

Beverage Journal

NOVEMBER 2023

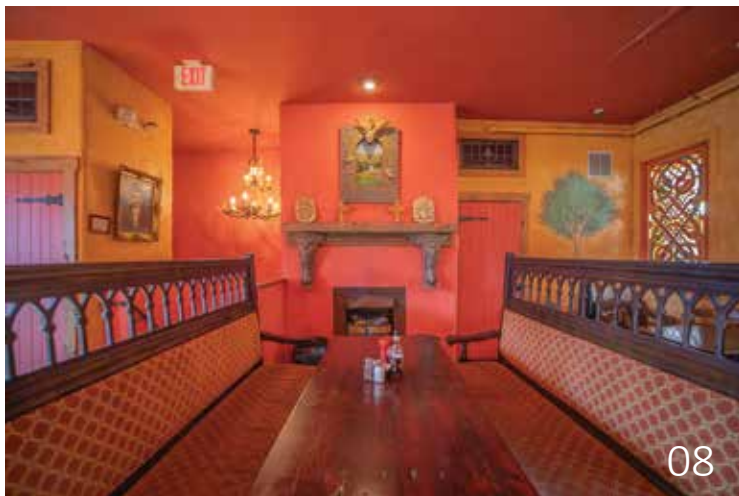
Holiday Gift Guide

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LIFELINE





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A TOAST TO TRADITION: SOME HISTORY ON LIBATIONS ENJOYED AT THANKSGIVING

Thanksgiving brings families and friends together to express gratitude for the year's blessings. One essential element of this celebration is the indulgence in delightful food and drink. While turkey, stuffing, and pumpkin pie may take center stage, it's worth raising a glass to the history of beverage alcohol at Thanksgiving.

The Pilgrims' First Thanksgiving

The history of Thanksgiving dates back to the Pilgrims' arrival in the New World in 1620. It is believed that the first Thanksgiving feast took place in 1621 to celebrate a successful harvest and give thanks for their survival. On the menu were venison, seafood, corn, and various vegetables. As for beverages, the Pilgrims likely consumed English ales and spirits brought with them from Europe. Their drinking water was often unsafe, so they relied on these fermented beverages, which were safer to consume.

The Evolution of Colonial Drinks

As the American colonies grew and diversified, so did the choices of beverage alcohol at Thanksgiving gatherings. Cider quickly gained popularity, thanks to an abundance of apples in the region and they paired well with Thanksgiving fare. In addition to cider, colonists brewed their own beer, often using corn as an ingredient. These homemade concoctions were shared and enjoyed by many during the holiday season.

The American Revolution and Distilled Spirits

The American Revolution had a profound impact on the types of beverages consumed during Thanksgiving. The British blockade of



American ports disrupted the flow of imported liquor, leading to a surge in the production of homemade distilled spirits. Rye whiskey became particularly popular, and it found its way onto the Thanksgiving table. American distilleries began to flourish, paving the way for the growth of the whiskey industry that would become a cornerstone of American culture.

The Temperance Movement and Prohibition

The 19th century brought the temperance movement, which aimed to reduce alcohol consumption and ultimately led to the prohibition of alcohol in the early 20th century. Families often substituted with non-alcoholic apple cider and other soft drinks. However, many people continued to make their own secret batches of home-brewed alcohol during Prohibition, which were enjoyed covertly at Thanksgiving gatherings.

Modern Thanksgiving Traditions

With the repeal of Prohibition in 1933, the United States returned to legal beverage alcohol consumption, and the tradition of enjoying these libations on Thanksgiving was revitalized. Today, wine has become a popular choice, with both red and white varieties gracing the Thanksgiving table. Many families also enjoy craft beers, cocktails, and artisanal spirits.

From the Pilgrims' humble beginnings with English ales to the rise of cider, whiskey, and the temperance movement, Thanksgiving beverages have evolved significantly. The enduring appeal of these libations, whether it's a fine wine or a locally brewed beer, adds warmth and conviviality to the modern Thanksgiving celebration. ■

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1. BELVEDERE VODKA

A soaring, sculptural white bottle embellished with chiseled facets encases Belvedere 10, a small-batch, high-end vodka that refers to 1910, the year the Polish distillery opened. Via an innovative 10-step process, the spirit is crafted from a single harvest of organic Diamond rye sourced from just one field on an estate in northeast Poland. It expresses layers of coconut, vanilla, and cacao best savored neat or on the rocks, slightly chilled.

\$ SRP: \$150 per 750-ml bottle
🌐 belvederevodka.com

4. BAILEYS

Just in time for the season of decadent holiday cocktails, Baileys has expanded its roster with a chocolate liqueur kicked off in partnership with chocolatier Amaury Guichon. Combining Baileys Irish Cream and real Belgian chocolate, it works as both a dessert shot or to heighten go-to tipples like the Espresso Martini.

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

2. Y SERIES

Australia's family-owned Yalumba Winery has a hit on its hands with Y Series, a line of minimal-intervention, vegan wines that now includes a vibrant Pinot Noir laden with strawberry and rhubarb notes. Like the other varieties, it is 100 percent wild-fermented with natural yeasts and packaged in a bottle bearing one of local artist Cindy Durant's colorful labels.

\$ SRP: \$15 per 750-ml bottle
🌐 yserieswineus.com

5. SONOMA-CUTRER

Sustainable California winery Sonoma-Cutrer has debuted three new bottlings from director of winemaking Cara Morrison and senior winemaker Zidanelia Arcidiacono. The Cutrer Chardonnay 2021 is a rounder, more oaky take on the variety than the ripe, bright Sonoma Coast Chardonnay 2022 (\$25 per 750-ml bottle), while the Russian River Valley Pinot Noir 2021 mingles jolts of red berry, black tea, and spicy vanilla.

\$ SRP: \$36 per 750-ml bottle
🌐 sonomacutrer.com

3. CHIVAS REGAL

Sandy Hyslop, Chivas Regal's director of blending, and his team spent much time developing the 80-proof Chivas XV. The blended Scotch whisky is matured for a minimum of 15 years in French oak and selectively finished in Grande Champagne Cognac casks that impart the liquid with a golden sheen. With its rich flavors of poached pear, butterscotch, and toffee, it can be relished neat or in cocktails like The Gold Rush.

\$ SRP: \$49.99 per 750-ml bottle
🌐 chivas.com

6. MIJENTA TEQUILA

When sustainable Mijenta Tequila introduced its Añejo Gran Reserva in 2022, fans immediately scooped it up. Now, the second batch of this exclusive spirit, created by maestra tequilera Ana María Romero Mena, is garnering buzz. It is aged separately for 18 months in four different types of casks—American and French oak, acacia, and cherry—and then the liquids are blended, leading to a profusion of dried stone fruit, citrus, and coffee flavors.

\$ SRP: \$199 per 750-ml bottle
🌐 mijenta-tequila.com

INTRODUCING

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11



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7. LUCAS BOLS

Demand for non-alcoholic spirits continues to rise, and Lucas Bols is responding with a robust portfolio of zero-proof options. Damrak Virgin is a fusion of 10 botanicals from the original gin recipe, while Pallini Limonzero (\$24.99 per 500-ml bottle) uses the same Sfusato lemons from the Amalfi Coast as its boozy limoncello counterpart. The Fluère lineup of cocktails—raspberry, spiced cane, smoked agave, and bitter—are produced using hydrosteam distillation and come in at \$34.99 per 700-ml bottle.

\$ SRP: \$24.99 per 700-ml bottle (Damrak Virgin)
🌐 lucasbols.com

8. AVALINE

Cameron Diaz and Katherine Power are energizing their organic wine label Avaline with the launch of a Pinot Noir. Devoid of additives and containing zero grams of sugar per glass, the wine has fruit-forward notes of wild raspberry and just-picked cherry.

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

9. BUTLER VODKA

Before it was called Cottonwood Heights, the Utah city home to Eight Settlers Distillery was known as Butlerville for the five pioneering Butler families who settled in the area and cultivated its land. Eight Settlers looks back at that slice of homesteading history with its small-batch Butler Vodka. Triple-distilled primarily from corn, it invigorates simple spritzers and more complex cocktails alike.

\$ SRP: \$28.99 per 750-ml bottle
🌐 eightsettlersdistillery.com

10. BASIL HAYDEN

Eighth-generation master distiller Freddie Noe's ambitious experiments have culminated in the 80-proof Malted Rye, the newest permanent expression in the Basil Hayden range. This refined whiskey, rife with floral aromas and vanilla notes chased by an understated spicy finish, reveals a softer side of rye.

\$ SRP: \$59.99 per 750-ml bottle
🌐 basilhaydenbourbon.com

11. SEÑA

Seña, the iconic Chilean wine estate formed by Eduardo Chadwick and Robert Mondavi, has released its 2021 vintage. This Bordeaux-style blend of Cabernet Sauvignon, Malbec, Carménère, and Petit Verdot tastes of red fruit, blackcurrant, and dark chocolate, and shines a light on biodynamic farming principles and the Aconcagua Valley's terroir.

\$ SRP: \$150 per 750-ml bottle
🌐 sena.cl

12. ARDRAY

Scottish terroir and Japanese artistry are united in Ardray, the 96-proof blended Scotch whisky dreamed up by Calum Fraser, Beam Suntory's chief blender for Scotch, and Suntory's team of blenders from Japan. For the spirit, malt and grain whiskies are sourced from Suntory's own distilleries (Laphroaig, Bowmore, Ardmore, and Glen Garioch) as well as its partner Edrington's (The Macallan, The Glenrothes, and Highland Park) and blended in annual batches. The liquid is complemented by textured bottles graced with artwork by Lia Melia depicting Scotland's natural beauty.

\$ SRP: \$85 per 700-ml bottle
🌐 ardray.com



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O' LORDANS IRISH PUB

HISTORY IN ALL THE RIGHT WAYS

WRITTEN BY TEDDY DURGIN | IMAGES BY ASHLI MIX PHOTOGRAPHY

We are continuing our series on historic and/or noteworthy bars, taverns, and restaurants around Maryland and Washington, D.C., and O'Lordans Irish Pub in downtown Westminster certainly qualifies. The establishment has been such a local fixture for decades that one doesn't even think twice before casually referring to it as "the historic O'Lordans Irish Pub in downtown Westminster."

The grand, old stone building first appeared on local maps between 1867 and 1870. It opened first as a foundry. Over the years, it has served as a barber shop, a live chicken house, and the old Stone House Restaurant owned and operated by the Sharkey family in the 1930s. It was a coffee shop in the 1980s before closing for many years and eventually being purchased by the Johansson family. Following a renovation to bring it up to modern standards, the building reopened as O'Lordans Irish Pub on Oct. 25, 2005.

General Manager Cody Snyder enjoys running an establishment with such history and prestige. "We have really tried to make the interior very 'authentic Irish,'" she said during a recent interview with the Beverage Journal. "Each room has its own personality. The downstairs is

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Cody Snyder
General Manager
O'Lordans Irish Pub

set up like your traditional Irish pub. Dark woods, stone, and a working wood-burning fireplace. The first-floor back room is called The Crofter's Cottage, and it has a mural of an Irish countryside. The upstairs, which is called Beyond the Pale, is set up like a castle."

Snyder says the favorite part of her job is the service side. She describes herself as "a people person," one who thrives on developing customer relationships. She stated, "I would say that at least 60 percent of the people who walk through the door I know by name. And if I don't know them by name, I know where they like to sit, who they want to serve them, and what they want to drink. I like making people feel comfortable and wanting to come back as a result."

Some folks have gotten very comfortable with O'Lordans Irish Pub over the years. So much so that staff and customers swear a few 'spirits' still hang around to be amongst the living consuming fine spirits. "I believe!" Snyder exclaims. "The owners think I'm crazy, but I've seen them and experienced them. We know that one of the ghosts is the original owner of the Stonehouse Grill, Stanis Sharkey. We've seen him. Clients have seen him. He wears a fedora. He is very cute. We also know



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

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there is a woman. We can hear her whispering. And we know there are two kids. We're not sure if there's more. Their activity level goes up and goes down. We'll go months with nothing. Then, all of a sudden, it's one thing after another. Objects get pushed. Things get shoved. You'll feel a hand run down your back. Mr. Sharkey likes the girls a lot! Both of my daughters have actually had their hair pulled several times! You can ask almost every one of my staff, and they'll tell you they have had something happen."

In the land of the living, what's happening is O'Lordan's terrific beverage menu. It's an extremely big one. "When COVID hit," Snyder recalled, "we were primarily a beer place. I'd say at least 80 percent of my sales was draft beer. I took over the bar, and I really started working with craft cocktailing. We have developed an extensive drink menu. I probably have 10 different mules. Or you can make your own. We tell people all of the time, 'If you have a liquor you prefer and you want a mule, we're all in!' We'll put anything in a glass; we don't care."

She continued, "Mules and mojitos have become a big thing for us. I have a lot of different champagne drinks. Our Crush list is ginormous. It started with the original Orange Crush, and we have since expanded. One of my favorites is called The Wild Crush with orange juice and wild gin. You never think about putting gin into a Crush drink, but it is excellent!"

Snyder stressed that it is important she and her staff do not judge the customers on their drink preferences or special requests. She remarked, "I've worked with bartenders and servers who will look at people and say, 'You're going to drink that?' Let people have what they want. You don't have to drink

it. Why do you care? I'll work with people. They'll tell me things they want to mix, and I'm like, 'We can figure it out!' Our latest big thing is we've created a huge mocktail list. It's amazing what you can do with so little. We're also still a pretty strong beer location. I have 25 taps. We don't do domestics. It's a lot of craft beer and European stylings. We really try to give people something different. Most of my signature cocktails, you're not going to get them anywhere else."

At the mention of the COVID-19 era, though, Snyder's tone clearly turned serious. The pandemic and all of its restrictions – since lifted – still impact O'Lordan's to this day. "The biggest challenge I have is finding good, solid staff," Snyder said. "When COVID happened, it really brought out the best of everybody and the worst of everybody. Teachers, for example, tend to work in this industry a lot. It's easy money and flexible scheduling. I lost all of my teachers. I had five of them, and I lost them all. They suddenly had to work 18-hour days trying to figure out how to teach the kids. I lost other staff to full-time jobs that they could suddenly telecommute. A lot of people in our industry

realized they didn't have to do this anymore and got out. We're still struggling to find people who want to work in this business because it's hard. You're under a lot of pressure, and you constantly have to juggle multiple balls at one time and pray you don't drop any. I never had huge turnovers, and then it was like, 'Hey, where did everybody go?'"

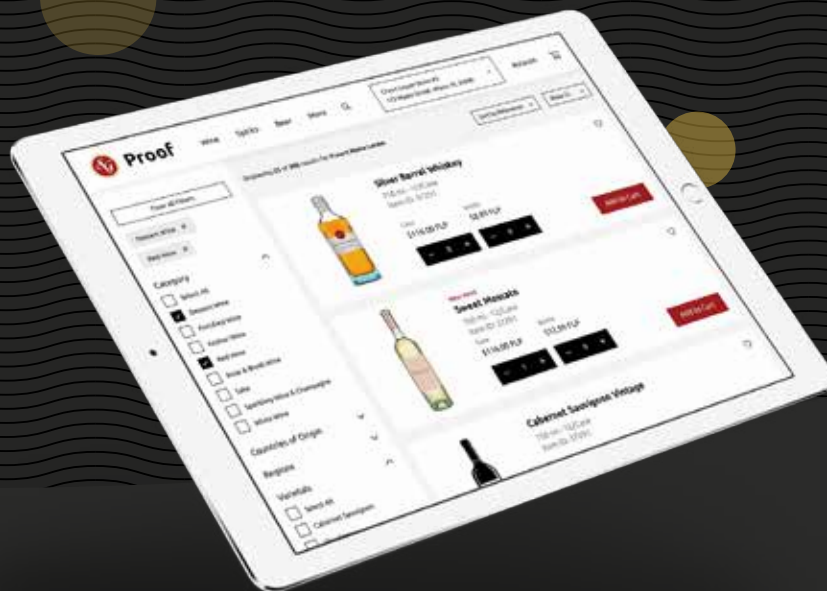
Snyder quickly realized she had to take on more than a general manager normally would have. "What it comes down to is I have to know how to do everything so I can teach you how to do your thing," she explained. "I just washed dishes two weeks ago. The dishwasher got sick. I stepped in. I don't care. I just keep getting up, coming to work, and making the magic happen. The biggest piece of advice I could give anyone in management is you have to work with staff so that they see the expectation and the importance of doing it your way. My staff knows that I am in it with them."

Meanwhile, she indeed continues to enjoy the teaching aspect of her job. "I like working with staff to get them better and stronger. Hey, I enjoy them teaching me something new!"

continued on page 14



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And part of that teaching extends to making sure all staffers know O'Lordans past. Because inevitably, they are going to field questions from patrons interested in what came before. She believes this is true of anyone who manages a historic or noteworthy pub, bar, tavern, or restaurant.

"Learn your history," she urged. "Know the history of what you are selling, and always

be prepared to tell a story. When you are in a historical location like we are, people are always asking questions about the place. And you have to know it cold. You can't guess, and don't ever lie and make anything up because what you say can be easily checked. And train the staff on the history, because you don't want to be running to every table and telling the same stories over and over again."

And, again, be willing to go the extra mile for the customers, the employees, the place itself. Snyder concluded with a smile, "There is nothing in this restaurant that I will ask an employee to do that I won't do myself . . . with the exception of plunging a toilet! I will plunge the toilet. I never want to see a server do that!" ■



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A TOAST

Following the releases of The Phoenix Blend and The Innkeeper's Blend, American whiskey blender Dixon Dedman has ramped up his **2XO** Icon series with The Tribute Blend, Kentucky straight bourbon whiskeys featuring proprietary mash bills from two different distilling partners that honor his parents' long-time support. Along with this 104-proof small-batch newcomer, Dedman has launched 2XO's Oak series with the 92-proof American Oak, a showcase of his inventive double oak technique.

SRP: \$49.99 (American Oak) and (\$99.99 The Tribute Blend) per 750-ml bottle



EXCLUSIVE CLUB

Ray Walker, author of *The Road to Burgundy*, founded **Saint Cloud** as an ever-shifting collection of luxury Kentucky bourbons selected from individual barrels. In addition to its velvety 100-proof variety there are small-batch, full-proof, and eight-year-old expressions, as well as innovations like the high-rye Abstrakt 5 and Hypershift, which embraces Madeira and mini barrels in its maturation process.

SRP: \$109.99 per 750-ml bottle



BY THE BEACH

The fifth batch of **Ardbeg's** 19-year-old Traigh Bhan, named for the scenic nature preserve in Islay, was aged in both former bourbon and Oloroso sherry casks. This conjures such tropical aromas in the 92.4-proof single malt Scotch whisky as charred green pepper, smoked mango, and guava before morphing into flavors of maple bacon, white pepper, and warm toffee.

SRP: \$349.99 per 700-ml bottle



FAN FAVORITES

For its Fall 2023 single cask collection, independent bottler **Lost Lantern** brings together whiskeys from four returning distilleries. These bottles—the 120.4-proof Balcones Distilling Texas single malt finished in a peated whiskey cask, the 121.4-proof Smooth Ambler West Virginia straight bourbon, the 116.2-proof New Riff Kentucky straight bourbon, and 129.8-proof seven-year-old Corbin Cash California straight rye whiskey—are joined by the 105.2-proof triple-distilled Texas single malt from the in-demand Andalusia Whiskey Co.

SRP: \$90 (New Riff), \$100 (Balcones, Smooth Ambler, Andalusia), and \$120 (Corbin Cash) per 750-ml bottle

LOCATION MATTERS

Camp Nelson C kicked off the **Russell's Reserve** Single Rickhouse collection in 2022, exploring the idea of whiskey terroir. The 117.6-proof Camp Nelson F, composed of stocks chosen from the fourth and fifth floors of its namesake Kentucky rickhouse built in the 1940s, further illuminates how barrel placement impacts a whiskey's overall profile through bursts of sweet cherry, molasses, and dark caramel.

SRP: \$300 per 750-ml bottle





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2023 HOLIDAY GIFT GUIDE

BY BEVERAGE MEDIA EDITORS

It's that time of year again: The holiday gifting season, when wine and spirits brands pull out all the stops to deliver consumers' favorite products in limited-edition packaging and gift-ready sets. Though everything from festive tins and boxes to creative cocktail kits abound, this year's offerings feature more sustainable packaging options, as well as the use of QR codes to give a digital counterpart to a value-added pack.

With over 100 products, we hope our annual *Beverage Media* Gift Guide will be an invaluable tool to navigate through the offerings. From super-premium Cognacs in digitally-enhanced bottles to zero-proof cocktail kits, and signature wine collections to rare whiskey expressions in artful boxes, find fresh ideas and inspiration to line your retail shelves and maximize sales this season.



Nomadica

Nomadica Orange comes in a four-pack of 250-ml cans. SRP: \$23.99



Pallini

The Sip of Italy Gift Pack includes three 50-ml bottles of Pallini: Limoncello, Peachcello, and Raspicello. SRP: \$9.99



Moët & Chandon

This limited-edition holiday offering is available in both Impérial Brut and Rosé Impérial. SRP: \$51



Louis XIII Cognac

The Drop collection comprises five 10-ml bottles of Louis XIII Cognac. SRP: \$950+



El Tesoro

The 2023 El Tesoro Knob Creek Mundial Añejo is a special one-time release of El Tesoro Añejo aged in Knob Creek Rye Whiskey barrels. SRP: \$175



Landmark Vineyards

The Overlook Holiday Pair includes the 2021 Chardonnay and 2021 Pinot Noir. SRP: \$70



Louis Roederer

The Blanc de Blancs 2016 is presented in a gift box. SRP: \$110



Segura Viudas

Segura Viudas Reserva 'Heredad' 2023 is a Cava blended from Macabeo and Parellada and aged on the lees for 30 months or longer. SRP: \$30

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



Nosotros

The first ever tequila aged in wet cedar barrels, each bottle includes a unique batch number and is presented in a handmade wooden box. SRP: \$325



Henri Bardouin

The gift set includes a bottle of Henri Bardouin pastis, made from 65 herbs and spices, with two glasses. SRP: \$34.99



Vérité

The aged library vertical packs include the classic 2013, 2014, and 2015 vintages of Vérité's 'La Muse,' 'La Joie,' or 'Le Désir.' SRP: \$1,500 per pack



Carpineto

The gift set includes Dogajolo Rosso and Bianco, both Super Tuscan wines from Carpineto Winery. SRP: \$30



Barr Hill

The Gin Gift Pack includes 375-ml bottles of Barr Hill Gin and Tom Cat Gin, and a one-pound jar of raw Northern honey. SRP: \$52.99



Cesari

The gift box includes Cesari Amarone della Valpolicella Classico and Cesari 'Mara' Valpolicella Ripasso. SRP: \$80



Pallini Limoncello

The Holiday Gift Pack includes a bottle of Pallini limoncello with a ceramic cup, handmade in Deruta, Italy, a historic village of artisans. SRP: \$29.99



Disaronno

The Disaronno Velvet gift set includes a bottle of Disaronno Velvet Liqueur and two branded glasses. SRP: \$29.99



Don Q

The Cocktail Smoker Kit includes: Don Q Reserva 7, a custom-shaped cocktail smoker, and wood chips for the smoker. SRP: \$24.99



Cantina Carafoli 'Nicchia'
Lambrusco di Modena NV,
Emilia-Romagna, Italy; \$15

*Selected by Jessica Green,
owner, Down the Rabbit Hole
Wine Boutique, Sayville, New York*

"I love bringing in Lambrusco and sparkling red wine for Thanksgiving and the holidays. Lambrusco is very friendly on the palate, and they go with most of the foods people eat at the holidays and throughout the winter. It just puts a twist on the table."



Dos Maderas

The gift box includes Dos Maderas 5+5 rum and two branded glasses. SRP: \$39.99



Ruinart

The Ruinart Blanc de Blancs comes in a paper-based second skin as an eco-friendly alternative to the gift box. SRP: \$102



The Busker

The Discovery Pack includes three 200-ml bottles: The Busker Single Grain, The Busker Single Malt, and The Busker Single Pot Still. SRP: \$32.99



Hibiki

The Hibiki 21-Year-Old is one of two centennial releases to mark the House of Suntory's 100th anniversary. SRP: \$5,000 per 700-ml bottle



Don Julio

Don Julio 1942 Tequila is made from 100 percent Blue Weber agave and aged for a minimum of two and a half years. SRP: \$169.99



Glasvin

The Decanter, complementing Glasvin's line of handmade glassware, accommodates a 750-ml bottle or a magnum. SRP: \$75



Far Niente

The limited production Far Niente Napa Valley Cabernet Sauvignon Cave Collection Vertical Six Pack includes two bottles each of the 2018, 2019, and 2020 vintages. SRP: \$1,020



Lang & Reed Napa Valley

The Magnum Party Pack includes two magnums, the 2018 'Two-Fourteen' Cabernet Franc and 2023 Hawkbox Rosé. SRP: \$300



Mozart Chocolate Liqueur

This milk chocolate liqueur, handcrafted with refined Belgian chocolate, comes with a branded glass. SRP: \$30



Willett Pot Still Reserve Kentucky Straight Bourbon Whiskey; \$50

Selected by Mike Fisk, chief sales and marketing officer, Evergreen Liquors, Bardstown, Kentucky

"It's a great gift because the juice is great and the bottle design—shaped like a pot still—is one of the most unique bottles on the market."



Engine

The Speakeasy Kit comes with four branded cups, two bottles of Engine gin, and six cans of Fever-Tree tonic in a tank-shaped pack. SRP: \$304.99



Uncle Nearest

The Old Fashioned Cocktail Kit includes: Uncle Nearest 1884 Small Batch Whiskey; Hella Cocktail Old Fashioned Mixer; and a 5-oz. bottle of Hella Cocktail Aromatic Bitters. SRP: \$96



Dewar's

Dewar's Scotch Whisky has partnered with French crystal manufacturer Baccarat to release this limited-edition set of Double Double 37 and cut crystal glassware. SRP: \$1,799



Glenmorangie

Glenmorangie's 18-Year-Old Single Malt Whisky Extremely Rare comes in a gift box. SRP: \$139.99



Gérard Bertrand

Villa Soleilla, Gérard Bertrand's flagship biodynamic orange wine, is presented in a set of three bottles in a wooden case. SRP: \$585



Boulard Calvados

The gift set includes a bottle of Boulard VSOP and two glasses. SRP: \$49.99



Veuve Clicquot

Veuve Clicquot Rosé is presented in a SMEG-designed reusable mini refrigerator, which keeps the wine cool for up to two hours. SRP: \$84



Casa Noble Tequila

The Marqués de Casa Noble is a carefully selected blend of añejo tequilas using 100 percent organic Blue Weber agave. SRP: \$169.99

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Tia Maria

The gift set includes Tia Maria Coffee Liqueur with two glasses. SRP: \$28.99



Champagne Jeeper

Jeeper #XXI Silver Brut Blanc de Blancs, also available as a magnum and jeroboam, comes in a luxury pouch. SRP: \$115



Mayacamas Vineyards
Cabernet Sauvignon 2018,
Napa Valley, California; \$209

*Selected by John Stanley, owner,
Stanley's Wet Goods, Culver City,
California*

"We are always excited to sell classic wines by producers who emphasize great farming and simple winemaking."



Purity

Purity Distilling's holiday gift pack includes a bottle of Connoisseur 51 Reserve Vodka and a Purity Vodka custom ice cube mold designed for slow melting. SRP: \$29.99



Justin Winery

The 2020 Isosceles comes in a gift box with two Justin glasses. SRP: \$125



Monkey 47

Monkey 47 Distiller's Cut Edition 13 is the latest in the brand's collectible range, featuring maple syrup as its 48th botanical. SRP: \$79.99 per 375-ml bottle



Baldacci Family Vineyards

All Baldacci Family Vineyards wines come in a gift box, including the Pinot Noir, 'Fraternity' Red Blend, Chardonnay, and 'Pops' Sparkling Wine. SRP: \$65



Casamigos

The gift set includes a bottle of Casamigos Cristalino Tequila and four branded coasters. SRP: \$60.99



Cliff Lede Vineyards

A seasonal release, the 1.5-L bottle of 2017 Cliff Lede 'Beckstoffer To Kalon Vineyard' Cabernet Sauvignon comes in a gift box. SRP: \$549



Frank Family Vineyards

The three-bottle Napa Valley Classic Collection includes the 2021 Carneros Chardonnay, 2021 Napa Valley Zinfandel, and 2019 Napa Valley Cabernet Sauvignon. SRP: \$165



Riedel

The optically blown, enlarged Nick and Nora glass comes in a set of two. SRP: \$49



Kopke

The Kopke gift set includes a bottle of 10-Year-Old Tawny and two Port glasses. SRP: \$48.99



The Prisoner Wine Company

The Corrections pack includes the 2021 Malbec 'Finding Flowers,' 2021 Viognier 'New Hope,' and 2021 Tempranillo 'The Other Side.' SRP: \$169.99



Bols Cocktails

The Cocktail Party Gift Set includes four ready-to-drink cocktails—Espresso Martini, Azul Margarita, Very Old Fashioned, and Red Light Negroni—and an ice tray. SRP: \$24.99



J. Lohr Vineyards & Wines

J. Lohr Signature Cabernet Sauvignon is a limited release, selected and blended from the 2019 vintage in Paso Robles. SRP: \$100



Ferrari

Ferrari Brut, the official sparkling wine of Formula 1, comes in a branded gift box. SRP: \$42.99



Maestro Dobel

Maestro Dobel 50 Cristalino Onora: Laca de Olinalá comes in a bottle with a handcrafted stopper, paying homage to the traditional artform of Laca de Olinalá. SRP: \$250



Piper-Heidsieck

The newly released Rare Champagne Brut 2013 is available in a gift box. SRP: \$260



To Kalon Vineyard Company

This gift set includes the 2019 'Highest Beauty' Cabernet Sauvignon and a photograph by Terry McLaughlin showing the beauty of autumn in the Napa Valley. SRP: \$250



Beringer

A partnership with fashion designer Cynthia Rowley, the Wild Collection includes three bottles from Beringer's Knights Valley with Beringer x Cynthia Rowley Wild & Refined Playing Cards. SRP: \$185



Riedel

The 750-ml handblown decanter comes in four limited-edition colors with a production run of just 500. SRP: \$699



Chopin Vodka

Chopin Family Reserve is a traditional Polish vodka crafted from a harvest of young potatoes producing a sweet and delicate spirit. SRP: \$120



Peter Lauer Saar Riesling Sekt Brut 2017, Mosel, Germany; \$38

*Selected by Holly Dierker,
sommelier, Mondo Vino, Denver*

"I'm excited to show this as a valuable alternative to Champagne that drinks just as well. Holidays are a great time to celebrate with bubbles, and people shouldn't have to break the bank to enjoy that."



Laws Whiskey House

The Sampler Pack includes four 100-ml bottles: Four Grain Straight Bourbon Whiskey; San Luis Valley Straight Rye Whiskey; Centennial Straight Wheat Whiskey; Henry Road Straight Malt Whiskey; and a virtual tasting card. SRP: \$39.99 to \$44.99



J. Lohr Vineyards & Wines

J. Lohr Vineyards & Wines Cuvée Collection includes three bottles: Cuvée Pau, Cuvée St. E, and Cuvée Pom. SRP: \$160



Champagne Billecart-Salmon

The Exception2 Limited-Edition Billecart-Salmon gift set includes bottles of Billecart-Salmon Brut Réserve and Nicolas François 2008. SRP: \$349.99



Fonseca

The Fonseca Porto Bin 27 comes in a limited-edition holiday tin. SRP: \$19.99



Robert Mondavi Winery

The Fireside Reds Bundle includes a 2018 'Estates' Oakville Cabernet Sauvignon, 2019 Napa Valley Red Blend, and 2019 'Estates' Pinot Noir. SRP: \$200



Larkmead Vineyards

Larkmead 'Firebelle' 2019 is comprised of 100 percent Cabernet Sauvignon. SRP: \$300



Grand Teton Distillery

Grand Teton Private Stock American Single Malt is aged for a minimum of seven years at above 6,000 feet and at extreme temperatures. SRP: \$79.95



Louis XIII Cognac

The Classic Decanter of Louis XIII Cognac has an NFC chip in the cork stopper to access the private membership club Louis XIII Society. SRP: \$4,550+ per 700 ml



Jimmy Red

High Wire Distilling Co.'s Bottled in Bond Jimmy Red Single Farm Edition comes in a stoneware bottle with a booklet sharing the story of the whiskey. SRP: \$299



Daou

The Celebration Set includes three bottles of 2020 Soul of a Lion with a custom Daou Latelier wine opener. SRP: \$440



Old Elk

The limited-edition gift set includes a bottle of Old Elk Blended Straight Bourbon Whiskey and a custom Elk pourer. SRP: \$54.99



Clyde May's

The 'Dega' Pack includes Clyde May's Straight Bourbon and a Talladega-branded leather 4-oz. flask. SRP: \$39.99



Via Carota Craft Cocktails

The craft cocktail kits, including a Martini Set, Negroni Set, and Bourbon Set, come with two 375-ml ready-to-drink cocktails accompanied by two serving-specific glasses. SRP: \$99



Taylor Fladgate

The Century of Port gift box includes four bottles of tawny port aged 10, 20, 30 and 40 years old. SRP: \$300



Dutcher Crossing

The Celebration pack includes the 'Grace Reserve' Brut Rosé, 'Posterity' Blanc de Blancs, a small chocolate tin, and a handwritten note. SRP: \$90



Oak & Eden

The Holiday Gift Kit includes a bottle of Oak & Eden Bourbon & Spire, a customized deck of playing cards with 52 cocktail recipes, and a rocks glass. SRP: \$49.99



Las Jaras Wines

The Waves six-pack includes a mix-and-match collection of its 2022 vintages (red, white, and rosé) in slim-size 250-ml cans designed by Waves' co-owner and artist Jen Stark. SRP: \$59



Mingle Mocktails

The Signature Bottle Gift Box includes four 12-oz. cans and a 750-ml bottle in a range of flavors, a recipe card, and a tote bag. SRP: \$64.95



Loco 'Puro Corazon' Tequila; \$346.50



Selected by Rachel Malm, product specialist for agave and agave-related spirits, Bitters & Bottles, San Francisco

"[Loco Tequila's range] showcases a spirit driven by the same sense of technique and terroir that defines the wine world."



The Legendary Silkier Irish Whiskey

The Legendary Red Silkier, finished in Rioja and Ribera red wine casks, is the first in this limited-edition series. SRP: \$54.99



Champagne Pommery

Part of Pommery's World Collection, the Kashmir: An Invitation to Travel themed boxes come with the Brut Royal, Brut Royal Rosé, Brut Apanage, Blanc de Blancs, and Grand Cru Royal 2009. SRP: from \$50

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1. Source: IRI - MULO + LIQUOR SOND 2022 2. Source: IRI Total US - MULO + Sum of Liquor Latest 26 Weeks Ending 08-27-23

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The Glenturret

The 15-Years-Old Single Malt is a core release from Glenturret, Scotland's oldest distillery. SRP: \$149.99



Magellan Gin

The gift set includes a bottle of Magellan gin and two glasses. SRP: \$34.99



Royal Salute

With only 500 bottles available, this limited-edition Scotch commemorates the Coronation of King Charles III. SRP: \$25,000



Cut Above

The Old Fashioned Cocktail Kit includes zero-proof Cut Above Whiskey, Cheeky's All the Bitter orange bitters and simple syrup, an ice mold, and California Crisps' orange slices for a garnish. SRP: \$54.99



Arianna Occhipinti 'SP68'
Rosso 2022, Sicily, Italy; \$36

Selected by Jill Bernheimer, owner,
Domaine LA, Los Angeles

"This is a great wine to serve or gift when you don't know everyone's palate because it's so likable to a range of people without being generic."



Royal Salute

The fifth release in Royal Salute's renowned Polo Collection, this edition celebrates the magical Blue City of Jodhpur, India. SRP: \$160



Martell Cognac

Martell's Blue Swift Rhythm gift set, designed by Dr. Fahamu Pecu, includes: Martell Blue Swift; two rocks glasses; and a QR code to the Martell Holiday Hub experience. SRP: \$48.99



Johnnie Walker

The Johnnie Walker Blue Label Elusive Umami, in collaboration with chef Kei Kobayashi, captures the elusive taste of umami. SRP: \$399.99



Better Than Booze

The Non-Alcoholic Mocktail Variety Sick-Pack features two each of their spiritless cocktail flavors: Mint Mojito with Lime, Rosemary Grapefruit Paloma, and Elderberry G&T. SRP: \$19.99



Drumshanbo Gunpowder Irish Gin

The gift set includes a bottle of Drumshanbo Gunpowder Irish Gin, distilled with oriental botanicals and gunpowder tea, and a matching glass. SRP: \$36.99



Malfy Gin

The gift set includes a bottle of Malfy Gin Limone with two copa glasses. SRP: \$39.99



Absolut

The Absolut Espresso Martini gift set includes a bottle of Absolut Vodka and a 7-oz. can of Rise Nitro Cold Brew Coffee. SRP: \$18.99



Desert Door Texas Sotol

Desert Door's gift set pairs a bottle of its original Texas sotol with a 200-ml stainless steel flask—also filled with the spirit. SRP: \$39.99



Krug

The 171st Edition of Krug Grande Cuvée is a blend of 131 wines from 12 different years. SRP: \$250



Grand Mayan Tequila

Grand Mayan Ultra Age Limited Release tequila, aged for a minimum of five years, is presented in a ceramic handpainted Talavera bottle and a decorative box. SRP: \$249.99



Forthave Nocino; \$35 per 375-ml bottle

Selected by Chris Leon, owner, Leon & Son Wine and Spirits, Brooklyn

"It's not only specialized, small production, but also a perfect after-dinner sipper for anyone's post-meal drink ... The warming, rich profile speaks perfectly to the holidays."



Aberfeldy

The Aberfeldy 12 Year Old offers a honeyed sweetness with notes of spiced vanilla and pineapple. SRP: \$42.99



High West

The High West x Huckberry gift set includes High West bourbon and High West Double Rye, with two Whiskey Peaks rocks glasses made by Huckberry. SRP: \$79.99



The Donum Estate

The Celebrate Donum pack includes the 2017 Blanc de Blancs, 2020 Carneros Estate Pinot Noir, a Donum Bouchon wine stopper, and a jar of Estate honey. SRP: \$325



Mijenta Tequila

The limited-edition Holiday Collector's Pack includes a bottle of Mijenta Blanco and two ceramic agave mugs in a sustainable gift box. SRP: \$48.99



Compass Box Whiskey

There are only 9,496 bottles of the 'Art and Decadence' Blended Malt Whisky available worldwide. SRP: \$180



Piper-Heidsieck

The Cuvée Brut comes in a winter-themed gift box designed by British illustrator David Doran. SRP: \$70



Veuve Clicquot

The Veuve Clicquot 'La Grande Dame' 2015 comes in a range of colorful gift boxes, created in collaboration with Italian ceramicist Paola Paronetto. SRP: \$220



Seedlip

Seedlip's Special Offer Trio includes 700-ml bottles of their non-alcoholic Spice 94, Garden 108, and Grove 42. SRP: \$89.99

VERY SPECIAL TEQUILA, FROM BOTTLE TO GLASS

LED BY CARLOS MONSALVE, AN INDUSTRY VETERAN WITH 25 YEARS OF EXPERIENCE, GRAND MAYAN TEQUILA STANDS OUT FROM BOTTLE TO GLASS



Great tequila requires a deep understanding of what it takes to go from choosing prime plots for agaves to the final liquid in the bottle. Carlos Monsalve, the founder and owner of Grand Mayan Tequila, knows this first-hand.

Monsalve has more than 25 years of experience in the tequila industry. In that time, he's worked a wide variety of jobs, including consulting on the launch of major international tequila brands, working as a sales executive, and teaching courses on the business of tequila.

He brings this experience to each step in the process of making Grand Mayan Tequila, Monsalve's family-owned, additive-free tequila brand. Monsalve is involved from the start with soil

testing and agave sourcing, and he serves as Grand Mayan's master blender. The family, most notably Monsalve's son, Carlos Jr., engages in each successive step, including tasting every batch of tequila before it's bottled at NOM 1459, a family-owned and operated distillery that has been practicing traditional production methods since 1942. In the near future, this process will come even closer to home for the Monsalve family: Carlos and his son are currently farming their own agave, as well as building a state-of-the-art distillery that will be finished next year.

This dedication to detail shines through in the spirit. The award-winning Grand Mayan Silver is slowly distilled three times before being filtered for a smooth tequila with notes of fresh agave and citrus. The reposado spends six months in ex-American whiskey casks before it's finished for two months in ex-Cognac barrels, leading to full and layered flavors of sweet cooked agave, oak, and dark chocolate. Grand Mayan Extra Aged spends between three to five years in ex-bourbon and ex-Cognac barrels, delivering sweet, nutty, and chocolate notes. Then there's the Grand Mayan Ultra Aged, a limited-release tequila that spends a minimum of five years in barrel to amplify the flavors that the barrel imparts on the spirit.

All of Grand Mayan's tequilas are certified 100 percent additive free.



Carlos Monsalve (right) and his son, Carlos Jr.

While Grand Mayan's tequila speaks for itself, the bottling makes a striking statement at first glance. Each artisanal, ceramic bottle is a work of art that's individually numbered and hand-painted by local artists in Mexico City. For the reposado, a 24-karat gold applique is applied by hand. A luxury gift box for the retail market offers eye-catching packaging that's perfect for gifting during the holidays.

There aren't many tequilas that have a founder with as much experience and involvement in each step of the process as Grand Mayan. The Monsalve family's dedication to quality shines in each expression and hand-crafted bottle, making a lasting impression from the first look to the last sip. ■

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

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Añejo*

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3X Distilled

Cognac Cask Aged

Aged Up to 5 years

Aged for a Minimum of 5 years

Grand Mayan Tequila is made with carefully selected 100% central-highland Blue Agave and sold in beautiful, artisanal, hand-thrown ceramic Talavera bottles that are hand-decorated by Mexican artists, honoring ancient history and deep traditions.



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www.grandmayantequila.com

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A DIRECT-TO-CONSUMER LIFELINE FOR BREWERIES

TO FIND NEW SALES CHANNELS IN A FLAGGING MARKET, BREWERIES ARE PARTNERING WITH THIRD-PARTY SHIPPERS TO BRING FRESH BEER TO CUSTOMERS' DOORSTEPS

BY JOSHUA M. BERNSTEIN

Summer vacationers stream to Rhode Island's sandy Westerly beaches, soaking up sunshine while sipping beers from Grey Sail Brewing. The local stalwart, founded in 2011, is known for Captain's Daughter, a hazy double IPA that's distributed in five states, including New York, Massachusetts, and Connecticut.

But sales sometimes stop after fans leave Westerly; not every tourist lives near a store that sells Grey Sail. This spring, the brewery partnered with ecommerce platform LiquidData to ship its beer to customers' distant homes. Rekindling warm memories of cold Captain Daughter's is now a click away. "We're able to serve our consumers that live elsewhere and grow [our business]," says Carey Beralderi, the director of sales.

A decade ago, craft breweries could grow sales simply by brewing another batch. Customers and distributors clamored for the latest flavor of the week. "Brands like us could just come up with anything," says Barry Holmes, the CEO of The Bruery and sibling brand Offshoot Beer in Placentia, California. The Bruery was founded in 2008 and became known for offbeat ales aged in bourbon barrels or seasoned with unusual spices. "Retailers couldn't wait to take as much as they could."

In today's teeming marketplace, shelf space is tight and open tap lines are rare, forcing craft breweries to fight harder for pieces of the fiscal pie. In 2022, overall beer volume sales declined three percent, according to the Brewers Association, and craft beer sales slid two percent in the first half of 2023.

With challenges compounded by increased costs thanks to inflation, breweries are seeking sales growth by embracing direct-to-consumer (DTC) shipping. Breweries are building out ecommerce shipping infrastructure, creating membership clubs, and partnering with third-party companies to handle logistics and compliance.

THIRD-PARTY SHIPPING OPPORTUNITIES

America's alcohol laws are a regulatory thicket, no two states alike. Just 13 states plus Washington, D.C., let breweries ship beverage alcohol through private carriers such as FedEx and UPS. Navigating compliance can be onerous for craft breweries stretched thin on time and legal resources. Ecommerce platforms and third-party shippers, however, will plow through that paperwork on behalf of partnered breweries.

Will Hench cofounded LiquidData last year to connect breweries to a retailer network specializing in ecommerce fulfillment to around 45 states. "It's like having a one-stop shop for compliance,

customer service, and fulfillment,” says Hench, also the CEO.

Breweries like Lord Hobo in Woburn, Massachusetts, install LiquidData’s platform on their web pages, and customers place orders that retailers, who have received the beer from distributors, then fulfill. (Hench doesn’t disclose retail partners.) The process is lockstep with the three-tier system, leaving all parties pleased.

“Distributors like it because it’s a way to increase volumes to retailers, and retailers because they’re getting more order flow,” Hench says. “Brands are able to build a better customer relationship versus Drizly or another third-party marketplace.”

Brooklyn-based Other Half Brewing handles online fulfillment for seven states, plus Washington, D.C., then partners with Half Time Beverages in Mamaroneck, New York, on a weekly shipment to reach another half-dozen states. The brewery boxes orders of its in-demand IPAs and then brings them to Half Time for mailing. “We want to make sure that people get beer that’s within a week old,” says Andrew Burman, the COO.

The online sales, which account for less than five percent of the brewery’s business, serve as “another taproom,” Burman says, keeping the brand top of mind until customers’ next brick-and-mortar visit. “Anytime we get to sell directly to consumers, our margins are great.”

MAIL-ORDER MEMBERSHIP CLUBS GO BESPOKE

Beer-of-the-month clubs proliferated in the 1990s, bringing flavorful microbrews to front doors far and wide. As craft beer has become a supermarket staple, many clubs faded off, but the Microbrewed Beer of the Month Club still perseveres. The company operates five beer clubs, including ones focused on IPAs and international beers. President Kris Calef is now looking to boost the value proposition of the company’s Rare Beer Club. “You’ve got to have something that you can’t get at a Total Wine or BevMo,” he says.



“Distributors like it because it’s a way to increase volumes to retailers, and retailers because they’re getting more order flow.”

– Will Hench, LiquidData

Calef looks to offer exclusives from cult breweries such as California-based The Lost Abbey and Belgium’s Brasserie Fantôme. In the past, his company sought out breweries; now “we’re seeing more inbound calls from breweries” eager to work with his clubs, he says.

Craft breweries are also creating clubs that send limited-edition beers to ardent fans. Firestone Walker in Paso Robles, California, runs the Brewmaster’s Collective club that focuses on wild ales, barrel-aged imperial stouts, and other strong beers.

“These are often eccentric beers and one-off collabs that ... aren’t really viable at retail,” says Micaela Yeo, the club and specialty brands manager, adding that DTC lets distributors focus on core products rather than small-batch beers.

ABOVE: Will Hench, the cofounder and CEO of LiquidData.
RIGHT: Firestone Walker runs a beer membership club focused on strong beers like wild ales and barrel-aged imperial stouts.

Selling premium beer through the mail can minimize the biggest DTC pain point: shipping costs. “If you’re shipping barrel-aged or sour beer with an average bottle cost of \$30 to \$60, you’re in wine territory,” says the Bruery’s Holmes. “That’s a sustainable business if there’s demand.”

The Bruery recently expanded its shipping capabilities to 47 states and Washington, D.C., through third-party shippers. Its Reserve Society memberships include a dozen 750-milliliter bottles of barrel-aged stouts and sour ales, either delivered monthly or in one fell swoop. The latter costs \$325, and “we’ll ship it to you complimentary,” Holmes says. More than 70 percent of subscribers re-up each year. “We find success in the relationship.”

And there might be more potential customers to come. The United States Postal Service currently does not deliver alcohol. To reverse the Prohibition-era ban, Congress introduced the USPS Shipping Equity Act in May to permit home alcohol delivery in states where it’s legal.

The USPS “was built to ship to everyone,” says Katie Marisic, the senior director of federal affairs for the Brewers Association. This would create additional competition for shipping, opening new DTC opportunities for breweries and drinkers alike. “Getting access to that is important to them,” says Marisic. “And it’s important to the industry.” ■





ACCESS LIVE RETURNS FOR 2024

BUILDING ON LAST YEAR'S SUCCESS, WSWA WILL UNITE ALL THREE TIERS OF THE BEVERAGE ALCOHOL INDUSTRY IN LAS VEGAS FOR NEARLY THREE DAYS OF IMPACTFUL EVENTS

The largest event in the U.S. to unite all three tiers of the beverage alcohol industry is returning in 2024. The Wine & Spirits Wholesalers of America (WSWA) Access LIVE takes place on January 29 to February 1, at Caesars Forum in Las Vegas, bringing together more than 2,500 attendees for two and a half days of lively discussions, interactive experiences, networking opportunities, and relationship building.

Formerly known as WSWA's Convention & Exposition, the event was reimagined after a four-year in-person hiatus during the pandemic, reemerging in 2023 with a new name and a fresh and expansive approach. Building on the success of last year's conference in Orlando, Florida, Access Live 2024 will bring back crowd favorites while also developing and improving the lineup and event experience.



2024 WSWA ACCESS LIVE

To register, enter the Brand Battle, or submit an award or speaker nomination, please visit accesslive.wswa.org or contact the Access LIVE hotline at 202-371-5682.

"We're going to build on the energy we had in Orlando this spring to deliver real value to our wholesaler members, exhibitors, sponsors, retailer attendees, and everyone lucky enough to come to the one show—Access LIVE—that brings the entire wine and spirits ecosystem together," said Francis Creighton, the president and CEO of WSWA, in a press release.

WSWA's Brand Battle, a Shark Tank-style competition and proven springboard for many brands, will return, as well as the Wine and Spirits Tasting Competition. Held on January 28 to 29, before the show's official start, the blind competition offers winning brands the opportunity to boost their presence amongst attendees for the days that follow and beyond. The exhibit hall will host 300 booths and 20 suites, as well as the LIVE stage, where educational opportunities take place, such as TED-style talks about pressing industry issues and impactful panel discussions. The main

stage, which will open with welcoming words from Creighton, plays host to the keynote speakers, award ceremonies, and the 2024 Brand Battle Championship.

At its new location in Las Vegas, all events and meetings occur around one central, convenient space, reducing the amount of running around required by attendees. There will be interactive zones throughout, including the Hub (featuring a digital content lab, a brand building bar, and mixology workshops), the HQ Connect gathering space, and pop-up experiences for brand activations and engagement. Access LIVE is also working on its environmental credentials, reducing swag and using digital signage to scale back on waste, as well as offering more health and wellness activities.

Distributors make up 25 percent of all attendees, with a high concentration of decision-making C-suite level executives, who together distribute more than 80 percent of all wine and spirits sold at wholesale in the U.S. WSWA has hosted the premier event for the American wine and spirit industry since 1943, and more than 80 years later it's still going strong. ■

This content was produced in partnership with WSWA.

The Taste of Excellence Has Arrived in Maryland!

COOPERSTOWN
DISTILLERY
HANDCRAFTED ARTISANAL SPIRITS



Cooperstown Select Distinguished Whiskeys

Our Cooperstown Select Whiskeys are composed of the finest and most prestigious spirits in our entire lineup. It includes Cooperstown Select American Straight Single Malt Whiskey, Cooperstown Select Straight Bourbon Whiskey, Cooperstown Select Straight Rye Whiskey, and Cooperstown Select American Blended Whiskey. Renowned for its taste and prominently awarded for their overall excellence, the Cooperstown Select Distinguished Whiskeys offer a variety of distinct and attractive choices, all of which are sure to please and exceed expectations

Hall of Champions Collection

Crafted to honor the excellence of sport, the Hall of Champions Line will turn heads with its ornamental award winning sport themed decanters and overdeliver with its exquisite taste. The Hall of Champions Line consists of the Doubleday baseball collection including our Beanball Bourbon and Spitball Cinnamon Whiskey, the Canton Distillery (Brand) football collection, the Hall of Champions Distillery (Brand) golf collection, and the new Springfield Distillery (Brand) basketball collection. The Hall of Champions Collection is one of a kind offering and the perfect addition for sports enthusiasts/fans



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THE HENNESSY WINTER'S SPIRIT

1 $\frac{3}{4}$ oz. Hennessy V.S.O.P
1 $\frac{1}{2}$ oz. hot water
0.15 oz. sugar cane syrup

2 lemon supremes (wedges without peel, pith, or skin)
1 thin slice of ginger
1 orange twist

Method: Mix the Hennessy, sugar, lemon, and ginger in a glass. Stir everything gently to allow the sugar to dissolve. Top with hot water and garnish with an orange twist.



Q MIXERS HONEYNUT HIGHBALL

1 $\frac{1}{2}$ oz. dark rum
 $\frac{1}{2}$ oz. amaretto

$\frac{1}{2}$ oz. lemon juice
5 oz. Q Ginger Beer

Method: Build the drink in a highball glass over ice and stir gently, before garnishing with a lemon slice.



PALLINI AUTUMN SPRITZ

3 oz. Prosecco
1 $\frac{1}{2}$ oz. Pallini Limoncello
 $\frac{3}{4}$ oz. lemon juice

$\frac{1}{2}$ oz. ginger-spiced maple syrup
2 dashes aromatic bitters

Method: Add all the ingredients in a large wine glass filled with ice and garnish with a lemon or orange slice.

CORE BELIEFS

*Created by Andrew Kowalski,
Clover Club, Brooklyn*

$\frac{3}{4}$ oz. Compass Box Orchard House
 $\frac{1}{4}$ oz. Compass Box Artist Blend
 $\frac{1}{2}$ oz. apple liqueur
 $\frac{1}{2}$ oz. Laird's Applejack

$\frac{3}{4}$ oz. lemon juice
1 tsp. cinnamon
 $\frac{1}{4}$ oz. ginger syrup
1 oz. whole milk to clarify
Compass Box Peat Monster
Dehydrated lemon wheel

Method: Pour Orchard House and Artist Blend, apple liquor, apple brandy, lemon juice, cinnamon, and ginger syrup to a mixing bowl. Stir mixture until it creates a vortex. Add the milk (preferably at room temperature) and stir to combine. Let it sit for 30 to 45 minutes (ideally overnight). Strain through a cheesecloth or coffee filter until the mixture is clarified—no shaking or stirring necessary. Rinse a glass with Compass Box The Peat Monster. Pour over ice into the glass and garnish with a dehydrated lemon wheel.

ANGEL

PRODUCED IN UKRAINE



A PORTION OF THE PROCEEDS WILL BE DONATED TO WORLD CENTRAL KITCHEN
(JOSE ANDRES LED CHARITY)

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LA BRUJA

Created by Jose Alejandro Ibañez

- 1 ¾ oz. Mijenta Tequila Blanco
- 1 oz. fresh lime
- ¾ oz. mango purée
- ½ oz. lemongrass /cinnamon syrup
- ½ oz. Strega Liqueur
- ¼ oz. Lejay Crème de Cassis

Method: Add all ingredients in a shaker. Strain the mix from one tin to another via a long pour and pour into a tall glass with crushed ice. Garnish with cinnamon and rosemary to create a witch's broom.



FROM RAGS TO RICHES

- 1 ¾ oz. Monkey 47 Schwarzwald Dry Gin
- ¾ oz. simple syrup
- ¾ oz. lime juice
- 1 ¼ oz. soda water
- 2 ¾ oz. genmaicha tea
- rice cracker

Method: Build ingredients in your favorite highball glass over ice and garnish with a rice cracker.



FALLING FOR FUJI

- 2 oz. Fuji Single Grain Japanese Whiskey
- ¾ oz. peach puree
- ¾ oz. lemon juice
- ½ oz. ginger syrup
- Ginger beer to top

Method: Shake all ingredients with ice. Strain into a rocks glass over a big ice cube. Top with ginger beer or club soda, depending on the amount of ginger syrup used. Garnish with a lemon wheel.



WAKE ME UP BEFORE YOU GO GO

*Created by Nicole Salicetti,
winner of the Galliano Espresso Espresso Martini twist competition*

- 1 ½ oz. Partida Blanco Tequila
- 1 oz. espresso
- ½ oz. Galliano Espresso
- ½ oz. Oloroso sherry
- ¼ oz. Citrus oleo
- 3 dashes mole bitters
- 3 dashes orange bitters
- 5 drops 80/20 saline solution

Method: Shake all the ingredients with ice and fine strain into a chilled coupe glass.

GOOD DAY



SoJU

Tiffany
Rose

HAN JAN

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FULL FLAVOR

Surely's collection of non-alcoholic wines expands with the arrival of a complex red blend born from a mix of dealcoholized wine and a proprietary fusion of organic teas and botanicals that mimic the texture of a traditionally bold California red. Overseen by winemaker Jess Smith and craft beverage developer Michael Colangelo, it unites Cabernet Sauvignon and Petite Sirah grapes that unleash layers of dark fruit and spice.

SRP: \$26.99 per 750-ml bottle



THE FAMILY LINE

Inspired by their great-grandmother, the C. Mondavi & Family matriarch Rosa Mondavi, Alycia, Angelina, Giovanna, Lia, and Riana Mondavi banded together to form **Aviana**, a series of vibrant wines culled from around the world. First up: the 2022 vintages of a juicy Spanish Verdejo from Toledo, a Languedoc Cabernet Sauvignon, and a red blend of Portuguese Syrah, Touriga, Aragonais, and Alicante.

SRP: \$19.99 per 750-ml bottle



BICENTENNIAL CELEBRATION

It was 1808 when Apolline Henriot founded **Maison Henriot**. Now, the Champagne house has unveiled the Henriot Hemera 2008, its 200-year anniversary release comprising equal parts Chardonnay and Pinot Noir from a blend of Henriot's six founding Grands Crus. These include Verzy, Verzenay, and Mailly-Champagne from Montagne de Reims, and Avize, Le Mesnil-sur-Oger, and Chouilly in the Côte des Blancs. Having mellowed for more than 13 years in the cellar, the cuvée exhibits both mature finesse and vivacity.

SRP: \$200 per 750-ml bottle

PASTA PAIRING

Cooperative winery **Cantina di Soliera**, in Italy's Emilia-Romagna region, produces its Lambrusco Salamino di Santa Croce using the Charmat method. The grapes, grown on sun-soaked vineyards between the Panaro and Secchia rivers close to Modena, give way to an effervescent, food-friendly wine with a fresh, subtly sweet palate.

SRP: \$12.99 per 750-ml bottle



PURE OREGON

Elouan, part of Joseph Wagner's Copper Cane Wines & Provisions portfolio, has received a packaging upgrade that reflects the impressive Oregon terroirs of its Pinot Noir, Chardonnay, and rosé made with fruit from growers in the Willamette, Umpqua, and Rogue valleys. The revamped bottles hint at the vast amounts of light the vineyards receive during the summer months, yielding well-structured wines with bright acidity.

SRP: \$20 per 750-ml bottle



Tequila
GRAND
LOVE



THE HIGHEST RATED TEQUILA IN THE WORLD



100% BLUE AGAVE

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BEST FRIEND

As soon as Ben Green, the master distiller at **Wolf Spirit**, rescued Mr. Pickles from the pound, the American Pit Bull Terrier became a welcoming fixture at the Eugene, Oregon, distillery. Mr. Pickles Pacific Northwest Gin is a tribute to the companionable canine as much as it is a celebration of the surrounding Cascade Mountains. Its base of 100 percent soft, white winter wheat is sourced from Wolf Spirit neighbor Camas Country Mill and buoyed by botanicals like sencha green tea, pink peppercorn, and marshmallow root that bring to mind Mount Hood hikes.

SRP: \$34.99 per 750-ml bottle



THIS MONTH'S
MOST
INTRIGUING
AND
INNOVATIVE
PICKS



SOMETHING EXTRA

Hangover-free mocktails get a boost with **MXXN**, a hemp-infused alternative to booze that can be simply mixed with juice, tonic, or ginger beer. Margaritas and Palomas, for example, get a lift from the tequila-reminiscent Jalisco Agave, London Dry stands in for gin in a classic Martini or Tom Collins, and Kentucky Oak, which captures the barrel-aged appeal of whiskey, can be conveniently subbed for any libation that calls for bourbon.

SRP: \$79.99 per 750-ml bottle

AGE-OLD ARTS

Storytelling is inherent to both wine and tattoos, and VSPT Wine Group has merged these seemingly disparate worlds with the launch of **Ö-61**. The initial offerings, a Cabernet Sauvignon and a red blend of Cabernet Sauvignon, Carménère, and Syrah from Chile's Central Valley DO are intentionally bold, with intense ruby-red hues, juicy black fruit notes bolstered by hints of spice, and long finishes. They represent the daring personality of Ötzi, the iceman who lived more than 5,000 years ago and was purportedly marked with the first recorded tattoos in history.

SRP: \$16.99 per 750-ml bottle



LA DOLCE VITA

Sting and Trudie Styler were hanging out at their Tuscan estate with friends Richard Kirshenbaum, Ana Rosenstein, and Barry Rosenstein when they hatched the idea for **Amante 1530**, an amaro flaunting less sugar and a more restrained bitter finish. A few more pals joined the founding team and oenologist Riccardo Cotarella (he's behind Sting and Styler's Il Palagio wines) was brought on to create the liquid, which is bottled at the historic Pallini Distillery in Rome. The versatile aperitivo can be sipped straight or in cocktails.

SRP: \$34.99 per 700-ml bottle



PAGE FROM HISTORY

Kentucky's **Buffalo Trace Distillery**, then known as George T. Stagg Distillery, was one of six enterprises that the U.S. government allowed to produce medicinal whiskey during Prohibition. The inaugural limited-edition, multi-bottle Prohibition collection honors five of those long-forgotten brands: the 132.4-proof, unfiltered Old Stagg; the 107-proof Golden Wedding rye; the 100-proof bottled-in-bond Three Feathers; the 90-proof high-rye Walnut Hill; and George T. Stagg Spiritus Frumenti, a 110-proof wheated bourbon. Fittingly, the whiskeys are housed in a custom wooden case evocative of the era, complete with cut-outs for doctor prescriptions on the back cartons.

SRP: \$999.99 per set of five 375-ml bottles

