

# 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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June 25, 2021

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## Delicato Acquisition of Coppola Winery Creates 5th Largest Supplier of Above-\$11 Wines in U.S.

The combined entity will also be the fifth-largest supplier by volume across all price points and the No. 3 exporter of California wines. Terms weren't disclosed. The transaction is subject to regulatory approval.

Under the terms of the agreement, the **Francis Ford Coppola** wine portfolio and two facilities anchored in Sonoma County, the **Francis Ford Coppola Winery** and the **Virginia Dare Winery** located in Geyserville, including the **Archimedes Vineyard**, will join Delicato.

As a long-time leader in the wine industry, Francis Coppola will have an equity stake in Delicato Family Wines and join Delicato's Board of Directors. His renowned innovation and influence in fine wine will be pivotal in guiding the continued growth of Delicato for years to come. The company will continue to be managed by President and Chief Executive Officer, **Chris Indelicato**, and **Corey Beck** will join Delicato's executive leadership team as EVP, Production and Chief Winemaker.

The brand portfolio will join strong brands such as **1924**, **Three Finger Jack**, **Z. Alexander Brown** and will be led by Delicato's **Bota Box**, the fastest-growing brand in any wine segment, and **Coppola Diamond**, the No. 3 brand in the domestic super-premium category. These "must-have" brands will enable Delicato to further grow its portfolio, as well as to compete forcefully in new segments.

"Over my lifetime, Coppola has become a household name across America," Francis Ford Coppola said. "What started as a dream to buy a family cottage in Napa Valley turned into a million+ case business producing iconic award-winning wines. I am proud to announce that I have found the perfect fit to take our Family winery to even greater heights. Delicato is also family-owned and shares similar core values as both companies are anchored by long-term sustainable focus and a foundation built on family values: Integrity, Respect, Quality, Accountability, Partnership, Excellence, and Community."

**Chris Indelicato**, CEO of Delicato, concurred: "There is a strong cultural fit between our two companies, and by combining two highly complementary portfolios, we create a more diversified winery."

**Ingenook** and **Domaine de Broglie Winery** and vineyard will remain separately owned and run by Francis and the Coppola Family.

## New Backbar Data Shows White Claw Losing On-Premise Market Share of Hard Seltzers

**White Claw** is down 15.4 share points in the first two quarters of 2021, according to a new analysis of [on-premise hard seltzer data](#) from **Backbar**, the largest alcohol inventory management platform for restaurants and bars. Backbar, which is used by over 10,000 businesses to streamline beverage operations, analyzed data on inventory market share for the hard seltzer segment.

In 2020, White Claw products accounted for 60.4% of the hard seltzers in on-premise accounts. Data from June 2021 shows White Claw's market share dropped to 45% of all hard seltzers.

White Claw Hard Seltzer products still dominate the on-premise sector, with White Claw Black Cherry (13.2%) and White Claw Mango (9.22%) making up the top two products in market share. White Claw Natural Lime (3.46%), White Claw

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Raspberry (3.33%) and White Claw Ruby Grapefruit (3.33%) all fall within the top 10 products by share.

The top five hard seltzer brands in Backbar are White Claw (45%), **Truly** (17.4%), **High Noon Spirits Co.** (10.4%), **Bud Light Seltzer** (10%), and **Bon & Viv** (1.28%). High Noon saw the largest gain of share points year-over-year, growing by 6.3 points in the first six months of 2021.

Backbar data shows that High Noon and Truly's market gain has been driven by new, innovative product releases. Truly's growth has come through its Lemonade product line, led by its Strawberry Lemonade offering and successful launch of its Punch line of products. High Noon's tropical flavors (Pineapple and Watermelon) drove its growth, appealing to bar operators and consumers with the seltzer's brand position of "real vodka + real fruit juice."

### NY State Liquor Authority Ends To-Go and Delivery of Bev/al

Thursday (6/24) was the last day for to-go and delivery in New York State, the **New York State Liquor Authority** announced.

A recent poll by the New York Restaurant Association showed that 78% of New Yorkers favor permanently allowing alcoholic beverages to be purchased with takeout or delivery orders from restaurants. Support varies by region -- 72% in Upstate New York, 83% in New York City suburbs -- but however you cut it, at least seven of 10 New Yorkers support to-go alcohol and delivery.

Of those who have purchased alcohol-to-go with takeout or a food delivery, 98% say they strongly support it becoming permanent. They ordered to-go alcohol, on average, 13 times in the last year, and 71% did so in the last month

### Kopf Vineyards Buys 21.5-Acre Vineyard from Sequoia Grove

The sale was reported by Wine Business Insider. We could not independently verify it, and terms were not disclosed. Wine Business quoted Sequoia Grove's president as saying fruit from the vineyard will supply Sequoia Grove.

### Don't Count Light Lagers Out, Drizly Says

For many years, light lager was the top-selling beer category among U.S. consumers, accounting for 22% of beer share on **Drizly** in 2019. But in just the past two years, that has shifted.

As hard seltzer — which takes light lager's selling points and goes even further, offering lower calories, lower carbs, and a lighter, easier-drinking flavor — has exploded, more consumers have shifted away from light lager, Drizly notes. Hard seltzer first overtook Drizly's beer category (which includes beer, seltzer, and cider) as the top-selling subcategory in July 2019, and it has held that spot in the years since.

"It is impossible to ignore the impact that hard seltzer's rise to prominence over the past few years has had on

the light lager category," says **Liz Paquette**, Drizly's head of consumer insights.

In 2021 to date, light lager holds 19% of beer share and is the second-largest beer subcategory after hard seltzer. While that is up from last year's share over the same time period (18%), it is down three percentage points from the same time period in 2019.

Over the past two years, a slew of major light lager brands, such as **Bud Light**, **Corona** and **Coors**, have launched their own hard seltzers to remain competitive. "This has caused some fans of the brands to shift from light lager to hard seltzer purchases," says Paquette.

Light lager sales also tend to be fairly seasonal, gaining share in the summer, so it remains essential for retailers to stock during warm weather months. In 2020, light lager share peaked in July at 18 percent share of the beer category.

Drizly's list of its top-selling light lagers is hardly a surprise:

1. Bud Light
2. Coors Light American Lager Beer
3. Miller Lite Lager Beer
4. Corona Extra Mexican Lager Beer
5. Michelob Ultra
6. Corona Light Mexican Lager Light Beer
7. Corona Premier Mexican Lager Light Beer
8. Bud Light Platinum
9. Busch Light
10. Natural Light

But the two fastest-growing light lagers on Drizly are inspired by Mexican flavors, while Karbach Lil' Chela mimics a Mexican light lager and DC Brau Tuk Tuk Lager is inspired by an Asian light beer.

### U.S. Domestic Beer Shipments Rose 8.9% in May

We continue to see evidence of the rebound of the U.S. economy from Covid. The latest: The **Beer Institute** estimates U.S. brewers shipped 15 million barrels in May, an 8.9% increase from the May 2020.

Thus far this year, Beer Institute estimates domestic beer shipments rose 5.4% to 65,715,468 barrels. Interestingly, BI's estimates do not show a single down month thus far.

### Sorel Liqueur to Relaunch After Uncle Nearest Investment

**Sorel Liqueur**, a modern twist on a Caribbean classic, announces its relaunch following an investment from the \$50 million **Uncle Nearest Venture Fund**. The recently established Uncle Nearest fund is intended to help Black-owned companies achieve their goals in the competitive spirits market.

Based on a centuries-old elixir, the hibiscus-based liqueur is expertly hand crafted in small batches using Moroccan hibiscus, Brazilian clove, Indonesian cassia, Nigerian ginger, Indonesian nutmeg, pure cane sugar, and organic grain alcohol.

"Across the African diaspora, there's an ancestral memory of 'The Red Drink'" says Sorel creator, **Jackie Summers**. "As part of the Transatlantic slave trade, the knowledge of this drink and its medicinal properties traveled alongside enslaved Africans to the Americas. This infusion of capital will help us tell a story of perseverance that's over 500 years old."

Sorel Liqueur's official relaunch will take place on June 24, a date that holds personal significance for Summers, who failed 623 times at creating a shelf-stable version of this centuries-old beverage. 624 represents the batch number that became the final recipe for what would become Sorel Liqueur.

"I'm not a food scientist. In 500 years, no one had ever made a version of sorrel drink that lasted more than two weeks. Hibiscus is notoriously difficult to work with. It's got more acidity than most citrus fruits," says Summers. "Most people try to compensate for the acidity by adding sugar until it's cloying and syrupy. Sorel solves this by balancing hibiscus with other powerful botanicals: clove, ginger, nutmeg, and cassia. Each of them wants to dominate, but instead of competing, in Sorel they dance together." SRP: \$32.99.

[SorelOfficial.com](http://SorelOfficial.com) will launch as part of **Reserve Bar's** Spirited Exchange Initiative, a program committed to highlighting every minority owned brand that is part of the Uncle Nearest Venture Fund. Exactly 624 boxes of Sorel signed by Jackie Summers will be immediately available as part of a pre-sales on the site.

Summers is the founder of **JackFromBrooklyn, Inc.**, the first known Black-owned distillery in America when it received its federal license in 2012. JackFromBrooklyn is producing the liqueur, and with support from the Uncle Nearest Venture Fund the brand will expand to markets outside of New York (both on- and off-premise) this summer including California, Florida, Virginia,, Maryland, Kentucky, Tennessee, Georgia, and Washington D.C.

Sorel Liqueur will be distributed through several notable distributors and will be available in and/or shipping to more than 40 states before the end of the year.

**YaVe Enters Maryland, DC, South Carolina, Names Joe Lehane Chair**

**YaVe Tequila** said it entered Maryland, Washington, DC, and South Carolina through **Breathru Beverage**.

The brand also announced that **Joe Lehane** has accepted the Chairman's position at the company.

**Labatt USA Adopts More Sustainable Packs With Ring Carriers Made of Recycled Fibers**

**Labatt Blue** and **Labatt Blue Light** rolled out new recycled and photodegradable green plastic carrier rings – Hi-Cone RingCycles™. They replace the plastic rings found on its six packs, which are imported from Canada.

Starting immediately, **Labatt Blue** and **Blue Light** 16 ounce six-packs will contain the eco-friendly recycled and photodegradable green plastic carrier rings and will be available throughout all U.S. markets where the products are sold.

The Hi-Cone RingCycles are made with more than 50% post-consumer recycled content and continue to be photodegradable, which means they break down when exposed to UV light. The rings are green and stamped with information on how to recycle to help communicate the new sustainable packaging.

"By switching to recycled content, we're taking one small step toward improving our environmental footprint," said **Janine Schoos**, Labatt brand director. "This carrier ring will begin to break down when exposed to UV light. We value nature and understand our role in helping to reduce plastic waste and promote the health of our waterways and environment."

**Miller Lite Seeks to Create Safe Spaces at Bars for LBGTO**

The program includes the development and implementation of inclusivity training materials for bar owners and employees at the 55,000 bars and nightclubs where Miller Lite is sold. These training materials will be informed by intersectional LGBTQ experiences shared at town halls across the country.

The brand said, "Everyone deserves to be their authentic selves at any bar, but this isn't always the case for members of the LGBTQ community. There are countless reports of LGBTQ folks feeling unwelcome at restaurants and bars and of LGBTQ people of color and transgender and gender-nonconforming folks being discriminated against at LGBTQ bars."

"As the beer that believes everyone should be able to be themselves all the time, Miller Lite partnered with Equality Federation to address this key concern in the community and take an impactful step toward ensuring all LGBTQ individuals feel accepted and welcomed."

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The "Open & Proud" program is composed of:

- ✓ Town hall events across the country for LGBTQ individuals to attend and share their candid, open experiences and thoughts on how bars can be made more inclusive.
- ✓ The development of training materials for bars and restaurants across the country, informed by the insights shared at the town hall events.
- ✓ \$250,000 donation to Equality Federation to help advance workplace fairness and equality for LGBTQ individuals at national and local levels.

Markets where events will take place and the state-based members hosting them include Chicago (Equality Illinois), Atlanta (Georgia Equality), and New Jersey (Garden State Equality). Miller Lite will also conduct an LGBTQ Workplace Inclusion Workshop for New York-based bar and restaurant workers in partnership with The Lesbian, Gay, Bisexual & Transgender Community Center of New York.

## Prairie Wolf Spirits Recalls Hand Sanitizer

**Prairie Wolf Spirits, Inc.**, Oklahoma City, said it is voluntarily recalling all lots of Prairie Wolf Distillery hand sanitizer packaged in 16.9 fluid ounce and 20 fluid ounce bottles that resemble water bottles to some consumers. The concern is that some people may attempt to drink the sanitizer.

The recall does not affect any other hand sanitizer products from Prairie Wolf Distillery.

Prairie Wolf Asia said it hasn't received any reports of adverse reactions to the sanitizer. But it noted that ingesting hand sanitizer, which is intended for topical use, could potentially result in alcohol toxicity.

Ingesting alcohol can affect the brain and cause impaired driving or operating heavy machinery. Symptoms of alcohol toxicity may range from lack of coordination, slowed or slurred speech, drowsiness to coma, which can be fatal.

Alcohol can also interact with numerous drugs which may result in serious adverse effects. Ingesting alcohol by people with alcohol addiction may interfere with maintaining abstinence.

Additionally, people with alcohol addiction may seek large amounts of ethanol-based hand sanitizers as a substitute.

## Gin Distillers Form Trade Group to Gin Up Business

A new craft spirits organization has been created to promote the affinity and passion for the Gin category in the U.S. among distillers, the beverage trade (on- and off-premise stakeholders), and media while celebrating the innovation within this growing category.

Spearheaded by **Melissa and Lee Katrincic**, co-founders and owners of [Durham Distillery](#), distillers of Conniption Gin, and organized by a handful of pioneering craft distilleries, the [U.S. Gin Association](#) will share the wonderful new things U.S. gin distillers bring to the market each year through education and other programming.

The U.S. Gin Association is specifically focused on craft distilleries and small, independent producers with the

goal to elevate and shine light on this important group of distillers as well as drive brand awareness through programming, media opportunities and more. In addition to its Durham Distillery founders, the U.S. Gin Association currently has eight charter members - all distillers who make at least one expression of gin.

The initial members are:

- ✓ [Black Button Distilling](#) (Rochester, NY)
- ✓ [Caledonia Distilling](#) (distillers of Barr Hill Gin, Montpelier, VT)
- ✓ [Freeland Spirits](#) (Portland, OR)
- ✓ [Golden Moon Distillery](#) (Golden, CO)
- ✓ [Gray Whale Gin](#) (Sebastopol, California)
- ✓ [Philadelphia Distilling](#) (distillers of Bluecoat Gin, Philadelphia, PA)
- ✓ [Revivalist Gins](#) (Elverson, PA)
- ✓ [Watershed Distillery](#) (Columbus, OH)

## Air Charter Operator Launches Private Wine Label

[GrandView Aviation](#), one of the nation's largest Phenom 300 charter operators, has released its own private-label wine, *Altitude Rosé*.

In 2021 GrandView Aviation has partnered with [Boxwood Vineyards](#) to produce a brand-new Rosé called "Altitude." This is the first time GrandView has partnered with the vineyard and the first wine produced by the private charter aviation company. The name is no coincidence, as it is named after their Altitude+ program, an exclusive program for their highest tier members to receive discounted private charter flights.

The wine is a dry Rosé blend of grapes grown and processed in the Bordeaux-style at John Kent Cooke's historic estate in the Middleburg, Virginia AVA. The sustainable vineyard consists of certified French clones exclusively. Grapes are hand harvested, hand sorted and fermented in stainless steel tanks.

## Willamette Valley Vineyards Plans New Winery in Dundee Hills, 4 Restaurants

**Willamette Valley Vineyards, Inc.**, a leading Pinot Noir producer in Oregon, said it plans to build a new winery in the Dundee Hills close to the Company's new boutique, dedicated sparkling winery at **Bernau Estate Vineyard**.

This new winemaking facility is intended to become the Company's primary location for producing and bottling the Company's various brands, and is expected to be built on 40 acres in the Dundee Hills AVA adjacent to Highway 99 that the Company purchased four years ago.

"We believe this property is well-suited for supporting the production and bottling of the multiple brands of our enterprise including Willamette Valley Vineyards and additional quantities of our Domaine Willamette méthode champenoise sparkling brand, which we expect to launch in late Spring of 2022," stated Winery Director **Christine Clair**.

Company founder/CEO **Jim Bernau** explained, "Our winery in the Salem Hills has served us well over the past 34 years, but we believe we have simply outgrown its original

design. We produced 175,000 cases at this winery last year on-site and are expecting continued increases in demand in the coming years as our restaurant and retail placements expand and our planned new winery restaurants are built in local communities. We felt that we needed a new, more modern production facility in order to meet this anticipated increase in demand."

The Company has engaged Steve Martin Associates of Sonoma County, Calif., to assist in the planning, design and development of this winemaking facility.

The Company has also announced that it is looking for candidates to fill a newly established Director of Winemaking and Vineyards position that will report to the Company's Winery Director.

The Company's Director of Winemaking and Vineyards is expected to be responsible for the operations of the Company's wineries and vineyards, which currently includes a team of 65 full and part-time employees and consists of 16 vineyards owned or leased by the Company totaling 490 producing acres. The new Director of Winemaking and Vineyards will also be expected to develop new estate vineyards and produce new brands and products, as well as oversee the planning, building and development of the planned expansion facility.

The Company has engaged WineTalent to lead the confidential search for the Company's new Director of Winemaking & Vineyards. Interested candidates apply at [www.winetalent.net](http://www.winetalent.net).

The Company said it is planning on opening within the next two years four new restaurants (collectively, the "Winery Restaurants") in Lake Oswego, Happy Valley and Bend in Oregon and on the Vancouver Waterfront in Washington. The Winery Restaurants are expected to offer Pacific Northwest-inspired dishes to pair with the Company's classic Oregon wines as well as offer customers a new membership program.

### Rosé All Day Debuts a 3-Liter Box

It's a smart move: Boxed wines are known for lasting much longer than a traditional glass bottle, maintaining freshness for up to 3 weeks once opened and refrigerated. The three-liter boxes will be housed in a square, rather than a rectangle, box, will retail for \$29.99 and showcase a photo-friendly pearlescent label. The Rosé All Day Bag-in-Box will be rolling out nationwide. The product is produced and imported by **Biagio Cru Wines & Spirits**.

"Nobody wants to have to make extra runs to their local wine shop," said Darren Restivo, Principal of Biagio Cru Wines & Spirits. "With four bottles of wine conveniently in one box, the Rosé All Day Bag-in-Box is easier to transport for those looking to spend more time outdoors, where it not only lasts longer, but travels lighter and safer, with more of our great wine in one package," said Restivo. "Sometimes you don't need to reinvent the wheel; just make a larger spoke."

Rosé All Day wines are currently 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).

### Indiana Creates an Indiana Rye Designation

The new "Indiana Rye Whiskey" designation, which was signed into law by Gov. Eric Holcomb, will help Indiana distillers stand out and earn a positive reputation, State Rep. Chris May (R) says.

Indiana is home to more than 30 distilleries, many of them making rye whiskey, which is growing in popularity.

Sales of rye whiskey across the U.S. have rebounded, with 1.4 million cases sold in 2020, according to the **Distilled Spirits Council**, bringing in revenue of \$275 million. Sales of rye whiskey increased 1,500% between 2009 and 2020.

To commemorate the passage of the Indiana law, Hard Truth Distilling Co. is planning a big kick-off celebration July 3 at its Nashville distillery in Brown County and will introduce a new Indiana rye whiskey with what McCabe describes as a "throwback label" and bottle reminiscent of the 1800s.

"We want Indiana to be as popular for its rye whiskey as it is for basketball and racing," he adds. "Establishing that market, both in sales and tourism, might one day put the success of our state's distilleries on par with that of the Kentucky Bourbon Trail."

Some of the standards set in May's legislation for labeling, marketing and selling Indiana rye whiskey include:

- Must be manufactured in Indiana;
- Made with a mash bill that is at least 51% rye;
- Fermented with sour mash or from sweet mash;
- Distilled to no more than 80% alcohol by volume;
- Aged in barrels for at least two years; and
- Bottled at no less than 40% alcohol by volume.

"Indiana is home to more than 30 distilleries now, with some producing exceptional rye whiskey that has earned national acclaim," May said. "Establishing our own brand is an opportunity for the Hoosier state to stake its claim in a fast-growing market."

The biggest producer of rye whiskey in the U.S. is **MGP of Indiana** in Lawrenceburg, on the Ohio River.

MGP operates the distillery that once was owned by **Seagram's** and sells most of its spirits to **Diageo**, which bottles it and markets it under different brand names. MGP also produces **Redemption Rye**, a rye whiskey that it sells under its own label and frequently is rated one of the top rye whiskeys in the country.

### Pernod Ricard Donates \$82,500 to Women Of the Vine & Spirits Foundation

It's intended to support the group's diverse, equitable and inclusive mission.

Women of the Vine & Spirits Foundation provides scholarships for the purpose of helping women advance their careers in the food, wine, spirits, beer, and hospitality industries through education, leadership, and professional development. The Women of the Vine & Spirits Foundation was established in 2017 and

since its inception has awarded 99 women with a combined total of more than \$260,000 in scholarships and awards.

## Jim Beam Launches an Orange Liqueur

**Jim Beam** launches **Jim Beam Orange** which "combines a juicy bright orange flavor with Kentucky Straight Bourbon Whiskey for an Orange Highball.

The Jim Beam brand was one of the first to pioneer the flavored whiskey segment, starting with its release of **Red Stag** by **Jim Beam Black Cherry** in 2009. Jim Beam has continued to expand its flavored portfolio.

"As an innovator in the bourbon industry and early pioneer of flavored whiskey, we understand that many drinkers crave something a little different – maybe brighter and more refreshing – in the summer months. That's why we selected Orange to join our other flavorful offerings," said **Malini Patel**, Managing Director, **James B. Beam Distilling Co.** at **Beam Suntory**. "Our flavored offerings not only invite new consumers into the whiskey category, but also delight bourbon lovers with new, interesting taste profiles. If you love bourbon and are looking for a summer refreshment, or you're new to bourbon and are exploring different tastes and ways to drink it, Jim Beam Orange is for you."

Jim Beam Orange has a 32.5 percent ABV and is available at select retailers nationwide for a suggested retail price of \$15.99 per 750mL bottle.

## Spirits Marketing Notes —

**1800 Tequila The Ultimate Margarita** launches **Black Cherry** to join its broad range of delicious flavors including Original, Pineapple, Peach, Watermelon, Jalapeno Lime and Raspberry.

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**Seagram's 7 Crown American Blended Whiskey (Diageo)** is raising a glass to small businesses, including **dive bars**, teaming up with actor and comedian **Iliza Shlesinger** to launch the brand's new "Keep the Dive Alive" campaign.

As part of the platform, Seagram's 7 will release a series of tongue-in-cheek 'training materials' featuring **Iliza** that support the reopening of small businesses, including local dive bars, that bring moments of cohesion and celebration to our communities.

The video element of the brand's "Keep the Dive Alive" campaign will be released on the Seagram's 7 Instagram ([@Seagrams7](#)) and cover everything from reminding patrons how to order a 7&7 cocktail, to suggesting what to do with the sweatpants we've been wearing all year, to sharing tips on how to ultimately be better patrons. Ahead of the full series of videos launching on July 7 in celebration of National Dive Bar Day, Seagram's 7 released a teaser video to help give consumers a preview of what's to come.

\*\*\*

**Seagram's Escapes**, in partnership with **Rolling Out**, is hosting a **free virtual discussion** **June 26 at 7 p.m. EST** with **Black women influencers** in comedy and entertainment with the fourth installment of their 2021 Empowerment Tour. During the discussion, the featured ladies will share how they climbed the ladder of success in the entertain-

ment industry, personal branding tips and how they conquered challenges.

The panel includes **B. Simone**, the rapper, singer, comedian, actress, beautician and social media personality; **Claudia Jordan**, a talk show host (*Cocktails with the Queens*), actress, model, businesswoman, former reality television personality (*Real Housewives of Atlanta*), radio personality (*The Rickey Smiley Morning Show*) and host of VH1's *Love and Hip-Hop* reunions; **LaLa Milan**, the actress, comedian, and podcast host known for her roles on the BET hit series, *Boomerang*. The panel will be moderated by **Nina Parker**, news correspondent, clothing designer and producer.

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**Broken Shed Vodka, New Zealand's award-winning, super-premium vodka, announced its new U.S. creative campaign**, "The Vodka of Tomorrow." The campaign pays tribute to the vodka's home country by highlighting that, thanks to time zone differences, it's already tomorrow in New Zealand. And when you're crafting The Vodka of Tomorrow, you make sure it tastes ahead of its time, too.

"We developed this new campaign to inject a little New Zealand character and give our U.S. consumers a taste of the ingenuity and forward-thinking that Kiwis are known for," said **Jean-Marie Heins**, chief marketing officer of Broken Shed Vodka. "We're expanding our footprint across the states and introducing new consumers to a smooth, modern product without any additives, sweeteners or GMOs. It's never too early to cheers to tomorrow!"

The campaign comes as Broken Shed continues to grow its presence across the U.S. It's now available in 25 states, following recent moves into Georgia, Kansas and Colorado.

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**To encourage consumers to "sip back and relax" with delicious cocktails and close friends**, 31 entrants across the United States will win a \$600 at-home spa package inclusive of three hours of massage and facial treatments for three people.

**Jason Schladenhauffen**, president and CEO of **Van Gogh Vodka's** exclusive U.S. importer, 375 Park Avenue Spirits, says, "It is exhilarating that we can order a bottle of Van Gogh and book a private, in-home spa treatment instantly from our smartphones."

To enter, consumers (age 21 and over) must fill out a brief entry form at [vangogh.gopriv.com](#) by July 31, 2021. Winners will be randomly drawn on or around August 14, 2021 and contacted shortly thereafter to coordinate their at-home spa experience. There will be one (1) national winner chosen from any state and 30 regional winners.

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**Monaco Cocktails expands distribution with variety six-pack.**

The new six-pack is now available at **Mariano's**, **Jewel-Osco**, **Tony's Finer Foods**, and **Binny's Beverage Depot** in Chicago, **Kroger** in Michigan, **Roundy's** in Wisconsin, **Albertsons** in Southern California, and **Winco Foods** in Arizona, California, Indiana and Nevada. Each variety six-pack features **Monaco Cocktails'** best-selling flavor profiles, including: **Citrus Rush**, **Tequila Lime Crush** and **Blue Crush**, which is styled after a **Blue Hawaiian**.

"We're so excited to bring our variety six-pack to grocery stores across the country, and heighten access for **Monaco Cock-**

tails in the supermarket channel," said **Don Deubler**, CEO, **Atomic Brands**. "As consumers are looking for more real spirit canned cocktails, our best-selling varieties deliver a perfectly premixed flavor experience in a convenient and affordable format."

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SZA to Perform Songs from Her New Album for Grey Goose Essences Virtual Event.

The global event will be streamed on YouTube on Thursday, July 1, and filmed at Wisdome, an immersive art and music dome park in Los Angeles.

Consumers aged 21 and over can reserve their spot for In Bloom by signing up via [greygoose.com/inbloom](https://greygoose.com/inbloom). On July 1<sup>st</sup>, each attendee will receive a reminder to tune into SZA's YouTube channel at 9:00 PM EST / 6:00 PM PST for the virtual performance.

They'll also have access to exclusive content, such as recipes to make one of the signature Essences fizz cocktails at home. Essences offers an ABV of 30% and contains no artificial ingredients, sugar or carbs.

Utilizing innovative production methods to blend virtual and live-action set pieces, the one-night-only performance will embody the extraordinary nature and exuberant taste of Essences.

Created in collaboration by both SZA and [First Tube Media](#), In Bloom will be filmed with meticulously choreographed drone technology, alongside a traditional Steadicam, so as to animate SZA's Essences vision and fluid, blooming choreography in an unparalleled, 360-degree format. The unique set design will feature dramatic greenery throughout a tunnel that leads up to the main dome stage with a lush garden and a variety of pulsating lights and graphics.

"We're very excited to be working with a creative maverick like SZA to help bring the world of Grey Goose Essences to life," said Aleco Azqueta, Grey Goose Vice President North America. SZA's ability to take fans on a journey through her music is unparalleled and we can't wait for everyone to see how Essences have inspired her performance. Without giving too much away, I'll just say to expect the unexpected."

## Wine Marketing Notes

Here's a clever promotion: **Cakebread Cellars** partnered with [heyrooted.com](https://heyrooted.com) to give Cakebread followers a 10% discount and free shipping on Chef's Choice Herb Kit. The Rooted's Chef's Choice Herb Kits include fresh basil, cilantro, mint and parsley planted in 4' pots to help customers make as many garden-fresh, herb-forward, ideal-for-white wine recipes (like salad dressings or chimichurri sauce) as they like. It's also created a summer wine pack with 2020 Sauvignon Blanc and 2019 Napa Valley Chardonnay. The wine and the herb kits must be ordered separately.

\* \* \*

Climate Pledge Arena and the Seattle Kraken have named **Chateau Ste. Michelle** as the official wine partner of both the team and the arena. Ste. Michelle will showcase wines from its Chateau Ste. Michelle and 14 Hands wineries through new consumer experiences both inside and outside the arena.

Climate Pledge Arena will feature a Chateau Ste. Michelle branded wine bar named The Chateau in the arena's Mount Baker Hall for club level season ticket members. The arena will also feature a branded 14 Hands Marketplace near the main entrance. Renderings of these two arena spaces can be found [here](#).

Ste. Michelle has also produced several wines dedicated to this partnership.

**14 Hands Winery** will release two new limited-edition Seattle Kraken branded wines that will be available in the 14 Hands Marketplace and selected retailers in the Pacific Northwest beginning in September. The cans will feature a web-based augmented reality experience accessible from a QR code on the back of the can, bringing both the history of 14 Hands Winery and the story of the Seattle Kraken to life for fans.

**Chateau Ste. Michelle** will release a 2017 Collector's Edition Reserve Cabernet Sauvignon sourced from premier vineyards in the Columbia Valley, including the winery's own Canoe Ridge Estate vineyard, a certified sustainable vineyard known for its complex yet elegant style. With only 39 barrels produced, this limited-edition wine will be offered first exclusively to Seattle Kraken season ticket members and VIPs and to Chateau Ste. Michelle Vintage Reserve Club members and will be available for purchase at Chateau Ste. Michelle this fall.

In celebration of the partnership and in commemoration of the 100th anniversary of the 1917 Stanley Cup champion Seattle Metropolitans, Chateau Ste. Michelle has also produced two etched nine-liter bottles of 2017 Cabernet Sauvignon sourced from renowned vineyards in Columbia Valley. One of these custom bottles will be cellared at Climate Pledge Arena, to be opened when the Seattle Kraken win their first Stanley Cup. The other nine-liter bottle will be auctioned off at this year's Auction of Washington Wines, as part of a package including a suite at a Seattle Kraken game and a private dinner with Seattle Kraken and Ste. Michelle principals.

## Beer Marketing Notes —

**Straub Brewery**, founded in 1872 by Peter Straub, a 19-year-old immigrant from Germany, introduces **Sabina's Wild Berry Sangria Spritzer**, a bubbly rich ruby red blend with 100% natural fruit juices and a hint of citrus. It is gluten free and has only 80 calories per six ounce serving and is 5% ABV. It's named in honor of Sabina Song, who married Peter Straub.

\* \* \*

**Mighty Swell, the award-winning Austin, Tex., craft spiked seltzer brand, launches its new Tropic Variety Pack** — the second variety pack from the brand.

The Mighty Swell Tropic Variety Pack will debut three refreshing new flavors including Mango Raspberry, Pineapple, and Blood Orange, which will be featured alongside the brand's newly reformulated grapefruit. As with the original variety pack, the new tropical version features twelve 12-ounce, 100 calorie cans with 5% ABV, no added sugar and just three grams of carbs.

As part of the launch, Mighty Swell is simultaneously rolling out a new campaign throughout its retail network, promoting the new flavors with signage and end caps that ask consumers to “Tropic Like It’s Hot” throughout the summer.

The new Mighty Swell Tropic Variety Pack launches with a suggested retail price between \$14.99 - \$17.99 and is available in 23 states at select retailers such as ABC Fine Wine & Spirits, Harris Teeter, HEB, Total Wine & More and Whole Foods.

“With another endless summer just on the horizon, Mighty Swell is taking consumers’ taste buds on a trip to the islands with our new Tropic Variety Pack,” said Mighty Swell CEO John Beal. “Our new innovations are the perfect balance for summer, offering consumers incredible tropical flavors minus all the calories – making it a must-have for all your summer adventures.”

Mighty Swell also introduced 19.2 oz single-serve cans in both Pineapple and Blackberry. Like its 12 oz cousin, the 5% ABV single-serve cans are high in flavor and low in calories, with just 5 grams of carbs and 165 calories per can. These cans will retail between \$2.29 - \$2.49 and will be sold at HEB, Whole Foods and many grocery and convenience stores to come.

The brand will also extend its popular 6-pack offerings to include the newest Pineapple flavor to the mix – retailing between \$8.99 - \$9.99 at stores in 23 states. All Mighty Swell products are sweetened with natural white grape juice, certified gluten-free, OU Kosher certified and crafted with no artificial flavors, colors or preservatives.

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**Tsingtao launched a brand-new sweepstakes that offers free dining at a Chinese restaurant.** The sweepstakes runs for 6 weeks, and prizes are as follows:

- Each week, 6 first-place winners will be chosen by **Tsingtao**
- Winners will be reimbursed the value of their check (up to \$90)
- Plus, winners will also win that same amount to pay forward to a friend
- One lucky grand prize winner will receive \$1,000

Until Aug. 1, hopefuls can text #Tsingtao to 72797 to receive an automatic text response on how to complete their entries. Entrants should reply to that text with a photo of their meal receipt (the “Entry”) from an Asian restaurant. The entry can be from either a dine-in or take-out meal.

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**Samuel Adams Brewing the American Dream joins with Street Shares to host the largest virtual speed coaching session for military veterans.**

More than 85 entrepreneurs and coaches were on hand to provide free business coaching and mentoring from top business experts and Boston leaders, in disciplines such as Marketing, Brand Strategy, Technology, Legal, Sales & Partnerships, Financing, and more.

Three semi-finalists who had successfully moved to the next round from the Military Entrepreneur Challenge earlier in the month also participated in a pitch challenge at the event. Jordan Foley from Chow Corp. took home the top prize, which was voted by the attendees of the event, and received \$15,000 in cash grants from StreetShares Foundation and Samuel Adams, \$25,000 in legal services from Holland & Knight LLP, and free business coaching services.

The Military Entrepreneur Challenge began with 120 military veteran or military spouse entrepreneurs from all over the United States competing for the prize. The three winners received a share of \$25,000 in grant funding, mentoring from Brewing the American Dream.

Teresa Guerin, military spouse and Founder of The Produce Squad, a produce delivery business, took third place and was awarded a \$4,000 grant.

Nick Padlo, Army veteran and Founder of Sophros Recovery, an outpatient treatment clinic for military veterans struggling with mental health issues, was awarded second place and received a \$6,000 grant from the StreetShares Foundation.

First place was awarded to Jordan Foley, an active duty Naval Officer and CEO of Chow Corp., a nonprofit training American heroes in the culinary arts to become future business owners.

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**Busch Light Apple will return to store shelves soon. But before it does, Anheuser-Busch is doing a really clever promotion,** promising that some lucky fans in the Northeast and Midwest will receive an airdrop from a helicopter.

“When we launched Busch’s first-ever flavor innovation last year with Busch Light Apple, we were thrilled by the overwhelming consumer reaction. In fact, we completely sold out in just weeks,” said Daniel Blake, Group VP, Budweiser & Value at Anheuser-Busch “With hype continuing to grow around this year’s drop, we wanted to do something unforgettable that offered fans insider access like never before, and also give a few lucky fans a chance at the first batches of Apple just in time for the 4th of July.”

In order to score a spot to see one of the very first cans of Busch Light Apple dropped via helicopter, fans need to RT or comment on Busch’s social posts with #BuschLightAppleDrop and #Sweepstakes from June 21st through June 30th, 2021. Busch will provide select individuals with insider access to the drop location nearest them.

Continued Success,  
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor