

Beverage Journal



MAY 2023

**STOCKING TIPS
AS PINK WINE
SEASON STRIKES
ONCE AGAIN**

BOOST RESTAURANT ROSÉ SALES

THE STATE OF ROSÉ

OVERHAULING WINE LANGUAGE



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Twelve editions per year for thirty years makes this May 2023 Beverage Journal edition my 360th since Lee Murray hired me in April 1993.

I was talking to industry veteran Emery Coccia not too long ago. He told me how he'd recently received his 600th Beverage Journal edition (50 years in the industry). I was reflecting on all the great people from all three tiers of the industry I've crossed paths with over the years, and many are still around. Sadly, many are not.

I found thumbing through the May 1993



Beverage Journal very entertaining. I've scanned and placed some pages throughout this May 2023 edition. I hope you enjoy a stroll down memory lane. You will find reproduced April 1993 articles on pages 16, 55MD, 183MD and 266MD. ■

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by Lee W. Murray, publisher

Changes at the Beverage Journal

It is with great pleasure that I welcome Steve Patten (pictured below) to our staff as our new advertising manager. Steve is a graduate of Rochester Institute of Technology with a Bachelor of Science degree in marketing. He will be working with our supplier and allied industry advertisers. Assisting Steve will be our well-known "Happy Retiree" Bud Finkelstein.

Another major change that I am pleased to announce is the beginning of our Off and On Premise versions of the Beverage Journal. Effective with this issue, certain readers will receive different versions. While most of the material in both versions will be the same there will be more articles regarding on-premise operations in the On-Premise version and likewise, more articles about retailing in our Off-Premise version. I think all our readers should be pleased with this new change and I'm sure our advertisers will be pleased with the more cost-effective advertising rate structure this allows us.

How Bad was Your February?

I did hear many comments that this past February was the slowest in recent memory. I guess it is true because the latest report from the Maryland Alcohol and Tobacco Tax Division shows that February 1993 compared to February 1992 looks like this:

	(In gallons)			
	Feb.'93	Feb.'92	Difference	%Change
Deliveries Statewide	5,692,517	5,611,733	80,783	1.44%
Beer	508,979	560,200	(51,221)	-9.14%
Distilled Spirits	655,295	720,148	(64,852)	-9.01%
Wine				

(continued on page 4)

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WHOLESALE ORDERS





1. RUMCHATA

Uniting Caribbean rum, Wisconsin dairy cream, and Mexican spice, RumChata is a smooth, comforting cream liqueur. The horchata-like drink, also available in limón and peppermint bark flavors, has a new ripe-for-summer coconut cream variant that calls to mind beach getaways.

\$ SRP: \$23 per 750-ml bottle
🌐 rumchata.com

2. MAKER'S MARK

For the fifth and final offering in its Wood Finishing series, which launched in 2019, Maker's Mark presents BEP. Capitalizing on its 110 barrel entry proof, this limited-edition 2023 release embraces virgin toasted American oak staves to maximize a flood of soft vanilla and brown sugar notes.

\$ SRP: \$69.99 per 750-ml bottle
🌐 makersmark.com

3. DEL MAGUEY

Del Maguey, founded by artist Ron Cooper, is the brand that introduced Americans to mezcal, and its Vida Puebla expression (an extension of the classic, bartender-beloved Vida Clásico made in Oaxaca) will now shine a light on the less well known mezcal-producing state of Puebla. Crafted at a palenque in Axocopan, it expresses a minerality redolent of volcanic rock found in the Puebla soil.

\$ SRP: \$37.99 per 750-ml bottle
🌐 delmaguey.com

4. CK MONDAVI AND FAMILY

Reflecting the collective vision of the six cousins who represent Mondavi family's fourth generation, the CK Mondavi Family Select range comes courtesy of winemaker Angelina Mondavi, who brings together grapes from vineyard blocks in Dunnigan Hills, Lodi, Yountville, and St. Helena. The citrusy 2022 Chardonnay is splashed with Viognier, and the full-bodied 2019 Cabernet Sauvignon is boosted by a blend of Merlot, Petite Sirah, and a dash of Petit Verdot.

\$ SRP: \$15.99 per 750-ml bottle
🌐 ckmondavi.com

5. NAPA VALLEY QUILT

Quality wine is meant for casual occasions, too—that's the premise behind fifth-generation winemaker Joe Wagner's passion project, Threadcount. Wagner, founder of Copper Cane Wines & Provisions, has created the California red blend as part of his luxe Napa Quilt portfolio. A marriage of Zinfandel, Syrah, Petite Sirah, and Merlot from Mendocino, Sonoma, and Lodi, Threadcount was aged in 50 percent new French oak for between 12 and 16 months, culminating in well-structured tannins and hints of strawberry jam and baking spice.

\$ SRP: \$24.99 per 750-ml bottle
🌐 quiltwines.com

6. WHITE CLAW

It disrupted the hard seltzer market, and now White Claw has turned its attention to Triple Wave Filtered premium vodka (SRP: \$18.99 per 750-ml bottle). Distilled five times from 100 percent American grain, it undergoes pressure that is equal to three 30-foot-high waves and is filtered through activated carbon. In addition to mango, black cherry, and pineapple spin-offs, there is the 100-calorie, ready-to-drink White Claw Vodka & Soda (4.5% ABV) in flavors of pineapple, peach, watermelon, and wild cherry.

\$ SRP: \$10.99 per four-pack of 12-oz. cans
🌐 whiteclaw.com



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7



8



9



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11



12

7. BUSHMILLS

Two ultra-premium 92-proof single malts have elevated the Bushmills Irish whiskey portfolio. There's the 25-year-old, aged in bourbon and sherry casks before finishing in first-fill Ruby Port wine pipes for 19 years, as well as the 30-year-old (SRP: \$2,000 per 750-ml bottle). Matured for nearly 14 years in bourbon and sherry barrels, its liquid then patiently rests in Pedro Ximénez sherry casks for another 16 years.



SRP: \$900 per 750-ml bottle (25-year-old)



bushmills.com

8. CALIROSA TEQUILA

Calirosa, founded by Adam Levine, Behati Prinsloo, and long-time tequila producers the Real Family, has completed its collection of pink-tinted, red wine barrel-aged 100 percent Blue Weber agave spirits with Calirosa reposado. Straddling the Rosa blanco and añejo (there is also an extra añejo and limited-edition Cinco Años Extra Añejo), the reposado was matured for nine months and meant to be woven into cocktails like the Paloma.



SRP: \$59.99 per 750-ml bottle



calirosatequila.com

9. McQUEEN AND THE VIOLET FOG

The Ultraviolet edition of McQueen and the Violet Fog Brazilian gin stands out for its arresting purple hue sprung from a mix of natural vegetable juices and carmine. Like the original, its recipe is centered on 21 botanicals, including lemongrass, jasmine flower, and pomelo peel but invigorated by red berry and hibiscus flavors. When citrus or tonic meets Ultraviolet, its color immediately morphs to pink.



SRP: \$34.99 per 750-ml bottle



mcqueenvioletfog.com

10. HAKKAISAN BREWERY

On the heels of its 100th anniversary last year, Hakkaisan has released a pair of new sakes. The food-friendly Kowagura Daiginjo (SRP: \$72 per 720-ml bottle) is crisp and showcases deep rice notes, while the Junmai Daiginjo "Yukimuro" 8 Years Snow Aged, which mellowed for eight years in a snow storage facility, balances a finessed maturity with a zippy, refreshing profile.



SRP: \$90 per 720-ml bottle (Yukimuro)



hakkaisanusa.com

11. ROMBAUER VINEYARDS

Well-regarded for its Chardonnay, Rombauer Vineyards, in Napa Valley, hasn't expanded its portfolio since rolling out Sauvignon Blanc in 2014. But, in response to customer demand, there is now the Santa Lucia Highlands Pinot Noir 2021, developed in collaboration with West Coast Pinot Noir expert Adam Lee. The rich wine balances red fruit flavors with warm spice.



SRP: \$65 per 750-ml bottle



rombauer.com

12. SONOMA-CUTRER

Sustainable producer Sonoma-Cutrer's 2022 Rosé of Pinot Noir has arrived. Made with grapes from the Vine Hill and Owsley vineyards in the Russian River Valley, the Burgundian-style wine opens with aromas of tangerine, wild strawberry, and raspberry, leading to a rush of red berry fruit on the palate.



SRP: \$19.99 per 750-ml bottle



sonomacutrer.com

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“Your knowledge and ability to put out fires can't be measured in dollars and cents. With all the things that came up, I'm not sure this sale would have happened without your expertise...”

Ron S., Frederick County

“Steve followed the transaction through every step of the process offering advice on dealing with the Landlord, the Governmental authorities as well as the buyer. The expertise that Mr. Atkins brought to the sale was appreciated by both parties and was the sole reason that I was able to complete the sale and retire.”

Maben K., Anne Arundel County

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- Hideaway Lounge
- Franks Den
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- Harpers Choice Liquors
- John’s General Store
- Star Liquors
- Cranberry Liquors
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- Ye Old Packaged Goods
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NEW FLAVORS AND A FRESH LOOK FOR FISHERS ISLAND LEMONADE

AMERICA'S LEMONADE CANNED CRAFT COCKTAIL INTRODUCES TWO NEW FLAVORS, BLUEBERRY WAVE AND NUDE PEACH, TO CELEBRATE ITS NINTH YEAR

When Bronya Shillo created Fishers Island Lemonade nearly a decade ago, there was no predicting what the canned cocktail category would look like today. She had set out to share a regionally iconic cocktail in a convenient and appealing format, and ended up pioneering a new segment of spirits-based canned cocktails with a distinctive lifestyle aesthetic that rings true among Fishers fans.

Fishers Island Lemonade originated on Fishers Island, New York, at the Pequot Inn, which Shillo's family owned and operated. It was here that the Fishers cocktail was the signature drink for years and by far the most popular cocktail at the bar. Late one summer night, Shillo found herself reaching for a beer from the cooler and wished that the same could be done with a can of Fishers. Two years later, Fishers Island Lemonade craft cocktail in a can was released on Memorial Day weekend of 2014—making it one of the first canned cocktails launched in the U.S.

Now, in its ninth year, Fishers Island Lemonade is introducing two new flavors: Blueberry Wave and Nude Peach. The



Bronya Shillo

additions speak to the brand's coastal origins while bringing summer fruit flavors to the Fishers line up. Blueberry and lemonade are a natural pairing and peach is a classic summertime flavor. Beginning this spring, the new flavors can be found in the limited edition Beach Variety eight-pack, which includes four cans of Fishers original, two cans of Blueberry Wave, and two cans of Nude Peach.

This year, Fishers Island Lemonade is also debuting an elevated new look featuring the lifestyle aesthetic that the brand is known for. For example, golf

graphics can now be found on Fishers Half & Half (the same recipe as Fishers Spiked Tea, but with a new name to reflect its popularity on the golf course), ocean wave imagery has been added to Blueberry Wave, and beach graphics adorn cans of Nude Peach. Additionally, packaging will transition to a paperboard wrap for all four-packs and variety packs.

Shillo continues to stay close to the community that inspired the brand. With a commitment to philanthropy, Fishers Island Lemonade has given back to the Fishers Island community every year since 2014. The brand partnered with non-profit Take 3 From the Sea in 2022 and will continue to partner with beach cleanups across the eastern United States in 2023.

The Fishers Island Lemonade portfolio has won multiple SIP awards and Beverage Testing Institute awards, and is one of the top selling spirits-based RTDs on Drizly. With the new lineup, Fishers Island Lemonade brings the first fruit flavors to this much-loved craft lemonade canned cocktail brand, just in time for summer. ■

This content was produced in collaboration with our partner, Fishers Island Lemonade.

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BARREL-AGED WHISKEY AND PREMIUM VODKA

 [FILEMONADE.COM](https://filemonade.com) 





MIDDLETON TAVERN

NOT ONLY HISTORIC TO ANNAPOLIS, BUT ALSO TO AMERICA

WRITTEN BY TEDDY DURGIN

There's a great scene near the end of "Raiders of the Lost Ark" where Indiana Jones (Harrison Ford) threatens to blow up the Ark of the Covenant with a rocket launcher if the Nazis don't release his girlfriend, Marion Ravenwood (Karen Allen). His rival, French archaeologist Rene Belloq (Paul Freeman) calls his bluff. In daring Jones to blow the Ark "back to God," Belloq says, "We are just passing through history," then points to the Ark and adds, "But this . . . this IS history!"

I have passed through the Middleton Tavern in Annapolis on a couple of occasions over the years. And passing through this historic establishment is indeed like passing through history. And that is because it is indeed history. Established in 1750 by Horatio Middleton, it is among the oldest continuously operating taverns in the United States. Famous customers? George Washington, Thomas Jefferson, and Benjamin Franklin all frequented the place, as did members of the Continental Congress after meeting in the State House to do such things as ratify the Treaty of Paris or accept the resignation of General Washington's commission.

The Tavern was an important watering hole for early travelers using the ferries to cross the Chesapeake Bay. So even back then, it was all about location, location, location. Christina Nokes, the Tavern's Corporate Secretary (she is basically there every day helping cur-

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rent owner Jerry Hardesty run the place), pointed out, "It was not just a tavern and inn founded in the 18th century, it was also the landing for the ferry to Rock Hall owned by Samuel Middleton. It was the ferry that carried our Founding Fathers on their trips to and from Philadelphia. That's why George Washington, Thomas Jefferson, and Benjamin Franklin stayed here. Their comings and goings are registered in the local papers and their personal diaries."

Everyone associated with the Tavern has their favorite factoid assigned to the place. Nokes is no different. "When Benjamin Franklin delivered a lecture at Middleton Tavern," she said, "he left his overcoat for which he advertised in the local paper! We don't know if it was returned or not. Also, when President, George Washington was on the ferry coming from

Rock Hall when the ferry hit a sandbar at Greenbury Point. George wrote bitterly in his diary about having to spend the night in a cramped bunk, resting his head on his boots, waiting for the tide to free him." He

indeed would have been much more comfy at the Tavern.

Given its long history, it's no surprise that the Middleton Tavern has been the subject of ghost sightings and rumors of the supernatural. "Not just rumors!" Nokes said. "Our resident ghost, Roland, has appeared and otherwise made his presence known by pulling pranks in the upstairs kitchen for years.

He turns on faucets, spills coffee, rearranges silver, and flickers lights. Some have refused to go upstairs alone. Roland does not seem to have a malicious bone in his spectral body, but he does delight in making his presence known when it is quiet



Christina Nokes
Corporate Secretary
Middleton Tavern

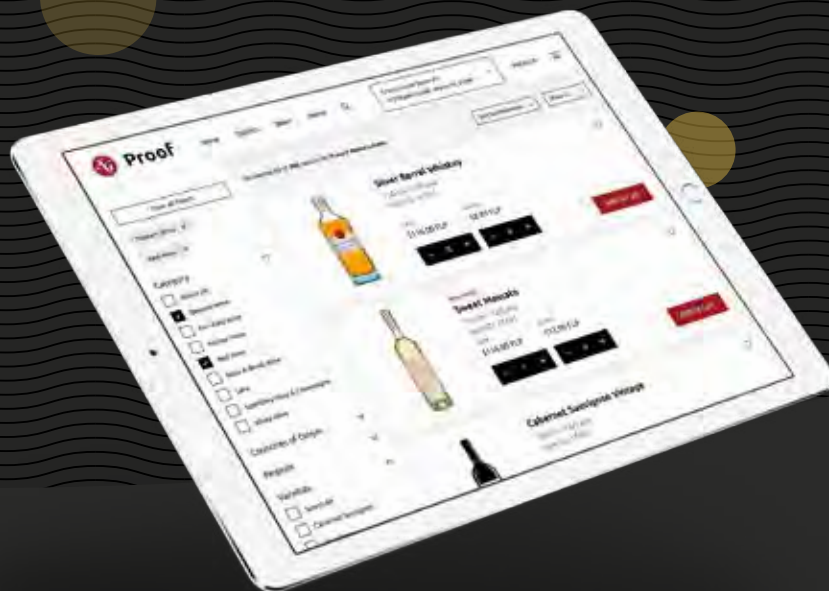


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upstairs!”

Over the decades, the Tavern has also been the meeting site of the Maryland Jockey Club and the Free Masons. Boasting Georgian style architecture, the three-story brick structure is one of the state capital’s most eye-catching landmarks. Inside, the walls are decorated with antique naval uniforms, Civil War muskets, and more trinkets from history. Hardesty is indeed the current owner, having purchased it in 1968. Much remodeling, restoring, and renovating have happened on his watch, but the Middleton Tavern still retains its historic appeal and elegance.

And, to boot, the food and drinks are good. The crab cakes are especially yummy, as is the stuffed flounder and Salmon Oscar. The

Tavern also boasts an excellent drinks menu. According to Nokes, “we have some drink specials with special recipes, such as our signature specialty, the Oyster Shooter, which was devised by Jerry Hardesty. Since he introduced it in the ‘70s, the concept has been copied by other seafood restaurants. But no one has the secret sauce Jerry devised that goes with a freshly shucked oyster and pony beer that we sell by the thousands every year. We also serve specialized drinks in the winter for fireside drinking and the Maryland Orange Crush with fresh squeezed orange year-round.”

The Middleton Tavern has survived the decades, the centuries even. It’s lasted through the formation of the country; the Civil War; the Great Depression; World War II; and, most recently, the COVID-19 pandemic. So how did the Tavern survive the health crisis and is now thriving post-pandemic? “We had a huge advantage with our sidewalk cafe,” replied Nokes, which allowed us outside dining long before others created outdoor dining. We also capitalized on our popular piano bar by having our pianist play outdoors during the warm months, which benefited all the restaurants in Market Space that assemble tables outside.”

Looking ahead, Nokes is optimistic the Middletown Tavern will survive this decade and for decades to come. She concluded, “Our biggest problem now, which we share with the industry, is finding help to keep up with our return to full service. With the season now underway -- an early St. Patrick’s was certainly a boon -- we are optimistic as long as we can staff to keep up with returning customers.”



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MSLBA Hosts Lobbying Seminar for Future T.V. Documentary

Members of the Maryland State Licensed Beverage Industry gathered in Annapolis recently for a seminar on "How to Lobby Your Elected Officials" conducted by John Chwat, president of Chwat and Company, Inc. Chwat and Co. is the national firm that represents the interests of the National Licensed Beverage Association, the parent organization of the local state organizations. Mr. Chwat presented many excellent tips to the attendees in regard to being heard by their representatives, "get to know their administrative aides and their staff people ... visit them when they are in



Seminar speaker John Chwat of Chwat and Company, Inc.

their home office...tell them specifics about the legislation's effect on your business i.e. how many jobs will be lost etc."

The seminar was filmed by a national t.v. organization and may be shown on a future segment of a national show about organizational lobbying.



Craig Button, president of MSLBA with Dianne DeCarlo of DeCarlo's Plaza Lounge.



Here's Greg Phillips of Frank's Den with Clyte Franklin of The Angle Inn.



Barry Goldstein of Kenilworth Liquors, Larry Edwards of Colonial Liquors and Jim Simpson of The Liquor Store in Waldorf.



Jane Springer of the MSLBA staff with Lou Thomas, president of the Washington County Licensed Beverage Association.

OWN YOUR SWEET SPOT



ROSCATO®

HOW TO BOOST YOUR RESTAURANT'S ROSÉ SALES

WHEN EVERYONE IS CARRYING THE NEWEST ROSÉ RELEASES AT THE SAME TIME, HOW CAN YOU MAKE YOUR SELECTION STAND OUT?

BY JANICE WILLIAMS

S

pring marks an important time of the year for the wine industry and wine lovers alike—the arrival of rosé season.

Plenty of restaurants and bars keep one or two rosés on hand to satiate palates in fall and winter. However, there is a noticeable increase in rosé availability and sales during the spring and summer months. According to NielsenIQ data, in the second quarter of 2021, off-premise rosé sales jumped to roughly \$216 million—almost \$72 million more than what was sold in the previous quarter.

“Just after daylight’s saving [time] in late March is when you start to get more customers asking for rosé,” says Lauren Mozuch, the general manager at Rooftop Reds in Brooklyn. “As soon as it’s 50 degrees and sunny outside, it’s the only thing everyone wants.”

In the spring, drinkers will see wine lists flooded with the latest vintage of rosé. But how can restaurants make their rosé section stand out when establishments nationwide serve interesting and new pink wines by bottle and glass? The answer starts with knowing the right time to make a selection.

A HEAD START ON STOCKING UP

“Over the years, rosé has become a massive presale market,” says Bobby Vance, a manager and wine buyer for The Royce in Detroit and its sister restaurant, Marrow. “We have to plan which ones we will feature and how many of them we will order mid-winter. By early February, most of the decisions surrounding our rosé selection are already made.”

In presales, distributors share information on what rosés will soon be available, giving wine buyers the chance to place orders for bottles that have yet to hit the market. While it gives buyers a head start on purchasing, having advanced access to a sea of new rosé doesn’t come without its challenges. For starters, most of the wine available at presale isn’t necessarily bottled and ready to go, meaning buyers don’t always get to taste what they’re interested in before they order it.

“It can be tricky because you don’t know what your business in rosé is going to be so early in the year, but the reward can outweigh the risks,” says Vance. “There will always be rosés available beyond presale, but if you want the most interesting or unexpected things



"By early February, most of the decisions surrounding our rosé selection are already made."

– Bobby Vance,
The Royce and Marrow

... you have to plan that out ahead of time."

Participation in the presale rush isn't a requirement to compile a solid rosé list, though. Jordan Davis, the wine director at Etta in Los Angeles, features at least three rosés on the menu throughout the year. The list will double in size when spring hits, but Davis says he doesn't start searching for new things and rebuilding the rosé list until about April.

"I have a relatively small list in general of about 100 bottles," says Davis. "I usually go down to one or two rosés that I know we can sell over the winter and put my focus on other places. But as soon as the weather starts to warm up, I'm hunting for new bottles, so by the time summer arrives, our rosé section is packed out with more options."

As for how to determine exactly how many bottles and glasses of rosé a wine list should feature in the spring? Well, that all depends on the focus of the restaurant.

"One rosé by the glass fits the bill pretty well, considering our program focuses on red wine. And in the summer, we've found that our sweet spot for bottles is

around eight to 10 at various price points and styles," says Alex Cuper, the wine director of El Che, an Argentinian steakhouse in Chicago specializing in South American wine.

"That said, we have a Coravin program, so at any time, we could have two to four bottles of rosé open because people are curious about it," he adds.

BEYOND STEREOTYPICAL STYLES

What's more important than the amount of rosé on a list is the variety of styles, regions, and grapes used to make it.



Some rosés are round and fruit-forward, while others are crisp and lean. The key to standing out is ensuring the wine list is not stacked with too many rosés that offer the same experience.

"You have to plan out your approach to variety," says Vance. "It takes some strategy and planning to make sure you don't end up with too much product, not enough product, or too many wines that basically taste the same."

Offering wines from regions outside the usual suspects—France, specifically Provence, Italy, and California—is a solid way to add diversity to a list. Hidden-gem areas like South Africa and Central and Eastern Europe offer exceptional rosé styles that deliver great value, notes Vance. Cuper suggests turning to South America, where rosés can simultaneously feel familiar and different.

"There are some rosés that fit the general mold of your standard pink wine that are still really cool and, I think, can change the perception of what rosé can be, like Malbec," says Cuper. "It has this beautiful, strawberry freshness that people like in a rosé, and it's still light and easy to drink. But it has more body than most people expect in a rosé."

Sourcing rosés made from uncommon grape varieties is another way to avoid overlap. At El Che, Cuper is excited to feature wines made from grapes drinkers don't usually see as rosé, like País blended with a splash of Cinsault.

ABOVE: Bobby Vance, a manager and wine buyer for The Royce and Marrow in Detroit // RIGHT: Jordan Davis, the wine director at Etta in Los Angeles.



"These rosés have such a fun character," he says. "They still have tannin, grip, and spiciness, but they also have a fresh rosé kind of quality from the flesh of the grapes. It can be weird for some people to think of steakhouse rosés, but these wines can stand up to a steak, grilled ribeye, or grilled vegetables."

Having an idea of the varieties, regions, and styles needed for a rosé section sooner will only make it easier to fill in the gaps when something runs out, which, according to Mozuch, is inevitable.

"Rosé is typically a younger production," she says. "Those vintages don't last, especially when dealing with smaller producers. So the need to rotate your rosé list is going to happen organically. It's better to know the style of rosé you're trying to fill and focus on that if you can't get a specific producer back."

"Always make sure you know how much production there is for the wine,"

ABOVE, LEFT TO RIGHT: At El Che in Chicago, Malbec rosé appeals to a wide variety of guests // Alex Cuper, the wine director of El Che.

"The need to rotate your rosé list is going to happen organically. It's better to know the style of rosé you're trying to fill and focus on that if you can't get a specific producer back."

– Lauren Mozuch, Rooftop Reds

adds Davis. "The last thing you want is to fall in love with something you only have seven cases of only to learn that it's all out when you go to reorder."

INDIVIDUALITY IS KEY

Another way to keep a rosé list fresh and exciting is avoiding widely available, commercial wines and doing some research into what nearby restaurants are carrying. Davis has a simple rule: "If anyone within a mile radius sells what I'm looking at with

my distributor, I don't want it on my list."

Vance takes a similar approach by negotiating exclusivity rights with distributors and producers so that The Royce and Marrow are the only establishments in the Detroit area to sell certain wines.

Asking for bottles by smaller producers, or sustainably made and low-intervention wines, can be helpful for finding rosés off the beaten path. But the most important thing is building a relationship with sales reps and making sure they understand the wine program's focus so they can share wines that fit. "Always talk with your reps," says Davis. "Always get things held for you."

There are many approaches to strategizing and selling a new crop of rosés, but buyers should always keep one thing in mind—to have fun with it.

"Rosé drinkers tend to be more open-minded. They're not looking for something super serious when they order a glass or a bottle," says Davis. "They're looking for something they can enjoy on a nice day, and the rosés on the list should be able to give them that experience." ■

THE STATE OF ROSÉ

BY ALIA AKKAM

WHERE THE MARKET FOR PINK WINE STANDS TODAY, AND HOW IT HAS EVOLVED OVER TIME

THE ROSÉ MARKET TODAY



GLOBAL CONSUMPTION



9%

Rosé accounts for around nine percent of global still wine consumption.

Source: IWSR Drinks Market Analysis



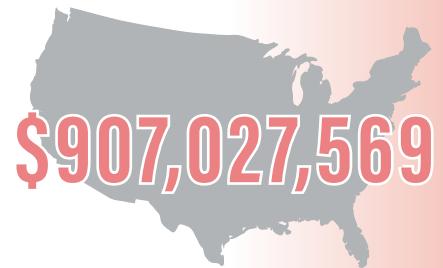
2%

Volume consumption of rosé still wine fell two percent in 2021 compared to 2020, in line with the decline of the total global still wine category.

Source: IWSR Drinks Market Analysis

STATESIDE STATS

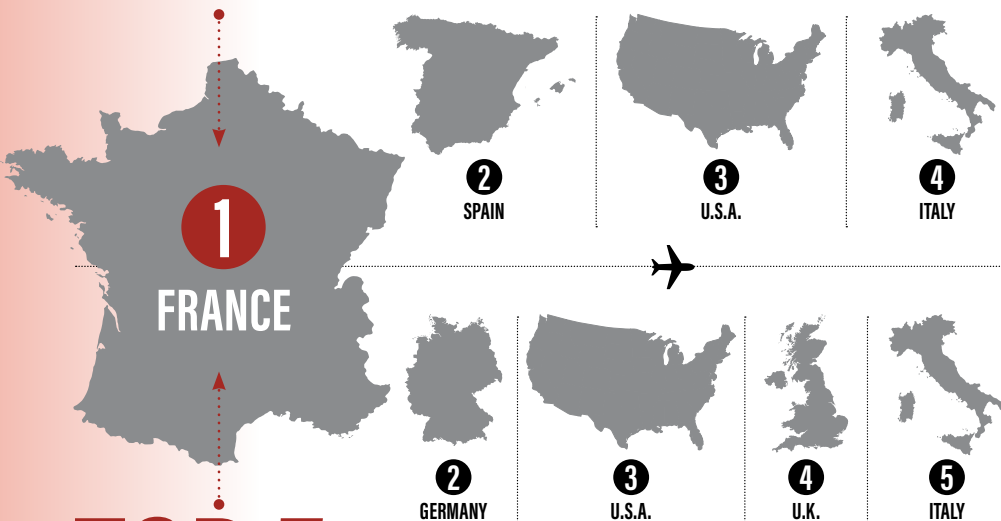
Source: Nielsen IQ



In 2022, off-premise U.S. sales of rosé wine—still and sparkling—garnered \$907,027,569, down from \$992,669,248 in 2021.

TOP 4 ROSÉ PRODUCERS

In 2019, the biggest rosé-producing countries were France (34 percent share), Spain (23 percent), the U.S. (17 percent), and Italy (10 percent). A decade prior, Italy outranked both Spain and the U.S. Source: Conseil Interprofessionnel des Vins de Provence



TOP 5 ROSÉ MARKETS

France, at 19 percent, is the largest market for still rosé wine, followed by Germany at 12 percent, the U.S. at 11 percent, then the U.K. and Italy.

Source: IWSR Drinks Market Analysis

\$630,475,793 + \$276,551,776



In the off-premise rosé category, still wine comprised \$630,475,793, while sparkling accounted for \$276,551,776.



CENTINE ROSÉ

Sangiovese and Merlot unite in Banfi's **Centine Rosé** from Tuscany, a food-friendly wine with red berry and spice undertones.



A BRIEF HISTORY OF ROSÉ



The ancient Greeks can be credited with the first iteration of rosé; they often diluted blends of white and red grapes. Watering the wines down was considered civilized, a tasteful counter to the savagery associated with drinking unadulterated wine.



● 6TH CENTURY B.C.

The Phoenicians brought grapevines to Massalia (now Marseille) in southern France, and the light pink wines they produced soon caught on throughout the Mediterranean.

● 1764

On March 14, 1764, Ruinart shipped 60 bottles of oeil de perdrix, as documented in an account book—purportedly the first evidence of rosé Champagne.



● 1869

The first rosé made in the U.S. was born in 1869 from the Zinfandel grape, courtesy of El Pinal Winery in Lodi, California.



● 1992

Former rugby player Gérard Bertrand launched his eponymous Languedoc-Roussillon wine company, becoming one of the world's biggest champions of rosé. The biodynamic producer is best known for his Gris Blanc, a fresh rosé made with largely Grenache Gris and Grenache Noir.

● 1972

Trinchero Family Estates created the first modern white Zinfandel under the Sutter Home label, though its style as a sweet rosé wine wasn't cemented for another two years. Throughout the '70s, '80s, and '90s, it was a cultural phenomenon.



● 1942

Mateus, the first big rosé brand to make a global splash, was launched in Portugal. It stood out for its bottle, which echoed the shape of water canteens carted around by soldiers during World War I, and is notoriously sweet, like its counterpart, Lancers.



● 2000s

Dry rosé gained in popularity as Americans embraced quality French rosé. The U.S. imported just 17,500 cases of Provence rosé in 2001—a number that jumped over 7,100 percent in 15 years.

● 2006

Whispering Angel, from Chateau d'Esclans in Provence, debuted and became, for many Americans, their first brush with rosé. The beloved quencher claims to be the world's best-selling variety. Creator Sacha Lichine's latest project? The 1920s-inspired The Pale.



● 2012

Brad Pitt and Angelina Jolie purchased Château Miraval, catapulting Miraval Rosé into the spotlight. It was one of the first mega-celebrity-backed rosé brands. (Jolie has since sold her share.)

● 2013

The "rosé as a lifestyle" trend emerged thanks to the power of Instagram, with millennial-centric brands like Yes Way Rosé, White Girl Rosé, Rosé All Day, and Brosé hitting the market.



● 2014

The Hamptons, New York City's summer hotspot—and home to local favorite Wölffer Estate—declared a panic-inducing shortage in wine shops and restaurants.



● 2016

Frozen rosé concoctions, better known as frosé, made a splash. Frosé went viral that summer when a guest at New York City's Bar Primi posted a social media video of their slushy combo of rosé wine, rosé vermouth, and strawberry puree.



TO AGE OR NOT TO AGE?

Spring is stock-up time for the latest rosé releases, many of which are consumed young. But recently, more buyers are embracing high-end, aged rosés like López de Heredia's Viña Tondonia Rosado Gran Reserva, which is typically aged for at least a decade before it hits the market.



PROSECCO DOC
ITALIAN GENIO

● 2020

Prosecco DOC newly allowed the production of rosé Prosecco.



4

MAIN WAYS TO MAKE ROSÉ WINE



MACERATION: Red grapes are crushed and the skins are macerated in the juice for a short period of time before racking or pressing. This is now the most common way to make rosé.

DIRECT PRESSING: Red grapes are crushed and pressed immediately, rather than allowing skins to macerate with the juice. This results in a very pale rosé.



SAIGNÉE: Also known as "bleeding," this involves draining some of the grape juice from a vat early in the maceration process, thereby creating a more concentrated red wine in the vat and a "bled" rosé from the run-off. Saignée rosés can be found in Spain's Navarra, from some producers in Champagne, and sporadically elsewhere in the world.

BLENDING: Most commonly used in Champagne, this method involves blending a bit of red wine with white wine. It's prohibited for other PDO wines in Europe, though it can be used elsewhere in the world.



3

ROSÉ TERMS TO KNOW

VIN GRIS

A very pale rosé made using the direct pressing method of rosé production.

RAMATO

Considered a cousin to rosé, Ramato is a historic style of Italian wine made using the gray-tinted Pinot Grigio grape. Though it's historically made in Friuli-Venezia Giulia, some American winemakers have adopted the style as well.

BLUSH

Typically a pale, sweet, inexpensive American rosé made using the direct pressing or blending method. White Zinfandel is perhaps the best-known blush wine.



CULTURE



Mateus rosé was a pop culture hit. The wine was favored by Queen Elizabeth II; Jimi Hendrix was photographed chugging it from the bottle; and Elton John's 1973 song "Social Disease" features the line "I get juiced on Mateus and just hang loose."



Celebrities are smitten with rosé. In 2018, Jon Bon Jovi created Hampton Water with his son Jesse Bongiovi in partnership with Gérard Bertrand.



Other stars made their mark on the rosé market, too, like Snoopy Dogg (19 Crimes Cali Rosé); John Legend (LVE, with Raymond Vineyards); and Sarah Jessica Parker (Invivo x SJP).

LUNETTA ROSÉ

Lunetta Rosé, from Cavit, offers a twist on traditional Prosecco with its blend of Glera and Pinot Noir grapes grown in Italy's Veneto region and produced at the country's largest sparkling wine facility.



FOREVER YOUNG'S SUPERSTAR ROSÉ

MADE EXCLUSIVELY FROM ESTATE-GROWN GRAPES, FOREVER YOUNG COMBINES PRIME TERROIR WITH SUSTAINABLE WINEMAKING TO DELIVER A COMPLEX, SOPHISTICATED ROSÉ THAT STANDS OUT IN THE GLASS AND ON THE SHELF

Combining the inimitable terroir of Southern France with premium, sustainable winemaking techniques, Forever Young is putting high-quality rosé center stage. Co-owned by Bethenny Frankel, restaurant and nightlife impresario Seth Greenberg, and Valérie Rousselle of Provence's Château Roubine, Forever Young bottles the warmth of the Côtes de Provence in sophisticated, estate-grown rosé wines.

For Frankel and Greenberg, Forever Young represents two decades of collaboration coming full circle. The pair originally met when Frankel was a student at Boston University working as a waitress in Greenberg's nightclub. Forever Young blends Greenberg's 20 years of experience acquiring and developing high-end hotel, restaurant, and nightlife properties across the United States with Frankel's formidable beverage savvy.

"As a woman whose life and taste has evolved significantly since my 30s, I was attracted to the elevated level of the bespoke wine produced by Château Roubine," says Frankel of their choice to partner with the 600-year-old estate. "The quality of these grapes, the detail involved in its production, and the excellence in the finished product speak for itself, and the stunning packaging is simply the cherry on top."

For Château Roubine proprietor Valérie Rousselle, Forever Young offered a one-of-a-kind opportunity to expand the footprint of her family château with a fellow-minded female entrepreneur. "Partnering with Bethenny on Forever Young and combining our different experiences and expertise to create a female-led wine of this caliber has been a dream come true," says Rousselle.

Situated in the heart of the Côtes de Provence, Château Roubine is one of just 18 Cru Classé estates in the region. The estate's 72-acres of vineyards are ringed by ancient oak and pine forests, and have been certified organic and sustainable since 2017. Here, Rousselle cultivates over a dozen grape varieties including the rare Tibouren, which makes up just two percent



Bethenny Frankel

of plantings in Provence. The estate's diversity of varieties and prime exposures allow the team to craft Forever Young exclusively from high-quality, estate-grown fruit, delivering on the brand's promise to grow, craft, and bottle a truly premium rosé.

Imported by M.S. Walker Brands, Forever Young is making its U.S. debut this season with two distinctive rosé wines. The 2022 Forever Young Rosé is a classic Côtes de Provence wine made primarily from Grenache. The 2022 Forever Young Prestige Rosé is a Cru Classé bottling that blends Grenache with Syrah, Cinsault, and Mourvèdre into a complex wine with notes of strawberry, currant, citrus, and minerality.

Grown, vinted, and bottled at Château Roubine, the wine represents more than a celebrity wine project—Forever Young is the premium, hand-crafted rosé that sophisticated consumers are seeking out at every turn. ■

This content was produced in collaboration with our partner, M.S. Walker Brands.



LEFT TO RIGHT:
Valérie Rousselle and
Bethenny Frankel

FOREVER
YOUNG

CÔTES DE PROVENCE
LORGUES, PROVENCE, FRANCE

93
POINTS
TASTING
PANEL

91
POINTS
TASTING
PANEL

Refreshingly crisp, estate
grown Rosé owned by
BETHENNY FRANKEL

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ESPANITA TEQUILA'S NEW SIGNATURE INFUSIONS ARE READY FOR COCKTAILS

THE NEW COLLECTION FROM ESPANITA BRINGS GRAPEFRUIT, LIME, AND PINEAPPLE TO THE BRAND'S HERALDED TEQUILA

In 2017, Marina Wilson started Espanita Tequila with the goal of crafting innovative, terroir-driven Artesano tequilas. The tequila producer recently launched the Double Barrel Reposado, which won a Triple Gold medal from the MicroLiquor Spirits Awards and earned a 97-point rating. The spirit of innovation continues with Espanita's new Signature Infusions collection of 100 percent Blue Agave tequilas infused with natural fruit: Espanita Lime, Espanita Grapefruit, and Espanita Pineapple.

With the new Signature Infusions, Espanita stays true to the spirit of its traditionally crafted tequilas. Wilson and master distiller Beto Ramirez worked for

more than a year to experiment with the proper recipes and maceration techniques. The result is a line of perfectly balanced infused expressions that marry the fruit's essence to Espanita's tequila without overpowering the naturally sweet, fragrant agave notes that come from Los Altos agaves.

Behind every signature infusion is Espanita's award-winning, 100 percent Blue Agave blanco tequila. All three expressions use freshly picked, Mexican-grown fruit that's hand-sliced and macerated in high-proof tequila for at least 45 days. The concentrated infusion is then cold-filtered and blended at 35% ABV.

The crisp, citrusy, and smooth Espanita Grapefruit is made with ruby red grapefruit for a lively, aromatic spirit. It's a natural choice for a Paloma, and it adds a hint of citrus to other classic tequila cocktails. Refreshing Espanita Lime perfectly balances juiciness with bright, tart notes of freshly peeled lime zest and heady agave aromas; it mixes seamlessly into a delicious Margarita. Espanita Pineapple leads with citrusy agave notes and has a backbone of tropical flavors and sweet orange blossom from ripe pineapple. Use it for a bright and zesty spin on Margaritas, Tequila Sunrises, and even the Piña Colada. All Signature Infusions can be enjoyed chilled, on the



rocks, or with sparkling soda and a lime wedge for an easy spritz.

Each of the Signature Infusions is packaged in a way that stays true to the heart of the tequila by highlighting the jimadores who harvest the agaves at their peak. The artwork is inspired by renowned Mexican artist Jose Guadalupe Posada's legacy and Day of the Dead traditions.

"Our Signature Infusions edition is a result of our commitment to quality while also being creative," says Wilson. "We are dedicated to making tequila that is both traditional and innovative, and our first Signature Infusions expressions bring refreshing flavors to tequila fans and lovers of classic tequila cocktails."

Each of the three expressions will be launched in select markets with a suggested retail price of \$33.99. Grapefruit, lime, and pineapple are just the start of the new collection. After the initial releases, more innovative flavors in Espanita's line of Signature Infusions are expected soon. ■

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



INTRODUCING ESPANITA TEQUILA'S SIGNATURE INFUSIONS COLLECTION



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RETHINKING THE LANGUAGE OF WINE

TO BECOME MORE INCLUSIVE AND ACCESSIBLE, A GROWING INDUSTRY MOVEMENT IS QUESTIONING TRADITIONAL, OFTEN EUROCENTRIC WINE DESCRIPTORS BOTH IN THE CLASSROOM AND ON THE FLOOR

BY TINA CAPUTO

If you've ever reviewed tasting notes for Sauvignon Blanc, you've undoubtedly encountered the gooseberry. Common across Europe, this tart and tangy fruit is regularly referenced in wine reviews and descriptors despite the fact that few people in the United States have ever met a gooseberry in real life.

Though the use of such Eurocentric descriptors has been common practice in the U.S. for decades, the tide is turning as the nation's population becomes more racially and ethnically diverse.

The U.S. Census Bureau projects that by 2028, nearly 15 percent of the country's residents—a higher percentage than any time since 1850—will have been born in another country. As the non-Hispanic white population shrinks over the coming decades, the federal agency expects the population of mixed-race people to become the nation's fastest-growing racial or ethnic group, followed

by Asians and Hispanics. By 2045, the report forecasts, whites will no longer make up the majority of the U.S. population.

Now, as the U.S. wine industry recognizes the need to engage younger, increasingly multicultural consumers, forward-thinking industry professionals are calling for a more inclusive wine lexicon that reflects the country's current and future demographics.

BREAKING THE EUROCENTRIC MOLD

Meg Maker, the New Hampshire-based publisher of *Terroir Review* and an independent researcher, has spent years studying and pondering the language of wine. But it wasn't until 2020, after reading an essay in *Punch* magazine by wine professional Miguel de Leon titled "It's Time to Decolonize Wine," that she began to question the traditional model.

Revamping traditional wine language is hardly a new idea, she says, but the concept has lately taken on new urgency.

“Certainly there’s the economic existential crisis that the [U.S.] wine industry is facing,” says Maker. “It invites those who may have felt that this was a comfortable time to sit back in our armchairs to sit forward and really look at everything we’re doing with an eye toward how we can do better, so that we’re profitable.

“At the same time,” adds Maker, “I think there is an appetite toward social justice that many in the industry are experiencing right now.” Part of that movement, she says, is an effort to expand the lexicon of wine.

This has long been the mission of de Leon, the wine director at Pinch Chinese in New York City and a resource council member with the Hue Society, an organization that works to increase access and representation for BIPOC professionals in the wine industry.

“In a climate where it seems like wine got caught up in the whole radical inclusivity discussion two or three years ago, there still hasn’t been any major push for vocabulary to shift toward being even more American,” says de Leon. “The current structures and systems of wine vocabulary, how we teach a new generation of people to come into the legitimized profession of it, are very old—almost from the Pax Britannica era of the British Empire. I’m trying to break us out of that mold.”

De Leon points out that in the London-based Wine & Spirit Education Trust

(WSET) diploma tasting grid, there are nuances elucidated by qualifiers when it comes to apples, and most instructors will differentiate between green and red apple varieties. “But when you start talking about fruits that come from anywhere in the tropics, it’s just ‘tropical fruit’ or ‘mango,’” he says. “I grew up with four kinds of mangoes [in Manila] and each one is different. That’s what I mean when I say it’s time to decolonize. We need to get out of that practice, because the centrality of it solely falls on the European palate.”

RETHINKING PROFESSIONAL EDUCATION PROGRAMS

Moving toward inclusivity will require a reexamination of wine education programs, says Maker, so that people coming up in the industry can move beyond the current terminology.

“I think there’s a huge onus on educators to be broad-minded, to be encouraging of diverse perspectives within the student body, to really interrogate their existing lexicons actively, and to put everything on the table,” she says. “I think it’s the right time for that—for wine educational systems to go from feeling that there’s a universality of flavor analogy to honoring and welcoming individual perspective.”

In 2020, WSET embarked on a plan to move away from its Eurocentric tasting vocabulary. However, the program appears to be moving slowly. “We don’t currently have an update on this project,” says marketing director Carolyn d’Aguilar, “but

it is still something that is very much on our radar.”

de Leon, who holds a certificate from WSET, notes similar issues with professional wine education programs—even at the university level.

“I feel like everybody has just fallen in love with the [UC Davis] aroma wheel as the only thing that we should be consulting, but the wheel can get bigger,” he says. “Just because we’re putting in more pie wedges, it doesn’t mean that anything else gets lost in terms of its value.”

The use of technical jargon is another concern, he says, particularly with the chemical realm of the aroma wheel.

“It’s hydrogen and hydrogen sulfide and sulfur dioxide,” he says. “Well, what does that smell like? You’ll go to a tasting and people are talking about terpenes and pyrazines. That’s great, but you’ve just alienated the person who is brand new to this space. In itself, the jargon becomes gatekeeping.”

Rania Zayyat, the wine director and managing partner at Bufalina restaurant in Austin, Texas, and the founder of Lift Collective, which advocates for equity and inclusion in the wine industry, studied with the Court of Master Sommeliers for six years before walking away from the program in 2017.

“I didn’t realize it at the time,” she says, “but it was very much like, ‘This is what this grape tastes like.’ So if you’re going to describe it in a blind tasting, you have to say these things for it to be correct.”

PHOTOGRAPH COURTESY OF MEG MAKER // PHOTOGRAPH COURTESY OF MIGUEL DE LEON



Meg Maker,
publisher of
Terroir Review



Miguel de Leon,
the wine director
at Pinch Chinese



Rania Zayyat, the wine director and managing partner at Bufalina restaurant in Austin, Texas, and the founder of Lift Collective

To improve such programs, she says, “They really need to make space for other backgrounds and people with different sensory experiences.”

Alicia Towns Franken, the executive director at Wine Unify, a nonprofit that provides mentorship and educational opportunities for underrepresented minority groups, says real change will come only when educational programs involve diverse professionals in the revamping process.

“It really is about bringing in the stakeholders,” she says. “Don’t just prescribe things for people and expect that you’re going to hit all the points that they need to hear. They should be at this table. You can always tell when people are not in a room when certain decisions are made.”

TAKING A DIFFERENT APPROACH

Instead of sticking to the prescribed descriptors, Zayyat, Franken, and other wine professionals are carving their own paths.

Zayyat encourages Bufalina staff to describe wine in ways that make sense to them. “I try not to give out tasting notes because they are purely subjective,” she says. “I think [talking about] structure makes more of a difference.” She’ll also focus on measurable elements such as tannin, acid, sugar levels, and alcohol.

With customers, she tells the story of texture and style. For example, she may describe a wine as round and soft on the palate, with fruit that’s tart and bright or ripe and round. Zayyat makes a point to avoid throwing out technical details without explanation.

“If I tell a table, ‘This wine is made with carbonic maceration,’” she says, “I also provide a little bit of context about what that actually means for the wine rather than just leaving them hanging.”

Like Zayyat, Alice Achayo, the founder of The Wine Linguist, a new consultancy that aims to connect global cuisines with wine through trade and consumer education, also homes in on components such as tannin and acidity.

“Those are things that we can use to talk about the structure of a wine that we can teach people to [recognize],” she says. “But the notes themselves should come entirely from your own nose.”

However, describing wine texture can be similarly subjective, she adds. Recently, while tasting a Chardonnay and an Albariño with a friend who works as a chef, Achayo realized that the common practice of comparing wine body to skim versus whole milk doesn’t work for everyone.

“She described the Albariño as being like a vegetable broth, very clear and clean, whereas the Chardonnay was like a bone broth because it had this gelatinous weight,” says Achayo. “Rather than



Alicia Towns Franken, the executive director at Wine Unify

“If we’re going to say that we are experts, then we have to become polyglots of wine languages. We can’t be recycling and regurgitating the same descriptors and same culture around wine.”

– Alice Achayo, The Wine Linguist

using milk, my friend used something that was clear to her in her own experience. It’s understanding people’s cultural background and the cuisines they grow up with, and finding commonality in language they understand.”

Franken also likes to connect non-Eurocentric foods with wine, as she did for a Wine Unify exercise called “Your Brioche is My Biscuit.” “It’s finding ways to break down what these terms really mean,” she says, “and how you can make the language more inclusive.”

Engaging with younger consumers, she adds, is about tapping into experiences and casual occasions. When describing a Prosecco, for instance, Franken might say that it’s a great wine for hanging out with friends at the beach—instead of telling them what the wine is supposed to taste like.

Femi Oyediran, the co-owner of Graft Wine Shop in Charleston, South Carolina, compares himself to the go-to guy at the record store who turns people on to music he knows they’re going to love. In talking to consumers about wine, he tailors his language and story to suit his audience.

“Different strokes for different folks,” he says. “You can ask a few questions of people and find out very quickly who you need to be and how you need to pitch the sale.”

If Oyediran is selling a \$16 bottle of Sauvignon Blanc, he might tell the customer how thrilled he is that they’re buy-



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KEYNOTE SPEAKER

Tahiiarah Habibi
Founder/CEO
The Hue Society

EMCEE

Miguel de Leon
Wine Professional
and Writer



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ing this particular wine, because it's his favorite for kicking back after work and streaming HBO.

"I might say something like, 'I'm so happy you're on this team! Can we be on this Sauvignon Blanc team together? Hashtag Sauv16, let's go!' And they're laughing and they're buying the bottle of wine and they feel great," says Oyediran. "There's no lecture about the wine itself, but if they wanted that, they could have it."

When writing about wine in Graft's newsletter, Oyediran strives to convey his enthusiasm for the selections and the pleasure that they bring.

"One of my coworkers when I was at Charleston Grill would always say that when you're describing food, it's really important to use mouthwatering adjectives, so I try to use language that points to the wine just being delicious," he says. "I always try to be clever and think about what I would want to hear versus the standard terms of wine writing and sales."

When describing the Fief de Chaintre from Loire Valley, for instance, Oyediran writes, "It's the Burgundy lover's coastal getaway—taut, flavorful, chiseled, and tasty. Rips with seafood, too. What the hell are you waiting for? Jump in. The water's lovely."

Similarly, de Leon uses images or personality to cultivate empathy rather than spouting descriptors.

"I can have you taste seven Grenaches, and you're going to write the same tasting note for all of them," he says. "But you can attach a feeling to how you were before and after you tasted the glass." A taster might notice that the wine took them to a place that was too sour, De Leon says, or that felt lush and jammy. "I'd rather find the nuance in those kinds of liminal wine spaces than say for the ninth time that we're going to taste raspberry."

Maker, who points out that her approach to writing tasting notes for her website is a work in progress, stresses the importance of not forcing words into consumers' mouths.

"One actionable item, if you're a winery, is to train your tasting room staff not to tell people what they're tasting as it's being poured," she says. "They will often say, 'Well, this rosé has really got beautiful strawberry fruit with a little bit of watermelon,' and if [the consumer] doesn't taste those things, then they must not get it."

EXPANDING LANGUAGE THROUGH WORKFORCE DIVERSITY

Creating a more inclusive lexicon for wine involves not only understanding people from diverse cultures and eth-

nicities, but also hiring them in key, consumer-facing positions.

"That's huge because they bring in their own vocabularies and their own sets of relationships and their own people," says de Leon. "They're going to listen to music that I don't, they're going to look at art that I don't, and they're going to have their own experiences. And that enriches me whenever I'm around them."

Communicating with consumers of different ethnicities and cultures isn't about describing wine in some universal way, adds Franken, but meeting them where they are.

"If we can learn all of these wine terms and all of these other things about wine, we can learn about different cultures and languages," she says. "The simplest way to do it is to include these demographics in your workforce. If you are going to pretend to know the foods that I eat and what my culture looks like and you've never experienced it and you're not a part of it, then how will you know? You're just going to make a mistake and it's not going to be great for you."

Achayo, like Franken, is calling for wine professionals to do better. "If we're going to say that we are experts, then we have to become polyglots of wine languages," she says. "We can't be recycling and regurgitating the same descriptors and same culture around wine. We have to challenge ourselves." ■

LEFT TO RIGHT: Alice Achayo, the founder of The Wine Linguist // Femi Oyediran, the co-owner of Graft Wine Shop in Charleston, South Carolina

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20 YEARS AGO

Back in 2003, Jonathan Goldstein of the New York City spirits retailer Park Avenue Liquors teamed up with **Compass Box** founder John Glaser on a peated, blended Scotch whisky. The bold, smoky spirit soon traveled beyond Goldstein's customers, eventually becoming one of Compass Box's core expressions. Flaunting a dramatic Dalí-style label by artist Marc Burckhardt, The Peat Monster Cask Strength: Origin Story is a 113.4-proof limited-edition anniversary release.

SRP: \$125 per 700-ml bottle



FROM THE HEARTLAND

Building on the success of its American single malt, The QuintEssential Signature Blend, Iowa's **Cedar Ridge Winery & Distillery** takes another daring step with its Barrel Proof Straight Bourbon Whiskey. Featuring a mash bill of 74 percent corn, 14 percent rye, and 12 percent malted barley, the 116-proof spirit garners intriguing flavors from resting in barrels that are deliberately exposed to wildly varying temperatures in non-climate controlled rickhouses.

SRP: \$39.99 per 750-ml bottle

HOTEL LIFE

When he was eight years old, master blender Dixon Dedman, founder of the **2XO** whiskey label, started helping at the Beaumont Inn, opened by his great-great grandmother on Kentucky's Bourbon Trail in 1919; two decades later, Dedman ran it himself. The 104-proof Innkeeper's Blend, then, the second small-batch, limited-edition whiskey in 2XO's Icon series, is named for his family's hospitality roots. It comprises two proprietary mash bills of Kentucky straight bourbon whiskeys and illuminates Dedman's innovative process of re-barreling portions of aged whiskey into new charred oak casks.

SRP: \$100 per 750-ml bottle



OLDEST SIBLING

The **Glen Grant Distillery's** permanent range of 10-, 12-, 15-, and 18-year-old single malt Scotch whiskies is now joined by an intensely fruity 21-year-old. Rife with tropical notes like coconut, the 92-proof spirit is a nod to the distillery's 19th-century creative force James Grant, aka The Major, who returned to Scotland from his frequent far-flung travels with plants and fruits he proudly displayed in The Glen Grant's garden.

SRP: \$360 per 750-ml bottle



UNCONVENTIONAL SINGLE MALTS

Located on Scotland's east coast, family-run **Kingsbarns Distillery** produces balanced, Lowland-style single malts devoid of age statements, like this duo of new 92-proof expressions. Doocot, the flagship, is distilled from barley sourced less than six miles away and matured in former bourbon and Portuguese red wine casks. Light and fruity Balcomie, by contrast, uses Fife-grown barley and is aged in American oak barrels that previously held oloroso sherry.

SRP: \$59.99 per 750-ml bottle

New

Introducing Hudson Whiskey's **New** Limited Time Offering



New York Straight Bourbon Whiskey

- Aged for 5 years in new American oak barrels
- 100% NY Made
- Mash bill of 95% Corn / 5% Malted Barley
- Kosher Certified

Notes

Nose: Corn bread, citrus, vanilla, almost buttery

Palate: Cashew butter, caramel

Finish: Long and balanced

**Hudson
Whiskey
NY**



EVERYDAY APERITIF

Scheid Family Wines has once again ramped up its **Sunny with a Chance of Flowers** collection. Sunny Bubbly Rosé, a bright, summery sparkler, is the most recent addition to these zero-sugar, low-calorie (85 per serving), low-alcohol (9% ABV), certified-sustainable wines. Born from grapes in California's Monterey region, it is characterized by notes of fresh strawberry and watermelon.

SRP: \$19.99 per 750-ml bottle



LUXURY TRIO

Chile's Puento Alte DO is home to Eduardo Chadwick's **Viñedo Chadwick**, a vineyard transformed from his father's polo field that also yields high-quality Cabernet Sauvignon. Capturing the depth of this terroir is the family's private vertical library edition, a limited-release case of the 2009, 2010, and 2011 wines, each one elegant and complex.

SRP: \$1,125 per case



LIGHTER STEP

Led by second-generation winemaker Michael Baldacci, **Baldacci Family Vineyards** is best known for its single-vineyard Cabernet Sauvignons. But the winery, in Napa Valley's Stags Leap District, turns out other varieties, too, such as the non-vintage Pops sparkling rosé. Made from estate-grown Pinot Noir grapes, the dry bubbly tastes of green apple, plum, and toasted bread.

SRP: \$50 per 750-ml bottle

BEAUTY SLEEP

After more than a decade of maturation, the Dom **Ruinart** Rosé 2009 is ready for the public. At once spicy, citrusy, and floral, the delicately effervescent wine reveals layers of pomegranate and red currant accented with a touch of bitterness.

SRP: \$380 per 750-ml bottle



GOING GREEN



Alverdi's fruit-forward Italian wines are now fully organic, and to celebrate this eco-friendly milestone, the brand has introduced a new botanical-inspired label that evokes the plentiful blooms covering building facades in Italian villages. The non-GMO, 100 percent pesticide-free lineup includes Pinot Grigio (also available in 1.5-liter and 3-liter bag-in-box versions), Barbera, and Sangiovese.

SRP: \$8.99 per 750-ml bottle

BATCH & BOTTLE

PREMIUM PRE-BATCHED COCKTAILS



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IN 15 SECONDS



EXPERTLY BATCHED TO BE RESPONSIBLY ENJOYED. BATCH & BOTTLE PRE-BATCHED COCKTAILS. © 2023 IMPORTED BY WILLIAM GRANT & SONS, INC. NEW YORK, NY



TIMELESS APPEAL

Pioneering London brand **Franklin & Sons** began selling seltzers and non-alcoholic beverages in 1886. Today, its core offerings, like premium Indian tonic water and brewed ginger beer, are making a splash in the U.S. alongside such innovative newcomers as sparkling Guava & Lime, Mandarin & Ginger, and Pineapple & Almond, all wrapped in colorful, refreshed packaging that also pays tribute to Franklin & Sons' past.

SRP: \$6.99 to 7.99 per 200-ml bottle



JUST LIKE SUMMER

Mississippi's **Cathead Distillery** has bolstered its original, honeysuckle, and bitter orange vodkas with a classic raspberry rendition. Sweet, tart Cathead Raspberry Vodka, infused with all-natural flavors, pairs well with tonic and citrus, elevating Smashes and Cosmopolitans alike.

SRP: \$22.99 per 750-ml bottle

COMING AROUND AGAIN

For the last 20 years, the 2003 **Taylor Fladgate** and **Fonseca** Vintage Ports have been matured and stored at their respective cellars, both re-released from the brands' reserves. While the Taylor Fladgate has yielded a powerful single harvest Port with concentrated grape flavors, the Fonseca is distinguished by undertones of cherry and dark chocolate.

SRP: \$160 per 750-ml bottle (Taylor Fladgate) and \$140 per 750-ml bottle (Fonseca)



CONTEMPORARY GALLERY

Mezcal Verde, part of the **Mezcal Amarás** family of organic craft spirits, has reinforced its mission of building a better world by inviting six creatives to design works of art that draw from Mexico's vibrant culture for its bottles. The inaugural, limited-edition Artist series, commissioned by New York City's AndArt Agency, features the talents of Luvia Lazo, Curriot Tlapazotl, Melissa Avila (M.A Studio), Sergio Sánchez Santamaría, José Olivarez, and the duo Ananas Ananas.

SRP: \$32.99 per 750-ml bottle



MODERN NOSTALGIA

Tangy orange drink **SunnyD** was founded by two Florida dads in 1963, and since its acquisition by Harvest Hill Beverage Company in 2017, has enjoyed a revival. The renaissance continues with SunnyD Vodka Seltzer, a 95-calorie hard seltzer (4.5 % ABV) that showcases SunnyD's distinctive taste in a boozy, ready-to-drink can.

SRP: \$1.99 per 12-oz. can and \$9.99 per four-pack of 12-oz. cans



HENDRICK'S *Flora Adora*

Enticingly Floral, Utterly Refreshing.



PLEASE DRINK THE UNUSUAL RESPONSIBLY.

HENDRICK'S FLORA ADORA GIN, 44% ABV. ©2023 IMPORTED BY WILLIAM GRANT & SONS, INC., NEW YORK, NY



BLOSSOM SOUR

Created by Natasha Velez

2 oz. iichiko Silhouette shochu
1 oz. lemon juice
½ oz. cherry blossom syrup
½ oz. plum wine
1 egg white

Method: Pour all ingredients into a cocktail shaker without ice. Dry shake for one minute. Add ice and shake again. Double strain into a cocktail glass or coupe.



SPRING VACATION

1 ½ oz. Buffalo Trace Bourbon Cream
¾ oz. Parrot Bay rum

Method: Combine bourbon cream, rum, and ice in a blender. Serve up with fresh coconut flakes to garnish.



BLACKBERRY BISQUIT SMASH

2 oz. Bisquit & Dubouché V.S.O.P. Cognac
¼ oz. Giffard Crème de Mûre (or three blackberries, muddled)
½ oz. simple syrup
½ lemon, cut into wedges
Five to seven mint leaves

Method: In a cocktail shaker, muddle the lemon, mint, simple syrup (and blackberries if using fresh) together. Add Cognac and shake hard. Double strain over ice into a rocks glass and garnish with a small bouquet of mint.

SUN BEAM FIZZ

1 ½ oz. Astral Tequila Reposado
3 oz. lemonade
1 oz. ruby red grapefruit juice

Method: Add all ingredients to an ice-filled highball glass and stir. Top with club soda and garnish with a grapefruit wedge and chili-lime seasoning.

