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March 2017

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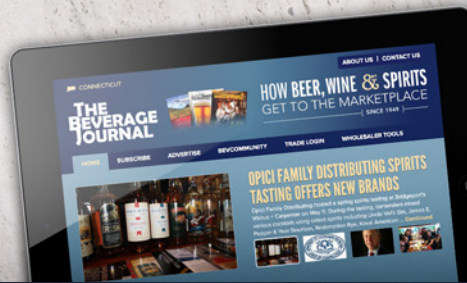
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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE
AND SPIRITS
GET TO THE
MARKETPLACE



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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.



- Closer to **home** and part of the tea trend, “Local Chatter” talks with one of the creators of Cheongsam Tea Liqueur in Warren.
- 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 view into the **local** market with Around Town event recaps.
- If you are curious about the trade-only website **shopping** tools we provide and how they serve as 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.

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.



CONSTELLATION BRANDS ANNOUNCES EXECUTIVE VP, NEW COO ROLE

Constellation Brands appointed Bill Newlands to Executive Vice President and Chief Operating Officer, a new position within the company. Newlands, a 30-year industry veteran, joined Constellation Brands in 2015 as Executive Vice President and Chief Growth Officer and he currently serves as President of the Wine and Spirits Division. In his new role, he will oversee the Beer Division, Wine and Spirits Division and advance strategic growth opportunities. With Newlands’ transition, the company announced additional leadership changes within that same division: Chris Stenzel was promoted to Executive Vice President, President, Wine and Spirits Division; Ben Dollard was promoted Senior Vice President, Chief Marketing Officer and International; Paul Hetterich remains President, Beer Division; and Jared Fix, assumed the role of Senior Vice President, Chief Growth Officer.



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.



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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.

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

Beer sales tax exemption, a minimum wage increase, retail and on-premise topics

BY LAUREN DALEY



A number of bills concerning the sale of beverage alcohol and associated operations are before the Rhode Island General Assembly this 2017 session.

One bill that stands to have an impact on package stores is House Bill No. 5380, which seeks to remove the current 7-percent sales tax on beer and other malt beverages. House Minority Whip Blake Filippi introduced the bill on Feb. 3. In 2013, lawmakers voted to repeal the same-percent sales tax on wine and spirits. Reports estimate that the exemption on wine and spirits cost the state government about \$16 million a year in lost revenue. Exempting beer could forgo another \$10 million annually, according to the Associated Press. Cross-border store sales competition remains a concern, with Massachusetts voters repealing their state's sales tax on all alcoholic beverages sold in stores back in 2010. HB No. 5380 was referred to the House Finance Committee after its introduction.

Here is a rundown of additional proposals that could impact the state's beverage industry and each status as of press time. *The Rhode Island Beverage Journal* will be following these bills throughout the legislative session and full bill texts can be found at www.rilin.state.ri.us.

HOUSE BILL NO. 5376 would reduce the alcoholic beverage manufacturing and wholesale licensing fee from \$3,000 to \$500. It was introduced on Feb. 3 and referred to the House Finance Committee.

HOUSE BILL NO. 5350 would create a wine direct shipper license and a wine gift basket license allowing for the shipment of certain amounts of wine both in and out of state. It was introduced on Feb. 2 and referred to the House Corporations Committee.

HOUSE BILL NO. 5348 relates to alcoholic beverage retail licenses, and provides that the Department of Business Regulation administer alcoholic server training programs rather than the Department of Behavioral Healthcare, Developmental Disabilities and Hospitals. It was introduced on Feb. 2 and referred to the House Corporations Committee.

SENATE BILL NO. 195 would permit the Providence licensing board to issue a Class C liquor license for the premises at 215 Dean Street.

HOUSE BILL NO. 5226 would permit the Providence licensing board to issue a Class C liquor license for the premises at 215 Dean Street. The

Committee recommended the measure be held for further study on Feb 7.

HOUSE BILL NO. 5315 would raise the minimum wage for tipped workers by fiftycents per year commencing on January 1, 2018, until the tipped minimum wage is not less than two-thirds (2/3) of the regular minimum wage. It was introduced Feb. 1 and referred to the House Labor Committee.

SENATE BILL NO. 0109 would prohibit retail sales establishments from making available to their customers, plastic checkout bags, plastic water bottles or expanded polystyrene disposable food containers at the point of sale. This act would take effect on January 1, 2018. It was introduced on Feb. 1 and referred to the Senate Environment and Agriculture Committee.

HOUSE BILL NO. 5275 would require all businesses that sell food and have gross annual sales of over \$500,000, with the exception of restaurants, to post signs that inform their customers that all the food products that are offered for sale contain genetically modified organisms unless clearly indicated otherwise. It was introduced Jan. 27 and referred to the House Health, Education and Welfare Committee. ■

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East Meets West with Rhode Island's Cheongsam Tea-infused Liqueur

BY LAUREN DALEY

More than a decade ago, Missouri native and seafood importer Tyson Davenport went on a business trip to China that changed his life: he met Hebei native Manda Chen. Now married, the couple lives in Warwick, RI and co-owns Cheongsam, a new line of tea-infused liqueurs.

Using specialty tea that Davenport and Chen select, the liqueur is made in China, and then shipped to Rhode Island. One year after Cheongsam released its first two liqueurs, the bottles are starting to hit bars and shelves around the state and beyond.

Inspired by the history and culture of Shanghai, a city they both love, they named their product after the silk cheongsam. The fitted dress is “steeped in history” and was popularized in 1920s in Shanghai, when the city was known as “The Paris of the East,” explains the Cheongsam Tea Liqueur website. During the period of Prohibition in the U.S., travelers from the states, and the world over, came to Shanghai for jazz and drinks, creating a cosmopolitan cultural hub.

Now at the beginning of a flavor trend in cocktails, the timely duo is taking their tea liqueur to multiple markets. Davenport, a 1998 Johnson & Wales University graduate, discusses how this unique product was born.

