

# Rhode Island

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*How Beer, Wine & Spirits Get To The Marketplace*

# THE BEVERAGE JOURNAL

NOVEMBER 2016



**SHERRY 101:  
BACK TO BASICS**

**FINE COCKTAILS MEET  
FINE DINING**

**CELEBRITY WINES GLAM IT UP**

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The largest compilation of beverage alcohol price and brand information.

### HOW BEER, WINE AND SPIRITS GET TO THE MARKETPLACE



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# MARKETPOINT

November takes us to 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. 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; featured **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.
- "Around Town," "Retail Review," "Vineyard View" and "Serving Up" all peek inside the **local** market.
- Don't be left out. Email or call the Editor with **your news**, whether you're a wholesaler, on-premise or off-premise subscriber. We want to know what's going on.
- What could make your **selling** or **shopping** easier? Our all-included tools on the trade website, alongside each print edition. Search, shop, find ratings, make sell sheets, place orders and more. If you haven't seen what we offer, please ask us to show you. It's 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.”

**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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NEW



# THE ICE AGE IS UPON US

BY LEN PANAGGIO



Throughout our presidential race, global warming and climate change have been hot-button issues. While I am not going to debate the merits of this argument, I wanted to point out that we are currently experiencing an Ice Age! This has nothing to do with climate, but rather with our bars and our mixologists.

Mixologists are constantly looking under every rock to add pizzazz to their programs. Seems that while ice was never top of mind in the past, things have certainly changed. Ice is something we all have taken for granted, to some extent. It is a food product, hence subject to local health department regulations.

We must keep our machines clean, especially the bins, and the smart operators have filters on their machine to extract impurities. We all know that our water is loaded with stuff that can potentially hurt those expensive pieces of equipment. Some of us have crushed ice machines, but they are primarily used in the kitchen for creating beds for shellfish and the like.

Many bartenders who use crushed ice for some of their signature drinks swear by hand crushing the ice. Apparently, this keeps the ice “drier,” unlike the crushed ice we get out of the machines, which, if you think about it, is somewhat wetter? Go figure.

We have embarked on a new chapter of beverage programming ... how ice technology affects cocktails. First, there are ice molds that allow ice to come in many shapes. One of the problems facing establishments is that they will now need a freezer behind the bar, albeit a small one, to hold this new bar product.

The shape I am seeing a lot of right now is spherical, perfect for

the brown whiskies that are also on fire: bourbon and Scotch. There are actually some suppliers that provide the equipment to make spherical cubes, ask your salesperson. Then, there are the square shapes, both large and small that create added interest in drinks on the rocks. Often, one special cube is all it takes.

Another interesting variation is the addition of colors and food products to shaped ice ... think JELL-O shots!! The various uses for ice have been around for years; ice carvings have been popular for a while, but now they are in extremely high demand. And, haven't we all been to an event where an Ice Luge is present? And, the actual ice bars – yes, bars made out of ice and with the explosion of sushi and raw bars, a perfect and novel platform for a catered event. The bonus? You don't have to pack it up and take it away!

There is an enormous increase in the use of shaped ice for different drinks. Sharp operators will take the time to investigate this movement as it is a real trend not to be ignored, and explore how this phenomenon can be incorporated into your bar. There is a company in Norway marketing ‘luxury’ ice made from the Svartisen Glacier. Expensive, but as their ad says, if you are charging \$50-\$75 for a drink served in a crystal glass, the ice should be as luxurious as the drink.

That may be over the top, but I hope you are getting the picture. The world of ice is changing and we need to be on board. A chilling thought as we move closer to winter, but, as I always proclaim, our guests are expecting us to have a vibrant restaurant program, both in the front and back of the house.

Happy Thanksgiving!



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## ABOUT LEN PANAGGIO

BEVERAGE CONSULTANT

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




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# Horizon Beverage Showcases Fine Wines at Vintech Event

Horizon Beverage Company of Rhode Island and their Wine Marketing Division held an intimate wine tasting at Siena Restaurant in East Greenwich on September 12. The event, Vintech 2016, featured imported and domestic wines. Accounts had the opportunity to taste through the higher end offerings and speak with managers, ambassadors and representatives about the wines.





1. Jeanne Cabral, Director of Sales, Heitz Wine Cellars.
2. John Carey, NE Sales Manager, Duckhorn Wine.
3. Sean Barrett, National Sales Ambassador, Grgich Hills Estate.
4. Allen E. Papp, Director of Sales, Darioush Vineyards.
5. Scott Gould, Director, Bond Estates.
6. Kathi Weisbecker, Sales Manager, American Estates.
7. Kevin Carriker, Owner and Partner, Kobalt Wines.
8. Michael Updegraff, Managing Director, Lail Vineyards.
9. Jennifer Lamb, Proprietor, Herb Lamb Vineyards.
10. Michael Torino, Vice President, Ridge Vineyards.
11. Susan Citron, Brand Ambassador, Spottswoode Estate.
12. Monika Kaufman, Regional Director, Armand De Brignac.
13. Marta Rich, Partner, Talisman Vineyards.
14. Peter Curry, District Manager, Banfi.
15. Franck Girard, Sales Manager NE Region, Albert Bichot.
16. Christine Patric, Horizon On-Premise Specialist, Constellation Brands.
17. Shane Lessard, Sales Manager and Partner, Folio Fine Wine.
18. Jamie Corcoris, District Manager, Terlato Wines.
19. Chris Newman, NE Regional Sales Manager, Crimson Wine Group.
20. Tom Gannon, Regional Manager, Spire Collection.
21. Scott Leverenz, Regional Manager, Kobrand.

# MS Walker Presents 2016 Fine Wine and Spirits Experience

The Omni Hotel in Providence welcomed MS Walker and its guests for the 2016 Fine Wine and Spirits Experience on September 19. The trade tasting consisted of the two seminars “How to Taste Fine Wine” and “Making Gin Great Again.” Domestic and imported

fine wines, spirits and beers were available to taste while trade guests spoke with representatives to further their knowledge about the products. Appetizers accompanied the many tasting selections spread between multiple rooms at the Omni.





1. Justin Sullivan, Assistant General Manager; Kathleen Stadler, Marketing Coordinator; Brett Allen, General Manager, all from MS Walker.
2. Staci Smith, State Manager, Mionetto USA.
3. Barbra Reddish, Principal, ViaVino Tastings; Heather Carbone, Sales Manager, Corvo.
4. Jamie Corcoris, District Manager, Terlato Wines.
5. Lindsay Cox, NE Regional Manager, Domaine Select.
6. Marthinus van der Vyver, NA Manager, Ken Forrester Wines.
7. Steve Intoni, Key Account Manager, Bronco Wine Company.
8. Keith Harvell, Regional Manager, Piccini.
9. Bill Cartier, National Sales Manager, Culitos.
10. Marthinus van der Vyver, NA Manager, Ken Forrester Wines.
11. West Stone, Regional Sales Manager, Mexcor.
12. Jessyloo Rodrigues, Brand Ambassador, Caledonia Spirits.
13. Kristin Loehning, NE Regional Manager, Lucas Bols USA.
14. Thomas Lezynski, Regional Manager, Matchbook Wine Company; Nate Saywell, Fine Wine Sales Manager, MS Walker.
15. Chelsey Walton, Sales Representative, Black Infusions and Michael Davidson, CEO, Black Fig Vodka.
16. Geoff Curley, Founder, Gin Lane 1751.
17. Johnny Egan, Area Manager, Vertical Spirits.
18. John Henry, Partner, El Buho Mezcal.
19. Karie Morehouse, Sales and Paul Kozub, President, V-One Vodka.
20. David Eber, President, Santa Maria Imports, LLC.
21. Charlene Leinonen, Brand Ambassador, Western Spirits Beverage Company.
22. Jennifer DiDomizio, Sales Manager, Long Meadow Ranch.
23. Deborah Clark and Patricia Allen, Brand Ambassador, Merriam Vineyards.
24. Joe DiMarco, Representative and Giuseppe Santarelli, NA Manager, Avignonesi-Gruppo Classica.
25. Amber Crown, NE Territory Manager, Negotiants USA.
26. Emma Bzdafka, Sales Manager, Justin & Landmark Vineyards.
27. Sam Ghannam, Merchandiser, MS Walker Imported Brands.



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

# Best Beverage Fall Tasting Pairs Oysters with Fine Wines

Best Beverage hosted its annual Fall Trade Tasting at its Carpenter Street office in Pawtucket on October 3. The event featured farm-fresh oysters from Narragansett's Walrus and Carpenter Oysters to accompany the many selections of fine wines from Best Beverage's portfolio.



1. Bryan Hoffman, Sales Manager, Best Beverage; Fatima and John Pereira, Owners, Best Beverage.
2. Van Potts, Owner, Preston-Lane & Partners.
3. Lisa Strausser, New England Sales Manager, Kermit Lynch Wine Merchants.
4. Gonzalo Bertelsen, Managing Director, Finca el Origen; Mark Raymond, New England Regional Vice President, Carolina Wine Brands.
5. Donna Hutchinson, Cynthia Hurley French Wines; David Sherman, Account Executive, Best Beverage.
6. Rute Goncalves, Portuguese Wine Specialist, Broadbent Selections.
7. Magnolia Ramos, Brand Ambassador, Global Wines Portugal.
8. Jack Cunha, Account Executive, Best Beverage.
9. Paul Flynn, Regional Sales Manager, Evaton.
10. Daniel Bachilla, National Sales Manager, Terre Rouge Easton.
11. Rick Pignataro, National Sales Director, Angelini Wine.
12. Leah Winship, Account Executive, Best Beverage.
13. Natalie D'Alessandro Volpe, NDV Wine Agents.
14. Kurt Reming, New England Regional Sales Manager, Premium Port Wines, Inc.
15. William Hayde of Pierazuoli Winery and Picollo Ernesto.
16. Walrus and Carpenter oysters were featured accompaniments.



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



# Third Annual New England Whiskey Fest Pours Samples, Raises Funds

The New England Whiskey Festival hosted at Twin River Casino in Lincoln returned for its third year. An opening night dinner on September 30 was held at Fred & Steve's Steakhouse, with regional bartending talent creating cocktails to accompany the cuisine. William Grant & Sons sponsored the opening night dinner, showcasing whiskeys from its portfolio such as Glenfiddich, The Balvenie, Tullamore Dew and Hudson. The grand tasting event, on October 1, was met by more than 1,100 whiskey fans who enjoyed sampling and learning about the featured whiskey brands. A stage demo called "Flippin' Out for Whiskey" featured flair bartending and whiskey creations. "Wicked Wings of Fire," a chicken wing eating contest, food and entertainment were also among the event

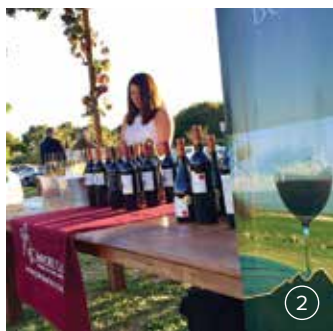
offerings. Allan Roth, Glenfiddich Ambassador; Mike Reppucci, Founder of Sons of Liberty and Michael Lester of MS Walker also presented during the festival. A portion of event ticket sale proceeds benefitted the RI Hospitality Association Education Foundation.



- Opening night dinner was sponsored by William Grant & Sons, Connecticut's Corey Boderenko, Partner, Highland Brass Co.; Kat Dacier, Bartender, Twin River Casino; Rhode Island's Willa Van Nostrand, Owner, Little Bitte Artisanal Cocktails; Connecticut's Carl Summa, Owner, Enlightened Spirits; Patrick McDonald, Bar Manager, Central Provisions, Portland, Maine; Frank Martucci, Director of Beverage Operations, Twin River Casino and Boston's Jared Sadoian, Bar Manager at The Hawthorne and Brand Ambassador at Tequila Fortaleza.
- Brown-Forman and Twin River Casino also presented "Take the Pledge" to drive safe and sober, gathering signatures from all participants.
- Frank Martucci, Director of Beverage Operations, Twin River Casino and Mike Lester, On-Premise Manager, MS Walker.
- Bryan Ricard of Sons of Liberty.
- Isaac C. Perez, New England Regional Manager, Frederick Wildman & Sons; Michael Lester, On-Premise Manager, MS Walker.
- Patrick Cull, Cicerone, Beer Barrel & Koval.
- Donald Jean, Off-Premise Manager, Brown-Forman; and Kristy Bouchie, Brown-Forman..
- Rebecca Frechette and Crystal Howard, Highland Park.
- Will Boynton, Marketing, Horizon Beverage, showcasing Serpent's Bite.
- Mike Reppucci, Founder, Sons of Liberty Spirits Company.
- Michael Bauchspies, Marketing, RI Distributing with Balvenie.
- Deedra Cetoute, Bruichladdich Single Malt Scotch Whisky.
- Molly Peabody and Amanda Leandro, MS Walker, Old Pulteny.



More images can be seen at [thebeveragejournal.com/new-england-whiskey-fest-2016](http://thebeveragejournal.com/new-england-whiskey-fest-2016).



**JC IMPORTS POURS TASTES FOR CHARITY**

JC Imports, in conjunction with Steve Glegg of Geaber's Liquors, sponsored a tasting event to benefit Monsignor Clarke School in Wakefield on September 16. During the event, JC Imports showcased Viña Las Perdices, Viña Chocalan, Rutini Wineries, Penedo Borges Wines, Bodega Otaviano and Calcu Wineries. Geaber's Liquors donated one dollar from each bottle of JC Imports wines sold to the Monsignor Clarke School.

1. JC Imports showcased its wines to benefit Monsignor Clarke School of Wakefield.
2. Sharon Alcocer, Regional Sales Manager, JC Imports during the event.
3. Sharon Alcocer, JC Imports; Carlos Figeroa, Owner, JC Imports; and Milton Monzon, Commercial Director, JC Imports, setting up a display table.
4. Carlos Figeroa, Owner, JC Imports with Robert Elias, Sales Representative, JC Imports.

**JOHNSON BROTHERS HOSTS FALL BUYER'S SHOW**

Johnson Brothers of North Kingstown hosted their fall trade show at Twin River Casino on September 14. The event featured imported and domestic wines, spirits and craft beers, along with non-alcoholic products. Trade guests were able to speak with brand managers and sales representatives to learn more about the featured selections, while an Iron Chef Competition highlighted local culinary talent.

1. Peter Ioannou of Nestor Imports sampling the Greek wine portfolio with Erica Lass.
2. The Iron Chef Competition named David Ashworth of Mile and a Quarter as first place winner, David Dasnebedian of Red Stripe East Greenwich as second place winner and Todd May of Twin River Casino to the third place slot.
3. The Johnson Brothers of Rhode Island fall 2016 trade show.
4. Keith Miranda, President, Johnson Brothers of RI and David Baker of Connecticut's Litchfield Distillery featured the new Litchfield Bourbon, Double Barrel Bourbon and Port Cask Bourbon. Litchfield Distillery launched with Johnson Brothers in September.

# *Festivo!*

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# Annual Newport Wine and Food Festival Shines Spotlight on Taste

Consumers and trade professionals gathered on the grounds of The Marble House for the 11th annual Newport Mansions Wine & Food Festival on September 24 and 25. The four-day event began on September 22 with a Bordeaux wine dinner at The Elms lead by Robin Kelley O'Connor, Wine Educator; Chef Frank McClelland from L'Espalier in Boston and Jean-Paul Bignon of Chateau Talbot

in France. On September 23, The Rosecliff Mansion hosted the Wine & Rosecliff Gala. The weekend's grand tastings concluded the event where guests, trade and winery representatives gathered to present and sample wines from around the world alongside local culinary creations. Forty 1° North in Newport hosted an after-party with cocktail specials and a local cocktail competition.





1. The 11th Annual Newport Mansions Wine & Food Festival.
2. Andreana Dermatis and Nikki Gorman of Blackstone Caterers greeting guests with Robert Mondavi white wine upon entering the festival.
3. Dan Sigel, Northeast Regional Manager, Royal Wine Corp. pouring Castel Grand Vin of Jerusalem.
4. Mitchell Weissberg, Senior Field Sales Manager in NH/VT, Constellation Brands.
5. Frank Dest, District Manager CT/RI, Santa Margherita USA.
6. Brett Allen, General Manager, MS Walker; Valentina Abbona, Marchesi Di Barolo Vineyards; Ian Magiros, On-Premise Key Account Specialist, MS Walker.
7. Chris DiFazio of Trinchero Family Estates.
8. Milton Mezon, Commercial Director, JC Imports Co., with Sharon Alcocer, Regional Sales Manager, JC Imports Co.
9. Michael Delatizky, Brand Manager, Kobrand with Vanessa Donez, Public Relations, Kobrand.
10. Jonathan Hetz, Wine Consultant, Quigley Fine Wines with Dana Wright, Quigley Fine Wines.

11. Molly Peabody, Sales, MS Walker with Christina Randall, Sales, MS Walker.
12. Evan Merriam of Merriam Vineyards.
13. James Anci of Round Pond Estate.
14. Augusto Gabriel, Territory Manager, MundoVino, a member of The Winebow Group.
15. Kurt Reming of Premium Ports.
16. Kristin Denice and Debbie Noonan, Jonathan Edwards Vineyards of Connecticut.
17. Marthinus van der Vyver, Country Manager North America, Ken Forrester Vineyards of South Africa.
18. Amanda Leandro, Frederick Wildman & Sons.
19. Gabriel Baigorria, Bodega Mi Terruño, Mendoza, Argentina and Sage Cellars Sales Associate, Andrew Doolan.
20. Paul F. Monte, Jr., National Sales Representative, Laureate Imports Company, Inc.
21. Marlene Torres of Constellation Brands pouring samples of Meiomi Wines.
22. Heather Seefeldt and Ali Yakich, Bristol Assistant Manager and Sommelier, Bristol Restaurant and Bar.



**GUESTS ENJOY CIGARS AND SCOTCH AT NEWPORT EVENT**

Rhode Island Distributing Company hosted a trade and consumer event featuring products from The Balvenie Distillery on the rooftop patio at Hotel Viking in Newport on September 14. The Balvenie 12-Year-Old, 17-Year-Old and 21-Year-Old, along with Glenfiddich 14-Year-Old, 15-Year-Old and 21-Year-Old were featured at the event tasting. Brand ambassador for Balvenie East, Gemma Paterson, led a tasting of the spirits.

1. Gemma Paterson, Brand Ambassador, Balvenie East.
2. Hand-rolled cigars accompanied The Balvenie and Glenfiddich selections.
3. The featured Scotches during the event.
4. Guests during Rhode Island Distributing's Scotch event on the rooftop at Hotel Viking.



Photos by Chris Almeida.

**BARREL EXPRESS OFFERS KÖLSCH IN NEW CAN SIZE**

Barrel Express of RI now offers the German beer, Reissdorf Kölsch, in a new can size: 16.9 fl. oz. (500 ml). The ale from Cologne, appellation d'origine contrôlée, was described by the late and renowned beer writer Michael Jackson as having a "minty, hop aroma; sweet, vanilla-like, malt flavors and a crisp, dry, cedar finish."



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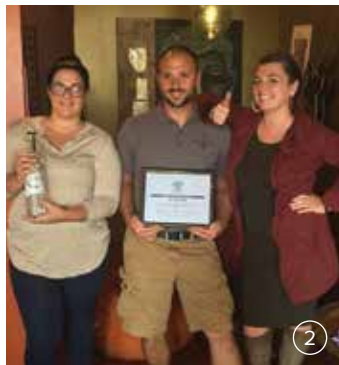


**CELEBRATING THE BEST IN THE HOSPITALITY COMMUNITY**

*Photo: Kizirian Photography*



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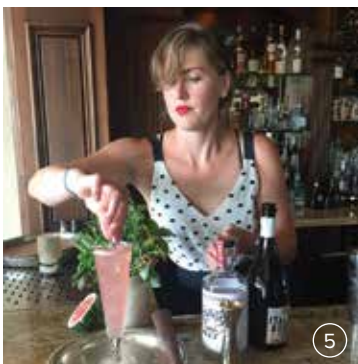
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## SNOW LEOPARD VODKA HOSTS BRAND-BUILDING EVENTS

Snow Leopard Vodka, which launched in the state in July, hosted a series of brand events in a variety of settings. Founder of the brand, Stephen Sparrow, worked with representatives from Edrington and Rhode Island Distributing Company for brand trainings at on- and off-premise accounts, consumer events and community service events. Proceeds from the vodka's sales and local events help benefit conservation efforts of endangered snow leopards via its Snow Leopard Trust UK non-profit.

During August and September, the Snow Leopard Vodka "Million Dollar Survival Fund" raised more than \$1,000 among the 11 participating establishments. Westerly's Perks & Corks Café sold the most Snow Leopard martinis over the two-month period. "Cocktails and Conservation" events, hosted by Sparrow at Hotel Viking in Newport, New Harvest Coffee and Spirits in Providence and Bellevue Wine and Spirits in Newport, featured a martini "how-to" seminar, Snow Leopard vodka tasting and silent auction. On September 19, despite the inclement weather, Jason Kindness, Manager at Newport's Revolving Door, joined the Snow Leopard team during a beach clean-up at Second Beach in Middletown, with conservation group Clean Ocean Access.

1. Snow Leopard Vodka Founder Stephen Sparrow leads a seminar at Hotel Viking on September 13. Snow Leopard Vodka is made with rare spelt grain, natural spring water and is distilled six times, under supervision of Master Distiller Joanna Dawidowicz.
2. Samantha Wise, Bartender, Perks & Corks Café; Bryan Keilty, Owner, Perks & Corks Café; and Kayleigh Speck, Brand Activator, Edrington Americas. Perks & Corks Café sold the most on-premise Snow Leopard Vodka martinis during the launch fundraiser. Participating accounts: The Breachway Grill, Charlestown; BLU On The Water, East Greenwich; Cap'n Jacks Restaurant, Wakefield; The Grange, Providence; Malt, Newport; Perks & Corks Cafe, Westerly; The Revolving Door, Newport; Tavern on Broadway, Newport; Trio, Narragansett; TwoTen Oyster Bar and Grill, South Kingstown; Ogies, Providence.
3. A Snow Leopard Vodka display at Haxton's Tollgate Liquor in Warwick. Snow Leopard Vodka's new bottle style will be launching later this year.
4. The service team at TwoTen Oyster Bar and Grill, South Kingstown after brand training.
5. Bartender Willa Van Nostrand mixes up a "Dandy Lion" cocktail at The Chanler, Newport.
6. Cleaning up Second Beach with Clean Ocean Access. Jackie Connetti, Innovation and Market Manager RI, Edrington Americas; Jason Kindness, Manager, The Revolving Door; Kayleigh Speck, Brand Activator, Edrington Americas; and Snow Leopard Vodka Founder Stephen Sparrow.
7. Snow Leopard Vodka Founder Stephen Sparrow and Jackie Connetti, Innovation and Market Manager RI, Edrington Americas after the Second Beach clean-up effort.
8. A cocktail display at New Harvest Coffee and Spirits in Providence.





**SONS OF LIBERTY SPIRITS COMPANY RELEASES APPLE FLAVORED WHISKEY**

South Kingstown's Sons of Liberty Spirits Company extended its seasonal line of whiskeys with the new Gala Apple Whiskey. Sons of Liberty used more than 9,000 gala apples from Blue Hills Orchard of Wallingford, Connecticut and Drazen Orchards of Cheshire, Connecticut to make its seasonal whiskey. The apples were brought to New England Cider Company, also in Wallingford, where they were shredded into a sauce-like mash, called pumice, then pressed to extract juice from the fruit. The juice was then blended with barrel-aged whiskey made for this release.



**EMERIL LAGASSE GOLF CLASSICS RAISES SCHOLARSHIP FUNDS**

The 14th Annual Emeril Lagasse Golf Classic was held on September 18-20 at the Newport Country Club and the Wannamoisett Country Club, where representatives from the hospitality, food service and culinary industries raised more than \$400,000 to benefit the Johnson and Wales University (JWU) College of Culinary Arts. Over the years, Emeril Lagasse, JWU Class of 1978, has helped raise nearly \$6 million to contribute to his alma mater. Participating sponsors included Goslings Rum, Keel Vodka, Narragansett Beer, FIJI Water, Jacquart Champagne and many others. During the golf classic, 12 Johnson and Wales students from four of its campuses were recognized for the Emeril Lagasse Scholarship. Of the 12 students, Genoa Donaldson, Emily Rondeau and Caroline Snyder, from the Providence Campus Class of 2017 were awarded the scholarships. Guests enjoyed cuisine and beverages prepared by Johnson and Wales students and faculty, with "Oktoberfest" and "Sustainable Rhode Island" themes.

Chayil A. Johnson '17; Kiara Patrice Whitehead '17; Ricca Chelsi Dadulla Palero '18; Matthew David Zoe '17; Mia Kianni Williams '17; Chef Emeril Lagasse '78; '90 Hon.; JWU Chancellor John J. Bowen '77; Tournament Chairman Stephen J. Caldeira '07 Hon., JWU President Mim L. Runey, LPD; Ashlee Redger '17; Keonna C. Yearwood '18; Yessica Marleny Perez '17, Sephora Dubreuze '17; Caroline Snyder '17; Genoa Donaldson '17 and Emily Rondeau '17.

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# The Purple Cat Vineyard & Winery

## The Purple Cat Vineyard & Winery Brews Up Business

Cider, wine — and soon beer will expand its base

BY NANCY KIRSCH

The Purple Cat Vineyard & Winery, which opened December 12, 2014, is a testament to the beloved and long-running Purple Cat Restaurant, which closed more than a decade ago. “We wanted to take the name and carry it on,” explained Dan Ribeiro, co-owner of The Purple Cat Vineyard & Winery with Kevin LaVoie, whose family had owned the restaurant. “We took something that was old ... and made it new again.”

The winery’s experienced vintner, Andrew Gold, makes several white wines, including a Pinot Grigio, a Riesling, a Vidal Blanc, a Chardonnay, Betty’s Blush— “reminiscent of a White Zinfandel,” and a Rosé. Reds include a Merlot and Trolley Car Red, a blend of Merlot and several red varietals.

Although they have planted three-year-old grapes and cleared more land for planting, the owners say they do not envision ever growing enough grapes to make estate wines. Their grapes come mainly from Portsmouth and Middletown vineyards

in Rhode Island, with others from a Napa Valley, California vineyard.

The winery, which produces a hard cider made from Rhode Island apples, is considering experimenting with cranberry and blueberry wines. A sparkling Riesling, a Champagne-style wine, and a sparkling rosé are “two new wines that we’ll sell this winter,” said Ribeiro, who noted overall wine production in 2016 was twice that of 2015.

“We like to put [out] a product that has mass appeal,” Ribeiro added, noting that their wines have been well received by customers. As the Purple Cat Vineyard & Winery is not far from the Connecticut Wine Trail, they also draw customers from nearby Connecticut and Massachusetts.

The winery, which employs six individuals, sells most of its wines onsite. “We don’t have inventory levels high enough to supply multiple locations; to be honest, as fast as we can make it, we’re selling it,” he said.

Before Ribeiro and LaVoie bought the nearly 40-year-old, 11,500-square-foot building, it had housed an indoor mall, flea market and party store. The winery’s tenants - the Philanthropy Tea and Coffee Company, which hosts a café, and the Theater Company of Rhode Island -

attract visitors, as do its dueling pianos’ competitions, open-mic nights, shows and family festivals.

“We do have wine tastings, but we’re not trying to focus people’s attention on wine; we want them to come in for family events,” said Ribeiro. Open seven days a week, the venue - with a purple piano, purple walls and purple accents everywhere - includes a small shop and tasting room, a TV room, the Meow Room for parties and showers, and the Purple Cat Playhouse (separate from the Theater Company of Rhode Island) for fundraisers, larger parties and concerts.

The company continues branching out into other venues to draw more customers, including building an onsite brewery. ■



Dan Ribeiro, Owner, The Purple Cat Vineyard & Winery.



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# Wildwood Liquors

BY SAVANNAH MUL

**W**ildwood Liquors is situated right between Interstate 95 and Route 138. Owner Ed Russell said the storied “location, location, location” has indeed shaped the business into a “friendly and trusted shop for locals” and a convenient stop for vacationers coming through the highways.

Shoppers are greeted by an open space layout with wide aisles and good visibility, along with a large chalkboard above the register showcasing new products, store tastings and featured brands. The concept was designed by Russell’s wife and business partner, Kimberlie Rayner-Russell.

“Customers like the space,” Russell said. “The breadth of products [we carry] in part, reflects what our customers like,” he said. “We have to have discipline of what comes in and what comes out.”

Rayner-Russell has been the face behind implementing that discipline as she studies the trends, the sales figures and pays attention to what people are asking for on a weekly, sometimes daily, basis. With the explosion of flavored vodkas, aged whiskies and bourbons, innovative craft



Owners Ed Russell and Kimberlie Rayner-Russell.



## LOCATION

5 KINGSTOWN ROAD  
WYOMING, RI

## FACTS

SQUARE FOOTAGE: 1,800  
YEARS IN OPERATION: 8

beers and emerging wine varietals, the owners say it is a “constant shuffle game” of keeping what sells, removing what doesn’t, analyzing the market and anticipating shopper preferences.

The owners rely on in-store tastings to see how customers react to a certain brand. “As we get closer to our customers, we’re trying to respond to them. The combination of flavors in the market [puts] more pressure on shelf space and when we introduce a new product, we want to offer customers a taste,” he said.

One trend Rayner-Russell is not yet ready to scale back on is rosés. She commented on the store’s large variety and high summer sales and doesn’t believe this wine is just for the summer season anymore. “As long as we’re selling it, we’ll keep getting it,” she said.

Russell explained an interesting demographic trend in their store over the past few years, and believes other retail

owners may also be witnessing it as well. Generally speaking, millennials are more experimental in their purchases, from craft beers to hand-crafted spirits and different wines, juxtaposed with older customers, who are more loyal to a certain product and repeat that purchase each visit.

Wildwood Liquors stocks approximately 500 active SKUs of beer, wine and spirits. Depending on the season, Rayner-Russell said beer and craft beer make up a majority of the store’s sales with wine and spirits following closely behind. She said that stocking small novelty items, such as wine-themed napkins, magnets, sodas, limes, lemons, cigars, corkscrews and bottle openers, add convenience to the customers’ shopping experience while giving Wildwood Liquors additional store sales.

“People like different things,” Russell added. “We’ve developed a great customer base and our focus is on building our personal relationships with them.” ■

FEATURE  
YOUR STORE



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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.*

# COCOA CREATIONS *for your* SEASONAL MENU



BY MARC DEMARCHENA, M.A.T., WSET, FDRP, SWE, ASSOCIATE PROFESSOR,  
JOHNSON & WALES UNIVERSITY, COLLEGE OF CULINARY ARTS, PROVIDENCE.

guest columnist  
MARC DEMARCHENA

“Oh, the weather outside is frightful, and the fire is so delightful.” As that first chill in the air hits you, we are reminded to brush up on our hot beverage menus for the season’s shift. Does your beverage menu feature a hot chocolate drink? A hot chocolate drink for adults only? With all the excitement happening behind today’s bar, hot cocoa could be our next crafting opportunity.

Making a seasonal, custom hot cocoa recipe, tailored to your clientele, can open an exciting hot spot on your beverage menu. You can adapt a recipe, add a twist and craft a drink to meet your niche while energizing the guest experience.

Cocoa’s folk lore speaks of a powerful history that hints at magical properties. Accolades such as aphrodisiac, mood-enhancer, antioxidant stronger than red wine, and its Latin name, “Theobroma Cacao,” (translation - food of the gods), suggest there is goodness to be found in those lovely cacao beans.

Originally discovered in Venezuela, this tropical treat is cultivated in such exotic lands as Ghana, Madagascar, Trinidad and Indonesia. Cocoa’s three main species are Criollo (the rarest), Forastero and the hybrid named Trinitario. Similar to coffee, cocoa’s flavors can vary by species and place of origin. But alas, the two processing methods, natural and Dutch, also impact cocoa into fruity, acidic or darker, earthier styles respectively.

Once you have selected your cocoa, you will need a sweetener to make it delightful. Cane sugar rules this part of the recipe, but agave, honey, or maple syrup can be amazing alternatives or accents to your drink.

Of course, what would hot cocoa be without milk? Don’t skimp, only whole milk will do to achieve the luxury needed for this drink. Energize your hot cocoa further by steaming your milk to order. Combine your espresso machine’s steaming skills with your new hot cocoa

recipe and you are well on your way to deliciousness.

## **NOW, MAKE IT YOURS!**

Take advantage of the whole world of spice that’s just waiting to make your guests crave your chocolate elixir. Consider a touch of clove, nutmeg or cardamom to give your drink some old world flair. Bring on the cayenne and cinnamon to add the heat of Latin America, even ginger. When you design the recipe, you set the tone for your business, event or occasion.

## **PRESENTATION.**

A steaming mug is what most people think of when ordering a hot cocoa. You might follow that train of thought, or consider energizing all your fine work into the perfect glass. Sell your cocoa creation in a stemmed glass. The dark, chocolaty drink layered with a foamed top will dazzle your guests as it travels to the table.

## **HOT COCOA FOR THE WHOLE FAMILY.**

You can further this drink’s temptation by exploring flavored syrups from the Monin company. Vanilla, hazelnut or caramel flavorings give your staff the opportunity to up-sell within the non-alcoholic beverage segment. Consider garnishing your drinks with individual candy pieces.



**GUEST COLUMN**  
CONTINUED ON PAGE 34



# IT DOESN'T JUST HAPPEN, IT TAKES HARD WORK

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



The RI Hospitality Association doesn't work for anyone other than the industry as a whole. We are a non-profit with a small staff that takes on the enormous weight of the legislative battles we face each year, in addition to teaching and training an emerging and existing workforce. We are a handful of dedicated professionals who live, breathe and love this industry.

We do our homework. We have our ear to the ground. We lobby at the State House and we continue to build important relationships for the betterment of our industry. We do everything possible to make sure that Rhode Island's vibrant and economically-important hospitality industry is protected and respected.

Our hard work translates into a robust industry and a robust membership base. However, my colleagues and I from up and down the East Coast have noticed that membership is leveling off. As we successfully fight against damaging legislation, members feel that things are safe and they no longer need to invest in RIHA and their future.

What am I hearing when I talk to prospective members? "None of that legislation passed last session, so we're in good shape." As a registered lobbyist for more than 28 years and someone who has been at the State House in some form or another for three decades, believe me when I say, anything can change – and it often does.

Each session, we track hundreds of bills that could impact the hospitality industry. However, legislation can be introduced in the final moments – and it often is. Unless we have a robust, unified presence at the State House, we can miss critical opportunities to defend our industry.

The ongoing attack against RI's hospitality industry through egregious legislation is a perpetuating, cyclical plan put in play by out-of-state organized groups who are trying to fundamentally change our business model. Last session, RIHA was able to defeat several pieces of legislation that would have drastically affected our industry.

Most notably and importantly, a scheduling mandate that would require employers to provide a written schedule 14 days in advance. If an employee had to make a change to his/her schedule, the employer would face penalties. Mandated paid leave would have required employers to provide paid sick and safety leave time up to a maximum of 56 hours a year.

A *Minimum Wage Increase* would have raised the minimum wage to \$10.50 in 2017 and \$11.00 in 2018. *Fair Pay Legislation* would have required employers to prove that employees doing "substantially similar work" but not getting the same wage are not

being discriminated against due to their gender. Workplace Bullying would have allowed disgruntled employees to bring claims against employers for so-called "workplace bullying."

RIHA's work to deter the efforts of these out-of-state, organized forces is a positive for the hospitality industry as a whole. But, this fight is not over – far from it. While we were successful, the well-funded organizations behind this legislation are coming back with a new set of proposed bills.

Hospitality continues to be an impactful and important economic driver in our state. We want it to remain a vital cornerstone of our state's economy, giving thousands of folks meaningful jobs. We cannot win these legislative battles without the commitment of everyone in our industry.

If you or someone that you know is not a member or has recently dropped membership, I encourage you to sign back up and do everything you can to get your colleagues to join RIHA. The consequences of failure will be devastating to our entire industry. Simply put, you can't afford NOT to be involved.



## LEARN MORE

For anyone interested in learning more, please visit [www.restaurant.org](http://www.restaurant.org)



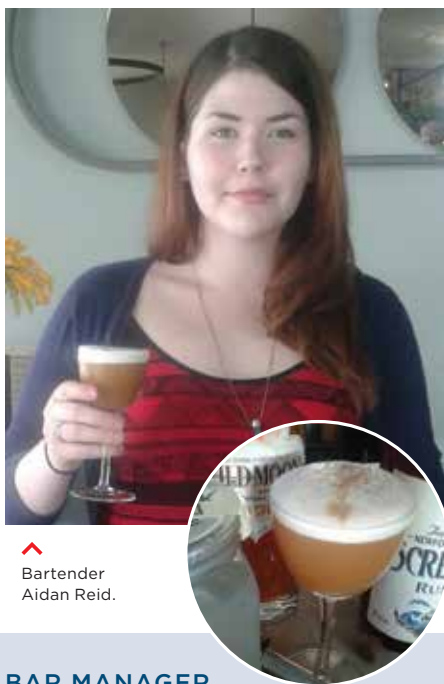
### ABOUT DALE J. VENTURINI PRESIDENT & CEO, RI HOSPITALITY ASSOCIATION

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

## BYWATER

54 STATE STREET  
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Bywater's menu is a coastal New England interpretation of Old World flavors and techniques, from raw oysters and low country pickled shrimp to seared sea scallops with melon and brown butter. Their seasonal cocktail list aims to be just as thoughtful.



▲  
Bartender  
Aidan Reid.

## BAR MANAGER

Morgan Kaegael

## COCKTAIL

Chai Flip

## RECIPE

To shaker, add:

- » 1 oz. egg white
- » 1 oz. Newfoundland Screech Rum
- » 3/4 oz. Wild Moon Natural Chai Spice
- » 1/2 oz. homemade cardamom/cinnamon-infused simple syrup

Shake. Serve straight up in Nick & Nora glass. Garnish with El Guapo Chicory-Pecan Bitters and freshly grated nutmeg.

Kaegael said the cocktail tastes like a "chai-spiced rum punch," calling it "perfect" for autumn.

## GUEST COLUMN

CONTINUED FROM PAGE 32

Imagine a Ghirardelli-cocoa-based drink served with an individually-wrapped Ghirardelli candy.

**NO, HONEY. THIS IS MOMMY'S HOT COCOA.**

Don't let the kids have all the fun. Your bar has plenty of partners to play in the cocoa game. Consider adding brandy or its French cousin, Cognac VS, to bring sophistication to this wintertime classic. Keeping your American spirit alive, let the vanilla notes of your preferred bourbon season your drink. Go local and enjoy your neighborhood distillers, offerings, like Sons of Liberty's Uprising PX. For the gentler-adult approach, look more closely at your liqueur list. Nut-flavored liqueurs such as Frangelico, Kahana Royal (macadamia nut) and Amaretto, or more classic choices like Grand Marnier, Bailey's or Kahlua, will blend beautifully with the rich flavors of cocoa.

Seasonality gives us the chance to freshen and change in front of our guests. Develop the hot cocoa combination that works for your unique venue. Recipe creation,

presentation planning and upselling options, make this a multi-tiered tool that targets a broad segment of customers.

Connecting with your crafting spirit, you can innovate while broadening the profit and guest experience opportunities of your business. Simply said, things can get hot, just when it's getting cold.



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[www.thebeveragejournal.com/jwude-marchena-hot-cocoa](http://www.thebeveragejournal.com/jwude-marchena-hot-cocoa)

## ABOUT

Marc DeMarchena is a teacher at the College of Culinary Arts of Johnson & Wales University in Providence, Rhode Island. He works to help young culinarians explore "what makes a great guest experience in today's food and beverage scene." DeMarchena also serves as a board member and regular conference attendee for the Society of Wine Educators.

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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 Laubade 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 **DiSaranno'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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# 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 Yoga 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:

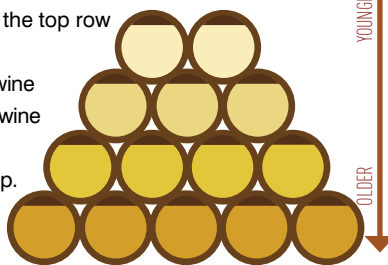
Sherries are fortified based on type. For lighter, paler wines that are to become **Finos or Manzanillas**, neutral grape spirit is added to bring the alcohol up to around 15% and the wines continue to develop under the flor.

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

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## BEGETS

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# 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 Bor-deaux 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

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.



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



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.

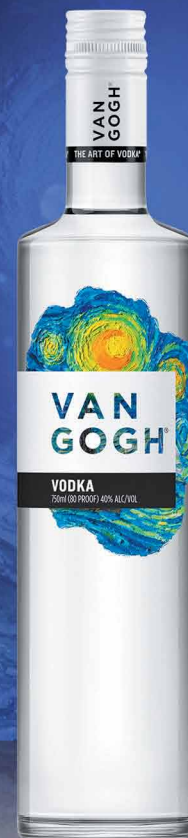


**CHARLES WOODSON:**  
**Owner, Charles Woodson and Twenty Four, Napa**

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.



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

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



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.” ■

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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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## 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**  
[bruncowine.com](http://bruncowine.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 Osmani 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 Balleto released his first bottle of wine, he'd spent decades farming just about every other California crop. Balleto 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 Balleto 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, Balleto 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 Balleto 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,” Balleto 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 Balleto.

Balleto Vineyards has been certified sustainable for six years—one of the first in the county. A past president of the Sonoma County Grape Commission, Balleto 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 Balleto 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 Balleto. 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.



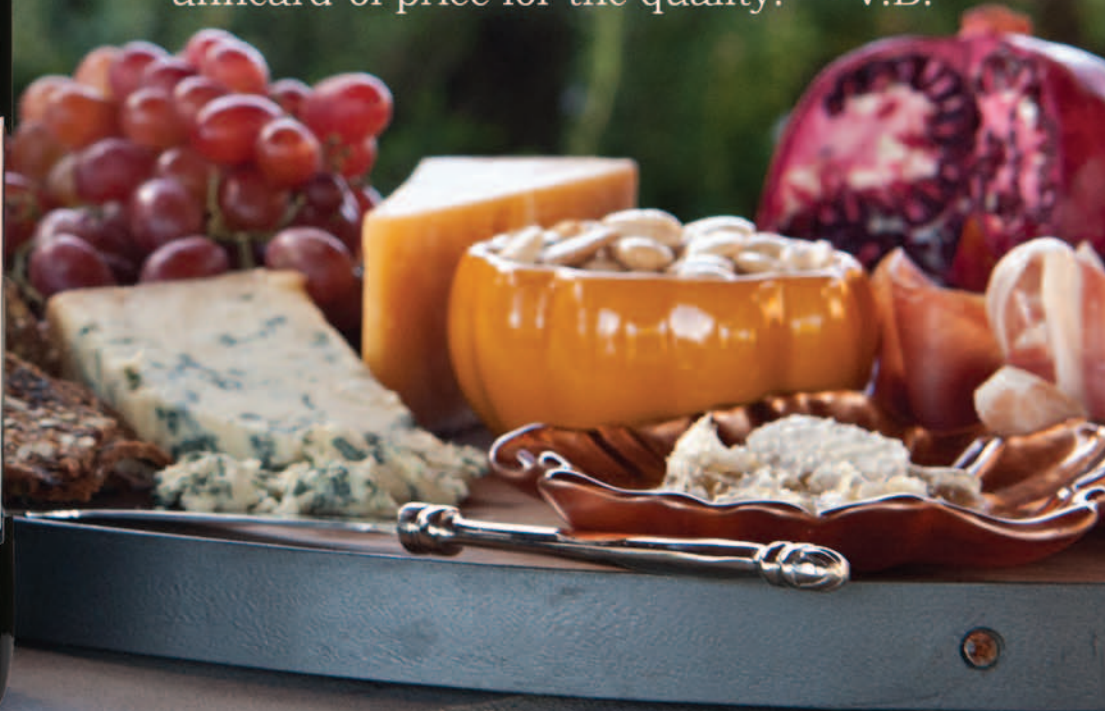
Discover Balletto Vineyards  
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91 EDITORS' CHOICE



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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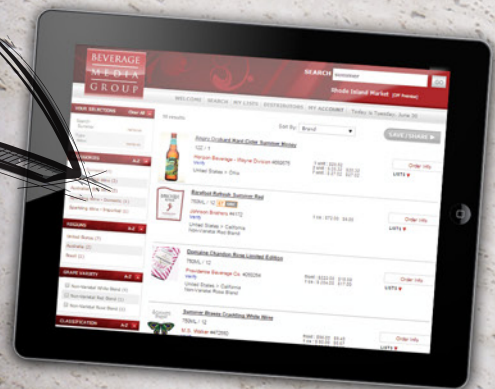
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