

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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ABI Names Doukeris CEO, Succeeding Carlos Brito

"Brito was the architect who led and built AB InBev into the world's leading beer company and a leading global consumer packaged goods company by masterfully integrating the many businesses that comprise AB InBev today," said AB InBev Board Chairman **Martin Barrington**. He has always been a role model of the company's successful ownership culture. The Board thanks Brito for his dedicated service, passion, caring and commitment to making our company dream big and delivering."

"I am very proud of being part of this team of 164,000 colleagues around the world that have been on our journey," said Brito. "It has been an honor and privilege to work with such a talented group of individuals as we built this global company based on strong values and our unwavering commitment to excellence, quality, consumers and communities. I am very excited about the future of our business under Michel's leadership and congratulate him on the appointment as CEO of this amazing company."

In announcing his promotion, ABI said Doukeris has consistently delivered strong results while serving in key leadership roles in Brazil, China and the United States, three of the company's largest markets. As President of the North America Zone, the U.S. business has delivered consistent topline growth and led the beer industry in innovations for the last two years.

Prior to leading the North America Zone, Michel was the company's global Chief Sales Officer. Prior to that, he was President of the Asia Pacific Zone where he accelerated top line, volume and EBITDA growth and implemented the 'High End' division in China, a transformational route-to-market initiative focused on building premium brands. He also successfully implemented the company's first direct-to-consumer e-commerce platform.

A new leader for the North America Zone will be announced before July 1.

ABI Sales Surge 17.2% as Volume Rises 13.3%, But Net Climbs Just 8.4%

Anheuser-Busch InBev reports total revenue rose 17.2% to \$12.3 billion as volume advanced 13.3% to \$135.56 billion. But the company's underlying net profit advanced just 8.4% to \$1.1 billion.

Volume growth in North America was the most anemic in all six of ABI's regions, except for Europe, Middle East and Asia, where it actually declined 2.1%. In North America, volume inched up 2.9%, the company said.

Sales-to-wholesalers (STWs) in the U.S. grew 2.9% and revenue per hl grew 2.4%, resulting in total revenue growth of 5.4%. ABI's sales-to-retailers (STRs) were down by 0.8%, estimated to be below the industry, largely due to a challenging comparable from 'pantry-loading' behavior in March 2020. This impact has been temporary, as healthy volume growth in April has brought our STRs back to growth year-to-date April 2021. EBITDA grew by 1.3% in the quarter.

ABI said it continues to strengthen and preimmunize its portfolio, rebalancing toward faster growing above core segments. It said its first quarter results were fueled by innovations. Its above core beer offerings continue to outperform, highlighted by the strong growth of Michelob Ultra and craft brands. Our seltzer portfolio continues to grow ahead of the industry according to IRI, and we delivered triple-digit growth of its canned cocktail brand, **Cutwater**.

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Customs Outlines 'Framework' For Revamping Trade Rules

"As trade rapidly evolves, our laws and practices can't keep up," **Customs & Border Protection** argues in a new video and related documents calling for "a structured modernization approach that will enable the U.S. Government to address modern trade challenges, leverage emerging opportunities, and achieve transformational long-term change."

The CBP vision envisions three key actions which it says will harness the power of modern technology, move data from beginning to end of the supply chain, making trade safe and more efficient. The result: American businesses will grow more jobs because they will be protected from unethical business practices and intellectual property theft. Enhanced technologies will clear goods at U.S. borders swiftly and securely.

Those three principles are:

- Achieve end-to-end supply chain transparency— leverage data and technology to gain increased visibility throughout the supply chain, expediting entry processes and stamping out violative actions
- Drive data centric decision making— improve data sharing capabilities to enable real-time, data driven decisions by CBP and the trade community

- Diversify reasonable care standards— collect the right data, from the right parties, at the right time, improving data quality and eliminating single points of failure

This could lead, the agency argues, to a world where:

- legitimate goods are never subject to unexpected delays at the border;
- ink, paper and hours of manual data entry are things of the past;
- same day order fulfillment around the world
- forced labor practices are reduced within the supply chain, and
- the U.S. leads the world with innovative trade policy.

Canned Wine Category Set to Explode: Drizly

We couldn't agree more with the folks over at **Drizly** that the canned wine category is "set to explode," and for much the same reason as hard seltzer and RTD cocktails have been so successful -- portability, environmental (most glass doesn't get recycled even though glass is 100% recyclable and can be recycled endlessly without loss in quality or purity), and portion control among other reasons.

Between 2017 and 2021, volume sales for canned wine in Nielsen-tracked channels increased more than 3,800%. In the 52-week period ending March 25, 2017, total off-premise dollar sales reached \$5.9 million, while in the 52 weeks ending March 20, 2021, dollar sales reached \$253 million — up 62% over the previous year — and volume sales increased 67%, reaching the equivalent of nearly 30 million bottles.

Though canned products account for just 1% of the wine category's overall sales on Drizly, they're poised to make big gains in the coming years, the company says.

"In 2016 and 2017, there were maybe 40 brands with some wine in cans. Now it's about 230," says **Danny**

Brager, the bev/al industry consultant and former senior vp for Nielsen's beverage alcohol practice. "That shows consumers are buying."

"Canned wine spritzers were previously associated with sugary and lower-quality wine," says **Liz Paquette**, Drizly's head of consumer insights. "We are beginning to see this perception shift with new brands innovating and entering the market, including wine-based cocktails like Ohza's canned mimosas."

On Drizly, bottled wine currently dominates the wine category's overall share at 92 percent, followed by boxed wine at 7%. However, share for canned wines is growing. Over the past 12 months, share increased from 0.7% to 1%. "The explosive growth of canned drinks in other categories suggests that the same growth may be on the horizon for canned wine," says Paquette.

Red and white wines hold the majority share of Drizly's overall wine sales, but in the canned wine realm, rosé wines hold the greatest share at nearly 32%. Sparkling wine is a close second at 30% share, followed by white wine (15%), wine spritzers (10%), and red wine (6%).

Drizly's Best-Selling Canned Wine SKUs,

Last 12 Months

1. BABE Rosé With Bubbles
2. Underwood Rosé Bubbles
3. Underwood Sparkling Wine
4. House Wine Rosé Bubbles
5. Underwood Pinot Noir
6. Underwood Rosé
7. BABE Grigio with Bubbles
8. 14 Hands Unicorn Rosé Bubbles
9. Dark Horse Rosé
10. Barefoot Hard Seltzer Variety Pack

RNDC to Rep Treasury Wine in 9 More States

Treasury Wine Estates Ltd (TWE), said it entered a long-term distribution agreement with **Republic National Distributing Co. (RNDC)**.

The agreement will cover distribution in multiple markets, effective as early as July 1st, 2021 in California, with other states including Texas, Louisiana, Oklahoma, Kentucky, Mississippi, Utah, Wyoming, and Nebraska. Presently, RNDC distribute Treasury's portfolio in Michigan, Georgia and New Mexico.

Ben Dollard, TWE Americas President said "with our divestiture of commercial wine brands, we decided to re-evaluate our business needs to position our company for future growth. Over the past several years, we have built meaningful relationships with key retailers. Our decision to partner with RNDC presents us a terrific opportunity to cultivate our trade partnership, to fast track growth, execute our plans, and build long-term value."

Georgia Governor Makes Cocktails-to-Go Permanent

Georgia Gov. Brian Kemp signed legislation permitting restaurants to sell alcohol-to-go in tightly sealed containers with takeout food. To-go drinks would also have to be stored in a glove box, locked trunk or behind the back seat while driving.

Kemp also signed a bill allowing Georgia distilleries to

sell liquor for on-site consumption on any day that the city or county in which they are located allows such sales.. Similar on-site sales rules will also apply to malt-beverage brewers under the bill.

King Estate Winery Draws Protest for Vaccine Mandate

The Eugene, Ore., winery announced in early April it was requiring employees to get the Covid-19 vaccine by May 20.

The protesters are arguing that since the vaccine has only Emergency Use Authorization from the **Food & Drug Administration** employers cannot force employees to take the inoculation. Legal experts generally say employers can require the vaccine, provide it allows for certain exemptions.

F.X. Matt Brewing Completes \$35 Million Expansion, Plans More

The Utica, N.Y., brewery is set to expand production of hard seltzer, wine and spirits in can, soft drinks, etc. Fred Matt says by year-end these types of products may comprise about half its output.

The company also said it is investing another \$11 million to expand and improve its packaging lines.

“We will be the world’s most flexible brewery, or one of the most flexible,” he said. “We were the first to do hard seltzer (with Spiked Seltzer) so we have the knowledge and the experience and now the facilities and the capability.”

Matt Brewing also recently sold a 20% share of the family-owned company to Brooklyn Brewery of New York City, whose beers it has been making under contract for 35 years. Among other things, that allowed the brewery to undertake the expansion without adding debt, Matt said.

7 Drinking Trends to Watch for Summer

Bacardi polled industry leaders, bartenders and consumers in the U.S. on what they think will be big this summer. Here are seven key trends:

- Rum will have a huge surge in popularity, with the pina colada and mojito being the top two summer cocktails (31% and 30% respectively). The margarita rounds out the top three with 20% of respondents favoring the classic serve
- Brunch will become the top dining occasion this summer with 23% of Americans reporting they’ll be enjoying cocktails in the afternoon
- Nearly half (46%) of respondents noted that they have shopped for food and drink online at least once a month, showcasing that of the e-commerce consumer behaviors have permanently changed
- People will go out on the town - 64% of Americans note that they plan to go to a bar/restaurant this summer
- But they’ll be imbibing outside with 81% of people planning to spend more time socializing and enjoying drinks outdoors than ever before. Indeed, there was a 125% increase in US searches online for “outdoor bars near me”
- They’ll also be enjoying cocktails at home, with 45% of people noting that they order spirits bottles online, showcasing that e-commerce patterns engendered during the pandemic are here to stay

But they’ll be enjoying lighter drinks - 19% of Americans have bought no ABV spirits/beer/wine online this year

Maryland Has Least Regulations On Beer in D.C. Area

Of the three jurisdictions that comprise the DMV (District, Maryland, Virginia) Maryland had the fewest regulations, with 6,405, followed by the District with 7,301, and Virginia had more than double that of Maryland and DC, with 15,668.

Using the Mercatus Center’s [State RegData 2.0](#) database, researchers at the Center for Growth and Opportunity at Utah State were able to explore state-by-state regulatory variation in U.S. beer supply and value chains.

Researchers found that in 2020 there were more than 115,000 federal regulatory restrictions and an average of 10,212 formal constraints at the state level.

Rules targeting the beer supply chain varied across state lines, with the number of restrictions ranging widely, from the lowest of 1,177 in South Dakota to the most restrictions – 25,399 – in California.

“There’s a lot of regulations standing between your Corona-and-lime and a good time,” said Mercatus Center scholar, Dustin Chambers, He added: “ Even though the headlines show many people have been drinking through the pandemic, the reality is many breweries have been struggling. If we removed some unnecessary regulations, more of our local breweries across the country would be in a better spot.”

Schlafly Opens 1st Illinois Taproom

[Schlafly Beer](#), the original independent craft brewery in St. Louis, will revitalize a 71-year-old building at 907 Main St., Highland, Ill., turning it into Schlafly’s first brewpub in Illinois. It’s expected to open in late fall of 2021.

The facility will include an 80-seat restaurant and three

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-season patio that seats 100 guests. Schlafly's signature beer styles and pub fare will be on the menu, as well as specialty beer brewed just for the Illinois location. There will also be an onsite retail experience for Schlafly gear, growlers, brew-pub-only special releases and more.

Schlafly currently operates three brewpubs in the St. Louis area: [Schlafly Tap Room](#) (2100 Locust St.), [Schlafly Bottleworks](#) (7260 Southwest Avenue), and the most recent addition in 2020, [Schlafly Bankside](#) (920 S Main St, St Charles, MO 6330). Schlafly will hire 50-60 local employees for the Highland location.

The 3,420 square-foot base of the building previously served as the Highland Chamber of Commerce and has sat empty for roughly three years. In addition to brewery and restaurant renovations, Schlafly will help guide the team to add a kitchen to the space.

Schlafly recently expanded in the Midwest with distribution throughout the state of Oklahoma and Indiana. Schlafly is now available in 16 states, primarily the states surrounding Missouri as well as the East Coast.

Buffalo Trace Says Taste of Whiskey In New Warehouses More Consistent

Buffalo Trace Distillery has built a series of 10 new 58,000-square-foot warehouses. Already, the distillery says, it has found the taste consistency in the new warehouses, which are seven stories tall, metal clad with insulation with wooden floors. What's especially noticeable about the new warehouses is that they are heated by a patented heating system in the floors with dual zones so temperature in each warehouse can be managed independently.

The distillery has found the taste in whiskey stored in the new warehouses is much more consistent than in whiskey stored in older warehouses on the distillery's main campus.

"Consistency in a taste profile is much harder to maintain than most people realize," said **Harlen Wheatley**, master distiller. "Any time you bring a new element into the equation, it has the potential to change the result.

"We've worked very hard to ensure our new aging warehouses are consistent in the taste profiles for which Buffalo Trace Distillery is known," he says. "We test all barrels in the new warehouses every 12 months and run them through a full sensory analysis to compare them to our "standard" for that brand at the part in its aging cycle and also compare them against barrels which have been aging the same amount of time in our more established warehouses on our main campus.

"We're really happy the taste is consistent across the board and look forward to being able to release them once they've reached their aging potential. Along the way, we'll continue to monitor them and run tests as we do with all of our aging barrels to make sure they are meeting or exceeding brand standards of quality."

This Sounds Like War: Jim Beam Releases 'Perfect Alternative to Beer'

Jim Beam launches two ready-to-drink cocktails made with a bourbon base: the **Jim Beam Classic Highball** and the **Jim Beam Ginger Highball**.

The company says the canned cocktails are the latest innovation from the world's No. 1 bourbon, offering drinkers a refreshing, convenient alternative to beer – the perfect drink for cookouts, BBQs, tailgates, sports viewing (when and where safe) and more this summer.

"We know that so many drinkers get tired of beer and crave something refreshing, lighter and more balanced," said **Malini Patel**, managing director, **James B. Beam Distilling Co. at Beam Suntory**. "Our new ready-to-drink Highballs are the perfect way to enjoy Jim Beam in a new, refreshing way – whether you're a bourbon fan or you're trying bourbon for the first time."

The new releases come in at 5% ABV each and are available as a four-pack or as single 355ml slender cans at select retailers nationwide. The Jim Beam Classic Highball and Ginger Highball have a suggested retail price of \$9.99 for a four-pack and \$2.50 for a single can (12 fl oz).

Belfour Spirits Unveils Small Batch Straight Bourbon Whiskey

Belfour Spirits, led by hockey hall of famer and Olympian, **Ed Belfour**, unveiled its Small Batch Straight Bourbon Whiskey. Only 95-barrels were produced for this one-time release.

"We enjoy playing with barrel science to allow the wood to work its magic, and that truly shines on this Small Batch Straight Whiskey," says Ed Belfour, Founder/CEO. "This is a special bourbon to our family, and we are honored to share it with fans. Creamy sweet flavors lead to a finish that is complex and evolving. You'll find a new flavor hits your palate with every sip."

Bombay Sapphire Gin Launches Bombay Bramble In The U.S.

Bombay Sapphire Gin launches **Bombay Bramble**, a new gin bursting with natural berry flavors. It's the brand's first new expression in 10 years since the launch of Bombay Sapphire East in 2011 and is expected to be widely available by June.

Lawson's Finest Debuts 2 Specialty Pilsners

Lawson's Finest Liquids releases two specialty pilsners, **Scrag Mountain Pils**, and its salt and lime-infused counterpart, **Scrag Mountain Pils Salt & Lime**. They are now available at retailers throughout Vermont, Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Pennsylvania, and Rhode Island.

Named in honor of the town water source for Waitsfield, Vt., and the aquifer located deep beneath Scrag Mountain, these two thirst-quenching pilsners come in at an approachable 4.8% ABV. Scrag Mountain Pils will be available through the end of August in both four-packs (16 oz. cans) and 12-packs (12 oz. cans), while Scrag Mountain Pils Salt & Lime – affectionately nicknamed "Scragarita" – will be available in four-packs only until the end of June.

"We always look forward to bringing back Scrag Mountain Pils to distribution because that means summer is right around the corner," said Sean Lawson, founder and CEO of Lawson's Finest Liquids. "This year, for the first time, we'll be distributing our twist on a classic, Scrag Mountain Pils Salt & Lime, outside of Vermont. We can't wait to hear the stories and see the photos of people enjoying these tasty brews on the beach, in the backyard, or out on the golf

course.”

Red Tail Winery Intros 2 Bottles

Red Tail Ridge Winery, a women-owned, LEED Gold Certified winery in New York's Finger Lakes region known for small batch vintages, is introducing its first collaboration of limited-edition wines exclusively through Vin Social, a fast-growing virtual hospitality company, subscription wine club and E-commerce platform.

The two bottles -- '**Rebel with a Cause' Red Blend** and **Cabernet Franc Estate Rosé** -- offer distinct flavors said to capture the essence of the terroir

“We wanted to partner with a small, independent winery producing sustainable, interesting wines. 'Rebel with a Cause' is a love for the underdog, an ode to women-owned businesses that are purpose-driven with intent on breaking the mold. The 'Cab Franc Estate Rosé' is about celebrating summer and the casual, carefree Finger Lakes lifestyle,” says Sara Moll, Vin Social Founder and CEO.

As Vin Social's very first wine partner, Red Tail Ridge and head winemaker Nancy Irelan helped establish the trajectory for Vin Social's product partnerships, setting them on a path to working with accomplished female winemakers producing under-recognized, high quality wines.

Greenbar Adds 3 Nonal Canned Cocktails

Greenbar Distillery, Los Angeles' first distillery since Prohibition and home to the world's largest portfolio of organic spirits, has expanded its foothold in non-alcoholic RTD canned cocktails with three new offerings that carry the hallmarks of craft distilling—real alcohol and actual distilling.

The trio of non-alcoholic RTDs includes **Earl Grey Bitters+Soda**, **UnGin+Tonic** and **UnRum+Cola**, each of which starts as alcoholic spirits and has its alcohol stripped away during or after distillation, leaving behind the true flavors of bitters, dry gin and blackstrap rum.

The new RTDs will be available in June in more than 30 states with SRPs for 12oz 4-packs of \$9.99 for Earl Grey Bitters+Soda and \$11.99 for UnGin+Tonic and UnRum+Cola.

The new cocktails will join Greenbar Distillery's alcoholic Highballs, Spritz and non-alcoholic Bitters+Soda, bringing the company's portfolio of USDA-certified organic canned cocktails to 11.

Miller Family Wines Launches Optik Wines

Miller Family Wine Co. (Thornhill Cos.) launches Optik, a new brand featuring a collection of vineyard-designated wines from **Bien Nacido Vineyard**, crafted by acclaimed Santa Barbara winemaker **Joey Tensley**.

"For nearly 50 years, our family has continued Bien Nacido's legacy as one of the most well-respected vineyards in California, and we are incredibly proud to be stewards of this land," says **Nicholas Miller**, vp-sales and marketing. "That said, we are always looking for ways to showcase the diversity and complexity of Bien Nacido, and introduce it to new consumers in new ways. By collaborating with Joey – a talented winemaker whom we've always held in very high

regard – we knew we could present a different slice of Bien Nacido in an unexpected way."

"I've always felt the most important part of my role as the winemaker is to let the vineyard and the unique qualities of the fruit shine through in the wine," says Tensley. "In order to emphasize the special characteristics of Bien Nacido, a special place that produces exceptional fruit, I make sure to use a gentler approach in the cellar, trying to let the terroir be the star. And working with individual blocks across the vineyard allows me to showcase diversity of site, which translates into wines with a true sense of identity."

The Optik portfolio includes vineyard-designated wines sourced from single blocks on the estate, featuring six small-lot wines across three varietals: Pinot Noir, Chardonnay and Syrah – priced between \$35 - \$45.

"Our label is designed to bring the optik concept to life, visually representing a new interpretation of Bien Nacido Vineyard through the lens of an incredibly accomplished outsider looking in," says **Tommy Gaeta**, Director of Marketing. "It offers a deeper level of storytelling perhaps not expected of the wines typically produced from Bien Nacido, while the price points make these wines accessible to a broad audience of both aspiring and established wine enthusiasts."

Diplomatico Partners with Chef Michael Symon To Launch "Heart of Rum" Campaign

To launch the campaign, the brand created a series of videos that highlight some of Symon's favorite dishes and cocktails to make at home for his family and friends. Viewers can follow along with Symon to recreate his dishes and cocktails, including one of summertime's most refreshing drinks: the classic Daiquiri.

"We're proud to partner with a true artisan like Michael Symon," said Diplomático Senior Brand Manager, Alex Fellows. "He's an expert with deep respect for his craft, the process, the ingredients, and the heritage. These values represent Diplomático Rum at its core and have made us the trusted brand we are today."

The brand will be releasing additional video content featuring Michael Symon throughout the year with timely recipes and cocktails that will be featured on the brand's social channels.

Samuel Adams to Aid Aspiring Entrepreneurs

With nearly 3 million women having lost their jobs in the past year owing to layoffs, furloughs and poor accessibility to child care, **Samuel Adams Brewing the American Dream** will select 50 aspiring or current food and beverage entrepreneurs to receive one-on-one mentoring for a year from various functional areas of Samuel Adams and financial and physical resources.

"The Brewing the American Dream program is one that Samuel Adams holds dearly as part of the business' DNA, and we're honored to be a part of the journey of inspiring entrepreneurs across the country," said Jim Koch, Founder and Brewer of Samuel Adams. "We recognize that supporting moms who are also pursuing their entrepreneur dreams goes beyond just offering help to their businesses right now, so we hope that this initiative can provide some relief to a community that needs some extra support."

Through the program, Samuel Adams will be offering a wide variety of resources—from business support in the form of mentorship and training sessions to more practical ways to support their day-to-day including social media, graphic design, accounting/finance, legal, marketing, sales & distribution among others.

In addition to; a \$500 check to contribute to childcare or groceries; a voucher to [mDesign](#) for home storage and organization needs; a 3-month subscription to [City Girl Coffee](#) that sources coffee from women-owned or -managed farms and co-operatives; a [Kami Mini](#) camera to keep tabs on the kids or simply monitor the house; and a gift card to [Bathorium.com](#) for a reset and relaxation experience in the home.

A Honey of a Drink: CanBee Cocktails Debuts

CanBee Cocktails, Rochester, N.Y., enters the ready-to-drink market with an original Bee's Knees variety composed of farm-fresh honey and handcrafted gin.

"As distillers and creators of CanBee Cocktails, we have a passion for providing quality spirits," said **Carrie Riby**, marketing director. "Undoubtedly, we knew we could create a canned cocktail that is exceptionally tasty, but we also wanted our efforts to support the ecosystem that provides the basis for everything we make."

A portion of all sales will be donated to the Xerces Society's Pollinator Conservation Program.

CanBee Cocktails are available in 12 fl. oz. cans containing 8% ABV. They retail in 4-packs for \$14.99 and 24-packs for \$79.00 at select retailers in New York State and Texas. A list can be found at [CanBeeCocktails.com](#). Online purchases can be made on the website.

Iron Smoke Distillery Offers 120-Proof Whiskey

Rock the Barrel is produced in association with John Petrucci, the electric Guitar legend who picked the barrels to be blended into the whiskey.

"The name Rock the Barrel is perfect because it gives you a sense of the experience you will have when this smoky goodness slides over your taste buds. Being from New York myself, I love how they go to family farms to get ingredients and age their bourbon in barrels from our great state," Petrucci said.

Iron Smoke is based in Fairport, N.Y., outside Rochester.

Wonderland's whiskeys are blended using the traditional Canadian method, with each grain—corn, wheat and rye—distilled on its own. By distilling, barreling and aging them separately, then blending them after maturation, Wonderland whiskey is blended with purpose to create a consistent flavor profile.

"We are handcrafting other spirits as well, including gin and vodka, but overall Wonderland is a whiskey distillery, and our cocktail bar is a whiskey bar," said **Mark Gongalski**, Wonderland's CEO. "For the serious whiskey drinkers, we're kicking it up a few notches with this release that's not proofed down, which really showcases the intense depth of flavors in our blending process."

Both of Wonderland's first whiskey releases are created primarily from individually aged, Michigan-distilled rye and wheat whiskeys from partnering distilleries across the state, hand-blended with purpose to create a specific taste profile. Wonderland also began distilling its own whiskey in 2020.

"Now that we've had some time to settle into our space and experiment a bit with flavor profiles and new aging techniques for our spirits, our customers can expect to see some more interesting releases coming later this year," said Allen Serio, chief marketing officer. "We want to continue innovating and pushing the limits, to ensure we're bottling the very best of what Michigan has to offer. This whiskey will truly be a collector's item for any whiskey lover."

Wonderland Distilling Intros 2nd Whiskey

Wonderland Distilling, Muskegon, Mich., is releasing a limited-edition, cask-strength whiskey. The distillery's second product follows the successful launch of its first product, a blend of straight whiskeys. Created from individually- aged rye, corn and wheat whiskeys, the blend is expertly crafted by the Wonderland team for a truly unique, Michigan-inspired profile and taste.

Wonderland's Cask Strength Blend of Straight Whiskeys starts with a strong, yet tempered aroma of brown sugar, butterscotch, caramel popcorn and pumpernickel toast. Hints of plum and dried fruits contrast perfectly with rye spice and white pepper to provide complexity. Heavy oak, toffee and bold vanilla dominate the medium-length finish. The whiskey is bottled at full cask strength, ranging from 117-123 proof, and less than 150 bottles from each batch will be released.

Northwest Cideries Launch a DtC Cider Club

More than 100 independent cider makers, from the Bitterroot Valley in Montana to Oregon's Willamette Valley to Washington State have banded together to create the Northwest Cider Club. Consumers who join will receive a box of new craft ciders, access to opportunities to meet the cider makers, learn about pairing and similar matters.

The current cider box contains ciders from Blossom Barn, Alma, Rain Barrell, Liberty, Greenwood and 12 Bridge Ciderworks.

Price for the boxes range from \$52.94 for a box of six to \$137.93 for a box of 10.

The ciders are hard ciders. **Jana Daisy-Ensign** of the **Northwest Cider Association** tells us "we are working as a category to move the terminology toward 'cider' replacing 'hard cider.' They all do contain alcohol and are craft products, like craft beer, wine and spirits."

COMMENT: We have one concern about replacing hard cider with simply cider, and that is the possibility for confusion between ciders that contain alcohol and those that don't.

Working Mom, Brewer Gets Extended Mentoring From Samuel Adams

Kate Russell, a working mom who opened the **Hopkinsville (Ky.) Brewing Co.** in 2016 and expanded it just before Covid lockdowns began, is the recipient of the 8th Brewer Experience Program sponsored by Samuel Adams.

Each year, the Brewer Experienceship program selects one craft brewer to experience the Boston Brewery and learn the art of

brewing and business discipline alongside the Samuel Adams team. The Experienceship includes extended mentoring, a trip to the Samuel Adams Boston Brewery to learn from brewing and business experts, including Jim Koch, financial support to attend industry events, and the opportunity to brew a collaboration beer with Samuel Adams.

Pearl Beer Launches a New 12 Oz. Can for Pearl xXx

At the same time, the San Antonio brewer launches a new website, Fine Times, in partnership with the Texas Food & Wine Alliance.

Fine Times features suggestions on things to do and see in Austin, San Antonio, Dallas-Fort Worth, Houston and West Texas, which includes cities like Marfa, Lubbock, El Paso and others. The guide will rotate seasonally to highlight curated recommendations on the website. To see the current Pearl Fine Times guide visit <https://finetimes.dostuffmedia.com/>.

Pearl Beer's slim cans will be available at select retailers in all major Texas cities, with six-packs available at a suggested retail price of \$9.49.

Cutwater Launches a Mezcal, Its First

Cutwater Spirits, San Diego, launched Cutwater Mezcal, a new category for the company. Cutwater Mezcal is made from 100% wild Cenizo Agave and is the latest bottled spirit to join its portfolio.

Known for its pioneering line of over 20 canned cocktails, Cutwater Spirits also produces 22 bottled spirits spanning nearly every category. Its critically-acclaimed tequilas are made using traditional techniques from 100% Blue Agave in Jalisco, where Co-Founder and Master Distiller **Yuseff Cherney** oversees every step of production.

While developing Cutwater tequilas, Cherney was inspired to explore other agave-based spirits and developed Cutwater Mezcal in Durango with the same meticulous attention to quality and a long-term commitment to supporting sustainability initiatives at the distillery.

Phila. Distilling Unveils New Packaging for Bluecoat Spirits

Philadelphia Distilling unveils new packaging for the full range of Bluecoat spirits - original **Bluecoat American Dry Gin**, **Bluecoat Elderflower Gin**, and **Bluecoat Barrel Finished Gin**.

The brand redesign also features a new logo, which had remained unchanged since the brand first hit shelves in 2006.

Each Bluecoat bottle, clad in iconic "Bluecoat blue" glass - an instant point of connection between the brand and drinkers - is inspired by the founding fathers, the *bluecoat* soldiers of the American Revolution, and the hard-working roots of Fishtown, the Philadelphia neighborhood the distillery calls home.

Appearing front and center in embossed lettering is a declaration to the consumer of the brand's status as the *Original American Dry Gin Distilled In A Hand Hammered Copper Still*. The new bottle stands just taller than its predecessor, and features a bartender-friendly, easy-to-grab neck.

Just below is a metallic copper stamp in the glass - in-

spired by shrapnel from the revolutionary era - and the new painted-on script logo, as proud as ever. On each side of the bottle in embossed lettering are the words "PHILADELPHIA DISTILLING" and "BLUECOAT." The new bottle is anchored by a lattice-textured base.

Keystone Light Sweeps Offers \$10,000 to 5 People

Keystone Light (Molson Coors) is giving away \$10,000 to five people who can live out their ideal summer vacation.

To enter, consumers purchase Keystone Light as a 12+ pack or larger and either upload their receipt on KeystoneLightSummer.com or scan the QR code on signage at the store. No app is necessary, and entries are limited to one per day throughout the sweepstakes through July 10, 2021). Winners will be chosen at random.

After Setting a Record at Auction, Michter's Ships 10-Year Bourbon

Michter's Distillery is shipping the 2021 release of its 10 Year Bourbon. In July of 2020, a private barrel selection bottling of Michter's 10 Year Kentucky Straight Bourbon established the record for a barrel of bourbon purchased at auction when it was sold in London for £166,000 (US\$209,462).

"It's wonderful to see the growing recognition that well-made bourbon, rye, and American whiskey are having around the world," observed **Joseph J. Magliocco**, Michter's president.

Michter's 10 Year Kentucky Straight Bourbon is 94.4 proof, and it sells for a suggested retail price of \$150 in the U.S.

It has been stored in Michter's heat-cycled warehouses. "When we heat cycle, it increases the interaction between the whiskey and the wood allowing us to extract more character from the barrel resulting in a truly rich and exceptional whiskey that is not overly oaked," stated Michter's Master of Maturation **Andrea Wilson**.

Michter's makes highly acclaimed, limited production whiskeys. Michter's is renowned for its small batch bourbon, single barrel bourbon, single barrel rye, and small batch American whiskey.

Bacardi Sponsors Orange Blossom Classic, Helping Revive HBCU Event

The Orange Blossom Classic (OBC) Committee announces a sponsorship from **Bacardi USA, Inc.** to revive one of the longest-running Historically Black Colleges and Universities (HBCU) football matches - the Orange Blossom Classic.

Originally, the Orange Blossom Classic (OBC) was a postseason college football game held between 1933 and 1978, featuring Florida A&M University (FAMU) and another historically black school in an unofficial championship, commonly referred to as the "Black National Championship" game. This year's matchup will feature the rivalry between the Florida A&M Rattlers and the Jackson State University Tigers at the Hard Rock Stadium in Miami Gardens, FL, on Sept. 5, 2021.

Leading up to the big game is a Labor Day weekend filled with events offering education and engagement experi-

ences designed to entertain and empower locals and travelers to the South Florida community.

"For the HBCU community and football fans, this weekend will be a moment that matters as we bring back a classic after a 43-year hiatus," says Kendra N. Bulluck-Major, Executive Director, Orange Blossom Classic. "We are grateful to Bacardi for their support of the game and our community as we look to inspire a new generation of talent."

The Bacardi portfolio of brands will be front and center throughout the four-day celebration beyond the stadium. As the Official Spirit Sponsor of the Orange Blossom Classic, Presenting Sponsor of the *One Big Community Concert*, the *One Big Community Bacardi Social Lounge* and multiple *One Big Community Pop Ups*, Bacardi will deliver entertainment and community engagement for attendees, along with networking opportunities for diverse business owners.

Bacardi will also present the *Do What Moves You Activation at the OBC Careers In Sports and Entertainment Symposium* which is designed to identify and cultivate relationships with talented individuals who meet the Bacardi criteria for employment.

"As a family-owned business, Bacardi is always thinking about the legacy it will leave for future generations. By supporting underrepresented demographics and placing the spotlight on programs like the Orange Blossom Classic, we believe we can help create new opportunities for diverse communities to thrive," says **Mahogani Chery**, Head of Belonging Engagement & Transformation, **Bacardi North America**. "We are excited to be sponsoring the Orange Blossom Classic as a way to continue building equitable progress in the Black community, not just during Labor Day weekend but through events leading up to the big game."

Herradura Backs Dash Radio's Pili Montilla

Tequila Herradura said it is sponsoring Emmy Award-winning producer and host Pili Montilla and her program, "Truth and Tunes with Pili Montilla."

Montilla is a Puerto Rico-born bilingual TV host and producer who's best known for creating, producing, and hosting "Té Para Tres con Pili Montilla," the show that earned her Emmy win in 2015. She aims to share Latin culture, music, fashion, and arts with her fans, offering a space for Latin musicians to share their stories and music. Her platform educates and provides her fans with a deep dive into Latin culture and allows her to learn more about it herself.

She discovered Tequila Herradura--produced in the last true tequila-producing Hacienda on the planet--through her radio show and immediately took an interest in the brand, leading to their partnership.

Estrella Jalisco Sponsors Free Performance By LBGTQ Mariachi Band

Estrella Jalisco is partnering with the world's first LGBTQ+ mariachi band, Mariachi Arcoiris, to offer free performances.

This program is part of Estrella Jalisco's \$1 million, 5-year commitment to bring brightness and color to communi-

ties by investing in celebrations of art and the people who make it.

According to a University of Chicago [survey](#), more than one in five Latinx millennials identify as LGBTQ+, more than any other ethnic group. Yet, 61% of Latinx millennials polled said there remains "a lot" of discrimination against LGBTQ+ members in their community.

"Mariachi Arcoiris was founded as a way to create a safe space for professional LGBTQ+ musicians to honor their traditions, authentic selves and play great music. We couldn't be more proud to partner with Estrella Jalisco, a brand that shares in our commitment to inclusivity," explains Samaniego. "Together, we hope to inspire all generations to appreciate the beauty of this traditional music — and open the eyes of many to the artistry of this group of LGBTQ+ individuals."

KLG to Promote Italian Spirits

KLG Public Relations will represent the Italian Trade Agency and 20 Italian spirits brands to promote Italian Spirits in the U.S.

With the understanding that the current global pandemic has created obstacles around travel, the ITA and KLG Public Relations will curate and introduce unique tasting at the United States Bartender's Guild and Tales of the Cocktail. "We are honored to see familiar names get back on board with the project and excited to collaborate with smaller brands new to the US market", says Antonino Laspina, Italian Trade Commissioner, Executive Director of the USA.

In order to leverage the quality, versatility, and authenticity of Italian spirits, the key categories that will be amplified through this campaign are Amaro, an herbal, bittersweet spirit, and Grappa, Italy's national spirit, as well as Limoncello and Vermouth, among other small niche categories.

Who & What -

PROMOTED: **Kathy Durbin** to lead **Montgomery County, Md., Alcohol Beverage Services**. She has served as acting ABS director for four months, succeeding Bob Dorfman who resigned, saying he was buying a house in Maryland. Montgomery County is a control state.

HIRED: **Erin Conar** as vp-communications, **National Beer Wholesalers Association**. She joins from H&R Block, where she was director of government relations, public affairs and policy.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor