

# Beverage Journal



APRIL 2023

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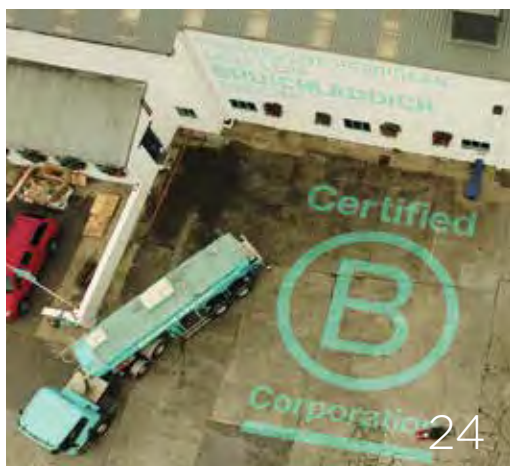
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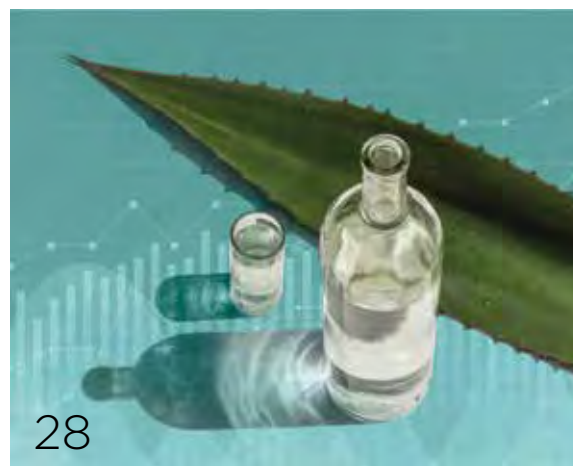
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**COVER CREDIT:**  
Photography courtesy of  
iStock





## ABL ANNUAL MEETING DATE AND LOCALE ANNOUNCED

American Beverage Licensees (ABL) recently announced that it will hold the 2023 ABL Annual Meeting in St. Louis, Missouri on June 10-11. The meeting will be held at Live! by Loews – St. Louis and will feature speakers, networking opportunities and hospitality for on- and off-premise beverage licensees and members of the beverage alcohol industry.

"We couldn't be happier to bring the ABL Annual Meeting to the Heartland with the iconic backdrop of America's Pastime just steps away," said ABL Executive Director John Bodnovich. "This year's annual meeting will focus on how beverage retailers can 'swing for the fences' in a rapidly changing alcohol industry and retail business environment."

The annual meeting program will cover a range of topics facing beverage retailers with insights shared by top practitioners in the beverage alcohol, regulatory, legal and policy fields. Key issues will include industry competition, workforce and labor issues, inflation and economic pressures, supply chain shifts, enforcement and regulation of alcohol laws and much more. Meeting attendees will be able to bring insights and information back from the conference to their states to help them be stronger advocates for themselves and their businesses.

"ABL turns 21 years old this summer, marking a familiar number for bar, tavern and package liquor store owners. We're excited to celebrate this milestone for the trade association and our members and

emphasize the important place independent beverage retailers have in the American economy," said Bodnovich.

With the annual meeting taking place in Ballpark Village in downtown St. Louis, meeting attendees will have easy access to sports and entertainment – in addition to soon-to-be-announced hospitality events at the ABL Annual Meeting.

Additional information – including sponsorship opportunities, registration and room rates, speakers, schedule, and hospitality events – will be announced in the coming weeks. For the latest updates and information on the 2023 ABL Annual Meeting, be sure to visit [www.ablusa.org](http://www.ablusa.org).

## NATIONAL RESTAURANT ASSOCIATION SHOW 2023

The National Restaurant Association Show 2023 will be held on May 20-23, at McCormick Place in Chicago, Illinois.

The event is being billed as a, "future-forward experience where you'll discover everything it takes to stay revenue-driven and relevant — from tantalizing tastes for your menu to actionable solutions for streamlining service, payments and more."

The Show brings together the people, ideas, products, solutions and information that make up the entire domestic and international industry. The Show will feature world-class education programs with inspiring speakers.

Go to [www.nationalrestaurantshow.com](http://www.nationalrestaurantshow.com) for further information and details. ■

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## 1. DRUMSHANBO GUNPOWDER IRISH GIN

Produced at The Shed Distillery of PJ Rigney in Ireland's County Leitrim, the classic Drumshanbo Gunpowder Irish Gin stands out for the presence of gunpowder tea. It was followed by a version enlivened with Sardinian citrus, and most recently, one with California orange citrus informed by Rigney's time in the San Francisco Bay area. The vibrant lemon, lime, and grapefruit notes make it ripe for a Gin & Tonic.

**\$** SRP: \$36.99 per 750-ml bottle  
[drumshanbogunpowderirishgin.com](http://drumshanbogunpowderirishgin.com)

## 2. VITA COCO AND CAPTAIN MORGAN

Fusing coconut water and rum, Vita Coco Spiked with Captain Morgan offers a tropical respite from the long winter. The 5% ABV ready-to-drink cocktails, best served chilled from the can, include a transporting Lime Mojito, Strawberry Daiquiri, and Piña Colada.

**\$** SRP: \$14.99 per four-pack of 12-oz. cans  
[vitacoco.com](http://vitacoco.com) and [captainmorgan.com](http://captainmorgan.com)

## 3. POWERS IRISH WHISKEY

During the 19th century, Irish whiskey production incorporated rye grains. In tribute to that history, Powers has released the first-ever 100 percent Irish rye whiskey, incorporating rye grown on the sustainable Cooney Furlong farm. The 86.4-proof spirit is matured in virgin, first fill, and refill American oak casks that elicit an earthy, peppery profile.

**\$** SRP: \$32 per 750-ml bottle  
[powerswhiskey.com](http://powerswhiskey.com)

## 4. DON JULIO

Making its well-timed debut just ahead of summer pool parties is Tequila Don Julio Rosado. Tinted a soft pink hue, this reposado was aged in Ruby Port wine casks for at least four months and tastes of strawberry, raspberry, plum, and cocoa. It's best sipped on the rocks or brightened with soda water and a lemon garnish.

**\$** SRP: \$125.99 per 750-ml bottle  
[donjulio.com](http://donjulio.com)

## 5. BATCH & BOTTLE

Milagro Margarita, marrying silver tequila and real lime juice, is the most recent addition to Batch & Bottle, the range of premium ready-to-drink cocktails from William Grant & Sons that includes the Monkey Shoulder Lazy Old Fashioned, Reyka Rhubarb Cosmopolitan, Glenfiddich Scotch Manhattan, and Hendrick's Gin Martini. Simply chill the bottle and pour it into a salt-rimmed glass garnished with a lime wedge neat or on the rocks.

**\$** SRP: \$16.99 per 375-ml bottle  
[batchandbottlecocktails.us](http://batchandbottlecocktails.us)

## 6. FRENCH BLUE

French Blue shines a light on Bordeaux's little known sparkling wines with its Crémant de Bordeaux Brut and Crémant de Bordeaux Brut Rosé. Both the former, a blend of Merlot, Sémillon, and Muscadelle, and the latter, composed of 99 percent Merlot, are sourced from the Nouvelle-Aquitaine region. Winemaker Stephanie Rivin partook of the *méthode traditionnelle* and aged the wine *sur lie* for over 14 months.

**\$** SRP: \$24.99 per 750-ml bottle  
[frenchbluwine.com](http://frenchbluwine.com)



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WHOLESALE ORDERS  
MID-ATLANTIC





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## 7. LONE RIVER BEVERAGE COMPANY

Organic agave nectar and lime are the building blocks of Lone River Beverage Company's 80-calorie hard seltzers, which debuted in 2022 with Ranch Water Classic Margarita. Now there is the Lone River Ranch variety pack of 6% ABV cans, pairing the original recipe with a triumvirate of new variants: Mango Ranch Rita, Blood Orange Ranch Rita, and Spicy Ranch Rita with a jolt of jalapeno.



SRP: \$19.99 per 12-pack of 12-oz. cans



loneriverbevco.com

## 8. HENDRICK'S GIN

Master distiller Lesley Gracie's latest limited-edition expression from the Hendrick's Cabinet of Curiosities innovation lab is the Flora Adora inspired by the blooms that attract pollinating butterflies and bees. In this rendition, Hendrick's telltale burst of juniper and coriander is balanced with fresh, green, floral characteristics.



SRP: \$39.99 per 750-ml bottle



hendricksgin.com

## 9. BILLECART-SALMON

Champagne Billecart-Salmon's rare, limited-release Le Clos Saint-Hilaire 2005 was born from a single, enclosed one-hectare plot of old vines planted with Pinot Noir in Mareuil-sur-Aÿ in 1964. Vinified entirely in oak, the blanc de noirs cuvée rested on the lees for more than 14 years, garnering citrus, buckwheat, and touches of panettone on the palate. Each bottle is adorned with a sustainably sourced cherry wood label.



SRP: \$580 per 750-ml bottle



champagne-billecart.com

## 10. CENOTE TEQUILA

Both tequila and mezcal traditions come together in small-batch Cenote Ahumado Tequila. The 100 percent blue Weber agave reposado is brought to life by roasting piñas in a custom pit oven that draws from mezcal's ancient roasting techniques. It mellows in oak barrels for over two months, culminating in layers of smoky pepper, cinnamon, and dark caramel.



SRP: \$75.99 per 750-ml bottle



tequilacenote.com

## 11. COINTREAU

For the first time in nearly 140 years, Cointreau orange liqueur has transformed its bottle. Crafted from two-thirds recycled glass and devoid of secondary packaging, it has been lengthened for ergonomic ease of pouring and features a QR code that accesses some 500 cocktail recipes. Most prominent is the new label, starring orange imagery in prime positions along with an ode to the original distillery.



SRP: \$34.99 per 750-ml bottle



cointreau.com

## 12. YELLOW TAIL

In 2021, Yellow Tail diversified with its low-calorie Pure Bright line, and the innovative streak continues with Fresh Twist wines, infused with natural fruit flavors. Slightly fizzy and subtly sweet, the inaugural three 90-calorie offerings comprise Tropical Pineapple and Peach & Mango with a white wine base, as well as Strawberry & Lime with rosé.



SRP: \$7.99 per 750-ml bottle



yellowtailwine.com





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# OLIVER'S OLD TOWNE TAVERN

## NEW LIFE AT THE OLD TOWNE, THANKS TO LENNY WOHLFARTH

WRITTEN BY TEDDY DURGIN | PHOTOGRAPHY BY ASHLI MIX

**F**or a bar or restaurant that has been around as long as Oliver's Old Towne Tavern, there are bound to be some bad days mixed in with many good ones over the years. December 24, 2022, was a very bad day. Marylanders will remember that this past Christmas Eve saw temperatures freakishly dip down into the single digits. Santa Claus came to town that night and found Laurel was just as cold as the North Pole. And earlier that day, Oliver's got a big, old lump of coal in its stocking in the

form of a burst water pipe that resulted in this Laurel landmark being shut down for more than two months.

The memory is still raw for owner-operator Lenny Wohlfarth, who recalled to the Beverage Journal, "The temperatures had indeed dropped into single digits. There actually were quite a few properties in the Laurel area that suffered similar damage. I can't verify this, but one of our firefighters said they had had at least 150 calls for pipes and various things like that. We opened up at Noon because there was a lot of football on TV that day. Around 2:30-3 o'clock in the afternoon, my wife [Pamela Wohlfarth] who was working and the other staff noticed that water was coming out from some of the light fixtures in the back of the bar. So, they started bringing trash cans and buckets. Even some customers were grabbing pails and anything

**Lenny Wohlfarth**  
*Owner-Operator*  
**Oliver's Old Towne Tavern**

---

they could do to help.”

He continued, “I contacted the property manager for the building and told her it looked to me like it might be the sprinkler system. We could shut down water in the building, but we don’t have access to the sprinkler shut-off. That’s in a utility room next to us. While they were attempting to get that shut off, the pipe that had burst had been running for a good 30 to 40 minutes before we could get it shut off. Around 3 p.m. or so, the ceiling collapsed into the restaurant. That caused damage to the ceilings obviously, the floors, and the walls. Quite a number of electrical issues were impacted, too.”

The Wohlfarths and other staffers were thankfully nowhere near the impacted ceilings when they burst. “We have to consider ourselves fortunate that nothing worse happened. You can always get new stuff.”

Oliver’s Old Towne Tavern is an eating and drinking place that has prided itself on having “old stuff” for many years. This local neighborhood bar has, in some form or another, been operating since the 1950s. The location is actually a trolley station that dates back to 1908. “So, there is generational history at the location,” Wohlfarth noted. “There are customers who have come for years and years, and we also now serve their kids and their grandkids. We know a lot of people who walk through the door each day. You know you’ll see a particular



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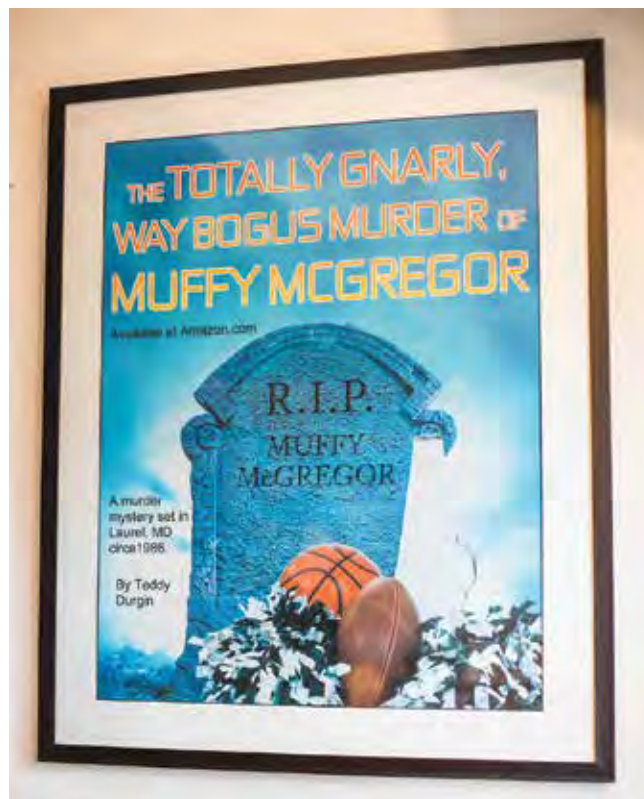
friend here every Tuesday or someone who comes in at some point every weekend.”

As Laurel around Oliver’s has built up and given way to chain restaurants, modern architecture, and big swathes of new housing, Oliver’s has stayed largely the same. People who move away from Laurel come back to visit and eat and drink only at Oliver’s. It’s that kind of place.

It’s located in Laurel’s historic district on Main Street. Wohlfarth noted, “What’s interesting about Oliver’s is because it’s historic, it does stand out from some of the building’s whose architecture has changed some to look a bit more modern. We’re a standalone building that just looks like it has been here for a while, even though the insides have changed to keep up with technology.”

On the positive side, Wohlfarth was able to use the shutdown to make some improvements. “We were able to install USB ports around the perimeter of the bar for people that have forgotten their block and need to charge their phone or tablets,” he said. “We were able to re-do our dartboard area, which had taken a pounding over the years from people . . . uh . . . [laughing] missing their targets. We’ve also made some improvements with the lighting. We took the time to make sure things were done correctly for the reopening.”

Still, there were many dark days between Dec. 24 and the March 1 reopening.



“The financial hit has been tremendous,” Wohlfarth lamented, just two days after Oliver’s once again opened its doors and welcomed back customers. “Our staff has been with me for a very long time. I’ve been here for a decade, and I have staff members who have been with me that entire time. So, I was concerned for them. But it’s been very nice. We’ve had several local groups like the American Legion as well as some customers who did some fundraising to get money distributed to the bartenders and the cooks and staff. I am very proud of the fact that we have everyone coming back. We had one person who moved away. But everyone else stayed, and it was so nice to see the loyalty.”

He added, “So many people expressed

concern with e-mails, text messages, messages on Facebook. There are customers I certainly know by name. But we have so many customers like ‘That chicken quesadilla guy’ who have reached out with offers of help, and now I know their names, too. I even had people – customers – volunteering with clean-up.”

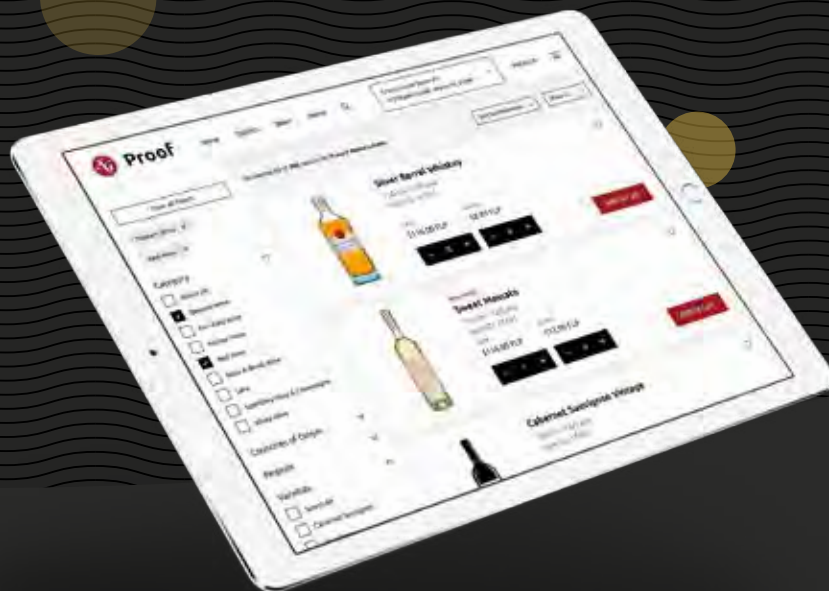
And now Oliver’s is indeed back up and running. Wohlfarth is hoping to return to “normal” as soon as possible. But he, his wife, and staff are taking the time to do it right. Beverages, for instance: “We have worked with Breakthru Beverage. Shortly before the water pipe burst, they had worked out a program with their various Smirnoff products. Before the shutdown, we were doing very

well with that. We are a bar that typically has regular drinkers that get their Miller Lite or their Coors product or their Jack and Coke. But our rep from Breakthru sat down with me and came up with a nice promotion and attractive artwork, and we were doing pretty well with it. So, I’m going to start that back up once we get our feet under us again and make sure we can do all of the ‘regular stuff’ properly.”

Mostly, Wohlfarth is just glad to once again be able to commute to work with a smile on his face and a whistle on his breath. And he was very pleased to be part of this series of articles on historic bars and restaurants around Maryland and Washington, D.C., rather than actual history. He concluded, “I live a half-mile from Oliver’s, so I’ll walk to the restaurant. And within that half-mile, anywhere from two to six cars will honk and wave and yell ‘Hey, Lenny!’ or ‘I’ll see you later on tonight!’ I really love the fact that my wife and I have been able to keep a bona fide institution rolling along. There are so many places that pop up – whether it’s bar or restaurant or even a little bakery – that are franchises. To keep a ‘mom-and-pop’ going in this area and seeing the affection the customers have for the business is really nice and gives me a good feeling. We’ll keep on fighting the fight!” ■



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## OVER 40

It's taken decades to bring **The Glenrothes** 42-year-old single cask Scotch to life. In 1980, new make spirit was poured into four refill casks at the Highland distillery that have been maturing ever since. The result is a complex, limited-release single malt Scotch whisky with wood undertones that heighten, rather than dominate, layers of fresh cedar, sugared almonds, honeycomb, and orange oil.

SRP: \$9,000 per 700-ml bottle



## FRUITS OF LABOR

For its ninth limited-edition single cask collection, **Lost Lantern** has united bottles (all of them aged at least seven years) from three distilleries built on experimental ideas that have long since manifested in success. Consider Corbin Cash's estate-grown rye, Watershed's grain innovations, or Westland's advocacy for Pacific Northwest terroir. Lost Lantern's spring assortment also includes the oldest straight bourbon and rye whiskeys that the independent bottler has ever released.

SRP: \$120 to \$140 per 750-ml bottle



## WOOD STUDY

Seattle's **Westland Distillery** continues its exploration of *Quercus garryana*, a rare oak indigenous to the Pacific Northwest, with the seventh edition of Garryana American Single Malt. Part of Westland's limited-edition Outpost Range collection, the 100-proof whiskey was finished in Syrah and Cabernet Sauvignon casks from Betz Family Winery, William Church Winery (now Tinte Cellars), and Love That Red Winery, all located in Washington.

SRP: \$149.99 per 700-ml bottle



## THE ART OF DISAPPEARING

Asyla, the blend first created by **Compass Box** in 2001, vanished from the market years later. Now, the brand's Scotch whisky makers have reimagined the recipe as the 98-proof Delos. Part of the Compass Box Extinct Blends Quartet series, it recaptures Asyla's delicacy and refinement by melding American oak-aged whiskeys from Glen Elgin, Imperial, and Miltonduff distilleries. The female lute player who once graced Asyla's label makes an appearance yet again, this time with a lyre.

SRP: \$325 per 700-ml bottle



## LAB EXPERIMENT

Ultra-premium Irish whiskey range **Method and Madness** was born at the Micro Distillery, an innovation hub in Midleton from Irish Distillers. First in the lineup is Rye and Malt, a 92.4-proof limited-edition exclusive to the U.S. market. The triple-distilled mash of 60 percent rye and 40 percent malted barley was aged in former American oak bourbon casks and evokes white pepper, chile flakes, and toasted wood.

SRP: \$80 per 700-ml bottle



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## PERMANENT MARK

A nod to the ancient Celtic kings who donned indigo blue warpaint and the vibrant tattoo culture that much later flourished in the Republic of Ireland's capital, **Dublin Ink** is a triple distilled, sherry cask-finished Irish whiskey featuring 50 percent single malt. Notes of vanilla and honey lend the 90-proof spirit well to cocktails.

SRP: \$54.99 per 750-ml bottle



## AROUND THE GLOBE

Previously available only in Japan and Global Travel Retail, **Suntory World Whisky Ao** has arrived stateside. An homage to five regions celebrated for the spirit, the 86-proof whisky with a smoky finish blends liquids from Suntory Group's own distilleries across the world—Ardmore and Glen Garioch in Scotland, Cooley in Ireland, Alberta Distillers Limited in Canada, Jim Beam in the U.S., and Yamazaki and Hakushu in Japan. Fittingly, it's packaged in a five-sided bottle.

SRP: \$55 per 700-ml bottle



## PINEAPPLE EXPRESS



The Buchanita, a simple serve of **Buchanan's** Scotch whisky combined with pineapple juice, was the springboard for Buchanan's Pineapple. With its caramel, vanilla, and juicy tropical notes, this 70-proof addition to the core portfolio—the brand's first flavored spirit—is ideal for mixing into whisky riffs on the Piña Colada.

SRP: \$29.99 per 750-ml bottle



## OFF TO THE RACES

Secretariat, one of the most remarkable thoroughbreds in equestrian history, is the inspiration behind the 2023 Kentucky Derby bottle from **Woodford Reserve**, the event's presenting sponsor. In honor of Secretariat's 50th-anniversary Derby win, the collector's item is adorned with a painting by Kentucky artist Jaime Corum that depicts a rose garland-draped Secretariat in the Winner's Circle at Churchill Downs.

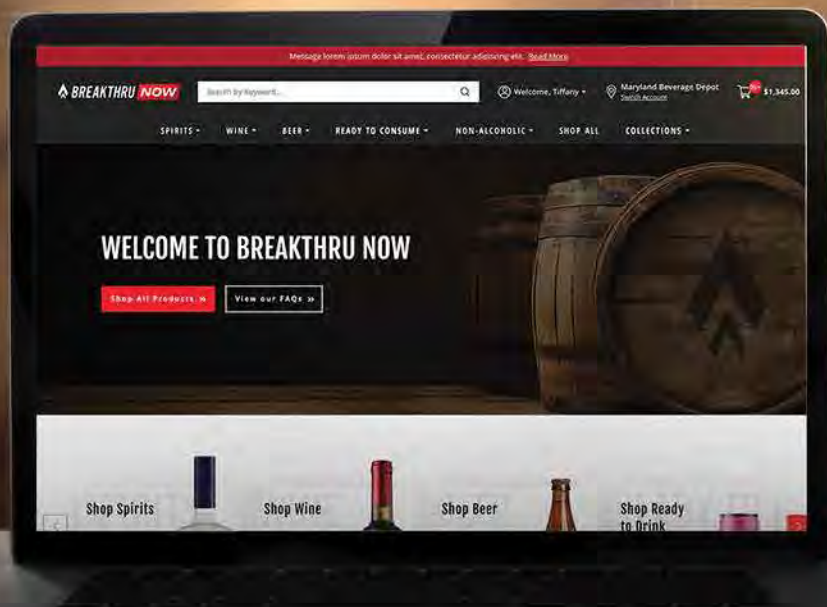
SRP: \$55 per one-liter bottle

## LUCKY SEVEN

Batch # 7 of the **Laws Whiskey House** Bottled in Bond Four Grain Bourbon is, like the Denver distillery's 2022 rendition, an eight-year-old comprising two separate batches: one from Fall 2014 and another from Spring 2015. The 100-proof whiskey's mash bill of 60 percent corn, 20 percent heirloom wheat, 10 percent heirloom rye, and 10 percent heirloom malted barley paves the way to flavors of walnut, black tea, and cherry vanilla cola.

SRP: \$79.99 per 750-ml bottle





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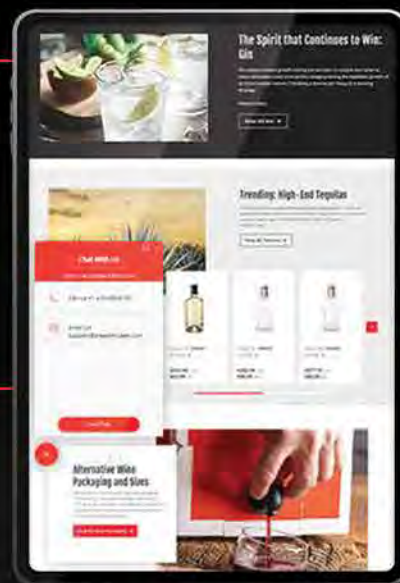
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Happy  
Passover

This year, Passover kicks off at sundown on April 5 and the eight-day celebration is marked by lively, wine-fueled Seder dinners. These meals traditionally showcase the Four Cups ritual, wherein four cups of wine symbolize the different words depicting redemption in the story of Exodus. Consider stocking one (or several) of these kosher bottles for the annual feast.

## TWO WORLDS

Sandwiched between the rocky Judean Hills and the scorching, dry Negev desert, the southern Israeli terroir from which **Darom by Yatir** Rosé is born is distinct. Overseen by Yatir winemaker Eran Goldwasser, the dry rosé (the spinoff brand also has a Sauvignon Blanc and a red blend) is produced from 34 percent Grenache, 33 percent Zinfandel, and 33 percent red Muscat.

SRP: \$29.99 per 750-ml bottle



## OLD AND NEW

In South Africa, Joshua Rynderman turns out kosher wines under the **ESSA Wine Co.** label, including Emunah. The dry, Bordeaux-style red blend marries 75 percent Cabernet Franc with 25 percent Merlot and is rife with vanilla, smoke, and ripe fruit.

SRP: \$45 per 750-ml bottle



## DOWN-UNDER DELIGHT

From New Zealand's renowned Marlborough region, **Edmond de Rothschild Heritage's** single-vineyard Rimapere Sauvignon Blanc combines a profusion of fresh lemon and grapefruit aromatics with delicate floral notes and a zip of minerality.

SRP: \$24.99 per 750-ml bottle



## CENTER STAGE

Petit Verdot is often used to buoy red wine blends, but in the Judean Hills it's a variety that stands on its own. Consider **Shiloh Winery's** Secret Reserve starring the grape. Winemaker Amichai Lurie ages it in French oak barrels for 18 months, eliciting complex layers of spice and fruit.

SRP: \$49.99 per 750-ml bottle



## EVENING REFRESHMENT

Jolts of melon and pear define the Sinai White from **Psagot Winery** in the Judean Hills. The crisp, food-friendly blend comprises 34 percent Chardonnay, 28 percent Sauvignon Blanc, 22 percent Gewürztraminer, and 16 percent Viognier.

SRP: \$24.99 per 750-ml bottle



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# NONPROFIT PARTNERSHIPS DONE RIGHT

HOW CAN DRINKS BRANDS MAKE A MEANINGFUL ENVIRONMENTAL IMPACT  
WHILE AVOIDING THE PITFALLS OF GREENWASHING?

BY BETSY ANDREWS

**S**tretching two miles long, large mesh gillnets are meant to target swordfish, but they entangle sea turtles, dolphins, sharks, and gray whales cut short in their migration up the Pacific coast. California was the last state to allow them. But in 2018, it announced a gillnet buyout program to transition swordfishers to sustainable gear. Then, in December 2022, legislation in the omnibus appropriations bill banned gillnets in all U.S. waters.

The buyout and ban were victories for Oceana and other nonprofits fighting to end gillnetting. Among them was an unlikely advocate: a spirits company. Founded in 2016 to protect the mammal after which it is named, California-based Gray Whale Gin was instrumental in the success of the anti-gillnet campaign.

“Most people didn’t know these nets were still used,” says Ashley Blacow-Draeger, Oceana’s Pacific policy and communications manager. “Gray Whale Gin produced a video that raised awareness and helped garner more than \$1 million from donors to match state monies for the buyout. They directly gave funds to reduce whale entanglements. They also reached a different audience than we, as a conservation organization, might normally reach.”



Gray Whale Gin is one of a growing number of drinks companies directing money and other resources to nonprofits in ways that go beyond a marketing campaign. Though companies across sectors have been accused of using environmental philanthropy to “greenwash” their own destructive practices, if partnerships are carried out correctly, they’re a win-win for brands, nonprofits, and the planet. *Beverage Media* spoke to drinks pros about how to successfully find and partner with a nonprofit, and build an impactful, long-term relationship.

## PHILANTHROPY CAN'T REPLACE A SUSTAINABILITY STRATEGY

Firstly, any philanthropy efforts should be part of an integrated sustainability model. Jan Mokhtari, a former creative director, founded Gray Whale Gin with her husband Marsh Mokhtari, a food and travel television personality, in 2016. “I spent 25 years working on ad campaigns for larger brands,” says Jan. “I experienced brands saying they were committed to an initiative, but it was just giving money and walking away.” Gray Whale Gin’s partnership with Oceana, however, fits its broader mission. The brand uses sustainably foraged botanicals, only works with responsible farmers, and minimizes its plastic use.

Ioannis Ioannou, an associate professor of strategy and entrepreneurship at

London Business School, has studied consumer attitudes toward greenwashing. “Of course, philanthropy can, in principle, enhance a company’s brand, if implemented strategically. However, it can also backfire. Whether it does backfire or not is typically contingent on a company’s actual behavior,” he says.

Philanthropy can’t make up for polluting or wasteful sourcing, production, or packaging—then it becomes a purely symbolic action, which is a primary form of greenwashing. “If you are cheating, you are greenwashing, no matter who you sponsor,” says Ioannou. Yet, for companies that act with integrity, eco-philanthropy can help achieve green goals.

## FIND AN AUTHENTIC CONNECTION WITH A CAUSE

“A successful partnership will be driven by the brand fully supporting their partner’s charitable mission,” says Jonathan Frank, the director of global corporate and celebrity partnerships at Oceana. “This will make for authentic communications and creates a strong foundation for building a long-term, mutually beneficial relationship.”

David Babich, the CEO of New Zealand’s Babich Wines, chose to partner with the international Surfrider Foundation, started by surfers to clean coastlines and oceans, as well as New Zealand’s Sustainable Coastlines, for which Babich’s 80-some staffers do beach cleanups in their local Marlborough. It makes sense not only because “growing grapes takes lots of water,” as Babich says, but he also has a personal connection with water, as a surfer, kite foiler, and shoreside homeowner

in Croatia. “We really believe in values alignment,” he adds. Both groups receive the winery’s financial support as well as messaging on the company’s social media and website.

“What doesn’t work is aligning with a charity because it’s fashionable, but it doesn’t fit the brand,” says Paul Mathew, the founder of the non-alcoholic aperitif brand Everleaf. A trained plant biologist, Mathew partners with his former employer, the U.K. conservation group Fauna and Flora International (FFI). “It helps that I worked at FFI and know where the money’s going and that they do a good job,” he says.

Similarly, beekeeper Claire Marin launched her honey-infused Pollinator Spirits with a mission in mind. “I’ve always wanted to have a socially conscious company,” she says. “For me, pollinators and their importance is obvious.” Up to three percent of her revenue goes to support pollinator-friendly organizations like Xeres Society for Invertebrate Conservation and Friends of the Earth, and that



OPPOSITE: Members of 1% for the Planet pledge one percent of their revenue to nonprofits and projects certified by the organization.

ABOVE, LEFT TO RIGHT: Gray Whale Gin founders Jan and Marsh Mokhtari // A gray whale mother and calf.





sets Pollinator apart from other small, craft spirits. “Authenticity, commitment to community, giving back, all these things bring us closer to certain brands,” she says.

### WORK WITH A MATCHMAKER TO FIND THE RIGHT NONPROFIT

How should a producer choose among the many groups working on a cause they care about? And how can they ensure transparency with the public in the process of the partnership? 1% for the Planet was founded in 2002 by Patagonia’s Yvon Chouinard and Blue Ribbon Flies’ Craig Matthews. Businesses pledge one percent of revenue to nonprofits and projects certified by the organization and then open their books to be audited.

Tyler and Rachel Eck, the founders of Dunites Wine Company, support groups like Santa Barbara’s Environmental Defense Center through 1% for the Planet. “You pay a small, annual fee. They ask a bunch of questions and put you in touch with groups that fit your vision,” says Tyler. “It’s good for business, it’s good for the planet, and it’s not greenwashing. It’s an actual commitment. I don’t know why every business doesn’t do this because it’s a tax write-off, too.”

With a roster of 5,500 businesses giving to over 5,000 partners worldwide, 1% for the Planet has facilitated \$450 million in donations. Businesses can give through

**“For buyers and trade customers, there is an increasing number of people that will take into account the sustainability potential of a brand.”**

— Angus Lugsdin,  
Salcombe Distilling Company

direct funding, in-kind donations, or volunteering, valued at \$29.95 per person hour. Drinks brands make up nine percent of members. “We’re seeing major growth in new members, including beverage companies,” says Tatum Robinson, the communications manager. “Drinks companies are really engaged. We had a bunch come to our global summit last year. They sponsored happy hour, took speaker roles, and mentored other brands. They are super visible in our network.”

### EARMARK FUNDS AND ASK FOR DATA

Earmarking funds for specific projects makes giving more meaningful for producers and their consumers, particularly when partners can demonstrate results. Salcombe Distilling Company’s owners met teaching sailing in the English harbor where their gin works is situated. So, in addition to its many other sustainability measures—returnable bottles, carbon-neutral shipping, plastic-free packaging—the brand supports

the U.K.’s Marine Conservation Society. “The MCS has too many initiatives for us to support,” says Salcombe’s founder Angus Lugsdin. “We picked one that makes the most sense to us: We have seagrass in Salcombe, so we work on seagrass. It stores ten times the carbon of tropical rainforests.”

The distillery helped fund a No Anchor Zone to save seagrass in the U.K.’s Portland harbor. “The MCS monitors the seagrass recovery, and initial findings are positive,” says Lugsdin. “We’re due a full report in March. When you’re working with a charity, you want to know what impact you’re having.” Positive results help justify the expense to the brand.

### GIFTING TIME AND RESOURCES HELPS TOO

Donating marketing resources, event space, or staff hours can be as valuable as writing checks—and these resources are available to smaller labels even where cash is scarce.

Maine Beer Company hosts Maine’s Center for Wildlife and its rehabilitated

ABOVE, LEFT TO RIGHT: Salcombe Distilling Company helped fund a No Anchor Zone to save seagrass in the U.K.’s Portland harbor // Non-alcoholic aperitif brand Everleaf. RIGHT: Paul Chakalian, the founder of Joshua Tree Distilling.





# OWN YOUR SWEET SPOT



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animals in its tasting room monthly to educate guests, as well as offering its staff paid volunteer time off. Pollinator Spirits hands out milkweed seed packets to increase monarch butterfly habitats, and its distillery tastings include a talk on pollinator-friendly activities and the importance of local beekeepers. Gray Whale Gin planted critically needed mangroves along with local fishermen in Baja's San Ignacio Bay, gray whales' breeding ground.

At California's Joshua Tree Distilling, environmental scientist-turned-spirits maker Paul Chakalian worked out an arrangement in which wholesale clients can use the distillery's partnership with Joshua Tree National Park Association (JTNPA) for sell-through. "If bars and restaurants match our donation with one from a cocktail made with our spirits, they can also use the JTNPA logo on their menu," he says.

## THINK LONG-TERM

Where business engagement and nonprofit accountability are strong, partners can build ongoing relationships to deepen their shared impact. "Now that we have the gillnet ban, it doesn't stop there," says Marsh Mokhtari of their partnership with Oceana. "We talk about campaigns, what's next, what's critical. We direct where our money goes in the organization."

For Charles Bieler of Bandit Wines, which partners with charities like the cli-

mate action group Protect Our Winters, the payoff took some time. But 20 years after its founding, the company's nonprofit partnerships are more meaningful than ever to its audience—61 percent of U.S. consumers now rank sustainability as an important purchase criterion, according to the Global Sustainability Study 2021, especially among younger generations. "We are in a declining wine market with a smarter, younger consumer who wants more data about the winemaker's philosophy. 'How are you farming? What's your commitment to sustainability?'" says Bieler.

That's also increasingly true of the wholesale market. "For buyers and trade customers, there is an increasing number of people that will take into account the sustainability potential of a brand," says Lugsdin. Retail outlets have started highlighting eco-friendly brands in dedicated sections of brick-and-mortar and online stores. It's a way for a small producer to get more attention—to the benefit of the brand and their partner(s). "Ultimately if we sell more product, great; we're a commercial business," says Lugsdin. "But that means we can increase our donations."

## BE REALISTIC ABOUT THE CHALLENGES

It's not all a walk in the park. Brand representatives mention several challenges to maintaining ongoing partnerships, not the least of which is financial. Structuring its brewery as a "mission-driven for-profit," Wisconsin's Delta Beer Lab gave employees a living wage and revenue sharing, then funneled

customers' tips to eco-partners like Wisconsin Conservation Voters. In four years, it has given \$180,000 through the tip system and an additional one percent of revenue through 1% for the Planet. "The downside is we've put thousands of dollars into environmental nonprofits in our first few years and haven't made a profit, so we have a smaller base for hiring decisions," says Piotrowski. "We might have afforded a full-time person sooner than we have."

Smaller craft companies face harder choices and trade offs when partnering with nonprofits. "Should I invest my resources in my own environmental practices, or should I sponsor nonprofits? Resources may often be limited," explains Ioannou. "There is no blanket answer to this dilemma though."

It's also a real job to maintain a partnership, but not all companies have the capacity to hire a team member to handle that work. As Chakalian points out, just creating a relationship in the first place can be difficult. He pitched the partnership to the JTNPA with projections for future sales. "If we really grow and are in Safeways in multiple states, this could be meaningful to you," he told them. "In the first year, our donation might be \$1,000, and you are giving us way more value than we give you, but in five years, there could be a lot of money coming your way." JTNPA heard that and gave him a chance. Chakalian makes quarterly donations. "The first check was \$300, the next was \$500, and the one after that was \$800," he reports. "I'm just glad the trend I pitched is working." ■

ABOVE, LEFT TO RIGHT: Charles Bieler, the founder of Bandit Wines // Tyler and Rachel Eck, the founders of Dunites Wine Company.



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Cream

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750ml

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YOUR  
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# A SUSTAINABLE FOUNDATION

## HOW WINE AND SPIRITS BUSINESSES ARE PRIORITIZING ENVIRONMENTAL AND SOCIAL SUSTAINABILITY IN THEIR WORK

BY SEVENTYFIVE DAILY EDITORS

### ● Piper-Heidsieck, Charles Heidsieck, and Rare Champagne

These three Champagne houses, all of which are under the EPI Group umbrella, are the first wineries in Champagne to achieve B Corp certification. In accordance with standards for B Corp businesses, Piper-Heidsieck, Charles Heidsieck, and Rare Champagne are undertaking a number of environmental initiatives including reducing carbon emissions by 61 percent by 2030; working with grapegrowers to achieve Sustainable Viticulture in Champagne status by 2025; and moving entirely to renewable energy.



### ● William Fèvre

Since 2000, this prominent Chablis producer has been transitioning its vineyards to organic, sustainable, and biodynamic farming—before many in the region had considered this approach to farming. William Fèvre received the High Environ-

mental Value III certification in 2015, and 2023 will be the first certified organic vintage for premier and Grand Cru wines. The producer's other wines will be certified organic from 2026 onwards.

### ● Shaw + Smith

In the Adelaide Hills of Australia, Shaw + Smith believes that sustainability is key to producing the best possible wines, including Sauvignon Blanc, Chardonnay, Pinot Noir, and Shiraz. Both of their vineyards are certified organic, and they are members of Sustainable Winegrowing Australia. But Shaw + Smith's sustainability efforts don't stop after grapes are harvested; the winery conserves water by recycling production wastewater for irrigation and collecting rainwater through a roof and gutter system, and it's investing in technology to create more efficient and environmentally friendly packaging.

ABOVE, LEFT TO RIGHT: One of Shaw + Smith's Australian vineyards // Grapes used to make William Fèvre wines.

### ● Alverdi

A brand from Opici Wines & Spirits, Alverdi showcases some of Italy's best-known grape varieties in wines that are easy-drinking and versatile. The Alverdi Pinot Grigio is made with organically-grown grapes and is pesticide-free, using environmentally responsible farming to make fresh, citrusy white wine.



### ● Château Maris

One of the world's most environmentally friendly wineries, Château Maris embodies holistic, biodynamic grape-growing and winemaking. It is the first certified biodynamic in Languedoc's La Livinière, creating a vineyard ecosystem that serves the environment while creating characterful wines. The Château Maris cellar is made of locally sourced hemp and limestone bricks, which naturally insulate the winery, and the producer be-





came the first Certified B Corp wine estate in Europe in 2016.

### ● Mezzacorona

This Trentino, Italy, producer works with its grapegrowers to preserve and protect the natural resources of the region, limiting water usage through drip irrigation, fertilizing the soils with organic matter, and using natural techniques for pest control. All growers achieved the National Quality System of Integrated Production (SQNPI) certification in 2016, which limits the use of synthetic pesticides and promotes sustainable practices throughout the vineyard.



### ● Symington Family Estates

As a multigenerational family business, Symington Family Estates—which includes port houses Graham's, Dow's, Warre's, and Cockburn's, as well as a number of other wineries—is focused on preserving the land for future generations. It has become a leader in Portugal's sustainability efforts and is a Certified B Corp, outlining a number of sustainability goals to be achieved by 2025. These include targets like reducing CO2 emissions by 35 percent per liter of wine bottled; sourcing all electricity from renewable energy sources; and supporting a major ecosystem restoration project in Portugal.

### ● Planeta

One of Sicily's most significant producers, Planeta understands the importance of preserving its natural resources. It uses solar panels to fuel its Menfi wineries, and

ABOVE, LEFT TO RIGHT: One of Planeta's Sicilian vineyards // Certified B Corp Scotch distillery Bruichladdich // Donnafugata's Passiperduti Grillo.

the producer follows SOSTain sustainability program—which outlines 10 specifications Sicilian wineries must meet, covering issues like biodiversity, bottle weight, and vineyard-appropriate materials—to continuously improve on its efforts.

### ● Diageo

Packaging accounts for a significant portion of the drinks industry's environmental impact—even more so when extras like gift boxes are added to bottles. Last year, Diageo announced that it would discontinue its gift box program for its premium Scotch portfolio in a move towards more sustainable packaging. The company may



### REGIONAL SPOTLIGHT: MÉDOC

This iconic French region has a storied past, but it's increasingly looking to the future. Nearly 90 percent of the region's vineyards are farmed using environmentally sound practices, and environmental guidelines may soon be incorporated into individual appellation rules. In order to make the Médoc more resilient against climate change, producers are also introducing more trees and shrubs to their land, which improves vineyard health and cultivates biodiversity.

carry the approach over to other brands later this year.

### ● Bruichladdich

Bruichladdich is the first Scotch distillery to earn B Corp status, which underscores its environmental standards and commitment to the local community. Rather than using global barley for its spirits, Bruichladdich sources its barley entirely from Scottish farmers—some of them local—which not only minimizes transport but creates a more flavorful Scotch.

### ● Lapostolle

Though Lapostolle has been crafting high-quality wines in Chile's Apalta Valley for nearly 30 years now, in some ways, the winery is still building its foundation—and the Lapostolle team has long-term goals. Over the years, Lapostolle has redirected its focus from being certified biodynamic to following the Sustainable Code of the Chilean Wine Industry, which centers on a holistic approach to sustainable practices in wine specifically in Chile. Not only does Lapostolle focus on environmental sustainability, but it also considers the social and economic impact it has on surrounding communities.

### ● Donnafugata

Also a member of Sicily's SOSTain Foundation, Donnafugata does not use any chemical fertilizers or herbicides to grow its grapes in order to protect the biodiversity of its soil. The producer has also focused on reducing its overall carbon footprint and minimizes water use through drip irrigation systems. ■



# ESPANITA TEQUILA DEBUTS ITS NEW LIMITED BARREL RESERVE COLLECTION

WITH THE DOUBLE BARREL REPOSADO, ESPANITA SHOWCASES A TWO-CASK AGING PROCESS THAT RESULTS IN COMPLEX, LAYERED TEQUILA—WITHOUT MASKING THE CHARACTERISTIC HIGHLANDS TERROIR

**B**arrel aging can have profound effects on the aroma and flavor of tequila. Espanita Tequila, founded by Marina Wilson in 2017, is taking traditional aging a step further with its new Barrel Reserve Collection. The series features 100-percent blue agave tequila first aged in American white oak casks and then finished in hand-selected barrels that were previously used for aging other spirits. The time spent in two different barrels mellows the tequila and adds complexity—all without overpowering the natural characteristics found in Highlands blue agave.

The first release in the Barrel Reserve Collection is the Espanita Double Barrel Reposado. It starts with Espanita's 100-percent natural tequila traditionally made in small batches using fully mature blue agave from Jalisco's Highlands. Then, the Double Barrel spends at least two months in American oak before maturing for another four months in ex-bourbon casks that come straight from Kentucky distilleries. The result is a rich and complex tequila with aromas like orange zest and cherry heering that layer on top of the natural sweetness of Espanita's smooth tequila. Roasted agave, baking spices, and toasted

oak follow through on the finish. At a recommended shelf price of \$42.99, it's an extraordinary value for consumers looking for a tequila that is equally pleasant to sip as it is mixed into cocktails.

In the short time since its release, the Double Barrel Reposado won a triple gold medal from the MicroLiquor Spirits Awards with 97 points—making it one of the highest-rated tequilas on the market. Espanita is following the release with the longer-aged Double Barrel Anejo, scheduled for launch in the U.S. market in the second half of 2023.

As interest in tequila continues to grow, consumers are exploring different expressions and flavor profiles. Espanita Double Barrel Reposado stands out for its unique flavor as well as its new luxury packaging. The label highlights traditional tequila production, history, and

Espanita's authenticity. Icons that symbolize the stages of tequila production surround the "Sun in Splendor" symbol, which represents Espanita's reposado age expressions and draws inspiration from the ancient mythology of the indigenous peoples of Mexico.

The Double Barrel Reposado, and future additions to the Barrel Reserve Collection, only add to Espanita's multi-



award-winning portfolio of tequilas. It starts with the Blanco, made using ancestral production techniques to emphasize the zesty, herbaceous, and peppery agave flavors. The Reposado spends six months in lightly charred, ex-bourbon American white oak barrels from Kentucky for balancing vanilla and caramel notes. The Anejo spends 18 months in ex-bourbon casks for a rich spirit filled with vanilla, caramel, and honeyed agave flavors.

In addition to the core line, Espanita's new Barrel Reserve Collection is poised to capture consumer attention in the flourishing tequila market, demonstrating what layered barrel aging can do for the spirit. ■

This content was produced in collaboration with our partner, Espanita Tequila.







LEARN MORE AT [WWW.ESPANITA-TEQUILA.COM](http://WWW.ESPANITA-TEQUILA.COM)

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# THE STATE OF AGAVE SPIRITS

BY ALIA AKKAM

A LOOK AT TEQUILA, MEZCAL, AND OTHER AGAVE SPIRITS, BY THE NUMBERS

## THE AGAVE SPIRITS MARKET TODAY



TEQUILA

**\$2.9B**

↑  
**\$1.49B**

Off-premise U.S. sales of tequila have steadily grown from \$1.49 billion in February 2020 to \$2.9 billion in February 2023. *Source: Nielsen IQ*



MEZCAL

**\$59.5M**

↑  
**\$24.5M**

Mezcal has also seen a dramatic increase, with off-premise U.S. sales rising from \$24.5 million to \$59.5 million over the same period. *Source: Nielsen IQ*

## CAGR FORECAST 2022-2026



In the U.S., tequila volumes are forecast to grow at a compound annual growth rate of eight percent, while value is forecast to grow at a CAGR of 11 percent between 2022 and 2026.

**+8%**  
VOLUME

**+11%**  
VALUE



Mezcal volumes and value are forecast to grow at a compound annual growth rate of 18 percent between 2022 and 2026.

**+18%**  
VOLUME/VALUE

*Source: IWSR Drinks Market Analysis*



Silver:

**\$1,432,514,980**



Reposado:

**\$738,426,572**



Añejo:

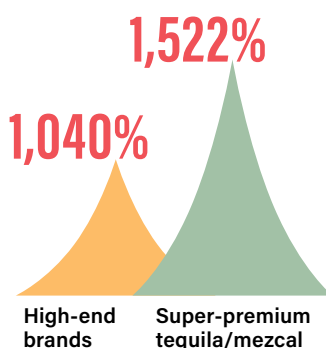
**\$381,499,973**



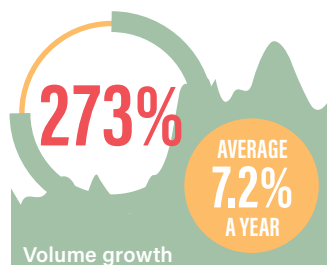
Though demand for reposado and añejo tequilas is growing, blanco (also known as silver) tequila comprises the majority of off-premise sales in the U.S. *Source: Nielsen IQ*

The fastest growth has been in high-end and super-premium brands. High-end brands have grown 1,040 percent in volume since 2003. Virtually unknown in 2003, super-premium tequila and mezcal volumes have skyrocketed 1,522 percent and today account for 8.1 million nine-liter cases.

*Source: DISCUS*



Since 2003, tequila and mezcal volumes have grown 273 percent—an average rate of 7.2 percent per year. *Source: DISCUS*



**29.9M**  
CASES SOLD



29.9 million nine-liter cases of tequila and mezcal were sold in the U.S. in 2022.

*Source: DISCUS*

**CHANGING  
THE WORLD**  
REQUIRES HARD CHOICES.  
**WHICH TEQUILA  
YOU DRINK**  
SHOULDN'T BE ONE OF THEM.



100% BLUE  
WEBER AGAVE







## CHARACTERISTICS



All tequila is mezcal, but not all mezcal is tequila:

- Mezcal can be made from any type of agave (though Espadín is the most popular variety).
- Tequila, on the other hand, can only be made from Blue Weber agave.



## HISTORY



1873

Tres Generaciones Tequila, distilled three times rather than the traditional two, is produced at La Preservancia, the distillery that Don Cenobio Sauza launched in 1873.



4

## MAIN KINDS OF TEQUILA



**Blanco** (sometimes called silver) typically bypasses aging and heads straight for the still.



**Reposado** is matured for up to a year.



**Añejo** rests in barrels between one and three years.



**Extra añejo** is aged for more than three years.

Mezcal is similar, except its unaged version is known as joven.



### PRODUCTION DIFFERENCES:

The piñas, or agave hearts, are typically slow-baked in a steam oven to make tequila. For mezcal, piñas are roasted in pits in the ground, eliciting its signature smoky profile.

## OTHER AGAVE SPIRITS

NOW MAKING THEIR WAY INTO THE SPOTLIGHT



### BACANORA

Made in the Mexican state of Sonora, bacanora was banned in the early 1900s and was only legalized in 1992. It's largely sipped neat and can exhibit a spectrum of bold flavors, from smoke to coffee.

### RAICILLA

Nicknamed "Mexican moonshine" because of its underground production roots, raicilla is made in the state of Jalisco like tequila—but its piñas are roasted rather than steamed. Floral, fruity, and fragrant, it's typically served neat.

### SOTOL

Although sotol is often lumped in with agave spirits, it's actually distilled from a spiny shrub, the agave-like Dasylirion wheeleri (also known as Desert Spoon) in the Mexican state of Chihuahua. Sotol often yields earthy, vegetal notes.



American artist Ron Cooper first brought U.S. attention to mezcal with the launch of Del Maguey in 1995, highlighting traditionally made spirits from family producers in small Oaxacan and Puebloan villages. Del Maguey's Vida expression is beloved by bartenders for cocktails.

The Mexican government declared an official DO for tequila in 1974, meaning it couldn't be produced outside the country.



1974 was also the year that Tequila Herradura debuted the world's first reposado.

## ESPOLÓN

Espolón is a true ode to Mexico, its bottles adorned with 19th century-style illustrated labels that incorporate the characters Guadalupe, Rosarita, and Ramon the Rooster to depict key moments in the country's history.



Most mezcal comes from Oaxaca, but some brands, including Bosscal, are shining a light on other Mexican states like Durango.

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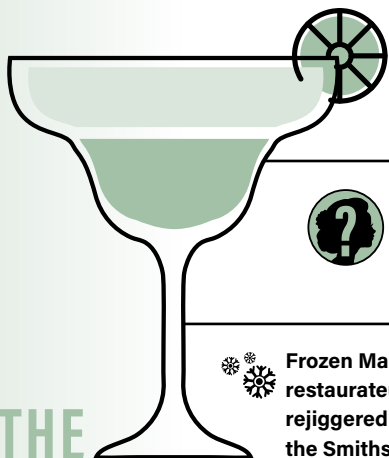
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## CULTURE



The Margarita is an evolution of the classic Daisy (spirit, citrus, sweetener, ice), pairing blanco or reposado tequila with lime juice and orange liqueur.



The Margarita's origins are murky, with some claiming it was named for Rita Hayworth (her real name was Margarita Cansino) or a Ziegfeld showgirl; others credit it to socialite Margarita Sames.



Frozen Margaritas became all the rage in 1971 when Dallas restaurateur Mariano Martinez started cranking them out of a rejiggered soft-serve ice cream machine that is now on display at the Smithsonian's National Museum of American History.

# THE MARGARITA

Tequila's connection to cocktail culture continues as consumers embrace ready-to-drink (RTD) options: tequila was the second-most popular RTD cocktail base among new product launches from 2019 to the first half of 2021.

Source: IWSR Drinks Market Analysis



One of the most famous cocktails to embrace mezcal is Division Bell, a spin on the Last Word with Aperol from Phil Ward for the opening menu of his now-shuttered New York bar Mayahuel.



Sammy Hagar kicked off the trend of celebrities rolling out tequila and mezcal brands back in the early 1990s with Cabo Wabo Tequila. Now, with Guy Fieri, he runs Santo Tequila, which includes a distinctive tequila-mezcal blend, Mezquila, in its portfolio.

## GOING GREEN



2010

The Tequila Interchange Project was established in 2010 to promote sustainability, quality, and traditional practices in the tequila and mezcal industry. One of its initiatives is The Bat Friendly Tequila and Mezcal project, encouraging producers to allow at least five percent of their agave plants to flower so that they will attract bats to pollinate them and foster genetic diversity.



In 2021, Don Julio became the first tequila to obtain Environmentally Responsible Agave certification from the Tequila Regulatory Council and the Government of the State of Jalisco, Mexico.

2021



### DON JULIO

Founded in 1942 by 17-year-old **Don Julio**, his eponymous tequila brand was pioneering—not only with its early focus on quality but its bottle, a short, squat, memorable departure from the tall ones that proliferated the category.

# 5,500 TONS

OF FERTILIZER COMPOST

Patrón, launched in 1989, is recognized for unleashing super-premium tequila, but the brand also takes sustainability seriously. More than 5,500 tons of fertilizer compost a year is generated from leftover agave fibers at the Hacienda Patrón distillery, the first to reduce CO2 emissions by installing a natural gas pipeline as a main energy source.



Mijenta is the only tequila brand so far to have earned B Corp certification thanks to responsible sustainable practices like using bottles made with recycled glass and packaging crafted from 100 percent post-consumer recycled paper.

Through Sombra's Adobe Brick project, distillation waste is upcycled into adobe bricks to build homes for those in need.



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## DON JULIO ROSADO SPRITZ

1 ½ oz. Don Julio Rosado  
tequila  
Splash sparkling water

**Method:** Add Don Julio  
Rosado tequila to an ice-  
filled coupe glass. Top with  
a splash of sparkling water.  
Garnish with a lemon wedge.



## VOLCAN SMASH

2 oz. Volcan De Mi Tierra Cristalino tequila  
¾ oz. lemon juice  
¾ oz. honey  
¼ oz. lime

**Method:** Add the tequila, lemon juice, honey, and lime into  
a shaker with ice. Shake and pour over ice, and garnish with  
mint leaves.



## CANTARITO

*Created by Lynnette Marrero*

2 oz. Lunazul Blanco tequila  
¾ oz. grapefruit juice  
½ oz. orange juice  
½ oz. lime juice, freshly squeezed  
1 tsp agave syrup  
Pinch salt  
3 oz. grapefruit soda, chilled  
Tajín seasoning

**Method:** Prepare a clay cantarito cup by soaking it in cold water  
for 10 minutes. Rim the cantarito cup with Tajín seasoning. Add the  
tequila, fruit juices, and salt into a shaker with ice and shake until well  
chilled. Strain into the prepared cantarito cup (or a Collins glass) over  
fresh ice. Top with the grapefruit soda and stir briefly and gently to  
combine. Garnish with a lime wedge.



## FLOR DE ORO

1 ½ oz. Espanita Double Barrel  
Reposado tequila  
½ oz. Chartreuse Jaune  
1 ½ oz. fresh pineapple juice  
¾ oz. fresh lime juice  
½ oz. agave nectar  
2 dashes Angostura Bitters

**Method:** Combine the first five ingredients in a Boston shaker and  
fill it with ice. Shake vigorously and strain into a large glass. Add the  
bitters and garnish with a lime twist.

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## RED CARPET FLASH

2 ½ oz. strawberry liqueur  
1 oz. Bombay Sapphire gin  
½ oz. triple sec  
½ oz. cream  
Martini & Rossi Sparkling Rosé

**Method:** In a shaker, add all of the ingredients and fill with ice. Shake vigorously to chill. Strain into a chilled flute or stemmed cocktail glass and top with sparkling rosé. Garnish with a strawberry.



## TAKE IT EASY

1 ½ oz. Smoke Lab Aniseed vodka  
1 oz. Aperol  
3 oz. Celestial Seasonings Raspberry Zinger tea, brewed and cooled  
¼ oz. lime juice  
3 strawberries  
3 oz. blueberries

**Method:** Muddle strawberries and blueberries in a shaker (leaving a few for a garnish). Combine liquid ingredients with ice and shake. Fine strain over fresh ice into a rocks glass. Garnish with a skewer of blueberries and sliced strawberries.



## CÎROC EVERYDAY PASSION

1 ¾ oz. Cîroc Passion  
1 ½ oz. orange juice  
¼ oz. Campari or Cappelletti  
½ lemon, squeezed  
3 oz. club soda

**Method:** Add all ingredients into a highball glass filled with ice. Gently stir and garnish with edible flowers or mint.

## THE CREED PUNCH

*By Sean Johnson*

1 ½ oz. Hennessy V.S.O.P.  
1 ½ oz. coconut water  
1 oz. pineapple juice  
½ oz. grenadine  
¼ oz. lime juice  
3 dashes orange bitters

**Method:** Cut the lime in half. Slice one half into quarter inch-thick lime wheels for a garnish and set aside. Juice the other half. Add Hennessy V.S.O.P., coconut water, pineapple juice, grenadine, the lime juice, and orange bitters into a cocktail shaker with ice. Shake until well chilled. Strain into a Collins glass over fresh ice and garnish with the lime wheel.

