

Beverage Journal



NOVEMBER 2022

2022

Holiday Gift Guide

100+

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STOCK THIS SEASON

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AND SPLURGE PICKS

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IT'S NOVEMBER AND THAT MEANS IT'S ELECTION TIME

Did you know that, on average, only a little more than 50% of eligible voters nationally cast a ballot in 'mid-term' elections? While Presidential or other national elections draw significant attention, mid-term and local elections typically see less voter turnout. A recent study found that fewer than 15% of eligible voters were turning out to vote for Mayors, Council Members, and other local offices.

Low turnout means that important local issues are determined by a limited group of voters, making a single vote even more statistically meaningful. While certain propositions may be famous and seem a sure thing, they can fail if people stay home.

This year's election, held nationally on Tuesday, November 8, goes beyond who will represent us in Congress. Voters will also elect state, county, and local repre-

sentatives.

You have the power to make critical decisions on the quality of life you want for yourself, your family, your community and your business. Voting is your chance to stand up for the issues that impact your livelihood.

We all pay taxes, individual, payroll, business, sales ... the list goes on. And yet, most people don't know how that money is used. Voting is your chance to choose how your tax dollars are spent. This happens through your vote on specific propositions and ballot measures and those we elect to leadership positions that commit to fiscal restraint and responsibility.

The 2022 midterm elections are fast approaching. These elections hold tremendous importance, and the results will impact your livelihood. That's why it's essential to vote.

STEPHEN PATTEN
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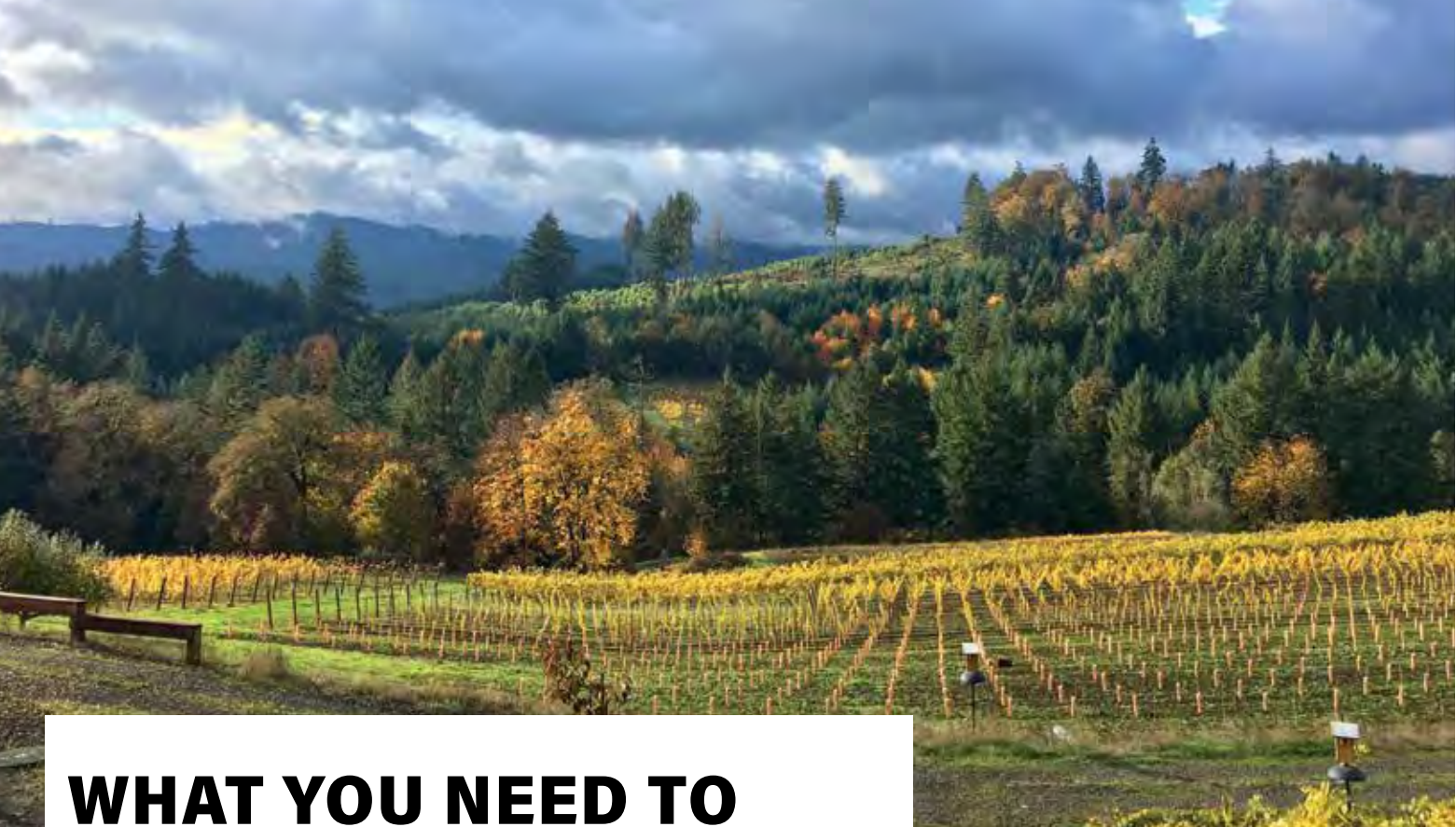
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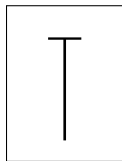




WHAT YOU NEED TO KNOW ABOUT THE NEW WEST COAST AVAS

THERE ARE SEVEN EXCITING NEW WINE-GROWING REGIONS ACROSS WASHINGTON, OREGON, AND CALIFORNIA

BY KELLY MAGYARICS



he list of West Coast AVAs continues to expand and evolve as U.S. winegrowers increasingly become familiar with the varied terroir.

In the past year, Washington established its 20th AVA, Oregon's Willamette Valley gained its 10th and 11th, and a new addition in California became the state's coolest growing region. On the horizon is a proposed addition to Sonoma County whose micro-terroir differentiates itself from the overall Alexander Valley.

Beverage Media spoke with wine professionals affiliated with the new AVAs to better understand each region's unique

and noteworthy aspects, and which grape varieties show the most promise.

ROCKY REACH AVA

Designated as Washington's 20th AVA in June 2022, Rocky Reach AVA straddles the Columbia River and is located between Chelan and Wenatchee in the Columbia Valley. It covers 32,333 acres, with 117 acres under vine, and is named for the term that 18th-century steamboat captains used to describe the area's rocky stretch of rapids. The underlying bedrock here is composed

RIGHT: Double D vineyard at Rocky Pond Estate Winery in the Rocky Reach AVA

ABOVE: Brigadoon Wine Company's organically farmed vineyard in the Lower Long Tom AVA

of metamorphosed sedimentary and igneous rocks rich in silica, mica, and quartz, rather than the basalt found elsewhere in the state. "A distinct minerality fused with ripe fruit expresses itself in the wines," according to John Ware, the president of Rocky Pond Estate Winery.

Warmer than nearby Lake Chelan AVA with a higher percentage of heat-retaining granite cobblestones that promote faster, even ripening, Rocky Reach AVA also has stony soils that allow roots to dig deep; not surprisingly, Rhône varieties like Syrah and Grenache show



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promise, as well as Bordeaux grapes like Merlot and Malbec. “There is an undertone of gravel coupled with broad-shouldered structure and tension that’s an interplay of tannins,” says Rocky Pond winemaker Elizabeth Keyser. “The wines achieve concentration without presenting as monolithic or heavy.”

WEST SONOMA COAST AVA

Officially recognized in May 2022, the West Sonoma Coast AVA is located on the westernmost sliver of Sonoma County, around seven miles from the ocean. While the area encompasses 141,500 acres and three sub-regions (Annapolis, Fort Ross Seaview AVA, and Occidental-Freestone), the AVA’s steep and forested terrain translate to just 1,000 planted acres.

“The region is very different because it is a cold, mountainous, maritime region,” explains Carroll Kemp, the winemaker and cofounder of Alma Fria. “Most maritime regions are warmer, and most cool climates are not located on the oceans.” Yearly temperatures range from 50 to 53 degrees—10 or more degrees cooler than the rest of the Sonoma County AVA—and vineyards are planted at elevations of 400 to 1,800 feet on ridge tops formed from seismic activity along the San Andreas Fault on marine-based sedimentary rock.

Chardonnay thrives here, with a style leaning towards citrus rather than tropical fruits and a lively acidity, and the cool, maritime climate creates a profoundly distinct style of Pinot Noir, according to Erin Brooks, the founder and proprietor of Ernest Vineyards. “The wine becomes nuanced and more about the subtleties and specificities of the variety versus the common fruit-forward nature most people are used to.”

LOWER LONG TOM AVA

A major distinction about the Lower Long Tom AVA, which is located between Corvallis and Eugene, is that it’s the first AVA



ABOVE: Hirsch Vineyards in the West Sonoma Coast AVA

in Oregon’s southern Willamette Valley—the next closest is an hour’s drive to the north. “The relative seclusion of our AVA has inspired a kind of rugged individualism...where farmers and makers have struck out on their own paths,” says Andrew Smith, the winemaker and general manager at Antiquum Farm.

Another feature is the prominent ridgeline that lies to the west within the Coast Range. These high peaks that drop off to the south and north serve as a rain shadow protecting vineyards from storms (especially during the spring and fall), decreasing the chance of disease, ensuring even ripening and providing a longer picking window.

“Lower Long Tom AVA has the perfect mix of marine sedimentary and volcanic soils with clay that have the unique ability to be both well-draining yet retain moisture,” explains Gretchen Boock, the general manager at Benton-Lane Winery. Though the total area is 25,000 acres, only 575 are planted, mostly with Pinot Noir, and Pinot Gris is the most-planted white grape.

According to Matt Shown, the winemaker at Brigadoon Wine Co., the shallow Bellpine soils over sandstone that are ubiquitous here “create a smaller canopy with more exposed fruit and a more structured Pinot Noir, especially early in the wine’s life.”

SLO COAST AVA

This AVA approved in March 2022 is believed to be California’s coolest wine growing region and also has one of the world’s longest growing seasons. Encompassing 408,585 acres with 5,000 under vine, the SLO Coast AVA stretches from the northern border of San Luis Obispo County near Big Sur to the southern border with Santa Barbara County and includes land west of the ridgeline of the Santa Lucia Mountains.

Its 30 member wineries average just five miles from the coast, and evening winds and fog allow hang time into November. Soil types include fossilized shells, shale, and sand, and marine conditions make for complex and balanced wines with verve and vivacity. “These are wines of honesty and transparency that reflect the vineyards they’re grown in,” says Dan Fredman, the executive director of the SLO Coast AVA Collective.

“The SLO Coast AVA’s seafloor soils, coastal fog, and generous diurnal range are what immediately captured my at-

BELOW: Oceano Wines’ vineyard in the SLO Coast AVA



PHOTOGRAPH CREDIT: JAK WONDERLY, COURTESY OF WEST SONOMA COAST VINTNERS / OCEANO WINES



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ABOVE LEFT TO RIGHT: Illahe Vineyards in the Mount Pisgah, Polk County, Oregon AVA // Stonestreet Estate Vineyards in the Pocket Peak AVA

tention,” says Rachel Martin, the founder and CEO of Oceano Wines. “Wines display bright acidity, freshness, moderate alcohol, and pure flavors with loads of salinity.” SLO Coast AVA Pinot Noir tastes of juicy pomegranate and raspberry with nuances of rose and violet. Chardonnay shows citrus pith and high-toned tropical notes of passion fruit and guava, and the northern Spain-like climate has made Albariño a local surprise.

MOUNT PISGAH, POLK COUNTY, OREGON AVA

The namesake 835-foot mountain in the Mount Pisgah AVA formed 65 million years ago as a seafloor volcano. The base is Siletz rock, the oldest rock formation in the Willamette Valley, which is covered with marine sediment and unique, shallow soils including Willakenzie, Bellpine, Jory, and Nekia, which promote berry development and complexity. The cool Van Duzer winds coming from the Pacific bring with it a moderating effect, while Laurel Mountain to the west serves as a rain shadow.

Covering 5,530 acres of land in Polk County, six miles from the Willamette River, there are currently 584 acres under vine, making it the second-smallest

AVA in the Willamette Valley with three wineries yet it's also one of its most densely-planted. Pinot Noir, Pinot Gris, Chardonnay, Tempranillo, and Pinot Blanc are the prominent grapes. “The wines made from fruit from the Freedom Hill vineyard are what are most associated with this AVA,” says Andy Fortgang, the owner of Le Pigeon, Canard, and Flor Wines. “Curiously, I always find the whites quite bright and mineral driven, while Pinot Noir tends to be more stern and structured.”

GABILAN MOUNTAINS AVA

The newest AVA, approved in September 2022, is made up of 98,000 acres on California's central coast. Located in the mountainous region between Monterey and San Benito counties, the Gabilan Mountains AVA stands out for its high elevation: no vineyard can be lower than 1,520 feet, and therefore, all vineyards lie above the fog line.

Bradley Brown, the founder of Big Basin Vineyards, originally had the idea for the AVA about eight years ago. “By creating this bigger AVA, we have this bigger geologic feature that really ties together the different vineyards throughout the area,” says Brown. “Before, the wines were labeled as Monterey Country, which is totally meaningless.” For Brown, wines from Gabilan Mountains, which are largely grown on decomposed granite soils, stand

out for their dark color, richness of fruit, tannic backbone, naturally high acidity, and good structure that allows the wines to age exceptionally well.

POCKET PEAK AVA

Earlier this year, a group of Sonoma County winegrowers filed a petition to establish the Pocket Peak AVA, which is located in the Alexander Valley at the foothills of Pocket Peak, Geyser Peak, and Black Mountain. Named for the nearby summit, the proposed AVA covers around 30,755 acres with 2,915 acres under vine. “Pocket Peak has an array of well-drained soils and topography to get early hydric stress on the vines, leading to smaller berries and more concentration,” according to Jesse Katz, the founder and winemaker of Aperture Cellars and Devil Proof Vineyards.

He goes on to add that the higher elevation lends structure, and lack of a mountain range on the western side allows for large diurnal temperature shifts because of the marine influence of the cold Pacific Ocean. Overall though, the area is generally warmer than the Alexander Valley, with more diverse soil types and rainfall. Late-ripening varieties like Cabernet Sauvignon and Petit Verdot thrive in the ample heat and elevation, while Chardonnay picks up intense fruit while retaining vibrant acidity. ■



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The Irish Inn

A Truly Authentic Irish Pub Experience in Montgomery County

WRITTEN BY TEDDY DURGIN | IMAGES BY HOME VISION PHOTOGRAPHY

"The restaurant business, to me, is more about people than it is about money. You want to see people having a good time. It's nice to see them all."

So says Christy Hughes, owner and operator of The Irish Inn at Glen Echo in Montgomery County, Md. All the "all" he is referring to is his surprisingly diverse clientele who frequent this authentic pub and restaurant not far from the posh hamlets of Bethesda and Potomac.

Much of that customer diversity can be attributed less to The Irish Inn's menu and beverage selection and more to its live music programming throughout the week. Hughes remarked, "On Tuesday nights, we have traditional Irish music.

So, we get a lot of younger folk in, as well as some older people. On Wednesday nights, we have more Irish folk and rock, so it's almost all younger. On Sunday evenings at 4:30, though, we have live jazz and 99 percent of the people are over 70, even over 80! Starting the music at 4:30, our older customers can stay for a few hours and be home by 8 o'clock."

This is the tenth in the *Beverage Journal's* 2022 series on theme bars and restaurants. In past issues, we have profiled everything from a sports bar to a pirate

bar to a magic-themed tavern and restaurant. It was inevitable we would get around to spotlighting an Irish pub, and few pride themselves more on authenticity than The Irish Pub at Glen Echo.

So, what makes a place like Hughes' establishment an authentic Irish pub and restaurant as opposed to one of the more chain-like places that shall remain nameless? Hughes was quick to answer: "The least amount of shamrocks you can put out! No, seriously. The key is to just make it real – real wood, real floors, old pic-

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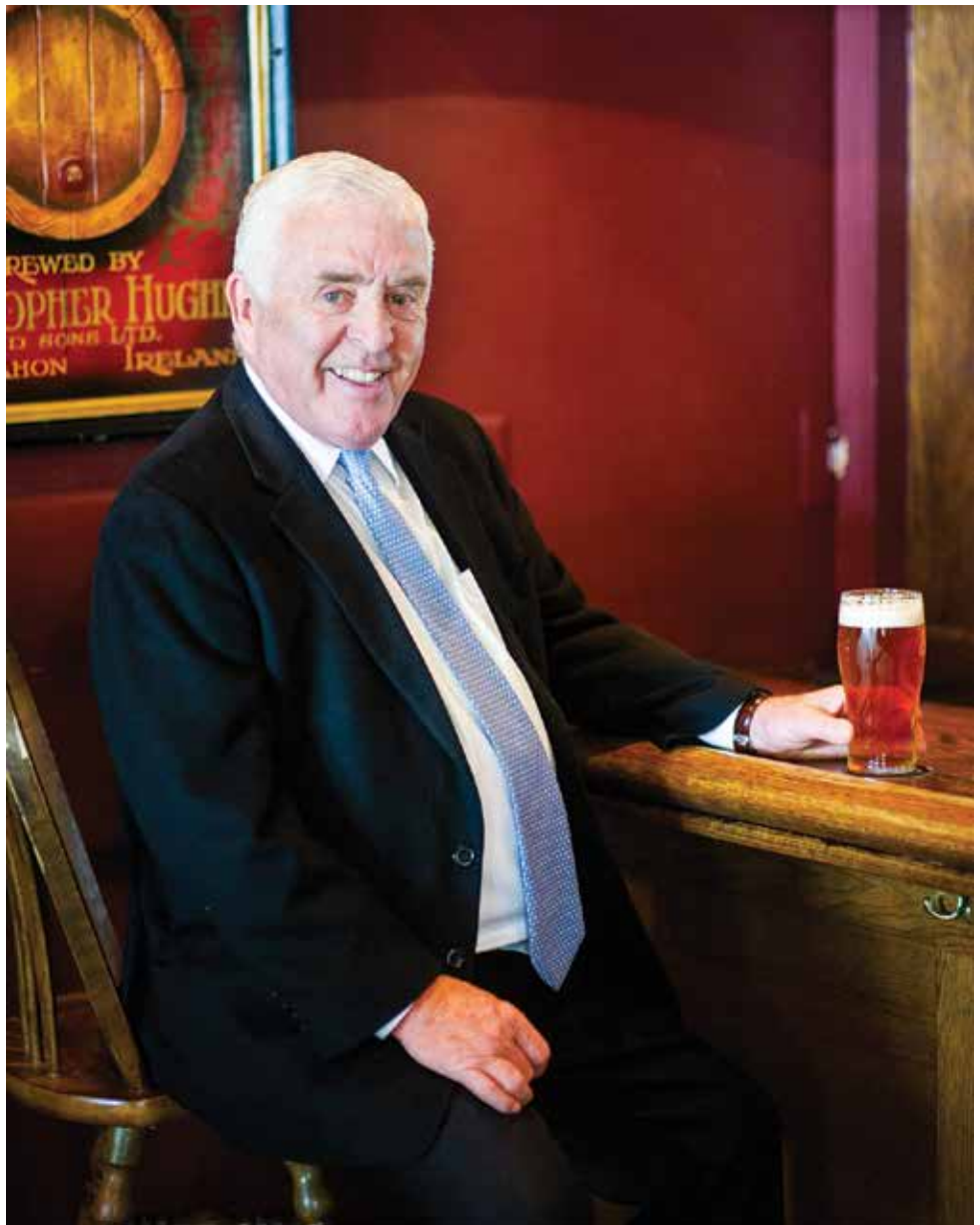
Christy Hughes
Owner and Operator
The Irish Inn

tures, and good food and drinks. And we try to hire as many Irish staff as we can. That's getting harder and harder to come by, and we have some great staff from other places in the world. The problem is our people don't want to leave anymore. They're doing so well in Ireland!"

He continues, "We do pride ourselves on having a fun, fun place. We're also kind of out in the country. When you drive out to us, you almost feel like you're driving in Ireland to get here. It's like you are stepping a bit back into history."

The Irish Inn at Glen Echo has a plethora of history – from a family home in the 1930s to a biker bar in the '80s. It was The Inn at Glen Echo in the '90s. It re-opened in 2003 as The Irish Inn and has been offering great Irish food and beverages ever since in its quaint setting, combining a traditional Irish pub with a white tablecloth restaurant. Indeed, it offers a half-dozen private dining rooms that are perfect for many occasions.

The fifth of eight children, Hughes was born in Ireland and attended Catering College in Athenry, Co. Galway where



he learned all aspects of the hospitality industry. After working for a number of years in his native Ireland, he emigrated to the Washington, D.C., metro area in March 1974, sponsored by his sister. In November of that year, he had begun working as General Manager of The Dubliner Irish Pub on Capitol Hill.

Hughes and his wife, Libby Byrne together went on to become co-owners of Ireland's Four Provinces in the Cleveland Park neighborhood of D.C. A few years later, they opened a second location in Falls Church, Va. They eventually jumped on their current property when it became available, and the rest is local food and beverage history.

Hughes comments, "I've been in the



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"So, what makes a place like Hughes' establishment an authentic Irish pub and restaurant as opposed to one of the more chain-like places that shall remain nameless? Hughes was quick to answer: 'The least amount of shamrocks you can put out! No, seriously. The key is to just make it real – real wood, real floors, old pictures, and good food and drinks.'"



business for a total of 57 years. It's all I know. I'm just lucky in that I like people, and I hope it shows. It's just nice to go and sit down and have a drop of whiskey or a pint of Guinness and talk to some American customers. American people are very nice and very different. They tend to tell you exactly what they think!"

And his overall business philosophy? "Be nice and be fair to people. You don't let people walk all over you. But you never walk over a customer. Without the customers, you're out of business."

Hughes and his staff definitely had that lesson reinforced to them over the past two-plus years marked by COVID-19. "Just getting people to come to work was hard," he recalled. "Although we were very lucky in that we had great staff who did everything they could to help us

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WHAT A TIME TO BE A PORT



"The Irish Inn ... has been offering great Irish food and beverages ... combining a traditional Irish pub with a white tablecloth restaurant. Indeed, it offers a half-dozen private dining rooms that are perfect for many occasions."



stay open. But wearing masks and still being nice to everyone . . . it's just been different. It's just something we never dealt with. Before, if we hit a stretch where business was bad, we always found a way to make it better. With the pandemic, there just wasn't much you could do. People didn't want to go out."

But from out of hardship came new ideas and even an expansion of the business on-site. Hughes concluded, "We were luckier in that we were able to place 100 seats in the parking lot. If we didn't have a parking lot, if we didn't own the property, we'd be out of business now. The tents and the seats in the parking lot saved our life! It was the best thing we ever did. Now, customers have started going back inside big time. And that's nice. If it's nice out, we can have the music outside. But if it's not, we can still have it inside. I give thanks to my wife, who is smarter than me. She said, 'We have to get serious. We have to put seats and tents in the parking lot.' And I said, 'Libby, I'll never do that.' And she said, 'Too late, I've already bought them!'" ■



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HOLIDAY GIFT GUIDE

BY MARLENA BLITZ

Beverage Media Group's publications have long been a go-to trade resource for buyers to discover holiday gift sets and value-added packs. This year, we've rounded up over 100 products

made to bolster your back bars and retail shelves, and while it's not an exhaustive list, the *Beverage Media* Gift Guide highlights producers' creativity—and their ability to maximize sales for the busy season.



The Balvenie 16-Year-Old French Oak Whisky
750-ml bottle in a canister; SRP: \$174.99



Moët & Chandon Impérial Brut
Specialty Yours
750-ml bottle in a customizable gift box
SRP: \$79.99



Carpathian Single Malt Whisky
750-ml bottle in a canister
SRP: \$80



Scout & Cellar Celebrate the Season Selection
Six 375-ml bottles of Bookbinder Cabernet Sauvignon 2020, Fieldhouse White Wine 2020, Middle Jane Cabernet Sauvignon 2020, Middle Jane Chardonnay 2020, Conte de la Terre Merlot 2020, and Fieldhouse 301 Pinot Noir Barrel Select 2020 in a gift box; SRP: \$129



Dos Maderas 5+5 Rum
750-ml bottle and two glasses in a gift box
SRP: \$43.99



Don Julio Última Reserva Tequila
750-ml bottle in a decorative green gift box
SRP: \$399

Please check with your local distributor for availability and precise pricing.



Boondocks American Whiskey
750-ml bottle in a gift box
SRP: \$39.99



Pere Ventura Cava
750-ml bottle in a gold gift box
SRP: \$95.99



Baileys S'mores
750-ml bottle and a make-your-own S'mores gift box; SRP: \$99.95



Disaronno Velvet Liqueur
750-ml bottle and two rocks glasses in a gift box; SRP: \$30



Don Q Gran Reserva Añejo XO Rum
750-ml bottle in a wooden gift box
SRP: \$49.99



Grand Cru Henri Bardouin Pastis
750-ml bottle and two shot glasses in a gift box; SRP: \$29.99



The Hive Scotch Whisky
750-ml bottle in a decorative gold box
SRP: \$49.99



**SPLURGE
& SAVE**

**Gift
Picks**

Retailers from around the country share their favorite gift recommendations for the 2022 holiday season

BY AMY ZAVATTO

From trending tequila to stellar single malts, having a great selection is key when it comes to helping customers spend wisely over the dollar-draining holiday season—and being prepared with top picks is the saving grace of savvy retailers. *Beverage Media* asked five wine and spirits retail professionals for their top splurge and save picks in consumers' most asked-for gift categories.



**SPLURGE
& SAVE
Gift
Pick**

COGNAC

Chosen by Adam Kamins,
owner, Off Premise, Chicago, IL

SPLURGE

\$500 »
PM Spirits
Homage a
Yves & Jean-
Noel Pelletan

SAVE

\$150 » Vaudon
Single Cask
Cognac 1996

"Nicolas Palazzi, in my opinion, is one of the most important people in the spirits industry today with far-reaching relationships throughout France that allow his private-labeled products [such as **Homage a Yves & Jean-Noel Pelletan**] to stand alone in the brandy category."



Inniskillin Pearl Vidal Icewine 2019
750-ml bottle in a gift box
SRP: \$59.99

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Limited-Edition Hennessy XO Cognac
750-ml bottle and X0 ice stamp in a decorative gift box
SRP: \$255



Patrón Tequila
750-ml bottle in a limited-edition Mexican heritage tin box
SRP: \$59.99



Billecart-Salmon Blanc de Blancs Grand Cru
750-ml bottle and eco-friendly Champagne bucket in a decorative gift box
SRP: \$150



Vera Wang Party
Two 750-ml bottles of Prosecco and rosé Prosecco in a decorative gift box
SRP: \$25 per bottle



Louis Roederer Vintage Brut 2014
750-ml bottle in a decorative floral gift box
SRP: \$85



LVOV Vodka
750-ml bottle in a clocktower-shaped gift box
SRP: \$21.99



St. George Spirits
Three 200-ml bottles of Dry Rye Gin, Terroir Gin, and Botavivore Gin in a gift box
SRP: \$30



SPLURGE & SAVE
Gift Pick

TEQUILA

Chosen by Mike Moreno Jr., co-owner,
Moreno's Liquors, Chicago, IL

SPLURGE

\$99.99 »
Amatiteña
Tequila Añejo

SAVE

\$22.99 »
Pueblo Viejo
Añejo

"For me, **Pueblo Viejo** is great if you're looking for something to enjoy with friends, use in cocktails, or have a little shot. You can't beat it for the quality you're receiving. It's made in San Matias, the oldest distillery in Jalisco, and they've been making fantastic products there for a long time."



Pommery Brut Royal Rosé Champagne
750-ml bottle in a decorative pink gift box
SRP: \$64.99



The Community Spirit Vodka
750-ml bottle and book of eight cocktail recipes in a gift box
SRP: \$28



Jarana Tequila Reposado
750-ml bottle and two Margarita glasses in a gift box
SRP: \$25



Limited-Edition Fiji Islands Plantation Rum 2009
750-ml bottle in a decorative gift box
SRP: \$79.99



Santa Margherita
750-ml bottle of Pinot Grigio, sparkling rosé, Prosecco Superiore, or Chianti Classico Riserva in a retro-style festive tin; SRP: \$24.99 each



Bols

*Espresso Martini

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EASY TO PREPARE

1. Chill
2. Pour
3. Add your favorite garnish



Limited-Edition Don Q Reserva de la Familia Serralles 20-Year-Old Rum

750-ml bottle and two glasses in a decorative gift box
SRP: \$1,865



Glencadam 1825 25-Year-Old Highland Single Malt Scotch Whisky

750-ml bottle in a decorative wooden gift box
SRP: \$40



Landmark Vineyards Hop Kiln Estate

Three 750-ml bottles of the 2017, 2018, and 2019 Pinot Noir vintages in a wooden gift box
SRP: \$150



DAOU Vineyards Soul of a Lion 2019

Three 750-ml bottles and a lion's head pourer in a wooden gift box
SRP: \$500



Quinta de Ervamoira Red 2018

750-ml bottle in a wooden gift box
SRP: \$125



Ehlers Essential Gift Pack

Two 750-ml bottle of Ehlers Napa Valley Cabernet Sauvignon 2018 and Ehlers Estate Dry Creek Sauvignon Blanc 2021 in a gift box
SRP: \$120



Marqués de Murrieta Rioja Reserva 170th Anniversary Edition

Six 750-ml bottles from the 2012 through 2017 vintages in a wooden gift box; SRP: \$279



Dom Ruinart Blanc de Blancs 2010

750-ml bottle in eco-friendly wrapping
SRP: \$299



Casamigos Blanco Tequila

750-ml bottle and four custom coasters
SRP: \$49.99



Cesari Fine Wines of Verona

Two 750-ml bottles of Cesari Mara Valpolicella Ripasso Superiore 2019 and Cesari Amarone 2016 in a gift box
SRP: \$80



SPLURGE & SAVE
Gift Pick

SINGLE MALT SCOTCH WHISKY

Chosen by Paul McGinlay, vice president and general manager, The Whisky Shop, San Francisco, CA

SPLURGE	SAVE
\$1499.99 » Ardbeg 25 Years Old	\$61.99 » Benriach The Original 10 Single Malt Whisky

"Ardbeg is an iconic brand with a great following and the 25 Years Old is not only amazing whisky—the most complex and oldest Ardbeg ever produced—but is also very limited in production. Imagine a bonfire or campfire, and there are also notes of pine resin, fennel, banana, pepper, and toffee."



Starward Australian Whisky

Three 200-ml bottles of Two Fold, Nova, and Solera varieties in a gift box
SRP: \$40



Stony Hill Vineyard

Two 750-ml bottles each of Chardonnay 2015, Chardonnay 2016, and Chardonnay 2017 in a wooden gift box
SRP: \$630



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DISTILLED FROM GRAIN. © 2022 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.



Gran Duque d'Alba Brandy

750-ml bottle and goblet in a gift box
SRP: \$46.99



Limited-Edition Rémy Martin XO

750-ml bottle in a Lee Broom-designed decanter
SRP: \$260



Ferrari Brut

750-ml bottle in a decorative Formula 1 gift box
SRP: \$38.99



Betty Buzz Entertainment Kit

Four 9-oz bottles of Meyer lemon soda, ginger beer, sparkling grapefruit, and sparkling lemon lime non-alcoholic mixers in a decorative red gift box
SRP: \$59.99



Select Spritz Cocktail Kit

Two 750-ml bottles of Select Aperitivo and La Marca Prosecco, and a glass in a gift box
SRP: \$27.99



Maestro Dobel 50

1967 Extra Añejo Tequila

750-ml bottle in a decorative red gift box
SRP: \$950



Grand Marnier Cordon Rouge Liqueur

750-ml bottle and rocks glass in a gift box
SRP: \$39.99



Piper-Heidsieck Champagne

750-ml bottle in a winterized gift box designed by David Doran
SRP: \$65



Laphroaig 10-Year-Old Islay Single Malt Scotch Whisky

750-ml bottle in a canister
SRP: \$49.99



Amaro Montenegro

750-ml bottle and tumbler glass in a gift box
SRP: \$39.99



Justin Winery Justification 2020

750-ml bottle and Justin chocolate truffles
SRP: \$90



Glenfiddich 12-Year-Old Sherry Cask Finish Single Malt Scotch Whisky

750-ml bottle in a red canister
SRP: \$54.99



Hirsch The Cask Strength Kentucky Straight Bourbon Whiskey

750-ml bottle in a red and black gift box
SRP: \$199.99



Spice King Blended Malt Scotch Whisky

750-ml bottle in a decorative red box
SRP: \$49.99

limited edition
TIKI MUG

#SetSailWithDosMaderas

Dos Maderas
#SetSailWithDosMaderas

THE PERFECT
**COCKTAIL
PROGRAM**
IN A BOX!

1 case = 3 bottles of rum
AND 3 tiki glasses.

Ask your local rep how to order.





XDar Vodka

750-ml bottle in a gift box
SRP: \$14.99



AMERICAN WHISKEY

Chosen by Ryan Maloney, owner, Julio's, Westborough, MA

SPLURGE	SAVE
\$130 » Old Elk Four Grain Straight Bourbon Whiskey	\$49.99 » St. George Spirits Baller Single Malt Whiskey

"The complexity on **Old Elk Four Grain** is special. You can taste all the components of the four grains together, and they really meld well—there's some spiciness from the rye, nice mouthfeel from the wheat, a little sweetness from the corn, and beautiful caramel notes from the virgin oak. It's very balanced and the finish is long."



Johnnie Walker Blue Label Ghost and Rare Port Dundas Blended Scotch Whisky

750-ml bottle in a decorative gift box
SRP: \$369.99



Limited-Release Grand Mayan Ultra Aged Tequila

750-ml bottle in a gift box
SRP: \$239.99



Tanteo Navidad Limited-Edition Tequila

750-ml bottle
SRP: \$59.99



Dos Maderas Rum

750-ml bottle and limited-edition tiki mug in a gift box
SRP: \$31.99



The Macallan A Night on Earth in Scotland

750-ml bottle in a decorative gift box
SRP: \$120



Waterford The Cuvée Irish Single Malt Whiskey

750-ml bottle in a blue gift box
SRP: \$99.99



Ferrand Cognac Collection

Four 100-ml bottles of 1840, Ambré, 10 Generations, and Reserve Double Cask in a decorative gift box; SRP: \$59.99



Bartenura Moscato

750-ml bottle in a gift bag
SRP: \$15.99



Boulard Calvados VSOP

750-ml bottle and two glasses in a gift box
SRP: \$49.66



Landmark Vineyards

Two 750-ml bottles of Overlook Chardonnay 2019 and Overlook Pinot Noir in a wooden box
SRP: \$70



Crystal Head Vodka

750-ml bottle and two skull-shaped shot glasses in a gift box
SRP: \$54.99



Gin XII

750-ml bottle and two glasses in a gift box
SRP: \$32.99



Dry Sack Medium Dry Sherry

750-ml bottle and a glass in a gift box
SRP: \$19.99



**Courage & Conviction American
Single Malt Whiskey**

750-ml bottle in a blue and gold canister
SRP: \$74.99



Magellan Blue Gin

750-ml bottle and two floral pattern
glasses in a gift box
SRP: \$34.99



**Plantation Stiggins' Fancy
Smoky Formula Rum**

750-ml bottle in a decorative gift box
SRP: \$34.99



Drumshanbo Gunpowder Irish Gin

750-ml bottle and a highball glass in a
gift box
SRP: \$39.99



**Veuve Clicquot Yellow Label
Champagne Brut**

750-ml bottle in a branded yellow ice box
SRP: \$72



Naud Extra Fine Cognac

750-ml bottle in a purple and gold
embossed gift box
SRP: \$269.99



Tomintoul 16-Year-Old Single Malt Whisky

750-ml bottle and a flask in a purple gift box
SRP: \$64.99



Champagne Christophe Baron 2017

750-ml bottle in a decorative gift box
SRP: \$240



**Santa Teresa 1796 Ron Antiguo
de Solera Rum**

750-ml bottle in a canister
SRP: \$44.99



McBride Sisters Golden Coast Set

Three 750-ml bottles of Reserve White Wine
Abalone or Pāua?, Reserve Chardonnay
The Great Escape, and Reserve Pinot Noir
Cocky Motherf*cker in a gift box
SRP: \$199.99



Malfy Gin

750-ml bottle of Malfy Gin con Limone and two Copa glasses in a gift box
SRP: \$36



**Limited-Edition Mionetto Prosecco DOC
Treviso Brut Party Pack**

Six 187-ml bottles in a gift box
SRP: \$30



Disaronno Fizz

750-ml bottle and branded glass in a gift box
SRP: \$30



Pallini Limoncello

750-ml bottle and a cup handmade in
Deruta, Italy, in a gift box
SRP: \$26.99



Limited-Release Glenfiddich 30-Year-Old

750-ml bottle in a decorative box
SRP: \$1,299



Veuve Clicquot Brut

750-ml bottle in a miniature SMEG fridge
SRP: \$76



Don Julio Primavera Tequila

750-ml bottle in a decorative yellow gift box
SRP: \$149.99



Frangelico

750-ml bottle and a coupe glass in a gift box
SRP: \$27.99



Gran Duque Crema d'Alba Brandy

750-ml bottle with a goblet in a gift box
SRP: \$25.99



Limited-Edition Mionetto Prosecco DOC

Treviso Brut Chiller Pack

750-ml bottle and a branded ice bucket
in a gift box
SRP: \$15



Cockburn's Special Reserve Port

750-ml bottle and two branded glasses
in a gift box
SRP: \$23



The Busker Irish Whiskey

Three 200-ml bottles of single grain, single
malt, and single pot varieties
SRP: \$33



SPARKLING WINE

Chosen by Anna Castellani, owner, Ana
Wine & Spirits, New York, NY

SPLURGE

\$90 »
Contratto
Metodo
Classico
Special Cuvée
Pas Dosé, 2012

SAVE

\$45 » Château
de Plaisance
Crémant de
Loire Chenin
Brut Nature NV

"Contratto is a hidden gem in Italian sparkling wine. This is a very serious and expensive Champagne-style method of production. It's 90 percent Pinot Noir and 10 percent Chardonnay, with six years of aging on the lees. This is truly a unicorn and reflective of what we strive to collect in unique wines."



Cakebread Cellars Chardonnay

Three 750-ml bottles of Napa Valley
Chardonnay 2021, Cuttings Wharf Vineyard
Chardonnay 2020, and Chardonnay Reserve
2019 in a decorative gift box
SRP: \$175

NEW

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OF DISARONNO MEDIA SUPPORT WITH
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60% CREAM CATEGORY
VOLUME DURING
SEPT. - DEC.¹

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WHEN FEATURED & DISPLAYED,
DISARONNO EXPERIENCES A
156% INCREMENTAL
LIFT IN SALES²

CONTACT YOUR SALES REP TODAY!

1. Source: IRI – MULO+LIQUOR SOND 2019) 2. Data Source: Combined Liquors and MULO
(33% coverage of the total sales for the same period, Sept. '19 - Jan. '20). % Lift based on IRI baseline comparison.

WWW.DISARONNO.COM DRINK RESPONSIBLY
Imported by Disaronno International LLC, Somerset NJ 08873 © 2022.



Highland Park Single Malt Scotch Whisky
750-ml bottle of 12-year-old Viking Honour
and 50-ml bottle of 18-year-old Viking Pride
SRP: \$75



Justin Winery Isosceles 2019
750-ml bottle in a decorative gift box
SRP: \$95



**Peat Chimney Blended Malt
Scotch Whisky**
750-ml bottle in a decorative box
SRP: \$49.99



The Last Drop Distillers Release No. 28 Kentucky Straight Whiskey Blend
by Drew Mayville
750-ml bottle in a decorative gift box; SRP: \$3,999



Robert Mondavi Private Selection
Three 375-ml bottles of the Rum Barrel-
Aged Merlot 2018, Bourbon Barrel-Aged
Cabernet Sauvignon 2018, and Red Blend
2019 in a gift box
SRP: \$24.95



Riedel Drink Specific Glassware
Box set featuring rocks and highball glasses
SRP: \$120



Black Irish Liqueur
750-ml bottle, 50-ml bottle, and a mug
in a gift box
SRP: \$35



Ehlers Estate Series Gift Pack
Three 750-ml bottles of Petit Verdot 2019,
Merlot 2019, and Cabernet Franc 2019
SRP: \$245



Cakebread Cellars Cabernet Sauvignon
Three 750-ml bottles of the 2017, 2018, and 2019 vintages in a decorative gift box; SRP: \$260



Gran Centenario Leyenda Tequila
750-ml bottle in a decorative black gift box
SRP: \$169



Jarana Tequila Blanco
750-ml bottle and two Margarita glasses in
a gift box
SRP: \$25



Lanson Le Black Label Brut Champagne
750-ml bottle in a decorative gift box
SRP: \$50



McBride Sisters New Zealand Reserve Set

Two 750-ml bottles of Reserve Pinot Noir Papatūānuku 2019 and Reserve Gamay Rebels 2020 in a decorative gift box
SRP: \$177.99



André Jacquart Extra Brut Blanc de Blancs Premier Cru Champagne

750-ml bottle in a gift box
SRP: \$69.99



Glencadam 15-year-old Highland Single Malt Scotch Whisky

750-ml bottle in a canister
SRP: \$85



Chosen by Sharon Sevens, owner, Amanti Vino, Montclair and Morristown, NJ

SPLURGE	SAVE
\$59.99 » Domaine Mallard et Fils Ladoix Premier Cru La Corvée 2014	\$15.99 » Mocali Brody Rosso Toscana 2018

"If someone is a die-hard Burgundy lover and wants that earthy, gamey wine, the **Corvée '14** will make that wine geek very happy. But if you're an Oregon Pinot drinker and interested in exploring Burgundy, [this wine is also] easy to wrap your head around."



Crown Royal Extra Rare 18-Year-Old Blended Canadian Whisky

750-ml bottle in a purple gift box
SRP: \$139.99



Diplomático Rum

750-ml bottle and two old fashioned glasses in a gift box
SRP: \$42.99



Humboldt Organic Vodka

750-ml bottle and 375-ml bottle of Humboldt's Finest hemp-infused spirit in a gift box
SRP: \$24.99



Brockmans Premium Gin

750-ml bottle and a glass in black gift box
SRP: \$34.99



Marqués de Casa Noble Añejo Tequila

750-ml bottle in a gift box
SRP: \$169.99



Casamigos Mezcal Joven

750-ml bottle and four custom coasters in a gift box
SRP: \$61.99



Riedel Veloce

Box set featuring four glasses for Pinot Noir, Chardonnay, Cabernet/Merlot, and Sauvignon Blanc
SRP: \$158



Scout & Cellar Home for the Holidays Selection

Two 750-ml bottles of Gallivant Chardonnay 2022 and Middle Jane Cabernet Sauvignon 2020
SRP: \$79



The Glendronach Cask Strength Batch 10

750-ml bottle in a canister
SRP: \$99.99



Dough Wines Red Blend Pack

Three 750-ml bottles of All You Knead 2018 Red Blend in a gift box
SRP: \$94



HOW A 450-YEAR-OLD COCKTAIL COMPANY HAS COME INTO ITS OWN—ONCE MORE

IT'S KNOWN FOR ITS LONG HISTORY, BUT WITH ITS RECENT ON-TREND LIFESTYLE ACQUISITIONS AND RAPID GROWTH, LUCAS BOLS IS MORE RELEVANT TODAY THAN EVER

M

ost brands can broadly be put into two categories, says Brett Dunne, the managing director of Lucas Bols USA and Canada: There are heritage brands with a long history; and there are lifestyle brands. Lucas Bols was long considered the former. “When you look at where we were as a company previously, we really were a history and heritage company, with 450-year-old Bols liqueurs and 200-year-old Galliano,” says Dunne.

But, in the past ten years, Lucas Bols’ portfolio has undergone a transformation after a period of remarkably rapid and strategic growth, securing its position as one of the leading cocktail companies in the U.S., and bringing those historic brands, such as Bols and Galliano, into relevance today.

“Our portfolio has evolved. We now have a great mix of historical, heritage brands, as well as great lifestyle brands with Partida, Passoã, and Nuvo, which re-

LUCAS
BOLS

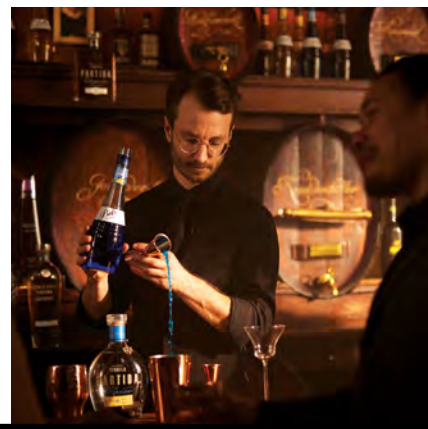
ally fall into that high energy lifestyle [category],” says Dunne. “Even those [heritage] brands are more relevant than ever today, with our reimagining of the Bols Cocktails brand, the emergence of Galliano Espresso liqueur and the popularity of the Espresso Martini.”

A LIVELY 450-YEAR HISTORY

Much of that change has been inspired by the company’s rich history. Bols family first started a distillery, called T.Lootsje, way back in 1575. Lucas Bols, the brand’s current namesake, was born during the Dutch Golden Age in Amsterdam in 1652. In the 17th century, the Netherlands saw an influx

of spices and herbs thanks to the Dutch East India Company. Lucas Bols—the man not the company—capitalized on these flavors by using the goods brought into Amsterdam from around the world to create a wide range of liqueurs that he then sold internationally. This was the start of what would become the longest operating spirits company in the world.

Through this first century-and-a-half of growth as a liqueur, and later genever,



producer, Bols remained in the family. But when the last male heir died in 1816, his widow sold the company to an accountant. In that sale, however, was one important provision: An agreement that the Bols name would forever be attached to the company.

Over the ensuing 200 years, Lucas Bols went through various sales and acquisitions. It moved production out of (and later back into) Amsterdam, and, in 2007, cemented their status as trendmakers in the bar industry with their Bols Bartending Academy, followed by their House of Bols Cocktail and Genever Experience, a popular, interactive visitor experience. Today, Lucas Bols is independent and listed on the Amsterdam Stock Exchange.

A PIONEERING FORCE IN COCKTAILS

Throughout the long history of Lucas Bols, however, the company has had one focus: being the leading cocktail and spirits player in the world. And though the market looks different than it did all those centuries ago, Lucas Bols has remained at the forefront. “The secret might be in our company’s flexible mindset and entrepreneurial, almost start-up-like approach to how we operate and navigate the market,” says Bols senior brand manager Tanya Cohn.

Lucas Bols was one of the first spirits companies in the U.S. to launch a direct-to-consumer platform back in 2018. And they were also the first brand in the U.S. to introduce a non-alcoholic variant of their gin, Damrak, with the Damrak Virgin



in 2020. As Cohn says, “Never one to pass along an attractive opportunity, everyone here is eager to pivot if needed, and be the first ones to pioneer any new flavors, technologies, and trends.”

The company’s compact size offers a major advantage, too. “We’re not so enormous and bureaucratic that decisions take a while to travel through the chain of command and an approval can take weeks,” says Cohn. “Yet, we’re not so small that we don’t have capital to invest in exciting opportunities and innovation developments. We are in the sweet spot, set for growth.”

Brand acquisitions and partnerships have bolstered that recent growth. For example, the new sole ownership of Passoã passion fruit liqueur, as well as the acquisition of Partida Tequila were both carefully considered to define the company’s status in today’s market.

“Whether it was Passoã, which we acquired from Remy Cointreau in 2017; or our recent partnership with Pallini, the leading premium limoncello in the U.S.; or our recent acquisition of Partida and our U.S. launch of Bols Vodka; we always lead with cocktails first,” says Dunne.

AN IMPORTANT PARTNER FOR DISTRIBUTORS

Lucas Bols’ acquisitions continue to build on the company’s position as a key business partner for distributors. “Where we feel we punch above our weight and can deliver to the distributor network is by creating more profit opportunities and continuing to collaborate with our network to create cocktail solutions,” says Dunne. “Not only for the on-premise, but also taking our cocktail strategies to retail programs.”

Today, Lucas Bols has established itself as a mid-sized supplier in the U.S. that distributors can count on. This was apparent in the challenging early days of the pandemic, when Lucas Bols recognized the potential issues and was able to pivot to meet the shifting demand that distributors faced. The company put extra work in on behalf of clients, and were able to turn around orders in 30 days—faster than bigger competitors. It’s part of what makes Lucas Bols an important supplier for distributors, says Kevin Roberts, the executive vice president of Breakthru Beverage, a distributor that has worked with Lucas Bols for years.

“To speak to their nimbleness and agility, when COVID-19 hit they turned quickly and pivoted to the off-premise and did that quite well for a company known for their on-premise business,” says Roberts. “They’re extremely transparent in the way they work. They’re highly collaborative and want to have conversations on business and local programs to be able to adjust on the fly.”

The company has met the industry where consumers are, and done so quickly. “We have always been the cocktail company which played large in the on-premise,” says national account manager Valerie Ashleman, “but our innovation and acquisitions position us as highly relevant in the off-premise now.”

Its global bartending academy still provides authentic cocktail experiences and drink recipes, and in recent years, Lucas Bols has quickly responded to new industry trends, such as with the launch of Lucas Bols ready-to-drink cocktails or Damrak Virgin. More is in the pipeline, of course; they’re currently working on a launch of a non-alcoholic limoncello from Pallini.

“We’re not the same Lucas Bols that we were five years ago,” says Dunne. “And five years from now, we’re not going to be the same Lucas Bols that we are today. We’re going to continue to evolve and look for opportunities to strategically grow our portfolio.” ■





1. AVALINE

Consumers asked for a Cabernet Sauvignon and Avaline founders Cameron Diaz and Katherine Power came through with one exhibiting red berry and cocoa notes. Like the brand's Chardonnay, released earlier this year, the Cabernet Sauvignon was made with 100 percent organic grapes and zero sugar in collaboration with family-owned Tagaris Winery in Richland, Washington.

\$ SRP: \$30 per 750-ml bottle
drinkavaline.com

2. PROOF AND WOOD VENTURES

Three seven-year-old spirits—an American rye distilled in Indiana, a Canadian rye, and a Canadian blended whisky both produced in Alberta—come together in an eight-barrel blend of Proof and Wood Ventures' Crossborder Jackpot. The 107-proof, small-batch whisky delivers a rush of vanilla, cinnamon, and spice on the palate.

\$ SRP: \$79.99 per 750-ml bottle
proofandwood.com

3. CANEROCK JAMAICAN SPICED RUM

Maison Ferrand has expanded its portfolio with Canerock Jamaican Spiced Rum, finished in former Pedro Ximénez sherry casks. After more than 90 experiments conducted over the course of three years, the final recipe now stars a blend of 100 percent Jamaican aged rums from the Long Pond and Clarendon distilleries that is buoyed by infusions of Madagascar vanilla bean, Caribbean coconut, and a hint of Jamaican ginger.

\$ SRP: \$29.99 per 700-ml bottle
canerock.com

4. TULCHAN GIN

Speyside is synonymous with Scotch, but floral Tulchan Gin, produced on a 22,000-acre estate in the region, is adding a new dimension to an age-old narrative. The small-batch, ultra-premium London Dry-style gin begins with chamomile and sweet pine on the nose and blossoms into candied orange and lemongrass before finishing with a burst of elderflower and coriander.

\$ SRP: \$40 per 750-ml bottle
tulchangin.com

5. BILLECART-SALMON

In 2020, Billecart-Salmon introduced the first offering in its Rendez-vous collection, an exploration of Champagne grape varieties from stand-out terroirs based on experiments carried out by the house's tasting committee. The latest is the N°3 edition, a yellow plum- and white-cherry-forward showcase of Meunier from the three villages of Leuvrigny, Damery, and Venteuil.

\$ SRP: \$90 per 750-ml bottle
champagne-billecart.com

6. STELLA ROSA

Stella Rosa, part of the Riboli Family Wines portfolio, is known for its semi-sweet, semi-sparkling Italian wines. Now the brand has ventured into the spirits category with three premium brandies made in small batches and featuring fruit flavors fresh from the hills of northern Italy, including Honey Peach, Tropical Passion, and Smooth Black, which mingles blueberry, raspberry, and blackberry. Brandy Norwood—singer, songwriter, producer, actor, and model—is the face behind The Spirit of Stella Rosa launch campaign.

\$ SRP: \$29.99 per 750-ml bottle
stellarosawines.com



7



8



9



10



11



12

7. DEWAR'S

Oak casks that once held Calvados made in Normandy, France, are now invigorating Dewar's French Smooth, the fifth iteration in the brand's cask-finished series. Master blender Stephanie Macleod united over 40 single malt and grain whiskies matured for eight years in Scotland before finishing them in the Calvados barrels for six months. Tasting of citrus, cinnamon, and baked apples, the spirit is a boon for autumnal highballs.

\$ SRP: \$24.99 per 750-ml bottle

globe dewars.com

8. TAYLOR FLADGATE

Taylor Fladgate's cellars, with their thick granite walls and high ceilings, are located near the Douro river and Atlantic ocean, which provide optimal humidity levels for the ports that mature there, such as the amber-hued Golden Age Very Old Tawny Port, a 50-year-old port that spent the last half century in these underground spaces mellowing in oak casks. Its nuanced layers of scorched pineapple and butterscotch are preceded by aromas of rum and raisin.

\$ SRP: \$325 per 750-ml bottle

globe taylor.pt/us

9. HIGHLAND PARK

Cask Strength Release No. 3 is the newest addition to Highland Park's straight-from-the barrel series of Scotch whiskies. Unlike the first two single malts in the range, this one is made with a significant proportion of Orkney peated malt, lending it a smokier profile. The 128.2-proof spirit was largely aged in first-fill, sherry-seasoned American and European oak casks and rounded out with a small number of refill casks, resulting in a medley of charred oak, tropical fruit, and vanilla cream notes.

\$ SRP: \$99.99 per 750-ml bottle

globe highlandparkwhisky.com

10. HEAVENSAKE

Franco-Japanese sake brand, Heavensake, has bolstered its lineup with a new jungmai daiginjo. Label Orange, produced in tandem with the renowned sake brewer Urakasumi in the Miyagi prefecture, flaunts the deft touch of a winemaker. Régis Camus, the Heavensake cofounder and a chef de cave in Champagne, worked with the nearly 300-year-old Urakasumi to create a silky sake that fuses just rice (Yamadanishiki and the local Kura No Hana varieties), Miyagi's soft water, and two proprietary yeasts, including Kyokai.

\$ SRP: \$69.99 per 720-ml bottle

globe heavensake.com

11. GEORGE DICKEL

Led by Nicole Austin, the general manager and distiller of Cascade Hollow Distilling Co., George Dickel Bottled in Bond Fall 2008 joins the Tennessee distillery's renowned Bottled in Bond series of whiskeys produced during one distillation season. Aged for 13 years in oak casks, the 100-proof spirit follows George Dickel Bottled in Bond Spring 2007.

\$ SRP: \$44.99 per 750-ml bottle

globe georgedickel.com

12. HIRSCH SELECTED WHISKEYS

A reverence for nature was the impetus behind Hirsch's 100-proof Bivouac Kentucky Straight Bourbon, a combination of two straight bourbons distilled in Bardstown. Ninety-five percent of the custom mash bill, a nod to the A.H. Hirsch 16-year-old reserve, is comprised of 74 percent corn, 18 percent rye, and eight percent malted barley, which is boosted by a complexity-inducing five percent touch of high-malted barley mash aged for a minimum of eight years. The whiskey's oak and dark chocolate notes are balanced with sweet honey.

\$ SRP: \$55 per 750-ml bottle

globe hirschwhiskey.com

THE FORECAST FOR VALUE-ADDED PACKAGING

THIS STAPLE OF THE HOLIDAY SEASON HAS NOT BEEN IMMUNE TO SUPPLY CHAIN DISRUPTIONS AND SUSTAINABILITY PRESSURES—YET DEMAND FOR GIFT PACKAGING REMAINS HIGH

BY TINA CAPUTO



Wine and spirits gift packs have long been fixtures on retail shelves during the holiday season and demand for these products remains solid among retailers and consumers. However, like nearly every aspect of the beverage alcohol business, value-added packaging (VAP) has not escaped the pandemic's lingering impacts or the global demand for companies to take environmental action.

Last year, supply chain issues led some producers to scale back their gift packaging offerings, and many drinks brands are switching to more sustainable options. So, what can retailers expect for the 2022 holiday season?

CHANGING CONSUMER DEMAND FOR VAP

Between 2016 and 2021, global demand for gift packaging grew at a consumer annual

growth rate of 3.3 percent, according to Future Market Insights—and it is set to keep growing. Retailers like Gary Fisch, the founder and CEO at New Jersey-based Gary's Wine & Marketplace, have experienced this first hand; for Fisch, VAP demand has held steady, with an annual surge in the week leading up to Christmas.

The most popular VAPs over the years, he says, have been logo cocktail glass sets in various forms, along with packs that include non-alcoholic mixers and mini bottles. Advent calendars and limited-edition bottlings also tend to pique consumer interest around the holidays.

What Fisch is seeing less of these days, however, is standard-size gift boxes. "The gift box for 750-milliliter wines seems to be going away," he says. "However, Grey Goose 750-milliliter gift tins continue to be popular as they are easy to wrap and transport."

Last year, supply chain snags made many imported products hard to come by, which led to gift packaging taking a back seat to the availability of the product itself. "We had many requests for gift boxes before the pandemic, but now

I think retailers want to put the priority on the wines," says Rossella Dacomo, the director of marketing operations at Maisons Marques & Domaines USA (MMD) in Oakland, California, which imports wines from Champagne Louis Roederer.

PACKAGING SUPPLIERS HIT BY HOLD UPS

Ongoing shipping delays, coupled with inflation and higher prices, have forced packaging suppliers, such as Imprezzi in Oakland, California, to temper customer expectations. For retailers, this may mean fewer VAP options this holiday season.

Rick Thng, the principal and sales manager at Imprezzi, notes that many boutique producers can no longer afford to purchase VAP in order sizes under 1,000 units. "There will always be demand for gift packaging, but there are a lot of small wineries that don't have the volume," he says. "We wouldn't accept any orders less than 500 because it's just not cost effective."

Rising gas prices have also pushed costs up for the past two years, he adds, not only for international freight, but also for local deliveries. Thng estimates that international freight costs for the company's VAP offerings, which are manufac-



LEFT: Champagne Louis Roederer Collection 243 and Rosé Vintage Champagne in gift boxes

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13.75% Alc
750ml

tured overseas, have spiked an average of 100 to 150 percent from pre-pandemic levels. For local freight, costs have increased 75 to 100 percent, he says.

"It used to cost an average of \$4,000 to \$5,000 per container," he says. "Last year, it went all the way to \$20,000." While international freight costs have dropped back down since then, domestic prices remain high.

"In the U.S. market there's a shortage of labor, a shortage of drivers, a shortage of everything," says Thng. "That local freight not only affects importers; it also affects local manufacturers that produce gift packaging."

Because Imprezziv does such a large volume, he adds, the company has been able to minimize price increases for its winery customers and reports gift packaging demand has been solid for the 2022 holiday season. The challenge, says Thng, is that the turnaround time for projects is much longer now.

"In the past we could do a project in three months and get the product here by October for holiday fulfillment," he says. "Now we're looking at five to six months." Some clients were caught off guard this year and have had to postpone their orders until the 2023 holiday season.

TRENDS IN FORM AND FUNCTION

When it comes to VAP designs, Thng has seen a trend toward eye-catching concepts as products compete for attention in the retail space. "Gift packaging is getting more and more creative," he says. "It's not so much about the graphics; it's shapes and forms."



For example, instead of going with standard boxes, producers are asking for oval-shaped or pyramid designs. "With a rectangular-shaped box, you can decorate it any way you want, but after a while, it's just a box," he says. "People are looking for shapes and forms that wow the customer."

Misty Roudebush Cain, the vice president of direct to consumer and hospitality at Cakebread Cellars in Napa Valley, says she has noticed an increase in "connected" gift packaging—particularly among Champagne producers.

"I love the specialty neoprene sleeves," she says. "When you unzip, unsnap or slide the wine out of the sleeve, a QR code is almost always present so you can continue learning about the wine and the history of the house that produced it."

SHIFTING TOWARD SUSTAINABILITY

Perhaps the biggest shift in gift packaging is toward environmental accountability. In April, Diageo announced plans to discontinue its use of 183 million cardboard gift boxes worldwide for its premium Scotch portfolio. If all goes well, the global drinks company will expand the program to more Diageo brands in 2023.

In a statement, Diageo chief sustainability officer Ewan Andrew called the waste generated by gift packaging an unnecessary burden on the planet. "We believe that the liquid in our premium Scotch products is the gift," he said. "They do not always need cardboard gift boxes to enhance this."

Going a step further, Champagne Telmont eliminated all gift packaging from their bottles as of June 2021, as part of their broader sustainability efforts. This holiday season, they're calling their Réserve Brut the No Gift Box Unlimited Edition.

Stopping short of eliminating VAP, other companies are switching to more eco-friendly materials and creating reusable



ABOVE: Cakebread Cellars' two-bottle gift box

packaging. For example, all of the cardboard for Louis Roederer's gift packaging is certified sustainable and fully recyclable.

Thng confirms that demand for sustainable VAP has been rising over the last five years and adds that eco-friendly materials have expanded far beyond brown kraft paper to include high-end white papers, coated papers, and compostable options that mimic the look of plastic. The problem, he says, is that waste management companies in many regions don't yet know how to identify this kind of packaging. "What they do is throw it into regular waste rather than recycled waste," he says.

Another issue is cost. When Imprezziv first began offering high-end sustainable packaging five years ago, customers balked at the prices. Though costs eventually came down, they have increased again over the past year due to high demand and low availability. "Costs for all materials, including brown kraft paper, are higher now than pre-pandemic levels," he says.

But for wineries that have the resources to pay the premium, sustainable gift packaging remains a priority. "Ensuring a high content of post-consumer waste in the materials used to create VAP is important," says Cain, who notes that Cakebread Cellars' 2022 holiday gift boxes are either recyclable or reusable. "It is not always the easy solution and sometimes comes at a higher cost, yet it is what's right for the environment." ■

LEFT: Gary Fisch of Gary's Wine & Marketplace, New Jersey

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WHISKEY: WHAT'S NEW

WINTER WARMER

Michter's Distillery pioneered the concept of toasted American barrel whiskey with the unveiling of its US*1 Toasted Barrel Bourbon in 2014, followed by US*1 Toasted Barrel Sour Mash Whiskey in 2019. The latter, once again on the market, begins with fully matured barrels of US*1 Sour Mash Whiskey, which are then transferred into specially toasted barrels selected by Andrea Wilson, Michter's master of maturation. This additional round of aging elevates the sweet-spicy Sour Mash with of-the-season smoked honey and gingersnap cookie notes.

SRP: \$100 per 750-ml bottle



FIVE-YEAR PROJECT

It took **Barrell Craft Spirits** five years to perfect its latest iteration of Gray Label Bourbon, a blend of straight bourbon whiskeys spanning five different ages and mash bills that were distilled and matured in Tennessee, Kentucky, and Indiana. The liquid was then placed into casks fashioned out of rarely used 36-month, air-dried staves that formerly held Gray Label Bourbon for an additional resting period, yielding unconventional flavors of cantaloupe, honeydew, and watermelon in this 100.58-proof, cask-strength whiskey.

SRP: \$249.99 per 750-ml bottle

THE REAL THING

Waterford Distillery's Arcadian Farm Origins range, highlighting rare bottlings brought to life by old farming methods, includes Ireland's sole organic whisky, the first-ever biodynamic whisky, and now a duo of 100-proof Irish peated whiskies. Peated: Ballybannon and Peated: Fenniscourt are the first single malt whiskies in generations to embrace both Irish peat and Irish-grown barley. Both are matured in a combination of first-fill U.S. oak, virgin U.S. oak, premium French oak, and vin doux naturel casks.

SRP: \$99.99 per 750-ml bottle



FALL SCHEDULE

The limited-edition single casks showcased in independent American whiskey bottler **Lost Lantern's** autumn collection all hail from acclaimed distilleries with little presence beyond their home markets. Boulder Spirits Peated Colorado Single Malt Whiskey (148.94-proof, \$130); Cedar Ridge Iowa Five-Year-Old Straight Bourbon Whiskey (123.08-proof, \$100); Cedar Ridge Iowa Six-Year-Old Straight Malted Rye Whiskey (120.3-proof, \$90); Copperworks Distilling Washington Single Malt (116.9-proof, \$100); and Breuckelen Distilling Eight-Year-Old New York Malted Wheat Whiskey (138.9-proof, \$120) all shine a light on regional talent.

SRP: \$100 to \$130 per 750-ml bottle

BOURBON HERITAGE

Chicken Cock Whiskey, part of the Grain & Barrel Spirits portfolio, launched its inaugural private cask expression during September's Kentucky Bourbon Festival. Master distiller Gregg Snyder handpicked 15 barrels of Chicken Cock's flagship seven-year-old Kentucky straight bourbon, made in collaboration with Bardstown Bourbon Company, for the blend. Its varying flavors and proofs reflect the brand's 166-year-old roots.

SRP: \$130 per 750-ml bottle



GOOD DAY

SOJU



Tiffany
Rose



ROUND THREE

Denver distillery **Laws Whiskey House** continues its exploration of bottled-in-bond whiskeys with the third release of its Bonded Henry Road Straight Malt Whiskey. Cooked, fermented, and distilled on-grain, atypical of malt whiskeys, the 100-proof spirit illuminates the 100-percent heirloom malted barley mash bill with flavor-enhancing crystal, chocolate, and biscuit malts grown on the Cody Family Farm. Aged for six years in seven barrels, it mingles layers of fruit, candy, and wood.

SRP: \$79.99 per 750-ml bottle



SWEET THING

Dessert-loving whiskey drinkers seek out **Ballotin Chocolate Whiskey** for its roster of tempting varieties like chocolate mint, peanut butter chocolate, and, most recently, chocolate toffee. This 60-proof newcomer pairs traditional toasted barrel and spice notes with jolts of gratifying butter brickle and caramelized brown sugar.

SRP: \$25 per 750-ml bottle

ROCK BAND-INSPIRED

Flaming Heart, named for a song by Portland, Oregon-based singer-songwriter and guitarist M. Ward, is **Compass Box Scotch Whisky's** series of smoky malts influenced by spicy French oak. For the extremely limited seventh edition, lead whisky maker Jason Saxon combined whiskies from the Laphroaig, Talisker, and Caol Ila distilleries with remnant stocks of Compass Box past releases, such as Peat Monster Arcana, Myths & Legends, and Flaming Heart 2018. The 97.8-proof whisky is aptly adorned with a Stranger & Stranger-designed label that references heavy metal posters.

SRP: \$155 per 70-cl bottle



PUFFS AND SIPS

Clonakilty, a family-run distillery on the Irish coast, set out to create a cigar smoker's dream whiskey with its 104-proof Cigar Blend. A fusion of double-distilled malt and 10-year-old grain whiskey matured in bourbon barrels and then finished in Zikos Rage Imperial Stout casks from 26° Brewing Company in Pompano Beach, Florida, the whiskey's higher-than-average ABV allows the cocoa and oak notes to shine through without overpowering, say, a Tatuaje Cojonú cigar.

SRP: \$64.99 per 750-ml bottle



KENTUCKY MEETS JAPAN

Industry veteran John Rhea, the master blender at **Kentucky Owl**, and Yusuke Yahisa, the on-the-rise master blender at Japan's Nagahama Distillery, have teamed up to create the 100-proof Takumi Edition from Stoli Group. Kentucky Owl's second limited-edition offering is a blend of four-, five-, six-, and 13-year-old Kentucky straight bourbons with mash bills containing corn, malted barley, and rye or wheat that culminate in notes of apple, pear, and caramel.

SRP: \$150 per 750-ml bottle

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

- Staples Corner Liquors
- Short Stop Beverage Barn
- Milford Liquors
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- Walther Liquors
- Bernie's Liquors
- Muddy Creek Liquors



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SPRING VIBES

Every year, the **Sonoma-Cutrer** Winemaker's Release highlights impressive craftsmanship and high-quality production. The most recent bottle to find the limelight is the sparkling Grand Brut Rosé 2019 from Pinot Noir winemaker Zidanelia Arcidiacono. A cuveé of Pinot Noir and Chardonnay from the Russian River Valley's Owsley Estate and Vine Hill Ranch vineyards, it has notes of mandarin, kumquat, and subtle cherry.

SRP: \$54.99 per 750-ml bottle



GOLDEN TOUCH

Snoop Dogg's collaboration with the **19 Crimes** wine label has since sparked two hits: Snoop Cali Rosé and Snoop Cali Red. Now, the rap icon has launched Snoop Cali Gold, his first sparkling offering. The bright bubbly is redolent of lemon and green apple and is accompanied by an augmented reality-enhanced label that when scanned with a mobile device prompts Snoop Dogg to perform his track "Who Am I (What's My Name?)."

SRP: \$17.99 per 750-ml bottle



MOUNTAIN MADE

Domenica Pinot Grigio, tasting of white stone fruit, is the latest addition to the **Mezzacorona** portfolio. The embodiment of Trentino, Italy, its grapes are grown in vineyards tucked into valleys near the soaring cliffs of the Dolomites, and are harvested entirely by hand 10 to 12 days later than is typical of other areas to elicit deeper aromas and flavors.

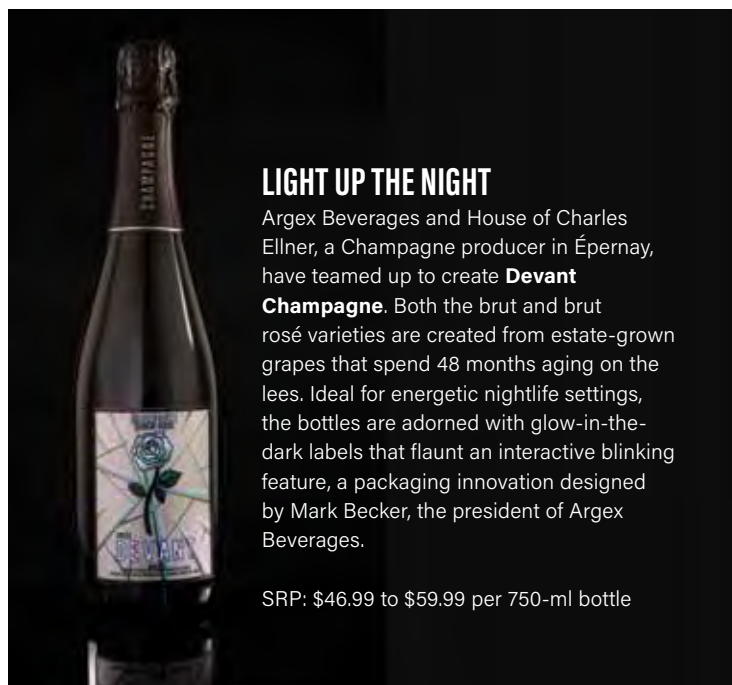
SRP: \$15 per 750-ml bottle



TUSCAN EXPRESSION

Ornellaia, the historic Italian winery in Bolgheri, has debuted the 2020 vintage of Le Serre Nuove dell'Ornellaia, its second wine. Laden with ripe, red fruit on the nose, the blend of Merlot, Cabernet Sauvignon, Cabernet Franc, and Petit Verdot is full-bodied yet balanced by softness.

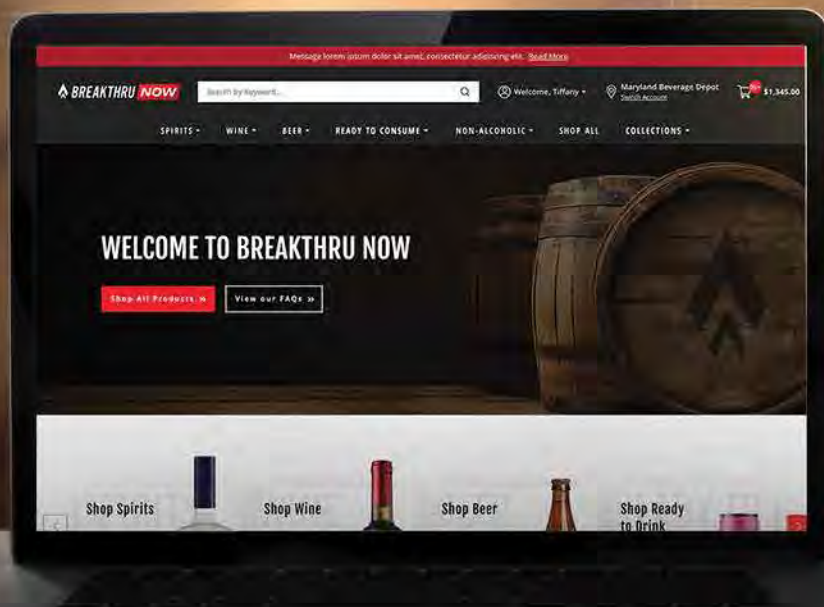
SRP: \$82 per 750-ml bottle



LIGHT UP THE NIGHT

Argex Beverages and House of Charles Ellner, a Champagne producer in Épernay, have teamed up to create **Devant Champagne**. Both the brut and brut rosé varieties are created from estate-grown grapes that spend 48 months aging on the lees. Ideal for energetic nightlife settings, the bottles are adorned with glow-in-the-dark labels that flaunt an interactive blinking feature, a packaging innovation designed by Mark Becker, the president of Argex Beverages.

SRP: \$46.99 to \$59.99 per 750-ml bottle



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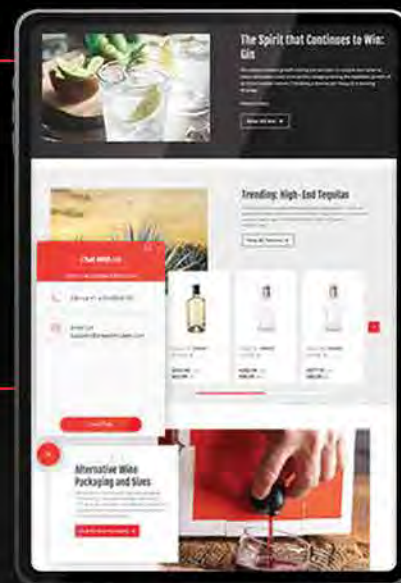
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ICELANDIC INTERPRETATION

Óskar Ericsson started preparing homemade gin in small batches to accompany his fly-fishing trips in northwestern Iceland. That passion has manifested into a full-fledged brand, **Himbrimi Gin**. Along with an Old Tom gin based on early 18th-century recipes, there is the Himbrimi Winterbird London Dry Gin, marrying Icelandic spring water, organic juniper berries, wild Angelica flowers picked along the banks of lakes and rivers, and lavender-like wild Arctic thyme. After a 14-day botanical infusion, the Winterbird is redistilled, in true Icelandic fashion, in a small still with the heat of geothermal water.

SRP: \$39.99 per 750-ml bottle



AUTUMN RECIPE

Flavors of cedar, cinnamon, and pine combine in **Castle & Key Distillery's** annual Harvest Seasonal Gin. The woody spirit, which features a Stranger & Stranger-designed label, has a mash bill of 17 percent yellow corn, 63 percent rye, and 20 percent malted barley. It is made the same way as the Kentucky distillery's rye whiskey until the barreling stage, when the spirit is redistilled into vodka and sumac is steeped in the base before it undergoes vapor infusion.

SRP: \$39.99 per 750-ml bottle



ENDLESS SUMMER

Alex Doman and Denetrias 'Dee' Charlemagne founded **Avec** as a better-for-you line of cocktail mixers, utilizing only real juice, botanical extracts, and 80 to 90 percent less sugar than other brands. Spiced Mango & Passionfruit, the newest flavor, is a tropical ode to both the passion fruit Martinis frequently ordered in the early aughts and the popular Mexican street food, *mango con chili y limón*. Melding mango, passion fruit, and lime juices with hints of almond, chili, and American oak, the mixer can also be savored solo.

SRP: \$36 per 12-pack of 250-ml cans



DISCOVERING MEXICO

Showcasing Mexico's abundance of cultural riches is at the heart of **Tequila Gran Sociedad**, founded by Mexican artists and creative entrepreneurs. For the joven tequila, crafted solely from eight-year-old agaves grown in the fields of Los Altos de Jalisco, master distiller Yaira Hernández embraced the Tahona stone and ancestral masonry ovens. Designed as a sipping tequila, Gran Sociedad partnered with sommeliers to develop a tasting ritual centered on a black clay cup and crystal cordial glass that reference Mexican drinking history.

SRP: \$189 per 750-ml bottle

MUSICAL MUSE

Beethoven's *Symphony No. 6* was the inspiration for Copenhagen-based **Empirical's** eponymous botanical spirit. The most recent creation from Noma alums Lars Williams and Mark Emil Hermansen, *Symphony No. 6* is a fusion of aromatic mandarin, lemon, black currant, fig, and rolled and unrolled coffee leaves produced in California. Floral and musky, with a vibrant orange-pink hue, *Symphony No. 6* enlivens such classic cocktails as the Martini and Gimlet.

SRP: \$50 per 750-ml bottle



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The True Story of Thanksgiving

by Rush Limbaugh

What is the story of Thanksgiving?

What I was taught, what most people my age were taught, maybe even many of you were taught, the Pilgrims got to the New World, they didn't know what to do.

They didn't know how to feed themselves. They were escaping tyranny, but they got here, and the Indians, who were eventually to be wiped out, taught them how to do everything, fed them, and so forth.

They had this big feast where they sat down and thanked the Indians for saving their lives and apologized for taking their country and eventually stealing Manhattan from them.

But that's not what really happened.

The story of the Pilgrims begins in the early part of the seventeenth century ...

The Church of England under King James I was persecuting anyone and everyone who did not recognize its absolute civil and spiritual authority.

Those who challenged ecclesiastical authority and those who believed strongly in freedom of worship were hunted down, imprisoned, and sometimes executed for their beliefs.

A group of separatists first fled to Holland and established a community. After eleven years, about forty of them agreed to make a perilous journey to the New World, where they would certainly face hardships but could live and worship God according to the dictates of their own consciences.

On August 1, 1620, the Mayflower set sail. It carried a total of 102 passengers, including forty Pilgrims led by William Bradford.

On the journey, Bradford set up an agreement, a contract, that established just and equal laws for all members of the new community, irrespective of their religious beliefs.

Where did the revolutionary ideas expressed in the Mayflower Compact come from? From the Bible.

The Pilgrims were a people completely steeped in the lessons of the Old and New Testaments. They looked to the ancient Israelites for their example.

And, because of the biblical precedents set forth in Scripture, they never doubted that their experiment would work.

But this was no pleasure cruise, friends. The journey to the New World was a long and arduous one.

And when the Pilgrims landed in New

England in November, they found -- according to Bradford's detailed journal -- a cold, barren, desolate wilderness.

There were no friends to greet them, he wrote. There were no houses to shelter them. There were no inns where they could refresh themselves. And the sacrifice they had made for freedom was just beginning.

During the first winter, half the Pilgrims -- including Bradford's own wife -- died of either starvation, sickness, or exposure.

When spring finally came, Indians taught the settlers how to plant corn, fish for cod, and skin beavers for coats.

Life improved for the Pilgrims, but they did not yet prosper!

This is important to understand because this is where modern American history lessons often end.

Thanksgiving is actually explained in some textbooks as a holiday for which the Pilgrims gave thanks to the Indians for saving their lives." That's not what it was.

Here is the part that has been omitted:

The original contract the Pilgrims had entered into with their merchant-sponsors in London called for everything they produced to go into a common store, and each member of the community was entitled to one common share.

It was a commune. It was socialism. "All of the land they cleared and the houses they built belonged to the community as well," not to the individuals who built them.

Bradford, who had become the new governor of the colony, recognized that this form of collectivism was as costly and destructive to the Pilgrims as that first harsh winter, which had taken so many lives.

He decided to take bold action. Bradford assigned a plot of land to each family to work and manage.

They could do with it whatever they wanted. He essentially turned loose the free market on them.

Long before Karl Marx was even born, the Pilgrims had discovered and experimented with what could only be described as socialism. And they found that it didn't work.

What Bradford and his community found was that the most creative and industrious people had no incentive to work any harder than anyone else, because everybody ended up with the same thing at the end of the day.

But while most of the rest of the world

has been experimenting with socialism for well over a hundred years -- trying to refine it, perfect it, and re-invent it -- the Pilgrims decided early on to scrap it permanently.

What Bradford wrote about this social experiment should be in every schoolchild's history lesson:

"The experience that we had in this common course and condition," Bradford wrote.

"The experience that we had in this common course and condition tried sundry years... that by taking away property, and bringing community into a common wealth, would make them happy and flourishing -- as if they were wiser than God. ... For this community [so far as it was] was found to breed much confusion and discontent, and retard much employment that would have been to their benefit and comfort. For young men that were most able and fit for labor and service did repine that they should spend their time and strength to work for other men's wives and children without any recompense."

What he was saying was, they found that people could not expect to do their best work without any incentive. So what did they try next?

Free enterprise.

"Every family was assigned its own plot of land to work and permitted to market its own crops and products. And what was the result? 'This had very good success,'" wrote Bradford,

"For it made all hands industrious, so as much more corn was planted than otherwise would have been."

They had miraculous results. In no time, they found they had more food than they could eat themselves. So they set up trading posts. They exchanged goods with the Indians.

The profits allowed them to pay off the people that sponsored their trip in London. The success and the prosperity of the Plymouth settlement attracted more Europeans, began what became known as the great Puritan migration.

And they shared their bounty with the Indians. Actually, they sold some of it to them.

The true story of Thanksgiving is how socialism failed. With all the great expectations and high hopes, it failed.

And self-reliance, rugged individualism, free enterprise, whatever you call it, resulted in prosperity that they never dreamed of.

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