

Beverage Journal



DECEMBER 2023

THE Sparkling ISSUE

OREGON BUBBLY ON THE RISE

THE STATE OF THE
SPARKLING WINE MARKET





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2023, THE YEAR IN REVIEW ...

2023 witnessed the beverage alcohol industry of Maryland and the District of Columbia undergoing a transformative year marked by resilience, adaptation, and recovery in the aftermath of the global challenges faced in the preceding years. As the industry gradually emerged from the pandemic, establishments navigated a new landscape shaped by evolving consumer preferences and economic dynamics.

Throughout the year, restaurants and bars showcased remarkable resilience by implementing innovative strategies to attract patrons. Many embraced digital online ordering and delivery platforms, recognizing the growing demand for convenient dining options. The use of technology in the industry reached new heights, with QR code menus, contactless payments, and exterior dining experiences becoming commonplace.

In response to the changing dynamics, package and liquor stores also witnessed shifts in consumer behavior. The demand for premium and craft beverages surged, reflecting an increased appreciation for unique and locally sourced products. Off-premise operators embraced this trend by expanding their offerings and creating curated selections that appealed to a diverse customer base.

Culinary diversity thrived in 2023, with restaurants showcasing an array of global flavors and fusion cuisines. The industry saw a growing commitment to locally sourced ingredients and brands.

As the year progressed, so did a sense of optimism. The government's rescinding of the heavy-handed regulations contributed to a

resurgence in dine-in experiences. Events and festivals, once put on hold, made a comeback, further invigorating the on-premise sector.

In conclusion, 2023 was a year of adaptation, innovation, and recovery for the beverage alcohol industry. The collaborative efforts of businesses and consumers laid the foundation for a revitalization effort that should continue into 2024.

2024, WHAT TO EXPECT ...

In 2024, expect a key focus on sustainability, with consumers increasingly valuing eco-friendly practices. From production processes to packaging, the industry will likely witness a surge in initiatives promoting environmental responsibility.

Craft and premium beverages will continue to dominate the market as consumers seek unique and high-quality experiences. Local and artisanal products, spanning spirits, wines, and craft beers, will enjoy heightened popularity as consumers prioritize authenticity and regional flavors.

Technology will continue to play an integral role in shaping consumer interactions and industry operations. Expect further integration of e-commerce platforms and personalized recommendations based on data analytics—Artificial Intelligence will play a role.

The regulatory landscape is always all too fluid. I'm going to steer clear of any predictions here.

As the beverage alcohol industry navigates 2024, a blend of sustainability, innovation, and technological adaptability will be crucial for success in an ever-evolving market. ■

STEPHEN PATTEN PUBLISHER

Maryland • Washington, DC

Beverage Journal

Published Monthly by
The Beverage Journal, Inc.
(USPS# PE 783300)

Over 80 Years of Continuous Publication

BEVERAGE JOURNAL, INC.

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Send address changes to
THE BEVERAGE JOURNAL, INC.
PO Box 2062, Williamsport, PA 17703

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Periodicals postage paid at Baltimore, MD and additional mailing offices. Subscription rates: MD edition; 1 year \$49.00 plus tax, 2 years \$79.00 plus tax, 3 years \$109.00 plus tax, FedEx Ground delivery \$85.00 plus tax per year per edition, single copies \$10.00 plus tax. DC edition; 1 year \$36.00 plus tax, 2 years \$60.00 plus tax, 3 years \$83.00 plus tax, FedEx Ground delivery \$85.00 plus tax per year per edition, single copies \$5.00 plus tax.

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1. CHAMPAGNE BILLECART-SALMON

Billecart-Salmon's gold-hued Vintage 2016 spent more than five years aging in the cellars. This food-friendly 100 percent Grand Cru wine marries Pinot Noir from Montagne de Reims with Chardonnay from Côte des Blancs and is rife with fresh pineapple and sudachi zest notes.

\$ SRP: \$109.99 per 750-ml bottle

🌐 champagne-billecart.com

2. MILESTONE BRANDS

Geared to the ever-curious Millennial and Gen Z demographics, the 70-proof Dirty Monkey Banana Peanut Butter Whiskey from Milestone Brands elevates real whiskey with all-natural peanut butter and banana flavors. The versatile spirit, free of high-fructose corn syrup, can be woven into cocktails or savored as a chilled shot.

\$ SRP: \$25.99 per 750-ml bottle

🌐 milestone-brands.com

3. KENTUCKY OWL

Before stepping into her new role as master blender at Kentucky Owl, Maureen Robinson worked with her predecessor, John Rhea, on the 100-proof Maighstir Edition bourbon. Honoring both American and Scottish traditions, the whiskey blends four-, five-, eight-, and nine-year-old Kentucky straight bourbons with mash bills featuring corn, wheat, rye, and malted barley that conjure a light Scotch whiskey with its hints of citrusy florals, sweetness, and oak.

\$ SRP: \$150 per 750-ml bottle

🌐 kentuckyowlbourbon.com

4. RIBOLI FAMILY WINES

Rivoli de la Rosa, the newest Riboli Family Wines innovation, is a collection of easy-drinking whites from Italy's diverse Piemonte, Toscana, Marche, and Lazio regions that embrace sustainable farming practices. Showcasing less than 13% ABV, the refreshing Vermentino and Gavi (\$18.99 per 750-ml bottle), and Verdicchio and Frascati, capture Italy's cooler, coastal terroirs and mineral-rich soils.

\$ SRP: \$16.99 per 750-ml bottle

🌐 rivadelarosawine.com

5. HORTON READY-TO-DRINK COCKTAILS

Content creator Krista Horton and her husband Bryce have channeled their widespread Instagram appeal into Horton Ready-to-Drink Cocktails. The fizzy, 150-calorie canned concoctions (7% ABV) fuse coconut with rum from Florida Caribbean Distillers and are available in Diet Kola, tangy Lime Soda, and tropical Pineapple Soda varieties containing just six to seven grams of sugar.

\$ SRP: \$44.79 per 12-pack of 12-oz. cans

🌐 drinkhorton.com

6. SANTA TERESA RUM

Venezuela's oldest rum producer, Santa Teresa, had whisky fans in mind when crafting the ultra-limited-edition Santa Teresa 1796 Speyside Whisky Cask Finish (there are only 2,100 bottles). Overseen by maestra ronera Nancy Duarte, this initial expression in the triple-aged Solera Rum series underwent a rare 13-month finishing process in former Speyside whisky casks and flaunts layers of leather, smoke, and dry spice. It can be sipped neat or in variations on the Old Fashioned and Penicillin alike.

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

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7. GLENGLASSAUGH

Glenglassaugh has relaunched its core range with a trifecta of coastal single malt Scotch whiskeys and a new bottle design across the portfolio. The 12-year-old single malt, the brand's 90-proof flagship, is matured in bourbon, sherry, and red wine casks. It is bolstered by the 101-proof Sandend (\$70 per 700-ml bottle), a tropical fruit-forward nod to the distillery's adjacent Sandend Bay, and the 98.2-proof Portsoy (\$75 per 700-ml bottle) that pays homage to a neighboring harbor village with sea kelp aromas and a hint of sea salt.

\$ SRP: \$65 per 700-ml bottle
🌐 glenglassaugh.com

8. GOSLINGS

Peach is all the rage on TikTok, and Goslings has responded to the surge of popularity with Stormy Peach Ginger Beer, the first flavored extension of this classic ingredient paired with Goslings Black Seal Rum in a signature Dark 'n Stormy cocktail. Its flavors of fresh peach, lemon zest, and ginger pave the way to a tingly crystallized ginger finish.

\$ SRP: \$7.99 per six-pack of 12-oz. cans
🌐 goslingsrum.com

9. BENRIACH

Benriach is one of only eight distilleries in Scotland that continues to use entirely malted barley from the Speyside distillery's floor maltings. Malting Season, its series commemorating this more than a century-old tradition introduced by founder John Duff, has released its third annual, 96.6-proof bottling, for which master blender Rachel Barrie and her team selected concerto barley onsite and then slowly aged it in virgin oak and first-fill bourbon casks.

\$ SRP: \$165 per 700-ml bottle
🌐 benriachdistillery.com

10. GIESEN

Expanding the festive options for booze-free holiday fêtes is Giesen's 0% Sparkling Brut. The alcohol-removed bubbly—at just 21 calories per five-ounce serving with no added sugars—is made with aromatic, cool-climate grapes from New Zealand's Waipara region on the South Island and tastes of lemon, grapefruit, and pear.

\$ SRP: \$19.99 per 750-ml bottle
🌐 giesenwines.com

11. FRASER & THOMPSON

Grammy-winning star Michael Bublé has partnered with his long-time friend, the master distiller and blender Paul Cirka, and spirits incubator Wes Brands on Fraser & Thompson. An homage to the merging of the Fraser and Thompson rivers in British Columbia, where Bublé spent much time with his grandfather, the 84-proof North American whiskey—the first of its kind—combines Canadian whisky and Kentucky bourbon hand-selected by Cirka that is blended and bottled by Heaven Hill in Bardstown.

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

12. 1800 TEQUILA

New York City-based artist Dustin Yellin, the founder of the Brooklyn cultural center Pioneer Works, has teamed up with 1800 Tequila on the 11th edition of its Essential Artist Series. Yellin, who follows such talents as Okuda San Miguel, Shantell Martin, Enoc Perez, and the Basquiat and Haring estates, has designed six bespoke bottles of 1800's blanco expression that celebrate the connections between humans and nature. Each sale of these limited-edition collectibles will direct one dollar toward Pioneer Works.

\$ SRP: \$31.99 per 750-ml bottle
🌐 1800tequila.com



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FINDING NEW DELIGHTS AT THE

OLD ANGLER'S INN

WRITTEN BY TEDDY DURGIN

When researching historic bars, taverns, and restaurants in and around Maryland and Washington, D.C., for this special series of articles, one of the first things this journalist looked for were those businesses that had the word “Old” in its name. You have to earn the word “Old” if you want to be taken seriously as a legacy establishment. Old Angler’s Inn in Potomac certainly qualifies.

Proprietor Mark Reges remarks, “Old Angler's Inn is truly something special and cool for a multitude of reasons. First and foremost, our history dates back to 1860, setting us apart as a unique and enduring establishment. Such a rich heritage is not something you come across every day, and it infuses our restaurant with a sense of timeless charm. Even more remarkable is the incredible array of historic figures and beloved celebrities who have frequented Old Angler's Inn throughout the years. From former presidents to Hollywood icons, our doors have welcomed them all.”

You can feel it when you pull up to the place. You can certainly feel it when you walk in. Old Angler's Inn is a treasure trove of stories, memories, and fine dining experiences that have stood the test of time.



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Mark Reges
Proprietor
Old Angler's Inn

"When you dine with us, you're not just enjoying a meal," Reges said during a recent interview with the Beverage Journal. "You're stepping into a piece of living history that offers a truly unique and cool dining experience."

Two historical factoids about Old Angler's Inn leap to Reges' mind as being particularly fascinating. First, the Inn is steeped in the tradition of the "Golden Hook Society," a society that was home to presidents and prominent political leaders of the late 19th century. "This society would gather at the Inn to discuss matters of great importance, making it a hub of political discourse and camaraderie during that era," he noted. "Secondly, one of the most infamous and intriguing moments in the Inn's history involves my mother, Olympia Reges. Early in her ownership, she made quite a statement by ejecting Supreme Court Justice William Douglas and Secretary of the Interior Stewart Udall from the premises. Their crime? Dripping rainwater from their fishing gear onto the new carpet she had just installed!"

The incident not only added an amusing twist to the Inn's history, but also marked a turning point in its popularity. Justice Douglas, known for his environmental activism, had a yearly tradition of hiking the C&O Canal across the street from the Inn, promoting the Canal's beauty and the importance of its preservation. "On one fateful rainy day," Reges said, "Douglas and his entourage, including senators and national reporters, stopped by the Inn, and the reporters witnessed their unexpected expulsion. The incident made headlines in every major newspaper the next day, catapulting Old Angler's Inn to fame and cementing its reputation as 'the place to see and be seen.'"

And some figures have loved the Old Angler's Inn so much, they've . . . uh, lingered longer than most. Yes, dear readers, with such a long history inevitably comes numerous reports of ghost sightings and rumored supernatural activity. Some of these stories include accounts of blue floating balls witnessed by those closing the business late at



night. Reges added, "Staff members have shared peculiar experiences, such as turning off lights as they left only to return and find the lights mysteriously back on. There have also been instances where individuals entered the establishment after hours during sweltering summer nights, yet they immediately felt an eerie and bone-chilling cold. These stories add an intriguing layer to the mystique of Old Angler's Inn and continue to be a topic of conversation among our guests and staff."

With this being the Beverage Journal, the discussion inevitably turned to the Old Angler's Inn's beverage menu. Reges was proud to tout. "Our beverage menu is a carefully curated blend of timeless classics and heartfelt signature cocktails," he said. "One of our house favorites is the 'Sara Says,' a blend of cava, Tito's Vodka, and a hint of fresh grapefruit named after my wife, Sara."

In addition, the Inn offers "The Rosa Martin" named after a close friend and neighbor of the Reges family. "The Rosa Martin' is a nod to Rosa's love for the Gimlet, and it stands as a testament to the warmth and friendship we share with her," Reges explained.

Also offered is a rotating selection of seasonal cocktails. Reges stated, "Our beverage service philosophy can be summed up in a simple yet powerful mantra: 'Tradition, Tribute, and Taste.' We take pride in the tradition of serving classic cocktails that have stood the test of time, paying homage to the iconic era from which we hail. We infuse our offerings with a sense of tribute, celebrating the people and relationships that have made Old Angler's Inn the cherished establishment it is today. The "Sara Says" and "The Rosa Martin" are prime examples





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of this approach. Basically, we are committed to ensuring that every sip is an experience in taste.”

He continued, “I’m privileged to have the opportunity to navigate the ship of generational history and serve as a steward of my parents’ cherished legacy. Sharing this profound responsibility with my dedicated wife and our children is, without a doubt, my favorite part of this role. Being a part of an establishment that holds such significance within the community is a unique and deeply rewarding experience, and it’s a source of pride and inspiration in my everyday work.”

At the same time, operating a small, standalone historic restaurant is inherently challenging. One big challenge is striking the delicate balance between honoring the Inn’s rich history and keeping up with the ever-evolving tastes and expectations of today’s paying public. “It requires us to continually reinvent ourselves while staying true to the essence of our heritage,” Reges said. “This process is a constant and sometimes arduous journey, but it’s a journey we gladly undertake to ensure our continued relevance in today’s dynamic culinary landscape.”

When Mark Reges embarked on his journey to steward Old Angler’s Inn after his mother passed, he brought with him a wealth of experience gained from managing a successful law practice and a private company. But he quickly realized that the restaurant business is a unique and exceptional challenge.

“I can confidently say that hospitality is the most demanding industry I’ve ever been involved in, yet it is also one of the most re-

warding,” he stated. “Early on, I received a piece of business advice that has remained with me throughout this challenging but gratifying endeavor: ‘Stay true to your vision and be ever vigilant about your prime costs of labor and cost of goods sold.’ This advice has served as a guiding principle, reminding me of the importance of upholding our restaurant’s distinctive identity while maintaining a watchful eye on every aspect of our operation.”

And Reges was quick to offer counsel to anyone reading this article who is also in his position or aspires to be one day: “Certainly, for those who are managing or aspiring to manage a historic or prestigious bar, tavern, or restaurant, I would offer this piece of advice: Respect the history. It can be tempting to consider erasing the history, the decor, or the style and start afresh in the pursuit of attracting new patrons. However, this approach, while it may appear as a quick way to generate interest, often comes with high risks and short-term gains. What initially seems like a promising strategy can lead to the ultimate downfall of the establishment, resulting in obscurity. The history of a historic place is its anchor, providing a sense of continuity and stability through the years. As an owner, it’s essential to fully embrace and celebrate the storied past of your establishment. This is what will consistently draw people back, time and time again.”

He added, “I maintain an unwavering sense of optimism when it comes to the future of Old Angler’s Inn. The fact that my wife and I are second-generation owners is, in itself,

a remarkable story. It’s a rare occurrence for businesses to pass down through generations, especially in an industry as challenging as hospitality. Most businesses face substantial hurdles and often fail within their first five years, yet here we are, proudly celebrating our 66th year of [family] operation with no intention of slowing down. Furthermore, we’re actively in the process of transitioning the business to our four children and their spouses, marking the beginning of the third generation’s involvement!” ■



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OLD LINE SPIRITS HONORS VETERANS WITH CAMPAIGN FOR K9S FOR WARRIORS



WRITTEN BY TEDDY DURGIN

Veteran-owned Old Line Spirits has supported a number of military-related philanthropic causes since its founding. This fall, the Maryland-based company has launched its latest campaign to fundraise for K9s For Warriors, the country's biggest provider of trained service dogs for veterans with PTSD. Old Line Spirits is donating \$5 from select bottles sold at participating retailers to the nonprofit through the end of 2023.

The campaign has been highlighted through product displays that hit stores in early October in the District of Columbia, Maryland, and three other states. Eligible products include the distillery's Flagship American Single Malt Whiskey and its Navy Strength American Single Malt Whiskey. Proceeds will be donated for sales through Dec. 31.

It's no surprise that K9 For Warriors is a cause near and dear to the hearts of **Old Line Spirits co-founders Mark McLaughlin and Arch Watkins**. The two met on active duty in the U.S. Navy, flying EA-6B Prowlers. They were stationed in the same reserve squadron in Maryland. The two would go on to have

differing civilian careers, though. McLaughlin got into finance, while Watkins became an engineer. The distilling world was always their real passion. "The military, though, never leaves your DNA," said McLaughlin during a recent interview with the Beverage Journal. "We got more out of the military than we ever gave, and now we are giving

back."

So, why K9 For Warriors specifically? McLaughlin was quick to answer: "They are providing an incredibly valuable service. Veteran suicide is very high. We lose between 20 and 23 veterans a day to suicide in the U.S., I believe. What they are doing is a wonderful way to combat that. With the consumer, you only have a very brief amount of time to try and communicate a message when there are so many other things competing for that consumer's attention in the store. Something like K9s for Warriors, the name alone immediately communicates 90 percent of what they are doing."

But supporting such causes does come with its share of challenges. Chief among them is the charged political climate we're all navigating as citizens. "We as a company try to be politically agnostic," McLaughlin stated. "We have our own personal views, like everybody does. But we try to keep Old Line out of the fray for anything that comes across as preachy or tries to put out views on somebody else. It's a balance that is hard to do. K9 for Warriors is not going to resonate for everybody, and that's OK. We are not trying to





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shame anybody into buying a bottle. It's just us saying, 'Hey, here is an offering, and this is where some of the money is going to go to. If that resonates with you too, great!' Almost everybody loves dogs, and lots of people want to do something to help veterans."

Earlier this year, Old Line Spirits supported the Ohana 2023 Project, a team participating in the World's Toughest Row Pacific Challenge to raise funds for K9s For Warriors. Through their sponsorship and sales of a limited release Ohana bottling, Old Line Spirits raised almost \$15,000 for the project. Old Line Spirits has supported other veteran-related organizations in the past, including the Tailhook Educational Foundation and the Warrior Music Foundation.

So, how did Old Line Spirits start? In 2015,



McLaughlin and Watkins connected with the owners of Golden Distillery, a couple of

Vietnam vets looking to pass the torch. Their advice and equipment were the start of Old Line Spirits, which officially began operations in 2017. Today, the partners produce American Single Malt whiskeys and aged Caribbean rums. Old Line Spirits' products are presently available in D.C., Maryland, Delaware, Massachusetts, New Jersey, New York, and Colorado.

McLaughlin concluded, "I was fortunate to be in a career in the Navy for 10 years that I loved, working with people who I loved and respected. The distillery has given me the kind of satisfaction in civilian life that I was looking for. Arch and I are making something that is ours that we are proud of. I wake up each and every morning and this is a job that I want to go do. Even though it's not flying a plane and serving my country, it really scratches a lot of the same itches in a weird way!" ■





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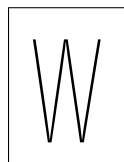
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THE NEW AMERICAN SPARKLING WINE HUB IS OREGON

ARMED WITH THE RIGHT CLIMATE AND GRAPE VARIETIES—AND NOW, THE RESOURCES—OREGON WINEMAKERS SET THEIR SIGHTS ON TRADITIONAL-METHOD SPARKLING WINES

BY SHANA CLARKE



With its cool climate and propensity for growing complex Pinot Noir—and increasingly, Chardonnay—Oregon's comparison to Burgundy is understandable. But in the past decade, sparkling wine production—traditional-method sparkling, especially—has been on the rise. According to Sally Murdoch, the interim director of communications for the Oregon Wine Board, approximately 20 producers statewide made traditional-method sparkling wines in 2018. In 2021, that number rose to about 60 producers—a 200 percent increase. In truth, the number could be even higher; at the Willamette Valley Wineries Association, 94 wineries

out of the 240 members self-report being sparkling wine producers.

Oregon's developing sparkling wine industry coincides with American drinkers' increasing thirst for fizz. According to Wine Intelligence, there was a 30 percent increase in the number of Americans drinking sparkling wine between 2019 and 2022. Given the stateside trend to consume more sparkling wine, it's an ideal time to invest in sparkling production, and bring to market another category of Oregon wine.

Starting with the 2023 vintage, sparkling wine will be assessed as its own category in the annual report from The Institute for Policy Research and

Engagement at the University of Oregon (IPRE), which previously only looked at data from individual varieties. It's yet another indicator of the importance of sparkling wine in the state. To get a closer look at Oregon's exploding world of sparkling wine, *Beverage Media* spoke with several new wineries and production facilities that are diving into bubbles.

WHY OREGON?

In addition to Oregon's well-established success with Pinot Noir, it could be argued that the rising success of Chardonnay in the state is further contributing to the sparkling boom. According to IPRE's 2022 Oregon Vineyard and Winery Report,



OPPOSITE PAGE: The Momtazi vineyard at sunrise.
ABOVE: Vinovate Wine Services in Dundee, Oregon.

Chardonnay plantings have increased by 14 percent from 2021 to 2022, and the price per ton actually surpassed that of Pinot Noir in 2022 (\$2,861 versus \$2,712, respectively).

“I do think [the rise of Chardonnay and the rise of sparkling wine are] very much related,” says Bryan Weil, the managing partner and winemaker of custom crush winery Vinovate Wine Services, who cultivates both Pinot Noir and Chardonnay in the Vinovate vineyard. “Chardonnay is a big player that people went pretty bullish on in terms of planting acreage.”

Though acres aren’t yet being tracked across the region, several wineries, including Corollary, Domaine Willamette, and Vinovate, have all planted Pinot Meunier—the third major grape in Champagne—for their sparkling programs. “We’re planting almost 10 percent of our vineyard in Pinot Meunier,” says Weil. “We think it adds this great complexity. As a standalone it is a really fun wine, but also in blends it can really add this great depth of flavor and texture and aromatics.”

THE START OF A MOVEMENT

Although Oregon—Willamette Valley in particular—was prime for traditional-

method sparkling wine production thanks to its climate and grape varieties, the finances and space needed for equipment stymied many aspiring sparkling wine-makers. A decade ago, this prompted Andrew Davis to leave his job at Argyle, one of the first estates to make traditional-method sparkling wine in the state, to establish Radiant Wine Company in 2013. After clients create their base wine, Radiant helps with second fermentation, riddling, disgorging, final dosage, corking, and caging. What started with “a handful of peers,” as Davis puts it, has grown to 43 clients.

By lowering the barrier to entry, Radiant opened the door for many producers interested in making sparkling wine. Adelsheim made their first commercial sparkling wines with Radiant in the 2014 vintage—a rosé and a blanc de blancs—after experimenting on their own. “We have had an overwhelmingly positive response to our sparkling program in all of our direct-to-consumer channels,” says Adelsheim winemaker Gina Hennen. Their initial 307-case production has ballooned to approximately 1,200 cases annually.

The number of producers getting into the sparkling wine game today “shows a maturity of the industry and a confidence in the product we are making,” says Davis. “If it was just Radiant forever, that wouldn’t evolve into a mature industry

around sparkling. I’m very excited to be a stepping stone and to see this sparkling in Oregon in its nascency. But moving forward, there’s got to be more players.”

NEW PRODUCERS AND FACILITIES

One new kid on the block is Corollary, which calls itself a sparkling-only house. They say their all-in approach stems from the region’s potential for producing top-tier sparkling wine. Established in 2017, owners Jeanne Feldkamp and Dan Diephouse currently source from nine growers throughout Willamette Valley, working with sites that are, “high elevation, or have a lot of wind influence, or they’re a cooler

Jeanne Feldkamp and Dan Diephouse of Corollary.





microclimate, and always with sustainable farming as the baseline,” says Feldkamp. Corollary then works with Radiant on the production end. Recently, they purchased 57 acres in Eola-Amity Hills AVA and are in the process of planting the land with clones and rootstocks that lend themselves best to sparkling wine production. “That’s going to be an important part of our evolution,” says Diephouse. “How do we craft something that really speaks to the terroir of Oregon and creates amazing sparkling?”

Even well-established estates are investing heavily in their sparkling programs. Willamette Valley Vineyards (WVV) opened a dedicated facility and tasting room for Domaine Willamette, their new sparkling offshoot label, in September 2022. Fruit comes from WVV’s biodynamically farmed vineyards, and cuvées are produced with help from Radiant. Over time, they plan to purchase their own equipment and take the entire winemaking process in-house, according to Terry Culton, the director of winemaking, which will allow more flexibility and experimentation. “We do at least two years *en tirage*, and we’re doing extended tirage on different lots so that we can start offering five-

“[Our price points] immediately place us in a cohort of amazing Champagnes, and we earn our place in that world only by making the highest quality wines possible.”

— Gina Hennen, Adelsheim

year tirage,” says Culton. “The goal is to offer some 10-year tirage down the road.”

Oregon’s sparkling wine industry is poised to take another leap forward with the opening of Dundee’s Vinovate Wine Services in August 2023. The vision is to be a “custom crush facility for high-end, small-lot fermentations,” says Weil. The business model is such that the Vinovate team will manage the entire winemaking process, from crushing through bottling for both still and sparkling wines. But for sparkling specifically, they will also offer partial services that address needs from second fermentation to disgorgement,

much like Radiant. In a few years, however, they will expand their suite of offerings: Vinovate is developing its own 40-acre vineyard, with 20 to 30 percent of the land farmed specifically for their clients’ sparkling wine production.

HIGH QUALITY—AND PRICES

While there are some examples of pét-nats and force-carbonated wines coming out of the region, by and large the focus is on traditional-method sparkling wines. It’s not an inexpensive endeavor and the prices of the wines reflect that. But given the quality of these methode traditionnelle wines, producers feel confident in pricing their sparkling on par with Champagne.

“It’s expensive to make wine in our region and the prices reflect this reality,” says Hennen. Adelsheim, Corollary, and Domaine Willamette’s cuvées retail between \$50 to \$75 per bottle, and Davis says some of his clients’ wines reach \$100. But Hennen thinks the quality justifies the prices. “[Our price points] immediately place us in a cohort of amazing Champagnes, and we earn our place in that world only by making the highest quality wines possible,” she says.

“To be recognized as a region that is making great sparkling, we need to be able to get some of these wines out to consumers that are outside of the Willamette,” says Davis. “But Oregon Pinot was not built overnight. It took 60 years. But I’m actually surprised at how quickly some of these producers have gotten on board and have lifted their production to a point where they are going to start being sold in markets outside of Oregon, which is what needs to happen to be recognized as a quality region for sparkling. It’s very exciting nonetheless, and it takes this excitement to snowball into something bigger.” ■

The team at Vinovate, from left to right: Bryan Weil, Kate Payne Brown, and Aaron Fox.





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THE STATE OF SPARKLING WINE

BY PAMELA VACHON

THE SPARKLING WINE MARKET IS ROBUST ACROSS ALL MAJOR REGIONS, BUT EXPERTS ARE ON STANDBY FOR A POTENTIAL FUTURE SLOWDOWN

THE SPARKLING WINE MARKET TODAY



\$36.7
BILLION
2022

➔

\$55.4
BILLION
2028 (PROJECTED)

The global sparkling wine market size reached \$36.7 billion in 2022, with an expected CAGR of 7 percent over the next five years.

Source: IMARC Group

- That means the global sparkling wine market is expected to reach \$55.4 billion by 2028.
- This is in stark contrast to the still wine market, which has shown negative growth over the past two years. Source: Silicon Valley Bank



30%

The number of Americans drinking sparkling wine rose by 30 percent between 2019 and 2022.

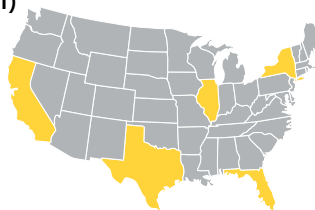
Source: IWSR Drinks Market Analysis

TOP 5

STATES FOR SPARKLING WINE CONSUMPTION

(2018 to 2021)

1. California
2. Illinois
3. New York
4. Florida
5. Texas



Source: Wine Institute



72%
MONTHLY
25%
WEEKLY

Americans are drinking sparkling wine more frequently.

- 72 percent of Americans drink sparkling wine monthly.
- 25 percent of Americans drink sparkling wine at least twice per week.

Source: Wine Intelligence

The U.S. sparkling wine market is projected to grow by more than 15 percent in volume from 2021 to 2026.

Source: IWSR Drinks Market Analysis



By 2026, the U.S. is expected to account for nearly 15 percent of global sparkling wine sales by value. Source: IWSR Drinks Market Analysis

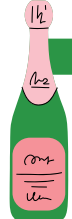
Top Sparkling Wines in the U.S., 2022



PROSECCO
134 MILLION
BOTTLES IMPORTED



CHAMPAGNE
33.7 MILLION
BOTTLES IMPORTED



CAVA
21.6 MILLION
BOTTLES IMPORTED

Sources: Prosecco DOC, Champagne Bureau USA, DO Cava

The growth of on-premise sales for sparkling wine consumption in the U.S. can be partially attributed to an increase in sparkling cocktails and spritzes, fueled by rising demand for lower-ABV options. Source: IWSR Drinks Market Analysis



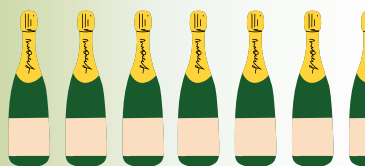


SPARKLING WINE BY CATEGORY

 = 100 MILLION BOTTLES

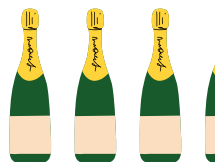
SALES

(in number of bottles, 2022)

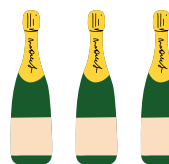


1 PROSECCO **638.5**
MILLION

2 CHAMPAGNE
325.5
MILLION



3 GERMAN SEKT
284.6
MILLION



4 CAVA **249.1** MILLION

5 FRANCIACORTA **20.2** MILLION

6 CALIFORNIA SPARKLING **13.8** MILLION*

7 CAP CLASSIQUE **9** MILLION

8 ENGLISH SPARKLING WINE **5.52** MILLION

*number of bottles produced

SALES GROWTH

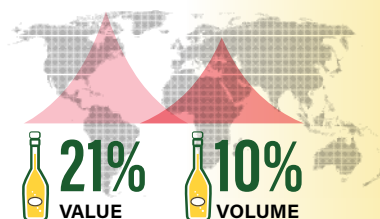
2021 TO 2022



PROSECCO	+1.8%
CHAMPAGNE	+1.6%
GERMAN SEKT	+2.8%
CAVA	+4.58%
FRANCIACORTA	-1%**
CALIFORNIA SPARKLING	-1%***
CAP CLASSIQUE	+1%
ENGLISH SPARKLING WINE	+1%

**This figure doesn't indicate an overall trend of decline; sales were especially high in 2021.

***measured by number of bottles produced



CHAMPAGNE

Champagne accounts for **10 percent** of the world consumption of sparkling wine by volume and **21 percent** by value.

Source: Comité Champagne

10.5% ↑

CAVA

Between 2021 and 2022, **Cava** grew the most in value (**up 10.5 percent**) among sparkling wine regions worldwide.

Source: DO Cava



PROSECCO

Prosecco exports nearly **75 percent** of its production, while Franciacorta sells only about 11 percent of its bottles outside Italy.

Sources: Prosecco DOC and Franciacorta Wine



SPARKLING WINE PRODUCTION METHODS

TRADITIONAL / CHAMPAGNE METHOD:

Secondary fermentation takes place in bottle, with still base wines inoculated with additional yeast and sugar in order to produce carbonation.



CHARMAT / TANK / MARTINOTTI METHOD

Secondary fermentation takes place in tanks, with yeast and sugar added, and finished sparkling wines are bottled after carbonation.



ANCESTRAL METHOD / PÉTILLANT-NATUREL

Bottling before first fermentation has finished, allowing the process to complete in bottle with no additional sugar or yeast.



FORCED CARBONATION

Typically used in bulk winemaking, but is becoming more popular among experimental winemakers. No secondary fermentation, instead still wine is carbonated in a pressurized tank.



WHAT IS THE FUTURE OF SPARKLING WINE?



Lydia Richards, founder, Vino Concierge, and cofounder, Hispanics in Wine

"The overall U.S. sparkling wine market has shown incredible growth in the past few years, but that growth appears to be unsustainable, with the market becoming stagnant ... While Italian sparkling—led by Prosecco—stands at the forefront of all U.S. market share by volume, there is potential room for growth as the market shifts from conservative drinking to exploration, with significantly more consumers preferring to try new styles rather than only choosing the wines they know. Finally, alternative packaging, including small formats, continues to be on the rise."



Sarah Trubnick, wine director and cofounder, The Barrel Room

"I believe the future of sparkling wine is bright. An international palate shift toward higher acid, lower alcohol wines is boosting demand for sparkling wine. Diversity of the category is increasing as well, with force-carbonated and ancient method/pét-nat wines offering a wide range of flavor profiles and carbonation levels alongside traditional-method and tank-method styles. And as climate change progresses, new regions at higher latitudes and elevations like Michigan and England are producing bubbles in earnest."



Jonathan Eichholz, MS, educator, GuildSomm

"I see the future of sparkling wine hinging on climate change: On one side, it will serve as an entry point for newfound geographies to enter into the space of cool-climate viticulture to showcase new styles. On another, we will see how classic sparkling wine geographies cope with climate change and which varieties they continue to champion."



Bill Terlato, CEO, Terlato Wine Group and Terlato Wines

"I believe we're heading into what seems to be [a] challenging cycle ... Only by making thoughtful decisions during challenging times, instead of chasing short term trends, [will] Champagne and Prosecco continue to grow and thrive."



Leo Braddock, winemaker, Quarky Wines

"I expect the future of sparkling wine to see three major shifts for the next generation: First, the rise of fun fruit and wine [grape] co-ferments, from pears and Riesling, to apples and Mourvèdre. Next, sparkling will become more value driven and less propped up by big names. Finally, there will be a trend toward lower ABV options with things such as piquette, an easy drinker that becomes something to be enjoyed for whatever the occasion is."

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BCLBA ... Rockin' at the Races

IMAGES BY ASHLI MIX PHOTOGRAPHY

Members of the beverage alcohol industry recently gathered for the Baltimore County Licensed Beverage Association's (BCLBA) Rockin' at the Races event at the Timonium Fairground Grandstand Concourse. Industry members from all over Maryland joined the fun. Attendees enjoyed the opportunity to gather and take part in corn hole competitions, beer, wine and liquor tasting stations, local restaurant tasting stations, pig on a pit, pit beef, raw oysters, money wheels, liquor wheels, betting on the ponies and much, much more. ■



Jeri Zannino Zink, executive director; and Paul King, president; both with BCLBA.



Dan Minnick, Minnick's Restaurant.



State Senator Kathy Klausmeier and Tom "Goose" Kaiser, The Wishing Well.



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~ Jeri Zannino Zink, Executive Director, BCLBA



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