

KANE'S BEVERAGE WEEK

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

Volume 81, No. 38

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October 1, 2020

The Inside Story

Drunk Driving Leading Cause of Deaths On America's Highways — Just Barely	2
WTO OKs \$4 Billion in EU Tariffs On U.S. Goods Over Boeing Subsidies	2
Control States Case Sales Up 1.8%, Dollar Sales Jump 9.7% in August	2
Diageo: U.S. Business Exceeds Expectations	3
Molson Coors to Launch Coca-Cola's 1st Alcoholic Beverage in the U.S.	4
Maryland Voters Back Supermarket Sales of Beer, Wine	4
New Study: Sex DOESN'T Sell	4
Marie Brizard Sales Flat, Net Soars 94% in 1st Half	4
TTB Eases Calorie Tolerances For Label Statements	4
Molson Coors to Distribute RTD Coffee	5
Palmetto Wine Group to Rep Lambert Estate	5
Scheid Family Wines 1st Organic Harvest	5
Calif. Wine Country's Glass Fire Burned at Least 46,600 Acres	5
Pabst Blue Ribbon Launches Hard Cold Brew Coffee	6
Jack Daniel's Launches 1st Global Campaign	6
A-B Completes Takeover Of Craft Brew Alliance	6
Redbreast Turns Brand Icon Into Brand Spokesman	6
And Much, Much More	

Stoli Group Names Damian McKinney as Global CEO

Born and raised in Kenya, McKinney is a former Royal Marine Commando who in 1999 founded and built a global consultancy, McKinney Rogers, which he sold in 2017.

McKinney has a reputation as a business leader, transforming companies and brands to become the best in the world. He has worked across many industries and continents, achieving significant recognition, with particular focus on the beverage alcohol industry.

He was awarded Keeper of the Quaich for his role in the Johnnie Walker transformation and services to the Scotch Whisky industry. He has also written a number of books on the theme 'commando entrepreneur'.

Corona Premier, Ketel One Botanical, Michelob Ultra Pure Gold Among Top 25 Breakthrough Innovations

Corona Premier, Ketel One Botanical and Michelob Ultra Pure Gold are among 2020's Top 25 Breakthrough Innovations, according to Nielsen's BASES. To make the list, the brands had to make "meaningful connections with consumers, an impressive feat within an increasingly crowded marketplace."

The key to success was ingenuity, marketing savvy, and expert-level decision-making. "This year's winners have attained the elusive recipe for product innovation success—good idea + good product + good activation. A fine line separates risk, resilience, and reward, and all of these winners have navigated each of these flawlessly," says **Ben Macedo**, leader of BASES, North America.

So how did the winners identify the right idea and break the mold in marketing activation?

Several of this year's winners extended their brand by expanding when and how it is consumed. Risks in extending an established brand exist and need to be managed carefully. Up to 25% of new product launches shrink an existing brand franchise.

The key to success is balancing the core essence of their brand heritage with communication about the new product and consumption occasion it addresses. Still other winners broke the mold by enlisting out-of-the-box development and activation. They utilized marketing and promotional tactics in the places where their new consumers are, but their brands haven't typically gone.

"To compete today, marketers are employing diverse strategies for innovation. A few of these strategies include disrupting the category, fending off competitive pressure, or targeting a highly-engaged core target of consumers. These varied approaches have yielded important changes to the market, and BASES Top 25 Breakthrough Innovations celebrates not just the big bets, but all of these impactful and highly successful innovations," says Macedo.

CBands Sales Slip 4% in Quarter

Constellation Brands reports fiscal second quarter sales of \$2.26 billion, down 4% from the like year-earlier quarter. The company posted a profit of \$512.1 million, or \$2.62 a share, reversing a year-earlier loss of \$525.2 million.

The company also announced it has taken a minority stake in Booker Vineyards; direct-to-consumer wine business and has acquired the remaining shares of

KANE'S BEVERAGE WEEK

14305 Shoreham Dr, Silver Spring, MD 20905-4481

Donna Whitaker, Subscriptions Manager

subs@bevnewsonline.com

Phone: 301-384-1573; FAX: 301-879-8803

JOEL WHITAKER, Editor and Publisher

editor@bevnewsonline.com

Phone: 301-384-1573 (New number!)

Subscriptions: \$799, 47 issues a year

ISSN: 0882-2573

Copper & Kings, a Kentucky craft distiller. The move broadens CBrands' spirits portfolio.

Beer Business

Constellation's Beer Business posted depletion growth of almost 5% as strong performance in off-premise channels continues to more than offset the COVID-19 related impact of the nearly 50% reduction in the on-premise channel.

The **Corona Brand Family** grew double-digits in IRI channels driven by the successful launch of Corona Hard Seltzer and continued robust growth of **Corona Premier** and **Corona Extra**.

Corona Hard Seltzer delivered great performance that has exceeded expectations. The brand continues to hold the #4 hard seltzer spot, with 6% IRI market share in the U.S. hard seltzer category. Velocity remains strong as distribution increases to almost 70% ACV in IRI channels.

Modelo Especial achieved over 9% depletion growth during the quarter and solidified its position as the #3 beer brand in the entire U.S. beer category.

Pacifico posted growth of almost 30% in IRI channels, and was a top share gainer within the Import Segment.

The COVID-19 related slowdown of beer production in Mexico earlier in the fiscal year impacted shipment volumes and distributor inventory levels. Product inventories are expected to return to more normal levels by the end of the third quarter fiscal 2021 as shipment volume is expected to outpace depletion volume.

Spirits Business

Marketplace performance for higher-end wine Power Brands outpaced the total higher-end wine category driven by double-digit growth for **Kim Crawford**, **Meiomi**, and **The Prisoner Brand Family**.

The wine and spirits innovation pipeline is primed with impactful product introductions for the third quarter of fiscal 2021 including the launch of **The Prisoner** cabernet sauvignon and chardonnay varietals, **SVEDKA** and **High West** ready-to-drink cocktails, and **Meiomi** cabernet sauvignon.

Drunk Driving Leading Cause of Deaths On America's Highways — Just Barely

Traffic deaths decreased in 2019 for the third consecutive year and preliminary data show continuing declines in 2020, according to data released by the National Highway Traffic Safety Administration (NHTSA).

In 2018 (most recent data available), alcohol-impaired driving accounts for 29% of all deaths, followed closely by not wearing seatbelts (27%), speeding (26%), drug impaired driving (24%), distracted driving (8%), and drowsy driving (2%).

There were 36,096 motor vehicle traffic fatalities in 2019, down 2% from 36,835 fatalities in 2018. During this time, vehicle miles travelled (VMT) increased by nearly 1%, making the fatality rate per 100 million VMT 1.10 fatality — the lowest rate since 2014 — down from 1.14 in 2018.

Additionally, NHTSA released preliminary estimates of motor vehicle traffic fatalities for the first six-months of 2020, including the second quarter which was during the

height of the COVID-19 pandemic and stay-at-home orders.

NHTSA data indicates for the first half of 2020 (January – June) an overall decline of 2% in traffic fatalities, and during the second quarter of 2020 (April – June) there was more than a 3% decline in traffic fatalities compared to the same time period in 2019.

Responsibility.org President/CEO **Chris Swonger** welcomed the decrease in traffic deaths and called for redoubled efforts:

"America's roads continue to get safer as a result of effective interventions to combat the leading causes of traffic deaths. All traffic deaths are preventable, and this success should redouble momentum to eliminate them. No American should be at danger from impaired driving, speeding, not wearing seatbelts, drowsy, or distracted driving.

NHTSA's 2019 findings also include preliminary analysis of traffic deaths in 2020 and speculate on potential impacts of the COVID-19 pandemic. The effects of the pandemic on road safety and traffic deaths are not yet clear, though preliminary data for 2020 show continued decreases in traffic deaths.

Nationally representative polling conducted for Responsibility.org in May 2020¹ focused on drinking behaviors during the COVID-19 stay-at-home orders showed that approximately two-thirds of Americans are drinking the same or less alcohol than before stay-at-home measures were implemented, and 11% have stopped drinking altogether.

The survey did not imply that those individuals who were consuming alcohol were drinking in an unsafe or irresponsible manner, nor were they driving impaired.

Additional results from the survey showed the inability to go out (49%) and bar/restaurant closures (34%) were prominent reasons Americans cited for drinking more alcohol — they were also the top two reasons why Americans are drinking less.

WTO OKs \$4 Billion in EU Tariffs On U.S. Goods Over Boeing Subsidies

That's five times larger than the U.S. has said it plans to impose on EU goods over state support for Airbus, the principal rival of Boeing.

Robert M. Tobiassen, president, **National Association of Beverage Importers**, noted "this is much higher than most people expected and changes the dynamics in the negotiations with the U.S. Trade Representative on the Airbus tariffs."

Neither Boeing of the U.S. Trade Representative's office had immediate comment.

The EU's action was first reported by Reuters, citing people familiar with the matter. Reuters sources also said EU tariffs on Boeing's jets and other products aren't likely to be formally adopted by the WTO. The EU is trying to avoid the U.S. presidential election.

Control States Case Sales Up 1.8%, Dollar Sales Jump 9.7% in August

During August nine-liter control states spirits case sales grew 1.8% over same period sales last year, **National**

Alcoholic Beverage Control Association reports.

Iowa (12.9%), Mississippi (34.3%), and Pennsylvania (1.3%) reported monthly growth rates for August exceeding their 12-month trends. The growth rates for Alabama (2.6%), Idaho (6.2%), Montgomery County Maryland (-9.8%), Maine (-2.9%), Michigan (-2.4%), Montana (3.1%), North Carolina (2.7%), New Hampshire (-13.5%), Ohio (3.5%), Oregon (1.2%), Utah (-18.9%), Virginia (4.4%), Vermont (1.3%), West Virginia (8.0%), and Wyoming (8.7%) fell short of their twelve-month trends.

Control state rolling-twelve-month-volume growth, 5.9%, was flat with July's reported 6.0%. Spirits volumes are growing 6.9% year-to-date compared to 3.7% a year ago.

Control state spirits shelf dollars were up 9.7% during August while trending at 9.9% during the past 12 months. Iowa (18.3%), Mississippi (44.4%), Ohio (14.4%), Pennsylvania (5.5%), and West Virginia (17.7%) reported growth rates exceeding their 12-month trends. Alabama (8.1%), Idaho (10.7%), Montgomery County Maryland (-5.8%), Maine (-0.2%), Michigan (15.1%), Montana (3.7%), North Carolina (9.8%), New Hampshire (-6.6%), Oregon (5.0%), Utah (-15.8%), Virginia (12.1%), Vermont (3.4%), and Wyoming (10.3%) grew shelf dollars at rates below their 12-month trends. Shelf dollars in the control states are up 12.0% year-to-date compared to 6.4% last year, NABCA said.

Price/Mix for August is 7.9%, slipping from July's reported 9.3%.

Price/Mix has been tracked by NABCA since January 2002, and August's 7.9% is the second-highest-Price/Mix value published. Price/Mix for May (5.9%), June (6.5%), July (9.3%), and August (7.9%) are the four highest values recorded in the control states.

An analysis of control state spirits prices suggests that historically high control state Price/Mix continues to be driven by premiumization. The weighted average, average, and median prices for 750 ML volumes of the 35,850 spirits SKUs sold in Alabama, Idaho, Montgomery County Maryland, Maine, North Carolina, New Hampshire, Ohio, Oregon, Pennsylvania, Utah, Virginia, and Vermont during August were \$16.91, \$37.84, and \$24.50, respectively.

This median price is the highest on record. A graph of median and weighted average prices suggests that volume sales skew toward value products in the control states, whereas a graph of the median and (non-weighted) average prices suggests product pricing in the control states skews to premium.

During March, April, May, June, and July the control states' on- and off-premise markets behaved capriciously. August is no exception. During the twelve-month period ending February 2020, the off-premise monthly spirits share averaged 82%. During March 2020, the off-premise share jumped to 90%, during April to 99%, during May it retreated to 96%, during July it moderated to 89%, and during August it leveled off at 89%. Trends suggest the control state off-premise share for September will again be above historical levels as the on-premise marketplace continues its recovery.

Cocktails, with 3% share of the nine-liter case control states spirits market, was August's fastest growing category with 34.8% reported and a twelve-month trend of 32.4%. Tequila, with 7% share, grew during August at 20.3% and

16.5% during the past 12 months. Vodka, with 34% share, grew during the same periods at -4.7% and 3.1%, respectively. Brandy/Cognac(18.3% during August, 9.5% twelve-month trend), Cocktails (34.8%, 32.4%), and Tequila (20.3%, 16.5%) grew at rates above their twelve-month trends, while Canadian Whiskey (1.5%, 5.2%), Cordials (0.6%, 1.9%), Domestic Whiskey (4.9%, 9.9%), Gin (-4.4%, 1.0%), Irish Whiskey (1.1%, 4.5%), Rum (-4.7%, 1.2%), Scotch (-2.2%, 0.8%), and Vodka (-4.7%, 3.1%) grew at rates below their twelve-month trends.

August's nine-liter wine case sales growth rate was -4.3%. Pennsylvania (reporting -1.9% nine-liter-case growth for wines), New Hampshire (-15.9%), Mississippi (31.5%), Utah (-23.1%), Montgomery County Maryland (-7.2%), and Wyoming (-0.2%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve-month wine volume growth in these six control states is 1.1%, down from July's reported 1.5%.

Diageo: U.S. Business Exceeds Expectations

And it's performing strongly, **Ivan Menezes**, ceo, said in a statement. Key to the company's success in the U.S.: resilient consumer demand and the spirits category continuing to gain share within the total beverage alcohol market, he explained, adding increased retailer confidence is resulting in some re-stocking in the off-trade channel. The on-trade channel is now open in all states, with some capacity restrictions.

In Europe, off-trade demand remains robust and the on-trade channel has largely re-opened with the easing of lockdown measures in most countries, although the risk of additional restrictions remains where infection rates are worsening, Menezes said.

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In China, the on-trade channel continues to recover, although larger banqueting occasions are returning more slowly. While the on-trade has also begun to re-open in Africa, India and Latin America and the Caribbean, we expect the pace of recovery in those markets to be more gradual. Travel retail continues to be severely impacted.

Molson Coors to Launch Coca-Cola's 1st Alcoholic Beverage in the U.S.

Molson Coors Beverage Co. said on Tuesday that it partnered with Coca-Cola Co. to make and sell an alcoholic version of Coke's **Topo Chico** sparkling water in the United States.

Launch is set for the first half of 2021. Topo Chico will be Molson Coors' third hard seltzer to hit the shelves.

Maryland Voters Back Supermarket Sales of Beer, Wine

Marylanders for Better Beer and Wine Laws (MBBWL), a group that has been working on reforming alcohol laws since 2005, released a poll that found Maryland residents favor legalizing chain store alcohol sales by a 2-1 margin. Survey respondents cited greater convenience followed by lower prices as their top reasons for supporting this change.

"We have been working to legalize chain store sales since 2012 because it is the #1 issue for our members," said Adam Borden, MBBWL's president.

Today, 98% of Americans can buy beer in a grocery chain and 85% can buy wine. Maryland is one of only three states that prohibits grocery beer sales and one of 10 states that prohibits wine grocery sales.

The survey found 71% of Marylanders support beer in chain stores and 73% support wine in chain stores. Support for legalizing chain store liquor sales (56%) is as great as for legalizing table gaming (52%) and recreational marijuana (57%).

New Study: Sex DOESN'T Sell

Not only does sex in advertisements fail to sell, but it may also depress purchase response. That's the conclusion of a just-published study in the journal *Sex Roles*.

The study examined how Italian men and women reacted to sexualized advertising. Women showed lower attraction to the product and purchase intentions toward products presented with sexualized female models than with neutral ads.

But what about men? Turns out they were unaffected by the ads' sexualization. Since women are the prime purchasers of food and beverage products, one might conclude that highly sexualized content in ads is a bad tactic.

Of course, no rule fits all cases. If your target market is men who are highly aggressive sexually -- what the study calls higher hostile sexism -- then go for it. They showed more purchase intentions after viewing female sexualized ads than neutral ads.

There's no doubt advertisers have leaned on sex. At the Cannes Lions Festival of Creativity, for instance, the Geena Davis Institute on Gender in Media reported that women

were displayed in sexually revealing clothes and/or sexual posture six times more than men.

As for ads that attempt to sexualize men, another study found male models' sexualization had an overall negative effect on attitudes and purchase intentions regardless of gender.

Sexualization research has shown sexualized advertising images not only objectify women but all lead to negative views of women and hurt their physical and psychological well being.

But what about sexualizing and hypermuscularizing the male body? Advertisements portraying male models and the muscular ideal increases men's body dissatisfaction.

The new study is significant, because previous studies have been "all over the place," with some studies showing sex does sell, other studies showing it didn't boost purchase intention. But this study seems to give clear guidance

Marie Brizard Sales Flat, Net Soars 94% in 1st Half

Marie Brizard Wine & Spirits reports net sales rose 0.4% to €134.7 million (\$158 million) but net income soared 94.3%, narrowing the prior year loss to just €1.4 million.

Andrew Highcock, ceo, said "the first-half performance reflects the relevance of the strategic choices made and the Group's resistance, notably thanks to the opportunistic nature of the bulk business during the pandemic.

"We have pursued resolutely the execution of our strategic plan aimed at a sustainable return to profitability, and the Group was able to count on the mobilization of its teams despite the adversity of the Covid-19 crisis. The Group is reaping the first fruits of its actions, which allows us to remain confident.

"Nevertheless, health uncertainties persist in the second half of the year and force us to remain cautious about the outlook, as the seasonality of our business is very strong in the second half of the year, with a fourth quarter that will be decisive for the year as a whole."

The Americas business swung from a €400,000 loss during 2019's first half to EBITDA of €3.3 million. The company credited the start of the distribution partnership with the Sazerac group in the United States in January with having a "strong positive impact due to the build-up of our importer's inventories." But because inventories are now stocked it warned a slowdown in this rate is therefore expected in the second half.

TTB Eases Calorie Tolerances For Label Statements

Responding to requests from industry members, Alcohol & Tobacco Tax & Trade Bureau eased its tolerances for calorie statements in advertising and food labels. The new tolerances is more in line with the FDA tolerance for labeled calorie statements.

The FDA food labeling regulations provide that subject to certain exceptions, a food with a label declaration of calories is deemed to be misbranded if the calorie content is greater than 20% in excess of the value stated on the label, while the TTB regulations provide just a 5% variation.

The industry members noted that broader tolerances for calorie content would encourage voluntary nutrient statements in labeling and advertising bev/al both by allowing for expanded variations in calorie content between batches of a product and by facilitating the use of databases and "typical value" charts in lieu of laboratory analysis as a basis for nutrient content statements.

TTB Procedure 2020-1 provides a calorie statement on a label or in an advertisement will be acceptable as long as the calorie content, as determined by TTB analysis, is within a reasonable range *below* the labeled or advertised amount (within good manufacturing practice limitations) but may not be more than 20 percent *above* the labeled or advertised amount.

The revised procedure also permits industry members to round calorie content statements to the nearest 10-calorie increment for per-serving amounts about 50% and to the nearest 5 calorie increment for serving amounts up to 50 calories.

TTB noted the new ruling doesn't change tolerances for other nutrients. It does, however, permit industry members to rely on databases or "typical value" charts to determine nutrient content values for the labeling and advertising of alcohol beverages.

Molson Coors to Distribute RTD Coffee

Molson Coors Beverage Co. said it will begin distributing La Colombe Coffee Roasters' RTD coffee products in the drug and convenience channels via its vast distribution network in 2021. La Colombe and Molson Coors plan to fully transition distribution for all channels to the Molson Coors network over time.

The deal is the latest in a string of moves Molson Coors has made to expand its business beyond the beer aisle since redefining itself as Molson Coors Beverage Company in late 2019.

"This is one more way we're innovating beyond our traditional product lines to deliver what consumers want," said **Pete Marino**, president of emerging growth at Molson Coors. "It's a mutually beneficial partnership for all; La Colombe will enhance its reach through our established distribution network, our distributors will benefit from access to another fast-growing, high-demand product they can offer their retailer customers, and Molson Coors adds an above-premium offering to the top of our non-alcohol roster of brands."

Palmateer Wine Group to Rep Lambert Estate

Lambert Estate is looking to reinvigorate its market position with an expanded distribution network and heightened brand focus available through **Palmateer Wine Group**. Founded by Gordon Palmateer in 2009, Palmateer Wine Group specializes in increasing sales and visibility for family-owned wineries across the United States.

"While many distributors have de-emphasized the category, we remain bullish on the quality and value of wines from Australia. We appreciate the opportunity to work with the Lambert family on developing the market here for their beautifully crafted wines," says **Gordon Palmateer**. Pal-

mateer Wine Group's strategy is to rebuild distribution networks, clean up alignments, and create new interest one account at a time. In addition, U.S. businessman and transplant to Australia **Jim Lambert**, who literally rebuilt the estate from the ground up starting in 2003 replanting vines, will take on a more prominent role stateside as the Lambert family spokesperson, visiting key accounts.

"That hands-on commitment is reflected in the quality of the wines," says Palmateer. In today's market, with distributors looking for value supported by underlying volume, initial emphasis will be on Lambert Estate's "Mustang Sally" Shiraz and "Black Sheep" Red Blend, each with an SRP of \$18.

"After we open doors with those two wines, we can then follow with a premium offering, such as Lambert's "Thoroughbred" Cabernet Sauvignon (SRP \$33)." Another door-opener that has been especially well-received is Lambert Estate's "The Chocolatier" (SRP \$25), a singular aged tawny blended with dark chocolate.

"In light of the challenges posed by the current pandemic, Palmateer's success in opening new accounts is especially impressive. It speaks to the fact that the 13-member Palmateer sales team has an average of 25 years' experience in this business, and only takes on a few producers, which means you receive a lot of undivided attention," said Jim Lambert.

New distribution has already been secured in Wisconsin, Illinois, Florida, and Texas, Washington, DC, and Maryland, with New York, California, Colorado, and North Carolina soon to follow suit.

Scheid Family Wines 1st Organic Harvest

Scheid Family Wines announced its first harvest of organically certified wine grapes. The Petite Sirah grapes were harvested from Scheid's White Flower Vineyard located in the Hames Valley AVA in southern Monterey County. It marks the first step in Scheid's organic certification plan of transitioning all of its vineyard holdings to organic farming.

While Scheid Family Wines has been sustainably certified on 100% of its estate vineyards since 2014, this is the first organic certification for the company. "We are excited about our first harvest of organically certified wine grapes and even more thrilled that this is just the beginning," said **Greg Gonzalez**, Director of Vineyard Operations for Scheid Family Wines. "This marks our initial milestone in organic certification and is the first step on the path of transitioning 100% of our vineyards to organic farming methods by 2025."

Calif. Wine Country's Glass Fire Burned at Least 46,600 Acres

The fire, which has destroyed several wineries in Napa Valley is 2% contained, according to CalFire.

Among the wineries involved:

- **Fairwinds Estate Winery** - buildings appear to have been leveled
- **Hourglass Winery** - the winery facility and guest

house were demolished

- **Hunnicutt Wines** - a house on the property used for offices and the winery's crush pad were devastated; the winery building itself is still standing
- **Newton Vineyard** - LVMH-owned winery has been "significantly impacted"
- **Tofanelli Vineyards** - a 120-year-old barn and family home burned
- Heitz Cellar-owned **Burgess Cellars** also suffered damage.
- Foley Family Wines' **Merus winery** - one of the production out-buildings was destroyed along with one of the residences on the property; the winery itself suffered some damage but is still intact.
- **Castello di Amorosa** -offices, farmhouse, a 145,000-square-foot warehouse holding 10,00 bottles of wine and fermentation tanks destroyed; main manor survived
- **Chateau Boswell Winery** - destroyed
- **Tofanelli Family Vineyard** - 100-year-old barn and home destroyed

The Glass Fire comes ahead of the anniversary of a 2017 fire that killed 22 people.

Climate scientists say the burning of coal, oil and gas have made California much drier, so trees and other plants are more flammable. Some of the land hasn't burned for a century, while crews are using old containment lines to fight the current fire.

Pabst Blue Ribbon Launches Hard Cold Brew Coffee

Hard Cold Brew offers drinkers a non-dairy alternative to Hard Coffee, with just a hint of sweetness. Each can contains 4.2% ABV and just under 30 mg of naturally occurring caffeine.

Pabst Blue Ribbon Hard Cold Brew will be available in four states upon launch, including Wisconsin, Ohio, Pennsylvania, and Illinois.

Jack Daniel's Launches 1st Global Campaign

In a historic move, **Jack Daniel's** is introducing its first truly global creative campaign, "Make it Count."

The campaign showcases a new way of thinking for the 154-year-old brand that celebrates the people who drink it. Set to launch October 1, the campaign is brought to life through multiple executions on TV, social, digital, out of home and print platforms in 100+ countries.

As a global brand that wanted to fuel its iconic status, it was time for Jack Daniel's to showcase their unique view of the world. The new campaign, "Make it Count," focuses on the impact on peoples' lives when they decide to choose boldly and with purpose every day, much like Mr. Jack did throughout his own life.

The :60 film "[First Timers](#)" kicks off the campaign, showcasing Jack Daniel's consumers who decide to live boldly and try something they've always wanted to do.

"With 'Make it Count' we have a long term platform that resonates with consumers, especially in today's environ-

ment, and carries the message of Jack's bold, independent spirit," said **Matias Bentel**, Chief Brands Officer of Jack Daniel's parent company, **Brown-Forman**. "We know that this world class creative will continue to drive the successful globalization of our Jack Daniel's brand."

A-B Completes Takeover Of Craft Brew Alliance

The takeover agreement was announced last November. To settle antitrust concerns, Craft Brew Alliance's **Kona Brewing Co.** operations in Hawaii were spun off to an independent investment group. Kona Brewing Co.'s mainland and international operations and regional brands **Appalachian Mountain Brewery, Cisco Brewers, Omission Brewing Co., Redhook Brewery, Square Mile Cider Co., Widmer Brothers Brewing, and Wynwood Brewing Co.** become part of A-B's Brewers Collective portfolio.

Anheuser-Busch had a minority stake in CBA for more than 25 years, a point emphasized by **Mike Doukeris**, CEO of A-B: "After a successful partnership that spans more than 25 years, we are excited to now fully welcome CBA into the A-B family and continue to work together to bring more consumers, in more communities, even more choices for every occasion."

Redbreast Turns Brand Icon Into Brand Spokesman

Pernod Ricard is using a bit of humor to introduce a new generation of whiskey lovers to **Redbreast Irish Whiskey**.

"With this new campaign, we wanted to build a deeper connection with consumers by giving the celebrated icon a voice that reflects the evolved tone and personality of the brand," says **Mwanza Lumumba**, Brand Director, High End Irish Whiskey, Pernod Ricard USA.

So, Lumumba turns the Redbreast icon into the voice of the brand.

"The Robin campaign leaves a memorable impression that is unmistakably Redbreast. Because, when you've landed on something special you just know."

Introduction of Robin Redbreast has been designed to drive discovery with more whiskey fans, broadening its audience by creating a memorable character for the beloved range.

Robin Redbreast will be featured in a series of digital ads with a witty take on the world of whiskey and current affairs. Shot on location at Middleton Distillery, fans can also expect cameos from Irish Distillers' expert whiskey blenders Billy Leighton and Dave McCabe.

Phillips Distilling Launches Douglas & Todd Small Batch Bourbon Cream Liqueur

Phillips Distilling Co., released [Douglas & Todd Small Batch Bourbon Cream Liqueur](#).

Handcrafted at Minnesota's oldest family-owned distillery, the award-winning Douglas & Todd classic bourbon is aged a minimum of four years in new charred oak barrels. It is then taken and blended with rich vanilla bean flavors and indulgent cream sourced from Midwestern farms, helping

stay true to the brand's mission to support local growers.

Douglas & Todd Small Batch Bourbon taps into Minnesota's natural water supply, and the state's extreme temperatures expand and contract the barrels during the aging process, drawing out more flavors that contribute to the well-rounded flavor profile of new Douglas & Todd Small Batch Bourbon Cream Liqueur.

"As American bourbon popularity continues to grow, we saw an opportunity to appeal to our core Douglas & Todd fans looking to expand their liquor cabinets beyond brown spirits," said **Anne McCormack**, Associate Brand Manager at Phillips Distilling Company. "Cream liqueur appeals to both whiskey lovers and dessert connoisseurs alike and it is perfect for those cold winter nights by the fire."

Couple Launches a Spiked Coffee

Prima Barista was founded by **Dave and Amy Cornell** in their Mystic, Conn., kitchen. After being continuously disappointed by coffee products in the alcohol industry, the couple felt there was a need for like-minded iced coffee fanatics.

"Malt and wine-based products don't have the rich flavors that we crave. They lack the creamy coffee profile we love, and often have an unpleasant and artificial aftertaste. The only way to make authentic hard iced coffees is to start by using actual cafe recipes. That's what we do. Vodka's versatility lends itself perfectly to our recipes," they say.

Prima Barista's blends are meant to be enjoyed iced cold out of the bottle or are equally delicious chilled and served over ice. Their blends are currently available in Florida, Indiana and can be shipped directly to consumers in over 30 states through their online store.

Dave Cornell was formerly in Sales with **E & J Gallo** and enjoyed a 20+ year career as a collegiate lacrosse coach. Amy is a Marketing Specialist. **Jason Kane**, former president of **Mark Anthony Brands & Mike's Hard Lemonade**, is the Director of Sales. Additional expansion will be announced soon.

Dan Aykroyd's Crystal Head Vodka Launches Third Expression

Onyx is one of the first commercially available agave-based vodkas.

Made with Blue Weber Agave sourced from a single farm in Mexico, Onyx connects the growth of super-premium tequila to vodka. It is a line extension, joining **Original**, produced from Canadian corn, and **Aurora**, crafted from English wheat.

Onyx comes in a luxurious glossy black bottle (Crystal Head's iconic skull) with a matching crest debossed cap, a celebration of the powerful, warrior crystal: Onyx.

"Creativity is at the heart of everything we do," said **Dan Aykroyd**, **Crystal Head Vodka** founder, actor and musician. "We love to push boundaries and strive to introduce consumers to cutting edge products that create excitement. With Onyx, we wanted to make an innovative liquid, an agave-based vodka, with an equally imaginative bottle to match. Onyx is unlike anything you have tasted before - it drinks like vodka but has the nuances of Blue Weber agave."

Crystal Head Onyx Vodka is available in 750 ml with a SRP of \$55 at select national and local retailers.

Riboli Family Wines Launches Highlands 41

The new label features three easy-to-sip varietals, a Cabernet Sauvignon, a Chardonnay and a Red Blend, crafted by Fourth Generation Winemaker **Anthony Riboli**. Highlands 41 offerings are priced at \$13-\$15 and continue to build upon the Riboli family's 100+year legacy of delivering award-winning wines.

It is named after a combination of the historic Highway 41 and the rugged Creston Highlands.

"California Cabernet Sauvignon is a key varietal in the Super-Premium segment and is also one of the fastest growing varietals," says Riboli, "with Paso Robles being one of the fastest growing AVAs, we're thrilled to introduce this new wine. Highlands 41 is made for those who embrace the thrill of breaking out and being independent."

Each bottle of Highlands 41 is grown from sustainably farmed estate vineyards in Paso Robles and Monterey and produced at the Riboli Family sustainably certified winery.

Shotgun Seltzer Sponsors 2 Rodeo Athletes

Shotgun Seltzer, Texas' original craft spiked seltzer company, said it is sponsoring two Texas rodeo professional athletes, **Trey Benton III** and **Anthony Thomas**.

"The rodeo is the heart and soul of Texas," said **Lori Foster**, Shotgun's co-founder, who was born and raised in the Houston area. "Like our seltzers, the rodeo brings together some of the greatest parts of our state's past, present and future. We are honored to be a part of it and to support these amazing athletes."

Since its inception, the company has launched four classic-cocktail-inspired flavors such as Ranch Water, Buck and Sunset 77 with plans of many more to follow.

Bud Light Cheers Tampa Bay's Stanley Cup Victory with a "Bud Lightning" Package

To commemorate the Tampa Bay Lightning winning their second **Stanley Cup**, **Bud Light** has released a new 'Bud Lightning' package.

And Tampa Bay residents can get a \$10 rebate on six-packs through Oct.10.

Clare Bronfman, Seagram's Heir, Sentenced To 7 Years in Prison for Sex-Cult Role

She was sentenced to six years and nine months in prison for her role in enabling what prosecutors called a corrupt organization. Critics of the group are more direct: Nxivm was an abusive cult that coerced women into sexual slavery. It is undisputed that many of its members were branded in their pelvic area.

She told the judge that she discovered the group when she was struggling with social anxiety, unable to accept her identity as the daughter of **Edgar M. Bronfman**, head of **Seagram Co. Ltd.**, the world's largest distiller at the time.

After discovering Nxivm, a "self-help" group, she became a member of its board of directors and used \$116 million of her fortune to unleash an army of lawyers and inves-

tigators to pursue the group's critics.

The sentencing hearing ran more than four hours as nine victims of Nxivm spoke with emotion about how their lives had been destroyed by Clare Bronfman, their marriages, careers and reputations shredded. Some said she sued them relentlessly, drove them into bankruptcy and persuaded local prosecutors to bring criminal charges against them.

Also awaiting sentencing: Several others, including **Allison Mack**, the former "Smallville" actress, who became a top Nxivm recruiter. **Frank Parlato**, an investigative journalist, has written that the group's leader, **Keith Raniere**, had said he wanted to destroy Mack and succeeded. Raniere was convicted of racketeering, sex trafficking, fraud and other crimes. He is yet to be sentenced.

Bronfman pleaded guilty in April 2019 and pursuant to her plea agreement forfeited \$6 million. In addition to 81 months in prison, the court also imposed a fine of \$500,000 and directed \$96,605 restitution be paid to victim "Jane Doe 12." Her plea agreement recommended less than two years in prison.

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**.

Champagne Bollinger Launches Special Cuvée Limited Edition 007 Gift Pack

In celebration of over 40 years as the Official Champagne of 007 and the upcoming film *No Time To Die*, Champagne Bollinger has produced a limited edition gift box that brings together three icons: Bollinger's signature Special Cuvée, the Aston Martin DB5 and the legendary British secret agent, James Bond.

No Time To Die is the official title of the 25th James Bond adventure. The film — from Albert R. Broccoli's EON Productions, Metro Goldwyn Mayer Studios (MGM), and Universal Pictures International — is directed by Cary Joji Fukunaga and stars Daniel Craig, who returns for his fifth film as Ian Fleming's James Bond 007.

Yuengling's Hershey's Chocolate Porter Returns -- in Bottles

D.G. Yuengling & Son, Inc., said in response to consumers' overwhelming demand, **Yuengling Hershey's Chocolate Porter** is available in bottles and draft throughout

Yuengling's entire 22-state footprint.

Originally released in draft only in 2019, in 14 states throughout Yuengling's footprint, **Yuengling Hershey's Chocolate Porter** marked the first-ever beer collaboration for the two iconic Pennsylvania brands. **Yuengling Hershey's Chocolate Porter** (4.7% ABV) makes its return just in time for beer lovers and loyal fans to enjoy a bottle now, for Halloween, the holiday season and through Valentine's Day.

"Last year we were overwhelmed by the excitement and passion expressed by our fans for our first-ever collaboration beer," said **Jennifer Yuengling**, VP-Operations and 6th Generation Brewer, D.G. Yuengling & Son, Inc. "We heard our fans and saw consumers, near and far, scrambling to get their hands on a taste of **Yuengling Hershey's Chocolate Porter**. So, in keeping with our 191-year tradition of listening to our loyal fans, we decided to release our Chocolate Porter across our entire footprint and in bottles for even more consumers 21+ to enjoy."

At a 4.7% ABV, **Yuengling Hershey's Chocolate Porter** combines Yuengling's nearly 200-year old Dark Brewed Porter recipe with the world-famous taste of **Hershey's** chocolate.

Kentucky Distillers Seek Diversity, Establish Scholarship in Louisville

University of Louisville College of Business and the **Kentucky Distillers' Association** (KDA) have established the **Kentucky Distillers' Association/University of Louisville Scholars Program** to increase diversity in the Commonwealth's signature bourbon industry.

The partnership will award five full-tuition scholarships for UofL's **Distilled Spirits Business Certificate**, with preference given to Black students, women, people of color, LGBTQIA+ and other underrepresented groups. The certificate is a graduate-level, online program to prepare individuals for careers in business operations of the distilled spirits industry.

KDA President **Eric Gregory** said. "These students will be the foundation for historic and necessary change — a permanent legacy that will last for generations and forever transform our timeless craft."

The Kentucky Distillers' Association will fund these and other scholarships through its new **Lifting Spirits Foundation**.

Who & What --

Mesa Vineyard Management hired **Matt Andrus, CPA**, as chief financial officer. He joins from **Levi Strauss & Co.**, where he was controller.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor