

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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Control States Case Sales Fall 2.3% in July

Control states spirits case sales in July fell 2.3% from a year earlier, a depressed growth rate effected by a double whammy delivered by an imposing 16% comp a year earlier and calendar effects.

Montgomery County Maryland showed an impressive but illusionary 12.2% gain; the county had drastically curtailed operating hours last year in response to Covid. Utah (4.5%), and Vermont (6.1%) reported monthly growth rates for July exceeding their 12-month trends.

The growth rates for Alabama (2.0%), Iowa (-0.8%), Idaho (1.1%), Maine (2.3%), Michigan (-22.0%), Mississippi (-10.5%), Montana (0.0%), North Carolina (8.1%), New Hampshire (-7.7%), Ohio (2.1%), Oregon (-1.6%), Pennsylvania (8.4%), Virginia (2.1%), West Virginia (-3.1%), and Wyoming (-6.6%) fell short of their 12-month trends.

Control state rolling-12-month-volume growth, 6.7%, slipped from June's reported 8.3%. Spirits' volumes are growing 6% year-to-date compared to 7.7% a year ago.

July's three-year 5.4% CAGR of rolling-12-month 9-liter case volumes, is the second highest recorded three-year growth period in the control states during the 21st century. Three-year CAGRs calculated for the past six rolling-12-month periods (4.9%, 4.8%, 5.2%, 5.2%, 5.6%, 5.4%) are strikingly higher than those calculated for their year ago counterparts (3.1%, 3.2%, 3.5%, 3.5%, 3.4%, 3.5%). The 21-year control state CAGR of 3.1% demonstrates that the last six three-year growth periods are significantly above the average.

Control state spirits shelf dollars were up 0.9% during July while trending at 13.4% during the past twelve months. Montgomery County Maryland (19.6%), Utah (8.9%), and Vermont (13.5%) reported growth rates exceeding their 12-month trends. Alabama (6.3%), Iowa (2.2%), Idaho (5.6%), Maine (7.1%), Michigan (-19.1%), Mississippi (-6.8%), Montana (-0.9%), North Carolina (12.7%), New Hampshire (-10.5%), Ohio (7.3%), Oregon (3.8%), Pennsylvania (9.7%), Virginia (7.6%), West Virginia (0.1%), and Wyoming (-5.1%) grew shelf dollars at rates below their 12-month trends. Shelf dollars in the control states are up 12.7% year-to-date compared to 12.4% last July.

Premiumization continues to drive Price/Mix in the control states. During July 2021, the median and weighted average prices of 750 ML spirits volumes sold in those control states that set the retail price point continued to be reported at historically high levels. During July, the median price was \$24.96, and the weighted average price was \$17.44. During last year's July, these prices were \$24.05 and \$16.78, respectively.

Price/Mix for July is 3.2%, down from June's reported 5.1%.

Cocktails

Cocktails, with 3% share of the nine-liter case control states spirits market, was July's fastest growing category with 31.8% reported and a twelve-month trend of 37.1%. Irish Whiskey, with 2% share, grew during July at 16.1% and 13.8% during the past twelve months. Tequila, with 8% share, grew at 9.2% during July and 25.6% during the past twelve months. Vodka, with 32% share, grew during the same periods at -5.2% and 1.3%, respectively. Irish Whiskey (16.1% during July, 13.8% twelve-month trend) grew at a rate above its twelve-month trend, while Brandy/Cognac (-19.0%, 7.4%), Canadian Whiskey (-7.3%, 4.0%), Cocktails (31.8%, 37.1%), Cordials (2.2%, 12.1%), Domestic Whiskey (-0.1%, 8.5%), Gin (-

KANE'S BEVERAGE WEEK

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4.9%, 0.9%), Rum(-5.6%, 2.1%), Scotch(-2.6%, 3.5%), Tequila(9.2%, 25.6%), and Vodka(-5.2%, 1.3%) grew at rates below their twelve-month trends.

Wine Case Sales

July's nine-liter wine case sales growth rate was -2.1%. Pennsylvania (reporting -0.9% nine-liter-case growth for wines), New Hampshire (-3.6%), Mississippi (-5.1%), Utah (-0.2%), Montgomery County Maryland (-6.3%), and Wyoming (-3.3%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve-month wine volume growth in these six control states is 0.3%, slipping from June's reported 0.6%.

WSWA: There's No Competitive Problem When It Comes to W&S Wholesalers

In 1983, when I acquired Frank Kane's Weekly Letter, now *Kane's Beverage Week*, there were typically 10 wholesalers in any one state distributing alcohol beverages. Typically, those wholesalers did not cover an entire state. In the late 1980s, encouraged by major suppliers seeking efficiencies, wholesalers began consolidating. The result is that today there are two major national distributors -- **Southern Glazer's Wine & Spirits** and **Republic National Distribution Corp.** -- with operations in nearly every state, The third largest wholesaler, **Breakthru Beverage**, is in just 13 states.

That's not a problem, according to **Wine & Spirits Wholesalers of America** in a filing with **Alcohol & Tobacco Tax & Trade Bureau** as part of President Biden's focus on increasing competition in many economic sectors. While ignoring consolidation in the wholesaler tier, the filing makes several valid points.

The three-tier system prevents one tier from having "outsized leverage over another . . . balancing social responsibility with business growth," WSWA said in its filing, adding the alcohol marketplace is a success story.

"The U.S. sports an unparalleled array of alcohol companies and products. No other country comes close to having the dynamic alcohol marketplace that exists in the U.S. We have more types of products and more brands from more companies—and at more price points—than in any other country, even considering the U.S.'s relative size. There are no retail alcohol stores in other countries that have the selection that is regularly seen in alcohol retailers across the U.S.," WSWA says in its filing. It adds:

"Even within the U.S., compared with any other beverage categories such as soda or fruit juice, wine and spirits contain hundreds more companies entering the market each year."

WSWA's filing notes that wholesalers "help foster competition in the alcohol marketplace," providing logistical services that enable wine and spirits producers of all sizes to distribute their products efficiently and more cost effectively beyond their local area."

The independent distribution tier enables producers to focus on their core competency, making products, WSWA says. "Specialization of labor and the division of labor results in greater efficiency." Wholesalers "offer a network

of retailers in the markets they represent," the filing says, and this, in turn, enables administrative savings because wholesalers take on inventory from producers and store it in the distributors' warehouses, which "reduces carrying and transportation costs for producers and retailers alike."

WSWA acknowledges in its filing that "monopolistic market power in consumer goods industries, such as technology, healthcare, and finance, can be found in market share dominance. This market share dominance may limit access to new participants and may raise long-term consumer protection and pricing concerns." But, it adds, "some amount of consolidation is a natural business evolution and not de facto anti-competitive. Consolidation creates economies of scale and efficiencies, which can result in overall cost savings."

Producer DTC sales "are not a panacea and have already created public health and safety, state tax revenue, and other problems across the country," WSWA says, adding:

"The reality is that producer DTC privileges, which wineries have enjoyed in many states since the early 2000s, are not a catalyst leading to significant growth of the industry. Wine is losing share to spirits and, even taking into account on-site and DTC sales, wine growth has been flat (+/-2%) while spirits sales have soared."

Producer DTC "solely benefits companies that have the money to compete in a virtual marketplace. Let us not forget, without a strong independent distribution tier, a pay-to-play environment thrives, only benefiting large, well-funded companies."

"Wine and spirits wholesalers thrive when they sell a variety of brands from a wide range of companies. It is in their commercial interest to constantly look for quality products from new companies at different price points to bring to their retailer customers. U.S. consumers want and expect the value, choice, and variety that the current industry structure provides," WSWA says.

The filing goes on to provide a robust defense of TTB's Trade Practice enforcement, asserting that it helps create a level and fair playing field. And it recommends addressing the evolution of retailers who have grown so large that they "can use their market dominance to push industry members to commit trade practice violations with no fear of federal consequences. Therefore, we respectfully suggest Congress consider the inclusion of retailers so they are also accountable to trade practice violations."

Also, WSWA notes that there has been a blurring of the tiers as both producers and retailers increasingly take on activities traditionally performed by the other. Another issue raised by WSWA is private labels in which "retailers take on the role of a manufacturer directly or indirectly through agreements with producers to develop private-label products they then sell on their own shelves, often under trademarks they control. Retailers use market knowledge they obtain through selling third-party products to determine what private-label offerings they will develop."

Michelle Korsmo, WSWA's president/CEO, signed the filing along with the heads of 17 state wholesaler associations.

**Bad News for Brewers, Distillers:
Spring Wheat Crop in Poor Condition**

Sixty-three percent of the U.S. spring wheat crop is in poor or very poor condition, according to U.S. Agriculture Department statistics. That's bad news if you produce wheat beer or vodka, and is up dramatically from 6% at this time last year. It demonstrates the impact of the draught affecting North Dakota, South Dakota, Minnesota, Iowa and Nebraska.

Overall wheat production is forecast at 1.70 billion bushels, down 7% from 2020. Growers are expected to produce 1.32 billion bushels of winter wheat this year, down 3% from the previous forecast but up 13% from last year.

Durum wheat production is forecast at 34.7 million bushels, down 50% from 2020. All other spring wheat production is forecast at 343 million bushels, down 41% from last year. Based on Aug. 1 conditions, the U.S. all wheat yield is forecast at 44.5 bushels per acre, down 5.2 bushels from 2020.

On the other hand, producers who use corn have reason to smile: USDA forecasts soybean and corn production to be up from 2020 -- soybeans up 5% and corn up 4%. As of Aug. 1, 62% of this year's corn crop was reported in good or excellent condition, 10 percentage points above the same time last year.

RNDC Expands into 5 New Control States

The five new states are Iowa, Maine, New Hampshire, Pennsylvania and Vermont.

"I'm proud to lead the expansion into five additional Control States," said **Joe Gigliotti**, Region President-Control States, **Republic National Distributing Co.** "We are standing up a new sales team in each of these states, and we plan to strategically increase our presence as we build the business. It's a unique opportunity and one that will be a huge benefit to RNDC suppliers and customers."

As RNDC expands into these states, the focus will be on spirits to start, adding wine as the business grows. RNDC expects to begin selling in these states beginning Q4 of 2021.

"This is a crucial strategic move to offer our suppliers broker access across all 17 Control States," Gigliotti said. "We are offering a Control State solution, giving our suppliers a unique advantage."

**Top Drinks Brands Dominate On-Premise
As Consumers Opt for Familiar Choices**

That's according to CGA's latest on-premise measurement (OPM) data which finds the top 10 beer, American whiskey, and rum brands have significantly increased their category share as many on-premise operators reduced their drink range.

At a mega category level, beer is dominated by core brands, with the top ten brands in beer making up 58% of sales in the On Premise – an increase of 3% post-COVID-19. Within this category, the highly competitive craft beer segment is still holding strong, however the top ten brands have maintained their share of 32% following the pandemic.

Within the spirits category, the top ten brands hold a

significant share across tequila, which maintains a 72% share, and vodka which has dropped 4% to 75% post-COVID-19. Whiskey brands tell a similar story, with a share of 74% for the top brands, however within American whiskey the top ten brands occupy 83% of this segment – with three brands holding 46% alone.

However, rum is the category most dominated by big brands, with the top ten occupying a share of 97% - an increase of 5% post-COVID-19. This demonstrates that consumers are consistently favoring the brands they are already familiar with as they return to the On Premise.

Wine has always been a competitive category, with the availability of high-quality vineyards globally and across the US offering consumers a range of options. This is still the case post-COVID-19, with the top ten brands increasing their share to just 25% (+1%) in table wine, the category's largest segment. However, the sparkling wine segment bucks the trend, with the top brands occupying a share of 66%, highlighting the presence of more dominant brands that consumers and retailers alike choose consistently.

Matthew Crompton, CGA Client Solutions Director, Americas, said: "Across many categories, consumers are choosing the brands they know and love, which is consistent with our consumer data. For suppliers with mainstream brands in their assortment, this is positive news as it bodes well for sales. Suppliers who are looking to launch NPDs in the coming months would do well to invest in the right marketing strategy – ensuring there is less 'me too' is crucial for success."

Drizly: RTD Cocktails Soar 60% from 2021

High Noon and other brands are innovating like crazy to keep RTDs in fridges this fall. **Cutwater**, **Onda**, **Kahlua**, **Crafthouse**, and **Volley** have proven popular and

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are among the fastest growing RTD brands in 2021, Drizly said, adding that the growth of the hard seltzer category is stalling.

A recent Drizly survey found health emerging as a top influence on alcohol buying, pointing to why hard kombucha (bubbly, fermented, typically ranging from 5% to 11% ABV) is gaining in popularity. Though still young and tiny sales-wise compared to beer and other fizzy stuff, Drizly buyers are snapping up hard kombucha at higher and higher rates, making it one of the app's fastest growers. **JuneShine**, **Boochcraft** and **Flying Embers** are the brands dominating the hard kombucha category on Drizly.

Scotland's iconic single malt whiskies are now the fastest growing whiskey on Drizly, which says this is consistent with the bigger premiumization trend.

As for wines, Drizly shoppers are eschewing bottles under \$20 in favor of those between \$20-\$100 more than at any time before.

Beer Institute Estimates Shipments Fell 6.4%

The latest domestic tax paid estimate from **Beer Institute**, which measures shipments, fell 6.4% to 14.4 million barrels from 15.4 million a year earlier. Year to date, shipments are up 2.3% to 97.4 million barrels, BI said.

Breakthru Beverage Group Expands Lines With CBD and Relaxation Beverages

Breakthru Beverage Group said it added CBD and Relaxation beverages to its portfolio of wine, spirits, beer and non-alc products through a partnership with Recess, a leader in the fast-emerging category.

Breakthru will carry both Recess' flagship CBD line and the Recess Mood line which leverages Magnesium in Arizona, Colorado, Florida, Illinois, Virginia and Connecticut through its CDI affiliate – with additional expansion plans in the near future.

Jack Daniel's Launches Its 1st Age-Styled Whiskey in Over 100 Years

Jack Daniel's 10-Year-Old Tennessee Whiskey, the brand's first 10-year age-stated whiskey in more than 100 years is a limited-availability product, which will become an annual release.

It is to retail for \$70 in a 750mL size. The first batch is to hit shelves in limited quantities in early September across the U.S.

"Over the last decade, we've been experimenting to craft a product that would properly honor the whiskey Jack Daniel was bottling at the end of the 1800's," said Jack Daniel's Master Distiller **Chris Fletcher**. "All of us at the Jack Daniel Distillery are thrilled to release an age-stated whiskey for the first time in over 100 years to be enjoyed by all. This product has been hand-crafted by our distillery team in Lynchburg over the last 10 summers all while keeping up with the growing demand for Jack Daniel's Tennessee Whiskey around the world. This 10-year-old whiskey celebrates our modern-day whiskey making, while also paying tribute to our founder and history. It is a special time for us all."

Fletcher evolved the distillery's previous aged methods

by maturing Jack Daniel's iconic Old No. 7 Tennessee Whiskey in oak barrels that were relocated throughout the barrelhouse to extend the aging process over the past ten years. The result is a more complex, hand-crafted whiskey with a rare flavor profile, the company said.

Bottled at 97 proof—a first for the Jack Daniel Distillery—Jack Daniel's Tennessee Whiskey 10-Year-Old is said to feature notes of dry fig and raisin laced with oak on the nose, warm butterscotch alongside soft fruit and smoke on the palate, and an incredibly long finish with sweet tobacco and spice.

The 10-Year-Old bottle design is also inspired by the brand's history, featuring a hand-drawn iteration of the original cartouche that appeared on Jack Daniel's aged-stated bottles a century ago.

Michelob Ultra Commits \$100 Million To Support Gender Equality in Sports

Michelob Ultra is committing \$100 million over the next five years to increase visibility of women's sports through:

- Dedicating 50% of its lifestyle media inventory to content that features and promotes female athletes and women's sports by 2025

- Representing female and male athletes equally in all advertising creative moving forward.

- Ensuring equal representation of female and male athletes on Team Ultra talent and influencer roster

The new commitment is important step in insuring women's sports receive the same level of coverage in the media, which is a critical factor in ensuring that female athletes are paid equally. It builds upon the brand's efforts over the past 18 months to elevate women athletes, including becoming the official beer sponsor of the WNBA and increasing female representation on the Team Ultra talent and influencer roster by signing athletes like Serena Williams and Alex Morgan.

To encourage people across the U.S. to join in helping increase the visibility of female athletes, Michelob Ultra is asking fans to "Save It, See It." Starting on Women's Equality Day, August 26, Michelob Ultra is advocating for greater equality and enjoyment in sports by encouraging people to hit "save" on women's sports highlights on social media. Tapping the save ribbon on content featuring female athletes is a first step in creating more visibility in women's sports. The more people hit save, the more they'll see women's sports.

Divvy-Up Announces the First Wine-Sharing Shopping Cart App

Divvy-Up LLC said it developed a new way to let consumers buy small production, artisan wines online at significant savings from retail prices.

Divvy-Up's breakthrough shared shopping cart technology, available on www.divvy-up.com, makes it easy for wine buyers to group buy wines directly from the winery by the partial or full case. Individual buyers can buy the number of bottles they want, and pay for them directly, getting the case volume discount without buying the full case. "Sharing wine with friends is more than social, it also leads to big sav-

ings," Divvy Up said.

Divvy-Up's unique shared shopping cart is also a boon for small artisan wineries. According to Wine Vines Analytics, online sales for small wineries grew over 60% last year. But small wineries are still challenged with the logistics of less-than-case buying, limiting broad online market access. By making their offers directly through www.divvy-up.com, wineries can reach more wine lovers, without the added burden of handling individual buyer logistics.

The wines offered include unique varietals and blends that highlight the premium fruit and the local terroir that is the hallmark of small production, artisan wines.

Detailed information about the wines, along with winemaker tasting notes, and videos, accompany the featured wine offer. In addition, several registered members of Divvy-Up are sent a complimentary bottle by the winery so that they may provide a review. The site includes a community area where the reviews are posted, and wine buyers can discuss the offer - often with the winemaker joining in.

Delicato Names 1st 2 Recipients Of Winemaker Scholarships

Delicato Family Wines announce the first recipients of its winemaker scholarship and mentoring program. The program seeks to encourage Black, Indigenous, People of Color (BIPOC) students to join the wine industry and support them through the academic pipeline to a successful early career placement opportunity.

The two high school graduates will receive a fully paid scholarship, including living expenses, mentorship by a senior executive, professional development, and industry experience through paid summer internships and a guaranteed job upon graduation.

Delicato Family Wines' Winemaker Scholarship Program is to support diversity efforts within the Wine Industry with a specific focus on supporting BIPOC students in their pursuit of becoming a Winemaker.

Launched earlier this year, the 2021 Winemaker Scholarship was initially slated for a single recipient to receive the scholarship. However, when presented with the final candidates, the review committee was impressed with two inspiring and talented young women - Ariana Godina of Madera South High and Mercy Torres of Carpinteria High School. Each of the recipients will be attending California Polytechnic State University in San Luis Obispo this fall, with a focus on Viticulture and Enology.

"This scholarship program represents Delicato's continued commitment to helping the next generation of leaders pursue their dreams. We applaud Ariana and Mercy for all of the hard work and dedication that has brought them this far. We are excited to be a part of their bright futures, and we look forward to the innovative contributions these students will make to our industry," said **Chris Indelicato**, Chief Executive Officer.

Wilson Daniels Sponsors Master Somm, Master of Wine Scholarships

Wilson Daniels, the family-owned marketing and sales

company, said eight scholarship recipients will receive \$2,000 toward the Master Sommelier and Master of Wine certifications.

Applicants must have applied to or completed their Master of Wine Exam (Stage 2) and/or the Court of Master Sommeliers Master Exam (theory, practical and tasting). Applicants must be United States citizens, and selection is based on a combination of merit and need. The scholarship may be awarded retroactively.

The application deadline is Sept. 12, and details are available [here](#).

"Wine education has always been central to the Wilson Daniels value system," said **Rocco Lombardo**, Wilson Daniels President. "Highlighting our strongest industry professionals and enabling them to continue to excel has never been more important. Though our partnership with the Somm Foundation, we are proud to continue to invest in the futures of dedicated wine professionals, and in the future of the wine industry as a whole."

Sommeliers are vital ambassadors for Wilson Daniels' luxury portfolio of family-owned, environmentally conscious wineries, and supporting the profession is an enduring core value of the Napa-based importer.

Responsibility.org Launches Program To Change College Drinking Behaviors

Responsibility.org launched a fully re-imagined, digital version of its award-winning free college program *Alcohol101+*.

Created in 2003 by Responsibility.org, the program was implemented on over 3,000 college and university campuses to educate students, especially those under the legal drinking age, on the dangers of binge drinking, mitigating risk and the importance of healthy decision-making. The new Alcohol101+ program will build on these objectives to reach today's college students in an engaging and effective way.

The revamped program is tailored to students' individual needs based upon their own experiences with and perceptions of alcohol. This aspect of the program ensures that it is relevant and thus more valuable to each student. Recognizing that today's college students are digital natives, Responsibility.org, with the advice of experts in the college prevention landscape, created a highly interactive program designed to increase student awareness of the hazards of overconsumption and ultimately contribute to behavior change by decreasing binge drinking on college campuses.

Relying on theoretical models of behavior change, Responsibility.org has tailored the curriculum to be accessible and relevant to today's college-aged students. Through highly interactive and quick-paced digital content, Alcohol101+ covers core alcohol education topics, including:

- Bystander intervention skills
- Education on the consequences and dangers of binge drinking
- Blood alcohol content (BAC) and standard drink education
- Alcohol's impact on the developing brain
- Low risk drinking strategies and mitigating risk

Responsibility.org is committed to measuring impact – college administrators using the program will have access to pre-and post-program data and a customizable dashboard with real-time metrics and analytics. While the students receive a personalized feedback report upon completion to help support responsible decision-making about alcohol.

"Our education team collaborated with a group of experts in the field of prevention on college campuses to design a program that colleges would not only want to implement, but that their students would be excited to use. Through Alcohol101+, we have demonstrated that alcohol education can be interactive and engaging while also being impactful and accessible," said **Chris R. Swonger**, president/CEO of the **Distilled Spirits Council (DISCUS)** and Responsibility.org. "We're thrilled that several colleges have already embraced this model for educating their students, and we're excited to welcome more as we roll out the program."

Beam Intros DtC Whiskey Membership

James B. Beam Distilling Co. introduces **Barreled & Boxed**, a new membership program that every three months will deliver two unique whiskeys from the James B. Beam Distilling Co.'s portfolio of coveted specialty liquids and new-to-market innovations. straight to the doorsteps of consumers in select states, where legal.

Each seasonal Barreled & Boxed shipment will include two unique bottles ranging from the best of super premium whiskey to limited-time-only releases to the never before bottled.

At launch, Barreled & Boxed will be offered in very limited quantities, with memberships available to 500 fans in eligible zip codes within Kentucky and Washington D.C. Expansion of the program is planned for 2022 and in years to come.

Membership also includes a behind-the-barrel look at the featured whiskeys, with access to a live virtual tasting event with Freddie Noe, a complementary VIP tour of the new James B. Beam Distilling Co. campus experience upon its reopening later this year and invitations to member-only events. Once enrolled, participants will remain enrolled until they opt out, and pricing will vary with each delivery pending the premium whiskeys included.

Brockmans Gin Offers 'Ultimate Gift Pack'

It includes a 750ml of Brockmans Gin, QR code directing consumers to delicious cocktail recipes and a stylish Martini Glass. It will be available beginning in September for \$34.99.

Rob McArdle, Brockmans Gin Global Marketing Controller commented, "Brockmans offers a completely new gin taste experience that excites the palate by blending several unconventional botanicals including blueberries, blackberries and subtle citrus and coriander notes with the traditional juniper berries. The result is an exquisite, accessible yet complex gin which appeals to new and experienced gin consumers who choose to defy convention to find a better way to live, a better way to eat, and a better way to drink. Our special pack is the perfect gifting option

for the non-conformist in everyone's life."

Lucas Bols Launches DTD Cocktails

Lucas Bols launches **Bols Ready to Enjoy Cocktails**, feature four signature cocktails that have been expertly mixed for a convenient and true craft cocktail experience at home.

Bols Ready to Enjoy Cocktails will be available in unique 200ml Bols Cocktail Tubes and two larger sizes - 375ml and 700ml bottles. These high quality products create a new, super-premium segment within the fast-growing category of ready to serve cocktails, which have continued to grow in 2021 after seeing 43% global growth in 2020.

The revolutionary Bols Cocktail Tubes serve 1 to 2 cocktails in a sustainable packaging that is designed to preserve exceptional taste and quality. The black Tube is sleek, stylish, and compact enough for your pocket or purse. Simply chill, pour, and garnish, for a true bar experience at home or on-the-go.

The Bols Ready to Enjoy 200ml Tube debuts fall 2021 in the US (SRP \$6.99) and in Bols' home country the Netherlands. 375ml bottles will be available exclusively in the US (SRP \$12.99) and 700ml bottles will be available in the Netherlands. Confirmed US retailers include Total Wine, Hy-Vee, Winn Dixie, and more. To further simplify home-tainment, Bols Ready to Enjoy Cocktails will also be available on the bols.com web-shop for home delivery across the US and the Netherlands. Bols Ready to Enjoy Cocktails will be launched in other markets soon thereafter.

Trincher Family Estates Adds To Luxury Portfolio With Tenuta Regaleali

Trincher Family Estates (TFE) said it was named **Tenuta Regaleali's** sales and marketing partner in the U.S., effective immediately. Beginning in January 2022, TFE will distribute, market and sell 13 wines ranging in suggested retail price from \$14 to \$200, including the notable Rosso del Conte – one of Sicily's most collected single-vineyard wines that was first produced in 1970.

The partnership between Trincher Family Estates and Tenuta Regaleali complements a growing collection of like-minded family-owned Italian wineries, including **Ceretto, Famiglia Cotarella** and **San Polo**, with whom TFE has .

Ackley Beverage Group Launches Its 1st Premium Brand of Washington State wines

Ackley is launching the new wines under the Cataclysm brand. "We have always had a deep respect for the Washington wine community," said **Brandon Ackley**, president. "This is our home, and we are thrilled to now produce a wine made with grapes from the beautiful Columbia Valley."

Named after the cataclysmic ice age Missoula Floods that shaped much of the grape growing regions of Washington State, Cataclysm pays homage to the forces that gave rise to one of the most exciting wine regions in the world today. The inaugural release will feature three Columbia Valley wines; a Cabernet Sauvignon, Red Blend and Chardonnay.

All three of the Cataclysm wines were produced for national distribution and will be released next month.

Lux Row Distillers Releases 2d Edition of Blood Oath Trilogy

Lux Row Distillers released **Blood Oath Trilogy – Second Edition**, the latest collection of limited-release bourbons, or "Pacts," created by Lux Row Master Distiller **John Rempé**.

Featuring 750 ml bottles of Pacts 4, 5 and 6, this latest Trilogy has a limited supply of 1,400 sets, and its \$799 suggested retail price reflects the quality and scarcity of these bourbons, Lux ow said. The newest Blood Oath Trilogy will be available in late September.

Distillery Owner Pleads Guilty In College Admissions Scandal

Marci Palatella, co-owner of **Preservation Distillery**, Bardstown, Ky., known for its **Very Olde Saint Nick** and **Rare Perfection** bottlings, agreed to plead guilty to paying \$500,000 to bribe her son into the University of Southern California.

Under a plea agreement, she is expected to spend up to six weeks in prison and to pay \$250,000 in fines and serve two years of supervised release and 500 hours of community service.

The wife of former San Francisco 49ers football player Lou Patella she was caught up in the sprawling Operation Varsity Blues is the 46th defendant to plead guilty in the case.

Prosecutors said she conspired with California college counselor William "Rick" Singer and others to pay \$500,000 to secure her son's admission to USC as a football recruit, "even though he was not actually being recruited and would not play on the USC football team."

Coors Light To Offer \$10,000 Grants To Five Latino Nonprofits

For the 15th consecutive year, the Coors Light Líderes program will help five Latino change makers empower their communities by awarding \$10,000 grants for their nonprofit organization. Winners selected as "Líderes" will also receive access to the Change Makers Alumni Network. Nominations and applications are now open through September 21 at CoorsLightLíderes.com.

Harpoon Brewery and Dunkin' Craft Three New Beers for Fall

For the fourth year in a row, **Harpoon Brewery** partnered with Dunkin' to give fans a fresh way to celebrate fall. Joining Harpoon Dunkin' Pumpkin Spiced Latte Ale, three new beers are hitting stores this September all made with coffee, donuts or matcha tea from Dunkin': Harpoon Dunkin' Blueberry Matcha IPA, Harpoon Dunkin' Maple Crème Blonde Ale and Harpoon Dunkin' Midnight American Porter.

To mark the launch, Harpoon and Dunkin' have created the first-ever Dunkin' Walk-Thru at Harpoon Brewery. Open for one day only – Aug. 30, from 10 a.m.-1 p.m. ET – the local pop-up experience will give fans a first taste of the new

beers by ordering a pack to go. Anyone anyone who orders the new beers at the walk-thru will also receive a **free Dunkin' Harpoon IPA Donut** filled with a Harpoon IPA jelly and topped with a candied malt crumble — made just for the occasion and the first Dunkin' donut to be made with beer as an ingredient*.

ReserveBar Welcomes High-Profile Investors To Its Spirited Change Initiative

ReserveBar said it is committing more than \$5 million from now through 2024 to its Spirited Change Initiative (SCI), which provides consumer and trade exposure to minority and women-owned brands and businesses in the beverage alcohol industry.

Mary J. Blige, Sean "Diddy" Combs, Kevin Durant, Rich Kleiman, Emmet Dennis and Jonathan McBride have joined SCI as investors committed to disrupting the industry. Kleiman, Dennis and McBride also make up ReserveBar's Spirited Change advisory board, along with Ashaunna Ayars, CEO of The Ayars Agency; Ingrid Best, EVP of Global Head of Marketing at Combs Enterprises Spirits; Jim Clerkin, Chairman of ReserveBar and CEO & Founder of Demeter Spirits; Dia Simms, CEO of Lobos 1707 Tequila & Mezcal; ReserveBar's CEO and Co-Founder, Lindsay Held; and Spirited Change Executive Director Jameel Spencer, CEO & Founder of Writeful Place.

Teneral Cellars Launches Healthy Women, Healthy World Wine Collection

Teneral Cellars, the only 100% women-owned and -operated brand that sells strictly online and donates 10% of profits to women's causes, launched its **Healthy Women, Healthy World Collection**.

The collection features three wines that bring attention to reproductive, heart and breast health issues that affect millions of women globally. With every three-pack sold, \$10 will be donated to the **Endometriosis Foundation of America** (EndoFound).

One in eight women are diagnosed with breast cancer, and one in three of those will be metastatic. Cardiovascular disease is the No. 1 killer of women, causing one in three deaths of women each year. That's about one death every minute. Furthermore, 1 in 10 women suffers with endometriosis, a disease that occurs when tissue similar to the lining of the uterus, the endometrium, is found outside of the uterus, where the tissue does not belong.

"These numbers are alarming to all of us and we must make our health a top priority," said **Jill Osur**, Founder of Teneral Cellars. "When women are healthy, our communities are healthy. "We are addressing the tough and necessary conversations needed to elevate women and inspire change, and using wine as a conduit for that change," said Osur.

USDA Certifies Domaine Bousquet's White Wine as Organic

Domaine Bousquet, Argentina's largest producer and exporter of organic wines, released its first USDA-certified organic white wine, the no-sulfites-added **Virgen Organic**

Chardonnay 2021, in major markets nationwide. It joins an existing trio of reds: Virgen Red Blend, Virgen Cabernet Sauvignon, and Virgen Malbec. All four wines, line-priced at a budget-friendly \$13 SRP, are imported by Miami-based **Origins Organic Imports**.

"Making USDA-certified organic wines presents its own set of challenges," says Domaine Bousquet co-proprietor **Anne Bousquet**. "Those are amplified when it comes to a USDA-certified white wine able to withstand the rigors of shipping and deliver the quality buyers and consumers have come to expect from Domaine Bousquet. Every aspect of vinification has to be double- and triple-checked."

The Virgin range launched in February 2019, starting with 2,000 cases of 2018 Virgen Red Blend. 2020 U.S. sales for the three Virgen reds combined topped 20,200 cases, with 2021 year-end sales set to hit 50,000 cases, representing an increase of almost 250% over the previous year.

Heitz Cellars Marks 60th Anniversary With New Hospitality Center, Classic Cuvée

Congratulations to Heitz Cellars with is marking its 60th Anniversary, opening a newly renovated, world class hospitality center, designed by renowned architect Peter Fleming; as well as the launch of Lot-C 91, a special cuvée that has not been produced for nearly five decades. It was founded by Joe Heitz in 1961 and was acquired by Gaylon Lawrence Jr.

On May 3, Heitz Cellar released the 2016 vintage of Lot C-91, a one-off cuvée last produced by Joe Heitz in 1969. Envisioned as a greater step up in quality from the acclaimed Napa Valley Cabernet Sauvignon, but without the specificity of character of Heitz' single vineyard wines, Lot C-91 is sourced from prized parcels across the estate's cherished single vineyards. Made with a blend of Rutherford, Oakville, Howell Mountain, and St. Helena fruit, this Cabernet Sauvignon sees less oak aging compared to single vineyard designates, resulting in a remarkably fresh wine.

Dry Creek Vineyard Begins Historic 50th Harvest

Congratulations to **Dry Creek Vineyard** which began its 50th harvest just one day after marking 49 years of family winemaking in Sonoma County, Calif. This historic vintage was marked with the arrival of 10.35 tons of Sauvignon Blanc from one of the family's estate vineyards.

The love of the Loire Valley led Founder **David S. Stare** to produce his inaugural 1972 Fumé Blanc, and the winery has continued to craft the varietal every harvest since. The 81-year-old Stare was in attendance at the crushpad of his family winery to sprinkle the original 1972 Fumé Blanc into the hopper for good luck for the 50th harvest.

Stare's daughter, **Kim Stare Wallace**, is currently the President of Dry Creek Vineyard and continues to lead with a "no compromises" philosophy producing appellation-focused, *terroir*-driven, varietal-defining wines.

Busch Family to Operate Grant's Farm

The Busch family's agreement under which **Anheuser-Busch** had operated Grant's Farm, the family estate that August A. Busch Sr. acquired in 1903 will end Nov. 1.

The result: Five family members who bought the property from other family members in 2018 will now operate it. A-B will be a primary sponsor meaning visitors will still get to admire the Budweiser Clydesdales and enjoy free beer samples at the end of a tour.

The ownership group consists of Andrew Busch, Peter Busch, Robert Hermann Jr., Trudy Busch Valentine and Beatrice Busch von Gontard.

The property was once owned by former President Ulysses S. Grant. "Our unified goal was then and is now threefold. One, to keep this small piece of history intact and sustainable for future generations. Two, to keep it open to the public as a civic duty to our great city of St. Louis. And three, to hopefully not lose too much money doing it," Hermann said.

In addition to Grant's cabin, visitors have been able to tour a wildlife preserve, see some of the Budweiser Clydesdales, and sample some free beer. The exterior of the Busch family mansion became available for rent for parties in the last few years.

Ray Herrmann, Breakthru Beverage Chairman Emeritus, Dies at 100

A century after he was born, and less than a month before he would have turned 101, **Ray Herrmann**, chairman emeritus of **Breakthru Beverage**, has died at home in New York City. His wife, Marianna, was at his side.

He initially worked for two wholesalers in Louisville, Ky., before moving to **National Distillers Products Co.**, where his 18-year career ended as general manager of wine and spirits operations. **SY Schieffelin & Co.**, he served as EVP, general manager and director, overseeing sales and marketing for Hennessy, Moët & Chandon, Ruffino and Teacher's.

Herrmann joined McKesson Corp. to become president of its wine and spirits group. In 1988 he acquired McKesson's wine and spirits business, which he turned into **Sunbelt Beverage Corp.**, which merged with **Charmer Industries** to become Charmer Sunbelt. In 2015, Charmer Sunbelt merged with **Wirtz Beverage** to become **Breakthru Beverage**, the No. 3 wine and spirits wholesaler in the U.S.

Herrmann is survived by his wife, Mariana; his daughter, Laura Nicholson; his grandson, Christian Kai-Nielsen and his dog Pancho II. He was predeceased in death by his sons, Mark and Michael Herrmann.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor