

Beverage Journal



MARCH 2023

MAKING WELLNESS MATTER

TIPS FOR PRIORITIZING PHYSICAL
AND MENTAL HEALTH IN THE
DEMANDING DRINKS INDUSTRY



WHAT YOU NEED TO KNOW
ABOUT FUNCTIONAL BEVERAGES

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COVER CREDIT:
Photography courtesy of
Bonninstudio / Stocksy



DISTILLED SPIRITS COUNCIL ANNUAL ECONOMIC BRIEFING

According to the Distilled Spirits Council of the United States' (DISCUS) recent annual economic briefing for media and analysts, the distilled spirits sector remained resilient in 2022. Despite a challenging external environment, including the ongoing recovery of the hospitality industry, the sector achieved record market share and sales driven by continued consumer interest in premium spirits.

DISCUS President and CEO Chris Swonger reported that spirits supplier sales in the United States were up 5.1 percent in 2022 to a record total of \$37.6 billion. Spirits gained market share of the total U.S. beverage alcohol market for the 13th year, with supplier sales rising 0.8 share points to 42.1 percent. Each point represents \$890 million in supplier revenue. This represents the first time spirits supplier revenues have surpassed beer, which holds a 41.9 percent market share.

"Despite the tough economy, consumers continued to enjoy premium spirits and fine cocktails in 2022," said Swonger. "Cocktail culture continues to thrive in the U.S., supporting jobs in the distilling, hospitality and agriculture sectors."

Sales volumes at on-premise establishments, representing about 20 percent of the U.S. market, are rebounding but remain 5 percent lower than 2019 levels following nationwide restaurant and bar closures and restrictions. Off-premise sales volumes, which saw sharp gains in 2020, remained steady in 2021 and 2022.

Additionally, the U.S. Bureau of Labor and Statistics reported 2022 hospitality industry employment remains down by

750,000 jobs compared to pre-pandemic levels.

"The recovery of hospitality businesses is trending in the right direction, but we urge legislators at the federal and state levels to seek ways to support these businesses as they continue to recover, not saddle them with unnecessary market restrictions or higher taxes," said Swonger. "Measures to modernize the marketplace by providing spirits consumers with greater access and more choices will continue to spur economic growth."

2022 SPIRITS TRENDS

The top 5 spirits categories by revenue:

Vodka sales flat totaling \$7.2 billion

Tequila/Mezcal sales up 17.2 percent or \$886 million totaling \$6.0 billion

American Whiskey sales up 10.5 percent or \$483 million totaling \$5.1 billion

Brandy & Cognac sales down 12.3 percent or \$428 million totaling \$3.1 billion

Cordials sales up 2.6 percent or \$73 million totaling \$2.9 billion

Top 5 fastest growing spirits categories by revenue:

Premixed cocktails including spirits RTDs up 35.8 percent or \$588 million to \$2.2 billion

Tequila/Mezcal up 17.2 percent or \$886 million to \$6.0 billion

American Whiskey up 10.5 percent or \$483 million to \$5.1 billion

Irish Whiskey up 6.9 percent or \$91 million to \$1.4 billion

Blended Whiskey up 6.8 percent or \$60 million to \$940 million. ■

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BEVERAGE JOURNAL, INC.

President / Publisher Stephen Patten
steve@beveragejournalinc.com
410.796.5455

Board of Directors Lee W. Murray
Thomas W. Murray

Information Technology Peter Williams
Director

EDITORIAL

Editor-in-Chief Kristen Bieler

Senior Editor Courtney Schiessl

Contributing Editors Alia Akkam, Arielle Albert,
Keven Danow, Jim Clarke,
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ART & DESIGN

Creative Director Larry Lee

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TECHNOLOGY & WEB

eCommerce Director Ian Griffith

Online Web Programming Vali Balescu

PRINT & PRODUCTION

Print Services Manager Lee Stringham

ADVERTISING & MARKETING

MD & DC Advertising Sales Stephen Patten

National Advertising Sales Jody Slone-Spitalnik

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5



6

1. DOM PÉRIGNON

The most recent release of Dom Pérignon Champagne is the late-harvest 2013 vintage. A Brut that opens with fragrant apricot and orange blossom aromas, it builds up to a long saline-tinged finish.

\$ SRP: \$285 per 750-ml bottle
domperignon.com

2. BOMBAY SAPPHIRE

An homage to Murcia in southern Spain, Bombay Sapphire Premier Cru Murcian Lemon puts the region's Mediterranean-ripened citrus in the limelight. Bright, sustainable Murcian Fino lemons, grown during a single late harvest, are bolstered by mandarins and sweet navel oranges for an expression that plays well in the French 75 and Martini alike.

\$ SRP: \$34.99 per 700-ml bottle
bombaysapphire.com

3. MALIBU

Conjuring juicy, yellow summertime peaches, the launch of Malibu Peach Rum reinforces the brand's "Do Whatever Tastes Good" mantra. The line extension—which joins Malibu Watermelon, Malibu Pineapple, Malibu Strawberry, and Malibu Original—also includes a breezy ready-to-drink variant, Malibu Rum Punch Cocktail in a Can (\$12 per four-pack of 12-oz. cans).

\$ SRP: \$14.99 per 750-ml bottle
maliburumdrinks.com

4. BENRIACH

After it was retired in 2016, The Sixteen is returning to the Benriach range. Sporting a reformulated recipe, the 86-proof single malt Scotch whisky was aged for at least 16 years in bourbon, sherry, and virgin oak casks, garnering concentrated bursts of fruit, honeyed malt, and oak.

\$ SRP: \$115 per 700-ml bottle
benriachdistillery.com

5. MARASKA

Best known for its slivovitz, Croatian distillery Maraska is expanding its presence nationally with Nocelino Chocolate via Worldwide Libations. The versatile liqueur melds macerated green walnuts from Croatia's Dalmatian coast with an infusion of natural chocolate that works as well in an Old Fashioned as it does on its own as a digestif.

\$ SRP: \$24 per 750-ml bottle
maraska.hr

6. EDINBURGH GIN

Fresh to the U.S. market, Edinburgh Rhubarb & Ginger Gin takes cues from the Scottish distillery's liqueur starring the same two ingredients. Beyond the base of London dry-style Edinburgh Classic Gin, which lends the spirit piney and citrusy notes, an infusion of natural rhubarb and ginger rounds it out with jolts of tangy fruit and spice.

\$ SRP: \$30 per 700-ml bottle
edinburghgin.com

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7. BOONDOCKS WHISKEY

As part of the Boondocks Signature Series collection, Royal Wine Corp has unveiled Boondocks 18-year-old straight bourbon whiskey from Kentucky. Overseen by master distiller David Scheurich, the 105.4-proof limited-edition release (there are only 1,620 bottles) is enveloped in layers of Tahitian vanilla, butterscotch, and dark roast coffee.

\$ SRP: \$279.99 per 750-ml bottle
boondockswhiskey.com

8. CAROLANS IRISH CREAM

Like Carolans Cold Brew and Carolans Salted Caramel, Carolans Peanut Butter begins with Carolans Irish Cream, the original velvety liqueur that brings together farm-fresh cream, Irish whiskey, and naturally harvested honey. It's then mixed with a sweet, nutty flavoring that allows it to shine solo, in coffee, or libations like the Nutty Irishman.

\$ SRP: \$14.99 per 750-ml bottle
heavenhill.com

9. 19 CRIMES

19 Crimes dips into the booming low-alcohol wine category with Martha's Lighter Chard, the label's second collaboration with lifestyle maven Martha Stewart. Using the same California Chardonnay grapes as her inaugural Martha's Chard, this crisp, approachable 80-calorie version has just 8.5 percent alcohol.

\$ SRP: \$14.99 per 750-ml bottle
19crimes.com

10. MONKEY 47

Made in Germany's Black Forest, Monkey 47 dry gin showcases 47 hand-picked botanicals, but every year, its limited-edition Distiller's Cut features a Species Rara, a complementary 48th ingredient. For the 12th iteration, attention is on the woodruff, a flowering plant containing vanilla- and cinnamon-scented coumarin that was serendipitously sourced on the wooded grounds of the distillery.

\$ SRP: \$79.99 per 500-ml bottle
monkey47.com

11. NONINO

It is synonymous with grappa, but family owned Nonino Distillery also turns out amaro. Consider the limited-edition Amaro Nonino Riserva Quintessenza (available through Terlato Wines), a tribute to the third generation's Antonio Nonino, who kept Amaro Carnia in small wooden barrels. Aged for 24 months in oak barriques and petite casks, its melange of herbs, spices, and fruit is invigorated with aged *Uva* Nonino Grape Distillate.

\$ SRP: \$110 per 750-ml bottle
grappanonino.it

12. FERCULLEN IRISH WHISKEY

Now part of the Zamora Company USA portfolio, Fercullen Irish Whiskey arrives stateside with the new flagship small-batch Fercullen Falls, a blend of 50/50 malt and grain whiskeys. The light 86-proof spirit, produced at Powerscourt Distillery in County Wicklow, will be accompanied by the Fercullen Single Malt, Fercullen 15-Year-Old, and limited-edition Fercullen 21-Year-Old Single Malt.

\$ SRP: \$34.99 per 700-ml bottle
powerscourtdistillery.com

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JINRO





THE WATERFRONT HOTEL BAR

DARIN MISLAN OVERSEES THE HISTORIC LOCALE IN FELLS POINT

WRITTEN BY TEDDY DURGIN | PHOTOGRAPHY BY ASHLI MIX

If you're going to write an ongoing series of feature articles on historic Maryland and Washington, DC bars and taverns, you absolutely cannot leave off The Waterfront Hotel Bar in Baltimore's Fells Point neighborhood. The iconic property dates back to 1771 and, over the decades, has been everything from a tavern that housed Civil War troops to the main bar

and restaurant set for NBC's 1990s crime drama, "Homicide: Life on the Street."

Ann Giles, wife of Fells Point settler Edward Fell, leased the site to Thomas Long, who had the original structure built. His brother, Robert, had erected the first brick home in Baltimore city at 812 S. Ann Street. It was a private residence for much of the 19th century until it was indeed converted into a hotel and tavern to house Union soldiers

Darin Mislan
Proprietor
The Waterfront Hotel Bar

during the Civil War.

James Dembowski, a member of the Maryland Legislature, bought the building in 1948 as a hotel and tavern. The structure was discontinued as a hotel in 1955, but remains in use as a tavern to this day and charmingly keeps “hotel” in its name. The Atlas Restaurant Group now owns it with partner Darin Mislan serving as proprietor.

During a recent interview with the Beverage Journal, he said, “I have owned and operated businesses in Fells Point on Thames Street since the ‘90s. I was involved with renovating and re-opening The Admiral’s Cup in 2010. I operated it with other partners until Atlas acquired it in 2019 [he continued to serve as The Cup’s General Man-



ager]. In 2021, [CEO Alex Smith] offered to partner with me and other people at The Waterfront.”

Mislan and his colleagues quickly put their stamp on the business. They leased the property next door, and that’s allowed them to build a beautiful courtyard for outdoor dining. In addition, The Waterfront Hotel

Bar now offers live music on its second floor seven nights a week.

Mislan remarked, “Last year at The Waterfront, we saw exponential growth even going into the winter months when things are usually dropping off. With our renovations, we’ve built a premier music venue. There’s beautiful staging and an excellent

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sound system on the second floor. We're bringing in national bands, and seeing growth even in the dead of winter."

Mention "the dead of winter" around The Waterfront, and you might get a staffer or a customer tell you stories about the ghosts of the property. You can't have a structure as old as this with this much history attached to it without some sightings of the supernatural. Legends linger to this day, and Mislan is a believer.

"A couple of weeks ago, I saw something!" he stated. "It was early in the morning, and I was meeting with a city inspector. I was the only one in the building. I was in the main bar, and I saw who I thought was the cleaner walk into the kitchen. I even said, 'Good morning.' But I soon realized, I was the only one in there at the time!"

He continued, "We need to get the most

legitimate ghost-hunting organization in here, because you can definitely feel it! We kept hearing about all of these ghost stories. So Alex and Eric Smith, the two partners of Atlas Restaurant Group, used an EVP reader, also known as a ghost reader, to investigate. We asked the ghost what his name was, and we clearly heard on the reader 'Samuel.' We were just joking around. But the long-time staff here told us, 'Yeah, there's been a ghost here, and he is known as 'Samuel!'"

Storytelling has been at the heart of The Waterfront Hotel Bar for decades. Indeed, when three of the detective characters – Meldrick Lewis (Clark Johnson), John Munch (Richard Belzer), and Tim Bayliss (Kyle Secor) -- on the NBC series "Homicide" wanted to open a bar, the producers looked no further than right across the street from the Station House set (now the upscale Saga-

more Pendry Hotel) to The Waterfront. The bar became a fixture of the show until it ended its run in 1999, with a reunion movie one year later.

Mislan still welcomes fans of the show to this day. "Towards the end of last summer," he said, "I had two guys come in. It was early, and we weren't open yet. But they tried the door, and I unlocked it. They told me they were retired police detectives from Detroit, and they were huge fans of the show. They were on vacation with their wives in D.C. And while their wives were shopping, they made a trip to Baltimore just to see the Waterfront and the Pendry."

Mislan wasn't an original viewer of the show. So, he still chuckles at the memory of moving to Baltimore in the 1990s and moving into a home on S. Wolf Street near Thames Street because it was "so close to a

police station. I felt safe.” It wasn’t long before he realized that those cops mulling about were extras in police uniforms and the squad cars were property of the series!

But Mislan quickly became immersed in the eating and drinking scene of Charm City and Fells Point, in particular. He fell in love with the community and became a business owner. He is especially proud of his affiliation with Atlas. “The Admiral’s Cup was the first property acquired by the group with the concept not starting with them,” he noted. “The relationship has been fantastic. Besides all of the infrastructure – the marketing, the accounting – the people have been really supportive. We’ve developed a very diverse and inclusive atmosphere at both the Admiral’s Cup and The Waterfront. And obviously there is an economy of scale that is certainly advantageous in these times.”

So what’s the secret of Mislan’s success? He was quick to answer: “My work life and my social life blend. I actually feel like I’m out having fun while I’m working. I work all of the time, and I love it! If you’re going to do this, you have to be here. You have to be present. You have to commit to the grind of the restaurant and bar business. It’s not glamorous all of the time. In fact, the glamorous times are few and far between. But you have to love it, and I do.” ■





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CONTINUING EDUCATION

Uncle Nearest Premium Whiskey—named for the first-known Black master distiller—expands its range with Single Barrel Black Label. Pulled from casks selected by master blender Victoria Eady Butler, the nuanced barrel-strength liquid is both a straight bourbon whiskey and straight Tennessee whiskey that undergoes a triple-filtration process at Nearest Green Distillery in Shelbyville.

SRP: \$79 per 750-ml bottle



LITERARY INSPIRATION

Ruby-tinted Red Head single malt Irish whiskey, part of the **Writers' Tears** portfolio from Walsh Whiskey, makes its U.S. debut alongside the label's copper pot, double oak, single pot still, and cask-strength expressions. The 92-proof, triple-distilled whiskey is matured in casks previously seasoned with Oloroso sherry, yielding layers of orange peel and spicy raisin.

SRP: \$69.99 per 700-ml bottle



SHERRY TOUCH

Overseen by master blender Rachel Barrie, the 11th iteration of **The Glendronach's** cask-strength Highland single malt Scotch whisky has slowly aged in Pedro Ximénez and Oloroso sherry casks. Its dark bronze hue is matched with flavors of treacle toffee and spiced bramble wine.

SRP: \$100 per 700-ml bottle

BLUE-COLLAR ROOTS

Justin Lazerte and Jason Tremblay, who had jobs in the oil refining industry, founded lifestyle brand Troll Co. to celebrate the hard-toiling, often unappreciated people who work in trades like construction and welding. Bolstering apparel and gear, brandishing such slogans as "Dirty Hands Clean Money," is **Five Nine Kentucky Straight Bourbon Whiskey**. Dubbed the tools-down whiskey, the 90-proof high-rye spirit is produced at Owensboro Distilling Co. with 70 percent locally grown corn.

SRP: \$44.99 per 750-ml bottle



CARIBBEAN APPEAL

For the most recent extension to its limited-edition Cask Finish series, Colorado-based **Old Elk Distillery** has mellowed its straight rye whiskey, rounded out with five percent malted barley, in 14-year-old Barbados rum barrels. The arrival of the 101-proof spirit, characterized by a robust pineapple finish, coincides with the return of Old Elk's Port and Cognac cask-finished straight bourbon whiskeys.

SRP: \$99.99 per 750-ml bottle





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3 ½ oz. Baileys Vanilla Mint Shake Irish Cream Liqueur
2 scoops vanilla ice cream
Chocolate sauce
Whipped cream

Method: Blend the ice cream and Baileys to a good consistency, and then add more ice cream as desired. In a bowl with whipped cream, add a drizzle of chocolate sauce and fold it into the cream once or twice. Pour the shake into a glass, then top with the thick cream, chocolate shards, mint, or clover.

PROPER PEACHES

2 oz. Proper No. Twelve
Irish Whiskey
½ oz. simple syrup
1 peach, diced
3 to 4 mint leaves

Method: Muddle peaches, simple syrup, and mint leaves in a cocktail shaker. Add Irish whiskey and fill the shaker with ice. Strain into a rocks glass over fresh ice. Top with a splash of soda water. Garnish with mint leaves and a peach slice.



THE BUSKER PALOMA

1 oz. The Busker Triple Cask Triple
Smooth Irish Whiskey
2 oz. pink grapefruit soda
Fresh mint sprig

Method: Fill a highball glass with ice and pour in the Irish whiskey. Top up with pink grapefruit soda. Stir and garnish with a fresh mint sprig.

WHISKEY DAISY

2 oz. Bib & Tucker Small Batch Bourbon Whiskey
½ tbsp. sugar
2 or 3 dashes lemon juice
1 dash lime juice
½ oz. Chartreuse Jaune

Method: Place all the ingredients except the yellow Chartreuse into a cocktail shaker with ice and shake. Line a few berries at the bottom of a cup and top with crushed ice. Strain the contents of the shaker into the cup. Top with yellow Chartreuse. Garnish with a few berries on top.



CHOCOLATEY SPICY WINTER COCKTAIL

1 oz. Clonakilty Double Oak Finish Irish Whiskey
½ oz. Campari
2 drops Mozart Chocolate Bitters
¼ oz. vanilla extract
2 dashes cherry bitters

Method: Add all the ingredients into a cocktail glass and stir gently. Serve with a square of dark chocolate and a cherry.

THE IRISHMAN IRISH ROSE

2 oz. The Irishman Founder's
Reserve Irish Whiskey
1 oz. raspberry puree
1 oz. fresh lemon juice
Egg white (or aquafaba)

Method: Shake all the ingredients with ice in a cocktail shaker and strain into a chilled coupe glass. Garnish with three dried rose buds.



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- I.M. Wine
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- Decker's Wine & Spirits
- Hideaway Lounge
- Franks Den
- Shop Rite Liquors
- Harpers Choice Liquors
- John's General Store
- Star Liquors
- Cranberry Liquors
- Woodensburg Market
- Ye Old Packaged Goods
- Old Orchard Liquors
- The Liquor Store
- Camelot Liquors
- Centreville Liquors
- Federal Hill Wine & Spirits

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PIÑA FIZZ

1 ½ oz. Buchanan's Pineapple
4 oz. mineral water
Tajín chili lime seasoning
Lime wedge

Method: Rim highball glass with Tajín. Pour Buchanan's Pineapple into highball glass over ice and top with mineral water. Garnish with a lime wedge.



FLAKO TAI

A tribute to La Marielita founder Janet Diaz-Bonilla's father, who was nicknamed Flako.

2 oz. La Marielita Rum	½ oz. lime juice
1 oz. orange juice	½ oz. orgeat
1 oz. pineapple juice	Pineapple spear and cherry
½ oz. grenadine	

Method: Add the rum, orange juice, pineapple juice, lime juice, grenadine, and orgeat to a cocktail shaker. Add ice and shake vigorously. In a tiki glass, pour the mix over ice. Garnish with a pineapple spear, lime wheel, and a cherry.

MALIBU PEACH RUM PUNCH

2 oz. Malibu Peach Rum
4 oz. orange juice
½ oz. lime juice
Grenadine
Peach wedge

Method: Combine all the ingredients in a glass, over ice and stir. Add a splash of grenadine for color and a peach wedge for garnish.



EMPRESS LAVENDER LEMONADE

2 oz. Empress 1908 Gin
1 oz. lavender-honey syrup
2 oz. lemonade
Lavender sprig

Method: Fill a stemless wine glass with crushed ice. Shake the lemonade and syrup onto ice and strain into the glass. Layer Empress 1908 Gin on top and add more crushed ice. Garnish with a lavender sprig.





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THE NEW HEALTH AND WELLNESS HACKS

INDULGENCE, LONG HOURS, AND UNHEALTHY HABITS ARE OCCUPATIONAL HAZARDS, BUT MANAGEABLE CHANGES AND A SHIFT IN MINDSET CAN BOOST MENTAL, PHYSICAL, AND EMOTIONAL WELL-BEING

BY KELLY MAGYARICS

Long shifts, late nights, physically demanding work, and a seemingly unlimited supply of alcohol and food; the drinks industry is rife with obstacles to thwart healthy habits.


But the pandemic—and a burgeoning trend of mindful drinking—have spurred a renewed interest in wellness, and drink professionals are rethinking their approach. Here are top tips from bartenders, sommeliers, and sales reps for prioritizing a healthy lifestyle.



ATTEMPT TO MAINTAIN A REGULAR SLEEP ROUTINE

People who get enough sleep boost their immune systems, maintain a healthier weight, have a decreased risk of serious health concerns, reduce stress levels, improve their mood, think more clearly, and get along better with people—a must for constant interactions with guests. Yet working late, lingering for drinks, and rising early to run errands can cause sleep deprivation and irregular sleeping habits.

“Routines are very important for my mental and physical health, and post-shift stability is equally important,” says Scott



"Ample rest is necessary to avoid total exhaustion."

-Scott Taylor, beverage director at Harris' Restaurant


Taylor, the beverage director at Harris' Restaurant in San Francisco. "Erratic working hours can make keeping a sleep schedule very difficult, but ample rest is necessary to avoid total exhaustion." Striving to go to sleep and wake up at the same time each day is ideal but often impossible; still, try not to "catch up" too much on your days off or it could sabotage the rest you get on your work days.



STAY HYDRATED

Chantal Tseng cites drinking enough water as the number one tip to stay healthy—and it's often the most overlooked. "When your body doesn't have enough water, you strain so much of the rest of your system," says the Washington, D.C.-based bar sommelier. The stress and workload can throw you out of balance, she says, hindering the ability to make the right decisions for your mental, physical, or emotional needs.

Between the onslaught of customer needs, orders, extra details, running around, and other demands, you might not notice you're



"When your body doesn't have enough water, you strain so much of the rest of your system."

-Chantal Tseng, bar-somm



BREATHE— ESPECIALLY WHEN YOU'RE EXERTING YOURSELF

When we're stressed, we tend to take quick, shallow breaths—which causes fatigue and increases tension in the body. But breathing regularly with mindful, deeper breaths keeps you calmer and raises energy. Tseng compares her body to a car: "Start your shift with a full tank of fuel, no rusty parts or malfunctioning gears, keeping water and oxygen circulating."

No matter how busy you get, she says, make sure you breathe, particularly when shaking cocktails or lifting heavy objects like cases of wine. She recalls a time she threw out her back at work while mixing drinks, which became a recurring injury; the only way to keep it at bay was to remind herself to breathe. "For some reason, folks often have a tendency to hold their breath while doing something strenuous, which is the worst thing you could do," adds Tseng.



PRACTICE MINDFUL DRINKING

Imbibers in and out of the industry have increasingly turned to Dry January and Sober October to reset. While these work well for some people, Aaron Thompson prefers to practice daily moderation. "Holding

yourself accountable can be difficult if you're constantly working and socializing in an environment that lends itself toward a lot of drinking or partying," says the owner and sommelier for Brother Wolf in Knoxville, Tennessee.

While he admits that it's only natural that colleagues will want to decompress together after work to commiserate on the issues they may have encountered that day, that often not only includes alcohol but starts with shots to beat closing




"Set a goal [with a buddy] before you go out to only have a certain number of drinks and hold yourself accountable, remembering to have grace if either of you fails."

-Aaron Thompson, owner and sommelier at Brother Wolf

time—and peer pressure and FOMO are powerful. "Set a goal [with a buddy] before you go out to only have a certain number of drinks and hold yourself accountable, remembering to have grace if either of you fails," he suggests.

Andy Myers, MS, the wine director at Kohanaiki, a private club in Kona, Hawaii, is a big proponent of enjoyment—in moderation. "Nothing we do is without risk, it's all about mitigating it and still living life to the fullest. So catch the big wave and enjoy a great glass of wine."



"Nothing we do is without risk, it's all about mitigating it and still living life to the fullest."

-Andy Myers, MS, wine director at Kohanaiki



PICK UP A DIVERSION

Taylor bemoans the lack of resources available for healthy decompressing after work—a by-product of late hours when everything's closed. Still, they recommend carving out space and time for a solo activity to recharge your batteries and prevent burnout, like a museum visit, nature hike, or playing video games. They also plan something big to look forward to, like their upcoming trip to Chile. "Even if it's half a year away, having a rewarding break in the back of my mind keeps me motivated," says Taylor.

If you have the space and resources, Taylor suggests adopting a dog. "Dogs are great therapy animals that force you to get out into the fresh air for walks and encourage the maintenance of a regular schedule," they say. "There are plenty of dogs in shelters waiting for companionship. It's a win-win."



IMPLEMENT SMALL LIFESTYLE TWEAKS...

Attempt to adhere to rigid rules and you set yourself up for failure and low self-esteem. Jen Rae, the lead bar manager for Sea Creatures in Seattle, sticks to a few simple guidelines. She sets an alarm to rise early a few days per week—skipping the early wake-up call when she recognizes that her body needs

the extra rest. She also doesn't drink at home and reminds herself every day to take vitamins, eat fruit and vegetables, and hydrate. Finally, she maintains a close circle of friends outside of the service industry.

Rae, a rock climber and runner who recently underwent three neurosurgeries for a cerebral aneurysm, considers herself a bit more motivated now to live a healthier lifestyle. "It's amazing how healthy the human body can feel by just doing the simple things, and it can cascade into a cool lifestyle with fun hobbies or activities that your body and mind has energy for," she believes.



...BUT MAINTAIN CONSISTENCY

With more than 35 years in the industry, H. Joseph Ehrmann admits that he is still trying to lead a healthier life. "The gregarious, fun nature of our business makes it difficult, especially when you're young and think you are invincible," says the proprietor of Elixir in San Francisco. (Spoiler: you're not.) He urges pros to relinquish the thought that they have all the time in the world and start good habits early. Internalize a consistent mindset of moderation as the key to enjoyment; he compares it to savoring a bite of food versus shoveling forkfuls. And maintaining a consistent lifestyle means keeping a routine that's manageable



"If you don't start small and sustainable, you'll continue to struggle with it forever."

-H. Joseph Ehrmann, proprietor of Elixir

"Group classes with app schedules work really well and help me hold that time sacred for myself."

-Dana Darley, on-premise channel manager at Heaven Hill Brands



and effective yet flexible enough to roll with life's little ups and downs—and temptations. "Once you've achieved these regular changes (not dramatic), then you can think about getting more serious," he believes. "If you don't start small and sustainable, you'll continue to struggle with it forever."



SCHEDULE TIME FOR EXERCISE

The odd hours were always Dana Darley's biggest excuse for not sticking to a workout routine—but she found a techy solution. "Group classes with app schedules work really well and help me hold that time sacred for myself," says the on-premise channel manager for Heaven Hill Brands. "Mainly because it populates automatically into my calendar and I can't book meetings or anything else over that block."

Getting charged a penalty fee for canceling at the last minute is also a big incentive to show up. If you wait until you "find the time" to exercise, you'll never start—the secret is to carve it out, just like you would a night out with friends. She highly touts group workout class Orangetheory for drinks pros who struggle to prioritize fitness.

At the end of the day, Darley believes it's really just a decision to put your health above work—an encouraging shift in awareness from the industry: "You can't be great for anyone else if you aren't good with yourself first." ■

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NEW

BRIGHT
FRUIT
FLAVORS



THE LATEST IN IRISH WHISKEY

BY ALIA AKKAM

DATA INSIGHTS AND
KEY FACTS ABOUT
IRELAND'S SIGNATURE
SPIRIT

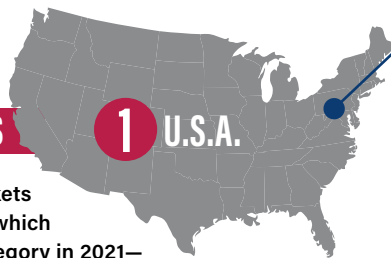
IRISH WHISKEY TODAY



TOP 5

IRISH WHISKEY MARKETS

Following the U.S., the largest markets for Irish whiskey include the U.K.—which commanded five percent of the category in 2021—followed by Ireland, Germany, and Poland.



1 U.S.A.

STATE SIDE STATS

40%

The U.S., the largest Irish whiskey market, holds approximately 40 percent of volume share.

Source: IWSR Drinks Market Analysis

In 2022, more than 6.1 million 9L cases were sold in the U.S. That's \$1.4 billion in revenue for distillers.

Source: DISCUS

6.1 MILLION



In 2021, consumption of Irish whiskey in the U.S. increased in volume by 15 percent.

15%

Source: IWSR Drinks Market Analysis

In 2022, U.S. dollar sales of Irish whiskey totaled over \$570 million, with over 21.8 million units sold. This is down slightly from 2021 (over \$579 million and 22.7 million units).

Source: NielsenIQ

\$570 MILLION

\$26¹⁵ The average unit price of Irish whiskey (up from \$25.51 in 2021).



2 THE U.K.



IRELAND



GERMANY



POLAND

Source: IWSR Drinks Market Analysis

14 MILLION

cases of Irish whiskey were sold globally in 2021, an increase of 21 percent from 2020.

Source: Irish Whiskey Association's Irish Whiskey Global Report 2022



1 MILLION CASES

HIGH GROWTH

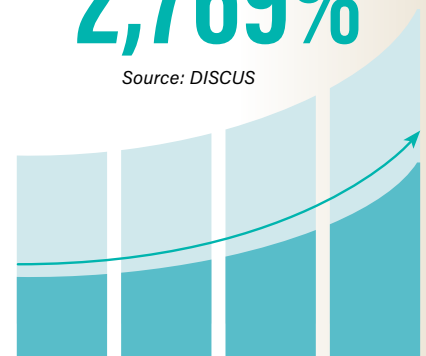
Since 2003, high-end, premium Irish whiskey grew a staggering

1,053%

and super-premium Irish whiskey grew

2,769%

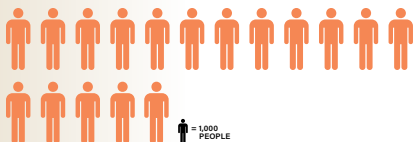
Source: DISCUS



LOCAL IMPACT



Source: Irish Whiskey Association Report



The industry directly employs over 1,700 people in Ireland, contributing approximately

€700 MILLION

in gross value to the economy.

€63 million was spent in local communities by visitors to distilleries.



€63 MILLION

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NEW

RIPE
JUICY
PEACH



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IRISH WHISKEY HISTORY



1608

Founded in 1608, Bushmills, in Northern Ireland, was the first licensed Irish whiskey distillery.

WORLD'S OLDEST LICENSED
BUSHMILLS
WHISKEY DISTILLERY

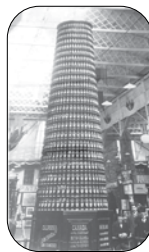
1776

Irish whiskey was, like its Scottish counterparts, also referred to as whisky. The "e" was incorporated simply to differentiate the category, but a few brands—like McConnell's, which dates from 1776 in Belfast, and Waterford—have gone back to their roots and dropped the "e" across all branding.



1893

In 1893, Powers Irish Whiskey took part in the Chicago World's Fair by building a striking tower of Powers bottles.



1952



Starring Irish whiskey, the cream-topped Irish Coffee was popularized in the U.S. at San Francisco's The Buena Vista in 1952, courtesy of travel writer Stanton Delaplane. The Buena Vista now churns out a staggering 2,000 Irish Coffees a day.

2022

Jameson ventured into flavored territory with the debut of Jameson Orange in 2022. Another innovation, the ready-to-drink Jameson Ginger & Lime, followed soon after.



CHARACTERISTICS



Irish whiskey is rarely peated, but there are a few exceptions, including The Connemara, Kilbeggan Black, Teeling Blackpitts, and Waterford's Fenniscourt and Ballybannon single malts.



Irish whiskey is characterized by malted barley, although pot-still varieties allow for the addition of other unmalted cereal grains.



In 2010, there were only four whiskey distilleries in operation in Ireland, garnering sales of less than five million cases. Today there are over 40 on the island, producing around 110 million LPA of whiskey every year.

Source: Irish Whiskey Association report



THE BUSKER

At its state-of-the-art Royal Oak Distillery in County Carlow, **The Busker** produces all three classic styles of Irish whiskey—single grain, single malt, and single pot still. The mellowing of its blend, Triple Cask Triple Smooth, and Single Grain expressions all take place in rare Cantine Florio Sicilian Marsala wine casks from 1833.

CULTURE



Helen Mulholland, the first female master blender in Irish whiskey history—and the first woman to receive a Chairman's Award from the Irish Whiskey Association—began her career at Bushmills, where she spent almost three decades before moving to Athú Whiskey. Bushmills carried on their legacy of having women at the helm when Alex Thomas took over in 2021.



Irish Whiskey Association
Drinks Ireland

BYE, BYE, AMERICAN RYE.



**SAY HELLO TO
ITS **IRISH** COUSIN.
POWERS 100% IRISH RYE WHISKEY.**

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POWERS
ESTD  1791
IRISH WHISKEY



GOING GREEN



WEST CORK DISTILLERS

Along with its bourbon and Black Cask varieties, **West Cork Distillers**—founded in 2003 by childhood friends John O’Connell, Denis McCarthy, and Ger McCarthy—experiments with innovative finishes. Some are aged for an additional six months in casks that previously held Blacks of Kinsale IPA and Blacks of Kinsale stout beers; others in barrels using peat and bog oak culled from Glengarriff Forest.



Over **95 percent** of all glass bottles used for Irish whiskey are currently sourced in the U.K. or EU.

Source: Irish Whiskey Association report



In search of a more sustainable or resilient supply chain, **78 percent** of Irish whiskey producers have switched suppliers.

Source: Irish Whiskey Association Report



Irish Distillers—known for Jameson, Powers, Redbreast, and Midleton Very Rare—launched the Sustainable Green Spring Barley Scheme, working with over 200 barley growers to help reduce their carbon footprint and promote biodiversity. They also announced plans for the Midleton Distillery, in County Cork, to become carbon neutral by 2026.



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

Drinks Ireland, which represents Irish drink manufacturers and suppliers, along with Irish Distillers, William Grant & Sons, and Diageo, have entered an agreement with Teagasc, Ireland’s agricultural and food development authority, to support a more eco-minded supply of Irish grain as part of the Teagasc Signpost Farm initiative.

DIAGEO



INDEPENDENT FAMILY DISTILLERS SINCE 1687

NORTHCROSS

Ireland’s largest independent distillery, Great Northern Distillery, in County Louth, has prime access to pure water from the Cooley Mountains. It is home to such brands as Northcross Triple Wood Whiskey, which comprises a blend of whiskeys matured in former bourbon, sherry, and virgin American oak casks.



SUMMER JUST GOT PEACHIER

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MALIBU
DO WHATEVER TASTES GOOD

HOW J. LOHR VINEYARDS & WINES IS FOSTERING THE NEXT GENERATION OF WINEMAKING TALENT

KICKING OFF ITS SIXTH YEAR, THE #JLOHRWOMEN CAMPAIGN AIMS TO BRING NEW TALENT AND IDEAS INTO THE INDUSTRY WITH AN EVENT SERIES AND EDUCATIONAL OPPORTUNITIES

Kristen Barnhisel has extensive experience in regions from Washington State to Northern California in crafting wines of authenticity and purity. This is the expertise that landed her the role as winemaker, white wine, at J. Lohr Vineyards & Wines in 2015. It's precisely this type of talent J. Lohr hopes to foster in the next generation of women in the wine industry with its #JLohrWomen campaign, now in its sixth year. It features a series of online sessions aimed at aspiring winemakers with a corresponding opportunity to shadow the winemaking team—including Barnhisel herself.

"The industry has made some great strides the last few years on Diversity, Equity, and Inclusion (DEI) awareness," says Rhonda Motil, the vice president of marketing at J. Lohr, but "there is more to do."

In March 2022, Deloitte, in collaboration with Women of the Vine & Spirits, released an industry-wide study entitled "Women Raising the Bar". The study states that less than 20 percent of women think their company's efforts on DEI have been "very successful" in creating a better workplace.

"Most women surveyed had concerns about what will attract the next generation of female leaders into the industry," says Motil,

with sixty percent of women indicating a lack of DEI as the top issue preventing them from considering a career in the beverage alcohol industry.

"It has been discussed that only 14 percent of California wineries have a woman in one of their lead winemaker positions," says Cynthia Lohr, the co-owner and chief brand officer. "And women in C-suite positions in the wine industry, compared with other industries, are equally modest."

In early 2023, J. Lohr kicked off the program with its #JLohrWomen LinkedIn virtual event series, hosting three events in marketing, sales, and viticulture and enology respectively. After each session, participants were invited to submit a short essay about their interest in the program. Three successful entrants will be selected to join the J. Lohr team for shadow days at the wineries.

"The shadow program, and the corresponding conversations, are in part due to the women and men who came before us and paved a clear path towards elevating equity within the alcohol beverage industry," says Motil.

The program aims to provide insight on wine industry career opportunities for students at California schools with wine adjacent programs, although all geo-



Kristen Barnhisel, winemaker

graphic locations are welcome to join the virtual sessions. "We are trying to reach women (and men) already in the wine industry as well as those considering a career in some facet of the wine industry," says Lohr.

The goal is to give back to the community by investing in education to foster the next generation of talent. Of course, Barnhisel isn't the only female star at J. Lohr. As a family-owned and managed business of five decades, the company has a long history of employing and empowering committed, talented women who contribute to key roles as well as at the highest levels of leadership.

Experiential shadow days will be offered in marketing with Motil and Lohr; in science and viticulture and enology with Barnhisel and Anji Perry, the viticulture and vineyard research director; and in sales with Rita Di Lello, the vice president of national accounts on-premise and ecommerce, and Jessica Kollhoff, the director of hospitality and direct sales.

"Ultimately," says Lohr, "the question is less about whether women are underserved by the wine community and more about how we come together to inspire the best in all of our colleagues." ■

This content was produced in collaboration with our partner, J. Lohr Vineyards & Wines.



Join the Conversation

#JLOHR
#WOMEN



Rebecca Santos
DIRECTOR OF FINANCE
AND ACCOUNTING
Team Member Since 2011

Rebecca oversees the finances of J. Lohr's widespread vineyard operations. She helps our sustainable farming efforts supply only the highest quality grapes for our wines.



Susan Kanzaki
J. LOHR LAB
SUPERVISOR
Team Member Since 1989

Susan tests every step of the winemaking process to ensure quality and authenticity in J. Lohr's wines.



Martha Muniz
PASO ROBLES
PRODUCTION
Team Member Since 2015

Martha is an all-around VIP in our Paso Robles winery's barrels rooms, crush pad, and tank farm.



Cynthia Lohr
CO-OWNER and
CHIEF BRAND
OFFICER
Team Member Since 2002

Cynthia drives the winery's marketing and brand strategies. She is deeply committed to the company's leadership role in diversity, equity, and inclusion efforts in the wine industry.

Join us as we celebrate diversity in the wine industry
and those who have mentored and inspired us.



J. LOHR
VINEYARDS & WINES

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NATURE-INSPIRED REBELLIOUS WINE LAUNCHES A PINOT NOIR

AFTER AMASSING AN IMPRESSIVE FAN BASE WITH ITS RED BLEND, THE CALIFORNIA NEWCOMER HAS SET ITS SIGHTS ON ANOTHER HOT WINE CATEGORY

In 2021, Rebellious Wine made its debut with a full-bodied, crowd-pleasing California red blend that quickly became a favorite among American consumers. Now, Rebellious has ventured into the growing Pinot Noir category.

Versatile Pinot Noir is an apt choice for the label's first complementary line extension. The rebel Pinot Noir grape has been part of the California landscape since it was smuggled over from France over a century ago. The grape also embodies the notion of terroir, a concept that is particularly attractive to today's thoughtful wine consumer. Few grapes can express the distinctive aromas and flavors of the location where they were grown as deftly as Pinot Noir, and in the case of the Rebellious Pinot Noir, the result is an enticing fusion of crushed raspberry, dark cherry, and restrained sandalwood notes that conjure scenic California vineyards.

Given its ability to transport wine fans to such distinct settings, it's no surprise that elegant yet easy-to-drink Pinot Noir remains one of the most clamored-for varieties on the market. Domestic Pinot Noir (a more affordable alternative to the heavyweights from the grape's native Burgundy) is growing at +4.1 percent in dollars within the

"Pinot Noir continues to be the most exciting red variety in the wine industry. Each country is developing its own unique style, and Rebellious showcases a ripe, juicy Pinot Noir that has proven to be very popular with the U.S. consumer."

- Nick Poletto, VP, Director of Wine and Spirits Education, Kobrand

Rebellious price segment that spans \$17 to \$23, according to Nielsen's off-premise data for the 52 weeks ending November 5, 2022.

Rebellious is an ode to an unabashedly nonconformist approach to life as much as it is a celebration of the land—the brand takes its name from the hardy roots of grapevines that are deeply embedded in the earth, seeking water and survival amid nature's unpredictably powerful forces—producing wines that mirror this inspiring philosophy.



Consider the red blend. It boldly takes cues from France's Côte-Rôtie, the northern Rhône appellation where blending Syrah with a small amount of uplifting Viognier is the norm, by incorporating a splash of Sauvignon Blanc to round out its heady character. Likewise, the newest rebel includes a dash of Chardonnay that subtly invigorates the Pinot Noir's aromatics, brightens its acidity, and helps create its silky mouthfeel—all the while underscoring the progressive, unconventional Rebellious spirit.

Now, with a simple-to-open screw cap closure and an uncommon addition of brightening Chardonnay, the Rebellious Pinot Noir is poised to make a splash with a wide range of consumers. ■

This content was produced in collaboration with our partner, Rebellious.





REBELLIOUS

ROOTED IN THE REBELLIOUS
SPIRIT OF NATURE

SPIRIT OF GALLO IS AT THE FOREFRONT OF 2023'S TOP TRENDS

E. & J. GALLO'S SPIRITS PLATFORM HAS FAST BECOME AN INDUSTRY LEADER WITH ITS PORTFOLIO OF AWARD-WINNING BRANDS DRIVING THE TRENDS OF TOMORROW



Trend forecasting can be a challenging undertaking, but with a firm grasp on how sales across categories and regions have grown and where they've lagged, a company's well-grounded predictions can lead to smart risk-taking and huge growth. That's evidenced by the 90-year-old, family-owned E. & J. Gallo's March 2022 unveiling of Spirit of Gallo, a platform for the company's award-winning spirits portfolio to the trade.

If the longevity and expansion of Gallo's wine commerce is any indication, it's clear that the company has an ability to tap into consumer preferences and bring innovation that not only aligns with trends, but also with the company's strengths. "The innovation and acquisitions that we have made over the last six to seven years have been made because those brands were both additive to, and hold the values of, Spirit of Gallo," says Britt West, the senior vice president and general manager of Spirit of Gallo.

The portfolio's beginnings can be traced back to 1975, when the company introduced E&J Brandy. Today, Gallo is the fourth-largest spirits supplier by volume in the U.S. Its brands speak to some

SPIRIT of GALLO



of today's biggest consumer interests, indicating the company's ability to observe and assess the marketplace, take risks, and place smart bets on where they think it's going.

TRADING UP CONTINUES WITH PREMIUMIZATION

Premiumization has become an increasingly consequential trend. According to the Distilled Spirits Council of the United States, the premium segment of most categories grew at a faster rate than value brands in the past few years. Among Gallo's premium and super-premium selec-

tions are Amaro Montenegro, Don Fulano tequila made by fifth-generation tequileros, and The Dalmore, an historic single malt Highland Scotch whose noted master blender, Richard Patterson, is known for creating some of the most expensive whiskies in the world. The Dalmore also recently introduced a 14-year-old expression finished in Pedro Ximénez casks. Each brand is a pillar of luxury in its respective category, driving home Spirit of Gallo's competitive stance in the premium and ultra-premium sectors.

"Premiumization is always a consideration when we do any prioritization exercise as we believe we have a diverse portfolio that meets the needs of consumers throughout their consumption journey across the years," says West.

SHAKING UP THE HOME BAR

Pandemic-era lockdowns led to the stratospheric growth in home-bartending. This created an opportunity for brands to offer high-quality, versatile spirits marketed for the home bar. West points to RumHaven, which is made with real coconut water, a meaningful differentiation from competitors when it comes to taste and an accessible enhancement to a home bar. Ca-



marena Tequila, New Amsterdam Vodka, and Stratusphere Gin by New Amsterdam are other products from the portfolio that can elevate the home bartender's game.

"At Spirit of Gallo, we always think quality first, regardless of the price point. Whether a \$12 bottle of New Amsterdam Vodka or a \$80 bottle of Horse Soldier Bourbon, we want the consumer to always enjoy the quality of what they put in their glass," says West. "Each of our brands offers something unique in their respective categories. Something that stands out from the competition."

INNOVATION IN RTDS

The past two years have shown that ready-to-drink (RTD) cocktails can offer quality and attention to craft, as well as portability and variety. "With the demand by consumers to take spirits to usage occasions that have been traditionally dominated by beer, a huge opportunity presented itself for high quality and great tasting RTD alternatives."

According to a spokesperson at IWSR, RTDs grew by 15 percent in volume and 23 percent in value from 2020 to 2021, indicating that consumers are reaching for better quality brands—and Gallo have positioned themselves to perform well in this competitive realm.

The portfolio is a showcase of innovation. Since Gallo's May 2019 release of High Noon, the breakout low-calorie vodka-based seltzer made with real vodka and real juice, it unveiled Faux Pas, which was developed with woman-owned and -run media company Betches, and Wildcard, a canned cocktail line made with New Amsterdam Vodka. "What excites me about the success of RTD as a category is how quickly and successfully we were able to address this clear consumer behavior shift," says West.



THE POWER IN AUTHENTICITY

The American spirits industry has no shortage of great stories, but whenever Horse Soldier Bourbon hosts a bottle-signing event, guests line up to meet founders John Koko, Elizabeth Pritchard-Koko, and Scott Neil, as they tell the Horse Soldier story made famous in the 2018 action-drama movie 12 Strong. As retired members of the hand-selected detachment of Green Berets from the 5th Special Forces Group, they were the first to enter Afghanistan on horseback in the weeks following the 9/11 terrorist attacks. "I've seen it on multiple occasions—the Horse Soldier team receives a standing ovation after their Whiskey and War Stories," says West, referring to the storytelling event series hosted by Horse Soldier. "People truly connect with the brand, the founders, and their journey. It's powerful."

Faux Pas also harnesses the power of a compelling story. With media company Betches as partners, their pioneering and creative use of Instagram communicates the brand's core values and personality. As West says, "Storytelling must come from a place of authenticity. Consumers quickly see past a gimmick."

AGE MATTERS IN BROWN SPIRITS

Sales of bourbon and American rye grew in tandem with the cocktail boom, and still today, legacy distillers are investing and expanding, and small craft distillers continue to open at a steady rate. "We, of course, keep a close eye on marketplace trends and brown spirit growth is here to stay," says West. Gallo's range of brown

spirits includes musician A\$AP Rocky's Canadian blended whiskey, Mercer + Prince, the award-winning Horse Soldier Bourbon, and the heritage-rich single malts of Dalmore and Jura.

Age has long been an indicator of value for consumers of bourbon and Scotch, but that association has rippled out across other categories, as demonstrated by the strength of reposado and añejo tequilas and the increasing attention paid to long-sleepy Canadian whiskey. Gallo's August 2022 investment in Tequila Komos includes the consistently highly-rated extra añejo expression, made all the more luxurious by its ceramic bottle.

"Our robust portfolio of brown spirits is what excites me most about the trend," says West. "We are only scratching the surface on what our brands can bring to consumers and I'm excited to see what the team does." ■

This content was produced in collaboration with our partner, E. & J. Gallo.



A\$AP Rocky with his Canadian blended whiskey, Mercer + Prince



THE BIG BUSINESS OF FUNCTIONAL BEVERAGES

THESE DRINKS CONTAIN WELLNESS-ALIGNED INGREDIENTS SUCH AS CBD, ADAPTOGENS, AND NOOTROPICS, SOME CLAIMING TO ENHANCE MOOD OR RELAX THE DRINKER—BUT PROMISING ANY BENEFITS IS COMPLEX

BY HANNAH MARRIOTT

At the brightly lit new bottle shop in Manhattan's Rockefeller Center, the walls are lined with seductively designed beverages, and its window features a drinks trolley laden with smoked glass bottles—but what you won't find here is alcohol. Boisson is one of a growing number of dry bottle shops, which also has an on-premise and wholesale business serving top-tier establishments including Manhatta and The Clover Club.

You will find something else on prominent display: functional beverages, which contain buzzy ingredients that hint at alcohol-free health benefits, stress reduction, and pleasure. The label functional beverages has been used for decades to refer to drinks designed to have effects beyond taste and hydration, from energy

drinks to vitamin-infused water, but it has recently become newly aligned with the non-alcoholic category.

Such drinks might include CBD, adaptogens (substances used in Ayurvedic and traditional Chinese medicine to combat stress), or nootropics (substances designed to enhance brain function). Some

even claim to enhance mood or relax the drinker in the moment. These include Three Spirits—its non-alcoholic aperitif, Livener, claims it can “reduce inhibitions and lift spirits”—and Kin, whose spritz contains “mood-boosting ingredients” that “stimulate clarity, creative freedom, and focus” according to the brand's website.

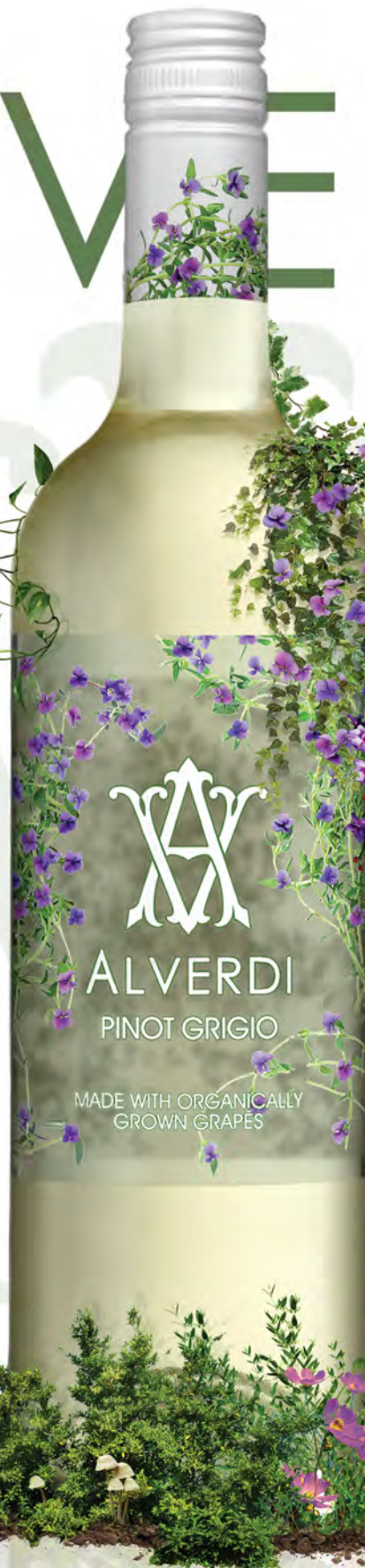
A GROWING NON-ALCOHOLIC ADJACENT CATEGORY

Kin was cofounded by model Bella Hadid, who has promoted the brand on Instagram to her 56.6 million followers. She isn't the

ABOVE: An inviting display at the Rockefeller Center outpost of non-alcoholic drinks shop Boisson in New York City.

A NEW LOOK FOR A
NATURAL APPROACH

ALVERDI



#TOTHEGREEN



RIGHT: Marketed as a "superfood tonic," Sunwink contains ingredients like ginger, turmeric, and lemon balm.

only big hitter attracted to the sector: Connect Ventures, the investment partnership led by talent agency Creative Artists Agency (CAA), and global venture capital firm New Enterprise Associates invested \$12 million in Boisson in August. De Soi, a functional drinks brand cofounded by CAA client Katy Perry, also raised \$4 million in seed funding led by Willow Growth; it uses ingredients including reishi mushrooms (which the brand's website refers to as a "brain boosting botanical often referred to as 'the herb of immortality'").

The non-alcoholic drinks category is seeing massive expansion as more people explore a sober-curious lifestyle. A new survey from consumer insights platform Veylinx suggests that almost half (46 percent) of U.S. drinkers are trying to reduce their alcohol consumption, and 52 percent of those people are replacing alcohol with non-alcoholic drinks. U.S. sales of non-alcoholic adult beverages grew 20.6 percent to \$395 million for the year until August 2022, according to NielsenIQ. Meanwhile, the Veylinx survey suggests that canned, non-alcoholic cocktails enhanced with CBD were judged 16 percent more appealing than standard non-alcoholic cocktails, while adding what the survey described as "natural mood boosters" increased demand by nine percent.

Sunwink markets its fizzy drinks as "superfood tonics" featuring ingredients including ginger, turmeric, and lemon balm, with healthful names like Hibiscus Mint Unwind and Immunity Berry. Eliza Ganesh, the CEO and founder, believes that functional drinks "probably have the best opportunity to be the leader of the non-alcoholic movement." She says that "having the double hit of something that tastes really good, coupled with that func-



"It's important to keep in mind that there is no such category, on a technical basis, as functional beverages."

— Abraham S.Z. Cohn, Esq,
Cohn Legal

tionality, is in a way, probably more analogous to what you were hoping to get from a glass of wine to begin with. Just without the anxiety of the hangover."

Megan Klein, the CEO of Little Saints, a range of non-alcoholic, sugar-free "mocktails" boosted by reishi, terpenes, and hemp, was inspired by her own use of reishi mushrooms in her morning coffee and CBD at night, which she found useful for managing anxiety. She worked "with a food scientist with her masters in adaptogens" and "a sacred plant medicine shaman" to create the drink with ingredients that, she says, "help us get immediately into our parasympathetic nervous system." While there are limited, sometimes promising studies exploring both reishi mushrooms and CBD separately, she admits that they have not been studied together, and her testing has largely been through friends and family.

Tatiana Mercer and Dash Lilley, the cofounders of Three Spirits, say the idea came to them "originally from a hedonistic lens. Ultimately, you drink for feeling and flavor. And so, to really rival alcohol, can you create a third way—a new way to feel good?" says Mercer. Their three non-alcoholic "spirits" are designed to replicate moments when drinking is "culturally embedded." They work with professor Michael Heinrich of the UCL School of Pharmacy and other independent advisors to "identify the best ingredients to use, but also to have a full understanding of their safety and regulatory status," says Lilley.

Many of these drinks come with a dizzying number of ingredients. Described on its website as a "mood elevator," Three Spirits' Social Elixir, for example, was born from "months researching how alcohol affects the human nervous system, and what gives us pleasure," says Lilley. "We looked at how alcohol affects those receptors. And then we started looking for plants that could mimic certain responses."

HOW FUNCTIONAL ARE THESE BEVERAGES?

Some of these drinks have undeniable energizing effects owing to caffeine or caffeine-adjacent ingredients like L-theanine. The other promised effects are more subjective. "If you think it's going to

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ABOVE: The Three Spirits line is developed in tandem with an ethnopharmacology professor and other independent advisors.

compare to half a bottle of whiskey then, no, it probably won't touch the sides," says Mercer. "I think the minute you remove the comparison to higher volumes of alcohol, you take yourself to the right place for function." For those customers who do feel the drink's effects, she adds, there's an element of faith and context. "Belief and anticipation are really important. There's the smell, there's sitting down with your friends—there are all these things that are contributing factors to how you feel on a Friday night."

Heinrich says that "in the absence of evidence" he cannot say anything concrete about whether they cause a buzz but the claims are "plausible." He points out that these drinks create sensation "not only with the physiological effect" but with a "pleasant mouthfeel. It's really about making a healthy drink with an interesting flavor and an interesting profile and some reasonable preventive benefits without overdoing it in terms of claims."

Knowing precisely the effect of such drinks—if any—is close to impossible. Many commonly featured ingredients have been used in traditional medicine for thousands of years (for example, turmeric and ginkgo); some use new, synthetic so-called nootropics. Some of these ingredients have promising but limited research behind them, but some of those studies may not be in humans. Even those that are will likely examine those ingredients

in isolation, at a specific dose, for a set amount of time, and not in the particular combinations in which they are offered in these products. Things get more opaque still because many brands don't reveal the dosages of their active ingredients, rather listing them as part of a proprietary blend.

Lilley says they are happy to reveal precise dosages on request but overall they are "not shy about dosing." The idea is that "there's lots of raw material in our drinks" and a total of three drinks would give the consumer the "recommended active dose" of a substance based on "the literature in the research that is available."

Rashmi Mullur, M.D., an endocrinology assistant professor and associate chief of integrative medicine at UCLA Health, uses adaptogens in her practice, but has big questions about the use of the same substances within drinks designed for cocktail hour. In herbal medicine, she says, these substances—whether ashwagandha or ginseng—are not meant to be used in perpetuity.

"These kinds of more potent herbals are given for short courses of time, while the patient works on their lifestyle with their practitioner," says Mullur. With buzzy ingredients such as reishi mushrooms, "they are very associated with im-

mune function." But whether that benefit will translate to a human, in a drink, along with other ingredients which might interfere with it is difficult to say.

Most of the drinks do say in the small print that they should not be consumed by those aged under 18, pregnant, taking SS-RIs, or who have a medical condition. Nevertheless, Mullur also has concerns that consumers will not think of these drinks as supplements, and will not treat them as such, or flag them with their doctor. This could be relevant if they have ingested, for example, panax ginseng, she says, which might slow blood clotting, but fail to mention it before a simple medical procedure. Many of these drinks contain B vitamins, too: "Most B vitamins are safe but biotin can interfere with lab testing, and B-6 you can get toxic from," she says. But it's such a complex area even experts don't agree.

REGULATORY COMPLEXITY

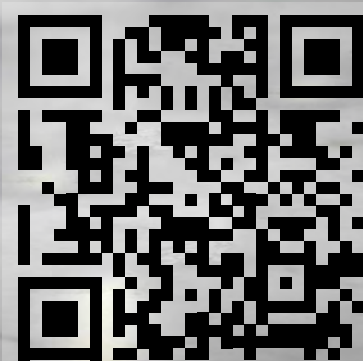
As for the regulatory side of functional beverages? "It's complicated," says Abraham S.Z. Cohn, a partner at Cohn Legal, PLLC, because the rules are different in every country. In the U.S. "it's important to keep in mind that there is no such category, on a technical basis, as functional beverages," he says. The FDA's view is that products are either "conventional beverages or dietary supplements. Each category is subject to a different set of rules, reporting requirements, and regulations."



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The FDA states that claims “have to be truthful and they have to be complete,” adds Cohn, but it’s hard to say how things will play out in reality.

If a functional drink markets itself as a conventional food then, in the U.S., it must use ingredients that are GRAS or “generally regarded as safe.” The FDA has recently expressed concern about “novel ingredients” being added to beverages and other conventional foods—either those that are not already on the FDA’s GRAS list or those that are on there but are being used in new ways. If these ingredients were deemed “unapproved food additives” by the FDA, the products could be considered adulterated, which would make them illegal to be marketed and imported in the U.S..

Three Spirits does not market its drinks as supplements because, in some countries, supplements cannot be showcased “in an alcohol consumption moment,” explains Lilley. But many others, including Kin and Little Saints, are promoted as dietary supplements, which may give the brands more leeway over the ingredients they include. Calling a product a supplement may not always convince the FDA, however, if it believes that, in reality, the drinks are being sold and used as beverages, says Cohn.

Either way, the brands cannot make specific claims about a product’s ability

to prevent or cure any disease or condition without falling foul of the FDA, but they can make broader or vaguer claims, talking, for example, about the benefits certain ingredients have been seen to have on the body. Or they might simply say that they contain, say, adaptogens or nootropics, knowing that the wellness-inclined are likely to recognize those terms and be drawn to the product.

IT COMES DOWN TO TASTE

Whether all of this complexity stunts growth remains to be seen, but it’s easy to see why so many people are willing the promise of the category to play out. The final, crucial, piece of the puzzle is taste. Some of these beverages have trouble balancing functional ingredients with flavor, especially when they avoid sugar, which is generally regarded as bad for health, and may sit uneasily with those choosing a drink for its purported health benefits.

Julia Bainbridge, a non-alcoholic drinks expert, likes Kin’s drinks and recommends Three Spirit’s Livener, not for its energizing properties, but because “it tastes like berries and tea up front, with some fiery heat on the back end.” These drinks “don’t make me feel anything

and I don’t necessarily wish they did,” she says. As for CBD drinks, “none has ever given me a noticeable buzz of any sort.” The ones that work well, from a flavor perspective, she adds, are those that “lean into the distinctive piney flavor of the plant instead of trying to mask it,” such as Flyers Cocktail Co.

As John deBary, a bartender, author, and founder of zero-proof botanical drink Proteau (which is no longer operational), explains, creating good taste can be difficult. Alcohol is difficult to replicate as a solvent and in its texture; alcohol offers “a lot of raw sensory experience, like setting aside the productive physiological solution.” Functional non-alcoholic spirits aren’t easy to include in recipe books, he adds, because they are so niche and not easily substituted. Nor does deBary see them featured as often on bar menus as non-functional non-alcoholic products, believing bartenders may be mindful that “there are a lot of unknowns” in terms of how people may react to things.

All of that said, he personally rates Kin, Three Spirits, and Rasāsvāda drinks, not because of any potential functional benefits but because of their flavor. “To me,” he says, “thinking about cocktails and drinks for so long, I find [them] quite tasty.” ■

BELOW: Another glimpse into Boisson and its assortment of functional non-alcoholic beverages.



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TWIST ON A CLASSIC

American whiskey and oat milk converge in **Dottie May's**, a silky, dairy-free cream liqueur brightened with all-natural vanilla and cocoa powder, as well as whole cane sugar, toffee, and maple syrup. Like Baileys, the most famous of creams, Dottie May's elevates coffee concoctions and riffs on such go-tos as the Espresso Martini and Brandy Alexander.

SRP: \$26.99 to \$27.99 per 750-ml bottle



TROPICAL THROWBACK

Dreamed up at a Malaysian hotel in the 1970s, the rum-based, garnet-colored Jungle Bird—the newest ready-to-drink variety from **Tip Top Proper Cocktails**—is certainly more obscure than other fruity drinks of the era, but it's long been an industry favorite. The recipe for this 25% ABV version, rounded out with lime, pineapple, and red bitters, comes courtesy of Miles Macquarrie, Tip Top's resident bartender.

\$39.99 per eight-pack of 100-ml cans



THE NATURAL WAY

Dry January morphs into an equally feel-good February with Arise, the second spirit from the functional non-alcoholic label **Aplós**, developed with award-winning bartender Lynnette Marrero. Made with agave flower, lemon verbena, black Sarawak pepper, and several mood-boosting adaptogens, it's the invigorating follow-up to the relaxing broad-spectrum hemp-infused Aplós Calme.

SRP: \$48 per 575-ml bottle

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SPOTLIGHT: BROWN-FORMAN'S WOMEN-MADE SPIRITS AND WINES

Ahead of Women's History Month and International Women's Day, it's worthwhile to highlight Brown-Forman's many women-made spirits and wines. This includes a wide range of their whiskeys, such as Benriach, Glendronach, and Glenglassaugh (Rachel Barrie, master blender, Kirsten Ainslie, assistant blender); Woodford Reserve (Elizabeth McCall, assistant master distiller); Jack Daniel's (Lexie Phillips, master distiller); and Old Forester (Melissa Rift, brand ambassador and master taster). At Sonoma-Cutrer, Pinot Noirs are crafted by Zidanelia Arcidiacono and Chardonnays are crafted by Cara Morrison, and Tequila Herradura couldn't be made without master taster Karinna Enriquez Hurtado.

TIP TOP COCKTAIL PHOTOGRAPHY BY JILL CASE

EXPERIMENTAL INCLINATIONS

Complexity is the cornerstone of **Espanita Tequila's** limited-edition Barrel Reserve collection. The Double Barrel Reposado, the first of the extremely small-batch releases, is initially aged in American white oak casks before it is further matured in just-used Kentucky bourbon barrels, culminating in herbaceous lemongrass aromatics and warm candied ginger notes. Next up in this series from the woman-owned agave spirits brand? The Double Barrel Añejo tequila finished in bourbon casks.

SRP: \$42.99 per 750-ml bottle



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Longstanding Valdobbiadene winery **Valdo** has introduced its Valdo Numero 10 Prosecco Superiore DOCG to the U.S. market. The sparkling wine, crafted from 100 percent Glera in the unconventional método Champenoise style, undergoes a second fermentation in bottle, resting on the lees for at least 10 months. Its peach, pear, and honey notes are enlivened by delicate bubbles.

SRP: \$30 per 750-ml bottle



SPANISH EMBLEM

Silky Viña Ardanza Reserva 2016, from **La Rioja Alta**, combines 80 percent Tempranillo and 20 percent Garnacha aged separately for 36 and 30 months, respectively, prior to blending. Aromas of clove, nutmeg, and black pepper give way to soft tannins that also make it ripe for serving alongside chocolate desserts.

SRP: \$45 per 750-ml bottle



DIFFERENT PERSPECTIVE

Lang & Reed, the Napa Valley winery focused on Cabernet Franc and Chenin Blanc, has ramped up its Monograph collection with the T-Bar-T Cabernet Franc 2012. Sourced from a 2.8-acre vineyard planted within the T-Bar-T cattle ranch in Sonoma's Alexander Valley, the wine is aged in two new and two previously used barrels for 32 months, resulting in a lush earthiness evocative of the terroir.

SRP: \$150 per 750-ml bottle



SOUTHERN EXPOSURE

Three wines—Torrantes, Malbec, and a red blend—will acquaint the U.S. market with **Bodega Luigi Bosca's** La Linda brand. Part of the Pacific Highway collection, these fruity, expressive wines are produced in high-altitude Mendoza vineyards and are meant to celebrate everyday simple pleasures. The labels wrapping the bottles aptly capture the beauty of the region—the sunshine, the jarilla flower, and the Andes.

SRP: \$15 per 750-ml bottle

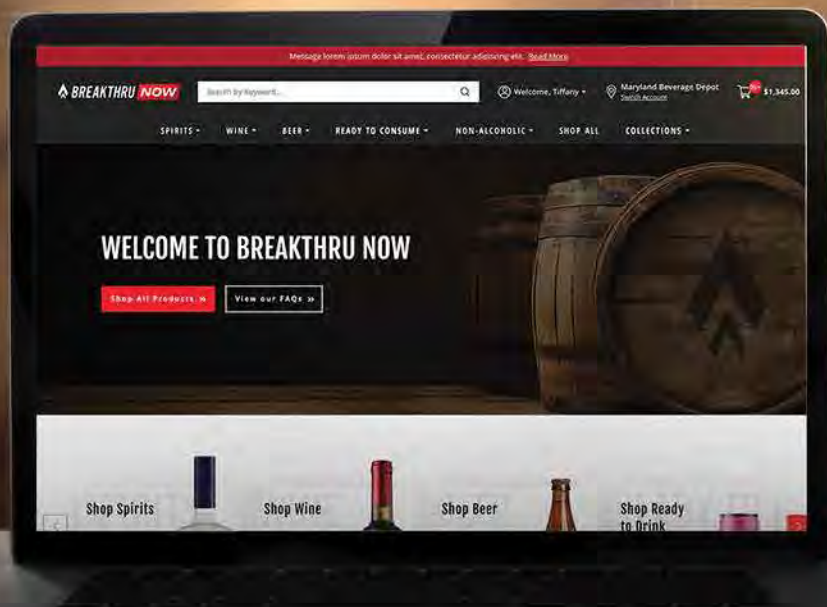


VOLCANIC LANDSCAPE

On the slopes of Sicily's iconic Mount Etna sits the Vajasindi Estate, where the **Duca di Salaparuta** group's mono varietal Lavico wines are produced. Born from Nerello Mascalese, the complex Lavico Etna Rosso DOC 2020 intertwines red fruit and spice, while the Lavico Etna Bianco DOC 2021, made with Carricante, balances flavors of peach and white pepper.

SRP: \$33.99 per 750-ml bottle





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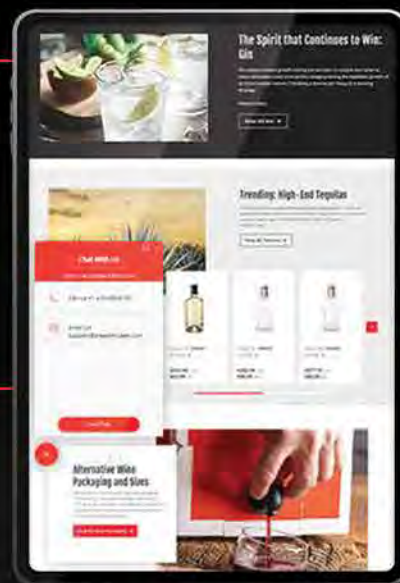
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Some History Behind The Day

SAINT PATRICK'S DAY

St. Patrick of Ireland is one of the world's most popular saints. He was born in Roman Britain and when he was fourteen or so, he was captured by Irish pirates during a raiding party and taken to Ireland as a slave to herd and tend sheep. At the time, Ireland was a land of Druids and pagans but Patrick turned to God and wrote his memoir, 'The Confession.' In 'The Confession,' he wrote:

"The love of God and his fear grew in me more and more, as did the faith, and my soul was rosed, so that, in a single day, I have said as many as a hundred prayers and in the night, nearly the same. I prayed in the woods and on the mountain, even before dawn. I felt no hurt from the snow or ice or rain."

Patrick's captivity lasted until he was twenty, when he escaped after having a dream from God in which he was told to leave Ireland by going to the coast. There he found some sailors who took him back to Britain and was reunited with his family.

A few years after returning home, Patrick saw a vision he described in his memoir:

"I saw a man coming, as it were from Ireland. His name was Victorinus, and he carried many letters, and he gave me one of them. I read the heading: 'The Voice of the Irish.' As I began the letter, I imagined in that moment that I heard the voice of those very people who were near the wood of Foclut, which is beside the western sea and they cried out, as with one voice: 'We appeal to you, holy servant boy, to come and walk among us.'"

The vision prompted his studies for the priesthood. He was ordained by St. Germanus, the Bishop of Auxerre, whom he had studied under for years, and was later ordained a bishop and sent to take the Gospel to Ireland.

Patrick arrived in Slane, Ireland on March 25, 433. There are several legends about what happened next, with the most prominent claiming he met the chieftan

of one of the druid tribes, who tried to kill him. After an intervention from God, Patrick was able to convert the chieftain and preach the Gospel throughout Ireland. There, he converted many people -eventually thousands - and he began building churches across the country.

He often used shamrocks to explain the Holy Trinity and entire kingdoms were eventually converted to Christianity after hearing Patrick's message.

Patrick preached and converted all of Ireland for 40 years. He worked many miracles and wrote of his love for God in Confessions. After years of living in poverty, traveling and enduring much suffering he died March 17, 461.

He died at Saul, where he had built the first Irish church. He is believed to be buried in Down Cathedral, Downpatrick. His grave was marked in 1990 with a granite stone. ■



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