

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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The Inside Story

TTB Accepts \$850,000 Compromise For Trade Practice Violations	2
Up to 50% of French Winegrapes May Be Lost After Freeze	2
Jack Daniel's to Get 70% of Distillery Power from Solar	2
Heineken Aims to Be Carbon-Neutral by 2030	2
Wines of Chile Says \$10-\$15 Segment Grew 5.7% in U.S., Launches Sustainability Plan	3
Johnnie Walker Aims for 100% Net-Zero Carbon by 2030	4
Buffalo Trace Plants 1,000 Trees in Study	4
EU Suggests 6-Month Tariff Suspension	4
Missouri Senate Okays Cocktails-to-Go to Continue	5
Tequila Trails Vodka by Just 6 Share Points	5
Diplomático Rum to Help Curb U.S. Food Waste	5
White Claw Hard Seltzer Launches New Flavors, Higher-ABV Seltzer	6
Trincherro Debuts Naturalis Wines	6
Rosé All Day Launches a Prosecco Rosé	6
First Hyper-Oxygenated Spirit Debuts in U.S.	6
Perrin Releases Beer Celebrating Women in Beer Industry	6
Fishers Island Lemonade Launches 4 Line Extensions	7
Balfour Spirits Enters NY, NJ	7

Molson Coors Invests in Brewery Employing Gang Members

Molson Coors has taken a minority stake in **TRU Colors**, a startup Wilmington, N.C., brewery focusing on unifying local gangs and employing many of their members. Molson Coors will assist in distribution strategy, product formulation, supplier relationships and more. TRU Colors is set to launch its first product this summer.

The amount of the investment was not disclosed.

“At TRU Colors, we believe most street violence is driven by a lack of economic opportunity and societal exclusion, and therefore an inclusive economic solution is needed to stop it,” said **George Taylor**, CEO and founder of TRU Colors. “Brewed by once-bitter rivals, our beer will be a symbol of the understanding and unity that’s possible when people are open to change. Through our partnership with Molson Coors, and the incredible talent of our team, the opportunities for our business and social impact are endless.”

Taylor launched TRU Colors five years ago along with leaders of rival gangs Bloods, Crips and GD.

TRU stands for Truth, Responsibility and Unity. The company hires active gang members, two key objectives being to reduce street violence and racial divisiveness as well as providing jobs. It also has a “street intervention team.”

The company is building a 56,000-square-foot facility in Wilmington that will serve as a brewery capable of producing more than 1 million cases of beer a year. Corporate headquarters also will be located at the building along with a wellness center, recording studio, classrooms for education and coaching, and more.

Molson Coors said the investment is “the latest in a series of actions designed to foster a more inclusive and diverse culture. The company announced a goal of increasing representation of people of color in our US operations by 25% by the end of 2023 across the country and committed to donating a cumulative \$3 million to 26 local and national organizations dedicated to equality, empowerment, justice and community building from 2020-2021.”

Since the brewery was founded in 2019, Wilmington has seen historic drops in crime, and Taylor believes TRU Colors has contributed to safer streets.

“There’s no question in my mind that TRU Colors plays a significant role in that reduction of violence,” he says, pointing to parts of the operation that have nothing to do with beer, including a street team that works to disrupt violence. “I know the bullets that our team has stopped from flying on a regular basis.”

There are no statistics directly tying the brewery to crime reduction, but Dr. Kimberly Cook, director of the Restorative Justice Collaborative at the University of North Carolina-Wilmington, at the University of North Carolina-Wilmington, says there is anecdotal evidence that its restorative economic mission has struck a chord among rival gang members.

“The illegal markets run by gangs are often regulated by the use of violence, and now we are seeing an opportunity that encourages these young people to build a legitimate business,” she says.

The opportunities created by TRU Colors have implications far beyond the brewery, she says.

“I have heard many (TRU employees) talk about how much more involved they can be now with their children’s lives, with their families, and be the providers they have been trying to become on the street. Imagine how many children now have their parents in their lives; how many co-parents have partners they can count

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on; how many teachers can build relationships with the parents of the children they are teaching?

"(The) long-term generational impact should not be overlooked," she says.

TTB Accepts \$850,000 Compromise For Trade Practice Violations

Alcohol & Tobacco Tax & Trade Bureau accepted an \$850,000 Offer in Compromise (OIC) from RN Acquisition, LLC and City Beverage – Markham, LLC of Chicago and Arlington Heights, Illinois.

TTB alleged these entities and/or their affiliates unlawfully:

- Violated the Federal Alcohol Administration (FAA) Act's tied house prohibition (27 U.S.C. § 205(b)), by inducing a retailer to purchase their malt beverages to the exclusion of competitor brands by paying sponsorship funds to a third-party concert promotion company commonly owned and/or managed by the retailer's owner and/or manager;

- Violated the FAA Act's tied house and exclusive outlet (27 U.S.C. § 205(a)) prohibitions by paying or reimbursing another industry member as part of a scheme to induce a multi-purpose venue retail concessionaire to purchase their malt beverages to the exclusion of competitor brands through a sponsorship of the venue, and by providing various trade items to the retail concessionaire;

- Violated the FAA Act's tied house prohibition by providing various trade items to a retailer at below-market value, which induced the retailer to purchase their malt beverages to the exclusion of competitor brands; and

- Violated 27 U.S.C. § 203(c), by operating without a basic permit at one of its warehouses.

TTB said it is committed to ensuring a level playing field for law-abiding businesses and to stopping anti-competitive practices that prevent consumers from enjoying a wide selection of products.

Up to 50% of French Winegrapes May Be Lost After Freeze

About 80% of vineyards in France's primary wine growing areas are expected to lose 25% to 50% of the grapes, according to the European Committee of Wine Companies after a severe frost earlier in April followed an unusual warm spell that caused buds to bloom.

Vineyards in the Rhone Valley, Bordeaux, Burgundy, Champagne, Provence and the Loire Valley are affected, said Anne Colombo, president of the Cornas appellation. "In some regions there will be very, very few grapes [this year]," she said, adding the frost in Comas is the worst in over a half-century.

Exports of French wine and spirits fell 14% last year, officials said, adding exports to the U.S. slumped 18%.

French winemakers are blaming climate change, noting that 20 years ago they harvested in the last week of September. Now it's in the first week because warmer temperatures cause their grapes to ripen earlier. Those warmer temperatures also moved the growing season to earlier in the year, placing new grapes at greater risk.

Jack Daniel's to Get 70% of Distillery Power from Solar

Jack Daniel's Distillery expects to get 70% of its power needs from a solar facility just a few miles from the Lynchburg, Tenn., distillery. The facility will be built, owned and operated by Silicon Ranch, an affiliate of Royal Dutch Shell plc.

Jack Daniel's approached TVA, the electric utility in the region, last fall regarding renewable energy opportunities to support its sustainable energy goals. TVA, in turn, contracted with Silicon Ranch.

"Our commitment to making great whiskey is only matched by [our commitment](#) to preserving the world we call home through [sustainable practices](#)," said Jack Daniel's Vice President and Assistant General Manager Melvin Keebler. "We're excited to be the first distillery to sign a Green Invest deal that will provide nearly three-quarters of our electricity needs. Now the world's most iconic whiskey is even greener."

Jack Daniel's runs its distillery with a zero-waste to landfill policy and has programs to protect the water and wood used to make its whiskey.

"This announcement demonstrates the environmental leadership of Jack Daniel's and Duck River, fueled by our shared long-term commitment to renewable energy and community engagement," said Chris Hansen, TVA vice president, Origination and Renewables. Duck River is one of 153 local power companies who buy power from TVA and resell it.

Heineken Aims to Be Carbon-Neutral by 2030

Heineken said it aims "to be carbon neutral in our production sites by 2030 in order to meet the 1.5°C goal set by the Paris Agreement. We will further reduce our emissions through energy efficiency and speed up the transition towards renewable energy," said Heineken's CEO/Dolf van den Brink.

"A large part of our overall carbon footprint beyond production comes from agriculture, packaging, distribution and cooling. This means we will work in close partnership with our suppliers and partners to reach our ambitious goal of a carbon neutral value chain by 2040. We know that Heineken can only thrive if our planet and our communities thrive. I want to thank our deeply committed employees for their passion for this topic. Together, we will do our part to brew a better world."

From barley to bar, here's how Heineken plans to reduce its carbon footprint:

- Heineken aims for all of its production sites to become carbon neutral by maximizing energy efficiency and renewable energy use by 2030.

- In close partnership with suppliers, also by 2030, Heineken aims to cut emissions by 30% across its entire value chain² from a 2018 baseline.

- Looking ahead to 2040, the company will be the first global brewer to aim for carbon neutrality in its full value chain.

- The company is taking a science-based approach by working closely with the SBTi³ to validate its new commit-

ment.

Here's what Heineken has done thus far:

— Reduced carbon emissions per hectoliter in its breweries by 51%.

— Since committing to the transition to renewable energy in 2018, the company has implemented over 130 renewable energy projects, including 5 of the world's 10 largest on-site solar-powered breweries.

— Partnered to build a wind farm in Finland that will inject renewable electricity in the European grid supplying 13 of its operating companies.

— In Indonesia, the company uses sustainable biomass made out of agricultural waste to heat its two breweries.

— In Nigeria, Heineken has recently inaugurated solar panels in its Ibadan brewery.

— In Vietnam, the company sources rice husks from local farmers to heat its brewing boilers.

— Heineken is supporting a pilot of 500 low-carbon farming projects in eight countries, as well as shifting to zero-emission breweries in Spain and Austria.

— In Mexico, the company is using smart fridges that leverage software to automatically adjust cooling settings to minimize energy use.

— Heineken Netherlands is pioneering cleaner inland shipping methods for its beer and cider.

— In the UK, Heineken has launched an innovative cardboard multi-pack called Green Grip, reducing carbon and saving 500 tons of plastic every year.

To mark its commitments, Heineken is joining alliances to drive collective forward momentum. The brewer is proudly becoming a member of the Business Ambition for 1.5C, the Race to Zero as well as [RE100](#).

Wines of Chile Says \$10-\$15 Segment Grew 5.7% in U.S., Launches Sustainability Plan

U.S. imports of Chilean wine performed particularly well in the \$10-\$15 segment, growing 5.7% in 2020. Growth also proved to be more stable than that of other wine imports during the same period, **Wines of Chile USA** said.

Aurelio Montes Sr., President, Wines of Chile, credits resilience in the U.S. market to the long-time strength and brand recognition of Chilean wines at retail, with consumers turning to tried-and-trusted brands during a tough year. But: *"The pandemic has forced us to evolve, plan for uncertainty, become better at what we do, build more with less, and to connect with consumers as never before."*

To build on momentum, Wines of Chile USA is now poised to activate Sustainability 365, a trade- and consumer-facing campaign developed in tandem with Colangelo & Partners, and planned around the theme: "Drink Sustainable. Drink Chile." Eighty percent of Chilean wine exports are certified sustainable, representing one of the most regionally diverse and eco-friendly wine selections on the planet. Chile's wide-ranging wine sustainability code has long served as an inspiration for numerous other countries and wine regions.

Wines of Chile USA's first-ever Sustainability 365 campaign comprises:

— **The inaugural VinePair Green Wine Festival** <https://vinepair.com/sustainability-week-2021/>. Wines of

Chile is the primary sponsor of this April 19-22 digital drinks festival, featuring five webinars, each exploring different aspects of sustainability and what makes sustainable wines special.

— Six invitation-only sustainability-themed webinars and tastings for members of the trade, led by Master Sommelier Brett Zimmerman, starting on Earth Day, April 22, and concluding in June.

— An **innovative** new e-commerce addition integrated into www.winesofchile.org/en, enabling consumers to purchase directly via the website landing page. As of April 21, visitors to the site will be referred to stores in their neighborhood to buy the wines they learn about. The site acts as a virtual referral service, providing direct access to over 1,750 stores in over 580 U.S. cities.

— A dedicated retailer program for national accounts, multi-unit chains and independent retailers, offering customized e-commerce promotions designed to raise awareness for Chilean wines. Participating accounts include Binny's Beverage Depot, Crown & Wine Spirits, Gary's Wine & Marketplace, Kroger, and Mega Liquors.

— A **SevenFifty.com** Wines of Chile regional guide, products landing page and sponsored ordering incentive, active late April through July.

— A **social** media campaign, including a Chile Unfiltered Instagram Live series and influencer sample program. Dedicated posts through July will highlight all campaign activations, supporting participating wineries and retailers, and educating consumers at large on the Chilean wine industry's long-standing commitment to sustainability.

Thirty-three member wineries have signed on for the Sustainability 365 campaign – the largest number on record for a Wines of Chile promotion. Participants include: Concha y Toro, Natura Wines, Viña Santa Rita, Toro de Piedra, VIK,

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Johnnie Walker Aims for 100% Net-Zero Carbon by 2030

It's part of its Next Steps Initiative, which **Johnnie Walker** describes as its "most ambitious Sustainable drive to date."

Included in the programme is a series of environmental commitments which, by 2030, will ensure:

- 100% of Johnnie Walker whisky production is net-zero carbon.
- 100% of Johnnie Walker distilleries harness renewable energy.
- All packaging will be recyclable, reusable or compostable.
- Investment in projects to restore peatland and plant and protect trees in Scotland.
- A reinvention of the drinking experience to be more sustainable, and engagement with people around the world on the importance of 'sustainable socialising'.

"Johnnie Walker is built on a legacy of making positive, progressive choices – our own 'Keep Walking' mantra is shaped by that thinking. When we look at the world around us, it's clear that we all have a role to play in protecting the planet and its resources. We can either see what's happening and choose to do nothing or we can keep walking, taking every step we can to reduce our impact. We believe there is only one choice to make," said **Julie Bramham**, Johnnie Walker Global Brand Director.

Johnnie Walker is also committing to:

- Reduce its environmental impact by increasing the recycled content in all its packaging material: including a minimum of 60% recycled glass in its core range bottles by 2025, which the brand predicts will use 13,000 fewer tonnes of carbon every year**; 100% of the plastic used in its packaging will also be made from recycled content.
- Make its glass bottles up to 25% lighter.
- Ensure all packaging material, including secondary packaging such as gift boxes, will be recyclable, reusable or compostable by 2030. The brand predicts that all of its actions to reduce its packaging will reduce its carbon footprint by 15% *** - equivalent to 4,200 return flights from Edinburgh to Sydney.
- Ensure that by 2030, the production of Johnnie Walker will use 20% less water. This annual saving could be equivalent to 76 Olympic sized swimming pools. ****
- Work with customers and suppliers to continue to find and implement more sustainable alternatives for promotional materials and bar ware – with a focus on recyclability or reusability.
- Continue to lead the way in terms of 'green tourism' with the goal of having all of its Scotch whisky visitor experiences

Green Tourism Gold certified.

- Working with and supporting farmers and grain suppliers to help them implement regenerative farm practices and become verified against the Sustainable Agriculture Initiative Platform's widely-recognised Farm Sustainability Assessment (FSA).

Support local initiatives to help preserve our natural landscapes. In Chile, the brand has partnered with Tu Mejor Huella, to protect and restore 5,000 square meters of Torres del Paine National Park, one of Patagonia's most iconic landscapes.

Buffalo Trace Plants 1,000 Trees in Study

Buffalo Trace Distillery and the University of Kentucky joined forces on a 15-year research project to study the genetic responses of trees from various regions to different white oak forest establishment techniques in a rural field application.

The study, part of the [White Oak Initiative](#), kicked off Monday (4/12) with the planting of 1,066 trees on the farm at Buffalo Trace Distillery. The seedlings were from 40 different parent trees from Arkansas, Georgia, Kentucky, Maryland, Missouri, North Carolina, South Carolina, Tennessee and Virginia. New seedlings will be added over the next two years from multiple states, with a goal of more than 104 different seed sources planted.

The white oak trees that were planted at Buffalo Trace will provide information on the best practices for establishing white oak seedlings that will be critical to the success of a massive white oak genetics and tree improvement effort spearheaded by the University of Kentucky and supported by white oak dependent industries.

Six different establishment technique variations are being used for the plantings at Buffalo Trace, which include tilling with cover crop of orchard grass or winter wheat, use of herbicide, planting directly into the fescue, and various irrigation methods for each technique. This is the first time irrigation has been combined with the different establishment techniques, making this site unique.

"We're excited to partner with UK on this project. It's important that we look towards the future and how we can contribute to the sustainability of the white oak industry," said **Dennis Walsh**, homeplace manager of Buffalo Trace Distillery. "The project will also assess the cost per board foot required to maintain a sustainable supply of new white oak long into the future."

University of Kentucky Jeffery Stringer, professor and chair, Department of Forestry and Natural Resources, said the project is vital to ensure success of improvement efforts aimed at ensuring conservation of white oak resources, "not only for the economic future of the distilled spirits industry, but also the ecological benefits white oak adds to the forests and to human life," he said.

Buffalo Trace is considering adding tours in the future of its farm, which would include education about its participation in the White Oak Initiative. Long term, Buffalo Trace may be able to use some of the oak trees it has planted for future barrel experiments.

EU Suggests 6-Month Tariff Suspension

EU Trade Commissioner Valdis Dombrovski suggested

the EU and the U.S. suspend tariffs for six months, the German newspaper Der Spiegel reported. It's viewed as a signal the EU is seeking a compromise in a 16-year-old dispute over aircraft subsidies.

The move was praised by **Robert M. Tobiassen**, president, **National Association of Beverage Importers**.

In March, the U.S. and EU suspended the Airbus/Boeing tariffs for four months until July 11, 2021, and the U.S. and UK suspended the Airbus tariffs until July 4, 2021. No public explanation was released by any party on the determination of four months rather than six months, the latter being more precedented.

"Four months keeps pressure on both the U.S. and EU and the U.S and UK to reach successful negotiated settlements. But a full six months is commercially essential for importers of wines and spirits" said Tobiassen.

"The unusually short four-month period fails to meet the reality of the commercial time needs of importers" according to Tobiassen. "Container shipping vessels and truck transportation after entry are experiencing unprecedented delays from port congestion or "traffic jams" on both the East and West Coasts meaning importers have no certainty on the date their goods will actually unload and clear entry through Customs" emphasized Tobiassen.

"Importers of wines from France and Germany suffered the expanded Airbus tariffs effective on January 12, 2021, solely because the vessels were anchored for days and weeks in waters outside the ports of entry and could not unload and clear entry before the expanded tariffs became effective. One importer told me this port congestion delay on the West Coast cost his company \$300,000. Others have told me they were similarly impacted financially."

The final decision on trade sanctions in Section 301 investigations of the digital services taxes in Austria, Italy, Spain and the UK (and India and Turkey) is required by early June under U.S. trade law. The automatic doubling of the EU tariffs on American Whiskies and Bourbon is effective in the beginning of June, if there is no suspension. If the current four-month suspensions in the Airbus/Boeing tariffs remain in place, then June will require a review of another suspension.

"June is already a pivot month for many trade matters and a six-month suspension would move us beyond that busy month" said Tobiassen. "Moreover, a six-month suspension more closely aligns with the schedule of the next review of action for the Airbus tariffs, so it is a perfect fit," he added.

Missouri Senate Okays Cocktails-to-Go to Continue

The measure, approved 28-4, would allow cocktails-to-go after pandemic emergency rules expire. It now goes to the House for additional debate. The measure is backed by the National Restaurant Association and, we're sure, by the **Distilled Spirits Council of the U.S.**

As is typical, cocktails must be in "durable, leakproof and sealable" containers, meet existing minimum size requirements and be sealed with tamper-proof tape or placed in a transparent, tamper-proof and securely sealed bag. The

beverage must be purchased as the same time as a meal.

The measure also relaxes limits on Sunday sales, allowing them from 6 a.m. to 1:30 a.m. Currently, liquor can be sold only between 11 a.m. and midnight on Sundays.

Tequila Trails Vodka by Just 6 Share Points

That's according to Drizly, which says tequila's ascent has been fueled by a convergence of many factors—and boosted during the pandemic. It now has a 16% share of sales on **Drizly**, just six percentage points behind vodka.

"A shift in consumer perception over the category has been a key driver of growth for tequila over the past few years," says Liz Paquette, Drizly head of consumer insights. "Once seen as an occasion-based drink — for Cinco De Mayo, for instance — today tequila has grown to an everyday staple alongside vodka and whiskey."

Two other contributors to tequila's recent success: the rise of celebrity-endorsed tequilas (like George Clooney's **Casamigos** and Dwayne "The Rock" Johnson's **Teremana**, both of which are among Drizly's top-sellers) and its correspondence with wellness trends. "Because tequila is plant-based and more visibly so, a lot of consumers believe it's better for them and is less adulterated, which is perceived to reduce hangovers," says Rand. "Tequila has become much more associated with the 'better-for-me' movement than many other categories."

Drizly's Top-Selling Tequilas, March 2020 Through March 2021

1. Casamigos Blanco
2. Espolón Tequila Blanco
3. Patrón Silver Tequila
4. Clase Azul Reposado Tequila
5. Don Julio 1942
6. Don Julio Blanco
7. Casamigos Reposado
8. Jose Cuervo Especial Silver Tequila
9. 1800 Silver Tequila
10. Jose Cuervo Especial Gold
11. Espolón Tequila Reposado
12. Casamigos Anejo
13. Hornitos Reposado Tequila
14. Milagro Silver Tequila
15. Teremana Blanco Tequila
16. Hornitos Plata Tequila
17. El Jimador Silver Tequila
18. Don Julio Anejo
19. Tequila Casa Dragones Blanco
20. Camarena Silver

Diplomático Rum to Help Curb U.S. Food Waste

Dubbed "Project Leftover," the **Diplomático Rum** program aims to create and connect a network of local non-profit food rescue organizations with restaurants and bars whose food surplus would previously go unused, while helping reduce their carbon footprints and directly reduce

local food insecurity. Restaurants can also realize additional savings through an enhanced tax deduction designed to incentivize businesses to donate food.

Food waste is a global problem and major contributor to climate change. Additionally, each year just in the US, 72 billion pounds of food goes to waste while 42 million people face hunger². Both food insecurity and the environmental impact of food waste can be reduced if restaurants, a big contributor to the problem, stop wasting food.

Amid the COVID-19 pandemic, the restaurant industry is in crisis. Food industry workers face decreased revenues, soaring unemployment, and increased food insecurity. Reducing food waste is a shared value opportunity that can positively impact the economy, help the environment and support the food insecurity crisis. In restaurants, reducing food waste can mean reduced operational costs, higher profit margins, public good-will and increased employee morale, all of which are good for business.

The program is expected to launch initially in South Florida with programs in Houston, New York and Los Angeles rolling out throughout 2021. Each market will enlist 25 participating restaurants and bars, who will be provided an individualized food waste reduction solution tailored to their business and paired with a local community partner organization.

White Claw Hard Seltzer Launches New Flavors, Higher-ABV White Claw Surge

White Claw is releasing White Claw Hard Seltzer Variety Pack Flavor Collection No. 3 nationwide. The latest variety pack includes three new flavors: [Strawberry](#), [Pineapple](#) and [Blackberry](#), alongside fan-favorite, Mango.

"Our fans have an insatiable desire for new flavors from White Claw and that's exactly what we are delivering just in time for summer," said **John Shea**, Chief Marketing Officer, White Claw Hard Seltzer, US.

In another innovation, White Claw introduced **White Claw Hard Seltzer Surge**, which has an 8% ABV, comes in a 16-ounce can, and is available in two flavors, Blood Orange and Cranberry.

Trinchero Debuts Naturalis Wines

[Naturalis Wines](#) – a new line of wines made from 100% certified organic grapes – debuted with Sauvignon Blanc, Chardonnay and Cabernet Sauvignon. These gluten-free, vegan-friendly, non-GMO wines are bottled in eco-minded lightweight glass and available nationwide for \$14 SRP.

This line from the fifth-generation Angove winemaking family is the latest to join the Angove Family Winemakers portfolio, imported by Trinchero Family Estates for more than 15 years.

Naturalis Sauvignon Blanc, Chardonnay and Cabernet Sauvignon come from the Angove family's 700-acre, fully organic Nanya Vineyard near Paringa, South Australia. The Nanya vineyard is one of the largest organic vineyards in the world. All three varieties are labeled with recycled paper and packaged in recycled cardboard, furthering the brand's commitment to environmental responsibility.

Rosé All Day Launches a Prosecco Rosé

Rosé All Day Prosecco Rosé will be offered in 750mL bottles and retail for approximately \$14.99. The wine is produced and imported by **Biagio Cru Wines & Spirits** and will be rolling out nationwide this Spring.

"Rosé has proven to be a year-round wine with strong staying power, well beyond a passing trend," said **Darren Restivo**, Principal of **Biagio Cru Wines & Spirits**. "This new launch marries two beloved categories, rosé and prosecco, for a high-quality, pleasantly refreshing wine."

The Rosé All Day brand is already available in several styles and formats including the original Rosé All Day Grenache in 750 ml bottles (\$12.99) or 4-pack of cans, both sparkling and still (\$14.99). Last year, the brand launched Rosé All Day Spritz in 750mL bottles (\$9.99) and 4-pack cans (\$13.99). Soon to launch for the brand is also a 3L bag-in-box of Rosé All Day Grenache and Rosé All Day Watermelon Spritz.

First Hyper-Oxygenated Spirit Debuts in U.S.

Dirty Devil Vodka, produced in Canada from non-GMO corn and Hyper-Oxygenated water, entered the U.S.

"We start with a super purification system that produces the highest quality of water," said **Daniel Sdicu**, Dirty Devil's biologist/chemist, Dirty Devil Vodka. "The water is then speed chilled to 4 degrees Celsius and is passed through our plasma reactor. This process changes the molecular structure of water by imbuing it with five times the oxygen of normal water. The resulting Hyper-Oxygenated water is then blended with a high-quality gluten-free alcohol and bottled at 84 proof."

"Since our launch, Dirty Devil Vodka has been growing steadily, gaining accolades from consumers, connoisseurs, bartenders and the trade," said **Murray Merkley**, CEO, SLS, makers of Dirty Devil Vodka. "Encouraged by our success, we decided to enter one of the world's largest vodka markets and have partnered with an outstanding team to help navigate the complex U.S. market."

Dirty Devil Vodka (DDV) will initially be available in May in New York, New Jersey, and Pennsylvania through Trinity's subsidiary, Verity Wines.

Perrin Releases Beer Celebrating Women in Beer Industry

Perrin Brewing Co. announces the release of **Liquid Harmony Blueberry Lemongrass Kettle Sour** - a limited-release beer that celebrates women in the craft beer industry. Liquid Harmony is now available on draft at the Pub.

Liquid Harmony (6.5% ABV) was brewed on March 8, International Women's Day. Since the women of Perrin could not meet in person in the brewhouse due to covid restrictions, they voted on all aspects of the beer, including the style, flavors and name.

The result, Perrin says, is a harmonious combination of lemongrass tea and blueberry, blended together to create a pleasant, refreshing Kettle Sour. The lemongrass tea used in the brew was sourced locally, from [Global Infusion](#).

Perrin's International Women's Day brewing project was inspired by [Fermenta](#), a women's craft collective dedicated to education, networking, diversity and empowerment

within the fermented beverage and food industries. This year, Fermenta suggested brewing a beer around themes of community and compassion - themes that informed every step of Liquid Harmony's creation.

Fishers Island Lemonade Launches 4 Line Extensions

Fishers Island Lemonade, a pioneer in the ready-to-drink category and one of the first craft cocktail brands in a can, launched four new delicious and high-quality family offerings: Spiked Tea, Pink Flamingo, Fizz and Spirit Pops. All are 7% ABV, except Fizz, which is 5%. This introduction marks the first-ever line extension released since the original brand was launched by **Bronya Shillo** in 2014.

In conjunction with the release of new products, Fishers Island Lemonade is also launching its first brand marketing campaign, "Find Your Island." The campaign features a mix of digital marketing, social media, and out-of-home advertising with a call-to-action inspiring consumers to enjoy Fishers Island Lemonade in their "happy place" whether that be spending time at the beach, by the pool, on a boat, playing golf, or relaxing at a backyard barbecue with good friends and family.

Recognized by Drizly in 2020 as one of the fastest growing canned beverages, Fishers Island Lemonade is one of the only canned craft cocktail brands made with a dual-spirits base, combining premium vodka, barrel-aged whiskey, lemon and honey.

Volley Tequila Seltzer Enters Arizona, SC and Florida

Breakthru Beverage Group is the wholesaler. Volley said it plans to add more markets in the coming months.

"This is an incredibly exciting year for the expansion of Volley and our distribution launches in the Arizona, South Carolina and Florida markets," said Co-Founder **Christopher Wirth**. "Volley's mission is to provide consumers nationwide with the cleanest tequila seltzer on the market, and we're proud to be doing just that alongside Breakthru Beverage. Together, we are able to bring our loyal and growing Volley fanbase in Arizona, South Carolina and Florida, an unmatched tequila-drinking experience, free of the added sugar, corn syrup and fake 'natural' flavorings that are found in most other hard seltzers."

Mixed with 100% organic fruit juice never from concentrate, Volley is available in four classic flavors: Zesty Lime, Spicy Ginger, Sharp Grapefruit and Tropical Mango.

"Premium spirits-based seltzers are quickly expanding the consumer experience by offering exciting and flavorful innovations," said **Drew Levinson**, VP-Supplier Business Development, Craft and Emerging Spirits, Breakthru Beverage Group. "The 100% blue agave, organic, tequila-based Volley is well positioned to capture this growing consumer preference."

Volley is now available in New York, New Jersey, Georgia, Tennessee, Kentucky, Rhode Island, Massachusetts, Arizona, South Carolina and Florida markets at a suggested retail price of \$14.99 for a four can variety-pack or single flavor four-pack, or \$3.75 per 355ml can.

Fabrizia Taps SGWS to Enter Florida

Fabrizia Spirits said it is partnering with **Southern Glazer's Wine & Spirits** to expand into Florida, with Fabrizio products are available now at all 25 Total Wine & More locations throughout Florida. The partnership with Southern Glazer's, which is an expansion of their existing relationship, also allows Salem, NH-based Fabrizio Spirits to increase distribution throughout the East Coast, positioning the company for continued growth.

"Simply put, our products are a perfect match for Florida and we could not be more excited to introduce the delicious, refreshing and zesty flavor of Sicilian lemons to Florida," said **Phil Mastroianni**, Fabrizio's co-owner and co-founder. "This is a big moment for our company as this strategic partnership with Southern Glazer's Wine & Spirits allows us to continue increasing production to meet growing customer demand throughout our market, while also continuing our expansion into new markets. We are grateful to Southern Glazer's for this partnership and we are pleased to have their support as we continue growing our brand."

Fabrizia Spirits also teamed up with **Connecticut Distributors, Inc. (CDI)** to expand distribution throughout Connecticut effective April 1. While Fabrizio products had previously been available in Connecticut, CDI will now enhance distribution of Fabrizio products throughout the state.

The introduction of canned, ready-to-drink cocktails has been a major sales driver for Fabrizio Spirits over the past four years, as overall company sales have grown by nearly 250% since 2018. The steady sales growth has allowed the family-owned and operated company to position itself for continued growth within the extremely competitive canned cocktail market.

Balfour Spirits Enters NY, NJ Through Frederick Wildman

Balfour Spirits, an ultra-premium whiskey producer based in Dallas and led by Hockey Hall of Famer **Ed Balfour**, continues its 2021 expansion with brand introductions in New York and New Jersey with distribution through **Frederick Wildman & Sons, Ltd.**

"Our team has been eager to officially introduce our handcrafted whiskey to fans in New York and New Jersey, and we're proud to do so with such a greatly respected and well-connected distribution partner as Frederick Wildman & Sons," says **Ed Balfour**, founder/CEO of Balfour Spirits.

Balfour Spirits – which launched to consumers in October 2019 with its family mash bills – has an inventory of more than 2,800 barrels of whiskey aging, and a distribution footprint now across 11 states.

"We are extremely excited about the addition of this Balfour to our portfolio of specialty spirits," said Frederick Wildman President/COO **Marc Hirten**. "Through this partnership, we look forward to leveraging our dedicated team and resources to drive quality distribution for Balfour's products in the New York and New Jersey markets."

Distillery 291 Taps LibDib for Colorado

Distillery 291 awarded **LibDib**, the web-based alcohol distributor, to be its Colorado distributor after 10 years of

robust self-distribution in 291's home market.

But the Distillery 291-LibDib relationship isn't new, except in Colorado. Over the past three years, 291 Colorado Whiskey has been distributed in California, New York, Florida, Illinois, and Wisconsin via LibDib's innovative B2B distribution platform. 291 Colorado Whiskey is also distributed in Texas and Kentucky through LibDib's strategic partner, **Republic National Distributing Co.** (RNDC). 291 will maintain their growing team of sales reps to foster account relationships, utilizing the LibDib platform to place orders and share information with buyers.

"We've built a very successful partnership with LibDib throughout the U.S. and we're committed to maintaining our customer service while providing LibDib's cutting-edge digital platform to our home state," said **Philip Rawleigh**, vp-business development for 291 Colorado Whiskey.

Jack Daniel's & Remezcla Launch "New Calle" Music Program

New Calle looks to empower the emerging Latin urban music scene through the creation of a new anthem featuring one of today's most sought-after Latin artists, De La Ghetto. The critically-acclaimed reggaeton powerhouse not only helped to compose the new song, but he also invited up-and-coming artists from across the country to help give a voice to the growing Latin urban music scene.

Remezclas is a creative agency and influential Latin youth media brand which developed New Calle.

"New Calle is all about embracing your heritage. Much like **Jack Daniel's**, whose Tennessee roots are heavily engrained in its identity, many artists within today's Latin urban music scene often draw inspiration from where they come from. At Jack Daniel's we are proud to support artists like De La Ghetto and Doeman Dyna as they tell their own stories while helping inspire others to live their most authentic lives as Latinos in the US," said **Keenan Harris**, senior multicultural marketing manager for Jack Daniel's. "New Calle will soon become an anthem for the streets for this summer and years to come."

Hornitos to Aid Emerging Filmmakers

Hornitos Tequila said it was partnering with Black List to present, the **2021 Black List x Hornitos "Take Your Shot" Short Film Program**. The program will award five emerging filmmakers grants to turn their screenplays into proof of concept short films and mentorship from the Black List.

Potential entrants are invited to make submissions at blcklst.com/HornitosTakeYourShot, through Aug. 31.

A-B Hosts Virtual Hispanic Culture Festival

Anheuser-Busch is hosting "**Reventón de Verano**" – a feel-good, virtual livestream event bringing people together in the comfort of their homes for a digital celebration of Hispanic culture, music, and community. The virtual show at 6 p.m. EDT on Sunday, May 2, is produced by First Tube Media is led by co-executive producers Marcos Cline-Márquez and Kevin Abrams.

"One of the key pillars of our consumer-centric marketing

strategy is to make our brand connections relevant and meaningful to the people we wish to serve," said **Marcel Marcondes**, CMO, Anheuser Busch. "Reventón de Verano is a great example of how we can use the power of our incredible portfolio to continue to reinvent the way our brands show up in people's lives. I hope the show provides a fun opportunity for 21+ friends and family to come together over a beer, seltzer, or cocktail and enjoy the incredible performances!"

Wyoming Whiskey Aids National Parks

Wyoming Whiskey, in partnership with the **National Park Foundation**, is honoring Wyoming's majestic wide open spaces with a live virtual auction of special edition bottles.

Four bespoke bottles of Wyoming Whiskey's new Wide Open Spaces Collection, art directed by **Harrison Ford** in collaboration with photographer **Tuck Fauntleroy** and artist **Jamison Sellers**, will be auctioned to raise funds for the preservation of America's National Parks. ALL proceeds from the auction will go to the National Park Foundation. This is also the day Wyoming Whiskey launches its all new Wyoming Whiskey National Parks Limited Edition label that is available to everyone, with \$5 per bottle going back to the NPF.

The auction will be Tuesday (4/20) at 8 p.m. Eastern. RSVP and the live event are at <https://flow.onecause.com/organizations/cbb0176f-8af1-45ad-81f3-20f362d1a976/virtual-events/vevt:1c29f992-4560-40a5-ad53-51c508d05414>

Craft Brewers Conference to Be Face-to-Face

It will be smaller, have a number of health measures and a "super-flexible cancellation policy." But, it will be in person, not virtual, Brewers Association said. It will feature educational seminars, networking opportunities and a trade show devoted to craft brewing. Registration opens May 4. BA members get substantial discounts.

Who & What —

HIRE: **Beam Suntory** hires **Venky Iyer** as vp-digital products and experience. He joins from Diageo, where he held global leadership roles in digital marketing, eCommerce and digital innovation.

ELECTED: **Wine & Spirits Wholesalers of America** (WSWA) directors elected **Chris Underwood**, Board of Managers RNDC-West, as Chairman of the Board.

RETIRING: **Nancy Light**, vp-communications, **Wine Institute**, on May 14 after 24 years with the trade group, to become a life and career coach.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor