Beverage Journal

November 2019

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150+ GREAT GIFT IDEAS FOR THE SELLING SEASON

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Photograph by Samuel Bristow
BRUCE RICHARDSON RECOGNIZED ...

Breakthru Beverage recently honored Bruce Richardson, VP of Sales and General Manager. Bruce was recognized for 40 years of service to the company. He started his career in 1979 as a sales representative and was quickly promoted to management. Since that time Bruce has held several positions within the sales side of the business.

“Over the last few weeks I asked several associates and customers about what they have taken away from working with Bruce over the years,” explained Mike Schneider, VP of Spirits at Breakthru Beverage. “What came back was the consistent theme of; being genuine, always available and outspoken with his opinions on business … and the Orioles.”

The Breakthru Beverage team asked that I relay to Bruce and his family a sincere appreciation for his 40 years of service and commitment to their organization. I would like to add that I’ve known Bruce for almost the entire 26 years I’ve been with the Beverage Journal and every interaction with him has always been a pleasure. Congrats Bruce.

TROUBLING RETAIL TRENDS ...

This year has been terrible for many retailers. According to Coresight Research, U.S. retailers have announced 8,567 store closures through late September versus just 3,486 openings, or a net decline of about 5,000 locations.

By comparison, retailers closed 5,844 locations all of last year against 3,258 openings. In other words: The retail world has already doubled its net closures in the U.S. this year and there are still months to go in 2019.

Coresight expects as many as 12,000 retail closures by the end of the year.

The struggling retail business has been an underrated factor in restaurant industry sales and traffic challenges in recent years. Same-store sales and traffic have been mostly down since 2016 despite a strong economy.

When more people do their retail shopping from home, impulse purchases at both on-and off-premise beverage alcohol outlets are bound to suffer.
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The Jack Daniel Distillery has introduced the newest member of the Jack Daniel’s family ... Jack Daniel’s Tennessee Apple is a blend of Jack Daniel’s Tennessee Whiskey with finely crafted apple liqueur.

“Mr. Jack was known for being an innovator and always exploring how to do things differently, including adding different flavors and ingredients,” said Jack Daniel’s Master Distiller Jeff Arnett. “Tennessee Apple couples the character of our Jack Daniel’s Tennessee Whiskey with the taste of crisp, green apples. It’s like a freshly picked apple in a glass of Jack.”

A Jack Daniel’s Tennessee Apple launch event was recently held at Breakthru Beverage Maryland. The excitement was palpable and all enjoyed the apple-bobbing and pie-eating contests.

“We feel like it’s a good time now to offer Apple. Flavors have been driving a lot of interest in the whiskey category,” Arnett continued. “It’s been a game changer for Jack Daniel’s, even a brand that’s been around as long as we have. We found that flavors tend to attract a different consumer and/or they fit into a different occasion. Maybe an after-dinner drink or something where our whiskey wouldn’t necessarily be poured.”

At 70 proof, Jack Daniel’s Tennessee Apple features a perfect blend of green apples enhanced by the sweet bold notes of Jack.
The Jack Daniel’s Tennessee Apple event included an old-fashioned bobbing-for-apples contest where the competitors had a certain amount of time to acquire as many apples as possible from their assigned tub. The crowd was enthusiastic and entertained at the efforts of the contestants. April Douville and Aundre Jordan (pictured upper right), both Breakthru Beverage Maryland sales representatives, took away top honors for their Apple-Bobbing proficiency.
**NEW IN NOLA ...**

Standing proudly in a historic building at the corner of Canal and Magazine, and just a short stroll from the original 1850s era Sazerac Coffeehouse, the newly-opened Sazerac House is an immersive exploration of the spirited culture of New Orleans. Featuring three floors of interactive exhibits across 48,000 square feet, including private event venues, an on-site Sazerac Rye distillery, and Peychaud’s Bitters production facility, the Sazerac House welcomes visitors to experience New Orleans history through the stories of its cocktails. If you are heading that way or just for more information on the Sazerac House, visit www.sazerachouse.com

**TATTLE-TALE BRACELETS ...**

Those convicted of drunk driving or alcohol-related violence in Great Britain may be tagged with 'sobriety bracelets' under a new program to prevent repeat offences. All judges in England and Wales will be given the power to force offenders to wear electronic ankle tags that monitor alcohol consumption.

The courts can now order adults in trouble with the law to comply with 'alcohol abstinence requirements' - requiring them to avoid alcohol for a period of time. If they breach the order - currently lasting up to four months - they face fines, community punishments and could even be sent to jail.

Rolling out the 'sobriety bracelets' follows the success of a scheme launched by current Prime Minister Boris Johnson in July 2014 when he was Mayor of London. It found there was a compliance rate of 92 percent. The bracelets automatically sample perspiration every 30 minutes, 24 hours a day, to test for alcohol use. The information is sent to police and probation officers and tags beep if the offender breaks the rules. Weighing 5.8oz, the devices are supposedly impossible to remove.

**NOT JUST RUSSIA...**

Not only Russia is impacted by trends toward moderation. Binge drinking in Europe and elsewhere is on the decline, with the prevalence among European teens and young adults down by up to 30%, a new industry report showed.

According to the report, binge drinking declined by at least 18% among populations in Europe, Africa and the Americas. The prevalence of heavy episodic drinking, or binge drinking, also appeared to be down by 28% among Europeans aged between 15 and 19 years old, and by 23% among those of between 20 to 24.

The report was published by the International Alliance for Responsible Drinking (IARD), a U.S.-based non-profit that focuses on reducing harmful drinking and which is supported by lead players in the alcohol industry, such as Heineken, Bacardi and Brazilian-Belgian multinational Anheuser-Busch InBev.

"More and more people are drinking responsibly across the world and we are particularly pleased by the clear reduction in heavy episodic drinking in Europe," Ulrich Adam, Director General of spiritsEUROPE, a Brussels-based industry interest group, said of the report.

The new figures also come after the WHO warned, in 2011, that Europe was the heaviest drinking region in the world, in what the organization’s regional director for Europe said was a “priority public health concern.”

**SOBERING NEWS FROM RUSSIA...**

No collusion, but the growing practice of moderation has caused per-capita alcohol consumption in Russia to drop 43% from 2003 to 2016 according to the World Health organization (WHO). A major factor was a sharp decline in consumption of unsafe bootleg alcohol.

The authors said this moderation trend was a factor in increased life expectancies in Russia, which reached a historic peak in 2018, at 78 years for women and 68 years for men. In the early 1990s, male life expectancy was just 57 years.

After the collapse of the Soviet Union in 1991, alcohol consumption exploded, continuing to rise until the start of the 2000s. Under Vladimir Putin, Russia has introduced a variety of measures to promote healthier lifestyles including a ban on shops selling alcohol after 11pm, increases in the minimum retail price of spirits and an advertising blackout.

Earlier WHO figures showed Russian adults now drink less alcohol on average than their French and German counterparts.
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New whiskey expressions, extensions and innovations keep coming about as fast as you can roll a barrel down a hill. Fortunately, many of the new products have distinctive backgrounds and/or composition, which in turn provide short and sweet selling points.

**WOODFORD RESERVE: RETURN OF THE MALT**

Woodford Reserve Kentucky Straight Malt, a grain-whiskey based on historical recipes, sold out within two months after originally hitting test market shelves in June 2018. The Malt is now becoming a permanent extension to the Woodford Reserve portfolio, smack on the heels of another new permanent addition, Woodford Reserve Wheat, released earlier this year. Created by Master Distiller Chris Morris, the Malt’s grain bill is 51% malt, resulting in a whiskey that complements the nutty characteristics found in the original Woodford Reserve. 90.4 proof; SRP $34.99.

**WHO NEEDS PUMPKIN SPICE? NOT JACK DANIEL’S...**

Apple, the “OG” fall fruit, gets a fresh spirited take via Jack Daniel’s Tennessee Apple. The new release blends Jack Daniel’s Tennessee Whiskey and apple liqueur to deliver a new “Jack Apple” experience. Master Distiller Jeff Arnett says, “It’s like a freshly picked apple in a glass of Jack.” 70 proof; $26.99. Also available in 50 ml, 375 ml, 750 ml and 1L.

**HATOZAKI BLENDS THE BLEND**

Hatozaki whiskies are the result of a two-fold blending process. First, the Master Blender selects the spirits to make up two foundation blends. Then, he takes a portion of each of these whiskies (a different portion each time) and re-casks them together with other individual whiskies that provide additional florality, depth and finesse to the final blend. After this final marrying period, the whisky is bottled. Hatozaki Finest Japanese Whisky is 80 proof, $39. Hatozaki Small Batch Japanese Whisky is 92 proof, $59.

**FUTURISTS, TAKE NOTE: GLYPH HAS LANDED**

Futurists, take note: Glyph is a reverse-engineered whiskey, based on the idea that flavor begins at a molecular level and can be replicated scientifically. Conventional distillation puts grains through a series of chemical and physical changes; Glyph’s building blocks are grains, plant-based extracts and yeast (all natural), added to a neutral base alcohol. From a molecular point of view, Glyph and whiskey are biochemically equivalent; the process that creates them is different. Endless West, makers of Glyph, draw an analogy to ice from a frozen pond compared to ice cubes from an ice maker in a freezer. Note: a small amount of whiskey is added so that Glyph can be called “spirit whiskey with natural flavors.” 86 proof; $39.99.
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WHISKEY: WHAT’S NEW

KENTUCKY PEERLESS BOURBON IS BACK...AFTER A CENTURY
After two sold-out releases at the Louisville distillery over the summer, Kentucky Peerless has begun the national launch of their first bourbon in 102 years. The distiller uses a sweet mash instead of sour and non-chilled filtration; then they barrel at 107 proof and bottle it at barrel strength. The final character is rooted in fruits, florals and oaks. Starting in NY, FL, TX, CA, IL, GA, KY; 45 states by 2020. 108.9 proof; $69.99.

BOOKER’S SERVES UP ‘COUNTRY HAM’ BOURBON
The third Booker’s Batch of the year offers a fanciful twist. Booker’s Bourbon 2019-03 “Country Ham” honors Booker’s love for the art of curing and tasting country hams, a family tradition that nearly rivaled his love of bourbon and one that was past down from his grandfather, Jim Beam. Like all of Booker’s Batches, Country Ham is bottled at its natural proof, best enjoyed neat, over ice or with a few drops of water. 124.7 proof; $79.99.

MAKER’S MARK ‘RC6’ GOES NATIONWIDE
While extremely limited, Maker’s Mark is making Stave Profile RC6, the 2019 edition of their Wood Finishing Series, available nationally. The goal was to create a version that amplified the ripe fruit notes already found in the distillery’s proprietary yeast, balancing sweetness and spice. Fully matured, cask strength Maker’s Mark was finished in a second barrel with 10 proprietary “RC6” wood staves. The staves are made from American Oak that has first been “seasoned” outdoors for 18 months before being toasted in a convection oven. 108.2 proof; $59.99.

KNOB CREEK ROLLS OUT THE ‘QUARTER OAK’
A leader in small batch bourbon for more than 25 years, Knob Creek is releasing “Quarter Oak,” exploring the influence of oak on its flagship. Knob Creek Quarter Oak takes the brand’s Kentucky straight bourbon whiskey, crafted in the pre-Prohibition style first embraced by founding distiller Booker Noe, and finishes it for a minimum of four years in quarter-cask, American oak barrels to amplify the of contact between the whiskey and wood. A small amount of this unique, secondarily finished whiskey—which delivers richer notes of oak—is then mingled with more straight bourbon to create the final product that boasts a balance of oak influence and traditional, sweeter notes. 100 proof; $49.99.

FOUR BOURBONS MAKE ONE IN LATEST LITTLE BOOK
Freddie Noe, eighth generation Beam distiller, is releasing “The Road Home,” the third chapter in his acclaimed Little Book Whiskey series. It is a one-of-a-kind blend of four different uncut and unfiltered aged bourbon liquid streams, representing each of the original Small Batch Bourbon Collection brands in honor of Freddie’s granddad, Booker Noe. The blend comprises: 9YO Knob Creek, 9YO Basil Hayden’s, 11YO Booker’s and 12YO Baker’s. Vanilla, wood and caramel notes contributed by the Knob Creek and Booker’s bourbons are balanced out by the spiciness known to the Basil Hayden’s and the Baker’s lingering, warm, sweet finish. 122.6 proof; $124.99.
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LAPHROAIG ‘CAIRDEAS’ BRINGS TRIPLE WOOD + CASK STRENGTH

The annual Cairdeas release from Laphroaig is always greatly anticipated. This year’s limited release, Triple Wood Cask Strength, was first matured in ex-bourbon barrels, then saturated with flavor in smaller quarter casks, and finally finished in European oak casks that previously housed Oloroso Sherry, giving the expression a sweet and smooth finish. Bottled at cask strength to create a punchy dram with Laphroaig’s signature richness of flavor and smoky taste. 119 proof; $79.99.

HIGHLAND PARK TATTOOS THEIR LATEST COLLECTIBLE

Highland Park is launching a new 16-year-old, limited edition. Rich and full-bodied, Twisted Tattoo was made with a combination of Spanish Rioja-seasoned casks and first-fill bourbon casks—a first for the distillery. The packaging reasserts the brand’s “Viking soul.” Danish tattoo artist Colin Dale’s design is inspired by the Nordic knotwork found on Viking wood carvings and reflects the legend of the Midgard serpent, which grew so large it twisted round the Earth to grasp its tail in its mouth. 93.4 proof; $100.

MAKE ROOM ON TOP SHELF FOR ‘EXCEPTIONAL CASK’

Bacardi Limited is bringing its Exceptional Cask Series stateside. The exceedingly rare releases include some of the finest aged single malts from Aberfeldy and Craigellachie distilleries, each hand-selected by Malt Master Stephanie Mcleod for its remarkable qualities (and every bottle bears her signature). The Exceptional Cask Series consists of single cask and double cask bottlings; the provenance of each liquid is detailed on the labels of the numbered bottles. Extremely limited; proofs and prices vary. Aberfeldy 18YO & 19YO: $199.99; 24YO: $299.99.

SYNDICATE 58/6 GETS THE SOLERA TREATMENT

In 1958 a very rare blend of Scotch malt and grain whiskies was discovered in 10 oak casks in Edinburgh in a warehouse owned by bottler William Muir Bond 9 Ltd. Originally distilled and blended in 1954, its recipe dates to the 1800s. In 1966 a small quantity of the blend, which was then 12 years old, was bottled for the Directors of William Muir Bond 9 and friends. Those six individuals were instrumental in perpetuating the blend, which came to be called Syndicate 58/6. Based on 18 single malts and four single grain whiskies, the blend has been replenished over the years via a solera system, thus the current bottlings still contain small quantities of the original 1958 liquid. 86 proof; $64.99.
“TOP CHAMPAGNE SELECTION”
— OPRAH MAGAZINE

CHAMPAGNE
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Who's buying Brunello di Montalcino? If you mean the wines themselves, the answer is Americans—the U.S remains Brunello's biggest market. If you mean properties and land where Brunello is grown and made, though, the answer is: everybody.

For the past six years or so, investors from all around the world have descended on Montalcino and purchased a substantial number of estates. Some are compatriots. Marilisa Allegrini, of the eponymous Valpolicella producer, bought San Polo in 2015; ColleMassari, the Tuscan specialist, bought Poggio di Sotto and San Giorgio the following year. Some are from elsewhere. The Belgian energy company Atlas Invest bought Poggio Antico in 2017; other companies have seen investment from Brazil, Argentina and the U.S.

The properties are for sale largely because of a generational change. Many were founded in the second half of the 20th century, and most are small—perhaps too small to support a growing family. “Maybe they don’t have a son or other members of the family that won’t take on the winery; they want to do something different with their life,” says Giacomo Pondini, Director of the Brunello di Montalcino Consortium. “So they want to sell to somebody who will maintain the brand at a certain level.”

**Value In Both Land & Bottle**

Montalcino may be one of only a handful of world-class, age-worthy wine regions to still offer good value for investors. “Brunello di Montalcino has skillfully managed to place itself at a super-premium level on the world wine market, both in terms of price and in terms of awareness,” says Giampero Bertolini, CEO of Biondi-Santi. The EPI group, which also owns Charles Heidsieck and Piper-Heidsieck Champagnes, purchased the historic estate in 2016. “Nevertheless,” Bertolini says, “there is a general consensus on the fact that there is still space to grow the value of the Brunello appellation further when compared with other key areas in the world such as Bordeaux, Burgundy and Napa where prices per acre are substantially higher.”

On the Italian scene, Montalcino’s vineyard prices are very high, approaching 400,000 Euros per acre, but there’s still room for improvement compared to prices internationally.

By those standards, the wines are underpriced, too. “You’re still buying Brunellos in the $40 range, wholesale,” says Master Sommelier Laura DePasquale, Vice President and General Manager for Artisanal Wine & Spirits, “and these other wines you’re buying in the $100s for village level wines. So these are half the price of classified Bordeaux or domaine Burgundy or good Napa wines.”

(continued on page 16)
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'Change' is Relative

For some properties, the new investment doesn’t call for much change. At Biondi-Santi, they’re making some investments in the cellar and vineyards, but mainly it’s about refining what’s already being done.

A group of investors led by American wine collector Gari Rieschel purchased Cerbaiona in 2015. Partner and General Manager Matthew Fioretti aims for more consistency and rigor to bring the wines to the next level. “These were kind of idiosyncratic wines that showed immense potential. But you can’t compare estates that are operating on all cylinders and according to logic to those that are just being managed like they’re making some wine in the basement. There’s a huge difference, and Cerbaiona became kind of a cult wine when it was doing the latter.”

Fioretti hopes new investment will bring that same sort of professionalism and an understanding of best practices to the region. He compares the region to Bordeaux: “There, everybody’s vineyards might seem identical, but they’ve arrived at that for a reason, and from there, they’re perfecting.”

Spots of Drama

Other investors have made substantial changes. When ColleMassari purchased the Poggio di Sotto and San Giorgio, the previous owner, Piero Palmucci, had been extremely rigorous; even the property’s Rosso di Montalcino commanded the high end of Brunello-level prices. San Giorgio, however, had undergone a move from traditional winemaking to a very modern, international style; ColleMassari has brought the property back to a more classic approach, installing concrete vats and foregoing the barriques that the previous owners had been using.

For an even more dramatic change, DePasquale says some brands may simply disappear. Given how limited land is within the DOCG, some purchasers may ultimately buy for land rather than brand. Brunello di Montalcino was among the four wines awarded the first Denominazione di Origine Controllata e Garantita (DOCG) designations, in 1980. Archaeological finds dating to the Etruscan age would suggest that wine has been made here for over two thousand years.

Brunello remains one of Italy’s best-known wines in America, respected among collectors and sommeliers as a great value among ageworthy reds.

Given how limited land is within the DOCG, some purchasers may ultimately buy for land rather than brand.

Nonetheless, the category is thriving. Not only are investors looking in at Brunello, but Montalcino’s producers are looking out as well. “I would like to stress that Biondi-Santi doesn’t actually look as much towards the other Brunello producers for benchmarking, as we do towards the current leading Italian wines on a broader scale,” Bertolini says. “We also look towards the leading French wineries, which are a model of inspiration for the way in which they have systematically built reputation and value for their brands over the decades.”
OH YES WE CAN.

Live the Sweet Life On The Go
Q4

O-N-D. By any name, the final three months on the calendar represent the most wonderful time of the year for wine and spirits merchants. Also the most harrowing. In November in particular, time and space collide as stores hustle to make room for season-specific merchandise. As is the case every year, suppliers have dug deep into their sacks of merchandising tricks to create gift-worthy pre-packed wines and spirits.

The idea behind Value Added Packs—aka VAPs, as they are often called—is simple: to make gift-giving even easier for shoppers. People love shortcuts. People love “extras.” VAPs deliver both. Whatever their motivation, VAPs offer prepackaged routes to gifting success—a resolution to which merchants and shoppers alike aspire.

Of course, not every VAP is going to suit your current store and clientele. Be mindful of stocking new products at varied price points—for the Prosecco budget and Champagne budget, so to speak.

Here are a few tips to incorporate these seasonal special-editions into your store:

- Whatever you decide to carry, make sure your staff is given the details they need to explain the “added value” item; it’s not always obvious.
- Avoid overkill. Huge piles of any product tend to make them look cheaper. One table or shelf section devoted to gifts will require less shifting of product and still score shoppers’ attention.
- Be prepared to accommodate a good-ol’ bottle gift. Have gift bags available—as simple as mylar bags with yarn or as fancy as a spinning floor rack of decorative bags.
- Keep small items near the cash register as impulse buys. This includes corkscrews and accessories that take up little space, as well as stocking-stufferable 50ml miniatures. This year maybe try some canned wine.

No matter how many of this season’s VAPs you stock, it’s important not to overlook perhaps the most important added-value of all when selling product to the public: Smile early and often!
Irish whiskey triple play: A pair of Jameson Caskmates (IPA and stout) and Jameson Triple Distilled (each 200ml) // Avión Tequila Silver with 50ml Añejo and 50ml Reposado // Opici Toscano red wine in twist-neck bottle and traditional fiasco, with oversize gift box // Clyde May’s Cask Strength 10YO Straight Bourbon in a clear panel box // Glencadam 10YO Highland Single Malt Scotch in gift canister // Clyde May’s Cask Strength 10YO Straight Bourbon in a clear panel box // Opici Toscano red wine in twist-neck bottle and traditional fiasco, with oversize gift box // Clyde May’s Cask Strength 10YO Straight Bourbon in a clear panel box // Glencadam 10YO Highland Single Malt Scotch in gift canister // Deanston Virgin Oak Highland Single Malt Scotch with two rocks glasses // Ferrand ‘10 Generations’ is a Premier Cru de Cognac recognizing ten generations of savoir-faire // For the whisky lover who has almost everything, an American single malt might be just the ticket: Virginia Distilling ‘Prelude: Courage & Conviction’ // El Coto Rioja red and white wine in a gift box // Mezan XO Jamaican Rum gift set with 2 glasses // Khor Platinum Vodka with martini glass and recipes // Hatozaki Small Batch Japanese Whiskey // Novo Fogo Caipirinha Kit (bottle of Silver Cachaca, wooden muddler, two drinking jars) // Always a favorite: Cesari wooden case with 2 Pinot Grigio and 1 Merlot // Amarula Cream Liqueur from South Africa with two glasses // The Balvenie DoubleWood (whiskey oak and Sherry oak) 12YO in metal canister // Mr. Black Cold Brew Coffee Liqueur; bottle reveals its illustrations as liquid is used // Crema de Alba Gran Duque d’Alba Cream Brandy and stemless snifter
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IMPACT HOT PROSPECTS AWARDS 2018

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*Source: Nielsen, MULO, 52 weeks ending 4/28/2019
Hennessy VSOP Privilège Cognac + Old Fashioned Kit with branded jigger

The Glenrothes “Whiskey Maker’s Cut” Single Malt // Syndicate ’58/6’ 12YO—rare blended Scotch made using a solera system // Stella Rosa Sweet ‘Rosso Lux’ Sparkling in canister // Stocking stuff: Jägermeister


Luscious and rare Canadian dessert wine: Inniskillin Cabernet Franc Icewine // RumChata Liqueur with 2 stemless glasses
It’s MiniChatas Season!

The ultimate two-in-one holiday gift.

The MiniChatas Holiday Coffee Cup is filled with 8 individual 25ml of Real RumChata and ready for immediate giving.
Mix it up: **Maker's Mark** Old Fashioned kit with glass and metal stirrer // Gin in a tin: **Brockman's Gin** in cylindrical canister // Bitter liqueur makes a sweet gift: **Fernet Branca** with 2 glasses // Replica set of bitters used in the 1800s, reverse-engineered by **The Bitter Truth** // **Ron Barceló** 'Imperial' Dominican Rum with 2 rocks glasses // **Cardenal Mendoza** Solera Gran Reserva Spanish Brandy with snifter // First-ever release: 2012 **Champagne Thiénot x Penfolds** collaboration (the first of three Champagnes marking the 175th anniversary of Penfold's) // It's in the bag: **Bartenura** Demi-Sec Moscato in a velvet sleeve // **Graham's** 'Six Grapes' Port in gift tube // **Veuve Clicquot** 'La Grande Dame' 2008, dressed in elegant black // **Grand Mayan** Silver Tequila in a ceramic bottle with traditional decoration // Three-pack of **Leyenda** village mezcals—San Luis Potosí, Oaxaca, Durango (each 100 ml) // **Stella Rosa** Black Lux Sparkling in a tin canister // **Jameson** Black Barrel Irish Whiskey with 2 branded glasses // Champagne tête de cuvée: **Nicolas Feuillatte** 'Palmes d’Or' Brut 2008 // Fail-safe for bourbon lovers: **Four Roses** with flask // **Amaro Silano** in gift box // Dynamic duo: **Aerstone** 10YO Single Malt Scotch—'Sea Cask' is Smooth and Easy, 'Land Cask' is Rich and Smoky // Jay-z's **D’Ussé** XO Cognac is serious Cognac (minimum age 10 years) with unique packaging // **Egan’s** Centenary Irish Whiskey in a gift box
Bird Dog Whiskey: Blackberry and Peach, each with 50mls of Black Cherry & Strawberry // **Novo Fogo** Sparkling Caipirinha Cocktails—200ml cans of passion fruit & lime // The bigger the bitter the better! 3L **Amaro dell Etna** // Suh-weet: **Carolans Irish Cream** with ice cream cup // **J. Mossman** 12 YO blended Scotch in window box //

**Charles Krug** Cabernet Sauvignon Vintage Selection Library Release includes 1979, 1989 and 2009 // **Champagne Henriot** ‘Hemera’ 2005 (produced only in exceptional years) // Trim that tree with juniper: **Pickering’s Gin** set of six 50ml ornament bottles // **Woodford Reserve** with seasonal scene // **Bunnahabhain** 12YO Islay Single Malt with 2 tumblers // **Louis Royer** XO Cognac gift-boxed // **Elijah Craig** Small Batch ‘179’ Bourbon with double Old Fashioned glass and ice mold // **Ruffino** partnered with Brooklyn-based designer Stickybaby to create a six-pack tote (and yes, it holds ice) // **Gloria Ferrer** Blanc de Noirs with ornament gift tag // **Ararat** ‘Nairi’ 20-year-old Armenian brandy, plus 2 snifters // **Avion** ‘44 Extra Añejo Tequila with 2 faceted glasses // **Smokehead** Islay Single Malt Whisky packs heavy peat and hipster appeal // **Jefferson’s Reserve** Small Batch Bourbon in embossed tin // **Cesari** Amarone della Valpolicella 2014 in a gift box // **Van Gogh** Double Espresso Vodka with 50ml of Van Gogh Original // **The Irishman** Founder’s Reserve Whiskey plus 2 branded glasses // Brand new **Rémy Martin “Tercet”** Cognac draws on three talents: the Wine Master, the Master Distiller and the Cellar Master
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VERMOUTH GOES VROOM

EXOTIC BY NATURE AND SWEPT ALONG IN A BITTER WAVE, VERMOUTH IS GAINING TRACTION

BY JACK ROBERTIELLO

It is not unusual to find a fine-dining Italian restaurant, especially in one of the half-dozen Eatalys in the U.S., with an extensive wine list. But it’s a sign of current restaurant trends that almost an entire page of the menu at NYC’s Manzo is given over to a detailed list of almost 40 vermouths and bitter amaros.

Vermouths, once the neglected orphans in the bar well, have made a major comeback, at least at the premium end, as classic cocktails like the Manhattan and the Negroni calling for various types of the fortified wine have been dusted off and brought back to popularity.

That cocktail renaissance has not only resurrected vermouths that have subsisted on small but loyal consumer bases, but has also opened space for a broader flavor spectrum crafted by domestic and international producers. It’s also created a larger market for amaros with a broad variety of flavor profiles. As many long-standing, mostly Italian brands continue to find their way here, American-made versions of amaro are blazing a path as well.

Behind the bar, vermouths and amaros have benefited mightily from the Spritz, which has proved a windfall for Campari and Aperol while pushing open the door to bitterness that Americans can wrap their palate around. Broadly speaking, it’s a sweet time to be bitter.

“Nobody could deny that cocktails are the driver of the growth of vermouth and amaro here, but they are both consumed so much differently in Europe that there is still room for them to grow even more,” says Joe Swanson, National Brand Director for Vision Wine and Spirits, which imports Del Professore, a brand of vermouths and bitters resulting from a collaboration between the Jerry Thomas Project cocktail bar in Rome and the Antica Distilleria Quaglia in Piedmont. “Cocktail renaissance meets aperitivo hour is what’s happening today,” he says.

The attitude of importer Oliver McCrum has paralleled that of the wine and spirits business in general in the U.S., and he has gone from a skeptic to fan. McCrum, whose eponymous company now imports Italian Bordiga and Macchia vermouths and an amaro from Sicily called Amara, compares the change in quality and attitude to that which evolved in coffee—from mass-market coffee evolved more intensely characterful brands like Starbucks and Peet’s, and now cities typically have numerous artisanal roasters catering to the java-driven. “These vermouths are like that—more distinctive, not industrial and made in small quantities and much more interesting drinking. Seems to me there’s now a huge difference in quality and intensity of flavor in many of these.”
RE-EDUCATION SITUATION

Daniel Warrilow, Brand Ambassador for Cinzano 1757 Torino, the producer’s new premium vermouth, says there is still a disconnect for many bartenders understanding vermouth as an ingredient: “I spend a lot of time doing educational seminars and when I explain to bartenders it is a wine, so many say, ‘We had no idea, we just kept it on the back bar like anything else.’”

The need for education is amplified by the organic blossoming of the vermouth market. Now, classic brands are joined behind the bar by French Dolin, Italian Cocchi, and newcomers like the Gallo-owned Lo-Fi range. NYC already has a crafty contender in Ats-by; on the West Coast, Quady Winery’s Vya has gone nationwide.

Perhaps most telling is how Europe’s most established brands have expanded their expressions. For Noilly Prat, their Extra Dry, Original Dry, Rouge and Amber are now sold in the U.S. Martini & Rossi now offers, in addition to the classic Bianco and Rosso, the higher-end Gran Lusso as well as two new styles of Vermouth di Torino: Riserva Speciale Ambrato and Rubino. Like the Martini & Rossi additions, Cinzano’s 1757 expressions—Rosso and Extra Dry, released in 2018—are part of the recent movement to certify Vermouth di Torino.

AMARO...TODAY

As how and what Americans drink changes, so too have many of the products, and the latest wave of vermouths as well as amaros have fed that.

There are few if any rules with amaro, which traditionally have medicinal
origins and were extremely local until recently. Among the new, American-made amaros are the bracingly bitter Amaro Tonico Ferro-Kina from Don Ciccio et Figli in Washington, DC; the light and grassy California Fernet made by Northern California’s Geijer Glogg; and lighter styles like the just-released La Boîte Amaro from a partnership between Bloomington, IN-based Cardinal Spirits and New York City’s La Boîte spicery owner Lior Lev Sercarz.

Their idea was to craft an amaro that resembled a Barolo Chinato, says Cardinal co-founder Adam Quirk: “Something lighter and drinkable that could be paired with food at dinner.” Sercarz chose a blend of 15 botanicals, featuring star anise, licorice, orange and green cardamom. And unusually, the marketing target is sommeliers and fine dining operations, although inevitably bartenders will find a way to include it in drinks.

The same of course is occurring with vermouths, especially those with interesting flavor profiles, like the new rosé Spanish vermouth made by famed Sherry producer Lustau. “In the past, we would craft vermouths using Sherry as a wine base. Four years ago, we decided to bring this tradition back and resurrect old recipes and botanical infusion techniques to produce a brand new red vermouth,” explains Myrna Santos Mayor, Director, North America House of Lustau. Now with red and white in the portfolio, Lustau went for pink. Lustau Rosé Vermut is a blend of Fino sherry, sweet Moscatel and Tintilla de Rota; it gets its tang from a mix of wormwood, cardamom, chamomile, vanilla and nutmeg.

Another important vermouth revival from Spain is Gonzalez Byass’s La Copa, based on recipes and label designs recovered from the firm’s historical archives. The Extra Seco is based on Fino Sherry, and is aged an average three years in a solera system. Red fruits were added to the Extra Dry to enhance the balsamic notes and lengthen the finish. The sweeter and more intense La Copa Rojo is based on Oloroso and Pedro Ximenez soleras that are more than eight years old.

**AUTHENTIC + LIGHTER = POPULAR**

Not to be minimized in the conversation about vermouth is its exotic flavor profile—the use of botanicals makes vermouth malleable by nature. And while specific ingredients vary, these aromatized and fortified wines pack a wallop of flavor—a slightly funky but bright collision of herbal and fruity and bitter and sweet—and all at ABV less than half that of most spirits and not much higher than today’s stronger red wines. In turn, vermouths and amaros offer great appeal to mixologists, both to tweak their Manhattan, Negronis and Boulevardiers and to create new flavorful drinks in the trendy lower-alcohol vein.

Swanson contrasts the trend for cask-strength and whiskies higher than 40% ABV with the surge among these lower-alcohol items: “It’s ironic but in both cases people are looking for super authentic products, and actually the more the first drink is strong, the more the second and third need to be lower in alcohol.”

Whenever the time of day, those lighter drinks with robust herbal and spice flavors are certainly gaining favor says McCrum: “It’s not something people did in the past but it seems to me to be that is changing. People are drinking things like white vermouth with sparkling water before dinner and enjoying it hugely.”
NEGRONI
The iconic original recipe
Combine equal parts:
– Cinzano Rosso Vermouth
– Campari®
– Drumshanbo Gunpowder Irish Gin
Pour over ice, garnish with orange slice.

RESPECT THE DRINK
A great cocktail demands superior ingredients. Cinzano has been at the heart of the world’s greatest drinks for more than 250 years.

NEW LOOK
THE SAME TIMELESS TASTE
Nobody could ever call Canadian whisky “under the radar.” Up through 2010—less than a decade ago—it was the best-selling brown spirit in America. Now it is second to bourbon here, but Canada is still home to several huge brands (Crown Royal, Canadian Club), and the U.S. happily receives about two-thirds of all their whisky. (Yes, Canadians, like the Scottish, leave out the “e”.)

But around the proverbial whiskey cooler, when “Canadian” comes up, it seems everyone has long gone back to work. Bourbon and rye—even Japanese whiskey—are generating more buzz. Still, there is now some quiet but solid evidence that Americans are finally starting to appreciate the whisky from their northern neighbor. While the soft and easy brands still represent the major share of the Canadian whisky imported here, last year the two lower price tiers as defined by the Distilled Spirits Council of the U.S. were down, while the super-premium end grew at a healthy 3%. It’s there where full-bodied ryes, barrel finishes and new mash bills are thriving.

In many ways, the Canadian whisky industry has mirrored that of America, with a distilleries ranging widely in size, and a flourish of experimentation. Dr. Don Livermore, Master Blender for Hiram Walker & Sons, is often called the mad scientist of Canadian whisky in Canada. When it comes to innovation, he is as quick to credit consumer feedback as he is the more technical aspects of his craft.

Livermore occasionally hosts classes to which he brings up to 70 (yes, 70) of the whiskies he makes, and lets participants blend away. “It’s a good opportunity to gauge consumer reaction to what we’re doing,” he says. “Some of our releases have been based on inspiration from what these folks come up with, actually. I love the wisdom of the crowd.”

While flavored iterations, like Crown Royal’s seasonal Peach and Canadian Club’s 2018 Apple are seen as the major driver of growth and new consumers, innovation has also become key, says Abby Wise, Innovation Director at Diageo for category leader Crown Royal. “I’ve been working for almost a decade on Canadian whisky and we’ve seen a hugely positive response to innovation not only for the brand but across the category from consumers and the trade in that time. If anything, it has gotten more positive as time has gone on, becoming more dynamic, exciting and broad,” she says.

According to Sean Yelle, Category Market Director, Dark Spirits, Campari, who
oversees Forty Creek, Canadian whisky’s current dual personality has benefits for retailers. “From a consumer perspective, you are finding a smaller, but valuable cohort of consumers who are hunting down higher-end marques as suppliers are putting out brilliant expressions of higher-end Canadian whisky. However, a good portion of total growth is coming from flavor extensions, which address specific occasion solutions for a wider range of consumers. Retailers naturally want two things—increased velocity or higher ring—which the category is delivering,” he says.

Forty Creek has created a number of expressions testing the category limits—Barrel Select, Double Barrel, Copper Pot, Confederation Oak and is about to launch the limited release Forty Creek “Victory,” a commemorative iteration finished with what the company calls “high vanilla” wood staves.

“WE ARE REAPING THE BENEFITS OF THE SIGNIFICANT GROWTH OF WHISKY AND NAMELY BOURBON. WE ARE SEEING CONSUMERS WHO ARE MORE KNOWLEDGEABLE AND MORE WILLING TO TRY DIFFERENT CATEGORIES AND BRANDS.” — Rashidi Hodari, VP Marketing Beam Suntory

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Not surprisingly, marketing efforts for Canadian whisky frequently tap into iconic Canadian imagery, e.g., the great outdoors and maple flavor. // Sazerac’s Caribou Crossing Single Barrel, launched in 2010, is an example of Canadian whisky premiumization. Higher-end bottlings are gaining share while the simple standard bottlings are flat.

CANADIAN WHISKY SELLING POINTS

Something for everyone: For a “beginner,” big-volume Canadian brands are reliably approachable and mixable; for the seasoned aficionado, the super-premium tier delivers many options that show best chilled neat or on the rocks.

Mixability matters: Canadian whisky belongs in every home bar; its greatest cocktail hits include the Whisky Sour, variations on Highballs (whisky plus tonic, club soda or ginger ale); and Hot Toddlies (no surprise there, right?).

Rye is the word: While it is true that labeling laws differ in Canada, the use of rye in blends is on the rise, responding to demand, giving rise to more rye-forward flavor profiles.

Wise believes the many international whisky trends are merging: “For the consumer it’s not about where it’s from but about good liquid and great experiences.” It makes total sense that Canadians are ahead of the curve in terms of applying a touch of maple to their spirits. Tap 357 Maple Rye, featuring a dollop of Québec maple syrup blended into 3-, 5- and 7-year-old whiskies was named “Flavored Whiskey of the Year” at both the 2012 and 2014 Canadian Whisky Awards. Another approach to imbuing whisky with maple involves finishing the spirit in toasted maple-wood barrels. This method does not impart as much flavor, but as maple has very little tannic acid, the barrels reduce harshness.

Of course, even before maple, the one thing most people asso-
Canadian whisky is synonymous with cold. Pike Creek, one of the inventions of Dr. Don Livermore, effectively makes the Canadian climate part of the whiskymaking process. Pike Creek barrels are kept in a non-climate-controlled warehouse (with no electricity!), embracing the dramatic seasonal swings from sub-zero winters to sun-filled summers. The result is clearly on the more robust and complex end of the category spectrum.

**PREMIUM & UP**

Crown Royal’s premiumization lately includes the Noble Collection, with limited releases every spring, this year’s finished in new French oak casks. “The Noble Collection is small but really successful as it helps us demonstrate Canadian whisky’s ability to express craftsmanship and thoughtfulness and demonstrates our master distillers’ skills,” notes Diageo’s Wise.

Yelle agrees that what really matters is the liquid: “I think premium tiers of Canadian whisky can stand right up there with those other categories. You put a glass of Forty Creek Double Barrel or Forty Creek Confederation Oak in someone’s hand and there is a moment of ‘Wow, what is this? This is amazing!’”

The search for premium and up was what created Caribou Crossing Single Barrel in 2010, says Adam Wilkins, Associate Brand Manager—Whiskey and Specialty Brands, Sazerac Company: “We see new product development as hugely important to connecting consumers to products that are compelling, be that from a taste standpoint, a provenance point of view, or by way of production or aging methods. We’ve witnessed firsthand with our Caribou Crossing Single Barrel that consumers will embrace new-to-world propositions that deliver something special.”

Meanwhile Hiram Walker’s Livermore, whose portfolio includes rum-cask finished Pike Creek, all-rye Lot No. 40 and Gooderham & Worts Four Grain Whisky, part of the Corby Northern Border Collection, says even experimenting with yeast strains should be part of the mix as Canadian whisky evolves.

“People are looking for bigger, bolder whiskies just like they are looking for bigger, bolder foods,” says Livermore. “I have to look into the crystal ball and figure out what consumers are going to be interested in 10 years from now. I think people are going to start asking for specific varieties of rye, maybe single malts from America and Canada. People care about things like field to glass and they want to know that we’re listening.”

Whatever people are asking for, the Canadian distillers are primed to deliver.

---

**‘OH, CANADA!’**

**DID YOU KNOW?...**

- Unlike in America, Canadian distillers have no mash bill mandates. In the U.S., bourbon must be 51% or more corn, and rye at least 51% rye. Not so in Canada.

- In fact, “Canadian” whisky may include spirits from beyond its borders (namely America); it can be called Canadian whisky after it has been aged for at least three years in barrels within Canadian borders.

- Another key difference between Canadian and other whiskies: how they handle the mash bill. In most other whisky-making countries, the grains in a mash bill are mixed together and then fermented and distilled. In Canada, each grain is distilled separately and then blended. For this reason, the Master Blender is considered a more important title than Master Distiller in Canada.

- Some trace Canadian whisky’s popularity here back to Prohibition, but it actually began during the Civil War, when many distilleries in the South shut down.

- Beyond maple, flavors finding their way into Canadian whiskies include apple, vanilla, peach, blackberry, cinnamon and spice.
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THE WORLD’S BEST RUM

America’s Fastest-Growing Premium Rum*
Now #2 in the category!

*AC Nielsen Chain + Package report for 52 week period ending Aug 10, 2019, vs prior period: #1 sales dollar growth among top 10 premium rum brands w/ avg. retail price $25+, with 149.63% growth. #2 largest brand in category per report.
For the third year, the Wine & Spirits Wholesalers of America (WSWA) Women’s Leadership Council (WLC) gathered for its annual convention, this year at the historic Mount Vernon estate outside of Washington, DC. The two-day leadership conference drew 62 women from wholesalers across the country. Attendees heard from experts in diversity and inclusion, as well as from current industry leaders, speakers, panelists and the WSWA staff and leadership team.

“Gathering with extraordinary colleagues in such a beautiful and historic setting to celebrate our accomplishments, and to network with the industry’s women leaders in wholesale is amazing, as we are sharing best practices with one another to further empower, educate and elevate our peers,” said Philana Bouvier, WLC Chair and Senior Vice President of Business Development for Young’s Market.

Jo Moak, WSWA SVP and General Counsel, and Jake Hegeman, WSWA Assistant General Counsel and VP of Legal and Regulatory Affairs, spoke to the group about the implications for the industry of the Supreme Court’s ruling on the Tennessee residency law case, as well as the Association’s new Cannabis Task Force. Moak also unveiled the results of WSWA’s first SipSource report, which details sales and category trends by aggregating depletion data from the country’s largest wholesalers.

“Diversity in the workplace is good business, and through initiatives like WSWA’s Women’s Leadership Conference, we walk the talk, expanding knowledge and awareness in the wholesale tier,” said WSWA President and CEO Michelle Korsho. “Attendees develop leadership and management skills that ultimately contribute to the success and advancement of family-owned businesses.”

1. Members of the WLC Advisory Board: Lacey Sadoff, Badger Liquor Co., Inc; Dina Opici, Opici Family Distributing; Philana Bouvier, Young’s Market Company; Amy Bariault, Central Distributors, Inc.; Jessica Cyr, Martignetti Companies; Heather Alper, Southern Glazer’s Wine & Spirits; Stacy Gabel, Republic National Distributing Company; Hillary Wirtz, Breakthru Beverage Group; and Shell Cameron, Central Distributors, Inc.
2. WLC attendees gather to support Operation Gratitude
3. Jaime Rubin, Ruby Wines; Kristen Bieler, Beverage Media Group; Erica Duecy, SevenFifty Daily; Cheryl Durzy, Liberation Distribution; Philana Bouvier, Young’s Market; and Brigadier General Dr. Sharon Bannister
4. Colleen Smith, Dina Opici and Colleen Burns, Opici Family Distributing
5. WLC Chair Philana Bouvier
6. WLC Vice Chair Jessica Cyr with WSWA President & CEO Michelle Korsho
7. Nicole Austin, General Manager/Distiller, Cascade Hollow Distillery
NEW PRODUCTS

1. RÉMY MARTIN ‘TERCET’ COGNAC
The new expression from Rémy Martin celebrates superior craftsmanship on multiple levels. Tercet (the name is inspired by three lines of rhyming verse), is a new permanent extension, highlighting contributions by three artisans: Rémy Martin's Cellar Master, Wine Master and Master Distiller. They combined their expertise to reveal the best of the Cognac terroir from the Petite and Grande Champagne zones in a fruit-driven, spicy and very long Cognac. 84 proof.

SRP: $110
remymartin.com

2. EL MAYOR ‘CRISTALINO’ TEQUILA
El Mayor has launched ‘Cristalino,’ a crystal clear, ultra-premium añejo tequila whose blend was selected for its well-balanced oak flavors. As with every bottle of El Mayor, Cristalino is made with estate grown, 100% blue agave from the lowlands of Jalisco. The crystal clarity comes from filtering through ultra-fine charcoal; the result has the complexity and character of an añejo, with the crisp, bright notes and color of a blanco expression. 80 proof.

SRP: $39.99
elmayor.com | luxco.com

3. OCEANO 2018 PINOT NOIR, CENTRAL COAST
This 100% Pinot Noir is hand-harvested at Spanish Springs in San Luis Obispo County—the westernmost vineyard in California. Oceano Wines is a joint venture between Rachel Martin, a veteran of Virginia’s wine scene, and Kurt Deutsch an award-winning music, theatre and film producer. They married in 2018, the same year of their first release, a Spanish Springs Chardonnay. Marbue Marke is the consulting winemaker.

SRP: $45
oceanowines.com

4. BONTERRA 2018 ‘YOUNG RED’
Bonterra Organic Vineyards has introduced Young Red, a fresh take on the chilled red trend. Made from the hard press of Bonterra’s rosé (Mendocino County Grenache, Syrah, Malbec), with no malolactic fermentation or barrel aging, Young Red balances the body and structure of a red wine with the refreshing profile of a dry white. Opting for fermentation without contact with skins or seeds helps avoid harsh tannins, while a cooler fermentation gives the wine a softer, rounder mouthfeel.

SRP: $16/750ml | $18/four-pack 250ml cans
bonterra.com

5. L’APERITIVO NONINO
When three Nonino sisters decided to create a spirit they got inspiration from their grandmother, Silvia Milocco—the first woman in Italy to produce grappa, who had also created a botanical drink called Nonino Bianco. The reborn L’Aperitivo Nonino is crafted from 100% natural ingredients, infused with botanicals grown on and around their family estate in Friuli. Gentian root, rhubarb, lemons, limes and oranges are dried at a low temperature to preserve their natural intensity. 42 proof.

SRP: $39.99
terlatowines.com/artisan-spirits

6. ‘FUN WINE’ SLIM CANS
Inspired by the vibe and culture of Miami, Fun Wine, a low-alcohol flavored wine, is now available in single-serve 250ml slim cans as well as 750ml bottles. Fun Wine comes in three flavors: Coconut Chardonnay, Strawberry Rosé Moscato and Sangria. Packaged in bold, eye-catching, original, wraparound art by famous urban artist Miguel Paredes, the 5.5% ABV, Fun Wine is gluten-free and all natural. Rolling out nationally.

SRP: $2.29/250ml | $5.99/750ml
funwine.com
7. **BACARDI 'COQUITO' RTD COCKTAIL**

Bacardi is aiming to bring the magic of the Coquito, a beloved Puerto Rican holiday libation, to the masses with a limited edition ready-to-drink version. Following the traditional recipe closely, Bacardi Coquito combines their signature Puerto Rican rum with toasted spices, coconut cream, vanilla and cinnamon to create a creamy, low-ABV (13%) libation that tastes like eggnog on a tropical vacation.

SRP: $17.99
bacardi.com

10. **CARMEL 'PRIVATE COLLECTION’**

New from Carmel Winery, one of Israel’s leading producers, comes a new Private Collection series that showcases the country’s most prized growing regions and Carmel’s 137 years of winemaking expertise. The dry, fruit-forward trio includes 2018 Cabernet Sauvignon, 2018 Shiraz and 2018 Winemaker’s Blend (50/50 Cabernet/Merlot); all are made by Carmel’s Chief Winemaker Yiftach Peretz. All wines are certified OU Kosher, and produced using state-of-the-art technology.

SRP: $15
carmelwines.co.il/en/royalwine.com

8. **DIABLO 2017 DARK RED BLEND**

Named after the Devil himself, Concha y Toro’s new standalone release, Diablo, invites consumers to step up to a new, intense red blend, featuring notes of black fruits, mocha and creamy vanilla. Crafted in the Maule Valley of Central Chile, Diablo Dark Red Blend is composed of Syrah and Malbec—and was (devilishly) stored in both French and American Oak Barrels for precisely 6 months, 6 weeks and 6 days.

SRP: $18
conchaytoro.com

11. **90+ CELLARS LAMBRUSCO**

Latitude Beverages has added Lambrusco to the 90+ Cellars portfolio, anticipating new popularity for the Italian sparkling red, which is far more sophisticated than what was popular late last century. Lot 172 Lambrusco, made using the Charmat method, hails from the DOC region of Lambrusco Grasparossa di Castelvetro. The wine is deep purple-red in color, with aromas of fresh strawberries and violets; light effervescence carries flavors of plum and berries.

SRP: $12.49
latitudebeverage.com

12. **TWISTED SHOTZ ‘CHOC BOX’**

Twisted Shotz’s new Choc Box, a limited edition 8-shot combo pack, highlights four brand new chocolate shot combinations: Chocolate Mousse; Chocolate and Mint; Chocolate and Salted Caramel; and Chocolate Mocha. The latest release follows the company’s Twisted Shotz Party Pack, a 15-shot box. As with Twisted Shotz’s core flavors, Choc Box shots come in a double-chambered, reusable shot glass. 32 proof.

SRP: $10.99/8-shot pack
twistedshotz.com
Tinkering with an established brand can be tricky, so the team at Mast-Jägermeister, suppliers of the No. 1 selling imported liqueur in the United States, had to be mighty sure of their product and plan for Jägermeister Cold Brew Coffee. They were—and had good reason to be. Countering Jägermeister’s signature herbal tilt with intense rich Arabica coffee and a hint of cacao creates a brand new flavor experience that promises to straddle target audiences.

For current Jägermeister fans, the intense yet balanced Cold Brew Coffee variant (66 proof, vis à vis the original’s 70) adds a new dimension to their beloved ice-cold shot. Thanks to its spot-on capture of cold-brew character, it is bound to attract coffee lovers. And with its herbal edge and cacao complexity, Jägermeister Cold Brew Coffee is ripe for mixologists, in hot and cold drinks alike.

“We wanted to recruit a new generation of drinkers, and in order to do so, we knew we had to create the perfect liqueur to be enjoyed across numerous occasions,” says Chris Peddy, Chief Marketing Officer of Mast-Jägermeister US. “Jägermeister Cold Brew Coffee presents consumers with a premium product that will embrace the unexpected and defy expectations.”

Seeds for Success
Just as the Jägermeister recipe of 56 herbs, blossoms, roots and fruits has remained a well-guarded secret (for 80 years, no less), so is the proprietary balance of all-natural ingredients in the new expression. Peddy acknowledges that grassroots inspiration to extend the line in this direction came from bars—where people were loving half-and-half shots of local cold brew coffee and Jägermeister. That set the flavor standard they knew the variant had to exceed.

“Combining Jägermeister with coffee has been a fan favorite for years, so we wanted to perfect that experience.”
— Jack Carson, Director of Innovation

“Combining Jägermeister with coffee has been a fan favorite for years, so we wanted to perfect that experience.”
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Time to Shine
Getting this product to market is mostly a matter of when and how—it will certainly be available everywhere Jägermeister is sold by January 1st, 2020. As with original Jägermeister, the new liqueur has the chops to be a potent cocktail base: it is intensely flavored, spicy and rich. At the same time, given its origins as a fan favorite, the Jägermeister Cold Brew Coffee “perfect serve” will rightly be an ice cold shot.

To showcase the new release, the marketing team has developed state-of-the-art “bottle glorifiers” for the on-premise. These sleek chill-and-serve displays have a small footprint, and their lighting can be adjusted based on décor. Peddy notes that bars are increasingly concerned with aesthetics, and: “the glorifier is cool, premium and functional.”

Off-premise, retailers can utilize posters and displays to help draw attention to the new Cold Brew Coffee expression. Sampling is planned, naturally, and the marketing team believes that the bottled convenience will also prove to be an important asset. Cold brew fans know that the smooth, rich intensity they can get from their local roaster is difficult to create at home. Jägermeister Cold Brew Coffee delivers that—harmoniously balanced and ready to enjoy.
COMING SOON
THE NEW TASTE OF COLD BREW
SHAKE & SERVE AT -18°C
Few brands have managed to ace the test of time like Grand Marnier. A fixture on back bars for nearly two centuries, the iconic French brand has been recently rejuvenated under Campari ownership since 2016.

In a family distillery founded outside Paris in 1827, Grand Marnier was created when Cognac connoisseur Louis-Alexandre Marnier Lapostolle had the innovative idea of blending Cognac with a rare variety of orange from the Caribbean, the “Citrus bigaradia.” As the only variety used in the making of Grand Marnier, these oranges form an essential component of Grand Marnier’s uniquely complex flavor.

Today Grand Marnier’s heritage is maintained by Master Blender, Patrick Raguenaud. Born and raised in the Cognac region, he embodies the knowledge and tradition which has accompanied the brand since its birth. Since 2004 he has overseen the purchase, aging and blending of Cognac, as well as the important production of the bitter orange essence.

Born Again in 2016

When Campari bought the historic brand in 2016, it was dusty, forgotten and misunderstood. Many consumers mistook it for triple sec; some bars had pigeonholed it as a shot. Campari quickly reestablished Grand Marnier’s Cognac credentials—the brand’s main expression, Cordon Rouge, comprises 51% fine French Cognac.

They also added an upscale extension: the Cuvée Louis Alexandre, made with VSOP Cognac as 82% of the blend (SRP $70). There are other limited, rarer items such as Cuvée du Centenaire, Cuvée 1880 and Cuvée Quintessence. The new cuvée celebrates La Belle Époque, a period of cultural exuberance in France that, much like today, inspired the rest of the world.

Grand Marnier has also re-asserted its role in cocktail culture. “A focus of Grand Marnier is to reimagine classic cocktails with our signature Grand Marnier twist,” notes Lana Kouznetsov, U.S. Category Marketing Director European Icons. For example, the Grand 75, a twist on the classic French 75 made with Cognac as the base punches it up “from good to Grand,” she notes. The Sidecar and Margarita are two other classics that are palpably elevated with Grand Marnier.

Value Added

For the 2019 holiday season, Campari America developed a value-added pack featuring a bottle of Grand Marnier Cordon Rouge and two Glencairn glasses, the ideal glassware for best experiencing the Cognac-based spirit. “Recognized globally for its unrivaled contribution to spirit and liqueur drinking, the glass’s tapering mouth allows for ease of drinking, while capturing Grand Marnier’s aromas,” says Kouznetsov.

Kouznetsov adds that Grand Marnier is well positioned to enjoy America’s shift towards premiumization and a “quality over quantity” mentality: “Consumers are expressing an affinity for high-quality spirits, and with our Cuvée Collection being composed of over 82% Cognac, this is something that Grand Marnier provides. There is a sophistication to ordering a neat pour or a simple, classic cocktail that today’s consumers are largely favoring over the raucous and unrefined connotations associated with shots.”

THE GRAND 75

1½ oz Grand Marnier Cordon Rouge
¾ oz Fresh Lemon Juice
1 bar spoon Simple Syrup
2 oz Dry Champagne

Method: Add Grand Marnier, lemon juice and simple syrup to a shaker filled with ice. Shake well. Fill chilled coupe or flute half full of ice, then strain cocktail into the glass. Top with Champagne and garnish with a lemon slice.
A VISIONARY BLEND OF FINE COGNAC AND BITTER ORANGE LIQUEUR.

DRINK WITH STYLE. DRINK RESPONSIBLY.

GRANDMARNIER.COM
ttaboy alum Zachary Pease is owner of the bright, airy bar My Friend Duke in the NYC neighborhood of Kips Bay, welcoming guests with a high ceilings, a wraparound bar, skylit mezzanine, lush greenery and a core menu featuring a dozen $15 cocktails.

BEVERAGE MEDIA GROUP: Prior to opening My Friend Duke last year, you worked at Attaboy and were the longtime general manager at Lucky Jack’s. How do you think those disparate New York experiences prepared you for your own bar?

ZACHARY PEASE: Everything at Attaboy was so meticulous—from the ice, to juicing to order, to the guest interaction, to providing the absolute right cocktail for that person. All of a sudden I was taking what I learned there and holding the bartenders at Jack’s to ever-increasing standards. Do enough things right and people eventually notice.

BMG: Why was this the ideal time for My Friend Duke?

ZP: I had run and grown the business at Lucky Jack’s for 10 years and was at Attaboy for nearly six; I wanted the next challenge. Also, working in open-until-4:00 a.m. bars for years is pretty intense. I knew when enough was enough of the grind.

BMG: What influenced the bar’s airy aesthetic?

ZP: We worked with a great group, KCC Design + Build. The space is large and gets so much natural light, we wanted to lean into that, filling the place with greens and blues and loads of plants. I’m usually in California for a chunk of time each year and found some inspiration in the spaces out there, but it’s still very New York with the exposed brick and dim lighting at night.

BMG: What are some of the challenges that have sprung up as a first-time owner?

ZP: I can’t imagine having opened a bar without having had the chance to learn and run a bar for years before this. It is always the unexpected thing that trips you up... product delivery being late, heating issues, or plumbing. You are at the mercy of so many other people and things every day that you just have to roll with it and become good at adapting on the fly.

OASIS IN KIPS BAY

ZACHARY PEASE, MY FRIEND DUKE, NYC

BY ALIA AKKAM

A

• FIVE AND DIME

The menu at My Friend Duke is illustrated with retro-style sketches of each cocktail; this one is creative and intense, evolving in the glass.

Ingredients:
1½ oz Bombay Dry Gin
3 dashes Peychaud’s Bitters
3 dashes Angostura Bitters
¼ oz Lemon Juice
½ oz Orgeat Syrup
½ oz Giffard Apricot Liqueur

Method: Jigger all ingredients into mixing tin with ice and whip shake. Pour into crushed ice-filled double rocks glass. Top with more crushed ice. Garnish with orange slice and cherry.
It's GAME on for partners Tilford Brockett and Bruce Caughman. GAME Vodka, to be precise. The duo is hoping their new product will become the vodka of choice for sports enthusiast throughout the Baltimore-Washington corridor and ultimately beyond.

And the two entrepreneurs are willing to get a little "in yo' face" if it means winning in this particular niche. For one, GAME is being marketed as a "vodka with balls." Now, of course, Brockett and Caughman are cheekily referring to GAME's bottle art, with five different bottles each featuring a separate graphic of a football, baseball, basketball, tennis ball, or soccer ball. But theirs is not a drink for winners of a participation trophy. They're hoping GAME Vodka will become known as "the taste of victory" whether you're a spectator or a player.

"It's a really crowded market," Brockett declared. "There are a hundred different vodkas. You really have to have the balls to be different, excuse the pun. We figured what brings a lot of folks together and what people celebrate outside of holidays is sports. There are a lot of vodkas available that are marketed pretty much along the same avenues. We're geared for sports. We want to capture that arena."

To be sure, Brockett comes from outside the beverage arena. A pharmacist by trade, he has used his chemistry background to distill a product that he and Caughman feel will be on the top end of the category. "It's eight times distilled," Brockett said, "five times filtered, made from sweet corn, and is gluten free."

Caughman, a 22-year U.S. Air Force veteran who currently works for the federal government, also comes from outside the industry. He is hoping to put his MBA to good use in this new venture. "We wanted to develop a vodka that tastes good and that was priced to sell," he remarked. "We've done that. Also, instead of marketing it wide, we wanted to keep it within this region first to get some traction before going outside of the area."

Consequently, that means appealing to Redskins, Ravens, Nationals, Orioles, and Wizards fans alike. "It's a great working class market overall," said Brockett. "And we feel that based on our price point below $20, we fit right into that sweet spot. Washington, D.C., in particular, is a big sports market with D.C. United [and the other teams]. It's a town that's very up on sports, sports radio is really big here, and there are a tremendous number of sports bars."

This isn't Brockett and Caughman's first foray into the spirits biz. They were previously part owners in AnestasiA Vodka, which was known for its exquisite packaging. But the product never quite gained traction. Brockett recalled, "Customers would buy it once and just hold it as a novelty item. They wouldn't drink it! You can't run a business if you don't get the repeat buyer."

He continued, "I got some great advice from Guillaume Cuvelier, creator of Svedka Vodka. I met him at a beverage show about seven years ago. We were campaigning with AnestasiA. And he walked up to me and said, 'GREAT packaging ... it's not gonna sell!' And I was like, 'Who in the hell is this guy?!' But he handed me his card and we started talking. He said, 'Listen, I sold Svedka for $384 million. Vodkas above $20 don't sell.' So, I ended up using him as my point of reference through this whole new journey. He's been very supportive."

One lesson learned is the GAME Vodka bottle is more streamlined and geared specifically for its target customer. "We strategically made the bottle so that it kind of feels athletic," Brockett noted. "It's very comfortable in the hand for bartenders. And you won't mind throwing it away after drinking it, then buying another. Our game plan is to sit on the shelves of every sports bar. To sit in every stadium, whether it's Oriole Park at Camden Yards or Capital One Arena. This is a passion we have. Bruce and I have been friends for a lot of years. And most of the times Bruce and I've really spent time together have been at sporting events. Sports bring people together."

Looking ahead, the partners intend to open a distillery later in the year "to control our own distribution and production," Caughman said. "To better control the game."
INTRODUCING THE ULTIMATE TEAM PLAYER, THE WORLD'S FIRST VODKA CRAFTED FOR SPORTS FANS.

Distilled 8 times and filtered 5 times through charcoal, lava rocks, and quartz crystals using reverse osmosis, this incredibly smooth vodka is a real game-changer. An MVP. Savor the taste of victory with GAME.
Burgess continued, "The fact that it has been here so long at this location has been an asset. We've seen the area grow around us. We are right on 301, a mile south of Route 50, and right at the edge of 197. Those are all major arteries. We get a lot of customers from our area who are regulars, and then we get a lot who are traveling through our area. It's quite a customer base."

Rip's has remained a base for customers over the years by staying focused on pleasing the paying public. Burgess and her staff are constantly working on customer service. "On the liquor store side," she stated, "it's knowledge. I've worked hard at hiring people that have a lot of knowledge in the field. I have a liquor buyer, a wine buyer, and a beer buyer, and they all cross over. I'm very blessed to have employees who are so willing to share their knowledge with the customers and help them find products they want to try."

Burgess' first job out of college was working for a national retailer. But after a year in that sector, she went to work for the family business-- a wholesale food distributorship. Soon after, her parents bought Rip's Country Inn at a public auction. "The liquor store had been closed, so we had to start from scratch," she recalled. "Rip's was built in 1952 and was also a family-owned business. We've had it since the late '70s. We actually took over the restaurant before it went to public auction. And then, when it went to auction, we bought the whole she-bang."

Her father was friends with the founder, Rip, whose real name was Armstead. When Armstead played baseball as a young man, he would slide into the bases and often rip his pants, hence the nickname. Burgess learned a lot from her dad and gradually took the reins. Over the years, she's had to adapt to a changing playing field in the state, the county, and the town. "Running a business these days is more challenging with all of the new laws imposed on us," she lamented. "It keeps me and my staff quite busy making sure we're up on all of the regulations, that we're paying everybody right, that we're not breaking any of the new liquor laws. With the restaurant, there’s the new Styrofoam law. Even straws may eventually become an issue."

Burgess credits her affiliation with the Maryland State Licensed Beverage Association (MSLBA) with helping her navigate the of-
ten choppy legislative waters. "MSLBA is this great resource to go to and ask, 'OK, where are we on this law? How does it affect me? How do I make sure I'm doing everything I'm supposed to be doing?" With the new Sick Leave Act that got put in a little over a year ago, if we hadn’t had MSLBA to help us through that, I wouldn’t have nearly as much confidence that I’m doing everything correct by the law. The association gets our plans across to the legislators. To have your voice heard? That’s a great thing." And being friends with so many MSLBA members, it’s only reinforced her beliefs on what it takes to be successful in this business. When asked what advice she’d have for any new owners or opera-
tors reading this, she was quick to reply. "You’re in for a lot of hard work," she said. "It’s all-encompassing of your life. I’ve raised children, and my husband and I work here together. And it didn’t dawn on me how much our children have absorbed what we do until one day when we were sitting in the restaurant, my daughter who was eight years old at the time said, ‘Mom, you have to talk to that busboy who’s touching the silverware! He can’t touch the silverware before he puts it down on the table!’ And I’m thinking, ‘You’re eight?’ So, yes, when you make that choice to become a business owner, you make that choice for the whole family!"

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**Contact MSLBA for Membership Information:**

Phone: (410) 871-1377 • FAX: (410) 871-2545 • E-Mail: MSLBAmembers@msn.com

Please provide the following:

Name of County or City Alcohol Licensing Board for Your Establishment: __________________________

Your Name: _______________________________ Phone: (             ) _________________________

Business Name: _______________________________________________________________________

Business Physical Address: _______________________________________________________________________

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M arika Vida-Arnold spoke with Dinex Group’s Raj Vaidya and Ian Smedley about Bar Boulud’s legendary large format “Panier” wine program and why consumers keep coming back for more.

**MARIA VIDA-ARNOLD:** Bar Boulud really pioneered the large format by-the-glass service, which many other restaurants have since implemented.

**RAJ VAIDYA:** The idea came from our Beverage Director, Daniel Johnnes, and the Head Sommelier at the time [2009], Michael Madrigale. It started out organically: Mike would tweet the magnum he was pouring to let the world know what cool thing he'd be opening that night. Soon he developed a robust following because his posts were super clever and fun. Over time, Mike built a fairly big email database of interested guests and wine trade and he would send weekly emails. This is still our primary communication tool for the Panier program and it's a great way to stay in touch with our customers; it's more intimate than posting about it on social media.

**MV:** What formats are you pouring and how many each night?

**IAN SMEDLEY:** We change it up, but we always open at least one magnum and often Jeroboams and Methuselahs. We can get 20 glass pours from one Jeroboam.

**MV:** How do you promote it inside the dining room or on the menu?

**RAJ VAIDYA:** When guests see the large bottles parading around the room they ask about it every time. And our service staff does a great job communicating about the bottles as a special of the day.

**MV:** How do you choose themes? What has been the most successful and why?

**IAN SMEDLEY:** We always select with our cuisine in mind, and wines from Burgundy, Beaujolais and the Rhône are great with our charcuterie program. We also have a pretty diverse bistro menu so there are other angles from which to pair, and this gives us opportunity for creativity. We do very well with giant bottles of Rosé in summer too. Champagne always sells out the fastest when we start pouring.

**MV:** Bar Boulud is now having large format wines bottled specifically for the restaurant. Is this more profitable?

**IAN SMEDLEY:** We are working to have special bottlings made. Some wineries need many months of lead time, especially for barrel-aged reds; others can bottle very quickly. But we still have to buy regular stock from traditional channels. It’s most cost-effective to pour things planned in advance, but part of the fun is that the demand outstretches supply so we are always looking for new things. The program isn’t hugely profitable, but we consider it a loss leader as a great way to get people excited about the cool wines we are pouring.

**MV:** How quickly do you deplete bottles?

**RAJ VAIDYA:** Typically either two magnums or a Jeroboam every night. In spring, we had a crazy run with 6-liter bottles of Provence rosé from Aix—we sold more than 40 liters in one weekend.

**MV:** You have a large pre-theater clientele. How do they embrace the big bottle pour?

**IAN SMEDLEY:** Service is very fast-paced, especially at pre-theater. The Panier program gives our guests a lasting and pleasurable memory within a short time frame, particularly since the pre-theater crowd is consuming primarily by the glass.

“**When guests see the large bottles parading around the room they ask about it every time.**” — Raj Vaidya
Austrian wines are invitations. Simply open a cellar door to meet the most approachable international stars imaginable: the great wines of Austria. Produced by true artisans respectful of nature, Austrian wines proudly stand among the world’s greatest wines and are poured at renowned restaurants all over the globe.
THE FIND

CAMPARI ‘CASK TALES’ JOINS THE BARREL-FINISHING PARTY
Why should whiskey have all the barrel-finishing fun? Campari Cask Tales is an exploration into the world of cask-finishing, executed by Master Blender Bruno Malavasi. After experimenting with many casks, he selected second-fill bourbon casks. On the nose, Cask Tales shows Campari’s classic herbal profile gaining subtle spiciness from the wood. On the palate, the barrel-finishing smoothes the bitter notes with fruity, sweet and creamy tones. While enjoyable neat or on the rocks, Cask Tales was inspired and informed by passionate bartenders, including Leo Robitschek, Gaz Regan and Jeffrey Morgenthaler. 50 proof; $69.99/1L campari.com

NEW CINCORO TEQUILA LAUNCHED BY BASKETBALL RIVALS/PALS
Ready for another celeb-tequila? Cincoro was conceived in 2016 when a group of friendly NBA rivals—Jeanie Buss of Los Angeles, Wes Edens of Milwaukee, Emilia Fazzalari and Wyc Grousbeck of Boston, and Michael Jordan of Charlotte—met for dinner. Their mutual love of tequila led to boldly starting a company from scratch; and two years of research and tasting led to four distinct expressions of Cincoro launching this fall. Cincoro Blanco (SRP $70) is made with 100% Weber Blue agave from both the highland and lowland regions of Jalisco. The Reposado ($90), Añejo ($130) and Extra Añejo ($1,600) are barrel-aged in an underground cellar to maximize flavor and complexity. Starting in 12 markets.
cincoro.com

DISARONNO GETS A DENIM OUTFIT FOR THE HOLIDAYS
The latest from beloved Italian liqueur Disaronno is glamorously wrapped in a denim camouflage pattern. The wardrobe change follows the brand’s recent collaborations with fashion designers such as Trussardi, Moschino and Versace. Both a collector’s item and an chic gift, the Denim Limited Edition remains unmistakably Disaronno by keeping the brand’s iconic bottle shape and logo. Also available: Miniature Gift Packs, each with three 50mls of the six denim designs; and a gift box with four miniatures plus the 750ml. 56 proof; $29 disaronno.com

DISARONNO DENIM COCKTAIL
1½ oz Disaronno
½ oz Diplomático Rum
¾ oz Lime Juice
½ oz Passion Fruit syrup
Crushed Ice
Mint sprig and raspberry garnish

Method: Add the liquids to a shaker with ice and until combined. Strain over crushed ice. Garnish with mint and raspberries.
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RUSSIAN ICE FILTERED VODKA DEEP BLUE

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MARKET SHOTS

BREAKTHRU WELCOMES O’NEILL VINTNERS & DISTILLERS
Ryan Davies, Jessica Riedel, and Bryce Warren of O’Neill Vintners & Distillers recently kicked off their portfolio of products with the Breakthru Beverage teams of Maryland and Washington, DC.
O’Neill Vintners & Distillers is the leading California producer of premium brands, bulk wine, brandy and spirits for the beverage alcohol trade. O’Neill Vintners was founded in 2004 by Jeff O’Neill, former CEO of Golden State Vintners and third generation member of a California winemaking family with industry roots dating back to 1934.

CHARM CITY CARS RETURN
Charm City Cars will again be offering free rides to consumers from key on-premise accounts in Federal Hill to and from M&T Bank Stadium during all Baltimore Ravens home games. Charm City Cars is part of the Crown Royal/Ravens partnership and the Water Break program—encouraging responsible drinking and hydration in order to “Stay in the Game.”

BREAKTHRU BEVERAGE
Under 21 is now underage for tobacco.

It’s now illegal to sell tobacco products, including vapes, to people under 21.*

Know the Steps to Take.
1. Ask for photo ID from everyone under 27.
2. Check to make sure all customers are at least 21.*
3. Refuse to sell tobacco to everyone under 21.*

Find store signage and more resources at www.NoTobaccoSalesToMinors.com

*Active duty military age 18 and older with valid military ID are exempt.
Brewers Association of Maryland

The 2019 Maryland Craft Beer Competition was held in July at Calvert Brewing Company in Upper Marlboro, Maryland. A record number of entries from breweries throughout Maryland were judged by a group of BJCP-certified volunteers.

Taking the 2019 competition’s top honor is Founder Pils from Heavy Seas Beer in Halethorpe. Earning the “Best in Show” title before peers and fans of craft beer at REVIVE!, a beer and food pairing event held in Ellicott City this summer, the team from Heavy Seas returns to the brewery with the coveted Maryland Craft Beer Competition Cup.

Full details about the Brewers Association of Maryland and its events can be found at marylandbeer.org.

Maryland Distillers Guild

November marks the second-annual Maryland Spirits Month. This month-long celebration of the distilling and spirits industry in the Free State features dozens of events, including tastings, spirits releases, cocktail events, and takeovers at local bars and lounges. The Maryland Distillers Guild will release a consumer passport to celebrate Maryland Spirits Month. This passport encourages consumers to visit the state’s distillery tasting rooms and explore the unique and innovative spirits being made. Full details about Maryland Spirits Month can be found at marylandspirits.org.

Maryland Wineries Association

The Maryland Governor’s Cup will take up a year-long residency at Big Cork Vineyards in Rohrersville. The 2019 Maryland Governor’s Cup competition featured 140 entries from nearly 30 Maryland wineries. This annual competition features Maryland-made wines, produced with grapes and fruits grown in the state. Maryland vineyards currently grow nearly 1000 acres of grapes throughout the state.

After earning three gold medals and two “Best in Class” awards at this year’s competition, Big Cork Vineyards earned the highest honor, “Best in Show,” at the 2019 Maryland Governor’s Cup with their Meritage 2017. Made with Maryland-grown Merlot, Malbec, Cabernet Franc, and Petit Verdot.

Mt. Airy’s Loew Vineyards earned the 2019 Jack Aellen Cup at this year’s competition. Details about the Maryland Wineries Association events and members can be found by visiting marylandwine.com.