THE BEVERAGE JOURNAL: *How did you get the idea for a line of tea-infused liqueurs?*

DAVENPORT: When we moved to Rhode Island, we tried to find a business that could combine East and West. We started with a small boutique tea shop, which allowed us to get very good tea suppliers, which is a big part of our product because we use real tea, not flavors. Manda spent several years developing those relationships with suppliers, and it ended up taking three years for us to get the process down. Once we settled on the liquor and tea, it all fell together.

TBJ: *And why tea-infused liqueur, specifically?*

DAVENPORT: Several reasons: One, I like to drink [laughs], and with my work, I traveled to a lot of places [including] Brooklyn. And while I was there, the cocktail boom was happening ... all these speakeasy joints were popping up, and they were looking



Tyson Davenport and Manda Chen, founders of Cheongsam Tea Liqueurs based in Warren, Rhode Island.

Photo by Paul Warner.

at using unique ingredients; and this [was] when St. Germain started coming on the scene. Before that, liqueurs were artificially sweetened ... At the same time, my wife had a tea shop. And I thought: “Tea! Who’s doing tea?”

TBJ: *How did you two meet?*

DAVENPORT: I was in [the] seafood business; I imported fish from China. Going over there, I fell in love with Chinese culture. Around 2007, I was staying in a hotel in Qingdao, north of Shanghai, and Manda was working there. Manda’s passion is English. She was working at the hotel to practice her conversational English, and I happened to have a meeting in the lobby, and I heard someone casually bantering and making jokes, and it was her. And I was blown away. I came back to the States, and I was talking about her forever. And my boss said, “Why don’t you go back and see if she’s still there.” And I went back, and she showed me around the city, and we started dating, and we decided to marry.

TBJ: *Wow. And then you opened a business together?*

DAVENPORT: We married in 2010 but lived apart for a year; she was in China waiting for a visa ... In 2011, we moved to Warwick and she opened a tea shop, Cha-Bei, in Cranston in 2012. Almost immediately afterwards I started tinkering with the idea of doing alcohol in tea. It took us about three years to develop the process to where we felt it would work to make [large] batches. We officially made our first batch in October 2015. We make it in China and import it to Rhode Island. Our first product arrived here in February of 2016.

TBJ: *Where do you make the product?*

DAVENPORT: We make it in Qingdao, the city where we met, but our passion is for Shanghai. We love Shanghai. The image of



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WARREN ARMORY WELCOMES SECOND ANNUAL RI WINTER BEER BLAST

The Rhode Island Winter Beer Blast returned to the Historic Warren Armory in Warren for its second year on January 15, 2017. Brewers, sales representatives and area managers were on hand to discuss their beer portfolios and educate guests. The event was presented by Federal Hill Pizza. Local artisan vendors were also among the beer vendors. Proceeds from the event were donated to the Historic Warren Armory Restoration Fund.

1. Alex Brown, Rhode Island Sales Representative, Thimble Island Brewing Company; Shawna Dietz, Premium Wine and Spirit Sales Specialist, Johnson Brothers.
2. Jay Hillery, New England Sales Representative, Thirsty Dog Brewing Company.
3. Tom Woulfe, Sales Representative, Berkshire Brewing Company.
4. Nathaniel Taylor, Brewer, Bucket Brewery and Justine Bucci of Bucket Brewery.
5. All from Henry and Fran Brewing Company: Bennett Harrington, Jeremiah Hawley, Tim Westerman and Zach Laegel.
6. Cara Liefers, Director of Sales, Grey Sail Brewing.
7. Derrick Ransford, Sales, The Gambrinus Company, representing Shiner Beers.
8. Kristie Martin, Smuttynose Brewing Company.
9. Debbie Beauregard, Rhode Island Sales Representative, Newburyport Brew Company.
10. Russ Beauregard, Sales, Long Trail Brewing Company.
11. Nicole Arsenault showcasing Kentucky Bourbon Ale from Lexington Brewing and Distilling Co.
12. Adam Dickerson, New England Sales Representative, New Holland Brewing Company.
13. Vanessa Martin and Amanda Holt, Promotional Team, Narragansett Brewing Company.
14. John Croteau, Area Sales Manager, von Trapp Brewing of Vermont.
15. Captain Lawrence Brewing Company's Sales Representatives Doug Beaulieu and Marcus Adams.
16. Isabeau Hamel, Tasting Room and Events Representative, Revival Brewing Company.
17. Sandy Pearson, Owner and Sales Manager, Artisan Beverage Cooperative with Sophie Pearson.
18. Chris Sharpe, Area Manager, Coronado Brewing Company.



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USBG RI HOSTS ANNUAL FRIENDSGIVING COCKTAIL COMPETITION

The Grange in Providence welcomed United States Bartenders' Guild Rhode Island (USBG RI) chapter members and guests to the fourth annual Edinburgh Gin Cocktail Competition and Friendsgiving Celebration on January 16. The event was sponsored by Spencerfield Spirits, Frederick Wildman and Sons, M.S. Walker and The Grange. During the first round, competitors had to create an original and seasonally-inspired cocktail containing at least 1 oz. of Edinburgh Seaside Gin or Edinburgh Cannonball Navy Strength Gin. Stephanie Merola, Audrey King and Benjamin Terry advanced to the final round. The judges, last year's winner Greg Mayer, Ian Magiros of M.S. Walker and Tim Master of Frederick Wildman and Sons, named Merola the first place winner. King followed in second place and Terry in third place. Edinburgh Gin gift baskets and products were awarded to the three winners. Edinburgh Cannonball Navy Strength Gin and Edinburgh Seaside are distributed in Rhode Island via M.S. Walker.

1. Edinburgh Cannonball Navy Strength Gin and Edinburgh Seaside and a cocktail creation.
2. Stephanie Merola, USBG RI member and first place winner.
3. Ben Terry, Treasurer, USBG RI and third place winner.
4. Audrey King, USBG RI and second place winner, creating a cocktail.
5. Tim Master, Director of Specialty Spirits, Frederick Wildman and Sons, judging the cocktails.
6. Merola with her first place prize.
7. Judges' score sheet.
8. Frank Martucci, General Manager Beverage Operations, Twin River Casino; Chris Almeida, USBG RI member and competitor.
9. Vito Lantz, USBG RI, served as the event emcee during the fourth annual Edinburgh Gin Cocktail Competition.



NARRAGANSETT RELEASES SIXTH BEER IN LOVECRAFT CHAPTER SERIES

Narragansett Brewing Company debuted its sixth beer in the H.P. Lovecraft series, The Unnamable Black Lager, on January 19, the birthday of Edgar Allen Poe, one of Lovecraft's literary influences. The Unnamable Black Lager is brewed with Chocolate Rye, Carared®, Carafa®, Special 1 and Pilsner malts. The beer features "roasty characters with hints of toffee, caramel, coffee and dark chocolate." The beer is finished with citra hops to give the 7.5% ABV, a fruity finish and 76 IBUs. The Unnamable Black Lager joins White Ship White IPA, I am Providence Imperial Red Ale, Reanimator Helles Lager, Innsmouth Olde Ale and Honey Ale to the H.P. Lovecraft beer series, which pays homage to the famed horror writer and lifelong Providence resident.



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THE WINE BROS. ADDS NEW PRODUCTS TO PORTFOLIO

The Wine Bros. of Rumford, Rhode Island introduced new products to its portfolio in January. Wines include Maine's Oyster River Winegrowers 2016 Morphos Rosé and Ashbrook Estates 2014 Chardonnay of Australia. The distributor also added to their growing sake offerings with Amabuki Shuzo Company's Marigold, Sunflower and Strawberry sakes.

1. The Ashbrook Estate 2014 Chardonnay from the Margaret River region located in Wilyabrup, Western Australia, is aged in new French oak to balance and enhance the fruit flavors. After the first primary fermentation, both wooded and unwooded portions were matured on undisturbed lees for eight months. The finished wine has 12 months of bottle maturation in underground, climate-controlled cellars for a complex wine on the finish.
2. The 2016 Morphos Rosé is produced under Petillant Naturel or "Pet-Nat" to produce a light fizz, some bubble and a dry-yeasty wine. Oyster River Winegrowers is based in Warren, Maine.
3. Established in 1688 in the northern Kyushu region, Amabuki Brewery has been producing sake for more than 325 years, using locally-harvested Saga rice and underground water. The rice is grown in a pesticide-free environment. The Amabuki Brewery crafts its sakes using flower yeasts from abelia, pink nadeshiko and strawberry to create unique flavor profiles.



MIDDLETOWN RESIDENT JOINS AHLA BOARD OF DIRECTORS

Kristine Cox of Middletown, Rhode Island has been named to the American Hotel and Lodging Association Board of Directors, a national association advocating for the U.S. hotel industry. Cox has been in the hospitality industry since she was 14, starting as a dishwasher and working up through different roles including Catering Manager, Director of Catering, Front Office Manager and Director of Operations, among other management positions. Her experience includes The Myrtle Beach Marriott Resort and Spa, The Knoxville Marriott, The Hilton Ft. Lauderdale Airport and, most recently, The Hilton Head Marriott Resort and Spa. Today, Cox is a member of the Board of Directors for the Rhode Island Hospitality Association (RIHA) and the General Manager of the Newport Harbor Hotel and Marina. In her role as a board member for AHLA, she will be part of “discussions concerning a broad range of industry and association related issues.” Dale J. Venturini, the President and CEO of RIHA said, “her extensive experience and knowledge of the hotel and lodging industry is an invaluable asset to the AHLA’s Board and I look forward to working with her and fellow board members.”



LOCAL PRODUCERS FEATURE BRANDS AT MOHEGAN SUN WINE & FOOD FEST

The 14th Annual Mohegan Sun Wine & Food Fest welcomed thousands to the Uncas Ballroom at Mohegan Sun Casino on January 27-29. The weekend-long event also included a kick-off bourbon and cigar pairing event; a Mexican Market Night with tequila and mezcal tastings; celebrity chef demonstrations from Aarón Sánchez, Brian Duffy, Roblé Ali, Michele Ragussis and Todd English; a Celebrity Dine Around dinner; and brunch with Chef Mario Batali. Guests sampled wines, beer and spirits from around the world alongside local selections, including Carolyn’s Sakonnet Vineyards of Little Compton, Langworthy Farm Winery of Westerly, Revival Brewing Company of Cranston and Gray Sail Brewing of Westerly during the Saturday grand tasting. The Sun Wine & Food Fest raises funds for Channel 3 Kids Camp, which serves 3,000 Connecticut children through a variety of programs.

1. From Carolyn’s Sakonnet Vineyards: Jessica Walsh and Rachel Brooks.
2. Thom Bate of Langworthy Vineyards.
3. Katherine McLaughlin and Brianna Paon of Revival Brewing Company.





SONS OF LIBERTY BRINGS BACK MONTHLY SERIES FOR 2017

Sons of Liberty Spirits Company hosted their first Freedom Friday for 2017 on January 27. Rhode Island native and musician Mickey Lamantia performed for guests and Open Season offered wild game and locally-sourced meat and produce to sample. The event featured Sons of Liberty's new pilsner release, whiskey flights and a new Sons of Liberty cocktail called The Fashionista, which uses Loyal 9 Plain Vodka and cranberry lemonade syrup.

Sons of Liberty "Freedom Friday" events returned for 2017. The monthly event typically runs on the last Friday of each month and showcases local musicians, artisan vendors and products from Sons of Liberty.



HOTEL VIKING HOSTS RECEPTION PREVIEW FOR WINE DINNER SERIES

Newport's Hotel Viking hosted its grand opening reception for the second annual Viking Wine Festival on January 28. The event showcased wine and food in a taste of "what's to come" in the upcoming series. The Viking Wine Festival features seven winemaker-hosted dinners with special guests from Sonoma, Napa Valley, Washington, South Africa, Italy and Germany. The first in the series began on February 4, showcasing Matt Hobbs of Paul Hobbs Winery from Sonoma, California. The series included: February 11, Giovanni Pasquero of Paitlin Estate of Piedmont, Italy; February 18, Christophe Hedges of Hedges Family Estate of Red Mountain, Washington. Upcoming dinners include March 4, Sean Larkin of Larkin Wines of Napa Valley; March 11, Raimund Prüm of S.A. Prüm from Mosel Valley, Germany; March 18, Joe Anderson of Benovia of Sonoma, California; and March 25, Gary and Kathy Jordan of Jardin/Jordan Wine Estate of Stellenbosch, South Africa. More information is available at vikingwinefestival.com.



1. Tom Trelski of Hotel Viking, welcoming guests to the Grand Opening Reception with a glass of champagne.
2. The wines featured at the opening reception served as a preview for the Viking Wine Festival dinner series.
3. Nat Saywell, Fine Wine Portfolio Manager, MS Walker of Rhode Island.
4. Featured MS Walker wine selections.
5. Mark Morin and Christine Patric of Horizon Beverage Company of Rhode Island.
6. Horizon Beverage wine selections on display.



USBG RI LAUNCHES NARRAGANSETT BEER SPONSORED CHALLENGE COIN

United States Bartenders' Guild Rhode Island (USBG RI) chapter members gathered at the newly opened Durk's Bar-B-Q on Thayer Street in Providence on February 6. USBG RI members talked chapter-related activities and celebrated its new state "challenge coin" designed in collaboration with Narragansett Beer. The coins are a Guild play on the military tradition of coins representing missions, which were then used in Officers' Clubs. The USBG coins are used with other chapter members of the Guild to recognize membership and to pay for a round of drinks. Chris Almeida, past USBG RI chapter president, provided the design and Narragansett Beer sponsored its production. Rhode Island bar and industry professionals interested in joining the local chapter can visit www.drinkwellri.com or the national website at usb.org to learn more.

1. USBG RI launched its new challenge coin, which is sponsored by Narragansett Beer.
2. Laura Kanzler, Horizon Beverage Company/Origin Beverage Co. Division; Elizabeth Sawtelle, USBG RI Secretary; Jonathan Pogash, USBG New England Vice President; Katie Masterson, Boom Box; Jen Davis, USBG RI President; and Kristine Dunphy, Bacaro.



MAISON MARQUES & DOMAINES WINES ADDED TO MS WALKER PORTFOLIO

MS Walker of Rhode Island celebrated its appointment as Maison Marques & Domaines' exclusive distributor for the state on February 1, 2017. Devin McGarry hosted a training session for the team, presenting more than 50 wines from the importer's 26 properties. Maison Marques & Domaines' wines hail from regions in France, Italy, Spain, Portugal, Australia and the United States with a focus on family-owned producers including Louis Roederer, Chateau Hosanna, Fleur de Cap, Chateau Pichon, Meerlust, Pio Cesar and Carpe Diem.

1. All of MS Walker except where noted: Brett Allen, Josh Slocum, Brian Coleman, Ian Magiros, Marc Guillotte, Ryan Lavoie, David Montoya, Melinda Aguiar, Mat Supinski, Devin McGarry of Maison Marques & Domaines, Michael Bianco, Melina Catelli, Michael Lester, Jacob Bruns, Kathleen Stadler, Joe Brennen, Owen Thorpe, Shawn Ramos, Deanna Benson, Justin Sullivan, Jamie Matos and Sean Whittle.
2. Wines from Maison Marques & Domaines' training session.



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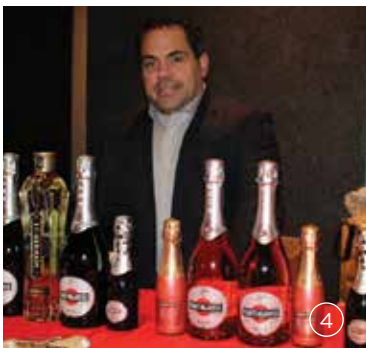


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TWIN RIVER CASINO WELCOMES GUESTS FOR “A BITTER AFFAIR”

Twin River Casino hosted an inaugural event, “A Bitter Affair: Love Story from Beginning to End - Apertif and Digestif Bitters,” on February 6-7. The festival began with a dinner at Fred & Steve’s Steakhouse hosted by Nick Korn, Italian Spirit Specialist at Campari. Lindsay Matteson of Amor y Amargo in New York City, Craig Ventrice of Kawa Ni in Connecticut, Hannah Welans of jm Curley in Boston, Phil Stafford of The Eddy and Durk’s Bar-B-Q in Providence and Adam “Opie” Oppenheimer of Lighthouse Bar in Twin River created cocktails featuring Campari products that were paired with a six-course meal.

The event continued the following day with “Don’t Be Bitter, You Don’t Know Everything,” a series of three seminars at Fred & Steve’s Steakhouse. The panel discussion was moderated by Johnathan Pogash, followed with #DJSTIVE Tour 2017, “Herbal Bitter Origins” led by Willy Shine of Jägermeister. Lindsey Matteson of Amor y Amargo discussed “how senses of smell and taste combine to create our perception of flavor” and Duane Sylvestre of Collectif 1806/Remy Cointreau educated guests on Triple Sec. After the seminars, the grand tasting event at Rhodehouse Live gave guests the opportunity to sample and learn about more than 25 local and national bitter products, apertifs and digestifs. Part of the event proceeds went to benefit the United States Bartenders Guild (USBG) National Charity Foundation Bartender Emergency Assistance Program.

1. Gary Dritschler, Market Manager, Campari; Adam Oppenheimer, Lighthouse Bar, Twin River Casino; Craig Ventrice, Bar Manager, Kawa Ni, Connecticut; Lindsay Matteson, Bartender, Amor y Amargo, New York City; Phil Stafford, Durk’s Bar-B-Q and The Eddy; Hannah Welans, jm Curley, Boston; Nick Korn, Italian Spirit Specialist, Campari; and Frank Martucci, Director of Beverage Operations, Twin River Casino. Photo by Chris Almeida.
2. Paul Sevigny, DiSaronno International and Frank Martucci, Director of Beverage Operations, Twin River Casino. Photo by Chris Almeida.
3. Following the first panel discussion, Willy Shine, “Brandmeister” for Jägermeister, led an educational tasting of the spirit.
4. David Tretola of Bacardi showcasing Martini & Rossi sparkling wines.
5. Anchor Distillery Company’s Kelly McCarthy with Luxardo products.
6. Shawna Dietz, Premium Wine and Spirits Specialist, Johnson Bros. and Theyv Kes, Kirkbrae Country Club.
7. Tucker Reeks, Key Account Manager, Remy Cointreau and Riane Justin, Promotions, Remy Cointreau.
8. Laura Kanzler, Business Development Manager, Horizon Beverage/Origin Beverage Company.
9. Lindsay Cox, Domaine Select and Mike Lester, M.S. Walker.



- 10. Art Chamberland, Pernod Ricard; Vito Lantz, Durk's Bar-B-Q and Statesman Tavern; Matt Guindon, Pernod Ricard, with the Lillet portfolio. Photo by Chris Almeida.
- 11. Frank Martucci, Director of Beverage Operations, Twin River Casino; Scott Mayer, Infinium Spirits; Lindsay Matteson, Amaro y Amargo, New York City; Willy Shine, Jägermeister; David Delaney Jr., North American Brand Ambassador, Angostura. Photo by Chris Almeida.
- 12. All of M.S. Walker: Brian Coleman, Mike Lester and Jamie Matos.
- 13. David Delaney Jr., North American Brand Ambassador, Angostura.
- 14. Jared Iannelli, Providence Beverage Company; Amanda Fullal, Los Andes Restaurant; Tim Boyton, Providence Beverage Company; and Pablo Grave, Los Andes Restaurant.
- 15. Joe Landolfi, Brand Manager, Market St. Spirits with the Meletti portfolio.

- 16. Cerise Taylor of Hartford Flavor Company and Tom Dubay, Co-Founder, Hartford Flavor Company.
- 17. Mike Lysakowski, Sales Manager, Fabrizia Spirits, showcasing small batch, all-natural Limoncello.
- 18. Jessica Goldman, Fratelli Branca Portfolio Manager, Infinium Spirits.
- 19. John Searson, Sidney Frank Importing; Willy Shine, Jägermeister; Greg LaMontagne, Field Sales Manager CT/RI, Sidney Frank Importing.
- 20. Aperol, Cinzano 1757, Campari, Campari Negroni on display.
- 21. Bitters and liqueurs on display.



More images can be seen at thebeveragejournal.com/twin-river-bitter-affair-2017.

Dick's World of Wines

BY SAVANNAH MUL

The façade of Dick's World of Wines in Westerly is a familiar landmark. The store itself has served the town and summer tourism traffic for many decades. When the Vuono family purchased the property in 2002, they took on the store's mission to serve the daily community, and seasonal tourists, with high quality customer service.

"Everybody can buy and sell something, but you can't buy customer service," said Ryan Hellert, Store Manager. Dan Vuono, who co-owns the store with his father, Bob, said, "It's the hardest thing to acquire and we make sure our employees help you out. We see our customers daily and know them by name."

Friendly greetings, assistance with product selections, special orders and carrying items out to a customer's car are all part of that service equation, on top of its diverse product inventory.

Dick's World of Wines features "at least"



LOCATION

137 MAIN STREET
WESTERLY, RI

FACTS

SQUARE FOOTAGE:
APPROX. 9,000

YEARS IN OPERATION: 15
(UNDER CURRENT OWNERSHIP)



2,000 SKUs of wines, approximately 1,200 SKUs of beer and nearly 750 SKUs of spirits. Store Managers Hellert and Paula LaBarre work together, adjusting the selections to "keep up" with consumer demand and current interests.

Vuono said they were also able to increase their product selection about three years ago, after the business went through an eight-month renovation process. "It was a lot of long hours," said store employee Jeff Routhier.

The store stayed open for business during the makeover, which added 13 cooler doors specifically for craft beers and chilled wines, new lighting, wooden storage racks for the wine room and a coat of fresh paint, as well as other cosmetic and operational improvements.

"We were able to space out product displays, and re-did the shelves so customers can view products from across the store, and added more shelves for liquor," said Vuono.

Dick's World of Wines also features a temperature-controlled wine room for its finer selections of wine, which Vuono said are "particularly popular" around the holidays and for gift purchases. The store also features a large selection of premium cigars.

The team uses social media to post new products, pairing ideas and store information. They also partner with liquor service delivery platform Drizly. These added amenities all aid in their ability to serve their local customers, said Vuono.

"We get to work with some great people, I like [that] aspect of retail," Vuono said. "Everyone wants to know the new beer or just talk about wines." ■



▲
Jeff Routhier, Store Employee; Dan Vuono, Store Owner; and Ryan Hellert, Store Manager.

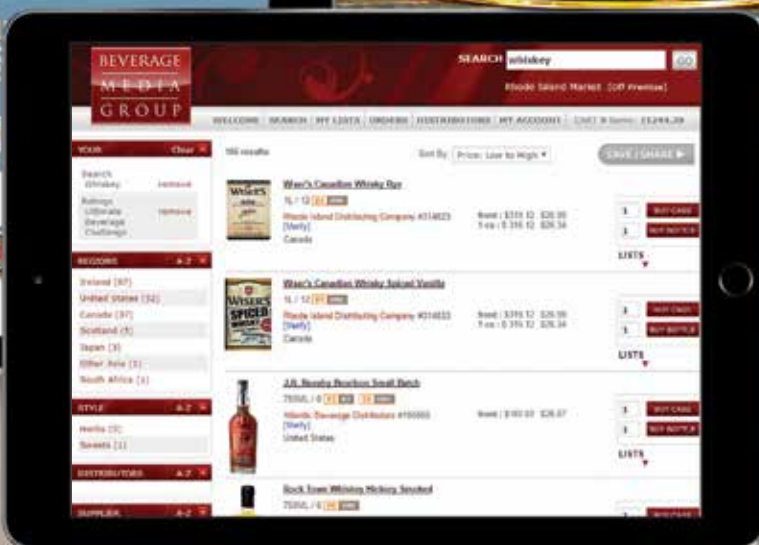
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GIESEN: A BROTHERS ACT

SCRIPTING NEW ZEALAND'S POTENTIAL
WITHIN AND BEYOND SAUVIGNON BLANC

BY W. R. TISH

When 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 20th 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

RELAX: THEY'RE CHARDO-LICIOUS

Just because a Chardonnay has a "California" appellation does not mean it's dull and generic. Two 2015s, both under \$15, impressed us recently as examples of strategic sourcing and judicious oak treatment. **Sterling's** bright, tropical 2015 Vintner's Collection uses fruit from Monterey, Paso Robles and Edna Valley; 25% was barrel-fermented and aged seven months in oak. The vibrant and exceptionally balanced 2015 **Julia James Chardonnay**, made by Opici in tribute to the fifth generation of the family in the business, is sourced from Monterey, Carneros and San Joaquin vineyards then assembled and bottled within the Russian River Valley.

sterlingvineyards.com | opiciwine.com



RODNEY STRONG ELEVATES MALBEC IN SONOMA

The word "Reserve" gets flung about rather easily in California wine—the term has no legal meaning. Sonoma-based Rodney Strong Vineyards has a long track record of ensuring that any wine they label "Reserve" is truly a cut above. The latest example is Rodney Strong 2013 Reserve Malbec. Select blocks within 60 acres worth of vines planted throughout Alexander Valley and Northern Sonoma County are hand-harvested, fermented separately and aged in French oak. After six months, each lot is tasted and graded; only the richest make it into the Reserve. Lush and structured, this inaugural release has intense dark berry fruit complemented by toasty oak and spice. SRP \$40. rodneystrongvineyards.com



TOASTING EIGHT DECADES AT J. LOHR

To celebrate Jerry Lohr's 80th birthday, his eponymous winery is debuting J. Lohr Signature, a limited release Paso Robles Cabernet. Made with top fruit from the 2013 vintage, Signature also includes small amounts of Merlot from the Creston Vineyard and Petit Verdot from the Carol Vineyard in St. Helena. Only 966 six-bottle cases were produced of the inaugural wine, which will retail for \$100 a bottle. Jerry founded J. Lohr Vineyards four decades ago, succeeding with cool-climate grape-growing in Monterey County and pioneering the region of Paso Robles.

Today, Paso Robles grows more Cabernet Sauvignon than any other coastal appellation in California, after Napa Valley. jlohr.com

Jerry Lohr has long championed the potential of Cabernet in Paso Robles.



BLACK INK GOES PINK

Guarachi Wine Partners, maker of the popular red blend Black Ink, is extending the line into rosé. Like its red sibling, Black Ink Rosé celebrates tattoo culture, featuring original artwork of a rose designed by Amy Nicoletto of the TLC show *LA Ink*. In conjunction with this product launch, there will be a national promotion to win a free tattoo by the famed artist. Black Ink Rosé has aromas of strawberry, watermelon and white flowers, and flavors of pomegranate, cherry and peach. SRP \$11.99 guarachiwinepartners.com



When Irish Palates are Smiling

BY LEN PANAGGIO

March is here, the month when we transition from a long winter to, dare I say, spring? And, what does this month mean in the beverage world? St. Patrick's Day! When we think of this "high holiday" in the industry, which happens to be on a Friday this year, thoughts turn to Guinness, Bailey's and Jameson's, to name a few of the mainstream products from the Emerald Isle.

Certainly, all three aforementioned products have elevated Ireland and its exports to a special place for both on-premise and off-premise operators. But in addition to these classics, I have unearthed a growing craft beer business in Ireland, as well as many other countries, trying to piggy-back off the movement in this country.

This growing variety of Irish beverages made me think. With the explosion of oyster farms in our part of the world, and the uptick in restaurateurs opening oyster bars and offering buck-a-shuck hours, I really don't see any emphasis on that perfect pairing: oysters and stout.

Now, I am guilty of never asking for a Guinness or a dry stout when ordering oysters, as I have an affinity for a dry white wine, like a Muscadet or a Chablis, and when I am feeling special, sparkling wine and Champagne.

I do enjoy a good pint on occasion, and will now focus more on having one with oysters! I do think for those operators who are more pub-like and have an aggressive beer program, and not so much in the wine, should make the effort to encourage their guests to pair a stout with their oysters. Herein lies the opportunity with this month to try and get your guests to enjoy a properly poured stout with a perfectly shucked oyster.

These styles of beer possess a deep-roasted maltiness and creamy finish that enhance the flavor of a briny, salty oyster. The oyster's texture is also important and the stout has that creaminess and body that works so well with the same characteristics of the raw oyster — amatchmadeinheaven. Today, with the paralleling craft beer movement in this country, the boutique brewers are crafting beers for oysters — so much so that many are brewing with the actual oysters.

Clearly, they see an opportunity for their specialty brews and as an operator, you should as well. The oyster farms are much like the small boutique wineries also springing up in this country. They market their specific terroir, or place where their grapes are grown, which creates a unique flavor profile. Well, oyster farmers are doing the same thing, marketing the special flavor profile of their products as where they grow has an impact on the flavor, specifically the salinity in the waters they grow in.

Having said all that, there are many opinions on what exactly to serve with raw oysters, and I certainly don't want to have those operators who have both a varied beer selection and a shucking station to limit pairings to simply stouts. So, keep in mind there are many choices like a geuze, pale ales or even a pilsner. And in the future, get some feedback from your staff; they usually are a wealth of knowledge.

I don't want to venture too far afield; my point is, with all these bivalves available to us, offering a pairing that makes them stand out will have our guests actually experience this wonderful marriage made on our palates. After all, isn't that what they are looking for? Us to guide them!

Sláinte.



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ABOUT LEN PANAGGIO

BEVERAGE CONSULTANT

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

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.

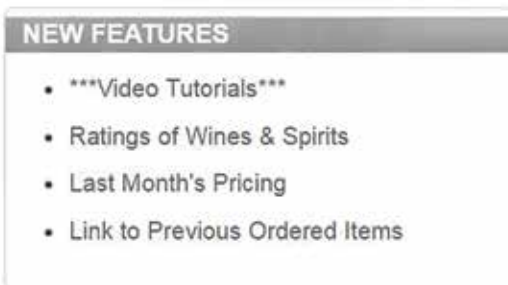


This coming year, the network will be turning on the shopping cart in markets where pricing is not transparent, as requested; the order is then either finalized by the sales rep or the order board. It will be interesting to see the extent that online ordering grows under these conditions.

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.

