

Connecticut

HOW BEER, WINE & SPIRITS GET TO THE MARKETPLACE

THE BEVERAGE JOURNAL

MAY 2017



Search & Order Online with
www.thebeveragejournal.com

**HAND
SELLING**

**SETTING YOUR
STORE APART**



**PERNOD RICARD'S
FRESH APPROACH**

also:

TAKE OUR GIN QUIZ

VERMOUTH REBOUNDS

SPIRITS ON FIRE

THE BEVERAGE JOURNAL IN PRINT & ONLINE

THE ONLY TOOLS YOU NEED
AT THE COUNTER
OR THE BAR



Connecticut's only **trade magazine** and comprehensive **online resource**
for the local licensed beer, wine and spirits industry.

Market's Largest Product Source
Brand & Price Index
Local News, Photos & Columns



GET

MARKET INFORMATION



LEARN

ABOUT NEW
PRODUCTS



READ

NEWS, **BE** NEWS



SHOP

PRODUCTS & PRICES
ANYTIME



INCLUDED IN YOUR SUBSCRIPTION

PASSWORD TO ACCESS
THE PRODUCT ORDERING PORTAL & THE APP

REAL-TIME PRODUCTS AND PRICES, ANYTIME,
VIA MOBILE PHONE, TABLET OR LAPTOP

ONLINE ORDERING 24/7
DIRECT TO WHOLESALER

CONTACT US TO **SUBSCRIBE**

CALL US AT 203.288.3375 | VISIT US AT WWW.THEBEVERAGEJOURNAL.COM

FEATURES

12 Charting a Premium Course

The Oatley family's second foray in wine showcases a more premium side of Australia.

14 Barefoot Refreshes

The brand gears up for summer sales by boosting cans and adding flavors.

16 Souverain: On the Fast Track

Gallo puts a venerable California brand on the national stage.

38 Retail Review

A husband and wife team up for spirited success in Sherman.

44 The Hand-Off

In today's competitive market, hand-selling gives savvy merchants an edge.

48 Eyes on the Prize

With success in the U.S. as a top priority, Pernod Ricard steps up their game.



MAY 2017

52 Gin Quiz

Test your gin knowledge! Take the Q & A and find out your category I.Q.

56 Vermouth Rebounds

Is it finally time for Americans to embrace this aromatized, fortified wine?

60 Trend Spotting

Spicy-hot whiskey hits a consumer hot spot. Which brands are on fire?

62 Beer's Big Tent

As craft stays cool and growth slows, the game is on for market share.

68 Everything Connecticut

It's the second installment of your guide to Nutmeg State-based brands.



52



56



62



60

DEPARTMENTS

5 Market Point	18 Around Town	42 CRA Column
6 News Front	40 CPSA Column	64 New Products
10 Wine Buzz	41 Regulatory News	67 Serving Up

CONNECT WITH US

-  Follow us @BEVJournalsCTRI
-  Find us on Facebook
-  Search & Order on TheBeverageJournal.com

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.

HOW BEER, WINE AND SPIRITS GET TO THE MARKETPLACE



CONNECTICUT BEVERAGE JOURNAL

VOLUME
82

NO 05

MAY

2017

{ ISSN 0744-1843 }

PUBLISHER
GERALD P. SLONE
gerry@thebeveragejournal.com

EDITOR & ASSOCIATE PUBLISHER
DANA SLONE
dana@thebeveragejournal.com

DIRECTOR OF WHOLESALE SERVICES
LAURIE BUICK
laurie@thebeveragejournal.com

SUBSCRIPTION/RETAIL SERVICES
BRIAN SLONE
brian@thebeveragejournal.com

DESIGN
EVAN FRASER
evan@thebeveragejournal.com

EDITORIAL ADMINISTRATOR
SAVANNAH MUL
savannah@thebeveragejournal.com

WRITER
LAUREN DALEY

SUBSCRIPTIONS & RENEWALS

\$40 FOR **ONE YEAR** | \$9 FOR **SINGLE COPY**
\$68 FOR **TWO YEARS** (Includes shipping and handling)

Subscription includes

Online ordering, iOS app user ID and password

All sales are final.



thebeveragejournal.com



203.288.3375

Published Monthly By: Beverage Publications, Inc; 2508 Whitney Avenue, P.O. Box 185159; Hamden, CT 06518 is devoted to all liquor, wine and beer licensees as described by the Department of Consumer Protection, Liquor Control Division.

Nothing may be reproduced or uploaded without written permission from the publisher. This includes articles, pictures, pdf files, online or electronic versions. Not responsible for unsolicited material or advertising claims.

The opinions expressed here are that of the individual authors and not necessarily the views of Beverage Publication, Inc. We reserve the right to reject any material that is flawed due to content or design.

All advertisements and price list advertising are subject to the approval of The Beverage Journal which reserves the right to edit, reject or properly classify.

Periodicals postage paid at New Haven, CT.

Postmaster: Send address changes to:

CT Beverage Journal, P.O. Box 185159, Hamden CT 06518
DO NOT FORWARD.



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

MARKETPOINT

The May issue offers a bouquet of news hand-picked to help your sales blossom. Enjoy the fresh focus.

- The cover story is “hand-sells,” an area critical to retailers. Explore the **art** of promoting and selling brands and how it can move those bottles that sit quietly, deliciously waiting.
- Pernod Ricard USA gets a turn in the spotlight, with everything you need to know about some of the most important **brands** on the shelf and behind the bar today.
- “Gin Quiz” kicks off a new format for category features, straddling education and trend-watching, all while sharing trade **secrets** to selling.



- **Trends** abound in articles about the new wave of vermouth, cinnamon whiskey showdown, craft beer slowdown and wine brand profiles.
- Take a look at local **trade** in “Retail Review,” this month featuring Sherman Wine & Liquor and “Serving Up,” with a creative cocktail from Tequila Mockingbird.
- Local **news** from both the Connecticut Package Stores Association and the Connecticut Restaurant Association keeps you posted on the happenings in Hartford. Plus, timely DCP news.
- Enjoy the second edition of “Everything Connecticut.” It’s a new **guide** for locally-made brands.
- Love the magazine, but left your copy at the bar or counter? Wish you could view the brand and price index any time, on any device? Wish you could view ratings, shop and order too? You can! Make sure your **subscription** is working for you: a password for our iOS app download and site access is all-included. Call us to get started. Tell your industry friends; we’ll sign them up too!



ON THE COVER

Photograph by Andrei Romania.
Imagebrief.

GLOBAL CRAFT BEER MARKET TO EXCEED \$500 BILLION BY 2025

The global craft beer market is expected to reach \$502.9 billion USD by 2025, according to a new report by Grand View Research, Inc. The market will witness substantial growth over the forecast period on account of the rising demand for low alcohol by volume (ABV) and flavored beer. Australia, Belgium, Germany, the U.S. and New Zealand are the “major craft beer producing countries” with more than 65 percent of the overall production in terms of value as well as volume. Belgian is the “most preferred” beer among the major craft beer consuming countries; pale ales, IPAs and amber ales were noted as “widely preferred” consumer choices.



U.S. CRAFT BEER MARKETS STATS FOR 2016 SHOW GROWTH

The Brewers Association shared 2016 data on U.S. craft brewing growth. With more than 5,300 breweries operating in 2016, small and independent craft brewers represent 12.3 percent market share by volume of the overall beer industry, producing 24.6 million barrels, a 6-percent rise in volume on a comparable base and a 10-percent increase in retail dollar value. Retail dollar value was estimated at \$23.5 billion, representing 21.9 percent market share. Microbreweries and brewpubs delivered 90 percent of the craft brewer growth. The number of operating breweries grew 16.6 percent, totaling 5,301 breweries, consisting of 3,132 microbreweries, 1,916 brewpubs, 186 regional craft breweries and 67 large or otherwise non-craft brewers. Throughout 2016, 826 new breweries opened while 97 closed.



DON SEBASTIANI & SONS ANNOUNCES EXECUTIVE APPOINTMENTS

Don Sebastiani & Sons appointed Tom Hawkins as Chief Operating Officer and Omar Percich, Chief Financial Officer. Hawkins joined Don Sebastiani & Sons in 2009 as the Vice President of Finance. His responsibilities widely included finance, operations, winemaking, marketing, human resources and information technology. Percich, who was hired in March 2017, will now succeed Hawkins as Chief Financial Officer. Most recently, he served as Controller and CFO at Foley Family Wines. Percich will oversee all aspects of finance, accounting, compliance, customer service and IT services.



HOUSE OF ANGOSTURA NAMED “WORLD CLASS” DISTILLERY AT WSA

The House of Angostura received the title of World Class Distillery for 2017 at the World Spirits Awards. The distillery also earned Gold Medals for five of its rums, Angostura Reserva, Angostura 1824, Angostura 1919, Angostura 7-Year-Old and 5-Year-Old Rum and a Gold Medal for Amaro di Angostura. Newly launched Angostura 1787 received a Silver Medal. “We take deep pride in our almost 200-year history of quality, creativity and innovation and we are extremely pleased to be recognized by the WSA,” said Genevieve Jodhan, Chief Executive Officer of Angostura.



E. & J. GALLO ACQUIRES NAPA’S STAGECOACH VINEYARD

E. & J. Gallo has agreed to purchase Stagecoach Vineyard of Napa, known for its dramatic terrain, rolling hills and its reputation for “exceptional wine grapes.” The vineyard is located in the Pritchard Hill Region and the Atlas Peak appellation and features 600 acres of planted vines with numerous soil depths, soil types and microclimates for premier grape growing. Stagecoach Vineyard sells grapes to more than 90 wineries, from boutique wineries to large-scale companies, and more than 30 wineries have the Stagecoach name on the bottle. Gallo has agreed to honor all grape contracts with existing Stagecoach Vineyard customers.



MAISON FERRAND PURCHASES RUM DISTILLERY IN BARBADOS

Maison Ferrand of Cognac, France acquired the historic West Indies Rum Distillery in Barbados, which has been producing rum continually since the 19th century. This purchase marks the first distillery acquisition outside of France. The company also owns the Plantation Rum brand with global distribution in 68 countries and produces Cognac and gin at its facility in Cognac, France. Along with the purchase of West Indies Rum Distillery, Maison Ferrand will have access to Jamaican rum, since West Indies Rum Distillery is one-third owner of the National Jamaican Rum Company, Monymusk Distillery and Long Pond Distillery.



Captain Morgan

THEN THINGS GOT LOCO



INTRODUCING
LOCONUT
AN EXPLOSIVELY
DELICIOUS
COCONUT SHOT

AVAILABLE AT
BRESCOME BARTON



PLEASE DRINK RESPONSIBLY. CAPTAIN'S ORDERS!
CAPTAIN MORGAN LOCONUT. Caribbean Rum, Coconut Liqueur, Spice And Natural Flavors.
20% Alc/Vol. Captain Morgan Rum Co., Norwalk, CT.

SIDNEY FRANK IMPORTING ANNOUNCES NAME CHANGE

Sidney Frank Importing Company (SFIC) announced the company will now operate under the name Mast-Jägermeister US, effective immediately. The name change marks a new era for Mast-Jägermeister in the United States after acquiring SFIC in August 2015, which served as the exclusive importer of Jägermeister. "This is more than a name change; the team of Sidney Frank Importing Company has truly become a part of the brand family. As our number one global market, the U.S. is a significant factor for our recent successful growth in already over 120 markets," said Michael Volke, Chief Executive Officer, Mast-Jägermeister. The company plans to relocate its offices in June of 2017 from New Rochelle, New York to White Plains, New York, where it will occupy a 30,000-square-foot office at 10 Bank Street.



BULLEIT DISTILLING CO. CELEBRATES NEW DISTILLERY

Bulleit Distilling Co. hosted a ribbon cutting in March to formally celebrate the opening of its state-of-the-art modern whiskey distillery in Shelbyville, Kentucky. Governor Matt Bevin and other elected officials joined Founder Tom Bulleit for the ceremony and distillery tour. The distillery, which employs about 30 people on its 300-acre campus, celebrates its 30th anniversary this year. The 300-acre, \$115 million distillery can, at full capacity, produce 1.8 million gallons annually, and along with its four barrel houses, hosts the first industrial solar array in Shelby County, which will collect enough energy to run all on-site mobile equipment.



THE WINEBOW GROUP NAMES HUSTON TO NATIONAL SPIRIT DIRECTOR

The Winebow Group promoted Monique Huston to National Spirits Director. She previously served as the Director of Spirits Midwest since she joined the company in 2015. She will be based in Chicago and report to Chris Mitchell, the Senior Vice President of Portfolio Management. In her new role, Huston will work closely with spirit brand managers and education specialists across the 20-state distribution network of The Winebow Group. She will also oversee portfolio management, strategic planning, operations and education initiatives.



HBO AND VINTAGE WINE ESTATES RELEASE "GAME OF THRONES" INSPIRED WINES

Vintage Wine Estates, in partnership with Winemaker Bob Cabral and HBO, released "Game of Thrones" Chardonnay, Red Blend of syrah, tempranillo and petite sirah, and a Cabernet Sauvignon, to pair with the Emmy award-winning drama. Cabral, an award-winning winemaker, has made more than 100 wines scoring 95 points or higher. "I'm a huge 'Game of Thrones' fan, and these wines capture the complexity of the drama," said Cabral. "But the wines also have great pedigree. We source grapes from premier vineyard sites and use the finest winemaking techniques to create wines of incredible richness and texture," he said. The labels depict the houses of the Seven Kingdoms.



USC ANNOUNCES RATINGS AND AWARD 2017 RESULTS

The Ultimate Spirits Challenge® spirits competition announced the winners and full results for the 2017 Challenge. Ultimate Spirits Challenge (USC), now in its seventh year, awarded 43 Chairman's Trophy winners, USC's highest award of excellence, and named 213 finalists. In 2017, USC also added a component of cocktail evaluations. Judges taste and assess a spirit's "mixability factor" in classic cocktail recipes in spirits categories. Chairman's Trophy winners included Vodka, Flavored: Van Gogh Dutch Caramel; Unflavored: Purity. Gin categories London Dry: Tanqueray, World: Ferdinand's Saar Dry Gin. Liqueur: Grand Marnier Cuvée du Centenaire. Mezcal: Rey Campero Tepextate Joven. Rum: Appleton Estate 21 Years Old; Rhum Agricole: Clément VSOP, Spiced Rum: Don Q Oak Barrel. Complete results can be found on www.ultimate-beverage.com.



REAL MCCOY RUM EXPANDS MANAGEMENT TEAM

Real McCoy Spirits, the makers of the award-winning rum inspired by legendary Prohibition rum runner Bill McCoy, announced the appointment of John Esposito as Chairman. Esposito brings 40 years of leadership experience in all three tiers of the distilled spirits industry to the role. In his role as Chairman, Esposito is responsible for helping build strategic relationships, find talent and assist with sales and marketing. Esposito has served as CEO, High West Distillery; President, Stoli Group USA; CEO, Bacardi North America; President and CEO of Schieffelin & Somerset and Moët Hennessy USA; and as President of Premier Beverage of Florida.



SEE WHERE GOOD TASTE TAKES YOU



NOW PROUDLY DISTRIBUTED BY

CONNECTICUT
DISTRIBUTORS INC.

EFFEN GRAPEFRUIT BUBBLY

2 parts Effen Vodka
2 parts ruby red grapefruit juice
Top with prosecco

EFFEN SPRING BREEZE

2 parts Effen Cucumber Vodka
1 parts Fresh Lime Juice
1 parts Pineapple/Basil-infused Simple Syrup
2 cucumber slices
Club soda

EFFEN BEAST

1.5 parts Effen Black Cherry Vodka
½ parts simple syrup
2 parts cranberry juice
½ parts lemon juice



#EFFENVODKA

©2017 Connecticut Distributors Inc. All rights reserved. Effen Vodka is a registered trademark of Connecticut Distributors Inc.

**ASK YOUR CDI SALES REPRESENTATIVE ABOUT EFFEN VODKA.
CALL 800.972.9595 TO ORDER.**



BOISSET'S 'HAUTE COUTURE' UNITES FINE WINE, HIGH FASHION

Haute Couture French Bubbles, the newest sparkling wine from the Boisset Collection, unites two quintessentially French worlds: fine wine and high fashion. Made using the traditional method to Pinot Noir and Chardonnay sourced throughout France, these new wines are not Champagne per se, but shoppers may be too busy admiring the package to care. The sparkler comes in both Blanc and Rosé versions, in 750ml (SRP \$24.99) and 187ml (\$24.99/two-pack). Commenting on the wines, proprietor Jean-Charles Boisset said, "The same level of artistry, passion and attention to detail that comes together in creating a one-of-a-kind pieces of clothing goes into crafting a bottle of Haute Couture." hautecouturebubbles.com

MAKE WAY FOR MENCIA THREE WAYS

The popularity of Tempranillo-based Rioja and Ribera del Duero is setting the stage for other Spanish varietal reds, such as Garnacha and Bobal. A trio of wines under the Pittacum label and imported by Baron Francois is promising to add Mencia to Americans' grape lexicon, demonstrating the delicious range of this flagship variety of the Bierzo region. Pittacum 2010 (SRP \$20) presents Mencia to the max, so to speak—with old-vine, almost inky concentration, mineral complexity and ample texture to stand up to grilled meats and more. Then there are two "Petit Pittacum" bottlings; the lightly oaked 2015 red (SRP \$13.50) is invitingly juicy and medium-bodied and the 2015 Rosé (\$14) is impressively fresh, lively and berryish. baronfrancois.com



NOW IN ALMOST 40 STATES

LILA TRIPLES DOWN ON CANS

Another sign that canned wines are headed toward a tipping point. Premium canned wine brand Lila Wines has added Sparkling to Rosé and Pinot Grigio. Plus, production was moved to Europe, closer to the source wineries. "By investing in improvements to our production process, we are able to better preserve the quality of the wine, shorten production lead-times, and keep the product at a consumer friendly price point," says Kevin Mehra, CEO of Latitude Beverage, the Boston-based company behind 90+ Cellars and other brands. Lila is sold in four-packs of 8.4oz cans; SRP is \$11.99. lilawines.com



IF YOU FIZZ IT, WILL THEY COME?

There may be nothing new under the sun, but one California winery has found a new application for an old technique, namely carbonation. **Clos du Bois "Lightly Effervescent Chardonnay"** is a fresh new take on America's favorite varietal white wine, tying flavors of apple, pear and citrus together with a hint of effervescence. The combination of simple fruit, gentle bubbles and light body make the wine especially drinkable. Should be a hit at brunches, book clubs and backyard gatherings. SRP \$12.99 closdubois.com



COMING SOON
LIMITED EDITION

ECCO DOMANI.

LABEL DESIGNED BY
CHRISTIAN SIRIANO



OATLEY WINES CHART PREMIUM COURSE

FAMILY'S SECOND FORAY IN WINE
SHOWCASES A MORE PREMIUM
SIDE OF AUSTRALIA

BY W. R. TISH

While it is not unusual for a winery proprietor to have stakes in other industries, for Sandy Oatley the entrepreneurial mix merits attention. The Oatley name is well known in Australia for yacht racing (having won the annual Sydney to Hobart race eight times) as well as for buying and revamping Hamilton Island, a destination resort on the Great Barrier Reef.

The Oatley name is also known for wine—two times yet. Robert Oatley, who passed away in early 2016, founded and ran Rosemount Estate from 1969 through 2001 along with his eldest son Sandy. Rosemount holds a special place in wine history—it helped put Hunter Valley on the map, and it established beyond any doubt that Aussies could put out crowdpleasing bottles at affordable prices, long before “critter wines” roamed the earth.

As for the eponymous label, the family took a five-year break from the wine business after the sale of Rosemount, choosing to re-enter at a much smaller scale while applying even higher standards. The break gave the Oatley family a chance to redefine their love affair with vineyards and to reposition a brand in Australia's fast-evolving wine industry.

“When we launched Robert Oatley Vineyards, Dad and I weren't really sure of much more than creating quality wine from our favorite Australian regions. Margaret River and McLaren Vale both

provided really distinct wines, and each vineyard was so unique,” Sandy Oatley recalls. “Bit by bit, we started to make some traction—based on quality.”

Margaret River Calling

The new venture was approached as a small wine adventure, with a “slow and steady” philosophy. The Oatleys developed a tiered portfolio to take a deeper look at each region. Margaret River holds a special place for the family and is the home of Oatley's luxury tier, The Pennant, as well as the Finisterre and the popular Signature Series. Robert Oatley already is the second largest exporter of Margaret River wines to the US. And with a recent purchase of property in the region, expect more to come from the Oatleys and Margaret River. Thanks to holdings kept since the 1990s as well as new leases and long-term relationships, the Oatleys also produce distinct wines from McLaren Vale, Yarra Valley, and Mornington Peninsula. ■



Robert Oatley's Pennant Range, Signature Series and Finisterre Range

Sandy Oatley and his late father, Robert, created Rosemount in 1969, and the family label in 2006.



TRIPLE PLAY

Regional identities are displayed prominently on every Robert Oatley bottle, as three tiers serve to distinguish them:

- ⦿ **The Signature Series** (SRP \$19.99) redefines value/quality and includes Margaret River Chardonnay, Margaret River Cabernet, McLaren Vale GSM, McLaren Vale Shiraz. Sandy Oatley says this tier represents “our way of saying that dad gave the wine his seal of approval... Can it pass the Bob test?”
- ⦿ **The Finisterre Range** (\$29.99 - 34.99), from the Latin *finis terrae*, meaning “end of the earth,” focuses on single-varietal and single-region wines. In the USA are Margaret River Chardonnay and Cabernet, and a Great Southern Cabernet. “These wines speak to a sense of adventure and discovery,” notes Oatley.
- ⦿ **The Pennant Range** (\$49.99 - \$59.99), a nod to yacht racing, stands at the pinnacle of the Oatley family's winemaking. In the U.S. under The Pennant label: Chardonnay and Cabernet from Margaret River. “We're sort of competitive about our sports,” he explains. “Winning the Pennant is a source of pride and a statement that we achieved something out of the ordinary, surpassing our peers.”

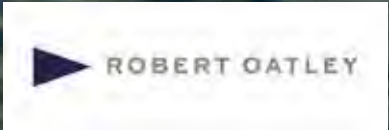


PACIFIC HIGHWAY
wines & spirits

Craft.
Precision.
Quality.



Proudly Imported by Pacific Highway Wine & Spirits



BAREFOOT REFRESH: SPRITZERS CAN DO

BOOSTING CANS & ADDING FLAVORS, THE BRAND GEARS UP FOR SUMMER

BY W. R. TISH

After causing a ripple in the proverbial wine pond in 2016, canned wines are primed to make more of a wave in 2017—thanks in large part to E. & J. Gallo ramping up the Barefoot Refresh line. Originally, the “Refresh” extension of the ultra-popular Barefoot brand—whose 30+ SKUs span bubbly and still, dry and sweet, varietals and blends—comprised of four 750ml 9.0% ABV screwtop expressions when introduced in 2013.

Two 250ml 6.5% ABV cans, Crisp White Spritzer and Summer Red Spritzer, were released as a seasonal edition last year. For this summer, Gallo has shifted their chips significantly: While Barefoot Refresh is still going to be in 750ml bottles, the cans are now going to be available year-round. And for a brand boost, two new versions are launching now: Moscato and Rosé.

Battle vs. Bottles

Anna Bell, Senior Director of Marketing for Barefoot, explains the logic. Cans are still “very, very new” in the market, but “consumer expectations have expanded greatly,” she notes. Barefoot Refresh is not

“‘On-the-go’ is a positive attribute. You can take it with you.”

— Anna Bell,
Barefoot Senior Director of Marketing

reinventing the wheel; the packaging announces itself as a Spritzer twice on the can. And while spritzers are hardly new, Bell points out, “The need for refreshing and tasty is pretty universal.” The lower alcohol by volume (6.5%) also serves as a real point of distinction—and works as a strong selling point for Barefoot Refresh.

But the key driving factor in canned wine’s success, according to Bell: lifestyle. “People can take wine to places they never could before,” she affirms. “Barefoot Refresh is for active-lifestyle people.” Poolside, beach, backyard, park, stadium, campground—places where glass is not welcome—are perfect for the lightweight, quick-chilling cans. “‘On-the-go’ is a positive attribute,” says Bell, with respect to today’s busy-busy society. “You can take it with you.”

Style in Sync

While portability and convenience are critical to the appeal of canned wine in general, taste is important as well. While Refresh is purposefully lighter than table wine, it is made thoroughly in the Barefoot style, which adds up to “fun, flavorful and approachable,” notes Bell. Barefoot winemaker Jennifer Wall has been applying her touch to the entire Barefoot line (11 bubbly, 18 still) for 20+ years. Introducing a rosé certainly can’t hurt. The lower alcohol by volume (6.5%) also serves as a real point of distinction—and works as a strong selling point for Barefoot Refresh.

The quartet of Refresh expressions is shipping now, ensuring placement ahead of summer. Marketing support for the brand will focus on digital promotions, including social media, and dynamic POS materials. Gallo executives expect the cans’ appeal to cut across demographics, attracting concert-goers, sports enthusiasts, hikers, bikers and backyard grillers alike. Barefoot Refresh cans are in sync with today’s most active wine drinkers in ways that bottles simply cannot be. ■



Barefoot Refresh cans will be sold nationally in four-packs (SRP \$8.99), which can be sold as singles as well.

GET BAREFOOT[®]

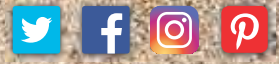
AND HAVE A GREAT TIME!



2 NEW FLAVORS!
Moscato & Rosé SPRITZERS



800.750.8828 • barefootwine.com



California Table Wine. ©2017 Barefoot Cellars, Modesto, CA. All rights reserved. 17-1932162-BFF-129-641779

SOUVERAIN: BACK ON FAST TRACK

**GALLO PUTS A VENERABLE CALIFORNIA
BRAND ON NATIONAL STAGE**

BY W. R. TISH

When it comes to Chateau Souverain—a mainstay in California for more than 70 years—E. & J. Gallo wants the whole country to learn what it's been missing.

“There’s so much incredible history with this brand, and it’s at an approachable price point,” says Adrienne Daniels, Gallo’s Director of Marketing. “So it’s time for the rest of the country to find out just how exciting Chateau Souverain is.”

Gallo purchased Souverain as part of their California North Coast buying spree in 2015, which included J Vineyards and Winery and the historic Asti winery and vineyards in Cloverdale. Souverain performed solidly through the “fighting varietal” period in the 20th century, but sales had fallen to less than half their peak under previous owner Treasury Wine Estates.



The goal with Souverain, says Daniels, is to take the brand’s track record of success in California and extend its popularity nationally, a process that started at the end of 2016 and continued through the first quarter of this year. As such, the marketing team is planning a number of steps to emphasize the brand’s quality and tradition:

- **Adding Sauvignon Blanc** to its lineup of Cabernet Sauvignon, Merlot and Chardonnay. The wines will be line priced with a \$12.99 suggested retail price.

- **Focusing on Souverain’s historic roots**, which date to 1944. That’s when a disgruntled sales executive named Lee Stewart bought 30 acres and an old winery on Howell Mountain in Napa Valley. Since then, its winemakers have included the legendary Mike Grgich; many of its Cabernets are displayed at the wine museum at the CIA Greystone. Later, Souverain moved from Napa to Sonoma, first to the Alexander Valley and then to the Asti property.

- **Updating the look.** The new label emphasizes California roots and the year 1944. Stark black and white will both improve shelf presence and commemorate the brand’s history. Also, the word Chateau, which had been dropped from the name under Treasury, has been brought back. Finally, the signature of winemaker Ed Killian—with the brand since 1992—wraps around the wine’s capsule.

In addition to the new impactful label, Souverain is adding Sauvignon Blanc to the line.

Creative Promotions Ahead

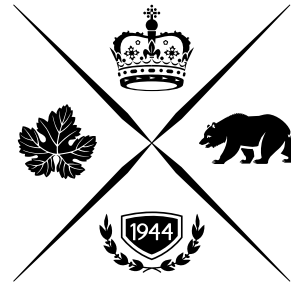
Two retailer-centered promotions are planned for the national roll-out. First, specially-marked bottles will offer a 45-day free trial to a popular streaming channel, to emphasize what Daniels says is Souverain’s ability to pair with more than food—as in with book club, movie/TV night or impromptu dinner parties.

The second promotion will give consumers the chance to make their own customized labels, at selected retailers. They’ll be able to put their name, the name of a friend or whatever on the Souverain label. Retailers interested in participating should contact their local Gallo rep or distributor.

Daniels says the target demographic is older Millennials and younger Gen X wine drinkers—hence the video streaming, popular with those age groups. “It’s a more relevant wine style for their tastes and what they’re looking for,” says Daniels.

Also expect to see the expanded Souverain lineup to be sold both on- and off-premise, says Daniels. “There’s a tremendous tradition for the wine in both channels, and it should work well across the board for both chains and independents on-premise, and in independents, chains and grocery stores off-premise,” she explains.

All told, it’s a step in the right direction for a hallowed California wine, updated to connect with today’s consumers. ■



**INTRODUCING
OUR NEW
SAUVIGNON
BLANC**

**CHATEAU
SOVERAIN.**

SOVERAIN.COM



ALLAN S. GOODMAN SPRING WINE SHOW DRAWS TRADE

Allan S. Goodman hosted a spring wine show at Saybrook Point Inn and Spa on April 5. Trade guests tasted from an array of imported and domestic wines. Portfolio selections were grouped by tables with a variety of wines, including those from Italy, France and California, as well as Rosé and Chardonnay tables, where representatives poured and discussed the brands. Cocktails also highlighted select spirit offerings.

1. Allan S. Goodman's Desiree Narog.
2. Clint Johnson, Sales Representative, Allan S. Goodman.
3. Chris Yorzinski, Sales Representative, Allan S. Goodman.
4. Morgan Marshall, Sales Representative, Allan S. Goodman.
5. Joe DeRiu, Sales Representative, Allan S. Goodman.
6. Sarah Darby, Tasting and Promotions Manager, Allan S. Goodman and Douglas Carley, Brand Ambassador, Allan S. Goodman.
7. Matt Gianutsos, Sales Representative, Allan S. Goodman.
8. John Orefice, Sales Representative, Allan S. Goodman and Brian Schreier, Marketing Manager, Allan S. Goodman.
9. Allan S. Goodman's Derek Sullivan.
10. Ryan Hoisington and Michael Greenberg of Allan S. Goodman.
11. Kyle Shemo, Sales Representative, Allan S. Goodman.
12. Nicollett Burns and Craft Spirit Specialist Jeff Conelius of Allan S. Goodman featuring Woodford Reserve in cocktail samples.



More images can be seen at thebeveragejournal.com/a-s-goodman-spring-tasting-saybrook.

CELEBRATE WORLD GIN DAY!

GIN FEST

HARTFORD, CONNECTICUT

Saturday-June 10, 2017 • 1PM-4PM

The Society Room • Hartford, CT

for TICKETS & INFO:

www.ginfestusa.com • info@ginfestusa.com

Charitable Partner



brought to you by



NextLevelMarketing

production by *transcend*
EVENTS GROUP



TWO ROADS BREWERY AND GUINNESS COLLABORATE ON SMALL BATCH BEERS

Two Roads Brewery Company of Stratford and Guinness & Co., based in Norwalk, announced plans to create two small-batch beers. The first will be brewed at Open Gate Brewery St. James's Gate in Dublin, Ireland, and the second will be brewed at the Two Roads Brewery. Each brew will be available in the respective brewery's tasting room in May. Phil Markowski, Two Roads Brewmaster, said he was inspired by his discovery that a Belgian-style beer has not been brewed in the 258-year history of the Guinness brewery. "I have tried Guinness Antwerpen Stout, a beer Guinness first brewed for the Belgian market in the 1940s, which got me thinking about the idea of a Guinness and Two Roads beer in the Belgian tradition," said Markowski. "We'll be making beers that are distinctly Two Roads, distinctly Guinness, and with some classic Belgian farmhouse characteristics. And, of course, a few interesting twists." The talk of collaboration first began with Tom Day, President of Diageo Beer Company and Two Roads CEO Brad Hittle. "Our offices are 20 miles apart in our home state of Connecticut, so our paths have crossed a few times. It made perfect sense to do this," said Hittle. The beers will be released on May 24 at launch events.

Two Roads Brewmaster Phil Markowski and Guinness Brewmaster Peter Simpson.



PIU FACILE POURS ITALIAN WINE SELECTIONS IN MARCH

Bruno Ceniccola, Owner of Branford-based Piu Facile, showcased Italian red and white wines at Il Monticello Banquet Facility and Catering in Wallingford in March, where he met with Owner Gennaro Colella.

Ceniccola also participated in pours at the 8th Annual Seymour Pink Wine Tasting at The Waterview in Monroe on March 10. Proceeds from the event went to benefit Seymour Pink, an organization that helps fund breast cancer research, provide education and assist breast cancer patients and their families. The wine tasting was also organized with the help of Amity Wine and Spirits, Co. in New Haven.

Bella Lisa Pizzeria in North Branford welcomed Piu Facile wine selections to their menu, also in March. Piu Facile Imports offers Italian wines from the Guardiense Winery, located in a small village of Guardia Sanframondi in the Province of Benevento, Campania region.

1. Bruno Ceniccola, Owner, Piu Facile Imports and Gennaro Colella, Owner, Il Monticello.
2. Guardia 33 wine selections at Il Monticello.
3. Bruno Ceniccola, Owner, Piu Facile Imports, pouring from his Italian portfolio selection during the Seymour Pink Wine Tasting.
4. Lisa Magistro and Joe Magistro, Owners, Bella Lisa Pizzeria in North Branford, now feature Piu Facile wines on their menu.

NOW IN 1.5L SIZE TOO!

Deliciously
SWEET WINE
with NATURAL FRUIT FLAVOR


Gallo
FAMILY
Vineyards

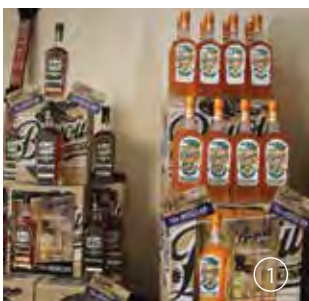




MAKERS OF BEST BLOODY MARY IN BELVEDERE COMPETITION NAMED

Belvedere Vodka and Connecticut Distributors, Inc. (CDI), hosted a Stamford-area restaurant competition, “Battle of the Brunches: Stamford Edition” to name a Best Bloody Mary. Amore Cucina & Bar, Capriccio’s Café, Cask Republic, Del Frisco’s Grille, Hudson Grille, Sign of the Whale, Volta Gelateria Creperia and Zaza Italian Gastrobar each created an original Bloody Mary recipe featuring Belvedere Vodka. Each cocktail was judged on presentation, taste, balance and creativity. Cask Republic in Stamford was declared the winner with its cocktail called CR Bloody Brilliant! The recipe was created by General Manager Andrew Fiorini and featured wasabi-infused Belvedere Vodka and house-made BBQ sauce, among other ingredients. Garnish included Cajun shrimp with bacon, cherry tomatoes, lemon and lime. Consumers also had the opportunity to vote and named the Bloody Mary created by Volta Gelateria Creperia as the “fan favorite.”

1. Andrew Fiorini, General Manager, Cask Republic Stamford, with his winning Bloody Mary CR Bloody Brilliant! cocktail.
2. The CR Bloody Brilliant! winning Bloody Mary.



BRESCOME BARTON LAUNCHES LOUISIANA’S BAYOU RUM

The Brescome Barton sales team hosted a Bayou Rum brand session. The Louisiana handcrafted spirit is made in copper pot stills using 100% natural, unrefined Louisiana cane sugar and molasses. Jennifer Chapin, Director of Sales, New England of Stoli Group USA and Thomas Mauriello, Brand Ambassador for Bayou Rum, presented the education session on March 17 about the “Louisiana spirited” brand. Bayou Select Rum, a classic dark rum; Bayou Satsuma Rum, rum flavored with satsuma juice; Bayou Silver Rum; and Bayou Spiced Rum are now all available in the state via Brescome Barton.

1. Bayou Rum Select and Bayou Satsuma Rum.
2. Bayou Silver and Spiced Rum.
3. Thomas Mauriello, Brand Ambassador, Bayou Rum; Jennifer Chapin, Director of Sales New England, Stoli Group; Mike Heins, Trade Development Manager, Brescome Barton; and Brett Calkins, Director of Trade Development, Brescome Barton, holding the Bayou Rum mascot.
4. Jennifer Chapin, Director of Sales New England, Stoli Group and Thomas Mauriello, Brand Ambassador, Bayou Rum, presenting to the Brescome Barton sales team.



BB AVAILABLE AT
BRESCOME
BARTON INC.
800-922-6525

PROUDLY CRAFTED IN
LOUISIANA

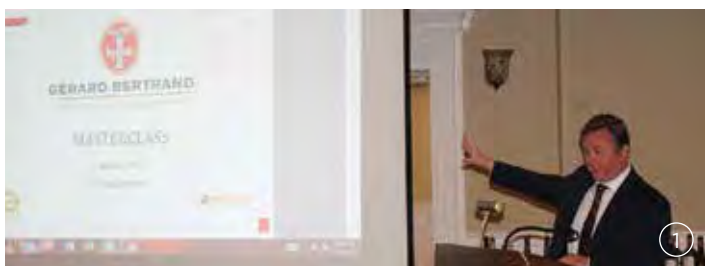
★★★★

**Hand Crafted, Pot-Distilled,
& Naturally Gluten-Free.**



Bayou Rum is craft distilled from locally grown sugarcane in Lacassine, Louisiana, USA. For more information or to schedule a distillery tour, visit BayouRum.com.





1



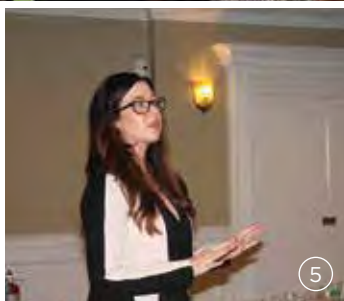
2



3



4



5



6



7

HARTLEY & PARKER HOSTS GÉRARD BERTRAND WINE MASTERCLASS

Vazzano's Four Seasons in Stratford welcomed the Hartley & Parker, Ltd. sales team, who attended a masterclass presented by Danielle Keating and Rick Garced of Gérard Bertrand Wines. The educational tasting consisted of French wines including Code Rouge, Perles de Sauvignon, Chateau l'Hospitalet Grand Vin, Cigalus 2015 and 2013 vintage; Chateau La Sauvageonne Volcanic Rosé; Corbieres, Grand Terroir Tautavel, Kosmos, Chateau La Sauvageonne Grand Vin, Le Viala, and Clos d'Ora. Garced connected via FaceTime with President Gérard Bertrand, enabling a real-time discussion of the wines in detail. The winegrower oversees and manages 13 vineyards in the South of France, in the terroirs of the Languedoc-Roussillon.

1. Bill Saroka, Wine Director, Hartley & Parker, Ltd., welcoming the team to the Gérard Bertrand Wines Masterclass.
2. Rick Garced, Vice President of National Accounts On-Premise, Gérard Bertrand, during the live conversation between Bertrand and Jerry Rosenberg, President, Hartley & Parker, Ltd.
3. Sale representatives Kristin Lall and Denise Bottone speaking with Bertrand.
4. Rick Garced, Vice President of National Accounts On-Premise, Gérard Bertrand Wines.
5. Danielle Keating, New England Region Sales, Gérard Bertrand Wines.
6. The tasting mat during the Gérard Bertrand Wines Masterclass at Vazzano's Four Seasons in Stratford.
7. Hartley & Parker sales team on March 17.



CELLAR FINE WINES HOSTS BARACCHI WINEMAKER

Cellar Fine Wines hosted Winemaker Benedetto Baracchi of Italy's Baracchi Winery for a series of events in late March. During a sales meeting, Baracchi introduced the Cellar Fines Wines team to the winery's latest Reserve Cabernet offering. Baracchi and Cellar Fine Wines also hosted a wine dinner at 2 Hopewell Bistro and Bar in Glastonbury, where Baracchi Brut Rosé and other selections were featured. Baracchi demonstrated the sabrage technique to open the Brut Rosé for guests.

All from Cellar Fine Wines unless noted: Rich Veilleux, Sales Manager; Andrew Clas, Fairfield County Rep; Whitney Mitchell Algieri, New Haven County Rep; George Carabetta, Operations Manager; Benedetto Baracchi, Winemaker, Baracchi Winery; Anna Dziedzic, Middlesex and Hartford Counties Rep; Andy Fredericksen, Craft Beer Manager; Janeen Carabetta, Marketing Manager; Jeff Sharp, Hartford and Litchfield Counties Rep.



IRREPRESSIBLE

DISTRIBUTED BY STAR DISTRIBUTORS, INC. AND NEW ENGLAND WINE & SPIRITS.

FOR MORE INFORMATION CONTACT BOB MILLER: BOB.MILLER@BLACKDEATHDRINKS.COM

Triple distilled from French sugar beets. Non GMO
& gluten free. Over 30 medals in international competitions.

WE ENCOURAGE RESPECT, TOLERANCE, PEACE AND FREEDOM OF CHOICE. WE STAND AGAINST RACISM, RADICALISM, INTOLERANCE, AND ALL WHO NEEDLESSLY HARM OTHERS.



BRESCOME BARTON LAUNCHES RED BULL ORANGE EDITION

The Brescome Barton sales team hosted an in-house cocktail competition as part of its sales meeting program on March 17. Each cocktail featured the newly-launched Red Bull Orange as a base ingredient. Brescome Barton's nine sale zones were represented in teams as competitors, who had 15 minutes to create one cocktail for submission to the judges. The competition was judged by Jacqui Bongiovani, On-Premise Specialist, Red Bull; Billy Duong, Regional On-Premise Manager, Red Bull; and Josh Cardinal, On-Premise Distribution Manager Northeast, Red Bull. Brescome Barton's South Zone 3 was named the winner with their cocktail Orange Rasbull. Red Bull Orange is the newest addition to the Red Bull portfolio and is distributed to on-premise locations via Brescome Barton.

1. Red Bull Orange, the latest release from Red Bull.
2. Mike Heins, Trade Development Manager, Brescome Barton, introducing Red Bull Orange.
3. Josh Cardinal, On-Premise Distribution Manager Northeast, Red Bull.
4. Brescome Barton zone teams during the cocktail competition.
5. Zone teams creating cocktails, which were judged on name, ease of build, appearance and taste.
6. The event judges reviewing the cocktails.
7. Cocktail creations.



SLOCUM & SONS POURS FOR HARTFORD ARTS COUNCIL

Infinity Music Hall and Bistro in Hartford hosted a benefit for the Hartford Arts Council on March 9. Area restaurants along with beer, wine and spirit vendors showcased their products in an effort to support local arts organizations and programs. Slocum & Sons featured selections from Mionetto USA and Ferrari-Carano Vineyards and Winery.

Donna Taylor from Vine Ventures, LLC poured Mionetto USA and Ferrari-Carano Vineyards and Winery for Slocum & Sons.



ORANGE

edition

FLAVOR IS A KEY FACTOR FOR ENERGY DRINK PURCHASE

Why Orange?



Among premium vodka brands, Orange is a top selling flavor.*



The Editions portfolio is a winner growing 88% year to date vs. last year



Orange is a winning flavor in the US market. Of all new products launched in the last 6 months, Orange was the #2 flavor.



The bright and bold Orange Edition packaging will drive awareness and trial in the on premise.

* Source: Red Bull Distributors
* Source: Distributor Invoicing

Orange Edition

MOCKTAILS

1 Red Bull Orange Edition
2 oz Pineapple Juice
1/2 oz Almond Syrup
Splash of Grenadine
Garnish with Cherry & Umbrella

2 Red Bull Orange Edition
1 oz Blood Orange Juice
Muddled Oranges
Splash of Club Soda
Garnish Orange Twist





USBG CT HOSTS MAISON FERRAND EDUCATIONAL SESSION

The United States Bartenders' Guild Connecticut (USBG CT) chapter hosted Francois Zelbat, Regional Manager of Maison Ferrand, for an educational session on Pierre Ferrand Cognac, Plantation Rum, Citadelle Gin and Dry Curacao orange on March 20 at Rothbard Ale + Larder in Westport. Zelbat discussed the characteristics of each spirit and the production processes. The award-winning Cognac, gin and rum are produced in the heart of Cognac, France. Adam Patrick, Chapter President, USBG CT, created cocktails for the event.



1. A cocktail punch created for the USBG CT Maison Ferrand session.
2. Francois Zelbat, Region Manager, Maison Ferrand, speaking with USBG CT members.
3. Pierre Ferrand Cognac, Plantation Rum and Citadelle Gin.
4. Francios Zelbat, Region Manager, Maison Ferrand, speaking with USBG CT members. The session was held at Rothbard Ale + Larder on March 20.



CHARLES SMITH HOSTS WINE SESSION FOR OPICI FAMILY DISTRIBUTING

Charles Smith, Winemaker for Charles Smith Wines and K Vintners, hosted an educational wine luncheon at Pier 115 in New Jersey for Opici Family Distributing for the New York, Connecticut and New Jersey sales teams on March 17. Smith presented new vineyard offerings including Vino, Casa Smith, Sixto and a selection of K Vintners wines that are offered exclusively through Opici Family Distributing in the tristate area. About 120 sales representatives from the region attended the wine luncheon to learn about the terroir, production process and characteristics of each wine. Charles Smith Wines is based in Walla Walla, Washington and sources from vineyards in Columbia Valley AVA, Wahluke Slope AVA, Walla Walla Valley AVA, Snipes Mountain AVA and Yakima Valley AVA.



1. The wine tasting mat during the educational luncheon led by Charles Smith, Owner and Winemaker of Charles Smith Wines and K Vintners.
2. Winemaker Charles Smith discussing the wine offerings.
3. Pier 115 in New Jersey hosted Connecticut, New York and New Jersey Opici sales teams for an educational luncheon with Charles Smith.

Ed Hardy®

New Ed Hardy Sangria 500ml Tetra packs
Now Available



“Everyone's Favorite, Fashionable Party Guest”

- PORTABLE & CONVENIENT
- ECO-FRIENDLY PACKAGING
- GLUTEN FREE
- PREMIUM SPANISH WINE, BLENDED WITH FRUIT & SPICE FLAVORS
- AVAILABLE IN 500ML WINE TETRA-PACKS

Just Add Ice.

Distributed by Opici Family Distributing
Ed Hardy Wines, Licensed To Luneau USA Inc, Westport, CT, Copyright 2014



CDI POURS TASTES AT BENEFIT FOR HARTFORD ARTS COUNCIL

Infinity Music Hall and Bistro in Hartford hosted a benefit for the Hartford Arts Council on March 9. Area restaurants along with beer, wine and spirit vendors showcased their products in an effort to support local arts organizations and programs. Rose McLean of Connecticut Distributors, Inc. (CDI), poured selections from its wine portfolio. Other participating vendors included Grants Restaurant, The Capital Grille, Bear's Smokehouse, Harlan Brasserie, Nora Cupcake Company, MarWin Farm, Hartford Flavor Company, Waypoint Spirits and Thomas Hooker Brewery, among many others.

1. Rose McLean, Wine Account Development Specialist, CDI and Dale Kirschnitz from Salute in Hartford.
2. Rose McLean, Wine Account Development Specialist, CDI and Peter Turner, Manager, Infinity Music Hall and Bistro.
3. Peter Turner, Manager, Infinity Music Hall and Bistro; Janelle Jenkins, Event Director, Infinity Music Hall and Bistro, Hartford; Dan Hincks, Owner, Infinity Music Hall and Bistro, with guests during the event.



CDI LAUNCHES WHISKEY AND CHARDONNAY PORTFOLIO ADDITIONS

Connecticut Distributors, Inc. (CDI) launched Traverse City Whiskey and Notable Wines at a recent sales meeting, beginning each brand's state distribution in March 2017. Traverse City Whiskey is a small-batch, handcrafted whiskey produced in Traverse City, Michigan offering a Straight Bourbon Whiskey and American Cherry Edition. CDI also welcomed Notable Wines to its portfolio: 2015 Notable California Chardonnay and 2016 Notable Australian Chardonnay, each offering a unique flavor profile and expression of the popular grape.

1. Steve Lancor, Business Manager, CDI and Brett Powell, Field Sales Manager Connecticut, Constellation Brands, Inc. with Notable chardonnays. The 2015 Notable California is bright golden in color and has aromas of fruit and apple with notes of baking spices, butter and toasted vanilla oak. The 2016 Notable Australian Chardonnay is pale straw in color and has aromas of peach and melon with floral flavors of lemon and citrus on the finish.
2. Steve Lancor, Business Manager, CDI and Chris Fredrickson, Co-owner/Distiller, Traverse City. The Straight Bourbon Whiskey is aged four years and bottled at 43% ABV, with flavors of light vanilla, citrus undertones and a smooth finish. Traverse City American Cherry infuses more than 10 pounds of Montmorency cherries in every barrel for at least two weeks, creating a hint of cherry on the finish.

100% NATURAL



100% ITALIAN



A SOUR FOR ALL SEASONS.

Elevate your amaretto cocktails with Gozio.



THE GOZIO AMARETTO SOUR:

INGREDIENTS: 1 1/2 oz Gozio Amaretto, 1/2 oz fresh lemon juice, club soda, Maraschino cherry

*Shake the Gozio Amaretto and lemon juice without ice, then strain into a glass over ice.
Add a splash of club soda. Garnish with a Maraschino cherry.*



Distributed by Opici Family Distributing.

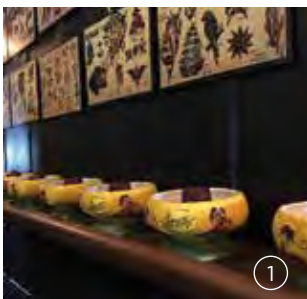


ESPOLÓN TEQUILA COCKTAIL COMPETITION SHOWCASES BAR TALENT

Senor Pancho's in Southbury and Espolón Tequila hosted area bartenders for a cocktail competition on March 20. Bartenders created an original recipe featuring Espolón Tequila as the base ingredient. The competition named Ryan Anderson the first place winner, followed by Jasson Arias, and Kim Gundersen. The event was judged by Anthony DeSerio, United States Bartenders' Guild Connecticut (USBG CT) chapter member; Andy Adames, Owner, Senor Panchos; Chris Quiroga of Southington; and Don Taylor of Southbury.



1. An Espolón Tequila ice luge was featured at the event.
2. Angel Pena-Fernandez adding garnish to his cocktail creation.
3. Gary Dritschler, State Manager CT and RI, Campari America; Jasson Arias, Second Place Runner Up; Angel Pena-Fernandez, Competitor; Andy Adames, Owner, Senor Pancho's; Ryan Anderson, First Place Winner; Kim Gunderson, Third Place; Anthony DeSerio, Event Judge; Dwayne Manville, Competitor.
4. Espolón Tequila cocktail creations.
5. Competitor Dwayne Manville.



1



2



3



4

Photo courtesy Slash Galleries.

SAILOR JERRY FEATURED DURING POP-UP EVENT AT ORDINARY

Ordinary in New Haven hosted a pop-up kitchen and cocktail event featuring Daniel “Gravy” Thomas, Brand Ambassador for Sailor Jerry Spiced Rum and Chief Brody’s Banh Mi on March 19. The event featured Sailor Jerry rum cocktails paired with Vietnamese culinary creations by Chief Brody. Thomas presented the Caribbean-crafted rum and its history and inspiration from tattoo artist Sailor Jerry, as well as tasting notes and production methods. A Sailor Jerry art installation was provided by Hope Gallery Tattoos.

1. Sailor Jerry art installation and punch bowls on display during the event.
2. Daniel “Gravy” Thomas, Brand Ambassador, Sailor Jerry, behind the bar presenting to guests about the rum brand.
3. Sailor Jerry cocktail and food pairing.
4. Andy Fuentes, Ordinary; Tim Cabral, Owner, Ordinary; Moises Ramirez, Bartender, Ordinary; Jessica Iskrzycki; Charlotte Green; David Blomberg, Bartender, Ordinary.



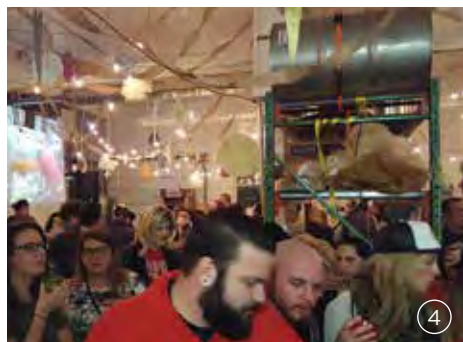
1



2



3

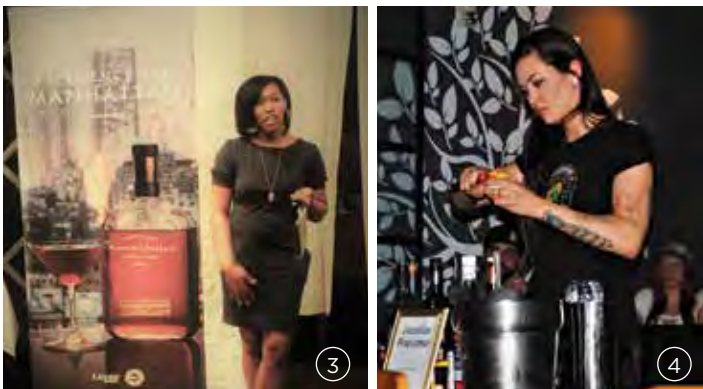


4

HARFORD FLAVOR COMPANY LAUNCHES WILD MOON LIQUEUR LIME

St. Patrick’s Day marked the launch of the latest Hartford Flavor Company release to its Wild Moon Liqueur line: lime. The all-natural, botanically-infused lime liqueur joins a portfolio of Wild Moon products including Birch, Chai Spice, Cranberry, Cucumber, Lavender and Rose. Hartford Flavor Company also partnered with Taprock Beer Bar and Refuge in Unionville in March for a five-course dinner that featured cocktails with Wild Moon Liqueurs. Also in March, the distillery hosted 86’d, a sold-out cooking competition featuring area chefs and mixologists. Craig Hutchinson, Chef at Bob Raman in Plainville and Dante Paul Cistulli, Chef of Savory Pizzeria in West Hartford, created dishes while Timothy Cabral and Mike Oliver created cocktails featuring Hartford Flavor Company products. Proceeds from the event went to benefit End Hunger Connecticut. Hartford Flavor Company products are distributed in Connecticut via Brescome Barton.

1. Wild Moon Lime, the newest liqueur in the Hartford Flavor Company Wild Moon portfolio.
2. Connecticut’s Secretary of State Denise Merrill (center), and co-founder Lelaneia Dubay (far right) surrounded by guests during the lime launch party on March 17 at the Hartford distillery.
3. A cocktail creation during the Harford Flavor Company dinner at Taprock Beer Bar and Refuge in Unionville. Featured cocktails included the Iberian Spritz made with Wild Moon Cucumber, fino sherry, Spanish brandy and sage grapefruit bitters as well as the Cranberry Martinez featuring Wild Moon Cranberry, Old Tom Gin, maraschino liqueur and lemon rhubarb bitters.
4. The sold-out crowd brought 150 people to the 86’d event hosted at Hartford Flavor Company in March.



WOODFORD RESERVE COCKTAIL COMPETITION NAMES RAPUANO WINNER

Elm City Social welcomed Brown-Forman, United States Bartenders' Guild Connecticut (USBG CT) chapter members and trade professionals to a Woodford Reserve cocktail competition on March 6. Woodford Reserve distillery representatives will choose six finalists from regional competitions to compete in the National Woodford Reserve Competition in New York City. Elm City Social Bartender Jessica Rapuano was declared the winner out of eight competitors: Ashley Lurie of Wander Bar Events, Aaron Stepka of Cook and the Bear, Juan Meyer of Eastend, Owen Wiseman of Kawa Ni, Eric Karadimas of Max Restaurant Group, Steve Bayusik of Shell and Bones and Stephen Sawin, also of Elm City Social. Rapuano goes on to compete in the national semi-final in Kentucky. The regional Woodford Reserve Cocktail Competition was judged by USBG CT's Vice President Craig Ventrice, last year's regional winner and bar manager for The Whelk, Kawa Ni and Jesup Hall; Jeff Cornelius of Allan S. Goodman; and Harrison Ginsberg of Dead Rabbit in New York. The event was also presented by Liquor.com.

1. Bartenders created two original recipes featuring Woodford Reserve during the regional competition on March 6.
2. Woodford Reserve Kentucky Bourbon.
3. Kim Hill, CT Market Manager, Brown-Forman.
4. Competition winner Jessica Rapuano, Bartender, Elm City Social.



PEEL LIQUEURS LAUNCHES HARD SODAS WITH CELLAR FINE WINES

New Britain-based Central Connecticut Distillers, makers of Peel Liqueurs, introduced a new line of hard sodas. Hard Hittin' Vodka Limon and Hard Hittin' Vodka Orange bring the same all-natural, craft distilled approach as Peel's award-winning liqueurs. Both the lemon and orange sodas are made in Connecticut and distributed statewide by Cellar Fine Wines. The Peel and Cellar Fine Wines teams met in March at Central Connecticut Distillers in New Britain to celebrate the expansion of their partnership and launch the new hard sodas.

All with Cellar Fine Wines except where noted: Hartford/Litchfield Counties Sales Rep. Jeff Sharp; Fairfield County Sales Rep. Andrew Clas; Peel Sales Manager Frank Magnolia; Middlesex/Hartford Counties Rep. Anna Dziedzik; New Haven County Sales Rep. Whitney Mitchell Algieri; Peel Managing Partner Sal Calafiore; Operations Manager George Carabetta; Marketing Manager Janeen Carabetta; Peel Managing Partner and Co-founder Angelo Mastrodomencio; Craft Beer Manager Andy Fredericksen; Sales Manager Rich Veilleux; Peel Managing Partner and Co-founder Gianfranco DiDomenico.



KATHIE LEE GIFFORD SHOWCASES GIFFT WINES IN WEST HARTFORD

Kathie Lee Gifford, Greenwich resident, television host and wine aficionado, visited Max's Oyster Bar in West Hartford for a lunch presentation promoting Giff Wines on March 31. Giff Wines is a partnership between Gifford and Scheid Family Wines of Monterey, California. Gifford works closely with the vintners of Scheid Family Wines to create wines with "balance and style," as well as packaging for the wines. During early discussions about what wines to create, Gifford said she wanted to create "easy-drinking wines people can enjoy with their loved ones." She explained the quote displayed on each bottle sums up how she hopes others will "relax and enjoy" the wine: "The world speeds by at a dizzying pace, so fast that we may forget to stop and recognize our blessings. Family, friendship, laughter, love. Enjoy this moment. It's a Giff." The lunch presentation featured Giff Pinot Grigio, Giff Chardonnay, Giff Rosé and Giff Red Blend. Each wine was paired with a dish created by Executive Chef Hunter Morton of Max's Oyster Bar. Between courses, Gifford introduced each wine and food pairing. "It's been really fun to see how the brand is taking off," said Gifford. "It's a fun business and the wine sells itself."



1. Kathie Lee Gifford visited Max's Oyster Bar in West Hartford on March 31 for a paired Giff Wines luncheon.
2. Giff Wines Pinot Grigio, Red Blend, Pinot Noir, Rosé and Chardonnay.
3. Brian Kociszewski, Regional Manager, Worldwide Wines; Kathie Lee Gifford; Tom Taylor, Sales Representative, Worldwide Wines; and Brian Mitchell, Beverage Director, Max Restaurant Group.
4. Gifford and Laurie Kablik, Wine Manager, Gillette Ridge Wine and Spirits in Bloomfield.
5. Gifford and Brian Mitchell, Beverage Director, Max Restaurant Group.
6. Robert Cooke, Partner, Max's Oyster Bar and Giff Wines Publicist Christine Gardner look on as Kathie Lee Gifford gets the luncheon underway.
7. Gifford posing with fans.





1



2



3



4



5

SLOCUM & SONS HOSTS HIGH WEST WHISKEY DINNER

Grants Restaurant and Bar in West Hartford welcomed Slocum & Sons and Jack Shute of High West Whiskey for a spirited dinner on March 30. Shute, along with Sales Representative John Tsipouras, created a High West bourbon cocktail to begin the evening, while High West Double Rye Whiskey, Campfire Whiskey and Yippee Ki-Yay Whiskey were paired with culinary creations including Smoked Aged Beef Carpaccio, Jambalaya and Braised Lamb Shank. Dessert featured a Lagunitas Brewing Company “High West-ified” Imperial Coffee Stout with a bourbon pecan tart.

1. Tim Morrell, Regional Director, Constellation Brands; John Tsipouras, Sales Representative, Slocum & Sons; Kevin Randall, Lagunator CT, Lagunitas Brewing Co.; Jack Shute, General Manager, Northeast Spirits, Constellation Brands.
2. Pours of High West Whiskey. High West Distillery, located in Park City, Utah, became the state’s first legal distillery since 1870, in 2007.
3. Kevin Randall, Lagunator CT, Lagunitas Brewing Co.; Tim Morrell, Regional Director, Constellation Brands; Jack Shute, General Manager Northeast Spirits, Constellation Brands; Marcia Passavant, Senior Brand Manager, Slocum & Sons; John Tsipouras, Sales Representative, Slocum & Sons; Christen LaRochelle, Regional Manager, Slocum & Sons; John Slocum, Executive VP and General Manager, Slocum & Sons; and Andrew LaRochelle, Guest
4. High West display during the spirit dinner on March 30.
5. A food and spirit pairing at the dinner.



1



2



3



4

SCOTCH AND GAME DINNER HIGHLIGHTS PREMIUM BRANDS

Vito’s Restaurant in Windsor welcomed Allan S. Goodman and guests to a “Scotch and Game” dinner featuring BenRiach and Glendronach on March 30. BenRiach Speyside Single Malt 10 year, BenRiach Septendecim Peated Single Malt 17 Year, Glendronach Highland Single Malt 12 Year, Glendronach Peated Highland Single Malt and Glendronach Allardice Highland Single Malt 18 Year, were paired with game selections including elk sausage, venison, wild boar and kangaroo loin, all prepared by Chef and Owner Robert Maffucci. Scotch Brand Ambassador Greg King was on hand to present the brands and the tasting distinctions.

1. BenRiach brands on display. BenRiach Distillery has been producing premium quality single malt Scotch whisky since 1898.
2. Glendronach Scotch has been produced in Huntley of Aberdeenshire, in the Highland whisky district, since 1826.
3. Vito’s Restaurant Owner and Executive Chef Robert Maffucci prepping the dishes.
4. A Scotch and game plated pairing.



Photos by Michael Leung.



LITTLE RIVER RESTORATIVES HOSTS LORD HOBO BREWING LAUNCH PARTY

Hartford's Little River Restoratives set the stage for Lord Hobo Brewing Co.'s "Can Kickin' Party" on April 2, 2017. The brewery, based in Woburn, Massachusetts, offers Lord Hobo Hobo Life, a Session IPA; Consolation Prize, a Double IPA; Boom Sauce and Steal This Can, both American IPAs. The beers are now distributed in Connecticut via Northeast Beverage Corp. The event featured Lord Hobo Brewing Co. beer cocktails made by the Little River Restoratives bar team in support of its local launch.

1. Stuart Slocum, CT Retail Account Manager, Lord Hobo Brewing Co.
2. Alexa Doyer, Bartender, Little River Restoratives.
3. Dan Portal from Northeast Beverage Corp.
4. All from Little River Restoratives: Kristen Mixter, Matt Pierce and Alexa Doyer.
5. Little River Restoratives in Hartford hosted guests for the Lord Hobo "Can Kickin' Party" on April 2, 2017.
6. Guests Randal Davis, Kate Hayden and Roberto Tollis enjoyed Lord Hobo brews and theme-named, beer-based cocktails, including the Participation Trophy, made with Old Tom Gin, Cherry Heering, lemon, demerara and Lord Hobo Consolation Prize Double IPA.

DELLA TERRA WINE DINNER FEATURES ITALIAN SELECTIONS

Slocum & Sons and Harry's Wine and Liquor Market hosted a wine dinner called "An Evening in Italy," at Finalmente Trattoria in Westport on March 21, featuring selections from Della Terra Wines. The five-course pairing dinner featured Cleto Chiarli Lambrusco from Emilia Romagna region, Alois Lageder Muller Thurgau 2014 from Dolomiti, Tenuta Sant'Antonio Scaia Rosso 2014 of Veneto, Casanova Di Neri Rosso 2014 of Tuscany and Vietti Barolo Castiglione 2012 of Piedmont. Kate Cassidy, Northeast Regional Manager at Della Terra, presented on the wines with each paired cuisine.

Kate Cassidy, Northeast Regional Manager, Della Terra Wines; William Miller, Proprietor, Harry's Wine and Liquor Market; Mary and Andre Iodice, Owners, Finalmente Trattoria; and Paul Burne, Key Account Manager, Slocum & Sons.

Sherman Wine & Liquor

BY SAVANNAH MUL

Mike Aleksandrowicz worked as a mechanic for many years, though he'd had a career change in mind for the future. He and his wife Donna, who was a stay-at-home mom at the time, saw a "for sale" ad in the newspaper for a liquor store in town and the idea of buying it intrigued them. After much discussion, they decided to purchase the property known as Sherman Wine & Liquor.

The Aleksandrowiczes said they "weren't sure what they were entering into" with retailing, or wine, beer or spirits for that matter, when they first got started. "It was a lot of reading and listening to our sales reps and customers," said Donna. "[Learning through conversation and reading] never ends in this industry because there is always a new product that customers want."

The original property was located around the corner from where they are today. In 2006, they moved to their current, more



↑
Sherman Wine & Liquor's Donna and Mike Aleksandrowicz.



LOCATION

11 CT-39
SHERMAN, CT

FACTS

SQUARE FOOTAGE: 750
YEARS IN OPERATION: 15

visible corner location at 11 CT-39. Sherman Wine & Liquor stocks about 250 SKUs of wine and close to 100 SKUs each of beer and spirits. The store's sales are wine-driven, with liquor and beer following behind.

The Aleksandrowiczes describe Sherman to be a "wine town," where customers look for wines to pair with dinner or to bring as a gift for the host of a dinner party. Local buying trends they have noted include the popularity and increased sales of craft beers, South American and Spanish wines, as well as rosé varieties, of which they stock anywhere from seven to nine different brands throughout the year, increasing rosé count as the weather gets warmer.

Another section in the store that has grown due to consumer demand is organic wines. "This section has been well-received," said Donna. Sherman Wine &

Liquor features at least 10 different brands of organic wines.

The Aleksandrowiczes also value their relationships with local producers and highlight those locally-made products on the shelves, including White Silo Farm & Winery, located within miles of the store and spirits from Litchfield Distillery.

Sherman Wine & Liquor also offers novelty items including glassware for beer and wine, as well as unique wine racks made from recycled car parts, old horse shoes and golf clubs, all crafted by Mike, who said, "I guess my fabrication skills come in handy."

"It's a roller coaster ride," Mike said. "No two days are ever the same." The husband-and-wife team manages and staffs the business together, seven days a week. "It's a small town and we get to know the customers very well," said Donna. "I really enjoy meeting people every day." ■

FEATURE YOUR STORE



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

AMERICA'S OLDEST BREWERY.

SINCE 1829

Yuengling

NEW LOOK,
SAME GREAT
LAGER.



LEGISLATIVE UPDATE

BY CARROLL J. HUGHES, EXECUTIVE DIRECTOR, CPSA

The legislative session continues in the state, where despite the deficit of an estimated \$1.7 billion, business proceeds as usual.

There have been over 3,800 individual bills filed and about 1,200 committee bills. Since early March, committees have been closing, reporting bills to the House or Senate floor, which then become file copies. Over 600 "file copies" are expected to be before the legislature for action.

Leaders of the legislature will probably send the majority of these bills to various committees over the next few weeks. One of the desired efforts of their referral process is that many bills will not return to the House or Senate calendars. Bills that encountered significant opposition at the committee level will probably not be called by leaders. The numbers in both Chambers are so close, that if a bill was reported out on a partisan basis, its chances of not being called are high.

Currently, one of the most heavily debated subjects involving the beverage industry is the bottle deposit bill. There are several bills alive that deal with this subject. The Governor's bill, in one of his budget revenue items, would increase the bottle deposit from 5 to 10 cents per container. The purpose here is to raise revenue for the state on that portion of eventually a larger amount of money that is projected to accrue through unredeemed deposits.

Bills have also been reported from committee which:

- Raise the handling fee by 1 cent on soda, beer and other containers under the bottle bill
- Add a recycling fee on all alcohol spirits and wine bottles
- Eliminate the redemption system,

but keep a charge on all containers as a recycling fee and require sellers of the containers to collect the fee

- Review all beneficial uses of recycled glass for playgrounds, roadway paving, and other uses
- Eliminate the deposit fee on all beverages delivered to an on premise permittee

There is general industry support to eliminate the bottle bill and varied support for the continued fee on containers, including the addition of spirits and wine bottles to the bottle bill.

Another effort on the Environment Committee agenda this year is to ban plastic bags at retail stores. There are two bills reported from the Environment Committee that would tax plastic bags at 5 cents per bag in an effort to ban the use of them in the state.

Other issues affecting the overall industry include a proposal to ban smoking everywhere, as well as cigar bars and hookah lounges. The same bill would also eliminate any smoking on the premises of bars and restaurants, including outdoor patio areas. Provisions that eliminate any designated employee smoking areas have been proposed for any business. The bill was defeated in the Public Health Committee, but as always, proponents will try amendments on the floor.

The repeal of minimum bottle has strong opposition at the committee level with leaders who see repeal as an economic disaster for the state. We will continue to watch all of these items as the session continues.

For now, we ask all CPSA members and package store retailers for their support by joining CPSA or renewing their



CARROLL J. HUGHES
EXECUTIVE DIRECTOR, CPSA

membership today. We can continue to protect our stores only if we remain strong by joining together. Thank you to those who have already joined or renewed membership. It is your support that helps our voice be heard.

We ask that you contact your legislators today and tell them to oppose the repeal of minimum bottle pricing. Thank you.

ANNUAL GOLF OUTING SET FOR JUNE 14, 2017

The 2017 Annual CPSA Golf Outing will be held at Whitney Farms Golf Club in Monroe. This year's event will feature an exciting day of friendly competition, raffle prizes, and of course, the coveted "Hole-in-One" Prize of \$10,000! RSVP by June 6, 2017.

All proceeds go to benefit the CT Package Stores Association, which protects the interests of liquor suppliers, wholesalers, industry persons and manufacturers. Sponsorships are still available in a variety of packages. Contact CPSA at 860.346.7978 or mdaley@hughesandcronin.com for a complete list of sponsorship opportunities and to sign up.



LEARN MORE

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



STATE OF CONNECTICUT
DEPARTMENT OF CONSUMER PROTECTION

From the Office of John Suchy
Division Director of Liquor Control
March 28, 2017

**WHOLESALERS GRANTED AN EXTENSION OF DELIVERY
FOR ALCOHOLIC LIQUOR PRODUCTS ORDERED IN MAY 2017 THROUGH JUNE 2, 2017**

On March 28, 2017 the Liquor Control Commission approved a request allowing all Connecticut wholesalers to deliver alcoholic liquor products ordered and sold during the month of May 2017 through June 2, 2017.

Please note that this is not an extension of ordering product, but rather an extension of date of delivery only.

John J. Suchy
Director of the Liquor Control Division

The Department of Consumer Protection, through the State Liquor Control Commission, oversees all sales of liquor in the State of Connecticut.

165 Capitol Avenue, Hartford, Connecticut 06106-1630 | TDD (Telecommunications Device for the Deaf): (860) 713-7240
Internet Web Site: <http://www.ct.gov/dcp> | An Affirmative Action / Equal Opportunity Employer

Designed for LIQUOR Merchants

Loyalty Programs Instant ID Verification

Secure Payments Customer Satisfaction

Inventory Control Cloud Multistore

Match or Beat Your Rates
Accept **Chip Cards** Now

Power of Substance
posmatic
www.posmatic.com

Contact Us
718.707.9788

NEWS TO KNOW: JOIN, REGISTER, LOCATE

BY SARAH MALONEY, EXECUTIVE DIRECTOR, CRA



SARAH MALONEY
EXECUTIVE DIRECTOR, CRA

Join the CRA

The Connecticut Restaurant Association (CRA) is a full service, not for profit trade association dedicated to supporting every type and size of restaurant. We are advocates for the Connecticut restaurant industry, a hub for information and a platform for networking. We commit ourselves to offering cost effective benefits and the resources you need to run a profitable business.

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

Join the CRA and you will also be a member of the National Restaurant Association.

Register Now for the CRA Golf Tournament

The Connecticut Restaurant Association's Annual Golf Classic is being held Tuesday, June 20, 2017.

Registration will begin at 11:30 a.m. followed by lunch and a 1:00 p.m. shotgun start. The tournament is a scramble format followed by cocktails and dinner at the Country Club of Waterbury.

There will be great raffle items that benefit the CRA's ProStart Program, a two year culinary and management program for high school students.

Space is limited and will fill up fast. Visit ctrestaurant.org for more details.

.....

Our New Office Location

We are moving! Beginning May 1, 2017, our new office will be located at

270 Farmington Avenue, Suite 142, Farmington, CT 06032.

Our phone number, email addresses and website will all stay the same. Find out more about us, our services and programs on site or online.



LEARN MORE



Interested in learning more about CRA and member benefits? Simply visit us at ctrestaurant.org.



DON'T MISS AN ISSUE OR ONLINE ORDERING

Your **expiration date** is located on the top line. Renew and never lose access to prices, products and market information. Call us at 203-288-3375, ext. 100.

PERIODICALS POSTAGE PAID

*****5-DIGIT 13606 004/040

CT-005645 **EXP Date MAY 17**

HAPPY PACKAGE STORE
JOE SMITH
579 BLACKANDWHITE STREET
ANYVILLE CT 13606

Launching a
smooth tequila with
a not-so-smooth name.
#AShotWorthTaking



**A
SHOT
WORTH
TAKING**

100% PURO AGAVE TEQUILA

Jonathan Lipsmeyer



THE HAND-OFF

**IN TODAY'S COMPETITIVE MARKET,
HAND-SELLING GIVES SAVVY MERCHANTS AN EDGE**

BY ZACHARY SUSSMAN

As anyone who has worked the retail floor knows all too well, the world of wine may be endlessly vast and complex, but there are ultimately just two categories that matter: the wines that sell and those that don't.

We're all familiar with the first category, those easy, customer-friendly bottles that fly off the shelf without fail. I'm talking about the big brands and familiar varieties which at various times could be critter wines, cult Napa Cabs, Sancerres, Malbecs or Moscatos. Far from the most exciting items on the shelf, these mainstream staples nevertheless account for the overwhelming majority of sales.

The second category is comprised of the exact opposite: those fascinating, delicious, but perpetually neglected bottles that require all of one's effort to push out the door. Maybe they suffer from some sort of stigma (see: Riesling, Sherry), or come from little-known regions with legions of unpronounceable native grapes (think Xinomavro, Assyrtiko, Bläufrankisch). Despite all the excitement they tend to inspire among "geeky" industry professionals, to the average consumer they might as well not exist.

There's a specific term in the industry lexicon for these pariahs: "hand sells." It might not be the easiest way to make a buck, but "hand selling" still remains a timeless aspect of the merchant-customer relationship. And at a time when consumer curiosity has reached a fever pitch, the art of the "hand sell" has become more important than ever.

Long gone are the days when you could study the Parker scores, print out few shelf talkers, and stock up on the same familiar mix of crowd-pleasers. With such a dizzying range of options now flooding the market, the need to define one's selection has never been more critical. Within this quickly evolving landscape,

“THIS IS WHERE ‘HAND SELLING’ COMES IN. IT’S ABOUT SHOWING THE CUSTOMER SOMETHING DIFFERENT THAT REFLECTS YOUR STORE AND WHAT YOU FIND INTERESTING.”

— CRAIG PERMAN, PERMAN WINE SELECTIONS, CHICAGO

the single biggest factor that separates a world-class merchant from the common heap of big-box warehouses and corner liquor stores is the element of curation.

In the same way that sommeliers craft unique beverage programs to express the concept of a restaurant, today’s most influential retailers intentionally tailor their selections with a specific point-of-view in mind. To that end, under-the-radar wines provide a vehicle for establishing a shop’s identity and differentiating it from its peers. “If I put out a wine that’s just

STYLISH RIESLING

WHY IT’S IMPORTANT:

One of the world’s noblest varieties, Riesling has long suffered from a stigma of sweetness, dating back to the days of cheap, mass-produced wines like Liebfraumilch and Blue Nun. Today, the grape offers some of the most versatile and food-friendly wines (both dry and sweet) on the planet—if customers would only open their minds to its many charms.

HOW TO SELL IT:

- Tasting is believing. In-store events provide a guaranteed way of demonstrating the range of Riesling styles—from bone-dry to unctuously sweet.
- For sweeter examples, providing context is key. Focus on food pairings, particularly Asian and other spicy cuisines.

okay, because I can make some money on it, then I run the risk of becoming like every other retailer,” explains Craig Perman, owner of Perman Wine Selections in Chicago. “This is where ‘hand selling’ comes in. It’s about showing the customer something different that reflects your store and what you find interesting.”

LEAP OF FAITH

The challenge, of course, is convincing the customer to take a leap of faith. According to Jonathan Lipsmeyer, the German and French buyer for Manhattan retailer Winfield Flynn Wine and Spirits, it can be extremely difficult to break people out of their fixed buying patterns. “When people enter the shop, I find that they have a specific ‘wine word’ in their head,” says Lipsmeyer. “That word could be a specific variety or a category, but they show up with a general idea in mind of what they want.”

With that in mind, the goal of the hand-sell should never be imposing one’s own taste upon the consumer. It serves no purpose to foist a skin-fermented Rkatsiteli from the Republic of Georgia upon someone asking for Cloudy Bay. “The most important aspect is just reading the customer,” explains Daniel Posner of Grapes the Wine Company in White Plains, NY. “We’re always going to take our cues from the customer, and work our way from there.”

To Jonathan Lipsmeyer, the best approach ultimately satisfies at least one of two different criteria: offering better value or better culinary pairings. “I’m either trying to save you money or to save your dinner,” he says.

Craig Perman



RED/WHITE PORTUGAL

WHY IT’S IMPORTANT:

Few nations rival Portugal for delivering high-quality wines at extremely affordable prices. With over 250 native grape varieties, however, the terrain is notoriously difficult to navigate, and most customers have no idea that there’s a whole world to explore beyond Port.

HOW TO SELL IT:

- Focus on value. One of the most successful lateral moves is to steer Cabernet fans to dry reds from the Douro. Earthy and delicious, they’re made from the same grapes as Port, and offer the kind of big, ripe fruit that Napa drinkers crave in far more affordable form.
- For a great alternative to Malbec from Argentina, often in the same \$10-12 range, look to the juicy, barbecue-friendly reds from Alentejo.
- As a substitute for ubiquitous Sauvignon Blanc, the Vinho Verde region now offers a new wave of high-quality, non-effervescent, boutique wines that combine crispness, freshness, and succulent fruit.

THE HAND-OFF

OBSCURE VARIETIES

WHY IT'S IMPORTANT:

American consumers tend to think about wine in terms of a limited handful of “international” grapes. Obscure indigenous varieties not only expand a customer’s horizons, but allow your staff to showcase its passion and education.

HOW TO SELL IT:

- Some exciting off-the-radar varieties now come from Greece. With its rich mineral core and concentrated citrus notes, Assyrtiko (from the island Santorini) is an immediate crowd-pleaser, the perfect Mediterranean white. Xinomavro, native to the Macedonian region of Naoussa, has gained acclaim for rivaling the top wines of Piedmont.
- As a Pinot Noir alternative, steer customers toward lighter-bodied red grapes from Austria, such as Zweigelt and Blaufränkisch.

PRICE BARRIER

To be sure, it’s one thing to seal the deal with a \$16 bottle of Beaujolais. Where the “hand-sell” overlaps with the “upsell,” however, the task becomes exponentially more difficult. According to Christy Frank, formerly of Frankly Wines in Manhattan, there is a specific threshold above which customers are



Christy Frank

unwilling to tolerate risk. “Below \$20, most people are willing to take a chance, and won’t be devastated if they don’t like what I sell them,” she says. “At higher price points—generally above \$30—I’m extremely careful to make sure they’ll be happy before I send them off with something too unusual.”

It requires effort, and the inherent risks are obvious. But at the end of the day, passion for wine is infectious. For every customer that goes home bewildered by the contents of his or her glass, countless others can be delighted, better-educated, and eager to return. This is precisely why the hand sell remains such a powerful advantage. Even at a time when you can purchase virtually anything you want at the click of a mouse, there’s still no substitute for the kind of attentive, engaged dialogue that has taken place between merchant and customer for generations.



“The conversations we’re able to have is why people keep coming back to us,” Craig Perman says. “That old-fashioned give and take, it’s how you build trust.” ■

SATELLITE ZONES

WHY IT'S IMPORTANT:

Customers can’t always afford the finest crus from Burgundy and Piedmont. But the lesser-known “satellite” zones immediately surrounding the world’s most renowned areas of production approximate the qualities of their more celebrated neighbors.

HOW TO SELL IT:

- Direct Barolo and Barbaresco drinkers to “Alto-Piemonte,” located just a little higher up in the foothills of the Alps. Areas like Gattinara, Ghemme, and Carema put their own unique stamp on Nebbiolo at a fraction of the price.
- Instead of pricy appellations like Saint-Emilion, the wines from the outer boroughs of Bordeaux’s right bank are wildly underpriced: think Fronsac and Côtes de Castillon.
- Just south of Burgundy’s famed Côte d’Or, plenty of values are to be found in the cheaper real-estate of the Macon and Côte Chalonnaise.

DARKER ROSÉ

WHY IT'S IMPORTANT:

Once the quintessential hand-sell, the rosé category is now booming. But its newfound fame extends only the classically pale style embodied by Provence. Plusher, darker-hued rosés (such as Tavel) can often be even friendlier with food, but consumers still mistakenly interpret their deep color as a sign of sweetness.

HOW TO SELL IT:

- Rosé can be just as varied as white or red. Just as you’d never compare Pinot Noir to Cabernet, there is a whole pink spectrum to taste. Your key selling point: “Don’t treat this bottle like a rosé, but like a light red.”
- More structured and deeply-flavored than their Provencal peers, but still bone-dry, rosé wines from the Rhône, Spain, and Southern Italy are ideal hand-sells for the summer grilling season.



Pernod Ricard USA
Creators of Conviviality



TOAST WITH THE BEST

THE MARQUES OF LUXURY



PLEASE DRINK RESPONSIBLY

Pernod Ricard USA's James Slack, Senior VP,
Wines & Champagnes and Julien Hemard,
Chief Commercial Officer, Spirits,



EYES ON / THE PRIZE

WITH SUCCESS IN THE U.S. AS TOP PRIORITY, GLOBAL GIANT PERNOD RICARD STEPS UP THEIR GAME

/// BY KRISTEN BIELER

A company doesn't become the second largest wine and spirits supplier in the world by sitting still. The Pernod Ricard success story—which dates back to 1805—is one of continuous evolution and adaptation, and a keen understanding that what worked a decade ago may no longer be relevant today.

And it's a story still being written.

“We’ve been given a clear mandate by Alexandre Ricard [Chairman & CEO] and Paul Duffy [Chairman & CEO, Pernod Ricard North America], that winning in the U.S. market is the top priority for the global company, so we’ve made many significant changes in order to make this happen,” says Julien Hemard, Chief Commercial Officer, Spirits.

While Pernod Ricard USA's organizational changes—new leadership, a decentralized power structure and retooled route to market—are significant, it's the shift in mind-set which may be more remarkable: “We have gone from brand-centricity to consumer-centricity, which



has altered the way we market and think about our brands,” says Hemard. “We’re moving away from categories and thinking in terms of occasion, which is how today’s consumer enjoys our products.”

Hemard himself is part of that change, having been on the job less than one year—though he’s worked at the company for over 22 years. “When I joined Pernod Ricard, our business outside of France was miniscule; and contrary to our size today, I think we’ll always be that humble little company.” Bringing fresh perspective, Hemard is tasked with navigating “the most fascinating, exhilarating spirits market in the world,” he describes. “Most trends we see internationally—premiumization and innovation—began in the U.S.”

REDIRECTING POWER

“We’ve moved from a one-size-fits-all approach primarily driven by the center, to a much more localized approach,” says Hemard. The company has simplified its structure and reduced layers, handing power directly to those in the field. With 50 new in-market employees and over 150 local activation specialists, decisions are tailored to very specific geographic regions. “The primary goal of the model is to encourage local people to make the right choices for their market,” he describes. The company hopes to build upon its entrepreneurship-style culture: “We want to empower our

people and encourage risk-taking. In my 22 years with the company, the best ideas have always come from people in the field.”

MARTELL ‘VS’ SINGLE DISTILLERY

Capitalizing on the explosive growth in Cognac, the 300-year old Martell brand—which grew over

18% last year—has released Martell “VS” Single

Distillery, made from a single distillation source and offering a richer flavor expression.



REFOCUSING ON WINE & CHAMPAGNE

A number of large spirits suppliers have recently exited the wine space, but Pernod Ricard is doubling down. “The U.S. is the world’s number one wine market and is forecasted to grow nearly 5% in volume and 11% in value by 2020, so we see tremendous opportunity,” says James Slack, Senior VP, Wines & Champagnes. He’s a firm believer in the synergies between wine and spirits: “Marrying our wine and Champagne portfolios with our spirits portfolio makes us much stronger in the marketplace because we can provide solutions for every occasion.”



ABSOLUT: TIME FOR LIME

The launch of Absolut Lime this spring, at a time when the flavored vodka category is over-crowded and softening, may seem curious. “We looked at the complexity of the category and how confused retailers and customers were with the overwhelming amount of entries, and decided that the market was ready for something simple,” explains Hemard.

After de-emphasizing some Absolut flavors to focus on the core range, the company unveiled Absolut Lime with a blow-out sponsorship of the Grammys. “Consumers love the product and its taste, and we’re already seeing strong consumption trends from Nielsen,” reports **Pierre Berard**, SVP, Spirits Marketing. “The strong support of national chains and great retail displays across the country have been wonderful to see. Lime is a highly trending flavor from the iconic, leading imported vodka.” Also gaining nice traction this year is Absolut Elyx, the luxury vodka made from single-estate winter wheat and matured in a vintage 1921 copper still. According to Elyx CEO **Jonas Tahlin**, a key success factor has been the brand’s commitment to bring safe water to 100,000 people in developing countries via a partnership with “Water for People”.



/// JAMESON CASKMATES ///

One of the key growth drivers for the company, Jameson has posted double-digit increases in 49 states for the last five years. Following the success of Jameson Black Barrel—Jameson whiskey aged in extra-charred barrels—the company released Caskmates last year. Pushing category boundaries, Caskmates is whiskey finished in craft beer barrels, which makes it relevant to beer drinkers as well as single malt fans who have long sought out experimental “finishes” on their whiskeys. “We’ve seen it become a huge success so quickly because it adds terrific versatility and more opportunities for consumers to enjoy Jameson,” says Hemard.



Slack wants to reorient the dialogue between brand and consumer to focus on occasion, not category: “People may start off with a cocktail, move to a glass of Champagne, have a glass of wine with dinner and end with whisky on the rocks. It’s unrealistic to think that someone will only drink one category or brand all the time.”

REWIRING INNOVATION

Particularly in the U.S. market, innovation is a critical growth driver. To be better positioned for success, Pernod Ricard USA created an incubation division, New Brand Ventures—headed by Senior Vice President Jeff Agdern—to handle brands young in their life cycle. “Moving these brands outside the main network allows them to get the love,



JACOB'S CREEK DOUBLE BARREL

To infuse new energy into the iconic Jacob’s Creek brand, PRUSA recently released Double Barrel, a Shiraz finished in a Scotch whisky cask and a Cabernet finished in an Irish whiskey barrel. “We believe these could be real category disruptors and almost create a new subcategory,” says Slack. “Being from Australia won’t be such a barrier for these wines, and we’re hoping to start positioning Jacob’s Creek at a higher price point to build more value.”



nurturing and patience they need to become the next big growth engine for the future, and lets them grow at their own pace,” explains Hemard.

There are currently eight brands in the division—including Smooth Ambler whiskey from West Virginia and Monkey 47 Gin. Plymouth Gin, Aberlour Single Malt Scotch, Lillet, Lot 40 Canadian Whisky, Terremoto, and, effective July 1, Power’s Irish Whiskey. “Once we see a brand taking off, we can move it into the main portfolio,” Hemard adds.



REDEFINING CRAFT

While many of the company’s smaller brands are undeniably considered “craft,” the company is aiming to broaden the definition to apply to larger brands that are made with the same artisanal approach. “We don’t believe craft is only about being small,” says Hemard. “It’s about the history, the authenticity, the people behind the brand.” Take Jameson, created in 1780 by John Jameson in Dublin, with its centuries of provenance. Or Absolut, produced in the same spot in Southern Sweden, with the same recipe and same copper still, since 1879. And Chivas Regal, which traces its roots back to 1801. “I believe in the past we neglected to talk about the actual quality, production process, history and

AVION & OLMECA ALTOS TEQUILA

Just six years ago, Pernod Ricard didn’t play in the tequila game. Today the company has premium Avion as well as the Olmeca tequila range and the focus for both: On-premise. “Our programming for Avion is to show people the difficult, time-consuming way they are producing this spirit in the distillery in Mexico,” shares Hemard. The more recent addition of Avion 44—a small batch, extra-aged anejo—is a huge success, recruiting from Cognac and single malt drinkers. “There is tremendous opportunity at the very top end of tequila,” says Hemard.

At the more accessibly priced end, Pernod Ricard developed Altos, an extension of their Olmeca range. “We assembled some well-respected mixologists and asked them what type of tequila would work best for an on-premise venue in the U.S.? The result of much experimenting and tasting was Altos and it’s been extremely successful—up 40% last year. It was created by bartenders for bartenders, so they have become our best advocates.”



/// THE GLENLIVET ///

Created in 1824, Glenlivet was among the first single malts—copied many times over. The new Founder’s Reserve—made with the signature mix of sherry and bourbon casks—is a “blend but crafted like a single malt,” describes Hemard. “It’s very smooth and accessible but still true to the brand’s style and heritage.” While the U.S. is the number one market globally for Glenlivet, there is still room to grow: “Per capita consumption of single malt is one-third here what it is in France, for example, so we still see a lot of room to grow.”



people behind these iconic brands, and we are starting to do that now,” says Hemard.

Size and craft aren't mutually exclusive when it comes to wine either, says Slack: “People forget that wine is still an agricultural product and there is tremendous craft and skill involved. Look at Jacob's Creek, founded in 1847 in Barossa Valley or Champagne Perrier-Jouet created in 1811, the estate which invented the term for 'brut.' Across our portfolio there is so much heritage and we'll be communicating that increasingly.”

“Our mission is to grow our customers' businesses, not simply grow our brands,” concludes Hemard. “Of course, we have market leaders across multiple categories (including Absolut, Jameson, Kahlúa, Malibu, Seagrams Gin and The Glenlivet), so our customers naturally want to carry those brands. But our founder, Paul Ricard, never directed his salespeople to solely focus on making quotas. He instead asked them to “make a new friend every day” by really helping our customers. That is what we are going to do in the U.S.” ■

SPARKLING EXPLODES

Americans aren't just drinking more sparkling wine these days, they're drinking it differently. “Sparkling wine is no longer being reserved for celebrations and holidays; people—particularly Millennials—are drinking it on every day occasions,” says Slack. “We are tracking how people consume—whether picking up a bottle of sparkling wine to drink casually at home, or enjoying a bottle of Champagne with a meal in place of red or white wine, or consuming it by the glass in a high-energy bar instead of a cocktail—so we can take an occasion-based marketing approach.”

Pernod Ricard USA is seeing double digit growth in their Champagnes—Perrier-Jouët and G.H. Mumm—as well as California sparkling wine, Mumm Napa. Perhaps the most explosive growth is coming from Campo Viejo Cava Brut and Brut Rosé, relatively recent entrants, up 19% last year.



CAMPO VIEJO RIOJA

“There aren't many brands as vibrant as Campo Viejo; there is tremendous energy to it,” says Slack. The Spanish brand's explosive success in the UK market—growing from 165,000 cases to 1.3 million cases in the space of six years—is beginning to repeat itself in the U.S. “Camp Viejo's Tempranillo became the go-to wine for the middle class consumer who wanted to spend the equivalent of \$10-\$15 on a terrific wine.” Operating outside of category boundaries, Campo Viejo far outperforms the still small Spanish category. “I urge everyone not to pigeonhole this as a Spanish wine—it has become a general market wine with a great taste profile that delivers on price point,” Slack says.



MONKEY 47 GIN

One of the most unique liquids to hit the market in recent memory, Monkey 47 is a gin crafted in Germany's Black Forest with 47 hand-picked botanicals. Pernod Ricard acquired a majority stake last year (the dynamic creator is still heavily involved). “Monkey 47 is the craziest, most distinct spirit,” describes Hemard. “At 94 proof, it's super smooth—I describe it as the Cognac of the gin world—perfect for sipping.”

In spite of—or perhaps because of—its small 375ml package, Monkey 47 has tremendous back-bar presence, which is where the New Brand Ventures team is promoting it. “Previously it was sold mostly off-premise, which we think



was a mistake,” he says. “Bartenders love that it is so different from other gins—I've heard top mixologists describe it as a tour de force.”

/// KENWOOD COMEBACK ///

Purchased by PRUSA two and a half years ago, Kenwood is a legendary Sonoma winery that was in need of some love. Tireless work in the vineyards and winery, along with a redesigned package and a partnership with the National Forest Foundation, have meant new recognition from trade and press—and consumers. “There are people who knew the brand 20 years ago rediscovering it, as well consumers interacting with the brand for the first time,” says Slack. “We're seeing growth across all ranges—Sonoma Series, Six Ridges and Jack London—which shows us this great brand is back on track, and it's just the beginning.”





GIN

QUIZ

Arguably no spirit has seen the highs and lows of gin, across centuries and continents. History has seen it hailed as a societal scourge as well as a miracle drug. It has been a political tool, a soldier's support, and famously "mother's ruin."

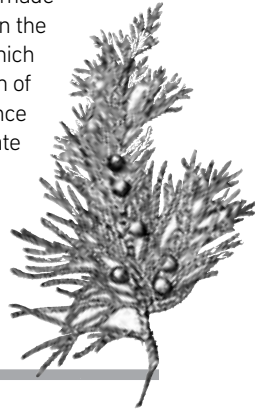
Locales with rich gin history run from Holland (where it all started) to Italy (where they, too, claim gin started) to London (epicenter of consumption, flag-bearer for gin style) to Scotland (which makes more than two-thirds of the gin in the UK) to Spain (where "Gin Tonics" have developed into a national specialty) and, naturally, to America.

Here, artisans and big brands alike are riding a current upswing in gin momentum, both off- and on-premise, and with a tilt toward the high end. Meanwhile, the gin-sipping public appears increasingly open to the particular possibilities of gin, whose styles nowadays often take juniper as a starting point rather than focus.

BACK TO
BASICS

Q. WHAT'S THE DIFFERENCE BETWEEN GIN AND JENEVER?

A. Jenever (aka genever) is gin's Dutch ancestor. As the story goes, English soldiers took a liking to the Dutch spirit when they were stationed in the Low Countries—which includes what's now The Netherlands—during the Thirty Years War in the 1600s. After returning home, they wanted to try to make it themselves. They knew it had juniper in it, but that was about it. The version the Brits made ended up having way more juniper in it than the Dutch original. That's the botanical from which most of gin's flavor derives. However, much of jenever's character comes from the presence of malt wine—a malted grain-based distillate (usually barley, as well as other cereals). The malt wine gives jenever some faintly whiskey-like characteristics, versus the completely neutral flavor of gin's base spirit, all of whose flavor and aroma comes from the botanicals.



Q. WHAT ARE THE BOTANICALS THAT GO INTO GIN?

A. Distillers combine any number of herbs, roots, seeds and fruit peels to achieve their desired recipe. **The only botanical that has to be there in order for it to be defined as gin is juniper.** Some make their gin very juniper-forward; others let the juniper take a bit of a back seat to the other ingredients. The most commonly used botanicals (aside from juniper) include **coriander seeds, orange and lemon peel, angelica root, cinnamon, cardamom, licorice, lemon verbena** and **ginger**.





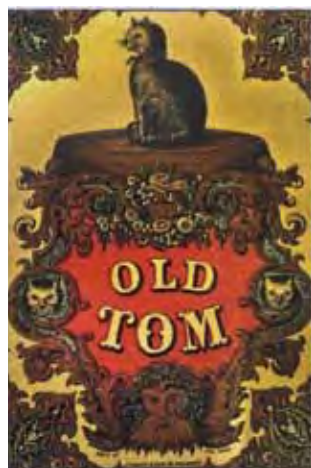
Q. HOW DID TONIC BECOME THE PREFERRED GIN PARTNER?

A. Quinine, the signature ingredient in tonic water, was found to be an effective anti-malarial agent, which was a godsend for sailors and soldiers working for the British East India Company. To make the quinine taste a bit better, they started mixing it with gin, a little bit of sugar and lime (a fruit known to help fight scurvy).

Q. WHAT IS LONDON DRY GIN?

A. London Dry Gin (often referred to simply as "London Gin") is the type with which most consumers are familiar, as most of the gin produced today falls into this category.

- By definition it must be distilled to 70% alcohol (though diluted to 40% for bottling)
- It must use only natural flavorings—all of which impart their flavor during the distillation process.
- Producers cannot add any coloring to it.
- Only a minuscule amount of sugar may be added—no more than 0.1 grams per liter of finished gin. The lack of added sweeteners is where the "dry" comes in. That distinguishes it from Old Tom Gin.



Q. WHO IS OLD TOM?

A. Trick question: there is no person named Tom. Old Tom is a sweeter style of gin that originated in the 18th century. It was the traditional ingredient in cocktails like the Tom Collins and the Gin Rickey. Many consider Old Tom to be the bridge spirit between jenever and London gin. The style more or less disappeared after the 19th century, but it has enjoyed a bit of a revival.

**BRAND FOCUS:
CAORUNN**



GIN'S IDENTITY OPPORTUNITY

Gin and juniper will forever be hitched, but the fact remains: the gin market has grown more varied than ever this century, and in the process, juniper is often found in the back seat rather than in the driver's seat. There is a tremendous upside in this shift: distillers are better able to have their gin represent true local flavor, by emphasizing local botanicals in their gin.

The Scottish gin Caorunn—the only gin produced in Speyside using natural local botanicals—is a perfect example. Caorunn (pronounced 'ka-roon') is the Gaelic word for Rowan Berry, which is one of five botanicals foraged within walking distance from the distillery

The other local botanicals, handpicked from the hills surrounding the Balmenach Distillery in the Cairngorms National Park, are dandelion, heather, bog myrtle and Coul Blush apples.

- Caorunn's taste is refreshingly different: clean and crisp, with floral, fruity notes and a long dry finish.
- Coul Blush apple, native to nearby Ross-shire, has a clean, sweet taste. This particular infusion sets the stage for a Caorunn & Tonic—uniquely served with fresh-cut red apple instead of lime.
- Bog myrtle, sometimes called sweetgale, imbues a soft, sweet resinous aroma to Caorunn.
- Balancing out the five ultra-local botanicals are six traditional ones: juniper berries, coriander seed, orange peel, lemon peel, angelica root and cassia bark.



IN THE GIN-HAPPY UNITED KINGDOM, CAORUNN IS THE #4 SUPER-PREMIUM GIN (NIELSEN 2017).

'HEADY' MACHINERY

Caorunn is produced using the only working Copper Berry Chamber in the world, by just one man, Gin Master Simon Buley. The Copper Berry Chamber was made in the 1920s in the U.S. to extract essential oils to use as a base for perfumes.



It is ideal for producing gin because the copper reacts with the vapors and removes unwanted flavors. It is a traditional, slow infusion process.

The spirit vapors pass through the four botanical trays at a very slow rate, to ensure maximum uptake of the flavors and aromas of the botanicals.



Q. WHAT IS 'BATHTUB GIN'?

A. Apocryphally, it originated in the 1920s as a term applied to **amateur gin**, batched in tubs. More factually, it was not so much that tubs were used, but rather bathtub taps were used to fill jugs that did not fit in a sink. No distilling was involved; home gin-makers started with grain alcohol then added juniper berries (but not always), other ingredients and water then allowed it all to steep.



Q. WHAT IS THE BEST WAY TO TASTE GIN?

A. Room Temperature. Most experts recommend at room temperature, diluted with a few drops or even an equal measure of water, which helps reveal both qualities and flaws.

Q. IS ALL GIN CLEAR?

A. No. Modern Dutch genever, aka "golden gin" acquires a pale gold tint through barrel aging. And unfiltered gins appear naturally cloudy.

Q. WHAT WAS GIN LANE?

A. English artist William Hogarth is famous for his companion engravings, **Gin Lane** and **Beer Street**. The former depicted the degradation and destitution of gin drinkers at the height of the Gin Craze in 1751. Meanwhile, Beer Street depicted its namesake beverage as a drink of class and virtue. The gin of the era was fairly nasty, poorly regulated (sometimes poisonous) stuff. Within the next century, proper regulation enabled the spirit to achieve a level of respectability and some of the most iconic brands consumed today were born in the 19th century.



Q. WHERE WAS THE FIRST DISTILLERY IN THE UNITED STATES?

A. Historians place the first American distillery in Staten Island, circa 1640, and it served the new residents of "New Amsterdam" with gin, the favored drink of their homeland. The city was renamed New York in 1684.



KNOW YOUR GIN COCKTAILS? MATCH THE DRINK TO ITS INGREDIENTS (BESIDES GIN):

- | | |
|----------------|---|
| 1) GIMLET | A) SUGAR, LEMON, CLUB SODA, ORANGE, CHERRY |
| 2) NEGRONI | B) LEMON JUICE, HONEY SYRUP, LEMON PEEL |
| 3) TOM COLLINS | C) LIME JUICE, SIMPLE SYRUP, LIME |
| 4) BEE'S KNEES | D) VERMOUTH, OLIVE/LEMON |
| 5) MARTINI | E) RED VERMOUTH, CAMPARI, ORANGE TWIST |



ANSWERS: 1-C, 2-E, 3-A, 4-B, 5-D

Q. WHAT ARE SOME CURRENT SELLING POINTS?

A. Gin is better (and cooler) than ever!

- Gin is complex and edgy as spirits get—it makes a perfect hipster gift.
- A Gin & Tonic is perhaps the easiest classic cocktail to master (superior tonic, such as —Q or Fever Tree, is key).
- Because it is built on botanicals, which are often sourced locally, gin potentially offers a greater sense of place than any other distillate.
- In the same vein, gin—being flavored but generally not aged—is arguably more reflective of a distiller's skill than any other spirit.
- Flexibility to make gin wherever a still can be set up ensures that there are usually good local options to carry.

Q. WHISKEY HAS HAD A HUGE RENAISSANCE. WHAT ABOUT GIN?

A. In the United Kingdom, gin is on fire. Between the late 1950s and 2009, there was only one producer of London dry gin still producing within London (the others moved out when demand fell and real estate was cheaper outside the city). But now there are at least ten in the capital city and nearly 300 throughout the U.K. (more than three times what it was just a few years ago). Gin Festival, a consumer tasting showcase for the spirit, launched in Leeds in 2013 and has since added nearly 20 other annual events throughout Britain.

Gin-enthusiasm is starting to spill over into the U.S. market. Overall U.S. gin volume had declined for many years, but the category is turning around, with a modest volume gain of 0.7% in 2016, according to the Distilled Spirits Council (the revenue gain was a more substantial 2.3%). But the high-end and super-premium price tiers are where the real story is, enjoying volume gains of nearly 12%, respectively.



Q. WHAT IS NEW WESTERN DRY GIN?

A. **In a word: innovative.** The term New Western Dry Gin was actually coined by Aviation Gin founder Ryan Magarian in 2009 to account for the plethora of new brands, especially since the turn of the century, which de-emphasized juniper while often showcasing other botanicals. While useful to draw attention to the new wave of gins, such spirits are not so “new” anymore and tend to come from all over. So the term is not as functional as it was only a few years ago, but one might argue that the shift away from juniper as gin’s driver continues apace.

Q. WHAT IS ‘MOTHER’S RUIN’?

A. Gin picked up the nickname “mother’s ruin” because of the litany of social problems that developed along with its cheap availability in mid-18th century England. Among the other monikers that have been applied to gin over the years...

- **MADAME GENEVA**
- **BLUE LIGHTNING**
- **CRANK(!)**
- **CUCKOLD’S COMFORT**
- **MY LADY’S EYE-WATER**
- **THE REGULAR FLARE-UP**
- **CHOLIC WATER**
- **MAKE SHIFT**
- **FORTY ROB**
- **KILL-GRIEF**
- **RED EYE**
- **DUTCH COURAGE**
- **PHLEGM CUTTER**
- **BOB**

Q. WHAT’S SLOE GIN?

A. **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.



BRAND FOCUS: BROCKMANS

MIXOLOGY IN THE POST-JUNIPER ERA

Credit much of gin’s recent momentum to distillers dialing back the juniper, setting the stage for other botanicals to shine. Distilled in England in traditional copper stills, Brockmans balances a unique combination of traditional gin aromas, citrus and coriander with top notes of blueberries and blackberries to provide a distinct new gin taste experience.

In turn, this modern style means more creative space for mixologists; instead of wrestling with juniper, they can play with other elements.

- In a G & T, for example, Brockmans’ field-tested pairing of blueberry and pink grapefruit gives the combo a refreshing twist.
- Another adjusted classic: the Brockmans Dry Martini calls for a rinse or spray of dry vermouth before adding ice-shaken gin and a lime twist.
- And there is plenty of room for novelty—the “Brockfast Martini” uses orange marmalade, lemon juice, blackberry or blueberry syrup and Triple Sec liqueur.

TRY YOUR HAND?

Brockmans is so convinced of gin’s mixability that the brand is once again sponsoring a competition ahead of World Gin Day, June 10th. Entrants are invited to submit a “Brocktail” recipe via their bar’s social media. The winner and two other top finalists, based on public votes, will each win a trip for two to Tales of The Cocktail in New Orleans this July.

Pictured here: last year’s winner, “Irn Bro,” from the Glasgow, Scotland’s Gin Bar 71. This take on the Negroni uses equal parts Brockmans Gin, Aperol and Rinquiquin. For details, visit Brockmans Facebook page.



BASE INGREDIENTS

As aromatized and fortified wine, vermouth draws its character both from its base wine and the infusion of herbs and other botanicals. For Lustau, the base of Amontillado and PX Sheries is key. Ransom chooses to highlight the non-grape ingredients on the front label.



VERMOUTH REBOUNDS

IS IT FINALLY VERMOUTH'S TIME? SUPPLIERS ARE RAMPING UP...

BY JACK ROBERTIELLO

Bouyed by the return of many classic drinks that require the wine-based aperitif, vermouth has flourished as bartenders have incorporated Old World brands now de rigueur in many bars. Mostly on-premise focused, the growth has encouraged numerous producers.

Gallo now offers a set of niche vermouths called Lo-Fi, about to roll out in the New York market. NYC already has a crafty contender in Atsby. On the West Coast, Quady Winery's Vya has gone nationwide. And Spanish producers are especially gearing up—Sherry houses Lustau and Gonzalez Byass just introduced their own Sherry-driven vermouths, while

Spanish stand-by Oliveros has entered the U.S. with a red-wine-based brand.

Two classic vermouths—Italian Martini & Rossi and French Noilly Prat—owned by Bacardi have expanded their expressions as well. For Noilly Prat, Extra Dry, Original Dry, Rouge and Ambré are now sold in the U.S. Martini now offers, in addition to the classic Bianco and Rosso, the higher-end Gran Lusso as well as two new styles of vermouth di Torino: Riserva Speciale Ambrato and Rubino. Even German vermouth makers are seizing the opportunity; Ferdinand's Saar Vermouth, a Riesling-based, small-batch expression using local herbs, has found a U.S. importer in Preiss Imports.



STRAIGHT OR MIXED?

Numerous restaurants, including some operated by the Denver-based Sage Restaurant Group, serve vermouths on tap, and Sage is working to create a house-brand for 20+ units. Like with gin, though, volume isn't the story—value is.

"The potential is there for a large vermouth producer marketing more in the U.S.," says Tad Seestedt of Ransom Wines & Spirits, who produces both sweet and dry vermouth. "As people are exposed, they open their minds to the idea that it's not just for cocktails. And I think the real opportunity is for people to start thinking of it as something that should be paired with food."

Gonzalez Byass's La Copa was launched last year, from an 1896 recipe. For Lustau, too, the uncovering of an old recipe and growing interest in aperitifs convinced them timing was right, says Grupo Caballero's Myrna Santos Mayor. "The U.S. is a primary focus market, mainly because it offers an advantageous opportunity based on two solid contrasting points: first the increased demand for creativity in complex cocktails, and also the notable rise for on-the-rocks, simple low-ABV drinks," she says. Lustau uses a base of Amontillado and PX

Enjoy RESPONSIBLY

Rum. Relax. Repeat.



**Blue Chair
BAY**
Premium Rum

Premium Caribbean Rums crafted with *NATURAL* ingredients

Fishbowl Spirits, Nashville, TN.



Sherry, while La Copa has minimum eight-year-old Oloroso and PX plus eight herbs and spices.

COMPLEX CHARACTER

Expanding vermouth's flavor profile informed the creation of Lo-Fi, says Steven Grasse, founder of Quaker City Mercantile, which produced the recipes for Gallo. "The vermouths were specifically formulated to be complex enough to be sipped on their own but also with versatility in mind so they work well in a variety of cocktails without overpowering the flavors in other craft spirits," he says.

Ransom's Tad Seestedt, who sells about 80% of his vermouths on-premise, and others point out that the trend toward lower alcohol beverages, as aperitifs or as sessionable drinks during a night, have made vermouth more appealing. "We are seeing consumers enjoying vermouth in a more European way, just on the rocks as an aperitif. This push is mainly coming from bartenders, wait staff and sommeliers who are on the floor and can educate guests about the pleasure and flavor of vermouth on its own,"



Lo-Fi sports a contemporary look; most European vermouths lean toward traditional designs and fonts.

he says. Served with sparkling water, sparkling wine, in a long drink with mixer or just on the rocks, many smaller brands are created with mixability in mind.

"Bartenders are starting to realize that not all vermouths are alike and we now have a range that can make different styles of Manhattans, that go better with different ryes or bourbons," says Gary Gruver, Marriott Global Operations Beverage Manager.

For the Sage Group, vermouth is a big deal. "We're totally head over heels in love with vermouth," says Brandon Wise, Corporate Director of Beverage Operations. "These days we're really paying attention to every ingredient and vermouth is very important again."

Attention on the field of vermouths certainly will continue to build. Fratelli Branca is ramping up promotions for their two classic vermouths, Carpano Antica Formula and Punt e Mes, both imported by Infinium Spirits. Look soon for a vermouth from the Yarra Valley in Australia, Regal Rogue, currently in the UK and Australia and planning to launch here this fall.

Also coming to America: Pio Cesare is reviving both a Barolo Chinato and a Vermouth, last produced in 1951. The original handwritten recipe from 100+ years ago starts with un-oaked Chardonnay and Moscato which then mac-



erates in alcohol and sugar for weeks with rhubarb, coriander, cinnamon and more. "We have produced 1,000 bottles, each using exactly the same label designs as the original ones," adds fourth-generation owner and winemaker Pio Boffa. ■

WHAT IS VERMOUTH?

- Vermouth is an aromatized *and* fortified wine; it can be dry or sweet
- It starts with a base of a neutral grape wine or unfermented wine must; to this producers add alcohol and a proprietary mixture of dry ingredients—aromatic herbs, roots, barks, flowers, spices and other botanicals.
- The name "vermouth" dates to mid-17th century Europe; it is the French pronunciation of the German word *wermut*, for wormwood, which has been used as an ingredient over the beverage's history.
- Usage has ranged from medicinal purposes, as an aperitif in fashionable cafés; and as a distinctive contributor in cocktails.
- Vermouth's greatest hits, cocktail-wise, include the Martini, the Manhattan, the Rob Roy and the Negroni.
- Historically, there have been two main types of vermouth, sweet and dry, but the styles are expanding as the natural opportunity to create vermouths with distinctive proprietary character has led to a spurt of innovation in the 21st century.



THE PERFECT POURS



Ca' Montini Pinot Grigio TERRE DI VALFREDDA

Ca' Montini is proud to present a single vineyard Pinot Grigio DOC that showcases the quality and winemaking history of Trentino, and the regions potential to craft prestigious wines of authenticity and excellence.



Emporium Appassimento ROSSO SALENTO

Emporium pays homage to the prized Passito method where the best grapes are allowed to remain on the vines for extended maturation which concentrates the flavors and aromas to create wines of superb bouquet and taste.



T

trend
spotting

SPIRITS ON FIRE

SPICY-HOT WHISKEY & SUCH ARE SPREADING—
BLAME/THANK FIREBALL

BY JACK ROBERTIELLO

Most comets burn out fast, but the streak across the spirits sky known as Fireball shows no signs of disappearing, and the rivals for its fiery crown keep increasing.

Fireball's annual triple-digit growth slowed to double digits in 2015 but it has already far surpassed four million cases and is one of the country's top ten spirit brands now. While Fireball is a Canadian whisky-based tongue tinger, American-made brands like Jack Daniel's Tennessee Fire, Evan Williams Fire, Wild Turkey American Honey Sting and Jim Beam Kentucky Fire, among others, have shown strength in the burgeoning heat spiked whiskey category. In fact, although honey-flavored whiskeys do well, the massive volume of Fireball means spiced whiskeys sell better overall than any other flavor choices.

With fiery whiskey considered to be taking share from spiced rums, perhaps the trend has even crossed categories and stimulated the launch in 2015 of Captain Morgan Cannon Blast, a blend of rum, citrus, jalapeño and chipotle pepper, targeted at that same shot occa-

sion that has done so well for Fireball and others.

Fiery spirits have been around for sometime, with chile-flavored vodkas and tequilas the best known until recently. But the sweetness that is part of the Fireball phenomenon has helped push the hybrid whiskey/cordial area towards becoming its own category.

BEYOND WHISKEY

Not only big name bourbon makers have staked their claim: relative newcomer Bird Dog has its own Hot Cinnamon Flavored Whiskey, for example, and heritage shot brands Jeremiah Weed and Yukon Jack have each introduced spicy variants. In addition, cinnamon has shown up in numerous regionally popular moonshines—notably, two Mason-jarred Tennessee-based brands, Ole Smoky Cinnamon and Sugarland Shine's Tickle's Dynamite Cinnamon.

Just recently, two new products have emerged to join the heat parade. Hellboy Hell Water Cinnamon Whiskey is rolling

out nationally, a corn whiskey brand based on the bestselling comic book and film character, Hellboy, bottled at 66.6 proof. Then there is the first release from MerryGo Spirits, HEEET Hot Cinnamon, a 68 proof vodka with a spicy flavor being touted for its cocktail bona fides as well as for shots.

How many of these cinnamony spirits will, well, catch fire? Consumers looking for flavored spirits are notoriously fickle, and the bargain bins are jammed in stores where retailers went long on flavored vodkas that never caught hold. Shelf space concerns make it even more challenging, but it's clear that entrepreneurs are getting increasingly hot for a piece of that cinnamon pie. ■



The granddaddy of heat-packing set, Fireball is now even available in a box.



STAYING HOT, HOT, HOT

LEFT: Cocktail for Wild Turkey American Honey Sting: The Stinger. RIGHT: Fireball's ongoing success has spawned a flock of new products that offer a fiery heat taste experience.



PINA COLADA

'N' THE LIVIN' IS EASY

101 DAYS OF
BECAUSE
MALIBU

SUMMER



SIP EASY. ENJOY MALIBU RESPONSIBLY

MALIBU® Caribbean Rum With Coconut Liqueur. 21% - 24% Alc./Vol. ©2015 Pernod Ricard USA, Purchase, NY



BEER'S BIG TENT

AS CRAFT STAYS COOL BUT VOLUME GROWTH SLOWS, COMPETITION AMONG BREWERS HAS NEVER BEEN SHARPER // BY W. R. TISH

Craft beer continues to punch above its weight value-wise, but volume growth appears to be slowing—rising just 6% from 2015 to '16. “The era of 18% growth rates is probably over,” Bart Watson, the Brewers Association’s chief economist, offered recently.

That’s one reason big brewers continue to step aggressively over the craft fence. Between brand acquisition, product development, packaging updates and outside-the-box marketing efforts—and fact that brewery openings are dwarfing closings (826 to 97 in 2016)—it’s easy to see that beer’s “big tent” has never seemed so dynamic.

With overall beer volume slowing, the feeling inside that tent is craftier and more crowded than ever. This much is certain: competition for market share has never been keener and faster-evolving. Here are some recent developments to keep an eye on.

X MARKS THE SPOT

Aiming to invigorate the light beer category, Heineken USA is introducing Amstel XLight; checking in at 90 calories, 2



carbs, 4.2% ABV and 4 IBUs, it’s a sessionable beer that delivers full flavor and import pedigree. Coming from Amstel—an established leader in the light arena—XLight should have immediate impact in its test markets this spring.

(BE)CAUSE

Tying promotions in with charity is nothing new—all the more reason that contemporary projects are creative and focused. It’s also a bridge to Millennials, notes Katharine Preville, Brand Manager, Heineken: “Millennials are generous with their charitable donations, and nine in 10 would switch brands to one with a cause.” This summer, the Cities Project by Heineken is partnering with the Bruno Mars 24K Magic World Tour; consumers who donate to one of 11 locally relevant Indiegogo campaigns across the country will receive concert tickets to the tour.

In their ongoing support of those whose unconventional ideas make a positive change in their communities, Tiger Beer, Asia’s premium lager, brought “Air-Ink,” the world’s first ink created from air pollution,

to the streets of New York. Among the works scattered throughout Manhattan, Buff Monster’s mural collaboration with Tiger Beer was displayed prominently in Chelsea, on 28th Street and 7th Avenue.

In a convergence of beers, bikes and chefs, Rogue Ales has teamed up with some of Portland’s top chefs to form a cycling team that will ride more than 300 miles in May to support No Kid Hungry. Rogue Sack Lunch Ale, a 100% Oregon-grown hoppy IPA, can be spotted around Portland with its distinctive, custom bike tap handles.

MARKETING IN MULTIPLE DIMENSIONS

Jamaican lager Red Stripe is launching “Ignite Urban,” a new digital A&R platform that places emerging pop, R&B, hip-hop and reggae artists in a skill-based competition; grand prize





// CASK AND YOU SHALL RECEIVE //

Diversity of styles is becoming the new normal in beer. Unusual is becoming the usual, and consumers are embracing it. Consider the success of Blue Point Brewing. One of their signature brews is Cask Ale—unfiltered and unpasteurized beer which is conditioned (including secondary fermentation) and served from a cask without additional nitrogen or CO2 pressure. And the brewery in Patchogue, on Long Island, hosts the largest annual cask ale festival in the country.



is a recording contract. Grammy Award-winning singer Nelly is Ignite Urban's artist ambassador.

Humor continues to be a signature of craft offerings. Ska Brewing is upping production of their "Mexican Logger" by 20% for summer 2017. The award-winning pilsner is "light, refreshing and really hits the spot after a long day of brutal chainsaw work."

Casa Modelo's newest "cerveza preparada," Tamarindo Picante, offers a spicy yet sweet flavor profile, blending traditional chelada ingredients including beer, tomato, salt and lime with the authentic Mexican flavors of chipotle and tamarind.

Seasonals never go out of style (until they're out of season and new ones roll in). Samuel Adams continues to be a market leader in seasonals; offerings this summer include Samuel Adams Porch Rocker, inspired by German cyclists' classic Bavarian-style Radler, which is a mix of lager and German-style lemonade.

Of course, in marketing, old brands can come up with new tricks. Old Milwaukee, brewed since 1849, is releasing new cans that pay homage to America's pin-up heritage. The new American Pin-Up Series will run on all Old Milwaukee Lager, Old Milwaukee packaging and will be available at retailers, bars and restaurants



nationwide. The first entry in the series, 'Stars and Stripes,' is modeled after iconic female wartime heroes harkening back to WWII. The next round, launching September 2017, gives a nod to the hunting and outdoor traditions, with a new design to follow every four months.

It's not unusual for entire lines to get made-over. For instance, Rodenbach Brewery, known worldwide for Flemish Red Brown Sour Ales, will be incorporating a completely new design for their portfolio, anchored by the letter R.

Going digital in a completely novel way, Anheuser-Busch's Michelob Ultra brand launched ULTRA 95, a free, dedicated skill on Amazon Alexa. The ULTRA 95 Alexa skill taps into the cutting-edge



Seasonals keep inventory fresh year 'round



voice recognition aspect of Alexa to deliver 12 customized fitness workouts, each designed to burn about 95 calories (same as in a Michelob Ultra) in 10 minutes or less. ■



BEER COCKTAIL - WHY NOT?

For National Beer Day on April 7th, Peroni Nastro Azzurro chose to promote itself with a refreshing cocktail recipe.

AMARO AL FRESCO

Peroni Nastro Azzurro
1 oz Aperol
¼ oz Fernet Branca
½ oz Dry Vermouth
Orange Peel

In a cocktail shaker, combine all ingredients with ice except Peroni and shake vigorously. Fill tall glass with new ice and add Peroni gently, strain ingredients over Peroni gently and garnish with orange peel

P

new
products

1



2



3



4



5



6

1. SILK & SPICE RED BLEND

With aromas of ripe red fruit and hints of vanilla, mocha and spices, this red blend delivers a balanced taste, with very soft tannins and a long finish. Silk & Spice pays homage to the adventures of the Portuguese sailors of the 15th century, who discovered the first maritime route from Europe to the Indian Ocean. Accolades include 90 points and Best Buy from Wine Enthusiast.

\$ SRP: \$14.99
evalton.com

4. JOHNNIE WALKER 'BLENDERS' BATCH'

This limited edition marks the first reveal of Johnnie Walker's experimental program highlighting the art of blending. Aged for at least 10 years in American oak, Blenders' Batch Triple Grain American Oak focuses on the influence of bourbon and rye barrels; and it is blended using five grain and malt whiskies. The resulting Scotch is uniquely smooth, with sweet fresh fruit and gentle spice—an excellent foundation for cocktails.

\$ SRP: \$29.99
johnniewalker.com

2. POLAND SELECT WODKA

Not every vodka needs a gimmick. Poland Select Wodka is riding into market via Domaine Select Wine & Spirits, with a promise of "No fluff, no pomp, no circumstance." This vodka is clean, racy and vibrant; nuances include herbal and minty aromatics and great acidity supporting a spicy finish. This value-priced vodka hits all the notes you want for a Martini or a long drink.

\$ SRP: \$13.99/750ml | \$15.99/1L
domaineselect.com

5. KETEL ONE ARNOLD PALMER COLLECTOR'S EDITION

To honor their lifelong friendship, Ketel One Vodka released the Arnold Palmer Collector's Edition bottle—and donated \$100,000 to the Arnie's Army Charitable Foundation (AACF). Besides buying a bottle, fans can join in the charitable spirit through purchase of a limited edition shirt with all proceeds going to the AACF.

\$ SRP: \$24.99/750ml | \$31.99/1L
ketelone.com/arniesarmy/

3. NINER WINE ESTATES 2013 CHARDONNAY, EDNA VALLEY

Nestled in the northwest corner of Edna Valley, Niner Estates' Jespersen Ranch lies three miles from the Pacific Ocean. Morning fog and afternoon breezes help preserve the grapes' acidity; dry weather in 2013 brought a great, ripe, early harvest. Grapes were fermented in French oak barrels (one-third new) with full malolactic and monthly stirring of the lees, resulting in a rich, long-finishing Chardonnay. 90 points Wine Enthusiast. Marketed by Bronco Wine Co.

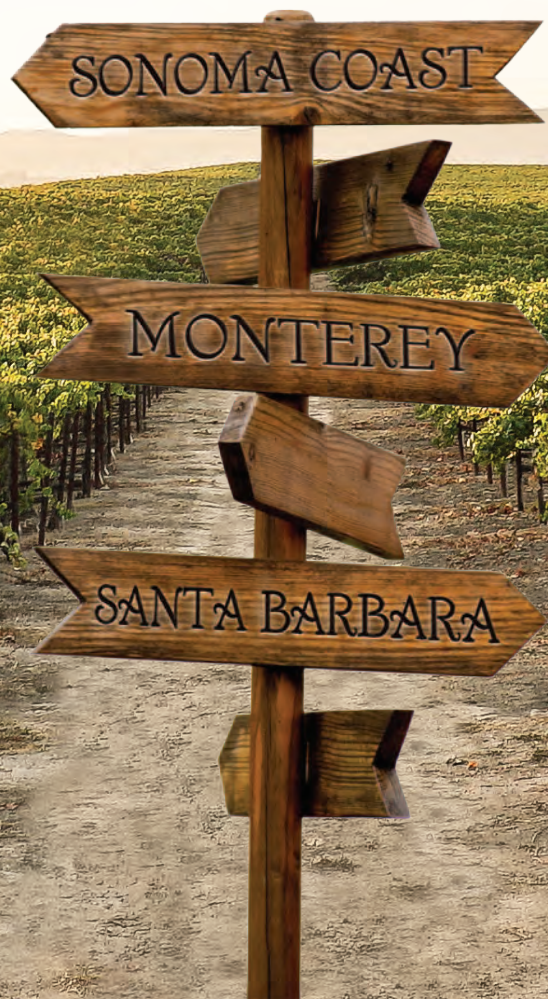
\$ SRP: \$29.99
broncowine.com

6. DFV NOBLE VINES SELECT 515 ROSÉ

Delicato Family Vineyards has added a rosé to their Noble Vines Collection. While the line's signature use of numbers usually references vine clones, Noble Vines 515 Vine Select Rosé celebrates 5:15pm—when folks are apt to unwind with wine after a long day. The 515 rosé is a traditional composition of Grenache and Syrah with a touch of aromatic white varieties, all harvested early and cool-fermented in stainless steel.

\$ SRP: \$14.99
noblevines.com

location, location, location



Introducing Cherry Pie multi-vineyard Pinot Noir. Wine with a distinct sense of place, from hand-picked vineyards in California. From gravelly, well-draining sites in Monterey, elevated vineyards on steep slopes in the Sonoma Coast, and warm, sandy soils in Santa Barbara, each cluster begins with the influence of its surroundings.

*Welcome to our neighborhood,
to our home, to the vineyards of Cherry Pie wines.*

cherrypiewines.com | [@cherrypiewines](https://www.instagram.com/cherrypiewines)

P

new
products

7



8



9



10



11



12

7. DEEP EDDY ORANGE

From the fastest-growing, American-made spirits brand in the U.S. comes Deep Eddy Orange, a fresh twist on a classic juice flavor. Made in small batches at the Austin-based Distillery, this naturally flavored vodka is produced with Texas aquifer water and real fruit juice for a smooth, refreshing taste. Poured straight in the glass or paired with simple mixers, Deep Eddy Orange has broad appeal. 70 proof.

\$ SRP: \$19.99
deepeddyvodka.com

10. MESSER DEL FAUNO ROSÉ

Rosé is called rosato in Italy, and Messer del Fauno is a stellar example. Made using the traditional skin contact method, once the ideal shade of pink is achieved the wine finishes fermenting in stainless steel. This classic method combines the fragrant scents of a white wine and the elegant freshness of a young red. The wine displays light berry and peach aromas and palate notes of citrus zest, watermelon and minerals. Marketed by Bronco Wine Co.

\$ SRP: \$12.99
bruncowine.com

8. ROBERT MONDAVI PRIVATE SELECTION BOURBON BARREL-AGED CHARDONNAY

Following the 2016 release of their Bourbon Barrel-Aged Cabernet, Robert Mondavi Private Selection has released a 2015 Bourbon Barrel-Aged Chardonnay with a Monterey AVA. After nine months in American oak, the wine spends two more months in a combination of new and used bourbon barrels, yielding a deep, rich, toasty flavor with aromas of vanilla and baking spices. Creamy and concentrated, it holds plenty of appeal for current Cali Chard fans.

\$ SRP: \$13.99
robertmondaviprivateselection.com

11. TYRCONNELL 16 YEAR OLD IRISH WHISKEY

Named in honor of an Irish racehorse victorious against all odds, The Tyrconnell® whiskey is now betting on a new expression. The Tyrconnell is rare among Irish whiskeys in that it is double-distilled; this creates a whiskey that carries a delicate flavor atop a creamier, more viscous presence. The limited-edition Tyrconnell 16 Year Old Single Malt showcases the benefit of extra aging. Best on the rocks or neat to showcase the fruity nose, rich flavor and spicy finish. 92 proof.

\$ SRP: \$100
beamsuntory.com

9. AMERICAN HARVEST VODKA

American Harvest Vodka—handcrafted from organic American wheat, certified organic ingredients and Snake River water—is getting a makeover after having been acquired recently by the Beach Whiskey Company. The vodka is on-trend, with both organic and craft appeal. The new look is clean and evocative, emphasizing the vodka's purity and organic wheat origin. 80 proof.

\$ SRP: \$24.99
americanharvestvodka.com

12. AVA GRACE WINE COLLECTION

New from The Wine Group, the AVA Grace Wine Collection has debuted nationally with a line of California Chardonnay, Sauvignon Blanc, Merlot and a Red Blend. The brand celebrates the delicate beauty and rich terrain of the vineyard, and the wines are made by Andrea Beltran in an approachable style—at an affordable price point of \$11.99 across the line. Available nationwide.

\$ SRP: \$11.99
avagracevineyards.com



BROCKMANS
ANNOUNCES

WORLD GIN DAY

COCKTAIL CONTEST

BARTENDERS

Submit your best Brockmans Gin "Brocktail" for the chance to win a trip for two to the ultimate cocktail showcase:

TALES OF THE COCKTAIL 2017
JULY 18TH - 23RD, IN NEW ORLEANS

TO ENTER

Submit your cocktail recipe, image and "Brocktail" name by tagging @BrockmansGin and hash-tagging #Brocktail on Instagram between April 29th and June 1st. Entries must be original recipes from the Instagram account of the bar where you work.

The winner will be announced on
WORLD GIN DAY
JUNE 10, 2017

ENTER TODAY

BROCKMANS

PREMIUM GIN

Available in Connecticut at
Worldwide Wines
(203) 239-4901

LIKE NO OTHER - SO ENJOY RESPONSIBLY
BROCKMANS® Premium Gin, 40% alc. by vol. (80 proof).
Imported by Park Street Imports, Miami, FL.

SERVING UP

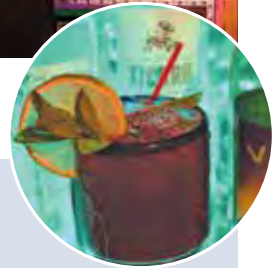
TEQUILA MOCKINGBIRD

6 FOREST STREET
NEW CANAAN, CT

Tequila Mockingbird has been serving authentic Mexican cuisine paired with its large tequila selection since 1993. Bartenders are trained at Tequila School in the town of Tequila in Jalisco, Mexico, as well as through classes held by the Mexican government. Tequila Mockingbird was one of only 20 restaurants in the United States to receive recognition for "expertise in Tequila and its culture" from Consejo Regulador Del Tequila in 2012.



↑
Bartender
Jason Geane.



BARTENDER
Jason Geane

COCKTAIL
Life is Grape

RECIPE

- » 1 part Del Maguey Vida Mezcal
- » 1.5 part fresh muddled agave, lime juice and mint syrup
- » 1.5 part Concord grape juice
- » Splash of seltzer

Take equal parts of fresh lime juice, agave syrup and shredded mint leaves and muddle into a syrup. Fill your glass of choice with ice and add 1 part of Del Maguey Vida Mezcal. Add 1.5 part of Concord grape juice. Pour into a shaker with the syrup and shake. Pour back into the glass, top with seltzer and garnish with pinwheel lime and mint sprig.

"Many customers like when we do this cocktail in the summer because of its smoky, sweet grape flavor," said Staffer Roberto Marcos.

GIN UP
Search then order your favorite gin brands, or find new gems to stock or serve.

Shop & order portfolios of your favorite distributors. Explore best deals, link sales reps, see ratings and more. Login to **TheBeverageJournal.com** and register today for full access. It's included with your subscription. Contact us at 203.288.3375 or brian@thebeveragejournal.com



**THE
BEVERAGE
JOURNAL**

**EVERYTHING
CONNECTICUT**



MAY 2017

HOW BEER, WINE & SPIRITS GET TO THE MARKETPLACE

www.TheBeverageJournal.com | 203.288.3375

WELCOME TO “EVERYTHING CONNECTICUT.”

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

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

We hope you enjoy the second edition of our local product reference guide. It’s just getting started and is set to grow!

Each month we will add new suppliers for this April-May-June version. Look for an October-November-December version too: deadline is September 4th.

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



EVERYTHING CONNECTICUT

PRODUCED BY
BEVERAGE PUBLICATIONS, INC.

ISSUE 2 // VOLUME 1

PUBLISHER

GERALD P. SLONE

gerry@thebeveragejournal.com

EDITOR & ASSOCIATE PUBLISHER
DANA SLONE

dana@thebeveragejournal.com

DIRECTOR OF WHOLESALE SERVICES
LAURIE BUICK

laurie@thebeveragejournal.com

SUBSCRIPTION/RETAIL SERVICES
BRIAN SLONE

brian@thebeveragejournal.com

DESIGN

EVAN FRASER

evan@thebeveragejournal.com

EDITORIAL ADMINISTRATOR
SAVANNAH MUL

savannah@thebeveragejournal.com



203.288.3375



thebeveragejournal.com

Published Monthly By: Beverage Publications, Inc; 2508 Whitney Avenue, P.O. Box 185159; Hamden, CT 06518 is devoted to all liquor, wine and beer licensees as described by the Department of Consumer Protection, Liquor Control Division.

Nothing may be reproduced or uploaded without written permission from the publisher. This includes articles, pictures, pdf files, online or electronic versions. Not responsible for unsolicited material or advertising claims.

The opinions expressed here are that of the individual authors and not necessarily the views of Beverage Publication, Inc. We reserve the right to reject any material that is flawed due to content or design.

All advertisements and price list advertising are subject to the approval of The Beverage Journal which reserves the right to edit, reject or properly classify.

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



ASYLUM DISTILLERY

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



bridget@asylumdistillery.com

203.258.3422

asylumdistillery.com

CENTRAL CONNECTICUT DISTILLERS

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



gdidomenico@drinkpeel.com

860.983.8443

drinkpeel.com

CONNECTICUT VALLEY DISTILLERY

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



Smugglers@CTValleyDistillery.com

860.966.7248

CTValleyDistillery.com

FISHERS ISLAND LEMONADE

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



Hello@FILemonade.com

FILemonade.com



HARTFORD FLAVOR COMPANY'S WILD MOON LIQUEURS

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



info@hartfordflavor.com

860.338.1642

hartfordflavor.com

HICKORY LEDGES FULL MOONSHINE

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



olsonlyne@hickoryledges.com

860.693.4039

fullmoonshine.com

LITCHFIELD DISTILLERY

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



jbaker@litchfielddistillery.com

203.592.7793

litchfielddistillery.com

ONYX SPIRITS COMPANY

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



contact@onyxmoonshine.com

860.540.6699

onyxmoonshine.com



SONO 1420 ARTISAN DISTILLERS

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



ted.dumbauld@sono1420.com

203.957.3312

sono1420.com

THE REAL MCCOY

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



@TheRealMcCoyRum on Twitter

realmccoyspirits.com

WESTFORD HILL DISTILLERS

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



info@westfordhill.com

860.429.0464

westfordhill.com

PROMOTE YOUR CONNECTICUT BASED BRAND WITH US

Everything Connecticut is the perfect resource to give your brand extra exposure in the marketplace.

EVERYTHING CONNECTICUT

The deadline for the October–November–December issue is **September 4, 2017**





BLACK HOG BREWING CO.

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



tom@blackhogbrewing.com

203.262.6075

BlackHogBrewing.com

BROAD BROOK BREWING COMPANY

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



info@broadbrookbrewing.com

860.623.1000

BroadBrookBrewing.com

SHEBEEN BREWING COMPANY

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



ShebeenBrewing@live.com

203.514.2336

shebeenbrewing.com

THIMBLE ISLAND BREWING COMPANY

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



justin.gargano@thimbleislandbrewery.com

203.208.2827

thimbleislandbrewery.com




DIGRAZIA VINEYARDS

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



 info@digraziavineyards.com

 203.775.1616

 digraziavineyards.com

JONATHAN EDWARDS WINERY

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



 mark@jedwardswinery.com

 860.961.6607

 jedwardswinery.com


SUNSET MEADOW VINEYARDS

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



 sunsetmeadowvineyards@yahoo.com

 860.201.4654

 sunsetmeadowvineyards.com

PROMOTE YOUR BRAND

YOUR COMPANY NAME

Get more eyes on your local brand and publicize vineyard tours and tastes. Connecticut has a vibrant vineyard scene; shouldn't your wine line be here, too?

YOUR LOGO & CONTACT INFO




CONTACT US @
203.288.3375, EXT 103



LIKE WHAT YOU SEE? GET THE WHOLE PICTURE

Connecticut's only **trade magazine** and comprehensive **online resource** for the local licensed beer, wine and spirits industry.

INCLUDED IN YOUR SUBSCRIPTION

-  **GET**
MARKET INFORMATION
-  **LEARN**
ABOUT NEW PRODUCTS
-  **READ**
NEWS, **BE** NEWS
-  **SHOP**
PRODUCTS & PRICES

PLUS ACCESS TO THE ORDERING PRODUCT PORTAL & THE APP

REAL-TIME PRODUCTS AND PRICES, ANYTIME,
VIA MOBILE PHONE, TABLET OR LAPTOP

ONLINE ORDERING 24/7 DIRECT TO WHOLESALER

CALL US AT 203.288.3375

VISIT US AT WWW.THEBEVERAGEJOURNAL.COM

