

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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10,000 Craft Spirits Workers Face Loss of Jobs If Craft Beverage Tax Relief Isn't Extended

Nearly 10,000 craft distiller employees will lose their jobs if the Craft Beverage Modernization and Tax Reform Act (CBMTRA) isn't passed. Failure to renew the lower tax rates included in the measure will also result in a 40% reduction in U.S. craft spirits production.

That's according to the **American Craft Spirits Association (ACSA)**, which urged Congress to pass the Craft Beverage Modernization and Tax Reform Act (CBMTRA) before it expires Dec. 31, 2020. This permanent or temporary FET relief would prevent a 400% tax increase for all craft distillers, who are already struggling to recover from the devastating and ongoing impact of COVID-19. If Congress takes no action, FET will revert to \$13.50 per proof gallon, as opposed to the current, temporary rate of \$2.70, come January 1, 2021.

Despite the fact that 85% percent of ACSA's surveyed distilleries produced hand sanitizer in an effort to support their communities in crisis, the impact of an FET increase amplifies the burden distilleries are already facing as a result of COVID-19. The pandemic forced most producers to fully close or dramatically reduce capacity of their tasting rooms (typically the largest sources of revenue for these capital-intensive businesses) and nearly eliminated sales from bars and restaurants. According to a November ACSA member survey:

- Nearly 80% of craft distillers have eliminated jobs or cut staff hours as a direct result of COVID-19.
- Nearly half of craft distilleries have cut production (48%).
- 50% of distilleries have reduced their ingredient and supply purchases, creating a direct impact on the peripheral industries supported by distilling.

Global Wine Sector Seen Growing 4.2% Through 2024

That's according to a new study from **Research & Markets**, which values the global wine sector at \$372.48 trillion in 2019. If it grows 4.2% a year it will reach \$456.96 trillion in 2024.

The Americas was the third largest market in the global wine sector with value sales of \$72.76 trillion million, accounting for a share of 19.5% in 2019. Americas is set to grow at a value and volume CAGR of 1.7% and 0.9%, respectively, during 2019-2024., the study says.

Canada, the US, Mexico, and Peru were shortlisted as high-potential countries, primarily due to the large wine sector size, projected high-value growth rates, and projected rising per capita value growth levels.

The top five companies in the American wine sector accounted for a volume share of 40.6% in 2019, of which **E. & J. Gallo Winery** held a share of 15.6%, with presence in all categories. It was followed by **Constellation Brands, Inc.** (10.9%), **Wine Group LLC** (8.2%), **Grupo Penaflo** sa (3.0%), and **Fecovita Coop** ltda (2.9%). Private labels held a 2.4% volume share of overall sales in 2019. Hypermarkets & supermarkets was the leading distribution channel in the Americas wine sector, with a volume share of 40.7% in 2019. Glass accounted for 85% of packaging.

On-Premise Depletion Seen at Half of Prior Year Share Level

"The situation in the on-premise is nothing short of catastrophic and continues to get worse every day. We anticipate on-premise share of total depletions to be

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around 9.5% for spirits and 7.5% for wine by the end of 2020 – nearly halving pre-COVID numbers,” says **Dale Stratton**, an analyst for **SipSource**, a unit of **Wine & Spirits Wholesalers of America**.

In February, on-premise accounted for 18.6% of total spirits depletions and 14% for wine. By the end of September, on-premise share was down 12.1% and 9.2%, respectively, according to SipSource data.

Twelve-month rolling trends for wine and spirits combined on-premise dropped from -0.4% in February to -23.4% at the end of June. The continued losses in on-premise have softened over the last four months, ending down at -33.5% in September, but new cases of COVID-19 are rising significantly across the country, which could lead to further restrictions and greater losses.

In sharp contrast to on-premise, off-premise sales have been the lifeline of the industry this year. Overall, total trends for both on- and off-premise depletions for both wine and spirits have improved 300-basis points since February, moving from down -0.6% to up +2.4% at the end of September. Off-premise spirits sales continue to be the growth driver and are up an incredible +5.3 percent. For the first time since September 2018, wine has moved into positive territory, up +0.1 percent.

“It is clear the consumer is comfortable moving their on-premise cocktail experience into their home,” said Stratton. “On the spirits side, consumers generally continue to drink the same products as they did prior to the pandemic. However, the price tier data shows all but one of the product segments in the Popular price tier in decline, revealing that consumers are seeking out higher-end brands within those segments. Further evidence of a trade up in spirits is that the four fastest price tiers are Super and Ultra-Premium priced U.S. Straight Whiskey and Tequila, growing between +11.8% and +22.7%.”

Early in the pandemic, the premiumization trend diverged significantly for wine as consumers rushed towards large value-oriented packaging in March and April. However, consumer patterns seem to be returning to normal, pre-pandemic varietal choices. Champagne, which is a large-dollar contributor, is starting to rebound after hitting a low of down -5.2 percent in May is gaining momentum every month heading into the important holiday season and is down only -1.5 percent at the end of September.

Spirits Highlight – Consumers Continue to Reach for Top Shelf Tequila: “Tequila continues to be a powerhouse and solidified itself as the third largest volume category in spirits. We were nervous about Tequila trends due to its strength in the on-premise but shouldn’t have been surprised when consumers transitioned to home use with ease. Premiumization continues as reflected in the Super and Ultra-Premium segments up +13% and +22.7% respectively,” said Stratton

Wine Highlight – Vermouth is the Modifier of Choice for At-Home Mixologist: “Let the Martinis, Manhattan and Old Fashioned cocktails flow! The growth of Vermouth supports the trend of home mixology. Vermouth is up +6.0 percent and has gained 790-basis points in growth since February. It is possible there may never have been more households with a bottle of Vermouth in them

than today,” said Stratton.

Spirits Highlights — Cognac Sees Uncharacteristic Seasonal Growth: “Clearly the perception of Cognac as a winter-oriented drink did not hold true this year as growth rates moved from up +10.8 percent in June to up +27.4 percent in September. The growth rates are strong in all regions but especially so in the South, which is up +34.8 percent,” said Stratton.

PLCB Waives Licensing Fees

Pennsylvania Liquor Control Board (PLCB) approved forgiveness of an estimated \$1.8 million in license fees in 2021 for wineries, breweries and distilleries.

SoBe Founders Invest in 'Merican Mule RTD Canned Cocktails

The Bishop Family, founders of **SoBe Beverages** and the Blue Buffalo line of pet food, made a major investment in ‘**Merican Mule**, one of the fastest growing Ready to Drink canned cocktail brands.

“While there are many Ready To Drink cocktail products on the market, we were eager to invest in ‘Merican Mule given the brand’s distinct positioning and outperformance of the canned cocktail category’s rapid growth, which per Nielsen has increased over 90% compared to 2019,” said **Billy Bishop**, a partner in the Bishop family’s Seminole Investment Management group. “Since the brand’s introduction, they have steadily grown and are now available in 12 states across New England and the Southern U.S. with tremendous growth potential ahead.”

The Bishop Family will also become active advisors to fellow Connecticut native and ‘Merican Mule’s CEO, **Dean Mahoney**.

“The Bishops have proven their ability to build big businesses from scratch,” said Mahoney. “They helped take SoBe Beverages from an idea to sales of \$220 million in just four years, and then built Blue Buffalo from a white paper concept to sales of over \$1 billion before selling to General Mills in 2018 for \$8 billion. We couldn’t be more proud to welcome the Bishop Family to the ‘Merican Mule family and are eager to see what success will come of this new partnership.”

David Holmes, who is credited with creating the Hard Seltzer category with SpikedSeltzer (now **Bon & Viv**) before selling it to **AB InBev** in 2016, also joins the company as a strategic advisor. He currently serves as partner of **Knockback Partners**, which invests in beverage companies. ‘Merican Mule’s line of five cocktail blends is available at over 2,000 retail locations in 12 states including Total Wine & More, Bevmax, Whole Foods and Target, at a suggested retail price of \$12.99 to 14.99 and an ABV of 7%.

Brown-Forman Boosts Payout For 37th Consecutive Year

Brown-Forman Corp. increased its quarterly cash dividend on its Class A and Class B Common Stock by 3.0% to \$0.1795 per share from the prior quarter’s \$0.1743 per share. As a result, the indicated annual cash dividend will rise to \$0.7180 a share from \$0.6972 per share., paya-

ble Jan. 4 on stock of record Dec. 4.

Yuengling Expands Tampa Facility

D.G. Yuengling & Son, Inc. broke ground on the revitalization of its Yuengling Tampa Campus. The new campus, slated to open in early 2022, marks Yuengling's continued commitment to the Greater Tampa Bay community and the area's growing tourism and local craft beer markets.

"Since purchasing the brewery in Tampa in 1999, we have been proud to be a member of the Greater Tampa Bay community," said **Wendy Yuengling**, chief administrative officer and sixth generation family member, D.G. Yuengling & Son, Inc.

"We continue to look for meaningful ways to show our support for this thriving area from our work with the University of South Florida's Brewing Arts Program which provides scholarships for veterans interested in pursuing brewing education, to our partnership at The Yuengling Center where we've been able to increase our support of the local community over the years. We consider Florida our second home, and we are excited to invest further in the Tampa community by offering Floridians and tourists an immersive experience into our brands, how our beers are made, and our rich history as America's Oldest Brewery."

The revitalization will feature an array of first-class amenities which will appeal to the Greater Tampa Bay community and tourists from around the country, including:

- State-of-the art pilot brewing system
- Restaurant serving fresh, local cuisine
- Private dining and conference rooms
- Digital interactive history, artifacts and advertising memorabilia from Yuengling's 191 year history as an American Owned and Family Operated Brewery
- Outdoor recreation area and beer garden
- Multi-use concert and entertainment pavilion
- Expanded gift shop and coffee bar
- On-site 15-story hotel
- Design character that reflects Yuengling's rich industrial history as America's Oldest Brewery

To lead the new Yuengling Tampa Campus, Yuengling hired **Brent Wertz** as their new vp-hospitality. Wertz will oversee the development and opening of the new Tampa Campus. Brent brings 30 years of extensive experience in food and beverage and is a graduate of the Culinary Institute of America.

Yuengling's Tampa brewery is the company's largest production facility of its three breweries, with two other breweries in Pottsville, PA.

TTB Establishes Tehachapi Mountains AVA

The "Tehachapi Mountains" viticultural area encompasses about 58,000 acres in Kern County, Calif. The Tehachapi Mountains viticultural area is not located within, nor does it contain, any established viticultural area.

The new AVA results from a petition from **Julie Bell of Per La Vita LLC** on behalf of local vineyard owners and

winemakers.

The proposed Tehachapi Mountains AVA contains approximately 58,000 acres and has 6 commercially-producing vineyards covering approximately 25 acres, as well as 1 winery. The distinguishing features of the proposed Tehachapi Mountains AVA include its topography and climate.

Fewer than 20 California Wineries Suffered Severe Wildfire Damage

Fewer than 20 of California's 4,200 wineries reported significant damage from wildfires this year, **Wine Institute** says, adding that California winemakers say they are excited by the quality of the 2020 vintage. The 2020 vintage is expected to be smaller than usual, partially because of smoke damage to grapes in some regions.

Napa Valley's white wines fared especially well. "The Chardonnay has wonderful fruit character and great stone fruit flavors," says **Jon Ruel**, CEO, **Trefethen Family Vineyards**. "It's a little lower in acid than normal, reflecting the warmer vintage. I also think this is going to be a classic vintage for our Riesling."

Ruel decided not to pick some later-ripening reds due to smoke concerns, however other Napa wineries are assessing their red wines and will produce Cabernet Sauvignons and other reds. "I've had a chance to taste our Pinot Noir and Cabernet Franc," he said, "and they taste great."

Nebula9 Picks RNDC for Distribution

Nebula9, an artisanal vodka that is uniquely four times distilled and infused with organic drinking vinegar, announces a distribution partnership with **Republic National Distributing Co./Young's Market Co.**

The agreement with RNDC/YMCO, begins January 2021 with initial placement for Nebula9 in 276 liquor stores

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across Oregon. The new partnership will also establish on-premise relationships on behalf of Nebula9 in the Pacific Northwest region.

Blake's Hard Cider Enters Florida

Blake's Hard Cider (BHC) is the largest craft cidery in the Midwest. With the entry into Florida, it will now be available in 19 states. **Cavalier Distributing** will represent the brand in Florida.

Blake's 2020 sales are up more than 66% in same makret sales and 77% in shipments.

"Florida is a natural fit for BHC. Blake's fans really drove this decision," said Andrew Blake, founder of Blake's Hard Cider. "We are a Michigan-based company and many Michiganders spend a lot of time in Florida during the colder months. BHC fans have been asking us to bring our ciders to Florida for a while and we are excited to finally offer our authentic craft ciders in Florida now and grow our BHC consumer base there."

6 O'Clock Gin Launches in Florida, Georgia; Other States to Follow

Artisanal British gin brand **6 O'clock Gin** launches its products in select cities in Florida and Georgia, soon followed by other states. **Republic National Distributing Co.** is the distributor.

The American launch of the Bristol, England, craft spirits maker comes just over two years after a group of Tampa-based investors and self-described gin nerds fell in love with them during a visit to family-run artisan spirits maker **Bramley & Gage** and decided to introduce the small-batch gins to the U.S.

"We'd literally traveled the world in search of exciting new gins, and when we tasted these, we knew we had to share them with fellow Americans," said **Daniel Martinez**, director of 6 O'clock Gin U.S. operations.

Of the U.S. launch, 6 O'clock Gin Head Distiller **Michael Kain** said: "After three decades of crafting our unique gins for the best bars and retailers in the U.K., now's the time our American cousins enjoy them, too."

Among 6 O'clock's products now available in the U.S. are its flagship London Dry, Brunel, Damson and Sloe gins.

Principals in 6 O'clock Gin's Tampa-based U.S. subsidiary include veteran banking executive **Susie Martinez**, her son **Daniel**, and **Robert Rothman**, CEO of Black Diamond Capital and an owner of Washington, D.C.'s National Football League team.

One of the original pioneers of the U.K. gin boom back in 2010, family-owned craft gin brand, 6 O'clock Gin maintains its long-held family tradition of enjoying a gin and tonic cocktail at six o'clock, a very British custom, still enjoyed at the distillery and shared by gin-lovers all over the world.

Rogue Ales Launches Single-Barrel Project

Rogue Ales & Spirits is launching the Single Barrel Project whiskey series, a limited-series of one-off single barrels of Rogue whiskey that have been finished in unique ways. Rogue is the only farmer-brewer-distiller-cooper in the U.S. and because of this, Rogue is able to handcraft innova-

tive products such as this Single Barrel Project at its headquarters in Newport, Ore.

"After opening our Rolling Thunder Barrel Works cooperage in 2015, we became fascinated with exploring the impact that different types of wood impressed on the flavor, aroma and taste of our whiskeys," says **Jake Holshue**, Rogue Spirits Head Distiller. "We created Single Barrel Project as our way to explore that curiosity through finishing Rogue whiskey in unique barrels and uncommon wood varieties, oftentimes in a non-replicable way, and always one barrel at a time."

Rogue will release four Single Barrel Project whiskeys per year. The first edition in the Single Barrel Project series, which is currently being released, is a 6.5-year-old Rogue Single Malt Whiskey finished in Cabernet Sauvignon wine barrels from Washington. Barrel Two will be released in January 2021 and is an eight-year-old Oregon Rye Malt Whiskey finished in a second use Zinfandel barrel and Barrel Three, released in March 2021, is Oregon Single Malt Whiskey finished in a Rogue Rolling Thunder Barrel Works Cherry Wood barrel. Barrel Four will be released later in 2021.

"At Rogue, we are always looking for new ways to create and innovate," says **Steve Garrett**, vp-business development. "We like to push the boundaries and see what we can come up with. This mentality pushed us to experiment with different woods from our backyard in the Pacific Northwest and our very own cooperage. By doing so, we were able to create something special with the Single Barrel Project and are excited to share these one-of-a-kind whiskeys with our fans."

Barrell Craft to Intro Private Release Series

Following the successful launch of its award-winning Private Release Rum and Whiskey Series, **Barrell Craft Spirits** (BCS) will introduce its first-ever *Private Release Bourbon Series* later this month.

For this special release, BCS selected bourbons from Kentucky, Tennessee and Indiana, spread across four different ages and then blended them into 49 different recipes. Each blend number has its own ratios, printed on the label and is constructed in its own ex-bourbon barrel. With each release, a new set of base bourbons is selected, so every recipe is only made once.

"The Private Release Bourbon project was designed to synthesize a growing demand for exclusive store, group, and state 'picks' with our belief that blending can make bourbons that span the greatest spectrum of flavor," said Company Founder **Joe Beatrice**. "Our Private Release program allows an entirely new set of options for those looking for unique and exclusive products."

Each offering in the Series is produced as a limited release, has a distinct flavor profile and contains between 150-180 total 750ml bottles, with an SRP of \$109.99. Because some were purchased through retailers or clubs, or may only be available online, BCS has added a special section to its website which contains the full list.

Vinada Premium Spanish Zero-Alcohol Sparkling Wine Available in USA

Vinada's award-winning assortment of zero alcohol sparkling wines are now available for American consumers. A unique bottling process, which retains most of the wine's original aromas and taste and with only 21 calories per 100

ml with no alcohol, is said to result in a balanced flavor and superior taste experience. Available in two sizes, 750 ml and a small 200 ml.

To promote the wines, consumers, whether drinking Vinada or not, can subscribe to a free daily newsletter on VinadaWines.com. From Dec. 24 until Jan. 31 subscribers will receive a daily recipe of elegant and well-designed premium bartender level but easy to make, Zero alcohol cocktail and mixes.

As a nonalcohol sparkling wine, Vinada invites consumers to share their creative Dry Jan experiences. The most creative contestant will win a Zero Alcoholic gift.

For \$65,000, You Can Have a Bottle Of Black Bowmore DB5 1964 and a Piston

Of course, it's got the Aston Martin name attached to it. But no car, just an Aston Martin piston. Only 25 bottles will be available for sale.

First distilled on November 5, 1964, Black Bowmore has become one of the rarest and most sought-after single malt whiskies ever created. This latest release represents only the sixth bottling of this exquisite single malt. Since 1993, there have only been approximately six thousand bottles of Black Bowmore made available, thus adding to the desirability of this iconic whisky.

The Black Bowmore DB5 bottle is handcrafted by Glassform, a bespoke contemporary glass studio, based in North East Scotland. It's presented in a handmade presentation box, itself a work of art. Inspired by the distillery's coastal home, the deep blue color and wave embossing evoke a true sense of place. Created from the finest string-grain calfskin, featuring a custom solid brass latch and hinges, plated with nickel, reflective of the DB5.

Zonin Intros Its 1st California Wines

Italy's **Zonin** family, the largest privately owned vine-growing and winemaking company in Italy, will introduce **100 Nails Ranch**, a collection of three expertly crafted California wines, vinted and bottled using grapes from California's finest growing regions in January.

It is distributed by 1821 Fine Wine & Spirits, Aventura, Fla., an independent subsidiary of Zonin 1821.

The wines are made by master oenologist and veteran winemaker **Tom Hinde**.

Priced at \$19 a bottle, the line includes:

- ✓ 2019 Sonoma County Chardonnay
- ✓ 2019 Central Coast Pinot Noir
- ✓ 2018 Paso Robles Cabernet Sauvignon

Memphis Brewer Opens New Brewery, Quintuples Capacity

Wisacre Brewing Co. opened its new production facility and taproom at 398 South B.B. King Boulevard in Downtown Memphis. The 40,000-square-foot facility, dubbed **Wisacre2**, will be able to produce 100,000 barrels of beer per year, nearly quintupling the brewery's previous capacity and paving the way for both the development of new beers and new packaging options as well as expansion into new markets.

Wisacre2 also features a 120-seat taproom that will soon be home to **Little Bettie**, a snack bar and pizza stand from Chefs Andrew Ticer and Michael Hudman, co-owners of **Enjoy AM** restaurant group, six-time James Beard Award nominees, and born-and-raised Memphians.

New equipment includes a 4-roller malt mill, which keeps the malt husk intact while finely grinding the malt's endosperm and results in a cleaner, more precise flavor. The new brewhouse is from the German manufacturer **BrauKon** and includes four vessels incorporating a mash tun, lauter tun, kettle, and whirlpool. The canning of beer will be done on a 24 valve **Krones** machine that will fill cans at speeds up to 250 cans per minute.

"We made the decision to invest in brewing and canning technology that is far beyond what most breweries our size have. We really wanted to make sure we can continue to deliver incredible quality in our beer," said **Davin Bartosch**, **Wisacre** co-founder and brewmaster. "It's already paid off: our fans all the way in Atlanta, Chicago and Philly are getting to enjoy the same taste that our folks here in Memphis are."

Brooklyn Brewery, Four Roses Team Up for Brooklyn Black Ops

New York-based **Brooklyn Brewery** and Kentucky-based **Four Roses Distillery** teamed up for the latest version of **Brooklyn Black Ops**. The new limited release **Russian Imperial Stout** was aged in **Four Roses Small Batch Bourbon** barrels that were hand-selected by **Four Roses Master Distiller Brent Elliot** and bottles will be available later this month.

This vintage of **Brooklyn Black Ops** is 12.4% ABV, raises a fluffy dark brown head, and combines big chocolate and coffee notes with a rich underpinning of vanilla-like oak. In addition to the barrel-aging, the brew was re-fermented with **Champagne yeast**.

"The partnership began with a long-time friendship between **Brooklyn Brewery Brewmaster, Garrett Oliver**, and **Four Roses COO and Director of Operations, Ryan Ashley**, and the resulting beer is just as rich as the relationship in which it began," Elliott said. "**Four Roses Small Batch** provides some very complex flavors and unique characteristics so aging this iteration of **Black Ops** in the used barrels produced a beer with a hint of mellow **Bourbon** character and a very smooth finish."

The 2020 **Brooklyn Black Ops** will be available in very limited quantities wherever **Brooklyn Brewery** is available, beginning in late November. Approximately 2,000 cases of cork-topped, 750mL bottles will be sold in the United States with a suggested retail price of \$24.99.

Oskar Blues Releases Two Barrel-Aged Brews

Oskar Blues Brewery released **Bourbon Barrel-aged Ten FIDY** and **Volumes 3** and **4** of their **BA20 Barrel-aged Series: Angel's Vera** and **Zuccotto**. These barrel-aged beers are available in four-packs of 12 oz. cans for a limited time.

In late 2019, Oskar Blues' brewers pumped bourbon barrels full of the craft beer classic Imperial Stout, Ten FIDY. Safely sheltered from the outside world throughout 2020, Barrel-aged Ten FIDY has matured beyond its chocolatey, roasty base, picking up an abyss-like depth of flavor with notes of vanilla, caramelized sugar and espresso, the company says. Months of rest inside oak bourbon barrels have mellowed the massive stout into a 12.5% ABV campfire companion - a warm blanket of a beer for backcountry trips or fireside sipping. Craft beer aficionados seek out every vintage of Barrel-aged Ten FIDY and can pick up the 2020 version for a limited time beginning now.

"Ten FIDY Imperial Stout is a malt monster," says Oskar Blues' Head Brewer, Juice Drapeau. "Aging the beer for at least nine months in bourbon barrels ramps up both the complexity and ABV while mellowing out the finish. If I had a St. Bernard, I'd name him Oskar and train him to carry a barrel of BA Ten FIDY on his collar wherever we went. You know, for emergencies."

Earlier this year, Oskar Blues Brewery introduced the BA20 Series of extremely limited barrel-aged beers infused with ultra premium ingredients. The final two installments of 2020 arrive now. BA20 Vol. 3: Angel's Vera is a 10.3% Imperial Stout aged in rum barrels and infused with roasted pistachios. BA20 Vol. 4: Zuccotto is a 12.3% Imperial Stout aged in brandy barrels with raspberries, vanilla, white chocolate and dark chocolate.

Sagamore Spirit Wants to Give Away A 'Barrel' of Whiskey

Sagamore Spirit marked "RyeDay the 13th", its moniker for the rare calendar phenomenon known to most as Friday the 13th, by offering whiskey lovers the chance to win a barrel of its Maryland-Style Signature Rye whiskey.

But since that's not exactly in the cards from a regulatory point of view, Sagamore Spirit is doing the next best thing: giving away the cash equivalent of an entire barrel's worth. That's \$10,000, or enough to buy about 240 bottles. While the brand would be happy to offer its own guidance, the winner, of course, is free to spend as he or she chooses.

Adults age 21 and older can enter at participating bars, restaurants and liquor stores throughout the U.S. by scanning a QR Code visible on cocktail kits, to-go containers and product displays. No purchase necessary.

The winner will also receive a VIP tour and tasting session at the Sagamore Spirit distillery and one-night stay at the five-star, award-winning, Sagamore Pendry Hotel on Baltimore's waterfront. The sweepstakes is now open and runs through Dec. 31, 2020.

Sagamore Spirit, which launched its first product on a Friday the 13th in May 2016, has come to acknowledge each Friday falling on the 13th of any month as "RyeDay the 13th."

Bacardi Invites Vocalists, Dancers To Try for Chance in Conga Music Video

Bacardi invites "vocalists and dancers alike to embrace the Sound of Rum by submitting their voice recording or video showcasing their dance moves for a chance to be featured in the official "Conga" music video, debuting the week leading up to the

biggest night in music in January, the 2021 Grammys.

Through Dec. 13, fans will learn how-to submit content by tuning into @bacardiusa, @lesliegrace, @meekmill and @boi1da's Instagram channels.

Each channel will link to a recording hub experience where users can submit their vocals or moves, invite their friends, and enter for a once in a lifetime opportunity to collaborate with this group of talented artists.

After the submission period has closed, producer Boi1da and Bacardi will take select users who submitted their vocals and dance moves to appear in the official "Conga" track and music video once it debuts globally in late January to kick off music's biggest week, before the 2021 Grammys.

Other fans who submitted their dance moves will be able to see themselves in action in an interactive version of the official "Conga" music video available online.

Cutwater Launches a Tequila

Cutwater Spirits, launched Cutwater Tequila Añejo, the latest addition to Master Distiller and Co-Founder Yuseff Cherney's spirits portfolio.

While Cutwater Spirits is predominantly known for its pioneering line of canned cocktails, Cutwater also produces 20 bottled spirits spanning nearly every category from vodka to whiskey.

Hine Marks 100 Years for XO Cognac

House of Hine unveils the "100th Anniversary 1920-2020" Antique XO, released in 1,920 hand-lettered and numbered bottles.

Georges Hine, who, crowned with an Order of Agricultural Merit, created the very first Antique XO blend in 1920, which is now an iconic Hine cognac a hundred years on. This limited edition was developed in celebration of this special anniversary. Working in tandem, cellar masters Eric Forget and Pierre Boyer have crafted a highly specific cuvée in which the original Antique XO blend is enriched with an eau-de-vie from the 1920 vintage, sheltered under lock and key in demijohns in the Réserve du Paradis cellar beneath the House of Hine.

New Collection of Non-Alcohol Spirits Launched in Oregon

Brad Whiting, a spirits industry veteran in Oregon, longed for drink options that could evoke the taste and feel of a traditional spirit but that paired better with an active lifestyle. Seth O'Malley, an expert distiller, had a passion for botanicals and was feeling constrained by the limited flavors celebrated in alcoholic spirits. The two found an instant connection and set out on a shared mission: to create spirits with unique flavor and complexity that would elevate non-alcoholic cocktails. The result is Wilderton, a non-alcoholic spirit just launched in Oregon.

According to a 2019 Nielsen study, 66% of legal-aged drinkers between 21 and 34 are working on cutting down their consumption.

Distill Ventures Announces Whiskey Summit

Distill Ventures ('DV'), the world's first independent drinks accelerator devoted to building and scaling the drinks

brands of the future, announces its second Whisky Summit, "The Women of Whisky; Perspectives on Inclusion, Representation and the Future." This digital conference will bring thought-leaders from around the globe together on Wednesday, Dec.2 at 6:00 PM GMT+1 (1:00 PM EDT, 10:00 AM PDT). The 90-minute session, moderated by whisky expert, media personality, and journalist Becky Paskin, will feature a diverse, compelling roster of perspectives from whisky founders, brand marketers, and wholesalers.

Six panelists will discuss:

- ✓Personal anecdotes and experiences from leading women in whiskey

- ✓Being the first - challenges & opportunities that come with opening doors

- ✓Empowering diverse leaders in a category that is historically lacking diversity

The event, which is free to join, is open to members of the beverage trade and drinks media and will stream live via Zoom. For more information or to register, visit https://us02web.zoom.us/webinar/register/1616055487361/WN_2vAAr0UCRkiYcAATqSkIWA.

Calidad Beer Expands Beyond California

It's now available in Colorado, too, through **Elite Brands of Colorado** and will be available in Denver, Colorado Springs, Boulder, Aspen, and Vail.

Since launching in 2019, Calidad is available in more than 1,500 on- and off-premise accounts in California, including venues ranging from Disneyland to Dodger Stadium, and at major retail chains from Whole Foods to Kroger. Calidad recently transitioned the majority of its brewing operations beyond Santa Barbara to a new best-in-class facility in Denver that secures the added capacity required for aggressive expansion.

Arctic Chill Offers Day/Night Pack

Arctic Chill Hard Seltzer – the only hard seltzer crafted with fan-favorite Polar Seltzer – is releasing the first ever limited-edition **SFW | NSF**W tasting kit produced in partnership with Polar Seltzer. The SFW | NSFW pack gives fans the opportunity to taste Polar Seltzer's "safe for work" non-alcoholic recipes by day and compare them to Arctic Chill's "not safe for work" adult beverage counterparts by night.

"The lines between work and play have been blurred this year like never before, so we wanted to give our fans a way to easily stock up on seltzer for all hours of the day," said **Jon London**, Chief Marketing Officer at **Mass. Bay Brewing Co.**, maker of Arctic Chill. "Whether it's a regular day at the work-from-home office and you need something bubbly and refreshing to help you stay hydrated, or you're looking for that same light, crisp taste in an adult beverage at the end of the day, our SFW | NSFW tasting kits have you covered both on and off the clock."

Mulholland Distilling Launches DTC Sales

Consumers in 31 states can now order spirits from **Mulholland Distilling Co.**, Los Angeles. The move comes as the company celebrates its fourth anniversary.

The company was founded by actor Walton Goggins and his friend, Matthew Alper, and is named for William

Mulholland, who brought water to Los Angeles. It uses **Speakeasyco.com** backend logistics platform which provides the technology, warehousing and order fulfillment to bev/al producers.

Maker's Mark Launches Expression Benefiting LEE Initiative

Maker's Mark Bourbon launched the limited-edition "CommUNITY Batch," a special release bourbon created exclusively to support trade and hospitality partners across the country.

A first of its kind, the unique bourbon expression was created by blending Maker's Mark Private Selection barrels from [37 restaurants, bars and retailers](#) across the country. It will be available at select events and opportunities across the country, with 100% of bottle proceeds benefiting The LEE Initiative in its mission to create a more diverse and equitable restaurant industry.

When the Coronavirus pandemic swept the nation, The LEE Initiative (Let's Empower Employment) teamed up with Maker's Mark to establish the Restaurant Workers Relief Program which supported the food and beverage community by providing more than 500,000 freshly cooked meals and much needed supplies across 19 relief kitchens nationwide.

The collaborative release of the CommUNITY Batch – a bourbon made by the community, for the community – continues the pair's unrelenting commitment to helping the bar and restaurant community in a time of unprecedented need.

"To have the continued support of a partner like Maker's Mark is inspiring to us, as we try to navigate this difficult time, and offer our community the means of both survival and growth," said Edward Lee, James Beard Award winning author, restaurateur, chef and founder of the LEE Initiative. "The commitment of Maker's Mark, and the willingness of their partners to step up and help, speaks volumes to the character of the brand and the people behind, and we are so thankful to partner with them on this incredible bourbon."

On #GivingTuesday (Dec. 1, 2020), individuals aged 21 years or older who make a suggested donation towards a CommUNITY Batch bottle will be invited to join a virtual tasting hosted by Chef Lee and Maker's Mark Director of Innovation, Jane Bowie. For every attendee who joins, Maker's Mark will donate one meal through LEE Initiative efforts.

The Glenlivet Teams with Malbon For Branded Golfwear Collection

The limited-edition collection, which consists of a trendy rope snap back, neon colored golf bag, and cozy but fashionable sweatshirt, will be available on [MalbonGolf.com](#) throughout the holiday season.

Michelob Ultra Offers Runners Chance To Appear in TV Commercial

The TV commercial opportunity is part of the **Anheuser-Busch** brand's "Everyone's A Runner Challenge" which will unlock a chance at a suite of prizes including --

for the grand prize winner a once-in-a-lifetime opportunity to be featured in **Michelob Ultra**'s next running-focused TV commercial in 2021. All challenges are designed to drive connection and community between individual runners by encouraging people to share their progress and engage with their friends and followers on social media.

There are 15 entry periods. The grand prize, selected from entrants to all entry periods, is the opportunity to be in a Michelob Ultra commercial. To participate in the challenge, participants must follow @MichelobUltra and the #TeamUltra hashtag.

Baker's Bourbon Updates Website

The update is intended to help consumers understand their bottle's single barrel journey by entering the barrel ID from the neck tag of the bottle of Baker's Bourbon. After doing that, they will discover the bottle's journey from start to finish. Beginning Nov. 19, at the end of the journey they will be prompted to enter their name, email and date of birth for a chance to win a photo with Baker Beam and/or an exclusive tasting with Freddie Noe.

DISCUS Forms Environmental Sustainability Working Group

Distilled Spirits Council of the U.S. (DISCUS) formed an Environmental Sustainability Working Group to collaborate and share effective strategies for maximizing resource utilization and eliminating waste at every step of the production process.

"This new working group, consisting of DISCUS member company sustainability experts, will exchange ideas and share best practices on preserving the water producers use to distill their wonderful spirits, finding more efficient ways to use energy and identifying alternative uses for byproducts," said **Chris Swonger**, President/CEO.

Spirits companies are employing a range of sustainability strategies including:

- ✓ **Reducing the impact** on local ecosystems by making better use of soil nutrient availability, reducing fertilizer use and maximizing crop yield through spatial efficiency and planting methods.

- ✓ **Updating facility design and irrigation methods for more efficient water use** and re-use of water resources in crop growth and production. Wastewater is continually managed and even reused in some cases.

- ✓ **Using renewable energy sources**, such as hydroelectric and solar power, to maximize the use of an environment's natural renewable resources. Investment in new equipment and energy-saving technologies are reducing the amount of energy used in ethanol production.

- ✓ **Reusing valuable resources**. For example, spent grain from distillation is often provided back to farmers as a nutritionally-rich food source for animals. Water byproducts from the distillation process is stripped of organic matter, then reused in irrigation for new crops.

- ✓ **Reducing use of plastic and single-use products** and packaging. Producers and manufacturers aim to exceed mandated waste reduction efforts with an end goal of zero-waste generated.

- ✓ **Evaluating Transport Burdens** by increasing truck fill rates that reduce vehicle time in transit and increasing container fill rates in ocean freighters to reduce their carbon footprint. Low-sulphur and Compressed Natural Gas fuel types are encouraged to reduce carbon emissions.

Who & What —

Heineken N.V. hires **James Thompson** as chief commercial officer. He joins from Avon, where he was Head of Categories, Brand, Innovation and Stores. Before that he had a 24-year career at Diageo, including serving in North America as Chief Marketing and Innovation Officer.

Hotaling & Co. hires **Eric Gilliland** as vp-operations, a new position. He joins from Purple Brands, where he was vp-operations.

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Diageo North America employees assembled 10,000 care packages to be sent to deployed U.S. military members. It's the fifth year they have done so.

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For the third consecutive year, **Diageo** has been named to the Dow Jones Sustainability Index.

F.Y.I. —

How Duke University Prevented Covid Outbreak On Campus

With new Covid outbreaks leading more states to impose early closings, and sharply reduced capacity for bars, restaurants and sporting areas, there are some areas of the country where the emphasis has been on preventing outbreaks. If their strategies were adopted nationwide, experts say, bars, restaurants and sporting arenas could resume near-normal operations.

One of those places is Duke University. Rather than waiting for sick students to contact doctors or appear at nursing homes, it adopted an aggressive program of testing all students to prevent transmission of the virus.

Residential undergraduates are tested twice weekly, off-campus undergraduates one to two times per week, and graduate students approximately once weekly. In addition, in response to newly identified positive test results, testing focused in locations or within cohorts where data suggested an increased risk for transmission, according to an article in *Morbidity & Mortality Weekly Report*.

During Aug. 2–Oct. 11, 68,913 specimens from 10,265 graduate and undergraduate students were tested. Eighty-four specimens were positive for SARS-CoV-2, and 51% were among persons with no symptoms. Testing as a result of contact tracing identified 27.4% of infections. "A combination of risk-reduction strategies and frequent surveillance testing likely contributed to a prolonged period of low transmission on campus," the *MWWR* article reports.

Comment: Here is yet more evidence that the way to get bars and restaurants, sporting venues and churches back open while we wait for a vaccine is mass testing of people who show no symptoms, isolating those who test positive and contact tracing.