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MARCH 2017



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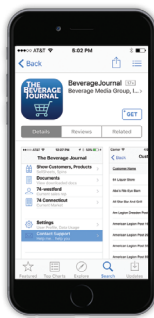
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CONNECTICUT

## MARCH 2017

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THE INDEX

The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE  
AND SPIRITS  
GET TO THE  
MARKETPLACE



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# MARKETPOINT

March heralds the turning of seasons. Looking to refresh the menu, bar or shelves? This big issue looks at timely favorites and new ideas, plus spring-forward flavors.

- The cover story serves up **whiskey** three-fold: selling whiskey at the retail level, an Irish focus on the incredibly hot sub-category and a Canadian Whisky 101 primer.
- “Trend Spotting” gets real with **natural** wines; wines made without chemicals and minimum technological intervention in growing grapes. See which brands are emerging.
- From the bar, subtle blends create a hot trend; **tea** cocktails are gaining in popularity.



- The tradition of a big, **red** wine with a fine steak dinner evolves with a look at how Napa Valley cabs pair with the fare.
- Get a big-picture look at the **local** market with Around Town and the 2017 Sun Wine & Food Fest recap.
- Trade **associations** offer ways to keep a pulse on the issues that impact your business and give you a voice at the table: CPSA, CRA and USBG CT have ink this month.
- If you are curious about the trade-only website and app **ordering** tools we provide and how they are an added arm to your business, check out Talkin’ Tech for a tri-state update. (Then, make sure you know your password. From demos to downloads, it’s all included in your subscription, or listing.)



## ON THE COVER

Photograph by  
Grisha Tukanov / Snapwire.

## MARTIN “MARTY” GOLD, CO-FOUNDER OF MARTIN SCOTT WINES, PASSES AWAY

Martin “Marty” Gold passed away on February 6, 2017. As co-founder of Martin Scott Wines in 1989, along with Scott Gerber, Gold helped lead the company to become one of New York’s most important fine wine importer and distributors—integral in the wine boom of the late 20th century. Through his work at Martin Scott, Gold helped transform the wine business in the tri-state area, competing with bigger companies with a catalog of global selections. The Martin Scott book grew from a roster of 20 wineries to a book of 500 wine and artisanal spirit producers—and from a second-floor walk-up in Little Neck to an 11,000-square-foot facility in Lake Success, New York, expanding across New York State, New Jersey and Connecticut. Martin Scott entered a new phase in 2013, joining forces with The Vintner Group, subsequently called The Winebow Group.



## STOLI GROUP USA ENTERS WHISKEY MARKET WITH NEW BRAND

Stoli Group USA acquired the national distribution, sales, marketing and global rollout for Kentucky Owl Bourbon, a pre-Prohibition Era brand. “Kentucky Owl is a great next step for our portfolio of premium and luxury brands. Bourbons have been experiencing impressive growth recently and we see a strong opportunity in the super-premium sub-category, in particular,” said Patrick Piana, President of Stoli Group USA. Dixon Dedman will serve as the Global Brand Ambassador for Kentucky Owl. He is the great-great-grandson of Charles Mortimer Dedman, who founded the brand in 1879.



## CHATEAU STE. MICHELLE CELEBRATES 50TH ANNIVERSARY WITH NEW WINES

Chateau Ste. Michelle, Washington State’s founding winery, will celebrate its 50th anniversary this year with a commemorative cabernet sauvignon bottling, library wine



releases, special events, a visitor center expansion among other highlights. The winery was the first to introduce international wine partners to Washington, including Piero Antinori of Tuscany, Ernst Loosen of Germany and Michel Gassier and Phillippe Cambie of France. Chateau Ste. Michelle wines are sold in all 50 states and more than 100 countries.

## PREMIUM WINE SALES SET TO GROW SAYS NEW REPORT

Demand for wines between the price points of \$12 and \$25 is expected to grow, as is demand for high-end luxury wines, according to the annual “State of the Wine Industry Report,” published by Silicon Valley Bank. Premium wine segment sales are predicted to grow 10 to 14 percent due to better retail conditions, strong consumer demand and good supplier relations. Winery acquisitions are expected to remain active through 2017 and farm labor supply and costs will be the “dominant concerns” in the wine business this year. The report also predicts import growth in lower premium price points. Millennials are positively affecting sales growth in the lower price range of premium sales, which is visible in the \$8 to \$11.99 red blend category.



## NEW PARTNERSHIP AIMS TO SUPPORT WOMEN IN BEVERAGE ALCOHOL CAREERS

The Distilled Spirits Council and Women of the Vine & Spirits will partner to support women in the beverage alcohol sector by providing opportunities for career growth and personal development. “Until now, there has never been a forum for women in all sectors to come together to strengthen ties through opportunities such as regional networking events, discussion forums, educational resources,” said Deborah Brenner, Founder and President, Women of the Vine & Spirits. The Distilled Spirits Council’s Bridget Allshouse, Carla Budesinsky Santillan, Emily Burk Smith, Michele Famiglietti, Lisa Hawkins, Christine LoCascio, Kelley McDonough, Christal Mirabal, Lynne Omlie, Kelly Poulsen and Kyna Ricks are new members. Distilled Spirits Council President and CEO Kraig R. Naasz will serve as a panel moderator at the group’s March 2017 global symposium.



Captain Morgan

# THEN THINGS GOT LOCO



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**MUNDOVINO EXPANDS CHILEAN WINE PORTFOLIO**

MundoVino, a member of The Winebow Group, is now the exclusive U.S. importer of Viña Tarapacá and its Gran Reserva wines from the historic Rosario Estate situated in the Maipo Valley.



Viña Tarapacá Rosario Estate, founded in 1874, is bordered by the Maipo River and surrounded by a section of the Andes Mountain range. The wines are made by Chief Winemaker Sebastián Ruiz, who joined the vineyard in 2014. MundoVino will import five wines from Viña Tarapacá, adding to its portfolio of wines from Argentina, Chile, Spain and Portugal.

**CHICAGO CUBS, JIM BEAM ANNOUNCE PARTNERSHIP**

Jim Beam Bourbon and the 2016 World Series Champion Chicago Cubs signed a multi-year Legacy Partnership making the Chicago-based Jim Beam the official spirit partner of the Chicago Cubs and Wrigley Field. The exclusive spirit sponsorship features multiple Beam Suntory brands, including Jim Beam, Maker's Mark Bourbon, EFFEN Vodka and Hornitos Premium Tequila. Jim Beam will have long-term naming rights to the new first base club at Wrigley Field, as well as the new left field bar concepts at Sloan Park in Mesa, Arizona.



**POLL RESULTS SHOW BEER, WINE, SPIRITS PREFERENCES**

Nearly four in 10 U.S. adults ages 21+ who drink alcohol several times a year or more say beer is their beverage of choice (38%), followed by wine (31%), and spirits/liquor (28%). Most regular drinkers who say beer is their beverage of choice today also say it was their go-to alcohol beverage two years ago (83% of those 23+) and 10 years ago (73% of those 31+). A majority of spirit choosers say the same as well, with 78% stating they preferred liquor/spirits two years ago (of those 23+) and 63% 10 years ago (of those 31+). Three quarters of wine drinkers say they also preferred wine two years ago (73% of those 23+), but just four in 10 say the same of 10 years ago (44% of those 31+). Many of today's wine drinkers (ages 31+) had a different top pick a decade ago and say they were instead drinking liquor/



spirits (26%) or beer (21%). More results from a recent Harris Poll can be found at [TheHarrisPoll.com](http://TheHarrisPoll.com).

**PERNOD RICARD EARNS ACCOLADES IN CORPORATE EQUALITY INDEX**

Pernod Ricard USA received a score of 100 percent on the Human Rights Campaign Foundation's 2017 Corporate Equality Index (CEI). Pernod Ricard joins 517 major U.S. businesses that also earned perfect marks this year. The 2017 CEI rated 1,043 businesses, evaluating LGBT-related policies and practices including non-discrimination workplace protections, domestic partner benefits, transgender-inclusive health care benefits, competency programs and public engagement with the LGBT community.



**DIAGEO ANNOUNCES PLANS TO OPEN U.S. GUINNESS BREWERY**

Diageo said it intends to build a U.S. version of Dublin's Guinness Open Gate Brewery in Baltimore County, Maryland following the momentum from Diageo Beer Company USA. The company plans a mid-sized Guinness brewery and visitor center with an "innovation microbrewery" at its existing Relay, Maryland production site. Tours, a taproom and a retail store are slated for the center. The new brewery would also serve as the home for new Guinness beers created for the U.S. market. If approved, construction is set for spring 2017 with the goal of opening in the fall, timed for the 200th anniversary of its U.S. import debut.



**GRUPPO CAMPARI SET TO ACQUIRE BULLDOG GIN**

Gruppo Campari will acquire Bulldog London Dry Gin for \$55 million, plus the assumed liabilities and working capital for approximately \$3.4 million. Since 2014, Gruppo Campari distributed Bulldog Gin through its network and established an "option to acquire ownership of the brand" in 2020. Through renegotiation of the terms, Gruppo Campari was able to accelerate its purchase and its plans for brand building. Former investment banker Anshuman Vohra founded the brand in 2007 and will stay on in a brand ambassador capacity.








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# Legislation That Could Impact Your Business in 2017

BY LAUREN DALEY



A number of bills concerning the sale of beverage alcohol and associated operations are before the Connecticut Legislature this 2017 session as of press time. Gov. Dannel P. Malloy also presented his budget for the next two fiscal years to the General Assembly on Feb. 8. The plan includes eliminating minimum bottle pricing law for alcohol, as a part of larger elements to address the state's \$1.7 billion deficit. *The Connecticut Beverage Journal* will follow the developing budget story and bill status. Full bill text and testimony can be found on [www.cga.ct.gov](http://www.cga.ct.gov).

**HOUSE BILL 5923** would prevent the publication of advertising by liquor retailers that suggest that discounts are being given for liquor regulated by minimum bottle pricing. The bill proposes that general statutes be amended to provide that any person who engages in false or misleading advertising in the sale of liquor, including the sale of alcoholic liquor in violation of minimum bottle price provisions, shall have committed a violation of the general statutes and shall be subject to all applicable fines, penalties and provisions of the general statutes, as well as a mandatory \$25,000 fine for each day of publication of such advertising. The bill was discussed at a public hearing on Feb. 7.

**HOUSE BILL 5925** would amend general statutes to make intentional violation of the alcoholic liquor minimum bottle law a per se violation of section 42-110b of the general statutes, subject to a 10-day alcoholic liquor permit suspension for each permit premises of a permit holder found to be in violation and the imposition of a fine of not less than \$50,000 for each day in violation

at each location, in addition to any existing penalties. The bill was discussed at a public hearing on Feb. 7.

**SENATE BILL 192** would allow tastings of beer produced by Connecticut corporations at grocery stores, designed to encourage the sale of beer made by local companies. It was referred to the Joint Committee on General Law on Jan. 18.

**HOUSE BILL 5933** would allow package store permittees to sell growlers of Connecticut-brewed beer. It was referred to the Joint Committee on General Law on Jan. 19.

**HOUSE BILL 5260** would allow certain alcoholic liquor license holders to obtain extended-use permits to authorize the sale of liquor until 4 a.m. in specific entertainment zones designated by the Commissioner of Consumer Protection. It was referred to the Joint Committee on General Law on Jan. 6.

**HOUSE BILL 5730** proposes that permittees authorized to sell alcoholic beverages for on-premise consumption could use an automated self-serve alcoholic liquor machine that would work upon activation of a payment card by an employee of the permittee or a person whom the permittee has verified to be 21 years of age or older. Such automated machines may not dispense a serving of more than 32 ounces of beer, 10 ounces of wine or 3 ounces of spirits before the payment card must be reactivated by the permittee. The bill was discussed at a public hearing on Feb. 7.

**HOUSE BILL 5928** would promote the growing of hops and barley in Connecticut by creating a farm brewery manufacturer

permit. The bill was discussed at a public hearing on Feb. 7.

**HOUSE BILL 5713** would allow farms to operate on-site distilleries under certain conditions. The Joint Committee on the Environment voted to draft the bill on Feb. 8.

**HOUSE BILL 5938** proposes to exempt craft beer manufactured in-state and sold in-state from state labeling requirements, provided such craft beer is in compliance with all applicable federal regulation, removing the burden on the in-state manufacturer of craft beer. It was referred to the Joint Committee on General Law on Jan. 19.

**HOUSE BILL 5926** would require any out-of-state manufacturer or shipper of beer, spirits and wine to place all shipments coming into the state in a warehouse facility for no less than 48 hours, to allow inspection of such products by the state, before being shipped to distributors or retailers directly, unless the receiving distributor or retailer is able to segregate such shipments in its own in-state warehouse to allow for inspection by the state. Its purpose is to allow for verification for taxation and public health purposes. The bill was discussed at a public hearing on Feb. 7.

**HOUSE BILL 5932** would remove the label requirement for alcoholic beverages manufactured and sold only in the state. It was referred to the Joint Committee on General Law on Jan. 19.

For updates on developing stories, check [www.thebeveragejournal.com/community](http://www.thebeveragejournal.com/community).

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# MARCH INDUSTRY UPDATE: UPHOLDING THE LAW

BY CARROLL J. HUGHES, EXECUTIVE DIRECTOR, CPSA



**CARROLL J. HUGHES**  
EXECUTIVE DIRECTOR, CPSA

There are several bills that have been filed regarding alcohol beverages, some of which recently had a public hearing. Two of the bills, sponsored by the House Chairman of General Law, David Baram, would increase penalties for violating alcohol beverage regulations and statutes.

These bills, HB 5925 (which would make intentional violation of the alcoholic liquor minimum bottle law punishable by larger fines and suspensions) and HB 5923 (preventing the publication of advertising by liquor retailers that suggests discounts are being given for liquor regulated by minimum bottle pricing) would affect retailers like Total Wine & More, which defiantly violated below minimum price posting laws in August of 2016.

CPSA testified at the January 31, 2016 bill hearings in favor of supporting a non-renewal of all permits for any store with a consistent history of permit violations. Testimony was presented at the hearing stating that Total Wine permits should not be renewed based on the violations that have occurred in Connecticut, and in other states.

The deliberate practice of violating minimum pricing law has occurred with the company in several states over the years, including its Norwalk location. That store was fined in Connecticut in 2014. Fines also occurred in New Jersey, Pennsylvania and Texas. Total Wine also violated Massachusetts minimum pricing laws last month and is currently suing the state, challenging the laws it violated.

The two bills in Connecticut are strongly supported by retailers and members of the General Law Committee. These bills would impose a fine of \$25,000 per violation. Another would impose a \$50,000-per-day fine and a 10-day suspension for each violation per store.

CT General Statutes Sec. 30-47 allows revocation by the Commissioner when the permittee violates statutes in this or any other state. It was uncertain at press time if CPSA will call for an investigation by the General Law Committee of the process that granted Total Wine's four permits.

The deadline date for General Law to report bills from the Committee is March 14. Amendments to bills on the floor can be added to any bill up to

June 7, when the legislature is scheduled to adjourn.

In other CPSA news, we will be hosting our annual CPSA Golf Tournament on Wednesday, June 14, 2017 at Whitney Farms Golf Course in Monroe, Connecticut. Please save the date. This year's event will feature an exciting day of friendly competition, raffle prizes, and of course, the coveted "Hole-in-One" prize of \$10,000. We thank you for your generous support every year and look forward to seeing you at the tournament. Call the CPSA office at 860-346-7978 for retailer team sign-up, tournament information and sponsorship opportunities, or email [mdaley@ctpsa.com](mailto:mdaley@ctpsa.com).



For more information on any of these topics and more, visit [www.CTPSA.com](http://www.CTPSA.com).





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# SAVE-THE-DATE AND RESOURCES FOR MEMBERS

BY SARAH MALONEY, EXECUTIVE DIRECTOR, CRA



SARAH MALONEY  
EXECUTIVE DIRECTOR, CRA

The Connecticut Restaurant Association (CRA) offers its members support through education, advocacy, networking and philanthropy as well as offering a variety of cost-saving programs. We also keep strive to keep members informed of all the latest information restaurateurs and allied businesses need via our website, newsletters and articles like this. Our goal is to make sure we can help your business succeed.

CRA members receive a weekly e-newsletter that helps keep them up to date by highlighting recent industry trends and relevant current affairs. Now it is a great time to consider joining and see how we work together, or if you are already member, take advantage of all we have to offer.

.....  
**Save the Date**

Sick of the cold weather? So are we. It's time to think about off dusting off those golf clubs and get ready for the Connecticut Restaurant Associations Annual Golf Classic. Join us Tuesday, June 20, 2017 for lunch, 18 holes of golf, dinner, drinks and prizes. We will once again be at the Country Club of Waterbury. Space is limited. Visit [ctrestaurant.org](http://ctrestaurant.org) for more details.

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## USBG Connecticut Chapter Leaders Highlight Trade Guild Benefits

BY LAUREN DALEY

Adam Patrick and Craig Ventrice want industry members to know: the United States Bartenders' Guild Connecticut (USBG CT) chapter offers a lot more than cocktail competitions.

The USBG CT “affords you many more opportunities other than just how to make a Manhattan,” said Patrick, 2017-2018 Chapter President. Membership offers camaraderie among industry peers, educational seminars, sponsored international and national travel to learn first-hand about, for example, the Guinness factory in Ireland, Kentucky’s distilleries, or wine making in Italy or France. The guild also recently offered an expenses-paid trip to Puerto Rico to “learn the ins and outs of rum production and craft distilling.”

For the uninitiated, the USBG is a professional, non-profit trade organization, and traces its roots back to California in 1948. Today, the USBG is active in more than 50 cities with a mission of “uniting the hospitality community to advance professional bartending ... through peer-to-peer learning, expert instruction, service projects and competition,” according to its website. The USBG states its core values as: “Service, integrity, sharing knowledge, tradition and camaraderie.”

An interview with Patrick and Ventrice, Chapter Treasurer – who, along with Vice President Dimitrios Zahariadis and Secretary Daniel Rek make up the chapter’s new leadership team – outlines the benefits of membership.

**THE BEVERAGE JOURNAL:** *First off, tell us a little about yourselves and how you got involved with the USBG CT.*

**PATRICK:** I grew up in Milford, Connecticut and bounced around the country for a few years – Oklahoma City, California, Florida. I was [managing restaurants] but that was wearing on me, so I quit to go back to bartending, which is what I love doing ... I joined the USBG in 2013.

**VENTRICE:** I grew up in Norwalk, Connecticut. My father was a cook in a restaurant for years, and I was a restaurant kid ... I started bartending around 2003; at that time, [I] just liked the quick cash, lack of responsibility [laughs]. I got out of it around 2006, took a sales job at an IT company, and hated every second.



Top: Adam Patrick, USBG CT Chapter President.  
Bottom: Craig Ventrice, USBG CT Chapter Treasurer.

When I came back to [the industry], around 2010, it was around the time that bartending as a career started to become an option. Prior to that, bar management, beverage directorships were few and far between ... And the USBG is one reason why there is upward movement in the industry.

**TBJ:** *How so?*

**VENTRICE:** There used to be no such thing as a community of bartenders. There weren’t professional advocates until the USBG. It’s brought people closer, made networking and accessing information easier. For me, since joining, I’ve met more reps from distributors, brand reps, learned things about the trade. As far as my career, I got the position I’m currently in now [as bar and beverage manager at Kawa Ni and The Whelk in Westport] through people I met through the USBG. Networking is key.

**PATRICK:** You get out what you put into it. We support people who want to make bartending a legit [career] they do for rest of their lives. We’re not looking at the beverage industry as a stepping stone to being a banker, for example. We want people to stay in this field and not leave ... Joining is like giving yourself a steroid shot to your career. It legitimizes you to your community, and shows you believe in something bigger than yourself.

**LOCAL CHATTER**

CONTINUED ON PAGE 36



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# Annual Sun Wine & Food Fest Showcases Suppliers

The 14th annual Sun Wine & Food Fest was held the weekend of January 27-29, 2017. The event began on January 27 with two major happenings.

First, a Jim Beam Bourbon tasting where guests sampled select bourbons, cigars and food accompaniments created by the Bear's Smokehouse Barbecue team. A Mexican Night Market, hosted by chef and television personality Aarón Sánchez, focused on Mexican culture and food paired with specialty tequilas, mezcal and cocktails as

another opening night attraction.

The Saturday Grand Tasting featured international, regional and local wines with a separate beer tasting showcase. Celebrity chefs included Aarón Sánchez, Brian Duffy, Roblé Ali, Michele Ragussis, Todd English and Chris Coombs performing cooking demonstrations while thousands of attendees sampled. The evening Celebrity Chef Dine Around featured Todd English, Rocco DiSpirito, Michele Ragussis and Roblé Ali. Fine

wines and premium craft beers were featured throughout.

More than 8,000 people attended the three-day, six-event offering with over \$30,000 worth of food sold from area restaurants. A percentage of the proceeds from event ticket and food sales benefited the official charity of the Sun Wine & Food Fest, the Channel 3 Kids Camp, which serves 3,000 children each year through a variety of programs in Connecticut.





1. Matt Wimberger, Worldwide Wines; Nick Bonavita, Palm Bay International; John Algieri, Worldwide Wines.
2. All from Murphy Distributors of Branford: Tim Clarke, Executive Sales Representative; Jeff Wagner, Sales Representative; Matthew Murphy, President and Founder; Branden Hylwa, Key Account and Sales Representative; Catherine Francucci, National Sales Director.
3. Kristin McCarthy, Promotions Ambassador, Allan S. Goodman.
4. Sherrie Aceto Glynn, Sales Information Director, Slocum & Sons; Drew Barter, Sales Manager, Slocum & Sons; Alycia Sandmeier, Sales Representative, Slocum & Sons.
5. All from Connecticut Distributors, Inc. (CDI): Robert Rustico, Account Development Specialist, Wine; Paul Mazurek, National and Regional Chain Account Manager; Peter Apotrias, Field Sales Manager, Steve Tommessilli, Sales; Rose McLean, Wine Manager; Kyle Rinoski, Casino Account Development Specialist.
6. All from Brescome Barton: Michael Murphy, Brian Federman, Will Longo, Cara Passarelli and David Rudman.
7. Bruno Recouvreur of Highland Imports.
8. Tracy Barrette, Portfolio Manager, Hartley & Parker; Donna Schweder, Sales Representative, Hartley & Parker.
9. Scott McDonald, CT State Manager, Opici Wines.
10. Bruno Ceniccola, Owner, Piu Facile Imports.
11. Darchell Wilson, Sales Representative, Latitude Beverage and David McNulty, CT State Manager, Latitude Beverage.
12. Veronica Saurett, Wine and Spirits Manager, Brescome Barton, featuring Terrazas de las Andes.
13. Sidney Stack, HDI; Sean Juliano, Stony Creek Brewing Company.
14. Darren Sherburne, CDI; Garrett Fardelmann, E. & J. Gallo; Greg Watterworth, CDI.
15. Brescome Barton's Brian Federman and Sarah Alokones.
16. Douglas MacLeod, Regional Sales Manager, Mionetto USA.
17. Ryan Field of Global Wines, Inc. for Highland Imports.
18. Jocelyn Almodovar, Retail Account Specialist, Pernod Ricard with Arthur Chamberland, New England Market Manager, Pernod Ricard.
19. Steve Fanelli, Key Account Manager, Hartley & Parker speaking with Irene Tan, Owner, Brooklyn Wine & Spirits.
20. All from Banfi Vinters: Michelle Strollo, Lynn Caramico and Larry Pinkus.
21. All from Connecticut's Preston Ridge Vineyards: Peggy Kelley; Sean Kelley, Megaen Nixie and Cathryn Balducci.
22. Carolyn's Sakonnet Vineyards' Jessica Walsh and Rachel Brooks. The winery is located in Little Compton, Rhode Island.
23. Samantha Hruska of Allan S. Goodman pouring selections from Treasury Wine Estates.
24. Robbie LeBlanc, Northeast Regional Sales Manager, Bogle Vineyards; Autumn Allinson, Representative, Bogle Vineyards; Steve Allinson, Representative, Bogle Vineyards.



More images can be seen at [thebeveragejournal.com/sun-wine-fest-2017](http://thebeveragejournal.com/sun-wine-fest-2017).



**WORLDWIDE WINES, BRESCOME BARTON WELCOME GUESTS FOR TRADE TASTING**

Worldwide Wines and Brescome Barton hosted their annual closeout tasting at their North Haven headquarters on January 11, 2017. Guests sampled wines and spirits from remaining inventory selections. Sales representatives and managers educated trade accounts on the portfolio offerings.



1. Trade guests gathered at the distributorship's North Haven headquarters for the tasting on January 11.
2. Lisa McGill and McLean Oakeson, Sales Representatives, Worldwide Wines.
3. Martine Warner, Regional Manager, Worldwide Wines.
4. Matt Bonavita, Sales Representative, Worldwide Wines, pouring tastes.
5. Bob Feinn of Mt. Carmel Wines of Hamden; Greg Pasborg, Worldwide Wines; Eric Seggerman of Mt. Carmel Wines of Hamden.
6. Trade guests during the Worldwide Wines and Brescome Barton tasting on January 11.
7. Jean-Paul Destrugue and Celly Roberts, Sales Representatives, Worldwide Wines.
8. Rash Patel of Oxford Liquors in Manchester and Ashvin Ghetiyg of Co-Op Package Store in Stafford Springs.
9. All of Hub and Spoke in Bridgeport: Jeff Hodson, Bar Manager; John Tells, Bartender; Sage Hammond.





**HARTLEY AND PARKER RECOGNIZES EMPLOYEES FOR A DECADE OF SERVICE**

Hartley and Parker awarded commemorative 10-year watches to six of its employees during a sales meeting in January. Vice President David Rosenberg presented the watches to Drew Hoyle, Melissa Romano, James Rouse, Jeremy Mitchell, Gary Castelot and Stefen Wich to mark their decade with the company.

1. Celebrating 10 years with Hartley and Parker: James Rouse, Merchandiser; Drew Hoyle, District Manager; Jeremy Mitchell, Sales Representative; David Rosenberg, Vice President; Melissa Romano, Sales Representative; Stefen Wich, Sales Representative.
2. Melissa Romano, Sales Representative, with Rosenberg.
3. Drew Hoyle, District Manager, with Rosenberg.
4. James Rouse, Merchandiser, with Rosenberg.
5. Gary Castelot, Sales Representative, with Rosenberg.
6. Stefen Wich, Sales Representative, with Rosenberg
7. Jeremy Mitchell, Sales Representative, with Rosenberg.

**OPICI SHOWCASES SCOTCH IN NEW HAVEN ON ROBERT BURNS DAY**

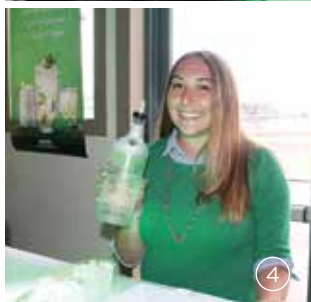
The Wine Thief in New Haven welcomed Scott Randall from Opici Family Distributing and Sean Oakley from Terlato Artisan Spirits to host an in-store tasting of Single Malt Scotches on January 25, 2017. The date is annually celebrated in the UK and by Scotch fans alike as Robert Burns Day, in honor of the famed, late writer and lyricist, regarded as the national poet of Scotland. Bunnahabhain Single Malt Scotch Whiskies of Islay and Deanston Single Malt Scotch Whiskies of Highland were showcased.

Scott Randall, Vice President of Sales, Opici Family Distributing; Karl Ronne, Owner, The Wine Thief; T.J. Gallagher, Manager, The Wine Thief; and Sean Oakley, Terlato Artisan Spirits.

**ABSOLUT LIME LAUNCH SHOWCASES LATEST IN VODKA LINE**

Connecticut Distributors, Inc. (CDI) launched Absolut Lime, the latest flavor in the Absolut portfolio, on January 20 at the Riverview Bistro in Stratford. The launch event welcomed Pernod Ricard's Courtney Bell, Jackie Blau and Heather Godsell to educate the CDI sales force and managers on the new lime expression, which is offered in 50ml, 750ml, 1L and 1.75L bottles. Featured cocktails during the event included the Absolut Lime Mule, the Lime Up Drop, served in a frozen lime, and the Absolut Lime Margarita. All Absolut products are produced in Åhus, a small village in Southern Sweden, which serves as Absolut's "one source" for all ingredients. CDI's charitable partner, Global Lyme Alliance, was at the Stratford launch event to educate trade professionals and guests about tick-borne diseases and prevention. The launch was timed with the announcement that Absolut Lime was named the official spirit sponsor of the 59th GRAMMY Awards on February 12 with its signature cocktail Absolut Limelight, and the start of a social channel to #LimeUpCT.

1. A CDI truck showcasing Absolut Lime.
2. Absolut Lime, the newest expression from the Absolut portfolio.
3. CDI's Michael Evans and Steve Slota.
4. Jocelyn Almodovar, Retail Account Specialist, Pernod Ricard.
5. All from CDI: Chrissy Amatrudo, Portfolio Manager; Callie Bak, Spirit Account Development Specialist; Nadine Gengras, Spirit Account Development Manager.
6. Pernod Ricard's Courtney Bell presenting to CDI staff on the latest Absolut launch.
7. Absolut Lime cocktails.
8. Steve Baye, Vice President of Business Management and Marketing, CDI, presenting to the sales force.
9. Steve Slota, Division Manager, CDI; Jackie Blau, On- and Off-Premise Market Manager, Pernod Ricard; Steve Baye, Vice President of Business Management and Marketing, CDI; Courtney Bell, CT Region Manager, Pernod Ricard; Steve Drew, Business Manager, CDI; Michael Evans, Division Manager, CDI; Heather Godsell, On- and Off-Premise Market Manager, Pernod Ricard.
10. Absolut Lime.



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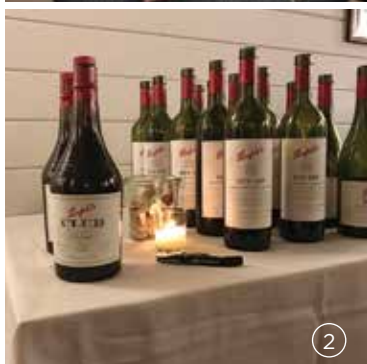
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## SLOCUM & SONS SHOWCASES VISITING VIETTI WINERY'S CURRADO

Slocum & Sons welcomed Luca Currado, Winemaker at Vietti Winery, for a luncheon event at Back 40 Kitchen in Greenwich on January 17. Selections from the winery located in Castiglione Falletto in Piedmont were featured along with paired culinary offerings. Selections included Vietti Roero Arneis 2015; Barbera d'Asti Tre Vigne 2014; Vietti Barbera d'Asti La Crena 2012; Vietti Langhe Nebbiolo Perbacco 2013; Vietti Barolo Castiglione 2012; Vietti Barolo Lazzarito 2012 and Vietti Moscato. Later that same day, Currado hosted a wine dinner at Community Table in New Preston. The dinner featured a similar lineup of wines, substituting Vietti Barolo Lazzarito 2012 with Vietti Barolo Ravera 2012. Currado also visited Kent Wine and Spirits, where he conducted an in-store tasting for staff and customers.

1. Luca Currado, Winemaker, Vietti Winery on far right, educating the staff of Community Table in New Preston about Vietti Wines.
2. Paul Burne, Key Account Manager, Slocum & Sons and Luca Currado, Winemaker, Vietti Winery, during the luncheon at Back 40 Kitchen in Greenwich.
3. Ira Smith, Owner, Kent Wine and Spirits with Luca Currado, Winemaker, Vietti Winery, during the in-store Vietti Wine tasting in January.
4. Currado during the in-store tasting at Kent Wine and Spirits.
5. Currado and a guest during the Kent Wine and Spirits in-store tasting.



## BARCELONA FAIRFIELD FEATURES PENFOLDS WITH SLOCUM & SONS

Barcelona Restaurant welcomed Slocum & Sons and DLynn Proctor, Penfolds' Wine Ambassador and Master Sommelier, to its Fairfield location on January 24. Proctor, who was featured in the 2012 and 2015 American documentaries, "SOMM" and "SOMM: Into the Bottle," highlighted selections that included Penfolds Bin 311 Chardonnay 2014; Penfolds Bin 138 GSM 2013; Penfolds Bin 389 2013; Penfolds Bin 407 2013; Penfolds Grange 2011 and Penfolds Club Port alongside a pairing menu. Guests and trade professionals sampled wines while Proctor presented the history of Penfolds, its winemaking and each showcased selection.

1. DLynn Proctor, Master Sommelier and Wine Ambassador for Penfolds with William Miller of Harry's Wine and Spirits in Fairfield.
2. The Penfolds wine lineup.
3. Penfolds Grange 2011 wine sample.





**NAUTICAL GIN AND USBG CT TEAM UP FOR CHAPTER BRAND EDUCATION**

House of Naan welcomed United States Bartenders' Guild Connecticut (USBG CT) chapter members and Erin Henning from Vertical Spirits for the Nautical Gin brand education session on January 23. Henning, the on-premise key account manager at Vertical Spirits, educated the trade group on the gin-making distillation and production process and showcased the brand for cocktail creations. Roger Gross, USBG CT member and bartender at House of Naan created a variety of cocktails featuring the gin with flavors including mint and turmeric, chai tea and lemon, to show the versatility of the spirit. Nautical Gin is Vertical Spirits' first product launch and is produced in Nashua, New Hampshire. The gin is infused with 15 botanicals including Pacific kombu, juniper berries, cinnamon, rosehips, coriander seeds, spearmint, lemon grass, angelica root, orange peel, orris root, lemon peel, cubeb, allspice, elderberry and black pepper. Nautical Gin is distributed in Connecticut via Hartley & Parker.

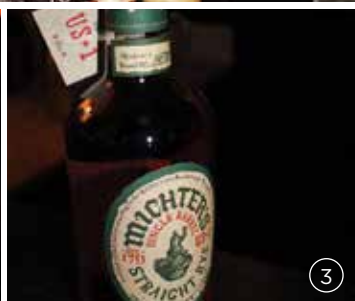
1. Nautical Gin on the bar.
2. A welcome punch greeted USBG CT members to the Nautical Gin brand session.
3. A Nautical Gin cocktail created by Roger Gross featuring flavors of mint and turmeric.
4. Erin Henning, On-Premise Key Account Manager, Vertical Spirits, presented the brand.
5. Roger Gross, Bartender, House of Naan and USBG CT member, mixing cocktails for the event.
6. Henning behind the bar at House of Naan.



**OAK HAVEN TABLE & BAR HOSTS WILD TURKEY COCKTAIL COMPETITION**

New Haven's Oak Haven Table & Bar welcomed Brescome Barton, United States Bartenders' Guild Connecticut (USBG CT) chapter members and industry guests to a Wild Turkey cocktail competition on January 30. Competing bartenders created an original cocktail featuring Wild Turkey 101 or Wild Turkey 101 Rye. Each cocktail was rated on taste, aroma and originality. Angel Peña-Fernandez won first place with his cocktail, Wild Night. Roger Gross took the second place win with Bird is the Word, and third place went to Moises Ramirez with Heartless Bird. Juan Meyer received an honorable mention. Judges for the event included Gary Dritschler, Market Manager, Campari America; Ray Collins, Sales Representative, Brescome Barton and Veronica Saurett, Wine and Spirits Manager, Brescome Barton.

1. Competitors featured Wild Turkey 101 or Wild Turkey 101 Rye. Wild Turkey's super-premium American bourbons are made in Lawrenceburg, Kentucky by Master Distiller Jimmy Russell.
2. First place: Wild Night by Angel Peña-Fernandez.
3. Second place: Bird is the Word by Roger Gross.
4. Third place: Heartless Bird by Moises Ramirez.



## MAX'S OYSTER BAR AND BRESCOME BARTON HOST "WOMEN IN WHISKEY"

Max's Oyster Bar and Brescome Barton hosted "Women in Whiskey," a dinner featuring American whiskeys and the women who helped "create and influence the brands." On January 24, Sarah Alokones, Northern Divisional Sales Manager at Brescome Barton, presented featured brands and the back story. The dinner began with George Dickel No. 8 Sour Mash, served in a Then & Now Julep cocktail, paired with crispy BBQ-glazed oysters. Alokones spoke about the role of Augusta Dickel in the brand's leadership, the history of immigrants and women master distillers, and former Master Distiller Allisa Henley. Next, Michter's Rye was served in a Manhattan cocktail with smoked scallops, paired with a discussion on Carrie Nation and the Temperance Movement. Third, Balvenie 14-year Rum Cask Finish served in The Bahama Queen, a variation on the Old Fashioned, paired with roasted pork belly. Alokones discussed Gertrude Lythgoe, known as The Bahama Queen, the only woman to hold a wholesale liquor license in Nassau, Bahamas during Prohibition. She would send whiskey into the states all through that time. The fourth whiskey pairing was Basil Hayden served neat with coffee-rubbed ribeye, while Alokones spoke about repeal leader Pauline Sabin. Lastly, Maker's 46 was served with bourbon chocolate pecan pie and a discussion on Marge Samuels, who led the development, wax packaging and marketing of the Maker's Mark brand. Executive Chef Hunter Morton prepared the dinner and cocktails were created by Brian Mitchell, Beverage Director, Max Restaurant Group.

1. Dave Rudman, Director of Education and Account Development, Brescome Barton; Ed Dunn, Account Development Manager, Brescome Barton; Sarah Alokones, Northern Divisional Sales Manager, Brescome Barton, next to the featured whiskeys.
2. George Dickel No. 8 Sour Mash was served in Then & Now Julep cocktails to welcome guests to the dinner.
3. The second whiskey pairing: Michter's Rye in a classic Manhattan cocktail.
4. The third whiskey pairing: Balvenie 14-year-old Rum Cask Finish featured in The Bahama Queen, an Old Fashioned cocktail.
5. Basil Hayden was served neat during the fourth course of the dinner.
6. Maker's Mark, the final whiskey, was paired with dessert and served neat.
7. The first course featured crispy BBQ-glazed oysters.
8. Then & Now Julep cocktail.
9. Guests during the "Women in Whiskey" dinner at Max's Oyster Bar in West Hartford.



1



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**CONNECTICUT IMPORTER AND WHOLESALER REPS CELEBRATE ITALIAN DISTILLERY**

Representatives from Hartley & Parker Limited and Vincenzi Distillers of Turin, Italy celebrated a recent accolade for the Italian liqueur producer. Vincenzi was named 2016 “Italian Liqueur Distillery of the Year” by the New York International Spirits Competition as a result of four of its brands being recognized in award categories: Vincenzi Sambuca di Torino, Vincenzi Bicerin White, Amaretto di Torino and Limoncello di Torino. The celebration at The Penn Club in New York City was held on January 26, 2017. Andrea Vincenzi, President and Luca Vincenzi, International Marketing Manager accepted the award from Amanda Schuster, Senior Editor at The Alcohol Professor, sponsors of the New York International Spirits Competition, with a group of regional wholesalers and distributors present.

1. Blaise Tremazzo, Spirits Director of Hartley & Parker Ltd., Inc.; Luca Vincenzi, International Marketing Director and Andrea Vincenzi, President, both of Vincenzi Distillery, Turin, Italy; Mike FitzPatrick, President of NCCGA of CT, sole U.S. importer of Vincenzi Distillery.
2. All of Royal Wine unless noted: Harold Wang, VP Sales Manager; Steve Santana, Manhattan Sales Representative; Kelly-Ann Daniel, Promotional Manager; Joselyn Mendez, VP Spirits Sales Manager; Gary Robertson, Brooklyn Sales Representative; Blaise Tremazzo, Spirits Manager, Hartley & Parker Ltd., Inc.
3. Luca Vincenzi, International Marketing Director and Andrea Vincenzi, President, both of Vincenzi Distillery; Amanda Schuster, Senior Editor at The Alcohol Professor, sponsor of the New York International Spirits Competition; Mike FitzPatrick, President of NCCGA of CT.
4. Steve Santana, Manhattan Sales Representative, Royal Wine; Charles Lynch, VP National Spirits Manager, Royal Wine; Luca Vincenzi, International Marketing Director, Vincenzi Distillery; Joselyn Mendez, VP Spirits Sales Manager, Royal Wine; Andrea Vincenzi, President, Vincenzi Distillery; Jeremy Kaufthal, Manhattan Sales Representative, Royal Wine; Gary Robertson, Brooklyn Sales Representative, Royal Wine; Mike FitzPatrick, President of NCCGA of CT; Harold Wang, VP Sales Manager, Royal Wine.

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## CELLAR FINE WINES LAUNCHES WAR FLAG BREWING COMPANY

Cellar Fine Wines added Brooklyn-based War Flag Brewing Company to its craft beer portfolio. Founder James McFillin visited the Essex distributor in January to educate the sales team and help welcome the brand into the state. McFillin, a former Marine and longtime commercial real estate agent in New York City, launched the brand in 2014 after pursuing his personal interest in the craft beer brewing industry. War Flag's American Pilsner, Grandmaster IPA and Lady Justice Stout are now available in state in 1/2 barrels, 1/6 barrels and 6-packs of 12-oz. bottles.

1. All from Cellar Fine Wines unless noted: Jeff Sharp, Hartford and Litchfield County Sales Representative; George Carabetta, Operations Manager; (Back) Andy Fredericksen, Craft Beer Manager; James McFillin, Founder, War Flag Brewing Company; (Front) Anna Dziedzik, Middlesex and Hartford County Sales Representative; (Front) Janeen Carabetta, Marketing Manager; (Back) Whitney Algieri, New Haven County Sales Representative; John Stapienski, New London County Sales Representative; Rich Veilleux, Sales Manager; Carolyn Agee, Office Manager.
2. James McFillin, founder of War Flag Brewing Company, holds the War Flag tap handle, designed to reflect his passion for "prominent American symbols against tyranny." McFillin chose to name his company after the American Revolutionary War's Gadsden Flag, which was also the inspiration for the company logo depicting a snake and a barrel. The company supports The Wounded Warrior Project.
3. War Flag's Pilsner, Grandmaster IPA and Lady Justice Stout.



## HARTFORD FLAVOR COMPANY GROWS BRAND AWARENESS

Hartford Flavor Company, creators of the Wild Moon liqueur line, and Brescome Barton hosted "Mixology 101," an evening of cocktail education and creation. Dave Rudman, Director of Education and Account Development for Brescome Barton, led the January session for local bartenders and mixologists at the distillery's tasting room using Wild Moon Liqueur products, including its newest expression to the line, Lime. The all-natural, botanically-infused liqueurs are available in Cucumber, Cranberry, Rose, Lavender, Birch and Chai Spice. The distillery has also been expanding distribution into Florida to on- and off-premise accounts along the Gulf Coast, Greater Orlando and the East Coast. The company said it is also looking to expand to duty-free areas in major Northeast airports.

1. Hartford Flavor Company hosted area bar professionals for a "Mixology 101" course at its distillery at 30 Arbor Street in Hartford. Dave Rudman of Brescome Barton showcased the Wild Moon Liqueur line in a variety of cocktails.
2. The Hartford Flavor Company portfolio of Wild Moon Liqueurs. The all-natural, botanically-infused liqueurs include Wild Moon Cucumber, Cranberry, Rose, Lavender, Birch and Chai Spice.
3. A brand session at Taps Restaurant Bar & Lounge in Winter Park, Florida, where Co-founders Lelaneia and Tom Dubay were working with restaurant staff on cocktail menu development.

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## BROWN-FORMAN RECOGNIZES EDER BROS. GOLDEN JACK AWARD WINNERS

Brown-Forman representatives presented the annual Golden Jack awards recognizing individual sales excellence from Eder Bros., Inc. at a recent meeting. Members of the Eder Bros. sales force were awarded the Golden Jacks for representing and successfully selling the Brown-Forman brands with “high quality, authenticity and integrity.” Tom Kachmarck, Connecticut State Manager and Kim Hill, Connecticut Market Manager, both of Brown-Forman, recognized seven representatives from Eder Bros., Inc. The awards were based on 2016 performance and included the previous year’s winners as part of the annual presentation proceedings.

1. Tequila Portfolio Golden Jack awarded to Vin Rossetti, Eder Bros. (not pictured). Tom Kachmarck, CT State Manager, Brown-Forman; Andrew Clement, 2015 winner, Eder Bros.; Crissy Peterson, On- Premise Manager, Eder Bros.; Kim Hill, CT Market Manager, Brown Forman.
2. Jason Miller, Eder Bros. received the Wine Portfolio Korbel Champagne and Sonoma Cutrer Golden Jack award (not pictured). Adam Biondodillo, 2015 winner, Eder Bros.; Kachmarck; Peterson; and Hill.
3. Brown-Forman’s Premium Whiskey Portfolio including Gentleman Jack, Old Forester and Woodford Reserve Golden Jack award was given to Phil Hitchcock, Eder Bros. (not pictured). Kachmarck; Michael McGrath, Market Manager, Eder Bros.; and Hill.
4. Phil Serafino, 2015 Golden Jack Winner; Kachmarck; Zach Golovin, Eder Bros. and recipient of Brown-Forman Jack Daniel’s Family of Brands Golden Jack Award; and Hill.
5. Brown-Forman named Nancy Peduto, Eder Bros. the On-Premise Representative of the Year the Golden Jack award (not pictured). Kachmarck, Peterson and Hill.
6. Steve Zgradden, 2015 Portfolio Representative of the Year, Eder Bros; Kachmarck; Maria Vaspasiano, Eder Bros. and recipient of Brown-Forman Portfolio Representative of the Year Golden Jack Award; and Hill.
7. Don Guimento, (middle), received the George Garvin Brown Golden Jack Award, which is awarded to a representative who shows “innovation and representing the ideals of our founding father’s vision.”
8. All of Eder Bros., Inc.: Jason Miller, Brown-Forman Wine Portfolio Winner; Nancy Peduto, Brown-Forman On-Premise Representative of the Year, holding a 2016 Golden Jack statuette; and Vin Rossetti, Brown-Forman Tequila Portfolio Winner.

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# Two Roads Brewing Welcomes CPSA for Industry Update, Brewery Tour

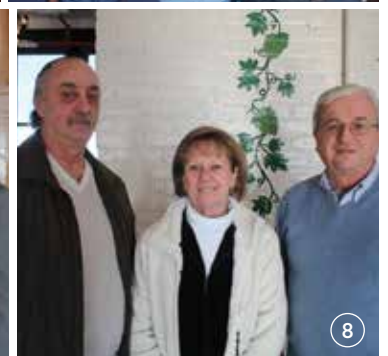


Two Roads Brewing Company welcomed the Connecticut Package Store Association (CPSA) to its Stratford headquarters to present a legislative briefing to trade members on February 6. Carroll Hughes, Executive Director of CPSA, notified guests about proposed industry legislation in the current session, current legal challenges to the state's pricing statutes and promoting Connecticut brands. Hughes also praised the retailers and business owners in attendance

saying, "You are the job creator[s] and the job retainer[s]." Hughes encouraged CPSA members "to get to know" their local legislators in their communities and voice their concerns on legislative issues important to them.

Representative Laura Hoydick of Stratford also spoke, referring to the CPSA as a "small, but mighty organization, ready to help small businesses and promote Connecticut-made brands for future growth." Dan Zeek, Regional Sales

Manager of Two Roads, said members of CPSA are "part of the Two Roads family. We wouldn't be successful if it weren't for you. Thank you for everything you've done for us and we'll come to support you." CPSA President Steven Downes and CPSA member Patrick Monteleone also promoted membership benefits and called current members to action on recruitment. After the industry briefing, Two Roads staff led the group on a tour of the brewery.



1. Two Roads Brewing Company hosted an industry briefing by the Connecticut Package Store Association on February 6, followed by a brewery tour.
2. Steven Downes, President, Connecticut Package Store Association; Carroll Hughes, Executive Director, Connecticut Package Store Association; Mallory Daley, Director of Programs and Services, Hughes & Cronin Public Affairs Strategies; Representative Laura R. Hoydick of Stratford.
3. All of Two Roads Brewing Company: Jamie Proulx, Dan Zeek, Jared Emerling and Caitlin Guelakis.
4. Jeff Wilson, Wines and More! of Milford; Maureen Abrahamson, Mo's Wines and Spirits in Fairfield; and Patrick Monteleone of Harry's Wine & Liquor Market in Fairfield.
5. CPSA Executive Director Carroll Hughes gave an industry briefing.
6. Mike Scalise of Broadway Wines and Spirits in Colchester and the Connecticut Small Brands Council; Doug Rankin of Missing Link Wine Co. and the Connecticut Small Brands Council; Steve Leon, Owner, Wine Cellars 4 in Farmington; Chris Cambareri, Owner, Willowbrook Spirit Shoppe in Cromwell.
7. Jean Cronin, CPSA and Representative Laura Hoydick.
8. Angelo and Linda Borgia of Linda's Liquors and Wine in Shelton and Curt Hopkins of Super Saver Spirits in Shelton.



# THREE STATES, TWO MILLION ORDERS

BY IAN GRIFFITH

It was three and a half years ago that we at Beverage Media, along with the team at *The Connecticut Beverage Journal*, celebrated order number “one million” being placed online by a Connecticut liquor store with one of its distributors. Now, we are just months away from processing order number two million.

There were \$350 million in orders placed online last year via the trade-only site, primarily from the price posting states of New York, New Jersey and Connecticut. Online ordering in the alcoholic beverage industry is becoming a normal part of the business for many retailers, restaurants and bars, as well as wholesalers, as adoption continues to grow at a healthy pace.

This year, a New York distributor received more than \$10 million in orders in a single month from more than 400 accounts, a new milestone in the scale of business being conducted online. While these sales figures show impressive growth, the majority of accounts on the B2B platform don't place their orders online.

Less than half the stores and about a quarter of the restaurants that are regular users of the website use it for placing orders. Other retailers may be avid users of the website, logging in every day, but they prefer to give orders directly to their sales reps. Some sales reps encourage this, while others are happy to have the account place their orders where and when it is most convenient.

The difference between selling and servicing a reorder is becoming clearer.

With a million searches placed on the website each month, members of the drinks industry in major national markets rely on our website for current information about wholesaler listings and pricing. Spirits account for about 40% of the searches, while wine accounts for most of the rest. California wines are the most searched products by far, outpacing Italian wines by more than 2:1.

The next categories to feature prominently in searches are vodka, imported sparkling wine, French wine and tequila. Monthly trends show that searches for French wines spike in April, while California wine dips in July.

Of the thousands of retailers using the website every week, the split by on- and off-premise users is about even. Meanwhile, sales reps and brand managers now represent an equally active group online. Sales reps love to have the answer to every question that a retailer asks, and often that can include being able to answer who carries a product that's not in their portfolio. It keeps the discussion going and sometimes that leads back to one of their products.

Sales reps also take advantage of the tools for sharing product information with their accounts by building sell sheets and sharing email links back to the website.

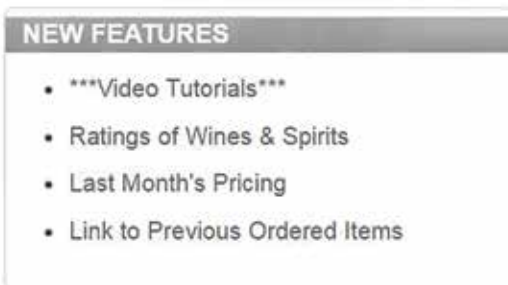


This coming year, the network will be turning on the shopping cart in markets where pricing is not transparent; it is either finalized by the sales rep or the order board. It will be interesting to see the extent that online ordering grows under these conditions.

A goal is to make our offerings accessible and easy for our subscribers and wholesalers' sales teams – and their accounts that are not yet signed up.

Short video tutorials are available to walk users through the basics of search, shop and order. As passwords are included with every individual subscription to log-in (and it is the same password to download the companion iOS app where available), just click on “Video Tutorials.” Choose your topic of interest and begin.

Comprehensive access to online product search and pricing is an expectation for the younger generations of buyers who grew up on the internet. Building a search and shopping experience that meets the current and futures users' needs has become our business. ■



For more information on these services, the iOS ordering app in available markets, salesforce use with Pocket Advantage, or get a password, contact us at 203-288-3375. Live demos are also available.

# GIESEN: A BROTHERS ACT

SCRIPTING NEW ZEALAND'S POTENTIAL  
WITHIN AND BEYOND SAUVIGNON BLANC

BY W. R. TISH

**W**hen the Giesen brothers—eldest Theo, Alex and Marcel—left Germany for New Zealand in the 1980s, they aimed to make wine in the cooler climate of the South Island, at what was at that point the world's southernmost vineyard, intent on growing Riesling among other grapes. Fortunately they planted Sauvignon Blanc, too.

We know what happened next, or at least toward the turn of the 20<sup>th</sup> century. Americans took a liking to that snappy Marlborough style; wineries proactively going screwtop only helped distinguish the NZ brand; and today, the country's producers continue to pound the SB drum while making enormous strides in Pinot Noir.

Which brings us back to the brothers Giesen. With extensive plantings throughout Marlborough, plus a winery system tailored to small lots, the Giesens are positioned at the leading edge of New Zealand wine. Imported and marketed by Pacific Highway Wine & Spirits, Giesen is in the thick of the Sauvignon Blanc movement, shipping 70,000 cases per year of scrumptious SB to the U.S. But their portfolio is more than a baker's dozen strong in specialized bottlings, most of which are in the couple-hundred-sixpack range.

## Terroir, NZ-Style

Giesen's scope is impressive, embracing novel varieties (Pinot Gris, Riesling, late-harvest SB dessert wine); organic

viticulture (20% of Giesen vineyards are certified organic or in transition); strategic single-vineyard selection (now eight in all); and in some cases, aggressive elaboration techniques in the winery (for example, three single-vineyard wines are fermented in 1,000L German oak "Fuder" barrels). Tying all these efforts together is an unswerving emphasis on both quality and terroir.



**PACIFIC HIGHWAY**  
wines & spirits

Marcel Giesen explains that the lines within the portfolio are not so much tiers as different areas of focus: "The Estate range is about benchmark—making even the most entry level the best wine possible. The Brothers range is an exploration—looking for more typicity within subregions. The August is special—it's a family wine, named after our grandfather, and it's a showcase for two vineyards, Matthews Lane and Dillons Point. The Single Vineyards are just that—select vineyards, hopefully interesting examples of the unique terroir and expressions in Marlborough."

Distinctions among the lines are palpable. Sauvignon Blanc at the Estate level is, as expected, bursting with citrus fruit, yet with a balance that ensures drinkability. The Single Vineyard SBs deliver more depth and complexity, while the August version is an adventure in barrel fermentation and lees contact (think tropical fruit meets toast). The Pinot Noirs, all decidedly New World, impress with provocative tan-



Marcel, Alex and Theo Giesen take a hands-on approach to hospitality as well as winegrowing.

gents—sweet aromatics, baking spices, forest notes. And the Riesling and Pinot Gris in the Estate line are bold but varietally true—enough to make one wonder why more NZ wineries are not planting these grapes as fast as they can.

If there is one element that seems to define the portfolio, it would be purity of fruit; the wines are ripe, flavorful, bright. Label graphics clearly delineate the lines, and prices are reasonable, ranging from \$14.99 for all the Estates and up to \$75 for four of the Single Vineyards.

On the other hand, the limited quantities represent opportunity as well. Off-premise, the limited-run Giesen wines work as elite offerings, with the prime selling point being these are the rarest and most hands-on wines from a veteran producer. On-premise, the food-friendly Pinot Noirs would work as plum additions to New World-leaning lists, or even a sexy high-end by-the-glass pour.

With 30+ vintages under their belts, the Giesen brothers can provide perspective on New Zealand's progress. "The evolution of Sauvignon Blanc was about volume, to a degree," notes Marcel. "Marlborough Sauv Blanc is real terroir, but on a large scale." The zeitgeist is shifting, though, and he expects big things from Pinot Noir, adding, "Pinot Noir is always about quality, and distinction as a starting point. I believe you'll see more evolution and excitement from us for Pinot for years to come." ■



# DIVE INTO NEW ZEALAND



**GIESEN**



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## LOCAL CHATTER

CONTINUED FROM PAGE 16

**TBJ:** *Can you give an example of how it's helped you, specifically?*

**PATRICK:** The first year I joined, I went to Portland, Oregon for their Cocktail Week — seminars, after-party events, networking. I did that for free. When I moved to Seattle, I didn't have to pay for a hotel the whole drive there. I crashed on couches of people I met from different [chapters] in different states, and they even gave me guided tours of their cities.

**VENTRICE:** For me, it was an immediate benefit. Last year, I won the regional Woodford Reserve Cocktail Competition, which allowed me to go on a free educational experience at a distillery in Kentucky — flights paid for, hotel, drinks, whole thing ... We had access to the distillery, met the master taster, the distiller, went to the cooperage. I spent three days with 39 other bartenders from around the country talking trends in their area[s].

**TBJ:** *Can you tell us more about the education portion? What are some of your seminar topics and curriculum?*

**VENTRICE:** Our chapter hosts monthly events — either educational seminars or we'll have brand ambassadors come in. We've had training on specific spirits.

**PATRICK:** We focus a lot on product knowledge ... In the past we've done business seminars; we've done how to inventory items, how to price a menu, manager styles, how to interact with employees, how to hire and fire. There's an endless amount of information ...

Through the national organization, we're mandated to do certain educational seminars every year ... At a national conference, where we come from all over the country, we really learn more in-depth about the [whole industry]. The national USBG has partners — like Diageo, Maker's Mark, Bombay Sapphire — but there are also local distilleries and breweries that I would like to send our people to. I'd like to expand our venues ... There are

so many new distilleries and breweries in Connecticut.

**TBJ:** *For employers, what are the benefits to getting their staff involved?*

**VENTRICE:** The more product knowledge a bartender has, the more sales he can do behind the bar. [Tasks] that are done by managers or owners, bartenders can learn some of these skills [and also be on] the pulse of what's happening ... My hope, over the next year, is to show that there are local bartenders who have more skills than just making a cocktail and putting it on Instagram.

**TBJ:** *Are you planning any major educational trips?*

**PATRICK:** We do one international trip a year. As far as national partners, doing something as simple as winning a state competition can send you to L.A. or Seattle for free. Members can see as much of the world as they want, learn as much as they want. Two years ago, we went on a distillery tour of the whole country of Ireland, starting in Dublin, and worked our way clockwise around the whole island.

**TBJ:** *What are your long-term goals?*

**VENTRICE:** We'd love to see increased membership, increased activity within our current membership, sending members on trips. We want to communicate our values not only to bar owners, but to restaurant owners, on the advantages of having an educated and knowledgeable staff.

**PATRICK:** We want people who are starting to see the legitimacy in this industry to be the top-line managers three, four, five years from now ... I would urge people to go to our website to learn more or join. We have 62 members now, but I'd like to see 150 at the end of year. It's an ambitious goal, but I only like ambitious goals [laughs]. And this is something I truly believe in.

To learn more, visit [www.usbgct.org](http://www.usbgct.org) ■

Interview has been condensed and edited.

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# The Liquor Lad

BY SAVANNAH MUL

Chris Lamparelli remembers frequently driving by The Liquor Lady during his routes working in landscaping. It was on one of those passes when he saw the building posted for sale and began to wonder about a change in career.

With his curiosity and attraction to wine driving him, he thought, “Why not?”

Months went by until I finally decided to do this,” he said. “I figured we’ll start small and see what happens.” As part of the process, Lamparelli discussed store names with the previous owners, who had been in business for more than 20 years, when the name suggestion of The Liquor Lad came up.

“It’s an historic area and people know the name, I just dropped the ‘y,’” he laughed. When he purchased the store, he closed for a month and a half for renovations, including new floors, shelving and lighting, among other improvements. “I also changed the stock. I got input




**LOCATION**

17 BURLINGTON ROAD  
HARWINTON, CT

**FACTS**

SQUARE FOOTAGE: 800  
YEARS IN OPERATION: 1 YEAR  
UNDER CURRENT OWNERSHIP



Chris Lamparelli, Owner, The Liquor Lad.

from people in the area, the sales reps were helpful, and some were my own selections,” he said.

The Liquor Lad stocks approximately 125 SKUs of wine, about 100 beer products and between 70-100 different spirit SKUs. Beer and wine items make up approximately 80 percent of the store’s sales, with spirits ringing in the rest.

Lamparelli said he “constantly” looks at his stock and evaluates the trends for guidance on what to add, remove and bring in next. “Ideally, my focus is on wine and craft beers ... and to smaller production items. I like the conversation that starts with [those products],”

Lamparelli said.

“I’d rather people ask me questions and get excited about trying new stuff,” he said. “I’m experimenting, too, and getting people outside their comfort zones. That’s why I don’t stock wines that are really expensive and showcase wines around \$10-\$15.” To help achieve this, he hosts weekly in-store tastings of new brands and new products. “I just want to encourage people to take a chance on something new.”

Lamparelli is currently working on re-branding the store with a new logo that reflects the historic town. In his first year in business, he has seen continued steady sales in bourbons and the brown spirit category, along with craft beers. “I enjoy it a lot, the customers are awesome,” he said happily. ■

**FEATURE YOUR STORE**



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

AN OPICI WINES FAMILY SELECTION

# Julia James

VINTED AND BOTTLED IN THE  
RUSSIAN RIVER VALLEY

NAMED ONE OF 20  
"BEST RED WINES  
UNDER \$20"

"How is it possible to make a CA Pinot this good at this price? This baby looks like a Pinot, smells like a Pinot and tastes like a Pinot should-there's the bright acidity of tart red cherries, hints of warmer, darker fruits, a footprint as light as a spider's and totally devoid of oak overkill. My guess in a blind tasting: a \$40 Willamette Valley or Anderson Valley Pinot."

Nick Passmore  
**Forbes**

"EDITOR'S CHOICE" **89**  
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# CANS VS. BOTTLES

BY JACK KENNY



What do you say when a customer asks about the difference between beer in a can and in a bottle? If you're discussing beer selection and the customer makes a negative comment about aluminum cans, how do you respond?

Nobody seems to have a problem with beer from a glass bottle. Some folks have no container preference. The rest don't like cans, and some abhor them.

Throughout the 19th century, industrialists sought ways to make a metal food and beverage container that worked, and one or two creative people succeeded. But production was glacially slow and costly, and it took until 1930 for safe and profitable can manufacturing to make its appearance. Canned beer made its debut in 1935.

Today the mix of single serve and multipacks of beer is about 50/50 between glass and cans. For soft drinks, cans make up half of the single-serve market, but 85% to 90% of multipacks, according to AZoM, a publication for the materials science community.

Among mass market beers, cans and bottles share the stage, and have for decades. (I have a 96-year-old uncle who has been drinking Schaefer beer from cans since they first came on the scene.) It wasn't until 2011 that we began seeing craft beer show up in aluminum attire. Growth was understandably slow, but craft canning became a trend that's still rolling. Quite a few brewers now use cans only, such as New England Brewing, Back East and Half Full, all in Connecticut.

Back to the first question: What do you say when a customer asks? Keep in mind here that the question has to do with the taste of the beer. You can say: "There are quite a few differences between canned and bottled beer, but also none." Either her head will explode or she'll look at you asquint. Quickly add, "None that we can discern when we drink from a glass. Do you drink beer from a glass?"

There it is: The end of the debate. In 2014, *Beer Advocate* polled its readers about the can-vs-bottle preference. A mere few of the responses had to do with taste differences; instead they focused on UV light exposure, aesthetics, cellaring, recreation, chilling and storage. Cans came out on top in the survey. A great many of the respondents said the packaging did not matter to them because they drink from a glass.

That same year I conducted a blind beer tasting at which I gave 16 people – all craft beer fans – two glasses each of Sierra Nevada Pale Ale, one from a bottle and one from a can. Eight of them preferred Glass A, and eight of them preferred Glass B. Same beer, different package.

Drink from a glass. Aromatic ingredients are released during the pour and they reach your nose in far greater quantities than if you were drinking from glass or aluminum, when you can't smell a darn thing. It might be your tradition to hoist the bottle or can, but you're allowed to deviate if you want to.

And this: When you drink beer from the little opening in the top of a can, where is your nose? Right up against the aluminum lid? Maybe that's where the metal "taste" comes from.

Beer consumers say that bottles have more visual appeal, that the labels are bigger, that the coatings in beer cans contain BPA, a compound said to be unhealthy in significant quantities. They say that cellaring beer – keeping certain brews in cool, dry, dark and stable conditions for years – must be done in glass, not metal.

The benefits of cans, however, appear to outweigh those of glass:

- › Aluminum recycles more productively than glass.
- › No UV light – enemy No. 1 of beer – can get into a can.
- › Cans chill faster than bottles.
- › Cans take up less space and are easier to store.
- › Cans are in demand by beach-goers, campers and hikers, picnic people, boaters, lawn jockeys, and ballerinas.
- › Cans are sealed with nitrogen with no chance of air to oxidize the contents, while with bottles, which are purged with CO<sub>2</sub>, there's a small chance of oxidation due to the seal between cap and bottle.

I like cans and bottles. What matters is the magic inside. Next time a customer asks, offer to sell them a nice beer glass.



## ABOUT JACK KENNY

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



WRITE TO HIM: [thebeercolumn@gmail.com](mailto:thebeercolumn@gmail.com)



INTRODUCING

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WHISKEY**  
golden caramel flavor  
combined with a bitter  
note of nutty walnut



**GINGER SPICE  
WHISKEY**  
kick of real ginger and a  
touch of earthy spice for  
a complex yet smooth  
mouth feel



## THE INISHMOR PUB

20 MAIN STREET  
COLCHESTER, CT

The family-owned Inishmor Pub features approximately 170 whiskies, 26 craft beers, with still more variety in its selection of wines and cocktails. The venue was recognized twice in 2016 as a "Best

Irish Pub" via a *Connecticut Magazine* poll and on BuzzFeed. Its farm-to-table approach brings in fresh, local ingredients to its culinary and beverage programs, while honoring the pub tradition.



Owner  
Alex Levere.

### OWNER

Alex Levere

### COCKTAIL

The Walda

### RECIPE

Build in a cocktail shaker:

- » 1.5 oz. Compass Box Scotch Spice Tree
- » 1.5 oz. Compass Box Scotch Orangerie
- » .5 oz. orange juice
- » .5 oz. lemon juice
- » A bar spoon of honey
- » 1/4 oz. Tequila Blanco
- » Dash of Angostura Bitters
- » Orange and oregano garnish

Build the cocktail in a cocktail shaker and stir. Pour into a glass and garnish with an orange slice and oregano.

**"IT'S A REFRESHING COCKTAIL TO WELCOME IN SPRING AND TOAST TO ST. PATRICK'S DAY," SAID OWNER ALEX LEVERE.**

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# JEFFERSON'S OCEAN

AGED AT SEA

EACH BOTTLE CONTAINS  
THIRTY PORTS OF CALL.



BACK IN THE DAY,  
KENTUCKY  
BOURBON WAS  
SHIPPED ON BOATS  
TO MARKET.

En route, the rocking of the vessel forced the bourbon into more contact with the wood, therefore aging it faster. Curious to experiment with this lost part of the process, we took fully mature, eight-year-old bourbon and put it on the deck of an ocean liner. As our bourbon transversed the globe, the salt air infused a briney element to the taste,



while shifts from cold geographies to equatorial sun caramelized the sugars inside the barrel. Of course, all of this happened while the bourbon rocks against the wood, rounding out the flavor to give it a taste as unbelievable as a mermaid.



A L C H E M Y   I S   E V E R Y T H I N G .



# MANAGING THE WALL OF WHISKEY

**BROWN GOODS ARE WHERE THE GREEN IS—ALL THE MORE REASON TO PUT MORE CARE INTO ORGANIZING YOUR WHISKIES**

BY ROBERT HAYNES-PETERSON

In Emmett, ID—a former mill town with a population of 6,500—Main Street Beverage is also a bait & tackle shop. The Roundup Bar down the street serves strong pulls of vodka or Fireball to actual cowboys, and a vested craft bartender is nowhere in sight. Yet at the liquor store, where once only Jack Daniel's, Jim Beam and Wild Turkey were offered, you'll now find labels like Whistlepig, Bulleit and more. It's not a big selection, but it's evidence that today's growing whiskey market reaches

deep and across many lines. How you sell that whiskey is increasingly important.

According to the Distilled Spirits Council, in 2016, overall whiskey sales were up 4.1% over the previous year, with especially strong revenue growth in super-premium Irish and Scotch whisky. Meanwhile, the number of micro/craft American distilleries has increased from 92 in 2010 to 750 in 2015. In many metrics, whiskey is outpacing vodka and tequila. All of this is a roundabout way to say, your "Whiskey Wall" has almost

certainly grown significantly over the past few years, exposing the need to organize distinct product types carefully under one whiskey umbrella. Managing it to best effect, and for the best possible sales has never been more important.

"We're trying to build up our bourbon collection, because apparently it's on the rise," notes a clerk at Figaro's Wine and Liquor in West Hempstead, NY. While not quite a "bulletproof" store, the front door is locked, requiring customers to be buzzed in, reflecting a complex and



OPPOSITE: Whiskey fills three barrel-shaped shelf areas at Lowery's in Sunnyside, Queens. Whereas branded lines get grouped at Lowery's, Jin Brothers (ABOVE) takes a more mix and match approach.

challenging neighborhood. Lower-tier brands still dominate, but on one column of shelves (visible when you walk in) is a smattering of Irish, Scotch and Canadian whiskeys. Nearby are Bourbon, Rye and Flavored options. And not just the basics: indie and “small batch” brands like Templeton and Woodford Reserve are prominent at the eye level and above, and the clerk says her customers are eager to buy. The store also carries offbeat labels, including American Barrels Bourbon (which celebrates Americana with a rattlesnake adorned bottle and a shotgun shell base) and Spirit Bomb, a blend of Irish whiskey, vodka and spices.

Lowery's Wine Factory trumpets “Discount Wines & Liquors,” but the selection of whiskeys is perhaps even more impressive. Shelving nooks shaped like barrel cross-sections are chock full of whiskey, primarily by brand (so the Jack Fire is tucked in with the rest of the family, for example); specials get pulled out for case stack displays.

Nearby, Jin Brothers takes a bit more random approach to shelving. The whiskeys are a happy family spanning three wide shelves. Ryes are mostly separated; Fireball hangs out between bourbons and blended Scotch; Kikori Japanese Whiskey appears between Old Forester 1870 and Wild Turkey Rye.

Choice Discount Liquors & Wines in Queens places whiskeys front-and-center

behind the clerk immediately as you walk in (for some reason, a single bottle of saké is shelved amongst the blended Scotches and bourbons). In the small display case below the counter, ultra-premium labels like Johnnie Walker Blue in a recently promotional package provide higher end options for special events, collectors and the increasingly gentrifying neighborhood.

### SHIFTING TASTES

One thing becomes clear as I wander among the aisles at all socio-economic levels: it's important to stay on top of your frequently shifting customer base. While no one wants to discourage the old-timers, and a shop with a largely singular demographic can get comfortable marketing to the same audience for years, neighborhoods change. What's more, even the diehards are more willing to explore in 2017 than they were in 1997. Your store may not cater to a thirty-something crowd seeking the latest craft distillery expression, but your customers are increasingly aware of the options out

“ NO ONE WANTS TO DISCOURAGE OLD-TIMERS, BUT NEIGHBORHOODS CHANGE. AND EVEN DIEHARDS ARE MORE WILLING TO EXPLORE IN 2017 THAN THEY WERE IN 1997. ”

there, and increasingly interested. Staying on top of shifting interests in categories is also important.

Some shops of course, are catering to the demanding craft and ultra-premium audience, and building “Craft” sections. But whiskey's au courant popularity opens it up to more dynamic shelving as well. At Bottlerocket Wine & Spirit in Manhattan's Flatiron District, for example, owner Tom Geniesse notes, “We don't have a regular alternative organizational scheme—though we probably should. We do create island sides for occasions: think ‘Father's Day.’” In-store tastings are also productive: “It's a killer chance for people to learn about whiskeys and try them.”

Whiskey barrel display islands featuring unusual labels which welcome shoppers to the spirits section at the expansive Astor Wines & Spirits in Manhattan's East Village. A standalone “Fine and Rare” column exhibits collectable Japanese whiskeys along with unusual bourbon expressions and antique finds.



Astor's 40-foot section is designed to help shoppers explore among similar types.



But a massive 40-foot whiskey wall is Astor's real tower of power to the brown spirits fan. Arranged in a sort of spectrum from America to Scotland, then Ireland, Canada and the rest of the world, there are carefully curated segues from Small Batch to Bourbon, Rye, Scotches that exhibit bourbon influences (a popular modern trend), blends, single malts and International Whiskies. This allows fans of one category to start there, but easily and comfortably explore other areas. To that end, Astor's wall serves as a sort of self-serve Netflix algorithm: "If you like this, you might also like this."

**STAYING AHEAD**

Not every store has 40 feet of shelf space to play with. There are many considerations geared to managing and displaying inventory to maximize your store's position in the increasingly complex whiskey world:

**Bridge the Atlantic.** If Scotch and Bourbon are still on opposite ends of the store, bring them closer together. Increasingly Scotch producers are making products specifically geared to attract the American whiskey audience.

**Mix and match, but with purpose.** Nudging Scotch drinkers toward a bourbon, or driving lower-shelf consumers to more premium products via strategic

Two more views of Jin Brothers (left) and Lowery's also serve as reminders that signage and shelf talkers can be as important for whiskey as for wine.

"random" placement only works if there is something similar enough that the consumer can tap into it. On the flip side, avoid burying an unusual, small distribution or new product amongst non-related product. On a recent scouting mission, I found flavored whiskies randomly mixed in with high-end rums and budget moonshine on the top shelf alongside limited-edition Booker's Bourbon.

**Keep on top of emerging trends.**

American Single Malts, while not an official TTB category, is being pushed hard by brands like Westland and Stranahan's. Meanwhile, Japanese and flavored whiskies deserve their own dedicated signage if not a shelf section, even if you're only carrying a few labels. Whiskies made from unusual grains are another emerging sub-category.

**Consider breaking the mold.**

Wine shops generally sort wines by region and red versus white. But many have developed other clever categorizing, sometimes by grape, or style or food pairing opportunities. Whisk(e)y encompasses such a broad range of styles and regions, and appeals to a massive,

diverse audience. Displays like "Small Batch," or "Big and Full Bodied," or even more wonky categories like "Non-Distiller Producer / Sourced Whiskeys" or "Single Grain Spirits" might stimulate interest.

**Embrace flavor.** Flavored whiskey is no longer just for partiers. Southern Comfort and Fireball dominate, to be sure. But there are other expressions, from the honey liqueurs of Jack Daniel's and Wild Turkey, to Bird Dog fruit whiskies and Tap Maple versions. Spice Project from the new Boondocks label (infused with cinnamon, cardamom and pepper) is a high-end whiskey that deserves attention.

**Think local.** Even if your entire whiskey display consists of a half-dozen small shelves, it can be worth it to promote brands made locally. Whiskey fans are thirsty for small distillers and increasingly local distillers are focusing their efforts in their own region rather than nationally, with limited edition releases.

**Spread the attention.** If window displays are essentially dedicated to a single large brand at a time, consider displaying select whiskies in the sorts of kiosks and end-caps often used for moving wines. Rotating themes, employee picks, in-store discounts, etc can help introduce new brands, emerging trends and hidden values to your customers. ■

# KNAPPOGUE CASTLE

SINGLE MALT IRISH WHISKEY

## 2016 BEST IRISH WHISKEY OF THE YEAR



# IRISH UP CLOSE

STATS, FACTORS  
& STYLES BEHIND  
THE SURGE

These are the best of times for Irish whiskey, which represented 1.4% of the spirits overall U.S. spirits market in 2015. May not sound like much, but 10 years earlier that figure was 0.4%.

Of course, the Irish boom has been famously brand-driven, with Jameson not merely in the driver's seat, but essentially helping fill up the whole car, having deftly in recent years expanded the brand's expressions to include reserve bottlings and special finishes, most notably Jameson Select Reserve and Caskmates; and Jameson Black Barrel made a splash with its launch in 2016.

Meanwhile, Jameson parent company Pernod Ricard has flexed the category at the high end as well, with Redbreast and Green Spot

leading the super-premium tier, and Jameson 18 Year Old and The Midleton beckoning at the ultra-premium level.

Other top-selling Irish whiskey brands include Tullamore DEW (William Grant & Sons); Bushmills Original (Proximo Spirits); 2 Gingers (Beam Suntory); Paddy (Sazerac); Powers (Pernod Ricard); Black Bush (Diageo); and Clontarf Black Label (Castle Brands).

Success naturally invites players to the arena. New or updated brands include The Pogues, Teeling and Bushmills Black Bush. And never underestimate the power of Irish sentiment in branding; to wit, West Cork, Donegal Estates, Knappogue Castle, Claddagh and The Irishman all pack natural appeal for fans of the Emerald Isle.

IRISH WHISKEY GREW

# 131%

BY VOLUME GLOBALLY  
OVER THE PAST DECADE

FASTER  
THAN  
BOURBON  
(56%) OR  
SCOTCH  
(13%)

WITH AMERICA  
LEADING THIS  
SPIRIT

IN 2015, TOTAL  
SALES VOLUME IN  
THE U.S. TOPPED

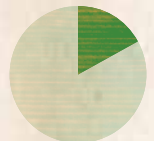


# 3 MILLION 9L CASES

SINCE 2005, THE CATEGORY:

ADDED  
2.5 MILLION  
CASES

ANNUAL GROWTH  
RATE OF  
17.7%



## JAMESON SELLS



# 3 OUT OF EVERY 4

BOTTLES OF IRISH WHISKEY  
IN THE U.S

MORE  
THAN

# 1/3

OF THE IRISH WHISKEY CONSUMED  
IN AMERICA IS SOLD IN THE FIRST  
THREE MONTHS OF THE YEAR.







## DISTILLERY GROWTH

# 4

NUMBER OF  
DISTILLERIES  
OPERATING IN  
IRELAND IN 2011

# 16

NUMBER OF  
DISTILLERIES  
BY 2016

{AND A DOZEN MORE IN PLANNING}

# 28

NUMBER OF  
DISTILLERIES IN  
IRELAND BACK 1887

{PROHIBITION RUINED THE VIBRANT U.S.  
MARKET FOR IRISH WHISKEY, AND IT TOOK  
DECADES TO RECOVER.}

## MANHATTAN'S THE DEAD RABBIT FEATURES

# 180

DIFFERENT LABELS  
OF IRISH WHISKEY  
AT THE BAR.

AND

POURS MORE THAN

# 100 LITERS

OF IRISH PER WEEK.



## TEELING WHISKEY

{WHICH OPENED IN 2015}

WAS THE FIRST NEW  
DISTILLERY IN DUBLIN IN

# 125 YEARS

With a young and diverse base of enthusiasts, Irish is primed for continued growth. Women account for 35% of Irish sales; and the most avid age group is 25-34 year olds. Nearly half of Irish Whiskey enthusiasts are under 45.

### GENDER

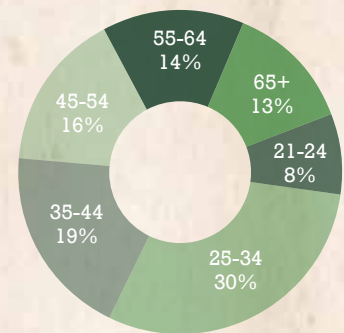


# 65%



# 35%

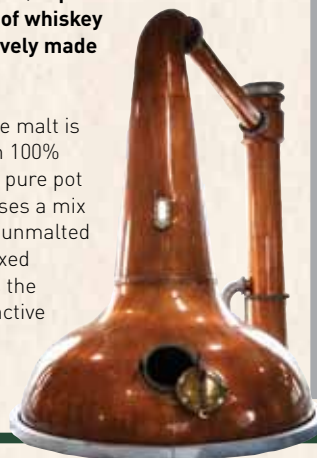
### AGE



## SINGLE POT STILL DISTINCTION

**Single Pot Still whiskies** championed by Pernod Ricard (Powers, Redbreast, Green Spot, Yellow Spot) **represent the only style of whiskey that is exclusively made in Ireland.**

Whereas single malt is produced from 100% malted barley, pure pot still whiskey uses a mix of malted and unmalted barley. The mixed mashbill gives the whisky a distinctive spiciness.



## SELLING POINTS

- Because Irish whiskey is generally lighter and smoother than bourbon and Scotch, it makes a **great entry point** for whiskey newcomers.
- New expressions of Irish whiskey have great appeal for whiskey enthusiasts as suppliers are putting the best material and effort into **specialized bottlings.**
- Irish brands are relatively modest in number but have very direct **connections back to the Emerald Isle.** West Cork and Donegal Estates, for example both evoke beloved counties; Claddagh honors the traditional Irish ring design; and The Pogues is made in partnership with the ever-popular Irish band.

# CANADIAN WHISKY 101

BACK TO  
BASICS

BY JEFF CIOLETTI

**T**ime to set the record straight about Canadian whisky (Canadians, like the Scottish, leave out the 'e'), one of the most misunderstood categories in all of spirits. And calling it a "category" doesn't do it justice, as, stylistically, whisky made in Canada can be a lot of things and is not easily pigeonholed. Fortunately, people are starting to get a bit better acquainted with Canada's finest,

as the market on the southern side of the border is starting to experience a surge. This is an important time to consider Canadian whisky options.

Because the category as a whole is already well established, recent innovations in the direction of rye-focused bottlings, flavor infusions and ultra-premium offerings should merit the attention of a solid audience.

## WHERE IS IT MADE?

The initial distillate destined for Canadian whisky need not be distilled in Canada. In fact, U.S. laws encourage the inclusion of American spirit in the mix. **For a product to be called "Canadian whisky," it must be aged for at least three years in barrels within Canada's borders.**



## WHAT IS IT MADE FROM?

Unlike the producers of many other types of whisk(e)y, such as American rye or bourbon, Canadian distillers are not constrained by mash bill mandates. Where bourbon must be at least 51 percent corn and American rye at least 51 percent rye, there's no similar stipulation for Canadian whisky. Rye often has been among the grains used in the spirit, but it's often played a supporting role. As consumption of rye whiskey has exploded in recent years, a number of Canadian distillers have been making more rye-forward whiskies.



## DID YOU KNOW?

**There's a common myth that U.S. Prohibition helped put Canadian whisky on the map, but the opposite is actually true.**

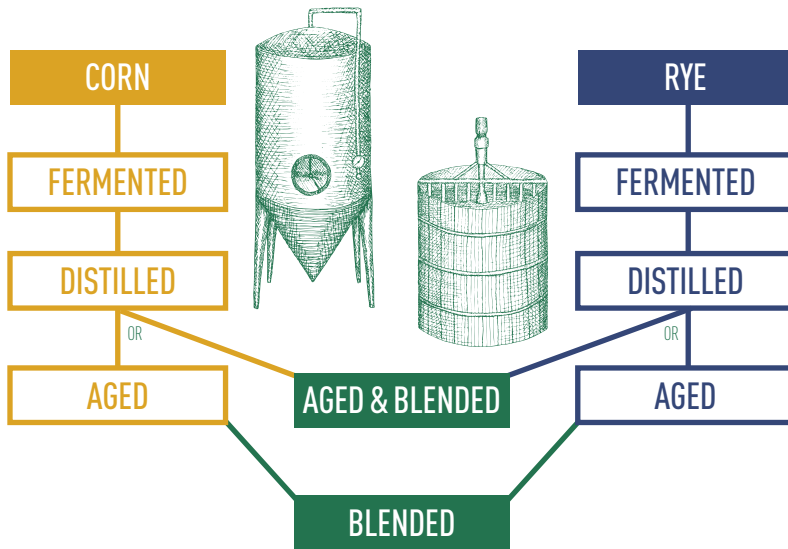
The Canadian market suffered greatly from its America's abstinence, as its southern neighbor had been the largest market for the product when it was legal. And that business vanished virtually overnight. Bootlegging certainly was happening, but the illicit business was minuscule compared with the legitimate trade that had suddenly disappeared.



## HOW IS IT MADE?

Another key distinction is the manner in which the grains are distilled. In most other whisk(e)y-producing countries, when the spirit's mash bill includes multiple grain types, they're blended at the grain level. **In Canadian whisky, each grain is fermented and distilled separately and then blended. This is why in Canada the Master Blender is considered a higher title than Master Distiller.**

So, for instance, a Canadian distiller would make a whisky that's 100 percent rye, one that's all corn, another that's all wheat and one more that's all barley. Those spirits are then blended, usually after a period of maturation, sometimes before (Canadian Club is a notable exception that's blended pre-maturation). The rye has much more influence on the overall flavor profile when blended at the spirit level.



## HOW IS IT AGED?

Some mature in **new oak**. Others age in **previously used barrels**, including those that once contained **Bourbon, other Whiskies, Sherry** or **Port** are also used. It all depends on the desired flavor profile.



## UNIQUELY CANADIAN

Maple as a flavor is naturally associated with Canada, and it happens to work quite well with whisky. Some are finished in toasted maple-wood barrels; these benefit from the fact that maple has very little tannic acid, reducing harshness. Others are blended with a dash of pure maple syrup, for a more overt flavor.



## WHAT DOES IT TASTE LIKE?

Time to put the notion of Canadian whisky as "brown vodka" in the past.

- ▶ If the product uses a lot of virgin oak casks, it, like bourbon, will pull more of the flavor characteristics from the wood: vanilla, caramel, toffee, etc.
- ▶ If there's significant rye content, expect a lot of spicy, peppery, clove-like notes. Drinkers also will detect a certain fruitiness and grapefruit-esque bitterness in many types of Canadian whisky.
- ▶ One of the biggest myths is that Canadian whisky is not very flavor-forward. While some of the entry-level whiskies are on the smoother side, many are downright robust.

## FUN FACTS

**More than two-thirds of Canadian whisky is exported to the U.S.**

Some trace Canadian whisky's popularity here back to Prohibition, **but it was actually began during the Civil War**, when many distilleries in the South shut down.

**Until 2010, Canadian was the best-selling brown spirit in America;** it is now second to bourbon.

It is a misconception that Canadians add neutral spirits to their whiskies. **WRONG.** While this occasionally happens in America, it's not part of the Canadian process.

## TRENDS IN CANADIAN WHISKY

- ▶ Beyond maple, apple, vanilla, peach and cinnamon are finding their way into Canadian Whisky.



- ▶ Topping the Canadian whisky off with bourbon or Sherry (perfectly legal).
- ▶ Distinctive barrel finishes; some distillers mature in new oak, others in previously used barrels, including those that have contained, bourbon, other whiskey, Port or Sherry.



## CANADIAN COCKTAILS



### WHISKY SOUR:

Many bartenders have favored Canadian whisky as the go-to base for the Whisky Sour.



### THE TORONTO:

Combines whisky with Fernet Branca, demerara syrup and bitters. A recipe appeared in the 1948 book "The Fine Art of Mixing Drinks," by David Embury.



### HIGHBALL:

The spirit also makes a frequent appearance in the classic whisky highball, which marries the spirit with tonic, club soda, seltzer or ginger ale.



### THE CANADIAN

is a classic cocktail that combines whisky with orange Curaçao, simple syrup and Angostura bitters, served in an Old Fashioned Glass with an orange zest garnish. The drink appeared in the 1934 book, "Cocktail Bill Boothby's World Drinks and How to Mix Them."



### HOT TODDIES:

Canadians are no strangers to bitter cold snaps in winter, so it's no surprise that their local whiskies make ideal bases in hot toddies. A common recipe includes an ounce and a half of Canadian whisky, an equal volume of boiling water, a teaspoon of sugar and cloves.

## CANADIAN WHISKY NUMBERS

# 17.1 MILLION

## 9 LITER CASES SOLD IN 2016



SHARE OF ALL WHISK(E)Y VOLUME IN THE U.S.



SHARE OF ALL SPIRITS VOLUME IN THE U.S.



ANNUAL VOLUME GROWTH OF CANADIAN WHISKY IN U.S.

**+2.4%**

ANNUAL GROWTH OF SUPER-PREMIUM TIER IN THE U.S.

**+9.3%**

SOURCE: DISTILLED SPIRITS COUNCIL

## SELLING POINTS

- ▶ **Consumer interest in world whiskies** beyond Scotch, bourbon and Japanese is surging and Canada is one of the countries leading in this space.
- ▶ Consumers have been falling in love with American rye whiskey—it's been growing well into the double digits—which has helped open the door for Canadian whisky, especially the ones with more **rye-forward flavor profiles**.
- ▶ There's something for every level of whisk(e)y appreciator, from the dabbler to the connoisseur. Many of the big-volume brands are very **approachable and highly mixable**, while the super-premium tier offers world-class whiskies for the discerning sipper.
- ▶ Today's consumers crave **"authenticity"** in products they purchase; Canadian whiskies are synonymous with that concept, with their storied history, hand-crafted heritage and folksy legends.



## INTERESTED IN LEARNING MORE?

The definitive resource on the spirit is Davin deKergommeaux's "Canadian Whisky: The Portable Expert."



**BACK TO BASICS**


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# TEA

## FOR

# ME

**BLACK, GREEN, WHITE, RED OR HERBAL —  
BARTENDERS ARE TURNING MORE TO TEA  
IN COCKTAILS**

BY JACK ROBERTIELLO

**R**elentless in their never-ending search for impactful ingredients, bartenders are increasingly turning to one of humanity’s oldest beverages: tea.

Tea is stronger than ever in the U.S.—currently the world’s third largest importer and the only western country to be growing both imports and consumption, according to the Tea Association of the United States. Between 2010 and 2015, tea saw a 16% increase in menu appearances, according to the research firm Technomic, and represents almost \$11 billion at foodservice.

So it can’t be a surprise that tea has migrated to the bartender’s toolkit. Consider, for example, the Drunken Earl at San Francisco’s Presidio Social Club, made with Wild Turkey Rye, Drambuie and Earl Grey. At ROKU in West Hollywood, Charity Johnston offers the Matcha Mule—green tea-infused vodka, ginger, lemon and honey. In Dallas at CBD Provisions, Bar Manager Eric Brooks’s signature summer drink is the

Sweet Texas Tea; it’s housemade black tea syrup, bourbon, lemon, bitters and mint.

At Cindy’s atop the Chicago Athletic Association Hotel, Nandini Khaund employs tea in drinks like the violet-hued Grey Garden (Ketel One, Dolin blanc



The Matcha Mule—green tea-infused vodka, ginger, lemon and honey — from ROKU in West Hollywood, CA

vermouth, crème de violette, and emperor’s jasmine pearl tea) among other drinks. “Teas are a truly unique, interesting component that add incredible amounts of complexity to cocktails,” Khaund says. “Teas can impart an essence of terroir—you can actually get a taste of where the leaves were grown, the soil, and sun. Beyond that, teas also add an interesting florality as well as antioxidant health benefits.”

At Yvonne’s in Boston, Bar Manager Nicole Lebedevitch employs tea whenever she can—in Pumpkin Chai Spiced Mule; the Long Thailand Iced Tea (dark rums, tequila, sweet Thai iced tea, coconut, oranges and cinnamon); and Lulu Lemondrop, a vodka-based punch with apple, maple, lemon, cayenne and rooibos tea. “I use tea as a way to get different flavors into cocktails

### CURSE OF LO PAN COCKTAIL

*Beefeater 24 Gin, egg white, lemon, jasmine pearl / matcha syrup, coco mix, matcha powder*

Created by Ray Sakover  
for Slowly Shirley,  
NYC





without necessarily adding more sugar or alcohol,” she says. “There are so many different styles and flavors of tea that can add a different mouthfeel and a touch of tannin and even bitterness naturally, and that makes it easy for the guest to get a great, full-flavored cocktail.”

Jim Kearns is one of the proprietors at Manhattan’s Slowly Shirley, where bartenders use teas often in new drinks. “Teas can provide a specific flavor that you may not be able to get from a bottle. However, you need to make sure that you get those flavors reliably reproducible,” he notes.

CLOCKWISE, from above left: The Long Thailand Iced Tea at Yvonne’s. Nandini Khaund behind the bar at Cindy’s atop the Chicago Athletic Association Hotel. Sweet Texas Tea at CBD Provisions in Dallas combines housemade black tea syrup with bourbon, lemon, bitters and mint. The Hot Henry cocktail at Urban Farmer in Portland, OR, combines Hennessy VSOP Cognac, Gosling’s 151 Rum, house chai tea and lemon.

Kearns and others prefer the cold brew process to guard against excessive extraction of tannin and a chalky mouthfeel.

The trend has even permeated the commercial tea world—Jennie Ripps of Owl’s Brew produces four tea-based cocktail mixers, a tea line (Brew Lab) for restaurants and a new line of tea radlers. She’s seeing steady growth, and has even had calls to develop teas to resemble spirits: Campari for NYC’s Santina, an amaro for NYC’s Quality Italian.

“Owl’s Brew mixes are for the bar that wants to do something special but not so mixology-focused. For the most part the application is much better at accounts that want craft cocktail program and use really good ingredients but may not have a mixologist,” she says.

Laura Bellucci of New Orleans’ SoBou credits her tea and whiskey experiments for her bartending career, and uses teas as a base for the many punches SoBou offers, like Ella’s Starlight Soiree Punch - gin, green tea, lemon juice, strawberry puree, honey simple syrup, rhubarb and celery bitters. Tea shows up in her Chaturanga Fizz (Novo Fogo cachaça, lemon juice, cucumber, honey



Tea-based punches are popular at SoBou in New Orleans.



syrup and carbonated jasmine green tea).

Some combos work better than others—Bellucci says lapsang souchong gives bourbons a “beguiling Scotch quality. The bolder teas work better with whiskies. Earl Grey and bourbon is my favorite combination.” And her Hot Toddy with darjeeling and Hendricks gin was a hit last winter.

Most important is that contemporary customers are interested in the flavors of tea. “Customers understand the value of the teas we use,” says Khaund at Cindy’s in Chicago. “People understand the thoughtful use of tea.” ■



## GETTING REAL

NATURAL WINES ARE GAINING TRACTION, ESPECIALLY AMONG SOMMS, BUT THEY'RE NOT JUST FOR HIPSTERS

BY JIM CLARKE

“**Y**es, I know the grapes don’t fall off the vine and into the bottle,” says Ceri Smith, owner of Biondivino and Wine Director at Tosca Café in San Francisco, the exasperation clear in her voice. Biondivino shelves are peppered with natural wines. “People need to tone down their rhetoric; on both ends people need to chill out,” says Smith. What has people so worked up?

Unlike “organic” and “biodynamic,” terms defined by certification processes, the designation “natural” is unregulated. Put very simply, it means bringing an organic and minimalist mindset into the winery. Or as Alice Feiring, author of *Naked Wine: Letting Grapes Do What Comes Naturally*, likes to boil it down, natural wine is essentially “nothing added, nothing taken away.”

If the definition of natural wine is hard to pin down, its following is increasingly not hard to find. They are here, literally: the RAW Wine Fair, which showcases

natural wines, came to New York for the first time in November 2016. The show’s catalog lists ten points that wineries must satisfy to qualify, including organic or biodynamic certification, no sulfite totals over 70 mg/L, no sterile filtration, and no added yeasts, enzymes, etc.—a pretty suc-



The first ever RAW WINE USA took place last November in Brooklyn. Inset: a few natural wines poured. BELOW: Ceri Smith likens natural wines to natural beauty, where imperfections are not seen automatically as faults.

cinct outline of how most advocates define the term.

Among the more than 150 producers exhibiting at the show, France led with 39; Italy (28), Austria (9) and Spain (8) were also well represented—a good indicator of where the approach is spreading fastest. Georgia’s deep vinous history and traditions means a number of producers there fit in, too. But natural wine isn’t solely an Old World phenomenon; nine Californians presented at the fair, and Southern Hemisphere producers are also embracing the philosophy.

Ceri Smith likens natural wines to natural beauty, where quirks and individuality are allowed to express themselves,



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**T****trend  
spotting**

as opposed to a manufactured but generic perfection. She says interest in the wines stems both from an appreciation for that natural beauty, and from emphasis on what goes into our bodies: “People are becoming more and more concerned about what’s in our food, but have been assuming the best of wine. It always amazes me that we don’t have labeling laws for wine.” Transparency is a core value of many natural wine fans.

### NATURAL... FLAWS & ALL?

That all sounds fine, but two aspects of natural wine raise the hackles of wine drinkers who haven’t drunk the naturally-made Kool-Aid. One is the dogmatic approach of some of its supporters and the implicit criticism of all other, apparently “unnatural” wines. The other concerns the flavor profile of some natural wines. The wines may show more “quirky beauty,” as Smith puts it, but they are also more prone to brettanomyces, volatile acidity, cloudiness and other flaws.

“With too many wines, many people are willing to accept faults,” says Arnaud

At Racines, a French restaurant in NYC specializing in organic and biodynamic wines, Arnaud Tronche notes with chagrin the mindset that the funkier natural wines are, the better.

Tronche, owner of Racine’s NY, a top outlet for natural wines. “You shouldn’t be able to tell it’s natural.” Unfortunately, some drinkers have come to associate natural wines with just those faults—in some cases, as a virtue. “It’s funny, some people want the more funky, the more dirty—in a bad way—wines,” notes Tronché. “The better wines are not funky enough for them. It will take quite some time to change that mindset.”

Tronché says many natural winemakers haven’t honed their skills sufficiently: “It’s hard to work without sulfur; many of the young guys are still looking for precision.” Matthew Kaner, co-owner at Bar Covell and Augustine Wine Bar in Los Angeles, says there may be more to it: “There are some amazing producers in many regions of the world making clean, well-made natural wines. There’s also lots of people who allow their ‘natural’ philosophy to get in the way of making sound wine.”

Kaner’s establishments are not focused on natural wine, though he does stock them. Based on his guests’ interests, natural wines are here to stay, despite the winemaking challenges and industry resistance. “I’m not sure how important it is

across the board for our customer base as a whole,” he says, “but we get asked which wines we carry are ‘natural’ nightly at Covell and probably weekly at Augustine. It’s gaining steam. For those who inquire about natural wine, it being natural is often the most important thing about it.” ■

### NATURAL PICKS ✓

#### FRANCE:

**Jura:** Jean-François Ganevat

**Alsace:** Christian Binner

**Bordeaux:** Chateau Tire Pé

**Beaujolais:** Marcel Lapierre

#### CALIFORNIA:

**Sonoma:** Wind Gap

**Sierra Nevada Foothills:** Clarine Farm

**Santa Barbara:** Lo-Fi

#### OREGON:

Leah Jorgensen

#### ITALY:

**Friuli:** Franco Terpin

**Umbria:** Paolo Bea

**Abruzzo:** Emidio Pepe

#### SPAIN:

**Ribeira Sacra:** Guimaro

**Penedès:** Els Jelepins

#### AUSTRIA:

**Burgenland:** Judith Beck

**Styria:** Franz Strohmeier



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# NAPA CAB

## KING OF MEAT

**WHEN IT COMES TO STEAKHOUSE REDS,  
NAPA VALLEY STILL HAS THE SIZZLE**

BY JACK ROBERTIELLO

**T**here's a reason that each year the Napa Valley Vintners host two dozen or so of the country's premier steakhouse sommeliers to wander their vineyards, take part in seminars and tastings, and do some hands on post-harvest work with the winemakers themselves. While there with a group last October, most of those sommeliers confirmed a somewhat surprising but persistent trend: as much as 70% or more of wine sales in these meat palaces can go straight to the big and lush Cabernet Sauvignons of Napa Valley.

It all depends, of course, on location, customer base and culinary focus, but while varietals and wines from other parts of the world can also do okay, the main theme, like a vein of fat threading its way through a porterhouse, is that steakhouse

customers count on the big wines, and big names of Napa.

That hegemony could be one of the reasons that last year at the Amarone Anteprema in Verona, the head of the consorzio



Sean Gantner



said he wanted Amarone to become the wine that Napa Cab drinkers turned to when they got tired of their choices. But he may have a long time to wait.

Says Sean Gantner, Beverage Director at Rothmann's Steak House in East Norwich, NY, the trend is so strong virtually anything will sell, while great values from other regions may languish for some time before catching on.

"People with a certain level of disposable income are not really going beyond Napa Cab and I don't see their palates evolving anytime soon," he says. "It's a sign of how far away the wine industry and those of us who serve wine are from where the public really is," he says.

Price, prestige and familiarity all play a role in high-end Cabernet selections on-premise.

## Decisions, Decisions...

Gantner sees two main camps of Napa drinkers: those who shop by labels like Jordan, Silver Oak or Cakebread and stick to them even with price raises; and those who decide what their total wine layout will be and shop accordingly. Either way, the night belongs to Napa.

For Alec Stiedl of Strip House in New York, the predominance of Napa Cabernet comes down even to by-the-glass sales; the Napa entry on his nine wine list is the leading seller among all wine. He too believes customers decide well in advance and shop based on price and recognizable label.



Alec Stiedl

“It is a price first and then label. People who come in here don’t really seem to get the differences in AVAs yet, although now and then I’ll have a customer say he really loves Howell Mountain, but I don’t find that we’re seeing that much awareness of difference in the flavors.” Even selling white or sparkling wines during seafood appetizers is difficult, he confesses.

For some sommeliers, like Kellan Andrekos of Elway’s at the Ritz-Carlton in Denver, going beyond the large production names and gathering “unicorns and rare creatures” is a way to move customers into new areas.



Napa Valley: Cabernet’s home sweet home



“There’s definitely a demand for the trophy wines that people have come to expect. But I’ve seen a lot more people asking for specific AVAs—Stags Leap District for example. A lot of our customers, once they latch onto a particular producer, then they start to develop interest in others in the AVAs.” Howell Mountain and Yountville are also developing fans at his operation in Denver.

Chloe Helfand, lead sommelier at Bazaar Meat by Jose Andres in the SLS Hotel, Las Vegas, oversees a list with strong Spanish influence, yet red sales are still at least 50% Napa Cabernet.

“I’m in an unusual situation. Jose doesn’t even like to refer to us as a steakhouse; we’re a meat house with so many things like cured meats and fish that are not steakhouse classics. But I do sell a lot of Napa Cab. The consumer in Las Vegas is very Middle America.”

She sells more whites than most steakhouses and says Napa Cabs account for about half her red sales, with the rest going to Tempranillo, Bordeaux, Pinot Noir, and Syrah. But then Bazaar Meat lists everything Spanish first, making the point early to wavering customers.

Napa Cabs have even managed to work their way into cocktails, so massive is their steakhouse presence. At Elway’s, Kellan Andrekos uses the Napa Zinfandel/Cabernet



Chloe Helfand

blend The Prisoner in a carbonated rye cocktail; by the end of 2016, Elway’s was going through 12 bottles a month that way alone.

Perhaps the richness and potency of these California classics also make them perfect for just this sort of concoction. And it probably doesn’t hurt when the server or bartender namedrops Napa Valley wine as an ingredient. Could potent Napa Cab start taking the place of vermouth and other ingredients as well? Stranger things have happened. But in the meantime, restaurant staffs in steakhouses and beyond can count on Napa being the go-to for big red meats. ■



Bazaar Meat by Jose Andres in the SLS Hotel, Las Vegas

Even in a restaurant with a strong Spanish influence, Napa Cabs still account for half the red wine sales.

# RECANATI'S FUTURE HAS ANCIENT ROOTS

SETTING THE PACE FOR ISRAEL'S WINE TRANSFORMATION

BY KRISTEN BIELER



Recanati was founded in 2000 by Lenny Recanati, a successful banker and avid wine collector. Recanati's ancestors had lived for centuries in Italy; consequently, Italy and France, along with the U.S. (where Recanati spent a portion of his student years) represent the winery's top export markets.

**E**very great wine has a story to tell. But few can compete with the backstory of Recanati's Marawi, a wine first produced in 2014 at the winery's Hefer Valley estate, in central Israel.

The ancient Marawi grape was rediscovered as part of a national research project to identify (through DNA testing) native varieties of the Holy Land. It's reasonable to assume that in its heyday Marawi was consumed by the likes of King David and Jesus Christ. Recanati was the first winery to produce a commercial release of the grape—a mere 4,000 bottles.

Located in Palestinian vineyards in the occupied West Bank, Marawi has quickly come to symbolize a critical piece of the region's ancient heritage while at the same time embodying the complex political realities of this part of the world. Recanati takes an inclusive approach, using

Palm Bay imports Recanati into the U.S. market, which is responsible for 85% of the winery's exports.

Arabic and Hebrew on the wine's label; an Arab-Israeli singer performed at the launch party.

"Israel was a wine empire 5,000 years ago, long before the French began," says Gil Shatsberg, head winemaker for Recanati for the last eight years. Indeed, wine presses have been discovered in Israel that date to Biblical times. During Muslim rule in the 7<sup>th</sup> century, winemaking was forbidden and all vines were pulled out. When the industry restarted in the late

19<sup>th</sup> century—thanks to early Zionist Baron Edmond de Rothschild—it was with imported French varieties, which dominate production in Israel to this day (Cabernet Sauvignon is the country's most planted grape).

"I believe the reason Marawi survived in a few isolated vineyards for all these centuries is that the grapes are so delicious for eating, unlike many other wine grapes," shares Shatsberg. Political baggage and history-making potential aside, Marawi simply makes delicious wine, Shatsberg discovered. He now has three vintages of the indigenous variety under his belt: "It gives lemon, lime and distinctive grapefruit flavors with salty, earthy, mineral undertones. It is very unique, yet reminds me of Chablis in some ways."

## Forging an Identity

Marawi—and the other indigenous wine grapes now being discovered in Israel—give the country's old-yet-new wine industry an important way to distinguish itself on the world stage.

**“We decided we would concentrate on what we feel Israel is best at, not what is easier to market.”**

— Gil Shatsberg

“We have no advantage to make another Cabernet,” says Shatsberg. “As great as it can be, someone will always make it better than us. We decided we would concentrate on what we feel Israel is best at, not what is easier to market.”

Years before Recanati began championing native grapes, Shatsberg began shifting the winery’s focus away from Cabernet and Chardonnay to the Mediterranean varieties which thrived exceptionally well in Israeli soils. “Petite Sirah, Carignan, Syrah, Viognier—they had always been here as blending grapes, yet we started to see in blind tastings they would come out on top.”

Recanati has gradually been replanting vineyards to the Mediterranean grapes. Syrah, Marselan and Carignan now account for 70% of the once Cabernet-dominated Special Reserve, and Marsanne and



Gil Shatsberg, Winemaker

Roussanne make up the Special Reserve White, one of the winery’s most awarded wines. The Wild Carignan Reserve—made from an old, dry-farmed vineyard that Shatsberg coincidentally played in as a child near his kibbutz—is the winery’s most sought-after red.

### Style Swing

The evolution at Recanati mirrors the transformation of the entire Israeli wine culture. Across the board, the wines are fresher, food-friendlier and less heavily oaked. “I was trained at U.C. Davis and when I came to Israel I tried to apply the same techniques we used in California. It took me a few years to realize you can’t take all the sunshine in Israel and shove it into the bottle because you will make dense, jammy wines.” Shatsberg now aims for wines that are elegant and enjoyable with local cuisine.

By next harvest, Shatsberg will work in a stunning new facility in the Upper Galilee, which will be the first LEED-certified, green winery in Israel. Founded in 2000, Recanati has grown to become the country’s 6<sup>th</sup> largest winery. Yet more significantly perhaps, it is closer than ever to realizing the dream of founder Lenny Recanati: to produce world-class wines that channel the soils and the spirit of Israel. ■

## Points of Difference

A handful of Recanati’s most distinctive wines

### 2014 RECANATI RESERVE PETITE SIRAH

This refreshingly non-overblown Petite Sirah—made from some of the oldest vines in Israel—illustrates just what the grape is capable of in the Galilee region. Though dense and packed with dark berry flavors, its power is tempered by a smooth texture and firm acidity.



### 2014 RECANATI RESERVE WILD CARIGNAN

The Recanati team discovered this hillside vineyard in the Judean Hills in 2008. The old, dry-farmed Carignan vines are notoriously low-yielding, but produce a dark, brooding red with formidable tannins and aromas of wild herbs and dark fruit.



### 2014 RECANATI SPECIAL RESERVE WHITE

Chardonnay was historically the backbone of this white, but Shatsberg shifted to Rhone grapes Roussanne and Marsanne a few years back. With expressive fruit character and a rich, almost creamy texture, it manages to remain bright and elegant.



### 2015 RECANATI MARAWI

The second vintage of this groundbreaking white is marked by grapefruit peel, minerals and zesty acidity with good palate weight and lingering finish.



OPPOSITE PAGE: The Manara Vineyard in the Upper Galilee remains the main source of Recanati’s single vineyard reserve wines. THIS PAGE: The David Vineyard is on the Lebanon border.



P

new  
products

### 1. BACKPACK WINE

Canned wine grew 112.5% in sales revenue from 2015 to 2016, according to Nielsen. Joining the surge: Backpack Wine, in fourpacks of 250ml recyclable aluminum cans. Backpack boasts a Washington State pedigree on top of canned wine's take-anywhere convenience. Available in Snappy White (Riesling, Pinot Blanc) and drier Cheeky Rosé (Pinot Blanc, Sangiovese); both are 11.5% alcohol.

**\$ SRP: \$19.99**  
backpack-wine.com

### 4. BLUE NUN 24K GOLD EDITION

Perfect for celebrations—and well-timed for wedding season—Blue Nun 24K Gold Edition is a sparkling wine that actually sparkles, thanks to genuine 24K gold flakes. Made using the Charmat method, the bubbly offers lightly honeyed fruit and a full mouthfeel. The addition of gold flakes has been practiced both for looks and purported health benefits for some 5,000 years. Currently available in 12 states; expanding to more than 20 this year.

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

### 2. CAMPUS STELLA ALBARIÑO

With its generous fruit and mouthwatering acidity, Campus Stella is a stellar example of Albariño, the refreshing white wine discovery from Spain. The Albariño grapes, which thrive in Rias Baixas, the the “emerald” corner of Spain, are fermented in stainless steel to maximize fruit character. Great acid ensures a long, food-friendly finish. Ideal with all sorts of seafood and fish. Marketed by Bronco Wine Co.

**\$ SRP: \$18.99**  
bruncowine.com

### 5. RÅVO VODKA

Palm Bay has added Råvo Vodka: 100% natural, certified gluten-free vodka made in the traditional Swedish fashion, from winter wheat, distilled five times and blended with natural spring water. It shows balanced sweetness, smooth mouthfeel and clean finish. The name Råvo is a combination of the Swedish words “raw” and “vodka,” which, coupled with its minimalist design, emphasizes that Råvo does not need extra bells and whistles.

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

### 3. DEATH'S DOOR GIN

Death's Door Gin has a new custom package. The revised, lighter bottle boasts better grab points and greater balance while maintaining key branding elements. The bottles, in 750ml and 1L, were produced by Anchor Hocking in Monaca, PA. By making them there instead of in France, carbon emissions were cut by two tons per shipment, and reduced production lead times from months down to just a few days.

**\$ SRP: \$29.99/750ml**  
deathsdoorspirits.com

### 6. BRANCOTT ESTATE

Brancott Estate has released a new label design, to better communicate the brand's legacy in New Zealand and deliver stronger appeal at point of purchase. The new packaging pays tribute to the emblematic Brancott Vineyard, the site of the first Sauvignon Blanc plantings in Marlborough. The purposely noticeable Red Shed is still the home of Brancott Estate today and will appear across all ranges in the portfolio.

**\$ SRP: \$12**  
brancottestate.com



# AIMÉ ROQUESANTE



## A ROSÉ WINE TYPICAL OF THE PROVENCE REGION

Produced by a family of wine makers who want to share the provincial values: Relaxation & Conviviality. With authentic and dynamic packaging that embraces the elegance of the wine inside.



P

new  
products

7



8



9



10



11



12

## 7. MAXVILLE

Terlato Wines has announced a long-term partnership to launch Maxville Wines, a brand that showcases Napa's Chiles Valley. Crafted by Bordeaux-born Camille Benitah in a new, state-of-the-art winery: a Cabernet Sauvignon, Petite Sirah and Cabernet Franc and a Sauvignon Blanc—which have already received critical acclaim. Vineyards were first planted on the property in 1974 and 100 acres are now under vine.

**\$** SRP: Reds \$66 | Sauvignon Blanc \$33  
[terlatowines.com](http://terlatowines.com)

## 10. STRONGBOW ORANGE BLOSSOM HARD CIDER

Strongbow Hard Apple Ciders has unveiled a new flavor: Orange Blossom. Along with all Strongbow products, it contains no artificial flavors or colors, and delivers a fresh, spring-like orange blossom aroma with a touch of sweetness and a juicy apple finish. Consumer research indicates the new Orange Blossom expression appeals equally to men, women, cider and non-cider drinkers. Over the past year, Strongbow has outperformed the hard cider category by over 20%.

[strongbow.com](http://strongbow.com)

## 8. ABSOLUT LIME

The newest addition to the Absolut Vodka line enjoyed an appropriate launch. Absolut Lime stepped into the limelight, so to speak, debuting at the 59th Grammy Awards. Lime joins Absolut Citron and Absolut Mandrin, the top-selling lemon and orange-flavored vodkas in the U.S. Its full-bodied lime flavor is designed to easily elevate a variety of cocktails.

**\$** SRP: \$19.99/750ml | \$24.00/1L  
[absolut.com/us](http://absolut.com/us)

## 11. RISATA RED MOSCATO

Prestige Beverage Group has doubled down on sweet bubbly, releasing Risata Red Moscato to complement their popular Moscato d'Asti. Made from 80% Moscato, 10% Brachetto, and 10% Malvasia Rosso sourced from Piedmont, Risata Red Moscato is frizzante (not fully sparkling) with juicy ripe raspberry, strawberry and nectarine flavors. Serve slightly chilled; pairs with brisket, BBQ, pizza, chocolate, fresh fruit.

**\$** SRP: \$15.99  
[prestigebeveragegroup.com](http://prestigebeveragegroup.com)

## 9. COLLECTION DES ANGES CÔTES DE PROVENCE ROSÉ

This pedigreed rosé features a classic selection of Provence grapes (55% Grenache, 30% Cinsault, 15% Syrah) from three zones within the famed Côtes de Provence appellation (Var, Bouches du Rhône, Alpes Maritimes). The pretty pink color with silver reflections leads into a bouquet of berries and mineral notes. Explosive fruit on the palate provides a beautiful sense of freshness. Classic Provence rosé. Marketed by Bronco Wine Co.

**\$** SRP: \$16.99  
[bruncowine.com](http://bruncowine.com)

## 12. TWISTED SHOTZ



Continuing to innovate in the Ready-To-Drink category, Independent Distillers crowdsourced their newest Twisted Shotz expression: Moscow Mule Kick. A contest, "You Call the Shot," invited RTD fans to devise new Twisted Shotz flavors. The first winning entry, by an electrical engineer in Philadelphia, combines lime and ginger liqueurs with a dash of oak extract; the flavors mix together in the double-chambered, reusable shot glass when tipped to enjoy as a shot.

**\$** SRP: \$5.99/four-pack  
[twistedshotz.com](http://twistedshotz.com)

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