

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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Buffalo Trace Fans Scammed on Social Media

Many fans see ads on social media promising them **Buffalo Trace Distillery** whiskeys at low prices, but are disappointed when nothing arrives, or the bottles are empty and not legitimate. Although various brands from Buffalo Trace's portfolio have been targeted, its **Blanton's** and **Double Eagle Very Rare** Bourbons are being attacked particularly hard by these scam artists.

"We've had fans from across the U.S. contact us to tell us they've been duped. We've taken legal action to have the sites shut down and also sent notices to the social media companies asking them to take action, but unfortunately the situation persists," said **Mary Tortorice**, general counsel, **Sazerac Co.**

"In all but six states plus the District of Columbia, it is illegal to ship alcohol directly to consumers," continued Tortorice. "One of the tip offs is if the website will process your order with shipment to your state, if you are located in one of the 44 states where shipping alcohol directly to your home is illegal.

"Another red flag is if the website is located in another country, as the majority of the scams we have seen have been located overseas." Tortorice also warns of prices that seem too low, the old adage of "if it looks too good to be true, it probably is," applies here. The sale of counterfeit alcohol, which claims the lives of thousands of people a year, has long been a global problem and is now becoming a problem in the United States as the market deregulates the sale of alcoholic beverages.

TTB Accepts \$325,000 Compromise in Trade Practice Case

Alcohol & Tobacco Tax & Trade Bureau accepted \$325,000 from **Iowa Beverage Systems (IBEV)**, a wholesaler, to settle charges related to a sponsorship agreement at the 2019 Iowa State Fair.

One feature of the sponsorship agreement was that in exchange for \$100,000, IBEV was guaranteed a certain number of malt beverage "tap handles" at the Iowa State Fair Grandstand. TTB said this violated the Federal Alcohol Administration Act's tied house and exclusive outlet prohibitions.

IBEV also made payments to another retailer who operated bev/al retail locations on the Iowa State Fairgrounds in 2017, 2018 and 2019. "The payments were made, in part, to guarantee the retailer only purchased IBEV malt beverage products," TTB said, adding that's a violation of the FAA Act's tied-house provisions.

Merryvale Acquires Mt. Veeder Vineyards

Merryvale Vineyards said it acquired **Lampyridae Vineyards** on Mt. Veeder, a high elevation site featuring Cabernet Sauvignon, Cabernet Franc, Zinfandel, Syrah and Grenache on 13 planted acres. With this purchase, Merryvale increases its total estate vineyard holdings to 76 planted acres across three properties and three unique Napa Valley American Viticultural Areas (AVAs). Terms weren't disclosed.

The Lampyridae Vineyard sits just below the peak of Mt Veeder, at 2,550 ft. elevation, the highest vineyard site on Mt. Veeder, and one of the highest in all of Napa Valley. With cooler days and warmer nights than the valley floor, the growing season is extended and the grapes ripen without sugar accumulation, which makes for wines that are very balanced. Lampyridae Vineyard has produced fruit

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for clients including **Beringer Vineyards, Fontanella Family Winery, Handwritten and Kind Cellars.**

As an added benefit, Merryvale will receive fruit from this vineyard from the 2021 harvest. According to Winemaker Andrew Wright, "The grapes are tasting great, with intense, dark red fruit characteristics which will be the perfect complement to the savory, blue fruit notes we historically get from the Profile Estate Vineyard. It's an extreme mountain site with incredible potential and I'm very excited for the wines we will make from this vineyard."

2021 Close to Reaching 2019's On-Premise Sales Performance: CGA

As 2020 got underway, it seemed 2020 was going to be a higher performing year for the On Premise versus the previous year, with beer up 1% vs January 2019, wine flat and spirits up 2%.

By April of 2020, at the height of restrictions and lockdown, the On Premise was at its lowest point. Sales in the On Premise were almost non-existent in April; beer sales were just 6% of those in 2019, Wine sales were 12% and Spirits were 2% of that of the previous year. This was a month like never before in the On Premise.

A year on tells a completely different story. Comparing April 2021 vs 2019 it is clear that recovery had returned to the On Premise. This is evident through the proportion of sales; beer sales were 84% of 2019, wine sales were 84% of 2019 and spirits sales were 82% of 2019. This is in line with the level of closures in the market, as a number of outlets unfortunately had shut, so the universe for potential sales had decreased.

Looking forward to July 2021 stability was very much present compared to July 2019; beer sales were equivalent to 91% of July 2019 sales, wine was 88% and spirits 91%. This paints a positive picture for the future of the On Premise as consumers have returned and an increase in a higher percentage of sales of 2019 vs previous months would indicate they will continue to do so.

While the rise in the Delta variant has raised concern for the next few months, the data indicates that the On Premise has evolved in comparison to last year. As tracked in our consumer Impact Study every four weeks, most consumers feel comfortable in the measures bars and restaurants are taking to ensure a safe experience. Operators are also more experienced and prepared in comparison to last year when the channel was turned upside down. The focus is on leaning in and understanding on a state by state level, who's visiting where and drinking what, to ensure that your strategy is local enough to focus on the future while adapting to changing conditions.

Patrick Bannon, CGA Client Director, Americas, said: "Across all three categories it is apparent that the market is getting back to what it was. While there have been some fluctuations it appears that consumers have returned to the On Premise, which is consistent with our research.

"The next couple of months will be hugely important in understanding what is happening at a state level, particularly with some states implementing changes," he added.

Winery, Water District Sued After 10-Year-Old Drowns in Lake

Cave B Estate Winery and the **Famiglia Water District** were sued over the death of 10-year-old Danika Ross, who died after being sucked into a pipe on the winery property. The lake is used for both recreation and irrigation.

While swimming, Danika drowned after being sucked into an ungrated pipe inside the lake. There weren't any signs warning that an ungrated pipe was within the lake. The lawsuit says that after she was sucked into the tub, she was "thrust down into a 90-degree bend in the pipe," and then "her body was transported nearly 70 feet up the hill via the mechanical pump mechanism."

The attorney for Ross's family said, "This was an easily preventable death if the company followed the law and installed required grating or sensors to shut down the system in the event of a blockage like this."

The winery didn't immediately respond to our request for comment. If it does, we'll share that with you.

Castle Brands Assumes Responsibility for Irish Distillers' Method and Madness in U.S.

That's effective Oct. 1. **Method & Madness** will nicely complement **Castle Brands'** existing portfolio, which includes Goslings Rum, Ginger Beer and RTD products, as well as Ramazzotti, Our/New York Vodka and Our/Los Angeles Vodka, said **Nick Papanicolaou**, CEO of **Castle Brands**, a **Pernod Ricard** company.

Adding CBD to Hard Seltzer Boosts Sales 18%, Adding Kombucha Lowered It 6%

That's according to a study by **Veylinx**, a consumer insights platform that uses behavioral research to predict purchasing habits.

According to findings, nearly all added benefits tested (high alcohol, low alcohol, vitamins, kombucha, immunity, energy, sustainable packaging and CBD) drove greater purchase interest from consumers. The study found that adding CBD boosted demand by 12% on average, while enhancing the drinks with kombucha lowered demand by an average of 6%.

Other variations, such as sustainable packaging, showed potential for some brands, but not others. Sustainable packaging for Corona boosted its demand 29%, but shrunk demand for Truly by 23%.

The study also confirmed that White Claw leads the crowded category in overall willingness to pay, with 35% higher average demand than its competitors. Corona and Truly scored second and third, respectively—but trailed the market leader by a wide margin.

"We wanted to study the hard seltzer category because it has disrupted the alcoholic beverage space so profoundly in such a short time," said **Anouar El Haji**, CEO of **Veylinx**. "There are widely divergent predictions about if and how it will sustain its tremendous growth, so we wanted to shed light on which brands and innovations are best positioned for the future."

The findings showed that all eight brands enjoy a positive product perception across multiple dimensions, includ-

ing credibility, premiumness, and uniqueness, signaling strong potential for additional growth. Among the conclusions:

White Claw drives the greatest demand, but benefits the least from adding product extensions. CBD-infused, energy-boosting, and high-alcohol versions performed well across most brands, and while market leader White Claw commanded the highest demand score, potential product line extensions actually drove less demand for the brand. Every other brand tested had at least one added benefit that lifted demand. For Topo Chico, five of the eight added benefits drove higher demand—including CBD, which provided an 18% lift.

Consumers drink hard seltzer for its refreshing taste, not because it's healthier. "Refreshing taste" was listed by a majority of respondents (54%) as a primary purchase driver, with Truly, White Claw and Bud Light scoring highest in this category. Somewhat surprisingly, the perceived healthfulness of seltzers compared to other alcoholic beverages was not an important demand driver (only selected by 22% of participants).

Nearly 75% of respondents indicated that they consume hard seltzer at home.

Regional preferences vary

Consumer demand for individual brands differed across regions, with White Claw dominating the Northeast and Midwest. In the South, Smirnoff elicited the highest demand, while Corona took the crown in the West.

The CBD-infused product variation drove the greatest purchase interest in the Northeast, South, and Midwest. The most popular product variation in the West proved to be sustainable packaging.

**How Important is Football to Beer Sales?
18.5% Bump in Consumption**

That's right, beer sales jumped 18.5% this past weekend from the 2020 NFL Opening weekend, BeerBoard says. NFL football isn't important just to beer overall, but especially to Bud Light, the top brand poured, which achieved a leading 13.5% share. Light Lager was the top style.

The top three states hitting the highest overall pour volumes for the weekend were Texas, California and Florida.

Other key data findings of the report include pour volume for the highly anticipated match-up between the reigning champs and the Texas Cowboys. Beer volume in Tampa Bay on Thursday was up 7.5% when compared to its previous season opener on Sept. 13, 2020, which marked Tom Brady's first appearance as a Buccaneer. As Dak Prescott returned to the field after his season-ending ankle injury, pour volume in Dallas on Thursday, Sept. 9, grew a dramatic 39.7% compared to the team's season opener last year. During the first game, Dallas' most popular beer was Michelob Ultra (15.5% share) and Bud Light (22.6% share) was the most poured beer in Tampa Bay.

"Everyone knows football and beer go hand-in-hand," said BeerBoard Founder and CEO **Mark Young**. "So, as a technology and insights leader for the liquor, beer and wine sectors, we leverage our cutting-edge technology to better

equip the industry. By creating reports on beer consumption across major sporting and pop-culture events in America, we ensure retailers, brewers and distributors are aware of significant market trends so they can make informed, data-based decisions."

Blackland Distillery Expands Plant, To Enter Oklahoma

Blackland Distillery, Fort Worth, Tex., is adding 4,500-square-feet to its current plant and plans to enter Oklahoma in October. The expansion will provide a second rick house and a VIP space as well as expand the bottling line and renovate the corporate offices.

Six months ago, Blackland signed **Southern Glazer's Wine & Spirits** as its distributor and expects to expand beyond Texas and Oklahoma next year.

Behind the Heaven Hill Strike: Healthcare, Overtime Pay

The central issues in the **United Food & Commercial Workers** union strike against **Heaven Hill Distillery** are a cap on health insurance premium increases, reduced overtimes, and, as previously reported, weekend shifts.

Some 420 workers struck the distillery over the weekend. UFCW Local 23D, which represents the workers, said it has been negotiating with the company for six months. Ninety-six percent of the workers rejected a proposed contract on Sept. 9 and the strike began Sept. 11, the union said.

"Healthcare price hikes that reduce take-home pay, cuts to overtime, and drastic scheduling changes are no way to recognize the incredible service of these Kentucky essential workers," said **Matt Aubrey**, UFCW Local 23D presi-

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dent, "but that is exactly what Heaven Hill is trying to do with this contract."

Noting that during the early part of the Covid pandemic, when "so many businesses shut down, Heaven Hill essential workers stepped up, helping to support our families and keep the company and our local economy strong throughout this crisis" Aubrey asked, "How can a company making \$500 million a year justify making healthcare more expensive for essential workers in the middle of a pandemic? What kind of message does it send when a family-owned company is pushing scheduling changes that make it harder for workers to support and care for their own families?"

"Kentucky families have been working at Heaven Hill and proudly serving our communities for generations. They want to ensure that these continue to be good jobs that their kids and grandkids can count on so their families can continue this proud tradition of making the high-quality Kentucky bourbon that has powered our economy for decades. Heaven Hill has a responsibility to do right by these Kentucky essential workers and we are urging the company to step up and provide the strong contract that they have earned and deserve."

Heaven Hill hasn't responded to our request for comment.

RNDC Unites Fine Wine Units Under 'Estates Group'

Republic National Distributing Co. (RNDC) combined the **Platinum, Luxury, Estates Group,** and **Atlanta Wholesale Wine** under one name: **The Estates Group,** A Division of Republic National Distributing Co.

Bob Hendrickson, chief operating officer, said, "RNDC has a long history of building fine wine brands. We invested early in the premium wine business and are proud of the suppliers, brands and customers that have supported us to become who we are today. We currently have the Estates Group name established across 10 markets with a great history of building brands. We will now expand that name across all markets aligning our fine wine team."

As part of the alignment, RNDC named three new Senior Vice Presidents to lead the business:

- **Gable Abdo**, Senior Vice President, The Estates Group for the Central Region. Most recently, he served as the Senior Vice President of Fine Wine for RNDC Texas where he played an instrumental role in leading the Texas wine team through several years of sales growth, launching multiple new suppliers and brands.
- **Marin Blomquist**, Senior Vice President, The Estates Group for the RNDC West Region. Blomquist started with The Estates Group at the former Young's Market Company as an Account Manager in 2002. His most recent role at RNDC was SVP of The Estates Group in California, a position he held for nine years.
- A third SVP to lead the East region will be named at a later date.

By aligning the fine wine business under one name, RNDC is enhancing support with a strong route to market linking states together for superior execution, the company said.

Chrissy Metz Launches Joyful Heart Wine Co.

American actress and singer Chrissy Metz launched **Joyful Heart Wine Co.** In collaboration with award-winning winemaker **Nicole Walsh** the collection proudly presents Joyful Heart Red Blend (\$16), White Blend (\$16) and Limited Reserve Red Blend (\$40).

A portion of every bottle sold is donated to World Central Kitchen, a nonprofit organization that uses the power of food to nourish communities and strengthen economies in times of crisis and beyond.

As part of the launch, Joyful Heart invites consumers to a special livestream event hosted by Chrissy Metz in mid-November 2021. The virtual event includes a performance of several songs from Metz, a Q&A and discussion of this new project in partnership with the winemakers and the team at World Central Kitchen. Special pre-event access is included with purchase of the Joyful Heart Wines. No purchase is needed to join the event, which can be accessed at JoyfulHeartWine.com.

Tequila Don Julio Marks 80th Anniversary With Launch of Ultima Reserva

The latest addition to the brand's portfolio preserves history with founder Don Julio González's ultimate legacy - the final agave harvest planted by González and his family in 2006.

Only 4,000 cases of Tequila Don Julio Ultima Reserva will be released this year, and highly limited quantities of this luxuriously rare liquid will continue to be released each year until it reaches the end of this final agave harvest. The bottle is meticulously adorned with piña-inspired designs – from the etched cap to the faceted base – that will draw admiration from all lucky enough to purchase this exclusive bottle.

Available in extremely limited quantities, the first batch of Tequila Don Julio Ultima Reserva will be available in select markets while supplies last, with a suggested retail price of \$399 and each year's released batch specially labeled.

Xavier Flouret Launches National Wine Club

Xavier Flouret Wines is a curated selection of expertly crafted bottles from 11 wineries in six countries across the globe.

Xavier Flouret has been supplying top establishments in New York such as The Carlyle, Le Bilboquet, and Duryea's for over a decade. Now, all eleven wines are available nationwide.

The collection currently includes estate-bottled wines from top sites in France, Germany, Spain, South Africa, Chile and Argentina. Each bottle celebrates the unique story of its maker, with a photo and biography of each vintner featured on the back label.

"In collaboration with talented international winemakers, this unique and contemporary collection is an opportunity to travel, discover and enjoy truly expressive wines with ease," says Xavier Flouret. "It's about the democratization of wine and sharing bottles that make us connect more closely with other cultures, ideas, places - and ultimately, each other."

Xavier Flouret Wine Club members enjoy a 10% discount on every bottle purchased and free ground shipping on full case purchases. Beyond the perks, it's a community. From invitations to members-only events to recipes and pairing recommendations from other X wine lovers, there are ongoing ways to connect with a likeminded group of vintners, oenophiles, and foodies.

Sugarlands Introduces One-Two Punch RTD, Aids Folds of Honor

Sugarlands Distilling Co. said it will launch **One-Two Punch**, a new, limited-edition ready-to-drink (RTD) canned moonshine cocktail this weekend at Bristol Motor Speedway during the NASCAR Playoff tripleheader weekend.

Proceeds from the sales of One-Two Punch will benefit Folds of Honor, with 5% of each purchase going to the organization. Folds of Honor is a 501(c) (3) nonprofit organization that provides educational scholarships to the spouses and children of military members who have fallen or been disabled while serving in the United States Armed Forces. Founded by Lt. Col. Dan Rooney in 2007, Folds of Honor has awarded more than 35,000 scholarships totaling over \$165 million in educational impact.

"We proudly support our military and giving back is one of our core values as a company," said **Ned Vickers**, Sugarlands president and founder. "We're grateful for the work Folds of Honor does for the brave men and women who serve our country and we consider it a privilege to support their mission of helping military families."

One-Two Punch--described as a refreshing, lightly carbonated blend of tropical fruit, including pineapple, coconut, citrus and a hint of cherry-- will be available in four-packs of 12-ounce cans at retailers nationwide beginning this fall. One-Two Punch represents Sugarland's entry into the ready-to-drink canned cocktail marketplace.

"The RTD canned cocktail category has experienced explosive growth over the past few years and we're excited for our One-Two Punch to become a category leader just like our award-winning moonshine," said **Patrick Sullivan**, Sugarlands chief revenue officer. "Adding an RTD offering further diversifies our product portfolio and furthers our commitment to deliver unique craft cocktail experiences for our customers and partners."

Since launching in 2014, Sugarlands Distilling Co. has rapidly expanded both its offerings and availability across the country and is now available in 40 states.

This is a Lousy Way to Treat Someone Who Gave \$10 Million

Marvin Shanken's *Wine Spectator* Scholarship Foundation donated \$10 million to Napa Valley College to expand and update the teaching facilities of Napa Valley College (NVC) and its Viticulture, Wine and Technology (VWT) program.

The donation was announced on *Wine Spectator's* website. So what did Napa Valley College do? Nothing, as far as we can tell. No mention on the college's website, a search of Google News turned up nothing about the donation aside

from a link to the *Wine Spectator* story. Not a word in either the *Napa Valley Register* or *Patch.com*.

It's not that the college was caught by surprise. The *Wine Spectator* story quotes Ron Kraft, president of NVC, as calling it "a big, wonderful gift" that will enable the school to "move forward" on updating its facilities all at once, not in three phases as originally planned.

The *Wine Spectator* story says that "among wine education programs in California, NVC is well-known but perhaps unsung. As a community college program, the focus is on job placement and a practical, boots-on-the-ground approach. It also serves a diverse group of students—from those fresh out of high school to people in the wine industry who want a refresh on their education, as well as retirees and hobby winemakers."

NVCC's wine program will remain if it's public relations team continues to ignore major donations. Shanken and the *Wine Spectator* deserved better.

Kentucky Owl Intros The Wiseman Bourbon

Stoli Group Kentucky Owl releases **The Wiseman Bourbon**, its first Kentucky straight bourbon whiskey produced and distilled by Kentucky Owl in collaboration with the **Bardstown Bourbon Co.** The product is a blend of Kentucky Owl 4-year-old wheat and high-rye bourbons, along with 5 ½-year and 8 ½-year-old Kentucky-sourced bourbons.

This is the first Kentucky Owl release under **John Rhea**, who began in June. Rhea previously served as **Four Roses Distillery's** chief operating officer, where his responsibilities included quality control, maturation, evaluation and product blending. He was inducted into the Kentucky Bourbon Hall of Fame in 2016 and served as chair of the Kentucky Distillers' Association board of directors.

Stoli Group purchased Kentucky Owl in 2017. Founded by C.M. Dedman in 1879, the Kentucky Owl Bardstown distillery went dark during the Prohibition era and remained dormant until a descendent revived the brand in 2014. Since then, the company's small batch releases have sold out quickly and received rave reviews.

Código 1530 Offers a Special Edition Double Barrel Rosa-Reposado with George Strait

Código 1530, the first brand to produce Tequila Rosa-Blanco, a naturally pink hued tequila derived from resting their pure Blanco expression in the finest French white oak Napa Valley Cabernet wine barrels for one month, released a Special Edition Double Barrel: Rosa-Reposado Tequila with country music legend George Strait. Strait is an active partner in Código 1530.

"I was curious to further age our popular Tequila Rosa-Blanco until it graduated into the Reposado category, *without* charring the barrels first as we normally would for our Reposado," Strait says. The lack of charred barrel influence allows the agave to shine through. To complete this expression, it is finished in Spanish Sherry casks to add an unmatched sweetness. The flavor was too unique to not bottle it. The Double Barrel Rosa-Reposado retails between \$74 - \$79. Previous special editions such as the prestigious

George Strait Añejo and George Strait Extra Añejo, retail for \$120 and \$350 respectively.

Ciroc Launches a Pomegranate Flavor

Ciroc Pomegranate (\$29.99) is a full-bodied spirit made with vodka distilled from fine French grapes and infused with pomegranate and other natural flavors. Featuring notes of juicy red berries with hints of strawberry, melding with bursts of sweet and fruity pomegranate flavors, that culminates in a silky-smooth finish. As a finishing touch, the liquid is encased in a deep burgundy bottle resembling the jewel tones of the season with sleek gold lettering that's sure to impress at any holiday festivities.

"Ciroc is an industry innovator. From our flavors to design, we always deliver something special, this season there is no exception," said **Sean "Diddy" Combs**, chairman, **Combs Enterprises**. "We are introducing CÍROC Pomegranate to the family. The latest flavor is love in a bottle which I guarantee will have everybody celebrating." Comb Enterprises and **Diageo** are partners in **Ciroc**.

Hudson Whiskey Debuts Four Part Harmony

The 92-proof, four-grain bourbon (\$69.99) is the first from **Tuthilltown Distillery** that started New York whiskey revival. It's aged a minimum of seven years.

"Hudson Whiskey has been looking forward to this moment ever since our humble beginnings upstate, so we're thrilled to unveil our oldest release to date," says **Paul Coffey**, senior brand manager of **Hudson Whiskey**. "Four Part Harmony is ready to 'wow!' dedicated Hudson fans and turn other whiskey drinkers' heads with its bold, yet refined taste. This release shows Hudson Whiskey's intent to continue pushing boundaries and paving the way within this pivotal time in the American craft whiskey movement."

As the first legal distillery in New York State following Prohibition, the brand has firm ties to the region and continues to source 100% of its grains proudly from neighboring farms. The Kosher Certified whiskey is pot-distilled from a mash of 60% corn, 15% rye, 15% wheat, and 10% malted barley. "I am so proud of this liquid," says **Brendan O'Rourke**, Hudson Whiskey's Chief Distiller. "The locally-grown mash bill produces a deep amber color and nose of sweet corn, rye bread, rich vanilla and dark cherries. Drinkers will find that every grain plays its part to create a complex whiskey with a lasting finish."

The Producer Mezcal to Debut in 4 States

The Producer Mezcal will launch this month in California, New York, Nevada, and Texas with two expressions, **Ensamble** (\$46.99 SRP) and **Tepeztate** (\$97.99 SRP). Both are 40.2% ABV.

Athletic Brewing Taps Fleet Feet To Expand Retail Footprint

Athletic Brewing Co., a non-alcoholic brewer said it partnered with run specialty retailer **Fleet Feet** to bring flagship brews **Run Wild** and **Upside Dawn** to running communities in Austin, Tex.; Delray Beach, Fla., and Sacramento, Calif.

Athletic Brewing holds a nearly 50% share of the non-alcoholic craft beer category—the industry's fastest-growing segment. In 2020, Athletic grew almost 500 percent year-over-year for the second year in a row. Much of Athletic Brewing's success stems from targeting healthy, active, mindful adults—**Fleet Feet's** core customer.

The partnership will come to life through a variety of local activations at the three **Fleet Feet** stores, including fun runs and happy hour events all of which will feature samples of Athletic Brewing's IPA and golden ale. **Fleet Feet** will then have cold single cans and six-packs available to purchase from custom in-store refrigerators.

UV Vodka Has a Sunlight-Activated Bottle

Phillips Distilling Co., a pioneer in breakthrough flavors and spirits innovation for more than 100 years, announced that **UV Vodka** will get a rebranded, modern look with the launch of a photochromic bottle design that activates a spectrum of bright colors when exposed to UV sunlight.

A new tagline "Bring the Light™," is the brand's first campaign focusing on building a deeper relationship between the UV name and its connection with ultraviolet rays. Sunlight is the key to activate the colorful photochromic wave design that appears on the neck of the bottle and the primary label.

When the bottle is removed from sunlight, the new bold black UV logo remains while the colorful waves disappear. According to CTI research, sunlight-activated ink drives purchase intent for 64% of consumers. Each of the brand's unique bottles are American-made, naturally flavored, distilled four times and filtered with active carbon for a perfectly smooth taste.

"We wanted to come up with a fun, energetic way to express the UV brand and strengthen the connection with ultraviolet light," said **Jeff Twomey**, Senior Brand Manager at **Phillips Distilling Company**. "Besides wanting a quality vodka, more than half of UV Vodka drinkers say they look for 'cool' packaging at shelf and want a fun, engaging experience that stands out from our competitors."

Korbel Dresses Up Sweet Rose

If you think your bottle of **Korbel Sweet Rose** needs dressing up, **Fernanda Flores** has just the deal for you: a capsule collection of cotton tunics, ponchos and dresses made from hand-dyed fabrics that blend blend traditions, cultures and styles to reflect the immigrant experience of Mexican-American television personality and model **Fernanda Flores**.

Not sold in stores, the capsule collection is only available through an exclusive social media giveaway. For more information, visit Flores' Instagram account (@ferfloresoficial).

The collection is part of **Korbel's** celebration of Hispanic Heritage Month.

Bulleit Launches "Local Bar Sundays" To Support Local Bars

Since the best way to support local bars is to order from one's favorite spot, **Bulleit Frontier Whiskey** will reimburse the cost of consumers' first drink with the "First Drink's on Us" rebate fund through the end of 2021.

Adult consumers (+21) who enjoy Bulleit Frontier Whiskey (costing at least \$10.01, pre-tax) from their favorite local bar or restaurant in qualifying states will be reimbursed online for any Bulleit drink they order, from a Bulleit Rye Manhattan, to a Bulleit Bourbon Old Fashioned, or even Bulleit on the rocks. Consumers will be reimbursed via Venmo by simply purchasing a qualifying Bulleit drink by Dec. 15 and uploading their drink receipt to LocalBarSundays.com by Dec. 31. Participating consumers are also encouraged to remember to tip their favorite bartenders as a thanks for their great service.

The Local Bar Sundays mission will be brought to life across the nation with a variety of additional activations and touchpoints:

New National Creative Campaign: will appear across TV, digital and social, starring real bartenders.

Interactive Media and Bar Finder: interactive digital and local media will help consumers visit their local bars by directing consumers to the Bulleit website where they can find local bars in their neighborhood.

Experience Bulleit back at the bar: consumers will have the opportunity to enjoy Bulleit through an estimated 1,300 on-premise sampling events across the country (where legal; restrictions apply).

Touring the Country: Bulleit Ambassadors and the Bulleit Woody will bring immersive experiences to bar communities across the country (where legal; restrictions apply).

Equipping the Trade Community: Bulleit will bring back Frontier Bar Labs – the brand's educational platform – to arm the trade community with the support and tools they need.

The Sunday Special: in partnership with the **United States Bartenders' Guild** (USBG), Bulleit will launch a social content series with bartenders sharing a cocktail inspired by the cocktail culture and flavors from their respective cities, to highlight new ways to enjoy Bulleit at the Bar.

The Local Bar Sundays mission was first introduced at this year's Tribeca Festival and comes on the heels of the brand's initial commitment of \$250,000 to support the North American Hospitality Industry as part of the Bulleit Frontier Fund.

Campari America Joins Responsibility.org

The sixth largest spirits supplier globally, **Campari Group** will support Responsibility.org's vital mission to end impaired driving, eliminate underage drinking, and promote responsible consumption.

"The Campari team is a global leader not only in the spirits industry but for their community leadership and commitment to alcohol responsibility," said **Chris Swonger**, president/ceo, **Distilled Spirits Council of the U.S. (DISCUS)** and **Responsibility.org**. "Our members provide our organization with the resources we need to continue creating best-in-class, effective programs and initiatives. As Americans contin-

ue to adjust to and cope with tumultuous times, Campari's support couldn't have come at a more meaningful moment."

Samuel Adams Official Beer of Inspiration4, the 1st All-Civilian Spaceflight Mission to Orbit

Samuel Adams is the official beer of Inspiration4, the first all-civilian spaceflight mission to orbit. In celebration of the Inspiration4 mission, Sam Adams will donate a maximum \$100,000 to support Jared Isaacman's challenge to raise \$200 million for St. Jude. To extend support of the cause, Samuel Adams brewer Jim Koch is offering his personal bottle No. 1 of 2021 **Utopias**, signed by himself and the Inspiration4 crew, and a trip to the Samuel Adams Boston Brewery for the St. Jude Charitybuzz auction. To learn more and bid, visit stjude.org/launchparty. *All proceeds raised will go to support *St. Jude Children's Research Hospital*.

"Utopias is a high gravity beer and I'm honored to take it to new heights with our friends on the Inspiration4 mission," said Koch. "A beer at its most spirited, it's always great to see Utopias support the community and that includes donating my number one bottle to a noble cause like St. Jude."

Sam Adams Utopias is a spirited blend of multiple batches of our extreme beers, some held in reserve for just this coveted biennial release. In fact, some of the beer dates back nearly three decades, aging in wooden bourbon casks. Brewers then finish the blend in a combination of Carcavelos, Madeira, Ruby Port, and Sherry Oloroso barrels. This year, for the first time, brewers also aged a portion of the blend in Sauternes French oak wine casks which brings subtle notes of honeyed apricot and caramel to the rich layers of flavor.

Courvoisier Cognac Seeks To Empower Entrepreneurship

Courvoisier Cognac launched its global philanthropic platform Foundation 1828, committing \$1 million to aid Black and minority small business owners and entrepreneurs in the U.S. facing hardships because of the pandemic.

Additionally, Courvoisier will sponsor a virtual session as part of the Small Business Matters Entrepreneurship Day during the upcoming National Urban League Conference taking place Thursday, Sept. 30, allowing the brand to interact directly with entrepreneurs in underserved communities. As part of this year's programming and the brand's overall financial pledge, Courvoisier will award \$200,000 in monetary grants and provide critical educational support to Black entrepreneurs and small business owners.

This year's virtual session entitled "Marketing Your Business in the New Normal with Courvoisier Cognac" includes:

Virtual Pitch Competition: Three pre-selected Black small business finalists from National Urban League's membership will have the opportunity to receive grants of \$75,000, \$50,000, and \$25,000 by pitching their business plan to a panel of judges.

Educational Marketing Panel Discussion: As many small businesses are still struggling to successfully rebuild because of vid Covid-19, Maison Courvoisier will host an intimate, educational conversation on this topic. Panelists will provide marketing strategies and social media guidance to

help minority small business owners and entrepreneurs re-engage with their audiences as they navigate an ever-changing landscape.

Courvoisier's session will take place virtually during the Small Business Matters Networking Reception from **4:30 p.m. to 6 p.m. EST**. Entrepreneurs, small business owners and interested participants over the age of 21 who want to attend must register in advance to receive a Drizly discount code for Courvoisier product delivery (where legal) and customized cocktail recipes.

Louis XIII Cognac Offers 'Groundbreaking New Gaming Concept'

Louis XIII Cognac breaks new grounds and enters the world of gaming with The Louis XIII Mysteries, an online game launching on the US website this September. The Louis XIII Mysteries is a modern concept in which players are challenged to find hidden codes to answer the game's 13 puzzles. Players who successfully complete all 13 puzzles will be entered into a prize draw.

The game focuses on themes related to the history of Louis XIII, alongside its tasting ritual and the brand in general. Each code entered correctly will unlock a fascinating piece of information about the brand and will take players one step closer to entering the draw and winning an exclusive Louis XIII experience.

Accessible on the homepage of the Louis XIII website, players will have six weeks to try their luck and apply their cognac knowledge to solve the series of conundrums. During this period, players will be able to dip in and out of the game, with play resuming from where they stopped.

Every player who correctly solves all 13 puzzles will be entered into a prize draw for a chance to win an exclusive curated Louis XIII experience.

The winners will be awarded an exclusive culinary and Louis XIII experience for two.

Following a US launch in September, The Louis XIII Mysteries game will roll out worldwide, and at the end of the year, Louis XIII will unveil a second edition with a brand-new set of 13 puzzles and prizes.

Who & What -

Coppersea Distilling, the Heritage-Methods farm distillery in New Paltz, New York, hires **Dan Denisoff** as President and Chief Operations Officer. He joins Coppersea after a career in the beverage and CPG sector, including nearly 20 years in executive operational leadership roles at Pernod Ricard USA.

Willamette Valley Vineyards hires **Greg Urmini** as Director of Winemaking & Vineyards to lead its winery, estate vineyards and the development of a new winery in the Dundee Hills. He previously was with Paul Hobbs Winery in Sonoma for 14 years.

Mount Gay Rum names **Maggie Campbell**, former Privateer Rum Master Distiller, as Estate Rum Manager.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor