

KANE'S BEVERAGE WEEK

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

Volume 81, No. 46

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December 4, 2020

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Beam Suntory Sells Windsor Canadian Whiskey

Prestige Beverage Group said it acquired the **Windsor Canadian Whisky** brand from **Beam Suntory**. The Windsor Canadian brand is one of the top selling Canadian Whiskies in the United States. Terms weren't disclosed.

"Windsor is a historic and beloved brand with deep roots and loyal consumers, which makes it the perfect addition to our growing wine and spirits portfolio," said **Scott Schilling**, General Manager and CMO of Prestige. "Windsor has an incredible track record, and our team is excited for continued growth."

Under Prestige, Windsor will continue to be produced by Alberta Distillers Limited with availability across the United States, Canada and beyond. Windsor will join Prestige's innovative lineup of spirit brands, which includes **Kinky Beverages**, **INDOGGO Gin**, **Joia Spirit** and **The Whistler Irish Whiskey**.

Windsor is made with only premium grains grown near Calgary, Alberta and the glacial born waters of Western Canada. Currently, Windsor's offerings include original and Black Cherry flavored Canadian Blended Whisky.

Half of Bev/Al Retailers Expect Higher Holiday Sales

Nearly half of independent retailers nationwide surveyed by **Drizly** expect significantly higher sales this holiday season. Some 78% of respondents say they had higher online sales since March, and Mezcal leapfrogging the likes of Irish and Japanese whiskies in expectations for growth next year.

On its own platform, Drizly has experienced 350% growth and the number of retailers on Drizly doubled to more than 4,000 from 2,000.

Higher sales have sustained, and online ordering is outpacing in-store shopping. Some 70% of independent retailers surveyed experienced higher in-store sales since COVID-19 became widespread, while 78% saw online sales increase.

Furthermore while nearly half of retailers reported that online sales accounted for less than 5% of their total sales prior to COVID-19, 56% said that online sales had grown to 11% or more of total sales post-COVID-19 – with a substantial share reporting that online sales now comprise 30% or more of total sales.

Positive sales trends are expected to hold up through the holiday shopping season. Some 63% of respondents expect sales to at least match a typical fourth quarter, and 44% predict that their sales will be significantly higher than during comparable prior periods.

Grocery delivery services were cited as independent alcohol retailers' fastest-growing competitive concern, jumping nearly 30 percentage points since last year, and in absolute terms, surpassing online wine retailers.

The emerging craft segment may fuel hard seltzer's growth. As **White Claw** and **Truly** solidify their category leadership, nearly a third of retailers are looking to fast-proliferating craft entries to keep the hard seltzer category thriving. Bringing ready-to-drink cocktails into the disruption discussion, they expect early leader High Noon to maintain its growth trajectory, with 51% of retailers planning to give it more room over the next year.

Tequila and Mezcal are expected to take up more shelf space in 2021 and beyond. Tequila edged out 2019 champ Bourbon to take first place in retailers' inventory growth predictions for spirits. Meanwhile, Mezcal placed behind only Tequila, hard seltzer and RTD cocktails among emerging categories that retailers expect to stock more next year.

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Subscriptions: \$799, 47 issues a year

ISSN: 0882-2573

The finding squares with sales on Drizly, where Mezcal's share growth has vaulted 57% ahead of last year. After China's 200% Australian Wine Tariffs, Parliamentarians Say Buy Australian Wine

Members of parliaments from 19 countries around the world, including the U.S., have urged their citizens to "stand against authoritarian bullying" and drink Australian wine this month.

It's a response to tariff ranging from 107% to 200% imposed on Australian wine by China.

"This isn't just an attack on Australia. It's an attack on free countries everywhere," Australian Sen. Kimberly Kitching said. China has cancelled a whole range of Australian imports "in an attempt to bully us into abandoning our values," she said, but Australian wine is one of the most severely affected.

"China's attack on [#Australia](#) for standing up for human rights & transparency is an attack on free nations everywhere. I'm honored to stand with my international IPAC colleagues in supporting our friends down under," said Rep. Ted Yoho (R-Fla.)

It's not just a trade dispute. China has demand Australia stop its "#StandWithHongKong" campaign.

Australia's wine production industry earned \$7 billion of revenue, according to IBISWorld, a market research firm. China accounted for 36.7% of Australian wine's export revenue last year.

Treasury Wine Estates was hit with a 169.3% tariff and said it expects demand for its wine in China to be "extremely limited" in the future. The Chinese market accounted for 30% of Treasury Wine's profit in the past fiscal year, and two-thirds of its sales to Asia.

Treasury said it will reallocate its Penfolds Bin and Icon ranges to other luxury growth markets from China, including Asian countries outside of China, Europe, the United States and domestically in Australia. It will also cut costs and reallocate luxury grapes to other brands, including Wynns, Wolf Blass, Seppelt and Pepperjack. It says those brands have been "significantly supply-constrained over recent years."

In His Own Words: Craft Distiller Tells Why Tax Act Is So Important

If you wonder why advocates from all sectors of the bev/al industry called their congressional representatives to urge passage of the Craft Beverage Modernization and Tax Relief Act (CMBTRA), here's the answer, in an interview with Jason Barrett, proprietor of Black Bottom Distillery in Rochester, N.Y.: It boils down to jobs. With suppliers facing a 400% tax increase, all sectors came together to urge Congress to pass CMBTRA.

You can hear the interview at <http://www.bevnewsonline.com/industry-mobilizes-to-urge-congressional-passage-of-craft-beverage-tax-act/>

"This year has been incredibly difficult for craft distillers, vintners, brewers, cider makers and mead makers due to COVID-19. These businesses had to make incredibly difficult decisions like closing tasting rooms, stopping production and furloughing staff," said the **CBMTRA Coal-**

tion. A drastic tax hike at the stroke of midnight on Dec. 31 will be a devastating start to the new year for these small businesses that are already struggling to keep their doors open."

Day of Action participants were encouraged to call, tweet and email their members of Congress to pass this bipartisan legislation.

The CBMTRA coalition is a group of beverage alcohol trade associations including the Beer Institute, Brewers Association, Distilled Spirits Council of the United States, American Craft Spirits Association, American Distilled Spirits Alliance, Wine Institute, WineAmerica, the United States Association of Cider Makers and American Mead Makers Association, is sponsoring the daylong campaign.

"Whether you are one of the millions of professionals in the beverage alcohol industry, a supply chain partner or a loyal consumer, we need your help to ensure Congress understands the critical nature of passing this legislation by the end of the year," said the **CBMTRA coalition**. "Please join us on the CBMTRA Day of Action on December 1 by calling on your representatives to act now."

Introduced by Sens. Ron Wyden (D-Ore.) and Roy Blunt (R-Mo.) and by Reps. Ron Kind (D-Wis.) and Mike Kelly (R-Pa.), the legislation will make permanent reforms enacted in 2017 that create a fair and equitable tax structure for brewers, winemakers, distillers and importers of all beverage alcohol. The bill has 351 sponsors in the House and 77 in the Senate.

Control States Case Sales Rose 13.9% in October

Control states 9-liter spirits case sales grew 13.9% in October over same period sales last year.

Alabama(16.5%), Idaho (17.1%), Michigan (24.8%), North Carolina (19.1%), New Hampshire (36.7%), Ohio (14.5%), Oregon(10.2%), Pennsylvania (1.8%), Virginia (14.7%), and Vermont (13.8%) reported monthly growth rates for October exceeding their twelve-month trends.

The growth rates for Iowa (2.7%), Montgomery County Md. (-0.6%), Maine (3.4%), Mississippi (14.0%), Montana (7.2%), Utah(2%), West Virginia(12.7%), and Wyoming (3.7%) fell short of their twelve-month trends. Control state rolling-twelve-month-volume growth, 7.8%, improved upon September's reported 6.9%. Spirits volumes are growing 8.7% year-to-date compared to 3.7% a year ago.

Short- and long-term growth trends are calculated to compare and analyze control state sales data. Twelve-month moving averages are used to calculate the short-term trend (rolling-twelve-month growth), and the three-year CAGR is used to calculate the long-term trend. October's short- and long-term trends, 7.8% and 4.6%, respectively, are the highest values reported by the control states.

Control state spirits shelf dollars were up 22.2% during October while trending at 12.9% during the past 12 months. Alabama(22.7%), Idaho(23.7%), Michigan(41%), Mississippi (27.3%), Montana (11.2%), North Carolina (26.3%), New Hampshire (44.9%), Ohio (25.8%), Oregon (15.8%), Pennsylvania (2.0%), Utah(6.7%), Virginia (22.8%), Vermont(18.0%), and West Virginia (25.8%) reported growth rates exceeding

their 12-month trends.

Iowa (8.6%), Montgomery County Md. (3.9%), Maine (8.1%), and Wyoming (2.8%) grew shelf dollars at rates below their 12-month trends. Shelf dollars in the control states are up 14.5% year-to-date compared to 6.3% last year.

Price/Mix

Price/Mix for October is 8.3%, down from September's reported 8.5%.

Price/Mix has been tracked by NABCA since January 2002, and October's 8.3% is the third-highest Price/Mix reported. Price/Mix for May (5.9%), June (6.5%), July (9.3%), August (7.9%), September (8.5%), and October (8.3%) are the six highest values reported by the control states.

Premiumization

An analysis of control state spirits prices suggests that historically high control state Price/Mix continues to be driven by premiumization. The weighted average, average, and median prices for 750ml volumes of the 36,499 spirits SKUs sold in Alabama, Idaho, Montgomery County Md., Maine, North Carolina, New Hampshire, Ohio, Oregon, Pennsylvania, Utah, Virginia, and Vermont during October were \$17.18, \$38.08, and \$24.95, respectively.

This median price of 750 ML volumes of products sold during the month, \$24.95, is the highest on record. A graph of control state prices that highlights the median price and weighted (based upon sales) average price suggests cash register sales skew toward value products in the control states, whereas a graph of prices that highlights the median price and (non-weighted) average price suggests product pricing in the control states skews toward premium, NABCA said.

On Premise

During March, April, May, June, July, August, and September the control states' on- and off-premise markets behaved capriciously. October is no exception.

During the 12-month period ending February 2020, the off-premise monthly spirits share averaged 82%. Off-premise monthly shares of the control state market during March-October were 91%, 99%, 97%, 90%, 89%, 90%, 88%, and 88%, respectively.

This sequence suggests that after the on-premise marketplace was devastated by the arrival of COVID-19, it is slowly recovering. Trends suggest the control state off-premise share for November will be above historical levels as recovery continues.

Cocktails

Cocktails, with 3% share of the nine-liter case control states spirits market, was October's fastest growing category with 41.1% reported and a 12-month trend of 36.4%.

Tequila, with 7% share, grew during October at 38.7% and 20.8% during the past twelve months. Brandy/Cognac, with 6% share, grew at 27.4% with a twelve-month trend of 14.6%. Vodka, with 33% share, grew during the same periods at 7.2% and 4.1%, respectively. Brandy/Cognac(27.4% during October, 14.6% twelve-month trend), Canadian Whiskey(11.5%, 6.5%), Cocktails(41.1%, 36.4%), Cordials (15.4%, 4.0%), Domestic Whiskey(16.3%, 11.8%), Gin (7.9%, 2.4%), Irish Whiskey(19.2%, 7.0%), Rum(6.7%, 2.8%), Scotch(11.4%, 2.9%), Tequila(38.7%, 20.8%), and Vodka(7.2%, 4.1%) grew at rates above their twelve-month trends.

Wine

October's nine-liter wine case sales growth rate was 8.5%. Pennsylvania (reporting 2.8% nine-liter-case growth for wines), New Hampshire (32.4%), Mississippi (7.8%), Utah (3.9%), Montgomery County Md. (0.1%), and Wyo-

ming (12.9%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve-month wine volume growth in these six control states is 2.5%, up from September's reported 1.7%.

Thanksgiving Eve Beer Volume Down 57.3% from 2019, BeerBoard Says

As to be expected, on-premise beer volumes were down significantly (-57.3%) on Thanksgiving Eve compared to 2019 Thanksgiving Eve, BeerBoard reported.

But the positive news for the On-Premise was that the "Thanksgiving Eve bump" was still there over a "regular Wednesday." In 2020, there was a 77.4% lift nationally when compared to the previous Wednesday (the "Regular Wednesday" in our data).

While Thanksgiving Eve is a boon for retailers everywhere, the Northeast led the country in lift for the second straight year. The region realized an overall jump of +56.1% (again over the previous Wednesday), the largest such gain for any region in the country. Other leaders included California (+40.8%) and the Southeast (+30.3%).

On this night, Light Lager continues to have a firm grip on the No. 1 position followed by Lagers at No. 2 and IPA at No. 3.

Make Current Bev/Al Tax Rates Permanent, Senators Say

In a letter to Senate Majority Leader Mitch McConnell and Senate Minority Leader Charles Schumer, Sens. Ron Wyden (D-Ore.) and Rob Portman urged they act to "pass the Craft Beverage Modernization & Tax Reform Act and make the existing federal excise tax rates for beverage alcohol producers permanent."

In the letter, Wyden and Portman noted that "Every state in our nation is proudly home to craft distillers, brew-

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ers, wineries, cideries, and meaderies who without Congressional action, face a significant increase in their federal excise taxes on Jan. 1, 2021."

"Together, these producers support over 4 million jobs across the country and contribute immensely to the vibrancy of our economy and communities," the said, adding that "with the economic duress brought on by the COVID-19 pandemic, producers' businesses have been devastated which would be compounded by an increase in their federal excise taxes."

The letter was cosigned by 55 additional senators.

Still Wine Production Rises in June: TTB

Bulk still wine production edged higher in June, **Alcohol & Tobacco Tax & Trade Bureau** reported. Some 15.13 million gallons of wine were produced in June, up from 14.75 million gallons a year earlier.

Total withdrawals also move higher, to 13.41 million gallons from 9.81 million gallons, TTB said.

Chamisol Vineyards Releases 1st Wine With San Luis Obispo Designation

Chamisal Vineyards, home to the first vineyard planted in Edna Valley, just outside of San Luis Obispo, Calif., released its 2019 San Luis Obispo Pinot Noir, its first wine with a San Luis Obispo designation on the label. It will be released Jan. 1, 2021. SRP: \$22 in select retail.

"At Chamisal, we've always differentiated ourselves with our cooler climate coastal wines, and especially our Pinot Noirs that feature the freshness and vibrancy that has become our signature style," said Chamisal's winemaker Fintan 'Fin' du Fresne. "We are constantly pushing ourselves to be more innovative, more creative, and more thoughtful in the vineyard and cellar, and this Pinot Noir is a perfect example of these efforts."

The vineyards for Chamisal's inaugural vintage of San Luis Obispo Pinot Noir are located in the Edna Valley AVA, just five miles from the Pacific Ocean, known for its very long, cool and coastally-influenced growing season.

For this Pinot Noir, with its emphasis on bright fruit and early approachability that does not require a long cellaring, du Fresne has employed partial carbonic maceration in the cellar to extract exuberant aromatics and lively fresh red fruit notes on the palate. The 2019 SLO County Pinot Noir was aged in stainless steel to ensure a pure, bright, acid-driven wine.

Rivenbaugh Buys Kerrville Hills Winery, To Transform It into a Winery Incubator

John Rivenburgh, a well-known Texas winemaker, recently purchased Kerrville Hills Winery and is transforming it into a winery incubator to foster development of highly talented winemakers.

The Kerrville Hills Winery incubator is now a home for winemakers to manage the capitalization of their business, learn winemaking techniques, and work in a collaborative environment.

Kerrville Hills Winery differs from a custom crush facility in that member winemakers are intrinsically involved in

all production aspects. It is akin to an educational think tank for collaboration, sharing ideas, and fostering creativity so various winemakers can make their best products.

Rivenburgh provides project and program oversight, access to industry network developed over 14 years, as well as winemaking guidance and mentorship.

"The wine industry is innately collaborative," says Rivenburgh. "I benefited from the guidance of people in the industry when I started my career in winemaking and from many more industry friends when I launched my own label and consulting firm, Rivenburgh Wine. This helped me fully appreciate the need for a facility for consulting winemakers to make high-quality wine. Helping people achieve their goal of putting great wine in a bottle is a thrill for me."

Kerrville Hills Winery Incubator Members include:

- ✓ Ab Astris Winery
- ✓ Antima Cellars
- ✓ Fly Gap Winery
- ✓ Kalasi Cellars
- ✓ Siboney Cellars

Beam Suntory Launches Legent in 9 States

Those nine states are Michigan, Ohio, Missouri, North and South Carolina, Oregon, Hawaii, Massachusetts and Tennessee.

Legent (SRP \$39.99) melds Kentucky distilling tradition with Japanese blending expertise.

Castle & Key Launches a Rye

Castle & Key Distillery launches **Restoration Rye**, the first whiskey from the Castle & Key team since its founding in 2014. SRP: \$39.99.

The highly anticipated release pays tribute to the restoration of the historic property, which was once the **Old Taylor Distillery**, originally built more than a century ago.

Castle & Key will also release **Roots of Ruin Gin** and **Sacred Spring Vodka**, all of which will appear in dynamic newly designed bottles. All new releases will be available for purchase in Kentucky, Indiana, Tennessee, South Carolina, Texas and Georgia this month.

In addition, Castle & Key also reveals a new bottle that honor the history of its property, those who helped restore the property to its former glory, and the imaginative team that crafted its spirits.

The 2020 Restoration Rye release features two batches, both with unique flavor profiles. Batch #1 is created from a blend of 60 barrels, and Batch #2 is comprised of 57 barrels. During the blending process, barrels are grouped into pods with specific sensory profiles. Those pods are then blended together to achieve the unique, high quality flavor profiles.

'Merican Mule Intros Fire Mule

Fire Mule is a seasonal canned cocktail crafted with Bourbon whiskey, proprietary ginger beer and all-natural cinnamon, "for a well-balanced sip with a kick," the company says.

App Tracks Kegs to Prevent Loss

Keg Hounds, a provider of tracking and asset management software and technology, created a new application spe-

cifically for use by breweries and any business that utilizes kegs.

Recently launched, the app is compatible with a wide range of hardware including barcodes and RFID scanners. It provides businesses with a real time, accurate inventory accounting and helps prevent keg loss.

Conceived by professionals in the business, the app is free and is good for large and small businesses. It is designed to grow as businesses grow and integrates with systems already in place. **Earl Hewlette**, CEO of Keg Hounds notes since keg inventory can be one of the largest investments for a business, keeping track of them is paramount and does not have to be the logistical nightmare that it currently is. "This app is intuitive, very easy-to-use and has revolutionized keg tracking. Our customers are experiencing great benefits to their day-to-day operations simply by using this app," he said.

By using the app, businesses have access to a dashboard that reflects recent activity, inventory, keg-turn summary, in-market kegs and when keg maintenance is due. Also users can monitor fill sessions, products, kegs locations, customers, inventories, transfers and shipment.

Redbreast Irish Whiskey Launches Limited-Edition Insect-Forward Culinary Kits

Redbreast Irish Whiskey is unveiling a first-of-its-kind, limited edition "Dine Like a Robin" culinary kit, inspired by the diet of the brand's Robin Redbreast mascot. Whiskey fans and epicureans alike can enter for the chance to win one of the exclusive culinary kits and experience a culinary-whiskey pairing like never before.

With sustainability a growing trend in the food space, Redbreast has teamed up with **Chef Adriana Urbina** to curate a culinary kit of insect proteins, berries and seeds to provide a revolutionary way for consumers to pair an adventurous culinary experience with their Redbreast whiskey of choice.

Each kit includes recipe instructions, dry ingredients for a three-course menu, as well as a \$100 Visa gift card to cover the cost of additional ingredients needed to bring the pairing to life.

Crown Royal Offers Whisky Tasting Calendar

The new Crown Royal Whisky Tasting Calendar includes 50ml sizes of Crown Royal Deluxe, Crown Royal Vanilla, Crown Royal Black, Crown Royal Salted Caramel, Crown Royal Regal Apple and Crown Royal Peach. The calendar is sold at retailers across the United States for a SRP of \$44.99.

Devils River Distillery Bottles A Single Barrel Bourbon

Born and aged for over two years in the blazing heat of the Lone Star State, each barrel is crafted by **Devils River Whiskey** head distiller **Mike Cameron**.

"This is an expression we have been working on for many years," says Cameron, co-founder and president of Devils River Whiskey, San Antonio. "The unique character-

istics and complex flavor profile offers a sinfully smooth experience for everyone, from the casual drinker to the bourbon connoisseur."

Devils River Whiskey sources only the finest Texas-grown grains to create the mash bill, making every barrel of **Devils River Single Barrel Bourbon** genuinely one of a kind. Temperature can play an important role in whiskey distilling, and Cameron credits the sweltering Texas climate for naturally accelerating the aging cycle of the process. This can ultimately double the aging time of a whiskey in Texas compared to other milder or fluctuating temperature climates.

"Up to 75% of the flavor in whiskey comes from the dark #4 charred oak barrel the whiskey is aged in, this gives Devils River Distillery an advantage to the aging process," said Cameron. Due to the blazing Texas sun, the whiskey extracts more of the complex flavors from the wood staves of the barrel, allowing its distinctive characteristics to shine through.

Texas summers often pass by in a slow haze of heat and humidity, but for Devils River Whiskey, this summer season brought significant growth and innovation. The debut of **Devils River Single Barrel Straight Bourbon Whiskey** follows in the footsteps of its award-winning release of Devils River Coffee Bourbon, a sinfully steeped whiskey with exquisite smoothness and coffee forward flavor.

MGP Earns Highest BRCGS Score For Food, Beverage Safety

In the wake of an explosion and fire at MGP Ingredients' plant in Atchison that rocked the Kansas town, **MGP Ingredients, Inc.** said its production facilities in Atchison, Kan., and Lawrenceburg, Ind., achieved the highest possible score of Grade AA from BRCGS in 2020. Cause of the fire and explosion wasn't known at press time. There weren't any injuries.

BRCGS, which claims to have 'the most rigorous schemes and highest trained auditors, conducted virtual and on-site safety audits at the food ingredients and distillery operations in Atchison and at the Lawrenceburg distillery.

Each of the company's operations consistently earns the certification organization's highest rating. BRCGS criteria allow for a Grade AA if five or fewer non-conformances are cited out of more than 250 total audit items.

BRCGS food and beverage safety audits are approved by the Global Food Safety Initiative (GFSI), which benchmarks standards for third-party audits.

"These top audit scores from an internationally recognized independent source validate the dedication of everyone at MGP to assuring safe, quality food ingredients and beverage alcohol," said **David Whitmer**, corporate director of quality and alcohol and innovation. "We are proud to provide the best for our customers."

Pernod Ricard NA Donates \$300,000 To Support Bartenders

Pernod Ricard North America announced a \$300,000

contribution to support the bartending community this holiday season. The grant is a partnership between U.S. affiliate Pernod Ricard USA and Canadian affiliate Corby Spirit and Wine Limited with the Restaurant Workers' Community Foundation and the Bartenders Benevolent Fund.

Since March, over 40 percent of restaurants in the U.S. have been forced to close their doors and over 800,000 bartenders, servers, hosts and kitchen staff in Canada have been put out of work. The donation, drawn from holiday marketing dollars, acknowledges the responsibility of the wine & spirits industry to help on-premise professionals hard-hit by the global pandemic.

It builds on the \$500,000 donation made by Pernod Ricard North America's Jameson Irish Whiskey brand to the U.S. Bartenders' Guild's Bartender Emergency Assistance Fund on St. Patrick's Day, as well as a \$50,000 donation plus proceeds from a new coffee table book – "A Toast from Coast to Coast" – from Corby Spirit and Wine to the Bartenders Benevolent Fund.

"Our industry is only as resilient as our bartenders, so many of whom have lost their livelihoods to the COVID-19 pandemic," said John Barrett, Chief Commercial Officer of Pernod Ricard North America. "While we prioritize responsible drinking for the holiday season, this year we are expanding our definition of 'responsibility' to include our commitment to support the professionals who need it most."

Labatt Promotes Nonalcoholic Beer

Labatt is introducing a new way of thinking about drinking. The brand has launched an online campaign that suggests swapping out a couple beers with [Labatt NA \(non-alcoholic\) beer](#), while enjoying the holidays.

The campaign called 'Swap Out Six' will launch on social media channels in early December and last until the end of January. Non-alcoholic beer has most typically been associated with abstaining from alcohol. Now, Labatt is aiming to transform how people think about non-alcoholic beer and encouraging people to drink it along with regular beer when they're celebrating. The move follows a trend toward more moderate drinking, led by Millennials and 21+ Gen Z consumers who seek a fun and balanced lifestyle.

"You don't have to choose to drink or not drink. You can enjoy beer and mix in non-alcoholic beer to better manage your alcohol intake," said Janine Schoos, brand director for Labatt. "We're calling Labatt NA: The Official Beer of Tomorrow, because replacing a couple alcoholic drinks with a non-alcoholic option can make the next day better."

With less than 0.5% alcohol by volume and only 72 calories, Labatt NA offers an alternative for people who like the great taste of a pilsener but want to also manage how much alcohol they drink.

"You can drink great tasting beer all night when you switch it up and include Labatt NA. Whether you want to cut down on calories or limit alcohol consumption, swapping out one or two drinks a night with a Labatt NA will help you drink responsibly, while still getting the same quality and taste of a Labatt Blue beer," said Schoos.

The initiative follows trends in alcohol consumption, particularly among Millennials and 21+ Gen Z, and promotes

moderation during a season where indulgences are often top of mind.

According to a study by Berenberg, 64% of Gen Z respondents said they expected to drink alcohol less frequently when they grew older than today's older generations do. Another study done by Nielsen found that just over half of Millennials said they consumed alcohol in the past month, compared with 65% of Gen Xers (aged 35 to 54) and 72% of Boomers (aged 55+). And a study by Red Brick Road shows that 86% of Gen Z believe mental health is just as an important consideration as their physical health when considering drinking.

"We know that the new generation of drinkers is mindful and carefully considering how alcohol fits into their healthy lifestyles," said Schoos. "As a beer brand, it's important for us to offer a delicious non-alcoholic option, especially during the holidays when drinking occasions are plentiful. People should also be sure to drink plenty of water and have healthy snacking options available."

Tanqueray Announces Fashionable Reusable Straw Capsule Collection

Tanqueray, widely regarded as the world's definitive gin, is thrilled to announce its latest collaboration with ongoing brand partner, fashion designer, and CEO Rachel Zoe. **The Rachel Zoe x Tanqueray Straw Capsule Collection** features beautiful designs from the Rachel Zoe Collection displayed on three custom straw packages, each containing a set of four reusable metal straws. Not only do the straws let you sip in style and sophistication, but they're the perfect accessory for this year's sustainable holiday gifting lists.

The straw capsule collection was created to perfectly pair with Tanqueray's latest offering, Tanqueray Crafted Gin Cocktails, a selection of premium ready-to-drink cocktails that provide a new, refreshingly convenient way to enjoy Tanqueray gin. Ready to pour or enjoy directly from the can, the cocktails are available in three delicious variants that awaken taste buds and stir the senses. There's zesty Tanqueray Rangpur Lime Gin & Soda; bright, citrusy Tanqueray Sevilla Orange Gin & Soda; and the crisp, classic taste of Tanqueray Gin & Tonic. Inspired by Charles Tanqueray's original recipes, each varietal uses real Tanqueray Gin and natural flavors, adding just the right amount of tonic water or Tanqueray's signature sparkling soda.

The Rachel Zoe x Tanqueray Straw Capsule Collection will be available for pre-order on [CocktailCourier.com](#) within a cocktail kit containing Tanqueray Crafted Gin Cocktails. The straw sets will also be sold individually on [ShopRachelZoe.com](#) alongside other clothing, accessories, and more in the Rachel Zoe Collection.

Tanqueray Crafted Gin Cocktails in a Can have a 6% ABV per 12 fl. Oz. can and are available for \$14.99 / 4 Pack in the Arizona, Illinois, California, Nevada, Texas, Florida, New Jersey, Ohio and Washington. A national launch is set for next year.

Wreck Beach Intros Alcoholic Freeze Pop

Wreck Beach Spirits, a female-founded and run Vancouver, B.C., company, introduces its flagship product, **Boozie Freezie**, an alcoholic freeze pop line to the U.S. market.

Wreck Beach Boozie Freezie is crafted with premium

spirits, fruit purees, and concentrates and contains only a dash of sugar and is sweetened with Monk Fruit, a natural sweetener with no calories.

Wreck Beach Boozy Freezies are available in 6-packs and a 12-pack Mixer Pack in four flavors, including Brisky Frisky Daiquiri, Glacier Margarita, Sunshine On the Rocks, and VodkaBerry Snow. Current availability includes retailers in California, Colorado, and Kansas and for purchase online at <https://rancholiquoronline.com/wreck-beach>. The brand is expanding into Florida and Texas in the coming months. Other states will follow.

"Ice pops are so nostalgic from childhood. Fueling them with alcohol for adults takes something nostalgic and makes it a tad naughty," stated Wreck Beach Spirits founder Alana Thomson. "We created Wreck Beach Boozy Freezie to bring unadulterated fun to consumers who are craving a new way to experience that once innocent treat in a grown-up way! It's the perfect way to enjoy a high-quality, low-sugar treat all-year-round."

In the past, Thomson was known for selling her bootlegged popsicles with alcohol at a world-famous clothing-optional beach in Vancouver, Canada. Her freeze pops' popularity propelled her to create Wreck Beach Boozy Freezie, selling them legitimately to consumers— offering fun refreshment beyond the beach.

Diageo Launches 'Positive Drinking' Social Media Campaign

The Balance Challenge is an augmented reality (AR) Instagram filter designed to encourage people to swap an alcoholic drink with water and raise money for WaterAid in the process.

The challenge demonstrates the importance of balance, allowing users to balance virtual water vessels on some unusual parts of their bodies by matching a series of on-screen poses.

To date the challenge has seen bartenders and celebrities around the globe take part in the fun campaign, helping remind people over the festive period about the importance of drinking in moderation as part of a balanced lifestyle. All participants are encouraged to donate the cost of an alcoholic drink to international charity, WaterAid.

"The Balance Challenge" follows the launch of Society 2030: the Spirit of Progress, Diageo's 10-year sustainability action plan. One of the goals is to reach more than one billion people with messages of moderation from its brands by 2030 and the "Balance Challenge" will help achieve this.

Baileys Intros Holiday Baking Club, To Donate \$75,000 to Charity

The three-part series will be released weekly throughout December on Baileys' official Instagram ([@BaileysUS](#)) and will feature indulgent Baileys-infused Holiday treats specially curated by some of today's most celebrated bakers from across the country.

For those who prefer to leave the baking to the pros, each treat will also be available for nationwide purchase after each episode airs until the end of December, while supplies last.

The Baileys Holiday Baking Club series will feature:

- **EPISODE 1 - Comedian Loni Love & Celebrity Baker Katherine Berman of Georgetown Cupcake:** The laugh-out-loud funny television host and acclaimed cupcake queen re-create the bakery's No. 1 selling cupcake flavor, red velvet, infused with the award-winning Baileys Red Velvet liqueur.
- **EPISODE 2 - Olympic Figure Skater Adam Rippon & Auzeais Bellamy of Blondery:** On December 10th, the ice skater extraordinaire and blonde boss will prove that treating yourself this Holiday season is truly the *icing* on the cake as they mix up Stout & Baileys Cake Jars made with Baileys Original Irish Cream.
- **EPISODE 3 - Reality TV Star Gizelle Bryant & Maya-Camille Broussard of Justice of the Pies:** On December 17th, the stylish Real Housewives of Potomac star and pie pro join forces to create a seasonal Baileys Chocolate Fig Pie, infused with Baileys Original Irish Cream.

Baileys will also be donating a total of \$75,000 to various charities which are close to each bakery's heart. Additionally, to bring some excitement to this Holiday season, one lucky winner and an intimate group of their loved ones will also have the opportunity to win a live, private Zoom baking class with Loni Love and Katherine Berman by entering at bakingclub.baileys.com.

Beam to Open Reimagined Visitor Experience

James B. Beam Distilling Co. expects to unveil an elevated consumer experience on the Kentucky Bourbon Trail in late summer 2021.

Visitors can expect a truly immersive experience, featuring the full Beam Distilling family of brands, from Jim Beam, the world's No. 1 selling bourbon, Bourbon to small-batch icons such as Booker's, Baker's, Basil Hayden's and Knob Creek, and recent innovations including Little Book and Legent.

The new experience will offer expanded educational, historical, and culinary delights, giving loyal fans more reasons to visit more often.

"For 225 years, we have been the author of our own destiny and have charted a new course for bourbon, as industry pioneers of quality, craftsmanship, and innovation," said Albert Baladi, President & CEO, Beam Suntory. "We will be excited to re-open our doors in a post-pandemic environment. Our new visitor experience, including the craft distillery, will set us up for success in the next 225 years as we continue to be the definitive voice in bourbon, both in Kentucky and globally."

New visitor experience features will include:

The American Outpost – Replacing the American Stillhouse, this unique visitor and retail center will honor the James B. Beam Distilling Co.'s past. The original American Outpost was the first retail visitor experience in 1981, selling Jim Beam merchandise. The American Outpost will also feature new tasting rooms, offering a more complete experience for the family of brands.

The Kitchen Table – Inspired by the Noe family kitchen table, where generations have enjoyed bourbon and shared meals, The Kitchen Table will champion local farmers and producers. Visitors can take in the stunning views and unwind with world-class food and cocktails in this 5,000 square ft. restaurant and gathering space.

“Beam Made Bourbon,” – This immersive consumer tour is a visual educational experience showcasing how to make bourbon the “Beam Way,” and a stop in the Distillate Room, highlighting each brand’s unique distillation levers that help shape its character.

Fred B. Noe Craft Distillery - The new home for small -batch and next-generation whiskies will also serve as a functional production facility to explore new fermentation and distillation techniques. Named after Seventh Generation Master Distiller Fred Noe, the craft distillery will offer distillation process sessions with Freddie Noe, 8th Generation Beam Distiller, hands-on activities in the blending lab, a tasting bar and a state-of-the-art classroom for the James B. Beam Institute for Kentucky Spirits.

The company also plans to reimagine its consumer experience in Louisville. While the James B. Beam Distilling Co. focuses on completion of this important work in Clermont, the Jim Beam Urban Stillhouse in Louisville will close. Beam Suntory looks forward to bringing a bigger and better consumer experience to a new location in Louisville in the future. The company’s commitment to Kentucky remains strong as it focuses on a fully immersive experience for the full Beam family of brands.

Jack Daniel's to Build Barrel Trees in 9 Cities

Jack Daniel Distillery is bringing a special Lynchburg holiday tradition to cities across the country this year, building whiskey barrel trees to help junior-enlisted service members and families travel home.

Ten years ago, the distillery built its first 26-foot tall tree made from 140 American white oak whiskey barrels in Lynchburg, Tenn., home of Jack Daniel’s. That tree will once again go up and replicas will be built in Minneapolis, Milwaukee, Dallas, Boston, Las Vegas, Tampa, Cleveland, and Nashville.

As part of its “Operation Ride Home” program, the distillery and partner, the Armed Services YMCA (ASYMCA), will auction off the top barrel of each tree with proceeds helping junior-enlisted service members and families travel home from their place of military service. Due to the current pandemic, travel for these heroes is on hold due to Department of Defense restrictions but will commence as soon as they are lifted. Since the program began in 2011, ORH has helped send a total of 8,583 individual junior-enlisted service members and their families home while raising \$1.8 million in donations. Men and women from the Army, Marine Corps, Navy, Air Force, and Coast Guard have been assisted with travel to all 50 states.

“The Jack Daniel Distillery barrel tree has always brought people together to celebrate the spirit of the season and remind us of the sacrifice of so many heroes and their loved ones” said **Chris Fletcher**, Jack Daniel’s Master Distiller. “We hope our friends will stop by and join us to reflect on this special time of year. After all, we all need some extra

cheer this holiday season.”

Jack Daniel’s only uses new charred oak barrels to make its whiskey and they are never filled a second time. The barrels that will be used to build all the trees were earlier entrusted to mature the famed Tennessee Whiskey and will now be bringing another special holiday ‘spirit’ to many of their friends around the country.

The barrel tree auction begins December 1.

WSWA to Host Webinar on Distribution & Scalability for Craft Wine & Spirits in Covid

The webinar will feature **Cheryl Durzy**, Founder and CEO, **LibDib**, and **Ray Lombard**, Executive Vice President, Supplier Management and Business Development, Southern Glazer's Wine & Spirits along with craft producers **Jimmy Sharp**, Head Distiller and Co-Founder, **John Emerald Distilling Co.** and **Michael Bender**, President, Ole Smokey to discuss scaling up and achieving measurable growth through three-tier compliant distribution.

This expert panel which will address topics such as: \

- What is scalability and is it possible in today’s marketplace?
- How can craft, startups and small production wine brands achieve real, three-tier compliant growth without DTC privileges?
- What do brands need to do before they work with licensed wholesalers and distributors?
- What technology, level of sales and digital footprint should brands have in place before working toward large-scale distribution?

The webinar will be Wednesday, Dec. 9, at 1 p.m. EST.

Register for free via Zoom https://zoom.us/webinar/register/7016069280217/WN_QcVmlwemSVqQDIeS33AxfA

Who & What —

David M. Wulf returns to the **Alcohol & Tobacco Tax & Trade Bureau** as Deputy Administrator of the Alcohol and Tobacco Tax and Trade Bureau (TTB) after serving as Associate Director of the Cybersecurity & Infrastructure Security Agency and as the acting Deputy Assistant Secretary for Infrastructure Protection.

Molson Coors Beverage Co.'s Michelle Ahbe resigns to become Quicksilver Scientific’s Director of Marketing Brand Development. She had been senior marketing manager at Molson Coors. Quicksilver Scientific is a leading producer of health and nutrition supplements.

Continued Success,
KANE’S BEVERAGE WEEK



JOEL WHITAKER, Editor