

Connecticut

How Beer, Wine & Spirits Get To The Marketplace

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MAY 2016

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FEATURES



24 Speak Easy

A look ahead with John Parke, who joins Connecticut Distributors, Inc., as its new president.



32 Going Places

Gallo's Barefoot Refresh Spritzer — in cans — queues up for seasonal success.

34 Vineyard View

Jerram Winery began 30 years ago as a hobby, growing into second career for its founder.

44 Gin & Tonic 101

The long-lived and ever-shifting gin world always seems to have this cocktail at its core.

48 Gin Gone Rogue

U.S. craft distillers have led the movement toward less juniper, more diversity and higher price points.

52 Boom Boxes

As the fine wine market continues to evolve, box wines are stepping up from the bottom shelf.



MAY 2016

56 Revisiting Sweet Bordeaux
 Long overlooked, these unique late-harvest wines have surprising range — and utility.

60 Easy Does It
 Lower-alcohol brews carve out a welcome niche in the beer world.

64 France's Vin Makeover
 By making French wine easier than ever to grasp, the young "Vin de France" designation is booming.

66 Spread the Rum Love
 With summer at hand, Blue Chair Bay Rum dives deep into direct-to-consumer engagement.

68 Bring on the Barrel
 Hornitos "Black Barrel" applies whiskey know-how to tequila.

70 Gosling's Amber Ambition
 With the newly formulated Gold Seal, Gosling's moves to the lighter side of the rum world.



56



60



68





64

DEPARTMENTS

5 Market Point	26 Retail Review	38 Serving Up
6 News Front	28 The Find	40 UBC Results
10 USATT Recap	30 Beer Column	42 Regulatory News
11 Around Town	36 Wine Buzz	72 New Products & Promotions

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LIQUOR BRAND INDEX
 WINE BRAND INDEX
 BEER BRAND INDEX

JOURNAL CLASSIFIED
 SHOPPING NETWORK

Page 1a
 THE INDEX

The largest compilation of beverage alcohol price and brand information.

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MARKETPOINT

Springtime means a whole new wave of market opportunities. This month's issue is full of seasonally-inspired insights and expertise. Knowledge for you to translate into increased sales.

- May's cover story is another in the series called "Back to Basics." This time it's **Gin 101**, with a special focus on the Gin and Tonic. We highlight established brands and newer craft gins.
- We traveled to USATT Trade Tasting in New York City to bring back a look inside the panel discussion. Uncover 10 **tips** for your brand or your business.
- A category piece covers boxed **wines**: trends show quality better wines and a growing consumer fan base. We also dip into Bordeaux sweet wines and Vin de France.
- Vineyard View is back for its quarterly highlight. This time our featured **winery** is Jerram Winery, located in New Hartford.



- What's **brewing**? "Beer Column" looks at the science of foam. Also, turn your attention to low-alcohol beers and their growing market appeal.
- Goslings, Blue Chair Bay Rum and Hornitos "Black Barrel" Tequila are among the **profiles** showcased this month. Study up for stronger selling.
- What's **new**? "Wine Buzz," "The Find" and "New Products & Promotions" contain the latest releases.
- Check out the pages of "Around Town," "Serving Up" and "Retail Review" for your **local** market news fix! Check out the Whiskey Fest recap. Have trade news to share? Tell us.



ON THE COVER

Spring welcomes gin in.

SMALL, INDEPENDENT BREWERS GROW IN DOUBLE DIGITS

The Brewers Association (BA) released 2015 data that reports U.S. craft brewing growth. Small and independent craft brewers now represent 12 percent of market share for the overall beer industry. In 2015, craft brewers produced about 24.5 million barrels, equaling a 13 percent rise in volume. The number of operating breweries in the U.S. grew 15 percent, now totaling 4,269. Of that amount, 2,397 are microbreweries, 1,650 are brewpubs and 178 are regional craft breweries. Over the year, there were 620 new brewery openings and only 68 closing. Craft brewers provide nearly 122,000 jobs, an increase of more than 6,000 from 2014.



LEONARDO LOCASCIO SELECTIONS APPOINTED IMPORTER OF IL MARRONETO

Leonardo LoCascio Selections (LLS), a member of The Winebow Group, has been named the exclusive U.S. importer of Il Marroneto, a Brunello producer led by winemaker Alessandro Mori. Il Marroneto produces two Italian wines, Brunello di Montalcino Il Marroneto and Brunello di Montalcino Selezione Madonna delle Grazie. "Alessandro's attention to detail and hands-on approach to winemaking result in wines that are deeply personal, artisanal gems. We are honored and thrilled to have his beautiful wines in the LLS portfolio," said Ian Downey, senior vice president and general manager of LLS.



CAPE CLASSICS NAMED U.S. IMPORTER OF DOMAINE PHILIPPE COLIN

Cape Classics is now the exclusive U.S. importer of Domaine Philippe Colin wines. About 15 wines from the 2014 vintage will be distributed by Cape Classics' partners nationwide. "Cape Classics seemed a good choice for our business, not only because they have made a very successful entré into the importation of French wines to the U.S., but they are also perfectly positioned to champion the launch of Topiary, our new South African winery project, in the United States," said Philippe Colin, Proprietor and Winemaker at Domaine Philippe Colin.



E. & J. GALLO SUPPORT NAVY SEAL VETERAN'S EVEREST ATTEMPT

E. & J. Gallo announced new promotions for its Liberty Creek Wine portfolio aimed to help support Don Mann, a Retired U.S. Navy SEAL and member of Team SIX, and his Mount Everest Climb in May 2016. Mann will join a Mount Everest expedition crew to attempt to climb the mountain to raise awareness of the challenges United States veterans face daily.



DISCUS REPORTS STRONG PROFITS FOR IRISH WHISKEY

In recent statistics provided by the Distilled Spirits Council, super-premium Irish whiskey grew 54.4 percent in 2015 and high-end premium Irish whiskey rose 13.7 percent. This adds to the continued growth of the Irish whiskey category, both high-end and super-premium, growing 589 percent and 3,054 percent, respectively since 2002. In 2015, more than 3.2 million, 9-liter cases of Irish whiskey were sold in the U.S., which generated \$664 million in revenue for distillers, according to the Distilled Spirits Council.



GRUPPO CAMPARI SET TO ACQUIRE GRAND MARNIER

Gruppo Campari will acquire Grand Marnier for the exclusive worldwide distribution rights, as well as become the majority stakeholder in Société des Produits Lapostolle S.A. (SPML). This resulted from a recent agreement between Gruppo Campari with SPML to launch a friendly takeover of SPML. The new distribution agreement will be effective July 1, 2016.



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BACARDI SEEKS TO REDUCE PLASTIC WASTE

Bacardi announced the launch of an in-house initiative to remove straws and stirrers in cocktails at company events. The companywide effort is part of its ongoing “Good Spirited: Building a Sustainable Future”



environmental campaign. “Plastic straws don’t biodegrade, and their use is ubiquitous across many industries including the spirits market. We are resolved to be part of the solution, and this includes reducing the amount of waste we produce,” said Ian McLaren, Director of Trade Advocacy for Bacardi.

BLENDED SCOTCH WHISKY EXPECTED TO INCREASE IN SALES

Blended Scotch whisky is expected to grow, according to a new report from The IWSR and just-drinks. Volumes of blended Scotch whisky are expected to remain level or decline; however, they are forecasted to “recover



strongly to the end of the forecast period (2020).” The blended sector will add a total of almost 7 million cases between years 2015-2020. Russia and China are two markets forecasted to add 1 million cases or more of blended whisky sales by 2020. India will build upon their recent growth, adding 3 million cases by 2020.

WENTE FAMILY ESTATES HONORED AT CHARDONNAY SYMPOSIUM

The International Chardonnay Symposium, set for May 12-14, will present its first “Legendary Family of Chardonnay Award” to Wente Family Estates. The Wente family began by



planting 47 acres of grapes in 1883 in the Livermore Valley, growing to 200 acres by the 1930s. After Prohibition, the Wente family developed a Wente chardonnay clone, which changed California’s wine landscape. Today, 80 percent of chardonnay grapes grown in California comes from the family clone. This year, the Wente family celebrates their 80th anniversary of bottling the first varietal labeled chardonnay.

CONSTELLATION BRANDS TO ACQUIRE THE PRISONER WINE COMPANY BRANDS

Constellation Brands, Inc. will acquire The Prisoner Wine Company’s portfolio of brands from Huneus Vintners. The portfolio includes five fine wine brands led by The Prisoner, a fast-growing “super luxury” Napa Valley wine, and also includes Saldo, Cuttings, Blindfold and Thorn. The brands from The Prisoner Wine Company have grown quickly over the last three years, offering a portfolio of unique wine blends anchored by The Prisoner. Launched in 2003, The Prisoner has grown 28 percent in retail sales. The transaction is expected to close by the end of April. Huneus Vintners and Constellation will maintain a winemaking consulting agreement with The Prisoner Wine Company’s General Manager and Winemaker Jen Beloz and her production team.



NASA STUDY FINDS CLIMATE CHANGE WILL SHIFT WINE GRAPE HARVESTS

NASA and Harvard University published a study citing climate change is reducing the link between droughts and the timing of wine grape harvests in France and Switzerland.



During the study of wine grape harvests from 1600 to 2007, researchers found harvests began shifting during the latter half of the 20th century. The study cites that higher-quality wines may be associated with earlier harvest dates in cooler wine-growing regions, like France and Switzerland. “Wine grapes are one of the world’s most valuable horticultural crops and there is increasing evidence that climate change has caused earlier harvest days in this region in recent decades,” said Ben Cook, lead author and climate scientist at NASA’s Goddard Institute for Space Studies and the Lamont Doherty Earth Observatory at Columbia University in New York. Researchers conducted their analysis using 400 years of harvest data from Western Europe. Their results indicate a shift in the role of drought and moisture as drivers of harvest-time and wine quality.



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USATT Shares Tips and Truths to Grow Business

10 takeaways from industry panelists

BY SAVANNAH MUL

The United States Trade Tasting (USATT) was held on March 21-23 in New York City's Metropolitan Pavilion, where thousands of suppliers, importers, distributors, retailers and trade professionals from around the region - and the world - gathered to learn from industry leaders and educationally taste through portfolios.

The USATT featured a conference on the last day of the event to help suppliers, importers and distributors learn to grow their business and break into a new market. Panelists discussed topics that ranged from increasing brand leverage to social media marketing. Here are 10 takeaway ideas to put into use today:

1: "Define who you are as a business," said Rob Bradshaw, President and Chief Operating Officer of Cape Classics. When companies are breaking into the business he said, "Draw a line in the sand ... It is vital to remain consistent in the product you sell and the culture you create." This leads to a quality product, a happy customer, good sales and a fulfilled workforce team. Bradshaw said Cape Classics established an Indaba Educational Fund to provide scholarships to children in the winelands region of South Africa, via its Indaba wine line sales.

2: "Feet on the street." John Beaudette, President and CEO of MHW, Ltd, an importer, distributor and service provider for the beverage alcohol industry, said key ingredients to a successful brand launch are "the feet on the street, the relationships the company builds, understanding the category of alcohol they are entering ... and identifying existing competition, while recognizing a target audience and working with people you enjoy."

3: "Know the law." Donna H. Hartman, an attorney for OlenderFeldman, LLP, advises suppliers who are looking to sign with a distributor to do their homework and know the liquor laws within the state, county or region.

Some key topics to review with a selected distributor include "term, intellectual property, roles and responsibility," she said.

4: "Sell what's different," said Darryl Rosen, an author, speaker and motivational coach. Rosen focused on standing out in a crowded market and advises his clients to follow "six words" to help market their brand to retailers: "mindset, motivate,

differentiate, prepare, investigate and simplify." Each step, Rosen said, gives the supplier a chance look at their product, set up the necessary sales calls, and create motivation in their customers by giving them something exciting to sell. "Keep these elements in mind when you're face to face with a customer," he said.

5: "Tell your story." Kindra Hall, speaker and storytelling author, said companies need to tell better stories to sell their brand. "They [companies] allude to the story, but don't actually tell it," she said. Hall explained that brands today may think they're giving consumers a story when really they are just providing a "historic timeline of the company" and advised companies to tell stories with emotions to help build brand connection.

6: "If you're going to embark on a national journey, put it on paper," said Adam Lambert, beer and spirits seller. Lambert spoke on building a national brand in the U.S. market and emphasized that once a wholesaler is chosen, first, put it in writing and always ask yourself "what do you see them doing for you in five years," he said. Other points include "plan ahead" and "survey the market on your own," in addition with support from other sources.

7: "Consumers are looking for a face behind the brand," said Michael A. Berkoff, CEO of BevMax. Berkoff discussed tips on how to pitch your brand to bottle shops using a successful marketing plan and a strong point of sales system. He said this can be achieved through in-store tastings and promotions.

8: "Network." Jeff Taylor, Wine Director of Chevalier Restaurant in New York City, said sales and restaurant revenue can be driven by sommeliers and mixologists who can educate the consumer on what to drink. Taylor has found networking, and building relationships with suppliers, distributors, winemakers and spirit entrepreneurs, helps build a brand successfully in on-premise settings.

9: "If you're not digital, you're dead in business," said Melanie Young, award-winning author and motivational coach. Young said give your business social media accounts a personality to give consumers a reason to go to your website.

10: "Photos, Photos, Photos," said Felicity Carter, Editor-In-Chief of *Meininger's Wine Business International*. Carter recommends to all suppliers, distributors and importers to have downloadable jpeg photo files available for media releases.

Visit <http://usatradetasting.com/blog> for more information and event coverage. ■



USATT Panelist Michael A. Berkoff, CEO of BevMax.



SLOCUM & SONS FEATURES WINE AND SPIRITS DURING ON-PREMISE EVENTS

Slocum & Sons, along with Wines by Dalla Terra Wines Direct, hosted an Italian Wine Dinner at The Willows at the DoubleTree by Hilton Hotel in Bristol on February 26, 2016. The dinner featured the 2014 Alois Lageder Pinot Grigio, the 2014 Inama Soave Classico, the 2012 Badia a Coltibuono Chianti Classico, the 2012 Aia Vecchia Sor Ugo and lastly, the 2007 Badia a Coltibuono Vin Santo.

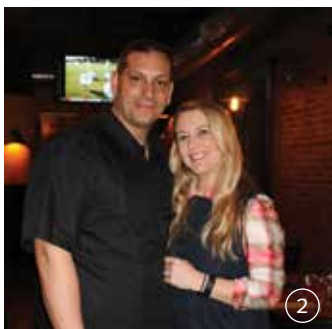
On February 29, at 4 Eat & Drink, a newly opened bar and tapas restaurant in Farmington, Slocum & Sons participated in a dinner featuring Litchfield Distillery and Westford Hill Distillery products. The event also featured Connecticut Black Hog Brewing, Lucky Goat Butcher Shop, Libros Produce and Stonington Scallops.

In March, Slocum & Sons welcomed Winemaker Cameron Frey of Ramey Wine Cellars to Connecticut. An educational wine tasting was held at Le Fat Poodle in Greenwich, which featured the California wines of Ramey Wine Cellars. Slocum & Sons also celebrated the St. Patrick's Day holiday by offering a Glendalough Irish Whiskey Dinner at Burtons Grill in South Windsor.

1. Kate Cassidy, Northeast Regional Manager, Dalla Terra Wines Direct; Marvin Friedman, Owner, Maple End Package Store in Bristol.
2. Brian Jackman, Bartender, 4 Eat & Drink with John Tsipouras, Sales Representative, Slocum & Sons.
3. Mike Cammelletta, Assistant Food and Beverage Director, The Willows with the featured Dalla Terra wines.
4. Cathy Schaller, Sales Representative, Slocum & Sons; Christen LaRochelle, Hartford/Litchfield Regional Manager, Slocum & Sons; Kate Cassidy, Northeast Regional Manager, Dalla Terra.
5. Antoine Blech, Partner/Owner, Le Fat Poodle; Alex Meier-Tomkins, Key Account Manager Fairfield County, Slocum & Sons; Ian Toogood, Manager, Le Fat Poodle; Lydia Cummins, Winemaker, Sidebar Cellars; Kelly Kerekes, Sales Representative, Slocum & Sons; George Staikos, Eastern U.S. Sales Manager, Ramey Wine Cellars; and Cameron Frey, Winemaker, Ramey Wine Cellars.
6. John Tsipouras, Sales Representative, Slocum & Sons; Michael Greenham, Bagpipe Musician; Sarah Uerz, Manager, Burtons Grill.
7. The Irish whiskey dinner held at Burtons Grill featured Glendalough Irish Whiskey, a double barrel, 7-year single malt whiskey. Cocktails highlighting the spirit were also served.



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CDI AND MEZZO GRILLE HOST SECOND ANNUAL BOURBON DINNER

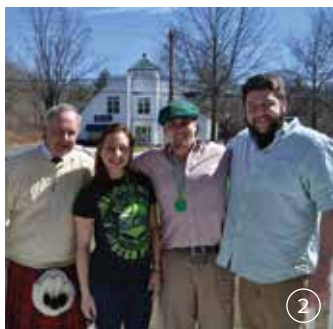
Mezzo Grille in Middletown hosted their second annual Bourbon Dinner on March 10. Culinary creations by Chef Bruce Riley accompanied Knob Creek, Widow Jane, Amador Double Barrel and Maker's Mark Strength bourbons. Guest speaker, Nadine Gengras of Connecticut Distributors, Inc. (CDI), was on hand to educate guests about related bourbon brands.

1. Food menu and bourbon tasting mat.
2. Joe Aceto, Bar Manager, Mezzo Grille and Bar with Nadine Gengras, Account Development Specialist, Spirits, CDI.
3. **Back Row:** Mike DePasqua, Connecticut Territory Manager, Beam Suntory; Chef Bruce Riley, Mezzo Grille and Bar; Nadine Gengras, Account Development Specialist Spirits, CDI; Joe Aceto, Bar Manager, Mezzo Grille and Bar. **Front Row:** Kevin Hickey, State Manager, Bacardi/Angels Envy; Jeremy Doyle, Account Development Specialist Trinchero Family Estates, CDI; Michael Gilbert, CSS and Division Manager Empire Central, Trinchero Family Estates.
4. A selection of spirits paired with food for the bourbon dinner.
5. Gengras welcoming guests to the bourbon dinner.
6. Mike DePasqua, Connecticut Territory Manager, Beam Suntory.

ANGELINI WINES INTRODUCE NEW BOTTLE SIZE FOR BRUT ROSÉ

Angelini Wines is now offering Carpenè Malovolti Brut Rosé in a petite 187 ml size bottle, sealed with a screw-top cap. Carpenè Malovolti Brut Rosé offers soft bubbles with a well-rounded, fruitful palate. The Brut Rosé is made up of 85% Pinot Nero and 15% Raboso grapes. It is also available in a 750 ml size bottle.





SOUTHBURY'S EMPIRE WINE AND LIQUOR CELEBRATES ST. PATRICK'S DAY

In honor of the St. Patrick's Day holiday, Empire Wine and Liquor in Southbury held an in-store tasting of Teeling Irish Whiskey and Glendalough Irish Whiskey on Saturday, March 12. Piper Thurrott, Sales Representative of Slocum & Sons, poured samples of the two Irish whiskeys for customers and a bagpipe player performed at the store. Teeling and Glendalough Irish whiskeys are distributed in Connecticut via Slocum & Sons.

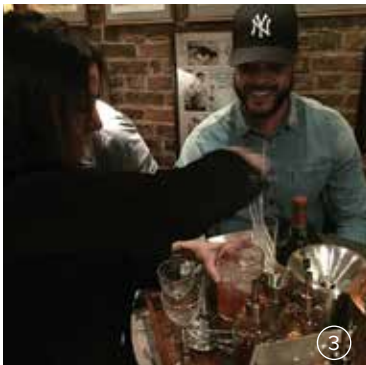
1. Ty Nicholson, Store Manager and Wine Director, Empire Wine and Liquor; Hemant Sujun, Owner, Empire Wine and Liquor; Piper Thurrott, Sales Representative, Slocum & Sons.
2. All of Empire Wine and Liquor: Ty Nicholson, Store Manager and Wine Director; Serena Pagano, Cashier; Ryan Hackett, Store Manager; Ryan Perodeau, Beer Consultant.
3. Piper Thurrott, Sales Representative, Slocum & Sons conducted the tasting.
4. A bagpipe player entertained guests with traditional Irish hymns.



HARTLEY AND PARKER FEATURES RAVAGE CABERNET SAUVIGNON

Constellation Brands launched its "Ravage Cabernet Sauvignon" in the state with a presentation to the Hartley and Parker salesforce on April 8. The California red wine, designed by Winemaker Bryce Willingham, is "inspired by the knight's code of courage and camaraderie." Described as "smooth, bold, and audacious," the 2014 vintage offers dark berries layered with vanilla and mocha to round out the palate.

Brett Powell, CT Sales Manager, Constellation Brands; Frank LaTorra, Sales Manager, Hartley and Parker; and Tim Morrell, Regional Sales Manager, Constellation Brands.



BRESCOME BARTON STAFF ATTEND IRISH WHISKEY EXPERIENCE IN NYC

On March 22, Pernod Ricard and internationally-renowned Dead Rabbit Grocery and Grog in New York City, hosted account development managers from Brescome Barton for an “Irish Whiskey Experience.” Dead Rabbit Owners, Jack McGarry and Sean Muldoon, led a discussion about the production of Single Pot-Still Whiskey made at the historic Midleton Distillery. The event also enabled the trade professionals and guests to participate in an experimental cocktail laboratory, where they created craft cocktails from The Dead Rabbit’s latest cocktail list.

1. Mike Murphy, Administration, Brescome Barton with Sarah McArdle, Owner, Pub 57.
2. The Irish Whiskey Experience tasting mat featuring Midleton Single Pot Still Whiskey.
3. Veronica Saurett and Sterling Vaughn, both from Brescome Barton.
4. The crowd at the Irish Whiskey Experience held at New York City’s Dead Rabbit.



CHILEAN WINES FEATURED AT TORRINGTON ELKS CHARITY EVENT

The Torrington Elks Club hosted a charity tasting for The Arc of Litchfield on March 18. Tony’s Drive In Package Store in Harwinton again sponsored the annual event. Donna Taylor poured samples of Chilean wines, T.H. and Undurraga. Both lines are produced by Undurraga, one of the longest operating wineries in Chile, founded in 1885. Connecticut Distributors, Inc. (CDI) distributes the T.H and Undurraga Wine portfolio in the state.

Wine and spirits professional Donna Taylor representing Undurraga Wines during the March charity event.



CHARTER OAK BREWERY MAKES NEW SALES AND MARKETING HIRE

Charter Oak Brewery recently hired Derek Faulkner. Faulkner is responsible for Charter Oak Brewery’s sales and marketing channels in the state of Connecticut. Faulkner comes to the brewery with a “passion and understanding of craft beers.” He was raised and educated in Connecticut.

Derek Faulkner, Sales and Marketing-Connecticut, Charter Oak Brewery.

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TWO ROADS SALES TEAM TRAVELS ABROAD FOR BEER EDUCATION

The sales team at Stratford’s Two Roads Brewing Co. traveled to Germany and the Czech Republic for an educational, immersive beer experience. Co-Founder and Vice President of Marketing and Sales of Two Roads, Clem Pellani, said the team set a stretch goal last year and if they met it, they would travel abroad to further their knowledge of the industry. On the eight-day trip, the team visited approximately 20 different breweries, including Schlenkerla in Bamberg, Germany, known for its smoked brewing, as well as explored beer caves in Bamberg and Pilsen. “The whole trip was educational and we dug deep into Germany and Czech style beers,” Pellani said. “Besides being fun and educational, it was a wonderful bonding experience and our great sales team earned it.” Two Roads Brewing Co.’s portfolio includes German-inspired styles Hefeweizen, Pilsner, Maibock and Doppelbock. Pellani said they plan to build programs to emphasize their German beer selections in the state.

1. Two Roads Brewing Co. sales team during a lunch at Andech Monastery Brewery.
2. The sales team during a tour at the Pilsner Urquell Brewery in Pilsen.
3. The sales team examining the beers during the tour at the Pilsner Urquell Brewery.
4. The team also visited Weyermann Malting and their Pilot Brewery in Bamberg for a tour and educational tasting.
5. Inside the Schlenkerla beer caves in Bamberg.



SLOCUM & SONS LAUNCHES ORIN SWIFT WINES

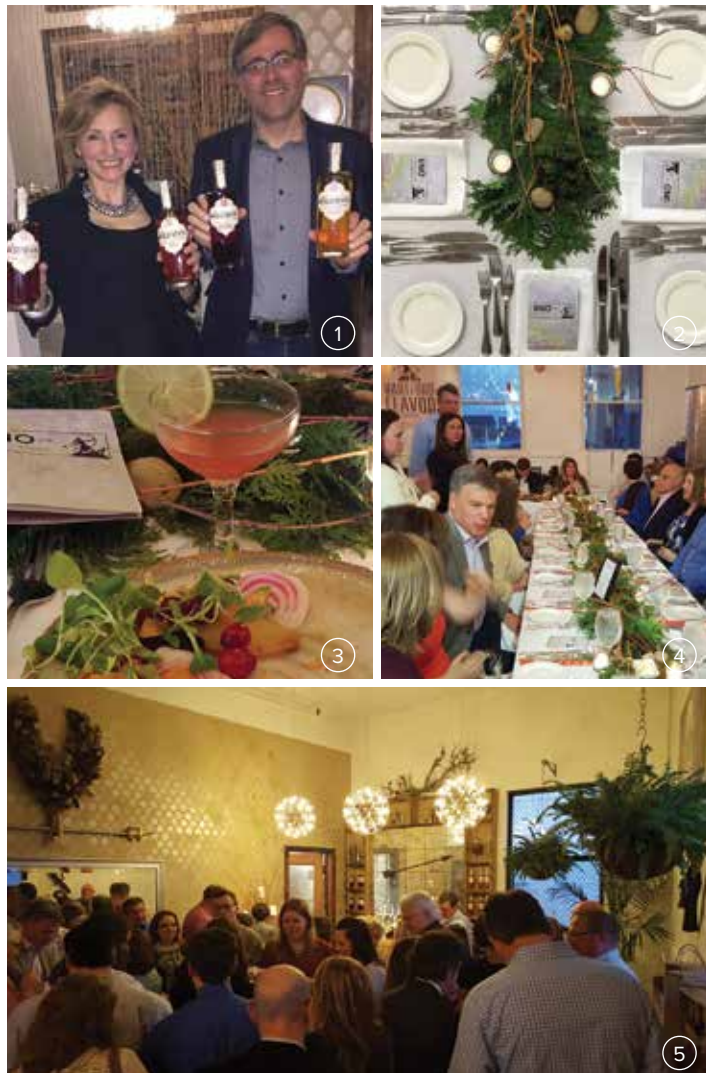
In March, Slocum & Sons welcomed Nathan Bergeron, Assistant General Manager of Orin Swift Cellars, to their North Haven headquarters to launch the wine line in Connecticut. “We’re really happy to be sharing Orin Swift with the people of New England,” Bergeron said. He spoke to the sales team about the history of Orin Swift Cellar, which began in 1995, and Winemaker David Phinney’s approach. Bergeron led the team through an educational tasting of Mannequin, a Chardonnay blend; Abstract, a red blend; Palermo, a Cabernet Sauvignon; Papillon, a Bordeaux blend; Machete, a Petite Sirah, Syrah and Grenache blend; and Department 66 (D66), a blend of Grenache, Syrah and Carignan. Earlier that same day, Slocum & Sons invited accounts to Walrus + Carpenter for a trade luncheon paired with Orin Swift Wines and Slaughter House Whiskey, an American whiskey made at Orin Swift. Slaughter House whiskey spends nine years in American oak, then is matured in Orin Swift Papillion barrels.

1. Orin Swift Wines: Mannequin, Abstract, Palermo, Papillon, Machete and D66.
2. John Slocum, Executive Vice President and General Manager, introducing Nathan Bergeron, Assistant General Manager, Orin Swift Cellars.
3. Bergeron discussing the Orin Swift portfolio.
4. The Slocum & Sons salesforce during the presentation.

CONNECTICUT Restaurant ASSOCIATION

CONNECTICUT RESTAURANT ASSOCIATION ANNOUNCES ANNUAL GOLF TOURNAMENT DATE

The Connecticut Restaurant Association announced its annual Golf Classic event will be held at The Country Club of Waterbury on Tuesday, June 7, 2016. After eighteen holes of golf, a cocktail reception, dinner and awards will be held. Please contact Sarah Maloney for more details at maloney@ctrestaurant.org.



HARTFORD FLAVOR COMPANY HOSTS MAX CATERING FOR POP-UP DINNER

Hartford Flavor Company, producers of Wild Moon Liqueurs, hosted Max Catering at their Hartford distillery and tasting room for a final pop-up dinner series called “UNO: el fin a Pop-Up Dinner.” The evening featured a six-course menu prepared by Max Group Executive Chef Scott Miller and cocktails were prepared by Max Group Beverage Director Brian Mitchell. Guests also sampled the Wild Moon Liqueur portfolio via a tasting with the company’s co-founders, Tom and Lelaneia Dubay. The Hartford Flavor Company tasting room and production facility is located at 30 Arbor Street. The all-natural and botanically flavored liqueurs are distributed by Brescome Barton.

1. Tom and Lelaneia Dubay, Co-Founders, Hartford Flavor Company.
2. Place setting for “UNO: el fin a Pop-Up Dinner,” prepared by Max Catering.
3. A pairing.
4. Guests seated for dinner.
5. Inside the tasting room, “Diana’s Lair,” where guests gathered for cocktails prepared by Brian Mitchell, seen behind the bar.



CDI PRESENTS CHECK TO ALS CT CHAPTER

Connecticut Distributors, Inc. (CDI) and Brancott Wines raised \$1,000 for the ALS Association Connecticut Chapter and presented the group with a check on April 1. Amyotrophic lateral sclerosis (ALS) is a degenerative disease and the association supports research, as well as patient and family resources. In the month of February, CDI employees participated in a Fitbit challenge. The staff as a whole had to hit a goal of 12 million steps. If this goal was met, Brancott Wines would donate \$500 and CDI matched their donation. CDI has long supported the local ALS charity. “We’ve been stricken with ALS at CDI and have rallied around to help,” said Maura Tancredi, Human Resources Director, CDI. Tancredi is a member of the board of directors for the ALS CT Chapter.

1. Mike Burke, Executive Director, ALS CT Chapter.
2. Mike Burke, Executive Director, ALS CT Chapter, with Maura Tancredi, Human Resource Director, CDI and member of the ALS CT Chapter board of directors.
3. John Parke, President, CDI; Mike Burke, Executive Director, ALS CT Chapter; Brian Albenze, outgoing President, CDI. Burke thanked CDI for their donation and gave ALS hats to Albenze and Parke as a gesture of appreciation.
4. Albenze and Parke celebrated the donation, as well as Parke’s new appointment at CDI. See “Speak Easy” for the full story on CDI’s new leadership.



REAL MCCOY RUM AND USBG PARTNER FOR NATIONAL COMPETITION

The United States Bartenders Guild (USBG) and Stonington-based brand, Real McCoy Rum, have partnered in a national search for “The Real McCoy.” The bartending competition will span a three-month period. A bartender from each region, including the Northeast, along with the winner from the finale will travel to Barbados. Each competitor has to submit an original recipe for three consecutive months. “We’re excited to be the sponsor of the USBG national campaign,” said Bailey Pryor, Founder of Real McCoy Spirits. “This is really a very unique competition designed by bartenders, for bartenders. We are seeing local bartenders pushing the boundaries of their craft, thinking differently about ingredients, and rising to the challenge of using authentic dry-style rum in their cocktail programs. The best part is trying to taste every entry at the local bars and restaurants.” The final competition will be held on Monday, July 11 at the Ocean Cliff Resort in Newport, Rhode Island. Information can be found at usbg.org or realmccoyspirits.com.



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COCKTAIL COMPETITION SERIES FEATURES MONTHLY EVENTS THROUGH SEPTEMBER

The United States Bartenders Guild Connecticut (USBG CT) chapter, along with Allan S. Goodman and Eder Bros, Inc., is hosting a series called the “Connecticut Civil War Bartending Competition.” In total, there will be 10 events held throughout the state at different locations with different sponsored products. Five locations will be held in Southern CT and five in Northern CT, with a grand finale in Middletown in September. Each competition is limited to 10 contestants, in which they have to make four of the same cocktail, three to be evaluated by judges and one for display. First place in each event earns the bartender a spot in the final competition. The first month of the series was held at Highland Brass Co. in Waterbury on April 11 and Cure in Farmington on April 25. All cocktail recipes must be submitted with a written recipe prior to the competition. For more information contact USBG CT’s Dimitrios Zahariadis dzahariadis@usbg.org, Allan S. Goodman’s Jeff Conelius at jconelius@asgoodman.com or Eder Bros. Inc.’s Chris Munk at cmunk@ederbros.com.

1. Event Coordinators Dimitrios Zahariadis, USBG CT Chapter President and Owner Highland Brass Co. and Chris Munk, Craft Spirits Manager, Eder Bros., Inc.
2. Winner of the first round on April 11, Ashley Lurie, of newly opened Peaches on the Waterfront in Norwalk.
3. Judging panel Chris Munk, Craft Spirit Manager, Eder Bros., Inc.; Paul Mazurek, USBG CT Treasurer; George "Hutch" Hutchinson, Redbreast/Pernod Ricard.



LATITUDE BEVERAGE CO. LAUNCHES NEW CANNED WINE BRAND

Latitude Beverage Co. launched its Lila Wines, touted as a “first-of-its-kind collection” of premium wine packaged in bright, pop art inspired cans for “on-the-go convenience and portability.” As the first and only canned Provence Rosé, Marlborough Sauvignon Blanc and Italian Pinot Grigio, Lila was inspired by the ancient Sanskrit word for “play like the gods.” Lila is encouraging drinkers to “think outside the glass” and #CanTheCork for Twitter as part of its launch campaign. Lila Wines are naturally gluten free, low in calories and carbs, with no added sugar. At two servings per 8.4 oz. can, each four-pack of Lila offers 33 percent more wine than a standard 750mL bottle of wine.



MICHTER'S US*1 KENTUCKY STRAIGHT RYE

Renowned for rye – America's oldest whiskey variety – since the earliest days of our history, we take the production of Michter's US*1 Rye extremely seriously. Our Michter's US*1 Rye is made from select American rye grain that is sheared to maximize the extraction of flavor from the grain. Ideal neat or in cocktails, every bottle of Michter's US*1 Rye comes from a single barrel – a unique attribute reflecting our extraordinary commitment to offering Kentucky Straight Rye whiskey of the absolute highest quality at every level of the Michter's range.

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—The New York Times



**Michter's US*1
Straight Rye**
\$372/\$32.99
(#66206)

PROFILE

Production:	Single Barrel. Limited quantities
State of Distillation:	Kentucky
Bottling Strength:	84.8 proof (42.4% Alcohol by Volume)
Cooperage:	Fire-charred, new American white oak barrels
Tasting Notes:	Spice with peppery notes, citrus, butterscotch, oak



Sun Whiskey Fest Packs in Brands and Fans

The Mohegan Sun hosted a lively inaugural Sun Whiskey Fest on April 1, during which approximately 2,400 visitors sampled from a variety of whiskeys, bourbons, scotches and ryes. Craft batch cocktails were also served. Brand representatives and whiskey seminars educated guests about the category of spirits and featured brands. Regional restaurants provided small bites for guests, and a portion of the event proceeds went to benefit the United Way of Southeastern CT. For more images, visit thebeveragejournal.com/sun-whiskey-fest-2016.

1. Andy, DeFarias, Market Manager, Brown-Forman and Ed Palau, Allan S. Goodman.
2. Both of Brescome Barton: Cara Lynch-Passarelli and David Rudman with I.W. Harper and George A. Dickel brands.
3. Caroline Abbott, Boston-Metro Market Manager, Inspired Beverages, with Hochstadter's Slow and Low.
4. All of Slocum & Sons: Alex Meier-Tomkins, Key Account Manager and Spirits Director; John Slocum, Executive Vice President and General Manager; Noah King-Smith, Key Account Manager.
5. Jeremy Mitchell, Hartley and Parker.
6. David Eber, President, Santa Maria Imports; Angelica Bianchetti, Brand Ambassador, Santa Maria Imports, pouring J.R. Revelry Bourbon.
7. Blaise Tramazzo, Spirits Director, Hartley and Parker with Knappogue Castle.
8. Kenny Ng, Regional Director, Michter's Distillery.
9. Gary Dritschler, Market Manager, Campari America with Forty Creek.
10. Drew Kacik, Marketing Manager, Saxtons River Distillery with Christina Kacik.
11. Bryan Ricard, Sons of Liberty Spirits Co. of Rhode Island, and Mike Reppucci, Founder and President of Sons of Liberty Spirits Co. (in the background).
12. Donal O'Gallachoir, Brand Manager, Glendalough Distillery, speaking with a guest about Glendalough Irish Whiskey.
13. Jon Holecz, Vice President of Marketing, Western Spirits and Sean Nelson, State Manager, Western Spirits.
14. Joe Swanson, Northeast Regional Sales Manager, Classic Imports with Mercedes Mendez-Swanson, pouring products from Benromach Distillery for Northeast Beverage Corp.



100 PROOF HAS ARRIVED



MOVING IN

CDI'S INCOMING PRESIDENT, JOHN PARKE, DISCUSSES HIS NEW ROLE AND OPPORTUNITIES FOR THE CONNECTICUT MARKET

BY KRISTEN BIELER



John Parke worked for E&J Gallo for 33 years, most recently as Managing Director, Western U.S., based in California. He was lured east in 2013 by The Charmer Sunbelt Group (CSG), and worked out of their New York office as VP Business Development, focusing on building sales of all Gallo brands across all markets. Parke had a ringside seat to last year's merger between CSG and Wirtz Beverage, which created the combined Breakthru Beverage Group. When former Connecticut Distributors Inc. President Brian Albenze was tapped as Breakthru's Executive VP, Commercial Strategy, Parke was named his successor, and officially took his new post in April.

CONNECTICUT BEVERAGE JOURNAL: What most excites you about taking over as president of Connecticut Distributors Inc. (CDI)?

JOHN PARKE: The opportunity to work with the team at CDI. They are an amazing group; I got to know them in my prior role, when I called on them as one of my 11 markets for Charmer Sunbelt. [Former President] Brian Albenze fostered a great culture here, and the team is really solid. It's impressive—there are 277 associates and they all pull together.

CBJ: How did your long career with Gallo help prepare you for this job?

JP: I've had an interesting career in the business, working with all tiers and

all types of customers. I was with Gallo for 33 years and moved seven times, so I got to know many different distributors intimately. One thing I've learned is that the business strategy is consistent across all disciplines. At Gallo we



Former CDI President Brian Albenze welcoming incoming President John Parke.

worked hard to excel in execution with all classes of trade; on-premise, major retail chains and face-to-face at the cash register. Our competition was and still is formidable, so we were always forced to improve and up our game.

CBJ: What stands out about your time with CSG/Breakthru?

JP: The executive team at Charmer Sunbelt is so fantastic—it was an easy decision to take that opportunity. There is such a strong collection of talented individuals at this company; they have a great board of directors in place and they always take a long-term view. I've learned a lot from them. Their unified mission in all markets is to build value for our customers through our market expertise, and for our suppliers through operational excellence. They are extremely good at what they do.

CBJ: CDI is not a Breakthru Beverage Company, but it is an affiliate. How do you believe CDI will benefit from this association?

JP: It's an enormous advantage. CDI will share supply chain expertise, human resources, go-to-market strategy and IT

platforms—in other words, we are as closely affiliated as we could be without actually being a Breakthru company. The greatest benefit is the Wirtz and Charmer Sunbelt legacy we inherit. We recently attended our first Breakthru leadership conference and heard from Rocky Wirtz and Charlie Merinoff (Co-Chairmen), Danny Wirtz (Vice Chairman) and Greg Baird (President & CEO); the energy coming out of that event was palpable.

CBJ: What are some of the most exciting opportunities for CDI in Connecticut right now?

JP: It's simply a great time to be in this industry. Connecticut's wine and spirits business continues to grow at 5-6%, and is predicted to grow at 5% for the next 10 years—it's such a dynamic business. In the wine category, we are seeing huge opportunity with red blends, all things sparkling, 3-liter box wines, wine in cans, rosé, and wines in the \$10 to \$15 segment in general. In spirits, growth is coming from everything premium, brown spirits—craft in particular—and a resurgence in Cognac. So while there are challenges and fierce competition, there is tremendous upside.

CDI's newly renovated headquarters in Stratford features a large state-of-the-art tasting room.

“We have a highly skilled, strong and textured sales and executive team in place, and I look forward to digging in with them.”

CBJ: You've spent many years in the California market and the New York market; what is most distinct to you about Connecticut?

JP: Obviously, the min-bottle-pricing requirement is very unique. In western markets, wine and spirits are sold in grocery stores, there's quantity discounting and no set pricing requirements, so it's a very different arena. The majority of business has moved towards chains out west. In Connecticut we have so many great local retailers and restaurateurs who know and manage their customer base very closely. I'm really looking forward to getting to know the community here and how to best meet their needs. We have 1,200 retailers in the state and over twice that many on-premise operators.

CBJ: What other priorities are at the top of your to-do list?

JP: I want to get to know my team. We have a highly skilled, strong and textured

sales and executive team in place, and I look forward to digging in with them. We also have a long list of great suppliers—many of whom I have not yet met. They have all reached out and been extremely welcoming.

CBJ: Many people may not know you have been a resident of Westport, CT for the last three years. I imagine this is an advantage as you get up and running?

JP: Absolutely. My wife Sandy and I were fortunate to land in Westport when we moved east to take the position with CSG in New York. We have enjoyed exploring Connecticut. It's such a diverse place with so many distinct markets—we have the beautiful countryside in the north, the gorgeous shoreline communities, and the thriving Millennial population thanks to the colleges and universities. Connecticut is a wonderful place to live and an exciting place to sell wine and spirits. ■



Cindy's Wine and Spirits

BY SAVANNAH MUL

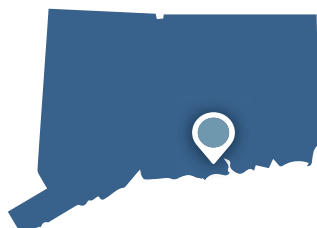
It's a place where flower garlands sprout up next to rosé bottles and craft beer packs are stacked high. Soft music plays and beach decorations sit on top of the shelves. Owner Cindy Côté wanted to make her store warm and inviting, she laughed, "just like my personality." "I'm a people person," Cindy said. "Whenever a customer comes in, I want to make them feel like a million bucks."

And that's what she does, along with her business partner and brother-in-law, Jim Côté, who said they start conversations with everyone who comes in the store. Cindy has been in the retail beverage alcohol business for nearly 30 years. She began working at her mother's package store, Good Spirits in Westbrook, where she remembers dusting off bottles every Sunday when she was young. Through the lessons she learned at her mother's store and her own knowledge of the industry, she has found success in her own retail business.

Cindy said there is a level of trust among her, Jim and their customers, many of who



In-laws Jim Côté and Cindy Côté manage the business together.



LOCATION

755 BOSTON POST ROAD
WESTBROOK, CT

FACTS

SQUARE FOOTAGE: 2,000
YEARS IN OPERATION: 10

come to the store looking for help with food and wine pairings, Cindy said. "They tell me what they're serving at a dinner party and ask what they should pair with it, some ask if I can just build them a case, it's nice ... they trust me," she said.

For that key reason, the business partners try to taste everything they purchase. "We know our products very well," Jim said. The store is equipped with 26 doors of cooler space, which offers a large variety of more than 200 white wine varietals, chilled rosés, champagnes and cold brews.

Cindy said every year is a new experience in the business because "you buy differently," to stay up to date with the latest trends and everyone's tastes. She said she is now waiting for the next new vodka flavor to hit the market. "It used to be all wine and beer," Cindy said, "but now we have a younger generation willing to spend extra on wine, beer and bourbons." Jim added, "We encourage them to mix and match, and make their own 6-pack [of craft beer]."

Upstairs from the retail space of Cindy's

Wine and Spirits, a room with couches, craft tables and craft supplies awaits, along with a table for in-store wine tastings. They use this space to offer paint nights to their customers, another growing trend in the industry, Jim said.

An artist will come in and walk guests through painting an image on a wine glass. Guests are able to leave with a hand-painted souvenir glass. "[When we host them] we average about 50 people per night, they've been really popular," Jim said. "We have a sales rep come out and pour some wine to taste; it's a girls' night out."

Cindy's Wine and Spirits also takes advantage of the marinas located along the same street and provides delivery services, which have given an added convenience to their customer base. "It's [been] a lot of hours," Cindy said, "but the most important thing is our relationship with customers." To that end, the business is a sponsor of the Leukemia Cup and also helps raise money for local schools, scouting troop and many other community events. ■



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anCnoc LAUNCHES COLLABORATION WITH DESIGNER PATRICK GRANT

In collaboration with Patrick Grant, creative director of Savile Row tailors and other luxury menswear labels, anCnoc (pronounced “a-NOCK”), a Highland single malt Scotch whisky, has released a very fashionable limited edition. Blas (pronounced “BLAH-s”) means “taste” in Gaelic; its package features a custom print incorporating ideas submitted via social media. Unaltered and non-chill filtered; the single malt matured in 50% “dechar-rechar” American oak and 50% first-fill Spanish ex-Oloroso casks. The resulting whisky is densely sweet and fruity on the nose, and full-bodied and oily on the palate, boasting bold, honeyed notes. Available nationally via 375 Park Avenue Spirits. SRP \$75. ancnoc.com



BRUICHLADDICH: NEW MASTER DISTILLER & ‘OCTOMORE’ RELEASE

Adam Hannett is the new head distiller at Islay's Bruichladdich (pronounced “Brook-laddie”), replacing the legendary Jim McEwan who had reopened the shuttered distillery in 2001. Both men worked together for years and share a reverence for tradition along with a refusal to be bound by it, which explains the experimental Octomore series.

Named for the local farm where the barley is grown, Octomore was designed from the start to be “ferociously peaty,” says Hannett—a sharp contrast to the classic peat-free Bruichladdich expression. A new Octomore is released annually and the latest expression, 7.4, was matured in virgin French oak. “We wanted to see what would happen if we combined the smoke-rich Octomore with the sweet, honeyed vanilla from great French oak,” says Hannett. Reddish in color, it’s a smoke bomb on the palate, but balanced with sweet, rich caramel and nuts. It shows loads of complexity for a 7-year-old whisky: “If you are making really great whisky with slow distillation and take only the best part, it doesn’t need to be old to be outstanding,” Hannett adds. 12,000 bottles produced; SRP \$250. bruichladdich.com



ITALIAN MALFY GIN AIMS TO MAKE WAVES

First-time importer Biggar & Leith is introducing Malfy Gin, the first luxury Italian gin, to the U.S. Produced in a family-run distillery in Moncalieri, it is infused with Italian juniper and five other botanicals—including Italian lemons (some from the famed Amalfi Coast), giving Malfy an unusually zesty character. Interestingly, Biggar & Leith founder Elwyn Gladstone claims that during her research, she found records of Italian monks along the Salerno Coast blending locally foraged juniper with alcohol as early as 1050. Most scholars consider 17th-century Holland the birthplace of gin. Perhaps this is a debate best continued over Gin & Tonics; the 82 proof Malfy Gin makes a nice one. Currently in 14 states; SRP \$30. biggarandleith.com

INTRODUCING APPLE

NEW AMSTERDAM



CROWNING GLORY: THE SCIENCE OF FOAM

BY JACK KENNY



Here's an interesting fact about beer: It's the only alcoholic beverage, and could be the only drink, that produces and maintains a stable crown of foam. Sure, you will get a pronounced head from sparkling wine and from some sodas and ciders, but beer tops them all in retention. That, dear readers, is because of science!

The head on a beer is a gift to the olfactory sense. Because of how it's made, it will cause more aromatic compounds to be transported to your nose than will the liquid beneath. It holds the essences of barley and hops, plus whatever other grains are in the brew, and amplify the beer drinking experience.

Some cultures praise the beer head, while others aren't fond of it. We know what causes it, but it still holds mysteries, and that's why today you can get a university degree in beer foam.

Beer foam is a distribution of gas bubbles in liquid, and that gas is carbon dioxide (CO₂). Beer can be described as a supersaturated beverage because brewers have managed to dissolve more gas in the beer than is theoretically possible under normal conditions. When that gas is released through turbulence (pouring) or other means, it heads to the top of the liquid and becomes foam. But what keeps it there?

Beer has the fortune of possessing a high concentration of proteins, which are released from the grains used for fermentation. Proteins are complex (they make up a great deal of DNA), and have areas in their structure that are both hydrophilic (attracted to water) and hydrophobic (repelled by water). When a protein encounters a gas bubble, the hydrophobic portion of the protein migrates away from the water into the wall of the gas bubble. There it will form links with other proteins through electrostatic interactions, creating what could be described as a "skin" around the gas bubble.

In beer, the skin is strengthened by the bitter hop compounds, known as iso-alpha acids, which migrate into the bubble wall because they, too, have hydrophobic characteristics. Once they are in the bubble wall, the hop acids help to strengthen the protein skin, and it is this that creates a much more stable foam. (Beer foam, by the way, tastes more bitter than the liquid because of the concentration of hydrophobic iso-alpha acids.)

The head on a glass of beer is not self-sustaining, however. Eventually it will disappear due to one or more causes. It is

possible, though, to prolong the existence of the foamy collar through the process of nucleation. This is something that is done to a beer glass by the manufacturer. A nucleation site is anything that allows CO₂ bubbles to form in the beer. Natural nucleation sites could be small scratches or cracks on the inside of the glass. Deliberate nucleation can be created by etching a mark or a design – such as a letter or a logo – at the bottom of the glass to cause the generation of bubbles, thus permitting the pint to put on a live show for its entire existence.

Lipids, including oils and fats, are major enemies of beer foam. Lipids are also hydrophobic, so they will migrate into the head and join the proteins and hop acids on the bubble skin. Once there, however, they do not behave well, interfering with the bond between the other compounds and causing the bubbles to collapse. Lipids are most likely introduced into the beer via the glass itself (not fully cleaned and dried), and from foods and cosmetics, such as lipstick.

Another bubble burster is water. Beer poured into a wet glass will have a weaker head because the hydrophobic actions of the proteins are overwhelmed. This isn't always a bad thing. Wheat protein produces monumental heads on beer, and in order to pour a wheat beer that is not dwarfed by its foam the bartender will start with a glass dipped in water.

A third anti-foaming agent is alcohol. The higher the alcohol level, the greater the inhibition of the head. Anyone who has enjoyed a barleywine or other high strength beer will note that the starting head is not a main feature of the beer, and tends to disappear rather soon.

There's one magical method to getting the proper head on a particular beer, and that is the pour. A great bartender will understand that all beers are different, and that the truly good head of foam requires an artist's touch.



ABOUT

JACK KENNY

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



WRITE TO HIM
thebeercolumn@gmail.com



The Voice of the Retail Liquor Industry in Connecticut



CPSA fights for you in the halls of the Capitol by communicating the great benefit small businesses such as yours offer to the framework of the CT economy and the service and products you provide to your customers. In the past few legislative sessions we have had to turn back several legislative initiatives that could have decimated your business and the product selection you offer your customers.

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GOING PLACES: BAREFOOT REFRESH SPRITZER IN CANS

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SEASONAL SUCCESS

BY JEFFERY LINDENMUTH

Barefoot Wine & Bubbly has grown into the largest wine brand in the world by striving to offer something for everyone. This summer, the Barefoot line-up expands to include something for wine enthusiasts who want to enjoy a wine spritzer by the pool or at the ballgame, with the launch of Barefoot Refresh Spritzer packaged in aluminum cans.

While the package may be different, the refreshing formulations remain the same, according to Jen Wall, winemaker for Barefoot Wine & Bubbly. “They are a true, original-style spritzer, designed to be lively on the palate,” explains Wall. “What we found was there were not any refreshing, outdoor, daytime occasion wines.” With their modest 6.5% ABV, and lively fizziness, Refresh Spritzers in cans are well-timed to welcome summer with their May debut, making a three-month limited appearance.

Spin-Off Strategy

Barefoot Refresh Spritzer in cans will debut with the two best-sellers of the five 750ml Refresh bottles launched two and a half years ago. Barefoot Refresh Summer Red Spritzer is an unusual blend of white and red grapes—Moscato and Pinot Noir rosé—resulting in



Jennifer Wall

As single-serve units that chill quickly, Barefoot Refresh cans are at home in the cooler alongside wine or beer.

a vibrant-hued spritzer that Wall describes as having “distinct pomegranate and peach notes.” Crafted in a drier style, Barefoot Refresh Crisp White Spritzer includes Chenin Blanc and Riesling for a spritzer that is “light-bodied and lively with lemon, lime and pear notes,” according to Wall.

Given their refreshing and quaffable nature, Barefoot opted for generous 250ml cans. “It’s not a traditional size, but we just didn’t think 187 [milliliters] was enough,” says Wall. The cans come in four-packs, designed to be broken down for single unit sales with ease if desired. As single-serve units that chill quickly, they are at home in the cooler alongside wine or beer, or even displayed on ice.

Going Where Glass Can’t

Canned wines and cocktails have proven ideal for arenas, stadiums, pools and other places where glass can’t go, so on-premise operators got a preview of Refresh Spritzer in cans at trade shows in February. “People have been really receptive to this alternative packaging option,” says Wall. “All of our preconceived ideas have gone out the door. We even see them served in white tablecloth restaurants and as cocktail mixers, using the Crisp White in place of tonic in gin and tonic.”

One of the most exciting opportunities for trial driving Refresh Spritzer in cans emerges from Barefoot’s position as an official national sponsor of Minor League Baseball. Many Minor League stadiums served Refresh Spritzer poured over ice last year, and the convenient new cans have positioned Refresh for a step up to the major leagues.

Aiming to knock sales out of the park this summer, Barefoot has partnered with the Boston Red Sox to offer the canned Refresh Spritzer at Fenway Park and in creating targeted point of sale merchandising in the Massachusetts and Connecticut markets.

With the introduction of a spritzer that is shareable, chillable and portable, Refresh Spritzer in 250ml cans gives consumers another great reason to go Barefoot this summer. ■

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Customer Satisfaction Outshines Medals

Jerram Winery's Founder Finds 30-Plus Years of Reward

BY NANCY KIRSCH

"Any time someone buys a bottle of my wine, I just got a gold medal," said Jim Jerram, sole member and manager of Jerram Winery, LLC. At 79, Jerram continues to run the winery, with some help from two of his six sons; son Dan will take over when Jerram finally retires. Although each of his wines that has been entered in a competition has won an award, Jerram said, "Everyone loves to have medals and proclamations, [but] I put more faith in my customers' judging." Although he considers judges' decision-making "very arbitrary," Jerram still enters wines into his favorite competition, the Finger Lakes International Wine Competition, which he loves because it donates proceeds to Camp Good Days and Happy Times, a camp for children with debilitating diseases.

Like many family-owned wineries, Jerram's began as a hobby in 1982, while he worked full-time in manufacturing and quality control in the food and beverage

industry. He began growing grapes and making wines for friends and family members on the family's 11-acre property, with his six sons, he joked, providing "free labor." After retiring more than a dozen years later from his last employer, Heublein, Inc., he realized that he had sufficient resources to establish a profit-motivated, full-fledged business.

"The whole vineyard - right from the 'get-go' was an experiment," Jerram said. By using his common sense, learning from a few other vintners and experimenting with what appeared to be good ideas, most of what he's done has worked, he said. "If I had any inkling back in 1976 [that I would have a vineyard here], I would have bought a bigger farm," he said.

Each acre yields about three tons of grapes annually, he said, though only about five acres comprise the vineyard. While most of the other property isn't available or suitable for grape growing, another acre or two could be dedicated to growing grapes within the next few years, Jerram said. He purchases 40 to 50 percent of the grapes he uses from other vineyards in the Northeast to help produce 11 wines, which include five reds and six whites, some sweet, some dry.

With one exception, Jerram Winery grows all French and American hybrids that have cold hardiness built into their DNA. "Some of the new varieties ... are rated to 35 degrees below zero. If it ever gets that cold here, I will die; but I will die happy, knowing that some of my grape vines will

survive," Jerram joked.

Fifteen percent of his wines are sold in about 36 local package stores. The vast majority of the wines are sold onsite, where visitors can bring a picnic meal and enjoy Jerram's wines. Nestled into an area filled with history, the winery has a lovely setting, said Jerram. "Our tasting room was built in 1903 as a creamery ... to be a butter factory. People think it must have been a library or special museum."

Jerram Winery participates in the Passport to Connecticut Farm Wineries program, which runs from May through November; and the smaller Litchfield Hills Winter Wine Trail, which runs from December through March. That's why the Jerrams close every April and escape for a month of rest and relaxation.

Which Jerram Winery wine is his "go to" favorite? "Highland Reserve [a red wine]. If our dinner calls for white wine, Maureen vacillates between Gentle Shepherd, a blend of three different wines, and Aurora, which is delicious and semi-sweet.





She calls the shots on the white wine,” he said. “It also has to do with inventory ... I have to conserve usage for sale.”

Will a third generation take over the winery? “It’s very possible ... but I don’t have a crystal ball,” said Jerram, whose 15 grandchildren include some who live nearby – two grandsons (from son Dan) and three granddaughters (from son Rob). His 12-year-old granddaughter, Abby, has learned the wines, the SKUs, the prices, etc., and mows the lawn around the vines.

In the meantime, Jerram, who said the winery’s chores keep him young, believes that people “who retire and do nothing, die [prematurely]. I want to do something, and what I’m doing, I love.” ■



Maureen and Jim Jerram.

Vineyard View will be published quarterly as part of our continuing local focus. Contact dana@thebeveragejournal.com to be featured.



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ROSÉ REDUX: PINK WINES CONTINUE TO MULTIPLY

Are rosés going to be even hotter this summer than last? Suppliers seem to be betting on it. Brand-new bottlings continue to materialize, and buzz-makers keep putting all things pink front and center.

Terlato Wines, in one fell swoop, joining **Michel Chapoutier's** popular Belleruche Rosé are new rosés of disparate grapes and origins: **Il Poggione**, **Bodegas Valdemar**, **Sanford** and **Protea**. (Not pictured but also on the way: one by Chile's Lapostolle and Michel Chapoutier's daughter's new eponymous rosé, Mathilde.)



Royal is marketing a half-dozen kosher rosés, headed up by the brand new **Baron Herzog** Rosé of Cabernet Sauvignon; Pacifica (Washington) and Psâgot (Israel). New from California: Vintage Point now has added a 100% Napa/Sonoma Pinot Noir to complement **SIP** Moscato. **Drew Barrymore** Pinot Grigio now has a Pinot Noir rosé to hang out with. From South Africa, the new **Vintales** rosé, aptly named Sunset, is a distinctive blend of Chenin Blanc, Pinotage and Muscat.



FALESCO ADDS NEXT GENERATION, NEW WINE

Italy's Falesco winery, in both Lazio and Umbria, founded in 1979 by Riccardo and Renzo Cotarella, is passing the torch. Tellus, a new trio of varietal wines, was created by Dominga Cotarella (daughter of Riccardo), who is now assuming a leadership role at the winery, working with her cousins Enrica and Marta (daughters of Renzo). Tellus (named after the Roman goddess of land and fertility) aims to be playful, stylish and accessible. The unoaked Chardonnay, Merlot and Cabernet Sauvignon are all Umbria IGP and priced at \$16. thewinebowgroup.com



Brothers Adam and Jordan with their father Yale Sager.

WINESELLERS' WAY: ILLINOIS IMPORTER KNOWS WHAT AMERICANS WANT

Adam Sager describes Winesellers, Ltd., as "a lean company that is sales people-heavy." This structure enables the family-owned Illinois-based company to act fast on trends and go deep in each market.

Winesellers Ltd. was founded in 1978 by Adam's father, Yale Sager, a pharmacist who caught the wine bug after being tasked with doing the wine buying for his drugstore. The initial focus was the German wines so popular in the Midwest.

In 1980, Sager became Dubouef's first U.S. importer and, ironically, Winesellers' growth spurt began when they lost that brand in 2004. "That was when we started exploring other regions and creating a more vibrant, diverse portfolio," shares Adam. Winesellers has tripled its sales volume since 2005.

Today, Winesellers represents wineries from 11 different countries. From scratch, the company built the Familia Zuccardi into the 4th largest brand from Argentina in the U.S. They've also developed their own successful brands, like California's Tortoise Creek and Italy's Tiamo organic wines. Winesellers' portfolio harnesses hot trends like wine-on-tap and artisan cider, as well as seeking out great wine regardless of marketplace popularity (they added Quinta de la Rosa's 10-year Tawny Port "because it is simply outstanding and we know we can sell it," says Adam).

"We offer quality wine that isn't in every grocery store, yet we have a very strong national presence for a company of our size," Adam notes. "Our portfolio has evolved, but our strategy hasn't: we work with family producers and aim to bring consumers the best wine values."

winesellersltd.com



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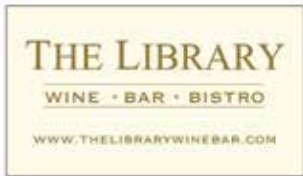
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The Library is, indeed, the site of Wallingford's old town library. The restored circa 1899 building in historic downtown offers traditional and unique twists on Portuguese and Mediterranean cuisine, pizza, dessert, wines from around the world and unique cocktails.



BAR MANAGER: Megan Crocker

COCKTAIL: Party in the Library

RECIPE: Pack a shaker with ice, then add:

- 2 oz. Absolut Vodka
- 2½ oz. Blood orange puree
- 1 oz. St. Germain Elderflower Liqueur
- A few splashes of fresh lime juice

Shake. Strain into a chilled martini glass. Garnish with twist of orange or lime wheel.

"This martini is a tasty balance of sweet and sour, where the tanginess of the fresh blood orange puree intermingles with the sweetness of the elderflower," said Crocker. "It's just a twist on the cosmopolitan where the blood orange replaces the cranberry and the St. Germain replaces the triple sec."

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- 6 Blackberries

Muddle the berries and sugar syrup in a shaker. Add Brockmans and ice and shake. Single strain the mixture into a tumbler over ice. Garnish with a blackberry, raspberry and mint sprig.

SOUR BEE FIZZ

- 2 oz. Brockmans Gin
- 1 oz. Honey Syrup
- ½ oz. Lime Juice
- ½ oz. Lemon Juice
- 1 Egg White

Mix all ingredients together and shake vigorously over ice. Single strain into a margarita glass. Garnish with a lemon peel.

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ULTIMATE BEVERAGE CHALLENGE



2016 ULTIMATE SPIRITS CHALLENGE

What characteristics constitute a spirit as being the “best of the best” in their category? What attributes make a whiskey, brandy, gin, vodka, tequila, liqueur, grappa, mezcal or rum worthy of the world’s most coveted award in distilled spirits competitions, the **Ultimate Spirits Challenge (USC) Chairman’s Trophy**? Each year, the quality rankings for every category for spirits are determined with uncommon skill, precision, and authority by the all-star Ultimate Spirits Challenge judging panels convened by USC Judging Director **F. Paul Pacult**.

USC takes place in the pristine and conducive environment of the Ultimate Beverage Challenge Evaluation Center located north of Manhattan in Hawthorne, NY. There, Pacult and his luminary judges, including *Jeff Bell, Jacques Bezuïdenhout, Tad Carducci, Gregg Glaser, Don Lee, Francis Schott, Andy Seymour, Joaquín Simo, Paul Tanguay, and David Wondrich*, evaluate hundreds of spirits in multiple sessions over the course of several weeks. Some days are devoted to painstaking assessment of spirits tasted neat and other days are dedicated to sampling spirits in category-appropriate cocktails.

Says Pacult of USC’s revolutionary two-pronged analytical approach, “To properly assess most distilled spirits in 2016 I believe that it’s mandatory to evaluate them both neat and in the cocktail arena. In the neat phase two-person judging panels are assigned small flights of like-with-like spirits to determine their quality. Small flights of from

two to seven spirits assure that the judges remain fresh and engaged. All spirits are tasted blind by multiple panels, which is the only way to maintain a level playing field. At USC, retail price is immaterial. Quality is what counts.”

Next comes USC’s groundbreaking cocktail phase. Continues Pacult, “USC’s cocktail element affords our judges the chance to gauge the mixability of appropriate spirits. We feel strongly that it’s just as vital to know how gin brands, for example, work in a Tom Collins as how they rank neat within their category. Or, how Scotch whiskeys come across in a Rusty Nail. Or, how bourbons show in a Ward Eight. The cocktail data is an added value factor for producers who enter USC. Why wouldn’t they want to have this addition information about their brand?”

The **Chairman’s Trophy** winners and **Finalists** identify the best spirits in the world by category, coming from many nations. USC **Tried & True Awards** recognize consistent quality while the USC **Great Value** citations point out spirits with excellent price/value ratios. At USC, every entry receives the most thorough and even-handed professional analysis possible. It’s just how USC does things. No compromise. No shortcuts. No fooling.





2016 CHAIRMAN'S TROPHY WINNERS

VODKA

Unflavored Vodka
Purus Organic

Flavored Vodka
Hanson of Sonoma
Organic Habanero

GIN

The West Winds Gin
"The Cutlass"

RUM

Unflavored Rum
Privateer "The
Queen's Share"

Rhum Agricole
Damoiseau XO

Flavored Rum
Koloa Kauai Coconut

Spiced Rum
Chic Choc

TEQUILA

Blanco, 100% Agave
Siete Leguas

Reposado, 100% Agave
Blue Nectar Extra Blend

Anejo, 100% Agave
El Tesoro

Extra Anejo, 100% Agave
Herradura Seleccion

MEZCAL

Mezcales de Leyenda
Murcielago Durango 2015

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Rye Whiskey
Jim Beam Pre-Prohibition
Style

American Single Malt Whiskey
Westland

Blended Irish Whiskey
Midleton Very Rare 2015

Single Malt Irish Whiskey
Egan's 10 Years Old

Single Grain Irish Whiskey
Teeling Single Grain

Pot Still Irish Whiskey
Redbreast 21 Years Old

Canadian Whisky
J.P. Wiser's Red Letter
2015 Edition

Blended Scotch Whisky
Buchanan's Deluxe
12 Years Old

Blended Malt Scotch Whisky
Johnnie Walker Green
Label 15 Years Old

Single Malt Scotch Whisky
Highland Park Ice Edition
17 Years Old

World Whiskey
Kavalan ex Bourbon Oak
Single Malt

Flavored Whiskey
Knob Creek
Smoked Maple

BRANDY

American Brandy
Christian Brothers
Sacred Bond

Armagnac
Chateau de Laubade
Intemporel 25 Years Old

Calvados
Christian Drouin XO

Cognac
Cognac Frapin Extra

Grappa
Nonino Cru
Monovitigno Picolit

Pisco
La Caravedo
Puro Quebranta

Spanish Brandy
Cardenal Mendoza Carta
Real Solera Gran Reserva

ABSINTHE

Vieux Pontarlier

LIQUEUR

Cointreau

BITTER/AMARO/ APERITIF

Tempus Fugit Spirits Gran
Classico Bitter

VERMOUTH

Dry Vermouth
Martini Riserva
Speciale Ambrato

Sweet Vermouth
La Quintinye Royal Rouge

BAIJIU

HKB Hong Kong

SHOCHU

Wapirits Tumugi

THE ULTIMATE SPIRITS CHALLENGE 2016 TEAM



For a complete list of 2016 results, go to ultimate-beverage.com/usc2016results
For Ultimate Spirits Challenge cocktail recommendations go to ultimate-beverage.com/2016cocktails



STATE OF CONNECTICUT
DEPARTMENT OF CONSUMER PROTECTION

From the Office of John Suchy
Division Director of Liquor Control
March 29, 2016

**WHOLESALERS GRANTED AN EXTENSION OF DELIVERY
FOR ALCOHOLIC LIQUOR PRODUCTS ORDERED IN MAY 2016**

On March 24, 2016, at its regular meeting, the Liquor Control Commission reviewed correspondence from the Wine and Spirits Wholesalers of Connecticut, Inc. on behalf of its member companies requesting permission to deliver beverage products ordered and sold during the month of May 2016 through June 3, 2016.

As a result of that request and a concurring request by the Liquor Control Division, the Commission will allow all Connecticut wholesalers to deliver May ordered product through June 3, 2016.

This is not an extension of ordering product, but is an extension of date of delivery.

John J. Suchy
Director of the Liquor Control Division

From the Office of Michael Elliott
License Services Division
April 5, 2016

BRAND REGISTRATION UPDATE

Dear Brand Registrant:

The purpose of this correspondence is to make you aware of significant changes related to the registration of liquor brands. While the Department continues its move toward streamlining government, the hope is that these changes will be beneficial to the industry.

Changes to be made are as follows:

1. Unimerc Code will no longer be a requirement for brand registration application
2. The Department will no longer print and mail brand registration certificates
3. New online rosters have been added to assist in managing your list of brands and assist in searches for key relationships between brands, shippers and wholesalers

Unimerc Code – Effective immediately, Unimerc Code will no longer be a requirement to obtain a brand registration from this Department. We have modified all website application and instruction forms accordingly. We ask that you utilize this new updated form. The Department’s website will continue to display previously submitted Unimerc Codes for existing brand registrations for identification purposes only.

Brand Registration Printing – Effective April 15, 2016, the Department will cease the printing and mailing of liquor brand registration certificates. The Department’s online verification website at www.elicense.ct.gov/ will be updated daily with all new/renewal brand approvals. This website should be the main source for all registration verifications.

Online Rosters Related To Brands – The Department has added new rosters to its online website. These rosters were designed for a user to obtain a more refined list of brand registrations specific to a particular brand varietal, shipper or wholesaler. Specifically, you can choose a roster, enter a permit # and a list of brands associated with that permit # will appear. To access these new rosters, go to the Department’s online verification website at www.elicense.ct.gov/ and choose Rosters.

If you have questions or comments related to these changes, feel free to contact me directly at michael.elliott@ct.gov.

Thank you in advance for your cooperation.

Sincerely,

Michael Elliott
License Services Division
Department of Consumer Protection



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GIN & TONIC

101

BACK TO BASICS

BY W. BLAKE GRAY

Winston Churchill once declared, “The Gin and Tonic has saved more Englishmen’s lives, and minds, than all the doctors in the Empire.” A Gin and Tonic is the only good cocktail you can have on an airplane in coach class. It’s also a gourmet obsession in Spain that has made its way to the trendiest American cocktail bars. And because a G&T doesn’t require any fancy syrups or shrubs, you don’t need to be much of a mixologist to make one at home.

As with wine, the gin market is hot at the high end and cool on the bottom shelf. Gin is still a small percentage of the total spirits market, about 4% according to Nielsen. But sales by value are growing while sales by volume are actually dropping. So this is a good time to switch inventory away from the super-cheapies and to branch out into some of the new gins coming onto the market. And a classic, refreshing, deceptively powerful G&T could prove to be your MVST (Most Valuable Selling Tool).

GIN'S SECRET POWER

Gin begins, like vodka, as a neutral spirit (the base can be malt, corn, rye and/or molasses) **IT IS THE INTRODUCTION OF JUNIPER AND OTHER BOTANICALS THAT DEFINES GIN.** Sometimes these potent flavorings are infused; often they are re-distilled; a third method has trays of herbs, roots, berries and spices work like a filter to flavor the steam of the distillate.

In the end, gin is the extreme opposite of a neutral spirit. **THE PARTICULAR MIX OF BOTANICALS—ALWAYS A GUARDED SECRET, WHETHER IT'S SIX, A DOZEN OR MORE—DRIVES EACH BRAND'S IDENTITY.**

Flexibility of production is one reason that many styles of gin have developed over several eras of the spirit's varying popularity—as well as why so many craft distillers are joining the gin game. And while London Dry is arguably still the standard, it functions like a trunk of a very complex tree. No matter which direction gin goes, it goes with power and personality.



GIN BOTANICALS: BUILDING BLOCKS OF CHARACTER

Gin's personality is a heady mix of assertive aromatics and flavors, led by spirit-defining juniper. A coniferous plant; Juniper's contribution to gin's character should be clean, green and pine-like (those juniper "berries" are actually tiny, smooth, pinecones). The juniper also works as a foundation for a variety of other spicy and savory botanicals—the exact combinations of which, naturally, are well-guarded secrets.



JUNIPER BERRIES

Piney, resinous. The EU requires it to be the "predominant" flavor in gin.



CORIANDER SEED

AKA cilantro. Tastes citrusy, unlike the leaves.



ANGELICA ROOT

Bitter, slightly herbal/musky.



CITRUS PEEL

Think zest; peels of oranges, lemons, grapefruit, etc. add brightness.



ORRIS ROOT

Flowery. Widely used in potpourri.



CUCUMBER

Very subtle and refreshing, not unlike cucumber water at health spas.



CARDAMOM

Warm and pungent. Enjoyed in coffee in the Middle East.



CASSIA BARK

Sometimes called "true cinnamon." Spicy.



LICORICE ROOT

Used in herbal medicine as an anti-depressant. No wonder G&Ts make you feel good.



GRAINS OF PARADISE

Similar to black pepper, which it once substituted for in European food.



ANISE

Anise or aniseed is an herb; similar to licorice and fennel.



FENNEL

A member of the carrot family whose anise-like bulb is prized by cooks.

WHAT'S SLOE GIN?

INFUSED HIGH PROOF GIN MADE WITH SLOE BERRIES

- * Sloe berries, which grow wild in the hedgerows of England, look like a mash-up of a blueberry and a Concord grape. But looks deceive: sloes are quite astringent and unpleasant to eat.
- * Resourceful distillers came up with a way of infusing them in high-proof gin, extracting their essence and tempering it with a bit of sugar.
- * The result is yet another branch of the convoluted gin tree, most famously paired with citrus and soda water to make the **SLOE GIN FIZZ**.



FEATURED BRAND FARMER'S GIN



BY DEFINITION, GIN IS NOT SHY.

The botanicals, introduced to pure neutral spirit, are critical to both character and quality. And since gin's flavor begins with famously assertive juniper, it could be argued that in no other spirit category is the provenance of ingredients so important.

For **FARMER'S SMALL BATCH ORGANIC GIN**, it all starts with USDA Certified organic grain. Distillate produced from organic grain has a remarkably clean character, perfect for an infusion of botanicals. In turn the botanicals are especially flavorful thanks to the liveliness and intensity that cannot be found in mass-production crops.

POWER MEETS ITS MATCH: BALANCE

But the real key to the Farmer's botanical mix is not strength but balance. Because many gins are one-dimensional and driven by juniper, Farmer's relies on a host of complementary botanicals:

- * **ELDERFLOWER** brings a delicate floral flavor.
- * **LEMON GRASS** adds vibrant, lemony notes.
- * **CORIANDER**, one of the oldest known gin botanicals, has a citrusy, nutty flavor.
- * **ANGELICA ROOT** brings a slightly sweet, warm, aromatic, musky taste.

Several remaining botanicals—kept secret, of course—are also essential to the Farmer's Gin flavor profile, while the final ABV (46.7%; 93.4 proof) delivers intensity in sync with the gin's bright, citrusy character.

THE BOTANICALS AND ORGANIC GRAINS USED IN FARMER'S ARE GROWN ON LAND FREE OF CHEMICAL PESTICIDES AND FERTILIZERS.

STYLES OF GIN

LONDON DRY

This is the **classic**: dry, with a flavor based on juniper and hints of citrus. Many of the most popular brands are in this category.

PLYMOUTH

The **only gin with Protected Designation of Origin status**; fruity on the nose, with an earthy flavor from plenty of cardamom and coriander.

GENEVER

The **OG** ("original gin"), invented in Holland around the 13th century; made with at least 15% malt, it has a richer mouthfeel than most gins.

OLD TOM

This obscure, sweeter style has been called the **"missing link"** between London Dry and more full-bodied genever. It's being revived as part of the cocktail renaissance.

NAVY STRENGTH

The British navy was partial to gin at **114 proof** (57% alcohol); these gins are popular with bartenders but might be a little strong for home consumers.

NEW AMERICAN

Gin is one of the **most popular spirits** for local craft distillers to make. It doesn't require barrel aging and can offer a distinctively different taste.

BARREL-AGED

The Dutch have produced barrel-aged genevers for centuries, but barrel-aged gin—**brown, like whiskey**—is a newbie on these shores. Most local producers are still tinkering with the aging process to get the right amount of oak flavor. It's too early to tell if it's a fad or has stayingpower.

GIN QUOTABLES...

"Like a great fool, I went ashore with them, and they gave me some cursed stuff they called gin—such blasphemy I never heard...this was the unchristianest beastliest liquor I ever tasted."

— Edward John Trelawny, *Adventures of a Younger Son*, 1890

"I exercise strong self control. I never drink anything stronger than gin before breakfast."

— W.C. Fields, 1880–1946

**It's nine o'clock on a Saturday
The regular crowd shuffles in
There's an old man sitting next to me
Makin' love to his tonic and gin**

— Billy Joel, "Piano Man," 1973

ALL ABOUT TONIC

TONIC IS EXTRACT FROM CINCHONA TREE BARK ADDED TO FIZZY WATER

* Tonic comes to us from the Incas by way of the British empire. The Incas in Peru and Bolivia used bark from the cinchona tree to stop shivering. Spanish explorers soon figured out that the tree bark would treat malaria.

* By the 1800s, scientists had isolated quinine from cinchona. Powdered quinine was added to fizzy water and voila, tonic water. British administrators insisted their men drink tonic water daily as a malaria prophylaxis.

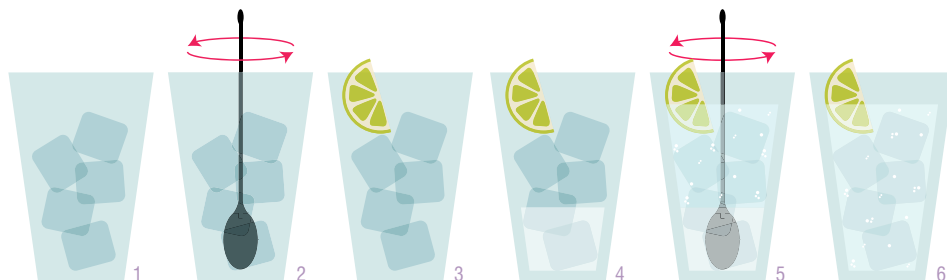
* Almost immediately the Brits starting adding gin to it—and one of the world's most perfect cocktails was born.



HOW TO MAKE A GREAT GIN & TONIC:

G&Ts seem like the simplest drink in the world. It's easy to make a passable G&T, but not much more difficult to make a great one. You can make G&Ts better with a few easy tweaks. Consider including these directions on a shelf talker in your store along with a display of both tonic and gins.

1. Use a big, clear glass: perhaps a tall beer glass or iced-tea glass. Use the largest, clearest ice cubes you can acquire.
2. Stir five large ice cubes around the glass to chill it. This is better than freezing the glass because the glass stays clear and gets no freezer aromas. Drain any water from the glass; leave the ice.
3. Rub a thin wedge of lime around the rim. Don't squeeze it. Put it in the glass.
4. Add the gin; 2 oz is a nice size portion.
5. Hold a cocktail spoon over the glass and pour about 100ml of tonic into it. This preserves the fizz. Stir gently.
6. Drink and repeat.



HISTORY: A CHEAT SHEET

13TH CENTURY

First written mention of genever in Bruges (in modern-day Belgium). They drink it as medicine, which explains the juniper flavoring.



LATE 16TH CENTURY

English soldiers encounter genever during battles with the Spanish in the Netherlands; the Brits call it "Dutch courage" and begin distilling it when they get home.

1689

Holland's William of Orange becomes King of England and passes laws actively encouraging the distillation of gin. Cheap, poorly made gin proliferates.



1820s

The newly invented column still allows the creation of neutral spirits, leading quickly to the London Dry style, which becomes king of the gin market by 1900.

CLASSIC GIN COCKTAILS BEYOND THE G&T

MARTINI

- * gin
- * vermouth
- * olive/lemon garnish



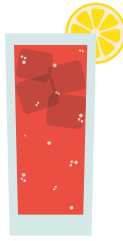
GIMLET

- * gin
- * lime juice
- * simple syrup
- * lime



SLOE GIN FIZZ

- * sloe gin
- * gin
- * lemon juice
- * simple syrup
- * club soda
- * lemon



NEGRONI

- * gin
- * red vermouth
- * Campari
- * orange twist



TOM COLLINS

- * gin
- * sugar
- * lemon
- * club soda
- * orange & cherry



BEE'S KNEES

- * gin
- * lemon juice
- * honey syrup
- * lemon peel



SELLING POINTS

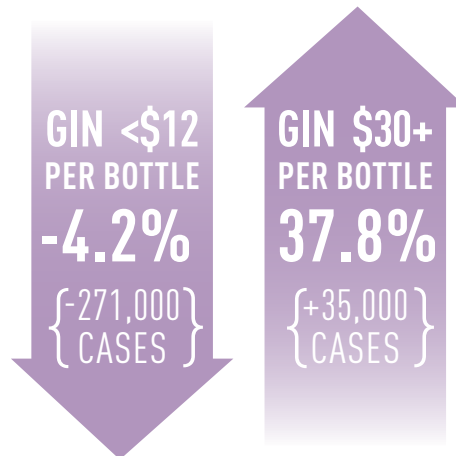
Some people will never like gin—it smells like a Christmas tree and tastes like medicine to them. But here are selling points that play off gin's strength...

- * **IT'S EXOTIC** – “Where else are you ever going to be able to encounter botanicals like orris root and cardamom and elderberry and fir?”
- * **IT'S COMPLEX** – “If you like sipping spirits, gin is the final frontier: so different from whiskey or Cognac, but arguably just as complex and rewarding.”
- * **IT'S SAVORY** – “You don't look like someone who drinks strawberry-kiwi vodka; gin is the most savory of spirits... a very grown-up flavor profile.”
- * **IT'S NEW** – “Wanna try something really new?” (Gin is old in the grand scheme of spirits; but it is new to a lot of today's LDA adults. Remember: Millennials love to experiment and they love authenticity; gin has both those areas covered.)
- * **IT'S CLASSIC** – “If you are ready to pour a G&T at home at any given moment, you are halfway to being a perfect host.”

GIN: WHAT'S HOT/NOT

According to DISCUS figures for 2015 vs. 2014 gin sales, the category is undergoing a fundamental shift. Gins under \$12 tumbled while bottlings over \$30 soared.

FROM 2014 TO 2015...



Gin supplier revenue overall fell 1% from 2014 to 2015, but all of the decline was registered **under \$12**. Both volume and revenue grew for Gin in the Premium (**\$12-\$20**), High End Premium (**\$20-\$30**) and Super Premium (**\$30+**) segments.

FEATURED BRAND BEEFEATER

BEEFEATER is the world's most awarded gin.



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- * using **Handcrafted Process**
- * by the **world's most experienced** Gin Master Distiller.

GREAT COCKTAIL, NEW TWIST

This summer, Beefeater Gin is putting a twist on the gin and tonic. How? By promoting the **B.L.T.**, a variation that calls for lemon instead of lime.

Lemon is true to the classic way to drink a Gin & Tonic in the U.K., and also takes advantage of Beefeater's remarkably clean flavor balanced with strong citrus notes.

INTRODUCING THE B.L.T.

Bold but simple, the playful B.L.T. campaign will run May through August—prime Gin & Tonic season—both in advertising and colorful, London-inspired **POINT-OF-SALE**. The pitch here is appropriately reverential, encouraging home mixologists to “elevate this classic.”

At the same time, the B.L.T. serves an important function of reaffirming Beefeater's position as a premium call brand. Michelle Yukhtman, Associate Brand Manager for Beefeater, notes that the B.L.T. plays strongly into the current **PREMIUMIZATION TREND** within the category. “There is a natural appeal for shoppers who want to use an authentic, premium brand, to choose Beefeater for their Gin & Tonic.”

Perhaps most important of all: B.L.T. makes a simple drink better, without making it more complicated. According to the 2015 MSS US Macro Trade Report, the Gin & Tonic is the 2nd most popular simple drink among consumers, and the 3rd most popular simple drink ordered according to bartenders.



1920

The term “bathtub gin” first appears, referring to any style of homemade spirit (thank Prohibition for this new hobby). Often made by mixing cheap grain alcohol with water and flavorings.



21ST CENTURY

A boom in craft spirits brings fresh competition to London Dry, and a blossoming cocktail culture embraces alternative styles.

BACK TO BASICS

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B.L.T.

2 parts Beefeater Gin
3 parts Tonic Water
Serve with a Lemon





Above left to right: Aromatherapy cocktail (with St. George Terroir Gin) from barmini by José Andrés in Washington, DC; made by Bartender Jose Rivera. Death's Door Gin's take on Corpse Reviver No. 2 cocktail.

GIN GONE ROGUE

AMERICAN CRAFT DISTILLERS HAVE LED THE MOVEMENT TOWARD LESS JUNIPER, MORE DIVERSITY & HIGHER PRICE POINTS

BY PATRICIA SAVOIE

What a difference a century can make. London Dry ruled the 1900s, but the craft boom of this century has used London Dry more as a blueprint of how *not* to make gin. This movement has often become particularly important at the higher end of the price spectrum: While the total gin category saw volume shrink about 1.8% last year, to fewer than 10 million cases (DISCUS), super-premium gins actually rose 37.8%.

Thomas Mooney, President of American Craft Spirits Association (ASCA) and CEO of House Spirits (Aviation Gin) explains, “The growth of craft distillers—most of whom make gin—has caught everyone by surprise. From under 100 a decade ago, now there are about 1,280, based on a new study led by ACSA.” Craft gin now represents about 2% of the total gin market. It is defined by relatively small producers (under 20,000 cases, with most under 10,000) and by a spirit of innovation and creativity.

Less Juniper, More Styles

Gin growth piggybacked on the renaissance of the cocktail, and the new gins gave mixologists a lot to work with. Allen Katz, co-founder of

New York Distilling Company, notes, “This outrageous gin resurgence is driven mainly by the ‘cocktail culture’ and by bartenders who experimented and created new drinks.”

The “American” or “Western” style places less emphasis on juniper and adds a bevy of other botanicals—elderflower (in Farmer’s Gin, for example), sarsaparilla (Aviation), orris root (Lee Spirits), cinnamon (Greenhook Ginsmiths), orange peel, fir and so on. By adding a broader array of botanicals, the impact of juniper is tamped down, producing a more complex, layered spirit.

Some distillers are creating other types of gin, such as barrel-aged, which harks back to the Dutch genever or the sweeter Old Tom. Others emphasize the local sourcing of botanicals. Lance Winters, founder of St. George, walks through the local forests, foraging Douglas fir, sage, bay laurel and fennel. At Berkshire Mountain Distillers, founder Chris Weld is growing juniper, orris, angelica and other flavorings on six acres at the distillery.

Retailers have seen their gin shelves expand dramatically. At Astor Wines & Spirits in New York City, Head Spirits Buyer Nima Ansari has about 35 American gins on display, up from a dozen five years ago. He sees a growing market for barrel-aged gins and for gins that have whiskey



Like many American distillers, Farmer’s Gin includes juniper in the mix, but with other botanicals layered on top as well. **Below:** Lance Winters of St. George Spirits is among those distillers barrel-aging gin.



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1. Source: TOTAL US - XAOC + LIQ PLUS L52 Weeks 9.12.15
2. Source: RAD Depletions, Jan. 2015 ending December
3. Source: Nielsen TTL US XAOC 26 weeks ending 4/4/15

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characteristics, such as Chief Gowanus or St. George Reposado.

Following are some fine, eminently mixable craft gins that have gained recognition beyond their local circles:

BERKSHIRE MOUNTAIN DISTILLERS

(Great Barrington, MA)
Products: Greylock, Ethereal, Barrel-Aged Ethereal

Greylock is London Dry style but has a number of strong citrus flavors that balance the juniper. Ethereal is a limited edition gin with each batch given a new number and label color. Barrel-Aged Ethereal is aged 18 months in used bourbon barrels. Nice in a G&T.



BIG GIN (Seattle, WA)
Products: Big Gin, Bourbon Barreled Big Gin

Unapologetic in its juniper usage, Big is traditional and aggressive. Partners Ben Capdeville and Todd Lebman have only been at it since 2011, using a 100-gallon Vendome pot still custom-made in Louisville, KY. Having enjoyed success with Bourbon Barreled Big Gin, Peat Barreled is next.



DEATH'S DOOR SPIRITS
(Middleton, WI)

Products: Death's Door Gin
CEO Brian Ellison spends time picking juniper berries from the Wisconsin woods which go into Death's Door along with coriander and fennel. It works in classic cocktails or as a martini.



DISTILLERY NO. 209
(San Francisco, CA)
Products: No. 209, Kosher for Passover, Barrel Reserve

With a track record in wine (Rudd Oakville Estate) and gourmet retail (Dean & DeLuca), it's no surprise Distillery No. 209 takes gin seriously. Aside from the flagship gin, they make a Kosher for Passover version (sugar cane base; all non-grain botanicals), and limited-edition gins using used varietal barrels from Rudd.



FEW SPIRITS (Evanston, IL)
Products: Few American, Few Barrel, Few Breakfast

Founded by Master Distiller Paul Hletko. American, with its pepper notes, makes a bracing Negroni; Breakfast is infused with Earl Grey tea and bergamot.



GREENHOOK GINSMITHS
(Greenpoint, Brooklyn)
Products: American Dry, Beach Plum, Old Tom

Founded by brothers Steven and Philip DeAngelo. The American Dry has elderflower and spice notes; nice straight-up or in mixed drinks. The Beach Plum is a variation on Sloe gin using locally harvested beach plums, which are slightly bitter.



HOUSE SPIRITS DISTILLERY
(Portland, OR)

Products: Aviation American
Distiller Christian Krosstad and mixologist Ryan Magarian created Aviation. Floral notes like lavender and spice notes like cardamom make it shine in a complex martini or the Aviation cocktail.



NEW YORK DISTILLING COMPANY (Brooklyn, NY)
Products: Dorothy Parker American, Perry's Tot Navy Strength, Chief Gowanus New Netherland

Co-founded in 2011 by Tom Potter and Allen Katz. Dorothy Parker's hibiscus and cinnamon notes make it great in a Gibson or Negroni. Chief Gowanus is made by redistilling unaged rye with juniper and hops then aging it in oak.



PHILADELPHIA DISTILLING
(Philadelphia, PA)

Products: Bluecoat American Dry, Bluecoat Barrel Finished
Robert Cassell, Andrew Auwerda and Timothy Yarnall co-founded Bluecoat in 2005. The American Dry was one of the first craft gins—a pioneer in defining American Style. Citrus, orris, coriander.



ST. GEORGE SPIRITS (Alameda, CA)
Products: Terroir, Botanivore, Dry Rye Reposado

Jörg Rupf established St. George in 1982 as the first small American distillery since Prohibition. "Terroir" captures "a walk in the woods on a hot summer day." The Reposado is aged 18 months in casks used to age wines. ■





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BOOM BOXES

AS THE FINE WINE MARKET CONTINUES TO EVOLVE, BOX WINES ARE STEPPING UP FROM THE BOTTOM SHELF

BY W. BLAKE GRAY

There's an old saying in the wine business: *The wine doesn't know what package it's in.* Well, more and more frequently, that innocent wine's package is turning out to be a 3L box. And maybe the wine does know where it is now—after all, it stays fresher for longer in a bag-in-box than it would in a bottle.

Staying fresh is a major selling point for box wines. As is the format's lower carbon footprint, and its cost-efficiency that is generously passed along to the consumer. But maybe the most important factor in the 3L bag-in-box market today is boxes' quiet ascent into the mainstream wine universe. Long the chunky foundation of a retailer's literal bottom shelf, 3L bag-in-boxes are now earning eye-level positioning, and sometimes their own wall.

How big is the boom in box wines? *Inc.* magazine recently stated "premium boxed wine has been growing 20% each year for the last ten years and 75% last year alone." That rate may well depend on what they mean by "premium," but the success—and expansion—of the category is hard to miss.

Sales of 3L boxes rose 10% by value and 13% by volume

LEFT: At Harry's Wine & Liquor in Fairfield, CT, box wines are stocked at eye level.
RIGHT: Beso Del Sol, a fast-growing 3L-boxed Sangria, exemplifies how suppliers are succeeding in positioning box wines as fun wines.
BELOW: Black Box, launched in 2003, is now an elder statesman of the 3L bag-in-box genre.

in 2015, according to Nielsen. Nielsen doesn't measure many independent wine shops, but that doesn't mean the trend isn't having an impact there also, literally on the bottom line.

Curiously, this comes despite the fact that many stores aren't exactly pushing them. Some don't even carry them. Julia Cochran, manager of the Wine Club in San Jose, CA, says they don't sell any 3L boxes in her store. Ditto 67 Wine & Spirits in Manhattan.





Vin Vault, from E. & J. Gallo, manages to project an upscale image without pretending to be anything but a box wine. For added mobility and outdoor utility, Delicato Family Vineyards added a 1.5L Brick and 500ml Mini to their popular Bota Box line.

Frank Pagliaro, owner of Frank's Wine in Wilmington, DE, says 3L boxes are selling even though he tries not to encourage them. "We don't ever recommend them and we bury them on the bottom shelf," says Pagliaro, "but they still sell really well."

INSIDE THE BOX (PHENOMENON)

At first glance, it seems discordant with the ongoing premiumization of wine. Sales of wines under \$10 are dropping nationally while sales of bottles over \$20 are rising faster, percentage-wise, than in any other price category. Box wines—even when three liters sell for \$24—represent pretty cheap wine.

Thinking positively, it's not a stretch to think that people are simply "getting" box wine. Perhaps it's not quite as integrated as the once-shocking notion of screwcaps, but still. Bargain-minded, frequent-drinking wine lovers "get" that the juice in the boxes is the same as the juice in the bottles.

Indeed, setting the supermarket aisles aside, the boom in box wines is alive and well in independent stores that embrace the phenomenon. And the boxes are easier than ever to embrace from a merchant's standpoint because

of a proliferation of new, higher-quality 3-liters, both domestic and especially imported.

"These are not your \$12 or \$14 boxes," says Patrick Monteleone, owner of Harry's Wine & Liquor Market in Fairfield, CT. "In the better box wines, we're seeing an increase. In the old favorites, the ones that were popular when I was a kid, they're fading."

Monteleone says his best-selling boxes are in the \$20 to \$25 range, and he doesn't think \$25 is a price ceiling. "I think there's probably a little room over the top of it," he says.

WHO-WHAT-WHEN-WHERE?

Who's buying these wines? That may depend on the store. Pagliaro says that about 80% of his box-wine customers are women, though in all age brackets "from the little old blue-haired ladies that used to buy Carlo Rossi four-liter jugs, to the book club ladies getting together to gossip about other neighborhood ladies, to the 20-somethings looking for cheap party wine."

Monteleone has not seen such a gender gap in box wine buyers in his store, but he suggests that may be because of his location. "We're right by the seashore," Monteleone said. "Typically when we think of the

boxed wine buyer, it's usually the senior crowd that has been drinking Almaden. My father has been drinking the same box wine for 30 years. These newer wines don't fit that category. For our people, it depends on what their social activity is going to be. 'We're going down by the water and it's a picnic, so this is what we're serving our group today.' It's not an income level or a wine savvy thing. Somebody is having a party on their back patio, and doesn't want glass on the patio."

The trend has been a decade in the making, since Black Box Wines introduced quality wines in a 3L box. In retrospect, the entire category owes a hat tip to Black Box for setting a new standard for varietal boxes. Now French, Spanish and Italian producers are putting quite-good wines in boxes. Some are specifically made for boxes, like Wineberry Chateau Tassin Bordeaux and La Petit Frog Picpoul de Pinet.

The Perrin family showed a huge endorsement of the 3L box category when they began selling the popular La Vieille Ferme brand in boxes. There is no doubt in Patrick Monteleone's mind that the name recognition is a plus. "You can take this brand that you know and trust and you can put it on your counter at home," Monteleone says.

When people can trust the name on the label, and the label is on a big ol' box, that certainly says something about the evolution of the American wine drinker.

Considering how fast 3L bag-in-box wines are selling, it's a bit surprising that the number of brand offerings has not exploded (compare to the proliferation of never-seen-before Proseccos and Malbecs). No doubt shelf real estate is still a barrier, but the pace of new brand entries is picking up as of late. Here are a few category's impressive breadth and quality:

■ **POSITIVE SPRAWL**

Along with Black Box, DFV's **BOTA BOX** has functioned as a reliable go-to line for many retailers, earning extra credit for their eco-conscious packaging. The brand has flourished with extensions, varietally as well as into both 1.5L bag-in-box "Bota Bricks" and smaller Tetra Paks. Interestingly, Bota Box drinkers' tastes appear parallel to bottle-drinkers'—the two red blends, RedVolution (launched 2012) and Nighthawk Black (2015) have outpaced varietal offerings (which are also growing nicely).



■ **VIVE LA BOÎTE**

These two French wines prove that the Old World can bag-in-box delicious French country wine with contemporary appeal. **MAISON CUBI**, whose name plays off the notion of a "house cube," partners with a variety of estates in Languedoc and Provence, and happily uses the Vin de France designation. Jenny & Francois works with a Rhône producer, making minimally processed Rouge, Rosé and Blanc for the **FROM THE TANK** boxes they proudly sell in their portfolio of artisanal labels.



Like its sibling Vin Vault, Gallo's The Naked Grape uses a colorful box to grab attention and provide information.

■ **NOW THATZA BOX!**

Having had success boxing their Home-made Barberone and both a red and white Spanish Sangria, Opici Wines decided to apply the format to another successful wine they import, **ALVERDI** Pinot Grigio. It debuted in September 2015, with the brand's bottle actually pictured on the eye-catching box.



■ **BRONCO ADDS 'FOUR'**

Is there any better indicator that a category is vibrant than when big players keep getting in the game? Having seen Constellation, The Wine Group (Big House, FishEye,) and E. & J. Gallo go big into boxes, Bronco Wine Co. has just hit the market with **FOUR**, a tasty California blend of Cabernet, Merlot, Petite Sirah and Petit Verdot.



■ **WASHINGTON IN THE BOX**

Branded bag-in-box wines from Washington State are surely another sign of the category maturing. Precept Wine—known for their **HOUSE WINE** brand—built a new, 20,000-square-foot boxing and bottling facility in Walla Walla in



2014, underscoring their commitment to 3L boxes. **POWERS**, long recognized as a value brand, offers even better ratio quality-to-price in the 3L size.



■ **COOL SIPS**

Can boxes still get "outside the box," so to speak? The format itself can be especially graphic. Consider Revolution Wine Company (now in 22 states), who puts their **EL LIBRE** Malbec into both bottle and 3L bag-in-box. Revolution's Steven Ward reports: "The BIB has been our fastest growing category. We are in the process of expanding the line based on initial sales response."



Meanwhile, one of the very newest—and arguably most curious—brands is **ARCHER ROOSE**, created by an entrepreneurial NYC-based couple, David Waldman and Marian Leitner, whose previous wine project was rather obscure (they created Pheasant's Tears in the Republic of Georgia). Their goal now: turn consumers on to high-quality wine at refreshingly low prices, starting with seriously well-made Cabernet, Carménère and Sauvignon Blanc from Chile. They refer to Archer Roose wines as "splendory without snobbery," which seems like an apt tag for the entire category.





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The sweet Bordeaux appellations are unique in that they are defined largely by climate, rather than soil. The convergence of two rivers—one cold, one warm—creates the fog that induces *Botrytis cinerea*, or noble rot.

REVISITING SWEET BORDEAUX

LONG OVERLOOKED, THESE UNIQUE LATE-HARVEST WINES HAVE SURPRISING RANGE—AND UTILITY

BY CHRISTY CANTERBURY MW

Like all of Bordeaux, this prestigious region's sweet wines have been looking for love lately. But whereas top reds and whites have only been lonely for a few years, even the best sweets have been forlorn for a while. Sales of Sauternes, Barsac, Cérons, Cadillac and their brethren are slumping. They're out of vogue.

Adding insult to injury, the French government now threatens to build a railway through Sauternes' historic vineyards. You hadn't heard? Not surprising. Wine lovers often rally against terroir-changing events: witness Germany's failed Mosel Bridge project. (Granted, the bridge failed for structural reasons, not because of wine folks' pleas. Still, the wine community was up in arms.) Yet, the racket hasn't been raised very intensely for sweet Bordeaux wines.

It's puzzling. Here is why the crowd should roar.

Terroir Specificity

Bordeaux's sweet wine diversity comes from two rivers. The closer a property is to the intersection of the Ciron's chilly waters and the Gironde's warm waters, the more its Sémillon, Sauvignon Blanc and sometimes Muscadelle vines will be infected with the noble rot that concentrates the grapes for these wines. Uniquely, it's climate, rather than soil, making the wine. Driving through southeastern Bordeaux in late fall is like driving through a steam bath. Eric Monneret of Château Lapointe in Pomerol previously worked at Château Raymond-Lafon in Sauternes. He remarked he often couldn't see the front of his hood when driving to work there.

The properties closest to this convergence produce the most concentrated and unctuous wines, especially on the western side of the Gironde, where the Ciron approaches from the southwest.

Here, top properties only make about one glass per vine. Conversely, the further away the property, the lighter the wines.

The Bordeaux Wine Council separates the terroirs into two categories: "Mellow and Fruity" (Bordeaux, Haut-Benauges, Bordeaux Moelleux, Bordeaux Supérieur, Côtes de Bordeaux Saint-Macaire, Francs Côtes de Bordeaux, Graves de Vayres, Graves Supérieures, Premières Côtes de Bordeaux and Sainte-Foy-Bordeaux); and "Unctuous and Intense" (Barsac, Cadillac, Cérons, Loupiac, Sainte-Croix-du-Mont and Sauternes.) Like Mariah Carey, there's more (vocal) stylistic range than you might expect.

Most in-the-know drinkers have sipped a Sauternes or Barsac or two. But, how about a Bordeaux Haut-Benauges or Sainte-Foy-Bordeaux? The "Unctuous" category carries the big stars, but their intensity, higher (14%+) alcohols and generous new oak flavor influences make

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SWEET BORDEAUX REGIONS

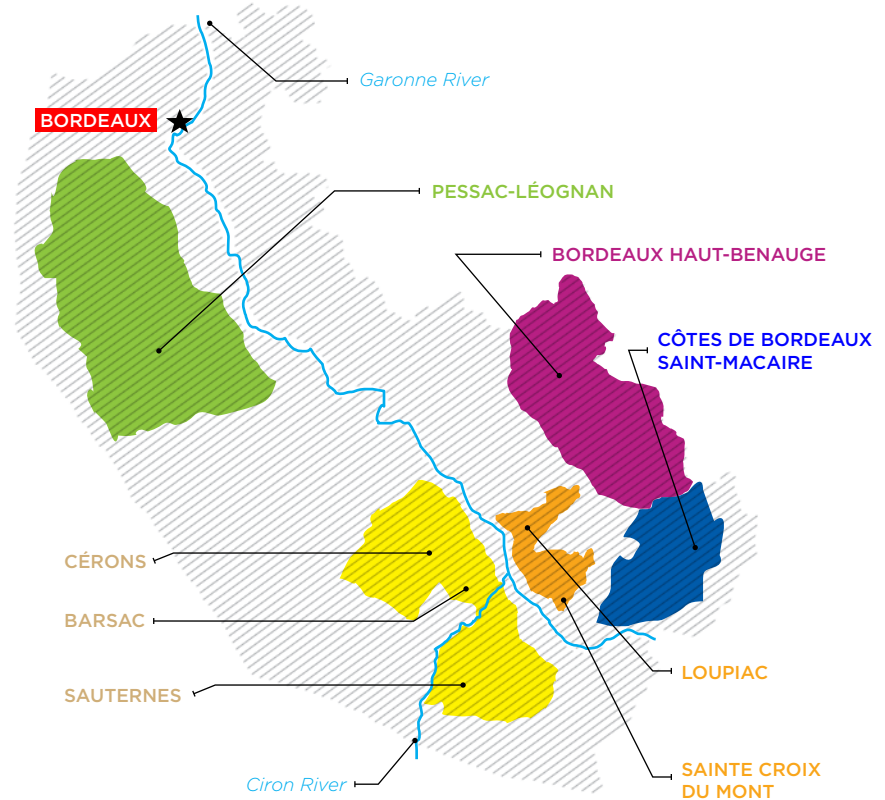
The Bordeaux Wine Council separates the sweet wines of Bordeaux into two categories. Properties closest to the intersection of the Garonne and Ciron rivers gain the greatest benefit from the area's fog; they produce the most concentrated and rich wines. Conversely, properties further away from the rivers produce lighter wines, which the council calls "Mellow and Fruity."

MELLOW AND FRUITY

Bordeaux Haut-Benaige
 Bordeaux Moelleux
 Bordeaux Supérieur
 Côtes de Bordeaux Saint-Macaire
 Francs Côtes de Bordeaux
 Graves de Vayres
 Graves Supérieures
 Premières Côtes de Bordeaux
 Sainte-Foy-Bordeaux

UNCTUOUS AND INTENSE

Barsac
 Cadillac
 Cérons
 Loupiac
 Sainte-Croix-du-Mont
 Sauternes



them harder to pair with a large array of foods. "Mellow" wines are lighter with less viscosity and lower alcohol, making it easier to enjoy a second glass of these.

Stylistic differences create a broad price spectrum. It isn't unusual to see leading Sauternes estates' half bottles going for several hundred bucks—if you can get your hands on them. By contrast, 750mls of mid-weight sweet Bordeaux can sell for as little as \$20, sometimes less.

At the Table

Importantly, opportunities to sip sweet wines crop up long before dessert. A small sip of something sweet at the

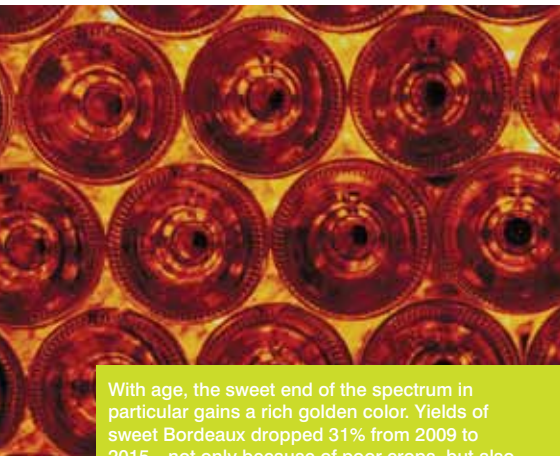
A small sip of something sweet at the beginning of a meal is an easier sell; by the end, it's easy for most stuffed diners to resist sweet wines.

beginning of a meal is an easier sell. By the end, it's easy for most stuffed diners to resist sweet wines.

For starters, there's the traditional foie gras and Sauternes combo, but happily plenty of other dishes work beautifully, too. In Cadillac last December, I was

impressed by Château Biac's butternut squash soup with caramelized apples brilliantly executed by Youmna Asseily. Madame Asseily also recommends cream of broccoli soup with Roquefort as a starter followed by a Thai Green Curry Prawn main for a lighter meal that can easily accompany a 750ml bottle of a mid-weight sweet Bordeaux wine.

It's time to branch out, enjoy and support these delicious Bordeaux sweet wines. Their uses vary far more than we think traditionally, and so do their prices. Besides, there's more than discovery at stake here. Vintage variation aside, sweet wine production is declining. From 2009 to 2015, yields dropped 31% as châteaux produce more dry whites. Let's put some corks in this style drain! ■



With age, the sweet end of the spectrum in particular gains a rich golden color. Yields of sweet Bordeaux dropped 31% from 2009 to 2015—not only because of poor crops, but also due to an increase in dry wine production.



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Founders All Day IPA is an example of brewers retaining hoppy-bitter style at lower alcohol levels.

EASY DOES IT

LOWER-ALCOHOL BREWS CARVE OUT A WELCOME NICHE IN THE BEER WORLD

BY JIM CLARKE

One of the first written records of beer consumption, from the Epic of Gilgamesh, captured the drink's effects: "Enkidu...drank the beer—seven jugs—and became expansive and sang with joy. He was elated and his face glowed."

It doesn't go on to say whether Enkidu was able to drive his chariot home that night, or how he felt the next morning. It certainly would depend on how strong those "jugs" were.

India Pale Ales, embraced widely as IPAs, are today's most popular craft beer style. The Brewers Association defines IPAs as having 6.3-7.5% alcohol. The Association defines the American Lager category as having only 3.2-4%, so IPAs offer a two-for-one return in terms of pure potency. It doesn't take advanced mathematics to realize that a couple of IPAs does

not amount to the same drinking experience as a couple of lagers.

Having More Than One...

That realization, especially for on-premise venues, has made the emergence of session beers a welcome relief. It's a hard category to put a label on. "What's a session beer?" says Bart Watson, Chief

Economist for the Brewers Association. "There's certainly a trend there, but getting specific statistics is tough because many of the styles are sub-styles (session IPA for example), or can be interpreted differently by different people."

Overall, session beers are defined as being lower in alcohol; the name is meant to suggest that one can drink multiple beers for a whole evening—a "session"—and still feel relatively human. But "light" craft beers never took off, according to Watson, as drinkers associated them with less flavor. According to Nielsen surveys, flavor is a top priority for 99% of craft beer drinkers.

In some states brewers have always had an interest in session beers. Restrictive laws in Oklahoma, for example, mean brewers there can only sell direct at the brewery if the beer is "low-point" (under 3.2% ABV) or if they buy the beer back





Left: Harviestoun Bitter & Twisted is imported from Scotland by Matthias Neidhart of B. United International. Right: Goose Island recently rolled out their Four Star Pils, at just over 5% ABV.

from a distributor; grocery stores can also sell only low-point beers, whereas one has to go to the liquor store for a stronger beer. “The state forces us to innovate on the low-point side,” says Heath Glover, founder and owner of Willows Family Ales in Tulsa.

Flavor Hurdle

It’s a challenge for brewers, according to Matthias Neidhart of beer importer B. United International, because flavor and alcohol both typically derive from the same thing: the amount of malt used in brewing. More malt means greater flavor intensity, but also more sugars and therefore, alcohol. So if session beers are really delivering in terms of flavor, it’s a real tribute to the brewmaster’s craft. “It’s truly difficult to brew a 4.8 or 5% beer that’s totally exciting in terms of flavor and aroma,” says Neidhart. “The bigger the beer is, the more you can hide flaws and such.”

Brewers such as Founders All Day IPA, are retrofitting higher alcohol styles



‘Session Beers’ maybe hard to define but every merchant and bar needs to have lower-alcohol options.

More malt isn’t the only way to create complexity, though. For Glover, creating exciting session beers often means riffing on sour styles like Göse and Berliner-Weisse. Sour ales can still be quite heady, but these styles call for low alcohol and, in the case of Göse, additions of coriander and, unusually, salt. Drinkers are responding; interest in Göse, based on frequency of Google searches, has leapt far ahead of interest in sours generally.

Many traditional European beer styles qualify as sessionable. Among others B. United brings in is the Nightmare Yorkshire Porter and Harviestoun Bitter & Twisted from England, and the Reissdorf Kölsch and Fritz Briem 1809 Berliner Weisse, all of which clock in under 5% ABV with no sacrifice in flavor.

Brewers are also retrofitting higher alcohol styles: Full Sail’s Session IPA, Founders All Day IPA and Lagunitas DayTime IPA are all examples of brewers retaining the flavor and hoppy-bitter style charac-



teristics at lower alcohol levels—5.1, 4.7 and 4.65% respectively.

Craft Pilseners also shot up 123% in 2015. Goose Island, known for their cultish 14.2% ABV Bourbon County Stout, recently rolled out their Four Star Pils—at 5.1%, definitely sessionable.



Seven jugs of Bourbon County Stout would leave you on the floor, but in the era of Gilgamesh, Enkidu’s seven jugs might have been manageable after all...if they were session jugs. ■

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FRANCE'S VIN MAKEOVER

BY MAKING FRENCH WINE EASIER THAN EVER TO GRASP, THE YOUNG 'VIN DE FRANCE' DESIGNATION IS BOOMING

BY W. R. TISH

Geography has always been central to the wines of France. It was on the strength of the AOC system—of regionally identified wines based on specific grapes—that French wine earned its image as a quality standard for the rest of the world.

In the 21st century, though, varietally named wines rose in prominence, and the rest of the winegrowing world progressed dramatically. Wines defined by geography were perceived as complex. By contrast, the success of varietally named wines exposed a significant gap among French wines entering the global market. That gap also represented an opportunity.

Enter Vin de France in 2009, which finally allowed French wineries, cooperatives and négociants to shed their AOC handcuffs. Firms making “Vin de France” were empowered to source fruit from anywhere in the country, to combine

varieties that had traditionally stayed apart, and to put grape names and vintage on front labels.

The new category represented a fundamental shift both in philosophy and economics on the part of suppliers. With the new freedom to source and blend flexibly, wine producers are able to deliver better value (most Vin de France wines are between \$9 and \$15), and to ensure consistency of volume from year to year. The Vin de France designation also encourages innovation—Chardonnay with a little Muscat, why not?—and lets producers respond more nimbly to shifting tastes.

“What is interesting about this category is that it allows for creativity, flexibility, consistency and profitability. It allows us to be present in many markets at many levels,” notes Thomas Giubbi, Managing Director of Compagnie Rhodanienne. “We can provide the same level of quality year after year and we can

adapt our wine styles and marketing to individual markets.”

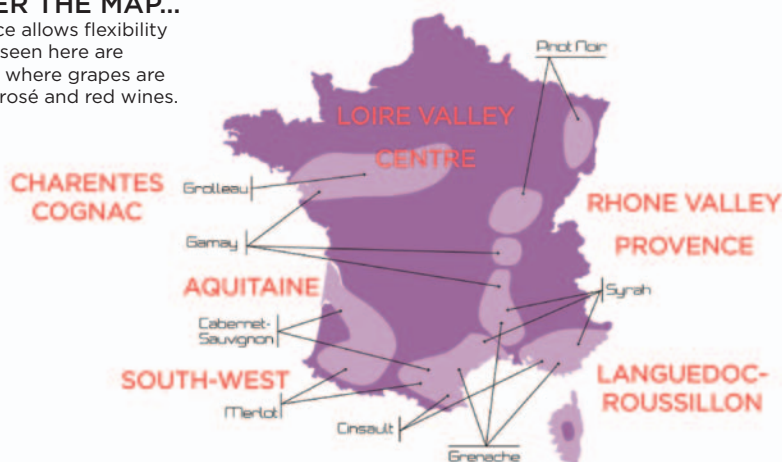
LATE START, FAST GROWTH

As a category, Vin de France was quickly embraced by the French wine industry: according to Business France 2015, in just six years it grew to account for 15% of French table wine exports—that’s 240 million bottles of varietal wines, not bulk wine. In the U.S., including the vintage on these wines was authorized by the TTB only since late 2012, so Vin de France wines are still very new to America. Even with this delay, U.S. Vin de France imports have more than doubled each year, and we are now taking in 9% of the category’s total bottle exports.

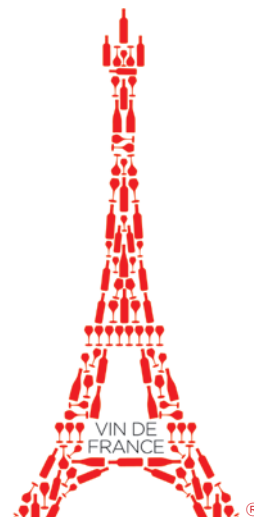
The category’s fast start has been fostered by a solid foundation of quality standards as well as a framework for trade promotion. The trade organization Anivin de France has been active promoting the wines abroad, via trade communications, consumer and influencer outreach and, perhaps most notably, an annual competition that showcases the quality, breadth and value of offerings in the category. Meanwhile, FranceAgriMer, a branch of the French Ministry of Agriculture, oversees category regulations and ensures traceability from the vineyard to bottling for all Vin de France wines on behalf of Anivin de France.

ALL OVER THE MAP...

Vin de France allows flexibility in sourcing; seen here are examples of where grapes are sourced for rosé and red wines.



Unlike the AOC system that prescribes specific grapes to be grown *within* specific areas, Vin de France producers can blend the best grapes from *across* the regions in France, using diversity of growing conditions and climate to their stylistic advantage.



VIN DE FRANCE
'BEST VALUE SELECTION'
2016 WINNERS



Nearly 400 Vin de France wines were judged in this year's Best Value Selection competition; only Gold and Silver medals were awarded, and those were capped stingily at 30% of entries (per OIV standards). Of this year's medal winners, 54 were red, 51 were white, 13 were rosé. Here are some awarded wines that are currently in the U.S. market:

1	Alain de la Treille 2015 Pinot Noir
2	Café du Midi 2015 Merlot
3	La Châsse 2015 Chardonnay
4	Florent Descombe 2015 Syrah
5	Les Fumées Blanches 2015 Sauvignon Blanc
6	Kiwi Cuvée 2015 Sauvignon Blanc
7	Kosmos 2014 Syrah-Grenache-Mourvedre
8	Maison de la Villette 2015 Cabernet Sauvignon
9	Patriarche 2015 Viognier
10	La Petite Perrière 2015 Pinot Noir
11	Plaisir de France 2015 Syrah Rosé
12	Réserve du Conseiller 2015 Chardonnay
13	Tussock Jumper 2014 Pinot Noir
14	Villa La Vie en Rose 2015 Négrette Rosé

impressed. Olivier Kielwasser, former buyer for the Giant Eagle wine program, said, "The wines over-delivered and in terms of taste profile Vin de France is extremely relevant. They integrate a French touch with their winemaking that differentiates them from other international wines."

Quickly and surely, this youthful category of modern wines is changing how Americans perceive and consume the French wines. ■



➔ See the full selection of medal winners at: vindefrancewines.com

Held annually in Europe since 2010, The Anivin de France competition features professional judges from key global markets to determine the Best Value Vin de France Selections. Fittingly given the category's global appeal, the results are revealed at Prowein each March.

WINDOW TO TRENDS

Analyzing the winners of the Best Value Selection competition also provides a glimpse at the category's on-trend dynamics. For instance, 87% of the 2016 medal winners announce their grape(s) on the label; and the bulk of awards were

Thanks to the varietal indications, Vin de France labels are consciously consumer-friendly.

in synch with today's international consumers: Chardonnay (22 medals) and Sauvignon Blanc (17) among whites, Cabernet Sauvignon (12), Merlot (13) and Pinot Noir among reds—plus 13 rosés. Blends in 2016 were all over the map, you might say, including such novel combinations as Viognier-Colombard-Muscat and Grenache-Merlot.

Another noteworthy trend, according to Anivin de France Director Valérie Pajotin, is the participation of established AOC producers: "Many of the most clever French exporters from an AOC region are adding Vin de France to their range to make the best value for money offer."

Also, while the bulk of Vin de France bottlings are under \$15 SRP, the competition this year saw an increase of upscale wines, such as the Kosmos red blend of Gerard Bertrand. Not to be glossed over is the fact that the medal-winning wines this year presented a preponderance of freshly branded wines; the category is teeming with contemporary names and catchy graphics.

American judges participating in the 2016 Best Value Selection came away



With popular varietal wines as well as creative blends, Vin de France wines dovetail with current consumer tastes.

SPREAD THE RUM LOVE

WITH SUMMER APPROACHING, BLUE CHAIR BAY RUM DIVES DEEP INTO DIRECT-TO-CONSUMER ENGAGEMENT

BY SARA KAY

Summer is a time for soaking up the sun. Not surprisingly, it's also Blue Chair Bay Rum's time to truly shine. Launched in 2013 by multiplatinum singer-songwriter Kenny Chesney, Blue Chair Bay has been a favorite of warm weather enthusiasts for its fun, relaxed vibe and tropical flavors. This summer, Blue Chair Bay is focusing on on-premise and off-premise activations and cocktail-driven promotions revolving around Chesney's 2016 "Spread the Love" tour and other summer events.

At the concerts themselves, spanning four months and multiple cities, specialty cocktails will be available at venue concession stands, with each summery drink showcasing a different Blue Chair Bay rum. Island Girl features the Coconut rum; High Tide features Banana; Blue Jean Baby features the White Rum and Long Legged Model features the Coconut Spiced Rum.



Blue Chair Bay is also working on expanding their already-successful brand ambassador program made up of more than 300 ambassadors, getting consumers excited about the brand. In addition to Chesney's summer tour, Blue Chair Bay will be engaging directly with consumers at a variety of festivals in Nashville, Houston, San Diego, North Florida and Tampa all summer long. All told, Blue Chair Bay activations will be engaging consumers at 100+ events nationwide.

"Blue Chair Bay has always taken a grassroots approach to marketing," says David Farmer, President and CEO of Fishbowl Spirits. "Once consumers taste the product and hear the story firsthand, they really develop a strong tie to the brand that is more difficult to achieve through other mediums. We feel the best way to connect with the consumer is to have them taste the product."

The choice to engage directly with the consumer at music events and festivals has done great things for Blue Chair Bay, notes Farmer. Since the brand launched in 2013, Blue Chair Bay has seen some impressive growth through their direct style of marketing. In 2015, the brand saw a growth of 17,988 cases, a 31.4% increase from 2014. "The response at these events is great," he says. "When you catch people in the middle of summer out to have a good time, they almost unanimously respond positively. Rum and summer go hand in hand."



ISLAND GIRL

Ingredients:

1½ oz Blue Chair Bay Coconut Rum
1 oz Orange Juice
1 oz Pineapple Juice
2 oz Lemon-Lime Soda

Method:

Build ingredients directly into tall glass with ice and stir. Optional garnish: orange slice and cherry.

Spreading Into Social

In the spirit of spending as much time outdoors as possible, Blue Chair Bay has also partnered with local radio stations to promote a Spread the Love tailgate contest in each of the stadium tour cities, encouraging fans to throw the best tailgate to win a backstage experience. Social media activations in stadium cities with the brand ambassadors will also take place during Chesney's tour, with fans able to take GIFs and photos with the ambassadors to post on social media using Blue Chair Bay's hashtag #RumOn.

The summer brings Blue Chair Bay on-premise as well, bringing island-themed activations to accounts. "We have a couple of tricks up our sleeve," says Farmer. "Our marketing team has created a conch shell-shaped vessel called the shell shot that consumers will be able to take a shot of Blue Chair Bay Rum out of. It's one of a kind, and we believe it will elevate our promos to the next level." ■



In tandem with Kenny Chesney's Spread the Love Tour from April 23rd through August 27th, concert venues will feature Blue Chair Bay signage, activation, and concession bars, and will serve summer-themed Blue Chair Bay cocktails.

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BRING ON THE BARREL

HORNITOS 'BLACK BARREL' APPLIES WHISKEY KNOW-HOW TO TEQUILA

BY JACK ROBERTIELLO

When talking tequila, Americans have become accustomed to the four main types: blanco, reposado, añejo and extra añejo, all based on time the spirit has spent in barrel. But not many tequilas focused on barrel-aging the way whiskey makers did, especially in exploring finishes.

That is, until Beam Suntory brought their whiskey-making skills to bear on benchmark brand Hornitos, aiming to create a tequila that took on the most interesting attributes of bourbon. "Hornitos Black Barrel is a 100% agave tequila uniquely aged to impart distinct and complex whiskey notes," says Claire Richards, Senior Director of Tequilas at Beam Suntory.

First, tequila distiller and brand source Sauza ages the tequila for 12 months in traditional used American oak barrels, and then moves the liquid to heavily

charred American oak barrels for four months, before finally transferring the spirit once again to specially-toasted barrels for two more months, in order to enhance smoky, whiskey-like notes and a vanilla character.

"Hornitos Black Barrel takes on two unique spirit profiles," explains Richards. Tequila consumers who enjoy a greater appreciation for the spirit want to explore other possibilities, she adds: "The groundbreaking aging process that Hornitos Black Barrel undergoes is unlike anything else in its category and gives it remarkable depth, complexity and rich character."

With 100% agave now a well-known standard for quality tequila, the extra barrel attention given at Hornitos becomes an important point of distinction. In addition, as whiskey, especially American made, becomes internationally more popular, tequila with a whiskey kick meets demands for more flavorful, sipping spirits—something Richards says Hornitos Black Barrel is poised to exploit.

Sauza's Finest

One of the largest distillers in Mexico, Sauza first produced Hornitos on Mexican Independence Day (September 16th) in 1950, and it is currently distilled entirely from mature blue agave at the Sauza La Perseverancia Distillery in Jalisco, Mexico.

Black Barrel has given the Hornitos brand a big credibility boost since it was first released in 2014, reaffirming Beam Suntory's position as a spirits industry leader and innovator. Richards notes,

Black Barrel's whiskey connection and 100% agave pedigree are stated clearly on the package, giving it an edge on the shelf.

"Hornitos Black Barrel is the most highly awarded tequila since 2014 based on all major spirits competitions."

She also reports that the brand has received positive reinforcement from both on- and off-premise accounts. At retail, Hornitos Black Barrel is backed with strong point-of-sale programs, on-site sampling and through bartender education dinners and events. "As consumer interest in the category continues to grow and evolve, we're ensuring that our tequila innovations are appealing to new interests and audiences," she says. ■

BLACK GINGER

Ingredients:

1 oz Hornitos Black Barrel Tequila
 1/3 oz Simple Syrup
 1/3 oz fresh Lemon Juice
 Rosemary sprigs
 Ginger Beer

Method:

Lightly muddle one rosemary sprig and combine remainder of ingredients (except ginger beer) in a shaker with ice. Shake vigorously and strain into a highball glass over fresh ice. Top with ginger beer and garnish with a rosemary sprig.



Hornitos mixologist Carlos Abeyta suggests that whiskey-like attributes make Hornitos Black Barrel a perfect candidate to put a fresh twist on cocktails like the Manhattan and Old Fashioned.



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GOSLINGS AMBER AMBITION

WITH THE NEWLY FORMULATED GOLD SEAL,
GOSLINGS MOVES TO THE LIGHTER SIDE OF THE RUM WORLD

BY JACK ROBERTIELLO

As iconic drinks go, the Dark 'n Stormy has long been known as a favorite of sailors at sunset and golfers at the 19th hole. The fact that the cocktail gained trademark status in 1991 serves to confirm the uniqueness of Goslings Black Seal, the dark side in that classic convergence of rum and ginger beer.

But Malcolm Gosling, President and CEO of Gosling-Castle Partners, and namesake of Bermuda-based family firm, had long believed there was an opportunity to create an equally distinctive amber rum, especially for younger legal drinking age consumers who might be looking for something light and mixable in a different way.

“Black Seal is such a unique blend—one that has stayed relevant in just about every international market we’re in—that we needed to spend quite a bit of time to create an exceptional amber product that would match the consumer’s expectations,” he says. “But this is very different; not just a gold version of Black Seal but something that will stand apart and we hope be considered the best in that category.”

Worth the Wait

Developing the right recipe of barrel blends for the newly-formulated Goslings Gold Seal rum took longer than anticipated, as blenders looked for a unique flavor profile, one that Gosling describes as a dry butterscotch quality. “We used different yeasts and fermentation techniques and stills and barrels for aging, that allows it to have a flavor that is almost sweet in the front but finishes rather dry, with an incredible mouthfeel creating a taste profile that is unlike any other amber rum on the shelves.”



Goslings' stake in the Dark 'n Stormy includes a separate Stormy Ginger Beer and 7% ABV premixed RTD cans.



Goslings Gold Seal is the result of years of experimenting with different yeasts, fermentation techniques, stills and barrel treatments.

But the process was long. “Our sales team was in a state of great frustration—they were promised a product and a year late they finally got it!” Gosling recalls. “We’re happy with where we ended up. It was worth the wait.”

A combination of rums crafted in continuous stills and pot stills, aged separately in once-used American white oak barrels and then blended using Gosling’s generations-old family method, the resulting Gold Seal, the first new product from the company in some time, is just now being introduced in select markets.

Hit the Market Running

While rum hasn’t been performing as well as a category compared to bourbon and single malt Scotch, for example, Gosling says his flagship brand is on fire, and those results encouraged him to launch the Gold Seal. “Black Seal has been growing at



Malcolm Gosling

double digits each year for some time. The flavored rums and the economy brands are the segments that are showing decline, but the premium and super-premium are showing solid growth, with the super-premium where Black Seal trades even better.”

And with the response Gold Seal has been receiving in its so far limited roll-out, Gosling is excited. “This product resonates. Of the thousands of people at the Honda Classic that attended, many would not have considered themselves amber rum fans when they arrived, I’m sure. This is a flavor profile that stands out.”

At the Honda Classic Golf Tournament in February in Palm Beach Gardens, FL, Gold Seal was introduced with a few new cocktails, including the South Shore, a play on the classic Southside referring to south shore of Bermuda. Made with Gold Seal, lemonade, bruised mint and topped with Goslings ginger beer, the South Shore proved to be so popular, the caterer needed to reorder 50 cases—as in 600 liters—after the first day.

“In addition to being a unique amber rum, it was also very important that it needed to be versatile,” explains Gosling. While Black Seal consumers range from LDAs to established and loyal consumers, with Gold Seal they are targeting the casual drinker still exploring, and who might want something lighter than a dark

rum. “We wanted to create a premium product good for the 21- to 35-year-old, something that mixes well with cola, but is also great on its own either neat or on the rocks.” Those consumers have long been a key target for spiced and flavored rums, but as those sub-categories have struggled, Gold Seal might provide a winning flavor experience.

Sampling Widely

As for breaking through into a crowded rum market at a time when many other lighter rums are struggling to keep up, Gosling intends to win over consumers one drink at a time, and expects the type of response his team received at the Honda Classic will be repeated with gusto as they move from sailing event to golf tournament this year, spreading the word that there’s a new seal around.

“Our strategy is to get it into people’s mouths,” Gosling emphasizes, “from being the official rum and ginger beer of the Americas Cup, and being the official rum of the Boston Red Sox, to sampling folks at other yacht races and fishing tournaments and a variety of golf



Goslings’ marketing strategy emphasizes sampling—the Gold Seal version of the Southside, called the South Shore, was a huge hit at this year’s Honda Classic golf tournament in Palm Beach Gardens, FL.

tournaments we sponsor, plus numerous locally organized events on the LPGA tour. All these are events that attract tons of people.”

Being a small company, this personal approach to alerting rum fans and exposing consumers to something new is key to the marketing of Gold Seal. Sampling has done wonders for Goslings Stormy Ginger Beer, which has been growing at high double-digit volume in the last few years.

And rather than cannibalize the dark rum market, Gosling expects Gold Seal will bring new consumers into the rum fold: “Our Goslings Black Seal fans are loyal and obviously committed to that taste profile. We see the Gold Seal appealing to an expanded consumer base, including those that would not consider themselves traditional rum fans. Gold Seal is smooth, soft, versatile and, most importantly, delicious.” ■

SOUTH SHORE

Ingredients:

- 2 oz Goslings Gold Seal
- 1½ oz Fresh Lemonade
- ½ oz Goslings Falernum or Simple Syrup
- 2 oz Stormy Ginger Beer
- Fresh Mint

Method:

Build rum, lemonade, syrup and fresh mint in a Boston shaker with ice. Shake vigorously and strain over fresh ice in a Collins glass. Top with a splash (about 2 oz) of Goslings Stormy Ginger Beer and garnish with a fresh mint sprig.



P

new
products

1



2



3



4



5



6

1. BORTOLIN ANGELO VALDOBBIADENE D.O.C.G. PROSECCO SUPERIORE

Bortolin Angelo is arriving fresh off winning “Best Prosecco” at Vinitaly 2016. This Prosecco is made in the classic Extra Dry style (slightly sweeter than Brut), from 100% Glera grapes grown in Gia, the Valdobbiadene subzone known for pronounced acidity and minerality. Bortolin wines are bottled upon order, and the finished wines are kept at near freezing temperatures. The bottle, whose shape echoes the twist of a grapevine, also won a packaging award at Vinitaly. Limited markets.

\$ SRP: \$22.99
baronfrancois.com

4. HIGHLAND PARK ICE EDITION

Highland Park’s new “ICE Edition,” like the recent Valhalla Collection (championing Norse gods Thor, Loki, Freya and Odin), celebrates the Viking roots of the brand’s Orkney Islands home. The evocative, bespoke glass bottle holds a 17-year-old single malt reflecting a harmony of peat smoke, vanilla, spice and earth leading into a creamy, rich, wood-tinged finish. Limited edition; a booklet recounts the story of the Norse Ice Giants and mythical dragon on the label. 107.8 proof.

\$ SRP: \$300
highlandpark.co.uk

2. KINKY VODKA & LIQUEURS

Kinky Vodka, the newest member of the Kinky family of products, is now available in 23 states nationwide, with the rest of the line of Blue, Flame, Gold and Pink liqueurs. To support the expansion, Prestige Wine & Spirits Group has launched a national integrated marketing campaign highlighting Kinky Vodka’s “Unmatched Mixability” and focusing on fashion, fun, luxury and lifestyle. Available in 750ml, 1.75L and 50ml. Liqueurs 34 proof; vodka 80 proof.

\$ SRP: \$16.99
prestigewineandspiritsgroup.com

5. BELVEDERE PEACH NECTAR VODKA

Apple has been getting a lot of attention in the flavored spirit world, but don’t count out peach. Belvedere has released a Peach Nectar expression, right in time for summer cocktail creations. The 80 proof spirit is made with American peaches and Polish apricots. No added sugar.

\$ SRP: \$39
belvederevodka.com

3. FOREST GLEN WINERY PINOT GRIGIO ‘TEHACHAPI CLONE’

Forest Glen has gone retro, bringing back their beloved two-piece label look, seen here on the Tehachapi Clone Pinot Grigio (this clone is naturally white, not the usual reddish-gray Pinot Grigio color). Made in an “Old World” style, the smooth, balanced 2015 Forest Glen Tehachapi Pinot Grigio includes 8% Chardonnay and 6% Muscat; its tangerine aromas combined with slight vanilla are reminiscent of orange creamsicles. Marketed by Bronco Wine Co.

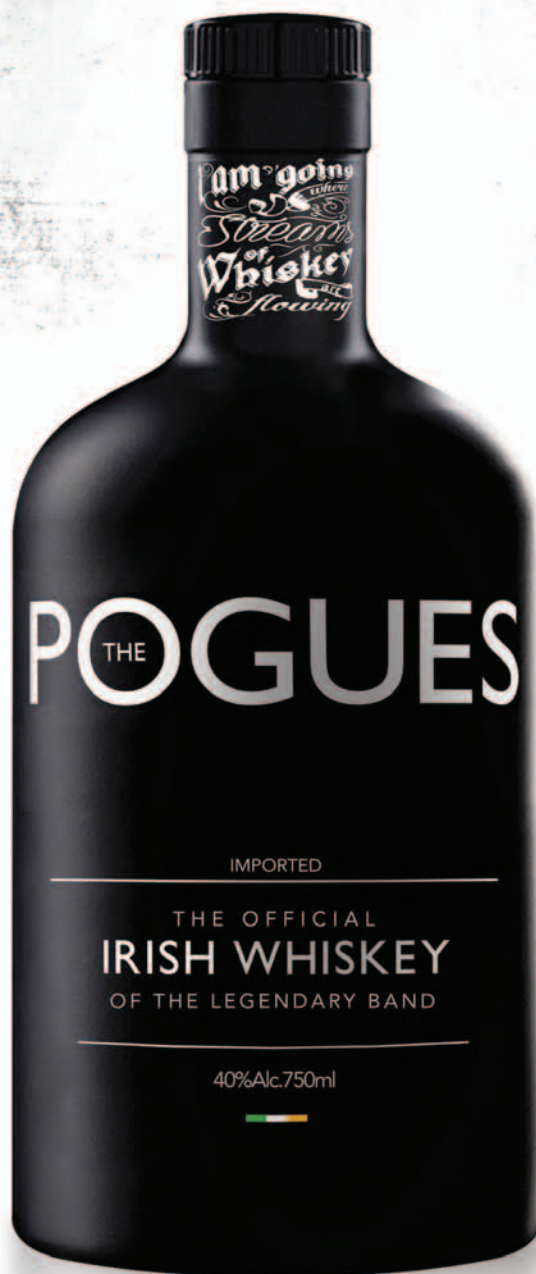
\$ SRP: \$10.99
broncowine.com

6. BEERS OF MEXICO VARIETY PACK

Offering up an all-in-one fiesta solution, Heineken USA is again offering a seasonal Beers of Mexico pack, including the limited-edition Dos Equis Azul—a blend of golden wheat lager and blue agave. Also in the pack: Dos Equis Lager, Tecate and Sol. Available in 12- and 24-bottle formats and 12-pack cans. The program will be supported by social media, a Beers of Mexico content hub and eye-catching POS materials.

heinenusa.com

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ThePoguesIrishWhiskey.com

P

new
products

(750ml pictured)

7. TIPPY COW

Following 18 months of test marketing, Tippy Cow is going national, on- and off-premise, with new packaging that colorfully conveys each of the brand's nostalgic flavors. Blended with Caribbean rum and real dairy cream from Wisconsin. Tippy Cow beckons with Orange Cream, Chocolate, Vanilla Soft Serve and Shamrock Mint, tapping into iconic sweet creamy flavors. Each is 14% alcohol; enjoy chilled, on ice or mixed with a variety of flavored spirits or coffee.

\$ SRP: \$16.99/750ml | \$1.49/50ml
globe tippy-cow.com

10. TWIN VINES VINHO VERDE

José Maria da Fonseca (J.M. da Fonseca) has introduced fresh, new packaging for their Twin Vines Vinho Verde. A longtime leader in the growing Vinho Verde category, Twin Vines offers a light-bodied, crisp wine with fresh fruit flavors, a touch of sparkle and a moderate alcohol content of 10%. The new packaging debuts nationwide in May. Imported by Palm Bay International.

\$ SRP: \$7.99
globe palmbay.com

8. CHASE POTATO VODKAS

Palm Bay International has taken on family-owned Chase Distillery, UK-based producer of single estate, "field-to-bottle" potato vodkas. For farmer William Chase, distilling came after a successful spell producing gourmet potato crisps (aka chips). Now, the 100% estate grown potatoes lead to a bespoke copper batch pot, Europe's tallest rectification tower; finally, the vodka is hand-filled and sealed on-site. Original Potato is joined by Chase Smoked and Chase Marmalade (all 80 proof), as well as an Elderflower Liqueur (40 proof).

\$ SRP: \$34.99
globe palmbay.com

11. BIVIO PROSECCO BRUT 750ML/187ML

Bivio Prosecco Vino Spumante Brut Sparkling Wine, made from 100% Glera grapes in the Veneto region of northeastern Italy, is now available in a 187ml format. Crafted by winemaker Marco Galeazzo, Bivio Prosecco is fresh and dry, with a fruity and floral fragrance, acidity to balance the residual sugars, and fine persistent bubbles. Marketed by Bronco Wine Company.

\$ SRP: \$18.99/750ml | \$7.99/187ml
globe broncowine.com

9. CASA NOBLE TEQUILA

Constellation Brands is relaunching ultra-premium Casa Noble Tequila with the biggest marketing investment in the brand's history. Casa Noble volume has more than doubled since being acquired in 2014. The campaign features new packaging, supported by advertising, social media and enhanced POS materials. In addition, where applicable, Constellation is executing cross-promotional opportunities with the company's iconic Mexican beer brand, Corona Extra, for a Cinco de Mayo promotion.

\$ SRP: Crystal \$39.99 | Reposado \$49.99 |
 Añejo \$59.99
globe casanoble.com

12. 'WASHINGTON APPLE' TWISTED SHOTZ




When the folks at Twisted Shotz introduced Washington Apple in the Pacific Northwest market in 2015, it became their hottest-selling flavor in just six months—inspiring them to launch it nationwide as part of the 16-flavor collection. Washington Apple combines Sour Apple and Canadian Whisky liqueurs in one double-chambered shot. Available in 4-packs as well as 15-shot party pack combinations. 40 proof.

\$ SRP: \$5.99/4-pack | \$17.99/15-shot pack
globe twistedshotz.com

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