LOCAL CHATTER

CONTINUED FROM PAGE 12

our product, the cheongsam, is based on 1920s Shanghai. But the weather is more temperate in Qingdao, and we need that climate for our production. We usually go to Shanghai first. Manda buys all the tea, and we ship it to Qingdao.

TBJ: *What's the process of making the product?*

DAVENPORT: We wash and steam the tea leaves. We do a cold brew. Then add the alcohol and let the oils come out, add a little sugar syrup to it and that's it. What really makes the product is two things: the quality of the tea — we're buying very high-quality, whole-leaf tea — and then temperature and time. It took me three years to figure out the formula and recipe, using various temperatures and times. If you vary either, the product is totally different.

TBJ: *How does it taste?*

DAVENPORT: We have two kinds now. The first is Jade Oolong, made with green Ti-Kuan Yin Oolong tea. It has green tea notes, a floral nose, a hint of orchids, with honey and roasted notes at the end. It's very complex; there's a lot going on. The other, Smokey Mist Tea Liqueur, is totally the opposite. It's a black tea blend, with an essence of smoked pine needles, with a smoky mescal at beginning, then sweet black tea, then a flower called osmanthus cuts the smokiness and makes it lighter.

Our next product, out later this year, will be called Wild Goji, a dark oolong, which has chocolatey, mineral notes and goji, which is not as sweet as a raisin. It's excellent. Then we'll have Citron Silk, which uses a unique green tea from northern China, with an essence of lemon grass and chrysanthemum.

TBJ: *How do you serve it?*

DAVENPORT: You can drink it straight over ice — it's 18 percent, so [it drinks] like a port. At the same time, [it delivers] enough flavor to put in a cocktail. That's

one thing bartenders have been figuring out: If you brew tea and add it, you're basically adding water to your cocktail. What we're doing is delivering a lot more flavor that doesn't dilute the cocktail.

TBJ: *How do you come up with the flavor ideas?*

DAVENPORT: It all starts with the tea. That's where Manda comes in. She's the tea expert. I'll make liqueurs with a green tea, and she'll say, "OK, that's good, but what if we try this tea ..." Then we'll discuss it, "Well, that kind of oolong goes good with this flavor ..." That's where collaboration comes in. We go beyond green tea and black tea; we go into the nuances of tea varieties.

TBJ: *Where are your products now?*

DAVENPORT: We're in six states: Rhode Island, Massachusetts, New York, New Jersey, Florida, and my home state of Missouri ... Our goal is to be a nationwide brand.

TBJ: *What's been your feedback from bartenders?*

DAVENPORT: Excellent. My background from Johnson & Wales is in culinary, and the first thing a chef or bartender does when they're shown something new is think: "I can make that." And I can't blame them; that's the creativity. But when they see the quality of our tea, that's when they say, "I can't waste my time brewing tea," and then they come back because the product delivers.

TBJ: *Why did you chose the cheongsam as your name and branding?*

DAVENPORT: I'm a big history person, and I love that time period in Shanghai. There was a lot of bad stuff going on at that time, but lots of amazing things happening [too]. You had a city carved up by foreign powers; everyone was trying to make their claim on China, so it has [many cultural] influences. ■

Interview has been condensed and edited.



16-17 May, 2017

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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 CO₂, 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

THE BATTLE THAT DIVIDES US

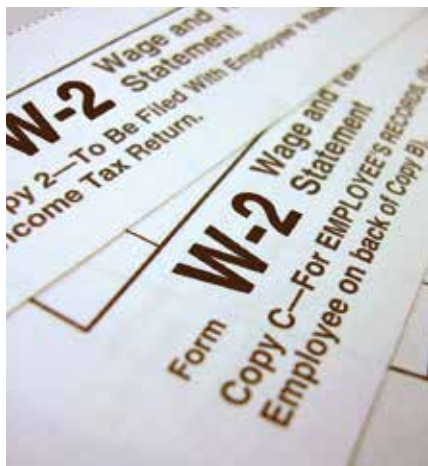
BY DALE J. VENTURINI, PRESIDENT & CEO, RI HOSPITALITY ASSOCIATION

Wage issues - minimum wage and tipped wage - are an ongoing, inflammatory topic for politicians and business owners alike. In Rhode Island, we are now faced with new legislation focused on raising the tipped and minimum wage.

Over the past two years, the RI Hospitality Association has undertaken several grassroots educational campaigns to illustrate the true reality of wages relative to our industry, and how continuous wage increases actually harm small business and subsequent job creation.

The Hospitality industry is acknowledged and appreciated, but not necessarily understood at all levels.

Issues are moving from the federal level to the state and local levels, and policies are developed and fought over several years instead of one legislative session; each session is a battle of a larger war.



The tipped wage underwent a separate wage hike of 50 cents in January 2016 with another 50 cent increase this year. New legislation was just submitted to raise it another 50 cents in January 2018. While \$1.50 per hour over a two-year period doesn't seem like a lot, take into consideration that Rhode Island has had four minimum wage increases over the past five years.

Business owners are still adjusting to the last minimum-wage increase and there is only so much additional debt a business can absorb. These decisions at the state house will ultimately have a negative impact the community, jobs, employees and benefits.

As business owners are forced to pay more, they will also be forced to hire selectively, choosing employees that do not need training and thereby bypassing a large segment of the emerging workforce. A hallmark of our industry has always been that we are a great place for new workers to get practical, hands-on training, while also making good wages and enjoying a flexible schedule.

Wage increases, coupled with legislation on preemptive scheduling and paid sick time, might look like excellent ideas on paper, but in reality, these are aggressive and far-reaching measures



that a hospitality business model fundamentally cannot adjust to. Hospitality is not manufacturing, and forcing that type of business model into our industry is doomed for failure.

Currently, we're watching several pieces of proposed legislation that have the potential to disrupt business. They include wrongful discharge, workplace bullying, employee liens, overtime salary threshold and marijuana legalization. While on the surface, it would seem that any business could support some of this legislation, a deeper analysis of each brings up troubling language and consequences for business owners.

Our industry is a fluid, ever-changing environment that actually works. We employ more than 70,000 in Rhode Island alone and the industry contributes millions of dollars in tax revenue to the state. We are a model of job creation locally and nationally. We are a cornerstone of each community. Therefore, we are an ongoing target.



LEARN MORE

To learn how you can help keep our industry strong and able to employ more than 70,000 folks in the state, please visit www.restaurant.org



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

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

THE WEEKAPAUG INN

25 SPRAY ROCK ROAD
WESTERLY, RI

The historic and award-winning Weekapaug Inn overlooks the Quonochontaug Pond and the Atlantic Ocean. Its farm-to-table restaurant provides guests with fresh, locally-sourced ingredients paired

with its curated menu of craft beers, cocktails, mocktails and wines. The restaurant's wine program earned an Award of Excellence in 2016 from *Wine Spectator*.



The Weekapaug Inn's Jennifer Hoxie and Ryan Robinson with the "Irish Spring" cocktail.

BARTENDER

Ryan Robinson, Senior Restaurant Manager and Sommelier

COCKTAIL

Irish Spring

RECIPE

Build in a cocktail shaker, and mix

- » 2 oz. Irish Whisky
- » .5 oz. Fernet Branca
- » .5 oz. Ginger-Brown Sugar syrup*

Enjoy either up or on the rocks and garnish with fresh cilantro.

* For the syrup, boil fresh chopped ginger and equal parts of brown sugar and water.

"The month of March brings two of my favorite days, the first day of spring and St. Patrick's Day," said Ryan Robinson, Senior Restaurant Manager and Sommelier. "An elevated alternative to the classic St. Patrick's Day shooter, this cocktail features an Irish whisky base and fragrant sugar syrup. The fragrance of cilantro blends well with the unique bouquet of Fernet Branca and provides soothing digestive relief after a day of imbibing."

SC
SAGE CELLARS

401-289-2916 | sagecellars.com



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

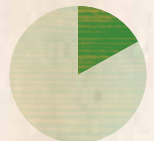


3 MILLION 9L CASES

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

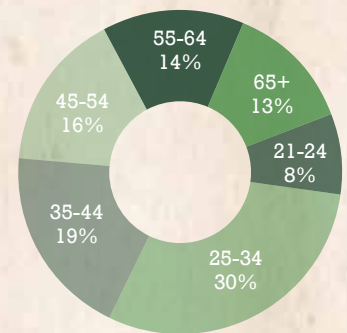


65%



35%

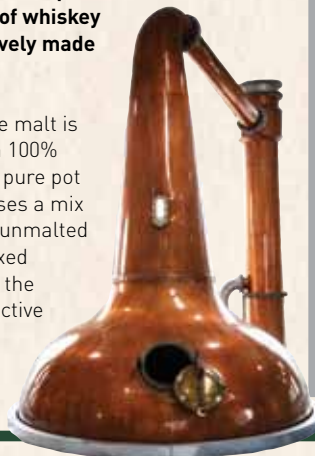
AGE



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

Time 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.

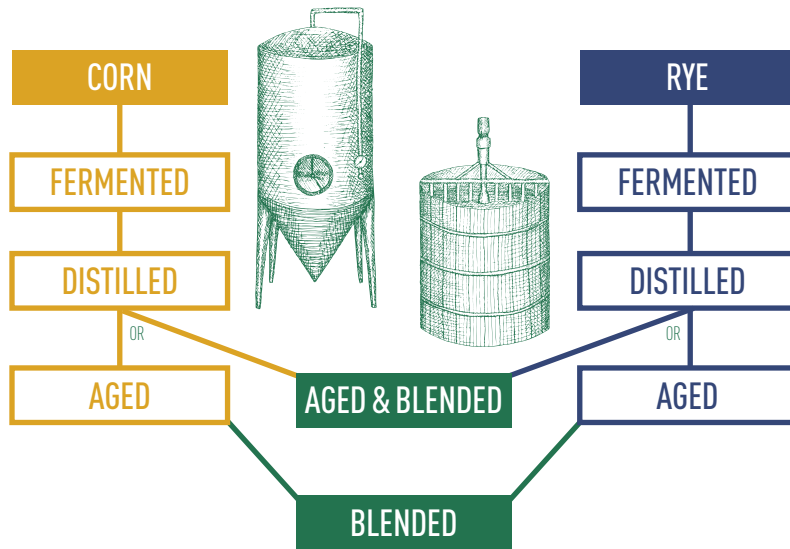
The Canadian market suffered greatly from its America's abstinence, as its southern neighbor had been the largest market for the product when it was legal. And that business vanished virtually overnight. Bootlegging certainly was happening, but the illicit business was minuscule compared with the legitimate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

27.7%



SHARE OF ALL SPIRITS VOLUME IN THE U.S.

7.8%



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

Download Now at **BeverageMedia.com**
101 Tutorials on key categories to improve your Wine & Spirits Education


100% IRISH FROM GRAIN TO GLASS



THIS ST. PATRICK'S
DAY DISCOVER THE
TRUE IRISH SPIRIT



westcorkdistillers.com
Produced, Distilled and Bottled in Ireland
by West Cork Distillers, LLC.
Imported by M.S. Walker, Inc. Somerville, MA. 40% Alc/Vol.

 @WestCorkDistillers
Please Enjoy Responsibly

TEA

FOR

ME

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

BY JACK ROBERTIELLO

Relentless 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

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



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

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



Rothmann's Steak House

There'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

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.



Sean Gantner

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.

Every 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 7th century, winemaking was forbidden and all vines were pulled out. When the industry restarted in the late

19th 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 6th 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
blununworld.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

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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

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

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

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

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

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

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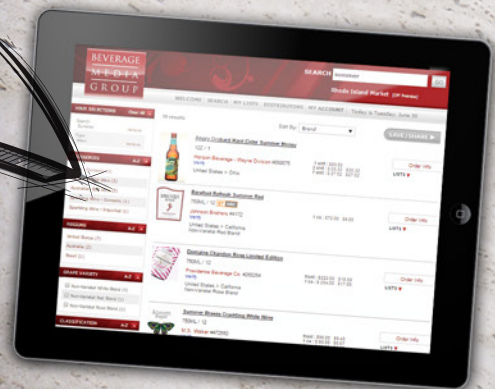
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