

# KANE'S BEVERAGE WEEK

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

Volume 82, No. 4

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February 4, 2021

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## Beer Imports Slowed 17% in December from Prior Month

As this issue of *Kane's Beverage Week* went to press, **Beer Institute** reported that total beer imports slowed by 17% from November but were up slightly — 0.3% — from the prior year. Nonalcohol imports also slowed, dropping 37% for the month, but were still up 48.8% year-over-year.

The top seven import countries (Mexico, the Netherlands, Belgium, Canada, Ireland, Germany and Italy) together saw a decrease of 18.4 million gallons or a combined 17.3%. Imports from Canada (up 0.8%) and Italy (up 23.5%) were the only gainers in the top seven from November to December.

Mexico and the Netherlands, the top two import countries, were both down for the month (Mexico down 18.8% and Netherlands down 15.1%) but YTD Mexico was up 2.6% and Netherlands up 10.8%.

Comparing beer in cans for the Netherlands for the months of December 2019 and December 2020 there was a 174.2% increase. Imports of cans in December 2019 were 1.4 million gallons while the same month in 2020 was 4.0 million gallons. That is a 38.3% increase YTD. Notably, draft was down 58.4% YTD but overall imports from the Netherlands were up 10.8% YTD.

Year-over-year comparisons by country for draft beer shows draft down overall for all reporting countries by 49.5%, which includes the Netherlands down 58.4%; Mexico down 40.2%; and Belgium down 62%, all attributable to COVID-19 closures.

## DISCUS Urges Congress to Pass Bill Aiding Restaurants

The Restaurants Act was reintroduced in both the House and Senate, and the **Distilled Spirits Council of the U.S.** urged Congress to include the Restaurants Act in the next Covid-19 relief package and to “move swiftly to get these businesses the aid they desperately need.”

**Chris Swonger**, president, said the measure “brings a glimmer of hope to hospitality businesses under severe financial duress from the pandemic. The toll on restaurants, bars and craft distilleries has been devastating and the hospitality industry has a long road ahead toward economic recovery.”

The measure is not restricted to restaurants, but applies to virtually any premise “where the public may taste, sample, or purchase products. It would allow eligible entities to receive grants of up to \$10 million to offset revenue losses last year compared to 2019.

“The \$120 billion in grants provided through this legislation will accelerate their revitalization by providing the critical funding needed to stabilize their businesses and plan for a more promising future, Swonger said.

Grants may be used for payroll, mortgage or rent payments, utilities, maintenance expenses (including construction to accommodate outdoor seating), supplies (including protective equipment), food and beverage expenses within the scope of normal business practice, debt obligations, operational expenses, and paid sick leave.

## Pat Roney's Vintage Wine to Go Public Through a SPAC

**Vintage Wine Estates**, one of the fastest growing U.S. wine producers said it would become a publicly traded company by merging with **Bespoke Capital Acquisition Co.**, “special purpose a acquisition company (SPAC).

A SPAC is a “blank check” shell corporation designed to take companies public without going through the traditional IPO process. SPACs allow retail investors

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Subscriptions: \$799, 47 issues a year

ISSN: 0882-2573

to invest in private equity type transactions, particularly leveraged buyouts.

Completion of the merger is not subject to any financing or minimum cash requirement, but only customary closing conditions for a transaction of this nature. Prior to the signing of the definitive agreement, funds managed by Wasatch Global Investors acquired a \$28 million stake in VWE from existing investors.

Since its founding 20 years ago, Vintage Wine Estates has grown organically and through more than 20 acquisitions, today selling nearly 2 million nine-liter equivalent cases annually. VWE is diverse across price points and varietals with more than 50 brands with price points ranging from \$10-\$150 at retail, a majority of which are sold in the \$12-\$20 price range.

VWE will continue to be led by **Pat Roney** as CEO and will retain VWE's highly experienced management team, augmented by former Diageo CEO, **Paul Walsh**, as non-executive Chairman.

## A-B to Invest \$1 Billion to Make Hard Seltzer

The maker of **Budweiser**, **Bud Light** and **Michelob Ultra** plans on overtaking **White Claw** and **Truly** (Boston Beer Co.)

"We need to build more seltzer capacity so we can attend the demand from consumers, which is a growing demand," Anheuser-Busch Chief Executive Officer Michel Doukeris told Reuters, adding that the company's new Michelob Ultra organic seltzer also requires "huge" investment.

## Beer Continues Return to Normal

After a dramatic year in 2020, the **National Beer Wholesalers Association's** Beer Purchasers Index for January continued to show signs of returning to normal.

The total BPI for January 2021 is at 66.4, about where it was in January 2020 and before the pandemic at 65.7, NBWA said.

The "at-risk inventory" (inventory at risk of going out of code in the next 30 days) measure rose to 37.9 from 25.9 in December 2020, the largest single-month increase since June 2020.

NBWA Chief Economist **Lester Jones** explained, "A slower than expected December and healthy end-of-year shipments from suppliers significantly changed the industry's inventory picture."

## Zonin's Castello del Poggio Sees 1 Million Cases This year

Depletions last year were up 30% over the previous year, said **Shawn Balzano**, national sales director a the Zonin family's U.S. import unit, **1821 Fine Wine & Spirits**.

The Castello del Poggio line-up includes America's favorite Italian Moscato, a DOCG Moscato d'Asti, a new delle Venezie DOC Pinot Grigio, an Extra Dry Prosecco, a Rosé, and two red blends: "Smooth Red" and "Templar's Red."

"The new packaging speaks clearly and directly to

Castello del Poggio's growing diversity of millennial and Gen Z consumers," explains **Mike Wolff**, 1821 Fine Wine & Spirits' Head of Consumer & Trade Marketing. Tasting notes are in English and Spanish. Back labels confirm that contents are gluten-free, dairy-free, and vegan-friendly. An easy-to-read sweetness/dryness scale has also been added.

Two offerings are undergoing a name change: The former Castello del Poggio Sweet Rosé is now "Castello del Poggio Rosé." The Sweet Red Provincia di Pavia becomes "Smooth Red" – the latter a runaway success in the U.S., experiencing 50% growth in volume within the past year.

Shippers and merchandising materials now sport QR codes for seasonally updated content to keep the brand current.

Front labels feature delicately drawn flowers indicative of the primary aroma associated with each wine: orange blossom for the Moscato IGT, honeysuckle and orange blossom for the DOCG Moscato, French broom for the DOC Pinot Grigio, jasmine for the Prosecco, peach blossom for the Rosé, wild roses for the Smooth Red, and red peonies for the Templar's Red. The floral theme continues in illustrated screwcaps for the premium high-shouldered bottles, exceptions being the prestige DOCG Moscato d'Asti 2020 and DOC Prosecco, both of which remain sealed with a classic cork closure.

## MGP Taps RNDC for Colorado

MGP signed **Republic National Distributing Co.** to represent its brands in Colorado.

"We are proud to partner with RNDC to continue to build awareness and sales of our award-winning spirits portfolio in Colorado," says **Andrew Mansinne**, vp-brnds, MGP. "We're dedicated to crafting the highest quality spirits with our talented team and will rely on RNDC's market leadership in Colorado to support our commitment to reach the local hospitality and retail community."

## Most Americans Drink Responsibly During Covid-19 Pandemic

When times get hard, people drink more, right?

Well, no. The proportion of adults consuming alcohol has actually declined during the Covid-19 pandemic, according to a survey commissioned by **Responsibility.org**. Some 63% of respondents said they are drank in 2021, down from 79% in 2020.

Additionally, most American adults (87%) are confident that they drink responsibly, with the proportion of individuals surveyed saying they felt *extremely confident* increasing significantly, from 45% to 57%, over the past eight months.

"Americans are still struggling with the impact of the COVID-19 pandemic in multiple ways, but we're encouraged by this study's findings," said **Chris Swonger**, president/CEO, **Distilled Spirits Council of the U.S. (DISCUS)** and **Responsibility.org**. "Adults largely remain confident in their ability to consume alcohol responsibly, even when under unprecedented levels of stress."

The data also underscore how adults have made their health a priority over the past year, with 42% of participants

reporting they have learned the importance of self-care during the COVID-19 pandemic.

Whether in efforts to practice self-care or institute positive changes, 26% of individuals surveyed reported drinking less for health-related reasons, while 35% of individuals who have stopped drinking all together since the beginning of the pandemic cite the same reason.

Additionally, COVID-19 related local regulations and closures have reduced adult consumption. Thirty-four percent of adults who report drinking less also cited not being able to go out as their reason for drinking less, while 23% cited bar and restaurant closures as the reason. COVID-19 related closures and restrictions have changed how, where, and when people are drinking.

This shift re-emphasizes the importance of responsible consumption and robust alcohol education, Responsibility.org said. With families spending most of their time at home, it is increasingly important for parents to discuss the dangers of over-consumption or underage drinking. The survey found that 54% of parents feel the stress of the COVID-19 pandemic makes it *more important* for them to talk to their kids about the dangers of underage drinking.

“With Americans more likely to drink from the comfort of their own home, alcohol education is paramount. Adults who choose to drink should consume responsibly and know their limits, and stick to them,” Swonger continued. “It is also critical that parents maintain an open dialogue with their children about healthy choices, as well as the dangers associated with underage drinking and overconsumption.”

### Consumers Seem Tilting Toward Lighter Drinks: Drizly

Beer gained share in January, going from 13% share to 18% share, Drizly said, adding it "points to consumers reaching for lighter drinks to kick off the new year, driven by hard seltzer and light lager."

In the liquor category Vodka has gained share in January, growing to 23% share compared to 17% in December.

The ready-to-drink category, which includes many low ABV and low-calorie alternatives, has grown in January from December.

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, Drizly reports. .

Non-Alcoholic spirits, beer, and wine aware the top three fastest-growing subcategories month over month on Drizly in January. The most popular brands month in the non-alcoholic beer category includes Heineken, Athletic Brewing Company, and Clausthaler. Seedlip and Lyre's are top sellers for non-alc spirits while Fre and Ariel lead non-alc wine sales.

### 80% of Calif. Wine Production Sustainable

The 171 wineries producing 80% of California's total wine production (255 million cases) and 2,247 vineyards farming 32% of California winegrape acreage (204,122 acres) are Certified California Sustainable Winegrowing, according to the **California Sustainable Winegrowing Alli-**

**ance.**

The total statewide certified vineyard acreage is nearly 50% based on the additional 15% of California vineyard acreage certified to other state sustainability programs, including Fish Friendly Farming, Lodi Rules, Napa Green and Sustainability in Practice (SIP).

The program was updated in 2017 to allow use of a new logo on labels and **6.2 million cases (76 million bottles) bear the logo**, showing that the wine was made in a Certified California Sustainable Winery with 85% or more of grapes from certified vineyards (including Certified California Sustainable, Lodi Rules and SIP) and 100% from California.

### Sierra Nevada Forms Recycling Cooperative

Sierra Nevada Brewing Co. and American Recycling of Western North Carolina (WNC) announced formation of the Western North Carolina Brewery Recycling Cooperative and the upcoming opening of a new recycling drop-off site near Asheville.

The cooperative and the new drop-off site, which is set to open in the coming months, will create infrastructure for the area's 80+ breweries to recycle common industry wastes currently going to landfill.

“The cooperative is an effort to pool resources and leverage our shared economy of size to make a real difference in the community,” said Leah Cooper, Sustainability Program Manager at Sierra Nevada.

The new recycling co-op will be available to breweries and small businesses across Western North Carolina, greatly increasing the area's ability to recycle commercial materials.

“This is a win-win for both the local breweries and American Recycling,” said **Ron Moore**, owner of American Recycling of WNC. “We want to thank Sierra Nevada and all of the others that have helped to make this possible.”

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Sierra Nevada spearheaded the effort, partnering with American Recycling and local breweries to develop the co-op and collect matching funds for the construction of the drop-off site.

Other participating breweries include Asheville Brewing Co., Bhramari Brewing Co., Buchi, Burial Beer Co., Catawba Brewing Co., Hi-Wire Brewing, New Belgium Brewing Co., Wicked Weed Brewing, and Zillicoah Beer Company.

“Many craft breweries use traditional recycling methods where all recyclables are collected together,” explained Cooper. “Because of this, they can’t recycle common industry waste like malt bags, shrink wrap, and PET strapping.”

To combat this, Sierra Nevada started allowing local breweries to drop off recyclable materials at its Mills River facility, which has the volume and infrastructure needed to recycle common industry waste. But it soon became overwhelmed by the demand and realized the opportunity for a cooperative in the community.

While recycling cooperatives aren’t new, WNC Brewery Recycling Cooperative is unique in its breadth and impact.

“We’ve taken into account the 80+ breweries in our region,” said Cooper. “And while the cooperative was created with breweries in mind, it will also be open to any business with similar materials interested in participating.”

Sierra Nevada was the first company to achieve TRUE Platinum Zero Waste certification in 2013 at its Chico, CA brewery, with its Mills River brewery—the only LEED Platinum production brewery in the country—following suit in 2016. As it looks to the future, Sierra Nevada aims to reach beyond its own walls with similar initiatives that support community and regional environmental and social resiliency.

## Jack Daniel's Leads Bev/Al Brands In Connecting with Consumers.

The idea of brand intimacy -- building enduring emotional connections between brands and people has gained strength during the Covid pandemic, according to MBLM, a marketing consultancy.

**Jack Daniel's** leads bev/al brands, ranking 56th out of the top 102. Jack Daniel's actually leads Mountain Dew, Pepsi and Nestle. Coming up at 68th place is **Coors**, followed by **Budweiser** (which Anheuser-Busch InBev decided not to advertise during the Super Bowl), **Heineken** at No. 80, and **Miller** at No. 88.

With Covid raging, it's interesting to see what matters to consumers. Fulfilling expectations, providing great customer service, is No. 1, followed by identity, or reflecting an aspirational image, like Mercedes-Benz, integrating a brand into his daily actions, nostalgia, and a feeling one is being pampered.

“People have connected with beverage brands more than in previous years, although there is opportunity for greater improvement,” said **Mario Natarelli**, managing partner, MBLM. “As we sought at-home entertainment and ways to recreate the restaurant experience during quarantine, many beverage brands found new ways to define their relationship with consumers, moving away from images of parties and social gatherings. Those that established the strongest emo-

tional connections during COVID-19 will maintain their stronghold as providing comfort even when we return to normal life.”

Top intimate beverage brands continue to significantly outperform the leading brands in the Fortune 500 and S&P 500 indices across revenue growth, profit growth and stock price.

Building and maintaining strong emotional connections with users is a core tenet of Brand Intimacy and is also a key principle for navigating challenging times. Additional significant beverage industry findings include:

The beverage industry ranks seventh in this study, maintaining its position from the 2020 rankings.

Beverages perform better with men than women and with consumers over 35 years old versus younger ones.

Coca-Cola was the top overall brand for men and women, while Jack Daniel’s was the top brand for millennials.

The industry has improved its percentage of users in some form of intimacy, now at 25 percent up from 22 percent last year.

## Vivino Raises \$155 Million Series D Funding

**Vivino**, which claims to be the world’s most downloaded mobile wine app and largest online wine marketplace, closed a \$155m Series D funding round led by Swedish based investment firm Kinnevik with Sprints Capital accompanying as a new investor. Additional participants include GP BullHound and existing early-stage investor Creandum. This latest round brings Vivino’s total funds raised to date to \$221 million and includes a mix of primary and secondary investment.

Vivino currently boasts a community of 50 million wine enthusiasts, who turn to the platform for its personalized recommendations, unbiased rating system, and expansive selection of wines from more than 700 marketplace partners worldwide.

The new capital will enable Vivino to improve its core technology and artificial intelligence platform to create better and more personalized recommendations for Vivino users. The company will also deepen its focus on select markets with the greatest potential for growth, including the US, Germany, the UK, Italy, Japan, and Portugal.

“This is a testament to the remarkable work that our teams around the globe have done to build an extraordinary business,” said **Heini Zachariassen**, Vivino’s Founder and Chief Executive Officer. “This round has raised important capital for our rapidly growing company and drawn some exceptional new leaders to our board. The funding will enable us to continue to build on our core strengths, expand industry partnerships drawing more merchants and wineries to our marketplace, and support our continued global growth.”

Alcohol e-commerce sales worldwide have grown immensely, and are expected to exceed \$40 billion by 2024. Zachariassen credits the company’s growth to this continued shift in consumer behavior. “Our user retention rates are high, and we’re seeing a steady conversion of app users to wine buyers. That’s a good move in the right direction. By creating more value for our users, we also create more value for the company and industry at large.”

Since its Series C raise in February 2018, Vivino has increased its user base from 29 million to 50 million and has



significantly grown its marketplace business, which connects wineries and wine merchants to its community. The company has posted a 100% annual growth rate for the last seven years and a 103% increase in year-over-year sales in 2020.

### Alabama Senate Panel Backs Home Delivery

Alabama Senate Judiciary Committee approved a bill that would allow delivery of sealed beer, wine and liquor from grocery stores, restaurants and other licensed retailers to residences across the Alabama.

The bill, [SB 126](#), would provide that the Alcoholic Beverage Control (ABC) Board would handle the licensing of services allowed to deliver alcohol.

Rep. Gil Isbell (R), the prime sponsor, said, "Passing common sense rules for safe alcohol delivery in Alabama is smart all around – giving more options to consumers relying on delivery services while providing a boost to delivery workers and local retail businesses during a pivotal time. It's time to pass legislation that responsibly gives consumers in Alabama the option for delivery of beer, wine, and spirits, just as states across the country have done."

### Diageo Donates \$10 Million To HBCU Endowments

**Diageo North America** said it is donating \$10 million to support 25 Historically Black Colleges and Universities (HBCUs) and creating permanent endowed funds to provide financial aid grants anticipated to benefit thousands of talented students in need over the years. Funds will be available for HBCU students across different disciplines and majors, and distributed according to each institution's financial aid process.

The program will provide funding to support students at the following institutions: Alabama A&M University, Alabama State University, Bowie State University, Clark Atlanta University, Delaware State University, Dillard University, Fisk University, Fort Valley State University, Florida A&M University, Grambling State University, Hampton University, Harris-Stowe State University, Howard University, Jackson State University, Kentucky State University, Morehouse College, Morgan State University, Norfolk State University, North Carolina A&T University, North Carolina Central University, Tennessee State University, Tuskegee University, University of Virgin Islands, Winston-Salem State University, and Xavier University.

With a goal of helping to change the complexion of the beverage alcohol industry, Diageo North America has also committed to taking a step to build a pipeline of talented leaders through an internship platform over the coming years. The company will provide opportunities for HBCU students to gain valuable work experience at a fast pace that could help them with their future career aspirations or jumpstart their career in the consumer goods industry.

As part of this commitment, Diageo North America is also exploring the creation of Innovation Hubs at select institutions to provide students and faculty with an experiential approach and resources that complement traditional learning. The program will include Diageo providing men-

torship, lecturers for faculty and students and curriculum development assistance.

### If Penna. Allowed More Spirits Outlets It Could Add \$86 Million to Treasury: DISCUS

But we wouldn't count on Pennsylvania's legislature and governor to allow the sale of distilled spirits by some r-license holders, despite the fact that an economic analysis by the Distilled Spirits Council of the U.S. suggests the state could generate \$86 million in new taxes and profits in the first year.

After all, Pennsylvania is the state that not only slammed the door on restaurants and bars, but also on the **Pennsylvania Liquor Control Board's** Fine Wine & Spirits shops as a way of curbing the spread of Covid-19. Instead, the state is likely to follow its governor's call to increase the income tax.

But **David Wojnar**, DISCUS Senior Vice President and Head of State Public Policy argue that "increasing access to distilled spirits will result in more consumer convenience and additional state revenue without increasing taxes on hard-working Pennsylvanians. The budget deficit created by the COVID-19 pandemic, and in part by the lost revenue from PLCB closures last March, has put a strain on the Pennsylvania economy. Allowing r-license holders that already sell beer and wine to sell distilled spirits is a commonsense solution to generate much-needed revenue in the commonwealth.

Pennsylvania currently has 0.65 spirits outlets per 10,000 people, versus a national average of 3.27 spirits outlets per 10,000 people. Pennsylvania also falls short of other control states which average 2.59 spirits outlets per 10,000 people.

### North Coast Brewing Releases Foggy Day Hazy IPA

Produced by brewmasters **Pat Broderick** and **Chuck Martins**, this unfiltered hazy beer utilizes heavy doses of citrus-forward hops. One of the ways that this sub-style differs from regular IPAs is the use of high-protein cereals in the grist, such as oats and raw wheat, which create haziness in the beer and add silky texture to the mouthfeel.

**Jeffrey Ottoboni**, CEO of **North Coast Brewing**, stated "we are excited to expand the reach of our delicious Hazy IPA. Before now, only visitors to our pub and locals have been able to find it here in Fort Bragg, Calif. This beer continues the long history and quality legacy at North Coast. Our team has conceived and executed a package and product that will be enjoyed by a new generation of discerning beverage consumers."

Foggy Day Hazy IPA is brewed in Fort Bragg, against the backdrop of the Pacific Ocean. Taking inspiration from the rugged coast and foggy days, this beer is a hop lover's dream.

### Wine Collective Launches a Vermouth

**Wine Collective**, Baltimore, launched **Vermú Rosé** vermouth.

“Vermouth is a potion of sorts. It is an aperitif wine, a fortified and aromatized wine, not a spirit. But most importantly, it is the summit of the bounty of nature. Vermouth—as people in Turin, Madrid and Barcelona know so well—is not just a drink. It is something you do, a way of life. This is why we created Vermú Rosé,” said **Enrique Palares**, managing partner/general director, **Wine Collective**. “Vermú is an old drink for a new generation. While we used traditional methods of manufacturing, our recipe is unique, and the end result is young, and approachable. Vermouth is an aperitif for anytime since it’s not high in alcohol.”

### Harpoon Offers 9% ABV Cannoli Stout

It’s a new version of **Harpoon Mike’s Pastry Cannoli Stout**, a 8.3% ABV beer which **Harpoon Brewery** introduced last year. The 9% BV version was aged in rye whiskey barrels to ‘accentuate its creamy vanilla characteristics and provide notes of cinnamon, caramel, and rye spice,’ the brewery said. Both are available in 16 oz. four-packs for \$14.99 for the classic Cannoli Stout and \$16.99 for the Barrel-Aged variant.

Both can be found at Harpoon’s Boston and Vermont Beer Halls, at retailers across Massachusetts, and in select markets throughout the Northeast.

For every case of the beer sold, Harpoon will once again donate a portion of proceeds to **Christmas in the City**, a Boston-based local non-profit that provides financial support to families experiencing homelessness and poverty.

### Double Eagle Very Rare Bourbon Released by Buffalo Trace

It’s the third in the Double Eagle Rare series, which was introduced in 2019. The bourbon slumbered for two decades on the lower floors of Buffalo Trace’s historic warehouses, which is twice as long as the standard 10-year-old Eagle Rare Bourbon.

Luxuriously presented in the same handcrafted package as the previous releases, this release of Double Eagle Very Rare has a notable update to its proof – to 101, a nod to the original proof of Eagle Rare Bourbon when it was first released in 1975.

The two-decades-old bourbon is bottled in a luxurious crystal decanter and arrives in a silver presentation box. The presentation box consists of two sliding doors, imprinted with a design similar to eagle feathers. The sliding doors open to a spotlight of the stunning, hand-blown crystal decanter, which features two sculptured crystal glass eagles, one inside of the bottle and one serving as the stopper.

Only 199 of these bottles were produced and each bottle includes an individually numbered letter of authenticity noting it is from this specific collection. SRP: \$2000.

### Frey Ranch Launches Straight Bourbon in SF Bay Area

**Frey Ranch Distillery** introduced its flagship **Straight Bourbon Whiskey** (45% ABV, \$49.99 SRP) to San Francisco and the surrounding Bay Area this winter.

The Nevada-based farm and distillery’s signature whiskey has received critical acclaim since it was first released in December of 2019, earning 92 points from *The Tasting Panel*

and 90 points from *Wine Enthusiast*. Frey Ranch Straight Bourbon Whiskey is available at Bay Area retailers including Whole Foods, Mollie Stone’s Market, PlumpJack Wine & Spirits, Blackwell’s Wine & Spirits, and will be coming soon to Total Wine & More locations in the region. It is also available [online](#) for nationwide shipping.

“I firmly believe that flavor starts in the fields, and I’m honored to share a piece of our farm and quality grains, expressed through Frey Ranch Bourbon, with whiskey lovers in the Bay Area,” said **Frey Ranch** Co-founder and CEO, **Colby Frey**. “After launching in Sacramento last fall and seeing such a positive response in that market, this feels like a natural next step as we continue to grow our brand.”

Tucked away just east of the Sierras in Fallon, Nevada, Frey Ranch Distillery is one of only a few whiskey producers in the world to grow 100% of its grains on-site.

The Frey family has a long history of farming in the region dating back to 1854, which lives on today through fifth-generation farmer Colby Frey, who started the distillery in 2006 with his wife and Co-founder, Ashley.

### Prairie Organic Spirits Offers 1st Flavored Gin

**Prairie Organic Spirits**, Princeton, Minn., expands its portfolio of farm-crafted botanicals with the launch of its first-ever flavored gin, **Prairie Organic Cucumber, Mint & Lime Flavored Gin**.

“We’re continuing to see an increase in consumer demand for combination flavored gins so we looked to create an exceptional gin that was infused with refreshing all-natural and organic flavors that we know the Prairie Organic consumer would love,” said **Meghan Murray**, vp-marketing, **Phillips Distilling Co.** “All of the ingredients used are organically grown on United States soil so consumers know what’s in their glass and the flavor profiles make for the perfect pairing for any cocktail – a truly sustainable experience in a glass that tastes great and is the perfect addition to our portfolio of spirits.”

This new flavored gin was created with sustainability in mind – the USDA found more than 35 pesticide residues in conventionally farmed common cucumbers, which can be harmful when ingested. Prairie Organic Cucumber, Mint & Lime Flavored Gin contains only organic ingredients so consumers can feel good about what they’re consuming.

### Dogfish Head Craft Brewery Offers Nationally Distributed Oat Milk-Centric Hazy IPA

*Hazy-O!* is brewed with four types of oats – malted, rolled, naked and oat milk – for a hop-forward beer that is smooth and refreshing.

It’s the first-ever nationally distributed oat milk-centric IPA, *Hazy-O!* took almost a year of R&D to perfect. In fact, to ensure they harnessed all the goodness of oat milk in *Hazy-O!*, **Dogfish Head** enlisted the help of oat milk scientists from [Elmhurst 1925](#), a family-owned, plant-based milk producer out of New York. Using *Elmhurst’s* culinary prowess and its *Unsweetened Milked Oats*, made with three simple ingredients – oats, water and salt, **Dogfish Head** finalized the recipe for *Hazy-O!*, and “ooooh,” it’s delicious!

### Busker Irish Whiskey Launches Busk It! Cam-

## paign to Engage with U.S. Consumers

**The Busker**, a new-to-world and category-disrupting line of Irish Whiskeys, is excited to launch **Busk It! Discovery**, a multi-channel, digital promotion to engage consumers.

The campaign includes a large video contest with monetary grants, rebates on purchases, The Busker gear giveaways and immersive virtual tastings.

While the brand honors its Irish heritage, it encourages fans to go beyond the lines of history and write a new story. This new narrative begins with the consumer and it begins with #BuskIt. The Busker Contest will award nine contestants across the country a \$5,000 grant each that best showcase the #BuskIt lifestyle through inspiring video submissions.

"We're incredibly excited to kick off Busk It! Discovery and give our fans the chance to win \$5,000 to help achieve their goals, whether it be personal or professional," says **Ignacio Llana**, vp-brand & trade marketing for **Disaronno International** in the U.S.

"Through our activation, we have the opportunity to communicate with consumers through a multifaceted approach covering online, retail, social media and more. The Busker elicits adventure -- it calls for globetrotters to pick up and go, meet their goals and achieve their dreams -- and we're calling on everyone to join the #BuskIt movement."

The Busk It! Discovery promotion includes:

**The Busker Contest:** The Busker is encouraging consumers to live their dreams and unleash what's inside. To enter, upload a video no longer than one minute on the website sharing how \$5,000 can help you achieve a personal goal or a professional aspiration. Nine \$5,000 grant winners will be chosen by a panel of judges. Enter to win by April 1, 2021 and #BuskIt!

**\$5 E-rebates:** From February 1 to April 1, 2021, consumers can upload their receipt to TheBusker.com and receive a \$5 rebate on their purchase of a 750ml or larger bottle of The Busker. All rebates will be processed as an Amazon e-gift code or through their registered PayPal account.

**The Busker Sweepstakes:** For a chance to win The Busker apparel, consumers can head over to The Busker Discovery Hub. Click on the lucky e-bottle for a shot at winning prizes! Play by April 1, 2021.

**Virtual Tastings:** Consumers who are looking to immerse themselves in The Busker experience can register on The Busker Discovery hub for weekly virtual tastings beginning February 17, 2021. A brand representative will reach out to confirm attendance.

## Wasatch Launches 12-Pack Of Grandeur Peak Spiked Sparkling Water

Launched in 2019, Squatters Craft Beers launches a new 12-pack of Grandeur Peak Spiked Sparkling Water. It will feature two new flavors, Mango Paradise and Peach, which will join the ordinal Ruby Red Grapefruit and Utah Cherry Mix. The pack will be available year-round in Utah.

Nestled in the Wasatch Range, Grandeur Peak rises 8,299 feet above sea level, offering unobstructed views of the Salt Lake Valley and Oquirrh Mountains. This unspoiled playground calls to seasoned explorers and weekend warriors alike to choose their own adventure. As the tagline im-

plies, Grandeur Peak is along for the ascent, whatever your summit.

## Yuengling Launches a Mango Beer

**Yuengling Raging Eagle Mango Beer** is "edgy and fruitful pilsner, the brewery says.

"We saw an opportunity to leverage our six generations of brewing expertise to create a refreshing mango beer that appeals to adventurous drinkers and adds a bold new brand to our portfolio of iconic beers," said **Jen Yuengling**, 6th generation brewer, **D.G. Yuengling & Son, Inc.** "Raging Eagle Mango Beer feeds into the passion and energy of the 21-35 young adult who is often surrounded by friends and itching to embark on new and unique adventures."

The mango favor will be available year-round in 24oz cans at convenience stores across Yuengling's 22-state footprint – making it the ideal beer for the flavor-seeker who is always on the hunt for good times. More Yuengling Raging Eagle pack configurations will be available later in the year.

## Bud Light's Super Bowl Ad Features 'Those Who Go To Great Lengths For Bud Light'

Bud Light unveiled **Bud Light Legends**, a new exclusive rewards program and a legendary Super Bowl LV advertisement that reunites notable Bud Light characters in one epic commercial.

As the Official Beer Sponsor of the NFL, Bud Light's role in the Super Bowl has been celebrated by fans for decades. This year, the brand is bringing the nostalgia with legendary appearances by iconic Bud Light friends including Grammy-nominated artist Post Malone, Cedric the Entertainer, the "I Love You, Man" guy, the Bud Knight, Oracle Susana and more, as they all come together to save the Bud Light.

In Bud Light's :60 Super Bowl LV commercial, **Bud Light Legends**, fan-favorite characters join forces to help a delivery driver save an overturned Bud Light truck, and ensure the ice-cold Bud Light makes it to the convenience store. Leveraging their combined superpowers, the Legends hilariously celebrate and recreate some of the best moments in the history of Bud Light advertising.

This commercial also serves as the formal launch of the new Bud Light Legends program, which recognizes the fans that have supported Bud Light over the years, and encourages them to 'Join the Legendary' at [BudLightLegends.com](http://BudLightLegends.com) for exclusive rewards, custom merch and legendary experiences. Before the big game, fans are also invited to revisit some of their favorite Bud Light commercials from years past by checking out [BudLight.com/Vault](http://BudLight.com/Vault).

## WSWA to Host Webinar on Getting Wines Into Restaurants During Pandemic and Later

Bev/al sales in the lodging channel may be down 66% and in the transportation channel down 74%, but the dining channel has seen gains, paving the way for craft, startup and small production wine labels to enter the on-premise market despite challenges presented by COVID-19.

**Wine & Spirits Wholesalers of America** is planning a webinar for Wednesday (2/10) hosted by entrepreneur and



successful restaurateur Bill Rancic, and featuring a panel of experts to discuss how small production, startup, and specialty wines can get onto a restaurant's wine list.

The group will discuss the following topics including: How to identify the right restaurant for your label; Understanding the competitive and evolving marketplace, from category segments to consumer trends; Pricing products for success while delivering value; Developing the right mindset and pitch strategy for your label; and Growing from one account to many.

Register for free via Zoom: [https://zoom.us/webinar/register/8016100329230/WN\\_gP0QML8kREOM2F7YPgW6Uw](https://zoom.us/webinar/register/8016100329230/WN_gP0QML8kREOM2F7YPgW6Uw)

### John Rudd, of Berry Bros. & Rudd, Dies

**John Rudd** passed away quietly Sunday (1/10) at his home at the age of 94, his family said.

The father of current **Berry Bros. & Rudd** Chairman **Lizzy Rudd**, and her brothers **Richard** and **Edward**, who also sit on the Berry Bros. & Rudd Board, John Rudd was a key player in the U.S. spirits.

Berry Bros. & Rudd is part owner in Hotaling & Co., the San Francisco-based artisanal spirits importer and distiller.

In 1948, after several years in the British Army, John Rudd joined Berry Bros. & Rudd. At this time the business employed approximately 40 people, and everyone was based as the company's historic headquarters at No.3 St James's Street.

Six months into his career as a wine and spirits merchant, John was sent to Scotland to visit **The Glenlivet Distillery** and learn all he could from **William (Bill) Smith Grant**, the great-grandson of George Smith, the founder of The Glenlivet distillery. This early education in whisky was to prove a vital start to John's career.

During his early years in the business, John Rudd's career was focussed on understanding both sides of the family business – wines and spirits. The company's spirits business predominately focussed on one brand, Cutty Sark Scotch Whisky, which Berry Bros. & Rudd had developed back in 1923.

He took on responsibility for Cutty Sark around the world and especially in the U.S. where it became the largest selling Scotch whisky brand in the US, the world's largest whisky market. In 1961 sales reached 1 million case sales in the US – the first scotch whisky brand to reach this impressive milestone.

At its peak over 20 million bottles of Cutty Sark were being shipped to the U.S. each year and 'Cutty' was shipped to more than 100 countries around the world.

### Barefoot Announces Support For Black Women Entrepreneurs

**Barefoot** (Gallo) announces the return of **#WeStandForHer**, a campaign launched in 2020 to celebrate and support Black women entrepreneurs.

Five Black women entrepreneurs will receive a \$10,000 grant, as well as invaluable business coaching and mentorship to further their business endeavors.

New this year, Barefoot also is pledging to devote its advertising platforms and resources to amplify the grant recipients' businesses. Barefoot aims to provide the newest grant recipients the means to bring much-needed awareness to their own companies and brands.

Additionally, beginning Feb. 17, 2021, Barefoot is giving its platform to the 2020 #WeStandForHer grant recipients by amplifying their stories on Barefoot's social channels, which have a combined audience of more than 1.5 million.

The series will feature last year's grant recipients by highlighting founders' stories and businesses to increase brand visibility and celebrate their hard work. The 2020 grant recipients will then usher in the new 2021 grant recipients in a toast to all Black women entrepreneurs.

## Who & What —

**Pernod Ricard** hires **Anne-Marie Poliquin** as Group General Counsel as of the end of March, 2021. She will report to Alexandre Ricard and will be a member of the Executive Board and the Executive Committee, based in Paris. This appointment comes as a replacement for Amanda Hamilton-Stanley who wished to take her career in a different direction. Poliquin joins from JDE Peet's, a global leader in the manufacture and distribution of tea and coffee, where she was General Counsel, Legal and Corporate Affairs, in charge of Legal, Communications and CSR, and based in Amsterdam.

**Sojourn Cellars** hires **Patrick Seymour** as National Sales Manager. He joins from Boich Family Cellar, where he oversaw and managed their wholesale partners.

Continued Success,  
KANE'S BEVERAGE WEEK



JOL WHITAKER, Editor