

KANE'S BEVERAGE WEEK

The marketing, regulatory and financial news that matters . . . when it matters
for bev/al executives and their advisers

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And Much, Much More

TTB Suspends Red Hook Winery for 15 Days, Angels' Share Wines for 5 Days

Both cases involved consignment sales, something prohibited by the Federal Alcohol Administration Act. **Red Hook Winery** sold wine to **Angels' Share Wine Imports**, a wholesaler, on consignment, meaning Angels' Share didn't have to pay for the wine until the wine was sold retailers.

But that wasn't all Red Hook did. It also sold distilled spirits produced without a FAA Act basic permit, TTB said. And the Brooklyn, N.Y., producer "failed to insure that 78 cases and 2,418 keg containers had the government warning label.

As if that wasn't enough, it failed to obtain 56 certificates of label approval for 4,820 cases and 2,418 kegs of wine that were sold between Aug. 1, 2015, and Dec. 31, 2017. Those kegs also lacked the mandatory "bottled by" or "packed by" label information, the alcoholic content, net contents and declaration of sulfites label information.

As for Angels' Share, its offense was pressuring 31 wineries to sell wine on consignment to Angels' Share. That meant Angels' Share didn't have to pay for the wine until it was sold.

Red Hook Winery's basic permit was suspended for 15 days, Angels' Share for five days. Both suspensions have been completed.

Brewers Warn Covid-19 Will Cost 651,000 Beer-Related Jobs

That 651,000 is this year, without considering what may happen next year. Those losses include more than 3,600 brewing jobs, 1,800 wholesaler jobs and 400,000 retail related jobs. It also projects retail beer sales to decline more than \$22 billion.

"Although millions of Americans continue to enjoy beer responsibly every day, because of the Covid-19 pandemic, the beer industry has seen a dramatic decline both in sales and jobs that rely on our nation's most popular alcohol beverage," said **Jim McGreevy**, president/CEO, **Beer Institute**.

"We hope policymakers consider that our nation's brewers and beer importers are having to make difficult decisions to adjust for the impact of the Covid-19 pandemic. Members of Congress should pass legislation to ensure our nation's beer industry does not face a \$154 million annual tax increase next year, and state legislatures should not raise taxes on the beer industry to resolve budget shortfalls," he said, adding:

"These tax increases will only result in additional job losses for our nation's brewers and beer importers and the millions of American's whose livelihood depends on them."

"Small and independent craft brewers, brewpubs, and tap rooms are in nearly every congressional district across the nation and are vital contributors to their communities, and they directly employ more than 160,000 workers," said **Bob Pease**, president/CEO, **Brewers Association**.

Pease called on Congress to pass the Craft Beverage Modernization and Tax Reform Act. "Right now, these small businesses are struggling under severe financial and operational limitations to make payroll, continue production and serve their customers. Making a bad situation worse, these businesses face a second looming crisis: an increase to their federal excise taxes in 2021 – less than four months from now.

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"If Congress doesn't enact the Craft Beverage Modernization and Tax Reform Act, businesses that are already struggling will face higher federal excise taxes, causing some businesses to close their doors permanently and threatening tens of thousands of jobs," he warned.

The study was done for Beer Institute, **Brewers Association**, **National Beer Wholesalers Association** and **American Beverage Licensees** by a leading economic consultant.

Nielsen Warns of 'Newly Constrained Consumers' Seeking Discounts, Promos

In an interesting [analysis](#), Nielsen noted that 29% of respondents in Nielsen's Covid-19 Shopper Survey said their household's financial condition had worsened from the previous year. Many have actually lost income, and others fear an uncertain future that make cut their income, too.

Those consumers are seeking discounts and promotion, shopping at stores with lower price points, increasing their reliance on e-commerce, opting for non-perishable and frozen foods over fresh foods "and substantially reducing their overall spending."

Does this make any difference to the bev/al industry? After all, the popular belief is that when times get tough, bev/al consumption goes up. Years ago a Washington, D.C., wholesaler told us that just isn't so. They drink just about as much, but they lower the price point at which they spend.

It matters in another way, too: If economic conditions worsen, consumers are likely to cook at home rather than go out to eat. We've already seen this, as bw166 and others have [noted](#): While off-premise sales are up, they aren't up enough to offset the lost business resulting from restriction on the on-premise trade.

Obviously this has been occurring anyway during the pandemic, but the Nielsen survey suggests that restaurant pain will continue for a while.

Another point: Brands must communicate the added benefits of their products in terms of cost, quality and features.

U.S. Brewers Shipments Up 1.2% in August

Beer Institute estimates U.S. brewers shipped 14.5 million barrels of beer in August, up 1.2% from 14.324 million barrels in August 2019.

August was the third consecutive month in which tax-paid beer shipments increased. However, for the year to date, domestic brewers' tax-paid shipments are down 0.6%, to 112,197,000 barrels.

Budweiser Makes 5-Year Pledge to Fund Scholarships for Blacks to Become Brewers

Budweiser (Anheuser-Busch) said it will award 25 \$4,000 scholarships each year for students pursuing STEM majors applicable to careers in the beer industry.

The UNCF Budweiser Natalie Johnson Scholarship is named after the brewmaster at its St. Louis brewery.

The scholarship is being promoted in a short video that

will run on social media, [called "Brewing Change,"](#) featuring former NBA star Dwyane Wade and Johnson discussing the beer business inside a funky saloon, ending with Wade telling her about the new scholarship in her honor.

Covid-19 Reveals Weaknesses in Global Supply Chain, Requires Solutions: NABI

The worldwide Covid-19 catastrophe has revealed weaknesses in both the domestic and international supply chains that must be address, **Robert M. Tobiassen**, president, **National Association of Beverage Importers**, told the **International Trade Commission**.

There have been "multiple disruptive impacts of the COVID-19 crisis around the world on the global supply chain as well as within the United States on the import and distribution supply chains," he added. Those disruptions occurred, Tobiassen said, without regard to whether the goods were medical supplies to deal with the Covid-19 pandemic or bottles of distilled spirits, beer, wine, cider and mead.

Solve one problem, and you solve both problems, Tobiassen is poised to say.

The problems begin with the government-mandated shut-down of a supplier or its transportation supplier, which triggers a "domino effect" on all subsequent points in the supply chain. The problems include a shortage of shipping containers, slower loading and unloading of cargo containers in a port, thanks to social distancing and Covid safety rules.

One delay leads to another delay, which leads to crewmembers and sailor shortages and exhaustion. Some 300,000 crewmembers and sailors are impeded from returning home at the end of their sailing contracts thanks to travel restrictions.

In the U.S., a shortage of commercial driver license holders along with Covid-19 restrictions of availability in the truck industry has resulted in a debate on whether to temporarily increase truck sizes and weight limitations, Tobiassen will tell the Trade Commission.

Another problem affecting the truck industry is the closure by several states of highway rest stops, not only to passenger vehicles but also to truckers. Some states won't even allow trucks to use the highway rest stop parking lots.

"A shutdown or restrictions at any one of these points has a domino effect on all subsequent steps in the planned operational flow of the supply chain," said Tobiassen. Solutions must address this inter-dependence for the future and rely on cooperation between countries, industries, and other stake holders and establish multiple sources of products.

"Finally, context counts" he added, "these disruptions are only exacerbated by the 'trade wars' with China and the European Union, among others, as the resulting unpredictable reduced trade levels impact the volume of sailings with cargo containers and port arrival forecasts."

Fecal Transplant Therapy Reduces Alcohol Craving: VA Study

Fecal transplant therapy is safe and can reduce alcohol craving and use in patients with alcohol use disorder.

That's according to a preliminary study by researchers at the Central Virginia Veterans Healthcare System and Virginia Commonwealth University. Central Virginia Healthcare is a unit of the Department of Veterans Affairs

"This study is a proof of concept that the way to the brain is through the gut," said Dr. **Jasmohan Bajaj**, first author on the study. "This, if confirmed in larger studies, may have implications for alcohol misuse and potentially other substance abuse disorders that are based on addictive behavior and are very common in our Veterans."

The **results** appeared in the journal *Hepatology* on Aug. 4, 2020.

Cirrhosis, or scarring of the liver, can result from heavy drinking. Continued alcohol misuse after cirrhosis can hasten the disease's progression. Previous research has shown that alcohol use disorder is associated with changes in the bacteria in the gut. These changes in gut microbiota—the collection of microorganisms within the body—can make cirrhosis worse.

Alcohol use disorder, with or without cirrhosis, is also linked to major changes in the gut-brain axis, the communication between the central nervous system and the gastrointestinal tract. Research has shown that gut microbiota can influence brain signaling, affecting cognition. Some research has even suggested that the bacterial make-up of the digestive system is involved in addictive behavior and could be linked to alcohol intake.

Fecal transplant versus placebo

To explore this connection, the research team performed a randomized clinical trial of fecal microbiota transplant versus placebo on 20 patients at the Hunter Holmes VA Medical Center. In the transplant, processed fecal matter from a donor is enriched with beneficial bacteria and introduced into the patients. The patients in the study were then monitored for six months.

All patients had cirrhosis and alcohol use disorder, and had failed or were unwilling to participate in usual therapies. In addition, many also had depression and PTSD. These co-occurring conditions made the patients unable to stop drinking even though they had already damaged their livers, explains Bajaj.

Fifteen days into the study, nine transplant patients had reduced alcohol cravings, compared with only three in the placebo group. This was accompanied by lower urinary Etg/creatinine levels, a measure of actual alcohol intake.

This is the first human study to test fecal microbiota transplant to potentially reduce alcohol addiction, according to Bajaj. Prior animal studies have shown a linkage between the microbiota and alcohol intake.

The transplant group also had reduced levels of markers associated with systemic inflammation. These positive changes were not seen in the placebo group.

Treatment improved microbe diversity, mental function. Tests showed that fecal transplant led to increased microbial diversity in the gut. Microbe diversity did not change in the placebo group. Patients who received the transplant had a greater abundance of beneficial bacteria and products such as short-chain fatty acids, which can affect the brain. Some of these bacteria are usually decreased in alcohol-related cirrhosis and liver disease. More of this type of bacte-

ria is associated with protection from alcohol-induced intestinal and liver injury.

The transplant group also showed signs of improved mental function, as well as improvement in psychosocial but not physical quality of life. This likely indicates that both brain function and the patients' assessment of their cognitive abilities had improved, says Bajaj.

The fecal transplant group also improved on several measures at six months. They showed a trend toward abstinence from alcohol, although this result was not statistically significant. Most in the placebo group showed evidence of continued alcohol misuse.

Results considered 'encouraging'

Furthermore, the results show that fecal transplant is safe. Only two of the transplant group had serious adverse events after the procedure, compared with eight in the placebo group. A safety board concluded that neither of the adverse events in the transplant group was related to the procedure. Seven of the eight adverse events in the placebo group were tied to alcohol use disorder, which varied from alcohol relapse, alcohol withdrawal, motor vehicle accidents and falls requiring urgent medical attention.

The researchers call the results "encouraging." Microbial manipulation could potentially lead to improvements in cirrhosis and alcohol use disorder, they say.

The linkage between decrease cravings and bacteria is also interesting, according to the researchers. It could be evidence of how the microbiota regulates the gut-brain axis. But they caution that larger studies are needed to explore this connection.

On the whole, say the researchers, the study shows that fecal microbiota transplant has real potential as a safe and effective treatment for future study in reducing alcohol craving and consumption in patients with cirrhosis.

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67% of Consumers Likely to Engage with Ad On Websites of Publishers They Know, Trust

That's one finding of interest to bev/al marketers in a study from DoubleVerify, a leading software platform for digital media measurement, data and analytics

The study, conducted with over 10,000 respondents across France, Germany, Spain, the UK, and the US, shows that:

- **Content consumption is soaring:** Daily time spent consuming content has doubled globally since the start of the COVID-19 pandemic, from an average of 3 hours 17 minutes to an average of 6 hours 59 minutes. This is partly driven by a surge in CTV consumption, with almost half (44%) of surveyed consumers using CTV devices more, alongside 48% spending more time on social platforms*.
- **Consumers are open to ads, but suitability is critical:** Overall, 44% of consumers are trying new brands after seeing a relevant ad. Younger consumers prefer ads on social, while older groups indicate a preference on TV.
- **Navigating news cycles and the risk of fake news requires nuance:** 55% of consumers are less likely to purchase from a brand that advertised alongside fake news; 67% are more likely to look at an ad if it appears on a trusted news site.
- **The future requires a contextual approach:** Over two thirds (69%) of consumers are more likely to look at an ad that is relevant to the content they are viewing.

"This study highlights how transformative 2020 has been for advertisers. From the doubling in content consumption to the perils of navigating ever more dominant fake news cycles, these shifts highlight the critical challenges brands face this year and beyond. Never has reaching audiences, in the right place and context, been more essential to drive campaign performance." commented Mark Zagorski, CEO at DoubleVerify.

CTV and TikTok experience surge in content consumption: During the current pandemic, content consumption has grown dramatically. Emerging channels, such as CTV have seen accelerated growth — with 44% of all consumers using CTV devices more.

Across every channel surveyed** consumption is also up. The most significant increases are across social media, with almost half (48%) of consumers increasing time on social platforms. Overall, YouTube has seen the greatest increased interest, with 43% of consumers spending more time on the platform. Meanwhile, TikTok has seen the highest growth across the 18-24 demographic.

Consumers are receptive to ads on social or TV, but brand suitability is critical. With 44% of consumers reporting that they've tried a new brand product after seeing a relevant ad beside content they're viewing, the study suggests confidence.

However, the insight reinforces the need to reach consumers on the right channel, in a suitable way. Globally, **respondents over 45 years old prefer to see ads on TV, while younger consumers prefer them on social media.**

Market nuances also must be taken into account. For example, the study found that U.S. consumers prefer ads on social media, whereas French, UK and Spanish consumers prefer TV, and Germans favor online news.

Across all demographics, however, it's evident that fake

news poses a serious risk to conversion, with **55% of respondents stating they would be less likely, or would never, consume a brand if the brand's promotion appeared beside fake or inflammatory news.** The study also underpins the need to support trusted, premium publishers — given that 67% of consumers are more likely to engage with an ad on the website of a publisher they know and trust.

Contextual ads resonate for consumers and regulators. More than two thirds (69%) of consumers are more likely to look at an ad that's relevant to the content they are viewing.

Food and beverage brands receive great gains from contextual ad placements. Some 68% of consumers are more likely to engage with an ad for a food and beverage brand when it appears beside related content (for example content on recipes, restaurant reviews or nutrition). However, these benefits are not limited to one sector. For every brand type surveyed, 48% or more of consumers said they would be more likely to engage with contextually relevant ads.

"This study highlights consumers' openness to contextually-relevant ads, and the importance of trusted news during these challenging times," said Dan Slivjanovski, CMO at DoubleVerify. "Given the complex news cycles of 2020, a nuanced approach to brand suitability is more critical than ever. Solutions that protect brand reputation and power performance, while complying with consumer privacy demands, are essential in the new normal."

Aided by Labor Day, Total Alcohol Sales Soar 22.6% in Year

That's according to Nielsen, which noted that spirits again led off premise growth, up 30.1% compared to the same week last year. Wine followed, up 22.9%, with beer/FMB/cider lagging slightly, up 19.9%.

Core beer (excluding FMB/seltzers) was up 13.6%, with one of its strongest weeks since June. Core beer growth was led by super premium (+29.3%) and craft (+22.5%). In craft beer, 20 big craft brands accounted for 43% of the segment's off premise growth for the latest week, but a lot of growth came from the long tail too.

With summer having officially ended Monday (9/21), Nielsen provided an off-premise summer recap:

Spirits Premiumization Accelerates During Pandemic

Spirits led off premise growth for the summer, with dollar sales up \$1.5 billion (+29.7%) compared to summer of 2019. One consistent characteristic of off premise alcohol during COVID has been the acceleration of premiumization.

That trend continued for spirits during the summer months, with consumers shifting on premise dollars to high-end spirits in off premise. Ultra premium and premium price tiers accounted for 80% of total spirits dollar growth in off premise. Ultra premium spirits led growth, up 54.3% in off premise channels from Memorial Day week to Labor Day week.

Given its overall size, **whiskey** was the largest contributor to growth among categories in spirits, accounting for nearly 1/3 (31%) of total off premise spirits growth. American whiskey was the biggest driver of that, growing 30.3%, slightly outpacing total spirits growth. Most other segments

of whiskey, however, grew at a slower pace than other spirits. The only exception to that is Japanese whisky (+65.6%).

Throughout the summer, **tequila** was one of the fastest growing categories in off premise spirits, up 63.9% from Memorial Day through Labor Day week. Tequila now accounts for 12.1% of off premise spirit dollars, up 2.5 share points from last summer.

One of the interesting aspects of tequila off premise growth during COVID is that trends haven't slowed down at all. We can look at other categories, such as gin, that had an initial bump in off premise sales during the first months of the pandemic but have slowed in recent months, particularly through the summer months. Tequila, on the other hand, has maintained strong double-digit growth above 50% nearly every week since March. During the first three months of COVID, tequila grew by 65.4% in off premise compared to the same months last year. Off premise tequila growth is essentially the same for summer months, up 63.9% compared to summer 2019.

Cognac was also a summer growth driver that experienced a significant shift in trends during recent months. During the initial 3 months of COVID, cognac grew by 43.8% in off premise dollars compared to the same 3 months last year. With those growth rates, cognac was outpacing the growth of spirits during the early phases of COVID, however, growth has accelerated even faster during the summer months of 2020, up 61.1% in off premise channels.

Similar to tequila, cognac's off premise strength during COVID, in part, can be attributed to its previous strong position in on premise. Much of that volume has of course shifted from on premise to off premise with partial and full closures of in-door space in bars and restaurants. The accelerated growth of cognac was also driven by growth in the liquor channel and c-store channel, although convenience is still quite small.

Finally, **ready-to-drink cocktails** – while still small – was another growth leader in spirits for summer 2020. The RTD segment was up 162.4% for the latest 17 weeks, compared to the same weeks last year.

Total Wine Grows, with Sparkling Up 33.3%

For summer 2020 (17 weeks ending Sept. 20), total wine grew 19.7% in off premise channels compared to the same weeks last year. During the first 3 months of COVID, table wine (+29.0%) slightly outpaced the growth of sparkling wine (28.8%). However, that trend shifted for the summer months, with sparkling wine up 33.3% and table wine up 15.9% from Memorial Day week through Labor Day week, compared to that same time period in 2019.

Throughout the pandemic, growth of Prosecco has been somewhat consistent, with growth rates earlier in the pandemic up 43% and growth rates for this summer up 34.4%.

French champagne experienced different dynamics, with slower growth rates during the first 3 months of the pandemic (+17.0%), followed by an extreme pick up in off premise growth during summer months (+65.1%).

The \$30-\$50 price tier was the strongest contributor to growth in French champagne. Combined, French cham-

pagnes ranging from \$30-\$99 contributed to 81% of growth this summer.

Across varietals, sauvignon blanc (+26.9%), pinot noir (20.0%), rosé (+19.8%), and cabernet sauvignon (+18.4%) led for off premise dollars. Blended table red wines also saw strong growth through the summer period (+21.9%). While growth leaders sauvignon blanc, pinot noir, and cabernet sauvignon peaked in early summer, rosé peaked late in the summer, up 37.2% in the latest week ending 9/12/20 versus the same week a year ago.

Despite strong growth across top table wine varietals, sauvignon blanc and red blends are the only ones that grew share, while rosé and pinot noir have maintained share, and the remainder of table wine varietals lost share of total wine as the popularity for sparkling wines and wine-based cocktails increased through the summer period.

Ohio Senate Panel Votes Cocktails-to-Go Be Permanent

A bill to make cocktails to-go from restaurants and bars permanent in Ohio passed the Ohio Senate Agriculture & Natural Resources Committee Tuesday (9/22) and now heads to the full Senate for a vote.

In testimony earlier this month, **Distilled Spirits Council of the U.S. (DISCUS)** underscored the need to support hospitality businesses by creating stability and certainty in the marketplace.

“Restaurants and bars have been devastated by COVID-19, and cocktails to-go have been an important lifeline,” said **David Wojnar**, DISCUS VP-State Government Relations. “While out-door dining and other relief measures have been helpful in combating the negative impacts, uncertainty continues to burden businesses especially as we enter into the colder months. By making cocktails to-go permanent, Ohio's restaurants and bars can plan for the future and better position themselves for recovery. We encourage the legislature to take up this measure as soon as possible and get these businesses the support they need.”

Currently, DISCUS said, more than 30 states plus the District of Columbia are allowing restaurants and/or bars to sell cocktails to-go, bottled spirits to-go or both. On June 29, Iowa became the first state in the nation to make cocktails to-go permanent after it was enacted as a temporary economic measure in response to COVID-19. Ohio could soon be the second to do so. Other states, including Texas, Florida, Oklahoma and the District of Columbia are also considering making their policies permanent.

No Surprise: Small Business Says Economy No. 1 Issue

The state of the U.S. economy is having a major influence on small business owners' attitudes towards the upcoming election, according to a new poll taken Aug. 21-27 and released by the U.S. Chamber of Commerce and MetLife. Over half (57%) of small business owners rank the economy as the first or second most important issue influencing who they will vote for this November.

The survey also found that small business owners continue to view the economy as predominately negative. Most (78%) small business owners categorized the economy as “average,” “somewhat poor” or “very poor” in August. That marks an 8-point increase from July and a significant (40 point) shift since January 2020, when 38% said the same.¹

“The pandemic has had an uneven economic impact on industries and workers, many of whom are small business owners. It’s no wonder their driving issue for the upcoming election is the economy,” said Neil Bradley, executive vice president and chief policy officer at the U.S. Chamber of Commerce. “We are now in a [K-shaped recovery](#), where many small businesses face severe long-term challenges. We need our elected leaders to come together and provide targeted relief to the industries and small businesses who have been the most deeply impacted. Inaction is simply unacceptable.”

After the economy, small business owners cite taxes (27%), COVID-19 (25%), and healthcare (25%) as the most important 2020 election issues.

When it comes to political positions, 81% of small business owners report that the impact of a candidate’s policies on their business play a role in deciding which candidate to support. Nearly half (48%) say it plays a major factor in their decision. Additionally:

Female small business owners are twice as likely to consider race issues/racial inequality as one of the top two important factors when considering which presidential candidate to vote for compared to their male counterparts (16% vs. 8%). 18% of minority business owners and 10% of non-minority small business owners said the same.

Veteran owned small businesses are more likely to view education (25%) and immigration reform (19%) as important versus all small business owners (12% and 7%, respectively).

The majority (68%) of small business owners agree that it is more important for political leaders to compromise than stick to their beliefs in order to get things done. Overwhelmingly, small business owners (82%) believe partisan gridlock in the federal government is a serious problem.

Overall, three-quarters of small businesses (74%) are concerned about the impact that the coronavirus will have on their business. Yet, the number of small businesses reporting feeling “very” concerned about the virus’s impact has decreased more than 20 points since March to 35%.

More small business owners think the recovery period will take longer than they originally anticipated when the pandemic began. In April, 46% of small business owners said it would take “six months to a year” for the U.S. business climate to get back to normal. Now more than half (55%) of small businesses say the same.

Domaine Bousquet Expands Gaia Range to Six Offerings

Domaine Bousquet, Argentina’s largest exporter of wines made exclusively from organic fruit, expanded its **Gaia** range to six offerings. from two.

Named for the ancient Greek goddess of the earth, the four new Gaia wines are a Rosé 2020, Cabernet Sauvignon 2018, Cabernet Franc 2018, and a Malbec 2018. The four new wines join Domaine Bousquet’s existing Gaia Red Blend

and Gaia White Blend. All six are estate-grown, made entirely from organically grown grapes, and line-priced at a competitive \$20 per bottle. The new wines are available in major markets nationwide.

Domaine Bousquet’s Gaia line debuted in 2015 with a Malbec-based Red Blend, featuring smaller amounts of Syrah and Cabernet Sauvignon. A Gaia White Blend, comprising Chardonnay, Pinot Gris, and Sauvignon Blanc, followed a year later.

“Earth-friendly wines are no longer a luxury, but an imperative for many buyers,” says Labid A. Ameri, co-owner. Factor in a growing awareness that our high-altitude Uco Valley terroir produces not just signature Malbec, but unbeatable price-value wines made from a growing range of classic grape varieties, and you have a winning combination.”

Gaia, the primordial earth goddess venerated by the ancient Greeks, has been a Bousquet family inspiration from the start, dating back to 1997, when French-born *vigneron* Jean Bousquet bought and began clearing virgin land in the upper reaches of Tupungato’s Gualtallary, a subregion of Mendoza’s Uco Valley.

From the beginning, Domaine Bousquet wines have been made exclusively from organically grown fruit. The winery released its first vintage in 2005 and today sells over 100,000 cases annually in the U.S. alone.

Labels depict the goddess Gaia in a festive headdress of colorful fruits and flowers.

Pacific Highway Wines To Rep Le Grand Courtage

Pacific Highway Wines said it will become the exclusive import, sales and marketing agent for **Le Grand Courtage** sparkling wines and **Très Chic Rosé** wine in the U.S. on Oct. 1

Three wines will be added to the Pacific Highway portfolio: Le Grand Courtage Blanc de Blancs Brut and Le Grand Courtage Brut Rosé, both available in 750ml (SRP \$19.99) and mini 187ml (SRP \$7.99), and Très Chic Rosé, a still rosé available in 750ml (SRP \$16.99).

Le Grand Courtage is an independent, female owned and managed, fast-growing French wine brand launched by American entrepreneur **Tawnya Falkner**. It’s now the top selling French sparkling wine brand in the \$15 - \$19.99 (Premium) category according to **Nielsen**.

Sourcing from across multiple French wine regions, and blending unique varietals, the wines are crafted in Nuits-Saint-Georges, Burgundy. Le Grand Courtage Blanc de Blancs Brut is a blend of Chardonnay, Colombard, Ugni Blanc and Chenin Blanc from Burgundy, Loire Valley and Languedoc, and Le Grand Courtage Brut Rosé is a blend of Chardonnay, Ugni Blanc and Gamay from Burgundy, Languedoc and Beaujolais. Le Grand Courtage recently launched a second brand and single sku, Très Chic Rosé. From Pays d’Oc, this wine is a blend of 70% Grenache and 30% Cinsault.

Hornitos Tequila Providing Aid To Hispanics Seeking Citizenship

A new multi-year initiative, developed by **Hornitos Te-**

quila is coming to the aid of as many as 120,000 members of immigrant communities in Los Angeles, Houston and Chicago.

An Airstream trailer staffed and managed by We Are All Human (WAAH) will provide essentials including personal care items and household supplies, supporting immediate needs of those on the citizenship journey. Further, WAAH will be donating meals to restaurant and bar employees in the surrounding areas, a community that has been severely affected by the COVID-19 climate.

In addition to supporting fundamental, immediate needs through food and essential supplies, the *A Fair Shot campaign* will also provide crucial citizenship information to members of the Spanish-speaking community through the Intro to U.S. Citizenship booklet, developed by the League of United Latin American Citizens (LULAC). The booklet is also available for download online at www.lulac.org/afairshot.

Hornitos Tequila has been steadfast in its support of aspiring citizens, partnering with LULAC, the oldest and largest Hispanic organization in the United States, on their direct services that support immigrants at various stages of the citizenship process.

"We are thrilled and honored to have this opportunity to partner with Hornitos, a brand that shares our values of empowerment and respect of every human," said Claudia Romo Edelman, Founder, We Are All Human. "This much-needed initiative is anticipated to impact more than 120,000 aspiring citizens this year alone and will forever change their lives on the path to achieve equality. With Hornitos' help in providing these vital resources within our community, we are able to further our mission to give all individuals a fair chance to be valued and for their aspirations to be supported, regardless of their background or current status in society."

New Orleans Restaurants Can Serve Cocktails to Go

The action by the city's mayor comes as the Tulane football team geared up[to taken on Southern Mississippi.

The order by Mayor LaToya Cantrell permits the drinks being served through take-out, curbside and drive-thru until 11 p.m.

Historic Guinness Logos Featured In New Carhartt Workwear Collection

The exclusive collection is available for a limited time starting on Wednesday (9/30) at Carhartt.com and in limited quantities at select Carhartt retail stores.

Items available for purchase include Carhartt men's and women's long- and short-sleeve shirts, hoodies, beanies, aprons and a beer sling. Each piece delivers on the quality consumers have come to expect from Carhartt, while encompassing the true spirit of Guinness.

Nine lucky prize winners will have the opportunity to win a bundle of gear from the Guinness x Carhartt Heritage Collection through giveaways* hosted on the Guinness US social channels. To enter, fans who are 21 and older can visit @GuinnessUS on [Facebook](https://www.facebook.com/GuinnessUS), [Instagram](https://www.instagram.com/GuinnessUS) and [Twitter](https://twitter.com/GuinnessUS). The prize bundles are comprised of a limited-edition hoodie, long-sleeve shirt, short-sleeve shirt and beanie hat.

Evan Williams Updates Packaging

A new signature bottle. Updated label designs. That sums up changes being made in packaging of 3-million-plus case **Evan Williams Bourbon**. Here's a rundown:

- **Evan Williams Black:** The new, signature glass is defined by a curved bulb neck with new premium capsule closure decorated with the Evan Williams' signature. The face label utilizes the iconic black and gold colors consumers have grown to love, but with a richer and vibrant gold ink throughout the label, finished by a new curve at the top to accentuate the new bottle. The label continues to feature the story of Evan Williams himself.
- **Evan Williams Bottled-in-Bond:** Featuring the most dramatic evolutionary change, the new design clearly emphasizes the 100 proof, bottled under government supervision and single distilling season. Evan Williams Bottled-In-Bond carries over the green and white label colors, reflecting a vintage flare showcasing the rich history behind Bottled-In-Bond products and their importance to the Whiskey category. A new premium capsule closure with the iconic tax strip seals the bottle and harkens to historic bottled-in-bond packaging requirements.
- **Evan Williams Flavors:** Evan Williams Flavors will receive a streamlined approach consistent with the franchise with label design enhancements featuring a centered logo. The flavors will also be bottled in the new glass with the premium capsule closure.

"Evan Williams Bourbon is a testament to sustained success across the ebbs and flows of the American Whiskey category," said **Julie Cole**, Evan Williams Senior Brand Manager. "We're excited to rejuvenate the Evan Williams family packaging to both enhance the consumer experience and modernize the label design. Evan Williams was an entrepreneurial leader in the Bourbon movement, and we continue to honor his success through the award-winning Evan Williams Bourbon franchise."

Goslings Rum Releases Papa Seal Single Barrel Bermuda Rum

It's the second annual release from the Bermuda-based company. Only 1,500 bottles of Papa Seal 2020 will be available for nationwide shipping via Flaviar.com and Caskers.com and for in-store purchase in 16 states, retailing for about \$199 per 750ml bottle.

The first iteration of Papa Seal arrived in fall 2018, with about 2,500 bottles of the over 15-year-old spirit available in select regions throughout the U.S. Like its predecessor, each bottle of Papa Seal 2020 will feature its barrel number, bottle number, and bottling date hand-written on its label. Housed in an elegant display box with a slide-out tray, open view window, and satin finish foil label, Papa Seal is ready to be gifted to appreciators of rum and sipping whiskies alike.

"Goslings Papa Seal is one of only a handful of single barrel rums currently on the market and is a complex and beautiful sipping nightcap," says **E. Malcolm Gosling**, seventh-generation rum maker and CEO of **Goslings International Limited**. "We hope that Papa Seal joins Family Re-

serve Old Rum, our original annual premium release, as the entry for many people to discover the vibrancy of sipping rum in the same way as a fine whiskey, brandy, or cognac. This first iteration of Papa Seal was lauded as 2019 Rum of the Year by the *Caribbean Journal*, and we anticipate that this even more remarkable bottling will receive additional accolades from rum experts."

Papa Seal will be available at select retailers in Massachusetts, Rhode Island, Connecticut, New York, New Jersey, North Carolina, South Carolina, Florida, Tennessee, Virginia, Texas, Colorado, Nevada, California, Illinois, and Washington, D.C.

Old Forester Marks 150 Years With Limited-Edition Whiskey

What was **George Garvin Brown's** biggest contribution to the distilling business? Arguably, sealing and selling his **Old Forester** whiskey in a glass bottle. Each bottle was adorned with his signature, a personal guarantee of the brand's quality and consistency.

Now, 150 years later, Old Forester said it will release **Old Forester 150th Anniversary Bourbon** to commemorate his act of ingenuity, honor his legacy and celebrate the history of the First Bottled Bourbon.

Old Forester 150th Anniversary Bourbon references George's original process, composed of three batches, unfiltered* and each presented at individual batch strength. The limited release is presented in an amber glass bottle, reminiscent of the hand-blown glass of George's day, and will come in a commemorative canister. It's planned for release in October 2020.

"This special bourbon has been in the works for some time now, and while it is exciting for our family and colleagues, I hope the larger Old Forester family - the bourbon lovers and fans - will appreciate it just as much," said **Campbell Brown**, Old Forester President and Fifth-Generation Brown Family Member.

"My great-great grandfather had quite the vision for his whisky. He was bringing something to the market that had previously not existed and today, we instill his legacy of ingenuity in everything we do - especially in the halls at **Old Forester Distilling Co.**, in the same building George ran the business in the early days of the company."

A True Family Brand

In the 150 years since George started the company, the brand has endured 13 years of Prohibition, World Wars, changing consumer palates and industry consolidations. Today, Old Forester remains the only brand with an uninterrupted 150-year history, sold by the same family company before, during and after Prohibition.

George's act of selling whisky exclusively in a sealed bottle was innovative at a time when most whisky was sold by the barrel and subject to adulteration prior to reaching the consumer.

Predating any modern food safety acts, he helped lead

an industry on the path to rigorous self-regulation that is still upheld today. In addition to being the first to exclusively sell whisky in sealed glass bottles, George was the first to commercially batch whisky to ensure a consistent flavor profile. At the time, he batched from three distilleries – Mellwood, Mattingly and Atherton – before eventually acquiring the Mattingly Distillery and distilling his own whisky.

For the Old Forester 150th Anniversary Bourbon, 150 barrels were chosen by Master Distiller Chris Morris and set aside for this limited-release product. At maturity, several barrels lost their full contents to the Angel's Share.

Sutter Home Marks 20 Years Of Fighting Breast Cancer

Sutter Home Family Vineyards, one of America's first wine companies to make a commitment to breast cancer research, treatment and education, Sutter Home has contributed more than \$1.5 million to the cause over the past 20 years.

For the last seven years, Sutter Home has partnered with National Breast Cancer Foundation, Inc. It issued limited-edition White Zinfandel and Rosé 187mL bottles – each donning pink ribbons like the returning Sutter Home for Hope 750mL and 1.5L formats.

Sutter Home fans can help continue the fight against breast cancer by sending in their Sutter Home bottle capsules, corks and screwcaps via mail.

Fans can also support the cause by sharing designated Facebook posts that will appear on Sutter Home's Facebook page throughout September and the month of October, Breast Cancer Awareness Month.

For each Facebook share and for every cork, capsule or screwcap received by mail, the winery will donate \$1 to National Breast Cancer Foundation, up to \$60,000. The program began Sept. 1 and will run through the end of 2020.

William Bonetti, 94, Dies; Created Sonoma-Cutrer Winery

William (Bill) Bonetti, 94, died Sept. 7. Raised in the northern Italian alps and educated at the Conegliano School of Viticulture, he brought a traditional and formal winemaking background to America at the age of 22.

After years of honing his craft alongside the icons of the day, Bonetti's crowning achievement was the design and operation of **Sonoma-Cutrer**, where he served as its first winemaker in 1981. He was selected for his wealth of knowledge, experience and passion for world class Chardonnays and was instrumental in creating a state-of-the-art winery with a winemaking philosophy that continues to this day.

During his tenure, he hosted the first Focus on Chardonnay colloquiums with premier California and French burgundy producers, stimulating the industry and advancing the forging strong relationships. Bonetti retired from Sonoma-Cutrer in 1990.

