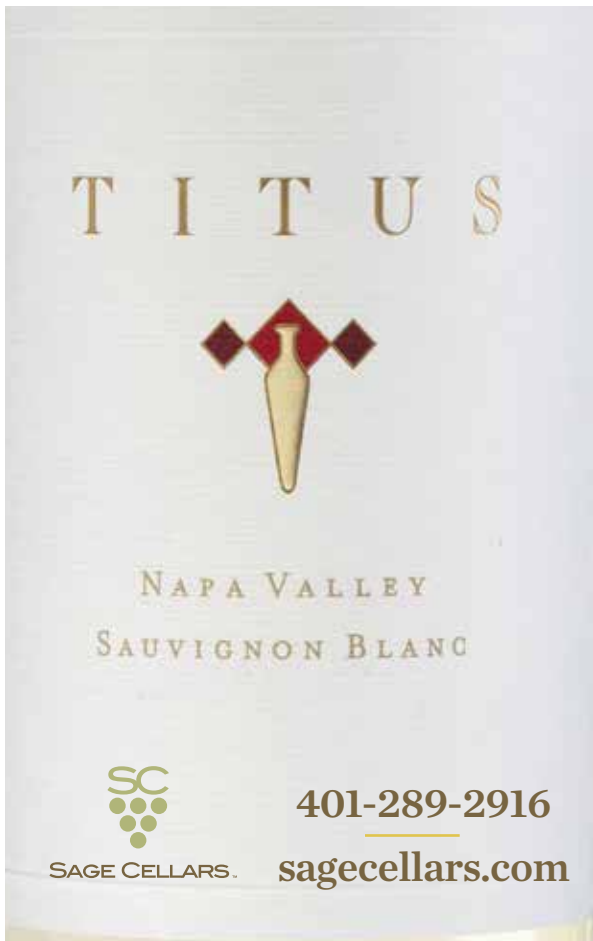
Craig Power, Vice President of Wine & Spirits Retail Marketing, a consultant for Douglas Wine & Spirits, said the internet and technology has made the consumer a smarter shopper. The staff of 10 employees offers their expertise to educate and answer questions on site, he said. For the consumer who “may be nervous to try new products,” a “Beer of the Month” display and “Employee Picks” with shelf-talkers help aid in suggestions, offering monthly features.

Douglas Wine & Spirits also offers a variety of more than 75 ready-made gift baskets for walk-in “gifts on the go” or will create a custom order gift basket based on price points and product styles. ■

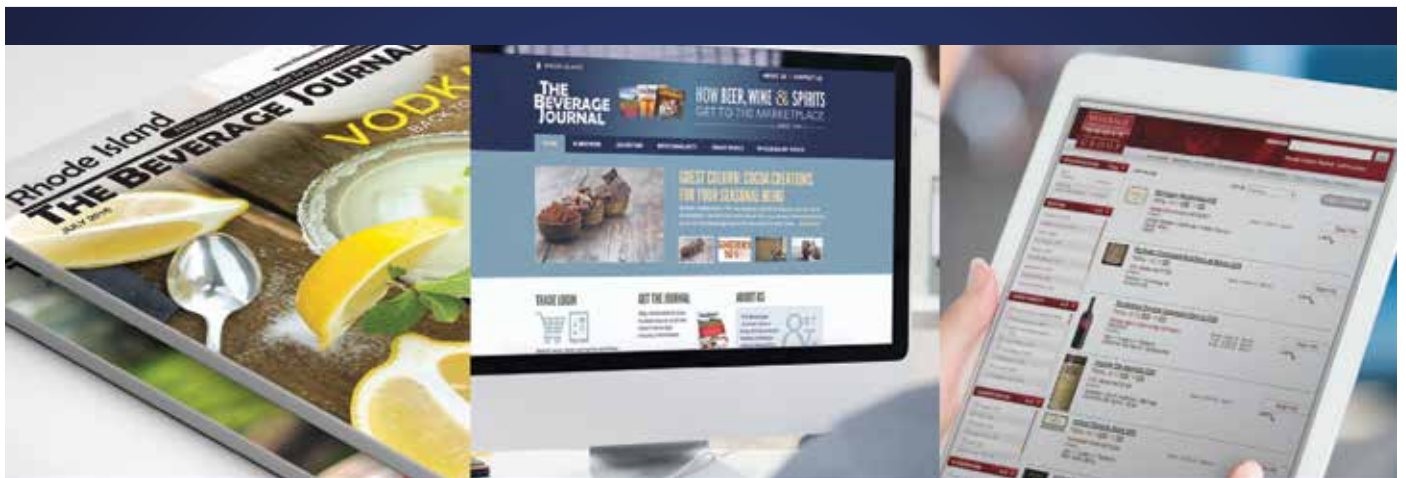
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YOUR STORE**



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



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new
products

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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

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.

SRP: \$17.99
 broncowine.com

2. RAYMOND VINEYARDS 40TH 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.

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
 admiralnelsonsrums.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.

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



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7. DOPFF & IRION ALSACE WINES

Château de Riquewihr Dopff & Irion has added three terroir-driven wines from their premium range—2011 Grand Cru Schoenenbourg Riesling (SRP \$28), Grand Cru Vorbourg Pinot Gris (\$30) and Crémant d'Alsace Elegance Cuvée Prestige (\$25)—through the brand's importer, Dreyfus, Ashby & Co. All three wines have won international awards, with the Grand Cru Schoenenbourg Riesling named Best Riesling in the World (Jancis Robinson Riesling Trophy) by the IWSC last November.

\$ SRP \$25-\$30
dreyfusashby.com

8. BRINLEY'S SHIPWRECK WHITE RESERVE RUM

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, silvery-white 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.

\$ SRP: \$23.99
brinleygoldshipwreck.com | opici.com

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: \$12.99
7moonswines.com | cbrands.com

10. STOLI CRUSHED

Stoli, the first vodka brand to introduce flavors 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.

\$ SRP: \$16.99
stoli.com

11. BALLETO 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.

\$ SRP: \$5.99/four-pack
twistedshotz.com

F

the find

TOPS
for
POPS

A WHISKEY-LICIOUS SELECTION FOR FATHER'S DAY CAN GRAB INTEREST & ADD PROFITS

Cynics are apt to dismiss Father's Day as a "Hallmark holiday," but it remains a top-five gift-giving day—and is traditionally very active for wine and spirits merchants. Are you ready to give gift-hunting progeny what they need to make Dad happy? And are you making sure your customers know, via displays, newsletters, signage, etc.? The surefire gift genre for Father's Day circa 2017 (June 18th this year) is whiskey. It's hot, plentiful (despite shortage fears), diverse, attractive...and, unlike wine, after opening it stays good, thus transforming into a gift that keeps on giving.



MAKE IT EASY...

Variety is the spice of life; that's the appeal behind this "Explorer" set from **Cedar Ridge Whiskey**. Comprising five 200mls—Iowa Bourbon, Solera Single Malt, Single Barrel Single Malt, Malted Rye and Wheat—it's a liter of whiskey total. (SRP \$69.99; 80-92 proof; cedarridgewhiskey.com).

And if Dad is both whiskey-lovin' and cocktail-minded, he will likely get a charge out of Hochstadter's "Slow & Low" Rock and Rye in the 100ml can; the straight rye Old-Fashioned inspired by a pre-Prohibition era recipe can be enjoyed neat or over ice. (\$3.99; 84 proof; drinkslowandlow.com)



FOR DADS ON THE EDGE.

Bourbon is another easy choice. Perhaps too easy—plus, Dad already has bourbon. He probably does not have **Basil Hayden's Rye**, a new limited release from bourbon specialists. This "re-barreled" rye begins as a four-year-old traditional rye whiskey, then it is transferred for an additional seven years into newly charred quarter-cask oak barrels. (SRP \$44.99; 80 proof. basilhaydens.com)



And if Dad is a real original—or if he is a fan of hoppy IPAs—consider **Three Bines**—it's hop-flavored whiskey from Ohio. The three hops are Simcoe, Cascade and Amarillo, which should ring bells for craft beer aficionados. (SRP \$32; 90 proof; threebines.com)

PLAY IT COOL.

The classic choice is Scotch. Single malt. Traditional. Safe. But make sure it's not boring. Customers should happily trade up a notch for dear old daddio. The **Glenlivet 15 Year Old**, for instance, is a step up from the 12 Year Old, displaying added richness from extended aging in French oak, and it represents excellent value for a pedigreed single malt. (SRP \$64.99; 80 proof. theglenlivet.com)

Another appealing angle is a malt with a special wood finish, like the **Speyburn Arranta Casks** which only first-fill American oak ex-bourbon casks (SRP \$40; 92 proof).

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My Pet Peeves: The Sequel

BY LEN PANAGGIO

As you can probably tell, I spend a lot of time in restaurants and bars throughout Rhode Island and Eastern Connecticut, the Cape and Islands, and, oh yes, Boston. Restaurants are in my blood; I love the energy, creativity and staff.

There are two types of customers, those who enjoy the dining room and those who sit at the bar. I'm a bar guy; I like the more relaxed atmosphere and it gives me a unique purview into the happenings of the restaurant.

Restaurants are taking advantage of a better business climate and reinventing themselves, a process that gives us the perfect opportunity to look within. With that in mind, I'd like to share some additions to my "pet peeves" list from a couple of years ago, so that as you look to refresh your business, you can ask, "Is this happening in my restaurant?"

1. Espresso. Do you offer it? If yes, make sure your equipment works and that you have the proper cups to serve it in. I like double espressos in a large cup so that I can add a liqueur. Some restaurants don't have espresso cups at all and a regular coffee cup just ruins the entire presentation. In the dining world we are providing an experience, and that experience includes proper vessels.

2. Bread service. Make sure it is on the bar at night when folks are having dinner. The cost of my entrée, for the most part, includes bread service unless otherwise specified on the menu. Let your staff know repeatedly that it goes out with dinner.

3. Out of stock. I mentioned this last time and apparently no one got the memo. It happens; address it with your staff immediately. Block it on your POS system, if nothing else. We

live in the information age but in some places you would never know it!

4. Warm draught beer. Two things happen – profits get eaten up, and you have an unhappy guest. Don't get me wrong, many of the craft beers today actually should be served at a higher temperature, but if you have two light beers and four IPAs on the same system, you have created an issue.

5. The bartender, by definition, is "a person who mixes and serves alcoholic drinks at a bar." Why do so many restaurants make the bartender leave the bar to get espresso, entrées, etc.? It is beyond me that he/she is not tending to the bar, ergo, the guest.

6. Serving drinks in a warm or hot glass. It's like serving a nice fresh salad on a warm salad plate. Dishwashing machines are great for cleaning, but if you don't have enough inventory on the floor available to your staff, you are ruining the guest experience!

Granted, as management or ownership we are not in the trenches all the time, so instruct staff to share their concerns about all issues and more importantly, follow up on them. Think of all of the money that has been quietly lost along the way due to things like this. We all know that restaurants operate on slim margins and the pennies add up quickly.

In summary, these are just a few of the items I have witnessed this past winter/spring in my travels. And, there really is no excuse for it other than apathy. So, as you rebrand, remodel, expand, or relocate, be sure to take a hard look at your operations.

Our guests are seeking perfection, and with all the technology available to make our staff's jobs easier and our guest experience better, what is your excuse?



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ABOUT LEN PANAGGIO

BEVERAGE CONSULTANT

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

PAID SICK LEAVE: IT'S NOTHING TO SNEEZE AT



BY DALE J. VENTURINI, PRESIDENT & CEO, RI HOSPITALITY ASSOCIATION

In Rhode Island and across the nation, we've seen a host of legislation introduced by out-of-state special interest groups that has squarely targeted the hospitality industry. From eliminating the federal tipped wage, to raising minimum wage to \$15 per hour, to scheduling mandates and paid sick leave – virtually every facet of our business model is being unfairly attacked. Special interests are trying to fix what is not broken.

I'm not sure why folks who do not work in our industry feel compelled to tell business owners, legislators and millions of employees across the country how our industry should run. But, I do know that special interests have such a keen eye on the hospitality industry and such a determination to destroy how we do business, because there is money to be made for their organizations.

One of the most onerous pieces of legislation is the paid sick leave bill. In Rhode Island, H-5413/S-290 would impose on local businesses the most far reaching, overly broad and extreme paid leave legislation in the country.

Some of the more problematic aspects of the bill include:

- › Businesses, regardless of size, have to provide employees with up to seven days of paid leave for sick and safe time (CT, MA and VT all provide five days).
- › No notice requirements – employees only have to make a “good faith

effort” to notify employers that they will be utilizing their paid leave. Massachusetts has this exact same language and it has led to a “no call, no show, no problem” environment in Massachusetts businesses.

- › It would prohibit the long-standing industry standard of shift swapping if an employee cannot work a scheduled shift. Massachusetts, Connecticut and Vermont all allow shift swapping as an alternative to paid leave.
- › It directly conflicts with the RI Food Code, which requires employers and employees discuss certain medical symptoms to prevent infectious disease.
- › The leave could be used for the employee, the employee's family or anyone with whom the employee has a “family-like affinity.”

If businesses are required to provide paid leave, something else has to give – fewer benefits, less flexibility and more regimented hours. A March 8, 2017, *Providence Journal* editorial, “Don't lose focus on jobs,” argued that paid sick leave is another business burden in a state known for its difficulty in conducting business.

The editorial cited an annual report from the Washington-based Tax Foundation that ranked Rhode Island 44th for its business tax climate.

Last year, CNBC ranked Rhode Island 50th of 50 states for its business climate.

The piece went on to state, “...Bills before the House and Senate take the approach that benefits for employees are the only thing that matters. They fail to factor in whether businesses can endure an ever-growing load of regulatory burdens.

“A key point seems lost on too many legislators: You can't have employees, never mind guaranteed employee benefits, without employers turning a big enough profit to make their effort worthwhile.

“The bills would require employers to provide paid sick time whenever an employee makes the request. Such requests would not be limited to illness ... some states that have considered such measures have refrained from hammering small businesses, which are the incubators of jobs and economic vitality.”

Our membership has and will continue to testify strongly against all pieces of legislation that unfairly target us. We have a duty and obligation to protect the thousands of small business owners in our industry as well as our 70,000 employees.



LEARN MORE

To learn how you can help keep our industry strong, please visit www.restaurant.org



ABOUT DALE J. VENTURINI PRESIDENT & CEO, RI HOSPITALITY ASSOCIATION

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

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Located in the historic Fox Point neighborhood on the East Side of Providence, The Point Tavern features a full cocktail list, bourbons, single malts and whiskies along with wines by the glass and bottle and a selection of craft beers. The cozy space on the outdoor patio and in the dining area reflects its friendly, neighborhood bar status.



 Bartender Eleanor Coyne.

BARTENDER

Eleanor Coyne

COCKTAIL

Tequila Old Fashioned

RECIPE

- » .5 oz Agave nectar to coat glass
- » 8 Dashes of barrel aged whiskey bitters
- » 2.5 oz. Casamigos Reposado tequila
- » One large, round, thick orange slice for muddling

Coat the bottom of a rocks glass with agave nectar, add 8 dashes of barrel-aged whiskey bitters and a thick orange slice. Slightly muddle orange center, avoiding the rind, which is too bitter. Top with Reposado Casamigos or any tequila and fill glass with ice. Shake and serve with the dirty rocks.

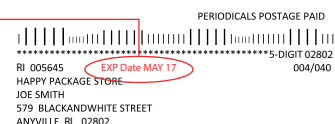
"The Tequila Old Fashioned pairs well with Great Northern BBQ's [food truck] pickle-brined and oak-smoked house chicken wings ... you can enjoy [both] on our private, tree-lined patio," said Krystal Carrier, General Manager.



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SHADES OF
PINK

A VAST KALEIDOSCOPE OF PINK

THE UNDISCOVERED COMPLEXITY
IN ROSÉ WINE

BY KRISTEN BIELER

Perhaps 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, light-bodied—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 first-time entrants this year—many with serious pedigrees. Take Fabre en Provence, the region's largest producer of cru classé rosé and in business for 17 generations; August Wine Group, the 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 organically-farmed 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 high-elevation vineyard site.

Mathilde Chapoutier (yes, daughter of Michel) is on the third vintage of her Mathilde rosé(\$20).





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.

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.

Lagrézette in southwest France's Caillac region crafts a mineral-driven, spice-infused rosé from 100% Malbec.

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 rosado 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.



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ITALY

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, Primitivo 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 food-friendlier, lighter-bodied, acid-driven 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 bush vines and native yeasts; it clocks in at a mere 11.5% alcohol.

AMERICAN

Taking the cake for the most significant rosé turn-around is the United States—the very place responsible for sullyng the reputation of pink wine in the 1970s with sweet "blush" wine. "Winemakers in California 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' Bandol-inspired 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,

Washington State is home to the best-selling American rosé, Charles & Charles, a partnership between Charles Smith and Charles Bieler, made from Syrah.

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 rosé—by 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 Prosecco regulatory powers-that-be forbid Prosecco 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 Rai-

mund 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).



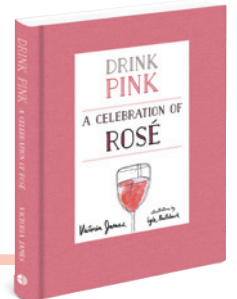
"German winemakers have focused on modernizing labels in recent years," shares Büscher, "particularly when it comes to rosé."



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-year-old 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

Thanks 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 Eatly opened their “Italian seaside pop-up” Sabbia in May, what’s the main attraction? A list of 50-plus 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 surprisingly, 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 Original 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 Mourvèdre 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

ROSÉ PROMOTION IS LIFTING ALL THE PINK BOATS, NOT JUST PROVENCE.



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 *tenshōn* and Black Ink lines into rosé. ■





RUM UNIVERSE

DIVERSITY TAKES THE SPIRIT TO NEW HEIGHTS

BY ROBERT HAYNES-PETERSON

Despite 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 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.

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



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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.

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



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 cocktail-friendly 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



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® requires Goslings Black Seal Rum and for the ultimate Dark 'n Stormy®, 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.

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

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RUM UNIVERSE

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.



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. Barbados-based 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.

SPICED/FLAVORED RUMS

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

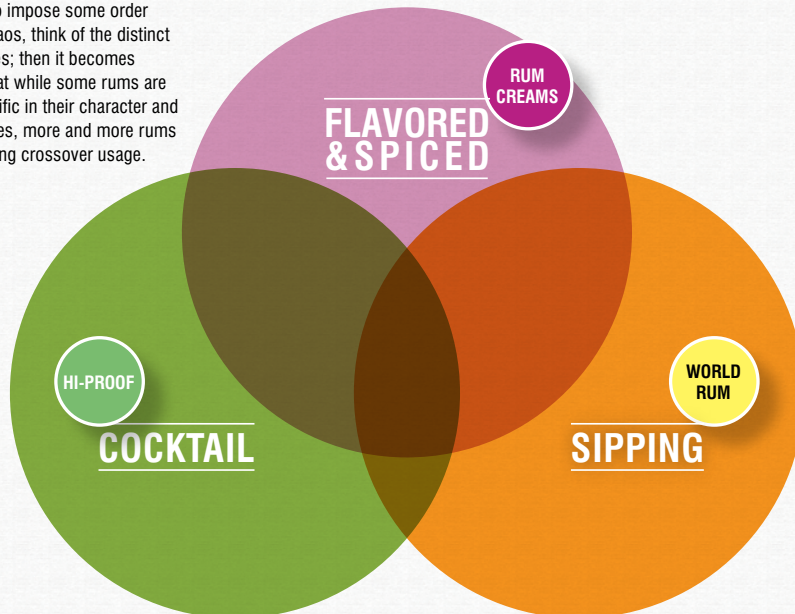
According to the Distilled Spirits Council, spiced and flavored rums account for half of all rums sold. Two brands—Captain Morgan and Sailor Jerry—rule the spiced roost. But even here, there's been significant movement within the category, most notably by The Kraken, a Proximo label, which grabs interest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



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,

RUM-OLGY

Rum is many things to many people. To impose some order on the chaos, think of the distinct sub-genres; then it becomes clearer that while some rums are very specific in their character and possibilities, more and more rums are enjoying crossover usage.



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.

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RUM UNIVERSE

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 award-winning 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 35th year with the company and 20th 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. ■



Bacardi’s Facundo Collection and Diplomatico are two rum lines that work both as sublime sippers and potent cocktail bases.





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SAVING SANGRIA

UPPING THE ANTE ON HIGHER-QUALITY SANGRIA

BY AMY ZAVATTO

Sangria, 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, questionable-ingredient, 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 CO₂ 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 be 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 to rise across the board, more than 2 million (9L) cases of sangria flew off shelves in 2015.

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SAVING SANGRIA



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

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 just-made 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!" All-natural, 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 voilà, ready to drink. ■

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 food-friendliness; fruity but not intense, and smooth, sangria goes well with a variety of dishes.



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SWEET AND CREAMY SUCCESS

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

BY W. R. TISH

There 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 cocktail recipes are amazingly simple—summer recipes are featured on the back of the VAP.

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 bartenders coast to coast and shared via Facebook and Instagram.

Limited-edition Freedom Bottle



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 shelf-stable 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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T

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WHISKEY'S SOFT SIDE

CREAM WHISKIES AIM TO RIDE THE WAVE IN A NEW DIRECTION

BY JACK ROBERTIELLO

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 Distill-

ing 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. ■



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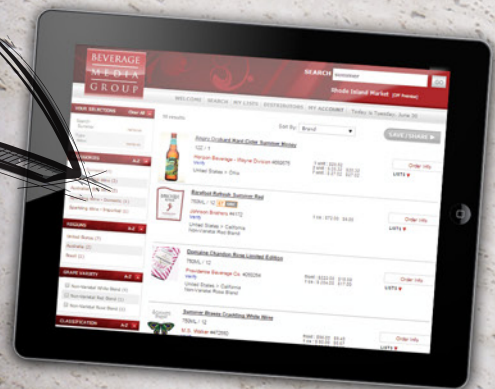
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