

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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Remy Cointreau Buys Champagne House J. De Telmont

Remy Cointreau SA said it acquired a majority stake in Champagne house J. de Telmont. Terms weren't disclosed.

The French drinks maker said it acquired the Champagne house's brands, inventory, production facilities and property assets, including its vineyards in France's Champagne region.

J. de Telmont will be managed by **Ludovic du Plessis**, who will also serve as its chairman. He was previously executive director at Remy Cointreau's cognac brand Louis XIII.

LVMH Wines & Spirits Revenue Slips 3% in 3rd Quarter

LVMH Moët Hennessy Louis Vuitton reports its Wines & Spirits business group saw its organic revenue decline 3% in the third quarter.

That's a significant improvement from the first half, when revenue was slashed the by coronavirus, which resulted in LVMH's wine and spirits revenue down 15% over the first nine months of 2020.

After a significant drop in volumes in the second quarter, the Champagne business saw an improvement in the third quarter in all regions. Hennessy cognac recorded a strong recovery in the third quarter, driven by VS ranges in the context of exceptional stimulus support for consumer demand in the United States.

The Château d'Esclans and Château du Galoupet acquisitions, made in 2019, were integrated in 2020 for the first time, establishing a strong position for Moët Hennessy in the growing market for high-end rosé wines. A new high-end rum, Eminente, launched in the third quarter.

Winery Tastings Show Strength in New York

Don't write off the attractiveness of in-person visits to wineries, distilleries and breweries — at least if the experience of New York State wineries is an indication.

Because of Covid, the wineries transitioned their model from seeking to attract as many people as possible to emphasizing quality of guests and service. Turns out, many think that's working really well.

"The need for advance reservations provides more predictability for staff, and the lack of bus/limo traffic prevents the rowdy behavior typically associated with them," says **Jim Trezise**, president, **WineAmerica**.

Summarizing a recent Zoom call of the **New York Wine Industry Association**, Trezise says increased tasting room fees have met no opposition from customers, who have also been buying more wine per person. The combination of mandated capacity limits, and the popularity of the wineries, has sometimes meant making customers wait or turning them away altogether, which can be difficult and unpleasant but is necessary.

The outdoors-focused service drove many wineries to invest in tents, furniture, café umbrellas and more which will allow them to expand outside again next year with no additional cost, he notes. And the curbside pickup, home delivery, and direct-to-consumer shipping options have supplemented the tasting room sales.

Tourists are saying that even though popular wine trail events have been cancelled, they're coming anyway, Trezise reports. For decades, the Seneca Lake Wine Trail has held its incredibly popular holiday-themed "Deck the Halls" weekends in November, which aren't feasible under current regulations. But all those years of

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success have built a loyal customer base that just keeps on comin' (with advance reservations and social distancing, of course).

Will Online Shopping's Growth Threaten New Product Introductions?

Bev/al marketers may need to rethink their product introduction strategies, which historically have relied — at least for wine and spirits — on on-premise venues.

That's because across consumer groups, online channels have become the most critical shopping resources for constrained consumers—those whose income and spending have been significantly curtailed or constrained due to unemployment, furloughing or other COVID-19-related challenges, a new Nielsen study suggests.

Today, these consumers have matured into online super users, even if they occasionally opt to buy in traditional brick-and-mortar stores., Nielsen says.

Bev/al marketers have traditionally relied upon on-premise samplings as a key part of their product introduction process. But if consumers increasingly buy online, that may present fewer opportunities to introduce products at a local retailer.

Advertising on mass media, such as cable or broadcast networks might be one way. Maybe social media will carry the day. Maybe couponing to allow purchase at no cost of a small sample. Maybe including a small sample size in bev/al orders being picked up or delivered to homes.

Or maybe the solution, especially for higher-end products, is more winemaker or distiller dinners. The problem, of course, is that by definition you don't reach a lot of people at any one dinner.

Regardless of what the solution might be, it's pretty clear this is an issue bev/al marketers need to consider. That's because after the pandemic-induced extended stay-at-home periods, omnichannel shopping is becoming further entrenched as the future norm, with e-commerce growth eclipsing physical stores along the way. Nielsen's [Global New Shopper Normal Study](#) found that only 9% of global consumers were regularly shopping online before the COVID-19 pandemic.

But as restricted movement orders forced consumers indoors, online adoption skyrocketed, with 27% of global consumers starting to shop online for the first time. In May 2020, 44% of global consumers said they were shopping online each week, with 23% reporting shopping online multiple times each week.

For constrained consumers, these indicators are even more significant: 31% are new to online shopping and 30% are shopping online multiple times per week, versus only 18% of insulated consumers. Twenty percent of constrained consumers are now regularly using online as their most frequented channel.

Early hurdles to more widespread e-commerce adoption, namely delivery costs, have largely faded, with many retailers altering their online value propositions simply because it allows them to cast a much larger net.

"With more frequent search and shopping patterns, constrained consumers may be prepared to forego expedited delivery times in exchange for free delivery," says Wing-

field. "They're also more likely to plan their purchases to coincide with free delivery days and times. E-commerce retailers could look to lock in these consumers' loyalty with preferential pricing and promotions on essential product ties."

Driven by frugality, constrained consumers are now the most active omnichannel shoppers: Compared with insulated consumers, they search more online, browse more frequently, pay closer attention to pricing, and they have more time to do so. And the savvy retailers that see this activity will remove or minimize previous adoption hurdles to ensure that any and all consumers stay online and make a purchase once they find it.

With constrained consumers viewing online channels as a key resource for managing their spending, it's critical for brands and retailers to understand the intentions, actions and attributes that will influence shopping habits across missions, frequencies, repertoires and the search for value. Importantly, discounters have historically been a key resource for shoppers with limited funds. The discount channel, however, is among the least present online. Aldi, for example, just kicked off [a click-and-collect trial](#) in the U.K., its first foray outside of the brick-and-mortar realm. The grocery chain also recently launched a rapid delivery service.

Bacardi Cuts Packaging Waste 25%

The new online gift packs which use 25% less packaging will be available exclusively from Amazon for Grey Goose and Martini Non-Alcoholic aperitivo can be shipped to online shoppers without any additional packaging.

The packs are made entirely from cardboard certified by the Forest Stewardship Council.

The packaging won't be available in the U.S., but will be available in the UK, Germany, France and Italy.

Global Ale Market Seen Growing 6% a Year

The global ale beer market size is poised to grow by USD 42.74 billion during 2020-2024, progressing at a CAGR of almost 6% throughout the forecast period, according to the latest report by Technavio. The report offers an up-to-date analysis regarding the current market scenario, latest trends and drivers, and the overall market environment. The report also provides the market impact and new opportunities created due to the COVID-19 pandemic.

The growing demand from millennials will be a significant factor in driving the growth of the ale beer market. The expanding multicultural group of consumers and the prevalence of social media have resulted in increasing awareness about the authenticity of various types of alcoholic beverages, including ale beer among millennials. Moreover, breweries are also hosting trivia nights and themed nights which further boosts the demand for alcoholic beverages, such as ale beer. As millennials account for a large part of the global population, the rising demand for ale beer from this consumer segment will fuel the growth of the market during the forecast period.

The major ale beer market growth came from the on-trade distribution channels segment. Rising popularity of

pubbing and nightlife among millennials and increasing consumption of ale beer at bars and pubs will drive the sales of ale beer through on-trade distribution channels, the study says.

APAC was the largest market for ale in 2019, and the region will offer several growth opportunities to market vendors during the forecast period. Increasing GDP, developing economies, rising per capita income, increasing disposable income, and vendor expansions are some of the significant factors contributing to ale beer market growth in this region.

Don Julio's New Campaign Honors Founder

Tequila Don Julio is honoring the legacy of late founder Don Julio González with "A Life Devoted to Tequila Making" a new global advertising campaign launching first in the U.S., the largest marketing effort from the brand to-date. The body of work illustrates González's unconventional yet legendary methods that resulted in the creation of one of the world's highest quality tequilas meant to be enjoyed in celebration with friends and family.

"We are proud to introduce the 'A Life Devoted to Tequila Making' campaign in honor of the incredible yet unconventional legend of our founder Don Julio González as told by the true stars who have helped to share Don Julio with the world – the bartenders," shares **Christina Choi**, Senior VP-Tequila, **Diageo North America**.

"Don Julio didn't set out on his tequila making journey for fame or money, but rather he was devoted to crafting the highest quality tequila to enjoy with friends and family. Our friends and family in the bar and restaurant community are equally devoted, and we owe it to them to show our support, which is why we're donating an additional \$25,000 to the Restaurant Workers' Community Foundation, a valued partner throughout this pandemic."

1800 Tequila Official Tequila of LA Rams

It's the brand's first professional football sponsorship.

As part of the partnership, 1800 Tequila will offer the *1800 LA Rita*, a specialty cocktail that can be enjoyed at-home by purchasing a bottle of 1800 Silver and following a version of the recipe on 1800tequila.com. An additional integration includes blocks of LED lighting within the stadium during Rams home games, proudly promoting 1800 Tequila as an official partner.

"As 1800 Tequila's first official football partnership, we raise a glass to the Los Angeles Rams and the opening of the new stadium," says Mike Keyes, President & CEO of Proximo Spirits. "By becoming the Official Tequila of the team, we mark our long-term investment in the Southern California region, where we both share a passionate fanbase. We are looking forward to celebrating gameday and the Los Angeles Rams winning spirit by upgrading the at-home tailgate experience with 1800 Tequila and the *1800 LA Rita* cocktail."

Guinness Launches Give-Back Pack

Guinness announced the launch of a new limited-edition **Guinness Gives Back** pack.

For every Guinness Gives Back pack produced, Guinness is donating \$1 (\$750,000 collectively) to charitable organizations in the U.S. Four regional versions of the pack are

available in New York (metro area and New York State), California, Chicago and Boston. In other areas of the country, a national version is available. Each pack has a designated charity that will receive a donation.

EU Gets WTO OK to Impose \$3.99 Billion In Tariffs on Spirits, Wine, Boeing Jets

Distilled spirits, wine and Boeing jets are among the products on which the European Union can impose tariffs totaling \$3.99 billion, the World Trade Organization said. The announcement follows another WTO decision authorizing the U.S. to impose \$7.5 billion on Airbus SE jets and other European products.

The dispute over aircraft subsidies is the longest trade dispute in the World Trade Organization's history.

Robert Lighthizer, the U.S. Trade Ambassador, said the EU has "no lawful basis to impose tariffs" because U.S. subsidies for Boeing have already been repealed. "Any imposition of tariffs based on a measure that has been eliminated is plainly contrary to WTO principles and will force a U.S. response," he said.

Announcement of the potential levies brought a swift response from the **National Association of Beverage Importers and Distilled Spirits Council of the U.S.**

"Now that the battle lines are drawn and the strength of each other's armaments is known, NABI urges the U.S. Trade Representative and the Trade Commissioner of the European Union to agree to 180-day truce for real settlement negotiations to move forward and conclude successfully," NABI President **Robert Tobiassen** said.

DISCUS expressed hope that "instead of further escalation, the U.S. and the EU will come back to the negotiating table and agree to the immediate and simultaneous removal of tariffs on U.S. and EU distilled spirits with a commitment

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not to impose any additional tariffs on other distilled spirits. The EU previously indicated it may impose tariffs on U.S. rum, brandy and vodka in this dispute. The escalation of tariffs on the distilled spirits sector, by either the U.S. or EU, will only increase harm to our industry, which is unrelated to the trade dispute.

"The spirits industry and hospitality sector are facing incredible economic harm due to the mandatory closings of restaurants, bars and distillery tasting rooms in response to the outbreak of COVID-19. An immediate restoration of duty-free access for all distilled spirits is essential to returning our industry to supporting jobs on both sides of the Atlantic."

Despite tough talk in press releases by both the USTR and EU, Tobiassen saw "some hope" noting both sides had offered reconciling comments. USTR said the U.S. has shown "restraint" by not imposing tariffs on the entire \$7.5 billion and saying the U.S. is determined to find a solution to the civil aircraft subsidies that would restore "fair competition and a level playing field to this sector."

The EU Trade Commissioner noted that retaliatory tariffs aren't in the interest of either side, "particularly as we strive to recover from the Covid 19 recession."

Ohio Gov. Makes Cocktails-to-Go Permanent

Ohio Gov. Mike DeWine (R) signed a bill making cocktails-to-go permanent in Ohio, making the state the second in the nation to make a cocktails to-go measure enacted in response to COVID-19 permanent.

The move was immediately praised by the **Hospitality Recovery Coalition**, an initiative led by the **Distilled Spirits Council of the U.S. (DISCUS)** in partnership with the **American Distilled Spirits Alliance (ADSA)**, the **Council of State Restaurant Associations (CSRA)**, the **National Restaurant Association** and **TIPs**.

"During these unprecedented times, [Governor DeWine has] listened to the plight of Ohio's restaurants and bars as they struggled to cope with the challenges posed by COVID-19," the Hospitality Recovery Coalition letter reads. "Cocktails to-go provided a much-needed lifeline for struggling on-premise locations and prevented the permanent closure of many of these businesses. Now that this measure is permanent, hospitality businesses have increased stability despite the uncertainty surrounding the pandemic."

Currently, 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. Iowa became the first state to make a cocktails to-go measure in response to COVID-19 permanent on June 29. Other states, including Texas, Florida, Oklahoma and the District of Columbia are also considering making their policies permanent.

Brown-Forman Buys New Zealand RTD Firm

Brown-Forman Corp. agreed to buy Part Time Rangers Holdings Ltd., based in New Zealand. Part Time Rangers produces spirit-based ready-to-drinks (RTDs) with all-natural fruit flavoring. Terms weren't disclosed.

"The acquisition of Part Time Rangers is a targeted investment for us and will help us grow in a key category in New Zealand and, in the future, Australia," said **Lawson**

Whiting, President/CEO. "Along with our Jack Daniel's Tennessee Whiskey and RTDs, we believe we will have greater diversity in the RTD category."

"What is appealing and unique about Part Time Rangers is that it offers a range of low calorie, spirit-based RTDs for consumers to enjoy, while making a difference in our world through its charitable donations supporting wildlife conservation and ecosystem preservation," said **Eveline Albarracin**, Vice President, Managing Director, Australia/New Zealand/Pacific Islands, Brown-Forman Corp. "Part Time Rangers' growing consumer base in New Zealand will provide our business with an exciting opportunity to broaden and strengthen our existing RTD portfolio footprint in New Zealand, Australia, and potentially beyond."

Part Time Rangers was founded by brothers Oliver and William Deane in 2018. The company currently offers a range of six RTD products including Lime Vodka, Passion-fruit Apple Vodka, Apple Lime Rum, Strawberry Raspberry Gin, Ginger Lime Whiskey, and Apple Lemon Gin. Part Time Rangers supports local and global wildlife and ecosystem preservation initiatives. This conservation focus complements Brown-Forman's overall commitment to advancing environmental sustainability.

Marie Brizard Sells Moncigale To Grand Vins JC Boisset

The decision to sell was based upon a review in which Marie Brizard Wine & Spirits realized it doesn't have the synergies necessary to Moncigale to grow within the MBW group. Terms weren't disclosed.

Moncigale has been experiencing a sales decline for several years, MBWS said, a result of a drop in wine and flavored wine-based drinks in the U.S. As Moncigale's core market is located at the intersection of private label and corporate brand wine and wine-based beverage markets, MBWS' position primarily based on spirits does not allow it to create the synergies necessary for Moncigale's growth within the group.

William Chris Vineyards, Lost Draw Cellars Merge

The brands will maintain separate winemakers and portfolios, but the merger will allow both operations to leverage an expanded array of tools to make wine more efficiently for their collective fans. More importantly, together, the companies will expand benefits across the teams, including comprehensive health insurance, wine education programs, and personal development training. Shared access to the best vineyards across the state will allow for more streamlined and efficient production practices while strengthening the merged company's wine program as a whole.

"Andrew and I have been advocating for each other's businesses and brands, as well as scouting vineyards together for years. It's natural to bring our two companies together and provide more resources that will create an amazing place for our teams to work as we continue to share incredible, intentional, Texas-grown wines with the world. This merger just makes it all official. We have been talking about this move for a few years and almost had it wrapped up before

COVID hit, but now we're finally able to take this next step. Lost Draw Cellars is doing incredible work in the Texas wine industry, and we look forward to expanding our shared footprint in the overall North American wine landscape." said Chris Brundrett of William Chris Vineyards.

DISCUS Praises TTB for Swift Action Updating Gluten-Free Label Rules

"We commend the bureau for their quick action in updating their 'gluten-free' labeling policy for distilled spirits and for appropriately and conclusively acknowledging that the distillation process removes gluten from distilled spirits products," said **Chris Swonger**, CEO/President, **Distilled Spirits Council of the U.S.**

"This move provides additional clarity for consumers and allows for more information to assist them in making informed decisions about what products meet their dietary needs. This policy update also provides greater flexibility for industry members in labeling their products."

In its announcement, TTB highlighted the following points:

TTB is continuing to authorize the term "gluten-free" if the product would be entitled to make a "gluten-free" labeling claim under the definition in FDA regulations.

In light of changes to FDA's regulations, TTB is revising its policy to allow the term "gluten-free" for distilled spirits distilled from gluten-containing grains as long as good manufacturing practices are followed that prevent the introduction of any gluten-containing material into the final product.

TTB is continuing to allow labels and advertisements for products fermented from gluten-containing grains to bear a claim that the product was processed (or treated or crafted) to remove gluten, if the claim includes an appropriate qualifying statement and necessary documentation is available to substantiate the claim.

The ruling does not require any changes to approved labels. Instead, it allows greater flexibility for industry members who wish to make voluntary "gluten-free" claims on labels or in advertisements of distilled spirits distilled from gluten-containing grains, subject to the conditions of this ruling.

B-F Foundation Donates \$4 Million To Advance Education in HQ Neighborhood

Brown-Forman Foundation announced \$4 million in contributions to six organizations advancing educational opportunities for the community in and around the west Louisville neighborhoods that are home to **Brown-Forman Corp.**'s global headquarters.

"The Brown-Forman Foundation, in partnership with Brown-Forman Corp., strives to 'be better and do better' as individuals, leaders, and neighbors in Louisville and in our west Louisville home. From early education through to high school success, as well as programs to increase college and career readiness, today's donations represent our belief in these organizations and the important role they play in transforming our neighborhood," said **Lawson Whiting**,

Brown-Forman Foundation Director, and Brown-Forman Corp., President/CEO. "We view these contributions as an investment in our future."

"The Brown-Forman Foundation will continue to look for partnership opportunities to address the effects of systemic racism and disinvestment that our west Louisville neighbors have experienced for far too long," said **Ralph de Chabert**, Brown-Forman Foundation President and Brown-Forman Corporation, Senior Vice-President, Chief Diversity and Global Community Relations Officer. "Investing in education is another step in the right direction in our desire to be better neighbors."

For 1st Time in 3 Years, Michter's Releases a 25 Year Bourbon

"The bourbon that has been selected for this release by **Dan McKee** and our Master of Maturation **Andrea Wilson** is truly extraordinary," commented Michter's President **Joseph J. Magliocco**. "A hallmark of our older whiskeys is that they have beautifully complex character while not being overly oaked," observed Wilson.

As Master Distiller at Michter's, McKee is the ultimate gatekeeper of the distillery's releases. "When I tasted these particular 25 year barrels, I was thrilled about the quality," he said.

The proof of this 2020 release is 116.2, and the suggested U.S. retail price for a 750ml bottle is \$1,000.

Miller Family Wine Acquires BNA Wine Group's Portfolio

Miller Family Wine Co., a division of Thornhill Cos., says it acquired **BNA Wine Group's** portfolio of wines, including the popular **Butternut** brand.

Founded by three wine industry veterans in Nashville, Tenn., BNA Wine Group has earned a nationwide reputation for crafting distinctive California wines that meet consumers' demands in both taste and accessibility. BNA Wine Group's portfolio of premium brands includes the award-winning **Butternut**, **Volunteer**, **Humble Pie** and **The Rule**.

As part of the Miller Family Wine Co.'s multi-year growth plan, the multi-generational family-owned company has acquired BNA Wine Group's brands, thereby expanding their brand portfolio in order to widen their market presence in leading nationwide retail chains and build a more robust offering for DTC channels.

"BNA has done a great job at meeting the demands of consumers by creating on-trend, high quality wines that are widely available," says **Nicholas Miller**, Vice President of Sales and Marketing. "Adding this well-rounded line-up of brands not only gives us the opportunity to expand our reach into retail chains, but also provides the members of our newly launched Miller Family Wine Club with an even more diverse array of wines to try. All in all, we are very excited to bring these brands aboard."

Adds **Marshall Miller**, Vice President of Operations, "We're thrilled to announce Miller Family Wine Company's procurement of BNA Wine Group's collection of brands. Over the past few years, we've looked for new opportunities

to grow our company both thoughtfully and organically, while still finding avenues to reach new consumers in a strategic way. The acquisition of these brands, and Butternut in particular, is a significant step toward those overarching goals."

Wilson Daniels Launches 1st Bisol1542 Prosecco Rose

Fine wine importer **Wilson Daniels** has announced the launch of the first Prosecco Rosé DOC from premiere Italian Prosecco Superiore brand **Bisol1542** which will be released in November (SRP \$16.99). This launch coincides with the introduction of Prosecco rosé by Italy's Prosecco DOC Consortium — a response to the record popularity of both sparkling and rosé wines.

Latitude Beverage Expands Wheel Horse Line with Bourbon

Latitude Beverage Co., in partnership with **Owensboro Distilling Co.** (formerly O.Z. Tyler), is expanding the **Wheel Horse Whiskey** line, adding **Wheel Horse Bourbon**. Following the successful launch of Wheel Horse Rye earlier this year, Latitude continues to collaborate with the historic Kentucky distillery to bring this new Bourbon to life.

Wheel Horse Bourbon was aged between two and four years at Owensboro Distilling, the westernmost distillery along the famed Kentucky Bourbon Trail. Crafted by Master Distiller **Jacob Call**, a third-generation distiller and seventh-generation Kentuckian, Wheel Horse Bourbon is a Straight Bourbon whiskey made from a mash bill of 70% corn, 21% rye, and 9% malted barley.

This whiskey is produced through the traditional sour mash method, distilled in copper stills, and matured in hand-selected, 53-gallon, charred American oak barrels. It is non-chill filtered and bottled at 101 proof (50.5% ABV).

Wheel Horse Bourbon Whiskey is available in California, Colorado, Connecticut, Delaware, Illinois, Kentucky, Maryland, Massachusetts, Minnesota, Missouri, New Jersey, New York, Rhode Island, and Tennessee. Also, after quickly selling out of batch one, the second batch of Wheel Horse Rye Whiskey will be available in these markets in early November. Both expressions have a suggested retail price of \$27.99 for a 750ml bottle, making both the Bourbon and Rye an affordable luxury for whiskey lovers.

Bombay Sapphire Seeks Artists To Design 2021 Gift Pack

Bombay Sapphire, the world's No. 1 premium gin by volume and value, has continued its partnership with renowned contemporary artist **Hebru Brantley** to call on artists across North America to design a unique holiday gift pack, to be produced and sold across the U.S. and Canada in 2021.

As a tribute to the cultural phenomenon of street art, and a nod to the early beginnings of Brantley's career, this unconventional edition will feature a spray can outfitted to house the iconic Bombay Sapphire bottle. The Selected Creator will be chosen by Brantley, and its creator will receive a \$5,000

creative bursary, as well as a mentorship with Brantley himself.

"Back in 2011, I was an up-and-coming artist from the South Side of Chicago and qualified as a finalist for the Bombay Sapphire Artisan Series, which was a turning point in my career," says Hebru Brantley. "I'm excited to be paying it forward by selecting a rising artist to mentor, inspire hope for a better future, and have their work seen on a national platform."

Bombay Sapphire has developed a [creative brief](#) with guidelines for underrepresented artists via [Talenthouse](#) (part of TLNT Holdings), and is accepting design submissions through Oct. 23. The selection process will be led by the Bombay Sapphire judging panel who will identify ten finalists at the end of October. In early November, Hebru will identify the Selected Creator who will receive a mentorship with him to collaborate on the final design of the limited-edition gift pack.

Ceder's Non-Alcoholic Gin Launches in U.S.

Ceder's, a distilled non-alcoholic, juniper-led alt-gin, announces its U.S. launch online and in retail and on-premise locations in Connecticut, Delaware, Maryland, Virginia and Washington D.C. Additional states will follow.

The brand was successfully introduced in the U.K market in 2018 and subsequent international expansion to over 24 markets, with the most recent addition of Canada this past August.

Ceder's is hand crafted and available in four expressions:

- Ceder's Classic (akin to a classic gin, mostly juniper but with floral hints)
- Ceder's Crisp (juniper combined with citrus, cucumber and camomile)
- Ceder's Wild (juniper combined with ginger, clove and rooibos)
- Ceder's Pink Rose (juniper combined with rose and hibiscus)

Ceder's is made from classic gin and exotic botanicals unique to South Africa's Cederberg mountains. Created by husband and wife duo Craig Hutchison and Maria Sehlstrom, the idea for Ceder's was inspired by a visit to Craig's homeland, South Africa.

While visiting the Cederberg mountains of the Western Cape, the couple was drawn to the intriguing indigenous natural botanicals and came up with the idea to distill them into a non-alcoholic alternative to gin in Sweden, where Maria is from. These South African botanicals are combined with pristine Swedish water and bottled in Sweden to create a unique product that provides all the flavor of gin without the alcohol. It is the first alt-gin with four distinct juniper-led flavored drinks.

"The idea for Ceder's came from a wish to create a great tasting, beautifully served alcohol-free drink that had all the rich juniper flavors of a gin but that could be easily enjoyed as an everyday escape," says Founder Craig Hutchison. "With the rapidly expanding interest in low- and no-alcohol beverages across the US, we're confident Ceder's will be an exciting entry in the market."

Brown-Forman Only Bev/Al Company Named To Diversity Best Practices Inclusion Index

Brown-Forman Corp. was the only bev/al company among the 98 organizations that earned a score of at least 60% and a place on the index.

This year, 185 organizations participated in the Diversity Best Practices Inclusion Index, a 25% year-over-year increase. Twenty of those listed on the 2020 DBP Inclusion Index are recognized for superior achievement by receiving an 81% or higher score and qualifying as a Top 10 Percent Inclusion Index Company.

Nine of those listed achieved at least 75% of the available points to qualify as a Leading Inclusion Index Company. Completed applications were collected online from December 2019 through March 2020. Results reveal opportunities for all organizations to target their diversity and inclusion efforts for greater effectiveness.

Diversity Best Practices (DBP) is a division of **Working Mother Media**. The index helps organizations understand trends and gaps in demographic representation, creates a road map to drive internal change, and identifies diversity, equity and inclusion (DE&I) solutions to close the gaps.

Organizations provided data and were measured in three key areas: best practices in the recruitment, retention and advancement of people from underrepresented groups—women, racial/ethnic minorities, people with disabilities, and LGBTQ people; inclusive corporate culture, including leadership accountability; and demographic diversity for women and racial/ethnic minorities.

"The DBP index is very important to us at Brown-Forman," said **Ralph de Chabert**, senior vice president, chief diversity and global community relations officer. "It not only shows us where we land in relation to other participants, but more importantly, it reflects our efforts to truly understand and to take action on the ever-evolving nature of diversity, equity, and inclusion management as well as our efforts to support our ambition to be an even better place to work."

Key findings from the 2020 Diversity Best Practices Inclusion Index are:

Recruitment, retention and advancement: While all of the top 10% require diverse interview slates, requiring diverse panels of interviewers remains less common at 75% of Leading Inclusion Index companies (compared to 45% of companies on the index). One hundred percent of the top 10% and of Leading Inclusion Index organizations, and 97% of those on the index, use employee resource groups to recruit underrepresented talent.

Eighty-five percent of the top 10 percent organizations require gender and racial/ethnic diversity in succession planning (compared with 79 percent of Leading Inclusion Index organizations and 59 percent of companies on the index).

Inclusive corporate culture: Ninety-five percent of the top 10% organizations set percentages goals in diversity (compared with 90% of Leading Inclusion Index companies and 65% of index companies). Sixty-five percent of the top 10% organizations compensate managers for DE&I results (compared with 62% of Leading Inclusion Index companies and 42% of index companies).

Bud Light Encourages Fans To Visit Pumpkin Patch on Sunday

Bud Light is offering those NFL fans brave enough to leave their couch and miss a few NFL Sunday games to visit a pumpkin patch, a chance to win a custom Bud Light mini fridge stocked with a season's worth of Bud Light to enjoy for future Sunday games ahead.

All fans have to do to be eligible is visit a pumpkin patch on Sunday, Oct. 18 and tweet a photo of themselves using the hashtags #PumpkinPatchPayout and #BudLightSweepstakes, to be entered for a chance to win.

Patron Slates Virtual Concert To Benefit Black Artists

Patron will debut the "More Than Tequila Music Series," a virtual benefit concert Tuesday, Oct. 20, on Instagram Live to give Black artists an opportunity to share their talents, gain exposure that is critical to career advancement and have a conversation about community what means them in today's culture.

The virtual music series debuts Oct. 20 and will spotlight and celebrate Black artists and drive donations to support "Backing the B.A.R." custom initiative between Bacardi (PATRÓN's parent company) and NAACP, which provides grants to Black owned Accounts and Retailers providing the resources and education to aid in the critical work of ensuring racial equality in the bar and restaurant industry.

Patron invited fans to join Rapsody and a Patron bartender, Solomon Thomas (@solomonkthomas), on the @patron Instagram channel on October 20 at 6:40PM ET for a pre-show cocktail and conversation about what "More Than Tequila" means and then switch over to the @raposidy Instagram channel at 7PM ET for the live concert.

The first benefit concert will feature Grammy nominated and critically acclaimed feature headliner, Rapsody, and three up-and-coming Black artists: Deante' Hitchcock, GQ and Cyanca.

Mount Gay Rum Intros Port Cask Expression

Mount Gay, the world's oldest running rum distillery dating back to 1703, unveils the **Master Blender Collection: The Port Cask Expression** (SRP: \$175). It's the third limited-edition in the exclusive series that celebrates over 300 years of expertise.

Created by the Distillery's first female Master Blender, **Trudiann Branker**, Port Cask pushes the boundaries of rum-making by incorporating the use of Tawny Port casks for the first time in Mount Gay's history. The result, a complex blend that is in line with the signature Mount Gay Rum profile, but with a twist; giving notes of cherry, dried fruit, oak, prune and almond on the palate.

Budweiser Shows Halsey's Rise to Fame

Budweiser announces a partnership with chart topping, multi-platinum, Grammy nominated singer/songwriter and social activist, Halsey, unveiling a new film titled: "[Make Your Name – Be a King](#)." The globally recognized talent stars in the film highlighting her amazing story of self-belief in rising from New Jersey teenager Ashley Frangipane to

award winning musician Halsey. Fueled by her ambition, the film shows her journey to overcome adversity by finding the inspiration for both her music and her stage name.

"Make Your Name – Be a King" follows her metamorphosis from Ashley to Halsey, bringing the viewer on an emotional journey as she relentlessly pursues her path to stardom.

Through never-before-heard poetry, Halsey describes how Ashley found inspiration from daily subway rides and ultimately adopting her stage name from the Halsey station stop on the New York City subway. Armed with only determination, dreams and a pen, Halsey's attitude and self-belief enabled her to step up and find success to be crowned a global King of music.

"I was so honored Budweiser found my story compelling enough to recreate in such vivid detail. New York City often felt like a kingdom in itself. My days tucked away writing music in the underbelly of New York often felt bleak and hopeless, but they were colored with the fantasy of one day exploring the magnitude of it all and dominating it in my own way.

"I wrote songs on the subway that I later performed on a sold-out stage at Madison Square Garden and it was in this moment I truly felt like a King, in this once ungraspable city," said Halsey. "I wrote the poem accompanying the film to tell my younger self to save up all of her rage and excitement and confusion because one day, on that stage at MSG, I would feel it all explode and burst forth from me. I would finally be a king in the city where I made my name."

SGWS Provides Online Diversity And Inclusion Class to High Schools

Southern Glazer's Wine & Spirits expanded its existing relationship with leading social impact education innovator EVERFI to fund diversity-themed online education courses for high school students in Miami-Dade and Broward Counties in Florida, and Dallas and Collin Counties in Texas.

The initiative extends the mission of the Southern Glazer's internal C.H.E.E.R.S. to Diversity employee program to local communities by providing educational opportunities that empower individuals to reach their fullest potential. C.H.E.E.R.S. stands for Connecting, Hardworking, Educating, Empowering, Respecting, and Serving.

"We are incredibly proud to help make both the 306: African American History and Diversity Foundations for High School courses available to schools in both of our headquarters' markets," said Terry Goods, Senior Director, Diversity & Inclusion for Southern Glazer's.

Dolores Cakebread, Cofounder Of Cakebread Cellars, Dies at 90

She understood the importance of tourism and hospitality to Napa Valley's potential success. The Cakebread winery became known for its cuisine driven by fresh, local pro-

duce. She and her husband published the [Cakebread Cellars Napa Valley Cookbook](#) in 2003.

Halloween Not Cancelled by Covid: Bacardi

Despite the continued rampages of Covid-19, 53% of Americans still plan to dress up in costume for Halloween. That's one of several fascinating findings in a just-released survey conducted for **Bacardi Ltd.**

But this year, get-togethers are primarily online. Nearly 30% said that their top Halloween essential was a strong WiFi connection or a themed background for their video call. When it comes to Thanksgiving, more than 50% of Americans don't think that turkey should take center stage at the table, and with traditions upended anyway, they're no longer shy about admitting it! The country does have a great fondness for pie and fruitcake, though, with a staggering 70% saying that the sweet treats are essentials for the holidays.

Spiced cocktails and egnog also made the cut with close to 40% claiming they'll be drinking more of these festive libations this year. Vodka continues to hold its crown as the most popular category in the United States, with 23% of respondents saying it will be their spirit of choice this winter, followed by whisky (18%) and tequila (11%).

While Holiday Punch, Espresso Martini, and the Old Fashioned are top cocktail choices this season, people are showing a more mindful approach to drinking – over 60% plan to enjoy a low ABV option this season. The spirits premiumization trend appears to be unstoppable, with 47% saying that a premium spirit is crucial for a fabulous cocktail.

Having spent lockdown sharpening their cocktail-making skills, many are making drinks at home versus going out on the town. Cocktails are getting a shakeup, with nearly 20% planning to challenge themselves to use Sriracha, olive oil (15%), and maple syrup (24%), showing that ingredients from the cupboard won't cramp your style. People also have strong opinions on who they'd choose to enjoy cocktails with – holiday entertaining guru Martha Stewart came out on top over Ina Garten, with 78% of Americans voting for her.

Who & What —

Responsibility.org names Retired Marine Corps Major General **Arnold Punaro** to its National Advisory Board. Major General Punaro has been named one of the 100 most influential individuals in U.S. defense and is CEO of The Punaro Group, a Washington, D.C.-based national security consultancy.

Continued Success,
KANE'S BEVERAGE WEEK,



JOEL WHITAKER, Editor