

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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Extending Craft Beverage Tax Rates Won't Be in Covid Relief

That's according to **Jim Trezise**, president, **WineAmerica**, who notes that the wine industry's priorities "are getting lost, at least for now." He notes the House actually passed a \$2.2 billion bill a couple weeks ago, but the White House and Senate insist on far less, and there still about 10 contentious issues dividing them.

The House bill contains several elements of interest to our industry, including \$120 billion for the RESTAURANTS Act provisions which could provide money for winery tasting rooms; re-opening and re-funding the Paycheck Protection Program, as well as the Economic Injury Disaster Loan program, extended unemployment benefits, **stimulus checks**, and more.

Trezise hopes the Craft Beverage Modernization & Tax Reform Act will be passed during the post-election lame duck session.

Michigan Moves Against Direct Sellers

Michigan asked a federal court to enjoin **Go to Gifts Inc.** and **Vintner's Collective LLC**, both based in California, from continuing to ship directly to Michigan consumers. Attorney General Dana Nessel said both entities had refused to comply with cease-and-desist letters.

Typically, Michigan law requires beer and wine to be channeled through MLCC-licensed wholesale entities for distribution to retail locations. In limited instances, a manufacturer may ship wine directly to consumers, but only if it is licensed to do so. Neither entity in the lawsuit is properly licensed in Michigan to allow for direct-to-consumer shipping.

Nessel's office and the MLCC have thwarted hundreds of entities' attempts to violate state liquor license laws. Many of the shippers stopped their illegal activity after hearing from Nessel's office, either by ceasing shipments to Michigan or by obtaining the necessary liquor license from the MLCC.

In a related development, **Wine & Spirits Wholesalers of America** commended Nessel for applying the Twenty-First Amendment Enforcement Act, a federal statute that allows state attorneys general to take action to enforce their state's liquor laws in federal court, against offenders illegally shipping alcohol into Michigan.

"Attorney General Nessel is joining a standard-bearer group of attorneys general who are taking action against those who illegally ship alcohol to consumers for a profit at the expense of law abiding businesses operating in Michigan who care about their communities and are remitting taxes that go to critical state and local programs at a time that it's very much needed," said **Michelle Korsmo**, President and CEO of WSWA. "illegal shipments disregard the health and safety of Michiganders, and we believe this exemplary action will help to usher in similar enforcement by more attorneys general," she added.

Reyes to Acquire Monarch Beverage

Reyes Beer Division agreed to acquire **Monarch Beverage Co.** in Indiana. Terms weren't disclosed.

It's the first time Reyes Beer Division East has entered a new state since 2011, when it entered Florida, said **Stephen Reyes**, president.

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The acquisition will add about 600 employees, 16.1 million cases, 6,000 customers and brands from **Molson Coors, Constellation, Heineken USA, Diageo, Mike's, Boston Beer, Yuengling, Lagunitas and Pabst Blue Ribbon.**

Monarch Beverage, based in Indianapolis, has been locally owned and operated since 1947, said Phil Terry, Monarch's ceo.

Transatlantic Bev/Al Associations Urge U.S. and EU to End Tariffs on Spirits, Wine

Eighteen associations representing the U.S., European and UK beverage alcohol and related sectors sent a [letter](#) to the U.S. Trade Representative (USTR) and the European Commission for Trade expressing their shared opposition to tariffs on wine, distilled spirits and beer and urging for their immediate elimination.

The joint letter, sent in response to news reports that the World Trade Organization authorized the EU to impose \$4 billion in tariffs on U.S. imports in the Boeing dispute, expressed concern that the ruling could trigger the EU to impose additional tariffs on U.S. beverage alcohol products. The EU previously indicated that it may impose tariffs on U.S. wine, rum, brandy and vodka in this dispute.

"The escalation of tariffs on the distilled spirits and wine sectors, by either the U.S. or EU, will only increase harm to an industry already suffering," said the group of U.S., EU, and UK spirits, wine and beer associations. "The spirits and wine industries and hospitality sector are facing incredible economic harm due to the mandatory closings of restaurants, bars and distillery and winery tasting rooms in response to the outbreak of COVID-19."

The groups stated, "These tariffs, which have been imposed in connection with unrelated trade disputes, have generated severe economic pain for our sectors and our wider supply chains."

They pointed to the damaging ripple effect throughout the entire industry from distillery and winery workers, hospitality workers, retail workers, and farmers to packaging companies that provide the containers, caps, and lids, and truckers, freight forwarders and logistic providers that get these products through Customs.

The 18 associations urged the EU and U.S. "to come to a negotiated settlement without delay that simultaneously eliminates additional tariffs on distilled spirits and wine, which will generate growth and jobs on both sides of the Atlantic."

Further, they called on the U.S. and EU to immediately agree to refrain from imposing any new tariffs and suspend all additional tariffs while negotiations are underway.

Tariffs are having a debilitating impact on U.S. & EU distillers

According to a DISCUS analysis, since the EU imposed a 25% tariff on American Whiskey in June 2018, American Whiskey exports to the EU have tumbled by 41% from \$757 million (July 2017 to June 2018) to \$449 million (August 2019 to July 2020 – latest data available).

Since Oct. 18, 2019, the U.S. has imposed a 25% tariff on imports of Single Malt Scotch Whisky; Single Malt Irish Whiskey from Northern Ireland; liqueurs and cordials from

Germany, Ireland, Italy, Spain and the UK; and certain wines from France, Germany, Spain and UK.

According to the latest data available, U.S. imports of Scotch Whisky are down by nearly 35% between October 2019-July 2020 (\$852 million) compared to October 2018-July 2019 (\$1.31 billion).

U.S. imports of liqueurs and cordials from Germany, Ireland, Italy, Spain and the United Kingdom are down by about 26% between October 2019-July 2020 (\$331 million) compared to October 2018-July 2019 (\$450 million). U.S. imports of the categories of wines concerned by the tariffs from Germany, France, Spain and UK went down by 54% between November 2019-July 2020 (\$575 million) compared to November 2018-July 2019 (\$1.2 billion).

The associations concluded, "An immediate restoration of duty-free access for all distilled spirits and low tariffs for wine is essential to returning our industries to supporting jobs on both sides of the Atlantic."

The joint letter was signed by the following trade associations: **Distilled Spirits Council of the United States, spiritsEUROPE, Comité Européen des Entreprises Vins, Scotch Whisky Association, Wine Institute, American Beverage Licensees, WineAmerica, Wine & Spirits Wholesalers of America, National Retail Federation, American Craft Spirits Association, American Distilled Spirits Alliance, U.S. Wine Trade Alliance, National Council of Chain Restaurants, Kentucky Distillers' Association, National Restaurant Association, National Association of Beverage Importers, National Association of Wine Retailers, and the Wine & Spirits Shippers Association.**

Jack Daniel's Names Chris Fletcher New Master Distiller

Chris Fletcher, 39, was named the new master distiller for the **Jack Daniel's Distillery**, succeeding **Jeff Arnett**, for whom he worked for the last six years.

"For the past six years, Chris has been right there and involved in every major distillery innovation, product and enhanced production process while ensuring our Tennessee Whiskey is of the highest character and quality," said **Larry Combs**, Jack Daniel Distillery SVP/General Manager.

"Chris has whiskey making in his blood, but he also has this incredible and unique combination of knowledge, expertise and creativity that will position us well into the future. Folks like Chris don't come along every day, and backed by our tremendous senior leadership team, I have no doubt that he will flourish in this new role."

"I've grown up around this distillery," Fletcher said, sitting at his grandfather's desk. His grandfather, **Frank Bobo**, was master distiller for Jack Daniel's having been hired by Lem Motlow. Bobo started working for the distillery Jan. 2, 1957. In 1966, when Bobo 37 years old, he was promoted to head distiller and retired in 1989.

Fletcher said he didn't anticipate Arnett's departure. "The opportunity to work for Jeff was a major reason to come back home" from Louisville, where he was working for Brown-Forman. In college he had studied chemistry. "I get really lucky, as I was about to graduate, there was an open position in Brown-Forman's research and de-

velopment department in Louisville.”

Most challenging part of his new role? “I take pride in telling people that we make whiskey the same way my grandfather did in 1957. It’s really important to represent the Lynchburg families who make whiskey.”

Asked what will be his first innovation as Jack Daniel’s master distiller, he pointed to the Tennessee Taster line, which he said they view as their experimental line. Also the Single Barrel Special Release. He promised to “really push the capabilities of what we do here in Lynchburg.”

The priority is to insure the consistency of flavor of Old No. 7 “is tried and true.”

Fletcher was asked if there were any secret projects that might surprise him. “If there are,” he said, “I haven’t found them yet,” adding he doesn’t expect to since for the past six years he had been in constant daily conversation with Arnett.

Combs, the general manager of the Jack Daniel’s Distillery, said the distillery has continued to operate during the pandemic. In addition to producing Jack Daniel’s, the distillery has been able produce hand sanitizer for the local community.

Combs addressed the recently announced Distillers in Training program. “To have the best talent, we have to have everyone at the table. Our industry has room to grown in terms of diversity and representation.” Leading this initiative will be one of the key responsibilities for Fletcher, he said, adding that one of the goals behind the Jack and Nearest program is leadership acceleration.

On a different topic, Combs said Jack Daniel’s has been slowly reopening its visitor center and tour operations, after suspending them in March because of Covid. Tours resumed in the second week of August, subject to social distancing, temperatures being taken, etc. But it doesn’t go into any actual production areas, a move intended to keep workers safe.

Fletcher’s work at Jack Daniel’s stretches back to 2001 when he worked as a part-time tour guide while attending college. He graduated with a B.S. in Chemistry from Tennessee Technological University in 2003 and began work as a chemist with Brown-Forman in Research & Development for eight years.

Covid-19 Is Driving Us to Drink: Study

American adults have sharply increased their consumption of alcohol during the shutdown triggered by the coronavirus pandemic, with women increasing their heavy drinking episodes (four or more drinks within a couple of hours) by 41%, according to a new RAND Corp. study.

A national survey found that the overall frequency of alcohol consumption increased by 14% among adults over age 30, compared to the same time last year.

The increase was 19% among all adults aged 30 to 59, 17% among women, and 10% among for non-Hispanic white adults.

The results are published as a research letter in the journal JAMA Network Open.

“We’ve had anecdotal information about people buying and consuming more alcohol, but this is some of the first survey-based information that shows how much alcohol consumption has increased during the pandemic,” said Michael Pollard, lead author of the study and a sociologist at RAND,

a nonprofit research organization.

“Alcohol consumption can have significant negative health consequences, so this information suggests another way that the pandemic may be affecting the physical and mental health of Americans,” Pollard said.

Researchers say that the alcohol spike seen among women, younger adults, and non-Hispanic white individuals highlights the need for primary care providers, behavioral health providers, and family members to be aware of the risks of increased alcohol use and heavy drinking during the pandemic.

The findings also suggests that future research should examine whether increases in alcohol use persist as the pandemic continues, and whether psychological and physical well-being are subsequently affected.

A-B: New Cans Cut Carbon Emissions 30%+

Anheuser-Busch and Rio Tinto, a leading aluminum producer, agreed to bring Anheuser-Busch products to market in cans made from low-carbon aluminum that meet industry-leading sustainability standards.

A-B’s packaging supply chain is the largest contributor of emissions by sector in the company’s value chain, the company said.

Currently, around 70 percent of the aluminum in Anheuser-Busch’s cans is recycled content. By pairing this recycled content with low-carbon aluminum, Anheuser-Busch will take a key step towards reducing the carbon emissions, it added.

Leveraging Rio Tinto’s low-carbon aluminum made with renewable hydropower along with recycled content, Anheuser-Busch will produce its most sustainable beer can yet, with a potential reduction in carbon emissions of more than 30% a can compared to similar cans produced

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today using traditional manufacturing techniques in North America. The partnership will also leverage outcomes from the development of Elysis, a disruptive zero carbon aluminum smelting technology.

Initially focused in North America, Anheuser-Busch plans to pilot the first 1 million cans produced through the partnership on Michelob Ultra, the fastest growing beer brand in the United States.

"As a leader in the beer industry, Michelob ULTRA has a responsibility to our consumers and our planet to use our platform for good and lead the way in sustainability," said **Ricardo Marques**, VP-Marketing, Michelob ULTRA. "Sustainable packaging is a key opportunity to highlight our commitment to the environment in a tangible way and we are excited to explore the opportunities to bring this to life in 2021 and beyond."

The partnership builds on Anheuser-Busch's 2025 Sustainability Goals, launched in 2018, which include science-based commitments to reduce carbon emissions across its value chain by 25 percent by 2025 and invest in more sustainable packaging options across its product portfolio.

"At Anheuser-Busch, we are constantly looking for new ways to reduce our carbon footprint across our entire value chain and improve the sustainability of our packaging to reach our ambitious sustainability goals," said **Ingrid De Ryck**, VP-Procurement and Sustainability at Anheuser-Busch. "With this partnership, we will bring low-carbon aluminum to the forefront with our consumers and create a model for how companies can work with their suppliers to drive innovative and meaningful change for our environment."

Beer Imports Up 18% in Month, Still Lag Year-Ago Level

Beer Institute reports total beer imports were up 18.1% in August compared to the like year-earlier month, but the are still down 8.3% for the year

You can blame Mexico for the drop for the year. While imports from Mexico grew 21% in August from the 2019 month, the government's decision to halt beer production owing to the coronavirus pandemic, total imports from Mexico are still down 7.4% year-to-date compared with the previous year.

Imports from the Netherlands soared 48.3% in August compared to August 2019 and are up 1.3% for the year. But non-alcoholic beer imports from the Netherlands are down 57.4% from last August. Still, they are up year-to-date 24.1%.

Smith-Madrone Winery Names Distributors For Michigan, Minnesota, North Carolina

Smith-Madrone Winery is now represented by three distributors new to the winery: **Eagle Eye Brands** in Michigan; **New France** in Minnesota and **Ocean South** in North Carolina.

"We are delighted to be represented by these distinguished distributors," said **Stu Smith**, General Partner/Enologist, Smith-Madrone, in making the announcement.

Smith-Madrone's current releases, all estate-grown fruit from vineyards surrounding the winery at the top of the

Spring Mountain District appellation in the northern Napa Valley, are 2016 Riesling, 2017 Chardonnay, 2016 Cabernet Sauvignon and 2016 Cook's Flat Reserve.

Smith-Madrone is one of Napa Valley's authentically artisanal wineries, founded in 1971 by Stuart Smith. Wine-making and grape-growing are handled entirely by the two brother-proprietors, Stuart and Charles Smith.

All of Smith-Madrone's wines come from the 38 acres of estate vineyards surrounding the winery, originally planted 48 years ago by Stuart and Charles. The vineyards extend across steep mountainsides, at steep slopes at elevations between 1,300 and 1,900 feet. Total production each year is less than 4,000 cases. More at www.smithmadrone.com.

Bootstrap Brewing Uses New Technology To Create Its 1st Non-Alcoholic Brew

Strapless IPA, to be released November 2020, is a first for the Longmont, Colo., **Bootstrap Brewing** and its partner **ABV Technology**. As the first NA release for Bootstrap Brewing, Strapless IPA is made to drink like a traditional craft beer while "providing the ability for longer days on the trail or longer nights with friends," bootstrap says.

Coming in at 40 IBUs, 100 calories, and less than 0.5% ABV, this gluten-reduced craft beer is sure to satisfy both hop heads and extreme athletes. The recipe, which includes generous amounts of Galaxy, Mosaic and Citra hops, gives Strapless IPA a strong and delicious, yet smooth tropical and citrus aroma and flavor. Strapless IPA is packed with electrolytes and minerals, including Magnesium, Potassium, Sodium and Chloride, to help replenish lost nutrients during daily activity or a great workout.

Studies suggest that NA beer can promote post-exercise recovery by reducing inflammation, rehydrating the body and improving cardiovascular health and may help reduce the risk of osteoporosis, anxiety and stress and promote better sleep.

During recipe development and testing, Bootstrap Owner and Brewer Steve Kaczeus decided to take a break to listen to a band playing in the Bootstrap taproom. "My goal was to drink a bunch of NA beer and check my blood alcohol count using my breathalyzer. I checked my BAC after every pint and when I got to six pints, I was at 0.00," says Kaczeus. "It was awesome. I then drove home and ran a couple of miles!"

The release of Strapless IPA also marks the first Colorado partnership for Minnesota-based ABV Technology, which provided the innovative brewing technology that makes Bootstrap's NA beers possible. ABV's brewing technology uses low temperature and low pressure to evaporate, separate and filter the beer, allowing for optimization of quality and flavor.

"We are extremely enthusiastic about our partnership with Bootstrap. They are technically savvy people who are embracing new technology and are already creating new beverages which will revolutionize the NA beer category," states **Ben Jordan**, chief technology officer at ABV Technology.

"It's important to us that Strapless IPA appeals to both non-drinkers and athletes," says Kaczeus. "We want to share this juicy non-alcoholic IPA with groups of people who enjoy sober social gatherings, outdoor activities, great workouts and having lots of fun."

Toast Distillers Enters New Jersey, New York

Toast Distillers, Inc., is partnering with **Dozortsev & Sons Enterprises Ltd.** to be widely available statewide in both New York and New Jersey beginning Oct. 1.

Toast Vodka had already been available in some of New York City's high-end destinations such as Mastro's Steakhouse, Four Seasons Hotel, Bobby Van's Grill, McCabes Wines & Spirits, Morton's The Steakhouse, and Pure Liquid Wine & Spirits.

Maryland County OKs Farm Alcohol Production

The Anne Arundel County Council approved a bill that combines existing farm alcohol uses, including farm wineries and breweries, and exempts them from admission and amusement taxes and changing other finance and taxation regulations.

One of the councilwomen fretted the legislation might result in a host of new wineries, breweries and other facilities. She didn't explain why that would be a bad thing.

Wine Industry Hiring Biased, Women Say

That's according to the first-ever gender equality study conducted by the Wonder Women of Wine and The Wine Nerd. The study also found the same number estimate it will take 10+ years to reach equality in wine.

Men and women view the top three barriers to gender equality the same: women are judged by different standards, women are less likely to be promoted to leadership roles, and women don't receive as much mentorship.

"It was encouraging to see our respondents believe their organizations' hiring practices are two times more fair than the industry as a whole, suggesting wineries, retail shops, distributors, importers and others are making headway when it comes to gender equality," says Rania Zayyat, founder of Wonder Women of Wine.

"However, 35% of women – compared to 27% of men – feel they are not compensated fairly for work and there are big differences on how they look to move that needle."

The majority of male respondents understand how to increase their income (64%) and feel comfortable negotiating (60%), while women were half as likely to agree with either, reporting 31% and 28% respectively.

When asked about harassment on the job, nearly two out of three women and almost one-third of men say they have been harassed or assaulted by a peer or colleague. However, of those who reported being harassed or assaulted, women were more than two times as likely to report their response to such behavior impacts their career.

On the upside, more than half of all responses (60%) reported they have a safety net or outlet within their organization to report any unwanted advances and 54% said such advances are handled properly within their organizations.

In January, Wonder Women of Wine sent a survey to Wonder Women of Wine Conference attendees and the organization's mailing list and shared via social channels, resulting in 554 responses representing a disproportionate number of female respondents in the wine industry. As a

result, the study cannot make conclusions about the state of the entire wine industry or population.

The purpose of the study, one of the only industry studies addressing gender issues on the job, was to help identify topics and issues to address at the annual conference and to consider for further study. The study did not collect race, ethnicity, or place of residence..

WSWA Cheers House Passage Of Restaurants Act

With 30,000 restaurants nationwide permanently closed and the National Restaurant Association predicting one in six will close by year-end, the House passed the Restaurants Act (officially, the Real Economic Support That Acknowledges Unique Restaurant Assistance Needed To Survive Act), a move cheered by Wine & Spirits Wholesalers of American President/CEO **Michelle Korsmo**:

"America's wine and spirits wholesalers are witnessing firsthand the daily struggles of their restaurant partners as they work around the clock to stay in business — if they're even permitted to open their doors — making The Restaurants Act a good first step in providing relief to an industry in crisis."

WSWA publicly endorsed the Restaurants Act when it was introduced earlier this month, and Korsmo reiterated the organization's support in a letter to House Democratic Leadership earlier this week.

Additionally, Korsmo urged House Leadership to expand restaurant relief to include the full reinstatement of the meals deduction to encourage patronage once establishments can safely reopen.

"There is no doubt that the road to recovery for the hospitality sector is a long one. It could take years for our on-premise partners to reach the economic stability they maintained prior to sweeping closures and limitations to operations due to COVID-19 – if they are able to survive the pandemic at all," says Korsmo.

"While we applaud this effort, we encourage Congress to fully reinstate the business meals expense deduction to help establishments survive in the long-term, especially for a hospitality industry in crisis and for which such activity is a daily part of doing business."

Biagio Cru Debuts an Organic Syrah-Cabernet Sauvignon Blend

Biagio Cru Wines & Spirits launches **V2G** ("Vine to Glass") wines nationwide. Debuting with a Syrah-Cabernet Sauvignon blend, the USDA Certified Organic French wine offers a pesticide-free, preservative-free, herbicide-free and yes, sulfite-free wine with a shelf life rarely achieved in widely available organic wines, the company says.

"V2G takes the growing trend of organic wines and goes above and beyond with its exceptional taste, great value and sustainable production," said **Darren Restivo**, principal of Biagio Cru Wines & Spirits. "We look forward to delivering our customers additional offerings through our

Vine to Glass project in the new year.”

The first offering from the V2G line is produced in the Languedoc-Roussillon region of France, an area that was selected due its increased focus on quality and organic wine production and sustainability.

The V2G Syrah-Cabernet Sauvignon blend will retail for approximately \$15.99. It will be rolling out across the country, notably in [BevMo](#).

Woodford Reserve Debuts a \$2,000 Bourbon

Woodford Reserve announced what it is calling “the ultimate expression of American Whiskey — Woodford Reserve Baccarat Edition, which marries the world’s finest bourbon with the world’s finest crystal.”

The exclusive whiskey is Woodford Reserve Bourbon that has been aged an additional three years in XO cognac casks from France. It is bottled in a handmade crystal decanter that took five days to create in Baccarat, France.

Baccarat, celebrating more than 250 years, was founded in 1764 by King Louis XV. Woodford Reserve is located in Versailles, Kentucky, and named after the French city where generations of royalty lived and ruled.

“Woodford Reserve Baccarat Edition is a celebration of history, a celebration of the connections between France and Kentucky — and a celebration of the finest flavors of bourbon and cognac,” Master Distiller **Chris Morris** said.

The bottle design is meant to evoke the iconic Woodford Reserve bottle silhouette and is engraved in gold with Woodford Reserve’s and Baccarat’s iconic logos. It is presented in a signature Baccarat red box and includes a crystal stopper adorned with Woodford Reserve’s initials.

Woodford Baccarat is 90.4 proof and retails for \$2,000.

Oskar Blues Intros a Hazy, New England IPA

Oskar Blues Brewery introduces **Thick Haze New England-Style IPA** to its lineup of innovative canned craft beers. This wicked hazy IPA was developed in Oskar Blues taprooms in Colorado and North Carolina, and is now ready to be unleashed on shelves nationwide. Thick Haze New England-Style IPA is available on draft and in 6-packs of 12 oz. cans.

Oskar Blues Head Brewer **Juice Drapeau** is no stranger to the New England IPA style, as he hails from Maine where immoderate use of hops is the norm (or as Juice would say, “Hawps”). “We crafted Thick Haze to be the ultimate beast of a New England IPA - a full-blown freakout for hops,” said Drapeau. “We layered the hop profile to maximize all of the flavors we are diggin’ right now - tropical fruit, melon and citrus.”

Chopin Imports to Debut Hinch Irish Whiskey

The Wilmington, Del., company will also handle North American sales and marketing rights for Celtic-inspired Ninth Wave Irish Gin.

The initial launch will see the three core expressions of Small Batch, 5 Year Old and 10 Year Old available through RNDC and other distributors in 11 states, including California, Texas, Colorado, Florida, Washington, South Carolina, Kentucky, Michigan, Massachusetts, Rhode Island, and New

Hampshire.

Nationwide distribution to follow in February 2021 including Single Malt and Pot Still Whiskies, as well as Ninth Wave Irish Gin.

“We are excited to enter into the Irish Whiskey category. Hinch has given us a line of award-winning products to open-up the North American market for them,” said **Chuck Kane**, COO for Chopin Imports. “The Irish whiskey and gin categories continue to experience phenomenal growth. Hinch has provided us with an opportunity with a brand that has great liquid, is family owned and puts quality above all else. These are the key traits we look for when partnering with new brands.”

Pabst Blue Ribbon Launches Cannabis-Infused Seltzer

It’s a non-alcohol beverage. The 12-ounce cans are said to contain 5 milligrams of THC, which is the main active ingredient responsible for the psychedelic effects of cannabis.

It’s produced by **Pabst Labs**, a licensed cannabis operator, involving former Pabst Blue Ribbon employees and cannabis beverage experts, which has a license to use the brand.

In another development, **Pabst Brewing Co.** said it would return its headquarters to San Antonio, taking a suite of offices on two floors in the Rand Building, 110 E. Houston St..

The company has operated a San Antonio office for years and already had about 60 to 65 employees here, said general manager Matt Bruhn. Pabst plans to hire 20 to 25 workers over the next few months and will have 115 to 120 employees here when fully staffed.

“San Antonio is filled with opportunity and creativity, it has a great talent pool, high quality of life, and is experiencing a cultural boom that we’d really like to be a part of,” he said. “The affordability of the city does make it attractive to business(es) and employees.”

The company isn’t receiving any incentives for relocating to San Antonio.

Coors Upgrading Golden, Colo., Plant

When the upgrade is completed, it will be the second largest brewery in the world. The upgrade is part of the G150 project, which celebrates the moment Adolph Coors launched a brewing company in Golden with fellow Prussian immigrant Jacob Schueler in 1873 .

More-efficient fermentation, aging and filtration facilities will be built. The building where beer is stored prior to packaging will also be replaced with a state-of-the-art upgrade, according to Coors.

The existing fermenting, filtering and storage facilities are not being removed as part of the work but instead will be abandoned in place. The new tank farms coming will be replacing surface parking lots and ponds on the property, added the Denver Post.

There will be an anticipated 25% less beer waste and 15% less energy usage on an annual basis, according to Coors. Water usage at the plant should decrease by 100 million gallons per year.

General Beverage to Rep Tanduary in Wis,

"We are excited to add Tanduary spirits to our product lineup, their award winning rum adds to our premium spirits portfolio. Distinctly Filipino, Tanduary differs from many of the Caribbean rums currently found in our local marketplace. Their product offers tremendous depth of character that is unique to their heritage. They offer a diverse portfolio of rums for discerning consumers," said General Beverage Senior Vice President Marketing and Sales Michael Minkoff.

Tanduary is the world's No.1 rum, outselling popular brands like Bacardi, for three straight years now. It sold 20.5 million cases in 2019, an increase from its 20.1 million cases in 2018, according to Drinks International magazine.

Far Niente Launches Post & Beam Winery

Far Niente Family of Wineries & Vineyards (FNFVV), launches [Post & Beam Winery](#).

Named for the simple yet elegant barns that dot the American landscape, Post & Beam is the latest addition to the Far Niente Family of Wineries and Vineyards, joining Far Niente, Dolce, Nickel & Nickel, EnRoute, and Bella Union.

Post & Beam will debut with two wines—a 2018 Napa Valley Cabernet Sauvignon (SRP \$50), and a 2019 Napa Valley Chardonnay (SRP \$35).

"We are excited to be able to bring Post & Beam wines to those looking for an indelible Napa Valley wine drinking experience," said **Steve Spadarotto**, CEO of the Far Niente Family. "With this new brand, our portfolio will have the potential to engage both current and new consumers at various price points, from everyday luxury to special occasion wines. Post & Beam continues our tradition of building wineries from the ground up with a focus on quality and authenticity."

At launch, Post & Beam wines will be available for purchase in retail and limited restaurant locations throughout California and direct to consumer at the winery website. Distribution for the brand will continue to expand to more locations countrywide.

Bar Dog Wines Aid Petfinder Foundation

Bar Dog, a range of easy-drinking, affordable wines from California, has provided a \$30,000 grant to the Petfinder Foundation. The Petfinder Foundation is a public charity that works to prevent the euthanasia of adoptable pets by assisting animal shelters and rescue groups across North America.

The Bar Dog Wine Operation Grant will be available, through Petfinder, to qualified no-kill animal shelters and rescue groups in in 2020 and 2021. Grant funds will be used to purchase supplies, food and vaccines for pets waiting in shelter for their forever homes.

To raise awareness of the grant fund and Adopt-a-Shelter Dog month, Bar Dog is teaming up with marketing partners Petfinder Foundation and iHeartDogs with a social media Adoptable Dog Howl-o-Wine Costume Contest. iHeartDogs is an ecommerce site offering specialty pet care products. A portion of proceeds from sales support rescue dog adoption and matching veterans in need with service

dogs.

Non-profit partners include Wags and Walks, PAWS Chicago, Animal Rescue of New Orleans, Dogwood Animal Rescue Project, and Humane Societies of Charlotte and Tampa Bay. These organizations will submit photos of pups waiting for adoption sporting their Halloween look.

The dogs of *Howl-o-Wine* will be featured on the Bar Dog Instagram account and the organization tagged to give both dog and rescue organization exposure. The goal is to encourage and increase dog adoptions throughout the month of October and beyond. Followers and fans may vote on their favorite adoptable animal with \$1000 going to the winning dog's organization and \$250 to each rescue partner. One lucky voting fan will be selected at random to receive a Grand Prize—a set of custom YETI dog bowls and \$1000 donated in their name to the no-kill rescue organization of their choice.

Austin Eastciders Collaborates to Offer A Hard Cider-Infused Ice Cream

Austin Eastciders and NadaMoo! are offering a new limited-time-only cider-infused hard frozen dessert. The beloved Austin brands have collaborated to bring locals a delicious new small batch NadaMoo! concoction that is creamy and decadent, yet dairy-free, gluten-free and plant-based with real Austin Eastciders cider for a boozy bonus of 3% ABV. This is an indulgent treat for those who are 21 and over.

"We have always been focused on commitment to quality ingredients and flavor, so we could not be more excited to partner with a like-minded company in the better-for-you space, like NadaMoo!," shares **Dave Rule**, VP-Marketing at Austin Eastciders.

Austin foodies and fans can look forward to trying the hard frozen dessert treats in four flavors.

Stranahan's Colorado Whiskey Adds to Line

Stranahan's Colorado Whiskey introduces **Stranahan's Blue Peak** to its line of Rocky Mountain whiskeys. The pioneering Denver distillery couples Stranahan's high altitude distillation process and aging methods with a Solera finish, a maturation process typically used in wine, resulting in a rich and mellow whiskey. It's 43% ABV. SRP: \$42.99.

Named for a 13-thousand-foot peak in Aspen, Blue Peak is built around a small batch of single malt whiskey that has been hand-crafted at a high altitude and aged for four years in 53 gallon, new American oak barrels with a #3 char. The profile of the aged expression is then expanded through the time-honored Solera process, imbuing the liquid with fruit and butterscotch characteristics.

An approachable, affordable whiskey, Blue Peak is bottled at 43% ABV and available nationwide to purchase for \$42.99 at fine retailers nationwide.

Campari Launches New Digital Campaign

The content invites viewers to discover their own Red Passion, recognizing the force that lives inside them, and embracing the challenge to give it shape in the path to creation.

The new Red Passion campaign is the latest in a long-standing series of unique, creative collaborations as Campari partners with ground-breaking artists, spanning creative expression across a variety of fields, from dance, to bartending to music and filmmaking. Showcasing how each individual has followed their passion and gone beyond the ordinary **Matt Lambert**, a true Red Passion advocate at heart, developed this series of evocative video clips where the protagonists shift into and embrace their Red Passion in a way that is perfectly depicted to inspire others.

The [visuals](#) include evocative bursts of color and emotion, depicting creatives in the shift from normal passion to true poignant and profound Red Passion found within themselves, showing spectacular shots and powerful music.

Featuring in the mini-series is disruptive, forward-thinking and entrepreneurial bartender **Monica Berg**, renowned for her extraordinary bartending techniques and awarded most influential person in her industry in 2020.

Alongside, **Bendik Giske** an ultra-expressive and highly talented artist and saxophonist delivers an eye-catching performance throughout, taking his instrument and audience to another dimension in his evolving manifestation of Red Passion.

Avant-garde and energetic director **Margot Bowman**, who, as well as featuring in the short clips, also took part in behind the scenes activity, describes her creative process as follows; "My creative process is pleasurable. I think pleasure is a really important part of it. I am very curious, so everything really starts with curiosity and just a sort of fascination with the world and the people around us."

MJ Harper, a remarkably graceful and expressive performance artist and choreographer whose dance and body language stirred and moved people from all walks of life says about Red Passion and creativity;

The series of videos featuring each artist are part of a wider digital campaign set to guide viewers on their journey to discovering and embracing their inner Red Passion. With Campari as a leitmotiv throughout, the hyper visual assets bring to life passion in all its form and in turn provides beautiful, metaphorical renditions of the most famous Campari cocktails. The videos will start to go live as of the 5th of October 2020 on YouTube, the Campari Website and Instagram with additional videos releasing in November.

Dickel Launches Line of Limited Whiskies

The **Cascade Moon Whisky** series is inspired by Dickel's original Cascade Pure Whisky that used the tagline "mellow as moonlight," strikes a balance between the traditional and contemporary. The first release from the lineup, Cascade Moon Edition No. 1, brings the best of Cascade Hollow to market, with Austin blending a specialized whisky that is inspired by, and features, similar tasting notes found in a gose-style beer.

Cascade Moon Edition No. 1 is an 11-year-old whisky offering savory pretzel-like notes, along with bright and fruity notes of raspberry, pineapple and coconut. At 84 proof (42% ABV), Cascade Moon Edition No. 1 is surprising and unexpected, encouraging you to sip again and again to taste

its unique flavors.

George A. Dickel Distilling is a unit of **Diageo**.

Molson Coors Launches Coors Seltzer

Molson Coors launched **Coors Seltzer** and said for every 12-pack sold 500 gallons of water will be restored. At least 1 billion gallons will be restored during the first year, the company said.

Coors Seltzer is partnering with Change the Course, a program of the national nonprofit the Bonneville Environmental Foundation that specializes in helping its partners implement water restoration and conservation programs and is the leading national corporate water restoration and engagement campaign.

The program will first target 16 iconic river basins within 14 states, including projects for the Colorado, Missouri, Sacramento, and Chicago Rivers. Supported projects are focused on modernizing irrigation, enhancing in stream flows, removing barriers, reducing pollution, and restoring fish and wildlife habitat.

To celebrate Coors Seltzer's launch, the brand plans to make an impact. This past summer, America drank 87 million gallons of hard seltzer,* but most of that drinking didn't do much good. So, Coors Seltzer is going to help get America's hard seltzer craze to "water neutral" by footing the bill on 175,000 12-packs to restore all of that hard seltzer volume consumed.

Barrel Craft Spirits Releases Triple-Bourbon Offering

[Barrell Craft Spirits](#), Louisville, introduced *Barrell Armida*, a blend of three straight bourbon whiskeys finished separately in Pear Brandy, Jamaican Rum and Sicilian Amaro Casks. It's a limited release: Only 3,700 total 750ml bottles will be available, with an SRP of \$89.99.

Armida was bottled at 112.10 proof (56.06% ABV) and is available at select retailers within the brand's current 45 U.S. markets and online via the BCS website at www.barrellbourbon.com

Who & What —

Alcohol & tobacco Tax & Trade Bureau names **Michael Warren** as assistant director for formulation in the Alcohol Labeling & Formulation Division.

Robert Hall Winery hires **Caine Thompson** as Managing Director. Thompson joins Robert Hall Winery after three years as President of **Rabble Wine Co.** He has over 15 years of industry experience.

A to Z Wineworks hires **Leslie Kruempel** as Director of Marketing.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor