

# 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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## **Biden Takes Series of Actions to Corral Virus, Open Economy, But Concerns Over Vaccine Safety Seen Delaying Normality**

President Biden signed 10 executive orders on Thursday and planned to sign at least two more today, all intended to bolster federal efforts to fight the Covid-19 virus, speeding the return to an almost-normal economy.

But a global NielsenIQ survey found consumer skepticism over the safety and effectiveness of the vaccine “may delay the route back to normality.”

On Thursday, Biden signed orders, among other things, ramping up inoculation, mandating mask wearing wherever the federal government can mandate mask wearing, using the Defense Production Act to increase the supply of masks and other vital supplies, and increasing testing. Friday (1/22) he issued an Executive Order launching an “all of government” effort to provide economic relief to families, communities and small businesses.

Increased testing has proven effective in reducing the spread of the virus wherever it has been implemented, accompanied by increased contact tracing. That, combined with increased mask wearing, should help control the virus and enable bars, restaurants, theaters and sporting arenas to reopen.

However, a global NielsenIQ warned the benefits of Biden’s action may be delayed by consumer hesitation over changing behaviors and spending.

Nearly two thirds (64%) of surveyed consumers around the world said they won’t take an approved COVID-19 vaccine immediately when it’s available

“Economic recovery requires a rebound from the deeply cautious approach that many consumers have taken toward spending during the pandemic. For the most part, wide availability of the vaccine will give some consumers confidence to increase their spending levels—for example, 16% expect to spend more on groceries, compared with 12% who will spend less and the vast majority who will spend the same. Yet, to date, 72% of consumers have been consciously watching what they now spend because of the impact of COVID-19, suggesting significant ground to make up in reversing consumer habits and attitudes as the world embarks on achieving herd immunity.

“The conversation surrounding the vaccine has been dominated by logistics: drug administration approvals, the speed of production rates, countries vying to secure enough doses to vaccinate their populations, and most recently concerns around scaling and speeding up the rollout in countries around the world,” said Scott McKenzie, Global Intelligence Leader, NielsenIQ. “Confidence levels around the vaccines and the desire to take the vaccines certainly may change as countries begin more concerted rollouts and deliver education campaigns around the vaccines. But clear signals indicate that the arrival of vaccines won’t automatically flip a switch to put the world back on its pre-COVID path.”

Turning to the U.S., the survey found:

✓ With just 40% of U.S. respondents expressing confidence in using public transport upon confirmation of the timing that they personally could receive an approved COVID-19 vaccine, there’s a long road ahead for consumers to return to pre-COVID commuting habits and recommit to the retailers in commercial/city hubs where they used to shop.

✓ Just over half (53%) of U.S. respondents say they will be confident in their personal finances when they learn the timing of getting vaccinated.

✓ When asked how they will spend on groceries after the vaccine becomes

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widely available in the U.S., 64% of U.S. respondents said they will spend the same as they have, 21% said they will spend more and 15% said they will spend less.

✓ When asked how they will spend on out-of-home dining after the vaccine becomes widely available in the U.S, more than two-fifths of U.S. respondents (41%) said they will spend the same as they have, and about the same proportion said they will spend more (24%) as those who said they will spend less (22%).

Meanwhile, in what may be a blow to Biden's attempt to swiftly get the economy back on track by confronting the coronavirus, House Speaker Nancy Pelosi said the House will send articles of impeachment to the Senate on Monday.

In announcing Pelosi's decision, Senate Majority Leader Chuck Schumer made clear at a major objective is to prevent former President Donald Trump from ever holding office again.

"It makes no sense whatsoever that a president or any official could commit a heinous crime against our country and then be permitted to resign so as to avoid accountability and a vote to disbar them from future office," Mr. Schumer said. "There will be a trial and when that trial ends, senators will have to decide if they believe Donald John Trump incited ... insurrection against the United States."

Schumer acknowledged Pelosi's action will delay confirmation of Biden's nominees and legislative priorities. He promised "a full trial, a fair trial."

"This impeachment began with an unprecedented fast and minimal process over in the House," Senate Minority Leader Mitch McConnell said in floor remarks after Schumer. "The sequel cannot be an insufficient Senate process that denies former President Trump due process or damages the Senate or the presidency itself."

## New CDC Director Vows Increased Emphasis on Testing

More hope for the beleaguered bar and restaurant industries. Dr. Rochelle P. Walendky, who took over the **Centers for Disease Control & Prevention**, promised "better, healthier days lie ahead. But to get there, COVID-19 testing, surveillance, and vaccination must accelerate rapidly."

The promise of increased testing is good news to operators of bars and restaurants. Everywhere there has been intensive testing, disease positivity rates have gone down, often dramatically, when accompanied by aggressive contact tracing and quarantine and isolation measures.

In addition to calling for confronting "the the longstanding public health challenges of social and racial injustice and inequity that have demanded action for far too long," she said the U.S. must "make up for potentially lost ground in areas like suicide, substance use disorder and overdose, chronic diseases, and global health initiatives."

**Comment:** We hope her attention to substance use disorder does not signal a return to CDC's antialcohol posture of the past.

## Scheid Sales Rise, Net Loss Narrows

**Scheid Vineyards Inc.** reports sales of \$22.3 million

in the first nine months of the company's fiscal year, up from \$21.8 million. The company's net loss was nearly halved to \$3.7 million from \$7.2 million.

"Our case goods sales and direct sales revenues are slightly ahead of last fiscal year, increasing 3% through the third quarter, despite COVID-19 related effects on the Company's business including decreased on-premise and airline/cruise ship sales and California's prohibition against wine tasting in our two tasting rooms for over four months," said **Mike Thomsen**, CFO.

"Demand for bulk wine continues to be strong and bulk wine sales revenue has increased 177%, from \$4.4 to \$12.2 million in the first nine months of fiscal 2021. Grape sales declined 56% from \$1.6 million to \$0.7 million.

"Overall, total revenues increased 26% from the previous year nine-month period and gross profit margins increased from 21% to 25%. In addition, total sales, marketing and administrative expenses decreased 8%, from \$13.4 to \$12.3 million. The Company's net loss decreased 49% to \$3.7 million as compared to \$7.2 million in the first nine months of fiscal 2020."

### The 2020 Harvest

**Scott Scheid**, president/CEO, said: "Our 2020 wine grape harvest was completed on Nov.9, 2020. Yields were down about 25% from the Company's five-year average and it appears that wine grape yields are down state-wide, particularly in the northern areas most affected by the late summer wildfires.

"As we previously reported, there has been wide industry concern about the potential of smoke exposure negatively impacting wine quality. At this time however, we have experienced only minor issues and believe that the vast majority of our wines have not been negatively impacted and are of high quality."

## In Dry January, Most Don't Want to Go Dry But Switch to Lower, Healthier Alternatives

That's according to Drizly, which also found beer gained share, rising to 16% in January from 13% in December. "That points to consumers reaching for lighter drinks to kick off the new year," Drizly says.

The ready-to-drink category has grown, Drizly said. We suspect it will continue to grow . . . Convenience almost always wins.

Hard seltzer and light lager have both gained share within the beer category as consumers seek lighter options. Hard seltzer share grew from 18% in December to 20% in January while light lager grew from 15% in December to 17% in January.

Non-alcoholic spirits, beer, and wine are all among the fastest-growing subcategories month over month on Drizly in January to date.

## Covid May Be Running, But 85% of Beer Sites Open

A short note of cheer; 85% of locations pouring beer were open last weekend (Jan. 14-17), BeerBoard reports.

Nationally, the average number of taps added one handle over the weekend, climbing to 16 per location. Among

states tracked, Minnesota saw a large spike, climbing back to 18 taps after navigating enhanced restrictions over the past several weeks. New York added two handles to check in at 16 per, while Georgia (16) and Illinois (5) both added one handle.

Percentage of Taps Pouring rebounded over the period, now pouring at a 60% clip. Overall, most states tracked saw a bump, led by Minnesota, which grew to 65% pouring after hovering between 12-15% the last month. New York, Illinois, Florida and Texas all saw noticeable increases, Beer-Board said.

In Volume share, Craft was +2.8% to claim 31.4% of the total volume. Domestic took most of the hit (-2.1%), while Imports were -0.7%. Tap Share was relatively flat, while the Top Five Styles remained unchanged.

**Why DTC Is Hard for Big Firms -- And How It Could Help Grow Business**

Forget about large-scale direct-to-consumer distribution if you're a big company, say a **Diageo** or a **Brown-Forman**. But it's still worthwhile for a big company to maintain a DTC presence, says **Boucard Nesin**, lead beverage analyst at **Barenberg**, in a new report.

First, why DTC is such a challenge for a big company. First, consumers in general aren't buy food and drink via the Internet. "Even the most tech-savvy consumers can't really be bothered to shop on a company website offering only a few widely distributed brands. They don't want to buy ordinary potato chips, dish soap, soda and beer from separate websites, each requiring separate accounts, checkouts, shipping charges and deliveries," he says. It's just easier to go to the supermarket.

The solution, Nesin says, is to view DTC as an insights channel, not a sales channel. That's what PepsiCo is doing with Snacks.Com. **Ramon Laguarda**, PepsiCo's CEO, says "the direct-to-consumer model ... is more of an attempt for us to stay closer to the consumer, read them, understand (their) reaction to early innovation and then obviously take that innovation mainstream."

Here's the key: By establishing a direct connection with consumers, CPG companies can essentially create "a focus group on steroids, giving brands a place to build their digital muscles and collect personal data from real consumers, in real time," and on a large scale. Goodbye, focus groups.

Nesin sees six benefits for big companies from DTC programs: (1) identify what drives demand (do consumers buy because it's low-calorie, convenient packaging, or what?); (2) determine which ads work best through A/B testing; (3) create more efficient target consumer groups and improve merchandising and activation on a local level; (4) observe how consumer shop on the DTC platform, thus improve conversion across all e-commerce channels; (5) build sampling and trial online, and (6) show retailers there is demand from consumers in their territory.

But the most exciting opportunity, he says, is to revolutionize product innovation. "Consumers in a focus group express their preferences by checking a box, consumers in a DTC environment express their preference by checking out." They vote with their wallet.

Nesin says a DTC platform would permit brands to

launch two or three new products a month, to see quickly which generate renewed sales. "The goal is not to guarantee success, but dramatically (t0) reduce the cost of failure."

**New Year's Eve Growth For Drizly Up 400% from 2019**

That's well above the 350% increase in Drizly sales for all of 2020, which suggest there was a real boost at the end.

"The overwhelming demand for alcohol delivery was likely boosted by new consumers who have discovered the convenience of ordering alcohol online this year, as well as Covid-related restrictions shuttering restaurants and bars and limiting large private gatherings," Drizly said, adding that in a Drizly pre-New Year's Eve survey, 70.8% of consumers reported planned to spend the holiday at home, which was up from 61.2% the year prior.

Wine accounted for 48% of all sales on New Year's Eve, up from 41% for December overall. Champagne comprised 65% of wine sales, up from 60% in 2019, and more than double the category's overall December sales.

What brands performed best? Veuve Clicquot, Moet & Chandon, La Marca, and Dom Perignon all beat out Tito's, the first non-sparkling wine among the top 10. Tito's, in turn, barely exceeding Korbel. Casamigos, White Claw, Hennessy and Don Julio closed out Drizly's top 10 list.

"New Year's Eve is typically a holiday where consumers splurge on alcohol purchases to celebrate," says **Liz Paquette**, head of consumer insights, "and this was even more so the case in 2020, made evident with trading up behavior in the sparkling wine category." At the same time, segments like Prosecco, Cava, and American sparkling wine all experienced diminished year-over-year share, with Prosecco's share specifically dropping by a third.

Retailers should expect that consumers will continue to

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trade up on sparkling wine purchases by reaching for Champagne, Paquette says, adding:

"Given the year-over-year growth in Champagne this New Year's Eve, we expect this subcategory within the sparkling wine category to remain strong, as consumers continue to celebrate milestones and occasions at home in 2021."

Though liquor share on New Year's Eve declined compared to December overall (38 percent versus 44 percent, respectively), many consumers turned to cocktails to ring in the new year.

"With on-premise venues closed for the holiday, consumers recreated the experience at home by shaking up their favorite cocktails," says Paquette.

In Drizly's pre-New Year's Eve consumer survey, the majority of consumers (43.7 percent) indicated they were most likely to reach for cocktails to ring in the new year, surpassing those who were most likely to reach for Champagne and sparkling wine by more than four percentage points.

This was reflected in subcategories like liqueurs, cordials, and schnapps, which held nine percent of liquor share on New Year's Eve 2020 — a 50 percent share growth from New Year's Eve 2019. Other major liquor subcategories on New Year's Eve were whiskey at 36 percent of liquor share, vodka at 18 percent of liquor share, and tequila at 18 percent of liquor share.

As one of the big winners of 2020 overall, tequila's year-over-year share remained steady at 18 percent of New Year's Eve liquor sales. However, this further cements tequila's status as a go-to spirit; on New Year's Eve, it held the same liquor share as the vodka subcategory.

## Bay Area Restaurants & Wineries Sue California Over Covid Rules

Wine Country Coalition for Safe Reopening (the "Coalition") sued California Gov. Gavin Newsom and California State Public Health Officer Tomás J. Aragón alleging that the state's ban on outdoor dining and wine tasting is arbitrary, irrational, and unfair.

The impact of the ban has brought "ravaging" effects not just on local businesses but thousands of workers who have lost their jobs, the Coalition contends. The Coalition comprises more than 50 restaurants, wineries, tasting rooms, and suppliers across Napa and Sonoma Counties and other parts of the Bay Area.

According to the complaint, the state regulations enacted in December 2020 arbitrarily and unfairly targeted restaurants, wineries, and tasting rooms by indefinitely and without scientific basis banning outdoor dining and wine tastings in Napa, Sonoma, and elsewhere while allowing indoor businesses like retail to operate with little regulation.

"We support the state's efforts to limit the spread of COVID and have collectively invested millions of dollars to operate safely for our customers and employees," said Carl Dene of Sam's General Store and member of the Coalition. "All we ask is to be treated fairly and in accordance with the science. Though the data shows we can operate outdoors safely, our state officials continue to shut us down while trusting big-box retail stores to operate in much riskier indoor settings."

The complaint asserts there isn't any scientific evidence that, when conducted with protective measures, outdoor dining or wine tasting contributes to COVID-19's spread:

"When implementing this ban, [Governor Newsom and State Public Health Officer Aragón] apparently did not assess *any* data particular to outdoor dining or wine tasting. Had they done so, they would have found no scientific evidence indicating that when conducted with protective measures, it contributes to the spread of COVID at all. To the contrary, a growing body of scientific literature indicates the opposite."

According to the Coalition, the outdoor dining and wine tasting ban is causing long-term economic hardship on Coalition members and their employees, plummeting their businesses deeper into debt, causing additional permanent closures throughout their communities, and forcing countless layoffs and furloughs.

"We're projected to have lost more than \$3.5 million in gross revenue last year," said Chef Anthony "Nash" Cagnetti, Executive Chef and Founder of Tre Posti. "The latest shutdowns have forced us to layoff 95 valuable staff members, and it's devastating to consider what this has meant for them and their families. If we make it through the dining ban, we fear there won't be enough local industry workers left to rebuild our staff."

The Coalition's complaint, filed in Napa County Superior Court, alleges that the state's outdoor dining and wine tasting ban violates the equal protection, due process, and takings clauses of the California Constitution. The lawsuit asks the court to declare the outdoor dining and wine tasting ban in violation of the California Constitution and stop the ban's enforcement.

## Kansas Solons Extend Cocktails-to-Go; Bills To Make Permanent Filed in 13 States

The Kansas Legislature sent SB14, an extension of HB 2016, which includes allowing cocktails to-go from restaurants and bars, to Gov. Laura Kelly's desk for signature.

Governor Laura Kelly originally signed HB 2016 in June 2020 to extend the sale of cocktails to-go under Executive Order No. 20-27. That bill was set to expire on Jan. 26.

Meanwhile, Kansas is one of 13 states in which legislators have filed bills to extend or make permanent cocktails to-go. Many more are expected to follow to boost restaurants and bars on the brink of closing, according to the **Hospitality Recovery Coalition**.

The 13 states are: Delaware, Florida, Kansas, Kentucky, Maryland, Missouri, Nebraska, New Hampshire, New Jersey, New York, Oregon, Texas and Virginia.

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**, praised the movement as a critical next step in supporting hospitality businesses struggling to cope with the harsh economic impacts of COVID-19.

"Last month alone, the U.S. hospitality industry lost 372,000 restaurant and bar jobs," said DISCUS President/CEO **Chris Swonger** on behalf of the coalition. "Innovative

measures like cocktails to-go won't fully solve the hospitality industry's economic woes, but it may help these businesses hang on during this COVID-19 emergency. Passing cocktails to-go measures legislatively provides stability and certainty for the future. As representatives of distilleries, restaurants and bars, we applaud the decisive action of state legislators on this issue and look forward to seeing more cocktails to-go legislation being filed across the U.S."

### SweetWater Brewing Enters Colorado Feb. 1

SweetWater is partnering with **Eagle Rock Distributing Co. of Colorado** to reach 75% of the state, including the Denver metro area, Loveland, Littleton, Colorado Springs, Pueblo and Durango. SweetWater will reach the rest of Colorado by partnering with **Central Distributing Co., Quality Brands of the Rockies** and **B&K Distributing** on the western slope.

Sweetwater's **420 Extra Pale Ale, H.A.Z.Y. IPA, G13 IPA** and **High Light Lo-Cal Easy IPA** will be available at bars, restaurants and select retail establishments throughout the state.

SweetWater's expansion into the first U.S. state to legalize recreational marijuana comes shortly after its December 2020 acquisition by Aphria Inc., the largest global cannabis company by net revenue.

The heady, outdoor-forward personality of Sweetwater was originally inspired by the state of Colorado. Founder and CEO, **Freddy Bensch**, lived in Colorado during college and now spends half the year there, and was inspired by the state's passion for protecting natural resources and habitats.

With the expansion into Colorado, SweetWater will be available in 27 states, plus Washington, D.C., and will build on the presence established in Telluride, Colo. over the past four years as a sponsor of the Telluride Ski Resort.

### Filibuster Distillery Indicted For Illegal Dumping

Filibuster Distillery and its owner, Siddharth Dilawri, were indicted, charged with dumping more than 40,000 gallons industrial waste without a permit into a publicly owned waste treatment works.

According to the indictments, the dumping of waste primarily occurred in November 2018, but the distillery continued to discharge industrial water with excessive levels of zinc and copper until at least September 2020. Dilawri initially denied that any dumping occurred and then claimed that there was a one-time accident at the distillery.

However, he later admitted that he had given false information to law enforcement authorities and that he had known about the dumping. DEQ staff, along with the Shenandoah County Fire Marshal Dave Ferguson and other authorities, have investigated the impact of the dumping on the stream as well as on the local community and worked with Attorney General Herring's Environmental Section to bring this prosecution.

### Oskar Blues Joins Low-Calorie Parade

**Oskar Blues Brewery**, Longmont, Colo., introduces

**Oskar's Lager** (4.2% ABV, 95 calories and 2.5 carbs per 12 oz. can).

Using German lager techniques honed for the Slow Chill Lager Series and a handful of collaborations with other craft breweries, Oskar Blues brewers developed an ultra-crisp, smooth lager with depth of flavor and low ABV, allowing for day-long sessioning.

"Beer can be a friend and it brings friends together - a winning combo," says **Ryan Dunnivant**, VP of Operations for Oskar Blues. "When developing this recipe, we had in mind a Japanese concept called 'kire,' which in the beer world means a pleasing crispness with cleansing properties. Like a conversation with an old friend, Oskar's Lager is classic, refreshing and invigorating."

### 21st Amendment Brewery Launches Hard Seltzer

**21st Amendment Brewery** launched its new line of handcrafted seltzers into the national market: **SOMA Hard Seltzer** (100 calories, 2g carbs, 0g sugar, 4.6% ABV).

Rated the No. 1-selling craft seltzer in major Northern California grocery chains (Nielsen) since its exclusive release to the Northern California marketplace in June 2020, SOMA Hard Seltzer rolls out to all 32 states where 21st Amendment distributes in spring 2021. 21st Amendment Brewmaster Shaun O'Sullivan brews the new line of seltzers with their craft roots front and center and with the same level of innovation as their acclaimed beer portfolio.

### DiSaronno, Jack Daniel's Debut Velvet Fire

It's a combination of two parts DiSaronno Velvet and one part Jack Daniel's Tennessee Fire.

Velvet Fire, which features a 750ml bottle of both DiSaronno Velvet and Jack Daniel's Tennessee Fire, is now available nationwide with a suggested retail price of \$49.99. The suggested retail price for Jack Daniel's Tennessee Fire is \$19.99, with DiSaronno Velvet available at a suggested retail price of \$29.99.

### Cutwater Spirits Adds Fruit-Forward Margaritas

**Cutwater Spirits** adds several new fruit-forward margarita SKUs to its portfolio. Mango Margarita, which will roll out nationwide in early February.

In 2020, Cutwater's "Tequila Margarita" sales grew by over 190%. The 12.5% ABV SKU has the third highest rate of sale in the entire RTD category. Soon after the release of Mango Margarita, Cutwater will introduce Strawberry and Peach Margarita cans made with real fruit puree to the lineup in April. Cutwater is also rolling out Frozen Margarita ice pops in a mixed pack featuring lime, strawberry, mango, and pineapple that will reach shelves across the country in March.

### Full Tilt Brewing Reopens Taproom

After Baltimore, Md., officials allowed **Full Tilt Brewing** to reopen its tap room the brewery moved swiftly to do so, informing patrons it had three new brews to offer

and would be providing live entertainment.

However, the news came so suddenly that it “caught us somewhat off guard so hang in there while we regroup the kitchen program over the next week or so,” Full Tilt said, adding it will be “significantly” expanding its options and hiring new staff.

It also detail Covid mitigation actions, including a mask requirement for patrons and staff, limited indoor seating and outdoor seating with heaters. Both indoor and outdoor seating will be at reduced capacity.

### Proclamation Whiskey Toasts Violinist at Biden's Inaugural

Proclamation Blended Irish Whiskey (SRP \$29.99) raised a glass to renowned Irish concert violinist Patricia Treacy who performed ‘The Proclamation,’ composed by Patrick Cassidy, during the inauguration of President Joe Biden.

“We raise a glass and celebrate the shared history between America and the independent Ireland we know and love,” said Stephen Cope, Managing Director of ITUT. “Today, the spirit of the Proclamation serves not only as a symbol of Ireland’s history but takes an historic place in American history, also.”

Proclamation Blended Irish Whiskey was created to honor the historical 1916 Proclamation defining Ireland’s independence. It was launched in the U.S. in September last year.

Owned by Inis Tine Uisce Teoranta (ITUT), based in Co. Mayo, boasts a design that reflects the physical attributes of the original document. The printers had insufficient type to print it all at once it had to be printed in two parts. The label includes blind embossing, while fonts were specially redrawn to emulate those of the Proclamation, such as the extraneous ‘e’ that features in the original document.

Crafted from Irish grain and malt whiskeys, the Proclamation blend is triple distilled and aged in American oak barrels. Further matured in bourbon casks, the blend includes a touch of sherry-finished malt, providing a complex character and tasting notes that reveal an abundance of fruit and creaminess.

### Rémy Martin Reintroduces Iconic Design Of VSOP Bottle Celebrating Music Culture

Rémy Martin introduced a limited-edition VSOP bottle inspired by the iconic design first commercialized in the 80's and 90's. The refreshed design with gold detailing pays tribute to the musical excellence of mixtape culture and invites a rediscovery of Cognac's timeless elegance.

### Jägermeister Launches Streetwear Collection

For the first time, Jägermeister is launching its

first international streetwear collection. The clothing pieces target the streetwear community worldwide and will be available for brand and fashion enthusiasts in 22 markets.

It consists of 12 exclusive pieces that make up the Best Nights collection. Each item also emphasizes the meaning of a best night with friends. Even though these nights look different now because of the global coronavirus pandemic, Jägermeister is committed to spreading a message of optimism, conveying that we will hopefully soon be able to enjoy our best nights out together with each other again.

To make a contribution in support of the club culture that is severely threatened by this crisis, Jägermeister will give one euro per order to the United We Stream initiative.

### Ballast Point Marks 25 Years in Brewing

To celebrate 25 years as a craft beer pioneer in San Diego, Ballast Point is looking to build upon its label legacy with a fresh new look across cans, bottles, and overall packaging. This month, Ballast Point launches Complete Art — new designs anchored in reverence to its iconic flagship, the Sculpin, and with a nod to the art reflected both in and on the can.

The first in the new series, which hit shelves last fall, includes gold medal-winner, Longfin Lager. This month, refreshed designs of familiar favorites including the Sculpin IPA family, along with brand new year-round releases to be announced in February, will add to the Ballast Point portfolio.

## Who & What —

**John Anthony Family of Wines** promotes **Jeff Kandarian** executive vp-winemaking. **Michael Abernathy**, who joined the team as Assistant Winemaker in 2016, succeeds Kandarian as winemaker to further level-up its winemaking capabilities.

**Kentucky Distillers Association** names **Pauline Rooney**, vp-distillation and maturation, **Diageo North America**, chairwoman.

**MGP Ingredients** names **Matt Greeno** lead master distiller, a new position. Greeno will guide the company’s Master Distillers and process engineers and oversee technical processes across MGP distillery operations in Atchison, Kansas, Lawrenceburg, Indiana, and Washington, D.C., as well as assist in developing new product concepts, custom mash bills and distillates.

Continued Success,  
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JOEL WHITAKER, Editor