

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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Nearly 80% Using Outdoor Seating On-Premise: CGA

A just-released study by Nielsen CGA finds nearly four out of five consumers are sitting outdoors at On-Premise locations, and 58% say they are likely to continue sitting outside, although less frequently than currently.

Naturally, one's willingness to sit outside depends on where you are. The study found 70% of consumers in Florida said there are likely to remain sitting outside in the Fall and Winter, but this number falls to 44% in New York.

The study also found that one in four consumers say their drink preference changes when outside. This appears to be age-related: Only 6% of those 55 and over say their drink preference changes based on whether they are inside or out.

The impact of Covid is seen in other ways, too. One-third of consumers say they are visiting fewer bars and restaurants now.

Unsurprisingly, CGA found, there is still some reluctance to attend busy events, with just one-third of consumers saying they are comfortable attending large-scale festivals.

Matthew Crompton, CGA Client Solutions Director, Americas, said "Despite some COVID-19 restrictions now being put back in place, there remains a positive outlook on future visitation to the On Premise. Our latest consumer research emphasises the importance of getting activations right for the types of venues you're operating in and why understanding consumer path to purchase is essential right now to maximise every visit opportunity and spend."

Surge in Covid Cases Spells New Bad News On-Prem

Even as more states reopen and allow for some form of on-premise consumption, Covid cases continue to expand -- both among the unvaccinated and among those who were vaccinated. That's bad news for on-premise retailers, because a new study of consumer insights conducted by **Drizly** before the surge found that 70% of respondents said they are planning to continue to drink less away from home, and 30% are poised to do so more at home... for the remainder of the year, at least.

Other key findings from the study:

In a finding that may spell bad news for new-product launches, 72% of current Drizly users and 50% of non-Drizly users anticipate at least 50% of their alcohol shopping will take place online, vs. in store, in the next year. For context, research conducted only last year found that 45% of consumers of legal drinking age questioned the legality of buying alcohol online. The past four months have both steepened the education and trial curves, with new users growing up to 1700% above baseline on Drizly since March of 2020.

Cocktail culture is taking hold at home - More than half (52%) of those surveyed said they have made more cocktails at home during the past three months, and 54% predict that they'll keep mixing things up more in their kitchens and backyards this summer and beyond. Indeed, sales of mixers, bitters and other cocktail ingredients have risen sharply on Drizly since mid-March, with mixers, syrups and bitters becoming the fastest growing category on Drizly.

Hard seltzer, though now mainstream, is still dynamic - While a smaller share of imbibers plan affirmatively to drink hard seltzer this year than last year (38% vs. 52%). This is counter to the sales trends we continue to see but one

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could wonder whether it is a crack in the armor of seltzer. However, another 31% say they may drink seltzer. We can expect at least with existing converts buying in larger volumes and high-profile newbies like Bud Light Seltzer and Corona Seltzer entering the scene that there is still likely an expansion of the category ahead. This has played out thus far on Drizly, where hard seltzer sales are up on Drizly at 3.67% of total platform sales as of June 1, 2020, compared to 3.08% at the beginning of June in 2019. Hard seltzer drinkers and those planning to try will most likely do so at the expense of cider, hard lemonade and wine.

Gen Z is thirsty for variety and education - More than half (52%) of Gen Z members surveyed have tried at least one new alcohol brand since mid-March, outpacing the adventurous tendencies of Millennials, Gen Xers and Boomers. What's more, Gen Z proved thirstiest for knowledge about adult beverages, topping their older cohorts in wanting more information about cocktail craft (48%), white wine (31%) and emerging spirits like Mezcal and Soju..

U.S. Beer Imports Surge 33.8% in June

On a year-to-date basis, the imports are up 19.9%, **Beer Institute** said after reviewing Commerce Department data.

Total imports for Mexico were up 26.1% for the month and are up 21.7% YTD. Total imports for the Netherlands were up 88.7% for the month and are up 12.2% YTD.

Comparing packaging, draft was up 781.05%, cans were up 31.30% and bottles were up 22.57% in June 2021 over June 2020. Draft is up 40.90%, cans are up 33.11% and bottles are up 12.38% YTD.

Eastside Distilling Plans to Double Number of Shares To Fund Growth

Eastside Distilling Inc., Portland, Ore., is asking shareholders to approve doubling its share outstanding as part of a three-year strategic brand that involves transforming its craft canning and bottling business and using the resulting cash flow to expand distribution and accelerate growth of the company's four spirits brands, **Portland Potato Vodka**, **Burnside**, **Eastside** and **Azuñia**.

To build its craft canning and bottling business, Eastside plan to expand its mobile capability and add capability in can printing, pasteurization and a high-speed fixed canning location.

In a powerpoint presentation for investors, the company noted it had increased its debt to more than \$25 million in a series of acquisitions including **Big Bottom Distilling**, and **Motherload** in 2017, the **Redneck Riviera** license agreement in 2019, and its craft canning and bottling business and **Azunia Tequila** in 2019.

Eastside said its new management team has divested the Redneck Riviera brand, a move that enabled Eastside to reduce debt, its need for working capital and its cash burn rate. The new strategic plan calls for discontinuing deep discounts for Azunia, launching a new Eastside brand to deplete barrel inventory build a high-margin opportunity, reinventing its craft canning and bottling business.

Most importantly, perhaps, Eastside said it will change its focus from a "high-cost national chain strategy to cost-effective micro strategy of dominating markets we choose to serve."

The plan is already seeing results, Eastside said, with earnings before tax moving toward \$1 million this year, a sharp reversal from a \$15 million loss in 2019. Also, the company forecasts EBITDA to be positive this year, a sharp reversal from a \$6.5 million EBITDA lost in 2019. And it expects to have more than \$1 million cash on hand at year-end, vs. cash last year-end being below \$1 million.

The company's new vision is to "be the one premium, preferred and 'scaled' craft spirits and canning company in the Western United States, dominating the markets and segments we choose to serve."

Eastside plans to triple its revenue, to \$69 million in 2024 from \$23 million in 2022. It projects its craft spirits wholesale business growing at a 33.7% CAGR from 2019 to 2025, and its contract canning business growing at a 10% CAGR.

A-B Spending \$18.2 Million To Upgrade Denver Brewery

The project includes about \$7 million to buy new brewing equipment to reduce carbon dioxide exposure and water consumption. Another \$7.4 million will be spent on packaging equipment that will enable the brewery to produce more products quicker.

The objective, officials said, is to cut transportation cost, amount of cardboard used and shorten the time it takes to get beer on shelves.

Senior General Manager Gene Bocis said the company is seeing a shift to product in aluminum cans, which are more likely to be consumed at home.

A-B produces 36 brands at Fort Collins, ranging from Budweiser and Michelob Ultra to craft brands.

Templeton Rye Expands to China

The distributor is **China Bay**.

The agreement is effective immediately.

Templeton Rye (Infinium Spirits) is currently distributed in Japan, South Korea, and India through **Infinium Spirits'** global route to market and the brand is now distributed in 60 International markets worldwide across 5 continents.

Wild Turkey Launches New Global Campaign

Wild Turkey announces the launch of its new, global creative campaign and platform, "Trust Your Spirit," featuring the brand's Creative Director Matthew McConaughey. Encouraging others to be bold, unapologetically themselves, and stay true to who they are, the campaign features a series of digital vignettes that serve as a tribute to the legendary Master Distillers at the helm of Wild Turkey – Jimmy and Eddie Russell. It also arrives as the brand rolls out a sleek, newly-redesigned Wild Turkey 101 pack to better showcase the premium quality of the Bourbon inside.

"Trust Your Spirit" channels the spirit and birthplace of Wild Turkey in Lawrenceburg, Kentucky through ar-

chived footage and state-of-the-art projection mapping, evoking the brand's past, present and future. In the hero (:30) ad, the shot opens on a rounded projection stage with McConaughey in front of an oversized screen surrounded by bourbon barrels. In all of the digital ads, the Wild Turkey Rickhouse is projected around him as he invites viewers to do things like "trust your gut, trust your eyes, trust your ears, trust your friends....and the stories they allow you to tell," and reminds us "You are exactly where you should be. Where you go from here, is completely up to you and your spirit. Trust it."

Terold Acquires Majority Stake in WX Brands

Terold, a company owned by members of the **Bemberg Family Group**, said it purchased a majority stake in **WX Brands** effective July 30, 2021. Terms weren't disclosed.

"WX Brands has built a strong business based on sound brand investments, a clean balance sheet, robust distribution, and a keen understanding of the wine consumer," said **Diego Herrera Sainz de Vicuña**, member of the Board of Directors of Terold. "This investment is the result of several years of work on international expansion. WX Brands is an excellent complement to our current wine industry portfolio. We are convinced that both the Bemberg Family Group and WX Brands will benefit greatly."

Terold, a sixth-generation family business, has a long successful history of growing businesses through strategic partnerships, and deep experience in the beverage industry. In 2010, Terold acquired **Grupo Peñaflor**, the leading winery in Argentina. In 2016, Grupo Peñaflor acquired Diageo's wine operations in Argentina and entered a distribution and production agreement for Diageo's spirits products in Argentina, Chile, Uruguay, and Paraguay. Today, Grupo Peñaflor has a strong position in key segments of the Argentine market and accounts for 27% of Argentine wine exports. The group also owns vineyards in Napa Valley and Lodi.

"We have known and respected the Bemberg Family Group and Grupo Peñaflor for two decades. This partnership is an enormous vote of confidence for the WX Brands team and one that will accelerate the growth and success of both businesses," stated WX Brands President and CEO **Peter Byck**.

"Both groups have realized we share similar values: a long-term business perspective, a people-first approach, and family ownership. We both believe by working together, we are positioned for stronger growth and greater success."

WX Brands and the other wine assets of Terold will continue to operate as separate companies and the WX Brands' management team, led by Peter Byck, will continue in their present roles, the companies said.

O'Melveny & Myers LLP provided legal counsel to WX Brands and Credit Suisse represented WX Brands as financial advisor. Winston & Strawn served as legal advisor and Rabobank served as financial advisor to Terold.

Molson Coors Eliminating 11 Brands

Brands being discontinued include Keystone Ice and Keylightful, Icehouse Edge, Mickey's Ice, Milwaukee's Best

Premium, Miller High Life Light, Hamm's Special Light, Steel Reserve 211, Olde English HG 800, Magnum, Henry Weinhard's Private Reserve.

Bombay Sapphire Gin Presents 'Senses Stirred' Campaign

"Senses Stirred", the film was brought to life by renowned director Alan Masferrer and shows viewers that the perfect gin and tonic goes far beyond being a cocktail – it is an experience for the senses. Throughout the narrative, all five senses (sight, sound, taste, scent and touch) are awakened, manifesting the bright, fresh, botanical flavor profile of the heralded, vapor-infused London Dry Gin from Bombay Sapphire combined with the precise balance of premium tonic water.

From the clink of the ice cubes swirling in a prismatic dance, to the botanical garden enveloped in vapor at sunset, and buoyant balloons rising to burst with botanicals, each element of Bombay Sapphire and its iconic serve, the Bombay & Tonic, is represented metaphorically through a collage of visually arresting, larger-than-life artistic installations.

"The goal of our first major brand campaign in North America is to awaken the senses and illustrate the superior taste experience when our signature Bombay & Tonic serve is consumed, thanks to our delicate vapor-infusion process and unique combination of 10 all natural, sustainably sourced botanicals," says **Natasha Curtin**, Global Vice President for Bombay Sapphire .

"We want to make 'Bombay & Tonic' a household name for the gin and tonic drinking moment, whenever effortless refreshment is called for. Through Alan Masferrer's talented eye and cinematic qualities we were able to create a truly unique spot in the spirits space - one

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that spotlights the elevated, balanced and refreshing nature of the 'Bombay & Tonic.'

FAA Urges End to To-Go Liquor Sales, Seeks Prosecution of Unruly Passengers

Saying that alcohol contributes to unruly behavior by aircraft passengers, the **Federal Aviation Administration** asked airport operators to work with concessionaires to prevent passengers from carrying alcohol onto their flights or becoming "inebriated during the board process."

In a letter to airport operators, Steve Dickson, FAA administrator, said the agency has adopted a "zero-tolerance policy" toward disruptive passengers and asked airport officials to work with local police to prosecute those involved in disruptive behavior.

"Every week, we see situations in which law enforcement was asked to meet an aircraft at the gate following an unruly passenger incident. In some cases, flight attendants have reported being physically assaulted.

"Nevertheless, many of these passengers were interviewed by local police and released without criminal charges of any kind. When this occurs, we miss a key opportunity to hold unruly passengers accountable for their unacceptable and dangerous behavior," he wrote.

Australian Winery Seeks to Turn Smoke-Tainted Wine into Spirits

Simon Tolley Wines, which was destroyed by a December 2019 wildfire, has donated all its smoke-tainted wines to a research project seeking to turn the wine into distilled spirits.

'Hopefully we can roll out a smoke-flavoured brandy or gin in our cellar door in about 12 months' time,' said Simon Tolley, a fifth-generation grape grower and winemaker who runs his namesake winery with his wife, Narelle.

Hopefully, he said, the project will "assist other smoke-affected growers in the future, and give them more options with the rejected wine fruit rather than putting it on the ground,"

The research was reported by *Decanter*, which noted that **Archie Rose Distilling Co** launched 'Hunter Valley Shiraz Spirit' in May 2020, an eau de vie made using smoke tainted grapes recovered from Hunter Valley vineyards.

And in California, family-owned Hoopes Vineyard in Napa Valley has collaborated with Kentucky-based master distiller Marianne Barnes to create brandy from smoke tainted grapes.

Jackson Family Signs 3 New Distributors In Illinois, Minnesota, Pennsylvania

Jackson Family Wines said its products will be distributed in Illinois by Romano Beverage which will debut a new statewide distributor focused on premium wines and spirits. In Minnesota, JFW is returning to **Johnson Brothers**, and in Pennsylvania by **Southern Glazer's Wines & Spirits**.

Jackson Family Wines maintains distributor alignment with **Republic National Distributing Co.** in 13 major markets as well as **Breakthru Beverage** in a half dozen other

states. "We've always gone to route in each state separately," noted Bill O'Connor, Jackson Family's sales director, "and while these moves will shake things up a bit in the Midwest and the Mid-Atlantic, it will be healthy overall for our award-winning portfolio."

Jess Jackson and **Lynn Johnson**, the late founders of JFW and Johnson Brothers, respectively, were friends and partners throughout the 1980's, 1990's and early 2000's. The move back to Johnson Brothers was a "natural fit" according to O'Connor.

Jackson Family Wines is currently distributed by Southern Glazer's Wine & Spirits, which won the business in Pennsylvania, in 13 major markets and the Jackson family has been working with Wayne Chaplin and his family for nearly 20 years.

Long Drink Enters Illinois Through SGWS

Long Drink, the brand built on the heritage of the legendary Finnish alcohol category of long drinks, best described as citrus soda with real liquor, said it expanded its distribution agreement with **Southern Glazer's Wine & Spirits** (SGWS) into Illinois.

The expansion announcement comes after the brand's successful debut across California, Arizona, Florida and South Carolina earlier this year. In expanding its partnership with SGWS, Long Drink is significantly growing the brand's national footprint in Illinois at over 300 accounts in just a few weeks.

Private Equity Firm, Invests in Brooklyn-based Fort Hamilton Distillery

Fort Hamilton was founded in 2016 by entrepreneur and distiller **Alex Clark**, who was formerly instrumental in the launch and growth of Brooklyn's **Widow Jane** distillery. Terms of the investment weren't disclosed.

Fort Hamilton whiskies are distilled from local rye grain, corn and malted barley in a traditional New York style. They are then barreled at a low proof and always non-chill filtered to achieve optimal flavor and color.

The company also operates a Distillery and Tasting Room in Industry City in Brooklyn and plans to release its first "New World" style gin later in 2021. Fort Hamilton's products are currently distributed in New York, New Jersey, California, Kentucky, Connecticut, Indiana and Pennsylvania and are shipped nationwide.

OvareVentures will provide capital investment and several OvareGroup companies will provide creative and marketing services, including strategy, media buying and creative development to propel and scale Fort Hamilton's quickly growing business.

Fort Hamilton's owner, Alex Clark, says, "We have faithfully recreated a traditional New York Rye style that existed when classic cocktails (like Manhattans) were being invented. Although our products have received widespread acclaim, breaking into the spirits business is challenging and we're confident that the support provided by OvareVentures and its team of agencies will help us gain national distribution and sales."

Delicato Family Wines Completes Francis Ford Coppola Winery Acquisition

Delicato Family Wines said it completed the acquisition of 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. The transaction was approved by the Federal Trade Commission June 26

Chris Indelicato, CEO, said Delicato is now the fifth largest wine producer in the above \$11 segment and the fifth largest producer by volume across all price points.

Calif. Wineries Gain Access To State Insurance Plan

California Gov. Gavin Newsom signed a bill allowing agricultural producers to insure their buildings and equipment under the California FAIR (Fair Access to Insurance Requirements) Plan, which writes policies for property owners otherwise unable to obtain coverage. Previously, only private residences were eligible.

The bill was a response to the challenges faced by agricultural producers who lost insurance coverage or found obtaining coverage difficult and expensive because of the state's record-setting wildfires. The FAIR Plan now has 90 days to submit insurance forms, guidelines and rates to the California Department of Insurance for approval. Coverage may be available by the end of the year.

In another action involving wildfires, Newsom signed a bill that provides support for over 30 additional fire crews, 14 helicopters and 7 large air tankers and establishes emergency and fire intelligence centers. In addition, AB 148 provides direction for spending over \$1 billion for management practices, such as forest thinning, prescribed burns and wildfire resilience projects. The bill also allocates \$350 million toward local efforts for disaster resilience, safe shelters and support during emergencies and direct funding to local governments during and after disasters.

The funding is the largest wildfire investment in California history, the Wine Institute said. WI noted it played a major role in pushing the legislature to increase funding to combat and prepare for wildfires and advance emergency response.

Calif. Cuts Off Water Flow to Grape Growers, Healdsburg

Grape growers north of Healdsburg will have to make do without water to irrigate their crops after California officials ordered about 1,500 water rights holders, including grape growers and the cities of Cloverdale and Healdsburg, to stop drawing water from the Russian River watershed. Violators face fines of \$1,000 a day or \$2,500 for each acre foot diverted.

The order is a drastic attempt to deal with an historic draught. If it stretches into a third dry winter, the region will only have the water captured in two reservoirs available. Officials are trying to ensure Lake Mendocino does not

fall below 20,000 acre feet -- roughly enough to cover 20,000 football fields with 1 foot of water -- before Oct. 1.

Another 310 users in the lower Russian River watershed may receive curtailment orders as early as next Monday (8/9), water board staffers say.

Oak Knoll Winery Selects Handcrafted W&S for 3 States

Spanning Oregon, Kansas and Oklahoma, the partnership between Oak Knoll Winery and Handcrafted Wine & Spirits strengthens both organizations' abilities to provide superb wines and exemplary service to restaurants and retailers throughout these states, Oak Knoll Winery President said, adding:

"We are extremely excited about our multi-state relationship with Handcrafted. As a family-owned company and one of the oldest wineries in Oregon, we found in Handcrafted a company that reflects our passion and values."

Handcrafted was founded in Kansas in 1996, expanded into Oregon in 2015 and Oklahoma in 2018. The firm now has 65 employees.

Sweetwater Brewing Expands Across Mich.

SweetWater Brewing Co. announced its market expansion across the state of Michigan, further accelerating the nation's 11th largest craft brewer into the Great Lakes states. SweetWater's high-quality craft brews, distributed by O&W, Inc., are now available for purchase on draft and in cans, and can be found in local restaurants, bars, grocery chains, liquor stores and other retail establishments wherever "the fishin's good."

"SweetWater's latest venture into Michigan is an exciting one, and we're thrilled new brew drinkers can now embrace our motto "Don't Float the Mainstream!" with us," said Brian Miesieski, Chief Marketing Officer at SweetWater. "By September, SweetWater beers are expected to be available in every state east of Colorado. We're working hard to make it a reality for craft beer lovers from coast to coast to have the chance to enjoy an always fresh, and always tasty brew with the stand-out, high-quality beer SweetWater is known to deliver."

This new market is the 36th state, plus Washington, D.C., that SweetWater has dived into, representative of the expansive growth the leading brewing company has experienced over the last several years. Michigan is the 11th new market that the 420 lifestyle-focused brewery has entered this year - joining Colorado, Minnesota, North Dakota, Maine, Nebraska, Wisconsin, New York, Iowa, Vermont and New Hampshire to SweetWater's growing list of new states where its award-winning lineup of year-round, seasonal and specialty beers are now available.

Crystal Ridge Launches Canned Cocktails

The Hot Springs, Ark., distillery's "The Pack" is a four-pack that includes blueberry, raspberry and orange canned vodka sodas at 9% alcohol by volume made with the distillery's premium 63 Vodka.

"We are thrilled to launch our new canned drinks and expand our product offerings," said **Danny Bradley**, owner of **Crystal Ridge Distillery**. "After pivoting greatly during the pandemic, we are back to the business we love: sharing our moonshine and spirits and providing a place for friends and families to gather."

The product is available both online and in five area liquor stores.

Swonger Praises Introduction Of Bipartisan Infrastructure Bill

The measure includes provisions to stop preventable impaired driving deaths, injuries and crashes, said **Chris Swonger**, president/ceo, **Distilled Spirits Council of the U.S.**, and **Responsibility.org**.

Among its provisions, it includes provisions to establish a federal rulemaking process to implement advanced impaired driving prevention technology in new vehicles, which could save 9,400 lives annually, according to the **Insurance Institute for Highway Safety**.

"This more than 15-year effort to design vehicles that prevent impaired driving is close to reality, and we are proud to champion this historic legislation with **Mothers Against Drunk Driving (MADD)**," Swonger said, adding:

"The broadly supported Multiple Substance Impaired Driving Prevention Act is also included in the bipartisan infrastructure bill. This legislation will make funding available to states to maximize innovative programs and technology to eliminate multiple substance-impaired driving. Additionally, it will identify, monitor, and treat impaired drivers which is key to preventing recurrence. It directs a GAO study to improve national reporting of impaired driving arrest and citation data into federal databases.

"Driving impaired by one substance is dangerous," Swonger said, "but combining substances leads to a multiplicative effect on driver impairment and can dramatically increase crash risk. This bill positions states to address impaired driving in all forms, which is vital to address this evolving and growing threat on our roads.

This legislation also improves the ignition interlock incentive grants, maximizing the most effective countermeasures to stop convicted impaired drivers from re-offending, and includes provisions to address cannabis impaired driving and improve drug-impaired driving data collection.

Preliminary data from the **National Highway Traffic Safety Administration (NHTSA)** shows the steepest rise in total traffic deaths since 2007, with a 7% increase in 2020 due to impaired driving, speeding, not wearing a seatbelt, and other risky driving behaviors. Additionally, police-reported alcohol-involved fatalities jumped by 9%, and trauma center data from NHTSA shows an increase in serious injuries and deaths involving drivers at high blood alcohol concentration levels and multiple drug combinations.

What New Wine Drinkers Seek From Labels

Finding the balance between reassurance and familiarity is one of the toughest challenges vintners face when it

comes to wine labels, according to **Lulie Halstead**, CEO, **Wine Intelligence**.

In the U.S., the segment that's youngest and newest to wine -- Social Newbies -- relies more heavily on centrality and classic wine cues to provide reassurance as they begin their wine journey, she says.

Blue Ridge S&W to Import Ron Abuelo

Varela Hermanos named **Blue Ridge Spirits & Wine Marketing** to manage all U.S. sales and marketing activities for **Ron Abuelo**, Panama's best-selling rum brand.

"This brand is a game-changer in the rum category, and we look forward to working closely with the team in Panama to accelerate the growth of the brand here in the U.S.," said Blue Ridge CEO Carlos Carreras.

Ron Abuelo is available in more than 20 markets across the U.S., with new markets planned to open over the coming year. Currently, the portfolio consists of eight award-winning aged rums: Añejo, 7 Años, 12 Años, Two Oaks, The Finish Collection (Oloroso, Napoleon, and Tawny), and the highly limited Centuria. Suggested retail prices range from \$15 to \$120.

Oregon Liquor Control Commission Changes Name to Include Cannabis

The **Oregon Liquor Control Commission** is now the **Oregon Liquor & Cannabis Commission**.

This change comes five years after voters passed Measure 91 which directed the agency to establish a framework for regulating Oregon's recreational marijuana marketplace. While the change updates the agency's name to better reflect its mission, the OLCC acronym will remain the same.

"The industries we regulate matter, they matter a lot to the state of Oregon's economy," said Paul Rosenbaum, Chair of the Oregon Liquor & Cannabis Commission. "The cannabis industry in Oregon has become a billion dollar business and changing our agency name reflects our role in generating revenue to fund state programs."

Newly issued alcohol and marijuana licenses, and alcohol server and marijuana worker permits, will be modified to include the new name and logo. Existing versions of these official documents continue to be valid with the agency's previous name and logo, and will be replaced when the licensee or permit holder renews them.

Captain Morgan to Offer \$100,000 in Safe Rides Credits to Major League Soccer Fans

During select Saturdays through the remainder of the regular season, soccer fans 21 and older will have access to up to \$50 in rideshare credits to and from some of the biggest matches of the year.

"We saw a tremendous response from fans who took advantage of the Captain Morgan 'Safe Rides' around the Fourth of July to help them get to and from the games safely," said **Sam Salameh**, Vice President, Captain Morgan. "The safety of fans is paramount, and we hope by extending 'Safe Rides' to more cities across the country, MLS fans can

cheer on their favorite teams knowing they have a safe way of getting home."

Manhattan's 1st Legal Whiskey Distillery Since Prohibition to Open This Month

Great Jones Distilling Co.'s 28,000-square-foot space covers four stories at 686 Broadway and includes a cocktail bar, tasting room, shop, event area, and a restaurant from Per Se alum Adam Raksin to debut in September. The distillery itself is slated to open to the public on Aug. 21. It's owned by Proximo Spirits.

CRŪ Winery Opens New Tasting Room In Santa Lucia Highlands

It's Cru's second tasting room location. The Cru Winery Santa Lucia Highlands tasting room sits within the Paraiso and Sarmiento Vineyards both of which are a part of CRŪ Winery's single vineyard program and have been farmed by the Smith Family for almost 50 years. This opening further builds upon the longstanding relationship between CRŪ Winery and the Smith Family.

Stitzel-Weller's New Club

Stitzel-Weller Distillery opens the [Garden & Gun Club](#), a destination cocktail bar, inspired by [Garden & Gun Magazine's](#) hospitality franchise. Located on the second floor of the Stitzel-Weller Distillery, the Club offers a unique food and drink experience along the Kentucky Bourbon Trail®.

Both intimate and inviting, the Garden & Gun Club at Stitzel-Weller Distillery is conceived to be a natural extension of the *Garden & Gun* brand, bringing its distinct voice to Louisville and paying homage to the modern lifestyle long synonymous with the magazine.

The space inside the historic distillery offers an elevated experience featuring thoughtful décor, a curated drink list including a Blade and Bow 22-Year-Old tasting experience, and a unique bar menu that is a modern-day take on classic southern favorites developed by executive chef Ann Kim.

The Garden & Gun Club space features a custom-designed bar along its back wall and offers a combination of bistro tables, banquet seating, and a comfortable lounge area with a total capacity of 60 people. The Stitzel-Weller Distillery shop will also feature Garden & Gun Club branded merchandise alongside a selection of vintage barware.

The exclusive Blade and Bow 22-Year-Old tasting experience, available for purchase, will include a glass, handcrafted in North Carolina by *Garden & Gun* Made in the South Award winner Terrane Glass, as well as a signature wool tartan bag, a Blade and Bow enamel pin, and a tasting notes guide.

The Blade and Bow-infused cocktail menu features an Old Fashioned, New Fashioned, Paper Plane, Manhattan, and Bourbon Bloody Mary. In addition, the Garden & Gun Club boasts a full bar menu, stocked with top brands including Ketel One Vodka, Tanqueray, Zacapa Rum, Johnnie Walker, Don Julio, and Guinness. Wine and additional beers will also be available.

The Garden & Gun Club's food menu was designed by executive chef Ann Kim who translated the identity of *G&G's* modern Southern brand into a dining experience. The cuisine at the Stitzel-Weller Distillery experience features an elevated bar menu including pimento cheese served with crudité and local potato chips, a country ham and cheese board featuring artisan cheeses and Newsome's ham, among other savory options.

Mount Gay Rum Offers Rum Day Cocktail Kit

Mount Gay Rum is releasing a limited-edition National Rum Day cocktail kit, that features the essential ingredients to craft Black Barrel Classic Daiquiri cocktails, along with complementary items that help honor and protect the ocean:

Mount Gay teamed up with [Karim Iliya](#), Marine and Ocean Conservation Photographer, to include a never before published print that highlights the beauty of the ocean.

An exclusive Mount Gay x 4ocean red bracelet made from 100% post-consumer recycled materials. Each bracelet represents 1lb of trash removed from the ocean.

Additional items include reusable tumblers and straws to enjoy cocktails without additional waste.

The kit is available on Cocktail Courier.

Only Small Fraction of Plastic Put Out in Trash is Recycled: Study

Put your plastic containers into recycling bins and they get recycled, right? No.

A new study by the Global Alliance for Incinerator Alternatives finds that most plastics -- including plastic bottles -- that can be recycled aren't being recycled. They are either burned in an incinerator or simply dumped into a landfill.

Of the 12,998 tons of plastic put in recycling bins in Minneapolis, 89% is burned. Just 3% of plastic bottles are recycled into new plastic bottles, and 34% of recyclable plastic is burned, not recycled. That's pretty typical: In Baltimore for every ton of plastic recycled, two tons can't be recycled. That's also true in Detroit. The picture is even worst in Newark and Long Beach where for every ton that is recycled, three tons are not.

That's an important fact for bev/al producers because the easiest thing for elected officials to do is to blame beverage makers, including beer, wine and spirits, for many recyclables not being recycled. But the truth is, recycling is hard for public or private recycling operators. The result, the study finds, is that of all plastic included in the study, 64.3% is plastic film, containers and other non-recyclable plastic are not recycled.

The highest and best use for clear No. 1 PET and natural No. 2 HDPE bottles is bottle-to-bottle recycling. But in actuality, today very few of those bottles are recycled back into bottles (24% of #1 PET and 32% of #2 HDPE sorted at a MRF or PRF is currently made back into bottles based on current national averages in the US), the study says. While viable non-bottle markets exist for #5 PP, these containers are most often used to make other products that are less likely to be recycled again. According to the data, 87% of PP is made into crates, pipes, buckets, etc. and 13% is exported.

Compared to other types of containers, only 23% of recyclable plastic is captured in a municipal collection and redemption system, the study says, compared to 57% of glass, 42% of aluminum and 26% of steel.

"Recycling cannot be the first line of defense against waste, especially plastic waste," the study says, calling for the development of a "robust reuse economy" involving businesses that provide goods in refillable packaging or are package-free as well as repair and reuse stores and sharing opportunities.

New Products

Cigar City Brewing Partners With Distiller in New RTD Cocktail

Cigar City Brewing (CCB) releases a new ready-to-drink cocktail, **Paper Plane**, produced in collaboration with Tampa's

Dark Door Spirits. This RTD is a first for CCB, but likely not the last, Cigar City said.

To create Paper Plane, Dark Door distilled a CCB beer, **Citrus Siesta Golden Ale**, to a spirit made from grain and hops. The cocktail blend was created by [Sam Ross](#), a renowned bartender. Paper Plane will be available only at Cigar City Brewing's Spruce Street Taproom and Dark Door Spirits Distillery for a limited time this month in 4-packs of 12 oz. cans.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor