

Beverage Journal



SEPTEMBER 2022



**SPOTLIGHT
ON ENGLISH
WHISKY**

**CANNABIS
LOUNGES
AND THE BAR
INDUSTRY**

THE DRINKS ENTREPRENEUR'S GUIDE TO BUSINESS OWNERSHIP

**ESSENTIAL ADVICE
FROM SEASONED
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COVER CREDIT:
Illustration by Ryan Johnson

DRY CREEK VINEYARD JOINS PRESTIGE-LEDROIT

Prestige-Ledroit Distributing recently announced its appointment as the exclusive Mid-Atlantic distributor for Dry Creek Vineyard.

The partnership aligns both companies by combining the strength of Prestige-Ledroit's Mid-Atlantic relationships and Dry Creek Vineyard's legacy as the pioneer of the Dry Creek AVA in Sonoma County.

Established in 1972, Dry Creek Vineyard remains family-owned and just celebrated its 50th Anniversary. When founder David Stare started Dry Creek Vineyard, he began the winery with a single-minded effort to offer the highest quality wine at a reasonable price. Dave realized that the success of the winery hinged upon providing "something special" in the bottle to keep customers coming back for more.

Today, the second generation



continues to build upon those early-established values. Dave's daughter and president of the winery, Kim Stare Wallace, is wholly committed to the quality of wine produced at Dry Creek Vineyard. The goal remains the same: to produce high quality wines while being mindful of the original vision of the winery.

Chris Schmid (Senior Vice President of Prestige-Ledroit) stated, "For our portfolio we continue to seek out iconic independent family-owned wineries and there is not a better example of one than Dry Creek Vineyard. They have a rich multi-generation legacy going back 50 years and have helped pave the way for the renaissance of winemaking and viticulture in the Dry Creek Valley. We aim to build off of the incredible success they have had and help reintroduce our market to their wines, which are better now than they ever have been."

STEPHEN PATTEN
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PLAYING BY THE RULES

Sonoma distillery **Redwood Empire Whiskey** has rolled out Batch No. 002 of its bottled-in-bond expressions. Grizzly Beast, a straight bourbon whiskey characterized by almond brittle and lemon, has a mash bill of 66 percent corn, 23 percent rye, seven percent wheat, and four percent barley. Rocket Top, on the other hand, is a straight rye whiskey rounded out with a 13 percent blend of wheat, malted barley, and corn that is rife with fig jam and cracked pink peppercorn.

SRP: \$79.99 per 750-ml bottle

SPIRITUOUS SUPPORT

Liev Schreiber—actor, director, producer, and cofounder of **Sláinte Irish Whiskey**—has joined forces with the NGO BlueCheck to roll out a special 18-year-old bottle that supports the organization's critical humanitarian work on the front lines of the Russia-Ukraine war. All proceeds of the 113.4-proof, limited-edition, single cask whiskey, signed by Schreiber and Daniel Mulhall, Ireland's ambassador to the U.S., benefit BlueCheck.

SRP: \$499 per 750-ml bottle



NEVADA'S BOUNTY

Fans of **Frey Ranch Distillery's** Straight Rye Whiskey now have a limited-edition Single Barrel Rye to savor. Featuring a mash bill of 100 percent winter cereal rye grown and harvested at the distillery in northern Nevada, the versatile 131.8-proof whiskey was matured in #4 char barrels, culminating in a swirl of candied berries, marzipan, and leather.

SRP: \$99 per 750-ml bottle

L.A. GLAM

Los Angeles entrepreneur Andrew Borenzweig teamed up with Cedar Ridge Winery & Distillery in Swisher, Iowa, to bring **The Beverly High Rye** to market. Primarily composed of straight rye—along with straight bourbon—whiskeys from Iowa and Indiana, the nutty, toffee-like spirit is meant to embody the luxe California lifestyle. Sustainability is also at the forefront of The Beverly High Rye; for each bottle sold, a tree will be planted by Trees for the Future.

SRP: \$59.99 per 750-ml bottle



THE FOLLOW-UP

Golden Rye Whiskey Batch 1, the first rye offering from **Blue Run Spirits**, sold out soon after its 2021 debut and snagged a gold medal at the San Francisco World Spirits Competition. The next coveted edition, the 95-proof Golden Rye Whiskey Batch 2, was pulled from 102 select barrels and crackles with hints of ginger.

SRP: \$99.99 per 750-ml bottle



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POINTS

★ TOP 20 ★
WHISKIES OF
THE YEAR
2021

Whisky
ADVOCATE

Wheel Horse Whiskeys are distilled and matured at the historic Green River Distillery in Owensboro, Kentucky, which was originally founded in 1885.



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NEW YORK STATE OF MIND

Distilled entirely from apples grown on New York State farms, **Upstate Vodka** is created with the region's remarkably clean waters at the Sauvage Distillery in Charlotteville. Each bottle contains between 70 and 80 local apples that distiller Ken Wertz presses and then ferments with kosher yeast, a process that takes three times as long as it does with traditional grain. Slightly sweet, the double-distilled, gluten-free vodka offers a glimpse into the state's agricultural bounty.

SRP: \$29.99 per 750-ml bottle

NIGHT OUT

Moët Hennessy's **Volcán De Mi Tierra** takes an even more luxurious turn with the release of the on-premise exclusive X.A. A rare blend of reposado, añejo, and extra-añejo tequilas from 100 percent Blue Weber agave made at the NOM 1523 distillery, X.A embraces an exclusive American oak "Grace Cask" that yields notes of honey, vanilla, and dried fruit.

SRP: \$1,900 per 750-ml bottle



SPRING BREAK

Although it is produced in Indiana, **Hard Truth Distilling Co.'s** Toasted Coconut Rum conjures the Caribbean. Starting with a white rum base distilled at a lower proof to preserve a deep molasses flavor, the spirit is then infused with toasted, flaked coconut prepared in-house, cane sugar, and natural sea salt that garners undertones of almond, caramel, and buttercream.

SRP: \$24.99 per 750-ml bottle

AFTER-DINNER DRINK

An expanded distribution agreement has given Paradise Spirits' **El Tequileño** a prominent national boost. The tequila, founded in 1959 by Don Jorge Salles Cuervo, is now run by his grandson Jorge Antonio, who abides by the same recipe with Blue Weber agave and volcanic spring water. One highlight of the portfolio is the first ever Reposado Rare, a sipping tequila aged in a 25,000-liter pipón for six years.

SRP: \$209.99 per 750-ml bottle



MODERN REVIVAL

"De México Para Todos," translating to "From Mexico to All," is now embossed on bottles of **Brandy Presidente**, the second-largest brandy imported to the U.S. from González Byass USA. The brand was introduced in 1956 by Casa Pedro Domecq, and the new design also stands out with a red crest that symbolizes that heritage, accented with the Domecq signature.

SRP: \$16.99 per 750-ml bottle



COCKBURN'S.
PORT

WHAT A TIME TO BE A PORT





It's Game(s) on at

Turp's Sports Bar & Restaurant in Baltimore

WRITTEN BY TEDDY DURGIN

As part of our ongoing series of theme bars and restaurants in and around Maryland, there is no more prevalent theme in this state or any state than the classic sports bar. And one of the best is Turp's Sports Bar & Restaurant in Baltimore. Located in a historic Mount Vernon brownstone and named after one of the original managers whose last name was Turpin, Turp's has been wooing Charm City sports fans since opening over a decade ago with a large selection of beers and cocktails and a food menu that includes everything from pizza, calzones, and chicken wings to sandwiches, subs, and create-your-own burgers.

Running the place for the past three-plus years is General Manager Brad Bloom, who grew up in the industry under the tutelage of a father (Jay's Restaurant Group founder Moe Bloom) who's been in the bar, restaurant, and catering biz for over four

decades. Bloom believes Turp's reaches far beyond the casual and die-hard Ravens and Orioles fans.

"One of the great things about Turp's is that it's a neighborhood-friendly restaurant," he said, during a recent interview

with the *Beverage Journal*. Yes, 'Sports Bar' is in the title. But we try to give off a great vibe for everyone. Whether you are a student or a little kid or a couple going to a show in the area or a diehard O's fan, there is something for everyone here . . . and a



Brad Bloom
General Manager
Turp's Sports Bar & Restaurant

big part of that something is a neighborhood feel."

He added, "At the same time, of course, we focus on sports. We have DirecTV packages. Wherever you sit in the restaurant, you can ask to change to any specific game that you want. We have a

TV personalized for every single table and booth."

The menu features some fun sports-themed selections. Favorites include: the Ravens House Salad; the Johnny U, a grilled chicken sandwich named after the late, great Baltimore Colts quarter-

back Johnny Unitas; the Capitals Chicken Sandwich; and the 2131, a burger that commemorates Cal Ripken Jr.'s historic consecutive games streak topped with Old Bay-spiced crab dip.

Turp's also has a great selection of local sports memorabilia displayed throughout as its primary décor. What is Bloom's favorite item? "I grew up idolizing Cal Ripken," he said, "so I couldn't tell you what Ripken piece we have that is my favorite. We have quite a few. So, hands down, anything with Cal is something I'll always have my eye on. He just symbolized and embodied the blue-collar worker, of everything you go to work for every day."

Bloom continued, "We hope to keep adding, especially with all of the local sports in the area – the Ravens, the new crop of Orioles, etc. There are a couple of jerseys we have – one signed by former Ra-



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vens linebacker Ray Lewis and the other a Lamar Jackson jersey – that are right there in the front [of store] that are generally the favorites. People see them when they come in. We get the most comments on those and they bring a lot of smiles.”

Like many establishments, themed or not, Turp’s was affected by the pandemic and the slow and measured rebound since. While many eating and drinking places lost staff, Turp’s used the crisis to place greater emphasis on team. “One of the biggest changes was with the staff,” Bloom noted. “We all had to become ‘hybrids.’ You weren’t just working one position anymore. You’re working multiple positions. It wouldn’t have been possible to survive these last couple of years without this team and the chemistry we have had. We pick each other up and we work different positions where needed. That was the biggest change COVID brought. No one is just a server or a bartender or a barback or a cashier anymore. Everyone sort of moves

around and works as a team.”

And what a surprise it’s been to emerge from a pandemic to find a Baltimore Orioles team suddenly very competitive and in the hunt for a wild-card playoff spot (NOTE: this interview was conducted in early August with the O’s on a four-game winning streak and a record of 55-51). Has the Orioles’ success translated into more customer traffic for Turp’s? Bloom was quick to answer: “We are still experiencing the comeback crowds from the slowdown we had during COVID, so it’s hard to say specifically. With the Orioles right now, I can tell you that the excitement is definitely a thousand times greater than it was the past few years. We’re definitely seeing it at the bar, getting more and more requests to have the Oriole game on.”

It helps that the bar has an exceptional beverage menu that keeps customers coming back for more. There are as many as 10 beers on tap at all times. “I try to rotate out, but we have our staples,” he



said. “In this area, [laughing] you can’t NOT have Natty Bo! But we also keep on the menu Blue Moon and Yuengling. We have some local brews, too, like Brewers Art Resurrection and Dogfish Head Sea Quench Ale.”

In terms of cocktail drinks, Turp’s has a lot of the classics. But they have been tweaked and given funky names to spice them up a bit. They include a Turp’s Old Fashioned, the One Punch Drunk, Charm Titties, and Miami Ice. “We have a bomb on the menu, which I never thought we’d have,” Bloom added. “But we listened to our customers. It’s called a Robo Bomb, and it’s very popular with the regulars. It’s important to listen to the people you serve and the people you work with. Always keep an open ear. That really helps you build on things.”

Looking ahead, Bloom has a positive outlook as he and his business head into the fall and the fourth quarter of 2022. He concluded, “I always like to keep an optimistic viewpoint, regardless of what’s going on in the world. You always have to adapt and swerve. Whatever happens, we’re going to adapt and we are going to survive. That being said, I’m truly excited about the rest of the year. We have the college students who are going to be full-force back in classes. There will be more people walking around on the streets. It won’t be as deserted as it has been during COVID the past few years. And, yes, the Orioles! Hopefully, they’ll stay in [the chase for a playoff spot]. Then, people will really start believing. The Ravens are coming back, too. So, we’re on the right track.” ■

Brad Bloom with Turp’s Bartender, Brandon Hayes





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The Exchange at Edmund's Oast

INSIDER WINE RETAIL HACKS

INDEPENDENT U.S. RETAILERS SHARE HIGH-IMPACT TIPS FOR INCREASING SALES, PROFITABILITY, AND EFFICIENCY

BY CHRISTY FRANK

S

seasoned retailers know that buying wine for their shops is the easy part. It's the million other details—marketing efforts that keep the shop top of mind, displays that keep the inventory moving, and processes that keep the shop running smoothly while keeping customers happy—that add up to a wine store that runs efficiently and profitably.

As a retailer myself, I'm always looking for small, effective ways to streamline processes and boost sales with minimal effort, and I often look to my fellow wine retailers for helpful tips and tricks. With that in mind, I spoke with independent wine shops across the country to get their insights on small changes that can have a big impact on business.

EMBRACE MAN'S BEST FRIEND

Make sure to cultivate your most loyal customers—those of the four-legged variety. “Dogs will literally drag their owners in,” says Lauren McPhate, the director of sales at New York City's Tribeca Wine Merchants, who recommends keeping a regular stash of dog biscuits by the register. Getting a shop on the neighborhood

canine must-visit route is an easy way to drive some foot traffic. “I make friends with all the dogs,” explains William Ferguson, a wine sales consultant at Cordial at the Wharf in Washington, D.C., “which helps me make friends with the customers.” Always ask the owner's permission before handing out that first treat, and make sure the biscuits are located within easy reach of human customers so they can serve their dogs themselves on future visits.

CHANGE THE WAY YOU MAKE CHANGE

While most POS systems will calculate the change automatically, there's a fine art to handing it out. “Hand the coins first so that they don't slide off the bills,” suggests Marissa Ocasio, the education director at Glastonbury, Connecticut's Center Wine & Spirits. “And I fold the receipt in half as I hand it to them. It goes into the wallet quicker.” For the coin averse, Rob Bralow, the general manager at Blue Streak Wine & Spirits in Long Island City, New York, says, “Always have a jar out for people to

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throw loose change into. No one actually wants a pocket full of metal.”

GROW MAILING LISTS THE LOW-TECH WAY

While there are plenty of ways to grow a shop's customer list online, don't underestimate the impact of a low-tech sign-up sheet. At Copake Wine Works, my shop in New York's Hudson Valley, there's always one on a clipboard at the register to collect names and emails. Customers are often reluctant to add their information to a blank sheet, so we always fill in the top line to kick off a new page. We also make sure to keep the top off the pen that rests on the clipboard—it's an easy way to make sure customers don't walk off with it.

USE HIGH-TECH WAYS TO SCHEDULE IN-STORE TASTINGS

Juggling sales reps and wine themes makes developing an in-store tasting calendar a major scheduling challenge. To streamline the process, Peter Plaehn, the wine manager at Surdyk's Wine & Spirits in Minneapolis, Minnesota, uses Sign-Up Genius. “I send the form to all our reps and they can sign up for dates,” he explains. The form also allows reps to include what wine they'll be pouring, explains Plaehn. “It can then be shared among staff so everyone



Peter Plaehn, Surdyk's Wine & Spirits



A jar of loose coins is a fixture at Blue Streak Wines & Spirits in Long Island City, New York

knows who's pouring when and what's being tasted.”

PUT PACKAGING TO WORK

While there's a certain amount of unavoidable packaging involved with transporting wine, Danny Frounfelkner, the founder of Sipple, a non-alcoholic bottle shop in Houston, repurposes every bit that wholesalers and producers send to the shop; bubble wrap, wholesale shipping boxes, and four- and six-pack can holders are all reused as packaging for the end customer. Shops that regularly ship wine can befriend local wine influencers or publications and offer to take shipping boxes off their hands. While branded materials have their place, Stevie Stacionis, the co-owner of Oakland's Bay Grape and Napa's Bay Grape Napa, says, “we ask customers if they'd mind taking their wine in a used wine box instead of a bag (even if it's only two to three bottles) just to save the planet.” And if the appeal to sustainability doesn't work, a BYO bag discount usually will.

IMPROVE CARDBOARD CUTTING TECHNIQUES

It's a well-known trick that the cardboard inserts of wine boxes are excellent for sep-



Kilolo Strobert, Fermented Grapes

arating bottles once they've been bagged. But what's the best technique for quickly and efficiently pulling them apart? “Separation of cardboard should not be done with scissors or paper cutters,” says Kilolo Strobert, the owner of Fermented Grapes in Brooklyn. “If using a blade or a box cutter, make sure you are cutting the cardboard inserts on a damageable surface. I personally like to cut cardboard inserts by using the straight edge of a counter.”

TAKE A FLEXIBLE APPROACH TO SHELF SETS

Breaking some rules with shelving plans can help wine selections look fresh—and keep customers on their toes. “Don't get too obsessed with the bottom shelf philosophy,” says Sarah O'Kelley, the wine director at The Exchange at Edmund's Oast

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Sarah O'Kelley, The Exchange at Edmund's Oast

in Charleston, South Carolina, referring to the standard practice of putting lower-priced items on lower shelves. "I often put eyecatchers there or a wine that I know folks will look for to draw their attention away from the coveted middle shelves." Frounfelkner agrees that flexibility is key. "Constantly moving brands and products around in their designated category section makes the shelves look consistently full," he says. "More importantly, it can create a revolving door of opportunity and representation by featuring different brands and products on different shelf levels, areas, and facings."

HELP BOTTLES SELL THEMSELVES

Getting creative with bottle tags allows your bottles to speak for themselves as customers browse your shelves. Allegra Angelo, the cofounder of and sommelier at Vinya Wine in Miami, regularly has a local printer run batches of shelf talkers incorporating clever, shop-specific monikers such as Patio Pounder or I Like Pizza. "It's a fun way to make subtle suggestions



QR codes lead customers into a "digital speakeasy" at Sipple in Houston

and move product without being too salesy," says Angelo. "You can get as simple or quirky as you want." Frounfelkner makes use of QR codes to help customers navigate his shop's selection. "The QR codes link to a hidden page on our website," he explains. "We call it the 'digital speakeasy.'"

GET CREATIVE WITH BIN ENDS

Bin ends and one-off, allocated bottles have a way of claiming more than their fair share of shelf space. "I can't afford to have them take up a whole slot on my shelves, so I've started to treat them as Easter eggs," says Bianca Sanon, the co-owner of Paradise Books & Bread in Miami. "I tuck various bottles behind other ones on the shelves. I'll let people know that there are always extra bottles hiding somewhere, and it feels like they get more excited when they shop, like they're a part of some kind of secret shopper game." It's also a way of filling up shelves if they're looking a bit scattered, she adds.

BE STRATEGIC WITH CHILLED SELECTIONS

Turn the cold box into a shop's secret sales weapon with some strategic placements. "If you want to sell something in the summer, put it in the fridge," recommends

Bralow, who stocks his with high-margin items and lesser-known grapes that he wants customers to try. "Keeping them in the fridge lets me recommend them to the person on the go. And don't bend to the complaint that what the customer wants is not in the fridge—they'll buy the name-brand rosé anyway and they'll also buy the thing that's cold."

HARNESS THE POWER OF STICKERS

Cara Patricia and Simi Grewal, the cofounders of DECANTsf in San Francisco, recommend a marketing trick that ensures a shop will stay top-of-mind no matter where its bottles end up. "We put stickers with our DECANTsf logo, website, and address on the back of all the bottles we sell," says Patricia. "This way, when someone pulls a bottle out of their cellar months later, or gifts someone a bottle of wine, the little sticker is there to always let folks know where it came from." Stickers also work as an incentive at Bay Grape. "We give customers fancy stickers if they use their own bag and don't take one of our branded ones," says Stacionis. ■



Bottles at DECANTsf feature stickers with store info

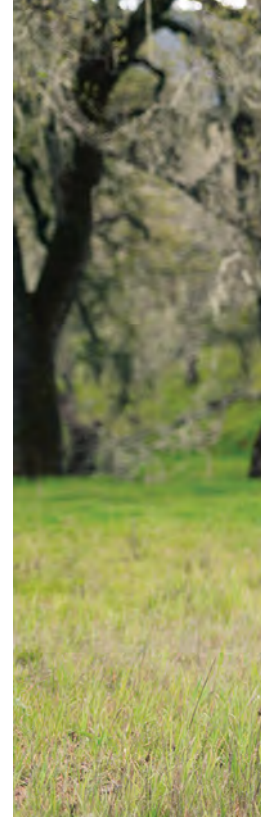
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to rinse with wine



PREPARING FOR DRINKS BUSINESS OWNERSHIP

ESSENTIAL ADVICE FOR ALCOHOL ENTREPRENEURS,
FROM THE EXPERTS WHO VENTURED INTO OWNERSHIP THEMSELVES

BY TINA CAPUTO

S

hifting from working in beverage alcohol to owning a drinks business is a daunting step, whether the goal is to launch a winery, start a brewing operation, or open a retail store. Questions and considerations abound: Where will the funding come from? What kind of

licenses and permits will you need? Is it better to go it alone or team up with a business partner? Seasoned operators and new entrepreneurs share their insights—and hindsight—about what prospective drinks business owners should know before taking the leap.



REACH OUT TO OTHER ENTREPRENEURS

Experienced business owners agree that one of the most useful steps before launching is to reach out to other business owners with questions. Often, they are eager to share information.

“My experience has been that entrepreneurs are more than happy to talk to people who want to open their own businesses, because they know how hard it is,” says Damien Carney, the founder of Avinage in Petaluma, California. Carney opened his shop in April after working for years as a sales director and portfolio manager for wine importers in New York and California. “I just asked people: How is your operation structured? Do you have investors? How much did your store build-out cost?”

Drew Fox, the founder and president at 18th Street Brewery in Gary, Indiana, began his career as the food and beverage manager at a Chicago hotel. While working in the hospitality business, he met Josh Deth, the founder of Chicago’s Revolution Brewing Company. “He kind of wrote my business plan in his brewery,” says Fox, “and he gave me some pointers on how to run a business.”



Fox also gathered insights from Beejay Olson and Gerrit Lewis, the founders of Pipeworks Brewing Co. Fox worked at the Chicago operation for two years before launching his brewery and taproom in 2013. “Beejay and Gerrit were awesome because they were just starting their business as well,” he says. “They shared knowledge with anyone who walked through the door.”

OPPOSITE, LEFT TO RIGHT: Damien Carney of Avinage // Melinda Kearney launched Lorenza Wine with her daughter Michèle Ouellet // ABOVE: Lorenza Wine puts the spotlight on rosé

DO THE BACKGROUND RESEARCH

Though learning on the job can be a significant advantage for would-be business owners, it doesn’t provide all the answers. Filling in the gaps can be as simple as consulting “how-to” books or visiting the Small Business Administration (SBA) website for guides on everything from writing a business plan to choosing a company structure.

“A book I found at my local library, *The Small Business Handbook*, had all this information about the different ways you can do funding,” says Carney, “and it went over things like types of licenses and business entities. It really does a remarkable job of guiding you through a lot of the nuts and bolts.”

For winemaker Sashi Moorman, research took the form of extensive tasting. Moorman began his career at The Ojai Vineyard in Santa Barbara before becoming the winemaker at Stolpman Vineyards in Los Olivos, California. In 2009, he launched Provignage, a winemaking consulting business. He then partnered with sommelier Rajat Parr to found Sandhi Wines and Domaine de la Côte in Santa Barbara County, along with Evening Land Vineyards in Oregon’s Willamette Valley.

“The most important piece, for me, was the amount of time and investment I put into learning about and drinking fine wines,” says Moorman. “How are you supposed to know how to make great wines if you don’t know what great wines are?”

Fox admits that he didn’t do much formal research before opening his brewery, though he did read books on beer styles and brewing. In hindsight, he wishes he’d learned more about accounting and taxes.

“I didn’t know enough outside of raising money,” says Fox. “You’ve got to pay a multitude of taxes, from state excise to federal excise to employment tax. Early

on, we made accounting mistakes. They didn't jeopardize our business, but we were like, 'holy shit, no one told us that we had to pay those taxes at this time and that time.'"

MAKE IT LEGAL

With different liquor laws in place for each state, the beverage alcohol industry is a tangled web of licenses, permits, and compliance requirements. Engaging a legal advisor with specialized knowledge can help new entrepreneurs navigate the maze.

"At the very minimum, to apply for licenses, beverage entrepreneurs need to determine where they're going to operate and under what business structure, whether it's an LLC, corporation, or sole proprietorship," says Rebecca Stamey-White, a partner at the alcoholic beverage law firm Hinman & Carmichael in San Francisco. "There are many ways to get into this business, so thinking through the right licenses for the desired route to market is essential."

With the exception of retailers, which generally do not hold federal licenses, all other businesses typically must obtain both state and federal licenses. In some cases, there will be additional local permitting and registration requirements.

"Every state has a different offering, and not all business models are available in all states," Stamey-White notes. For example, not all states offer "virtual licenses" (where a brick-and-mortar location is not required), and many do not grant retail sales privileges to producers such as distilleries. Information about licensing options is typically listed on the Alcohol Beverage Control (ABC) website for each state.

Understanding the multitude of options and restrictions can be daunting without professional help. That's why Melinda Kearney turned to a team of experts when she set out to launch Lorenza Wine in California with her daughter Michèle Ouellet in 2008.



"We started our LLC and hired a lawyer to apply for the basic permit and ABC licenses," says Kearney, who worked in wine sales, production, and marketing for 30 years before opening her California winery. "I also hired a compliance person right away to do our out-of-state licensing and reporting." As a winery without its own production facility or vineyards, Lorenza operates under an 02 Winegrower permit, which allows the company to make wine at another vintner's facility.

Applying for permits and licenses may not be the most glamorous part of starting a beverage alcohol business, but doing it early on and in the correct order is essential. When preparing to open Avinage, Carney focused on the "fun" part—tasting and selecting wine—and put off involving local regulators in the build-out process for fear that it would lead to extra red tape and unnecessary permits. Now he feels that it's better to know the requirements up front.

"That was the big thing that I screwed up on," says Carney. "I thought I could do certain things [without permits], but I hadn't really dug into investigating whether my assumptions were accurate." After avoiding engaging with municipality officials for months, he discovered that he did need additional building permits.

"As a result, my opening was pushed six months," says Carney. "I was not making

money, yet I had to pay rent and I was still spending on materials and contractors."

For Fox, the difficulty was in getting the city of Gary—which had never before hosted a brewery—up to speed. "They didn't understand what a brewery was or what the process was," says Fox, "so there was a lot of red tape and it took longer than it should have."

GET FUNDED

There are myriad approaches to funding, from getting a small business loan to taking on investors. Finding the right fit will depend on the business model and available resources.

"The wine business is incredibly capital intensive, and one of the most important things to understand is that it's very difficult to be successful with any kind of debt service," says Moorman, who funded his first business with a combination of private equity and angel investors. "It's very hard to succeed when you are borrowing money and you have to pay interest. I've found that it generally takes 10 years for a winery to reach its maturity, and it's very difficult to carry 10 years of debt before a business is successful."

Carney calculated that he needed approximately \$200,000 to get his small retail business off the ground. He initially considered investors, but ultimately decided to take out a loan.

"Yes, it's fun to get other people's money, but then you are beholden to them

ABOVE: Sashi Moorman partnered with Rajat Parr on their California and Oregon wine projects.



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financially and now those investors have a say,” says Carney. “Unless they are completely silent partners, and good luck getting that, you are handcuffed together as a business entity. If you want to separate from that setup, that’s a divorce.”

Fox launched his brewery by selling some of his assets and raising \$35,000 through a Kickstarter campaign. “Later,” he says, “I brought on a few investors to help the business grow.”

Kearney self-funded Lorenza for years, keeping operational costs low by not having to invest in a winery facility or vineyards. As the business expanded, she took out an SBA loan and opened a line of credit.

FIND A GOOD PARTNER

Another approach is to team up with a partner, as Moorman has done with all of his wine businesses. Not only does it assist with financing, it can bring in complementary skills and perspectives.

“One of the things that I hear repeatedly in business is that it’s lonely at the top,” says Moorman. “I don’t think they mean that it’s lonely being at the top of the pile; it’s just lonely being responsible for everything by yourself. You have to make all the decisions and that’s enormously difficult.”

A great business partner, Moorman says, is someone who is completely aligned with your own strategic goals, and has skills that you appreciate and admire. “Partnerships fail because someone fundamentally has different values,” he says. “You have to communicate a lot.”

STAFF UP

Due to financial limitations, many small business owners delay hiring employees when they are just starting out. Going it alone may be tempting, says Carney, who hired a part-time staffer about a month after launching, but it can be damaging to both your business and personal life.



“Not all business models are available in all states.”

– Rebecca Stamey-White,
Hinman & Carmichael

“You need at least two people on the floor if you are even remotely busy,” says Carney. “If you’re ringing someone up and another person comes in and isn’t able to ask questions, they get frustrated and walk out, and you’re going to lose business.”

Not only that, he adds, you will burn out quickly because your business requires your constant presence. “If you can’t walk away for more than a few hours or take a day off,” says Carney, “then what are you doing?”

Trusting employees with your “baby” may be difficult, notes Moorman, but it’s necessary. “What you learn when you are running a business is that eventually it’s impossible to control all the pieces,” he says. “You have to delegate and you have to hire great people. You have to empower them and give them responsibilities and accountability.”

Fox kicked off his brewing business with a staff of five, and now employs 55

people across three locations. Along the way he has learned to hire for talent rather than for skill.

“Someone who comes in with talent is hungry,” says Fox. “They’re basically going to inject themselves into a business operation and run it as if it were their own. Those are the people who are really going to help you propel the business with creativity. Someone with skill is going to basically work their eight hours and go home.”

SPREAD THE WORD

The next challenge after starting a beverage alcohol business is getting the word out to potential customers in an increasingly competitive market.

Lorenza Wine maintains an active Instagram account that often features Kearney’s daughter—an international model with connections in the beauty and fashion worlds. “Michèle is really visible,” says Kearney, “so that’s been fortunate.”

Though Fox has a robust presence on Instagram and Facebook, he emphasizes the importance of building business relationships in the real world. “Walking in to see someone [in person] is your opportunity to talk about what’s coming down the pike. It’s keeping those dialogues open,” he says.

Carney began marketing his wine shop long before it opened. Months prior to launching, he created an Instagram account and hung butcher paper on the storefront windows stenciled with the message: “Coming Soon: Avinage Wine Shop.”

When meeting people in his personal and professional lives, Carney never misses an opportunity to mention his business. “Be shameless about marketing yourself,” he says. “All the businesses that I go into in Petaluma, I tell them I just opened a wine shop around the corner and to come check me out.” ■

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IS IT TIME TO PAY ATTENTION TO ENGLISH WHISKY?

ENGLISH WHISKY, A PREVIOUSLY NONEXISTENT CATEGORY, IS GROWING FAST WITH A FLURRY OF NEW BRANDS SOON TO ARRIVE ON U.S. SHORES

BY JACOPO MAZZEO

Just over a decade ago, few would have bet on the success of English wine. Even fewer, probably, would have expected the country to develop a vibrant whisky industry. But from 2019 to 2023, the volume of whisky produced by English distilleries is forecasted to grow 189 percent, according to the newly formed English Whisky Guild, and English whiskies are starting to gain international recognition.

England has indeed produced whisky in the past, albeit not to the same extent as neighboring Scotland and Ireland. By the early 1900s, however, the last surviving maker closed down and the island was left whiskyless throughout most of the 20th century. And yet today, there are over 30 operating whisky distilleries at various stages of production and an ever-growing number of newcomers awaiting their first nectar to reach maturity.

“With our brewing and distilling tradition here in England, you can’t help but believe that ours can be a wonderful addition to the world of whisky,” says Stephen Russell, the founder of Kent-based Copper Rivet Distillery.

Many English whisky distilleries were established on the back of a broader, countrywide craft distilling boom fueled by the 2008 repeal of the Sales of Spirits Act, commonly known as the Gin Act 1751. The market was flooded with new gin brands, while whisky production—which requires larger investments and a minimum of three years for a batch to enter the market—took a little longer to show its potential.

FINDING THE ENGLISH STYLE

English distillers approach whisky-making with a marked avant-garde mindset, equally inspired by neighboring, authoritative whisky cultures—the Scottish and

ABOVE, LEFT TO RIGHT: The English Single Malt // Copper Rivet Distillery’s Masthouse Whisky // The Whiskymaker’s Reserve No. 5

the Irish—as by the experimental nature of New World spirits makers.

“We have no real, recent tradition, meaning we have no real legacy to hold us back,” says Russell. “There is a clear desire not to try to be ‘Scottish whisky south of the border,’ but instead to be interesting and employ innovative techniques, use best practices from around the world (in our case, especially the United States), and do whatever it takes to create whisky that tastes amazing.”

English whisky distilleries do indeed paint on a blank canvas. In fact, some reject the canvas itself. Copper Rivet’s latest expression, for instance, is an unusual blend of pot- and column-distilled spirit with a grain bill that involves Belgravia barley malt, Claire wheat, and Arantes rye.



While embracing traditional techniques and recipes, English distillers tend to focus on flavor research. Bristol-based Circumstance Distillery specializes in characterful, one-off grain-based spirits; its inaugural whisky release—due in the fall—tastes promising. “Our first whisky comes from a single cask, just 250 bottles,” says Liam Hirt, the founder of Circumstance. “For the next 10 years or so all whisky releases will be single casks.” The expression is made with a blend of malted and unmalted barley, fermented with French saison beer yeast.

Circumstance’s countless experiments often draw inspiration from Bristol’s vibrant craft beer scene. Wheat-based wash is aptly fermented with Bavarian wheat beer yeast, while a mix of saison and mead yeast is used on a rye-based mash. The team has been experimenting with British and Irish ale yeasts, too. “The mead yeast gets the floral notes out of the rye, while the saison yeast produces a very flavorsome base beer, with lots of citrus notes,” says Circumstance distiller Andrew Osborne.



Copper stills at The English Whisky Company

THINKING BIG

As the industry matures, English whiskies are increasingly available in international markets, with a growing number reaching U.S. shores, too. Industry pioneer The English Whisky Company—whose 15 years of activity make it the country’s oldest operating whisky distillery—is currently available in the U.S. through South Carolina-based Total Beverage Solutions, and Circumstance is planning to enter the American market once its debut whisky sees the light in September.

In March this year, a crowdfunding campaign raised \$1.6 million for Cumbria-based The Lakes Distillery—its whisky has won a handful of international awards—to increase its spirit-making capacity and to plan its U.S. launch for later this year. Meanwhile, Cotswolds Distillery, which is already available in a dozen U.S. states, forecasts to grow its American market by 300 percent by the end of 2022. Earlier this year, the distillery revealed it will soon be commissioning a new, larger site. With a yearly potential of 500,000 liters of pure alcohol, not only will the expansion allow Cotswolds to considerably up its exports, it will grant the distillery the status of England’s largest whisky producer, too.

Crossing the pond is also in the pipeline for Copper Rivet, with an initial focus on Texas and Florida. “Our production is about five times what it was in our first year (2016), and in three years I expect it to

be three times more than today,” says Russell. “My guess is that our growth probably mirrors the industry as a whole.”

To support the industry’s rapid development, the country’s leading producers teamed up to form the English Whisky Guild in May of this year, and submitted an application to legally define a geographical indication (GI) for English whisky. The proposal is currently being reviewed by the U.K.’s Department for Environment, Food and Rural Affairs.

While the proposed GI shows a clear Irish and Scottish stylistic influence, the suggested criteria are intended to reflect the industry’s innovative nature—by allowing maturation to undergo in any wood type, for instance—and clearly promotes its principal unique selling point by requiring grains to be of U.K. origin.

The process is expected to move forward by the end of the summer and the group of producers believes it will help the English industry rival more established whisky regions. “English whisky has been around for a while; several of my fellow producers are coming up to their 10th birthday,” says Andrew Nelstrop, the chair of the English Whisky Guild and owner of The English Whisky Company. “Obviously it’s quite young compared to our northern neighbors, but it is no longer a fledgling industry. Production rates are growing fast. We have got momentum.” ■



Liam Hirt of Circumstance Distillery



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1. THE BALVENIE

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\$ SRP: \$174.99 per 750-ml bottle

🌐 thebalvenie.com

2. KIM CRAWFORD WINES

The New Zealand winery Kim Crawford turns its attention to Europe with the release of an everyday, extra dry Italian Prosecco. Starring largely Glera grapes harvested from vineyards throughout the Veneto region, the sparkling wine was produced using the charmat method and beckons with fruity and floral aromatics.

\$ SRP: \$14.99 per 750-ml bottle

🌐 kimcrawfordwines.com

3. CONTRALUZ

Taking cues from tequila, Casa Lumbre's new mezcal, Contraluz, illuminates an innovative small-batch filtration process using activated charcoal. The result is the category's first-ever clear cristallino spirit abundant with clove, cacao, and restrained smoke.

\$ SRP: \$59.99 per 750-ml bottle

🌐 casalumbre.com

4. CASTELLO BANFI

Sangiovese grapes grown in stony, calcareous soil at Castello Banfi in Tuscany have birthed the 2017 vintage of Castello Banfi Brunello di Montalcino DOCG. Rife with fruit on the nose, it evolves into licorice, red berry jam, and pipe tobacco.

\$ SRP: \$80 per 750-ml bottle

🌐 banfiwines.com

5. PROCERA GIN

Procera Gin, distilled in Nairobi from sugar cane and fresh Juniperus procera, a type of juniper grown in the Kenyan highlands, has added two new expressions to its flagship Blu Dot. Cocktail-friendly Red Dot (SRP: \$99.50) is buoyed by Nigerian locust bean, alligator pepper, and ashanti pepper, as well as elephant pepper, oyster shells, myrrh, and seaweed from Kenya, while Green Dot (SRP: \$119.50) solely embraces berries, foliage, and toasted wood from the juniper tree.

\$ SRP: \$99.50 to \$119.50 per 750-ml bottle

🌐 proceragin.com

6. OSENA

Sugar-free OsenA spiked coconut water, fueled by naturally occurring electrolytes, first entered the ready-to-drink market with its Pure Original and Exotic Pineapple flavors. Now OsenA Beverage has introduced a tropical-inspired multi-pack of the 100-calorie canned libation. The Islands Collection (5% ABV) pairs the classic pineapple with Ripe Mango, Divine Guava, and Lush Dragon Fruit.

\$ SRP: \$21.99 per eight-pack of 12-oz cans

🌐 drinkosena.com



7



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7. WOODFORD RESERVE

This year's limited edition of Woodford Reserve Batch Proof, the annual high-proof expression that is part of the bourbon brand's Master's Collection, comes in at 118.4 proof. Using the same grain bill and process as Woodford Reserve's Kentucky Straight Bourbon, the liquid was drawn from barrels located on the first levels of the heat-cycled warehouses, resulting in a lower proof than previous releases given that floor's effect on the angel's share.

\$ SRP: \$129.99 per 750-ml bottle

🌐 woodfordreserve.com

8. YAVE TEQUILA

An alternative to tropical rums and vodkas, YaVe Tequila's subtly sweet coconut-infused version is ripe for riffs on the Piña Colada and Mojito. Like YaVe's blanco, reposado, jalapeño, and mango offerings, the coconut highlights agave sourced from both the highlands and lowlands of Jalisco, volcanic water filtered through thousands of feet of porous lava rock, and a proprietary yeast.

\$ SRP: \$39.99 to \$49.99 per 750-ml bottle

🌐 yavetequila.com

9. BOOCHCRAFT

Peach Iced Tea is the newest boozy flavor of Boochcraft organic hard kombucha. In this canned variety (7 % ABV), juicy peach notes mingle with bursts of herbal white tea and tropical guava.

\$ SRP: \$15.99 per six-pack of 12-oz cans

🌐 boochcraft.com

10. MAESTRO DOBEL

The Mexico City-based design studio Onora, in collaboration with the third-generation artisan Pablo Pérez Martínez, has created a new limited-edition bottle for the Maestro Dobel 50 Cristalino Extra Añejo tequila. Adorned with hand-painted bottle stoppers depicting the production cycle of the agave plant in the style of amate, a Mexican folk art paper craft tracing back to the 1950s, it marks the first of three in the series.

\$ SRP: \$250 per 750-ml bottle

🌐 maestrodobel.com

11. HEAVEN'S DOOR SPIRITS

The Decade Series, a limited-edition collection of whiskeys aged 10 years or more, is a super-premium brand extension from Heaven's Door Spirits and Bob Dylan. First up is a 100-proof, high-rye, 10-year-old straight bourbon whiskey from Tennessee. Featuring a 22 percent rye mashbill and devoid of charcoal mellowing, its palate of toffee, bitter chocolate, and leather is reminiscent of Kentucky bourbon.

\$ SRP: \$99 per 750-ml bottle

🌐 heavensdoor.com

12. TEQUILA ETERNO VERANO

Inspired by Bruce Brown's 1966 surf documentary, The Endless Summer, Grain and Barrel Spirits presents Eterno Verano, a range of ultra-premium blanco, reposado, and añejo tequilas made by master tequilero Arturo Fuentes from 100 percent Blue Weber agave. They are packaged in recycled glass bottles capped with natural cork closures that reference the bright vintage film poster.

\$ SRP: \$49.99 to \$69.99 per 750-ml bottle

🌐 eternoverano.com



WILL LEGAL CANNABIS USE IMPACT THE BAR INDUSTRY?

CANNABIS LOUNGES ARE OPENING UP ACROSS RECREATIONAL CANNABIS STATES, BUT WHAT DOES THIS MEAN FOR THE BAR INDUSTRY?

BY NICKOLAUS HINES

At the back of the Rise dispensary in Mundelein, Illinois, about 45 minutes from downtown Chicago, is a new cannabis consumption lounge. Bar stools face shelves stocked with a plethora of smoking equipment in place of bottles, and on each of the tables in the casual seating area is an Art Deco-inspired ashtray. Over in the Smokeasy, an adjacent private event space, there are stylish booths and mid-century modern light fixtures. The two adjoining businesses function just like a bar with a speakeasy cocktail space on the side—but instead of drinks, guests commune over cannabis.

The lounge, which is operated by Green Thumb Industries, opened in cel-

ebration of 4/20 on April 20, 2022, and is the first in the Chicago area. While a traditional bar offers guests the opportunity to sip craft cocktails that they couldn't make at home, Rise lounge offers the chance to test state-of-the-art vaporizers, pipes, gravity hookahs, and other smoking devices, as well as a vast array of cannabis strains from the attached dispensary. Table service makes the whole experience a breeze for novices and regular consumers alike. Arguably, cannabis lounges, like Rise, offer a viable social alternative to the bar experience.

Nineteen states and Washington, D.C., have laws that permit recreational cannabis use. Colorado and Washington state were the first to legalize in 2012, and both now have established and flour-

ishing industries, while states with new cannabis legalization laws, like New York, Virginia, and New Mexico, are just getting started. Though it's still early days, alcohol industry professionals are questioning how this new cannabis landscape might impact on-premise alcohol sales in the future.

"Across the country, we're seeing more Americans turning to cannabis for well-being and away from alcohol," says Sara Stewart, the project specialist working on Green Thumb Industries' lounge experience, which was modeled after the table-side hospitality that people expect from a bar or restaurant. "Offering an environment where people can consume safe, high-quality cannabis products certainly may impact alcohol and bar sales."



THE NEW FACE OF THE CANNABIS LOUNGE

In the states where consumption lounges were licensed early, including Illinois, Alaska, California, Colorado, and Nevada, they have been slow to open—hesitant, perhaps, to navigate this new frontier’s patchwork of policies and the associated costs. Those that have launched or are in the planning stages differ in design and service details, but many, notably, have honed their aesthetic and branding to appeal to a broader demographic.

In Alaska, Good Titrations, for example, located in a former Chili’s, looks like an upscale Western spot with wood-paneled walls and a bar transformed to serve coffee, snacks, prerolls, and edibles. The Artist Tree Studio Cannabis Lounge in West Hollywood, meanwhile, located above the eponymous dispensary, offers rotating art exhibits and live music in a bright, plant-filled space. Thrive Cannabis Marketplace is set to open a lounge later this year on the Las Vegas Strip, with a curated food and beverage program to target the tourist market. While in Colorado, JAD’s Mile High Smoke looks like a traditional bar, with big screens playing sports and comedy events, as well as a full cannabis menu.

More are on the way—the Patterson Inn hotel in Denver will have an attached consumption lounge, solving the designated driver dilemma. “The goal is to expand the amenities for guests who are staying here,” says Chris Chiari, the founder and CEO of The 420 Hotels and The Patterson Inn, about his hotel’s recently opened bar, 12 Spirits Tavern, and the soon-to-come consumption lounge.

ABOVE: The Smokeasy, a private event space for cannabis consumption at the Rise dispensary in Mundelein, Illinois.

Though they’re all separate businesses, the three are complementary and also open to the public. Chiari says he hopes they become a destination for locals in the Capitol Hill neighborhood.

The upscale interior design, just like that in California’s Papa & Barkley Social or Nuwu in Las Vegas, is comparable to any high-end cocktail bar. The businesses also have impressive ventilation to do away with smoke concerns and abide by regulations—Chiari notes that his lounge will have casino-grade air filters. Many tout their product transparency, too, with well-trained “budtenders” to help educate guests. These are casual socializing spaces, where you can also get a coffee, see a show, cowork, meet friends, or even have a spa treatment while enjoying a smoke. But getting high is no more the *raison d’être* of these lounges than getting drunk is at a cocktail bar.

While the number is still relatively low, momentum is growing. Other legal states have paved the way for lounges and are waiting for businesses to open. Michigan is expected to have its first lounge before the end of the year. New York, New Jersey, and Pennsylvania have created a legal framework for cannabis businesses to get licensed, and Maine lawmakers are set to reconsider lounge legalization in 2023. “The biggest hurdle that a lot of cannabis people share is a frustration with regulation,” says Chiari. “But I’ve had liquor and horse-racing licenses; the similarities with cannabis are there.”

A CHANGING CONSUMER DEMOGRAPHIC

With legalization comes legitimization and a step away from stereotypes of cannabis leaf graphics and red eyes. This rebranding has helped to welcome in guests who may not have considered a trip to a lounge before. “We are connected to the Rise Mundelein dispensary, so many guests are cannabis customers looking to try new luxury devices before purchasing one for themselves,” says Stewart. “But we also see guests of every experience level who are interested in the lounge experience.”

According to a 2021 Gallup poll, 60 percent of adults in the United States report that they drink alcohol. That’s down from 65 percent of adults in 2019. The poll also found a difference in alcohol consumption among younger generations. While 70 percent of those 35 to 54 years old reported that they drink alcohol, only 60 percent of people aged 18 to 34 reported the same.

While alcohol consumption is decreasing, cannabis is doing the opposite. Another Gallup poll found that 49 percent of adults have used cannabis compared to 45 percent two years earlier. It appears in early studies that younger generations, the first to have widespread legal access to recreational cannabis as soon as they turned of age, have an even stronger preference for cannabis. A survey by the cannabis research firm New Frontier Data found that 69 percent of people aged 18 to 24 preferred cannabis over alcohol. Another survey from Technomic found that 38 percent of Gen Z would visit a cannabis lounge to consume, which is comparable

RIGHT: Thrive Cannabis Marketplace is slated to open a consumption lounge later this year on the Las Vegas Strip.

to the 41 percent who said they would visit a bar for drinks, presaging a future world in which the two options coexist.

Even so, for Chad Michael George, the owner of Denver-based Proof Productions, a network of bartenders, event planners, designers, and consultants, and the treasurer of the Denver chapter of the United States Bartenders' Guild, cannabis lounges don't pose a real threat. "I think we will continue to see a small percentage of people, especially younger generations, that opt out of consuming alcohol, but I just don't think those people are going to stop going out for dinner or socializing with friends," he says. "Cannabis lounges will have a hard time replacing the social aspect of a bar, as I think people that do not partake will be hesitant to go to these establishments, even more so than a sober person would be hesitant to go to a bar or restaurant."

IS COLLABORATION IN THE CARDS?

While the bar and lounge share common ground in offering an inviting, aesthetically pleasing space for guests to responsibly consume psychotropic substances, cannabis sales and alcohol sales are likely to remain distinct, regardless of the state. "There's a hard separation between alcohol and THC at the moment, and I don't expect that to change anytime soon," says James K. Landau, an attorney who provides cannabis legal services in New York.

The current legal framework for recreational cannabis, including for lounges, varies state by state. Yet as people look toward the potential end of the federal cannabis prohibition, which has been in place since 1937, industry groups are advocating for cannabis and alcohol to exist on a level playing field—primarily by taxing cannabis in the same way alcohol is taxed, as laid out in a statement released by the Wine and Spirits Wholesalers of Amer-



ica (WSWA) in July. They wrote: "WSWA strongly believes that any cannabis legalization effort in Congress should be coupled with a robust and comprehensive federal regulatory structure that draws on long-established, successful federal laws and policies governing the U.S. alcohol industry."

New regulations could bring changes for bar workers as well as lounge employees. One of the biggest impacts that cannabis may have on bars is from a legal standpoint, says Abraham Cohn, a lawyer with Cohn Legal, namely, "the extent to which bars need to worry about serving alcohol to customers who may already be 'impaired' from their prior-consumption of cannabis," says Cohn. "Different states have different rules about the liability bars may or may not face when serving alcohol to obviously intoxicated customers (dram shop laws), but the question of what this liability means for cannabis intoxication is entirely uncertain." It is, in short, new legal territory.

THE BROADER OUTLOOK

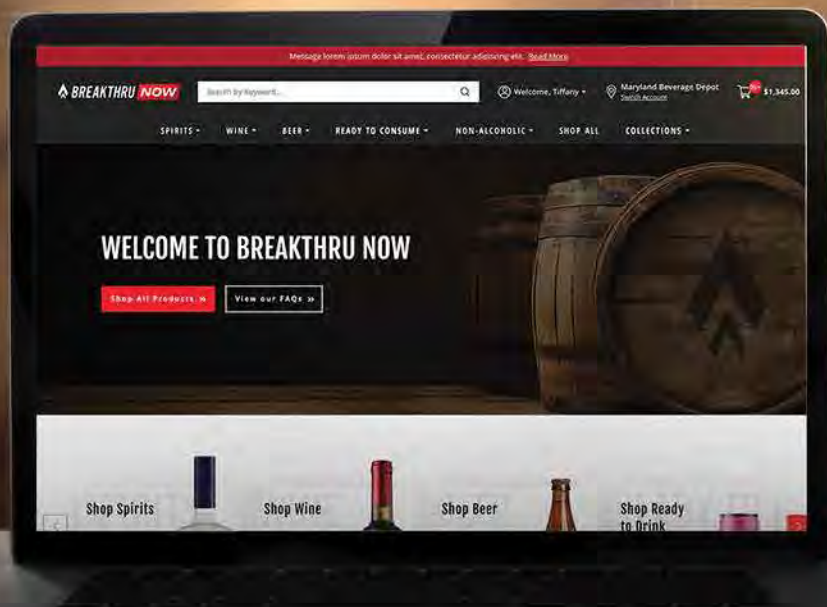
For some, the threat doesn't come from cannabis lounges per se, but from the broader availability of another form of legal high. "Bar owners should not be threatened that they are going to lose customers because of cannabis consumption lounges' existence," says Brandon Dorsky, the CEO of the cannabis brand Fruit Slabs, which makes edibles in California. However, "bar owners should be generally concerned for their bottom line given the availability of legal cannabis and public cannabis consumption as an option. Legalized cannabis historically correlates with a reduction

in alcohol-related activity, including both sales and drunk-driving deaths."

The novelty of cannabis lounges could be enough incentive to draw in people who grew up in the early 2000s and before, says Dorsky, but he expects that it could be short-lived. "While consumption lounges are a great option for tourists, people with children who cannot consume at home, and those wanting a novelty experience, they are still expensive relative to consuming outside of the lounge," says Dorsky. "Being able to publicly consume cannabis without fear of retribution from the law is an exciting thought and something that may trigger someone to do it once, but not repetitively unless they love to consume cannabis."

As cannabis becomes increasingly socially acceptable and more states legalize recreational use, the bar space and the lounge space will come to operate side by side. Cannabis legalization is in its nascency, and while there have been insufficient studies for anyone to authoritatively predict what outcome these changes will have on the bar industry yet, without doubt, much like the end of Prohibition laid the foundations for a seismic shift in consumer behavior, so too does this moment—even if it's not for everyone.

"Regardless of whether or not you are a bar owner or cannabis consumer, the rise of cannabis consumption lounges and cannabis fueled experiences will certainly change the landscape of menu options on your nightlife menu for the better," says Dorsky. However, he adds: "[It] will certainly influence the social lives of some—but not all." ■



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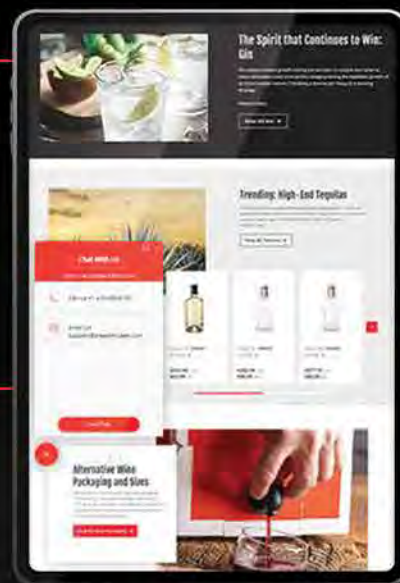
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GRAPEFRUIT PROSECCO SPRITZER

2 ½ oz. Korbel Prosecco
1 oz. grapefruit juice
Soda water

Method: Fill a large wine glass with ice. Add grapefruit juice, Prosecco, and soda water. Garnish with grapefruit slice and rosemary sprig.



AMERICANO FOR ADULTS ONLY

1 oz. Bitter Rouge White
¾ oz. Riserva Carlo Alberto White Vermouth
¾ oz. lemon juice

Method: Add Bitter Rouge White, vermouth, and lemon juice into a glass. Stir and garnish with a basil leaf.



GUAVA COLADA

1 ½ oz. Santa Teresa 1796 Rum
¾ oz. lime juice
¾ oz. Monin guava syrup
¾ oz. Coco Lopez coconut cream

Method: Combine all ingredients in a cocktail shaker. Add ice and shake. Strain over ice into a Collins or Hurricane glass. Garnish with a burnt cinnamon stick and lime wheel.



TIERRA COCKTAIL

2 oz. Matusalem Gran Reserva 15-Year-Old Rum
1 oz. apple juice
½ oz. fresh lemon juice
½ oz. beetroot syrup

Method: Add rum, apple juice, fresh lemon juice, beetroot syrup, and ice into a cocktail shaker. Shake until well chilled. Garnish with wild hibiscus.

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JARDIN DE MENTA

by Lynn House, national portfolio mixologist for Heaven Hill

- 2 oz. Lunazul Blanco Tequila
- ½ oz. fresh lime juice
- ½ oz. cane sugar syrup
- 2 sprigs of mint
- 2 oz. Topo Chico

Method: Muddle 1 sprig of mint and lime juice, next add cane sugar syrup and Lunazul. Ice and shake. Serve over fresh ice, top with Topo Chico and garnish with a fresh sprig of mint.



TUXEDO

- 2 oz. Conniption American Dry Gin
- 1 oz. fino or manzanilla sherry
- 2 dashes orange bitters

Method: Stir all ingredients with ice in a mixing glass. Strain into a chilled Martini glass. Garnish with an expressed lemon peel.



DANCE POLICE

Created by: Midnight Rambler bar team at The Joule, Dallas

- 1 ½ oz. Patrón Silver Tequila
- Fever-Tree Lime & Yuzu
- *1 ½ oz. watermelon cordial
- Cubed ice

Method: Add tequila and watermelon cordial to an ice-filled highball glass. Top with Fever-Tree. Garnish with a watermelon Dum-Dums lollipop sprinkled with Electricdust.

*WATERMELON CORDIAL

- 1 pint fresh, strained watermelon juice
- ½ tsp. malic acid
- ¼ tsp. citric acid
- ½ cup sugar

Method: Add all ingredients to a blender and blend on a low setting for four minutes. Strain into a labeled and sterilized glass jar. Will last for one week if refrigerated.

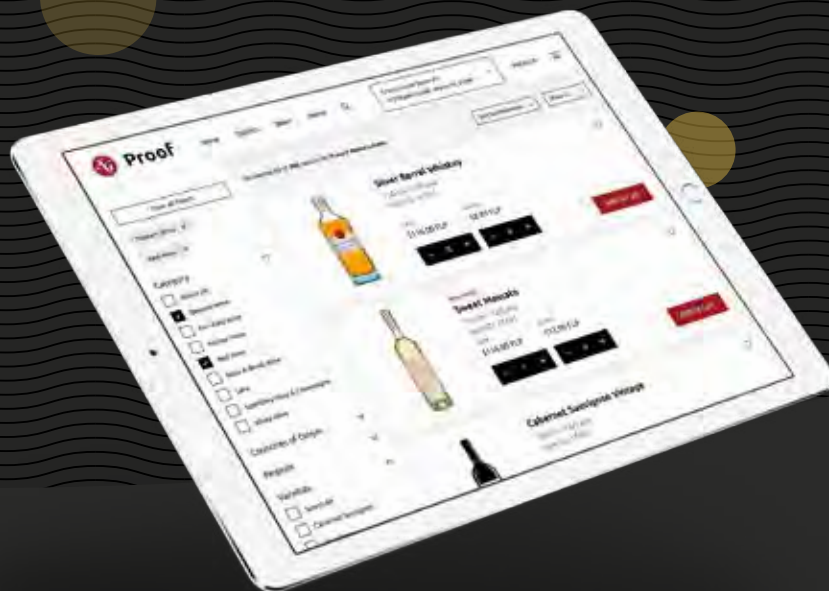


KING ST. CHERRY TART SPRITZ

- 4 oz. King St. Vodka
- 2 oz. tart cherry juice
- 1 oz. simple syrup
- 1 oz. fresh lime juice
- 5 to 6 oz. Prosecco
- 2 oz. sparkling water

Method: Add vodka, cherry juice, simple syrup, and lime juice to a cocktail shaker. Shake and pour over ice in a large wine glass. Top with Prosecco or Champagne and sparkling water. Garnish with a flamed lemon slice and/or an edible flower.

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BOXED IN

Allison Luvera and Lauren De Niro Pipher take boxed wines to new heights with their launch of **Juliet**. The two inaugural selections, Sauvignon Blanc 2021 and Grenache Rosé 2021, originate from a Certified California Sustainable winery in Santa Barbara's Happy Canyon AVA, and are housed in colorful cylinder containers made with recycled materials. These packages, dubbed Eco Magnums, hold two bottles' worth of wine accessed via a spout and are equipped with handles to facilitate on-the-go gatherings.

SRP: \$45.99 per 1.5-liter box of wine



CHILEAN MILESTONE

In honor of its 25th anniversary, **Seña**, the pioneering Chilean wine estate established by Eduardo Chadwick and Robert Mondavi, is reintroducing its well-received 2009 library vintage from the Aconcagua Valley. The Cabernet Sauvignon-dominant blend, rounded out with Carménère, Merlot, Petit Verdot, and Cabernet Franc, leads with chocolate and tobacco aromatics, morphing to raspberry and cherry on the palate. Available alongside the recent 2019 release, the 2009 is nestled in a collectible wooden box.

SRP: \$150 per 750-ml bottle

BOTTLE AND BOOK

Tuscan winery **Ornellaia's** Poggio alle Gazze dell'Ornellaia 2020 is characterized by a bright straw yellow hue and aromas of peach and sage. The Mediterranean-style wine, a blend of Sauvignon Blanc, Viognier, Verdicchio, and Vermentino, is fittingly accompanied by a cookbook that brings together chef recipes celebrating the Mediterranean Sea.

SRP: \$82 per 750-ml bottle



ODE TO SICILY

Quattro Quarti Bianco 2021, from the Italian cooperative **Cantine Ermes**, comprises four different Grillo grapes grown in Sicily's Trapani region. The balanced, food-friendly wine showcases soft layers of orange blossom, yellow peach, and almond.

SRP: \$18 per 750-ml bottle

FRESH ADDITION

Fresh Vine Wines, founded by actresses Nina Dobrev and Julianne Hough, has bolstered its Napa-produced lineup of lower-carb, lower-calorie Cabernet Sauvignon, Chardonnay, Pinot Noir, and rosé with a Sauvignon Blanc. Tasting of white peach, Meyer lemon, and pomelo, the wine contains 98 calories, 0.1 grams sugar, and 2.8 grams carbs in an average five-ounce glass.

SRP: \$22.99 per 750-ml bottle



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ITALIAN EXPANSION

Terlato Wines has rolled out Cutizzi 2021, a Greco di Tufo DOCG from **Feudi di San Gregorio**, to the U.S. market. Hailing from one of the Campania winery's finest vineyards, Cutizzi was matured for four to five months in stainless steel on the lees and exhibits notes of peach, pear, and green plum.

SRP: \$38 per 750-ml bottle

CALIFORNIA MEETS THE LOIRE VALLEY

John and Reed Skupny, the father-and-son winemaking team behind St. Helena winery **Lang & Reed Napa Valley**, continue to put Chenin Blanc in the limelight with their fruit-and mineral-laden, single-vineyard Talmage 2020. Sourced from a 40-year-old site in Mendocino, the grapes were whole-cluster pressed and divided into two French oak and seasoned Austrian barrels where they matured for 14 months before assemblage.

SRP: \$60 per 750-ml bottle



PIEDMONT POP

Banfi has broadened its **Rosa Regale** portfolio of effervescent red and white wines with a sparkling rosé. Made in Italy's Piedmont region with hand-picked, destemmed, crushed, and gently pressed Brachetto grapes, the versatile aperitivo expresses grapefruit, ripe melon, and orange blossom.

SRP: \$19.99 per 750-ml bottle



THE COMEBACK

After fans clamored for its return, **Avaline** has reinstated its limited-edition Grenache Blanc. The medium-bodied wine, which garnered the longest-ever waitlist for Cameron Diaz and Katherine Power's California label, is crafted from organic grapes that elicit lemon zest, apricot, and florals.

SRP: \$28 per 750-ml bottle



CASUAL IMBIBING

Beyond its namesake collection, **Dow's Port** from Symington Family Estates also turns out Vale do Bomfim, a table wine. Following its red offering, which debuted back in 2004, there is now a white that unites 45 percent Malvasia Fina, 25 percent Rabigato, 10 percent Viosinho, 10 percent Arinto, and 10 percent of field blend grapes. Dow's Vale do Bomfim Douro White 2021 also marks the brand's updated packaging, now bearing photographs of second-generation Symington family members from the 1930s.

SRP: \$15 per 750-ml bottle

