

# 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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## Velocity in Open On-Premise Outlets 120% higher Than Same Week Last Year, Latest Sales Figures Show

As this issue of *Kane's Beverage Week* went to press, Nielsen CGA said its latest sales data reveals On Premise velocity in outlets currently trading is +120% higher than the same time last year in the week to May 29, and is above that of the same week in 2019. The comparable week last year (to May 30 2020), was starting to recover as COVID-19 restrictions gradually eased, although it was still some way behind velocities in 2019.

### Total U.S.

- ✓ Across all states, value velocity remains strongly positive compared to last year and comparable to, if not ahead of, velocities in 2019.
- ✓ Average outlet \$ sales (velocity) trends are slightly negative (-1%) in the latest week (May 29 vs May 22) across the average U.S. outlet.
- ✓ All key states experienced negative trends on Sunday May 16 due to Mother's Day falling on the previous Sunday. Over the past week, trends have been generally flat or slightly positive across the majority of states.
- ✓ 100% of states have Restaurants open indoors and 98% of states have Bars open indoors, with some capacity measures in place.

### Florida

- ✓ Key market performance varies across Florida, driven by Miami (-7%), while Orlando remains flat (0%), Tampa slightly negative (-1%), and the rest of the state in decline (-3%), resulting in an overall -4% decline for the state
- ✓ Sales velocity is now +86% year-over-year (comparing the same week one year prior)
- ✓ Sales velocity is now -4% vs May 22, 2021

### Illinois

- ✓ Illinois performs best benchmarked against last year (+277%), likely due to COVID-19 restrictions in May 2020 being stricter than most. It is the only other state besides California with positive week-on-week trends (+1%), driven by Chicago (+2%)
- ✓ Sales velocity is now +277% year-over-year (comparing the same week one year prior)
- ✓ Sales velocity is now +1% vs May 22, 2021

### California

While there is strong growth in San Diego (+15%), San Francisco (+10%) and Los Angeles (+6%), flat trends in the rest of California result in the state experiencing only +2% growth, though this is the most positive of the key states for the latest week

- ✓ Sales velocity is now +186% year-over-year (comparing the same week one year prior)
- ✓ Sales velocity is now +2% vs May 22, 2021

### New York

- ✓ New York is down by -4% on the previous week, with trends being driven by NYC (-5%). New York is also of the best states benchmarked against last year

## KANE'S BEVERAGE WEEK

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(+238%), with more restrictions having being lifted in recent weeks

- ✓ Sales velocity is now +238% year-over-year (comparing the same week one year prior)
- ✓ Sales velocity is now -4% vs May 22, 2021

#### Texas

- ✓ Negative trends in Austin (-8%) drive overall performance in Texas (-3%), while Dallas (-4%), Houston (0%) and the rest of Texas (-2%) are flat/slightly negative
- ✓ Sales velocity is now +78% year-over-year (comparing the same week one year prior)
- ✓ Sales velocity is now -3% vs May 22, 2021

**Matthew Crompton**, CGA's Client Solutions Director, Americas said: "It's really positive to see the market in huge velocity growth versus the same week in 2020 and more importantly that the market is growing considerably versus 2019, up +29%. That is the biggest growth versus two years ago that we have seen so far. As consumers continue to return to the On Premise as restrictions ease across states, understanding the changing path to purchase will be key to engage and maximize these visitation opportunities. Bartender advocacy especially has been an issue for many, and CGA's global research can deliver further insight to support reopening and activation strategies".

#### Wine Continues Slide, Flyover States Spur Growth of Distilled Spirits

After a full year of growth in 2020, the wine category is back into negative territory, down 0.6 percent at the end of 2021's first quarter, according to **SipSource**, which tracks wine and spirits depletion data.

After gaining significant momentum in the off-premise, growth dropped from +9% at the end of December 2020 to only +7.3 percent at the end of March 2021. In the on-premise, trends have likely bottomed out at -55.2 percent (February 2021) and should begin to grow in strength in the coming months," said **Dale Stratton**, SipSource analyst.

Meanwhile, all geographies experience growth in spirits sales, with the center of the country contributing heavily to that increase. The East North Central division has the highest growth, at +11.0 percent with the South Central division following at +8.4 percent. Growth has accelerated over the last three months in all geographies as we head into very strong comparisons with Q2 2020," said Stratton.

"The first four months of 2021 have seen significant progress on the reopening of on-premise accounts," said Stratton. "At the end of April there were 286,604 open on-premise accounts, which means nearly half of accounts lost in 2020 have either been reactivated or replaced. This is an increase of 72,218 reopened accounts since December 2020. This leaves roughly 72,304 needed to open to get back to pre-pandemic levels."

The just-issued first quarter report goes on to detail on-premise reactivations from a geographic standpoint, as well as highlight the incredible growth of the ready-to-drink category, including in the on-premise.

The Pacific and Northeastern divisions accounted for the highest percentage of closed accounts in 2020 (-61% and -46.9%, respectively) and maintain the slowest growth as of April 2021, still accounting for -14.7% and -14% closure rates as compared to pre-pandemic levels. Meanwhile, the South Central and South Atlantic divisions, which accounted for the lowest account closure rates in 2020 (-27.3 percent and -26.6 percent, respectively) have seen growth of up 25.5% and +17.4%, respectively.

In both the on- and off-premise sectors the Premixed Cocktail category continues to gain momentum, soaring 73.1 percent. Stratton additionally highlights the Premixed Cocktail category as "the only segment that is experiencing growth in the on-premise" meaning it is likely that you'll be able to find a pre-mixed cocktail on the menu of your favorite restaurant when it reopens.

Stratton attributes the growth to the fact that "these products offer a great vehicle to reduce complexity and expand services" as dining rooms reopen and staffing concerns continue to impact the hospitality industry.

#### Global Bev/AI Volume Seen Rising 2.9% Through 2025, ISWR Analysts Say

Consumption will rise steadily through 2025, according to ISWR Drinks Market Analysis. Recovery will be boosted by the industry pivoting rapidly in key markets, the momentum of e-commerce and RTDs, and increasing sophistication of the at-home occasion in many markets. Long-term volume recovery is forecasted at +1.5% compound annual growth rate 2021 to 2025, ISWR says.

The two fastest-growing categories, according to IWSR forecasts, are no-alcohol spirits (projected at +30.6% CAGR 2021-2025), and RTDs (+10.2%).

"In many global markets, Covid-19 accelerated the impact and growth of key industry drivers, such as the development of e-commerce, premiumization, the rise of the 'home premise,' moderation, and the need for convenience in product formats," says **Mark Meek**, CEO of IWSR Drinks Market Analysis.

"These are the trends that will also underpin the industry's resilience as it pivots to meet consumers where they are in the years to come. Additionally, across many markets, some segments of the population now have significantly more disposable income than they did in 2019, some of which will be spent on beverage alcohol products."

Based on IWSR's exhaustive examination of data from 160 countries across the globe, total beverage alcohol volume decreased 6.2% globally in 2020, impacted by the near-complete shutdown of bars and restaurants around the world. Though an unprecedented downturn, the 6.2% decline was less than previously forecast, as several factors ultimately helped the industry last year, such as acceleration of e-commerce (up 45% from 2019, to reach \$29 billion in 2020), growth of RTDs, strong at-home consumption in key markets, and resilience and growth in the US and China.

Another pre-Covid trend that will continue to accelerate beverage alcohol recovery is product premiumization, ISWR says. Though the economic impact of Covid-19 has led to restricted spending for some, alcohol is an affordable

luxury for those willing to spend. IWSR forecasts that premium-and-above wine and spirits will increase 25.6% in total volume 2020-2025 (compared to 0.8% volume growth over the same period for brands in lower price tiers.)

IWSR's analysis of the outlook of the global beverage alcohol market also shows:

**Tequila overtakes rum to become the third-largest spirits category in the US.** The global tequila category grew by +9.6% in 2020, driven especially by gains in the US (the world's largest tequila market) where tequila is now the third-largest spirits category in the country (behind vodka and whisky). Also, thanks in large part to the success of tequila, consumer awareness and interest in mezcal has lifted that category to a projected +8.8% volume CAGR 2021-2025. Agave-based spirits overall are expected to grow +4.7% CAGR 2021-2025.

**Whisky sub-categories have been more impacted by Covid-19, but show long-term resilience.** Global whisky experienced a 10.7% volume decline in 2020, but the category is forecast to rebound +5.5% this year, and post +4.2% volume CAGR 2021-2025, bolstered by growth in the US and India.

**Whiskeys are among the fastest-growing sub-categories of spirits,** with Irish whiskey volume projected to increase 7.9% CAGR 2021-2025, aided by the return of the on-trade and strength of new entrants; Japanese whisky at +6.0%, US whiskey +5.1%, with growth mainly coming from both of their respective home markets. Most of the growth for Scotch whisky, forecasted at +3.8% CAGR 2021-2025, will come from delayed recovery in the key market of India and eventual revival of global travel retail, especially for premium Scotch.

**Gin grows, vodka remains flat.** Gin is forecast to increase +4.5% CAGR 2021-2025, driven notably by Brazil, South Africa, and Russia, and also by brands priced premium-and-above (with this segment projected to grow +11.4% CAGR 2021-2025). Global vodka volume was flat last year and is expected to remain so through to 2025. In Russia, the top global market for vodka, consumers are trading down from premium vodka as a result of the impact of Covid-19, however in the US (the second-largest market for the category), vodka is projected to grow +1.1% CAGR 2021-2025.

In total, spirits are expected to grow +0.6% globally this year, and +0.8% CAGR 2021-2025.

Many consumers in key markets chose still wine as their go-to drink at home during Covid. Though wine consumption has been in decline, consumers in markets such as the UK, Australia, Brazil, Canada, and the US have lifted wine to a global volume growth of +1.7% this year, and +0.4% CAGR 2021-2025.

In Brazil alone, still wine grew by +28% in 2020, driven by a rise in higher-quality imports and increasingly accessible prices. Conversely, imported wine in China has experienced a steep decline which will contribute to an expected 7.7% decrease in wine volume in the country 2021-2025.

RTD volume is projected to increase by almost +27% in volume this year. Not only did RTDs post double-digit global growth in 2020 (+26.4%), it was the only beverage

alcohol

category to grow at all during the Covid crisis, resonating with consumers across all demographics, and driven by the trend for convenience, refreshment, and flavor. IWSR projects that RTD volume will increase 26.6% in 2021, and 10.2% CAGR 2021-2025, driven by growth in the US (with 44% share of global RTD volume in 2020), Japan (22% share), Australia, Canada, and China.

In the US, where the hard seltzer subcategory of RTDs grew by +130% in 2020, RTD volume is already larger than the total spirits category, and by the end of this year, RTD volume consumption in the U.S. will be larger than that of wine.

Top beer markets forecasted for growth. Beer was the most exposed category during lockdown, losing 7.1% volume globally in 2020. However, beer volume is forecasted to grow by +2.5% this year and +1.2% CAGR 2021-2025. Except for the US, where RTD competition has considerably impacted beer sales, all of the top-10 global beer markets (by volume) are projected to show growth into 2025.

**Beer Purchasers' Index 'Pops' At 80 as Economy Reopens**

The National Beer Wholesalers Association's Beer Purchasers Index in May soared to 80 from 64 a year earlier.

"This month's survey cycles the May 2020 survey, a month that saw dramatic shifts in consumer behavior as the on-premise beer business was at a virtual standstill and off-premise business was booming," said NBWA Chief Economist Lester Jones. "This index is the strongest reading over the past five surveys going back to 2015," he added.

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The "at-risk" inventory (inventory at risk of going out of code in the next 30 days) measure of 31 continues to remain well below the long-running average as out-of-stocks and supply disruptions continue to impact the industry.

### Gaylon Lawrence Buys Another Vineyard

**Gaylon Lawrence**, the Arkansas farming and banking mogul, has acquired a 27-acre vineyard and winery in Napa from **Luna Vineyards**. Terms weren't disclosed.

The new property will become part of the Burgess Cellars brand, which Lawrence acquired shortly before the Glass Fire destroyed its historic winery in 2020.

The purchase doesn't affect Luna Vineyards aside from reducing its acreage.

Lawrence runs his vineyard holdings through Lawrence Wine Estates, which will open four tasting rooms this summer

### U.S. Key Market for Low-, No-Alcohol Wine, Continued Growth Is Expected

For younger LDA consumers, the overriding motivation for purchasing lower-alcohol wine is a desire to stay in control, unsurprising in a world of constant connectivity. Additionally, Gen Z and Millennial consumers are motivated by the fact that low- and no-alcohol wines tend to be lower in calories and considered to be "better for health," says Wine Intelligence in a [new report](#).

What motivates those who buy low- or no-alcohol wine is an important question, given that the US is a key market for low- and no-alcohol wine, and is expected to continue to grow, with a forecast volume CAGR of almost 10%, 2020 to 2024, according to IWSR data.

It's important to understand that Wine Intelligence research shows 64% of regular wine drinkers in the US are not actively moderating their alcohol consumption. Among the one-third of wine drinkers who are moderating, 19% do so by not drinking alcohol at certain occasions, 14% by switching to low-alcohol options at selected occasions, and 12% by switching to non-alcohol drinks instead.

A higher proportion of those who are moderating are from the LDA Gen-Z consumers and younger Millennials (ages 21-34) age cohort. Across age groups, more men than women are seeking out low or no-alcohol wines.

In terms of awareness of low- and no-alcohol wine, this is proportionally quite low compared to other types of wine, with all consumer demographics having similar levels of awareness.

There is, however, a more pronounced difference between lower-involved wine consumers and higher-involved wine consumers, with higher-involved consumers having a greater awareness of both wine that is made to be lower in alcohol, and wine that is naturally lower in alcohol.

When looking at the barriers to purchase low- and no-alcohol wine, Wine Intelligence says its data shows brand owners have an opportunity to improve the perception of low-alcohol wine with younger LDA wine drinkers who say the main barrier to purchasing lower-alcohol wine is that it does not contain enough alcohol to feel an effect. Additionally, they perceive low-alcohol wine to be 'not really wine', their

favorite brand doesn't offer a low-alcohol option and lower taste and quality perceptions.

The key opportunity for producers of low- and no-alcohol is to focus on both the core potential drinkers – Gen Z and Millennials – and the functional benefits of supporting a moderating lifestyle, coupled with benefits such as lower calories and lighter, fresher flavors, says **Lulie Halstead** of Wine Intelligence.

### NABI Praises U.S. Move On EU Digital Services Tax

The move -- imposing tariffs on goods from Austria, India, Italy, Spain Turkey, and the United Kingdom and immediately suspends them for up to 180-days for negotiations at the Organization for Economic Cooperation and Development (OECD) and the G20 process to resolve the Digital Services Taxes (DST) disputes -- will continue to "create a positive environment for resolving the Airbus/Boeing trade dispute" at the heart of heavy additional tariffs imposed by the EU on U.S. bev/al products, said **Robert M. Tobiassen**, president, **National Association of Beverage Importers**.

### How Covid Changed Bellangelo Winery

"Every winter, grape vines undergo a state of senescence, where growth stops, cells stop dividing, time pauses. It gives the vine a chance to weather our hard winters, and emerge on the other side stronger, and ready for growth. Covid-19 was like senescence for our business," says **Bellangelo Winery** winemaker **Chris Missick**. "We are reflective of the difficult season that has passed, but rested and ready for the next stage."

That next stage has proven to be one that Missick has long awaited. With the pandemic, came changes to the way the winery operates that the management team had long contemplated.

"We had wanted to move to seated tastings, reservations, and a deeper experience with the wine for a long time. Covid-19, and the state-induced restrictions, forced our hand. It basically brought us to where we had been targeting," said **Matt Butts**, tasting room ambassador and cellar master.

As Bellangelo, the winery had a beautiful tasting room perched on a hill that looked out on a 16-mile-wide vista of Seneca Lake, along with an events room for small weddings and corporate meetings. The pandemic resulted in a transition of the events room into a seated tasting room, allotting guests the required space between tables, and ensuring a seated environment that aided in restricting the spread of virus. Meanwhile, the former "main tasting room" with its amazing lake views laid dormant last year.

"I realized this was the perfect time to make the drastic changes I had long thought about," Missick said. In addition to changing the name to **Missick Cellars**, "we have reimagined our original tasting room. In that process, we have dedicated nearly 400 square feet of wall space to be an art gallery. We have partnered with a local artist-managed gallery, the Rochester-adjacent Pittsford Fine Art, to help curate much of the art. We are also working with local artists in the Ithaca area to balance out our regional representation." Missick added, "with the talent and prominence of the

artists and the art at the winery, this is a true art and wine experience.”

The Gallery Tasting Room also features a newly introduced reservation preferred premium tasting area, where guests are invited to select from an array of wines, from sparkling to dessert. Reservations for premium tastings can be made online.

To accompany the fine art experience, Missick is expanding on one of his other loves – gardening. With seven acres under vine at their Penn Yan vineyard, Missick wanted to ensure the winery and its staff were provided with immediate access to fresh produce. An expansive new vegetable and pollinator garden and outdoor seating area will also be available for the summer 2021 season.

The gallery and premium tasting room is open Fridays through Sundays, with appointments available to view the gallery throughout the week.

**Missick Cellars**, formerly Bellangelo Winery, is a benchmark in the trend of small businesses that experienced massive disruption as a result of the pandemic, but have found ways to grow their business and reimagine what the future holds for their family enterprise. The winery, gallery and tasting room is located in Dundee, NY, and has an additional tasting room in Geneva, NY.

## Mack & Schule Launch New Wine Portfolio

**United Ink** is a new portfolio of wines from the Pacific Northwest. The lineup includes United Ink Riesling 2020 (SRP: \$12), United Ink Red Blend 2019 (SRP: \$18) and United Ink Cabernet Sauvignon 2019 (SRP: \$18) from Washington's Columbia Valley, and United Ink Pinot Noir 2019 (SRP: \$22) from the Willamette Valley in Oregon.

United Ink combines excellent vineyard sourcing and two of the Pacific Northwest's most renowned winemakers, Joe Dobbles and David Forsyth, in one exciting brand.

Sourced from a single vineyard site in the Rattlesnake Hills sub-appellation of the Columbia Valley, the United Ink Riesling label features a Sockeye Salmon, found in prodigious quantities in the Columbia River and its tributaries.

Blended from multiple single vineyard sites in Columbia Valley's Horse Heaven Hills and Wahluke Slope sub-appellations, Union Ink Red Blend produced with 90% Merlot, 5% Cabernet Sauvignon and 5% Cabernet Franc features a cougar, native to the Pacific Northwest on its label.

The majestic American Bald Eagle, commonly seen all over Washington and Oregon wine country was chosen for the United Ink Cabernet Sauvignon label. Produced from 90% Cabernet Sauvignon, 5% Merlot and 5% Cabernet Franc, the grapes for this wine are also sourced from Columbia Valley's Horse Heaven Hills and Wahluke Slope sub-appellations.

Found throughout the vineyard regions of Oregon and Washington, the Black and White Magpie was chosen as the mascot for the Union Ink Pinot Noir label. Grapes for this wine were sourced from vineyard holdings in Oregon's renowned Willamette Valley and Dundee Hills wine appellations.

The United Ink portfolio of wines are distributed nationally. Marketing support includes branded baseball hats, tees and temporary tattoos.

## Volley Seltzer Enters NY via M.S. Walker

**Volley** appointed **M.S. Walker** to service the New York market. Volley plans to roll out in several new markets within the coming months.

Christopher Wirth said he and Camila Soriano launched Volley this year because they were frustrated with the hard seltzers available on the market. "We wanted to create a product that was not only made with super simple, clean ingredients but also one that was fully transparent about what was really in it, unlike so many other spiked seltzers out there. We set out to make the cleanest spiked seltzer available and we truly did just that! We're proud to work with M.S. Walker as we lead the charge in redefining the seltzer category nationwide and within New York this summer."

Volley is crafted with 100% blue agave tequila from the highlands of Jalisco, avoiding the potentially harmful additives of "mixto" tequila and other malt liquors. Each can has completely eliminated commonly-used fake sugars, 'natural flavorings', essences and corn syrup (unlike most other hard seltzers on the market). Mixed with 100% organic fruit juice never from concentrate, Volley is available in four flavors: *Zesty Lime*, *Spicy Ginger*, *Sharp Grapefruit* and *Tropical Mango*.

"M.S. Walker is thrilled to extend our partnership with Volley into the New York market. As the category continues to grow at a torrid pace, the consumer's tastes and curiosity continues to evolve. Quality is more important than ever and we look forward to introducing all of Volley's premium RTD offerings made with 100% blue agave tequila and organic juice to our dynamic customer base," said **Jeffrey Allen**, Chief Operating Officer, New York & New Jersey.

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 individually at \$3.75 per 355ml can.

## A-B Joins White House Push for Covid Shots

The brewer will offer its biggest beer giveaway ever to give eligible adults another reason to get their vaccines by July 4<sup>th</sup>. When the nation reaches the White House's goal of 70% of adults partially vaccinated, Anheuser-Busch will buy America's next round of beer, seltzer, non-alcoholic beverage or other A-B product\* – inclusive of over 100 brands – to enjoy with family and friends. Adults 21+ will simply upload a picture of themselves in their favorite place to grab a beer, whether with friends at their favorite local bar and restaurant or with family in their very own backyard at [MyCooler.com/Beer](https://www.MyCooler.com/Beer) to enter to receive a beer on A-B.

"For us, everything begins and ends with people, and consumers are at the center of everything we do," said **Marcel Marcondes**, CMO, Anheuser-Busch. "Since

last March, we've been focused on pivoting all our plans in order to ensure that our brands remained relevant and meaningful, through tangible actions. And now that we are at this pivotal moment where people are excited to be together again, it only makes sense that we would unite our full portfolio and take this action to encourage people to get vaccinated. There's never been a better time to be able to say, 'let's grab a beer.'

## Lost Explorer Mezcal Expands U.S. Offerings

[The Lost Explorer Mezcal](#), an award-winning, sustainably crafted and Oaxacan-cultivated mezcal, said it partnered with **Infuse Spirits Group**. Infuse has built a strong distribution network spanning 34 states for their unique single-bottle infused vodkas and non-traditional **Broken Barrel Whiskey** brands. As a part of the agreement, Infuse Spirits Group will lead U.S. sales for The Lost Explorer Mezcal, making inroads in 12 markets by the end of 2021.

**Seth Benhaim**, founder of Infuse Spirits Group says, "Working with The Lost Explorer Mezcal will open many doors for all brands involved. The undeniable popularity of Mezcal and the unique profile, quality and packaging of The Lost Explorer are perfect compliments to the vodka and whiskey brands we currently sell. There are so many great synergies between our two teams."

Launched at the end of 2020, The Lost Explorer Mezcal most recently received Double Gold (Salmiana), Gold (Espadin) and Silver (Tobala) recognition from the *San Francisco World Spirits Competition*

## Crux Says It's Non-al Brew 'Tastes Like the Real Thing'

**Crux Fermentation Project** releases its first non-alcoholic IPA, currently available at its Bend tasting room and throughout Crux's Oregon distribution footprint. **NØ MØ** is a refreshingly hoppy alternative IPA sitting at just 30 calories and coming in at under 0.5% ABV.

Created with traditional brewing methods so craft beer fanatics will find a familiar flavor and mouthfeel, NØ MØ features Flaked Oats, Honey and Crystal Malts, and Pacific Northwest-grown Citra and Mosaic hops.

"Crafting a non-alcoholic beer is no easy task, and to produce something that feels similar to drinking the real thing is even more of a challenge," said **Larry Sidor**, founder and master brewer at Crux Fermentation Project.

"Most non-alcoholic beer on the market has simply had the alcohol removed, but this was not the approach we wanted to take. NØ MØ was developed from the ground up, with a formulation built specifically for this 'near beer'. Our goal was to produce a non-alcoholic IPA that fans would truly *want* to drink – and so far, we've found that to be the case with NØ MØ."

As of June 1, 12-ounce six-pack cans of this new non-alcoholic IPA are available at grocery stores and markets throughout Oregon and will roll out to the rest of Crux's distribution territory in the near future.

## 21st Amendment Can Features Benjamin Franklin

Franklin, one of the U.S.'s Founding Fathers, is shown lying in a field of hops after experiments. Franklin was a brilliant mind fostering one big idea after another. In tandem, 21st Amendment was struck with a clever idea of its own to expand its popular Tasty line-of-beers to include a hopped-up **Tasty Double Hazy IPA**.

## Coors Banquet Sweeps Offers a 1977 Firebird

To win, consumers must solve five clues in Colorado that tie back to Coors Banquet's heritage and history and snap a selfie at each spot. Solve the clues correctly, be the first to the keys and you'll win the car and Coors Banquet beer for a year.

The hunt for the car will begin on Friday, June 11 at 7 am MT, during which time participants will receive their first clue via email. The hunt will close once the car is found and an official winner is verified (or after 72 hours). There will be a QR code at each correct clue location – snag a selfie at the physical clue location, scan the QR code with your smartphone and you'll receive your next clue.

## Stillhouse Sweeps Offers a Chance to Win 'Ultimate Labor Day Backcountry Weekend'

The weekend of rugged adventure – everything from ATV riding to zip lining, axe throwing, fly fishing, horseback riding and white-water rafting – followed by **Stillhouse** tastings, good food and a fire to cap off evenings under the stars — requires entry at <https://www.stillhouse.com/UnbreakableChallenge>. Consumers will also have the opportunity to improve their chances to win, gaining more entries, by participating in a series of Summer Challenges.

## Peroni Sweeps Offers \$20,000 Travel Upgrade

Peroni Nastro Azzurro, Italy's premier imported lager, unveiled 'A Taste of Italy,' a new summer program celebrating Italy's borders reopening to U.S. tourists.

It will give consumers the opportunity to experience the best of the Mediterranean through birra, high-end cuisine and elevated style. The campaign will include an exclusive dining series in partnership with Secret Supper that will bring Italy's must-visit destinations to cities across the U.S. along with a grand prize giveaway that will give one lucky fan \$20,000 to use to upgrade their next trip abroad in classic, Italian fashion.

## Hudson Whiskey's New Promotion Offers to Pay Half Your Rent for a Year

**Hudson Whiskey** (William Grant & Sons), the first whiskey distillery in New York State, is offering to pay half the average rent of a one-bedroom apartment in a new sweepstakes.

Anyone in need of a new roommate, or a little extra support, can enter by [sharing their roommate horror story \(past or present\)](#) on Instagram or Twitter and using #HudsonRoomies #Contest and # your state abbreviation (ex: #IL) for a chance to win (subject to the full terms and conditions found [here](#)).

"We're so excited to continue our national expansion, bringing fans across the country a whiskey as bold as the state it hails from," says **Paul Coffey**, Senior Brand Manager. "Hudson Whiskey is New York attitude distilled, so as a resident, the brand feels your pain when that city lifestyle bites back! For five fans nationwide we're ready to help...in the form of a rent check and whiskey, of course."

Some 79 million adults across America currently share a living space, and whether it's a small East Village studio or a single-family outside of Austin, TX, Hudson is ready to "move in." Residents of all 50 states and Washington, D.C. are eligible. Entries are being accepted until June 23 for a chance to win the ultimate roommate for a year.

## Vizy Marks Pride Month With 'Vizy Live Proudly Registry'

In honor of Pride Month, **Vizy Hard Seltzer** is honoring the transgender and nonbinary communities by unveiling the [Vizy Live Proudly Registry](#), an online gift registry where people can create a wish list of items for their allies and friends to purchase on their behalf. from renowned trans- and queer-owned businesses.

To further support the community, Vizy is committing \$25,000 to the National Center for Transgender Equality (NCTE), an organization that advocates changing policies and society to increase understanding and acceptance of transgender people.

## Boston Beer, New Belgium Co-Produce Love Conquers Ale

**Samuel Adams** (Boston Beer) and **New Belgium Brewing Co.** said they are co-producing **Love Conquers Ale**, Samuel Adams' Pride beer recipe.

As part of this partnership, during the month of June, Samuel Adams and New Belgium will donate 100% of the purchase price of the co-brewed Love Conquers Ale directly to GLAAD, a leading nonprofit organization working to accelerate acceptance and advance equality for the LGBTQ+ community. From brewing better beer, to building a better community and bettering each other, Samuel Adams and New Belgium know that by working together they can make a greater impact.

Love Conquers Ale will be available in 4-pack 16oz cans and Samuel Adams and New Belgium will donate 100% of the purchase price of every 4-pack to GLAAD during the month of June.

## Barefoot Renews LGBTQ+ Sponsorships, Debuts 2021 Pride Collection

**Barefoot** (E&J Gallo) launches a 2021 Barefoot Bubbly Pride Collection with proceeds benefitting Free Mom Hugs (FMH) and the National Center for Transgender Equality (NCTE).

"Barefoot has supported and advocated for the LGBTQ+ community for more than three decades and will continue to be an ally of the community and what Pride stands for. We support inclusion of all, and our LGBTQ+ initiatives exist precisely so we can contribute to creating

safer, more welcoming spaces for the community," said Vice President of Marketing for Barefoot Wines, Anna Bell.

**The 2021 Barefoot Bubbly Pride Collection.** The Barefoot Bubbly Pride Collection features two vibrant new designs inspired by the pink, white and blue transgender Pride flag and the historical rainbow Pride colors. Both bottles feature an all new varietal: Barefoot Bubbly Sweet Rosé. Proceeds from each case of Barefoot's Pride packaging benefit Free Mom Hugs and the National Center for Transgender Equality. The Barefoot Bubbly Pride Collection is now available to purchase on [The Barrel Room](#) and at stores nationwide for an SRP of \$9.99.

**Free Mom Hugs.** Barefoot renews its ongoing partnership with Free Mom Hugs, a non-profit organization consisting of parents and allies who love the LGBTQ+ community and work toward full affirmation and equality. Proceeds from each case will go to Free Mom Hugs to support their signature tour to celebrate Pride virtually, as well as their national Pride ride, and nomination relief packages, during the 2021 season.

## Rain Dance Vineyards Opens Tasting Room

**Rain Dance Vineyards**, Newberg, Ore., will open a new tasting room in a recently restored Victorian-era home just walking distance from the Allison Inn and Spa June 19.

"It is our intention to celebrate the regional heritage of the Chehalem Mountains by offering our wines in a historic setting for our beloved members and wine lovers visiting the Willamette Valley," state Owners and Founders **Celia and Ken Austin**. "With the opening, we are continuing our mission to preserve the history and beauty of this special place that we call home, for generations to come."

The new tasting room was originally built in 1916 as a residence near the now-defunct railroad that served the region so many generations ago. The estate is composed of three settings, the members-only Farmhouse, the Carriage House, and a stunning outdoor patio with an oversized firepit connecting the two.

## Buffalo Trace Sets a Virtual Run For Great Buffalo Chase 5K

Historically, this summer holiday classic has taken place on the Fourth of July, attracting top runners from across the United States – and sometimes across the world – to the Franklin County, Ky., distillery for the scenic run. After the heartfelt participation from the first virtual run in 2020, and with participant health and safety in mind, the race will once again be virtually accessible to participants.

Runners and walkers will participate in this year's virtual 5K in their hometowns and local neighborhoods wherever they are located during the period of July 2-4 instead of running at the Distillery as the grounds will not be open to participants.

Registration is \$20, and all proceeds will again benefit the city of Frankfort's VFW Post 4075. Participants will have the option to pick up race materials curbside at the Distillery or have them shipped for an added \$5 shipping and handling fee.

Due to the nature of this being a virtual race, and in the spirit of fairness, prizes will not be awarded to top runners this year. On behalf of all participants, and in commitment to supporting others, this Fourth of July Buffalo Trace Distillery will make a donation to God's Pantry Food Bank to support the local Franklin County community. Additionally, everyone who registers will be entered into a raffle to win a prize from the Gift Shop.

Registration for this virtual 5K opened May 19 and will close at noon July 2. For more information and to register go to <https://www.buffalotracedistillery.com/great-buffalo-chase>.

### DISCUS Creates DEI Committee

The new committee will be chaired by Dr. **Atira Charles**, Head of Inclusion, Diversity, and Equity at **Moët Hennessy North America**. **Victoria Russell**, Chief Diversity and Inclusion Officer at Beam Suntory, will serve as vice chair.

The DEI Committee will identify and define both immediate and long-term actions that DISCUS member companies will lead as the industry continues to elevate and enhance efforts to build more diverse, equitable, and inclusive opportunities and career paths, both now, and for the next generation of spirits industry professionals.

### 30-Bbl Semi-Automated Brewhouse Being Auctioned June 17

Bids are now being accepted for the June 17 [online auction](#) of all assets from a 30-barrel semi-automated brewhouse in Eureka that closed in December 2020. The auction is being conducted by [Tiger Group](#) and sale partner [Schneider Industries](#) on behalf of the landlord of the 20,000-square-foot brewery, which operated out of three warehouse buildings on the site.

Key assets available in the sale include a complete Wild Goose 16-oz. can line and labeler from 2019, an Alfa Laval centrifuge, more than 20 stainless steel tanks sized from 30 to 60 to 90 barrels, a Sympac Bottle Filler, a York Glycol chiller from 2016, outdoor grain silos, and a water softening system. Bidders can also vie for forklifts, hand tools, fittings, restaurant equipment, and more.

"The landlord's decision to market the property to other uses creates an excellent opportunity for craft breweries, cider-makers and other food and beverage manufacturers to acquire top-grade equipment that continues to be maintained

by one of the facility's brewers," said [John Coelho](#), a Senior Director with [Tiger Commercial & Industrial](#). "The property's numerous tanks are also suited to other processing industries."

Josh Bussman, VP Investment Recovery at Schneider Industries, added: "Many micro-breweries have started and expanded their business by buying quality used equipment at auction. This is a perfect opportunity to buy assets from a complete 30 bbl brewery that is available now."

Online bidding will close on Thursday, June 17, at 9:00 AM (PT). All bidders are required to register prior to the sale at [www.soldtiger.com](http://www.soldtiger.com).

## Who & What —

**HIRE:** **Olivier Grémillon** as Chief Executive Officer of **Vivino**, the world's most downloaded mobile wine app and largest online wine marketplace, effective July 26. He joins from Booking.com and succeeds Heini Zachariassen, founder/ceo. Zachariassen will remain on Vivino's board of directors and continue his role as Chief Evangelist for the company.

**Amber Roberts** as vp-enterprise, and **Blake Hunter** as senior director of data science at Drinks, whose Wine as a Service (WaaS) platform powers the ship-to-home wine category for [Macy's](#), [Thrive Market](#), [Kroger](#), [Boxed](#) and more. Roberts joins from Kroger, where she was head of marketplace, and Hunter was previously a Senior Manager of Global Analytics at Activision Blizzard.

**DIED:** **Donald D. Galleano**, 69, president of the Historic Cantu-Galleano Ranch in Mira Loma, California, a fifth-generation winery founded in 1927. Galleano is the oldest Prohibition-era winery in the Cucamonga Valley still owned by the family and operating at its original location. Since 2004, he served on the Board of Directors of the Western Municipal Water District and was Western's sole representative on the Metropolitan Water District of Southern California.

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KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor