

KANE'S BEVERAGE WEEK

The marketing, regulatory and financial news that matters . . . when it matters
for bev/al executives and their advisers

Volume 82, No. 38

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November 11 2021

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The Weekend Interview

Uruguay's Great Wines Looking for U.S. Distributors

Uruguay's wine producers produce exceptional wines, wine writer **Amanda Barnes** says. And Bennett says they are looking for U.S. distributors. Listen to my interview on www.bevnewsonline.com.

Uruguay is a nation of small family vineyards, more than 600 in all that produces some exceptional wines, **Amanda Barnes**, author of *South American Wine Guide*, told me. It's also a nation that values democracy in a way that is unique in South America and deserves the support of Americans. And its small producers are looking for distributors in the U.S.

She's in Washington, New York and Dallas the week of Nov 8 to speak at tastings of wines from Uruguay.

The nation has two principal wine regions. Tannat, one of the most tannic of wines, is the champion wine grape of Uruguay. Because Uruguayan producers have been producing wine for so long, they've learned how to "tame it." The cool thing about Tannats is that some wine produced from the grape really should be aged. But there's also some that can be enjoyed by consumers within a year.

There are also many other varietals, including some familiar to fans of California wines.

Amanda Barnes is originally from the United Kingdom but now lives in Buenos Aires. The book, which is an in-depth guide to not only wines from Argentina and Chile, which get written about all the time, but also lesser-known regions in other countries, is the result of 10 years of living in South America plus two years of actually writing the book. She says she's seen enormous changes in South American wines in the last 10 years.

Barnes's wine education started at the family dinner table. Her interest in travel was also nurtured at home in the UK. With an American mother, they traveled to the U.S. each year to visit their American family and vacationed all over Europe.

In 2009, she made three crucial decisions. First, after working for newspapers from age 15, she decided she wanted to focus on food and travel writing. Second, she said, she didn't think one could seriously write about food without understanding wine. Third, she decided to take a one-year sabbatical, go to South America to freelance and learn about wine. "Wine has everything," she says. "Culture, gastronomy, geography. I've never had to go beyond it."

MGP Profit Explodes 129% as Sales Surges 71.5%

MGP Ingredients reports third quarter sales surged 71.% to \$176.6 million and its net profit more than doubled, soaring 129% to \$23.7 million, or \$1.08 a share.

"The record consolidated quarterly results reflect the progress our team has made toward executing our long-term strategic plan," said **David Colo**, president and CEO of MGP Ingredients. "Sales of premium beverage alcohol increased 32.5%, primarily driven by brown goods sales growth of 33.4% from last year, which was due to both higher aged whiskey and new distillate sales. Our Ingredient Solutions business also maintained its positive trajectory, growing sales by 12.5% from the prior year period, as it continues to align with favorable consumer trends.

"Integration of our recently completed acquisition of **Luxco** remains on track, including achievement of the synergy expectations we shared earlier in the year," continued Colo. "As evidenced in our recent results, this additional platform is improving our gross profit and cash flow generation profile, and provides long

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Subscriptions: \$799, 47 issues a year

ISSN: 0882-2573

term growth opportunities for the company.”

In the third quarter of 2021, sales for the Distillery Products segment increased 15.0% to \$91.0 million. Gross profit increased to \$27.0 million or 29.6% of segment sales, compared to \$15.9 million, or 20.1% of segment sales in the third quarter 2020.

“We posted another solid quarter in the Distillery Products segment, primarily driven by strong aged whiskey sales, as a result of the continued robust consumer demand for our premium beverage alcohol offerings,” said Colo. “The macro consumer trend supporting the ongoing growth of the American Whiskey category remains robust, which is confirmed by the demand we’re experiencing from new and existing brown goods customers. White goods sales also experienced significant growth of 30.7% from the prior year period, primarily due to improved prices and volume.”

In the third quarter of 2021, sales for the Branded Spirits segment totaled \$61.6 million, primarily due to the Luxco acquisition. Gross profit increased to \$23.2 million or 37.7% of segment sales.

“Our Branded Spirits segment results continued to exceed expectations this quarter,” commented Colo. “Ongoing consumer demand for our brands has been a major catalyst for growth, which was reflected in the strong performance by our American Whiskey and Tequila brands, as well as the continued return of on-premise demand. We remain focused on improving our portfolio profitability by optimizing gross profits and margins, as well as the marketing mix across all of our brands.”

Concha y Toro Profit Jumped 15% in Quarter

Viña Concha y Toro managed to close the third quarter with a year-on-year increase in profit of 15.4% to \$30,316 million, supported by a better product mix, increases in the domestic market and income from the real estate area. In this way, it accumulated a profit of \$68,062 million in the first nine months of the year, showing a year-on-year increase of 23%.

This scenario was observed despite the 2.9% drop in revenues between July and September, which were the result of lower sales in export markets and the US, in the context of the previously mentioned global logistics scenario that impacted volumes shipped.

On the contrary, the domestic market showed sales increases in value of 25.1%, reflecting a higher average price of wine and strong sales in the Beer and Spirits category, while Argentina registered an increase of 36.8%.

The higher average price in all markets reflects the continued focus on premiumization of the mix, which was driven this quarter by the Invest brands. Among these, the growth in value of Diablo (+100%), Marques de Casa Concha (+30.7%), Trivento Golden (+126%) and Don Melchor (+55.9%) stand out.

The sales mix improved with the Principal and Invest categories, together representing 48% of sales in value, compared to 45% in 3Q20.

Beer Imports Fall 1.4% in September

Beer imports fell 1.4% in September compared to September 2020, but were up 12.7% year-to-date. Compared to Sep-

tember 2019, this month’s imports are up by 14.6%.

Despite overall declines for imports for September compared to a year ago, there were some pockets of strong growth, **Beer Institute** said, most notably Mexican imports, with growth by 7.5% and contributed to 79% of total import growth for the month. Imports from the Netherlands and Belgium contributed to some of the largest declines in imported volume, down 31.5% and 62.4% respectively.

FMB/Seltzers Continue to Fall, Imports Gain in NBWA Beer Purchasers' Index

The **FMB/seltzer** segment continued to see significant declines in the **National Beer Wholesalers Association's Beer Purchasers Index** this summer. This segment took another big hit, falling 48 points from 92 in October 2020 to 44 in October 2021.

The index for **imports** continued into expansion territory with a reading of 69 in October 2021, which is about the same as the reading in October 2020.

The **craft** index posted a reading of 43 for October 2021, compared to a reading of 51 in October 2020. This is the second monthly reading below 50.

The **premium lights** index posted a reading of 52 for October 2021, well below the October 2020 reading of 67. Premium lights continue to post index readings at or above the 50 mark in 2021.

The **regular domestic beer** segment index posted a reading of 42 for October 2021, which is significantly below the October 2020 reading of 53.

The **below premium** segment weighed in at 30, taking another significant hit from last October's reading of 48.

Finally, the **cider** segment remained below 50, with a reading of 29 in October 2021, compared to 44 in October 2020.

Lux Row Distillers to Expand, Boosting Capacity 75%

Lux Row Distillers, Bardstown, Ky. announced a \$4 million expansion beginning in November. When completed in late 2022, the expansion will allow Lux Row Distillers to operate 24 hours per day and increase its capacity by 75 percent.

Opened in 2018 Lux Row Distillers has quickly become one of the top US-based independent producers of alcohol beverage products, creating and marketing a wide array of products across all categories. With more than 18,000 square feet, 10 ten barrel warehouses at capacity and a 43-foot custom copper still, Lux Row will have the ability to distill more than 50 thousand barrels of whiskey annually when this expansion is fully complete.

“Lux Row Distillers broke ground nearly six years ago as a result of our company’s desire to grow our brands and service our needs on our terms,” said Lux Row Master Distiller **John Rempe**. “Expansion of our facilities represents the next chapter in our evolution as we continue to fill the growing demand for our products. I’m truly excited to see what possibilities open up when expansion is completed”

The distillery will remain fully operational throughout the construction process. Additionally, all construction work will take place “back of house” and will in no way

impact tours or any other aspects of the guest experience.

Phillips Distilling to Acquire Leroux, Kamora from Beam Suntory

The brands will be added to Phillips' long-established cordial and liqueurs collection.

Phillips Distilling Co. was the first to introduce America to Peppermint Schnapps in the 1930's and Root Beer Schnapps in 1984. Today its Sour Puss and Butter Ripple brands are some of Canada's best-selling liqueurs. This acquisition complements the company's extensive product line and aligns with its longstanding commitment to quality and craftsmanship.

"The consumption of cordials & liqueurs in the United States continues to grow steadily and Phillips Distilling has always been at the forefront of innovation in this category," said **Andy England**, Phillips Distilling CEO. "Acquiring Leroux and Kamora is a natural fit for what we do best. We're exceptional at differentiating flavor profiles and running small batches and changeovers that are critical to being successful in cordials & liqueurs. With our history and expertise in this category this new acquisition will solidify our position as a market leader and gives us a fresh perspective to add to our expert blending and flavors teams."

The Leroux family began making cordials in Brussels over four generations ago. Today, the product line is produced in the United States with 19 varieties of liqueurs and eight flavored brandies. The flavored brandies led by Polish Blackberry Brandy, are amongst the top-selling brandies in the United States. The Kamora brand is the second most popular coffee liqueur in the US & Canada made with savory coffee beans infused with vanilla, chocolate and caramel notes to make the perfect after dinner drink, coffee or beverage on ice.

According to the 2021 Adams Liquor Handbook, the Cordials & Liqueurs category has been growing steadily over time. In 2020, it grew 3.1% making it the third largest spirits category and contributing 10.5% of the overall spirits market. From 2009-2020, consumption volume has risen from 20.1 million 9 liter cases to 26.3 million due to the popularity of at-home gatherings and celebrations and the rise of mixology across the entire spirits industry.

Wine Group Invests in, Will Distribute MPL's Ready-to-Drink Wines

Wine Group ("TWG") said it has entered a strategic partnership with **MPL Brands NV** ("MPL"), owner of **Rancho La Gloria**, the largest brand in the wine-based ready-to-drink beverage category. Terms weren't disclosed.

The exclusive deal includes the rights to represent Rancho La Gloria agave-based wine products in the U.S. Wine Group will assume sales of Rancho La Gloria to grow its reach with new customers while bolstering access to products with existing customers. As part of the transaction, The Wine Group has made a minority investment in **MPL Brands NV** and will become the company's sales and production partner, enabling future product innovation to rapidly grow at scale.

With this announcement, The Wine Group immediately diversifies its portfolio while gaining a leadership posi-

tion in the rapidly growing "4th category," that encompasses ready-to-drink brands. The Wine Group will streamline sales and production of Rancho La Gloria. Sales of Rancho La Gloria products are fast approaching 2 million cases in 2021 and are growing at over 80% annually^[3].

While TWG leverages its scale in sales and operations to bring MPL products to more consumers, the MPL team will focus on the company's deep innovation pipeline, doubling down on product development in the RTD category as well as in wine and spirits. With this announcement, consumers can expect access to exciting new products, including cutting-edge flavors and formats.

"Since inception we have been a pioneer in the RTD category with our award-winning Rancho La Gloria, consistently demonstrating our strength as innovative brand builders," said **Michael Patane**, founder/CEO of MPL Brands. "This partnership with the Wine Group allows us to accelerate the momentum we have achieved with Rancho La Gloria and strengthens our production capabilities, keeping pace with our growing consumer demand."

Far Niente Family of Wineries and Vineyards Acquires Provenance Vineyards Facility

Napa Valley luxury wine producer **Far Niente Family of Wineries and Vineyards** (FNFV) acquired the former **Provenance Vineyards** winery in Rutherford, Calif. Far Niente said it intends to repurpose the hospitality and production areas as a home for its **Bella Union Napa Valley Cabernet** label, with a projected opening in early 2023.

"We have been searching for a home for Bella Union that will enable us to provide our wines and experiences to consumers and the trade and more fully tell the story of Bella Union, which we introduced with the 2012 vintage from our vineyard holdings in Rutherford. We are thrilled with the acquisition of this site for its exceptional visibility and

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access in Rutherford along Highway 29, and the location next to **DeCarle Vineyard**, one of our primary sources for the Bella Union Napa Valley Cabernet blend," said **Steve Spadrotto**, Far Niente CEO.

Bella Union specializes in the art of blending Napa Valley Cabernet Sauvignon. Initially sourced exclusively from a 25-acre vineyard along Bella Oaks Lane, Bella Union remains rooted in Rutherford, but the Cabernet blend has evolved to include complementary vineyards from Calistoga, Oak Knoll and Yountville.

"My aim when crafting our Bella Union Napa Valley Cabernet is to weave together the personalities of each vineyard in the blend to produce the most harmonious wine," said Winemaker **Brooke Price**, who served as assistant winemaker at **Nickel & Nickel** prior to taking the helm at Bella Union. The winery's first harvest in the new facility will commence in 2022.

The Provenance Vineyards brand and inventory was purchased by **Thomas Allen Wine Estates** of Lodi, Calif., and joins its portfolio with **Hook Or Crook Cellars**.

Zepponi & Company served as the exclusive financial advisor to Treasury Wine Estates Americas Company. Farel-la, Braun + Martel advised FNFVV on the transaction.

Wilson Daniels to Enter Washington State By Expanding Galaxy Wine

Wilson Daniels Wholesale said its Oregon-based subsidiary, **Galaxy Wine Co.**, the third largest wine wholesaler in Oregon, is expanding into Washington State, effective Jan. 1, 2022.

The company has secured a 22,000-square-foot warehouse and office space in Tukwila, and will have a workforce of 25 employees, including warehouse and fleet teams, sales management and support staff, finance and operations.

"We were initially drawn to Galaxy in 2018 because they represent the very best in fine wine distribution for the Pacific Northwest," said **Rocco Lombardo**, President of Wilson Daniels. "With distributor consolidation continuing to be a trend in our industry, we see opportunity with the expansion of Galaxy considering the impressive market equity built over the past three decades in Oregon. The newly formed Galaxy Wine Company of Oregon and Washington will be under the recently appointed leadership of **Jerred Wolff**. Jerred has vast experience in the region, and his expertise will provide the stewardship necessary to enhance our share of the fine wine segment in both states."

Halloween Sales Up 22%: Drizly

Drizly reports Halloween weekend sales were up 22% compared to the average sales of the past four weekends in October. On the day of Halloween, Sunday the 31st, sales were up 11% compared to the average of the previous 4 Sundays.

Drizly's average order value was also up, increasing 5.2% on the day of Halloween compared to the previous 4 Sundays, which may suggest that customers buy slightly more when shopping for occasions.

In the liquor category, tequila continues to see growth as a trending subcategory - particularly during holiday and celebratory occasions like Halloween.

Consumer demand for champagne and prosecco isn't slowing down. As we approach holidays like Thanksgiving, Christmas and New Years with supply chain concerns, consumers will continue to seek these products and may need to look to alternatives

with expected shortages.

Despite uncertainties on how consumers will celebrate holidays in 2021 as the country continues to open up and restrictions ease, key events and occasions like Halloween are still driving sales for at-home consumption.

Compared to 2020 Halloween sales, liquor held the top-selling category on Drizly, but eased a bit to 41% from 45% while wine experienced year-over-year gains from 32% to 38%. Beer sales were down year-over-year from 20% to 18%.

Red wine increased in share to 34% from 32% over Halloween weekend compared to October 2020. White wine dropped slightly from 28% to 27%, Champagne dropped slightly from 14% to 13%, Ready-to-drink share gained from 3% to 4% over Halloween weekend, Silver/Blanco Tequila gained share from 10% to 12%, and hard seltzer increased share over Halloween weekend from 21% to 24%.

Champagne and prosecco continued to be a consumer favorite over Halloween weekend, as well as red wine, with Meiomi Pinot Noir Red Wine moving from the #9 to #7 best-selling wine on Drizly.

Tequila was a winner among customers in the liquor category on Halloween. Espolòn Tequila Blanco gained share from the #8 spot in October overall to #3 on the holiday weekend, and Clase Azul Reposado Tequila moved into the top 10.

RTDs also maintain their popularity for holiday moments, with High Noon Hard Seltzer Variety Pack moving into the #6 spot on Halloween weekend, a significant scale from its #21 spot in October overall.

Hard seltzer SKUs continue in popularity, with White Claw Hard Seltzer Variety Pack Flavor Collection No. 1 moving from the #2 to #1 best-selling beer on Drizly on Halloween weekend compared to October sales overall.

Among fast-growing products, La Marca Prosecco has scaled, moving from the #6 top-selling SKU across all categories in 2019 to #2 in 2021. Similarly, Veuve Clicquot Brut Yellow Label Champagne grew from #75 in 2019 to the #20 top-selling SKU across all categories on Halloween weekend.

America's Favorite Wine for Holidays: Merlot

That's according to a Hanover Research study which found Merlot was cited more than any other variety as the wine to be enjoyed, and preferred, during the winter holiday season, with red blends and Cabernet Sauvignon taking the No. 2 and 3 positions. In fact, red wines were the preferred alcohol beverage for the winter holidays by 72% of survey respondents, and 71% plan to give red wine as a holiday gift. The survey was sponsored by Bread & Butter Wines.

Johnnie Walker High Rye Blended Scotch Whisky Debuts

Johnnie Walker High Rye Blended Scotch Whisky features a unique mash bill of 60% rye aged in American oak barrels, and includes notable single malts that are central to the Johnnie Walker Black Label flavor profile.

This is the first whisky from the brand to showcase a high rye profile and Johnnie Walker Master Blender, Jim Beveridge, and Johnnie Walker Whisky Specialist **George Harper** crafted it to be an exceptional whisky, perfect for mixing cocktails like a Manhattan, yet pleasantly smooth to be enjoyed on its own, the Diageo brand said.

The launch will be supported with a robust marketing campaign beginning this fall that will include sampling, tra-

ditional and digital advertising, social media, influencer and public relations support. The packaging features the iconic square-bottle and slanted label, while accompanied by new creative inspired by the blend of Scotch and rye whisky traditions, with bold undertones that highlight the innovative spirit captured within each bottle. SRP: \$34.99.

LS Cream Liqueur Boosts National Footprint And Rebrands on Heels of Major Growth

LS Cream Liqueur, the first Black-owned cream liqueur, announces expansion of its national footprint, and an official rebrand that is rolling out on shelves across the country.

The rebranded packaging will start becoming available in additional states including Connecticut, Georgia, Missouri, Massachusetts, Michigan and Washington, D.C. It also is available online via [ReserveBar](#), making the spirit accessible to consumers in nearly all 50 states.

The bottle highlights elements of the Haitian flag, including the Haitian coat of arms and the triumphant palm, a symbolic representation of independence, and a nod to traditional Haitian cremas.

LS Cream Liqueur was inspired by one of the most iconic beverages from Haiti known as "cremas," which are enjoyed at Haitian family gatherings and moments of celebration. As it was impossible to find a shelf-stable version of cremas in stores, **Stevens Charles** and his wife **Myriam Jean-Baptiste** decided to launch their own cream liqueur that encapsulates the flavors of their family cremas recipe but presents it as a premium, shelf-stable liqueur and making it accessible to celebrate everyday moments.

Fast Penny Spirits Announces Partnership With Cavatappi Distribuzione

Fast Penny Spirits, a Seattle-based amaro distillery, said its Amaricano and Amaricano Bianca will be distributed in Washington state through **Cavatappi Distribuzione**, a subsidiary of Southern Glazer's Wine and Spirits.

"Cavatappi's commitment to integrity and authentic relationships are the values that we seek out in all of our partnerships," said **Jamie Hunt**, CEO/founder/Fast Penny Spirits. "I started the amaro distillery with the goal of giving back to the community and this partnership provides an excellent growth opportunity to introduce our products to more consumers and advance our philanthropic objectives."

Jack Daniel's New Single Barrel Release Is Brand's Highest-Proof Ever

Jack Daniel's announces the release of the 2021 Single Barrel Special Release, **Coy Hill High Proof**. This high-proof Tennessee Whiskey was aged on the top ricks of the oldest barrel houses on Coy Hill, the highest hill on the Jack Daniel Distillery property in Lynchburg, Tenn.

The limited offering whiskey is bottled at proof points ranging from 137.4 up to 148.3 and marks the highest proof whiskey ever released from the Jack Daniel Distillery. The Coy Hill High Proof gives an aroma of seared oak and dark brown sugar with flavors of bold baking spices and a linger-

ing finish of toffee, smoke and rich leather.

Coy Hill High Proof is made from Jack Daniel's classic 80% corn, 12% malted barley and 8% rye grain bill. The whiskey is mellowed drop by drop through 10-feet of sugar maple charcoal before entering barrels located within Coy Hill barrel houses #8 and #13. The whiskey is then matured until it is later bottled, uncut, from those single barrels.

"The Coy Hill High Proof is all about pushing the limit for single barrel maturation to create one of our boldest, most innovative whiskeys we have ever released," says Jack Daniel's Master Distiller **Chris Fletcher**. "It highlights one of the unique attributes of the **Jack Daniel Distillery** – the dry air of the highest floors of the barrel houses – and the amazing impact it has on whiskey making."

Each single barrel annual expression highlights the craftsmanship and innovation mindset in whiskey-making at the Jack Daniel Distillery. The Jack Daniel's Single Barrel annual special release is hand-selected from the highest parts of our barrel houses and bottled from single barrels just like the Jack Daniel's Single Barrel Select, Rye & Barrel-Proof collection.

The limited-edition Coy Hill High Proof bottle is bottled at barrel strength and will hit shelves starting in November, available in a 750ml size with a suggested retail price of \$70. Due to the high barrel strength, the bottle should remain upright at all times unless being poured into a glass for drinking in a responsible manner.

Buffalo Trace Distillery Releases Old Charter Oak French Oak Bourbon

Old Charter Oak French Oak is the latest release from **Buffalo Trace Distillery** as it continues to showcase oak tree varietals through its Old Charter Oak brand. (92 proof, SRP \$69.99.)

First revealed in 2018, Buffalo Trace's Old Charter Oak brand showcases the diverse taste profiles of barrels obtained from trees grown in different countries, climates and soil. The oak trees used for the barrels that are dedicated to this brand vary by country of origin, or species, or U.S. state. Some barrels are even made from century oaks, 100-, 200- or 300-year-old oak trees.

For the latest release, Buffalo Trace is revisiting its successful French Oak series, with a new release available beginning in late November. In 2013, Buffalo Trace obtained a small number of barrels from France, filled them with its Mash #1, the same mashbill used to make [Buffalo Trace, Eagle Rare](#) and other bourbons from the Distillery.

"We first experimented with French Oak barrels in 1995," said Master Distiller **Harlen Wheatley**. "We released our first experiment with French Oak in 2006, and we were so pleased with the results we bought more barrels from France and put more bourbon up to age. Over time, this has become one of our favorite bourbons and it's always a treat when we've got some that are ready to bottle. It's power packed with sweetness, sourced from the vanilla, caramel and wood sugars while balanced with the French Oak tannins. With the French Oak barrels, we are exploring how the flavors are delivered at different levels. It speaks to the regionality of wood and how it can impact the flavor of

the bourbon whiskey.”

By Federal standards, bourbon is required to be aged in a new, charred oak container. But there is no specification it must be American white oak, it's just that nearly all bourbons made today are aged in American white oak.

Old Charter is a brand that has always celebrated the central role that oak plays in making great whiskey, given its namesake. The brand dates back to 1874, when Adam and Ben Chapeze created the bourbon, naming it in honor of the Charter Oak tree, a famous symbol of American independence and free spirit, which grew in Connecticut in the 12th or 13th century until it fell in a storm in 1856.

This is the third release of Old Charter Oak French Oak, and the sixth release overall for the [Old Charter Oak](#) brand. Past releases include Mongolian Oak, Canadian Oak, and Chinkapin Oak. Old Charter Oak Bourbon will be releasing many different oak expressions in the future, with its next release planned for 2022. Subsequent releases are planned each year.

Cakebread Cellars Releases \$140 Reserve Cabernet Sauvignon

Cakebread Cellars is releasing a new estate Reserve Cabernet Sauvignon just in time for Thanksgiving and the holidays. (SRP: \$140).

It's sourced **exclusively** from Cakebread's **Suscol Springs Estate Vineyard** in southern Napa Valley. The wine has a complex nose of blackberry, fresh boysenberry, and violet with attractive hints of gravel. On the palate, layered, fresh expressions of blackberry, boysenberry, and black cherry are balanced by fresh acidity and supported by a firm tannic structure. The finish reveals a hint of minerality underlying the deep, dark fruit.

Grapevines at their Suscol Spring estate are planted amid rocky outcroppings that overlook the valley floor. The effort to develop roots in these rocky soils creates a beneficial stress that causes vines to yield smaller berries of great concentration, balanced acidity, and supple tannins. This vineyard also experiences arm, sunny days and cool breezes.

Hahn Family Intros New Tier

Hahn Family Wines introduces a new tier with Arroyo Seco appellation wines named, **Hahn Appellation Series**.

Arroyo Seco, one of Monterey County's "hidden gem" AVA's, is nestled on the western edge of the Salinas Valley between rich farmlands and the higher reaches of the Santa Lucia Mountains.

Sourced from certified sustainable estate vineyards, Ste. Nicolaus and Ste. Philippe, Hahn Appellation Series includes Pinot Noir, Chardonnay, and Grenache Syrah Mourvèdre (GSM) priced \$18.99-\$19.99/750ml.

The contemporary package design is replete with copper capsule, and elegant label featuring copper foil accents and founder Nicky Hahn's signature.

"We are pleased to expand Hahn Family Wines portfolio with this contemporary tier of wines," says **Thomas Duhamel**, president, Hahn Family Wines. "Hahn Appellation

Series wines are squarely positioned to capitalize on strong ultra-premium sales trends by meeting the flavor profile preferences and high-quality expectations of consumers in this price segment. The striking, modern screw cap package stands out on the shelf and convey both sophistication and authenticity."

Barrel Craft Spirits Offers Luxury Edition

Barrell Craft Spirits has released its **BCS Gray Label Whiskey**, a limited-edition luxury bottling featuring 24-year Canadian Whiskey Barrels, a portion of which were finished in Oloroso Sherry barrels and Armagnac casks. The expression was bottled and finished at cask strength at 121.64 proof (60.82% ABV). SRP is \$249.99

George Dickel, Leopold Bros Distillery Collaborate on Rye Whisky Blend

Cascade Hollow Distilling Co. (Diageo) and **Leopold Bros Distillery** have collaborated to introduce **George Dickel x Leopold Bros Collaboration Blend**, a union of Leopold Bros' celebrated Three Chamber Rye and Dickel's never-before-released traditional column still rye.

"When you look back at official records for Three Chamber Rye Whiskies, they weren't just sold as is, but they were also blended together with column still whiskies," said **Todd Leopold**, Founder at Leopold Bros. "It feels fitting our rare rye release combines this historic style with something new from George Dickel."

The 100 proof whisky is rolling out in select markets nationwide. SRP: \$109.99.

Alfred Giraud Sets Sail with Giraud Voyage

Alfred Giraud, the premium portfolio of refined, elegant French Malt Whiskies, introduced Alfred Giraud Voyage French Malt Whisky to the US market as the first release in the brand's new "Exploratory Range." Available in select markets beginning November 2021 with a suggested retail price of \$180.00, this rare, luxury whisky will see an annual worldwide release of just five casks.

Cellar Masters Georges Clot and Gaetan Mariolle reach the perfect balance by marrying two of the best French single malts, one leaning on fruity notes and the other on cereal notes. Each is matured in casks with bold characteristics: new French Robinia casks, a powerful and rare wood found locally in France imparting strong white floral notes, and Sauternes wine casks sourced from nearby French producers bestowing sweet matured grape notes. The whisky sees its final aging in ex-cognac casks before bottling.

"We are thrilled to bring the first of our Exploratory Range, Voyage, to our audience of discerning whisky enthusiasts in the United States," says **Philippe Giraud**, fifth generation Giraud family member and first-generation proprietor of Alfred Giraud French Malt Whisky.

"This series represents the Giraud family's dedication to innovation and craftsmanship, highlighting our finest single malts matured in distinctive and unusual casks not usually seen in whisky aging, with exciting results. We are so proud to introduce this beautiful expression of distinctly

French Whisky, crafted from the precise, expert eye of our Cellar Masters Georges Clot and Gaetan Mariolle."

Stone Brewing Intros New Brews

Stone Brewing introduces **Stone Xocoveza Tres Leches** combines the flavors of Oaxacan Hot Chocolate and Tres Leches treats in an imperial stout that's smooth, creamy and intensely indulgent.

The craft stout segment grew about 80% last year, Stone says.

"I fell in love with Stone Xocoveza the first time I tried it many years ago," said Stone co-founder **Greg Koch**. "I, like so many, look forward to the release each year. As much as I was hesitant to mess with such a hallowed beer, I do believe that this new recipe is my very favorite version we've ever produced, and I will be squirreling away more than my fair share to enjoy throughout the next year plus. Fair? Perhaps not. Too bad!" laughed Koch with a mischievous Grinch like grin.

Old Elk Distillery's Offers Limited-Edition Expression

Old Elk Distillery, Fort Collins, unveiled a new limited edition expression, **Old Elk Infinity Blend**. Created by Master Distiller **Greg Metz**, Infinity Blend is the marriage of 60% Old Elk's signature high malt bourbon with 24% 12 Year Old Kentucky Vintage and 16% 11-Year-Old Kentucky Vintage

"The Infinity bottle concept is something you're familiar with if you're into whiskey - people are experimenting with their own bottles at home, and we wanted to give them something to add to their collection," states **Luis Gonzalez**, CEO. "This particular expression speaks to our team's interest and creativity to create our very own version of an Infinity bottle, led by our flagship bourbon and blended with Kentucky vintage bourbons, for our company and brand. We are inspired daily by Greg, his influence on the industry to date, what he's created, and also the promise of the future core products and innovative blends of Old Elk."

Old Elk's Infinity Blend will be distributed by Southern Glazer's Wine & Spirits and will be a national limited release, available at select retailers in the U.S. with a suggested retail price of \$149.99 per 750 ml bottle.

Aberfeldy Launches 18 Year Old Limited Edition

The 18 Year Old is aged in Côte Rôtie French wine casks which provide a sensuous sipping experience with notes of rich, fruity raspberry, lingonberry and red currants smothered in honey.

The brand is offering special **Gold Bar Gift Boxes** available across their House of ABERFELDY as well as a **Trial Pack** featuring 200ml bottles of the brand's core range allowing consumers to sample all three age statements (12 Year Old, 16 Year Old and 21 Year Old).

With Updated Look, Darnley's Gin Expands

Darnley's Gin updated its packaging to add color and

speaking more to the ingredients and botanicals it contains. It's currently in 24 U.S. markets, and is the exclusive premium gin of the Independent Distributor Network and as they add new member wholesalers in additional states we will grow with them into these markets." SRP:\$31.99.

Responsibility.org Launches Interactive Learning to Prevent Impaired Driving

In an effort to increase awareness and stigmatize irresponsible drinking behavior, especially among high-risk drivers, Responsibility.org launched Wrong Side of the Road—a new initiative designed to educate and change attitudes among the 21- to 35-year-old demographic who are continually over-represented in DUI crashes and deaths.

"Wrong Side of the Road is a free, interactive learning experience that presents a series of videos where impaired drivers share the life changing consequences of their DUIs," said **Chris Swonger**, president/CEO, **Distilled Spirits Council of the US. (DISCUS)** and **Responsibility.org**. "By increasing awareness, we can lower instances of irresponsible behavior, especially among high-risk drivers. It's our sincere hope that one day, this innovative and important program can help ensure no more lives are lost to irresponsible and reckless driving behavior."

Developed by the United Nations Institute for Training and Research (UNITAR) and Diageo, and implemented in America by Responsibility.org on behalf of its [11 funders](#), [craft supporters](#) and [corporate partners](#), Wrong Side of the Road will run globally through 2030. Following the panel discussion, attendees watched a demonstration of the program and learned more about the dangers of impaired driving during a Q&A session that included strategies to lower the numbers of impaired driving crashes and deaths.

"Diageo is committed to creating prevention tools that further educate people about the dangers of impaired driving," said **Debra Crew**, President, **Diageo North America**. "It is important that we join forces to combat impaired driving to tackle this behavior. These crashes are completely preventable—no one should have their life changed forever because someone drove impaired. Wrong Side of the Road is an innovative way to get that message in front of high-risk drivers who need to hear it."

The launch follows the release of the latest data from the **National Highway Traffic Safety Administration (NHTSA)** preliminary Fatality Analysis Reporting System. The survey estimates, there was an 18% increase in U.S. traffic deaths in the first six months of 2021 when compared to the first six months of 2020 (the highest half-year percentage increase in the history of recorded FARS data), and a separate analysis found in 2020 police reported alcohol-involved traffic deaths increased an estimated nine percent.

While drunk driving fatalities have decreased 36% since 1991, traffic deaths increased 10% in the U.S. from 2020-2021, according to the National Highway Traffic Safety Administration (NHTSA). The latest data show police reported alcohol-involved traffic deaths [increased](#) by nine percent with extreme speeds and low seat belt use noted as additional factors in the noted rise in traffic fatalities.

Angel's Envy Donates \$4 Million to University of Louisville Athletics

The donation will be paid over 10 years. The Cardinal Stadium space currently known as the Brown & Williamson Club will be renamed as the "Angel's Envy Bourbon Club." The funds will be used to renovate the 18,000 square-foot club, which has not seen any significant upgrade since the stadium opened in 1997.

"We're excited to share the Angel's Envy story with the Cardinal fans, alumni, guests and visitors who come to the stadium year after year," said **Wes Henderson**, Angel's Envy Co-Founder and Chief Innovation Officer. "As a company with proud downtown Louisville roots, we can't wait to engage with the many fans who continue to connect with, root for and celebrate our hometown."

UofL is in the process of planning the club renovation and intends to begin the makeover in late November at the conclusion of the 2021 home football schedule. UofL has issued a request for proposal to select a design/build firm to plan and execute the renovation and construction of the space. Renovations are slated to be complete by the 2022 Football home opener on September 24, 2022. Visitors will now be able to order and enjoy Angel's Envy Kentucky Straight Bourbon Whiskey Finished in Port Wine Barrels throughout Cardinal Stadium.

"We are sincerely appreciative of Angel's Envy's gift and interest in becoming the naming rights sponsor for the club," said UofL Vice-President/Director of Athletics Vince Tyra. "We will now partner with Angel's Envy to design and build one of the most unique event spaces in the city of Louisville. Our fans will enjoy a high-end club for gameday activities while our campus and community will enjoy a terrific event venue. I want to also acknowledge and thank British American Tobacco for availing us the opportunity to rename the Brown & Williamson Club."

When Cardinal Stadium was built, Brown & Williamson Tobacco had secured the naming rights for the west club space. The long-time Louisville-based tobacco company exited Louisville in 2003 and was absorbed by British American Tobacco. After a two-year negotiation BAT relinquished the naming rights and returned them to UofL to extend to another community partner or donor.

Busch Family Group Takes Over Operations at Grant's Farm

If you remember those classic [Budweiser Clydesdales commercials](#) from 30-50 years ago, a pair of gates swing open and the Clydesdales came prancing out. Those were the gates to Grant's Farm, the Busch Family Estate outside St. Louis. Other scenes in the commercial were also shot at Grant's Farm. On Monday (11/1), five members of the Busch Family, as expected, assumed control of the operations of Grant's Farm.

Anheuser-Busch will continue as a prime sponsor of the facility which includes a tour through a wildlife preserve, paddocks where the Clydesdales Road, restaurants and similar facilities. Other sponsors include a credit union, a health

care system, dairy farmers and Coca-Cola.

Castle & Key Honors African-Americans' Role in Bourbon History

Castle & Key announces the limited release of **The Untold Story of Kentucky Whiskey**, Chapter 1 in partnership with **The Kentucky Black Bourbon Guild (KBBG)**. The Untold Story of Kentucky Whiskey was a project created to share the history of African Americans' contributions to the creation of bourbon whiskey.

Castle & Key said it will release annual "chapters" of The Untold Story as it continues to promote productive conversations around racism and equality. Chapter 1 was written by KBBG historian and Kentucky State University professor, Dr. Erin Wiggins Gilliam.

In addition to the partnership with the KBBG, packaging design was donated by Stranger & Stranger, and printed custom labels were donated by Euro-stampa. One hundred percent of the new blended whiskey sales will support The Castle & Key Scholarship Fund, a scholarship created to promote diversity and inclusion within the distillery industry.

The Castle & Key Scholarship Fund was established at Blue Grass Community Foundation. The scholarship will provide a student of color who has an interest in working in the distillery industry a \$5,000 reward that is renewable for one additional year of study.

Who & What —

Dant Crossing and Log Still Distillery promote **Mary Margo Lankford** to executive vice president managing Dant Crossing's operations, spirits distribution, and more, overseeing the hospitality, marketing, and sales departments. Lankford has been with Dant Crossing and Log Still Distillery since 2019, formerly serving as the chief strategy and brand officer. During her tenure, Log Still's spirits sales were nearly double what they had projected for 2021. Additionally, Dant Crossing has drawn 25,000-plus visitors since May, and more than 2,000 guests have stayed in Dant Crossing's on-site accommodations.

Southern Glazer's Wine & Spirits promotes **Michael Jeffrey** Executive VP and General Manager of **Southern Glazer's Wine & Spirits of Colorado**, succeeding **Steve Noorlun**, who will be retiring from this role on December 31, 2021 after 23 years with Southern Glazer's. Jeffrey most recently served as the Vice President & General Manager of Southern Glazer's Wine & Spirits of Oregon.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor