

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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France Trademarks Common Varietals, May Seek Royalties

This is simply not right; France has approved a motion to trademark common grape names, such as Chardonnay, Cabernet Sauvignon, Pinot Noir, Pinot Blanc and Pinot Gris.

It's expected the French will demand a small payment from non-French wineries to use those names. We're not supportive of geographic indicators, but at least you can argue that geographic indicators tie a product to a specific place, such as Champagne. Or Napa. But here, the French (as is typical of France, really) have chosen to appropriate varietal names.

The French argument is that the grapes originated in France. "It's not our fault if our grapes travel well." Using that logic, the U.S. should trademark "corn" and "oats" and then say it's not our fault if those grains travel well.

CBrands Creates Separate Fine Wine Unit

The new standalone, vertically integrated fine wine and craft spirits business unit will let **Constellation Brands** enable its aspiration to be the leader in the fine wine category and among the top portfolios in cult and luxury wine. It represents a serious threat to other fine wine operations. . . . Our opinion.

The company will hire an executive leader to oversee the business unit, coordinating brand building, commercial, DTC and hospitality accountabilities, reporting to **Robert Hanson**, EVP/President, Wine and Spirits.

At the same time, CBrands said it promoted **Jaymie Schoenberg** has been promoted to the newly created role of SVP-Brand Management – Mainstream & Premium Brands, **Chris Millard** has been promoted to the newly created role SVP-Winegrowing & Distilling, and **Ollie Davidson** to the newly created role of SVP-Production & Engineering. This role will lead across both wine and spirits production, as well as all external production and the company's engineering and capital programs.

Constellation launched its wine and spirits business transformation in 2019 and has evolved its portfolio into a focused set of higher-end brands aligned with consumer preferences. The portfolio continues to outpace high-end wine and spirits segments, primarily driven by its Power Brands at the greater than \$11 price point including **Kim Crawford**, **Meiomi**, **The Prisoner Wine Co.**, and **High West**.

The company began its Digital Transformation in 2020 and aspires to be the strongest direct-to-consumer and digital commerce business in the category. Constellation's DTC and 3-tier e-commerce businesses are leading the category, with its wine Power Brands outpacing the market + 23% and +35% pts respectively. The company continues to pursue the long-term consumer premiumization trend and is committed to enhancing its fine wine & craft spirits segments where consumer growth is occurring.

Sparkling Wine Gains, White Still Wine Loses 2% Drizly Share

Sparkling wine was the Pacman eating white still wine's share last year, Drizly said, while beer maintained its position.

On Drizly, white wine comprised 29% of wine share over the past 12 months, a slight drop from 31% of share over the 12 months prior. These two percentage points have largely been captured by sparkling wine, which has gained share; red

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wine has maintained a consistent 40% of wine share, Drizly said.

"White wine sales have proven to be quite seasonal, gaining share and peaking in spring and summer months, then dropping off in the fall," says Liz Paquette, Drizly's head of consumer insights. As sparkling wine sales soar during the holiday season, the lowest share for white wine comes in December—21% in December 2020—before rebounding in January and February as consumers reach for lighter drinks (it held 27% of white wine share in January and February 2021).

The average unit price of white wine also tends to be lower than the average unit price of wine overall on Drizly—about 15% lower over the past 12 months. However, within Constellation Brands' portfolio, high-end wines drove more than half of white wine category growth amidst the pandemic, with super-premium wines being the highest contributor.

Sauvignon Blanc, Chardonnay, and Pinot Grigio—make up 90% of all white wine sold on Drizly. However, Sauvignon Blanc holds the top spot, representing 40% of white wine share, followed by Chardonnay at 30% and Pinot Grigio at 22%.

American wines comprise 50.3% of white wine sales over the past 12 months. New Zealand held the No. 2 spot with 24.5% of share, largely driven by the popularity of its Sauvignon Blancs, and Italy came in at No. 3.

Two boxed wines—Bota Box Pinot Grigio and Bota Box Sauvignon Blanc—also ranked among the 10 best-selling white wine SKUs on Drizly over the past 12 months, though they each dropped a few spots from the year prior (from No. 5 and No. 7, respectively, to No. 7 and No. 8).

Drizly suggests retailers have "a healthy stock of white wines chilled for consumers to purchase both in-store and online. Chilled products are especially important for smaller packaging formats, like cans. Additionally, price points tend to be higher for chilled wines, according to a Numerator survey conducted in 2020.

Drizly's Top-Selling White Wine SKUs, Past 12 Months

1. Kim Crawford Sauvignon Blanc
2. Oyster Bay Marlborough Sauvignon Blanc
3. Santa Margherita Pinot Grigio DOC
4. Matua Marlborough Sauvignon Blanc
5. Kendall-Jackson Vintner's Reserve Chardonnay
6. Cavit Pinot Grigio
7. Bota Box Pinot Grigio
8. Bota Box Sauvignon Blanc
9. Josh Cellars Chardonnay
10. Whitehaven Sauvignon Blanc

Off-Premise Sales Plunge, But Still Up Big from 2 Years Ago

Think back a year. Covid had just hit. Across the country restaurants and bars closed. And people flocked to their local package store (except in Pennsylvania where the Governor stupidly closed all retail liquor stores).

Now the country is reopening. And that explains the 20.4% plunge in off-premise alcohol sales reported by Niel-

sen. Wine sales declined 29.7%, spirits sales declined 21.2%, and beer/FMB/cider sales declined 15.2%.

"At this time last year, because of mandated closures and restrictions within bars and restaurants, there were massive shifts in volume from these on-premise channels, resulting in record-high sales across beer, wine, and spirits in off-premise channels. With these year-ago comparisons, it would be unrealistic for current off-premise sales to outpace or even approach the unprecedented growth from last year," says Danelle Kosmal, vp-beverage alcohol at Nielsen.

"While these year-ago comparisons may seem bleak, sales for off-premise alcohol remain far above typical sales prior to the pandemic."

Still, dollar sales for off-premise alcohol for the week ending March 20, 2021, are up 23% compared to the same week in 2019. While more bars and restaurants are opening across the country, there still remains an imbalance of volume in off-premise retail channels, Kosmal says. Breaking this down by category in off-premise compared to two years ago, spirits are up 39%, and wine and beer/FMB/cider are each up 18% compared to the same week in 2019.

Beer/FMB/Cider

For the week ending March 20, nearly all segments in beer experienced double-digit declines compared to the same week last year. Premium lights were down 21.6%, below premium -23.3%, craft -23.1%, cider -27.0%, and FMBs excluding seltzers -12.7%. Imports had minimal declines, with total imports down 5% and Mexican imports down 4%. The three segments still up from last year's peak sales? Hard seltzer growth is nearly flat, up 1%, while hard tea is up 26.8%, and no-alcohol beer is up 17.2%.

Across the category, large pack sizes experienced the strongest declines for the latest week, with 30 packs down 40.3% and 24 packs down 29.4%. However, as a reminder, last year at this time large packs were growing at extraordinarily high rates, so now they are facing equally extraordinarily high comps.

On the other hand, small packs had minimal growth at this time last year, and therefore have more manageable comps, with 6 packs down 8.7% and singles up 1.3% for the latest week. These trends are less a reflection of current performance and more a reflection of last year's stand-out growth segments.

Convenience channel was the only channel with positive growth trends, up 1.8%. This also is a reflection of last year's performance and comps, as c-stores were growing at a much slower pace than other channels during this time last year.

Spirits

While overall growth for Spirits is down 21.2%, there are a few segments that remain up. Ready-to-drink cocktails continue with triple digits (+134%), cognac is up 19%, and tequila is up 3.5% for the week ending March 20, 2021 in off-premise channels. Gin experienced some of the strongest declines, down 32.8%. However, remember that gin experienced a bump in sales during the initial weeks of the pandemic last year (up 88.8% for week ending 3/21/20), so again, we are comparing to difficult comps. Brandy is down 28.5%, cordials down 11.0%, rum -35.2%, vodka -36.6%, and whiskey -21%, with American whiskey down 26.8%.

All price tiers in spirits declined compared to year ago. Premiumization in off-premise spirits continues, with ultra premium experiencing the slowest decline, down 1.7%, compared to the premium price tier at -22.9%, mid price tier at -33.1% and value at -25.3%.

Wine

Total wine declined by 29.7% this week, driven by table wine (-33.8%), while sparkling wine was only down 0.9%. Although these declines seem large, total volume is still up significantly compared to two years ago (+18.4% vs 3/23/19). Most segments and varietals saw declines, with wine cocktails (+69.9%) and non-alcoholic wines (+36.8%) being some of the few areas showing growth. From a package perspective, there is growth among some of the alternative pack types including cans (+24.9%) and tetra (+2.7%), while more traditional formats like 750ml glass (-28.3%) are driving declines.

Most channels are seeing sharp declines, but convenience (while small) is a bright spot, seeing growth of 3.7%. While all price tiers are declining, Nielsen notes that the higher the price point, the less significant the decline. Wines over \$25 were down 7.1% compared to wines under \$11, which declined 39.3%.

71% of Consumers: Eating and Drinking What You Enjoy is a Form of Wellness

That's according to a survey by Harpoon Brewery as it launched Harpoon Big League.

Consumers are becoming more aware of the impact food can have on their overall health. But they're not interested in major changes. Still, 70% of respondents say they are more interested in making small changes to their daily routine that can impact their overall health and wellness because of the pandemic.

More than two-thirds (68%) of respondents are more focused on healthy eating and drinking habits now compared to a year ago. That's especially true for Millennials -- 76% say they are more focused on healthy eating and drinking habits now compared to a year ago than Gen Xers (66%).

Nearly one-third (31%) of respondents say that when selecting a craft beer to drink, better-for-you ingredients impact their decision more now compared to a year ago. Over half (52%) of Millennials say better-for-you ingredients impact their decision more now when selecting a craft beer compared to a year ago, while only a quarter (26%) of Gen Xers feels the same.

When selecting a better-for-you adult beverage, more than a quarter of respondents feel that calorie count (28%), percentage of daily value of carbohydrates and sugars (28%), nutritional ingredients (27%), and strength/alcohol by volume (27%) are important factors to consider.

When selecting a better-for-you adult beverage, 38% of Millennials feel that strength/alcohol by volume is an important factor to consider, compared to 28% of Gen Xers.

More than a quarter (26%) of respondents say they take a more balanced, less rigorous approach to diet and exercise.

As noted above, the survey was released in connection with the debut of **Harpoon Big League IPA**. It's a full-flavored version of its lighter, sessionable cousin Harpoon Rec. League. The brewers at Harpoon took the same hazy

pale ale recipe, multiplied everything by two, and created a crushable hazy IPA to help celebrate life's big-win moments, from wrapping up a work day to conquering a new personal best while working out.

Food Company Invests \$100 Million In New Facility at A-B's St. Louis Brewery

EverGrain, a sustainable ingredient company owned by Anheuser-Busch that transforms saved grain from brewing into nutrient-rich ingredients that can be used in a variety of food and beverage products, said it will build its first full-scale factory at A-B's historic Stockhouse 10 on the St. Louis brewery campus.

This investment in our hometown of St. Louis brings together two critical priorities for Anheuser-Busch: playing a leading role in the country's economic recovery and leveraging our world-class innovation capabilities to create a more sustainable future," said Michel Doukeris, CEO of Anheuser-Busch in a press release.

Anheuser-Busch recently announced a plan to invest more than \$1 billion into its facilities to help accelerate the recovery and drive economic prosperity in communities across the U.S.

Control States Case Sales Rise 6.2%

Control States spirits case sales grew 6.2% in February from the same period a year earlier, **National Alcoholic Beverage Control Association** reports. Maine (11.8%), Michigan (14.3%), Montana (12.9%), New Hampshire (8.5%), Pennsylvania (2.3%), Utah (7.5%), and West Virginia (17.8%) all reported monthly growth rates for February exceeding their twelve-month trends.

The growth rates for Alabama (7.8%), Iowa (9.2%), Idaho (8.9%), Montgomery County Maryland (-17.2%), Mis-

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Mississippi (9.4%), North Carolina (3.9%), Ohio (7.4%), Oregon (-0.4%), Virginia (0.9%), Vermont (1.4%), and Wyoming (6.2%) fell short of their 12-month trends. Control state rolling-12-month volume growth, 7.7%, mirrored January's reported 7.7%. Spirits volumes are growing 5.0% year-to-date compared to 4.3% a year ago.

Control state spirits shelf dollars were up 13% during February while trending at 13.9% during the past twelve months. Maine (17.1%), Michigan (23.4%), Montana (16.2%), New Hampshire (18.3%), Pennsylvania (7.7%), Utah (10.6%), and West Virginia (24.9%) reported growth rates exceeding their twelve-month trends. Alabama (14.0%), Iowa (14.7%), Idaho (15.4%), Montgomery County Maryland (-14.7%), Mississippi (16.7%), North Carolina (10.5%), Ohio (17.8%), Oregon (5.4%), Virginia (7.1%), Vermont (3.6%), and Wyoming (5.6%) grew shelf dollars at rates below their twelve-month trends. Shelf dollars in the control states are up 11.9% year-to-date compared to 7.2% last year.

Price/Mix for February is 6.8%, down from January's reported 7.1%.

Price/Mix continues to be driven in the control states by premiumization. During January 2020 through February 2021, the median price of 750 ML spirits volumes rose more than 4%, and the average price rose more than 6%. These growth rates are remarkable.

During the period March through January of 2020, the control states' on- and off-premise markets behaved capriciously. February is no exception. During the twelve-month period ending February 2020, the off-premise monthly spirits share averaged 81%. The off-premise monthly shares of the control states market during March 2020-February 2021 were 91%, 99%, 96%, 90%, 89%, 89%, 88%, 88%, 91%, 94%, 90%, and 88% respectively. This sequence suggests an irregular on-premise marketplace's recovery. Short term trends suggest the control state off-premise share for March will be above historical levels as the on-premise marketplace recovery continues.

Cocktails, with 3% share of the nine-liter case control states spirits market, was February's fastest growing category with 44.6% reported and a twelve-month trend of 44.0%. Tequila, with 8% share, grew during February at 19.2% and 21.5% during the past twelve months. Vodka, with 33% share, grew during the same periods at -0.6% and 2.6%, respectively. Canadian Whiskey (9.8% during February, 8.0% twelve-month trend), Cocktails (44.6%, 44.0%), Cordials (8.9%, 4.7%), Irish Whiskey (5.4%, 4.4%), and Scotch (3.7%, 2.5%) grew at rates above their twelve-month trends, while Brandy/Cognac (16.2%, 16.6%), Domestic Whiskey (8.6%, 11.8%), Gin (-0.1%, 1.5%), Rum (1.3%, 2.8%), Tequila (19.2%, 21.5%), and Vodka (-0.6%, 2.6%) grew at rates below their twelve-month trends, NABCA said.

February's nine-liter wine case sales growth rate was 0.3%. Pennsylvania (reporting -2.3% nine-liter-case growth for wines), New Hampshire (11.3%), Mississippi (-1.0%), Utah (4.8%), Montgomery County Maryland (-7.5%), and Wyoming (15.8%) 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 3.1%, nearly flat with January's reported 3.3%.

SGWS to Distribute Horse Soldier Bourbon

Southern Glazer's Wine & Spirits said it will distribute Horse Soldier Bourbon, an ultra-premium brand produced by former Green Berets who went into Afghanistan on horseback following the events of 9/11, across its U.S. footprint.

The distribution plan will scale up availability of the fast-growing brand as part of Southern Glazer's new Fine Wine & Artisanal Spirits strategy, and its national alignment with **Foley Family Wines** to enhance its route-to-market and revolutionize the Company's consultative sales approach for fine wine and craft spirits customers.

"Craft and artisanal spirits play an important role in driving innovation in our industry, and we're excited to bring Horse Soldier Bourbon into the Southern Glazer's network to help them further accelerate growth in the U.S.," said Ray Lombard, Executive Vice President, Supplier Management & Business Development. "While the brand has a compelling backstory, its long-term success truly lies with the exceptional quality of the products. We are confident that with our expertise, Southern Glazer's can help create even more commercial growth opportunities for Horse Soldier Bourbon."

Opici Adds 2 Italian Wines

Opici Wines & Spirits is expanding two of its prominent Italian wine brands with **Alverdi Piemonte DOC Barbera** and **Cesari Justo IGT**, a Veronese red blend.

Alverdi, best known for its Pinot Grigio, will be launching the brand's first DOC-appellated wine with the Piemonte Barbera. The wine is fruit-forward in style with notes of cherry and blackberry and rustic characteristics on the finish. The label will share the same unique and modern design as the rest of the Alverdi portfolio, but with a purple hue to pay homage to the dark colors often found in Barbera grapes.

Famed Verona producer **Cesari** will be introducing '**Justo**' which is a blend of the native Italian grape, Corvina, and Merlot. The name 'Justo' is a blend of two words, the English word *just* and the Italian word *giusto* meaning *right*; therefore, Justo loosely translates to just right. The wine is an appassimento-style wine with the grapes being dried for roughly 20 days before being pressed. This shortened drying period creates a wine that is elegant yet powerful and creates a balance that is just right. The label showcases the combination of the two words along with a rendering of the grapes as they move through the drying process.

"Our foundation has always been Italian wines, and these are two fantastic additions to our portfolio," stated **Don Opici**, Managing Director of Opici Wines & Spirits. "The quality and packaging for these wines overdeliver and we are thrilled to bring them to market. We have invested heavily in these brands over the years, and these wines further cement Alverdi and Cesari as strong players in their categories."

Alverdi Piemonte Barbera will retail for \$9 on the shelf while Cesari 'Justo' will sell for roughly \$14 nationwide. Both items will be available at restaurants and fine wine stores nationwide.

Four Roses Adds 13 States To Small Batch Select Line

Four Roses Small Batch Select, a non-chill filtered,

104-proof Bourbon, first introduced in 2019 to just five states as Four Roses' much-anticipated first permanent product-line extension in more than a decade, will now be available in 13 additional states this spring, the company said.

The addition of Alabama, Arizona, Connecticut, Delaware, Louisiana, Maryland, Minnesota, Nevada, Oregon, Pennsylvania, South Carolina, Virginia and Washington, D.C., to 30 the number of states where Small Batch Select is available.

"We're grateful for the positive reception to Small Batch Select as people are experiencing how our ten Bourbon recipes come together for distinctly different flavors across our portfolio," said **Brent Elliott**, master distiller at Four Roses. "Small Batch Select is a taste all on its own as it brings out some of our Bourbon recipes that aren't as forward facing in our other bottles, and it has that close to straight-from-the-barrel experience you get with it being non-chill filtered."

Wine Topped Takeout Orders in Pandemic

It was the most-ordered category for takeout alcohol during the Covid-10 pandemic, according to CGA, the on-premise research and insights consultancy. In January 2021 alone, 52% of consumers ordering takeout alcohol included wine in their order.

U.S. Chamber: Biden's Infrastructure Plan 'Dangerously Misguided' on Taxes

"We need a big and bold program to modernize our nation's crumbling infrastructure and we applaud the Biden administration for making infrastructure a top priority," said **Neil Bradley**, executive vp-chief policy officer, **U.S. Chamber of Commerce**. "However, we believe the proposal is dangerously misguided when it comes to how to pay for infrastructure.

"Properly done, a major investment in infrastructure today is an investment in the future, and like a new home, should be paid for over time – say 30 years -- by the users who benefit from the investment. We strongly oppose the general tax increases proposed by the administration which will slow the economic recovery and make the U.S. less competitive globally – the exact opposite of the goals of the infrastructure plan.

"The hard work of achieving bipartisan consensus is the best and only realistic path to enactment of historic infrastructure legislation. While today's action, coupled with continued efforts to find consensus from bipartisan groups in both the House and Senate is encouraging and a start in a long process, we urge both Democrats and Republicans to avoid further partisan gridlock and provide productive solutions to get an infrastructure bill passed this year."

Comment: Like the U.S. Chamber of Commerce, we've long advocated for an aggressive infrastructure plan. For the last 20 years, Republican and Democrat administrations alike have neglected to maintain, much less upgrade, our roads, bridges, etc. Biden's plan deserves support, but his way of paying for it does not. The best way to pay for infrastructure upgrades is through specific user fees,

such as a gas tax and a new tax on electricity powering electric vehicles. Biden's tax plan will result in corporations once again looking to foreign shores for their corporate home.

California Chamber Sponsors 'Virtual' Cinco de Mayo Festival

Bulleton, Calif., will host its annual Brewfest this year. But this year attendees will receive a 13-pack alcohol box delivered right to their front doors that includes craft beers, ciders, micheladas, margaritas and more, from 13 different companies. Breweries participating include two of Buellton's very own, **Figuroa Mountain Brewing** and **Firestone Walker Brewing Co.**, each sampling products with a Cinco de Mayo twist. Figuroa Mountain will feature their Mexican Lager, Agua Santa, and Firestone Walker Brewing Co. will feature their 805 Cerveza. Buellton's own **Dorwood Distillery** will also include some small batch tequila as well to make your own Margarita!

Other companies participating are Angel City Brewing, Belching Beaver, Calidad Beer, Cayman Jack Margarita, Cerveceria del Pueblo, SLO Brew, Solvang Brewing, Tio Rodrigo Michelada, Hard Frescos and more.

On May 1st from 12:30-3:30 p.m. (PDT), guests will get to hear from the participating companies as they walk them through each tasting and enjoy music from local bands and DJ Hecktik (a Brew Fest favorite). Guests will receive a link to login and watch the live event.

For those unable to watch live, attendees can enjoy it at their own convenience anytime they'd like after the 1st via a recorded version. The 13-pack is enough to enjoy with 1-2 people, or you can order multiple tickets and have a watch party with roommates or family members.

Tickets are \$70 for CA residents and \$80 for out-of-state residents (includes shipping). The only states the festival is allowed to ship to are California, Nevada, Oregon, Arizona, and Washington. In addition to the samples from the participating vendors, each of the festival boxes will also include a souvenir glass and gift items from the vendors and sponsors.

Spirits News Notes

Barrel Craft Intros Stelum Spirits

Stelum Spirits, a new national brand created by **Barrel Craft Spirits**, Louisville, to celebrate the modern-day whiskey drinker, launched its inaugural flagship offerings, including bourbon (blue label), rye (green label), and single barrels, which are all bottled at cask strength. By embracing the vitality of American whiskey today, Stelum is focused on creating the next generation of classic whiskeys that include all facets of the American story in its vision.

The launch of Stelum Spirits is the result of BCS' years of industry-leading innovation in American whiskey. This new project investigates the importance of nuance and micro differentiation in a paired-down and minimalist setting. Stelum is designed to be clean, straightforward, and remarkably polished. This is whiskey factored down to its most defining essentials, blended and packaged with an eye

towards clean lines and definition.

"We wanted to create a brand that brings American Whiskey into the modern age with simple elegant blends and single barrels selected with care and intention," said Founder **Joe Beatrice**. "Our whiskeys are created through a rigorous process of study, observation, and experimentation. We are driven by progress, polish and—above all—attention to detail. We will always think critically about how to make our whiskey better."

Stellum Bourbon is bottled at 114.98 proof (57.49% ABV) while Stellum Rye is bottled at 116.24 proof (58.12% ABV). Both expressions have an SRP of \$54.99 and are available at select retailers in 45 U.S. markets and online via the Stellum website.

Pinnacle Vodka Adds Two Flavors

Pinnacle Vodka (Beam Suntory) announced Pinnacle Light & Ripe, an exciting new innovation line featuring two refreshing, fruit-forward flavors, Apricot Honeysuckle and Guava Lime. Both are crafted with natural ingredients with no sugar and fewer than 75 calories.

The new, 60 proof product line is available in stores nationwide and online through Drizly and ReserveBar with a suggested retail price of \$10.99 per 750 ml bottle.

Los Magos Launches a Sotol, to Add Others

Los Magos, a Mexican spirits brand, launched **Los Magos Blanco Sotol** with plans to expand their offerings throughout 2021 and beyond. Los Magos Blanco Sotol is now available on LosMagosSotol.com for \$55 and in select retailers across the nation.

"We set out on a mission to explore the natural beauty of the desert and to find the original Sotol makers in the region, paying homage to this centuries old spirit," says Co-Founder and Chief Production Officer, **Juan Pablo Caravjal**. "Sotol is more than just a beverage but a journey of flavors making its way from the fruitful deserts of Mexico to any and everyone who wishes to try this spirit, allowing them to enjoy an artisanal, high quality cocktail."

The brand will come to market with their Los Magos Blanco Sotol with plans to expand their offerings throughout 2021 and beyond. Los Magos Blanco Sotol is now available on LosMagosSotol.com for \$55 and in select retailers across the nation.

6 O'Clock Gin Launches Ready-to-Drink Gin & Tonics in U.S. Markets

Artisanal British gin brand **6 O'clock Gin** said it will sell its premium ready-to-drink gin & tonic cocktails in the U.S. in 200-milliliter aluminum cans, with an ABV of 7%.

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

Bombay Sapphire to Debut Canned Cocktails April 9

That's National Gin & Tonic Day, and the new products

-- **Bombay Sapphire Gin & Tonic** and **Bombay Sapphire Gin & Tonic Light** -- will be available in 250-mm cans in a four-pack.

The brainchild of **Bacardi Ltd's** Master of Botanicals **Ivano Tonutti** and Bombay Sapphire Master Distiller **Anne Brock**, the new line of ready-to-drink cocktails answers the growing demand for a product that doesn't compromise taste and quality for convenience, the company said.

Bulleit Creates Earth Day Cocktail Kit

It's available now on Cocktail Courier, and Bulleit will donate 22% of sales of the kits during April to American Forests. The donation, expected to total \$10,000, comes after the brand said it would plant 1 million trees over the next five years in partnership with American Forests.

The kit is made with sustainably sourced ingredients and compostable materials and is available in both classic and mini sizes, and contains everything whiskey lovers 21 and older need to craft a delicious and eco-friendly "Sip of Paradise" cocktail at-home.

Created by bartender **Carley Gaskin**, the cocktail includes Bulleit Bourbon, pineapple cordial and citrus stock garnished with a dehydrated lemon wheel. Each kit also contains sustainable at-home bartending tips printed on seed paper, so cocktail and environmental enthusiasts can begin to plant and grow their own garnish gardens at-home, just in time for the warmer months, as well as two upcycled Bulleit-branded rocks glasses in the classic kit size only.

Cutwater Expands MLB Tie, Rolls Out Co-Branded Vodka Mule Packages

Cutwater Spirits welcomes the return of baseball on April 1 by releasing new co-branded canned cocktails and increasing its in-stadium presence through partnerships with teams across the league.

The distillery has also joined forces with Wil Myers of the San Diego Padres and is encouraging fans to take a break from their daily routine and "Cut Out for Baseball" starting with the first game of the season.

In April, Cutwater will begin rolling out co-branded, limited-edition cans of its popular Vodka Mule. The cans will feature the trademarks and official logos of six major league teams: the San Diego Padres, Arizona Diamondbacks, St. Louis Cardinals, Washington Nationals, Atlanta Braves, and New York Yankees.

Also, Cutwater has increased their ballpark presence with all partners: the aforementioned six teams plus the Cincinnati Reds, and New York Mets. The Vodka Mule is made with Cutwater Vodka, house-made ginger beer, and natural lime flavor with an ABV of 7% and will be available for local fans (21+) to enjoy.

This year, Cutwater will re-release 4-packs of its Padres Vodka Mule as well as introduce the Padres Tequila Paloma - a 7% ABV cocktail made with real tequila and grapefruit soda. Both cans will be available as part of a mixed 12-pack and sold exclusively in the greater San Diego area.

"As a die-hard baseball fan, I could not be more excited for Cutwater to be a part of the return to a more normal MLB season this year," says Earl Kight, Co-Founder and Head of Sales. "I'll be stocking up on our Padres Vodka Mules and

Palomas to support my hometown team. The fact that folks all over the country will also be able to represent their favorite teams with a great-tasting canned cocktail in hand is truly a dream come true."

Additionally, Cutwater is helping baseball fans "Cut Out" of their everyday routine to watch the game with a tongue-in-cheek social media stunt inspired by the cardboard cutouts that dominated stadium seats this past year. The "Cut Out for Baseball" initiative launched on Instagram and Twitter through a national sweepstakes last week.

Cutwater is supplying nearly 200 winning fans and the front office staff at stadiums across the U.S. with personalized cardboard cutouts to "take over" their desks, chores, and assorted obligations so they can watch baseball during the season opener. San Diego Padres right fielder Wil Myers, a fan of both Cutwater and "Cutting Out" for baseball, will help the distillery promote the Cut Out initiative and the San Diego Padres co-branded cans throughout the season.

Smirnoff Gives Away 2021 'Epic Trips,' Experiences and Prizes

The giveaway is part of Smirnoff's Red, White & Berry summer campaign. Actor and comedian Anthony Anderson to star in several new TVC spots that will air nationwide beginning this month and can also be viewed on the Smirnoff YouTube page now.

Through August 5, 2021, anyone 21+ across the continental 48 states in the U.S. can go to www.Smirnoff.com/2021Dreams and tell us how you want to live your best life this summer for a chance to win one of 2,021 dreams. Prizes will be awarded throughout the summer months via both a contest and a sweepstakes, starting with Smirnoff giving three lucky winners their very own custom designed campers in time for Memorial Day Weekend.

Along with this campaign, Smirnoff is also unveiling a new addition to the Red, White & Berry family - Smirnoff Ice Smash Red, White & Berry - a premium malt beverage that delivers the same delicious flavor combination of cherry, citrus and blue raspberry in an easy to grab and go format, perfect for a backyard hangout by the pool or BBQ season. Smash joins the Red, White & Berry lineup of Hard Seltzer, Vodka Spirit and Ice.

Jägermeister Cold Brew Coffee Now In Shot-Size Bottle

Jägermeister Cold Brew Coffee, the newest iteration from the brand, is now available in a single-serve shot size 20ML bottle, sold in a "10 Shots-to-Go" pack.

The packaging and glass bottle allows the Jägermeister Cold Brew Coffee to quickly chill to its optimal -18°C, roughly 0 F. "The Jägermeister Cold Brew Coffee Mini Meister pack is convenient, extremely portable and fits perfectly in a home freezer or a personal cooler for quick grab-and-go", the company said. The 10 Shots-to-Go pack can be broken up and shared, wherever the party takes you.

"It has been amazing to see the excitement and award recognition following the launch of Jägermeister Cold Brew Coffee," says **Chris Peddy**, Chief Marketing Officer of

Mast-Jägermeister U.S. "Now we've just made it easier for consumers to bring the beloved liquid on-the-go. After a long, unprecedented year, we're thrilled to launch Jägermeister Cold Brew Coffee Mini Meisters to help seize every moment and bring people together to celebrate."

Jägermeister Cold Brew Coffee is a unique combination of original Jägermeister and natural cold brew coffee from high-quality Arabica coffee beans and cacao. The meticulously chosen coffee and cacao beans perfectly complement the high-quality ingredients and the gentle maceration process that has been used to create Jägermeister for more than 80 years. The distinctive flavor characteristics of Jägermeister Cold Brew Coffee makes it a unique premium herbal liqueur with coffee for optimal enjoyment.

Hennessy Announces \$1MM Fund to Aid Next Generation of Black Entrepreneurs

The "Never Stop Never Settle Society," a comprehensive growth accelerator co-created by Hennessy with the [Marcus Graham Project](#) (MGP) to ensure a more equitable landscape for Black entrepreneurship. To introduce the initiative, a new "Dear Destiny" creative produced by Uninterrupted and featuring hip-hop legend Nas debuted on March 27th during the [52nd NAACP Image Awards](#) on BET, placing the spotlight on the legacy of Black Wall Street.

"The 'Never Stop Never Settle Society' builds on Hennessy's long-standing commitment to Black communities and ongoing mission to champion cultural diversity by pushing the limits of potential for Black entrepreneurs," says Jamin Allen, Senior Vice President, Hennessy US. "We aim to expand on that legacy in the most impactful and meaningful ways by providing access to capital and resources to those demonstrating the ability to reshape Black communities through social impact."

With respect to past models of community-built success including Tulsa's Greenwood District, the "Never Stop Never Settle Society" was instituted to provide Black entrepreneurs with high-impact funding, resources, and infrastructure to further their journeys and ultimately transform communities.

Hennessy will accept applications starting Tuesday, April 6, awarding a number of member benefits to qualified applicants:

- Lump sum funds in the amount of \$50K will be administered to selected ventures with potential to reshape the world through social impact

- Access to [The Gathering Spot Connect](#), a Black-owned digital hub offering networking, education, and business development resources

- Growth opportunities at the program's physical footprint and state-of-the-art office at Moët Hennessy's headquarters in New York City. Debuting late 2021, the space will offer scheduled access to a content studio, along with a compelling slate of educational programming and leadership engagement for business mentorship

'Untold Story of Jack Daniel's' Debuts April 9

A new documentary "Chasing Whiskey – The Untold Story of Jack Daniel's" premieres across streaming channels on April 9. More than a simple narrative of the origins and

impact of Jack Daniel's, the documentary joins **Tim Mathe-son, Shooter Jennings, Eric Church, John Grisham, Tina Sinatra** and more, on a 57,000 mile journey across five countries and 16 time zones that is equal parts thought provoking, insightful, moving and hilarious.

Beer/Cider News Notes

Angry Orchard Sponsors Concacaf's 2021 Gold Cup

Angry Orchard (Boston Beer), the nation's leading hard cider maker, and the Confederation of North, Central American and Caribbean Association Football (Concacaf) announced a year-long partnership, naming Angry Orchard the official hard cider of the 2021 Concacaf Gold Cup.

The Gold Cup is the region's flagship men's national team competition in which the best national teams from North and Central America and the Caribbean compete to be crowned regional champion. The tournament engages millions of fans across the region and will provide a great platform for Angry Orchard to join the fervor and fandom.

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Angry Orchard will celebrate the road to this summer's Gold Cup through media integrations, customized in-store and on-premise programming, experiential activations at games and a sweepstakes offering drinkers a chance to win a trip to the Gold Cup Final.

Nonalcoholic News Notes

Hairless Dog Enters Ohio, Missouri

Hairless Dog Brewing Co. said its Citra Lager and IPA cans are now available in more than 50 locations throughout Ohio and Missouri. Stores will be offering 6-pack cases for \$8.98 each.

Both are nonalcoholic beers. Unlike the usual process in which category competitors brew their NA beers with alcohol and then boil it off (a process which leaves some alcohol behind but also changes the flavor of the beer in the process), Hairless Dog invented an innovative brewing process in which alcohol is never introduced, making them the first 0.0% ABV craft NA beer in the country.

"We have been shipping our products to the lower 48 states, but our partnership with Walmart allows us to expand our physical footprint in the Midwest," said CEO & co-founder, Jeff Hollander. "We cannot wait for customers around the United States to sample our NA craft brews."

"No other retailer provides small businesses with as many channels and avenues to success, and we're thrilled with their response to Walmart's first-ever virtual Open Call

event," said **Laura Phillips**, Walmart senior vice president for global sourcing and U.S. manufacturing. "It's truly inspiring to see the strong entrepreneurial spirit of the participants. Despite the challenges small businesses faced last year, they brought incredible energy, innovation and ingenuity to their product pitch meetings, and we are excited about what this means for our customers, our communities and our commitment to source an additional \$250 billion in U.S. manufactured products that support American jobs."

Hoplark Intros a Line of Hops-Infused Waters

Hoplark, a brewer of hop-forward non-alcoholic beverages launched **Hoplark Water**, a line of refreshing, crushable hops-infused sparkling waters in three flavors: Citra Hops, Mosaic Hops, and Sabro Hops.

Created for craft beer lovers who crave the complexity and bold flavor only real hops can deliver, Hoplark Water is a health-conscious way to imbibe without the alcohol and is made with only two clean ingredients – sparkling water and hops. All three flavors are now available on [Hoptea.com](https://hoplark.com) and will roll out across natural and conventional grocery stores, such as Whole Foods and Target, in the coming months.

"Hoplark started over a beer, or more literally a lack thereof," said **Dean Eberhardt**, co-founder and CEO of Hoplark. "While taking a month off from drinking, I realized that I wanted to find a way for myself and friends to enjoy the ritual, familiarity, and camaraderie of craft beer, without the alcohol or calories that traditionally come with it. We love everything about craft beer, but wanted an option for all the other times when we don't feel like drinking alcohol."

Who & What -

Hotaling & Co., hires Brian Radics as chief marketing officer. He joins from Topgolf Entertainment Group where he was also CMO.

Oak Ridge Winery, Lodi's oldest operating winery, hires **Jim Moisson** as VP-Global Sales Manager.

Eastside Distilling, Inc. appointed **Liz Levy-Navarro** to the Company's Board of Directors, effective March 22, 2021. Ms. Levy-Navarro co-founded and served as Chief Executive Officer for Orrington Strategies, a management consulting firm dedicated to helping consumer products and financial services executives profitably grow their businesses and brands. Before Orrington Strategies, she was Practice Leader and Operating Committee Member for a former division of Nielsen Holdings, advising corporate executives on issues of business growth.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor