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NOVEMBER 2016

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# THE BEVERAGE JOURNAL

CONNECTICUT

## NOVEMBER 2016

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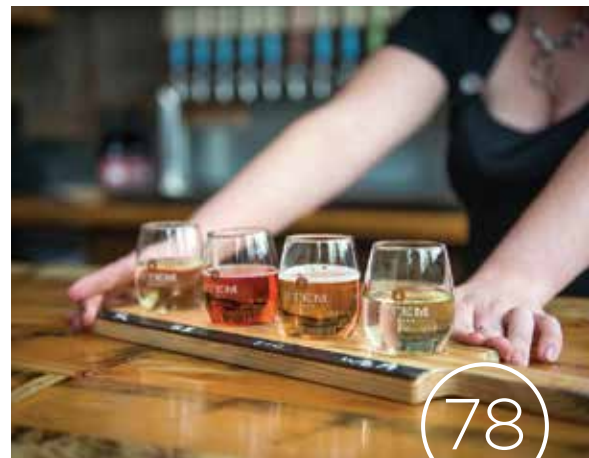
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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE  
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**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

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# MARKETPOINT

November brings us into the heart of the selling season. Give the gift of knowledge, to yourself and your staff. This issue is bigger than ever. Share it.

- Our annual **gift-packaged** bonanza is back. It's stuffed with holiday ideas for your customers. It's time to stock up!
- It's "Back to Basics" with **Sherry** this month; a category ripe for education for both its sellers and buyers.
- Fine dining establishments are turning to **cocktails** as a means of generating more buzz, and more profits.
- **Celebrity** wines take the spotlight. Check out this compilation of greatest hits.
- Cider is growing faster than ever. New **rules** help define its place in the market.
- Profiles proliferate this issue too; **brands** include Laphroaig, Treasury Wine Estates, Balletto and Toki, plus Dos Equis' new incarnation of its "Most Interesting Man."
- Pages and pages of "**Fall Tastings**" for you to leaf through. See what you may have missed by way of brands and faces. Don't be left out. Email or call the Editor with your news!
- "Around Town," "Retail Review," "Vineyard View" and "Serving Up" all peek inside the **local** market.
- What could make your **selling** or **shopping** easier? Our trade tools of course. The new ordering iOS app and enhanced shopping website are part of your subscription at no extra cost. If you haven't seen what we offer, please ask us to show you. It's all included and part of our evolution to help you do business easier, no matter your tier. We're here to help.



**GLOBAL WINE MARKET EYES GROWTH IN REPORT FORECAST**

Analysts forecast the global wine market will reach new global consumption of more than 30 billion liters by 2020, according to a recent report by Technavio. The report cites mergers and market acquisitions, new product launches, increasing wine production and marketing and promotional activities as the catalysts of expected growth. "In today's competitive world, the product life cycle is getting shorter, and the players in the market are under pressure to come up with new products to remain competitive and also to satisfy the increasing consumer needs," said Manjunath Reddy, lead analyst at Technavio. The report speculates growth for both still and sparkling wine categories. Still wines account for more than 83 percent of the total market in 2015.



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**LE NECHET NAMED DIAGEO WORLD'S BEST BARTENDER**

Jennifer Le Nechet has been crowned the world's best bartender at the global Diageo cocktail competition World Class Bartender of the Year 2016 in Miami. She is the first female bartender to claim the title. The French bartender works at Café Moderne in Paris and "wowed" the judges by creating a spectacular range of vibrant drinks at her Steampunk themed pop-up bar. Nearly 10,000 bartenders from all over the world entered the competition, with 56 selected to represent their country at the Miami finals. An elite group of six made it through the final round, which required them to conceive and create a pop-up bar in just 24 hours. Each challenge showcased a different skill: technique, personality, spirits knowledge and how well they perform under pressure.



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**MOËT HENNESSY CELEBRATES AFRICAN AMERICAN HISTORY AND CULTURE MUSEUM**

Moët Hennessy supported the grand opening of the National Museum of African American History and Culture in Washington, D.C. Hennessy, Belvedere,



Moët & Chandon, along with other Moët Hennessy USA products, were served throughout the opening festivities. "Our brands have always aligned with like-minded partners, and the highly anticipated opening of the NMAAHC is an example of visionary efforts that illuminate and inform audiences about key elements in our American history," said Rodney Williams, Moët Hennessy USA's Chief Marketing Officer and Executive Vice President of Brands.

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**VINTAGE WINE ESTATES EXECUTIVE RECEIVES RECOGNITION**

Terry Wheatley, the Global Executive Vice President of Sales and Marketing of Vintage Wine Estates has been named one of 2016's Most Innovative Women in Food and Drink by *Fortune* and *Food & Wine* magazines. Wheatley was appointed to the role when her wine sales and marketing company, Canopy Management, was acquired in July of 2014. Wineries include BR. Cohn, Girard Napa Valley and Clos Pagase among others. "It is a privilege to be in the company of these inspirational women in food and wine and I am honored to be recognized," said Wheatley. "I am thrilled to work with a team at Vintage Wine Estates who supports women's leadership and allows creativity and innovation to thrive."



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**DIAGEO RECOGNIZED AMONG BEST COMPANIES FOR WORKING MOTHERS**

Diageo has been recognized by *Working Mother* magazine for the 8th consecutive



year as one of the "Working Mother 100 Best Companies." Diageo receives this notoriety because of its leadership in creating progressive programs for its employees, like flexible schedules, child care and paid parental leave. "At Diageo we value inclusion and creating a place where our employees can be their best, and we are thrilled to once again be recognized by *Working Mother* for being a great place for moms to work," said Alessandra Ginante, Executive Vice President of Human Resources, Diageo North America. "Creating an environment where mothers can continue to pursue a career as well as family helps make this a better place for all of our people."



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**CÎROC GETS CREATIVE WITH SEAN “DIDDY” COMBS**

Grammy-winner and entrepreneur Sean “Diddy” Combs and the makers of CÎROC Ultra-Premium Vodka launched a new campaign “Let’s Get It,” which is inspired by Combs and features DJ Khaled and French Montana. Combs has led CÎROC’s brand management since 2007. “I grew up wanting to change the world. Now I want to inspire and empower the next generation to dream big, work hard and make their own success,” said Combs. “I am using my story to encourage others to follow their dreams and achieve greatness, and together with CÎROC, fueling the spirit of the hustle and celebrating the journey.”



“I grew up wanting to change the world. Now I want to inspire and empower the next generation to dream big, work hard and make their own success,” said Combs. “I am using my story to encourage others to follow their dreams and achieve greatness, and together with CÎROC, fueling the spirit of the hustle and celebrating the journey.”

**NOTED WINE EDUCATOR BRUCE CASS PASSES AWAY**

Bruce Cass, renowned wine educator, author and advocate for the wine industry, died of natural causes in his home in the Sierra Foothills on September 20. He was 68. Cass achieved acclaim as a co-author of “The Oxford Companion to the Wines of North America” in 2000. Early in his career, his love for wine drove him to launch a wine education company, Wine Associates. He taught wine courses at Stanford University of California, where he created the Wine Lab. Cass was also one of the West Coast founders of the bi-coastal Society of Wine Educators.



**SAZERAC ACQUIRES LAST DROP DISTILLERS OF NEW ORLEANS**

Sazerac acquired Last Drop Distillers Limited, a family-run company in New Orleans that was founded in 2008 by James Espey and Tom Jago. Previous to establishing Last Drop Distillers, between them the partners created such brands as Johnnie Walker Blue Label, Chivas Regal 18 Year Old, The Classic Malts, Malibu and



Baileys Irish Cream. Today the company is operated under Espey’s and Jago’s daughters – Beanie Espey and Rebecca Jago. Mark Brown, president and CEO of The Sazerac Company said: “We are very excited to be partnering with such industry legends as Tom and James. Equally, we are looking forward to working alongside their daughters Rebecca and Beanie as well as the rest of the team in bringing some of the rarest spirits available to the global consumer market.”

**PERNOD RICARD USA ADDS TO SENIOR MANAGEMENT TEAM**

Pernod Ricard USA announced that Amandine Robin, Director, Communications, Public Relations and Corporate Social Responsibility (CSR) at Corby Spirit and Wine and Hiram Walker & Sons in Canada, is being appointed Senior Vice President, Communications and CSR, Pernod Ricard USA. She will become a member of Pernod Ricard USA’s senior management team, reporting to Paul Duffy, Chairman and CEO. In her new role, Robin’s mission will be to shape and enhance Pernod Ricard’s “Mindset for Growth” in the U.S. while fostering collaboration aimed at helping the company outperform the market. Robin relocated to Pernod Ricard USA headquarters in New York City.



**CONSTELLATION BRANDS RAISES FUNDS FOR CANCER RESEARCH**

Constellation Brands donated \$1,230,000.00 to The V Foundation for cancer research through collaborative efforts with distributors, retailers and consumers. The company collectively raised funds through pledges, cash donations, on- and off-premise promotions, golf tournaments and other events from the winter of 2015 through summer of 2016. The donation makes it the largest contribution to date from Constellation Brands. “Constellation Brands is proud to support The V Foundation in the fight against cancer, a disease that has touched us all in some manner,” said Jim Ryan, Senior Vice President of Corporate Affairs at Constellation Brands. “Our longtime partnership with The V Foundation has become a cornerstone of Constellation’s growing corporate social responsibility program.”





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# Worldwide Wines Hosts Annual Portfolio Tasting Extravaganza

Worldwide Wines hosted its annual Fall Wine Extravaganza on September 11. Trade guests were invited to taste through more than 1,000 wines, beers and spirits at the company's headquarters in North Haven. Brand managers, owners and ambassadors, alongside Brescome Barton and Worldwide Wines staff and sales representatives, were on hand to educate attendees about the showcased beer, wine and spirits from all over the globe.





1. Mike Tobin, Sales Representative, Worldwide Wines; Geoffrey Mansfield, President, Worldwide Wines; Grazia Pelosi, Executive Vice President, Worldwide Wines; Brian Kociszewski, Worldwide Wines; Dyan Grant, Worldwide Wines.
2. Chris Colter, Sales Representative, Brescome Barton.
3. Mac Dinsmore with Duvel Moortgat and Brewery Ommevang.
4. Sam Papale, Sales Representative, Brescome Barton.
5. Lars M. Guy, CSW/CSS, Consultant.
6. Antonello Cozzula, Fine Wine Manager East Coast, Palm Bay International; Alena Josephson, Representative, Vine Ventures.
7. Lori Tunmer, Representative, Vine Ventures, pouring Palm Bay International Selections.
8. Steve Mann, Owner, SJ Mann Selections.
9. Lisa Panteleakos, Market Manager, Brockmans Gin and Stacey Villone, Representative, Brockmans Gin.
10. Abbi Miller of Stonington-based Real McCoy Spirits.
11. Neil Palladino of Boutique Wine Collection.
12. Andrea Bonivento, Commercial Director, Felsina.
13. Kevin McGill of Dendor Wine Management with Jolanta Tomaselli of La Spinetta and Indigenous Wines.
14. Pennie Haase, National Marketing Director, Northeast Regional Sales Manager, Alexander Valley Vineyards.
15. Shannon McGill of Michael David Winery.
16. Geoff Curley, President, Gin Lane 1751.
17. Delia Dent, Associate Brand Manager RKS Portfolio, Domaine Select with Timothy Locke, Regional Manager New England, Domaine Select.
18. Oriol Bargallo, Export Area Manager, Pares Balta; Joan Cusine Carol of Pares Balta in Barcelona.
19. Donna Taylor and Megas Hass with Scheid Family Selections pouring Giffit Wines by Kathy Lee Gifford.
20. Simone Iacopini, Northeast Italian Wine Manager, Kobrand.
21. All of Sassy Liquors in Southington and Spend Less in Manchester: Tom Picarelli, Bill Pinkerton, Andrew Totz, Maria Erdmann and Owners John and Wanda Sass.

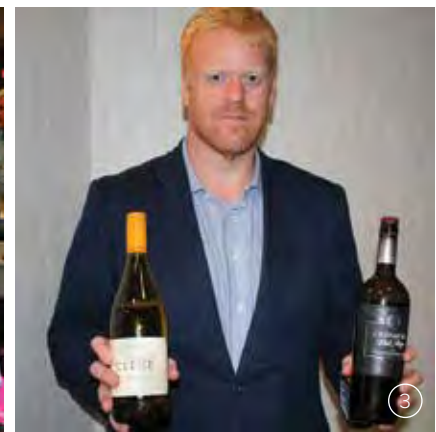


More images can be seen at [thebeveragejournal.com/worldwide-fall-tasting-2016](http://thebeveragejournal.com/worldwide-fall-tasting-2016).

# Slocum & Sons Presents “Cuvée and Cocktails”

Slocum & Sons presented “Cuvée & Cocktails,” an evening of wines, spirits, seminars and music, at the DoubleTree by Hilton in Bristol on September 13. The event featured two specialty cocktail bars: one featuring High West, Broker’s London Dry Gin, Luxardo Cherry’s and Bitters and Carpano Antica Formula, and the other highlighted Chopin Potato Vodka, Dora Double Chocolate

Liqueur, Karma Tequila, LeJay Crème de Cassis and Hammer & Sickle Ginger Beer. Trade guests attended a wine tasting seminar on Mount Eden Wines and a rare tasting of single malt whiskies: Longrow, Springbank and Cadenheads. Wine brand managers, ambassadors and sales representatives were available to answer questions about the Slocum & Sons’ showcased selections.





- Jessica Brady, Northeast Regional Sales Manager, Pacific Highway Wines & Spirits, featuring Giesen New Zealand 2015 Pinot Gris.
- Finn Briggs and Matt McCarthy of Sovereign Brands.
- Drew Barter, Regional Manager New Haven County, Slocum & Sons.
- Gia Pascarelli, Sales Representative, Slocum & Sons and Alex Meier-Tomkins, Key Account Manager, Slocum & Sons.
- John Carey, Northeast Sales Manager, Duckhorn Wine Company.
- Christen LaRoche, Regional Manager for Hartford and Litchfield Counties, Slocum & Sons and Sherrie Glynn, Sales Information Director, Slocum & Sons.
- Roger Gross, United States Bartenders Guild Connecticut (USBG CT) chapter member, serving cocktails featuring Anchor Distilling Company spirits.
- Marvin Friedman, Owner, Maple End Package Store with Donal O'Gallachoir, Brand Manager, Glendalough Irish Whiskey.
- Lisa Kazersky, Market Manager CT, Infinium Spirits.
- Maureen Pesticci, Compliance Manager, Slocum & Sons beside Veuve Clicquot offerings.
- Julia Jakob, Marketing, Mionetto USA.
- Lindsay Scalise, WEST II, Connecticut State Manager, Bronco Wine Company featuring 2015 Gravel Bar Chardonnay of Columbia Valley.
- Mimi Bутtenheim, President, Mad River Distillers with Maura Connolly, Co-Founder, Mad River Distillers.
- Paul Coughlin, Owner, Taconic Distillery.
- Peter Yanulis, Vice President of Sales, Northeast, A to Z Wineworks and Rex Hill Vineyards and Winery.
- Allen Katz, Owner, New York Distilling Company.
- Dan Campbell, New England Regional Manager, Wagner Family Wines.
- Tricia Galinski of Slocum & Sons showcasing Chopin Potato Vodka, Dorda Double Chocolate Liqueur, Karma Tequila Silver, LeJay Crème de Cassis and Hammer & Sickle Ginger Beer.
- David Baker, Co-owner, Litchfield Distillery.



More images can be seen at [thebeveragejournal.com/slocum-sons-cuvee-cocktails-2016](http://thebeveragejournal.com/slocum-sons-cuvee-cocktails-2016).

# Murphy Distributors Pours Tastes for Fall Portfolio Show

Murphy Distributors hosted a 2016 Fall Trade Tasting at Harlan Publick in downtown Norwalk on September 14. Trade guests sampled from imported and domestic wines, spirits and creative cocktails featuring West Cork Irish Whiskey, Los Arango Tequila and PunZone Vodka. Attendees enjoyed discussing featured products with brand representatives. Harlan Publick provided culinary creations for the event.





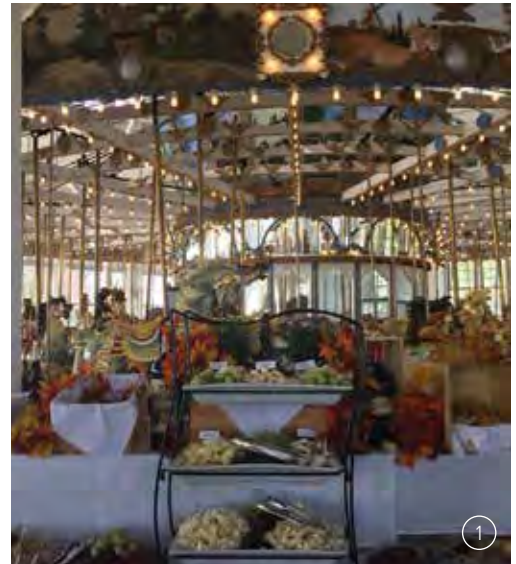
1. Matthew Shakespeare, Area Wine Manager CT/MA/ME/RI/VT, Don Sebastiani & Sons, holding Gunsight Rock Cabernet Sauvignon.
2. Guillermo Gonzalez, U.S. Export Manager, Rutini Wines featuring Trumpeter Chardonnay, Pinot Noir, Cabernet Sauvignon and Malbec.
3. Romina Liz Picciotto of Elixir Wine Group with Alberti Malbec.
4. Matt Messina, General Manager, Harlan Publick; Matt Murphy, President, Murphy Distributors; Stephen Lewandowski, Owner, Harlan Publick.
5. Michael Glickman, Owner, LIQS Cocktail Shots. LIQS products are ready-made cocktail shots featuring premium spirits, real fruit juice and natural flavors.
6. Robert Jones, Master Sommelier, Advanced Sake Professional, National Account Manager, Kysela Pere et Fils.
7. Frank Guerrero, Founder and CEO, PunZone Vodka.
8. Dan Sigel, Northeast Regional Manager, Royal Wine Corp. featuring products from Europe and Kosher wines of Israel.
9. Megan Haas, Vine Ventures; Alejandro Flores, Owner, RedPuro Wines; Jade Morvan, Vine Ventures, beside RedPuro Fair Trade Chardonnay and RedPuro Organic Malbec. RedPuro Wines are importers of organic, sustainable and fair trade wines.
10. Donna Taylor, Beverage Professional, Vine Ventures with Drappier Champagne beside the sparkling wine bar.
11. Melissa Saunders, General Manager, Communal Brands.
12. Ines Oro, Americas Sales Manager, Terra Nostra de Vinos. Terra Nostra selections are made up of small to medium estate family-owned vineyards from several different Spanish wine regions.
13. 32 Winds Winery of Dry Creek Valley in Sonoma County. 32 Winds Wines recently launched with Murphy Distributors.
14. Salute American Vodka's Chris Palumbo. Salute Vodka donates \$1 from every bottle sold to support veterans' charities.
15. Jacky Skelly of Vine Ventures pouring Long Neck Wines of South Africa featuring Chardonnay, Merlot and Cabernet Sauvignon varietals.
16. Mya Scott of Vine Ventures with Tenuta Monteti Caburnio and Tenuta Monteti.
17. A selection of Mate Wines of Montalcino.
18. Frank Family Vineyards of Napa Valley.



More images can be seen at [thebeveragejournal.com/murphy-fall-tasting-2016](http://thebeveragejournal.com/murphy-fall-tasting-2016).

# Opici Family Distributing Hosts Trade Show in Historic Pavilion

Opici Family Distributing of Connecticut hosted its annual fall trade tasting at New Haven's Lighthouse Point Park's historic carousel and pavilion, overlooking New Haven Harbor and Long Island Sound. Trade professionals learned about the company's wine and spirits portfolios in a setting included on the National Register of Historic Places. Bartenders from Ordinary in New Haven created a variety of sample cocktails featuring spirits from the Opici's Market Street Spirits portfolio, such as the Old Fashioned, Sidecar, Caipirinha, Sazerac, Black Manhattan and more. Guests were able to speak with winery owners, brand ambassadors and sales representatives to discuss showcased selections.







1. Opici Family Distributing hosted its 2016 fall trade tasting at Lighthouse Point Park in New Haven.
2. Antonio Zacchero of Carpineto Winery; Christopher Wirth, New York State Manager, Opici Wines; Deborah Cesari, Cesari Fine Wines of Verona; Scott McDonald, CSW, CT State Manager, Opici Wines.
3. Ian Scudder, Fine Wine Manager, Opici Family Distributing New York with Chateau Teyssier, Chateau Pezat and World's End of Napa Valley.
4. Joe Landolfi, Brand Manager, Opici's Market Street Spirits with Matteo Meletti, fifth-generation family owner of Meletti Brands.
5. Lynn Mahlebjian, Director of Sales Northeastern U.S., Cannonball Wine Company.
6. Terry Connaughton, Regional Sales Manager New England, Boisset Collection.
7. Erik Weydert, Northeast Regional Manager, Thienot.
8. Sean Oakley, Regional Manager Northeast, Terlato Artisan Spirits showcasing Deanston 14-Year-Old Organic Highland Single Malt Scotch Whiskey.
9. David Delaney, Brand Ambassador, Angostura.
10. John Sander, East Coast Sales Manager, Schug Carneros Estate.
11. Ordinary's Dave Blomberg, Ben Zemke and Tim Cabral mixing cocktails featuring Opici's spirit portfolio.

12. Mark Toepke of Precept Wines.
13. Zach Brinley, Chief Bootlegger, Brinley Gold Shipwreck Rum, with Coconut Rum Cream.
14. Michele D'Arienzo, V.P. U.S. Sales and Marketing, Distillerie Franciacorta.
15. Chloe Hattabe, Commercial North America, Caves De Rauzan Grangeneuve featuring Augey.
16. Pedro Moreira and Jose Leao of Evaton Imports.
17. Robert Carbone, Northeast Regional Sales Manager, Hahn Family Wines.
18. Greg King and Chelsea Nicholas, Brand Ambassadors, Koval.
19. Alcohol By Volume's Jason Kroot and Henry Lavado.
20. Simon Barlow, Rustenberg Wines of South Africa; Stuart Downes, Indigo Wine Group; Steve Mann, S.J. Mann Selections; Marty De La Rose, Director of Sales, Trinitas Cellars of Napa Valley.
21. Dan Mitchell, Regional Sales Manager, Fox Run Vineyards.
22. Elena Martinez, Operations Account Manager, Bakon Vodka.



More images can be seen at [thebeveragejournal.com/opici-fall-tasting-lighthouse-park](http://thebeveragejournal.com/opici-fall-tasting-lighthouse-park).

# Hartley & Parker Showcases Portfolio in Two Fall Trade Tastings

Hartley & Parker, Limited, Inc. hosted the first of two fall trade tastings on October 4, featuring select wines and spirits at Lake of Isles, Foxwoods Resort Casino. Suppliers shared their brands with trade guests, educating them on their offerings. David Brogan, Key Account Manager, Hartley & Parker served as the event's mixologist, crafting cocktails from Catskill Distilling Company Buckwheat, Skyy Infusions, Tito's Handmade Vodka and Nautical Gin. The company hosted a second trade tasting on October 5 at Vasi's Restaurant and Bar in Waterbury.





- David Rosenberg, Vice President and Gerry Rosenberg, President, Hartley & Parker.
- Jeffrey Vanderber, Regional Director New England, Justin Landmark Vineyards; Bill Saroka, Wine Director, Hartley & Parker; Lisa Strausser, New England Sales Manager, Kermit Lynch Wine Merchant; Doug Preston, Hartley & Parker; Steve Fanelli, Key Account Manager, Hartley & Parker.
- Katie Bailey, Market Sales Manager, Folio Wine Partners.
- Chris Parkin, Field Sales Manager, Constellation Brands.
- Barbara Reddish of Viavino Tastings representing Martin Rey Winery.
- Philip Garrison, Northeast Regional Manager, The San Francisco Wine Exchange.
- All with Hartley & Parker: Bill Saroka, Tom Deaso, Crissy Peterson and Angelo Culmo.
- Michael Petrizzo, Northeast Manager, Vias Imports and Drew Hoyle of Hartley & Parker.
- Ben Mayer, Division Manager, Hartley & Parker with Whitehall Lane Cabernet Sauvignon.
- Kathleen Flynn representing the sake portfolio of JFC International, Marchetta Company.
- Gianpiero Peru, Connecticut State Manager Genesis Division, Palm Bay International.
- Blaise Tramazzo, Spirits Director, Hartley & Parker.
- Dave Brogan, Key Account Manager, Hartley & Parker, mixed cocktails featuring Catskill Distilling Company Buckwheat, Skyy Infusions, Tito's Handmade Vodka and Nautical Gin.
- Tito Padilla, Wine Consultant, Wines For All.
- Jeffrey Verderber, Regional Director New England, Justin Landmark Vineyards.
- Laura Laratro, Brand Manager of Amaro Silano and Fran Magner of FX Magner Selections.
- Amaro Silano.
- Skyy Fall Sangria cocktail.
- Sarah Smith, Sheila Frost and Courtney Eslin all from the Courthouse Bar and Grill in Putnam.



More images can be seen at [thebeveragejournal.com/hartley-parker-fall-tasting-2016](http://thebeveragejournal.com/hartley-parker-fall-tasting-2016).

# CDI Raises Charitable Funds for Food Bank During Annual Event

Connecticut Distributors, Inc. (CDI) held its annual “CDI Experience” at the High Rollers Luxury Lanes and Lounge at Foxwoods Resort Casino on October 4. Trade guests enjoyed time with supplier representatives from various wine, spirit and cordial brands, a themed photo wall, trade vendor education, and a cocktail competition, where select area bartenders crafted cocktails using Absolut Elyx, Nolet Dry Gin and Camarena Silver Tequila, among other spirits. Joe Aceto of Mezzo Grille in Middletown was crowned the winner by popular guest vote with his cocktail “Mermaid

Water,” which featured Sugar Island Coconut Rum, Bacardi Black Rum, Midori, Dekuyper Blue Curacao, coconut puree, pineapple juice and Scappy’s Orange Bitters. Justin Morales, Josh Pekar, Dimitrios Zahariadis, Will Macey, Erik Zeiss, Nikki Simches, Albert Greenwood, Rich Hewitt, Meg Fanion, Justin Cyr and Dezirae Moldonado were among the competing bartenders. This event marks the eighth year CDI has partnered with the Connecticut Food Bank to donate \$5 for each case sold to accounts on the day of the event.





1. Kevin Dunn, Regional President, Breakthru Beverage; John Parke, President, CDI; Michael Evans, CDI.
2. Jessica Larkin, Trincher Family Estates; Kathryn Costello, Trincher Family Estates; Jeremy Doyle, Account Development Specialist Trincher, CDI.
3. Sanjeev Banga, President International Business, Radico Khaitan Ltd., with Kunal Madan, Radico Khaitan Ltd.
4. Pernod Ricard's Jackie Blau and Heather Godsell with Absolut Lime.
5. Patrick Langworth, Northeast Sales Director, Casa Dragones Tequila.
6. Ava Van Daalen, Belvedere Vodka with Sandra Terenzio, Portfolio Manager-Moet Hennessy USA, CDI.
7. Fanny Duval of 180 East Limited with Hawthorn's London Dry Gin.
8. Garrett Fardelmann, E. & J. Gallo with Tatiana Nessier, Brand Ambassador, Alamos Wines.
9. Daniel Madera, Pernod Ricard with Chivas Regal.
10. Michael Corso, Owner, Michael Corso Selections.
11. Laurie Villano, CSW and Northeast Area Sales Director, Rodney Strong Wine Estates.
12. Matthew Rizzo, Director of Sales, Bedell Cellars.

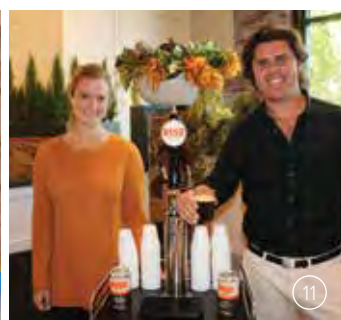
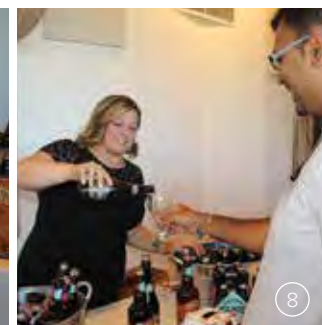
13. Alexei Beratis, Inspired Beverage, Inc.
14. William McPharlin, Jr., Regional Manager Metro NY and CT, C. Mondavi and Family.
15. Chrissy Amatrudo, Bacardi Portfolio Manager, CDI and Peter Kawulicz, Business Manager, CDI.
16. Jim Sokol and Michele Maillet, Somrus Indian Cream Liqueur.
17. James Bruton of Biggar and Leith, representing Malfy Gin.
18. Paul Sevigny, Brand Ambassador, Disaronno.
19. Ed Lowry, Regional Manager, Feldman and Associates.
20. Peter Ravetto of Quintessential Importers.
21. Brian Sweeney from Spire Collection.
22. Brian Slone, Subscriber and Account Services Manager, Connecticut Beverage Journal; Savannah Mul, Editorial Administrator, Connecticut Beverage Journal; Greg Altieri, New Accounts/Events Planning, CDI.
23. Michael Copeland and Michael Evans of CDI.



More images can be seen at [thebeveragejournal.com/cdi-experience-2016](http://thebeveragejournal.com/cdi-experience-2016).

# Brescome Barton Showcases Portfolio at Pond House Café

Brescome Barton held a fall wine and craft beer show at the Pond House Café in West Hartford's Elizabeth Park on October 5. Guests sampled through beers from Victory Brewing Company, Duvel Moortgat and seasonal hard ciders. Wines from Constellation Brands, Deutsch Family Wine and Spirits, Banfi, Terlato, Ste. Michelle Wine Estates, Santa Margherita and Foley were among the many featured products. Rise Nitro Cold Brew Coffee of Stamford, also available in state via Brescome Barton, educated guests about its product while sharing samples.



1. Rachel Torre, Regional Manager, Brescome Barton showcasing Terlato Wines.
2. Will Longo, Zone Manager, Brescome Barton; David Barzottini, Regional Manager, Deutsch Family Wine & Spirits; Dipak Patel, Sales, Brescome Barton.
3. Victory Brewing Company's Golden Monkey Belgian Tripel; Dirtwolf Double IPA; and Helles Lager.
4. Phil Passalacqua, Regional Manager, Brescome Barton with Santa Margherita and Foley wines.
5. Ed Dunn, Account Development Manager, Brescome Barton pouring a taste of Ruffino Prosecco for a trade guest.
6. All from Country Liquors in Bolton: Mimie Landolphi; Michael Landolphi; Angela Crespo; Tony Crespo, Owner.
7. Seasonal ciders: McKenzie's Hard Cider Black Cherry, Seasonal Reserve, Pumpkin Jack, with Schilling Hard Cider's Ascender Ginger and Grumpy Bear.
8. Cara Passarelli, Account Development Manager, Brescome Barton pouring tastes of Duvel Moortgat beers, including Boulevard Brewing Company Tank 7 and The Calling IPA, along with Ommegang Witte, Grains of Truth Harvest Ale, Nirvana IPA, Abbey Ale, Gnomegang Blonde Ale, Three Philosophers and Duvel Golden Ale.
9. Brian Federman, Sales, Brescome Barton with Ravenswood Teldeschi Zinfandel.
10. Michael Murphy, Account Development Manager, Brescome Barton showcasing wines of Ste. Michelle Wine Estate.
11. Melissa Bishop, Head of Operations, Rise Coffee; Jarrett McGovern, Co-Founder, Rise Coffee.
12. Kringle Cream Liqueur was mixed with the Rise Nitro Cold Brew Coffee for a coffee cocktail titled "Eric Forman's Breakfast."

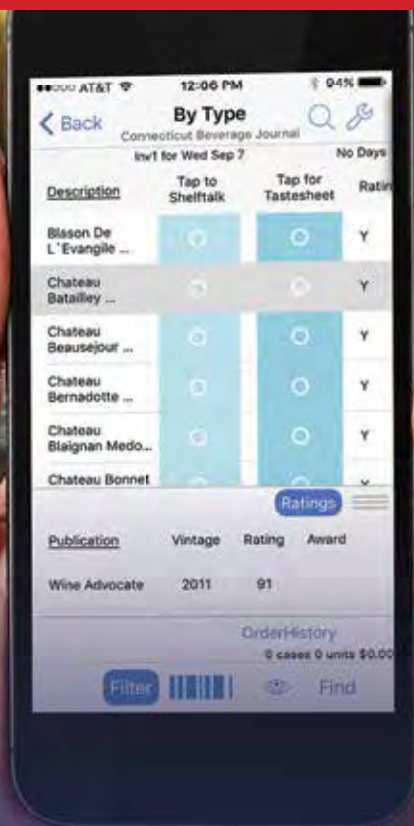


More images can be seen at [thebeveragejournal.com/brescome-barton-fall-tasting-2016](http://thebeveragejournal.com/brescome-barton-fall-tasting-2016).



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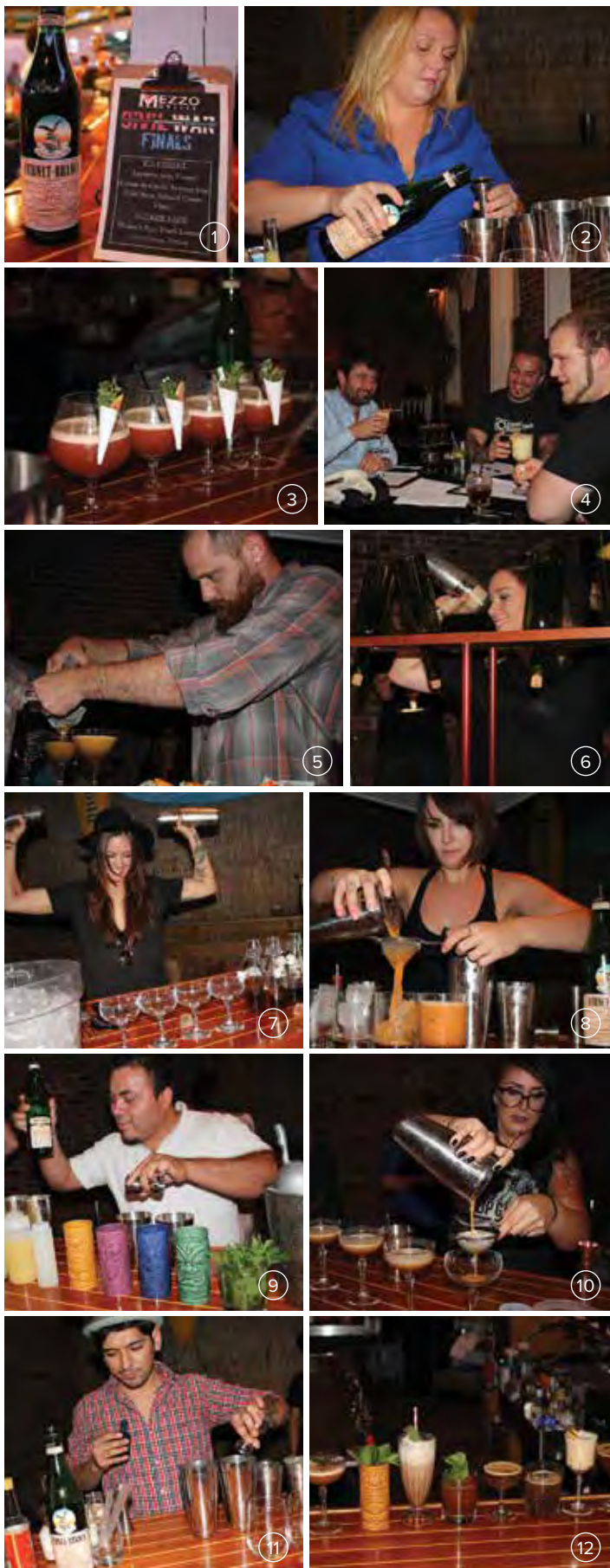
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**USBG CT BARTENDING COMPETITION SERIES NAMES CHAMPION**

The United States Bartenders Guild Connecticut (USBG CT) chapter, along with Allan S. Goodman and Eder Bros, Inc., held their final event in a series of 10 competitions called “The USBG CT Civil War Bartending Competition” at Mezzo Grille in Middletown in September. All 10 competitors, Conrad Meurice, Anthony DeVito, Jaime Johel, Kristen Mixter, Craig Ventrice, Andres Soriano, Jessica Repuano, Nikki Simches, Nicole Mailloux and Ashley Lurie previously won first place during the series of competitions beginning in April and leading up to the finale. Each competition featured spirits from the Allan S. Goodman and Eder Bros, Inc. portfolios and the competitions were segmented by state geography. The final event’s cocktails all featured Fernet-Branca, the historic Italian “digestivo” bitter liqueur made with 27 herbs from five continents. Ashley Lurie was named the winner of the USBG Civil War Cocktail Competition series with her winning cocktail, the “Amor y Amaro.”

1. Fernet-Branca was the sponsored liqueur during the USBG CT Civil War competition finale.
2. Bartender Ashley Lurie preparing her winning cocktail, the “Amor y Amaro.”
3. Lurie’s winning cocktail featuring Fernet-Branca.
4. Edoardo Branca, a sixth-generation member of the Branca family, next to Tim Cabral, Owner, Ordinary and Dan Rek, Bar Manager, Elm City Social. The three served as the judges for the final series competition.
5. Competitor Anthony DeVito.
6. Competitor Nicole Mailloux.
7. Competitor Jessica Rapuano.
8. Competitor Kristen Mixter.
9. Competitor Andres Soriano.
10. Competitor Nikki Simches.
11. Competitor Jaime Johel.
12. A selection of the cocktails.
13. The final USBG CT Civil War Competitors: Kristen Mixter, Nikki Simches, Anthony DeVito, Jessica Rapuano, Ashley Lurie, Conrad Meurice, Andres Soriano, Nicole Mailloux, Craig Ventrice and Jaime Johel. Lurie was named the winner in the final competition, taking home the Fernet-Branca bicycle as a prize.








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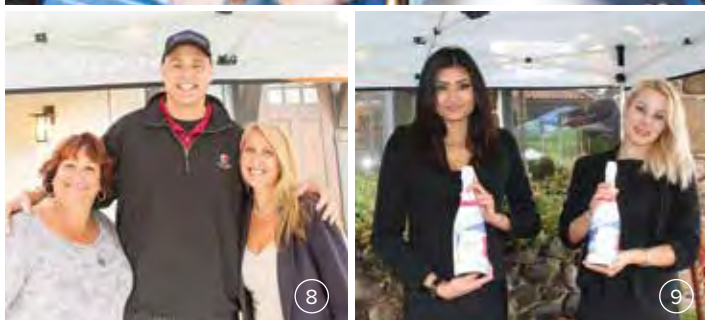
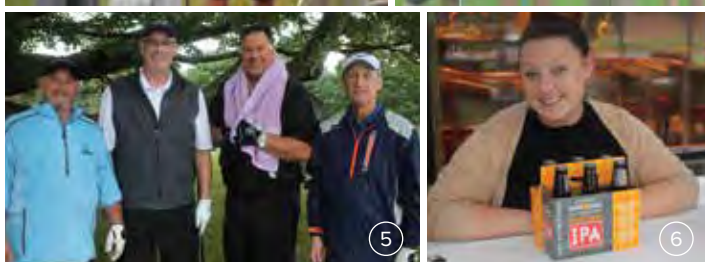
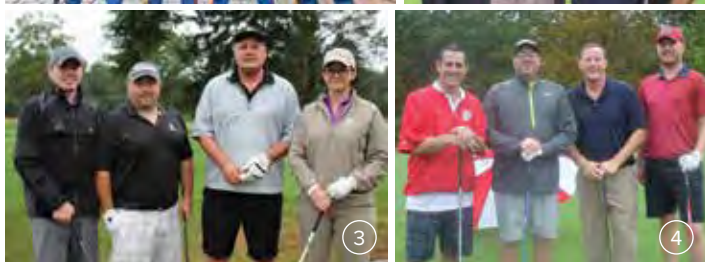
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## RAIN DOES LITTLE TO DAMPEN ANNUAL BRESCOME BARTON, WORLDWIDE WINES CHARITY GOLF OUTING

Brescome Barton and Worldwide Wines hosted their 5th annual charity golf outing on September 19 at the New Haven Country Club. With more than 100 golfers, the event raised over \$80,000 for the Marine Corps-Law Enforcement Foundation (MC-LEF). Each year, the event recognizes the charity's efforts on behalf of those who serve and their families, providing beneficiaries with grants for education, medical equipment and services, and other resources in a time of need. The golf outing began with opening remarks from CEO and President of Brescome Barton, Gene Sepe, followed by a Marine Corps Honor Guard flag and rifle procession. Golfers then played a team scramble with breakfast and lunch provided, culminating with an awards dinner. Raffle sales also raised funds for the charity. Despite the rain calling golfers off the course midday, the setting provided trade guests ample opportunity to enjoy the charity gathering.

1. The Marine Corps Honor Guard presentation: Cpl. Thomas Hecht, Sgt. Kennedy Atuatasi, Sgt. Nicholas Rothstein and Sgt. Luis Colamba.
2. Ed Boran, President, MC-LEF with Gene Sepe, CEO and President, Brescome Barton.
3. Barry Severs, Brescome Barton; John Tsakaris, The Brick House; Michael Bradley, Crazy Bruce Liquors; Sarah Alokones, Brescome Barton.
4. All from Sidney Frank Importing: Nick Scasino, Brian Bier, Greg Lamontagne and John Searson.
5. George Pastorok; Peter Curry, Banfi; Peter Lasse, Brescome Barton; Daniel Kemp, Brescome Barton.
6. Kristy Chappell, Account Development Specialist Craft Beers, Brescome Barton.
7. Marine Corps-Law Enforcement Foundation President Ed Boran (left) and Chairman Jim Kallstrom (right) presented Brescome Barton CEO and President Gene Sepe (center) with a "Tears From a Grateful Heart" sculpture, which recognizes the "deep appreciation for leadership, and tremendous support and dedication" over the past five years by annually hosting the charitable event.
8. Paula Demery, Purchaser, Brescome Barton; Robert Van Valkenburgh, JF Hillebrand; Mary Ferrucci, Purchasing Manager, Brescome Barton.
9. Ha Nguyen and Ruth Cutrone with Chandon.

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### KAS SPIRITS HIGHLIGHTED AT STORE TASTING

Village Wine in Ridgefield hosted an in-store tasting of KAS Spirits in September. KAS Spirits is a small-batch, handcrafted Krupnikas, made from locally-sourced New York honey, along with a mixture of 10 spices, including star anise, cinnamon and cardamom. *Wine Enthusiast* rated KAS Krupnikas 92 points and it earned a spot on the list's "Top 100 Spirits of 2015." The New York-based KAS Krupnikas is distributed in Connecticut via Highland Imports.

1. George Haverly, Brand Ambassador, KAS Spirits, during the in-store tasting of KAS Krupnikas at Village Wine.
2. KAS Krupnikas on display at Village Wine.



### STONINGTON VINEYARDS CELEBRATES SEPTEMBER WITH ANNUAL HARVEST FESTIVAL

Stonington Vineyards hosted their annual Harvest Festival on the weekend of September 17-18. Guests were able to taste through available wines in the Stonington Vineyards portfolio, which consisted of Triad Rose, Seaport White, Riesling, Oak Chardonnay and Sheer Chardonnay. Guests were able to shop artisan vendors, sample from a variety of food trucks and enjoy live music.

1. The tasting tent during the Harvest Festival.
2. Elaine Mills, Grape Grower Viticulturist, Stonington Vineyards.
3. The tasting bar during the Harvest Festival.
4. Stonington Vineyards volunteers Shani Robinson and Liz Jaikes.
5. Triad Rose.
6. A view from the harvest wine and food festival at Stonington Vineyards.



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## SLOCUM & SONS LAUNCHES NEW WEBSITE

Slocum & Sons of North Haven launched a new and updated website in September. Its customers will find categorized brand listings, news, marketing and merchandising information to help promote the brands, as well as direct links to online ordering. The site also features social media links to follow the company's news about its brands as well as upcoming events.

## FAIRFIELD LIQUOR STORE CELEBRATES 75 YEARS

Harry's Wine & Liquor Market celebrated their 75th year in business on the Post Road in Fairfield in October. Today, the store is owned and managed by Patrick Monteleone, William Miller and third-generation family member, Scott Pollack, grandson to Harry and Betty Pollack who opened the store in 1941.

During the month of October, Harry's Wine & Liquor Market held special in-store tastings of champagne and wine varietals, and hosted an Alumni Week, during which previous employees gathered at the store to "catch up with old friends." Other events included Harry's Wine & Liquor Market raising funds for charity and a ribbon cutting featuring local dignitaries honoring the business.

The store has gone through five expansions since it began operating, while maintaining the same structure and façade. Pollock's grandfather, Harry, passed away before he was born. He has heard others describe him as "ahead of his time." That business model rings true today, as the owners remain forward-thinking and keep up with emerging trends. "We're always looking for ways to build relationships with our customers," said Monteleone.

1. Inside Harry's Wine & Liquor Market.
2. Harry's Wine & Liquor Market features a specialized bourbon barrel program, receiving their own private barrel stash, which they began about three years ago.
3. A store decoration commemorating 75 years in business.
4. William Miller, Owner; Patrick Monteleone, Owner; Scott Pollack, Owner and third-generation family member.
5. During the first weekend in October, Harry's Wine & Liquor Market held a ribbon cutting and received a plaque citation from the State of Connecticut recognizing its long history in business. First Selectman Mike Tetreau; Rep. Cristin McCarthy Fahey; Scott Pollack, Co-Owner, Harry's Wine & Liquor Market; Rep. Brenda Kupchick; Patrick Monteleone, Co-Owner, Harry's Wine & Liquor Market; Rep. Laura Devlin; Sen. Tony Hwang; William Miller, Co-Owner, Harry's Wine & Liquor Market; Former Senator John McKinney.



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Add a splash of club soda. Garnish with a Maraschino cherry.*



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## ANGELINI WINES POURS SELECTIONS AT GREENWICH FOOD AND WINE FESTIVAL

The 2016 Greenwich Food and Wine Festival, presented by *Serendipity*, held its grand tasting on September 23-24 at Roger Sherman Baldwin Park in Greenwich. Angelini Wines were among the many beer, wine and spirit vendors showcasing products. Angelini Wines featured the Carpeno Malvolti Prosecco, Carpeno Malvolti Rosé, 2015 Zanata Vermentino, 2015 Angelini Estate Pergola Rosso and the 2013 Il Borro Pian di Nova. Local restaurants provided culinary tastes, while area bartenders highlighted spirits during cocktail demonstrations.

1. The Angelini Wines table display at the festival.
2. Angelini Wines available to taste.
3. Angelini Wine enthusiasts, Adrienne and Eric Urpin.
4. The Angelini Wines sales team during the festival, Glenn Augustine, Michael Duffeff and Paul Cullen.



## CELEBRITY WINE GURU GREETES GUESTS IN GREENWICH

Connecticut resident, NBC “Today” co-host and Giffit Wines entrepreneur, Kathie Lee Gifford, attended the annual Greenwich Food and Wine Festival on September 23-24 at Roger Sherman Baldwin Park. Giffit wines are a partnership between Gifford and Scheid Family Wines of Monterey, California, offering a Chardonnay, Red Blend, Rosé and Pinot Grigio.

Casey Jones, Vine Ventures; Tricia Maffei, Vine Ventures; Kathie Lee Gifford; and Donna Taylor, Vine Ventures.



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**AVENTINE HILL FEATURES SEASONAL SELECTIONS AT WINE TASTING**

Aventine Hill participated in an outdoor fall wine tasting sponsored by Ninety 9 Bottles of Westport. The tasting event was held on September 24 at the bucolic Fodor Farms in Norwalk. Aventine Hill Sales Director David Squires, along with Arlene Scanlan, wine aficionado, poured six wines from Italy and France, selected for the season and the setting. More than 150 people attended the event. A portion of the proceeds generated by Ninety 9 Bottles was donated to Soundbridge, a regional program that provides expertise and technology to promote listening and speaking in children with hearing loss.

On November 3, Aventine Hill will team up with Paci Restaurant in Southport, CT and Liquor Locker in Westport to host a Fall Wine Dinner. The team at Paci have created a pairing menu for the following wines: 2015 Castel Sallegg Pinot Bianco, the 2014 Isidoro Polencic Chardonnay, the 2014 Tenuta Giustini Negroamaro, the 2014 Cantine Lupo Merlot 'Primolupo', 2012 Casa Emma Chianti Classico 'Vignaparco', and 2010 Croce di Mezzo Brunello di Montalcino. Contact Aventine Hill for more information or make reservations via Paci Restaurant.

Aventine Hill Sales Director, David Squires poured portfolio selections with help from Arlene Scanlan at Fodor Farms in Norwalk.

**LATITUDE BEVERAGE COMPANY CREATES HOLIDAY OFFERINGS**



During the holiday season, Latitude Beverage Company will offer unique silk-screened bottles on two of the 90+ Cellars' wines, the Lot 23 Old Vine Malbec and the Lot 53 Cabernet Sauvignon, featuring Argentina's Andes Mountains. Other limited edition holiday items include a large format magnum bottle size of the Lot 50 Prosecco, along with Lot 21 French Fusion Red available for a limited time in a wooden box, and the release of Iron Side Reserve Red Blend. Latitude Beverage Company also offers the Winter Weekender three-pack for the holiday season.

**BRESCOME BARTON HOSTS EMPLOYEE WELLNESS FAIR**



Brescome Barton launched a new, staff-coordinated wellness committee called "Positive Pulse" to encourage "healthy and happy lifestyles" at home and in the workplace. Committee members Michelle Hale, Danielle Mason, Cathy Leighton, Maria Reynolds, Dyan Grant and Kristie Formato, organized the company's first-ever Wellness Fair on September 23 at the company's North Haven headquarters. Staff interacted with a variety of vendors including ConnectiCare, MetLife, Best Buddies, Wells Fargo and Back in Balance Massage Therapy. Brescome Barton employee met with vendors, received private blood pressure screenings and hand massages while enjoying healthy refreshments. The Positive Pulse committee will host future wellness events.



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## ONYX SPIRITS COMPANY'S VON GOOTKIN NAMED "40 UNDER FORTY"

East Hartford's Onyx Spirits Company co-founder, author and entrepreneur Adam von Gootkin was named to the *Hartford Business Journal's* "40 Under Forty" leaders list. Each year the publication selects and celebrates area entrepreneurs for their career and community service achievements. von Gootkin was recognized for his Connecticut company's brand building efforts, local employees and contribution to state tax revenues, as well as his support for more than 200 local nonprofits, which includes serving on boards of multiple programs that support local business startups. von Gootkin said of the award, "It was an honor to accept the award, but we wouldn't be anywhere without our team and the support of our distributors, retailers and customers. I think the award is a testament to what can be achieved in Connecticut with positive thinking and a can-do attitude."

"40 Under Forty" award recipient, Onyx Spirits Company's Adam von Gootkin with co-owner Pete Kowalczyk, at the 2015 opening of their distillery's tasting room in East Hartford.



## TWO ROADS AND EVIL TWIN COLLABORATE ON INCAN INSPIRED PORTER

Stratford's Two Roads Brewing Company and Evil Twin Brewing Company, originally from Denmark, collaborated on their second trek-inspired beer with the release of its Pachamama Porter. The team found ingredients to create a pilot batch at Cervecería Barbarian in Lima, Peru while traveling. Cervecería Barbarian opened its doors in 2011, as one of the first craft breweries in Peru. Two Roads and Evil Twin have paid homage to Incan heritage by using three Peruvian food staples in this brew: sweet potatoes, purple mais and aji panca chili peppers. Earth, a goddess revered by the indigenous people of the Andes, is known as the Earth mother in Incan mythology and the brew's creators chose that name to reflect the main ingredients. The 6.5% ABV porter is available in a 4-pack of 16 oz. cans, and on tap in the Two Roads' tasting room.

## ORGANIC VINTAGES ADDS NEW AUSTRIAN 90-POINT WINE TO ITS PORTFOLIO

Organic Vintages added an organically-grown wine from Biokult in Austria in October. Les Hauts de Lagarde Bordeaux Blanc is a blend of 60% Sauvignon Blanc and 40% Semillon. Aromas of white peach, lemon and honeysuckle, offer a balance of acidity and mineralogy with clean bracing citrus and honeydew. The wine has been given 90 Points and Best Buy ratings from *Wine Enthusiast*, and was #20 in the magazine's upcoming "Top 100 Best Buy Wines."



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Thinking “inside the (gift) box,” the House of Deutz has launched a surprisingly simple three-pack of 375ml tête-de-cuvée vintage Champagnes: Amour de Deutz, Amour de Deutz Rosé and Cuvée William Deutz. The wines are all 2008 vintage—a splendid year across the region. Half-bottles of real Champagne are already a rarity; this “Trio de Prestige” represents the pinnacle of the Deutz expertise and passion, in an elegant presentation for the holidays and beyond. SRP: about \$270. [champagne-deutz.com](http://champagne-deutz.com)



**THE HESS COLLECTION: TAMING LIONS**

Big, mountain-grown Cabernets helped make Napa famous. The biggest challenge to making them drinkable is managing their formidably firm tannins. The Hess Collection winemaker Dave Guffy has been using the addition of Malbec as his tannin-taming tool for years, over time becoming one of the largest growers of Malbec in the region. Now Guffy showcases Malbec center stage with The Lion Tamer (SRP \$40), a red blend filled out with small amounts of Zinfandel, Cabernet, Petite Sirah and Merlot. “Malbec brings heady, floral aromas, wild berry flavors and a plush texture,” Guffy describes. In addition to the first vintage of The Lion Tamer, 2014, Hess is also relaunching its prestige wine, The Lion, a Mount Veeder Cabernet (\$175), as well as the first vintage of The Lioness, a Napa Chardonnay (\$60). [hesscollection.com](http://hesscollection.com)



Dave Guffy: “I think the potential of Malbec in Napa is somewhat unrecognized, particularly its ability to complement Cabernet.”



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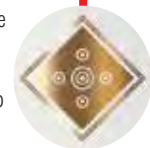
Bronco Wine Company is breaking new ground in wine closures: their Red Truck brand will feature the innovative Helix packaging, the world’s first cork stopper and glass bottle with easy-to-open and reclose technology. Developed by Amorim and O-I, world leaders in cork and glass packaging, Helix combines an ergonomically-designed stopper made from cork and a glass bottle with an internal thread in the neck. For many consumers, the ritual of uncorking the bottle, and a satisfying “pop” is central to the wine occasion. With Helix, consumers still get the “pop,” without the need for a corkscrew in an easy-to-open and reclose package. [bruncowine.com](http://bruncowine.com) | [amorimcork.com](http://amorimcork.com) | [o-i.com](http://o-i.com)

**FALESCO RELEASES FIRST-EVER ‘FERENTANO’**

In the central Italian region of Lazio, the ancient white grape variety Roschetto has escaped extinction thanks to the efforts of family-owned Falesco, the leading winery in the region. The Cotarella family are the only commercial growers of Roschetto today. Roschetto has small, compact bunches that are naturally high in flavor. Winemakers and brothers Riccardo and Renzo Cotarella, along with their daughters Dominga (Riccardo) and Enrica and Marta (Renzo), extract the most flavor by using dry ice during maceration. The resulting wine is lush, complex and aromatic, with notes of tropical fruits, sweet corn, vanilla and fresh tarragon. SRP \$25. [winebow.com](http://winebow.com)



The five concentric circles on the label were copied from artifacts found at the archaeological site of the Etruscan town, Ferento. The Cotarellas named the wine Ferentano to pay homage to this historical city.



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**UNCAS BALLROOM | 6:00PM - 9:00PM**

Taste a variety of fine bourbons and delicious hors d'oeuvres before sampling our selection of premium cigars.

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**UNCAS BALLROOM | 8:00PM - 11:00PM**

Learn how to make traditional and trendy Mexican dishes from award-winning chef Aarón Sánchez while tasting specialty tequila and "mescal" cocktails at this one-of-a-kind fiesta.

### SATURDAY, JANUARY 28TH

#### ELITE CRU TASTING\*

**THE CABARET THEATRE | 3:00PM - 5:00PM**

Taste the "best-of-the-best" vintages from around the world, as well as meet the winemakers and principals behind them.

\*Includes a Saturday Grand Tasting ticket & \$50 iGourmet gift card.

#### CELEBRITY CHEF DINE AROUND

**UNCAS BALLROOM | 8:00PM - 10:30PM**

Watch celebrity chefs prepare signature dishes at live cooking stations. Enjoy each dish with a complementary pairing of premium wine or beer.

### SUNDAY, JANUARY 29TH

#### BRUNCH WITH BATALI

**UNCAS BALLROOM | 11:00AM - 2:00PM**

Indulge in classic brunch favorites featuring Mario Batali's simple, beautiful flavors. Then, witness a live cooking demonstration by the man himself.



Tickets on sale now at the  
Mohegan Sun Box Office  
and [ticketmaster.com](http://ticketmaster.com)

Visit [sunwinefest.com](http://sunwinefest.com) for more information.



## Stonington Vineyards

### Patience Pays Off for Stonington Vineyards

A long-deferred dream becomes reality

BY NANCY KIRSCH

While patience is a virtue for grape growers and vintners, Nick Smith, co-owner of Stonington Vineyards, is extraordinarily patient. It took more than two decades for Nick to achieve his dream. In the mid-1960s, while working in Washington, D.C., he had said, "Someday, I would love to have my own wine in my glass." After retiring from his career in international finance, Nick discovered that Stonington Vineyards was for sale; he and his wife, Happy, bought it in 1987.

Already familiar with the southeastern Connecticut area, they were delighted to find it a fertile area for new wineries. The Smiths hired vintner Mike McAndrew – who planted many new vines – and built the winery in 1989, said Nanci Waugh, director of operations.

Although the entire property is 58 acres, only 10 acres are devoted to grape growing; with that, they can better maintain the vines and produce more bountiful grapes. "All of our wines produced here now are from Southern New England grapes. We don't grow enough grapes to sell, [and]

we bring in Cayuga grapes from Ledyard [Connecticut] and Vidal Blanc grapes from Massachusetts," she said.

"Our Seaport White is a blend of Chardonnay, Vidal Blanc and Cayuga grapes, and Triad Rose is a blend of Chardonnay, Cabernet Franc and Vidal Blanc grapes." Stonington Vineyards' Sheer Chardonnay, aged in a stainless steel tank, is very light and crisp; while its Classic Chardonnay, aged in an oak tank, is more traditional, with vanilla and buttery aromas. Both are estate wines, as is the Cabernet Franc, said Waugh.

Its wines – described as "elegant, food-friendly European-style wines," including Cabernet Franc, Classic Chardonnay, Seaport White and Sheer Chardonnay – have racked up awards from the International Eastern Wine Festival and the NEXTCEN Wine Competition for Millennial Wine Drinkers.

Nick, who helped establish the Connecticut Wine Trail, always envisioned Stonington Vineyards as a desirable destination for people to learn something about the winemaking process, and "enjoy our delightful wines and our premises," said Waugh.

Open year-round with the exception of major holidays, Stonington Vineyards welcomes guests for daily tours, wine tastings, picnicking and special events, such as concerts, movie nights and a weekend harvest festival in September. The tasting room is popular, even during the winter; people spend the afternoon before the

fireplace, playing backgammon or cards and enjoying their own food or "light bites" sold by the vineyard, said Waugh.

The shop sells wine, wine-related paraphernalia, specialty food items and Stonington Vineyards' T-shirts and sweatshirts. With its gazebo, deck and expansive lawn, Stonington Vineyards is a popular venue for private events, such as bridal showers, weddings, corporate events and holiday parties.

Grapevines are pruned, hedged and harvested by hand, and the vineyard aims to be as organic as possible. "We don't use pesticides, but sometimes we have to spray fungicide when there's a lot of rain and humidity," said Waugh. Linda Mason, vineyard manager, and her crew work through the winter clearing brush and cutting back vines; the nearby ocean waters create a microclimate similar to that in Bordeaux, France.

Buy a case of wine and become a lifetime member of the Cellar Society, which began many years ago. Its 9,000 members receive discounts on special events and cases of wine, and invitations to taste new wines.







In 2014, a new program, Premium Wine Club, launched for members who commit to purchasing eight bottles of wine during a year – two bottles sent out four times a year. “I’m shipping wines now to California, Ohio, Florida ... people on vacation want a little bit of Stonington Vineyards in their homes four times a year,” said Waugh. Most of the 6,000 cases of produced each year are sold onsite.

What does the future hold for Stonington Vineyards, now that the Smiths are in their 70s? “The future is bright ... our Stonington Vineyards family keeps this place running and provides a wonderful experience for all who come to visit,” said Waugh. ■



Susan Larouche, Tasting Room; Nanci Waugh, Director of Operations; and Joshua Main, Tasting Room.

Vineyard View will be published quarterly as part of our continuing local focus. Contact [dana@thebeveragejournal.com](mailto:dana@thebeveragejournal.com) to be featured.



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# AHEAD OF THE GIN CURVE

WITH LESS JUNIPER AND BAR-MINDED CREATIVITY, BROCKMANS PACES AHEAD OF THE HOT GIN CATEGORY

BY JACK ROBERTIELLO

**B**rockmans stands out—in packaging, in composition and in market approach. On the shelf, the ridged black bottle with white letters and blood red detailing is one sign to customers that this gin is different in a number of ways. Then comes the gin's calling card—the botanical mix. Despite its English roots, Brockmans stands out for its lower juniper impact, plus inclusion of blackberries and blueberries in the mix, and the bottle's promise that the gin is "Intensely Smooth."

"We wanted to emphasize that we were more about the night," offers Bob Fowkes, co-founder of the super-premium gin, "and that our flavor profile enables us to stand out." But that doesn't mean it's not made for classic drinks like the Gin & Tonic; in fact, Brockmans' recent Perfect Serve promotion focuses on the Spanish style of gin elaboration, employing goblet glasses, lots of ice, quality bottled tonic, and customized garnishes. In the case of Brockmans, pink grapefruit peel and blueberries, became the brand's signature tandem, discovered after working with a

well-known Bordelais nose. The blueberry is a reminder of the brand's botanical mix and the pink grapefruit peel brings additional tang.

"The Spanish have paid real attention to detail in this, and have taken the Gin & Tonic to a new place in terms of quality of serve," says Fowkes. "It's quite spectacular when done properly."

## Beyond the G&T

Born in England in 2009, Brockmans expanded to the U.S. in February of 2014. So far the brand has been concentrating on five northeastern states—New York, New Jersey Connecticut, Rhode Island and Massachusetts, and has been growing at about 60% a year, says Fowkes. "Our entire super-premium gin segment is growing according to Nielsen data at about 15%, so we're growing ahead of the market, and doing good work on the ground to get the word out."

Fowkes points out that the U.S. currently lags behind the UK and Europe in the latest gin bloom. "We've seen in the last 18 months phenomenal growth in the UK,



and while the US is usually ahead in these trends, lately it's been paying more attention to the whiskey," says Fowkes. "I believe it will kick in in the next year or two."

Brockmans is positioned to appeal to consumers who have historically rejected the heavy, juniper-led London Dry style of gin, and Fowkes says once retailers and consumers get a chance to sample the slightly different style recipe Brockmans offers, it's a big plus for the brand. Earlier this year, Brockmans also launched the brand's first consumer advertising campaign, targeting select neighborhoods throughout Manhattan. Brockmans' messaging, on phone kiosks and illuminated wallscapes, was coupled with events designed to bring Brockmans to life through a "Night Like No Other."

Brockman's stand-apart approach includes promoting winter recipes—injecting some off-season flair to a category that is seen to settle once the weather cools. The drinks include the Brockfast Martini, made with lemon juice, orange marmalade, blackberry and blueberry syrups and triple sec; and the Hot Apple Punch, made with lemon juice, hot apple juice and a cinnamon stick. There will also be some holiday gift tube packaging this year. It's part of the blossoming of the brand, a sign of commitment, as Fowkes notes: "Anything we can do to draw consumers to the brand more and drive them to on- and off-trade customers." ■

**BROCKFAST MARTINI**

Heaped bar-spoon of orange marmalade  
 2 oz Brockmans  
 ½ oz lemon juice  
 ½ oz blackberry/blueberry syrup  
 ½ oz Triple Sec

~~~~~

Add the marmalade and Brockmans to shaker. Crush together with bar spoon. Add the rest of ingredients, shake with ice, double strain into chilled coupe/martini glass. Garnish with an orange twist.

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## BROCKFAST MARTINI

- Heaped bar-spoon of orange marmalade
- 2 oz. Brockmans
- ½ oz. lemon juice
- ½ oz. blackberry/blueberry syrup
- ½ oz. Triple Sec

*Add the marmalade and Brockmans to shaker. Crush together with bar spoon. Add the rest of ingredients, shake with ice, double strain into chilled coupe/martini glass. Garnish with an orange twist.*



## BROCKMANS HOT APPLE PUNCH

- 1.5 oz. Brockmans
- ½ oz. lemon juice
- Warmed apple juice (to suit your taste)

*Stir Brockmans and lemon juice in a glass mug and add warmed apple juice. Garnish with a stick of cinnamon.*

# Spiritus Wines


BY SAVANNAH MUL

Some people try to prepare for a life-changing moment that lies ahead of them, but for Gary Dunn, owner of Spiritus Wines, that moment was rather unexpected. From 1995 through 1996, Dunn took a leave of absence from his IT career to move to Paris with his wife Jenny, who was embarking on studies for a doctoral dissertation and needed research from the French National Library. Dunn wasn't sure what his time in Paris would hold for him.

He quickly became immersed in the French culture and was intrigued by how wine served as a daily part of life. Dunn and his wife began to learn as much as they could, shopping at French wine shops and traveling to vineyards. "Paris was so unexpectedly life changing," he said. "Wine is such an intriguing part of their culture."

When the Duns arrived back in the states, they were living in Pennsylvania and found they longed for a more diverse wine culture and offerings. They made the decision to return to Connecticut, Dunn's home state, and found a trusted wine shop, Spiritus Wines, in the capital city. Dunn returned to his IT career, but was seeking more.



 Gary Dunn, Owner, Spiritus Wines.



## LOCATION

220 ASYLUM STREET  
HARTFORD, CT

## FACTS

SQUARE FOOTAGE: 2,000  
YEARS IN OPERATION: 8 1/2  
YEARS (IN CURRENT LOCATION)

In 2006, Dunn learned Spiritus Wines was for sale and decided to purchase the store, which had been in its original location on Main Street in Hartford since the 1980s. With that, Dunn left his 16-year IT career. The Main Street location was small, he said; and he wanted to expand. When he saw the retail space on Asylum Street for sale, he moved the business to where it stands today.

"The move was for the larger space and to be in the heart of downtown," he said. "The building is closer to the daily work crowd." The store's main focus is wine, as it rings in about 70 percent of the store's sales, with the lowest bottle priced at \$8.99 and the highest at \$1,000, he said. Spiritus Wines offers a full wall display of wines priced at \$20 and below.

"We do try to educate our customers about wine and demystify it. Unfortunately,

wine can be intense. There is so much to choose from," Dunn said. "I feel it's important to have a local, trusted source where they [consumers] can go to get recommendations and learn about wines." Spiritus Wines is designed geographically; each aisle represents a country and region. "It's organized [in a way] that makes the most sense to me," Dunn said. Of its decor, he said, "I want the store to be warm and inviting with the cork floors and the lighting."

Dunn's wife Jenny exercises her knowledge and admiration for their wines by writing reviews on items they carry for their weekly emails. Spiritus Wines has also found success in its Wine Club, which has been in place since the store's inception in the 1980s, and over the years has developed many loyal customers through the program. ■

## FEATURE YOUR STORE



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

F

the find

## SAY HELLO TO BITTER BIANCO

Italian liqueur specialist Luxardo is bringing the first white bitter to the U.S. Originally created in the 1930s, Luxardo Bitter Bianco is produced from the same herbs and plants as in Luxardo Bitter Rosso (rhubarb, thyme, bitter orange); but while the Rosso is produced through maceration and is 50 proof, Luxardo Bitter Bianco is produced through distillation at 60 proof. The liquid's clarity is achieved with no artificial coloring. The higher proof, with the addition of wormwood, provides a lingering bitter finish. SRP \$26.99 [anchordistilling.com](http://anchordistilling.com)



## GRAND FINALES: DUO SHOWS THE IMPORTANCE OF FINISHING

As brown goods continue to lead the spirits sector, means of "finishing" whiskey in various characterful barrels is becoming a preferred means of distinction. Here are interesting expressions from big-name brands:

**Woodford Reserve's** latest expression in their limited edition Master's Collection is Brandy Cask Finish, hitting shelves in November. Brandy, a spirit distilled from wine or fruit, is often aged in oak barrels. Unlike bourbon, brandy does not have the new, charred barrel requirement, allowing their barrels to be used multiple times. Therefore, this release is technically not a bourbon but rather a finished whiskey. SRP \$99.99; 90.4 proof.

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



**Redbreast** has added a new permanent expression to its Single Pot Still Irish Whiskey family: Redbreast Lustau Edition, finished in hand-selected, first-fill Oloroso Sherry butts from the prestigious Bodegas Lustau in Jerez, Spain. The new release features a distinctive nose of dark fruits, prunes and marzipan, an exceptional creamy texture on the palate with iconic Redbreast spices, and a long, sweet finish. SRP \$69.99; 92 proof. [singlepotstill.com/redbreast](http://singlepotstill.com/redbreast)



## BAILEYS & CAPTAIN MORGAN: TWO HEAVYWEIGHTS GO PUMPKIN-HAPPY

For some, fall means football; for others, it means all things pumpkin(ish). Baileys is getting in the game with **Pumpkin Spice Irish Cream Liqueur** as a seasonal, limited offering—only available now through November. A modern update, it incorporates flavors of cinnamon, baking spices, maple and brown sugar in the classic Irish Cream liqueur. SRP \$24.99; 34 proof. [baileys.com](http://baileys.com)

Captain Morgan is in on the seasonal action, too, with **Jack-O'Blast** aiming to deliver chilled pumpkin-spice flavored shots, following up on last year's success with Cannon Blast. Bonus: the bottle simulates the look of a carved pumpkin when illuminated under a black light. While supplies last.... SRP \$15.99; 60 proof. [captainmorgan.com](http://captainmorgan.com)



## ORANGE-TINGED 'ANGÉLUS' SPANISH BRANDY REACHES U.S.

Angélu, the latest release from Sánchez Romate, pays homage to the orange trees that thrive in Jerez de la Frontera and is arguably one of the most distinguished brandies ever to be launched. The prestigious distillery, founded in 1824, has been applauded for its traditional Bain-Marie process of maceration and distillation. Mahogany with amber highlights, Cardenal Mendoza Angélu features a nose of intricate citrus, spice and dried fruits. The palate brings a velvety wave of citrus tones, with hints of bitter oranges and toasted nuances, leading into a long-lasting finish. SRP: \$34.99 [cardenalmendoza.com](http://cardenalmendoza.com)



# CHECK LIST

## QUESTIONS RETAILERS NEED TO ASK THEMSELVES — AND ACT ON

BY JEFF SIEGEL



**C**all it the most profitable time of the year, but the holidays can be anything but fun for off-premise operators and their wine business. Too busy, too much to do, too many questions, and not enough time to get everything done. The other challenge? These days, price isn't enough—the need to add value to each sale is more important than ever.

“My customers can buy wine anywhere, and I know I can't necessarily match everyone else on price,” says Chris Keel, who owns a small wine shop, Put a Cork in It, in Fort Worth, Texas. “So I have to give them another reason to come into the store, to make it worth their while. And that's what I focus on during the holidays.”

Improving the customer experience isn't about trends, but about consistency and a long-term approach—as the answers to these four questions illustrate:

### ✓ **What's the best assortment of red blends?**

One of the biggest changes over the past couple of years has been the growth of red blends, both sweet and dry. How do retailers know the right SKUs to carry for the holiday season? And where does premiumization, the idea that consumers will spend more money, fit in?

“That's the million dollar question,” says Tina Messina, the co-owner of Wine ConneXtion in suburban Boston with her brother Sam. “It's really not about how

many to carry, but the right ones to carry and stepping up the program. During the holidays, customers are looking for better quality. When they go to someone's house, they don't want to show up with a \$7.99 bottle. So we'll lean toward higher-end products when we wouldn't at other times of the year.”

### ✓ **Where do tastings fit in your holiday marketing?**

Messina's store does as many tastings as possible during the holiday season. Otherwise, she says, what's the point?

“We live and die by them,” she says. “It's the driving force of all my business. If you don't do tastings, then you're just selling the brand, and then you're competing with Costco. And who wants to do that?”

Keel starts his holiday tastings the weekend before Thanksgiving, focusing on Thanksgiving wine, and follows that with a holiday tasting the first weekend of December—in addition to his usual weekly events. “That's how I get people in the door to try new things,” he says.



### ✓ **How do you solve the \$20 sparkling wine dilemma?**

Selling Cava and Prosecco for less than \$15 isn't difficult, and selling Champagne for more than \$30 a bottle is easier during the holidays. It's the black hole between \$15 and \$30 that seems problematic.

“That's still a hit and miss category,” says Scott Niecko, whose family owns five full-service Mega-Bev stores in Michigan. “It's almost random in what happens.”

How to fix that? Niecko says to look for a quality product with quality packaging: “A lot of people take for granted that the purchasing decision is all about the wine, and great juice does matter. But if the bottle doesn't look good on the table, if there isn't great packaging, then selling it is that much harder.”

### ✓ **Where does discounting fit in the holidays?**

Given that everyday low pricing is here to stay, how do you reward your customers—adding more value at a time when they appreciate it the most—during the holidays?

That's the job of closeouts and special deals, says Niecko, who starts looking for deep discounts in October and November. When he finds some terrific pricing, he can order in quantity to sell during the holidays. That approach even works for small retailers like Keel, who is constantly querying his sales reps about special offers.

“I'm not going to get big name brands,” he says, “but I can get quality products and a good price that I can pass along to my customers.” ■

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# PORTER: RESURRECTION OF A CLASSIC

BY JACK KENNY

The origin of the name porter, given to the brown beer born in London in the early 18th century, comes directly from the porters, those who unloaded ships and carried the heavy loads across the city. History records that divisions and subdivisions existed among this hardy breed of men. They included those who carried grain, coal and salt, letters, parcels and manufactured goods, like beer.

Porters needed nourishment, particularly in the form of carbohydrates. The fuel was mostly liquid. They flocked throughout the day to pubs that welcomed them with outdoor seating and tables for their loads. There they were served “deep draughts of stout ... such as are idealised in Hogarth’s Beer Street.” Stout meant the stout porter, black and extra strong.

The Brewers Association publishes style information about all beers, including brown and robust porters. The former “are dark brown to very dark. Fruity-ester aroma is acceptable. Hop aroma is negligible to medium. No strong roast barley or strong burnt/black malt character should be perceived. Low to medium malt sweetness, caramel and chocolate is acceptable. Hop flavor is negligible to medium. Hop bitterness is medium. Fruity-ester flavors are acceptable. Body is low to medium.” The alcohol level ranges from 4.4% to 6%.

Robust porters are very dark to black, and feature caramel and other malty sweetness “in harmony with a sharp bitterness of black malt without a highly burnt/charcoal flavor. Hop flavor is very low to medium. Hop bitterness is medium to high. Fruity esters should be evident, balanced with all other characters. Body is medium to full.” The ABV is 5.1% to 6.6%.

The history of porter since the late 1700s is fairly well chronicled. Porters were the first beers to be aged by the brewers; others had been sold “green” to the publicans, who did the aging.

Early porters were stronger than those that evolved into the 20th century. The decrease in strength was a direct result of taxation on barley malt, starting with the Napoleonic Wars in the early 19th century. Two inventions – the thermometer and the hydrometer – gave brewers deeper insight into their methods and chemistry, and they were able to lower malt proportions (and add coloring) to reduce their tax outlay. When that practice was curtailed by law, they were faced with financial strain until the invention of black malt, a seriously kilned product they called “patent,” which enabled the ale to be brewed with 95% pale malt and 5% of the new stuff.

About 200 years ago the brewers happened upon another truth: They didn’t have to age all of the beer. If they combined one part of long-aged porter with two parts of fresh porter, they would achieve the same flavor result. This, too, was an economic advantage.

The English brewed Baltic porters for folks in the region of northern Europe, who liked their beers strong and big-bodied. The name for this style evolved into imperial stout. Porters also traveled to North America where they competed with German lagers.

Interest in porters declined through the 19th century and into the 20th. By World War I and Prohibition, Americans had lost their taste for it. Stouts completely took over porter in England by 1940. The Irish hung on the longest: Guinness produced its last porter in 1974.

Turns out it was just moribund, not bereft of life. California’s Anchor Brewing launched a porter in 1972 (the robust kind), and British brewers followed in 1979. Today it maintains a respected place in the style pantheon, and forms the base for a wide range of substyles, such as vanilla, smoked and pumpkin porters.

How does porter differ from stout? This is a big question in the beer world, and not easily answered. But I’ll let Bob Brewer (yes, that’s his real name) of Anchor Brewing take the floor here:

“The easy answers are ‘not much’ or ‘depends on who you ask.’ There are more stylistic crossovers and intertwined history between modern stouts and porters than among any other two beer styles. Consider the evolution of brewing along with international variants, throw in the craft brewers with their interpretations, and spice up the whole equation with our vibrant and creative home brewing community, and we have style lines that almost defy description. The main difference between the broader styles today seems to be that stouts are drier and toastier, and porters are more malty and full-bodied.”



## ABOUT JACK KENNY

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



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





STATE OF CONNECTICUT  
DEPARTMENT OF CONSUMER PROTECTION

From the Office of John Suchy  
Division Director of Liquor Control  
October 11, 2016

COMMISSION APPROVES EXTENSION OF DELIVERY FOR OCTOBER ORDERED PRODUCTS

The Liquor Control Commission has approved an extension of delivery for all CT wholesalers. It approved an extension of all October-ordered products, allowing for its delivery through November 3, 2016.

The Commission stressed that this is an extension of delivery only, and is not an extension of taking orders at the October pricing.

In addition, the Commission wanted to remind all of the regulation as it relates to the period of credit (see below in italics).

Sec. 30-6-A36. Period of credit

*(a) The period of credit shall be calculated as the time elapsing between the date of receipt of the merchandise by the purchaser and the date of full legal discharge of the purchaser through the payment of cash or its equivalent from all indebtedness arising from the transaction. The period of delinquency will begin at midnight of the thirty-first day after the date of delivery, provided if such thirty-first day falls on a Saturday, Sunday or legal holiday, the next business day shall be deemed the first day of delinquency. Pledges, notes and postdated checks shall not be considered as the equivalent of cash, nor shall the practice of issuing credit memoranda for the purpose of circumventing the credit statute or regulation be permitted. The issuance of an insufficient check shall not be considered as a full legal discharge of a purchaser's obligation.*

In addition, this notice will be posted on the Liquor Control Division webpage at [www.ct.gov/dcp](http://www.ct.gov/dcp).

John J. Suchy  
Director of the Liquor Control Division

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The fine-dining establishment owned by Deb Lepri specializes in traditional and authentic Italian and French cuisine, locally sourced whenever possible — including organic vegetables from its own garden. They also build creative and unique seasonal cocktails, such as the Maple Bacon Bourbon Manhattan.

This is “the perfect cocktail to mix up while you’re watching the leaves fall,” said Bar Manager Laurel Green-Barber. “The bacon-infused bourbon’s smoky flavor is delicious on its own, but really comes to life with the addition of the naturally sweet maple syrup.”

**BAR MANAGER** Laurel Green-Barber

**COCKTAIL** Maple Bacon Bourbon Manhattan

**RECIPE** Fill shaker with ice and add:

- » 2 oz. bacon-infused Jim Beam bourbon\*
- » 3/4 oz. natural maple syrup, dash Angostura bitters

Shake gently for 12 seconds or just enough to break up the maple syrup. Strain into a martini glass rimmed with raw sugar. Garnish with a piece of candied bacon.

**\*Infusion:** Place 3 strips of very crispy bacon in 1 liter of Jim Beam Bourbon. Let sit for 24 hours. Remove bacon and, using a strainer, remove any large pieces of fat. Put infused bourbon in freezer for 24 hours (the remaining fat will congeal, then use a strainer to remove the remaining fats. Filter the infused bourbon through a coffee filter to remove any tiny particles.



Bar Manager Laurel Green-Barber.

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BEVERAGE MEDIA'S  
2016  
HOLIDAY  
GIFT GUIDE

**W**hat catches the eye? Bright colors. Bold shapes. Moving objects. The products in our annual roundup of holiday gift packs are certainly colorful and boldly designed—and while we don't expect them to literally jump off the shelves, they are built to move.

The idea behind customized Value Added Packs (aka VAPs), as they are often called, is simple—and timeless: make gift-giving even easier for shoppers.

Take a good product, dress it up to grab attention, and maybe toss in an enticing freebie (or two). Logo glassware, recipe booklet, a mixology tool, a corkscrew... Such additions are just the tipping point some people need to make a gift-buying decision. Maybe they are wavering on a product to pick, just in a hurry, or really don't want to gift wrap. Whatever their motivation, VAPs represent prepackaged shortcuts to gifting success. And there should be days this Q4 when they fly out the door.

The depth and range of VAPs a merchant stocks depends greatly on store space and layout. Here are a few tips to incorporate these seasonal special-edition products into your store:

- **Whatever you decide to carry, make sure your staff is given the details;** they need to explain the “added value” item; sometimes it's not always obvious, as in a type of glass that is designed for a specific drink.
- **Avoid overkill.** Huge piles of any product tend to make them look cheaper; and trying to stock them by category could be a logistical nightmare. Having one table or shelf section devoted to gifts will get attention and give the products a nicer presentation.
- **Don't turn your back on the good-ol' gift of a bottle of wine or spirits.** Make sure you have gift bags available—as simple as mylar bags with yarn kept under the front counter or as fancy as a spinning floor rack of decorative bags. And “We have gift bags!” signage can only help.
- **Keep small or less expensive items near the cash register as impulse buys.** This includes corkscrews and accessories that take up little space, as well as stocking-stuffable 50ml miniatures or even 187ml and 375ml bottles.

No matter how many seasonal VAPs you stock, remember perhaps the most important added-value of all when selling to the public: Don't forget to smile!

TEXT BY  
**W. R. TISH**

PHOTOGRAPHS BY  
**SAMUEL BRISTOW**



**1** The Irishman is 3X distilled and aged in American oak. **2** Santa Rita "Secret Reserve" is a tasty red blend with a dash of mystery. **3** A singular gift: 375ml of Gozio Amaretto Liqueur with branded glass. **4** Cardenal Mendoza "Angêlus" is classic Spanish brandy with essences of orange and cardamom, aged in Sherry casks. **5** Cardenal Mendoza Solera Gran Reserva brandy, a favorite in Spain, with a pair of snifters. **6** A trio of fine 200ml Benromach single malts: Organic, Peat Smoke & 10 Year Old. **7** Exotic Pyrat XO Reserve Rum is nestled within a faux book. **8** This Mount Gay Rum limited edition features two 375mls, one distilled in copper pot still, the other in copper column still. **9** Tito's Vodka is gift-packed a weathered-look stars-and-stripes bag. **10** Alfred Gratien Rosé Champagne is doubly trendy (bubbles and pink are both still hot). **11** McCormick's Irish Cream Liqueur is ready for action with two tumblers. **12** Woodford Reserve with two rocks glasses will please any bourbon lover. **13** True whisky lovers will relish this Dewar's 12 Year Old and a pair of etched glasses. **14** Château de Labaude XO Armagnac is a great crossover gift for Cognac drinkers. **15** Joseph Perrier's 2004 Cuvée Josephine is beautiful Champagne, inside and out.

# 2016 HOLIDAY GIFT GUIDE



- 1 **Fifty Pounds** Gin hails from London, with two G&T glasses.
- 2 **Johnnie Walker Black** becomes an even classier gift with two rocks glasses.
- 3 The new **Rabbit Aerator** features stainless steel and a dripless spout.
- 4 **Ron Centenario's** Gran Reserva Rum aged 25 years in ex-bourbon casks.
- 5 The epitome of elegance in Champagne: **Barons de Rothschild** Rosé, Brut and Blanc de Blancs.
- 6 **Avión** "Flight Pack" has 3-375ml tequilas in an window box.
- 7 **Khortytza De Luxe** Vodka, from Ukraine, has passed through silver, platinum, carbon and quartz filters.
- 8 **Gekkeikan Black & Gold** is a deft blend of two sakés; comes with two logo glasses.
- 9 **Fernet Branca** Amaro comes with "crocodile" glasses inspired by the brand's advertising from the 1920s.
- 10 **One Hope** bubbly sparkles inside and out; and 50% of profits fight child hunger.
- 11 **Mionetto** Gran Rosé is doubly gift-worthy in magnum.
- 12 Distilled in Russia, **Legend of Kremlin** Vodka comes housed in a stylized hardcover book.
- 13 Port is a classy gift; **Fonseca Bin 27** gets a boost from its handsome tin.
- 14 **Tarantula Azul**, a blend of tequila and citrus liqueurs, comes with a pair of branded shot glasses.
- 15 A pair of crowd-pleasing Pinots (Noir & Grigio) from **Cavit**.



16 **Ungava** Gin uses botanicals from the Arctic, so it is fittingly wrapped in a parka. 17 Slow maceration with wild herbs make this **Amaro Silano** rich yet approachable; bottle is 1L. 18 **Jägermeister** knows their Millennial-rich audience: the holiday gift pack includes a wood amplifier. 19 **Pere Ventura** “Tresor” Brut Rosé Cava is a great bubbly to start or finish a holiday meal. 20 **Avión** Silver Tequila with four shotglasses—ready to party. 21 The new stainless-steel **Rabbit Growler** is great for adventurous beer lovers. 22 A holiday pack of **The Glenlivet** 12 Year Old plus two minis is great for single malt enthusiasts. 23 **Stolichnaya’s** “elit” is a vodka for connoisseurs. 24 The gift-boxed **Cavas Hill** “1887” Brut is a good idea for a Prosecco lover; easy to like! 25 This 1L **Patron** Silver Tequila is in a limited edition holiday bottle. 26 **Baileys** makes Irish Coffee easier than ever with this bonus mug set. 27 The **Hennessy** XO Cognac—a blend of some 100 eaux-de-vie—is housed in a beautiful box. 28 **Chivas Regal** 12 Year Old is a timeless gift, now with two handsome rocks glasses. 29 **Camus** XO Elegance Cognac is complex and aromatic; great for any people who like sipping whiskey. 30 **Magnum of Mionetto**: good things come in big packages, too...

# 2016 HOLIDAY GIFT GUIDE



1 This set of **360 Vodka** with a tall Collins glass is ready to join a home bar. 2 **Bartenura**, America's favorite Moscato, is dressed in a handsome blue bag. 3 With gin red hot, **Bombay Sapphire** is ideal for on-trend gifting. 4 José Maria da Fonseca **Alambre** Moscatel, a fortified dessert wine, makes a sweet gift. 5 **Hypnotiq** gains extra appeal thanks to two glasses and bold packaging. 6 Bonus: **Khortytza** Platinum Vodka comes with a companion 375ml bottle. 7 A rich blue canister houses a bottle of elegant Champagne **Pommery Brut**. 8 **Absolut** "Unwraps the Night" with a pair of branded glasses. 9 **Camus VS** Cognac gains a contemporary feel from its colorful package. 10 **Goslings** is making the Dark 'n' Stormy ready for gifting. 11 **Wild Turkey** American Honey with a shaker will thrill the Millennial on their list. 12 **St Germain** is pairing a bottle of the elderflower liqueur with a branded pitcher and stirrer. 13 A regal set: **Crown Royal** plus a rocks glass and coaster. 14 Make it a **Blue Chair Bay** double: 1.75L Coconut Spiced Rum and 750ml Coconut Spiced Rum Cream. 15 When image matters, **Johnnie Walker** is fail-safe; here, Blue Label with two glasses. 16 **Grey Goose** Vodka is sure to please with this 1.75L and a pair of martini glasses.



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# 2016 HOLIDAY GIFT GUIDE



**1 Strega**, the classic Italian herbal liqueur, is Art Deco'ed out for the holidays. **2 Stamford's** is a great gift for the blended Scotch enthusiast. **3** For the single malt lover, a trio of **The Glenrothes**: Bourbon Cask Reserve, Vintage Reserve and Sherry Cask Reserve. **4** Rich, walnut-ty **Nocello**, with espresso cup and saucer. **5 Veuve Clicquot**: this year the Champagne arrives in a eye-catching "Los Angeles" tin. **6 Wemyss Kiln Embers** is extra smoky and peaty Scotch. **7 The Glenrothes Select Reserve** comes in a 1L bottle with two glasses. **8** Real attention-grabber: **Blue Nun's** sparkling limited edition with 24K gold flakes. **9 Cazadores Reposado Tequila** is gift-boxed with two double shot glasses. **10 Old Pulteney Single Malt** with two branded glasses is perfect for the Scotch enthusiast. **11 Louis Royer VSOP Cognac** comes with a tapered glass. **12 Cointreau's** "Art of la Soirée" a carafe for making batch cocktails. **13 Pallini Limoncello** comes with recipe booklet and one of three colorful glasses. **14 Campo Viejo Rioja Reserva**: classic Spanish table wine in contemporary art canister. **15 Rémy Martin XO Cognac** with 2 snifters is designed to impress. **16 Rocca Sveva Amarone**: open or cellar—either way, the box is a keeper.

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# 2016 HOLIDAY GIFT GUIDE



- 1 Bartenura's Rosé Moscato arrives dressed in red for the holidays.
- 2 Vecchia Romagna, Italy's popular after-dinner brandy, comes in a handsome gift tin.
- 3 Skyy Infusions 1L Blood Orange Vodka is ready for snow with its knit sweater.
- 4 Toschi Fragoli strawberry liqueur is packed with two flutes.
- 5 Cocktail-ready Kahlua set includes a 50ml of Absolut and a glass for an Espresso Martini.
- 6 DiSaronno's limited edition, fashion-forward Etro bottle comes with two stylish glasses.
- 7 Grand Marnier is joined by a pair of unique limited-edition shot glasses.
- 8 Beefeater Gin plays off its London roots with a faux-phonebooth box plus four coasters.
- 9 Rémy Martin VSOP and two branded glasses will please Cognac lovers.
- 10 & 11 A pair of seasonal options from Piper-Heidsieck; box or bottle-wrap—both will look great under a tree.
- 12 Cockburn's Special Reserve Port, all shiny and new for the holidays.
- 13 O'Mara's Irish Country Cream comes with a tall coffee mug.
- 14 Stolichnaya arrives gift-ready, accompanied by two stemless martini glasses.
- 15 Martell VSOP Cognac and two branded snifters are ready for winter sipping.

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2 dashes orange bitters

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# 2016 HOLIDAY GIFT GUIDE



- 1 Buchanan's Scotch: ready to party with ice bucket and tongs.
- 2 Cocktail kits from **Novo Fogo** Cachaça deliver a taste of the rainforest.
- 3 A "trilogy" from **Jameson**: original Irish Whiskey, Black Barrel and Caskmates.
- 4 The **Bitter Truth** has two gift sets: the Cocktail Bitters Bar Pack and the Traveler's Set, each with five 20ml bitters.
- 5 A handsome tin makes **Jameson** even more giftable.
- 6 This "Wee Laddie" trio from **Bruichladdich** will please single malt fans.
- 7 Dual vodkas from **Leaf**: 750ml made from Rocky Mountain water and 200ml made from Alaskan Glacial water.
- 8 1L **Skyy** Infusions Honeycrisp Apple is appropriately dressed in a green knit sweater.
- 9 For mixology buffs: make-your-own Caipirinhas featuring **Novo Fogo** Cachaça.
- 10 **Tomintoul** Speyside Glenlivet Single Malt 16 Year Old (aged in bourbon barrels) is joined by a branded tasting glass.
- 11 **Ron Abuelo** Rum Aged 7 Years comes with a muddler to make perfect Dirty Mojitos.
- 12 For the outdoorsman: **Bird Dog** Apple flavored whiskey plus a branded tumbler.
- 13 Next best thing to having George Clooney come for Xmas is having his tequila in hand; **Casamigos** Añejo, with two shot glasses.
- 14 A luxurious gift box holds a 375ml **Claddagh** Irish Whiskey and two branded glasses.

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# 2016 HOLIDAY GIFT GUIDE



1 Soiréehome's new "PopShot" is a collapsible shot glass for the drinker-on-the-go. 2 The Tippy Cow variety pack has two 50mls each of four flavors. 3 The "Wine Buff" by Soiréehome is a microfiber towel for glassware, decorated with winery maps. 4 Tequila Rose fits on either the "Naughty" or "Nice" list. 5 Vogue Sparkling Rosé minis (187ml), in a handy twin pack. 6 Broker's London Dry Gin with branded Collins glass. 7 A window box is all D'Ussé Cognac needs to grab attention. 8 Henkell Blanc de Blancs is eye-catching and delish. 9 Crystal Head is gift-packed with a skull-accented shaker. 10 Cinzano Asti is just the ticket for the sweet-tooth. 11 For the brandy lover who has everything: Camus Borderies XO with two tapered glasses. 12 Classy Classico: Bolla Amarone 2012. 13 A 750ml RumChata with ceramic mug will fit nicely under the tree. 14 Forty Creek Canadian Whisky with handy thermos. 15 12 Year Old Chivas Regal in a nifty tin canister. 16 MiniChatas: Think RumChata, but elf-sized. 17 Frangelico, the classic hazelnut liqueur, is gift-ready with two glasses. 18 Budding Italophiles will enjoy this quartet from Bolla. 19 Ketel One is celebrating 325 years of Nolet family distilling.



  
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# SHERRY

## 101

BACK TO BASICS

BY JIM CLARKE

Sherry is a case study in premiumization. Volume has been declining (gently), but premium Sherry has never been so diverse and vibrant. In 2015, imports of grandma's sugary tippie, Cream Sherry, were down 45% compared to 2006, but Amontillado, a more premium, dry style, rose 334% over the same time.

Sherry has decided to be a wine again, rather than as a brand-driven, back-bar commodity. Importers are finding success with smaller bodegas, and enthusiastic sommeliers and

bartenders are getting creative about taking apart guest's misconceptions about Sherry, especially the assumption that it's sweet – most premium sherry is quite dry.

If ever a category can benefit from back-to-basics presentation, it is Sherry. The distinct styles—from fresh, dry, nutty/salty fino up through richer Olorosos and the lusciously sweet “PX”—are derived from production techniques that scream authenticity, and they are ready to reward drinkers with food-friendly, unique flavor profiles. A little education goes an especially long way.

## WHERE IS IT MADE?

The southern tip of Spain: Jerez de la Frontera, El Puerto de Santa María, and Sanlúcar de Barrameda. Most of the best vineyards are in albariza, a chalky, white soil that holds water well despite the hot climate.



## HOW IS IT MADE/WHAT IS IT MADE FROM?

### GRAPES:

**Palomino** primarily, but also **Moscatel** and **Pedro Ximénez**, especially for sweet wines.



aromas, and consumes glycerol, making the wine taste drier, less rounded, and lighter-bodied.

### FLOR:

After fermentation, when wine is barreled, space left at the top allows an oxygen-proof layer of **yeast called “flor”** to develop spontaneously on the surface. Flor protects the wine from oxidation, contributes nutty (aldehydic) and saline

### FORTIFICATION:

Sherries are fortified based on type. For lighter, paler wines that are to become **Finos or Manzanillas**, neutral grape spirit is added to bring the alcohol up to around 15% and the wines continue to develop under the flor.

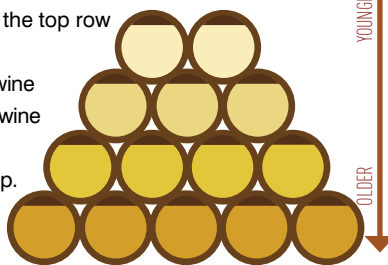
Fuller, rounder wines destined to become **Olorosos** are fortified up to around 17%; the higher alcohol prevents the growth of flor and enables slow oxidation in the barrel.



# THE MAGIC OF THE SOLERA





Most Sherry is non-vintage, and the “solera” system ensures a gradual blending of old and younger wine.

- A solera consists of three or four “criaderas” of barrels, the top row holding the youngest wines and the bottom the oldest.
- When Sherry is to be bottled, the cellar master draws the wine from the bottom criadera, then tops those barrels off with wine aging in the second, then tops those off with the criadera above that, and so forth; New wine is only added at the top.
- A maximum of 1/4 of the final criadera can be drawn out at one time.



## TYPES OF SHERRY

Types of Sherry are all about style. Dry sherry can be divided into biologically-aged wines (Fino, Manzanilla), which develop in barrel under flor; oxidatively-aged wines (Oloroso), whose exposure to oxygen, without the protective layer of flor, results in richer, rounder, deeper flavors; and intermediate styles that combine both types of aging (Amontillado, Palo Cortado).

| STEPS                  | FINO & MANZANILLA                                                                                                                                                                                                                                                           | AMONTILLADO                                                                                                                                                                                                                                 | OLOROSO                                                                                                                                                                                                                                                                         | PALO CORTADO                                                                                                                                                                                                                                                                                          |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>FORTIFICATION</b>   | To 15-15.5%, which still allows Flor to develop.                                                                                                                                                                                                                            | To 15-15.5% initially                                                                                                                                                                                                                       | To 15-15.5% initially                                                                                                                                                                                                                                                           | To 17-18%, which prevents flor development                                                                                                                                                                                                                                                            |
| <b>FLOR</b>            | YES. Forms and exists throughout the aging process                                                                                                                                                                                                                          | YES. Ages under flor for 3-8 years                                                                                                                                                                                                          | YES, for 1-2 years                                                                                                                                                                                                                                                              | No                                                                                                                                                                                                                                                                                                    |
| <b>OXIDATIVE AGENT</b> | NO                                                                                                                                                                                                                                                                          | YES. Later fortified to 17-18%, killing the flor, then sees additional aging                                                                                                                                                                | YES. Later fortified to 17-18%, killing the flor, then sees additional aging                                                                                                                                                                                                    | YES                                                                                                                                                                                                                                                                                                   |
| <b>COLOR</b>           |                                                                                                                                                                                          |                                                                                                                                                          |                                                                                                                                                                                              |                                                                                                                                                                                                                    |
| <b>STYLE POINTS</b>    | <ul style="list-style-type: none"> <li>▪ Almond, saline, and apple notes from the flor.</li> <li>▪ Light and very dry; a classic aperitif.</li> <li>▪ Manzanillas are from Sanlúcar de Barameda where greater humidity means more flor and a lighter-bodied wine</li> </ul> | <ul style="list-style-type: none"> <li>▪ Darker in color and medium-bodied,</li> <li>▪ Nut, caramel and umami notes.</li> <li>▪ As of 2012 Amontillados are always dry, the sweetened equivalent now labeled as “Medium Sherry.”</li> </ul> | <ul style="list-style-type: none"> <li>▪ Not very common, this type was originally the fate of Finos wherein the flor did not develop adequately,</li> <li>▪ Now a Palo Cortado cultivated style. Often described as Amontillado on the nose, Oloroso on the palate.</li> </ul> | <ul style="list-style-type: none"> <li>▪ A rich, darker style,</li> <li>▪ Rounded texture is due to a glycerine component other Sherries lack, but still dry.</li> <li>▪ Cream Sherries are made by sweetening Oloroso with must from sun-dried grapes, usually Moscatel or Pedro Ximénez.</li> </ul> |

## FEATURED BRAND WILLIAMS & HUMBERT



### ALL IN THE STYLE

Sherry, by nature, represents a spectrum of styles. With an eye on the consumer, it is important to be able to communicate levels of sweetness and usage opportunities.

Bodega Williams & Humbert—founded in 1877 and best-known for Dry Sack—is an excellent example of a supplier with a full stylistic portfolio. The bodega has three separate product lines, defined by age:

- **Heritage Series** (base level)
- **Don Zoilo Collection** (12 years in solera)
- **Rare Aged** (20 and 30 year old expressions)

Each tier offers expressions that range from dry to sweet.

### HERITAGE SERIES

Here is a look at the Sherry spectrum—in style descriptors and usage—as represented by the Williams & Humbert’s Heritage Series.

#### Pando Fino Sherry

**Age of Solera:** 5 years

**ABV:** 15%

**Appearance:** Pale

**Style:** Very dry (< 1 gram sugar per liter)

The perfect chilled aperitif; pair with cheese, nuts, ham, dried fruits, seafood.



#### Dry Sack Medium Sherry

**Age of Solera:** 6 years

**ABV:** 19.5%

**Appearance:** Amber

**Style:** Stronger and slightly sweet; 28 gr./l

Enjoy neat, on the rocks, in contemporary cocktails; Can also pair with pasta or cheeses



#### Canasta Cream Sherry

**Age of Solera:** 6 years

**ABV:** 19.5%

**Appearance:** Mahogany

**Style:** Velvety, raisiny, sweet; 132 gr./l

Before or after dinner, neat, on the rocks, in cocktails; can also pair with rich snacks, dried fruit, vanilla ice cream, desserts.



## SERVING SHERRY:

- Traditionally served in smaller, 2 oz. “copitas” but today even the Sherry Consejo Regulador recommends regular white wine glasses



- Sherry should be stored and served chilled at 45-60°, cooler for the lighter styles and warmer for the richer.
- Sherry does not improve with age once bottled.
- Once opened, finos and manzanillas can last up to a week, and other styles up to two months.
- Unlike other wines, Sherry should be stored standing up to minimize the amount of wine that has contact with air.



## COCKTAIL OPPORTUNITIES

It is difficult to define Sherry as a cocktail ingredient because of its natural variability in sweetness, nuttiness, saltiness, viscosity.... One notable attribute, however, is Sherry's relative ratio of flavor intensity to alcohol, which makes it a favorite especially when mixologists aim for lower-octane cocktails. Here are a few examples where Sherry is in the drink's driver's seat.



**The Cobbler** is built on dry Sherry, a bit of sugar and a slice or two of orange. Obviously a low alcohol relative of the Old Fashioned. The orange and sugar are muddled; then add the Sherry and serve over crushed ice in a highball glass, garnished with mint and berries.



**The Up-To-Date** is also a classic: 1.5 oz rye, 1.5 oz dry Sherry, a teaspoon of Grand Marnier, and two dashes Angostura bitters. Stir with ice and strain into a martini glass.



**The Bamboo** and the **Adonis** are variations on each other. The former combines 1.5 oz Fino, 1.5 oz dry French vermouth and orange bitters. The latter has 1.5 oz Oloroso, 1.5 oz sweet Italian vermouth and Angostura bitters. Both are stirred with ice, strained into a martini glass, and garnished with lemon peel.

## OTHER TERMS:

### EN RAMA:

**Unfiltered** or only **lightly filtered** at bottling.

### VOS:

“Very Old Sherry;” barrels in the solera must have an **average of 20 years or more**, and only 1/20th can be drawn off each year for bottling, to ensure a greater influence of aged wine.

### VORS:

“Very Old Rare Sherry;” the solera must have an **average age of 30 years or more**, and only 1/30th can be drawn off each year for bottling.

## SELLING POINTS:

### WHISKEY LOVERS, TAKE NOTE

Amontillado and Olorosos offer familiar aromas to brown-liquor fans. Many whiskeys are using sherry casks for aging, creating an entry point for conversation.

### COCKTAILS BECKON

Sherry works in many cocktails as a secondary ingredient in lieu of vermouth or other aromatized wines. Finos and Manzanillas can add acidity and intensity; Amontillados and especially Olorosos are valuable for a more rounded, weighty mouthfeel. Sherry also makes a great base for low-alcohol cocktails, particularly in programs where spirits aren't on offer.

### CLASSIC AS APERITIFS

Especially Finos and Manzanillas are great while waiting for a table or looking over the menu

### FOOD FRIENDLY

Finos and Manzanillas are also well-suited to nuts, cured meats, and even fish—much like any other crisp white wine. Amontillados and Olorosos can stand up to richer dishes, even meats; soups are a classic pairing owing to the textural contrast.



## SHERRY FUN FACTS

The first use of the term “Sherry wine” was in the 15th century, soon after the Moorish town of Sherish was conquered by King Alfonso X and renamed Xérés (later Jerez).

Christopher Columbus brought Sherry when he set out from Spain to discover the New World; and the Portuguese explorer Magellan spent more on Sherry than on weapons when he prepared to sail around the world in 1519.



In the 2017 Edition of his *Pocket Wine Book*, Hugh Johnson calls Manzanilla “the world's best-value dry white wine; sip it with almost any food, especially crustaceans.”

## SHERRY RESOURCES

### Vinos de Jerez

(sherry.wine), the official international Sherry website, features info on events, types of Sherry, etc., plus an extensive pairing chart and serving suggestions.

### Andalucia.com

offers not only a detailed history of Sherry and specific properties, but also plenty of background on Andalusian gastronomy and culture.

### Talia Baiocchi's book *Sherry*

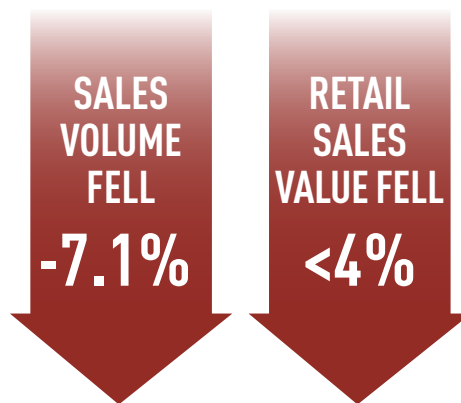
has been lauded for bringing "the wine world's best kept secret" to a new generation; she gives readers of all levels a comprehensive buying guide and an array of contemporary cocktail recipes.



## SHERRY BY THE NUMBERS

Recent sales trends support the premiumization of the Sherry category overall. While volume overall has slipped, there has been improved performance of higher-quality, premium Sherries.

From 2011 to 2015...



SOURCE: 2016 IWSR US BEVERAGE ALCOHOL REVIEW

## FEATURED BRAND DON ZOILO

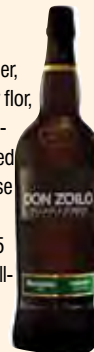
### DECISIONS, DECISIONS...

A famous saying holds that "great wine is made in the vineyard." Great Sherry, on the other hand, is definitely shaped in the cellar. (Indeed, its primary grape, Palomino, is remarkable for its neutrality!)

At Williams & Humbert, the Don Zoilo Collection (named in honor of the brother of Jose Medina, owner of the firm, who created this range) comprises Sherries, dry to sweet, which benefit from specific decisions resulting in distinctive qualities.

### TO FLOR, OR NOT TO FLOR?

**Manzanilla** – After fermentation, paler, lighter wines are selected to age under flor, the oxygen-proof layer of yeast that develops on the surface; these are fortified to 15% and become Fino or, in this case because of the location in Sanlúcar de Barrameda, Manzanilla. Aged at least 5 years, the result is dry and fresh yet full-flavored, with complex yeasty aromas and lip-smacking acidity.



### MEET THE TWO-TIMER

**Amontillado** undergoes a unique dual aging: first under the veil of flor for 8 years, then it joins the solera's third criadera and is exposed to oxidation for 4 more years. This fusion of processes renders Don Zoilo Amontillado dry and reminiscent of a Fino but extraordinarily complex.



### GETTING RICHER NOW

**Oloroso** – After fermentation, fuller-bodied barrels are fortified to at least 17%, with the higher alcohol content preventing the growth of flor and resulting in richer Oloroso Sherries. In the case of Don Zoilo Oloroso, the character is further enhanced by its grapes being from Jerez Superior and the ABV being boosted to 19%.



### SWEET GRAND FINALE

**Pedro Ximénez** – The decision-making for this luscious, rich Sherry begins with the grape variety. The naturally sweet "PX" grapes for Don Zoilo come from Jerez Superior; 12 years in the solera bring depth and concentration to the wine's fig-raisin character.



## SHERRY QUOTES

“ If penicillin can cure those that are ill, Spanish Sherry can bring the dead back to life. ”

– Alexander Fleming

“ Sherry, the civilized drink. ”

– W. Somerset Maugham

“ Sherry, Niles? ”

– Frasier Crane

“ We are away to the region of your nutty, full-flavored Amontillado sherry, the golden juice I have so often held up to the light. ”

– Charles Dickens

Legally, only Sherries from Jerez are permitted to be labeled "Sherry." Yes, some is produced in the U.S., but it's required by law to bear a label identifying it as "California sherry" or "American Sherry."



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# FINE DINING

## BEGETS

# FINE DRINKING

**BY ELEVATING MIXED DRINKS, OPERATORS BOLSTER THEIR IMAGE AND BOTTOM LINE**

BY JACK ROBERTIELLO

**T**oday, nearly every new restaurant opens with a statement cocktail menu—one that either includes current trends, or works to fit in with the cuisine, or otherwise presents drinks as being more than just a profitable addendum. As with inspired food menus, frequent changes or specials are almost certain, as is the inclusion of culinary ingredients, either in tandem with the kitchen or through the work of an inspired bar chef.

In short, restaurant beverage programs are aspiring to contribute more substantively in the fine dining



OPPOSITE PAGE: Spice Route cocktails at Dosa in San Francisco. RIGHT: Cassia's Kenny Arbuckle making a Blackberry Sherry Cobbler.

scene. And in turn to share in some of their glory.

Some fine dining restaurants find success in matching a spirit's qualities to the cuisine. Whiskey and tequila are often selected for barbecue or Mexican restaurants, but in Philadelphia, the Oyster House matches its bright and bracing raw seafood concept with, what else, gin—about 50 varieties, making up roughly half the total spirit selection. Naturally the cocktail menu features many gins as well as their house-made vermouth.

Then there's Cassia, the Santa Monica restaurant celebrating the flavors of Southeast Asia with a California sensibility. Bar manager Kenny Arbuckle crafted a short list using three rubrics: Lighter and Apéritif; Citrus and Fruit; and Stirred and Spirit-Forward. The first is a growing trend at fine dining restaurants, concerned that powerful cocktails can dull palates. Instead, he aims to sharpen the appetite via drinks like the Tropical Rose (sparkling rosé, vodka, violette liqueur, citra hop-infused Cocchi, pineapple, lemon) and the Rome with a Bloody View (Leopold Aperitivo, lemongrass-pineapple-infused dry vermouth, blood orange syrup, lime).

He serves stronger drinks, too, though they wouldn't match up with high-proof powerhouses served in

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ABOVE: Alan Walkter at Loa in New Orleans.  
RIGHT: At San Francisco's Nico, Beverage Director Maz Naba crafts his own "spirits" by adding a variety of ingredients (wild fennel, cypress, bay leaf, etc.) to a vermouth base. His *Between the Fireflies* uses Curaçao, nasturtium, lime and meringue.

many bars, and instead adhere to the concept that drinks serve the food. House-made ingredients are a hallmark; lapsang souchong infused vermouth; sambal bitters; kaffir lime leaf tincture; and cassia-infused Cardamaro. The most culinarily inspired drink is the Hop Sea Negroni: tequila, Punt e Mes vermouth, hop-infused Cocchi and oyster-shell-infused mezcal.

"The bar operates as a restaurant bar, meaning a lot of people are using it for an aperitif before dinner," says Arbuckle. "Negronis and Martinis can be considered aperitif cocktails but the others—with lower alcohol content and some bitter or dry component—leave you wanting more and ready to eat and drink something interesting."

### Complexity in the Glass

French brasserie-style restaurants are rarely known for their cocktails, and without a full liquor license it was hard to forge a menu at San Francisco's Nico. Beverage Director Maz Naba created a program by crafting his own "spirits" from a vermouth base—bourbon, gin, tequila, mezcal, rum, creme de violette, curaçao and others.

To make bourbon, he dredges oak chips in sugar, lights them, adds vanilla bean and steeps all in vermouth. Gin starts with juniper berries, locally foraged Monterey cypress, wild fennel and bay leaf. With it, he makes Aviations, adding a house-made maraschino using hay and his crème

## COCKTAILS WITH LOWER ALCOHOL CONTENT AND SOME BITTER OR DRY COMPONENT MAKE EXCELLENT APERITIFS.

de violette. Naba serves four different cocktails at a time, all batched, bottled and ready for service. "They add a new element to the dining experience for a place with a beer and wine-only menu," says Naba.

Among fine dining cocktail whizzes, few are as adventurous as Alan Walter, bartender at Loa in New Orleans. Last spring his menu included a Wild Birdseed Old-Fashioned. To make the birdseed syrup, he heated sunflower seeds, flax, quinoa, millet, pine nuts and sesame and then crushed them in a food processor for the syrup. "It ends up with more of the notes from the seeds compared to an orgeat. It was obvious that this would only work with bourbon or rye," he says. "I use a tiny amount but the nutty flavor comes through."

Walter also serves drinks using his shiitake mushroom liqueur, and has been



working with Spanish moss, saffras, pine, bamboo and clover. "The whole thing has been for me about releasing what's really worthwhile about an ingredient," he notes.

Asian restaurants are often a cocktail challenge, but at San Francisco's Dosa, bartender Chris Lukens has developed drinks that work with complex, strong flavored dishes. Hence, the Steph Curry, made with bourbon, house-made curry nectar (with cumin, coriander, peppercorns and more than 10 other ingredients), spiced agave, lime juice and Tempranillo. Other drinks—the Peony, made with gin, hibiscus-masala nectar, coconut agave nectar, lime and bird's eye chile; and the Bali Hai, made with pisco, house-made pineapple shrub, elderflower, lemon, bird's eye chile, hoppy wheat beer and jalapeño disc—combine heat and sweet, a perfect match for Dosa's spicy dishes.

Most of the industry's cocktail attention is paid to the speakeasies and watering holes where small plates may be available but drinks are center stage. But as these and other operations show, getting a great cocktail before embarking on a top class meal is only getting easier. ■



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# POWER STARS



Clockwise: Drew Barrymore's (top) wine is produced by Jackson Family Wines; Kiwi actor Sam Neill started his Two Paddock wines back in 1993; he has long been an advocate for all New Zealand wines, not just his own; With big operations in both Napa and Sonoma, Francis Ford Coppola may someday be better known for his wines than his films; Following his final game as a Yankee, Alex Rodriguez celebrated his retirement with a 12-liter bottle of Jay-Z's Champagne, Armand de Brignac.



## WHY FIGHT IT? CELEBRITY WINES CAN HAVE POWERFUL FAN APPEAL

BY W. BLAKE GRAY

In the 1960s, celebrities like Leonard Nimoy and William Shatner released record albums. Today, they make wines. And while the vinyl boomlet faded rather quickly, the parade of celebri-fied wines continues to proliferate. Death metal singers, senators, quarterbacks...they've all got wines. Some are more about the fan base than about vineyards, but as long as they sell, that's just fine.

The trick is that there are now so many. Nobody is going to stock them all. Even if you do stock several, grouping them might invite shoppers to question their vinous merits. Indeed, celebrity has become so elastic in meaning, it's not even a given that all (or even most) of your customers will recognize a wine's pop-culture pedigree.

To borrow a phrase from Hollywood, there is no script to help figure out which star-powered wines belong on your shelves. Practically speaking, however, three elements should be accounted for to make sure the ones you carry do move:

- 1 The wine should taste good and fit pricewise among peer wines
- 2 A shelf talker can make it easy as a Sideways glance for shoppers to recognize the celebrity context
- 3 Even if your staff are not fans of a celebrity, they should know what type of fan base they have, so they can steer customers accordingly.

Below (listed alphabetically) are some celebrities and celebrity wines you should know about:

### MARIO ANDRETTI: Co-Owns Andretti Winery, Napa Valley

The race car driver founded this winery in 1996 and has a big tasting room in Napa. The wines are fairly widely distributed but are surprisingly low profile.



## SEGURA VIUDAS

**W**ith social media making pop culture churn faster than ever, the definition of celebrity is changing. People over 30 can probably not even name a “DJ,” yet up-and-coming Australian DJ Anna Lunoe (above) is exactly who Freixenet turned to when looking to give their Segura Viudas line some fresh star appeal for Millennials.

Her new track “Sip It” incorporates (literally) the sounds of Cava, and an accompanying video music video, to be showcased as part of their “Open Up” campaign, showcases the brand collaboration. Lunoe will be attending and executing events with Segura Viudas throughout the year.

### ANTONIO BANDERAS: Co-Owns Anta Banderas, Ribera del Duero

The winery tripled its production, to 2 million bottles, after the actor invested in it in 2009. Make of that what you will.

### DREW BARRYMORE: Face of Barrymore wines made by Jackson Family Wines

Drew Barrymore is the pretty face of three wines made in partnership with Jackson Family Wines’ brand Carmel Road, including Drew’s Blend Pinot Noir and a Barrymore by Carmel Road Pinot Grigio. There’s also a Rosé of Pinot Noir that sold out quickly; look for more in April.



### DREW BLEDSOE: Co-Owner of Doubleback wines, Washington

The retired football player founded Doubleback with Le-onetti winemaker Chris Fig-gins, but Doubleback has its own winemaker now. Bledsoe seems fairly involved on the business end. The big Bordeaux reds are well-regarded.



### FRANCIS FORD COPPOLA:

#### Owner, Coppola and Rubicon Estate

The Godfather director is one of the most involved wine celebrities, and the most ambitious and visionary of all, from restoring Inglenook to its former glory in Napa Valley to establishing,

in Sonoma County, the only winery in America with a swimming pool and cabanas for visitors. Some day he might be better known for the wines than the movies. If you haven’t tried the Coppola brand wines in a while, you might be impressed.

### MIKE DITKA:

#### Face of Mike Ditka Wines, Mendocino County

Ditka has his face on restaurants, steaks, sausages and cigars as well as these wines made by Terlato Wines. If you’re reading this in Chicago you already knew that. He’s big in the Windy City, but well-known coast to coast by football fans.

### E-40:

#### Front man, Earl Stevens Wines, California

In 2014 these slightly high-priced wines (Moscato-fruit blends in the \$18 retail range) sold out of the initial 15,000-case production. The hiphop artist sits in the front row for a lot of Golden State Warriors games, which will enhance his visibility this winter.

### ERNIE ELS:

#### Founder of Ernie Els Wines, South Africa

The golfer’s winery is a popular visit for visitors to Stellenbosch. He owns vineyards and his overall production is big enough to make the wines widely available here. I have a question, though, about his (and Greg Norman’s and Nick Faldo’s and Arnold Palmer’s) wine: since golf’s fan base has the perfect demographics for luxury products, why are all of their wines basically entry level?

### FERGIE: Co-owner, Ferguson Crest, Santa Barbara County

The upside is the singer’s wines are made by Joey Tensley, one of Robert Parker’s favorite winemakers in Santa Barbara County. The downsides are that even though her father owns land in the county, the wine is made from bulk fruit, plus they’re expensive. The audience for them might depend on how well her latest album “M.I.L.F.\$” rejuvenates her career.

### JEFF GORDON:

#### Owner, Jeff Gordon Cellars, Napa Valley

Made by lesser-known Napa winery August Briggs, the wines have a fairly high price point that seems at odds with the driver’s NASCAR fan base.



ABOVE: Julie & Damon Huard with Claire & Dan Marino; formerly teammates in the NFL, the men now team up making Passing Time, a Napa Valley Cabernet. RIGHT: Popular musician Dave Matthews and Constellation Brands winemaker Sean McKenzie.



**WAYNE GRETZKY:**

**Wayne Gretzky Estates, Ontario/California**

The “Great One” has an estate winery in his native Ontario, but he has released “No. 99,” an entry-level tier made from California Central Coast fruit. A serious wine businessman north of the border, but below it seems like he’s just cashing in.

**TERRY HOAGE: Owner,**

**Terry Hoage Vineyards, Paso Robles**

Not the most famous wine celebrity, but one who really gets his hands dirty. After 13 seasons in the NFL, Hoage bought land in Paso Robles and farms it himself, and also makes the wines, which are pretty good. The cult winery Saxum, owned by his winemaking mentor Justin Smith, also makes some excellent wines from Hoage’s vineyard.

**JAY-Z:**

**Owner, Armand de Brignac, Champagne**

The rap impresario announced in July he will change the marketing of this very



CBS Sports lead broadcaster Jim Nantz with Deutsch Family Wine & Spirits CEO Peter Deutsch.

expensive Champagne in a metal bottle to get away from nightclubs and bring it into wider distribution.

**MAYNARD JAMES KEENAN:**

**Owner, Caduceus Cellars, Arizona**

Like Terry Hoage, the lead singer of Tool is hands-on, farming and making the wines himself. He’d probably have better luck if he was in California instead of Arizona, but the wines sell well because Tool is still more popular than you probably realize.

**KYLE MACLACHLAN:**

**Co-Owner, Pursued by Bear Wine, Washington**

The Twin Peaks star has been collaborating with Dunham Cellars for relatively pricey red wines for several years. This year, he might be onto something by offering an expensive rosé just as that is emerging as a category where people will pay a celebrity premium. Keep an eye on this with a Twin Peaks remake scheduled to debut next year.

**DAN MARINO & DAMON HUARD: Co-Owners, Passing Time Wine, Washington**

Marino is collaborating with his former backup quarterback Damon Huard on this, but the more important name is winemaker Chris Peterson, formerly of DeLille Cellars and currently at Avennia. One of the best high-end celebrity wines.



**DAVE MATTHEWS,**

**Face of The Dreaming Tree, California**

Dave Matthews owns Blenheim Vineyards, near Charlottesville, VA, and with Constellation, he is the name and face behind The Dreaming Tree (named after one of the Dave Matthews Band’s most beloved songs). It is a green-minded portfolio of four \$15 varietal California wines and a red blend called “Crush.”

**JIM NANTZ: Co-Owner, The**

**Calling, Sonoma County**

One of the oddest celebrity wines is potentially one you’ll see the most of. Jim Nantz is a sports announcer, seemingly not a star with the wattage of Madonna or Dave Matthews, who also have wines. But Nantz is in collaboration with Deutsch Family Wine & Spirits, the people who put Yellow Tail on the map. The wines are made from quality fruit from vineyards like Dutton Ranch and by good winemakers like Dan Goldfield of Dutton-Goldfield.



**SAM NEILL:**

**Owner, Two Paddocks, New Zealand**

The actor who once played the Antichrist has been an angel in Central Otago, setting up an organic vineyard for terroir-driven wines and serving as a face for the whole region. He’s not involved on the winemaking side, but he has been crucial in setting the business philosophy.



Train's song "Save Me, San Francisco" is also the title of their recently-launched wine company, which aims to connect with the band's extensive fan base, as well as a broader network of wine and music lovers. They currently have seven wines on the market, each named for a song title or reference, like their Drops of Jupiter California Red Wine, or their Soul Sister Pinot Noir. Known for their philanthropic efforts, Jimmy Stafford and Train are donating all proceeds from their wine sales to the Family House organization in the San Francisco Bay Area.

**BRAD PITT AND ANGELINA JOLIE**  
**Owners, Château Miraval, France**

This was one romantic success story, what with Miraval being the place "Brangelina" married, and with the new owners humbly represented as Jolie-Pitt Cellars on the back label. Classic dry character netted the wine 90 points, and a combination of publicity and distribution put it right at the top of the class among Provence stars. Will the star fade with Brad and Angie splitting up? Stay tuned.

**TOM SEAVER: Owner, Seaver Family Vineyards, Napa Valley**

A small-production Cabernet from Diamond Mountain with Thomas Rivers Brown as winemaker. Robert Parker wrote, "Here's a celebrity wine that definitely matches the brilliance of the celebrity himself." Super-high priced, though, so it's not likely you'll see much of it.

**STING: Owner, Tenuta il Palagio, Italy**

Sting and his wife bought a run-down Tuscan estate and rebuilt it, hiring biodynamic guru Alan York as a consultant. The wines are named after his songs and the labels are cool. It's a serious effort.

**TRAIN: Voice of Save Me San Francisco, California**

Guitarist Jimmy Stafford apparently approves the final blend of these wines made by The Wine Group. Train has sold more than 10 million albums; the band's popularity has gotten the wine in restaurants like the Hard Rock Cafe.

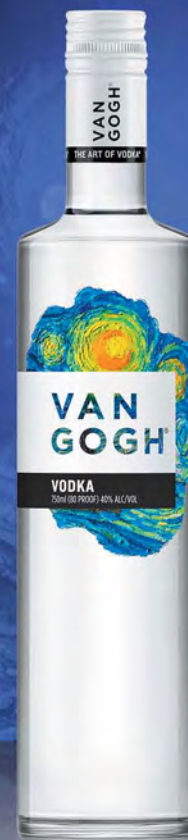


**CHARLES WOODSON:**  
**Owner, Charles Woodson and Twenty Four, Napa**

The retired NFL player is very involved in choosing the blends for his wines. Downside: spent his whole career with the Raiders and Packers, whose fan bases aren't known as luxury lovers, and the wines aren't cheap.

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Nearly all cider is a blend of apple varieties—and other flavor elements can be introduced; colors and styles can vary widely. Seen here, a flight at Stem Ciders in Denver. And a trio of offerings from 101 Cider House, which include quince and cactus pear.

# CIDER RULES?

## A NEW LAW HELPS SET CIDER APART FROM WINE AND BEER. ARE CONSUMERS ON BOARD?

BY JIM CLARKE

Cider had a good news, bad news year in 2015. On the downside, Cider's astonishing growth – 90% in 2012, 89% in 2013, 71% in 2014, according to Nielsen – has hit the brakes, reduced to a modest 10.8% in 2015. It even dipped in the last quarter of the year, dropping 4.6% compared to the same period in 2014. However, many in the industry are unconcerned. “The big brands are not effective indicators for all of the industry,” says Mark McTavish, President of importer Half Pint Ciders, and others concur that craft



and artisanal import ciders are still seeing vibrant sales – in Half Pint's case, up 250% for the past eight quarters.

At the same time, a Nielsen CGA joint venture report comparing the British and U.S. on-premise markets suggests cider has not yet fulfilled its potential here. According to the report, Cider makes up 12.3% of the cider/beer sales in the U.K., but only 1.8% in the U.S.. And despite the slackening pace, it's still growing six times as fast Stateside as it is in the U.K..

The good news item might aid that growth. In December 2015 the CIDER (Cider Industry Deserves Equal Regulation) Act was appended to a federal tax bill and will go into effect at the end of 2016. The Act effectively recognizes cider as distinct from wine (and beer) and adapts federal taxes to more realistically suit the beverage; excise taxes now increase only over 8.5% alcohol rather



Mark McTavish, president of Half Pint Ciders, specializing in craft and imports.



Eric Foster, co-founder and CEO of Stem Ciders, and their Tap Room, replete with food truck.

than 7%, and ciders with higher levels of carbonation will no longer be taxed at Champagne rates. “I am very happy about the Cider Act and the freedom that it will grant U.S. cidemakers moving forward,” says Eric Foster, Co-founder and CEO at Stem Ciders in Denver. However, Foster and others are disappointed that cider remains very broadly defined.

“We at Stem do our best to highlight the ingredients in our ciders. Unfortunately, the category is full of highly manipulated beverages masking themselves as cider. It’s not the size of the cidery, it’s how it’s made.” While that can be addressed in part through legislation, “We [the cider industry] have not done a good job classifying cider for the consumer. The consumer is starting to pay attention to ingredients and how ingredients are transformed into cider.”

Brian Rutzen, Cider Director at the Northman, Chicago’s first cidery, agrees. “There’s still lots of education to be done.” Despite cider’s long association with craft beer, both Rutzen and Foster look to wine as a model. “I list it geographically, like a wine list.” Ciders from a particular region may share similar characteristics, as in wine, and varietal listings don’t make sense. “95% or more ciders are blends; no one apple variety has enough sugar, enough tannin, and enough acid to make a well-balanced cider.”

That said, most producers are still happy to employ some of craft beer’s techniques and creativity; Rutzen has

## “If cider were a craft beer category, it would be second only to IPAs in sales.”

featured dry-hopped ciders, barrel-aged ciders like Sietsema’s KBS Dry-aged Cider, which sees time in used Bourbon barrels, and spiced ciders like Blake’s El Chavo Mango Habanero Cider. Ciders incorporating other fruits are the fastest growing example, both in mass-market brands and in the farmhouse producers; even Aspell, a traditional British cidery, uses blackberry juice in their Peronelle’s Blush Cider.

McTavish feels the premium ciders need to distinguish themselves from what he calls “impostors,” that don’t work with fresh juice and rely too much on adjuncts



and sugar for flavor. “Cider impostors are doing the same thing that wine coolers did to the wine world.” He feels younger cider drinkers embrace these ciders for their sweetness at first but then get sick of it and dismiss cider out-of-hand before learning about higher-quality examples, creating a 5-7 year boom-and-bust cycle, a pattern he says goes back to 1990. That’s one reason the slowdown in growth doesn’t tell the whole story. “You have to look at craft for the real growth, not at the big brands.” In any case, slowing growth is all relative. If cider were a craft beer category, it would be second only to IPAs in sales. In effect, the cider market has caught up with beer. “Craft cider is still going through the roof,” says Foster. “The speed with which mass market products slowed and craft increased just happened so much faster than craft beer.” ■

**P****new  
products**

### 1. BOONDOCKS AMERICAN WHISKEY ANNOUNCES LAUNCH

Royal Wine Corporation has joined with industry veteran and Master Distiller Dave Scheurich to create Boondocks. Aged 11 years in American white oak, Boondocks American Whiskey 95 Proof is made from corn, rye and malt; it is light in color but rich, nuanced and complex. Boondocks American Whiskey Cask Strength 127 Proof has distinctive aromas of rich caramel and vanilla, a robust palate is highlighted by fall spices and a long lasting finish. Limited markets.

**\$** SRP: 95 Proof \$39.99 | Cask Strength \$59.99  
**globe** boondockswhiskey.com

### 4. HACIENDA WINE CELLARS 2014 MERLOT

In 2014, Hacienda Wine Cellars celebrated the 40<sup>th</sup> anniversary of its first wine release. Now, releasing their 2014 vintage, the winery proudly introduces a new screwcap closure for today's wine consumers. Hacienda Merlot is a rich-ruby colored wine, with hints of blueberry, raspberry and cherry on the nose. On the palate, berries and fresh fruit are present with hints of vanilla, ending with a smooth finish. Marketed by Bronco Wine Co.

**\$** SRP \$8.99  
**globe** broncowine.com

### 2. KAHLÚA CHILI CHOCOLATE

Kahlúa, the original rum and coffee liqueur, is heating things up this fall and holiday season with Kahlúa Chili Chocolate, a new, permanent addition to the portfolio. Delivering a twist on "the usual" and expected, Kahlúa Chili Chocolate is an intense, exciting combination of hot chili pepper and silky, smooth chocolate. 40 proof.

**\$** SRP: \$18.99  
**globe** kahlua.com

### 5. NEW MACALLAN SCOTCH

The Macallan has added The Macallan Double Cask 12 Years Old to the brand's core range in the U.S. This marks the first time the distillery has used American Oak Sherry-seasoned casks in an expression, blending them harmoniously with those aged in Sherry-seasoned European oak casks (hence "Double Cask"). The result is a complex yet approachable profile with the less tannic American oak allowing more vanilla to shine through, giving off sweet and fresh fruit flavors.

**\$** SRP: \$65  
**globe** themacallan.com

### 3. LALUCA SPARKLING ROSÉ (OPICI)

Salmon in color, with a bright pink core, LaLuca Sparkling Rosé delivers aromas of strawberry, cranberry and hibiscus. This refreshing, well-balanced sparkling rosé from Treviso has bright acidity and a clean, off-dry finish. Made using the Charmat method, it is blended from Glera-based white wine and rosé made from Merlot. Ideal as an aperitif or with salads, pastas, chicken dishes, fresh seafood and dessert.

**\$** SRP: \$12.99  
**globe** opiciwines.com

### 6. PALAZZO MAFFEI AMARONE DELLA VALPOLICELLA

Palazzo Maffei Amarone della Valpolicella is produced from the Cottini family's hillside estate in the heart of Valpolicella. Mountain-grown fruit gives this Amarone its signature balance, structure and aromatic profile only found in high elevation vineyards. A long, slow fermentation and aging produces a powerful yet elegant Amarone with deep gorgeous color and hints of dried fruit. Imported by F.X. Magner Selections, Inc.

**\$** SRP: \$34.99  
**globe** fxmagner.com





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12

## 7. GLENFIDDICH INDIA PALE ALE CASK FINISH

The Glenfiddich Experimental Series has launched with Glenfiddich India Pale Ale Cask Finish, the world's first single malt finished in IPA craft beer casks. The result of the project, overseen by Malt Master Brian Kinsman, is a liquid with a zesty citrus note followed by sweet vanilla and a hint of fresh hops. Pale Ale Cask Finish is the first in the series, which will include a number of unexpected variants over time. 86 proof.

**\$ SRP: \$69.99**  
[glenfiddich.com](http://glenfiddich.com)

## 10. LAURELWOOD 2014 RESERVE PINOT NOIR, WILLAMETTE VALLEY

Introducing Laurelwood Reserve, a limited release Pinot Noir. Dry farmed, unfinned and unfiltered, this wine is silky and polished, with hints of black cherry, espresso and clove. Balanced undertones of mineral character emerge on the finish. Crafted in small lots; destemmed, whole-berry fermentation in 1-ton open-top bins; hand-punched; and aged in neutral French oak barrels, preserving the fruit with minimal winemaker intervention. 1,090 six-pack cases produced. Marketed by Bronco Wine Co.

**\$ SRP \$40.00**  
[brconcwine.com](http://brconcwine.com)

## 8. CHATEAU ST. JEAN NORTH COAST CHARDONNAY

Chateau St. Jean has introduced new packaging for its North Coast Chardonnay. Working with many neighboring counties around Sonoma allows winemaker Margo Van Staaveren the flexibility in fruit sourcing to craft a rich, delicious and fruit-forward Chardonnay. The wine is well balanced with a great core of fruit and bright acidity.

**\$ SRP: \$11.99**  
[chateaufstjean.com](http://chateaufstjean.com)

## 11. PINNACLE STRAWBERRY VODKA

Pinnacle Vodka has a new flavor and new packaging. The redesigned Pinnacle bottle features a sleek and less cluttered look, with an updated mountain logo and font that reinforces the quality of the product. Brand new Pinnacle Strawberry Vodka offers aromas and flavors of strawberry cream with a dash of rich vanilla, leading into a lingering tart strawberry finish. 70 proof.

**\$ SRP: \$12.99**  
[pinnaclevodka.com](http://pinnaclevodka.com)

## 9. AMARO SILANO

Amaro Silano, the first Amaro produced in Calabria (dating back to 1864, just three years after the Italian Unification), is the fastest growing Amaro in this Southern Italian region and now it is arriving in the United States. A slow maceration process made with wild Calabrian herbs gives Amaro Silano its rich yet approachable style. Available in 1L as well as a holiday gift tin. Imported by F.X. Magner Selections, Inc. 60 proof.

**\$ SRP: \$34.99**  
[fxmagner.com](http://fxmagner.com)

## 12. NIKKA WHISKY: TWO NEW EXPRESSIONS

Noted Japanese distiller Nikka Whisky and U.S. importer Anchor Distilling are introducing two new single malts. Yoichi and Miyagikyo are both non-age statement whiskies distilled from 100% malted barley, and each reflects the unique characters of the respective distilleries located on different islands. Yoichi Single Malt is comprised of portions of heavily peated malt aged in New American Oak, Sherry Casks and a variety of casks coopered in the Nikka cooperages. Miyagikyo Single Malt is slightly peated with Sherry Cask influence. Both 90 proof.

**\$ SRP: \$79.99 each**  
[anchordistilling.com](http://anchordistilling.com)



On Call



**THE PEACH BOG**

Created by Schiller's  
General Manager  
Richard Bubbico

## RE-PEAT AT THE BAR

**AT SCHILLER'S, LAPHROAIG SELECT  
HITS THE SPOT FOR PEATY  
BUT BALANCED COCKTAILS**

BY KRISTEN BIELER

**W**hen Richard Bubbico returned from an early fall camping trip, he was determined to create a drink that transported him back to the woods, sitting around a campfire. As the general manager and cocktail wizard at Schiller's in Manhattan's Lower East Side, Bubbico reached for a bottle of Laphroaig Select, and started playing around. "I wanted the peaty, smoky flavor of the whisky



alongside the fresh taste of herbs and forest, so I added Benedictine and a bit of vermouth; I wanted to recapture the vibe of being in nature with an open fire," Bubbico describes. The Redwood was born.

Select, a non-age statement expression from Laphroaig, is made from a marriage of whiskies aged in Oloroso Sherry butts, straight American white oak, PX seasoned hogsheads, Quarter Casks and Bourbon casks. While that sounds like a



The Redwood

**“With blends or Highland malts, I felt the cocktail lacked balance. Laphroaig Select dialed it in perfectly.”**

lot of oak influence, Laphroaig Select is surprisingly elegant and subtle, Bubbico discovered, and very much true to the Laphroaig house style with upfront peat flavor. It's also ideal for mixing. "I found it a little smoother than Laphroaig 10-Year Old and more blendable in general; it really works well with other flavors," notes Bubbico.

While people associate whisky drinking and whisky cocktails with colder months, one of Schiller's most popular cocktails this summer and well into fall has been The Peach Bog, a mix of Laphroaig Select, peach liqueur, amaro and lemon juice. "The flavor of peach can easily overpower, but Laphroaig Select stood up to it and the peach remained nicely in the background," Bubbico explains. "With blends or Highland malts, I felt the cocktail lacked balance. Laphroaig Select dialed it in perfectly." ■

Beverage Media's On Call @  
**SCHILLER'S** in New York, NY  
.....  
[schillersny.com](http://schillersny.com)

## SCHILLER'S LIQUOR BAR

### ► THE REDWOOD

#### Ingredients:

- 1 oz Laphroaig Select
- 1 oz Courvoisier VSOP Cognac
- ½ oz Benedictine Liqueur
- ½ oz Punt e Mes Vermouth

#### Method:

Combine all ingredients in a mixing glass with ice, stir for 45 revolutions and strain into a Martini glass. Garnish with lemon twist.

### ► THE PEACH BOG

#### Ingredients:

- 1½ oz Laphroaig Select
- ½ oz Combier Crème de Pêche
- ½ oz Lemon Juice
- ½ oz Amaro Montenegro
- Dash of Orange Bitters

#### Method:

Combine all ingredients in a mixing glass with ice, stir for 45 revolutions and strain into a rocks glass over ice. Garnish with orange twist.



The Peach Bog

# TREASURY 2.0

**AFTER REORGANIZING, AND REBOOTING KEY BRANDS, TREASURY WINE ESTATES SHIFTS INTO HIGH GEAR**

BY JACK ROBERTIELLO



Part of the renaissance at Beringer includes the return of Chief Winemaker Mark Beringer; his great great grandfather Jacob was the founding winemaker.

**T**reasury Wine Estates is a very different company today than it was just a few years ago. After a long, hard look in the mirror, TWE went on a fitness regime, shedding numerous wine brands of a more commercial nature, writing down losses, and then building more muscle with the \$754 million purchase of Diageo's wine distribution business.

Down from 80 wine labels to a current 66 after the reconfiguring, TWE has also upgraded its image and business focus to craft and manage a higher-quality wine profile, with Australia's Penfolds, Wolf Blass and Lindeman's, and California labels Beringer, Beaulieu Vineyard and Sterling Vineyards leading the way. Newcomers including 19 Crimes are also busting down new doors, and boosting total annual shipments to just over 13 million cases here.

It's been quite a trip, says TWE Senior Vice President of Marketing Barry Sheridan: "In terms of the company's journey over the last two-plus years, there have been three areas we've focused on. First, a vigorous investment in growing our brand equities—and by that I mean things like advertising campaigns, packaging upgrades, and investment in digital and luxury programs. Second would be an investment in supply

infrastructure—in our vineyards and winemaking facilities. And the third of course being investments in acquisitions, namely Diageo Chateau and Estates."

The latter move brought such well-known brands as Beaulieu Vineyard, Provenance Vineyards, Rosenblum Cellars and Sterling Vineyards into the fold, with the entire portfolio now the leading luxury Cabernet supplier.

## Rebooting From The Ground Up

Meanwhile, TWE is sinking millions into the California business: \$42 million in vineyards in the next several years, and \$50 million between now and 2018 in the wineries. "When you're moving things around and merging, it's also a great time to put in place the best possible capabilities, programs and facilities for the future," says Sheridan.

Beringer, for example, is getting a "significant" investment in winemaking facilities, while the BV and Sterling sites will be spruced up in order to enhance the experience for visiting consumers.

For Beringer, they've brought Mark Beringer back to his family's winery as chief winemaker. "I think it's a fantastic family story that comes full circle. His great great grandfather Jacob Beringer was the founding winemaker for Beringer, and that highlights that this is a historic winery—only a

handful have been around that long... 140 years."

TWE has also launched a multi-million dollar, multi-year Beringer ad campaign called "Better Beckons," the first consumer positioning program in over 10 years for a brand that had been defined by promotions and price points.

All along, Sheridan notes, Beringer has been a strong brand that TWE has been consistently able to raise prices on with no volume impact. "Taking price is essential as the costs of making wine in Napa go up and it's a sign of a brand strength when you can take price and not lose volume." In the last five years, Beringer Reserve Cabernet went from \$100 to \$165 retail with no volume change, for example. So, too, BV, where \$10 per bottle increases in Napa Cabernet Tapestry and George de Latour have been taken and volume reduced to sharpen quality.

## Fresh Looks

The change most obvious to retailers and consumers about TWE wines will be packaging evolutions. Sheridan compares the current wine shopping environment to the giant record stores of the 1990s, with a dizzying array of selections that could cause endless browsing. "Consumers aren't going to stand in a wine aisle for hours," he explains. "Either they know what they want or are going to be attracted to strong, stand-out and interesting packaging





The multi-year ad campaign “Better Beckons” is curated by Instagram sensation Murad Osmann and his wife Nataly; the couple has been able to amass following of over 3 million with their #FollowMeTo hashtag.

initiatives. If the wine delivers, then you’ve got a winning combo.”

So, there’s already new packaging and an upgrade in wine quality on Beringer Founders Estate, and coming out in October was a new look to the popularly priced range of Beringer which includes Pinot Grigio, Moscato and White Zinfandel (which commands 28% of the market), now known as Beringer Main & Vine. “Strategically, we found it can be very confusing for consumers to find a \$5 Beringer Cabernet and a \$160 Beringer Cabernet. Positioning the more commercial range with ‘Main & Vine’ helps communicate and define the product proposition more clearly and avoid confusion up and down the price point,” he says.

All across the BV line, from Napa through George de Latour, a richer, higher quality look has been introduced, with a greater emphasis on the label of the old, historic winery, one of eight in the region around for 100 years or more. The look of BV Coastal, however, tells a different tale. “With a wine called ‘Coastal,’ you’d expect imagery that would take you to a coastal escape, and so it’s radically different from BV Napa, designed to put a bit of separation between the two and be less confusing to consumers,” says Sheridan. And a major upgrade to the look of Chateau St. Jean recently shipped, a package that Sheridan says creates a special occasion proposition, with a custom glass mold, heavyweight glass and a striking cartouche.



### All Shiny and New

Right now, TWE is modeling new packaging on the entire line of Sterling wines, searching for the right unified look to convey. “What do you think of when you hear the word Sterling?” asks Sheridan. “Silver and sexy.” The brand also launches its new reserve AVA wines—Calistoga Cabernet and Oak Knoll Chardonnay—in December, and Sterling’s icon bottling, Iridium, in January 2017.

TWE has focused its energy with most of its current line-up on two tiers: “masstige,” the term they apply to wines between \$10 and \$20, and luxury, \$20 and up. “Our portfolio is quite strong in terms of masstige growth but historically had been under-indexed in terms of scale. Sterling Vintner’s Collection fits very well with that strategy and we think we can grow it quite aggressively. It’s increasingly difficult to compete the lower down in price you go, and we think masstige is scalable and offers good margins.”

But the wine business is not all about classic brands, and TWE’s new hit is a big one: 19 Crimes grew by 90 percent in fiscal 2016 compared to 2015, and it’s the fastest growing brand in the Australian category by far.

“We’ve done a lot of work on advertising and packaging some of our prestigious winery-based brands for success. But 19 Crimes is a bit more of a lifestyle



brand,” says Sheridan, who predicts the brand will hit a million cases this year.

Launched four years ago, 19 Crimes takes its name from the various convictions for which Great British citizens would be sent to Australia, then a penal colony. Labels depict some of those people. “It works because it has an interesting and authentic story. The pictures are striking and draw you in, providing Millennials with some social currency. And of course, the wine is a delicious and easy-to-drink red.”

The two original reds, a Cabernet and a red blend, have company now: a dark red blend called The Banished, following the successful launch earlier this year of a \$20+ red blend version called The Warden. “These brands challenge wine orthodoxy a little bit,” Sheridan notes. “Having something that is so red hot, we think this has a massive potential beyond a million cases.” ■

Plans for Sterling include new packaging, a new ad campaign (“Always Polished, Never Dull”), extensive social media, eye-catching POS materials and even a co-branded partner program with Uber.



# FROM ZUCCHINI TO ZINFANDEL

## THE BALLETO FAMILY'S JOURNEY TO BECOME A TOP SONOMA WINE PRODUCER

BY KRISTEN BIELER

**B**y the time John Balletto released his first bottle of wine, he'd spent decades farming just about every other California crop. Balletto started vegetable farming at age 17 and grew over time to become the largest produce farmer north of the Golden Gate Bridge, cultivating more than 70 different vegetables on over 700 acres.

A stretch of bad luck—three devastating harvests, thanks to El Niño—prompted him and his wife, Terri, to abandon vegetables for grapes in 1998. “I acquired my first property, our Santa Rosa Ranch, in 1981 and every few years when I had extra money I would buy property,” he shares. By the late-'90s, he owned hundreds of prime acres in the foggy Russian River Valley, some of the most ideal Chardonnay and Pinot Noir real estate in the world.

The Ballettos already had 35 acres of planted vines in the western hills of Sebastopol and quickly began converting the rest of their land to grapes. In addition to Pinot and Chardonnay—sites which are now surrounded by famous producers like Paul Hobbs and Merry Edwards—they began adding other varieties like Pinot Gris and Zinfandel.



John & Terri Balletto with their daughters Caterina (left) and Jacqueline, who are both involved in the winery—working in the lab and managing the tasting room.

His background in vegetable farming proved invaluable: “You only have 35 days to grow a crop of lettuce so you have to make sure everything is perfect—that due diligence was tremendously helpful with grape growing, making sure that the pH and brix levels are perfect when they are harvested.”

A few years in, Balletto found himself in the enviable position of having 600 acres of coveted fruit at his disposal (there's a waiting list of wineries hoping to purchase). The Balletto family launched their brand in 2001, and today use just the top 10% of the fruit they grow to produce their 30,000 cases.

“I love having a diversified range of wines,” Balletto says of his 17-wine portfolio. “Obviously, this is a business, but much of what we do is because we love it and want to experiment.” When people were advising him to graft over his Gewürztraminer to a more fashionable variety, he refused. He also stuck with Syrah when it was a hard sell 10 years ago. They just made their first rosé, and their Pinot Gris has emerged as an unlikely top seller.



### Favorite Pinot

Yet Pinot Noir remains the closest to his heart. He and winemaker Anthony Beckman produces eight separate Pinot bottlings, including several vineyard designates. “We are so fortunate to live in a place that is top in the world for Pinot Noir. I bought this land for \$4,000 an acre,” says Balletto.

Balletto Vineyards has been certified sustainable for six years—one of the first in the county. A past president of the Sonoma County Grape Commission, Balletto helped set the goal to have 100% of the members certified by 2020. “We are farming in an environment with neighbors—there are pastures next door, cattle ranches, a creek where people are fishing,” he notes. “We use cover crops to build back eroded soil, reduce fuel use. It makes you a better business person and a better steward of the land.” In 2010, the Balletto Family was named the Sonoma County Farm Bureau Farm Family of the Year.

“We have to keep growing; sales is such an important part of this business,” says Balletto. Entering a distribution agreement with Bronco Wine Company three years ago helped build the brand nationally. “We want to grow our business organically and pass it on to our daughters. It's a lifestyle for us. We have always been farmers.” ■



Winemaker Anthony Beckman makes 17 different wines from Balletto estate vineyards.



Discover Balletto Vineyards  
Estate Grown • Estate Bottled • Russian River Valley

91 EDITORS' CHOICE



2013 Balletto Pinot Noir  
Russian River Valley, Estate

“One of the producer's larger-production offerings, this wine nonetheless speaks to meticulous attention in the vineyard and cellar, with velvety smoothness to the palate and savory elements of earthy mushroom. Nuanced, it ends in rose petals and black tea, with firm, crisp acidity throughout, all at an almost unheard-of price for the quality.” - V.B.



# TOKI TAKES ALL

A MOLD-BREAKING JAPANESE WHISKY FROM THE HOUSE OF SUNTORY IS BORN

BY KRISTEN BIELER

**G**ardner Dunn recalls a time when no one had heard of Japanese whisky. “I struggled to get listings on menus,” recalls the Senior Brand Ambassador for Beam Suntory’s Japanese Whiskies. “Retailers were stocking them in their saké section and beverage directors were asking me if Japanese whisky was made out of rice.”

Shockingly, this is no distant memory: In a mere handful of years, the Japanese whisky category has exploded with a consumer appetite so fervent that stocks are rapidly depleted and nearly every expression is allocated.

Enter Suntory Whisky Toki. The unconventional blend from the House of Suntory is a break with tradition—a combination of stocks from the company’s three distinct distilleries, and an unusual mix of grain and malt.

**An unconventional blend, Toki is versatile and complex—and makes a great Highball.**

Which all translates into a whisky that is accessibly priced (SRP \$39.99), is terrifically mixable and, best of all, widely available.

“We spent five years creating Toki. We must have sampled 30 versions before arriving at the final product,” says Dunn. “Our goal was to craft a very approachable, versatile whisky that’s delicious on its own, but also makes a great Highball.” Launched specifically for the U.S. and Canada markets, Toki is blended specifically to hold up perfectly in highball cocktails, similar to Suntory’s wildly successful blended whisky, Kakubin, which is a back bar staple in Japan.

## Reimagining the Blend

House of Suntory’s fourth Chief Blender, Shinji Fukuyo, crafts Toki from a seemingly disparate mix of whiskies. The Yamazaki Distillery imparts “big bold flavors of sherry-cask aged whisky, with hints of cherry and tobacco,” describes Dunn, while the famed Hakushu Distillery’s lightly peated whisky contributes complexity and depth. The most unique component might be the American oak-



aged Chita Single Grain whisky which Fukuyo adds to bring silkiness and subtle vanilla sweetness. “They seem like wildly different components, but come together in a whisky that is fresh and complex, with green apple and grapefruit notes,” Dunn explains.

Only a few months in the market, Toki has become a vehicle for promoting Highball culture—the simple, stylish go-to cocktail in Japan. Dunn believes Highball could catch on similarly in the U.S. and has been traversing the country promoting it with mixologists. “The way you make a Highball is so important—the right glassware, whisky, the ice, and high-carbonated soda water. Toki makes a great Highball, we find it really holds up in the drink.”

Dunn has another reason to rejoice at Toki’s success, as a consumer himself: “We have a policy within Suntory that employees can’t drink age statement whiskies because we want to save them for our consumers. It’s been really wonderful to see Japanese whisky emerge as a successful category.” ■





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# NEW DOS EQUIS CAMPAIGN: MORE INTERESTING THAN EVER

SAME CHARACTER, NEW ACTOR SHOWS HOW 'INTERESTING' HAS EVOLVED

BY W. R. TISH

**T**inkering with iconic advertising characters can be risky business. Just ask Colonel Sanders. But for Dos Equis beer, and brand owner Heineken, the time was right. As miraculously accomplished as he was, The (Original) Most Interesting Man in the World was played by a human, so the marketing minds gave him an appropriate send-off—one way, into outer space—setting the stage for the Most Interesting next chapter, which began this fall.

To ensure continuity, Heineken continued to work with Havas Worldwide on the creative. In September, a feature-film style trailer, “Cantina,” revealed a glimpse of the new Most Interesting Man in the World (racing through Bangkok streets arm-in-arm with a pig, among other exploits). Soon after, the full-length commercial further illuminated how the new character is still timelessly masculine, yet edgier and more daring.

Andrew Katz, VP of Marketing for Dos Equis, explains that in focus groups when testing the new creative, research zeroed in on “interesting” itself. “Our research shows that 84% of men think that what is interesting today is different from what was interesting a decade ago,”

notes Katz. “The evolution of the Most Interesting Man campaign represents a relevant and fresh way for Dos Equis to connect with our guy and the world he lives in today.”

In short, rather than resisting or fearing change, Dos Equis is embracing it. The logic is sound: Similar to superheroes and superspies, fans are accustomed to and enjoy different takes on the same character. Dos Equis is reinvigorating and modernizing The Most Interesting Man in the World with a fresh face to showcase a character who reflects what is interesting to today’s Dos Equis drinker.

## New Face, Broad Reach

Actor Augustin Legrand is the new face of the long-running campaign, bringing a contemporary twist to the legendary character. “Our search spanned multiple continents—a must for finding the Most Interesting Man in the World—and included thousands of auditions,” says Katz. “We were successful in identifying precisely the right person to embody our ‘Stay Thirsty’ mindset and the ongoing pursuit of interesting tastes and experiences.”

Katz adds that the TV ads are only part of the campaign, which

aims to connect Dos Equis to current and new fans. “The Most Interesting Man campaign has always been an integrated, holistic platform for Dos Equis, and it will continue to be the same as we undertake the latest evolution of the campaign,” says Katz. Additional elements will include Most-Interesting-Man-themed point-of-sale materials; experiential programming (sweepstakes, contests, where legal); and social media.

“Dos Equis speaks to LDA+ consumers who fuel their desire for memorable experiences and a life less ordinary,” notes Katz. “As such, social media is a critical component of our campaign and we are continually evolving to engage our fans with exclusive content where they live—online.” October’s launch was supported by social integrations on Snapchat, including a national “lens” of The Most Interesting Man in the World available for College Football Game Day on October 22<sup>nd</sup>.



With more than 3 million fans on Facebook plus a strong Twitter and YouTube presence, the new, improved hero of the Most Interesting campaign promises to be well-represented on the internet as well as the airwaves—driving even more beer lovers to “Stay Thirsty” and seek out Dos Equis. ■



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