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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE
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MARKETPOINT

The July issue has us moving into deep summer: a great time for sales along our sunny shores and inland, too. Vacationers and staycationers mean big business for you.

- Get ready for “**Vodka 101**,” which focuses on the classic neutral spirit. Plus, two pages on flavored vodka and special profiles and side bars on ... vodka!
- Sweet Bordeaux, Chilean Sauvignon Blanc and cool climate offerings from California shine in **wine** reporting.
- Craft **spirits** bring delight and dilemma. Think there are too many SKUs now? Just wait. Market insight predicts a continued boom.



- Locally, we have another page-turner of **tastings** and event recaps in “Around Town.” “Retail Review” day trips to Willimantic while “Serving Up” highlights a bar in Waterbury.
- Plus all that’s hot to stock and serve, brand profiles to give you a **selling** edge and so much more.

A reminder: Your subscription gives you three ways to connect to the market’s products and prices, as well as place direct orders: in print, online and iOS app. When you use our secure shopping website or our new ordering app, your order goes right to your wholesaler’s order board and follows their processes.

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ON THE COVER

Photograph by Jeff Wasserman / Stocksy

Editor’s Note: A typo appeared on page 14 of the June issue. A misspelled name should have appeared as “Bronco Wine Company.”

RENOWNED NAPA VALLEY WINEMAKER DIES AT 84

Donn Chappellet, founder of Pritchard Hill's Chappellet Winery and a respected leader in the Napa Valley wine community, died at his home on May 22, 2016 surrounded by his family. He was 84. Chappellet was one of the early pioneers of high-elevation hillside planting and has influenced generations of vintners. Donn and Molly Chappellet founded Chappellet Winery on the rocky slopes of Pritchard Hill and were known widely for producing its Cabernet Sauvignon. From 2007 to 2009, Chappellet Winery was the only California winery to rank in the top 30 of *Wine Spectator's* Top 100 list, and was the only winery in the world with a Cabernet on the list each year.



BROWN-FORMAN ANNOUNCES NEW BOARD OF DIRECTORS

The Brown-Forman Corporation named Campbell P. Brown, Marshall B. Farrer and Laura L. Frazier to serve on the Board of Directors, effective immediately. All three are fifth generation descendants from George Garvin Brown, who founded Brown-Forman in 1870. Brown is a 22-year employee at Brown-Forman and is President and Managing Director of Old Forester, the company's founding bourbon brand. Farrer has been with the company for 18 years and is the Vice President and Managing Director of Global Travel Retail. Frazier is the owner and chairman of Bittners and previously served on the Board of Directors of Lenox, a former subsidiary of Brown-Forman. Current board members Martin S. Brown, Jr., Sandra A. Frazier and James S. Welch, Jr., chose not to stand for re-election on the Board of Directors at a stakeholders meeting in July.



DIAGEO NAMED ONE OF BEST PLACES TO WORK FOR NEW FATHERS

Diageo has been recognized as one of the best places to work for new dads by **DIAGEO** *Fatherly*, a digital lifestyle guide for men entering parenthood. The parenting resource website cited the flex time scheduling policy, the company's back-up childcare services and the school activity leave as promoting father-friendly practices. "We've implemented our family-friendly policies so our employees can be both successful in their careers, and also wonderful parents," said Tara Hunt de Vries, General Counsel and Executive



Vice President of Human Resources, Diageo North America. "Diageo is proud to be recognized by *Fatherly* for fostering a supportive and inclusive work environment."

BLACKHEATH BEVERAGE GROUP ANNOUNCES EXECUTIVE APPOINTMENTS

Stamford, Connecticut-based Blackheath Beverage Group has appointed Michael Rieck as Chief Executive Officer for the company. Rieck is the former President of Sales at Blackheath Beverage Group, and prior to joining the company he served as the National Sales Director for DeLeon Tequila. Rieck also held executive positions at Schieffelin & Somerset, Charmer Industries and Bacardi USA.



WEMYSS MALTS APPOINTS NEW MARKETING TEAM

Wemyss Malts announced executive changes to its marketing team. Emma Hooper (pictured right) has been with the company for two years and was promoted to Darnley's View Gin Brand Manager. Steven Shand (middle) joins the company as a Marketing Assistant for Wemyss Malts, Lord Elcho and Kingsbarns Distillery. Karen Stewart (pictured left) is the Director of Marketing, Wemyss Malts, Darnley's View Gin and Kingsbarn Distillery.



DEEP EDDY VODKA VETERAN JOINS PREMIUM TEQUILA BRAND

John Potts, the former vice president of sales for Deep Eddy vodka, will join the Qui Tequila team as an advisor and investor. Potts helped drive Deep Eddy sales from its inception in 2010 to 500,000 cases in 2015. "I have been watching the incredible momentum that the Qui Tequila team has created in my own backyard. Here in Texas they've become one of the top selling ultra-premium tequilas in less than 18 months since introducing Qui to this market - a testament to the caliber brand and liquid the team has created," Potts said. Qui Tequila is platinum extra añejo tequila that was founded in 2013 by entrepreneurs Medhat Ibrahim, Mike Keriakos and Pete Girgis.



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PURITY VODKA APPOINTS NEW PRESIDENT

Purity Vodka has appointed Brian Citron, who previously served as General Manager for the company, to President and Chief Executive Officer. Citron has been responsible for developing the brand's U.S. sales since 2013. "It has been a privilege to be a part of building Purity Vodka, and I look forward to leading the team in our next phase of growth," said Citron. Purity Vodka is created by Master Blender Thomas Kuuttanen and is produced in southern Sweden. The brand has been awarded for its taste with more than 125 gold medals in international blind tasting competitions.



REPORT RELEASES TRENDS ON THE GLOBAL BRANDY MARKET

The Global Brandy Market is expected to exceed \$63 billion by year 2020, reports Technavio in a recent study. The top four trends the report outlines for steady global growth are rising innovation in process and product, strategic acquisitions in the industry, consumption shift to brandy and cognac cocktail trends. "The market has grown steadily due to strong demand in emerging countries such as India and the Philippines, where more young consumers are being added to the consumer base," said Vijay Sarathi, lead analyst at Technavio for alcohol beverage research.



NEIL PATRICK HARRIS RETURNS AS HEINEKEN LIGHT SPOKESPERSON

Heineken Light released two television commercials and four digital videos starring Neil Patrick Harris, who has returned to the role of Heineken Light spokesperson for his third year. In the videos, Harris finds himself in compromising situations with authority figures while tasting Heineken Light. "I couldn't be more excited to continue working with Heineken Light and bring this project to life in a fresh, hoppy new way," said Harris. Heineken Light is a Gold Medal winner at the 2015 European Beer Star Awards and the "Best Tasting Low Calorie Lager" winner at the 2013 and 2014 World Beer Championships.



KOBRAND ADDS MEDICI ERMETE WINES TO ITALIAN PORTFOLIO

Kobrand Wine & Spirits added Medici Ermete Italian wines to its import portfolio and will manage the sales and marketing of the brand. Medici Ermete is widely known for their single vineyard Lambrusco Cru. Kobrand Medici Ermete import portfolio includes Concerto Reggiano Lambrusco DOC, Solo Reggiano Rosso DOC, I Quercioli Secco Reggiano Lambrusco DOC and I Quercioli Dolce Reggiano Lambrusco DOC. Medici Ermete is in its fourth generation of family winemaking.



DISTILLERS VISIT CAPITOL HILL TO LOBBY ON TAX AND TRADE ISSUES

Over 40 distillers from across the country gathered June 7-8 in Washington, D.C. for the Distilled Spirits Council's seventh annual Public Policy Conference. The distillers participated in 120 Congressional visits with their home state legislators to urge support for a reduction in the federal excise tax on spirits, and passage of trade legislation to open markets for American spirits products. The distilled spirits sector experienced a record sixth-consecutive year of market share gain, with supplier sales up 4.1 percent in 2015. The sector supports 1.4 million jobs and generates \$141 million in economic activity annually. U.S. distilled spirits exports topped \$1.57 billion in 2015.



WINE MARKETING TEAM FOR THE FAMILY COPPOLA ADDS FOUR

Francis Ford Coppola made four new management hires to The Family Coppola's marketing department. Jennifer Leitman, who comes from the television and digital industry, will serve as Vice President of Marketing; Kathleen Murphy will serve as Director of Innovation and is responsible for bringing awareness to new product launches as well as the Sofia and Votre Santé brands; Gabriela Becker joins as Director of Marketing, overseeing the global marketing efforts of the flagship Diamond Collection, Rosso & Bianco, and Gia; and Rebecca Gilbert, joins as Senior Brand Manager responsible for the Virginia Dare Winery portfolio as well as the Director's and Director's Cut tiers. Coppola assumes the role of Chief Marketing Officer and will work closely with the department to expand consumer marketing efforts.



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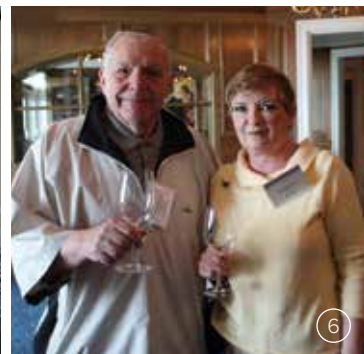
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Eder Bros. Hosts Spring Trade Show at Madison Beach Hotel

Trade professionals gathered at the Madison Beach Hotel for Eder Bros., Inc.'s Spring Trade Tasting on May 10. The event featured selections from their portfolio of domestic and imported craft spirits and wines. Sales managers and representatives were on hand to discuss the portfolio and answer questions about the products. Eder Bros. also hosted a second trade show at the Barrel House in Stamford on May 11.



1. Ralph Anastasio, District Sales Manager, Eder Bros.; Phil Cassidy, Manager, Spirits of Madison.
2. Chris Munk, Craft Portfolio Manager, Eder Bros.; Sue and Jon Doody of Doody's Totoket Inn, North Branford.
3. Pan Yong, Owner, Pan Package Store, New Haven with Thomas Smitherman, National Sales Manager - Eastern U.S./U.K./Canada, WillaKenzie Estate of Oregon.
4. Frank Calvi, Napoli Restaurant, Wallingford; Mario DiNatale, Owner, Center Package Store, Wallingford; Biagio Schiano, Napoli Restaurant, Wallingford.
5. Kevin Mowers and Eva Maria Janerus, Owners, Bom Bom, Premium Caribbean Rum in Cream, Chocolate, Coconut and Coffee flavors. Bom Bom recently launched with Eder Bros. in April 2016.
6. Jerry and Joyce Damura of Heron's Spirits in Brookfield.
7. Chris Maggiolo, Head Distiller, Silo Distillery of Vermont.
8. George Verlezza, General Manager, Bistro B, Westport; Geoff Troup, Sales Consultant, Eder Bros.; Bob Feinn, Mt. Carmel Wine and Spirits, Hamden; Janna Waite, Key Account Manager, Wine Educator, Eder Bros.

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Hartley & Parker Welcomes Guests for Two Trade Tastings

Trade professionals gathered at Glastonbury's Rooftop 120 for Hartley & Parker Limited, Inc.'s Spring Trade Tasting on May 11. Winery representatives and members of the Hartley & Parker salesforce showcased a variety of domestic and imported

selections from their portfolio. Earlier that week, a trade tasting was held at Pearl in Westport for a smaller group of accounts and guests.



 More images can be seen at thebeveragejournal.com/hartley-parker-spring-2016.



1. Bill Saroka, Wine Director, Hartley & Parker; Teresa Drew, State Manager and CSW, Delicato Family Vineyards; Art LiPima, Manager, Seaside Wine & Spirits of Old Saybrook.
2. Gianpiero Peru, Palm Bay International; Crissy Peterson, Select Brands Manager, Hartley & Parker; Antonello Cozzula, Italian Fine Wine Manager East Coast, Palm Bay International.
3. Kevin McGill of Dendor Wine Management.
4. Sarah Steffanci, Division Director, Justin and Landmark Vineyards with Steve Fanelli, Key Account Manager, Hartley & Parker.
5. Tanina Maj, Chef, Cracovia Restaurant and Mariola Woliwska, Owner, Cracovia Restaurant.
6. Brett Powell, CT Field Sales Manager, Constellation Brands.
7. Sean Banks, Owner, Meadowbrook Wine and Spirits of Hamden; Kerry Guilfoyle, Partner and Regional Director, Folio Fine Wine Partners; Tim Poloski, Meadowbrook Wine and Spirits of Hamden.
8. Bill Saroka, Wine Director, Hartley & Parker; Crissy Peterson, Select Brands Manager, Hartley & Parker; Patricia Allen Lornell, Brand Ambassador, Off the Vine; Andrea Viscuso, Off The Vine; Doug Preston, Sales Representative, Hartley & Parker.
9. Michael Petrizo of Vias Imports.
10. Sanjay Israni, Liquor World; Steven Leon, Wine Cellars 4; Arun Lillaney, Liquor World; Karishma Lillaney, Liquor World; Anrita Israni, Liquor World.
11. Terry Connaughton, Regional Sales Manager New England, Boisset Collection, pouring a wine sample for Natasha Fortin and Leila Regele, Hilltop Restaurant in Willington.
12. Philip Garrison, Northeast Regional Manager, San Francisco Wine Merchant with James Rivera, Manager, Manchester Wine and Liquors.
13. Dennis Edelstein, National Sales Manager, Hand Picked Selections, Inc.
14. The scene at Pearl for Hartley & Parker's May 10 tasting.
15. David Brogan, Key Account Manager, Hartley & Parker mixing cocktail samples for guests at Pearl.

Brescome Barton Holds Spring Wine Show in Cheshire

Brescome Barton hosted a trade tasting for its accounts and trade professionals at a spring wine show on May 18 at The Waverly Inn in Cheshire. Rosé, red and white wines were available to learn about and

taste, as were craft beers from Brescome Barton's portfolio. Brescome Barton's Ed Dunn created and served cocktail samples featuring Tequila Cabeza and Cana Brava Rum.





1. Cara Lynch-Passarelli pours at Brescome Barton's spring wine show at The Waverly Inn in Cheshire.
2. Kristy Chappell, Account Development Specialist Craft Beers, Brescome Barton; Cara Lynch-Passarelli, Trade Development Manager, Brescome Barton.
3. Brescome Barton's Michael Murphy, Account Development Manager and Dave Rudman, Director of Education and Account Development.
4. Steve Casey, Zone Manager, Brescome Barton.
5. Michelle DeVellis, Brian Dickinson and Joshua Gonzalez of The Café in the Shops at Whittemore Crossing in Middlebury.
6. Veronica Saurett of Brescome Barton speaking with a trade guest.
7. Paul Rathod and Venkata Maganti of Empire Wine and Spirits in Waterbury.
8. Bhavesh Patel of Locascio Liquids in Prospect with Sanjiv Gupta of International Wines and Spirits in Middlebury.
9. Rachel Torre, Regional Manager, Brescome Barton and Don Cameron, Sales Representative, Brescome Barton.
10. A selection of wines.
11. A featured selection of beers.
12. A selection of rosé wines.
13. Tequila Cabeza and Cana Brava Rum.
14. Brian Federman, Account Development Manager, Brescome Barton and Rich Covello, Albie's Package Store, Thomaston.
15. Lois and Phil Colella, Owners, Highgate Liquor Store, Watertown.
16. Karena Rijos and Trina Gallo of Spotlight Theaters in Hartford.
17. John Giacomazzo, Restaurant Manager, Heritage Hotel and Ryan Anderson, Heritage Hotel.
18. Ed Dunn, Account Development Manager, Brescome Barton talking with Prasad Maganti of Empire Wine and Liquor about the featured spirits, Tequila Cabeza and Cana Brava Rum.



Photo by Michael Leung.

MEZON CELEBRATES CINCO DE MAYO WITH SECOND ANNUAL BLOCK PARTY

Area bartenders created cocktails using Espolòn Tequila during a cocktail competition held at the second annual Cinco de Mayo Block Party at Danbury's Mezon Tapas Bar and Restaurant on May 1. Members of the United States Bartenders Guild Connecticut (USBG CT) chapter competed in multiple rounds. Roger Gross of Waterbury's Highland Brass Company was named the winner. The cocktail competition was judged by Christian Quezada, Gary Dritschler and Anthony DeSerio. Guests were also able to sample food and drink specials. DJ Xclusivo provided musical entertainment for the guests.

Juan Reyas, Executive Chef and Owner, Mezon Tapas Bar and Restaurant; Justin Noel, Brand Ambassador, Espolon, surrounded by competitors, along with winner (fifth from left) Roger Gross of Highland Brass Company with Christian Quezada, Judge; Gary Dritschler, Market Manager, Campari USA; and Anthony DeSerio, Judge.



1

CLIMAX MOONSHINE ENTREPRENEUR VISITS CONNECTICUT

Tim Smith, spirit entrepreneur of Climax Moonshine, visited Connecticut accounts with Doug Preston, Sales Representative at Hartley & Parker in May. Smith is featured on the Discovery Channel television show "Moonshiners." During his visit to Connecticut, Smith and Preston stopped at Skyline Restaurant in Windsor Locks to promote Climax Moonshine and Climax Moonshine Fire, both of which are distributed exclusively via Hartley & Parker. Climax Moonshine is produced in Virginia and is distilled from corn, rye and barley malt to produce "a natural taste with a subtle sweetness and bold defiance."



2

1. Gina Pastula, Owner, Skyline Restaurant; Tim Smith, Owner, Climax Moonshine; Stacy D'Amato, Owner, Skyline Restaurant; Doug Preston, Sales Representative, Hartley & Parker.
2. Tim Smith, center, visits with the staff of Big Gary's Montville Wine and Spirits in Montville.
3. Gary Trombly, Owner, Big Gary's in Montville; Tim Smith, Owner, Climax Moonshine; Doug Preston, Sales Representative, Hartley & Parker.



3



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BRESCOME BARTON LAUNCHES MOËT ICE IMPÉRIAL

Brescome Barton welcomed Moët Ice Impérial during a launch at a May 13 sales meeting. Moët Ice Impérial is the first champagne created to be enjoyed over ice, with opportunities to be enhanced with flavors from mint leaves, cucumber peel and grapefruit zest to red fruits or cardamom seeds, in time for the summer season.

1. Moët Ice Impérial is true to the Moët & Chandon style yet distinguished by “its bright fruitiness, its seductive palate and its elegant maturity.” Sales team members were presented with a guided tasting during the brand education session.
2. Stephen Lentz, General Sales Manager & Director, Brescome Barton.
3. Dan Miller, Trade Development Manager, Brescome Barton.
4. Naira Robles, Brand Development Manager, Moët Hennessy USA.
5. Manny Lora, Connecticut State Manager, Moët Hennessy USA.
6. A promotional team with Moët Ice Impérial.
7. Stephen Lentz, General Sales Manager & Director, Brescome Barton; Naira Robles, Brand Development Manager, Moët Hennessy USA; Robert Sussler, Executive Vice President and General Manager, Brescome Barton; John Schmitt, Vice President for the Northeast, Moët Hennessy USA; Manny Lora, Connecticut State Manager, Moët Hennessy USA; Dan Miller, Trade Development Manager, Brescome Barton.

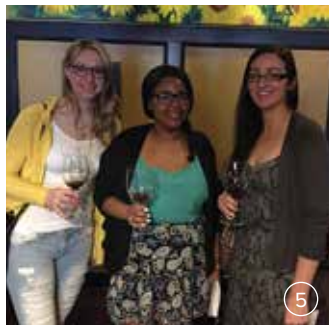
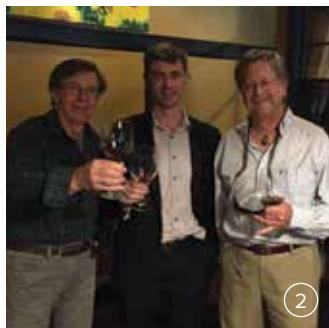
Photos by Michael Leung.



DUCLAW BREWING COMPANY NOW AVAILABLE IN CONNECTICUT

DuClaw Brewing Company of Baltimore is now available in Connecticut via Northeast Beverage. DuClaw offers brews such as, ‘Sweet Baby Jesus,’ ‘Funk’ Blueberry Citrus Wheat Ale, “Dirty Little Freak’ Coconut Caramel Chocolate Brown Ale, Neon Gypsy’ their flagship IPA and a flavored variation, ‘Blood Orange Neon Gypsy.’ Seasonal and limited-release brews will also be available throughout the year. “We were fortunate enough to find strong partners in both Connecticut and New York City at nearly the same moment,” said Dave Benfield, Founder, DuClaw Brewing Company. “Now we’re able to bring our wide ranging portfolio to one of the most diverse cross sections of America’s craft beer culture. Connecticut and greater New York Metropolitan Area strike us as ... [communities] that [are] particularly energized about trying new and adventurous concepts, which we feel matches up very well with what we bring to the table.”

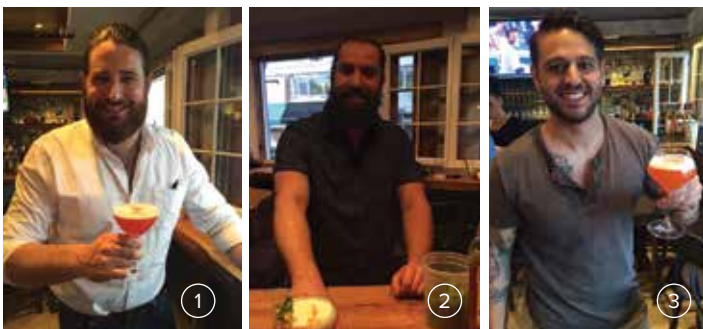
DuClaw Brewing Company products are now available in Connecticut.



MARTIN SCOTT WINES HOSTS SECOND SPRING TASTING

Martin Scott Wines of Connecticut hosted a second Spring Fling portfolio tasting on May 11 at Carbone’s Kitchen in Bloomfield. Trade guests sampled from domestic and imported wines and spirits.

1. Deana Chizinski, Maple End Package Store; Tom McGorry, Martin Scott Wines; Lorraine Friedman, Maple End Package Store.
2. Ken Turcotte, Divine Wine Emporium; Tom Belcher, Martin Scott Wines; Bill Zembrowski, Divine Wine Emporium.
3. Jason Rodriguez, Park View Wine and Spirits; Sheryl Kennedy-Albini; Keith Arkin, Park View Wine and Spirits.
4. Tom McGorry, Martin Scott Wines; Kristen Mixter, Little River Restoratives; Tryg Mixter, CT Beverage Mart in New Britain.
5. Danielle Demar, Max a Mia; Noelle Walters, Fleming’s Prime Steakhouse; Suzanne Zikoski, Fleming’s Prime Steakhouse.



USBG CT CIVIL WAR SERIES COCKTAIL COMPETITION MIXES ON

The United States Bartenders Guild Connecticut (USBG CT) chapter, along with Allan S. Goodman and Eder Bros, Inc., held their third and fourth events out of a series of 10 in the “Connecticut Civil War Bartending Competition.” The third event took place on May 9 at Uncorked in New Canaan. The cocktail competition featured Coppersea Corn Whiskey. The first place winner was Coby Blount, second place was awarded to Conrad Meurice and Craig Ventrice took third place in the competition. Christopher Williams, Owner and Distiller of Coppersea Distilling was one of the three judges for the competition. On May 23, Hartford’s Little River Restoratives held the fourth competition in the series, which featured Redbreast Irish Whiskey. Andres Soriano was named the first place winner. George Zahariadis came in second place and Erick Karadimas was awarded third place.



1. Cody Blount was named the first place winner of the Civil War USBG CT Competition on May 9, featuring Coppersea Corn Whiskey at Uncorked..
2. Conrad Meurice received second place on May 9 at Uncorked.
3. Craig Ventrice was named third place on May 9 at Uncorked.
4. From the May 23, 2016 competition at Little River Restoratives, featuring Redbreast Irish Whiskey: **Back row:** Erick Karadimas, third place winner; Jeff Conelius, Craft Spirits Specialist, Allan S. Goodman; **Front row:** George “Hutch” Hutchinson of Pernod Ricard; George Zahariadis, second place winner; Andres Soriano, first place winner; Chris Parrot, Owner, Little River Restoratives.



TWO ROADS HOSTS BEER FESTIVAL DEDICATED TO “HOPPY CULTURE”

The “first ever” Gathering at the Bines Beer Festival brought together craft beer lovers and producers at Two Roads Brewing Company in Stratford. The May 21 event was billed as a “Celebration of All Things Hops” with hoppy beers, hop-inspired food, crafts and more.

1. Gathering at the Bines Beer Festival.
2. The Two Roads Brewing Co. bus on display.



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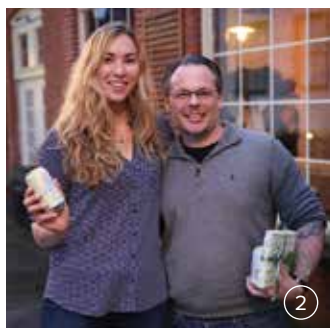
MONTEREY, SONOMA & SANTA BARBARA COUNTIES



MINA SHOWCASES GREEK WINES AT LOCAL TASTINGS

Bridgeport-based Mina Food Distributors, founded by brothers George and Dimos Mitas, hosted two May wine tastings: one at Total Wine in Milford and a second at Stew Leonard's in Norwalk. Each featured wine selections from Greece including Kokarella, Muses Estate, Assyritko 300, Amethystos and Santorini.

1. George Mitas, Purchasing and Sales Manager, Mina Distributors, holding Muses Estate White Dry; Dimos Mitas, Owner, Mina Distributors, holding Muses Estate Rose Dry.
2. George Mitas pouring a taste of Muses Estate.
3. Mina Wines at Total Wines featured Kokarella, Muses Estate and Assyritko 300 wines.
4. Frank Conklin, Store Associate, Stew Leonard's Norwalk with featured wines, Amethystos and Santorini wines.



LOCALS COMPETE IN FISHERS ISLAND LEMONADE COCKTAIL COMPETITION

The Engine Room in Mystic hosted area bartenders and trade professionals for a cocktail competition featuring Fishers Island Lemonade in May. Bronya Shillo, Founder of Fishers Island Lemonade judged the competition along with Troy Clarke of United Liquors, Anthony DeSerio, United States Bartenders Guild Connecticut (USBG CT) chapter member and Ryan Tunnacliffe, USBG CT chapter member. The winner was Taylor Samuel of The Madison Beach Hotel and Misquamicut's Windjammer. Samuel's winning cocktail was the "Island Pop," which featured Fishers Island Lemonade, muddled with watermelon, lime and lavender honey, garnished with Pop Rocks and a cucumber wheel.

1. Fishers Island Lemonade.
2. Bronya Shillo, Founder, Fishers Island Lemonade and Anthony DeSerio, who served as a cocktail competition judge.
3. Ryan Tunnacliffe and Troy Clark served as cocktail competition judges.
4. The winning cocktail, "Island Pop."
5. Bronya Shillo, Founder, Fishers Island Lemonade with Arron Laipply, Manager, The Engine Room.



Photos by Alex Syphers.



PIU FACILE SHOWCASES WINES IN TWO OFF-PREMISE TASTINGS

Bruno Ceniccola, owner of Piu Facile Imports, hosted an in-store wine tasting at Silverbrook Wine and Liquors in Orange in early May. The Branford-based distributor featured selections from their fine Italian red and white wines from La Guardinese Winery, located in a small village in Guardia Sanframondi in Province of Benevento, Campania region. At the end of the month, Connecticut Beverage Mart on the Berlin Turnpike in Newington featured Pui Facile's wines. Bob Ferris, the store's wine expert, included the Guardia 33 Italian wines on the staff "pick lists" for its customers.

1. Mike and Ryan Smith, Employees, Silverbrook Wines and Liquors.
2. Bob Ferris, Wine Expert, Connecticut Beverage Mart-Newington.



ROMBAUER VINEYARDS WINEMAKER VISITS GREENWICH FOR TRADE LUNCHEON

On May 16, Winebow Distributors welcomed Richie Allen, Winemaker at Napa Valley's Rombauer Vineyards for a luncheon at L'escale in Greenwich. Trade guests gathered for an extensive discussion on the process of winemaking, from vineyard fields to bottling day. L'escale staff prepared a five-course meal for pairings with Rombauer's wines, which included the launch of the vineyard's 2015 Sauvignon Blanc. Other wines included the 2012 Carneros Merlot, 2013 Napa Valley Cabernet, 2009 Diamond Selection Cabernet, the 2014 Carneros Chardonnay and lastly, the 2013 Rombauer Zinfandel. Allen has been the winemaker at Rombauer Vineyards since 2004 and in 2013 became the director of viticulture and winemaking.

1. Richie Allen, Winemaker, Rombauer Vineyards.
2. Rombauer Vineyards Sauvignon Blanc.
3. Rombauer wines on display.
4. A food and wine pairing.
5. Trade professionals during the luncheon.





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MASTER SCOTCH AMBASSADOR BROOKING EDUCATES ON AUCHENTOSHAN

Simon Brooking, Beam Suntory’s Master Scotch Ambassador, visited Hartley & Parker Limited to present an educational session and tasting to the sales team on Auchentoshan Single Malt Scotch Whisky on May 20, 2016. Auchentoshan is a single malt whisky distillery in the west of Scotland, where the triple-distilled process makes it a unique offering among Scotches. The line includes a 15 Year, 18 Year, 21 Year, Scotch Single Malt Three Wood and Single Malt American, among others.

1. Frank LaTorra, Sales Manager, Hartley & Parker; Michael DePasqua, Beam Suntory CT Territory Manager; Simon Brooking, Beam Suntory Master Scotch Ambassador and *Whisky* magazine’s Scotch Ambassador of the Year; and Jerry Rosenberg, President, Hartley & Parker Limited.
2. Auchentoshan American Oak.
3. Auchentoshan Three Wood.
4. Simon Brooking, Beam Suntory’s Master Scotch Ambassador during the presentation.

MURPHY DISTRIBUTORS CONGRATULATES PUNZONÉ ORGANIC ITALIAN VODKA

Murphy Distributors congratulated PunZoné Vodka on winning the “Organic Vodka of the Year” Award by *Bar Business Magazine*’s second annual Spirits Competition for 2016. Murphy Distributors is the exclusive distributor for PunZoné Organic Vodka in Connecticut. The Italian import was created by Frank Guererra, CEO and Founder of PunZoné, a first generation Italian American from New York City. The vodka is made in Italy using water from the Italian Alps and organic wheat from Piemonte. The vodka gets distilled through a continuous five-column distillation system and is certified organic.



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CELLAR FINE WINES PROMOTES BRANDS AT MULTIPLE MAY EVENTS

Filip Wouters of U.S. Artisanal Importers hosted a tasting and cocktail seminar at Madison Wine Shop in May. Wouters shared recipes, such as the twist on the traditional gin and tonic with orange zest, using Belgin, a handcrafted Belgian gin. Guests also tasted Beliq Blood Orange Liqueur, an all-natural, gluten free spirit also from Belgium, and Thorberg Five Hop IPA, made with Belgian and American hops. These products are new to Connecticut this spring and distributed by Cellar Fine Wines. Also in May, Baracchi Winery's Benedetto Baracchi returned to Connecticut for a series of events. The Tuscan winemaker shared his O'lillo Super Tuscan Blend and his Smeriglio Series of 100% Sangiovese, Merlot and Syrah varietals at Black Bear Wines & Spirits in Westport. Benedetto also hosted a wine class at Divine Wine Emporium in Niantic, where guests tasted Baracchi's Trebbiano Brut Metodo and the premium Ardito red blend among others. Finally, May's RiverFare at the CT River Museum hosted many brands at its annual festival, including Cellar Fine Wine's craft beer addition, Shebeen Brewing of Wolcott.

1. Filip Wouters, U.S. Artisanal Importers hosted a tasting and cocktail seminar at Madison Wine Shop in May.
2. Belgin, Beliq Blood Orange Liqueur and Thorberg Five Hop IPA, new to Connecticut.
3. Baracchi and Divine Wine Emporium Owner Ken Turcotte in Niantic. Benedetto shared stories behind the wines, including tales of his falconry hobby and the origin of the falcon on label of his wines.
4. Baracchi speaks with guests at a wine class at Divine Wine Emporium in Niantic.
5. Baracchi shares a taste during an event at Black Bear Wines and Spirits in Westport.
6. James Petersen and George Carabetta from Cellar Fine Wines pouring Shebeen Brewing selections at RiverFare.
7. Baracchi poses with members of the Cellar Fine Wines staff outside their Essex warehouse. Left to right: Whitney Mitchell Algeri, New Haven Sales Rep., Cellar Fine Wines; Baracchi; Jenna Talbot, Hartford Sales Rep., Cellar Fine Wines; Rich Veilleux, Sales Manager, Cellar Fine Wines; Janeen Carabetta, Managing Partner; John Stapienski, Middlesex and New London Sales Rep., Cellar Fine Wines; Jacey Haskell, Fairfield Sales Rep., Cellar Fine Wines.



ANGELINI WINES FEATURED AT RIVERFARE 2016

On May 26, the Connecticut River Museum in Essex hosted RiverFare 2016. Guests sampled from a variety of foods, fine spirits and wines, and shopped locally-made artisan products through a silent auction. Angelini Wines showcased their Carpena Malvolti Prosecco, Livon Pinot Grigio 2015, Angelini Estate Pergola Rosso 2014, La Battistina Gavi 2015, Zanatta Cannonau 2013 and lastly, Fausti Rose Organic 2015. During the event, Julius Angelini was featured in an interview on “Fermented,” which airs on iCRV Radio, to discuss wine and cheese pairings. All proceeds from the event went to support the Connecticut River Museum.

1. Julius Angelini and Angelini Wines were featured on “Fermented,” a radio show hosted by Mark Griswold on iCRV Radio.
2. An Angelini Sangiovese Marche Rosato on display.
3. Stephen Gencarella, Professor, University of Massachusetts Amherst and Adult Beverage Specialist, iCRV Radio; Julius Angelini, Angelini Wines Ltd.; Mark Griswold, Radio Host on “Fermented,” iCRV Radio; Paul Partica, The Cheese Shop, Centerbrook.
4. Julius Angelini of Angelini Wines Ltd. and his wife, Renee.

CDI ADDS NEW BRANDS TO PORTFOLIO

Connecticut Distributors, Inc., (CDI) added new products from Europe and the U.S. last month. They include VOSS Artesian Water from Norway; Canadian Club 100% Rye; Bedell Family Wines from Long Island, New York; Malfy Gin from Italy; and Purus Vodka from Italy. Malfy Gin is distilled in Moncalieri, Italy. Malfy Gin’s key botanical additions are lemon peels sourced from the Italian coastline, steeped in alcohol and pressed in a basket press, blended with juniper and other botanicals before being distilled in a stainless steel vacuum still. Purus Vodka comes from the Piemonte region of Italy, using water from the Italian Alps with a five-column steel vacuum distillation of 100% organic Italian grain. The organic methods used to produce the vodka are matched with environmentally-friendly packaging. Canadian Club 100% Rye combines the smoothness of Canadian Club with the spiciness of rye in this 100% single grain rye, distilled in the arid region of Calgary. Bedell Cellars is a family-owned winery in the Long Island growing region that uses sustainable farming methods for its hand-crafted, small batch wines. The wines are available in Taste Rosé, First Crush White, First Crush Red and Chardonnay. VOSS Water products come from an aquifer in the natural environment of Southern Norway, available in VOSS Still, VOSS Sparkling, Lemon Cucumber and Tangerine Lemongrass.





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CDI AND STONEBRIDGE WELCOME JOEL GOTT TO CELEBRATE WINES

The Connecticut Distributors, Inc., (CDI) sales team gathered on May 17 at Stonebridge Restaurant in Milford to welcome California Winemaker Joel Gott to the state. Gott was on hand to share his history in the wine business and toasted CDI on its distribution success of Joel Gott Wines. In addition to tasting Joel Gott wines, the group also sampled other wines that Gott produces in partnership with other winemakers: Three Thieves, The Show and Shatter.

1. Aaron Augspurg, Trinchero Family Estates, VP Empire Division; Winemaker Joel Gott; and John Parke, President, CDI.
2. A Joel Gott wine box display.
3. Gott signed 3-liter bottles for CDI staff.
4. Joel Gott signing a bottle of his wine for a guest.
5. Michelle Ortogo, Business Manager, CDI; Winemaker Joel Gott; and Steve Slota, Off-Premise Division Manager, CDI.
6. Joel Gott and the CDI sales team at Stonebridge Restaurant in Milford.



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HARTFORD MARRIOTT DEBUTS NEW HOTEL BAR

The Hartford Marriott held a grand opening for the L Bar inside the downtown Hartford location on May 19. Members of the trade and guests gathered to celebrate. The bar featured craft cocktails created by Bartender Anthony DeSerio using Belvedere Unfiltered and newly released Belvedere Peach Nectar. The cocktails were served over hand-carved ice in mini Moscow Mule mugs. Belvedere Vodka is distributed in the state via Connecticut Distributors, Inc. (CDI).

1. Mark Schnee, Sales Representative, CDI; John Fraher, General Manager, Hartford Marriott Hotel; Christine Terwillger, Executive Administrative Assistant, Hartford Marriott Hotel; Robin Richmond, Director of Outlets, Hartford Marriott Hotel; Ali Dezfoli, Assistant Director of Operations, Hartford Marriott Hotel; Nick Lorusso, Director of Operations, Hartford Marriott Hotel; Anthony DeSerio, Bartender; Sherri Mancini, Assistant Director of Sales, Hartford Marriott Hotel; Sandra Terenzio, Moët Hennessy Portfolio Manager, CDI.
2. Bartender Anthony DeSerio hand carving ice for the cocktails.
3. DeSerio and the Belvedere table display.

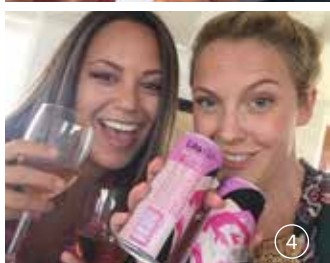


Photo courtesy of Rita Rivera, Greater Mystic Chamber of Commerce.

LATITUDE BEVERAGE SHOWCASES ROSÉ PORTFOLIO ON HARBOR CRUISE

Latitude Beverage Company hosted its first annual Rosé Boat Cruise for trade professionals and account guests on June 4. The three-hour cruise, off Greenwich Harbor, Connecticut featured Latitude's rosé wine offerings as well as food, music and friends. The wines included Lot 33 Rosé (Languedoc, France), Lot 132 Rosé (Provence, France), Earthshaker Rosé of Pinot Noir (Coteaux du Giennois), and Lila (a new canned Provence Rosé).

1. Wines showcased on the Latitude Beverage Rosé Cruise.
2. "Pretty in Pink" wine classes overlooking Greenwich Harbor.
3. Dave McNulty, Latitude Beverage; Sharon Sweeney, Greenwich Staffing; Jeb Fiorita, Val's Putnam Wines and Liquor, Greenwich holding Lot 33 Rosé; John Cummings.
4. Monica Muffoletto and Erin Pisacreta, Latitude Beverage-holding Lila Rosé.
5. Jimmy Codella, Wine Bazaar New Rochelle with Lila Rosé; Michael Munk, Latitude Beverage with Lila Rosé; and Robert Lindblad, Latitude Beverage.
6. Jeb Fiorita, Val's Putnam Wines and Liquors, Greenwich; Sharon Weeks-Thresh; and Michelle.

SPICER MANSION GRAND OPENING HERALDS NEW LUXURY DESTINATION

Spicer Mansion, a Mystic landmark since 1853, held a ribbon cutting ceremony on May 28. The ultra-luxury destination will be run under the guidance of Rhode Island's Ocean House Management, LLC, owner and operator of the Ocean House, the only Forbes Triple Five Star rated hotel on the Eastern Seaboard. The hotel features individually designed guest rooms, culinary experiences by Chef Jennifer Backman, and located behind a bookcase and down a set of stairs, the hotel's bar, Room No. 9 Speakeasy. The bar is reserved for hotel and invited guests and features a premium cigar lounge, rare rye whiskies, and carefully composed cocktails and creative bar fare. Spicer Mansion is located on 15 Elm Street in Mystic.

Daniel A. Hostettler, President and Group Managing Director, Ocean House Management; Charlotte Berdensen, Food and Beverage Manager, Spicer Mansion; Tom Gates, Owner, Spicer Mansion; Katharine Gates, Owner, Spicer Mansion; Brian Gates, Owner, Spicer Mansion; Ulrika Gates, Owner, Spicer Mansion; Louis Shapazian, Innkeeper, Spicer Mansion. Not pictured: Eric Gates, Owner, Spicer Mansion.

NEW BELGIUM BREWING HOSTS CONNECTICUT COMPANIES FOR LAUNCH EDUCATION

Fort Collins, Colorado-based brewing company, New Belgium, famed for its Fat Tire beer brand, hosted Connecticut distributor teams who are launching the product in the Nutmeg State: Northeast Beverage Corp. of CT (NEBCT), Rogo Distributors and Levine Distributing. Each team spent a comprehensive day with brewery representatives training on New Belgium's history, the beers and the brand. The teams also enjoyed a bicycle ride into Fort Collins for lunch, following the inspiration of the Fat Tire Amber Ale. That flagship brew, reflected now in the company's logo, originates from a co-founder's bicycle trip through Belgium from brewery to brewery.

Other beers to hit the CT market last month include Ranger IPA, an India pale ale (IPA); Citradelic, an India Pale Ale with Tangerine; Rampant Imperial IPA, an American double/imperial; Heavy Melon, a Watermelon Lime Ale (summer seasonal) and two gluten-free beers, Glutiny Pale Ale and Glutiny Golden Ale. Other offerings from the brewery that will hit the market sometime later this year include Shift Pale Lager, an American pale lager; Sunshine Wheat, an American-style wheat ale; 1554 Black Lager, a Belgian dark beer; Blue Paddle Pilsner, a Czech-style pilsner; Abbey Belgian Ale, an abbey dubbel beer; Trippel Belgian Style Ale, a Belgian-style tripel; and various seasonal and limited-edition beers.

1. All with Northeast Beverage Corp. of CT (NEBCT) except where indicated. **Front row:** Tom Walsh, Vice President; Alaina Fillback, Sales Rep.; Rebecca Gomes, Sales Rep.; Natasha Witik, Sales Rep.; Miranda Porrello, Sales Rep.; Greg Zannella, General Sales Manager; Juan Rosa, Field Marketing & Sales Manager; **Back row:** Ariel Novo, Sales Rep.; Jason Tournas, Sales Rep.; Greg Holmes, Regional Director New Belgium; Miguel Rojas, Sales Rep.; Paul Lipinski, Sales Rep.; Mike Belden, Sales Rep.; Tom Korniluk, New Belgium Brand Manager; Dan Murdock, Craft Beer Specialist; Brian Dalke, Sales Supervisor; Ross Carley, Sales Rep.; Matt Bronson, New Belgium Market Manager CT/RI; Mike Ward, Craft Beer Manager.
2. Northeast Beverage Corp. of CT team members during a New Belgium brand education training.
3. Greg Zannella, General Sales Manager with the "Beer School" welcome sign during the brewery tour.
4. Northeast Beverage Corp. of CT team members during their brewery tour.
5. Northeast Beverage Corp. of CT members on New Belgium-provided bikes in Fort Collins, Colorado along the Poudre River path leading into downtown.
6. All with Rogo Distributors, Inc. **Back row, standing:** John Meyer, Sales Rep.; Casey MacDonald, Sales Rep.; Greg McGinn, Sales Rep.; Chad MacDonald, Sales Rep.; Jim Simione, Draft Beer Manager; Clem Sayers, General Manager; Cory Maher, Sales Rep.; Ryan Fitzgerald, Sales Rep.; Eric Lemieux, Field Sales Manager; Scott LaBelle, Craft Beer Director; Bill Hannon, Field Sales Manager; Kevin Byrnes, Sales Manager. **Sitting:** Liz Toolan, On-Premise Specialist; Tony DeFrancesco, Sales Rep.; Steve Hayes, Sales Rep.; Mike Hussey, Merchandiser; Nick Pilatti, Sales Rep.; Neal Dareis, Sales Rep.
7. Rogo team members during their brewery tour.
8. The Rogo Distributors' team spent the day immersed in brand education.
9. Rogo's General Manager Clem Sayers rides into downtown Fort Collins on a New Belgium-provided bike.
10. A glass of New Belgium Fat Tire Amber Ale from the outdoor patio tasting venue.



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2016 LEGISLATIVE SUMMARY

BY CARROLL J. HUGHES, EXECUTIVE DIRECTOR, CPSA



The 2016 regular legislative session concluded on May 4, 2016. Several alcohol-related bills were approved for a public hearing by the legislature, and a few were passed and amended. These bills are listed below.

Most significantly, the bills listed below do not include the bill to eliminate the minimum bottle pricing, which was pushed twice after the original bill was not reported from the General Law Committee.

Bills signed by the Governor

SB 233 - AN ACT CONCERNING A REDUCTION OF CONSUMER-BASED PACKAGING MATERIALS. Special Act No. 6

Summary: This bill creates a task force to review all packaging of consumer products with recommendations to reduce packaging, and to report these findings to the General Assembly in January 2017.

Signed by Governor 6/3/2016

HB 5324 - AN ACT CONCERNING ALCOHOLIC LIQUOR. Public Act No. 103

Summary: Allows caterers to serve alcohol at sixteen functions per year, not four. Allows on premise permittees to sell alcohol at 10 AM on Sunday, and allows manufacturer permittees to provide tastings from 8 AM, except on Sundays. Also allows farm wineries to provide tastings at a farmers market. Additionally, it requires those who approve alcohol sales in grocery stores be at least eighteen years old.

Signed by Governor 6/2/2016

HB 5430 - AN ACT PERMITTING THE SALE OF PRIVATELY HELD ALCOHOLIC LIQUOR FOR AUCTION. Public Act No. 56

Summary: Allows alcohol in an estate

probate auction to be sold by an auctioneer.

Signed by Governor 5/26/2016

HB 5428 - AN ACT CONCERNING CASE BOTTLE QUANTITIES FOR CERTAIN ALCOHOLIC LIQUOR. Public Act No. 18

Summary: Allows a manufacturer to sell nontraditional cases of spirits with the exception of "nips."

Signed by Governor 5/6/2016

HB 5433 - AN ACT MAKING MINOR AND TECHNICAL CHANGES TO DEPARTMENT OF CONSUMER PROTECTION STATUTES. Public Act No. 117

Summary: Allows a concession permit to sell beer in plastic or aluminum containers.

Signed by Governor 6/3/2016

Also, not listed is the proposal to add all liquor, wine, or other beverages to the Bottle Bill, which all industry interests worked to defeat and was not passed.

Will liquor and wine bottles be added to the state's bottle deposit bill?

During the closing days of the General Assembly, a budget proposal was offered that would have expanded a deposit and handling fee to all alcoholic beverage bottles (as well as all other beverage containers not currently under the state's Bottle Bill).

Unlike the Bottle Bill, the expansion was not designed to help recycling as much as it was to raise money for the state. The proposal was to raise an estimated \$10 million from unredeemed deposits paid by the public.

One thing is clear - the Bottle Bill expansion, which had already been defeated in the Environmental Committee earlier in the session (March), will return next year.

The return of the bill will occur for a few

reasons: First, legislators who advocated for the bill will file it for next year; second, the state is expected to continue to have a revenue problem; and third, a packaging task force created during the last session will begin meeting in August.

The packaging task force is charged with evaluations of packaging to increase recycling, including the following:

- Study methods for reducing solid waste by reuse, source reduction, recycling.
- Changes in consumer packaging and alternative methods for increasing recycling and reducing waste.
- Extended producer responsibility (EPR), which means manufacturers being involved with its products through final disposal and recovery.

The study will have dramatic implications for manufacturers and local businesses. Recommendations by the task force are required to be presented to the General Assembly in January.



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CARROLL J. HUGHES
EXECUTIVE DIRECTOR, CPSA

Windham Wine and Spirits

BY SAVANNAH MUL

When the Randazzo brothers, Joe and Sebby, purchased the 1,100-square-foot building that would become home to Windham Wine and Spirits in 2007, they had every intention of expanding the business.

“We knew we wanted to be a destination store,” Sebby said. “We wanted a customer to come in and be able to find A to Z from us.” In 2008, the brothers renovated the Main Street location to add 4,000 square feet, along with accompanying storage space.

The expansion has allowed them to bring in more products, feature new product displays prominently and create a wine room, which now features painted grape vines on the walls and custom built racks from their father.

Both Sebby and Joe Randazzo had prior experience in the industry from working at their family’s store, Columbia Package Store, which the family sold in 2013.



Windham Wine and Spirits’ Sebby Randazzo, Co-owner; Olivia Randazzo, Store Employee; and Joe Randazzo, Co-owner.



LOCATION

1183 MAIN STREET
WILLIMANTIC, CT

FACTS

SQUARE FOOTAGE: 5,500+/-
YEARS IN OPERATION: 9

Their brother, Paul Randazzo, currently owns Brandy and Brew Package Store in North Windham.

“I love working with the customers,” said Sebby. He and his staff help their local customer base plan for celebrations by offering party packages for weddings, graduations and other occasions. “It’s great to take part in helping people plan special events. It’s all about making the customer happy.” Joe reinforced that idea and said their business model since owning the store has always revolved around customer service. “We always strive for it,” Joe said.

One way to ensure their level of service is by staying on top of the latest trends and knowing what items to stock. Sebby and Joe talk with sales representatives about the latest offerings, as well as pay close attention to national and local advertising to stock ahead of demand. Joe

said customers will see an ad and come in asking for a specific product. “We are not afraid to try new products,” Sebby said.

Over the past few years, Sebby said whiskeys, bourbons and flavored vodka have been popular sellers, as well as sweet wines and craft beer. “I never thought someone would buy a 4-pack of beer for \$15,” he said. “Today, the customer is buying quality over quantity.”

Beer accounts for about 45 percent of the sales at Windham Wine and Spirits, followed by spirits and wine. Joe said they conduct in-store tastings to help their customers “try before they buy.”

Windham Wine and Spirits staffs seven employees, two of which are part-time workers. “We have been very fortunate with our staff,” he said. “You have to trust your employees because we can’t be here seven days a week. We have an excellent staff.” ■

FEATURE
YOUR STORE



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

Marketing From Brands to Consumers

New Connecticut-based mobile app incents brand sales

BY LAUREN DALEY



↑ Erik Amalfitano, President, bevRAGE and Dounya Irrgang, CEO, bevRAGE.

Dounya Irrgang has always loved entertaining and couponing. One day, she had the idea to combine her passions. “I’d always see mail-in rebates in liquor stores; I’d do Groupon, couponing – the crazy coupon lady, you know,” she said with a laugh. “It was fun, but a lot of work.”

So Irrgang came up with bevRAGE – a mobile app that would allow someone buying beer, wine or liquor to earn rebates back instantly – not by mail, but directly to their PayPal account, by taking a photo of their receipt and uploading to a phone app. At the same time, beverage brands who signed up with bevRAGE would be able to get their names out to consumers – whether they were Budweiser or a tiny craft brewery – and also see who was buying their products and from where.

“I started to talk to my friends who work at suppliers, and they thought it was a great idea,” said Irrgang, now the CEO of the Stamford-based bevRAGE. “It’s not just about saving, but about discovering brands. When you go into a liquor store, if you see a certain wine that you’ve never tried before is \$5 off, you might be more willing to buy and try something new.”

The beverage industry-specific digital rebate platform works both on- and off-premise, she said. Brands pay only when a purchase is made, and they “receive highly detailed data” enabling them to make targeted marketing decisions.

Irrgang said they currently work with some 80 brands, including Budweiser, Guinness and Bacardi, allowing them to “gain relevant and targetable data on consumer behavior.” Irrgang explained, “Let’s say Budweiser is going to spend x dollars on ads on national TV and they really hope people are going to go a store and buy it. But they’re not sure if they will, and there’s no way to track that. With this app, they know exactly how much product they sold, and they know age demographic and location of the consumer.”



Beverage companies get a direct way to communicate with consumers, for whom the app is free, which can build brand loyalty, said Irrgang. For instance, if a consumer uploads his receipt for Dos Equis, the beer brand “can contact the customer with a push notification and say: ‘How did you like your glass of Dos Equis? Go to the liquor store and get \$3 off when you buy a 12 pack,’” she said.

Kevin Hickey, market manager at Bacardi USA, said, “I think it’s the next platform to connect with the consumer. It’s really functional. This is the next technology [we need] to engage with the consumer. It shows you the metrics behind it – how many people redeem, activate. It [is] information you can’t really get otherwise. You can’t get it through an ad. Unless you do a focus group and say, ‘How did you find out about us?’ and they’re willing to tell you ... This is the missing piece.”

bevRAGE gets paid by suppliers, through a processing fee, when someone buys their product. Right now, they work in Connecticut, Rhode Island, Massachusetts, New Jersey and New York. They will soon branch out into other states, Irrgang said.

“I think it’s going to really take off,” said Dimitrios Zahariadis, president of the Connecticut chapter of the United States Bartenders Guild (USBG), owner of Cocktail Chemist, general manager at Anchor Bar and partner at Highland Brass Co. in Waterbury. “For bartenders who want to make extra cash, if they take a few minutes, it can be beneficial, and it’s super easy. When people come into the bar, I tell them, ‘Hey, if you order [a participating brand], take a pic of your receipt and they’ll give you money.’ ... You get \$2 per referral.” For a bartender, “That could be a nice little chunk of change at the end of the month,” said Zahariadis, who recently hosted bevRAGE reps at a USBG CT chapter meeting. ■



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Now is the time to send in your membership dues which we use to support these efforts. CPSA has a team of lobbyists that communicate every day to legislators from both parties when the legislature is in session. This takes a tremendous amount of work and we need you to help support that effort.

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Store Contact Name _____

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and mail your check to: 700 Plaza Middlesex,
Middletown, CT 06457

CHAMPAGNE HENRIOT RELEASES UNIQUE 100% CHARDONNAY ‘CUVE 38’

Is luxury back? Priced at \$750 and 25 years in the making, Henriot CUVE 38 represents the top expression of the Chardonnay-driven Henriot house style. It was in 1990 that Joseph Henriot sat aside in one vat a blend of 100% Chardonnay all sourced from four Grand Cru vineyards (Mesnil-sur-Oger, Chouilly, Avize and Oger). Since then, each year 3 to 20% of Henriot’s harvest from these vineyards have been added. This process has given birth to a unique Champagne, with a low dosage, produced entirely in magnum. CUVE 38 was first released in 2014. Following the same process, wines were drawn off for a second time in 2010. And that is being released now—as CUVE 38 V.2—featuring pinpoint bubbles, aromatics of brioche and minerality, and a palate of surprising freshness given its 10 years average age. SRP \$750/magnum.



henriotinc.com

VINO CHAPEAU: A BETTER FRUIT FLY TRAP?!

Just in time for the high season for al fresco dining and outdoor entertaining, here comes a new accessory to stock as an impulse buy at the register. Vino Chapeau is a silicone disk that can be placed on wine glasses to protect against fruit flies and other flying pests. At the same time, it helps concentrate the wine’s aroma and preserve its temperature. The reusable disk clings securely to the wine glass rim, even when swirling, and a small hang tab lets it hang on the glass when not in use. Wholesale pricing is available with minimum order of 144 disks, which can come packed for resale in single or multiple packs (2, 4, 18). SRP is \$2.95 for one, \$9.95/4-pack. Custom logos also can be added (four weeks lead time), and POS displays are available.

topnestdesigns.com

Great summer impulse buy; stock by the register.



Steve Fennell has been Sanford’s chief winemaker since 2006. Sanford’s new label replaces the flower label that defined the brand for decades.



Old

New

PINOT PIONEER SANFORD WINERY CELEBRATES 40 YEARS

No discussion of cool climate California wines is complete without a shout-out to Sanford Winery. These days, the Santa Rita Hills’ AVA in Santa Barbara County is widely regarded as one of the best places to grow Pinot Noir on the planet, but that certainly was not the case when Sanford planted the region’s first vines in 1971, founding the famed Sanford & Benedict vineyard. “At the time, enologists at UC Davis thought it was a crazy decision—no one thought grapes would thrive here,” shares Steve Fennell, Sanford’s head winemaker since 2006 (he joined two years after the Sideways-induced Pinot craze; part of the movie was filmed at Sanford’s winery).

“Our founders recognized the unique combination of soils and growing conditions that make this small area extremely similar to Burgundy,” Fennell describes. In spite of being just 100 miles north of Los Angeles, it boasts some of the area’s coolest summertime temperatures—thanks to dense fog—which lengthens the growing season by as much as 40 days compared to, say, Napa.

Pinot thrives here for this reason, yielding elegant, structured wines. Sanford’s first vintage, 1976, was the region’s first and inspired others to follow. Sanford still makes wine with their original vines, now 44 years old. “Many more recent Pinot drinkers don’t have the Burgundy reference point, so they are seeking out darker, more Syrah-like examples,” Fennell observes. “We prefer to keep ours bright and fresh and supple.”

Fennell has also improved upon Sanford’s Chardonnay, moving to whole cluster pressing and more lees stirring, which gives it a richer texture and more flavor (and less oak). And he just released the winery’s first Rosé of Pinot Noir 2015, a mineral, chalky, savory rosé with the elegance of the variety coming through.

stanfordwinery.com | terlatowines.com

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*Comparison of retail selling price of Black Box Wines and Super Premium category as reported by IRI, Total US Multi-Outlet and Convenience, 52 weeks ending 1/24/16.

Please enjoy our wines responsibly. © 2016 Black Box Wines, Madera, CA

HARASZTHY'S TRAIL

A CALIFORNIA LEGEND CRISS-CROSSES THE NATION TO MEET, GREET & EAT WITH TRADE PARTNERS

BY KRISTEN BIELER

Vallejo (Val) Haraszthy, founder and winemaker at Sonoma's Haraszthy Family Cellars, will spend the better part of this year driving a 1951 Willys Jeep around the country. He pulls behind him a trailer with Weber grills and spends his days meeting with—and cooking for—the distributors and retailers throughout the country that sell his wines, racking up thousands of miles along the way.

Compared to those who use airplanes and rental cars to sell their wines, this may sound like a tough journey. Yet, as he is quick to point out, it's actually a piece of cake compared to the pilgrimage made by his great-great-grandfather, Agoston Haraszthy. A Hungarian immigrant who arrived in America in the 1840s, Agoston packed his large family into a wagon and headed to California on the Santa Fe Trail via the treacherous Donner Pass. "He came west in one type of wagon, and I'm heading east in a different type of wagon," says Haraszthy.

In fact, it's Agoston's story that Val Haraszthy is traversing the country to tell. Agoston (in addition to becoming the first sheriff of San Diego) founded California's

first commercial winery—Buena Vista, which still operates in Sonoma. The reason he is called the "Father of the California Wine Industry," however, is because he introduced European grape varieties (*vitis vinifera*) to replace the humble Mission grape that had been used for California's wine production. Accepting a commission from the governor, Haraszthy went to Europe and collected thousands of vine cuttings and planted them in California, kick-starting the wine industry as we know it.

But wait—the story of Haraszthy's inherited legacy gets even better: Agoston became friends with General Mariano



Strong Wine:
The Life and Legend of Agoston Haraszthy by Brian McGinty, Val Haraszthy's cousin

Vallejo, the last of Mexican governors of Northern California and the founder of Sonoma in 1834 (and a winemaker himself). Vallejo was captured in 1946 by Sonoma settlers who wanted the territory for themselves. ("A high energy group of local settlers who lowered the Mexican flag and hoisted a badly-drawn bear flag and declared the Republic of California—the state's flag to this day," explains Haraszthy).

Vallejo was lucky to survive, and two of his daughters later married two of Agoston Haraszthy's sons, creating a multi-family wine dynasty.

A Zinfandel Specialist Comes Full Circle

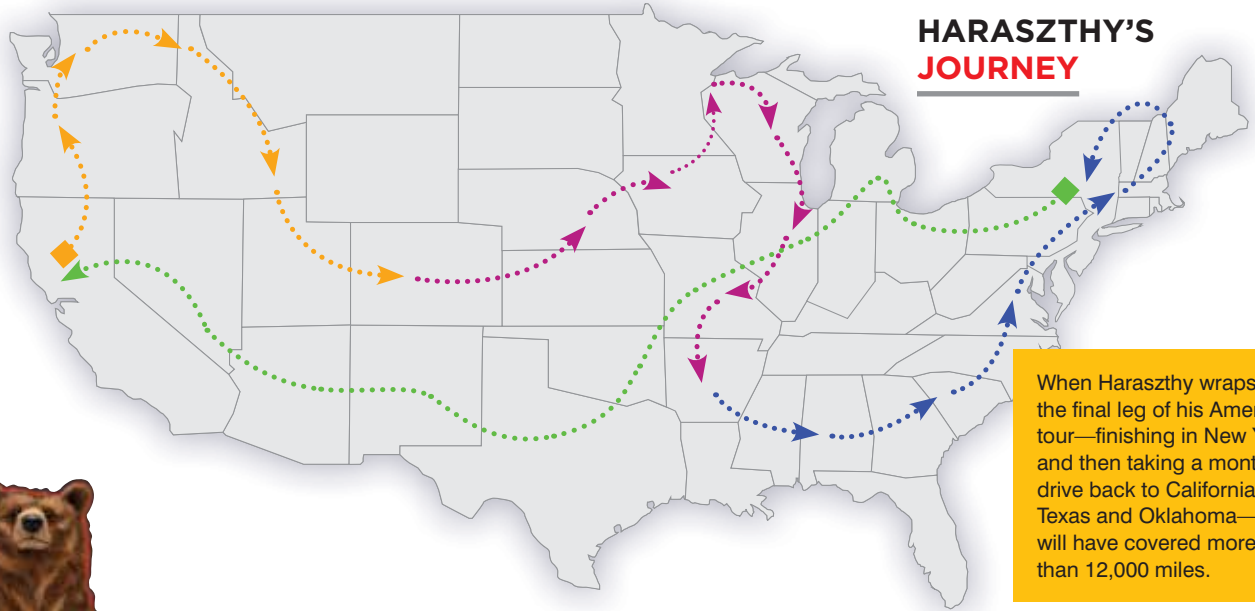
A fifth-generation Sonoma native, Val Haraszthy took a job in 1972 as a cellar rat at Buena Vista, the very estate founded by his great-great-grandfather. After years honing his skills, he founded Haraszthy Family Cellars in 2006, dedicated primarily to the production of California's signature grape, Zinfandel.

"Zinfandel is so expressive of the place where it grows—it changes so much from one place to another," says Haraszthy on



Haraszthy's 1951 Willys Jeep, which has a 360 horsepower Corvette engine. "It's a beast and it's 65 years old, but it's surprisingly comfortable," he reports. "It's very much like a wagon—you point the hood in the direction you want it to go."

HARASZTHY'S JOURNEY



When Haraszthy wraps up the final leg of his American tour—finishing in New York and then taking a month to drive back to California via Texas and Oklahoma—he will have covered more than 12,000 miles.



Tour #1 (April): Oakland, CA ▶ Denver, CO
Tour #2 (May): Denver, CO ▶ Little Rock, AR

Tour #3 (June/July): Little Rock, AR ▶ New York
Tour #4 (Sept/Oct): New York ▶ Oakland, CA

why he loves the variety. He makes wine from the three most important California regions for Zinfandel: Sonoma Valley, Lodi and Amador County. “Each has a different spice rack flavor profile driven by clonal selection and the site itself—the soil, the sun, the wind and dirt,” he notes.

But wine is about more than simply what’s in the bottle; it’s the individuals, the stories, the connections. “This is a people-driven business,” says Haraszthy. “When I was developing this company, I would stop by stores and restaurants and really try to make a connection with the people selling my wine. But I have 40 distributors nationally and haven’t met 90% of them. I wanted to find a way to broaden my reach in a really authentic way that would make an impact—without rental cars and business suits. So, I got the Willys Jeep and a BBQ wagon.”

Haraszthy isn’t attempting rarified gourmet cuisine (although his BBQ spice rub is a highly coveted secret recipe). “I grill some pork loins, cook some beans and slaw and we sit outside and get to know one another, and I tell them the story of my family. It’s very simple, but it resonates in a memorable way and the reaction has been incred-

ible.” His inspiration was one part “the Oscar Mayer Wiernemobile of my childhood” and one part “Wishbone, the cantankerous old cook on the [1960s] television show *Rawhide*. He would cook hearty trail food and always had your back when any trouble came along. I named my trailer after him.”

When Haraszthy wraps up the final leg of his American tour—finishing in New York and then taking a month to drive back to California via Michigan, Texas and the Southwest—he will have covered more than 12,000 miles. It’s not too early to call the tour a success: Haraszthy has tripled sales in many markets (“We’re at 25,000 cases this year but are confident that we will be a 100,000 case brand in a few years,” he predicts.)

Some things are just better the old-fashioned way, says Fred Franzia, CEO of Bronco Wine Company, the exclusive national distributor for Haraszthy Family Cellars: “When I was younger, we would sit in meetings with Ernest Gallo or Robert Mondavi or Louis Martini. Now you go to those same meetings and everyone’s a lawyer or a public relations guy. Val is a dinosaur—he’s a throwback with a real family and a real history.” ■



Val Haraszthy

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PROVISIONS PER BBQ:

- 15-20 lbs** Pork Loins;
- 3 bags** Cole Slaw Mix;
- 1 Case** of Bush’s Baked Beans; Pineapple, Onions, Ranch Dressing, Plates/Napkins/ Utensils

WINES ON BOARD:

- ★ Bearitage 2013 Red Blend (Lodi)
- ★ Bearitage 2015 Sauvignon Blanc (CA)
- ★ Haraszthy 2014 Old Vine Zinfandel (Lodi)
- ★ Haraszthy 2013 Amador Zinfandel
- ★ Haraszthy 2013 Reserve Zinfandel, Indian Springs Ranch (Sonoma Valley)
- ★ Haraszthy 2013 Dry Creek Zinfandel (just released)



HARD: SELTZER, CIDER, SODA, TEA, COOLERS

BY JACK KENNY

No magic lamp exists to create shelf space or cooler space. When it comes to new products and line extensions – such as we are seeing at an ever increasing pace these days – the genie has left the bottle. If you're the proprietor of a tiny package store, you probably just shrug. If you have a good amount of space, you re-jigger your already crammed shelves to add just one more thing. Until next week.

The beer section is changing, isn't it? Dealing with craft beer when it first came out was one thing. Then we had the wine coolers, which aren't made with wine any more. Then Mike's came out with his hard lemonade and associated flavors. Pretty soon we had hard tea drinks. Ciders, which had been around the fringes for years, suddenly emerged as a real pursuit among consumers. Then Bud Light invented its line of Rita drinks, which today come in several sizes, packages and fruity flavors.

And now, the seltzers with alcohol and the hard sodas. Nobody's carving out space for this stuff in the wine or spirits sections, no. It's all on beer. I like to call this new category "NonBeer."

I'll bet that with a couple of exceptions, you can generally describe the NonBeer customer: she who is bringing the seltzers and ciders to the register. Women rule the category where I work. A lot of guys are fans of Twisted Tea, and also of the root beers, ginger ales and orange sodas that have shown up in spiked form. (Note that when men purchase Spiked Seltzer, they usually mention that they were "asked" to buy it. A guy thing, I guess.)

Women drink a lot less beer than men do, which in the old days meant they would drink wine or cocktails. That's all changed. The female consumer is a powerful force in the beverage market today and is the main driver in the NonBeer category.

Spiked Seltzer showed up a few years ago and was slow to catch on. The company is based in Norwalk, Connecticut, and the four flavors are distributed in 13 states, most in the Northeast and also Virginia, Tennessee and California. The summer of 2015 marked the real consumer awakening for the brand, which added a 12-can variety pack to its bottled six-packs. Today all flavors come in cans and bottles.

Just this year, a competitor to Spiked Seltzer emerged. Truly is from Boston Beer, maker of Samuel Adams, and no stranger to the NonBeer marketplace: the company owns Twisted Tea and

Angry Orchard ciders, as well as the Coney Island line of hard sodas. Truly comes in three flavors, and is a bit lower in alcohol and calories than its main competitor.

Boston Beer is wise to pursue options in other segments of the beverage business. Craft beer is a war zone (more than 4,500 breweries on U.S. soil today), and the company saw its net revenue drop 1% in the fourth quarter of 2015 compared with the same period in 2014. It's banking on Truly to help bring growth in the NonBeer arena.

The first entrant into the hard soda segment was Not Your Father's Root Beer, from an unknown outfit in Wauconda, Illinois, called Small Town Brewery. How did such a minuscule operation get on the shelves all over the country? Turns out it partnered with Pabst, which has distribution nationwide for its two dozen or so brands.

I will testify that this root beer is terrific, probably better than the non-alcohol versions. It's sweet, too, which has an appeal to a certain class of consumer.

As soon as the root beer hit the shelf, along came Coney Island with its version, plus an orange cream ale. Not your Father's followed quickly with a hard ginger ale, and so did Coney Island. Somewhere in all of this emerged a brand called Henry's, which brought out a ginger ale and an orange soda. The latter appears to be getting high marks with consumers.

Let us not forget another happy entry into this emerging segment: Fishers Island Lemonade. Here is a delicious drink made from an old recipe that comes from a hotel on the island, which is part of New York but closer to the eastern shore of Connecticut. It's a lemonade, yes, but it is enhanced with vodka and whiskey, and it clocks in at 9% abv.



ABOUT JACK KENNY

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



WRITE TO HIM: thebeercolumn@gmail.com

F**the find****SPECIAL RED, WHITE & BLUE EDITION****SAILOR JERRY IS READY FOR FIREWORKS**

This July 4th, Sailor Jerry Spiced Rum is celebrating America's birthday with the launch of a limited-edition black bottle. Paying tribute to the patriotic history authentic to the rum, the bottle features artwork from the undisputed fatwher of old-school tattooing, Norman "Sailor Jerry" Collins. The image on the bottle is a nod to the countless pin-ups that Norman Collins tattooed on U.S. soldiers. Available nationally while supplies last. SRP \$15.99; 92 proof.

sailorjerry.com | grantusa.com

**RUMCHATA FREEDOM BOTTLE RETURNS**

The RumChata Freedom Bottle program is back this summer to continue the brand's support for the Lone Survivor Foundation, a not-for-profit organization that restores, empowers, and renews hope for wounded service members and their families. Since the start of the program in 2014 more than \$485,000 has been raised for the program. SRP \$19.99; 27.5 proof.

rumchata.com | lonesurvivorfoundation.org

**SVEDKA GOES BIG & BOLD**

At 1.5 liters, the super-sized 2016 Svedka limited-edition party bottle is clearly lobbying for party side of holidays—backyard grilling, pool parties and the like. The edition is "limited" but is expected to be in strong supply right through Labor Day. SRP \$19.99/1.5L; 80 proof. svedka.com

**SVEDKA'S RED, WHITE & BOOM**

- 1½ oz Svedka Vodka**
- 1 oz Watermelon Schnapps**
- ½ oz Cranberry Juice**
- ½ oz Lemon Juice**
- ½ oz Simple Syrup**
- ¼ oz Blue Curaçao**
- Soda Water**

Build in the glass. Add watermelon schnapps and cranberry juice over ice, then carefully add lemon, simple syrup, and Svedka as to layer the white layer, then very(!) carefully layer the blue Curaçao to create the color separation, and gently top with soda. Garnish with fresh watermelon pieces.

**SMIRNOFF'S LATEST IS A TRIPLE WHAMMY**

Smirnoff kicked off their patriotic-ish entry around Memorial Day Weekend. "With summer comes patriotic celebrations, from poolside hangouts to backyard BBQs," say the press materials for Smirnoff Red, White & Berry. This flavored vodka is a mix of cherry, citrus and (yes) blue raspberry. It can be enjoyed as a chilled shot, as an ingredient in simple summer cocktails, or even adult frozen treats. SRP \$12.99; 60 proof.

smirnoff.com

PATRIOTIC PUNCH

- 1½ cups Smirnoff Red, White & Berry**
- 3 cups Pink Lemonade**
- Strawberries and Lemons**

In a punch bowl or pitcher, stir 1½ cups Red, White & Berry with 3 cups pink lemonade. Stir in strawberries and lemon wedges. Pour and garnish with strawberry and lemon. Serves 6.

EVAN WILLIAMS BOURBON SALUTES MILITARY VETERANS

A custom red, white and blue edition of Evan Williams Black Bourbon features stories of 10 American military veterans, chosen for their selfless acts of service. Available into July, this limited-edition is detailed with stars and stripes and its custom labels showcase the individual stories of the Evan Williams American-Made Heroes on one side. "Every hero has a story, and Evan Williams is honored to share them," said Brand Manager Chris Ratterman. SRP \$24.99/1.75L; 86 proof.

evanwilliams.com | heavenhill.com



SERVING UP

HIGHLAND BRASS CO.

728 HIGHLAND AVENUE
WATERBURY, CT

The cocktail lounge specializes in unique mixed drinks, and boasts a curated selection of wine and beers, along with sweets and tapas.



BARTENDER

George Zahariadis

COCKTAIL

Blue Drank

Bartender George Zahariadis.

RECIPE

Mix:

- » 1.5 oz. Absolut Elyx
- » 1/2 oz. Plymouth Navy Strength Gin
- » 3/4 oz. kaffir lime cordial liqueur
- » 1/2 fresh lime, squeezed
- » 3/4 oz. egg whites

Shake with ice. Strain. Shake again without ice. Double strain into a coupe glass. Add 4 drops Peychaud's Bitters.



"It's a very unique taste with notes of Southeast Asia," said Dimitrios Zahariadis, a partner at the bar. "Using kaffir lime is reminiscent of Southeast Asian flavors."

DON'T MISS

AN ISSUE



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Brockmans is a beautifully crafted super-premium gin which pairs exquisitely with summer cocktails for an intensely smooth and original taste!

BROCKMANS SUMMER PUNCH

- 2 oz. Brockmans Gin
- 1 oz. Lemon Juice
- 1 oz. Sugar Syrup
- 4 Raspberries
- 6 Blackberries

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

SOUR BEE FIZZ

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

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



www.brockmansgin.com

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BROCKMANS® Premium Gin. 40% alc. by vol. (80 proof).
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All Flavors
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Stoli
THE VODKA



VODKA

101

BACK TO
BASICS

BY JEFF CIOLETTI

Vodka may have emerged from Eastern European distilling and drinking cultures, but as far as spirits are concerned, it's probably the closest to the Wild West anyone's going to get. That's because there's no clear standard mandating from which starchy or sugary bases it must be fermented.

That's not to say there aren't some standards in place. The European Union, for instance, sets the vodka ABV minimum at 37.5% (75 proof). On these shores, the TTB sets the ABV

floor at 40% (80 proof). The U.S. regulatory agency defines the spirit as "neutral spirits distilled or treated after distillation with charcoal or other materials so as to be without distinctive character, aroma, taste or color."

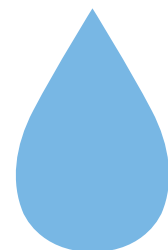
However, vodka's complete lack of all of those things makes it the nearly perfect blank canvas on which mixologists can paint their masterpieces. Ask a group of cocktail crafters and enthusiasts, "What's the most mixable spirit?" and at least nine out of 10 of them will likely answer, "Vodka."

WHERE IS IT PRODUCED?

Anywhere. **There are no official region-of-origin protections for vodka** (despite the best efforts of many former Eastern Bloc countries). Technically, a distiller in any part of the world can distill a spirit from just about any fermentable base and call it vodka. Despite that, it's still very closely associated with countries in the "**Vodka Belt**"—especially Russia and other former members of the Soviet Union, as well as Poland and Nordic countries like Sweden and Finland. The rise of craft distilling in the U.S. has created a wave of new American interpretations of the spirit.

DID YOU KNOW?

The word "vodka" derives from the word for "water" in many Slavic languages, *voda*. Adding "ka" to a Russian name makes it the diminutive form, as a form of familiarity and affection. So "vodka" is, essentially, but not directly, "little water" or "my dear water."



FEATURED BRAND
CROP

WHAT'S IT MADE FROM?

An easier question to answer would be, “What’s it not made from?” If it’s got fermentable sugars, it’s pretty much fair game. However, the two classic bases are:

- Grains—wheat most commonly, but other cereals like rye and corn often find their way into the mash.
- Potatoes are another popular base.

Distillers have also made vodka from beets, grapes, molasses, milk, apples, even hops.

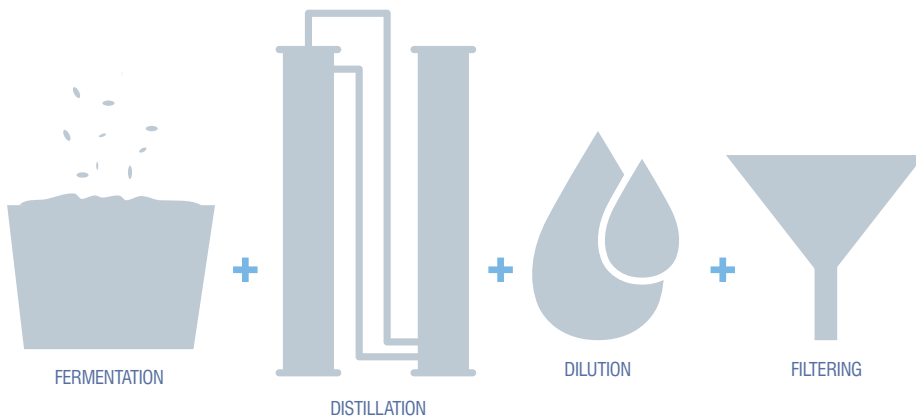


FUN FACT

MINIMUM PROOF FOR VODKA IN THE U.S. IS 80. FOR THE EUROPEAN UNION, IT IS 75.

HOW IS IT MADE?

Production is deceptively crucial in vodka, as the name of the game is **purity**—whatever bells and whistles are employed lean toward stripping away flavor.



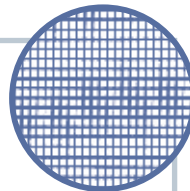
1. Distillers create a mash from the malted grain, potato or other fruit or vegetable source.

2. Once the fermentation process ends, it’s distilled multiple times, typically through column distillation. The continuous distillation process removes impurities and results in a spirit that’s at least 190 proof. A spirit that’s upwards of 95% alcohol is more pure grain alcohol than vodka and barely drinkable.

3. What goes up in proof must come down; vodka is bottled between 80 and 110 proof, so every vodka is diluted. A typical 80 proof vodka contains 60% water, and there is no adding of botanicals or barrel treatment post-dilution, so that water is critical.

4. Distillers then filter it through charcoal multiple times. (Marketers are apt to tout a very high number of passes, and/or alternate filtering material, for what they say is optimal purity.) After that, they add a little more water to bring it to its desired ABV of around 40% (80 proof).

Charcoal—or, more accurately, activated carbon—remains a popular vodka filtering agent, but brands have also touted sand, diamonds, paper, bamboo, cellulose, rock and precious metals as points of filtering/marketing distinction.



VODKA'S FOUNDATION

When making vodka, there is nowhere for the distiller to hide. With the goal of stripping away all extraneous flavor—and no barrel-aging to fall back on for development—the spirit’s purity is paramount. While some producers downplay the material used for pre-distillation mash, others consider it critical.

For **Crop Harvest Earth Vodka**, the base is USDA certified organic grain, harvested from fertile soil free of artificial fertilizers, pesticides and chemicals. The purity of the mash sets the foundation for a pristine final spirit, which is also used for flavored expressions, infused with all natural Cucumber, Tomato or Meyer Lemon.

All Crop vodkas benefit from hands-on, small batch production:

- Each batch of Crop is distilled only the exact number of times necessary to remove specific impurities and their unwanted flavors from that particular batch.
- Crop is distilled so efficiently that no carbon treatment or charcoal filtering is required.
- The end result is a refreshingly crisp, clean, pure vodka.

BABYLON EXPRESS

- 2 parts Crop Organic Cucumber Vodka
- 1 part Elderflower Liqueur
- 1 part Pineapple Juice
- ¼ part Lime Juice

Combine with ice in shaker; pour into rocks glass. Garnish with pineapple fronds.

FEATURED BRAND
LEAF VODKA



WATER: THE DIFFERENCE-MAKER

By law, all vodka must be diluted. After it has been brought down from its peak of at least 190 proof (95% ABV) during distillation to 80 proof (40% ABV) for bottling, the final product is effectively 60% water. It follows that a brand's water source is critical to its character. Leaf Vodka is one notable supplier that not only stresses the importance of water, but proves its impact with a pair of flagship products made exactly the same way except for different water sources: one in Alaska, one in Colorado.

- Leaf Vodka made from **Alaskan Glacial Water** uses as its source Blue Lake, which is fed by four separate glaciers, imparting a pure, smooth taste.
- Leaf Vodka made from **Rocky Mountain Mineral Water** gains an unusual richness and complexity.
- Both 5 times distilled and USDA Certified Organic

The distinctions are subtle, but to vodka lovers they are quite real, and for mixologists, experimenting with both can reveal pronounced distinctions in cocktails.

PEAKED LEAF

- 2 oz. LEAF Vodka made from Rocky Mountain Mineral Water
- Grapefruit Juice
- 1 Lime Wedge



Fill highball glass with ice, and add vodka. Fill the rest of the glass with grapefruit juice to just below the rim. Garnish with lime.

GOLD LEAF

- 2 oz. LEAF Vodka made from Alaskan Glacial Water
- Orange Juice
- Splash of Ginger Ale
- 1 Orange Wedge



Fill highball glass with ice, and add vodka. Fill the rest of the glass with orange juice to just below the rim. Top off with ginger ale. Garnish with orange.

COMMON USES...

It's hard to know where to begin because it's probably the most common cocktail base there is. But here are a few:

BLOOD MARY

It wouldn't be brunch without a good Bloody; and many a Bloody has been batched using the most basic of vodkas.



VODKA MARTINI

Many purists insist that gin is the only spirit for a Martini, but vodka is just as popular. (Doesn't hurt that 007 typically orders his with vodka and "shaken, not stirred"—giving rise to another catchphrase that makes Martini fans cringe.) In its most basic form, the Vodka Martini is vodka and vermouth (typically dry), chilled with ice and then strained into a stemmed martini glass and garnished with olives.



WHITE RUSSIAN

Jeff "The Dude" Lebowski's favorite drink, the White Russian usually consists of vodka, coffee liqueur (Kahlua is most common) and cream (occasionally milk).



VODKA + JUICE

The Screwdriver (with OJ), The Greyhound (grapefruit) and the Seabreeze (grapefruit and cranberry) are benchmarks; their easy-drinking popularity helped fruit-flavored vodkas make sense.



MOSCOW MULE

Ginger beer (not ginger ale, mind you) and lime juice has both stood the test of time and inspired spin-offs; properly served in a rounded copper mug.



HARVEY WALLBANGER

Granted, the *raison d'être* of a Harvey Wallbanger is Galliano, but there is actually more vodka than liqueur in there. A hit in the '70s, this drink was born in the 1950s, supposedly named after a surfer.



WHAT ARE THE LATEST VODKA TRENDS?

- It's less about fancy, VIP bottle service with super-premium badge brands and more about quality ingredients and transparent, authentic provenance and processes, especially as consumers are more educated about where, how and with what their beverages are made.
- Thanks to the product's natural neutrality, points of distinction often center on production methods, water sources and filtration. Predictably, the more expensive the vodka, the more specific and fine-tuned these elements become.
- Similarly, packaging has become a focal point among marketers, especially at higher price points.

FUN FACT

THE TWO MONTHS FOR HIGHEST VODKA CONSUMPTION ARE DECEMBER AND JULY

IMPORTANT DATES IN VODKA HISTORY

1782

The first industrial distillery is opened in Poland, in Kresy, the eastern part of the country, controlled by the Russian empire. It is also around this time that producers begin making vodka from various unusual substances besides grain and potatoes.

1917

Commercial vodka is brought to America by émigré Rudolph Kunetchansky, who fled the Russian Revolution.

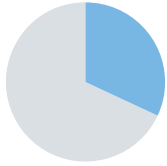
1960s

Vodka sales soar as a new generation of Americans discovers cocktails like the Moscow Mule and begin mixing vodka with fruit juices and tonic.

VODKA BY THE NUMBERS

VODKA REMAINS TOP DOG, COMMANDING

32%



SHARE OF SPIRITS CONSUMPTION IN THE U.S. IN 2015

THE CATEGORY HAS DECLINED SLIGHTLY OVER PAST FEW YEARS, BUT STILL LEADS WHISKEY BY MORE THAN

11 MILLION CASES

THE DECLINE IN VODKA IS IN THE FLAVORED SECTOR MORE THAN NEUTRAL

FLAVORED VODKA SALES WERE DOWN
↓ -5.9% IN 2015

SOURCE: 2016 IWSR US BEVERAGE ALCOHOL REVIEW

SELLING POINTS:

- As the most mixable spirit, it will never go out of style.
- Every home bar needs vodka—at least one. That's also why vodka makes a great gift.
- Because vodka is essentially neutral, buying by the label is as risk-free as any spirits category gets.
- Craft spirit producers have brought an artisanal edge to a spirit that was once in danger of being commoditized. Consumers are paying a premium for vodkas they perceive as hand-crafted with a good story behind them.



VODKA QUOTABLES

“Money, like vodka, turns a person into an eccentric.”

— Anton Chekhov

“The first glass of vodka goes down like a post, the second like a falcon and the third like a little bird.”

— Russian Saying

“A glass for the vodka, for the beer a mug, and for the table, cheerful company.”

— Russian Toast

FEATURED BRAND
KHORTYTSA



AUTHENTIC UKRAINE

Much is made of vodka's deep roots in Eastern Europe. In an interesting twist, Khortytza is making the most of both Ukraine's authentic distilling legacy and state-of-the-art technology.

- Distilled in Ukraine using modern techniques amid a culture with centuries of vodka expertise.
- The Khortytza (Hor-Ti-Tsa) distillery was built from the ground up and named after the island of Khortytza, Ukraine's natural and historical marvel.
- Water passes through silver, platinum and carbon filtration for ideal transparency, stability and taste; the De Luxe goes through an additional quartz filter.
- Third largest global vodka brand; named one of the world's best distilleries at the 2014 New York International Spirits Competition.

As is the case with many vodka producers, Khortytza makes a range of expressions:

Khortytza De Luxe represents the perfect combination of natural ingredients and the purest water; exquisite flavor and soft texture.

Khortytza Platinum has excelled at the Ultimate Spirits Challenge for the past two years; 2015 judges called it “a winner on all levels.” Delicate and balanced, it is perfect for cocktails.

Khortytza Ice is a game-changer: infused with mint, lime and menthol, it delivers exotic flavor and a feeling of coolness; plus the Ice bottle changes from frosted white to deep blue when the vodka is perfectly chilled.

Khortytza Pepper Honey Hot pairs the piquancy of red peppers with sweet honey, and is Ukraine's first vodka with peppercorns in the bottle.



1975

Vodka becomes the best-selling spirit in the U.S., with about 32 million cases sold (less than 2% imported).

2007

In 2007 a group of countries including Poland, Sweden and Lithuania tries to get the EU's definition of vodka changed to exclude any products not made from potatoes or grains. While the effort fails, the regulatory body amends EU law to stipulate that any vodka not derived from spuds or grains must include what it is distilled from on its label, if it is to be sold in the EU.

FLAVORED VODKA 101

Barely half a decade ago, the vodka category's flavored segment seemed to be dominated by headline-grabbing concoctions that infused the spirit with the artificial essences of everything from dessert confections to popular breakfast foods. Whipped cream, blueberry pancakes, marshmallow fluff and gummy bears were all fair game, as far as beverage developers were concerned.

The unconventional flavors, proved—for a little while at least—to be a dependable way for established, mature vodka brands to grab a little more shelf space, and add a little incremental volume to their mostly flat trademarks. For lesser-known brands, it generated press and put them on the radar. But the novelties quickly wore off as consumer tastes evolved. Those brands were good for driving trial, but they generated few repeat purchases.

WHAT WERE THE FIRST FLAVORED VODKAS?

Today when we hear the term “flavored vodkas” we immediately think of products that employ the expertise of flavor houses to approximate the sensory experiences of everything from fruits to those aforementioned indulgent sweets. However, flavored vodka is rooted in the centuries-old Russian and Eastern European tradition of natural vodka infusions. Indigenous fruits—**blackberries** for instance—as well as **roots, herbs** and spices like **ginger, horseradish, dill** and **coriander** are just a few items that have found their way into infusions over the years. One celebrated example is Żubrówka—vodka delicately

flavored with lightly sweet **bison grass**, a grazing favorite of wild bison on the border of Russia and Poland.

In America, Flavored Vodka as a category started in earnest in the late 1980s, with **citrus** expressions prominent among the earliest commercially successful flavors. The pace and diversity of new expressions picked up in the '90s, to the point where homemade infusions—often on display—became a bar trend. Restaurants like Washington, DC's Russia House and New York City's Ukrainian eatery Korchma Taras Bulba are particularly well known for their infusions, usually served in 2-ounce portions to be sipped neat.

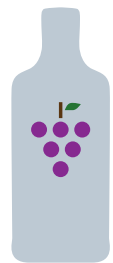


DID YOU KNOW?

Compared to neutral vodka, flavored vodkas typically are 5% lower in alcohol by volume and 10% lower in proof—70 proof, as opposed to the standard unflavored 80 proof. The lower proof helps ensure that the flavors can be the star, with alcohol more in the background.



UNFLAVORED
STANDARD:
80 PROOF



FLAVORED
STANDARD:
70 PROOF

★ AMERICA'S ★ ORIGINAL CRAFT VODKA®

WINE ENTHUSIAST RATINGS
SCORE OUT OF 100 POINTS

TITO'S® 95 USA PTS
HANDMADE VODKA

Ketel One® HOLLAND	89 PTS	Belvedere® POLAND	84 PTS
Grey Goose® FRANCE	84 PTS	Absolut® SWEDEN	84 PTS



My American vodka beats
the giant imports every day.
Try American! It's Better.

————— ★ ————— *Tito*

“★★★★”
Spirit Journal

**Unanimous Double
Gold Winner!!!**
World Spirits Competition

“America's first craft
sippin' vodka”
Wall Street Journal

“Smooth, I mean
really smooth!”
CNN



★ **TitosVodka.com** ★
Handcrafted to be savored responsibly

DISTILLED & BOTTLED BY FIFTH GENERATION INC. 40% ALC./VOL. © 2016 TITO'S HANDMADE VODKA.



FLAVORED VODKA 101

WHAT'S TRENDING NOW?

Despite recent declines in flavored vodka consumption, there's still plenty of opportunity for growth, as producers migrate toward both the tried-and-true and flavors that are trending throughout the drinks and culinary worlds.

- **Citrus fruits** never really go out of style.

Expect more focus on citrus, from classic lemons and limes to one of the most popular go-to fruits across the board: grapefruit. Blood orange is another one that has gained a lot of traction.



- Consumers increasingly are spicing things up, so there seems to be continued potential for **chile pepper infusions**.

On the much cooler side, **cucumber** is very much on trend. **Savory vodkas** in general also can be the perfect base for a Bloody Mary—especially horseradish, dill and peppery versions and, in some cases even bacon.



- **Hybrid**, or **combo**, flavors are becoming a popular way for producers (and marketers) to bring novelty to flavored vodka. Some seemed perfectly logical (strawberry-banana) others more exotic (Cognac and peach).



- Perhaps counterintuitively, emphasis on **natural ingredients** is another rising trend; this reflects the growing “green” awareness of consumers in general, but also, the plethora of kooky flavors makes it easier for products made with organic/all-natural ingredients to stand out.



FLAVORED VODKA BY THE NUMBERS:

12.36 MILLION

9 LITER CASES SOLD IN 2015



SHARE OF TOTAL VODKA VOLUME: **17.3%**



FLAVORED VODKA VOLUME PEAKED IN 2013, AT ABOUT **14.5 MILLION CASES**

FLAVORED VODKA'S BIGGEST % JUMP WAS FROM 2010-2011: **27.1%**



{MEANWHILE, NEUTRAL VODKA GREW JUST 2.1%}

SOURCE: 2016 IWSR US BEVERAGE ALCOHOL REVIEW

WHERE IS ALL THE FLAVORED VOLUME GOING?

And here is where we zoom in on what someday may be seen as flavored vodka's legacy, which is prompting flavor to start flowing through the whiskey category as well. **Flavored whiskey volume was up nearly 7% last year**, according to the Distilled Spirits Council.

SELLING POINTS

- **Flavor is hot**—it's what people want in beverages, whether it's soda, juices, waters or cocktails.



- **Giving a gift?** If the recipient has a favorite sweet, fruit or savory flavor, a flavored vodka should thrill them.

- Flavored vodka's first heyday was the '90s...and still holds some nostalgia power for Boomers.

- Trying to lighten up? Flavored vodkas are **lower in alcohol** than unflavored vodka.

- Flavored vodkas are built for **cocktails**—handmade shelf talkers with recipes can maximize this appeal.



BACK TO BASICS

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

INTRODUCING SVEDKA CUCUMBER LIME

THE FRESH, COOL TASTE OF
CUCUMBER WITH A BRIGHT,
CRISP BURST OF LIME FLAVOR

AVAILABLE IN 1.75L, 1L,
750ML, 375ML AND 50ML



PLAY RESPONSIBLY. 35% alc./vol. (70 proof) © 2016 Spirits Marquee One, San Francisco, CA.

LEMON/LIME/CITRUS	
360 Sorrento Lemon	Pucker Lemonade Lust
Absolut Citron	Ruskova Citron
Belvedere Citrus	Skol Citrus
Burnett's Citrus	Skyy Barcraft Margarita Lime
Charbay Meyer Lemon	Skyy Infusions Citrus
Crop Harvest Earth Meyer Lemon	Smirnoff Citrus
Deep Eddy Lemon	Smirnoff Lime
Exclusiv Limon 2	Smirnoff Sorbet Light Lemon
Fleischmann's Royal Citrus	Sobieski Cytron
Georgi Lemon	Sobieski Lemon Meringue
Grey Goose le Citron	Stanislav Delicate Citron
Hangar 1 Citron "Buddha's Hand"	Stolichnaya Citros
Hangar 1 Kaffir Lime	Svedka Citron
Ivanabitch Lemmon	Three Olives Citrus
Ketel One Citroen	Three Olives Dude
McCormick Citrus	Tru Lemon Organic
Menage à Trois Citrus	UV Citrus
New Amsterdam Citron	UV Lemonade
Pearl Citrus	UV Citrus Yellow
Pinnacle Citrus	Van Gogh Citroen
Pravda Citron	White Nights Lemon
	Zachlawi Platinum VDK Citrus Splash

MANGO
Absolut Mango
Belvedere Mango Passion
Burnett's Mango
Finlandia Mango
Georgi Mango
Ivanabitch Mango
New Amsterdam Mango
Pinnacle Mango
Skyy Infusions Tropical Mango
Smirnoff Mango
Three Olives Mango
Van Gogh Mango

ORANGE	
360 Mandarin Orange	Pinnacle Orange Whipped
Absolut Mandrin	Pravda Orange
Burnett's Orange	Shady Fruit Real Valencia Oranges
Charbay Blood Orange	Skinny Girl Tangerine
Devotion Blood Orange	Skol Orange
Dripping Springs Texas Orange	Skyy Infusions Blood Orange
Finlandia Tangerine	Smirnoff Orange
Fleischmann's Royal Orange	Sobieski Orange
Georgi O Orange	Square One Bergamot Organic
Grey Goose L'Orange	St. George California Citrus
Hangar 1 Mandarin Blossom	Stanislav Mandarin Orange
Hanson of Sonoma Organic Mandarin	Stolichnaya Ohranj
Ivanabitch Orange	Svedka Clementine
Jacquin's Mandarin Orange	Svedka Orange Cream Pop
Ketel One Oranje	Three Olives Orange
McCormick Orange	Three Olives Rangtang
New Amsterdam Orange	Van Gogh Oranje
Pinnacle Mimosa	White Nights Mandarin
Pinnacle Orange	Zachlawi Platinum VDK Orange Swirl

PEACH
360 Georgia Peach
44° North Sunnyslope Nectarine
Absolut Apeach
Belvedere Peach Nectar
Burnett's Peach
Ciroc Peach
Cristal Durazno
Deep Eddy Peach
Exclusiv Peach 7
Georgi Peach
Ivanabitch Peach
New Amsterdam Peach
Pearl Peach
Pinnacle Peach
Pravda Peach
Ruskova Peach
Seagram's Peach
Skyy Infusions Georgia Peach
Smirnoff Peach
Smirnoff Sorbet Light White Peach
Stolichnaya Peachik
Svedka Peach
Three Olives Peach
UV Peach
Van Gogh Cool Peach

PINEAPPLE
Burnett's Pineapple
Ciroc Pineapple
Exclusiv Pineapple 9
Fris Pineapple
Georgi Pineapple
New Amsterdam Pineapple
Pinnacle Pineapple
Skyy Infusions Pineapple
Smirnoff Pineapple
Smirnoff Sourced Pineapple
Three Olives Pineapple
Van Gogh Pineapple

POMEGRANATE
Charbay Pomegranate
Pearl Pomegranate
Pinnacle Pomegranate
Smirnoff Pomegranate
Stolichnaya White Pomegranate
Three Olives Pomegranate
Van Gogh Pomegranate

COASTAL FORECAST

INCREASING QUALITY AND DIVERSITY ARE EMERGING IN CHILEAN SAUVIGNON BLANC & PINOT NOIR, DRIVEN BY KEY REGIONS CLOSE TO THE COAST

BY W. R. TISH



Someday, the oft-told tale of Carmenere being identified in Chile may be remembered for an unforeseen plot twist. “Sauvignon Blanc was rediscovered along with Carmenere,” noted Fred Dexheimer, well-traveled Master Sommelier and longtime ambassador for Chilean wines.

What holds these wines together? “All of the Sauvignon Blancs we are trying today are from three different regions, all 15 miles from the coast,” he explained. In essence, the past two decades of viticultural exploration in Chile have brought broad benefits, in the form of “great winemakers and great geologists, figuring out the what where how and why of what to plant.”

Perhaps the greatest benefit of all has been seeing the direct link between Chile’s cool, mostly coastal regions and rising quality across multiple varieties. “The wines of Chile are more energetic than ever,” he offered at the start of the tasting at Beverage Media’s office along with three NYC sommeliers, focusing on Sauvignon Blanc, Pinot Noir and Cabernet Sauvignon.

The somms were: Paul Greico of Terroir wine bars; Luke Boland of La Sirena; and Chris Raftery of Corkbuzz Studios. Following are some of their impressions

and tasting notes from the cool-climate Sauvignon Blanc and Pinot Noir flights, as well as thoughts on Chile overall. (Cabernet will be featured in an upcoming issue.)

SAUVIGNON BLANC

The consensus here was in the diversity of styles. Luke Boland explained, “You had some of the more typical, expected Sauvignon Blanc that was really big and blousy and citrusy and aromatic, and some a bit more restrained, more mineral driven,

almost more of what you would associate with an old-world style.”

“If you lined all three up and said ‘guess what they are,’ I would be stunned if someone said they’re all Sauvignon Blanc,” said Paul Greico. “What is consistent is a good line of acidity for all of them.”

While the Leyda struck tasters as the most typical, the Casa Silva “Cool Coast” was tagged for its distinction. Chris Raftery said, “It almost drank like something Ligurian. It had that really flinty, sea-breezy, kind of thing. It was this very interesting, beachy feel to it, that was really great.”

PINOT NOIR

As a flight, the Pinots were perhaps more surprising, showing a purity of fruit and with each wine punching above its price



Top, opposite: Cool morning mist lifts on Casablanca Valley, one of Chile's emerging coastal wine regions.

Bottom, from left: Panel of sommeliers: Fred Dexheimer, MS; Paul Greico; Luke Boland; and Chris Raftery.



class. “With the Sauvignon Blancs, you always have the common theme of really vibrant, zesty, fresh acidity that was beautiful. It was kind of the same with the reds,” noted Boland, adding, “Nothing here was one-dimensional.”

The Leyda (\$15) and Morandé (\$15), both held their own, showing personality as well as varietal correctness. Raftery was smitten with the Leyda: “It’s a little darker, a little juicier, lot of cranberries—it’s a Thanksgiving wine for me.” A savory, earthy edge proved key for the very drinkable Morandé.

The Valdivieso and Clos des Fous, priced higher, more than lived up to expectations. The former displaying exotic herbs and dried citrus; a “polished but wild feel” for Boland. Though just a few vintages old, the “Subsollum” proved it has the terroir chops to get a table of sommeliers excitedly talking soil, and clones and cool breezes.

IN THEIR WORDS...

▷ **CHRIS RAFTERY:** “For me, the new Chile is going to be about exploring terroir and exploring microclimates and sub-zones and expressing variety above all else while maintaining freshness.”

▷ **LUKE BOLAND:** “In terms of the potential for making really fresh, vibrant white wines, lighter bodied red wines, from what we tasted today, the Chileans can be hugely successful. To me, I think that focusing on some of those misconstrued grape varieties, polishing that up and really honing in on and taking a full hold

of that coastal feel—that lighter style—would be really good.”

▷ **PAUL GREICO:** “When you read about Chile, we all focus on the central valley and closer to the Andes and super hot days and producing a certain style of wine. But now, with movement toward the water, the cooler growing climate throughout the course of the day, but still great luminosity provides an energy into these wines. When you taste them, there’s vibrancy there. Whether that’s reflected through Sauvignon Blanc or Pinot Noir or other so-called cool-climate varietals, it really is exciting.” ■

THE COOL PANEL

SAUVIGNON BLANC

CASA SILVA 2014
“COOL COAST,”
COLCHAGUA VALLEY



Super distinctive, with a seabreeze, salty/savory tang that could transport you to the beach. Memorable. \$20 (Vine Connections)

SANTA RITA 2015
“FLORESTA,”
LEYDA VALLEY



Pungent on the nose and intense on the palate, with a burst of herbs and ripe citrus. Packed; pining for food—maybe grilled fish and citrus salsa. \$25 (Palm Bay)

TERRUNYO 2013
CASABLANCA VALLEY



Rounder, with more subdued fruit, but still bright. Mineral notes made it the most Old World-ish, while the touch of age helped the fruit blossom. One for the list. \$23 (Excelsior)

VIÑA LEYDA 2015
LEYDA VALLEY



Zesty, green, snappy and fresh, with generous citrus fruit and a slight tropical vibe. Great acidity and nice palate weight. Would make a great glass pour. \$16 (Winebow)

PINOT NOIR

CLOS DES FOUS 2013
“SUBSOLLUM,”
CACHAPOAL VALLEY



Light body belies serious vibrancy; rich yet elegant... a “somm wine.” Drinking great now, with textbook Pinot red fruits. \$28 (Vine Connections)

MORANDÉ 2014
CASABLANCA VALLEY



Interesting savory/smoky style; dried herbs and earth as well as a lively spicy quality. Could take a light chill and go great with BBQ. \$15 (V2 Wine Group)

VALDIVIESO 2013
SINGLE VINEYARD
CAUQUENES VALLEY



A complex beauty, with concentrated notes of dried citrus, amaro and fennel; both bright and burnt; great balance of finessed fruit and savory notes. \$25 (Wine Bridge Imports)

VIÑA LEYDA 2015
LEYDA VALLEY



Notes of dark fruit, pepper, cherry and cranberry; some savory elements as well. Fruit here could use more time to resolve, but already juicy and fresh. \$15 (Winebow)



St. Emilion

BORDEAUX MOMENTUM

THE COMPELLING CASE FOR BORDEAUX NOW

BY KRISTEN BIELER



Médoc

Newsflash: Starting in 2020, the Médoc's Cru Bourgeois producers will be splitting their wines into "Cru Bourgeois" and "Cru Bourgeois Supérieur." Riveting news, this is not. In trying to make their wines more accessible (and due to a fair amount of internal squabbling) the Bordelais seem to be endlessly rejiggering their classification systems.

What began as an attempt to build a positive reputation for Médoc producers (those left out of the famous 1855 Classification) morphed into a multi-decade litigation nightmare. Suspended in 2003, Cru Bourgeois was reborn in 2010 after seven years of legal battles (some estates declined to participate out of protest). "Changing classification systems within the weighty history of Bordeaux is difficult and each category is reluctant to lose its advantages," says Crus Bourgeois du Médoc Vice President Francois Nony.

"Today it is becoming more commonplace to go through the courts, which can be long and protracted."

Meanwhile, over on the Right Bank, four lesser-known Côtes regions have banded together to form the Côtes de Bordeaux, in an effort to create a more powerful marketing platform. Critics question if it makes sense to group such a geographically widespread swath of regions under one label.

Drama aside, the real question remains: Will any of this actually make affordably-priced Bordeaux—the vast majority of what the region produces—easier to understand, promote and sell to American consumers?

Perhaps it's best to let the wines speak for themselves. Bordeaux under \$40 retail has never tasted finer—and people are starting to notice. Here are a number of things Bordeaux has going for it today:



The landscape of Bordeaux has been carefully segmented for centuries, and the wines have been meticulously classified. Now, in the 21st century, those systems are being flexed to meet the demands of the global wine market.
Above: a Cru Bourgeois futures tasting.
Right: Château Phélan Ségur, in St. Estèphe.



Cru Bourgeois Really, Actually Means Something

The strict monitoring system implemented with the category's rebirth in 2010 mandates that every estate's wine be tasted blind every year in order to qualify—and the resulting quality surge has been significant. “We’ve never seen such large quantity of chateaux have such an increase of quality in such a short time,” says Frédérique de Lamothe, Director of the Cru Bourgeois Alliance. “You can’t be Cru Bourgeois just because your grandfather was.”

Nony reminds that Cru Bourgeois wines share the same terroir as the Médoc’s famous Cru Classé wines, and producers are required to use estate fruit: “Cru Bourgeois are some of the best Cabernet/Merlot wines in the world at prices primarily in the \$20 to \$30 range. In other parts of the world, some of these wines could be listed as single-vineyard wines, and priced many times higher.”

Imports are increasing, an indicator that buyers are starting to acknowledge the Cru Bourgeois quality seal. “In the US, Cru Bourgeois were often confused with the informal ‘petit châteaux’ category, which had no real quality standard,” Nony describes. “Consumers felt that Bordeaux was an all-encapsulating AOC. Today we see the Cru Bourgeois classification is beginning to have meaning.”

Quality Across Bordeaux Skyrockets

“The quality revolution in Bordeaux over the last decade has been extraordinary,”

says Martin Sinkoff, VP, Director of Marketing, Frederick Wildman & Sons. “Improvements in technology has benefited the first growths all the way down to the entry-level wines from Bordeaux.”

Mary Gorman, a Master of Wine and now Market Advisor on North America for the Bordeaux Wine Council, sees the biggest improvements in the most affordable wines—Bordeaux and Bordeaux Supérieur in particular: “These wines are clean and energetic with a more vibrant fruit expression than traditionally was the case—without losing that Bordeaux backbone of terroir,” she says.

Modern enology and consultants add up to wines with fewer flaws and more fruit purity. Gorman also points to innovative thinking: “There is a whole new generation of young people who have traveled much more than their parents, who have worked harvests in Australia, California, New Zealand or Burgundy and were exposed to different viticultural and winemaking practices.”

Best of all, prices aren’t going up. One great example of this is Saint Estèphe’s Château Phélan Ségur. Since the Gardinier family purchased the estate, they have

“The interest in Bordeaux today is not being driven by the elite names.”

— Patrick Capiello

poured money into the vineyards and winery, and the wines have reached new heights. “This being said, we never had the intention to pass on drastic price increases to our customers,” says Véronique Dausse, Director of Château Phélan Ségur. It remains today an amazing value, a Grand Cru at around \$50 a bottle.

Right Bank Makes Some Noise

Some of the best opportunity for value in Bordeaux is coming from the collective Right Bank sub-regions now known as the Côtes. They formed a union in 2009 to raise visibility. “No one paid attention to Castillon, Cadillac, Bourg, Francs, Blaye, etc. back when all eyes were on the elite producers, but today these outer boroughs are bringing some of the best quality for money in the region,” says Patrick Capiello, owner of Pearl & Ash and Rebelle in New York City.

Côtes de Bordeaux is also luring significant investment from owners of top châteaux in Saint Emilion and Pomerol. “Côtes de Bordeaux has really become a hotbed of dynamism and probably where you have the greatest concentration of organic and Biodynamic growers,” adds Gorman.



Phélan Ségur has a second label called Frank Phélan that sells in the US for about \$25.

THE 267 CRU
 BOURGEOIS DU MÉDOC CHATEAUX
 PRODUCED APPROXIMATELY
29 MILLION BOTTLES IN 2012,
 OR ABOUT **30%** OF THE MÉDOC'S
 PRODUCTION AND REPRESENTS
26% OF THE MÉDOC'S VINEYARDS.

While the separate Côtes are spread out—Francs and Castillon are located at the eastern end of the Bordeaux region, while Blaye is in the west and Cadillac in the south—they have a fair amount in common: They are Merlot-based, situated on hillside vineyards (a true rarity in Bordeaux), mostly family-run, ready to enjoy on release, and mostly in the \$15-\$20 range.

Somm Love is Back

Falling out of fashion for a time was the best thing that could have happened to Bordeaux, believes Capiello: “A generation of sommeliers didn’t drink these wines and whenever that happens, it benefits a region. Today’s somms reject what they saw from old somms and Bordeaux is hot again as more wine professionals realize how rich in tradition this region is and how food-friendly the wines are.”

Sinkoff has happily witnessed the end to “Bordeaux bashing” amongst younger sommeliers, and recently led a sommelier trip to the region: “There is an equal and opposite reaction—what is bashed becomes interesting,” he believes.

SPOTLIGHT: WHITES



When people think Bordeaux white (if they think about it at all) it’s one of two camps: The top whites of Pessac Léognan or the simple quaffers of Entré-Deux-Mers. Château Smith Haut Lafitte, pictured here, is definitely in the former camp. But a large middle ground is home to a growing number of excellent wines. “It’s more diverse than ever, and an increasing amount of white is being made all over Bordeaux,” says Mary Gorman. As many appellations don’t allow for white wine, much of the good stuff goes under the humble Bordeaux Blanc designation. Look also for big quality strides in Entre-Deux-Mers whites as well.



Bordeaux’s Right Bank is famous for Pomerol and St. Emilion, but owners of châteaux in those areas are now investing in properties in the newly configured Côtes de Bordeaux.

IN 2015,
56% OF THE BORDEAUX WINES
IMPORTED TO THE U.S. WERE
BORDEAUX/BORDEAUX SUPERIEUR,
14% WERE DRY WHITE,
15% (RIGHT BANK – COTES
+ ST. EMILION, POMEROL,
FRONSAC + SATELLITES).

The Rise of the Small Estate

Small, little-known estates account for over 90% of the wine produced in Bordeaux. Top growths account for only 3%. Yet Gorman reports the number one reason people list for not buying Bordeaux is because it’s too expensive; that it’s all investment-grade wine. “In the press, Bordeaux is still ruled to an extent by the top estates and we are working hard to change this conversation,” Gorman states.

Capiello has observed quite clearly that the small, family-run estates are making the wines today’s sommeliers are intrigued by: “The interest in Bordeaux today is not being driven by the elite names. When a region is dominated by a few top producers, it muddies the pond of what that region actually is, which was the case here for so long, but it’s changing now.”

They are Easier to Find

In many cases, Bordeaux has been notoriously hard to track down. Over 70% of Bordeaux wines still sell through the négociant system which means lots of middlemen and multiple importers. This lack of exclusivity is a problem when it comes to marketing and building a brand.

Yet Gorman sees a growing number of chateaux today avoiding the négociant system, going direct to U.S. importers with regional and national availability.

“It used to be there were one or two specialists, but today more major distributors carry very good Bordeaux, and the interest in organics is picking up, too,” says Capiello. “There is a much clearer path to market for so many of these wines today with many more exclusives.”

Frederick Wildman is one example: The company massively beefed up its Bordeaux offerings in 2009 when it partnered with Compagnie Medocaine, a leading Bordeaux negotiant. “Having available stocks of Bordeaux on our shores has really helped the category—restaurants and retailers don’t want to buy overseas,” says Sinkoff.

As Futures Wane, Value Offerings Excite

The legendary futures (*en primeur*) campaign—via which investors can buy up Bordeaux before it’s bottled—used to be a buzzed-about annual ritual. This past campaign for the promising 2015 vintage failed to drum up the excitement many had hoped for. The *en primeur* thrill may be gone. Wine Spectator noted recently: “Since the 2009 vintage, négociants are holding large stocks of past vintages and American retailers are wondering if their customers truly want classified-growth Bordeaux anymore.” And if they still do want to spend big bucks on famous names, why sink it into wine to be delivered two years from now when other fine vintages can be had right now?

Some speculate that moderately priced, well-reviewed, ready-to-drink Bordeaux is stealing futures’ thunder. “There is a newfound confidence among the smaller more modest winegrowers, who for a long time have existed in the shadow of the great chateaux,” says Nony.

And in post-Rescession America, there is a sense of discovery attached to great wine values. Capiello has about 300 Bordeaux on his list and many are under \$75. A lot of his affordable Bordeaux even have some bottle age; he offers a 2006 for \$35, for example.

Martin Sinkoff adds: “The sweet spot for Bordeaux—where the region truly excels at value—is under the \$100 on a restaurant list. Few other regions could possibly complete.” ■

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CRAFT'S STAYING POWER

THINK THERE ARE TOO MANY LABELS OUT THERE? WE'VE ONLY JUST BEGUN...

BY JACK ROBERTIELLO



Overcrowded shelves, you say? The proliferation of new distilleries and brands may seem already to have created an bulging-at-the-seams market, but there are plenty of signs that the expansion has only just begun. As more states see the value in changing laws to ease the way for these small spirits businesses to open and, crucially, to sell wares directly to visitors, industry watchers can only expect newer to follow the new.

Currently it's difficult to pinpoint its size, but according to the recently launched Craft Spirits Data Project [CSDP, led by the American Craft Spirits Association (ASCA), International Wine and Spirits Research, and Park Street], craft spirits represent about 3.8 million of the nearly 211 million cases of spirits sold annually in the U.S., with the average craft distiller selling about 3,200 cases per year here—tiny compared to the 80 percent of volume the top 15 suppliers represent. Today there are more than 1,300 active craft spirits producers operating, with the number of production facilities in the U.S. more than tripling since 2007.

Above: An ACSA 2016 Award plaque; filling bottles of Aviation Gin at House Spirits in Portland, OR; Bayou Rum barrelhouse in Lacassine, LA. **Left:** checking the still at House Spirits.

Says the non-profit's ACSA Executive Director Margie A. S. Lehrman, whose organization now boasts about 300 members: "We are only at the beginning of the craft spirits movement. The interest in local products, this vibe of those spirits being more hip, and people wanting something that's unique is just going to help."

When looked at from another angle, craft spirits are already bigger; a recent report by Goldman Sachs predicted that consumer mega-trends toward authenticity, quality and premiumization means craft spirits could more than double volume to 11% by 2020. Definition plays into this, as Goldman includes such brands as Tito's Handmade Vodka and other craft-scaled spirits owned by major companies. By contrast, the CSDP follows ACSA guidelines, including only distillers whose volume is below 316,000 cases, and which are independently owned and operated, with no more than 25% capital and operating control coming from a non-craft producer.

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Canadian Club® Rye Canadian Whisky, 40% alc./vol. ©2016 Canadian Club Import Company, Deerfield, IL.



Washington's Woodinville, currently selling out all they make within the state, and Bayou rum from Louisiana Spiritis are brands poised to explode. Being able to serve not only samples but also cocktails, has proven critical for many craft distillers. Pictured here: cocktails available at Far North Spiritis, in Hallock, MN, not far from the Canadian border.

Local Magic

Either way, most retailers expect to be taking on more new distiller products. Says Josh Hammond, President of Buster's Liquors and Wines in Memphis, "I think the best way to look at what's happening is to take a quick glimpse at the craft beer industry. In a matter of years it's gone from 200 or so to more than 4,000 brewers, more than pre-Prohibition." He notes Pyramid Distillery as one of the local distillery success stories.

Most retailers, when asked about small distillers, cite how customers are attracted to local brands with interesting stories. "It all comes down to people wanting to try something new and exciting, and everybody is in favor around here of helping someone local," says Greg Rixson, General Manager of the Grand Forks unit of the Happy Harry's Bottle Shops chain in North Dakota. At their stores, craft brands get marked on the shelves with starbursts to help interested customers locate them.

Rixson points out that even in the Midwest, the eagerness of bartenders to experiment and serve the new and unique, along with customer interest in cocktails, drives interest in the unusual local spirits. "For instance, there's a small Minnesota distillery, Far North, that's very big for us, a complete field to glass farm operation where they grow their own grains and they make

gin, vodka, spiced rum and they're working on a Minnesota rye. They've been out working with bartenders and restaurants, creating their reputation."

The Big Picture

According to former Maker's Mark distiller and consultant Dave Pickerell, who has built or advised about 60 small distilleries, few craft spirits will surpass the 30,000 case range, although some are better positioned than others for growth. "There are basically three groups of small distillers," he says. "The lion's share are underfunded businesses who are making spirits just because they can, who have cobbled together a nice business and don't need much, and most won't sell very much. The second group is trying to make a family business grow and need to break even and make money fairly quickly, and they are likely only to be regional. And then there's a small handful of very well funded companies, and they'll provide the next big brands on the horizon." He cites Washington's Woodinville Whiskey Co., currently selling out everything they make within Washington state, and Bayou Rum as brands poised to explode.



Dave Pickerell has helped set up dozens of small distilleries.

Huber's Starlight Distillery in Indiana, with product sold in nine states, is one of those farm business distilleries, with an established winery, fruit orchards and fields of grain ready for distillation. Now the Chair of the Distilled Spirits Council's 138-member small distiller group, Ted Huber says the changing of laws in Indiana was key to their growth, in

terms of being able to offer visitors tastes and especially cocktails at the distillery. "We had to be able to have the ability to sell directly to visitors and not only pour spirits but to serve them in cocktails. We're very niche—a large farm making brandies and growing unique corn—and part of our appeal lies in people touring the distillery and the fields. People are able to see and smell the orchards—it has a major impact, just as it did for wineries in the 1990s."

In fact, estimates are that direct shipping and tasting rooms currently sell more craft product than bars and retailers.

Pickerell says rather than craft, he prefers the term "small and independent" to describe the current crop of little guys. "They don't have a corner on craft and many of the large well-known distillers are nothing but craft." He mentions that some now revered small whiskey makers made awful stuff on their first pass, but have since figured out their distillation practices.

Hammond agrees. "It's a blurry area for consumers and retailers; what makes it craft? Is it craft when moonshine is made with bubblegum flavor?"

Pickerell believes the small guys realize that their existence depends on their ability to self-distinguish. "Making something that's exactly like Maker's Mark isn't going to sell anything," says Pickerell, "if for no other reason than they have to charge more because of economies of scale. But make something different—using a Sauternes finish or Madeira cask or second barrel—or do things to change the texture, character and quality that the big guys maybe never thought of. Then maybe they will be able to last." ■

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COOL

CALI

SOUTH OF THE BAY, COASTAL WINDS CREATE VINEYARD HOTSPOTS

BY JIM CLARKE

Assumptions are a funny thing. “I think it was in 2000 that I met Jim Clendenen and tasted the wines of Sanford & Benedict,” says Rajat Parr, Wine Director of the Michael Mina Group. “They were so fresh and vibrant. I was totally confused, because I had the perception that Santa Barbara was a warm place, but it’s really quite cool.”

Parr isn’t the only person to assume that California, especially south of San Francisco, was all sunshine and palm

trees, but today California’s cool climate wines are finally having their day in the sun. It’s true on the North Coast, too. “People call it ‘refrigerated sunshine,’ but it’s really about the Pacific Ocean,” says Jasmine Hirsch. Hirsch Vineyards, on the Sonoma Coast, is just three miles from the ocean.

As anyone who’s ever dipped a toe in those coastal waters can attest, the Pacific is definitely chilly, owing to currents moving south from Alaska. Vineyards close to the ocean profit from it, as do

those further inland when valleys and mountain ranges funnel that cool air off the ocean, as they do in Anderson Valley, Arroyo Seco and Santa Barbara.

Trial & Error & Trial

While Napa and other, warmer areas found their vinous identity relatively quickly, recognizing the virtues of these cooler areas took longer. Jerry Lohr, one of the early leaders of the Central Coast, didn’t realize what he was dealing with

**“People call it
‘refrigerated sunshine,’
but it’s really about
the Pacific Ocean.”**

— Jasmine Hirsch



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¹Consumer label test conducted by wine opinions, 1/8/16 (n=612, 40% respondents - millennials)

²Nielsen total US XAOC dollar sales 26 wks ending 12/05/15; Lifestyle segment includes 72 brands driven by packaging/brand/label

³Nielsen total XAOC 26 wks ending 12/5/15; "Dark Label Index" includes 23 popular brands featuring black or dark labels

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when he first planted in the Arroyo Seco back in the 1970s. “Jerry planted several different varieties, Chardonnay and Cab and other varieties,” says J. Lohr Vineyards & Wines COO Jeff Meier, “but it was much cooler than anyone thought. After three or four years he realized it was too cool; the Merlot never set, the Cabernet never ripened.” Lohr replanted to Chardonnay, Riesling, and a couple other, more appropriate varieties.

For a long time these vineyards went unrecognized, as many of the Central Coast’s grapes went into cross-regional blends, but today more and more wineries are based there, with Pinot Noir and Chardonnay as their calling cards. But the cool conditions are more varied than that suggests.

Steve Clifton came across Santa Barbara and the Sta. Rita Hills in particular in the 1990s: “In northern Italy you have a cool climate in Alba from the mountains, with a warm element coming up from the Mediterranean. I wanted to find places where the same battle is taking place between a cooling element and a warming element. In the Sta. Rita Hills you can take the cool climate thing and expand it to find the pocket for the thing you want to grow.”

For Clifton’s Palmina brand, that was northern Italian varieties like Pinot Grigio, Barbera and Nebbiolo. However, finding the best spots can be hampered by growers’ economics. “You see Grüner Veltliner and other things popping up in the Sta. Rita Hills, but it’s really hard when Chardonnay goes for \$3,500/ton.”

Parr sees potential for varieties like Chenin Blanc and Trousseau, if consumer education can maintain a market for them.



Cool in Control

There’s plenty of room for stylistic variety, too. Unlike in many European regions, “we have a really big picking window,” Hirsch explains. “At 12-13% alcohol, the grapes are ripe enough, and then there are six to eight weeks of more sunshine. Alcohol can be 12.5% up to the 14s and 15s. We have choice and freedom most years.”

Even without a long hang time the wines may take on an unexpected richness. “In Arroyo Seco we can get winds up stronger than 20mph six to eight hours a day,” says Meier. “It slows ripening and extends the growing season, which lets Chardonnay take on layers of palate richness, as the fruit starts making glycerol instead of sugars, while keeping the high acids and low pH.”

Five years ago, Hirsch and Parr actually created a non-profit organization, In Pursuit of Balance (IPOB), to encourage and promote more restrained wines. Most, if not all, of the



Top: J. Lohr’s Fog’s Reach Vineyard, Greenfield, Arroyo Seco AVA. Jerry Lohr was among the first to plant and replant—pairing the right varieties with the cool coastal pockets. The J. Lohr Vineyard Series showcases the best fruit from small vineyard enclaves from Napa Valley down through the Central Coast.

36 members worked in cool-climate areas, including Hirsch Vineyards and Parr’s two projects, Sandhi and Domaine de la Côte.

Parr was once vocal about his preference for lower alcohol wines, but today his emphasis is on acidity. From a sommelier point of view, he says the acidity opens up more possibilities for food pairing. “I see acidity as key. The goal is more acidity, vibrancy, and balance, but you can have that at 12% and at 15%.” While IPOB’s message has been contentious at times, and was seen by some as a rejection of bigger wines that were favored by some critics, Hirsch and Parr announced in May that the group would cease its official operations at the end of 2016. “This discussion about balance and wine’s place at the dinner table has become a common part of the conversation about California wine all over the world,” says Hirsch. That’s cool. ■



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ULTIMATE BEVERAGE CHALLENGE



2016 ULTIMATE SPIRITS CHALLENGE

SHAKES AND STIRS



In March 2016, Ultimate Spirits Challenge™ (USC) again thought outside the competition box by gauging the mixability of spirits in selected classic cocktails. This was in addition to evaluating them served neat against their categorical peers. To further broaden USC's evaluation data for distillers, importers, and suppliers, the star-studded USC judging panels tested hundreds of spirits in appropriate cocktails over multiple sessions at the Ultimate Beverage Challenge Evaluation Center in Hawthorne, NY.

The identical recipe was painstakingly measured, including dilution, in milliliters for each cocktail by world-class professional bartenders, such as Sean Kenyon, Leo DeGross, and Troy Clarke, in every suitable category to ensure fairness. All Gins were tasted in a Tom Collins; Tequilas in a Classic Margarita; North American Whiskeys in a Ward Eight; World Whiskies in a Rusty Nail; Brandy and Cognac in Sidecar; Pisco in Pisco Punch; Vodka in a Cosmopolitan; light Rums in Hemingways and older Rums in Mai Tais; and Dry Vermouths in a 50:50 Martini and Sweet Vermouths in a Reverse Manhattan.

Each cocktail was judged blind individually, accompanied by a glass of the spirit poured neat next to it. Cocktails were scored on a 1-to-5 star scale, with 2 ½ to 3 stars being thought Delicious, 3 ½ to 4 stars Very Delicious, and 4 ½ to 5 stars Drop Dead Delicious.

Said USC Judging Chairman F. Paul Pacult, "For the second year in a row, USC's cocktail inclusion brought an exciting, practical, and vital aspect to our competitive spirits analyses. As the only major spirits competition in North America to include mixability evaluations as part of the entry fee, USC's findings provide marketers with valuable insights as to how their spirits perform in classic cocktails. What's not to like about having expert analysis by this generation's A-list cocktail judges: Jeff Bell, Jacques Bezuidenhout, Tad Carducci, Don Lee, Andy Seymour, Joaquin Simo, Paul Tanguay, Francis Schott, and David Wondrich? Marketers and producers should never forget that spirits aren't only consumed neat. Consequently, their inclusion in category appropriate cocktails to gauge their mixability is paramount to their overall purpose and success."

HERE ARE ALL THE RESULTS FOR SPIRITS SCORED 4 ½ TO 5 STARS, RATED AS DROP DEAD DELICIOUS:

BRANDY/COGNAC: SIDECAR

★★★★★ 5 Stars

- Leyrat X.O Elite Cognac
- Cognac Frapin VSOP Grande Champagne Cognac
- E & J VS American Brandy

★★★★★ 4.5 Stars

- Courvoisier XO Cognac

PISCO: PISCO PUNCH

★★★★★ 4.5 Stars

- Alto del Carmen Essence of Muscat Pisco
- Pisco Porton Acholado Pisco

CALVADOS: BRANDY DAISY

★★★★★ 5 Stars

- Christian Drouin XO Calvados

★★★★★ 4.5 Stars

- Christian Drouin Selection Calvados

GIN: TOM COLLINS

★★★★★ 5 Stars

- Stonecutter Spirits Single Barrel Gin
- Plymouth Gin

★★★★★ 4.5 Stars

- The West Winds Gin "The Cutlass"
- Beefeater London Dry Gin
- Fifty Pounds London Dry Gin
- Fords Gin London Dry Gin
- Bombay Sapphire East Gin
- Booth's Cask Mellowed London Dry Gin

RUM - LIGHT: HEMINGWAY

★★★★★ 5 Stars

- Cane Run Number 12 Blend Rum

RUM - DARK: MAI TAI

★★★★★ 5 Stars

- Marauda Steelpan Rum
- PARCE 12 Years Old Rum
- Appleton Estate Special Rum
- Cruzan Single Barrel Rum

★★★★★ 4.5 Stars

- Damoiseau XO Rhum Agricole
- Don Q Signature Release Single Barrel 2005 10 Years Old Rum
- Ron Viejo de Caldas 3 Years Old Rum

TEQUILA: CLASSIC MARGARITA

★★★★★ Stars

- Década Single Estate Blanco Tequila
- Pueblo Viejo Añejo Tequila
- Blue Nectar Silver Tequila
- Chinaco Añejo Tequila
- Corazon Blanco Tequila
- Santera Reposado Tequila
- Blue Nectar Founder's Blend Añejo Tequila

WHISK(E)Y - NORTH AMERICA: WARD EIGHT

★★★★★ 5 Stars

- Knob Creek 9 Years Old Kentucky Straight Bourbon
- Old Forester Signature Kentucky Straight Bourbon
- Clyde May's Bourbon

★★★★★ 4.5 Stars

- Wild Turkey Rare Breed Bourbon
- Barrell Bourbon Batch 006 Straight Bourbon
- Blanton's Original Single Barrel Kentucky Straight Bourbon
- Eagle Rare Single Barrel 10 Years Old Kentucky Straight Bourbon
- Old Forester Birthday Bourbon 2015 Kentucky Straight Bourbon
- Hillrock Solera Aged Bourbon
- Hirsch Small Batch Reserve Straight Bourbon
- Knob Creek Single Barrel Reserve 9 Years Old Bourbon
- Hochstadter's Vatted Straight Rye Whiskey

WHISK(E)Y - WORLD: RUSTY NAIL

★★★★★ 5 Stars

- Powers Signature Release Blended Irish Whiskey
- Highland Park 12 Years Old Single Malt Scotch Whisk
- Oban Little Bay Single Malt Scotch Whisky
- Highland Park 15 Years Old Single Malt Scotch Whisky
- Oban 14 Years Old Single Malt Scotch Whisky

- Old Pulteney Navigator Single Malt Scotch Whisky
- Dalwhinnie 15 Years Old Single Malt Scotch Whisky

★★★★★ 4.5 Stars

- Redbreast 15 Years Old Irish Pot Still Whiskey
- Middleton Barry Crockett Legacy Irish Pot Still Whiskey
- Knappogue Castle 14 Years Old Single Malt Irish Whiskey
- Buchanan's Deluxe 12 Years Old Blended Scotch Whisky
- Aberlour A'bunadh Batch 52 Single Malt Scotch Whisky
- Bunnahabhain 12 Years Old Islay Single Malt Scotch Whisky
- The Glenlivet Founder's Reserve Single Malt Scotch Whisky
- Sia Blended Scotch Whisky
- Cutty Sark Prohibition Edition Blended Scotch Whisky
- The Glenlivet Nadurra First Fill Single Malt Scotch Whisky
- anCnoc Rascan Single Malt Scotch Whisky
- Johnnie Walker Green Label 15 Years Old Blended Malt Scotch Whisky
- Tullibardine 500 Single Malt Scotch Whisky
- Ardbeg 10 Years Old Single Malt Scotch Whisky
- Aberlour 12 Years Old Single Malt Scotch Whisky
- Dewar's White Label Blended Scotch Whisky
- Old Pulteney 12 Years Old Single Malt Scotch Whisky
- Glenmorangie Original 10 Years Old Single Malt Scotch Whisky

VERMOUTH - DRY: 50:50 MARTINI

★★★★★ 5 Stars

- Martini Riserva Speciale Ambrato Dry Vermouth

VERMOUTH - SWEET: REVERSE MANHATTAN

★★★★★ 5 Stars

- La Quintinye Vermouth Royal Rouge Sweet Vermouth

★★★★★ 4.5 Stars

- del Professore Rosso Sweet Vermouth
- Martini Rosso Sweet Vermouth

P

new
products

1. NEW BACARDÍ FLAVORS: RASPBERRY & GRAPEFRUIT

Bacardí is aiming to jazz up the summer cocktail scene with two new flavored rums: Bacardí Grapefruit is a white rum infused with pink grapefruit flavors to create a sour and semi-sweet fresh taste. Bacardí Raspberry is infused with citrus and raspberry flavors to create a mouthwatering blend of sweet and tart. Both new flavors are now available in 750ml, 50ml, 200ml, 375ml, 1L and 1.75L sizes; and both are being promoted via social media with signature punch recipes.

\$ SRP: \$12.99/750ml
bacardi.com

4. ORPHAN BARREL 'RHETORIC' 22YO BOURBON

Diageo's Orphan Barrel line of rare whiskies, created with the goal of sharing lost barrels with discerning consumers, has added Rhetoric 22-Year-Old Bourbon. Aged one year longer than last year's Rhetoric 21-Year-Old, this release (the eighth Orphan Barrel overall) is slightly more mature. Remaining barrels of Rhetoric will continue to be aged and re-released annually, allowing aficionados to collect the series and compare the different ages side-by-side. Mash: 86% corn, 8% barley, 6% rye. 90.4 proof.

\$ SRP: \$110
orphanbarrel.com

2. CANADIAN CLUB 100% RYE

Bucking the Canadian tradition of producing whisky labeled rye but featuring only a small percentage of the grain in the mash, Canadian Club has launched a 100% Rye Whisky. One of the few premium all-rye whiskies on the market, the new release delivers flavors of caramel, vanilla and oak, leading into a spicy but balanced finish. It debuted to acclaim in Canada in 2014. Bottled at 80 proof, it can be enjoyed neat, on the rocks or in cocktails.

\$ SRP: \$19.99
canadianclub.com

5. KING MALBEC 2014

Guarachi Wine Partners has launched King Malbec, a fresh brand of Argentine Malbec targeting millennials. Crafted by well-known Argentine winery Bodega Norton, King Malbec playfully dubs itself the "almighty sovereign of the vines" and the packaging features royal caricatures that honor Mendoza, the "kingdom" of Malbec. The deep-red 2014 100% Malbec has aromas of ripe red fruits, cassis and pepper; the juicy palate has friendly tannins and spicy notes.

\$ SRP: \$12
guarachiwinepartners.com

3. OAK VINEYARDS 2014 RED BLEND

At {Oak Vineyards}, the motto "Have fun, life is short" translates into their wines, which are crafted with the philosophy of minimal intervention. Crush it, ferment it, bottle it... boom—great wine for everyday enjoyment! Now sporting a new label, the {Oak Vineyards} line features signature California varietals as well as this dry 2014 Red Blend, showing aromas of dark fruit, coffee and vanilla and flavors of cherry, blueberry and plum. Marketed by Bronco Wine Co.

\$ SRP: \$6.99
broncowine.com

6. NEWCASTLE 'BEST OF BRITAIN' 12-PACK

Newcastle Brown Ale has introduced a third, limited-edition variety pack brewed in collaboration with Newcastle's sister brewery, Caledonian, one of the oldest and most respected breweries in the UK. Available now, Newcastle's Variety Pack Batch #3 will include the brand's new Caley Amber Ale (6.5% ABV, 26 IBUs) in combination with returning, limited edition Newcastle British Pale Ale (5.8% ABV, 39 IBUs) and flagship Newcastle Brown Ale (4.7% ABV, 18 IBUs).

heinekenusa.com



7



8



9



10



11



12

7. TAKA 2015 SAUVIGNON BLANC

True to the terroir of Marlborough, New Zealand, the 2015 TAKA Sauvignon Blanc is full of bright tropical, melon and citrus notes. A juicy mid-palate, packed full of delicious tropical and citrus notes, is combined with a lovely fresh, mouth-watering acidity. It's lovely as an aperitif, and very versatile with food, especially seafood dishes, chicken/pork dishes and fresh, leafy green or pasta salads. Marketed by Bronco Wine Co.

\$ SRP: \$16.99
bruncowine.com

10. ZUCCA RABARBARO

New in the fast-growing bitters category, the amaro Zucca Rabarbaro has launched nationwide, marketed by Disaranno International. Based on rare Chinese rhubarb and natural herbs, the unique, bittersweet taste of the century-old elixir is especially popular among mixologists. The newly launched Zucca Rabarbaro has a higher alcohol content (30% ABV), allowing for the digestif to act as a cocktail base or even be enjoyed neat. Founded by Ettore Zucca in 1845, and re-discovered by descendant Carlo Zucca in 1919, this unique liqueur is now poised for discovery here.

\$ SRP: \$31.99
zucca.it

8. THE GLENROTHES PEATED CASK RESERVE

On the heels of launching The Glenrothes' Reserve Collection last year, Anchor Distilling is introducing a new non-age-statement single malt from the Speyside distillery: Peated Cask Reserve. For this expression, The Glenrothes selected the 1992 single malt and gave it a temporary home in a cask hailing from peaty Islay, thereby giving the whisky a kiss of peat smoke. Malt Master Gordon Motion describes the whisky as "lemon fruitiness, spicy and deliciously smoky." 80 proof.

\$ SRP: \$54.99
anchordistilling.com

11. THREE THIEVES RED BLEND

Three Thieves line has added a Red Blend, composed of 37% Zinfandel, 32% Merlot, 20% Cabernet Sauvignon and 11% Syrah. The new blend joins Chardonnay, Pinot Grigio, Pinot Noir and Cabernet Sauvignon offerings in the Three Thieves lineup, which is marketed nationally by Trincherio Family Estates. The Red Blend is fruity and rich, with berry flavors and toasty, sweet oak notes that linger to a smooth finish. Three Thieves also produces Bandit wines in Tetra Pak.

\$ SRP: \$7.99
threethieveswine.com

9. INTRINSIC 2014 CABERNET SAUVIGNON

Ste. Michelle Wine Estates has launched Intrinsic, a "raw yet elegant" Cabernet Sauvignon from Columbia Valley (Washington) that was produced using "extreme" extended maceration. The young wine stayed in contact with the grape skins for nine months after harvest (typical time is one month). This prolonged contact aims to add depth and concentration, while developing a smooth texture. The label was designed by Brooklyn street artist Zimer, celebrating the urban cities where wine is often enjoyed.

\$ SRP: \$22
intrinsicwineco.com

12. ASTÉLIA 2015 ROSÉ

Languedoc producer Domaines Paul Mas has created a new rosé: Astélia. It is named after *vigneron* Jean-Claude Mas's daughters—Astrid, Elisa and Apolline—and the Astélia label depicts an image of the three girls. The 2015 blend of Mourvèdre, Cinsault, and Grenache and Syrah, showing notes of cherry and red fruits, was sourced from across 12 estates. Varieties were vinified separately before blending, and aged on the lees for up to 40 days.

\$ SRP: \$17
palmbay.com

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new
productsMAKEOVERS &
LIMITED EDITIONS

1. COURVOISIER COGNAC

The rich purple and gold of Courvoisier's new label evoke modernity and luxury, but also the timeless character of the brand's 200-year legacy. The makeover also creates a subtle distinction between the three marques, appearing increasingly more intricate based on the expressions' ages. Though the VS and XO retained their shapes, VSOP is no longer presented in a Josephine bottle, allowing the bartenders and consumers to easily differentiate the expressions.

\$ SRP: VS \$30 / VSOP \$40 / XO \$140
globe courvoisier.com

4. KORBEL 'SUMMER SPARKLE'

Bright blue hues and twinkles reminiscent of sun rays adorn Korbel California Champagne's new limited-edition "Summer Sparkle" bottle. Inside is Korbel Extra Dry, the second most popular expression from the Sonoma-based winery and the perfect ingredient for crafting summer cocktails because of its balance and fruit-forward style. Its light flavors also pair easily with salads with sweet, fruit-based dressings or with spicy foods, especially dishes that use cilantro, ginger or chiles.

\$ SRP: \$13.99 (same as regular Korbel Extra Dry)
globe korbel.com

2. ESPORÃO'S MONTE VELHO

One of the best-selling brands in Portugal, Monte Velho is celebrating 25 years with a sleek yet traditional redesign. New packaging for the 2015 vintage of Monte Velho White and Red was inspired by customary Alentejo "mantas," or rugs, an integral part of the region's cultural identity. The gold, printed pattern of mantas ties the wines more closely to the region, as is explained on labels for both the White and Red. Produced and marketed by Herdade do Esporão in Alentejo.

\$ SRP: \$12
globe esporao.com/en

5. ZAC POSEN FOR ECCO DOMANI

Fashion meets fruit (again!) in the limited-edition design of Ecco Domani Pinot Grigio by Zac Posen. The stylish bottle reflects Posen's rich relationship with Ecco Domani, which stretches back to 2002 when the designer received the inaugural Ecco Domani Fashion Foundation Award. Posen also did a redesign of the easy-drinking Pinot Grigio in May 2015. Beyond the wine glass, Ecco Domani has contributed more than \$1.8 million to support up-and-coming designers.

\$ SRP: \$12 (same as regular Ecco Domani)
globe eccodomani.com

3. KNAPPOGUE CASTLE IRISH SINGLE MALTS

The new packaging for Knappogue single malts (12-year Single Malt Irish Whiskey; 14-year Twin Wood Single Malt Irish Whiskey; 16-year Twin Wood Single Malt Irish Whiskey) puts fresh emphasis on the 1467 castle in County Clare, Ireland, after which the brand is named. The rounded bottle shape, aqua blue color and combination of modern and traditional fonts also work to make the bottle stand out from the crowd of traditional whiskeys.

\$ SRP: 12YO \$42 / 14YO \$59.99 / 16YO \$100
globe knappoguewhiskey.com

6. LANCERS ROSÉ & WHITE




First conceived in 1944 in Portugal, Lancers was originally packaged in highly identifiable, painted clay "crock" bottles. Lancers Rosé and Lancers White wines have now reverted back to this concept, distinguished by rustic red and deep green coloring. The new packaging is a modern take, however, featuring environmentally friendly glass bottles with a plastic sleeve that offers protection from sunlight, helping to preserve the wine's fresh, fruity character.

\$ SRP: \$6.99
globe palmbay.com

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