

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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New Belgium Agrees to Buy Bell's Brewery

Terms of the agreement between **New Belgium Brewing Co.** and Bell's weren't disclosed. Jim Bell, who founded the Comstock, Mich., company in 1985, said he was retiring.

"I'm so proud of what we've been able to accomplish together," Bell said. "From our wonderful fans, to the amazing team that has helped share our beer with the world, to the ways we've been able to invest in causes we believe in – this has been an absolutely incredible journey."

"This decision ultimately came down to two determining factors," Bell said. "First, the folks at New Belgium share our ironclad commitment to the craft of brewing and the community-first way we've built our business. Second, this was the right time. I've been doing this for more than 36 years and recently battled some serious health issues. I want everyone who loves this company like I do to know we have found a partner that truly values our incredible beer, our culture, and the importance of our roots here in Michigan."

The combination of Bell's and New Belgium places the expanded company at the top of the U.S. craft beer market in sales volume and growth, with an extraordinary lineup of brands including the #1 IPA brand in the U.S., Voodoo Ranger, along with Fat Tire, Two Hearted Ale, and Oberon Ale.

New Belgium is a unit of Australia's **Lion Nathan**, which in turn is a unit of Japan's **Kirin Brewing**.

A Tool to Spot Mental Health Issues in DUI Offenders Can Now Identify Them in Broader Population

A screening tool originally created to help criminal justice practitioners identify drunk drivers with psychiatric co-morbidity has been modified to serve as a screen tool that can be used in the broader, general population

The "Computerized Assessment and Referral System" (CARS) was created in 2017 by the Cambridge Health Alliance at Harvard Medical School with sponsorship by **Responsibility.org**. The upgraded **CARS Mental Health Screener** will be useful for physicians, mental health professionals, first responders, and veteran service organizations. It includes DSM-5 criteria and instantly generates personalized diagnostic reports that are easy to understand along with a ZIP code locator that provides users with local mental health and treatment resources in a user-friendly report.

The critical new updates were announced during a webinar entitled, "Alcohol Use Disorders Among U.S. Veterans—How to Provide Improved Identification and Treatment."

"According to the 2020 National Survey on Drug Use and Health, 17 million adults had a substance use disorder and a mental health illness and nearly 15% needed substance use treatment," said **Chris Swonger**, president/CEO, **Distilled Spirits Council of the U.S. (DISCUS) and Responsibility.org**. "Mental health problems that extend beyond substance use disorders are common among people with addiction and can affect treatment outcomes. CARS can facilitate identifying mental health needs and facilitate treatment referral in less than 40 minutes."

The new screener can be administered or used as a self-screener to evaluate for potential disorders and identify mental health areas that warrant additional attention and includes the following components:

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The **assessment** uses different *modules* administered for each psychiatric disorder or psychosocial domain.

The **report generator** includes personalized information about the mental health disorders for which a client qualifies or is at risk, condensing the information into a streamlined, reader-friendly format.

The **referral generator** compiles a list of resources dependent on the issues and location of the client.

"The approach to the tool is user friendly and identifies substance use disorders and an array of mental health issues. It is easily used by our clinicians and staff members and allows us to populate the tool with our community resources," said Judge Robert Anchondo, El Paso County Criminal Court. "The screening determines if the participant is at high risk for recidivism and needs treatment. This is vitally essential since we, as a treatment court, need to commence these services immediately or determine if residential placement should be the first step."

California Vintners See 2021 Vintage As One of Best in Recent Years

The ongoing drought presented challenges for winegrowers, resulting in reduced yields, but vintners are reporting outstanding quality and great concentration in the fruit, **Wine Institute** said.

California produces about 80% of the nation's wine, making it the world's fourth-largest wine-producing region. More than 80% of California wine is made in a Certified Sustainable California Winery and over half of the state's 637,000 vineyard acres are certified to one of California's sustainability programs (Certified California Sustainable Winegrowing, Fish Friendly Farming, Lodi Rules, Napa Green and SIP-Certified). Along with preserving the land for future generations, many of the sustainable practices used by the state's vintners help make the harvest and growing season run more smoothly and increase wine quality.

Yields at Rodney Strong Vineyards were down about 14% overall, while Chardonnay and Pinot Noir came in around average. "The quality and the color of the wine, and the tannin development are some of the best I've ever seen," said **Justin Seidenfeld**, director of winemaking said. "Our Bordeaux reds are amazing. It's going to be an off-the-charts vintage for sure."

Corey Beck, executive vice president of production and chief winemaker at **Delicato Family Wines**, also noted a decrease in yields. "We had to deal with drought conditions across Napa and Sonoma County, leading to lower cluster weights," he said. "The good news is that we see a fantastic concentration of flavors and color in our reds."

At **J. Lohr Vineyards & Wines**, yields came in around average, with fruit showing more structure and higher tannin levels than typical.

BeerBoard Volume Bounces Back, Rising 6.1% in Weekend

After a period of decline, volume bounced back and almost completely replaced what was lost two weekends back, **BeerBoard** reports. For the weekend of Nov.4-7, Volume was up 6.1% (after dropping 6.6% the weekend of

Oct 21-24). Looking back on the previous five periods, Volume has been -6.6%, +4.7%, +13.7%, +10.8% and +3.8%. Eight of the 10 states tracked saw growth, paced by Illinois (+9.5%), Florida (+7.4%) and South Carolina (+7.1%).

Percentage Taps Pouring jumped up to 75% on the weekend. Seven of the 10 states tracked saw a climb on the weekend, led by Illinois, Nevada and Tennessee, which each climbed 3%.

Like Volume, Rate of Sale rebounded and took back everything it lost from the period prior (and a little more). For the weekend, ROS was up 4.9%, growing for the fifth period out of the last six. Eight of the 10 states tracked saw a positive return on the weekend, led notably by South Carolina (+8.4%) and Georgia (+7.7%)

No Bubbles Funny Water Debuts, Seeks Distributors

PJ Loughran and Jake Vogel introduce **Funny Water**, a "naturally flavored still water with no bubbles, 3.75% ABV, 80 calories. Funny Water is seeking distributors.

"If you're not a fan of bubbles and the bloat that often comes with carbonation, wine was essentially the entry point for non-carbonated drinks at 14% ABV. We saw a unique opportunity to create a lower alcohol entry point for a very widely underserved consumer, said Loughran, a veteran of the music festival industry.

It's available in 12-ounce variety packs featuring Watermelon, Citrus and Cucumber Mint. It's described as similar to a spa water with alcohol.

Arizona's Verde Valley Now a Viti Area

Alcohol & Tobacco Tax & Trade Bureau (TTB) establishes the approximately 200-square mile "Verde Valley" viticultural area (AVA) in Yavapai County, Arizona. The Verde Valley viticultural area is not located within any other established viticultural area.

The action was in response to a petition from the Verde Valley Wine Consortium, on behalf of local grape growers and winemakers. There are 24 commercially producing vineyards covering about 125 acres within the proposed AVA, as well as 11 wineries. The petition stated that an additional 40 acres of vineyards are planned for planting in the next few years. According to the petition, the distinguishing features of the proposed Verde Valley AVA are its climate, soils, and topography.

The petition states that the proposed Verde Valley AVA has an average annual rainfall amount that is significantly lower than in the surrounding regions. Due to the low rainfall, vineyard owners within the proposed AVA must use irrigation to ensure adequate hydration for their vines.

Additionally, temperatures within the proposed Verde Valley AVA are warmer than in each of the surrounding regions and provide suitable heat and sunlight for photosynthesis. The petition also states that the difference between daytime high temperatures and nighttime low temperatures within the proposed AVA can exceed 30 degrees F, which is a greater difference than found in any of the surrounding regions.

Such a significant drop in nighttime temperatures delays grape ripening, lessens the respiration of acids, and increases phenolic development in the grapes.

BuzzBox's New Plant Boosts Sustainability

BuzzBox Premium Cocktails' new 65,000-square-foot facility, which opened in April in the heart of California's Coachella Valley has proven its worth, saving more than 100,000 gallons of water and emitting 80% less emissions than a standard plant of the same size.

As the first ready-to-drink cocktail in an aseptic package, BuzzBox selected its packaging partner, Tetra Pak, given their similar values. Tetra Pak's carton packaging uses the least amount of materials needed to achieve a high-quality, shelf-stable package for each BuzzBox cocktail.

BuzzBox packaging is initially shipped as large rolls of flat packaging material for maximum efficiency in transportation and distribution, when compared to glass and aluminum competitors. To complete the lifecycle, each Buzzbox carton is recyclable and contributes to the development of new products made from recycled cartons, like writing paper, tissues and sustainable building material.

MGP Ingredients to Pay 1.875% Interest On Convertible Notes

MGP Ingredients, Inc. priced its \$175 million private placement of convertible senior notes due 2041 at 1.875%. The initial purchasers of the Notes also received an option to purchase, within a 13-day period beginning on, and including, the date on which the Notes are first issued, up to an additional \$26.25 million aggregate principal amount of the Notes, solely to cover over-allotments.

Proceeds will be used to reduce the outstanding balance of MGP's revolving credit facility.

A-B InBev's Share Price Problems Not Over, Analyst Says

Anheuser-Busch InBev is in the same league as Coca-Cola and Diageo in terms of return on capital, dominant market positioning and steady value accumulation, but its stock price stinks says Vladimir Dimitrov, a financial analyst, on Seeking Alpha. What's up?

In a word, he writes, the answer is "capital allocation mistakes made years ago." And, he warns, "the problems are far from over.

"Even though the total amount of net debt has declined in recent years, the share price is now even more sensitive to changes in certain exchange rates. At the same time, stiff competition in key Emerging Markets and rising raw material costs will require even higher reinvestment in the business, which does not bode well with the debt related risks. Consequently, AB InBev's low valuation multiples do not yet mean that the company's share price is going to outperform its peers and consumer staples as a whole.

A-B Sued, Accused of Not Paying Employees for All Hours Worked

A class action lawsuit has been filed accusing **Anheuser-Busch** of executing a "systemic, company-wide policy of failing to pay its employees for all hours worked and for overtime hours worked at the appropriate overtime rate, in violation of the Fair Labor Standards Act" and similar Virginia statutes. It says A-B "has maintained a corporate policy of failing to compensate Plaintiffs for all mandatory pre- and/or post-shift work."

It goes on to say, "Prior to the onset of the COVID-19 pandemic in March 2020, and during the relevant time period, Defendant required Plaintiffs to arrive to work at approximately twenty (20) minutes prior to the start of their scheduled shifts to perform a litany of unpaid tasks, including traveling to the locker area; putting on and equipping various items of Personal Protective Equipment ("PPE"), such as safety shoes, safety gloves, safety glasses, earplugs, etc.; travel to Plaintiffs' designated work area; and participate in a "carryover" with the previous shift, where the previous shift would give a verbal debrief to the next shift.

"After the onset of the COVID-19 pandemic in March 2020, and in addition to the pre-shift work detailed above, Plaintiffs had to perform approximately thirty (30) minutes of unpaid pre-shift work, including waiting in line, either in Plaintiffs' cars or in an in-person queue, for a required temperature check to screen for illness; go through a "foot bath" to disinfect Plaintiffs' shoes and feet; disinfect Plaintiffs' hands by washing them; and disinfect Plaintiffs' work area and equipment," the suit alleges.

A-B didn't immediately respond to a request for comment.

Willamette Valley Vineyards Taps Tiicker to Spur Preferred Stock Sales

Willamette Valley Vineyards teamed with Tiicker, a direct-to-shareholder loyalty and rewards platform, to maximize its 2021 vintage Preferred Stock Offering to fund growth.

Willamette is seeking the funds because it will be opening four new Tasting Rooms and Restaurants over the next two years, starting with a location in downtown Lake Oswego next spring, followed by three locations in the Vancouver, WA waterfront (summer 2022), Happy Valley, OR

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(late 2022), and downtown Bend, OR (2023).

Willamette investors who register and validate their ownership on TiiCKER can qualify for additional stock perks including complimentary wine tastings, discounted or complimentary admission to special events like VIP winery tours and blending experiences, priority to purchase limited-production wines and invitations to owner exclusive events.

But people have to know about the winery and the perks, and that's where Tiicker comes in. Tiicker publicizes brands that offer shareholders perks and administers their perks program. Willamette Valley has engaged Tiicker to grow awareness of the company (www.TiiCKER.com/WVVIP) and its unique shareholder rewards program and perks.

Willamette Valley pioneered the community-funded business model in 1989 and again filed a prospectus last June to raise capital from its greatest affinity audience – wine enthusiasts. The Preferred Stock Offering (www.wvv.com/Ownership) is intended to fund expansion for the Oregon winery and its growing portfolio of tasting rooms, restaurants and production facilities.

"As I've always said: the healthiest businesses are ones owned by the community, and we are enthusiastic about our Owners and wine lovers investing in our growth," said Willamette Valley Vineyards Founder and CEO, **Jim Bernau**. "Partnering with TiiCKER aligns perfectly with our mission and allows us to expand our reach to wine enthusiasts and foodies looking for an investment that not only fits their lifestyle, but also gives them the perks of ownership."

WVVI was the first SEC-authorized, community-funded business in the nation, spurring a growing number of laws allowing for community-based funding of other small businesses across the country. Founder Jim Bernau's vision of creating world-class wine via shared ownership inspired wine enthusiasts investing in common (WVVI) and preferred (WVVIP) stock, producing tens of thousands of enthusiastic owners to date. The Preferred Stock Offering (NASDAQ: WVVIP) is available at the price of \$5.15 per share, offering an annual 4.27% dividend or wine credit with 15% more value until Dec. 31, 2021, unless sold out sooner.

Hecho Tequila Soda Taps RNDC To Enter Texas, Colorado

Having successfully expanded into an array of markets, including California, Michigan, Tennessee, Missouri, Florida, Nevada and Massachusetts, **Hecho Tequila Soda** enters Texas and Colorado through **Republic National Distributing Co.**

"Currently we are expanding with RNDC, but have only committed to certain states at the moment," **Michael C. Handman**, sales director, told us. "We are strategically partnered with **Breakthru Beverage** in Florida, **Best Brands** in Tennessee, **Burke Distributing** in Massachusetts, **Great Lakes Wine & Spirits** in MI, and a few boutique houses in other markets."

Hecho Tequila Soda is made in the heart of Jalisco, Mexico, with premium 100% Blue Agave Tequila and natural lime flavor. The 'better for you' product has only 96 calories, is gluten free, and does not contain any sweeteners, or carbohydrates. A unique differentiator for the product is that it can be consumed right out of the can or made into a custom cocktail.

The RTD segment grew 43% in 2020, and is expected to have a compound annual growth rate of 21.8% from 2019 to 2024.

Grace O'Malley Expands to Michigan Through Great Lakes W&S

Grace O'Malley and **Proclamation**, Ireland's premium whiskey and spirits brands, signed **Great Lakes Wine & Spirits**, Michigan's leading wine and spirits wholesaler, to represent it in Michigan.

Grace O'Malley first launched in the U.S. at the beginning of the pandemic in the spring of 2020, followed by the U.S. launch of Proclamation in the fall of 2020. "We're very excited to announce the partnership with Great Lakes Wine & Spirits in the state of Michigan," said **Stephen Cope**, founder/managing director of Grace O'Malley Spirits. "With nearly 80 years of success, Great Lakes can provide the innovation we are looking for to bring our spirits into the Michigan market"

"When expanding our outstanding selection, we look for high quality brands from both industry leaders and craft producers" Lewis Cooper Co-CEO. "We are honored to bring Grace O'Malley and Proclamation to the Michigan market as we continue to add to our Irish Whiskey portfolio, one of the fastest growing categories at the moment". The Irish Whiskey category has had an explosive growth with overall U.S. sales growth of 6.9% in 2020, according to the Distilled Alcohol Council, with control state volumes increasing 19% from January to June 2021 according to NABCA. It is America's fastest growing alcohol category.

Joel Gott Wines Helps Provide 2.5 Million Meals Nationwide

The California-based winemaker will help provide 2.5 million meals for Americans facing hunger this holiday season through the Feeding America network of 200 food banks nationwide through Dec. 31, 2021.

Since 2019, **Joel Gott Wines** has supported Feeding America's goal of reducing food insecurity through Gott for Good. "Millions of people nationwide face hunger, which makes our mission through Gott for Good so important. Every family deserves to have food on the table," said **Joel Gott**, vintner. "We're honored to partner with Feeding America and food banks nationwide to help provide meals for families in need this holiday season."

Food insecurity isn't talked about much, but it is a significant problem in the U.S. This year, 1 in 8 individuals may not know where they will get their next meal; this includes 1 in 6 children, according to Feeding America, which adds:

- In 2020, 13.8 million (1 in 10) households were food insecure, including 5.6 million households with children
- In 2021, Mississippi is projected to have the highest food insecurity rate (18.7%), and Louisiana is projected to have the highest child food insecurity rate (26%)

Texas could have the most food insecure individuals (4.8 million) and children (1.7 million) in the country as well as the most people (1.8 million) and children (500,000) living in households with very low food security

Buffalo Trace Distillery Wins Recognition as an Arboretum

Buffalo Trace Distillery, which is the home to nearly 4,000 plants, has just been awarded Level II arboretum accreditation by the ArbNet Arboretum Accreditation Program and the Morton Arboretum. The ArbNet Arboretum Accreditation Program is the only global initiative to officially recognize arboreta at various levels of development, capacity, and professionalism. Buffalo Trace Distillery is also now recognized as an accredited arboretum in the Morton Register of Arboreta, a database of the world's arboreta and gardens dedicated to woody plants.

Buffalo Trace has long offered complimentary, in-person tours focused on its bourbon and history and occasionally guided tours of its gardens, which have been a big hit. Now fans can learn even more about Buffalo Trace's diverse collection of plant life, with a new online tool designed to provide more information about each of the plants represented on site. To use the tool, visit www.BuffaloTraceDistillery.com and navigate to the Arboretum & Botanical Gardens Tour under the Visit Us tab, or follow this link <https://www.buffalotracedistillery.com/our-tours/botanical-gardens-tour.html> and then click to explore. Here users can research the Distillery's plants by family, genus, or location on site and even explore the Distillery grounds by map.

The new feature offers a way to explore the more than 400 acres of lush gardens, carefully manicured lawns, and the resplendent variety of trees on the grounds. From the Albert B. Blanton Botanical Gardens surrounding his 1934-built residence on the Distillery's campus, to the floral displays adorning the Visitor Center and the landscapes in between, all of the flourishing life at 113 Great Buffalo Trace is in areas accessible to visitors in-person, and now online too.

The Level II arboretum accreditation requires a public education program, at least 100 labelled woody taxa varieties, and a documented inventory of accessions. The Distillery has currently accessioned and mapped about 4,000 plants, of which there are 1,600 trees, 1,000 shrubs, and 1,400 herbaceous perennial plants.

Pendleton Whisky Raised \$112,000 for Bob Woodruff Foundation in Under a Year

That's from sales of its Military Appreciation Bottle. The Bob Woodruff Foundation (BWF), founded by reporter Bob Woodruff after being treated at Walter Reed National Military Medical Center for wounds he sustained from a roadside bomb while covering U.S. troops in Iraq.

Brooklyn Brewery Debuts First Nationally Distributed Nonalcoholic Variety Pack

Brooklyn Brewery launches the [Special Effects Variety Pack](#) - the first nationally distributed non-alcoholic variety pack of its kind. Rolling out now, the variety pack will be in all of the Brewery's 30-plus state footprint by early next year. It includes three cans each of popular NA brews: [Hoppy Amber](#) and [IPA](#), alongside newcomers and pack exclusives Special Effects Pils and Special Effects Hazy IPA.

Brooklyn Brewery says the expansion of its [non-alcoholic portfolio](#) reaffirms the company's commitment to growing the NA beverage market by providing more flavorful and accessible options that don't compromise on taste.

"We've seen this culture of trial and experimentation

around all beverage consumers but especially those who are interested in the low/no alcohol space. Our previous Special Effects releases, Hoppy Amber and IPA have out-performed our expectations, and year-to-date the brand family constitutes over 10% of our total sales for the Brewery," explains **Samantha Itzkovitz**, vp-marketing at Brooklyn Brewery. "The Special Effects Variety Pack allows us to showcase our growing non-alcoholic lineup and feeds the customer's desire to sample and figure out what they like in their own time."

Nikka Whisky Releases 1st in New Series

Nikka Whisky (Hotaling & Co.) introduces its first set of releases from the "Nikka Discovery" series in the U.S.: **Single Malt Yoichi Non-Peated** and **Single Malt Miyagikyo Peated**. The "Nikka Discovery" series will develop distinctive limited editions over the next three years in anticipation of Nikka Whisky's 90th Anniversary in 2024. Each year will focus on a different component of the whisky-making process that Nikka has practiced since 1934, offering an inside look at the various experiments within Nikka's two distilleries.

Buzzard's Roost Launches Its 1st Bourbon

Buzzard's Roost Whiskey launched its first Bourbon on Nov. 9, adding to its collection of luxury whiskeys with a launch event at its new home, Bardstown Bourbon Co.

Buzzard's Roost launched its first rye whiskey in 2019, and has since released multiple rye expressions, including Very Small Batch, Single Barrel, Barrel Strength, Toasted Barrel and Peated Barrel.

"We are very proud of our first Bourbon and thrilled to launch it at our new home, Bardstown Bourbon Co., says Buzzard's Roost Co-founder/CEO **Judy Hollis Jones**. "We started Buzzard's Roost with a focus on creating exceptional whiskies using pioneering techniques and our team has used a great deal of finesse to create a Bourbon that is like no other.

"Buzzard's Roost Bourbon is a four-year-old barrel-strength (114.4proof) blend of two rye-based mash bills distilled in Indiana. The nose is powerful and offers caramel, dark chocolate, and baking spices with a hint of perfectly seasoned oak, backed up with orange peel, dark fruit and aging tobacco. The palate gives way to an explosion of sweetness highlighted by vanilla and coconut at the mid-palate, accompanied by a rich blast of maraschino cherry and citrus. The finish is a perfect balance of structure and heat. SRP: \$84.99.

Junmai Ginjo Canned Sake Debuts

Pablo Rivera, who worked at ZX Ventures/AB In-Bev, introduces **WeSake**, a canned premium sake. Made in partnership with a 280-year-old Japanese brewer, WeSake is a Junmai Ginjo-style brew that retains the quality and craft of traditional Japanese sake, with a portable format and authentic message to connect with modern consumers.

Like all sakes carrying the Junmai distinction, it is made with only rice, water, yeast, and koji, a Japanese fermentation starter also used for making soy sauce and miso.

Junmai translates to "pure rice," nodding to the four simple ingredients used to brew this style of sake. True to form, WeSake is free from any type of additives and joins the market as one of the cleanest beverage options.

After experiencing the intimate sake bar culture of the Shinjuku area of Tokyo where hundreds of tiny sake bars fill the streets, Rivera realized how such a clean, simple yet elegant beverage can help elevate any moment. With the sake category often mysterious to American drinkers, he envisioned reshaping the way U.S. consumers enjoy the classic Japanese drink by making it more approachable, accessible, and much more than just an epicurean option.

WeSake, with an ABV of 13%, is non-GMO, vegan friendly, gluten free, and best served chilled. It is crisp, smooth and presents fruit-forward aromas and flavors. WE-SAKE is available nationwide through their website and at retail in select markets. SRP: \$18.99 a four-pack.

Coors Light Founding Partner Of HBCU Legacy Bowl

Not one player from a Historically Black College or University was selected for the 2021 draft. So the Black College Hall of Fame decided to do something about that. The solution: The HBCU Legacy Bowl.

This first-of-its-kind all-star game will feature 100 of the best football players from Historically Black Colleges and Universities across the country and give them the opportunity to showcase their skills. And **Coors Light** is a founding sponsor.

"Coors Light has been a great partner to me throughout many of my endeavors and I'm glad to have them on board as a partner of the HBCU Legacy Bowl," says Patrick Mahomes. "It's imperative we create a platform for HBCU players and help provide an opportunity to continue their career at the professional level."

"We're thrilled to partner with Coors Light for the HBCU Legacy Bowl and are appreciative of their commitment to highlight player talent coming out of HBCUs," says Co-Founder of the Black College Football Hall of Fame Doug Williams.

Following a week-long celebration of Black culture and history, the HBCU Legacy Bowl will take place at Yulman Stadium on Tulane University campus in New Orleans, LA on Saturday, Feb. 19, 2022 at 3pm, and broadcast live on NFL Network.

Crown Royal Honors Troops With \$50,000 Donation at CMA

Crown Royal donated \$50,000 to the Bob Woodruff Foundation during the 55th Annual CMA Awards. The donation is intended to support veterans communities still affected by the pandemic and was made through the Crown Royal Generosity Fund as is part of a larger \$1 million commitment.

For over a decade, Crown Royal has repurposed their iconic purple bags and filled them with essentials for servicemen and women overseas. Since the launch of The Crown Royal Purple Bag Project, the brand has packed over 1 million purple bags. As part of the announcement, Crown

Royal continues to extend their efforts to support our military, whose generosity remains unmatched.

"Crown Royal has a long-standing commitment to support American military heroes, and at last year's CMA Awards we celebrated achieving our goal of packing 1 million purple bags through the Purple Bag Project for servicemen and women overseas," said **Nicola Heckles**, vp- Crown Royal, **Diageo North America**.

Lawson's Finest Debuts Triple Sunshine IPA

Lawson's Finest Liquids, Waitsfield, Vt., has just released its highly-anticipated **Triple Sunshine IPA** across the northeast. Alongside **Little Sip**, **Sip of Sunshine**, and **Double Sunshine**, Triple Sunshine IPA represents the culmination of a legendary flavor profile - with intensely hops-forward, fruity notes and an increased ABV at 10.5%

The fan-favorite, now available for the first time outside the brewery's Waitsfield, Vt. Taproom, has been highly anticipated among Lawson's Finest Liquids followers. With the release of Triple Sunshine IPA, craft beer fans across Lawson's Finest Liquids' nine-state distribution area (Vermont, Connecticut, Massachusetts, Maine, New Hampshire, New York, Pennsylvania and Rhode Island) can experience the brew locally.

"Fans consider the Sunshine series IPAs to be our most legendary beers. Sip of Sunshine, Little Sip, Double Sunshine and Triple Sunshine have a unique and recognizable punch of tropical fruit flavors and aromas that exhibit the essence of our approach to IPA's," said **Sean Lawson**, founder/CEO of Lawson's Finest Liquids.

"With Triple Sunshine, we've taken our most iconic beers and turned the volume up to 10.5% ABV, with an even more potent sensory experience than the rest of the Sunshine Series. The aromas from this beer jump from the glass, yet the beer is surprisingly smooth and easy to sip even with the higher ABV."

Shiner Beer Introduces 'Cocktail-Inspired' Seltzers

Shiner Tall Tales is a collection of "cocktail-inspired" seltzers, each a riff on a Texas classic: Watermelon Margarita, Mexican Martini, Ruby Red Paloma and Texas Mule, and features a tongue-in-cheek "tall tale" origin story on the back of the can.

The Watermelon Margarita combines juicy watermelon with tart lime for a sweet spin on a traditional favorite, while Shiner's Texan Mule mixes a burst of lime with a zip of zesty ginger.

The Mexican Martini is a lime and agave cocktail is topped off with just a hint of brine for a sweet and slightly salty treat. Another Texan favorite, the Ruby Red Paloma takes the bold grapefruit flavor that the Rio Grande Valley is known for and adds a kick of lime.

"With the launch of Tall 'Tails, Shiner is sharing the lore of Texan culture far and wide. These unique cocktail-inspired cans are best when enjoyed in the company of good friends while telling (or creating) tall tales of your own," said **Matt Pechman**, **Spoetzl Brewing's** marketing chief.

Revolver Brewing Intros Fire Grounds Vanilla Coffee Stout to Aid Vets

Revolver Brewing Co. (Molson Coors) has hooked up with Fire Grounds Coffee Co., Dallas, to create Fire Grounds Vanilla Coffee Stout, which goes on sale across the Dallas-Fort Worth area on Veterans Day.

The 8% alcohol-by-volume stout features eight kinds of malt, in addition to Fire Grounds' dark roasted [Bury Up Black](#) coffee beans. Lactose and vanilla beans sweeten the beer, which imparts notes of espresso, dark chocolate and caramel.

Fire Grounds was founded by Paul Clarke, a former Marine officer who couldn't stand the coffee in Iraq, and Army veteran Kyle Lund. Both are now Dallas firefighters.

Proceeds from the limited-edition beer – only 1,000 cases are available – will benefit [Next Rung](#), an organization that helps first responders attain mental health counseling.

Revolver is hosting a [launch party](#) for the beer on Veterans Day at Texas Live in Arlington, which also features a market of veteran-owned businesses. The brewery also hosted an event at its brewery in Granbury, Texas, where veterans could enter for free with their CAC or military ID card.

Megan Mares, Revolver's head brewer, whose husband is an Army veteran, first approached Fire Grounds about collaborating on a beer last year. Already big fans of Revolver, Clarke and Lund provided coffee beans for Revolver's 8-Second Stout. When the pair paid visit to Revolver's brewery to brainstorm a new collaboration, "They were immediately hands on," Mares says.

How to Create a \$17,921 Whisky

Start by making only 467 bottles. Then make it available only at your distillery, your branded global travel retail boutiques, select bars and restaurants and "exclusive" retailers.

That's the playbook The Macallan used in introducing The 1990 Edition, a new single malt whisky, into its iconic Fine & Rare Collection. Matured in a single sherry seasoned American oak butt cask for 30 years, The Macallan Fine & Rare 1990 marks the latest addition to the largest assembly of vintage-dated, single malt whiskies in the world.

With only 467 bottles available, Fine & Rare 1990 features the cask number, year of distillation and year of bottling printed on the label, while the age, strength and volume are all handwritten in keeping with the tradition that began when the collection was born. Each bottle is encased in an FSC certified European oak presentation box which also contains information on how to record a Vintage Macallan Fine & Rare bottle in The Macallan Vintage Bottle Register in Easter Elchies House, the spiritual home of the brand located on The Macallan Estate.

Elysian Brewing Offers New Winter Seasonal

Elysian Brewing's newest winter seasonal has 4.9% ABV and "a moderately sweet, slightly bitter, and subtly tart taste."

Shiner Intros a Hard Seltzer from Dill Pickles

The recipe, which features a blend of sweet and sour dill pickles, is from Brewmaster Jimmy Mauric's family, and the release is limited. Each can of this special edition seltzer has a QR code on it which will take users to [pickle-mode.com](#) where they can ask the all-knowing pickle

their burning questions.

It's available in Texas, Florida, Louisiana, Arkansas, Georgia, Pennsylvania, Oklahoma, Kansas, Illinois, Wisconsin, North Dakota, South Dakota, New Mexico and Nevada.

Baker's Bourbon Offers Limited Selection of Older Bourbon

Baker's Bourbon is offering an exclusive selection of bottles from some of its rarest barrels through its newly launched program, **Baker's Exclusive Selection**. This is a limited-time offering of extra aged single barrel Kentucky Straight Bourbon Whiskey collected from some of Baker Beam's favorite warehouses on the **James B. Beam Distilling Co.** campus in Clermont, KY.

The bottles from these barrels have been aged for 11 years and 8 months, meaning the extra time in the barrel emphasizes the distinct notes and nuances from single barrel to single barrel even more prominently than the core Baker's Bourbon offer.

Americans Say They Get Their News From Smartphone, Computer or Tablet

In a study that obviously has implications for bev/al advertisers and for trade associations that create and maintain advertising standards codes the **Pew Research Center** 84% of U.S. adults say they often or sometimes get news from a smartphone, computer or tablet, including 51% who say they do so often. This is lower than the 60% of Americans who said they often got news from digital devices in 2020.

The portion who gets news from digital devices continues to outpace those who get news from television. Americans turn to radio and print publications for news far less frequently than to digital devices and television.

Asked which of these platforms they *prefer* to get news on, half of Americans say they prefer a digital device, more than those who prefer TV, radio or print. news websites, apps and search engines are the digital pathways most Americans get news from at least sometimes.

Among digital devices, the most preferred one for news is news websites or apps: About a quarter of U.S. adults (24%) prefer to get their news this way, compared with 11% who prefer search, 10% who prefer to get their news on social media and 4% who say they prefer podcasts. The share of Americans who prefer to get news from each type of digital platform hasn't changed from 2020.

Comment: We think news consumption via smartphone or tablet makes a lot of sense. Obviously, news is both transitory and perishable, and, for the most part can be grasped in small gulps.

But what about the longer pieces, the explanatory stories, the more-or-less timeless articles? Those are perfect for a weekend print edition of a local newspaper. Some papers have embraced this model, including *The Wall Street Journal* and *The New York Times*.

Stoli's Eco-Bar to Promote Sustainability

Stoli Group launched The Stoli Eco-Bar, a sustainable pop-up bar operation. The Stoli Eco-Bar premiered at the Athens Bar

Show Nov. 9-10. It will be used at industry and consumer events moving forward to promote sustainability and to innovate new ways of building bars and consuming cocktails.

SIMI Winery, Reese Witherspoon's Book Club in Partnership

Simi Winery, one of the original pioneers of Sonoma County, announced a novel partnership with Reese's Book Club (RBC), the online book club founded by Hello Sunshine founder Reese Witherspoon. Together, these brands will spotlight diverse female narratives and deepen connections within the community by offering book club members, wine drinkers and lovers of literature more ways to engage with stories and each other.

They are kicking off the partnership with the Editor's Collection, a limited-edition holiday box set of two SIMI wines, beautifully packaged and labeled, along with a personal note from Reese.

"We are thrilled to kick off SIMI Winery's partnership with Reese's Book Club. These brands are united by two inspiring female leaders — Isabelle Simi and Reese Witherspoon — who carved their own paths and, through sheer grit and determination, shared their passions with the world," said Mallika Monteiro, EVP, chief growth, strategy and digital officer, Constellation Brands, the parent company of SIMI Winery. "Together, these female-led brands will spotlight diverse narratives and deepen connections within the community by offering readers and drinkers more ways to engage with these stories and each other. The Editor's Collection was inspired by the quality and thoughtful craftsmanship behind both of our brands, and this is just the start."

Available for a limited time only, the Editor's Collection will feature Sonoma County Chardonnay and Cabernet Sauvignon. Each box retails for \$55 for a two-pack and \$135 for a six-pack.

UJA-New York Honors RNDC's Tom Cole

UJA-Federation of New York honored **Tom Cole**, presi-

dent/CEO of **Republic National Distributing Co.**, at its Wine & Spirits Division Annual Event on Nov. 3, 2021, at The Harmonie Club in New York City. Cole received the Samuel Bronfman Memorial Award in recognition of his philanthropic and professional achievements. Funds raised at this year's event will help UJA get individuals who have experienced hardship and trauma due to the pandemic back on their feet.

Who & What —

Bacardi named **Astrophel "Troy" Arquiza** as the new Global Master Blender for Bacardi rum (the "Maestro de Ron"). He succeeds José "Joe" Gomez, who is retiring after 41-years with Bacardi, under whom he trained. Arquiza has been with Bacardi for more than two decades.

Daou Family Estates announced four new appointments to key leadership positions on the national sales team:

- **Aaron Amsler**, Vice President, Central Region, brings 27 years of experience to DAOU Family Estates, most recently as Senior Director for Rodney Strong Vineyards.

- **Michelle Smith**, Vice President, Retail Chains, a seasoned industry sales leader, joined DAOU in 2016 and has been promoted from Central Division Manager.

- **Walter Sorensen**, Vice President, Western Region, joined DAOU Family Estates in 2020 and was previously Division Manager in California and Hawaii.

- **Tony Suarez**, Vice President, Eastern Region, has been promoted from his previous position as Director of Global Accounts for DAOU.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor