

# 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.42

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December 19, 2021

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## The Categories & Brands That 'Won' Thanksgiving

Liquor accounted for 45% of Drizly's Thanksgiving (Nov. 23-25) sales, the company reports. It held 45% of share over the stocking period, compared to just 41% last year, a sure sign that consumer preferences for liquor will hold true through a historically wine-centric holiday season.

Wine took the second spot, experiencing a slight year-over-year decline to 43% in 2021 from 44% in 2020, and beer experienced a decline of three percentage points year-over-year (to 12% from 15%).

The 10 top-selling liquor brands on Drizly during the Thanksgiving sell period were (in order) Tito's, Casamigos, Johnnie Walker, Don Julio, Bullett, Jack Daniel's, Clase Azul, Jameson, The Macallan and Smirnoff.

Premium and luxury brands were winners over Thanksgiving 2021, with Champagne and sparkling wine making a strong showing in the wine category. "Despite discussion of Champagne shortages, Champagne continues to top both the top-selling SKU and brand lists from the wine category in the days leading up to Thanksgiving in 2021 on Drizly," says Liz Paquette, Drizly's director of consumer insights.

**Veuve Clicquot Brut Yellow Label Champagne** topped the wine SKUs list this year, as it did last year, while **Moët & Chandon Impérial Brut Champagne** climbed up the ranks (to No. 6 this year from No. 9 last year) and **Dom Pérignon Vintage Champagne** came from behind to enter the top 10 wine SKUs at No. 5. **La Marca Prosecco**, a more affordable sparkling option, bumped down popular reds like Josh Cellars Cabernet Sauvignon and **The Prisoner Red Blend Red Wine** — the latter of which didn't even make the top 10 this year, despite being the second-best selling wine over Thanksgiving 2020.

## 818 Tequila Best-Selling New Tequila in U.S.

That's according to IRI.

Seven months since launch, **818 Tequila** is now available in 32 states. On its California launch day in May, **818** sold out online in less than four hours, with retailers across California reporting Blanco allotments selling out on the first day of sales. To date, the tequila brand has shipped more than 136,000 cases, or 1.5MM bottles of tequila.

"We are thrilled to see the growth of 818 Tequila and sales continue to outperform our expectations," said **Mike Novy**, President and COO. "The elevated flavor profiles of 818 Tequila were created to introduce a flourishing market to a tequila experience they can savor. Kendall is a strong female voice in the industry, leading a brand that stands for sustainability, while also delivering award-winning taste."

The brand was founded by **Kendall Jenner**.

## Hard Seltzers, Tequila and Sparkling Wine Seen Continuing Growth Growth into 2022

Hard Seltzers, Tequila and Sparkling Wine appear set to continue their growth into 2022, according to the latest OPM (On Premise Measurement) data from CGA

On Premise will see sales return to pre-COVID-19 levels and consumer confidence grow next year, CGA said.

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Subscriptions: \$799, 47 issues a year

ISSN: 0882-2573

Beer, wine and spirits look set to continue their growth as recovery continues. The three categories total \$76.8bn in sales over a 52-week period – with Beer holding a 40% share, Wine at 16% and Spirits dominating with a 44% share. Comparing the current quarter's data to the same period last year using OPM demonstrates that growth rates are showing positive signs for 2022 with Beer growing at +120%, Wine at +134% and Spirits at +132%.

Certain subcategories will continue to perform well into 2022 and beyond. The Hard Seltzers category has maintained its growth and is favored by consumers in outlet. While growth of the category is not reaching the same levels it experienced when it first exploded into the On Premise, CGA said in the latest quarter the Hard Seltzer category still showed strong growth of +119%. With new brands continuing to join the category every week, the question remains if its On Premise performance will mirror that of the Off Premise in terms of saturation.

Given the stocking space available in most On Premise outlets it is doubtful, but there is still potential for further innovation. With flavor and brand innovation continuing onwards the makeup of the category will likely continue to evolve.

Sparkling Wine is another category that was a standout performer pre-COVID-19 and has continued to make headway. Growing +136% on the latest quarter, this suggests that consumers are still engaging with the category for the celebratory and treat occasions that they visited the On Premise for pre-COVID-19. This will no doubt continue upwards through the festive season, and into 2022.

Tequila initially dipped in performance due to supply chain issues but is back to its strong performing ways. With the category growing at +133% on the latest quarter, it's no surprise that the Margarita is the most popular cocktail in terms of velocity in the On Premise (CGA On Premise Cocktail Report, 2021). CGA's sales data indicates that consumers will continue to develop their taste for this category and maintain a strong preference for Margaritas.

Across other Spirits categories, cocktails remain a huge opportunity. While consumers attempted to replicate their favorite mixed drinks during lockdown, they are now back in the On Premise looking to the experts for the perfect cocktail experience. While staffing has been a continued challenge over the past 18 months, suppliers should be looking to their advocacy programs to ensure consumers' expectations are being met for the On Premise cocktail experience during 2022.

**Patrick Bannon**, CGA Client Director, Americas, said: "2022 is an exciting year for the On Premise, and there is evidence to suggest we have returned to 'normal' in terms of levels and progressing beyond. The next 12 months will be an exciting time to track in the On Premise as it evolves further and develops. As the channel will be ever changing, at CGA we will be using the likes of OPM, BeverageTrak and our other measurement services to monitor the opportunities that unfold over the next 12 months."

## Spain's Rías Baixas U.S. Sales Set Record

Rías Baixas a Spanish wine region, reports exports to the U.S. grew 13% by volume to reach 2.6 million liters,

and 16.8% by value to \$17.3 million in total sales.

The U.S. continues to be the leading global export market for the Albariño wines of Rías Baixas, representing 27.5% of total share by volume. This all-time high in U.S. sales was accomplished from Aug. 31, 2020 to Sept. 1, 2021.

The results are particularly noteworthy given the lasting impact of U.S. tariffs over the past year, as well as challenges in the hospitality sector related to COVID and supply chain delays, officials say.

For the past ten years, D.O. Rías Baixas has consistently outperformed the Spanish wine category (as measured by volume and value growth), supported by a successful U.S. marketing and trade education campaign to position Rías Baixas as world-class white wines in the same league as France, New Zealand and other regions.

The U.S. results reflect an overall positive global trend for D.O. Rías Baixas. Over the period 8/31/20 to 9/1/21, worldwide exports of Rías Baixas grew 12% in volume to 9.3 million liters (or 12.4 million/750-ml bottles) and 14% in value to reach \$59 million, an outstanding global sales result for the region. Perceptions of quality (as measured by increased value) are also very favorable as wineries reported an increase of 3% in the average price per liter as compared to the previous year of reporting (2019/20).

## Jack Daniel's Leads Beverage Brands In Intimacy with Consumers

**Jack Daniel's** slipped a notch in MBLM consultancy's Brand Intimacy ratings this year to No. 4 after Coca-Cola, Pepsi and Mountain Dew, but still leads all beverage/alcohol brands. Heineken is second among bev/al brands and No.5 in overall ratings, followed by **Budweiser** (3/6), **Coors** (4/8) and **Miller** (5/10).

Beverage brands perform better with men than women, and with consumers over 35 years old versus those under 35 years old. The study suggested that fewer new users are connecting with beverage brands, but it also found that those who are connecting were able to deepen their relationship to the most significant level.

"Can't live without" (a measure based on a ten-point scale that determines how essential a brand is to our lives) has risen dramatically by 75% since MBLM's 2020 brand intimacy study, further highlighting consumers' continued reliance on beverage brands.

The beverage industry ranks second out of 10 (behind health & hygiene in first place) for the percentage of consumers willing to pay 20% more for beverage products and services. This highlights that consumers value beverage brands highly and are willing to pay more for their favorite drinks. The percentage increased by 35% since the 2020 COVID study.

The study suggests Jack Daniel's "magic" was its messages helping consumers to adapt to the Covid-19 pandemic, especially its "enjoy a drink at home" messaging.

Building and maintaining strong emotional connections with users is a core tenet of Brand Intimacy and a key principle for navigating challenging times., MBLM says in the study.

"The continued impact and longevity of the pandemic

requires beverage brands to think about maintaining strong emotional connections with current users and attracting new users in more carefully considered ways. Given that consumers relied heavily on e-commerce for the delivery of alcohol brands, determining new channels of engagement will be a key consideration for brand success," the study says, adding:

"Importantly, although beverage brands have been essential during the pandemic, the industry ranks seventh out of ten in our study. Beverage brands must prioritize establishing stronger relationships, nurture deeper customer connections, leverage relevant channels, and encourage more dialogue and interaction with consumers to improve their performance.

**No Significant Tornado Damage At Kentucky Distilleries from Epic Tornado**

That's according to **Eric Gregory**, president, **Kentucky Distillers Association**, which is staging a huge bourbon benefit to aid tornado victims.

Many distilleries did lost power and had trees down, Gregory told us, but nothing to impact production otherwise.

While there were no reports of lost lives among distillery workers, several Western Kentucky distilleries reported that some of their employees had property damage and a few lost their homes.

Gregory announced an online and live auction — The Kentucky Bourbon Benefit — of exclusive private barrel selection experiences, rare and vintage spirits, and unique tasting and tourism offerings from Kentucky's signature distilling industry and hospitality and charitable partners.

The online auction will run until Tuesday, Dec. 21, at 10 p.m. A live-streamed auction will be held on Dec. 21 starting at 7 p.m. at Westport Whiskey & Wine in Louisville and will feature elite and immersive items from Kentucky's legendary distillers.

**Beam Suntory and Suntory Holdings Donate \$1 Million to Support Kentucky Recovery**

**Beam Suntory** and parent company **Suntory Holdings** pledged \$1 million to organizations providing relief and recovery in the wake of the powerful tornados that devastated communities in western Kentucky and several other states.

The donation will be divided equally between the Team Western Kentucky Tornado Relief Fund, which has been established by Gov. Beshear to assist those impacted by the tornados, and the American Red Cross's disaster relief fund.

In addition, Beam Suntory is matching personal donations by U.S. employees to relief organizations, some employees are using paid Beam Suntory Cares Days to volunteer their time to support the recovery, and the company has donated single-barrel bourbon from **Maker's Mark** and **Knob Creek** to a [charity auction](#) organized by the **Kentucky Distillers Association**.

"The quick response to this heartbreaking tragedy by first responders, relief organizations, government agencies and neighbors helping neighbors has been inspiring," said

Beam Suntory CEO **Albert Baladi**. "While our facilities and teams were spared the worst of this catastrophe, we stand with our neighbors and offer this support on behalf of the more than 1,200 people of Beam Suntory in Kentucky."

"Our sincerest sympathies go out to all who have lost loved ones, homes and businesses. Kentucky is the heart and soul of our company, and Suntory Group is committed to supporting Kentucky communities as they recover from this crisis in the spirit of our fundamental value of giving back to society," said **Tak Niinami**, CEO of Suntory Holdings.

**Shiner Brewery Donates \$100,000 To Assist in Tornado Relief**

The **Spotz Brewery** in Shiner, Texas, craft brewer of the iconic **Shiner Bock**, said it donated \$100,000 to the American Red Cross to support relief efforts in those areas most impacted by the deadly and destructive, late-season tornado outbreak across portions of the Southern U.S. and Ohio Valley on Dec. 10 and 11.

In the wake of similar natural disasters, Shiner Beers and its ownership have donated funds to charitable organizations providing relief services in the most affected areas. Most recently, in September 2021, Shiner contributed to Hurricane Ida relief efforts in Louisiana, as it also did in 2020 following Hurricane Laura. In 2018, Shiner supported relief efforts in Florida and Georgia following Hurricane Michael, as well as in the Carolinas and Virginia following Hurricane Florence. In 2017, Shiner supported those areas affected by Hurricane Harvey in Texas, Hurricane Irma in Florida, and Hurricane Maria in Puerto Rico. Prior to that, Shiner contributed to the relief efforts for the catastrophic flooding in Central Louisiana in 2016, Hurricane Sandy in 2012, Hurricane Ike in 2008 and Hurricane Katrina in 2005.

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## Liquor Barn Donates \$100,000 To Kentucky Twister Relief

Liquor Barn announced it's donating \$100,000 to the [Team Western Kentucky Tornado Relief Fund](#). "Kentuckians have kept us afloat," said **Jonathan Blue** with Liquor Barn. "Even our tagline is what you probably know, is where Kentuckians go to celebrate life and so we wanted to give back in such a tumultuous, terrible time." The company's stores in Bowling Green and Western Kentucky didn't suffer any damage.

## A-B Sends 50,000 Cans of Drinking Water

Anheuser-Busch said it will send more than 50,000 cans of fresh drinking water to Kentucky to help those who have been impacted by the storms.

"The donation of emergency drinking water will be delivered to Anheuser-Busch wholesaler partner, **Golden Eagle Distributing** in Paducah, KY who will work alongside the American Red Cross to distribute the resources to those in need at their Calvert City, Ky., relief operations," the company said in a news release.

"This year alone, Anheuser-Busch donated more than 4 million cans of emergency drinking water to communities and volunteer fire departments across 49 states in support of ongoing relief efforts – including 100,000 cans of water to support Kentucky communities impacted by severe flooding earlier this spring."

Kentucky was the worst-hit state as tornadoes barreled through the Mid-South.

## Lucas Bols to Acquire Tequila Partida

**Lucas Bols** said it agreed to acquire **Tequila Partida** from founder **Gary Shansby** and **Edrington USA, Inc.** Tequila Partida is the world's highest rated ultra-premium tequila brand. Terms weren't disclosed. The acquisition strengthens Lucas Bols' brand portfolio and can seamlessly be added onto the Lucas Bols USA distribution platform, with select other markets around the world to follow in due course. It is expected to close in the first quarter of 2022.

"We are delighted to welcome the Tequila Partida brand to our portfolio," said **Huub van Doorne**, CEO, Lucas Bols. "Personally, I am very excited to work with a tequila brand again, the spirits category I know well from the time I worked in Mexico.

"We look forward to the opportunity to further build this fantastic brand. Complementing our portfolio with the ultra-premium Tequila Partida brand provides Lucas Bols with the opportunity to tap into one of the hottest segments in spirits. We see ample opportunities to grow this brand, not only in its home markets the United States and Mexico, but also in select other markets around the world. We have a strong track record of successfully adding brands to our platform and growing them from there, as evidenced by **Passoã**, **Nuvo** and **Pallini**.

"With our strong distribution capabilities in the United States I am confident we can grow Tequila Partida beyond pre-COVID-19 levels. We are inspired by how Gary Shansby and his team set up the brand in 2005 and developed it

from there, and we will continue their journey in the same spirit."

## Tipsy Brand Enters Nashville Through Best Brand

For the first time, **Tipsy Brand's** flagship product, **Just the Tipsy**, a Bubbly Rosé served in an unmistakable 750ml penis shaped bottle, will be available in a retail store. The Napa winery signed **Best Brands Inc.** to distribute it in Music City. "Nashville continues to be a top destination for bachelorette parties," Topsy says, adding: "This deal has the potential to make a major impact on wine sales in the region."

"We created Just the Tipsy to bring some levity to your typical wine-drinking experience, whether that's at a bachelorette party, a birthday, or a lively night in," said Founder and CEO Matthew Shore. "Our new Bubbly Rosé and its unique, ready-to-pop bottle is an unbeatable way to bring some fun, make people laugh, throw around a few good innuendos and it doesn't hurt that the wine itself is light, delicious, and easy to drink."

## Iowa Liquor Sales Rise 13.2% in Year

Total liquor sales by the **Iowa Alcoholic Beverages Division** for fiscal 2021, ended June 30, were \$415.8 million, a 13.2% increase from fiscal 2020, the agency said in its just-released annual report. Total net revenue -- which includes not only liquor profits but also funds generated by gallonage and barrel taxes on beer and wine, as well as licensing and regulatory efforts -- totaled more than \$168 million.

The total beer gallons sold rose 92.79% in fiscal 2021 to 95,980,406 gallons, and total total wine gallons sold rose 92.8% to 6.5 million.

Liquor sales rose about 7.3% to 6.5 million gallons. Reflecting continue premiumization, distilled spirits' dollar sales rose 13.2% to \$415.8 million.

The top suppliers by gallons, in order, were Sazerac, Diageo Americas, Heaven Hill, Luxco, Jim Beam Brands, Fifth Generation, Pernod Ricard USA, Proximo Spirits, Bacardi USA and Brown-Forman. In terms of dollar sales, Diageo led the list, followed by Sazerac, Jim Beam Brands, Heaven Hill Brands, Pernod Ricard, Fifth Generation, Bacardi USA, Brown-Forman, Luxco and Proximo Spirits.

## Why Consumers Choose Pricely Local Craft Brands Over National Brands

Why are consumers willing to pay much more for a six pack of craft beer, a locally produced bottle of wine or a regional brand item, often choosing them over national brands?

"Consumers tend to use price to judge a product's quality when their local identity is most important to them," said **Ashok Lalwani**, associate professor of marketing at Indiana University's Kelley of Business and author of a [new study](#) in the *Journal of Marketing*. "When promoting high-priced or branded products, marketers can situationally activate consumers' local identity. To accomplish this objective, businesses can encourage consumers to 'think local' or employ local cultural symbols in advertising and other promotional material.

The researchers also suggested that the opposite was true for low-price products.

"Discount stores, such as dollar stores, should discour-



age consumers from using the price of a product to infer its quality," Lalwani said. "They would be better served by temporarily making consumers' global identity more prominent. Cues in advertisements that focus on a product's global appeal would help achieve that goal."

Many companies find it difficult to set and increase prices in the digital marketplace because of the pricing transparency of the internet, consumers' deal-seeking attitudes and global product availability.

For their study, Lalwani and his colleagues conducted in-depth interviews, two field studies and seven experiments, and reviewed secondary data. In their interviews with 15 senior-level managers from Fortune 500 companies, they found that while the executives considered local or global communities in their pricing decisions, none knew when such strategies were effective or why.

For example, an executive at a snack food maker told them, "It is important to have a reasonably high price since it communicated 'premium-ness' and then reinforce it with advertising and packaging. But we don't know for sure why such consumers prefer premium brands." A pet products manager said, "In dog sweaters, it is difficult to judge quality, so I am sure that my pet parents use price, in addition to other factors, to choose."

Through the field studies, experiments and secondary data, the researchers found that when consumers choose to identify more with others around them, they perceive greater variance among brands, which increases their reliance on price as a cue to judge quality.

Past research has found that consumers from more globalized countries and communities, such as the United States and its larger cities, often have a stronger global mindset because they interact with many types of people and cultures and hear news from abroad. In contrast, those living in smaller population areas or from isolated or insular nations often have a stronger local identity because they have less access to other cultures.

This paper provides useful guidelines for firms to adapt strategies for different regions and address whether companies should be more locally or globally oriented.

"For products to be marketed to the places where people tend to have a more local identity (such as rural areas), local flavors and ingredients can be used in the products. As these consumers are more likely to make price-quality associations, marketers may not need to allocate much ad budget



Ashok Lalwani (IU Photo)

to convince consumers about price-quality associations," Lalwani and his co-authors wrote.

The opposite is true as well, according to the authors, indicating that in more metropolitan areas, consumers most often don't have an established connection between price and quality. For marketers, this means that putting additional effort into differentiating their brand will help consumers associate a higher price with higher quality.

Lalwani is in the process of reviewing results of a large-scale national survey of the U.S. that measures which states tend to have more of a local identity versus a global one, for a follow-up study.

## Reyes Beer Division Closes On Powers Distributing Acquisition

Powers, based in Lake Orion, Mich., will do business and **Premium Distributors of Michigan**. It's the ninth market in which **Reyes Beer Division** operates, and adds 2,800 cystemers and about 5.7 million cases. Among the suppliers whose brands are included in the transaction are **Molson Coors, Constellation, Mark Anthony Brands, Boston Beer Co., Heineken and Diageo**.

## Yakima Chief Hops Moves To Reduce Carbon Footprint

**Yakima Chief Hops** (YCH), a 100% grower-owned hop supplier for the brewing industry, has completed the installment of a CO2 recovery system within their extract production facility to reduce their environmental impact.

One of the products that YCH offers is CO2 Hop Extract, produced using a supercritical CO2 process which extracts soft resins and essential oils contained in hops. The extraction process, however, requires large volumes of CO2.

Collaborating with breweries that use CO2 recovery systems, YCH worked to discover how it would translate into the complex extraction process. They partnered with ICC and Hypro to engineer, design and implement a customized system. This required months of troubleshooting and working with engineers to improve efficiency. YCH is now able to recover, clean and reuse much of the CO2 used to produce hop extract.

"Currently we are capturing more than five metric tons a day of CO2 and redirecting the CO2 liquid back into our extraction system for further use," said **Levi Wyatt**, YCH's Social Corporate Responsibility Coordinator. "This reduces the amount of CO2 emissions from our extract facility by greater than 50%."

This not only reduces YCH's greenhouse gas emissions, but also reduces operational expenses, as they now purchase less CO2 from an outside supplier. YCH continues to work towards decreasing their dependence on natural resources and finding new ways to do their part in preserving the planet.

## SGWS Orders 10 Electric Delivery Trucks

**Southern Glazer's Wine & Spirits** said it ordered 10 Xos electric delivery trucks. The trucks will be added to SGWS's

fleet in the Dallas/Fort Worth market in the second half of 2022.

This is the first major incorporation of electric vehicles into the Southern Glazer's fleet, following the success of a recent pilot program testing the use of two electric transit vehicles in the company's Arizona fleet. Southern Glazer's received a Sustainable Options/Corporate Sustainability award for that program. The award was presented by Valley Metro, the public transportation agency that provides transit services throughout the region.

## Big Springs Spirits Crowdsources Pittsburgh Expansion

**Big Spring Distillery**, Bellefonte, Pa., is seeking to raise at least \$100,000 through [Honeycomb Credit](#), a crowdsourcing platform. The eight-year loan will bear an interest rate of 7.75%

The new facility will have a different name, **The Distillery at South Shore**.

The site for this new distillery is the **Joseph S. Finch & Co.** building, a pre-Prohibition whiskey distillery built in 1856. Big Springs said it is "looking forward to rejuvenating and restoring this beautiful building, just as the 1899 Match Factory in Bellefonte was restored."

Included in the plans are a distillery, a bottle shop, a local fresh food market including bakers, butchers, and local farmers, an event space, a cigar bar, and a rooftop bar with breathtaking views of the city. "With the same focus on community and local engagement we've had since the beginning," the Bellefonte, Pa., craft distiller said, "we'd like to include as many of our friends and customers as possible in this new chapter of our business."

So, it launched a fixed-rate investment campaign with [Honeycomb Credit](#). This opportunity allows our customers and supporters to earn a return on the future of Big Spring Spirits. Details are here:

<https://invest.honeycombcredit.com/.../The-Distillery-at...>

## A. Smith Bowman Offers Rum-Finished Bourbon

**A. Smith Bowman Distillery** announces the latest release in its Abraham Bowman series of experimental whiskey, the **Abraham Bowman Rum Finished Bourbon**. SRP: \$69.99.

The bourbon in this release aged for nine years in American White Oak before finishing in rum casks for an additional six years. This release may just be the oldest rum cask finished bourbon ever produced, the distillery says.

The 15-year-old bourbon has an intense reddish-brown hue. Master Distiller **Brian Prewitt** describes it as bright and lively, noting the aroma begins with notes of well-aged bourbon. "The aroma of vanilla, caramel, and candied nuts give way to leather and coconut. Finally fading to the notes brought in from the long rum finish, aromas of molasses, brown sugar, and candied fruit. Sweet flavors of toffee and toasted sugar with vanilla. This bourbon has a viscous mouthfeel and pleasant aftertaste that lingers on the palate. The immense complexity of the spirit continues to offer new and enticing aromas and flavors with each subsequent taste.

"Our Abraham Bowman series allows us the flexibility to experiment and discover unique new expressions, permitting us to gain new insights along the way," said Prewitt. "The age on this rum-finished release is unparalleled and resulted in one of our favorite finishes to date."

The Abraham Bowman Rum Finished Bourbon is part of a series of limited-edition whiskies, named after Abraham Bowman, the commander of the 8th Virginia Regiment in the American Revolutionary War. Each edition of the Abraham line is a different expression and a new release is offered a few times a year.

## Bogle Family Vineyards Will Use Lighter Bottles to Reduce Carbon Footprint

**Bogle Family Vineyards** introduced new, lighter glass bottles that will cut packaging weight by 10% or 2,235 tons starting in 2022.

The first lighter bottles being featured in Bogle's traditional line of Chardonnay, Cabernet Sauvignon, Essential Red, Pinot Noir and Merlot. This change in glass type for the Bogle brand will cut down weight by 1,695 tons.

The Juggernaut brand will see a 540-ton reduction with new Cabernet Sauvignon and Pinot Noir bottles.

"Our family's commitment to sustainability has always been a top priority in both our vineyards and in our winery, and now we are looking at how to make an impact with each and every bottle that is opened and enjoyed," said VOP -Consumer Relations **Jody Bogle**. "For many years, the assumption has been that consumers believe the heavier the bottle, the higher the quality of wine inside. Our family seeks to change this belief and show that outstanding quality wines can and should be made with sustainability as a priority."

Lighter weight glass bottles consume fewer raw materials, use less energy to produce and reduce the amount of fuel and emissions during transport. The 2,235 tons, or approximately 4.5 million pounds reduced with the introduction of lighter glass is the winery's first step toward packaging weight reduction.

"There is a significant environmental impact at every point in the bottle's lifecycle so we will continue to explore further packaging adjustments to lower weights for all of our wines," said VP-Winemaking **Eric Aafedt**. "We are still able to deliver high-quality wine, but these new bottles will reduce our impact on the environment."

## A-B to Intro Bud Light Seltzer Hard Soda And Bud Light Seltzer Sour

The introduction comes in the form of two variety packs. **Bud Light Seltzer Hard Soda** will be available starting Jan. 3, 2022, and will feature Classic Cola, Cherry Cola, Orange Soda and Citrus Soda flavors.

**Bud Light Seltzer Sour** is a limited-time offering, available beginning Dec. 27. It features four flavors: Blue Raspberry, Watermelon, Lemon and Green Apple.

Both packs will be available for purchase in 12 oz. slim can variety 12-packs. Both are made with pure cane sugar, natural flavors, come in at 100 calories and 5% ABV. The Bud Light Seltzer Hard Soda has no sugar while the

limited-edition Sour packs flavors have less than 1 gram of sugar.

“For the past several years, Bud Light Seltzer has continued to innovate and bring 21+ seltzer fans bold flavors, and now we’re starting the New Year off with our ‘Loudest Flavors Ever’,” said **Andy Goeler**, VP-Marketing, Bud Light. “As we continue to disrupt the seltzer category, our two new variety packs feature unique, fun and delicious flavors which we know seltzer drinkers are going to love!”

## Redbreast Irish Whiskey's New Series Inspired by Iberian Peninsula

**Redbreast Irish Whiskey** has just announced a new product series inspired by the Iberian Peninsula. This dedicated series celebrates Redbreast’s time-honored connection to Iberia’s and Ireland’s rich heritages as the finest wine and spirit makers in the world, combining whiskeys that are truly unique and extraordinary.

The **Pedro Ximénez Edition**, first expression in the series, is a 46% ABV single-pot still whiskey that offers an exquisitely sweet finish and uniqueness to the Redbreast portfolio. This expression has been triple distilled and initially matured in former bourbon and oloroso sherry casks, re-casked into delectable Pedro Ximénez Hogsheads from the southern tip of Spain. SRP: \$95.99.

## Shiner's New Brew Inspired by TikTok

**Shiner Berries & Cream** brew (ABV 5%) was inspired by a 2007 [TikTok](#) candy commercial featuring an innocent yet odd character named the “Little Lad” who is so excited by a Berries & Cream flavor that he launches into song and dance. While the Berries & Cream tune and the “Little Lad” first debuted in a 2007 candy commercial, the “Little Lad” made his comeback in 2021 on social media, garnering millions of likes on his [TikTok account](#).

Shiner's Berries & Cream brew will be exclusively available at the Spoetzl Brewery in Shiner, Tex.

## Molson Coors Tops Bev/Al Stocks In WSJ's Best Managed Companies List

If **Brown-Forman** execs want to grumble about **Molson Coors Beverage Co.** ranking higher than them in *The Wall Street Journal's* 250 Best-Managed Companies list, we don't blame them. The list was developed by Claremont Graduate University’s Drucker Institute and focused on customer satisfaction, employee engagement and development, innovation, social responsibility, and financial strength.

**Molson Coors** was ranked No. 160 out of 250 companies on the list. **Brown-Forman** came in second among bev/al stocks, at No. 175.

But here's the thing: Brown-Forman had four stars in three of five categories -- customer satisfaction, employee engagement and development, social responsibility and financial strength -- while Molson Coors had four stars in only two categories, customer satisfaction, and social responsibility.

Where B-F had four stars for employee engagement and development, Molson Coors had 3. Both companies had three stars for innovation. As for financial strength, Brown-Forman

had three stars while Molson Coors had only two -- and was given a red flag for financial strength, meaning it was in the bottom 25% of the 846 companies examined for the rankings.

Add up all the stars, and Brown-Forman is clearly ahead with 16 stars compared to Molson Coors' 14 stars. And not only did Brown-Forman's financial strength earn it three stars compared to Molson Coors' two stars, the Louisville distilled wasn't flagged for being in the bottom 25% of all companies evaluated for the rankings.

The only reason we can see that Molson Coors was ranked higher than Brown-Forman was that the guys at Claremont Graduate University were drinking beer, perhaps laced with a bit of cannabis, while doing the computations.

## Maker's Mark to Reimburse Checked Baggage Fees

**Maker's Mark** is offering to cover the checked bag fees of those packing a bottle of bourbon to bring home. The program, which aims to ease some of the hassle, cost and inconvenience of holiday travel for America's bourbon loving spirits drinkers, runs through Dec. 31.

Travelers 21+ can upload an eligible checked-baggage receipt at <https://whiskyflights.makersmark.com/> for the chance to have Maker's Mark reimburse their checked-baggage fee, with up to \$50,000 of fees covered by the brand during the promotion period.

"As a family-led brand since our inception in 1953, we've always believed that the perfect holiday moment starts with you, your loved ones and a bottle of bourbon to share, and we wouldn't want anything to get in the way of that quality time," said **Rob Samuels**, 8<sup>th</sup> Generation Whisky Maker and Grandson of the Founders at Maker's Mark. "We know you can't bring a bottle of Maker's Mark Bourbon in your carry-on luggage, so we're encouraging folks to check a bag on their next holiday-bound flight so they can bring a little spirit home to share. We'll pick up that pesky fee for some lucky travelers."

By taking care of the extra baggage of the 2021 festivities, Maker's Mark aims to help travelers come prepared with bourbon in tow, so they can focus on more important things this holiday - like safely and joyfully coming together with loved ones after months apart to toast the moment.

## Tequila Avion Offers Gift Set

The **Pernod Ricard** brand partnered with David Flores, the trailblazing artist, to create the gift set for Avion 44. But it doesn't include a bottle of the Avion 44.

Instead it includes premium items such as drinking glasses, an ice mold, a deck of playing cards, and a Bluetooth speaker, all incorporating custom designs from Flores that blend his iconic floral designs with Avión's signature agave. The gift set comes in a beautifully designed wooden box along with a \$200 gift card (but no tequila).

In addition, Avión and NTWRK teamed up to produce an interactive and engaging episode on their mobile app featuring David and a friend celebrating top shelf friendships while talking about the limited-edition kit. The episode showcases the two friends highlighting the various items included in the premium kit while reminiscing on good times from past holidays,



all while sipping on a glass of Avión Reserva 44. The full episode can be found on the NTWRK mobile app.

"As the brand that values authenticity, craft and celebrating everyday moments with friends, we are proud to partner with the trailblazing artist David Flores, who is known for his artistic authenticity," said **Shannon Lovell**, Brand Director for Tequila Avión. "With our limited-edition holiday drop, we're looking forward to continuing to be a part of top shelf friendships that age well with time, just like Avión."

## Brothers Bond Bourbon Hot Toddy Kit

**Brother's Bond Bourbon** is launching a Hot Toddy cocktail kit with **Cocktail Courier**. Each kit includes one 750ml Brother's Bond Bourbon, three Chai Tea Bags, four ounces of Honey Syrup, and four lemons. The curated kit features Brother's Bond Bourbon and all the ingredients to craft the perennial tippie. The kit is available via [www.CocktailCourier.com](http://www.CocktailCourier.com) for \$74.99 + shipping.

## Alternate Ending Beer Licenses Bored Ape Yacht Club NFT for Cans

**Alternate Ending Beer Co.**, Aberdeen, N.J., released a beer can with a licensed Bored Ape Yacht Club NFT. Licensing a Bored Ape Yacht Club NFT for a limited-edition beer can label was the brainchild of Evan Hecht (aka @nftsniperbot) and Ross Cohen, co-founder of Lifetime Value Company, who presented the idea to Alternate Ending Beer Co.'s **Scott Novick**, and **Alexis Castellano**.

Hecht and Cohen, both active in the NFT community, licensed **Bored Ape #3500** exclusively to Alternate Ending Beer Co. Alternate Ending Beer Co. worked with John Turner, of award-winning branding agency BoysBurnsBarn, and new artist Alex V. to weave the Bored Ape NFT into its own unique can design inspired by street art. Featuring the Bored Ape being spoon-fed peas on the label, the aptly named "Drink Your Peas" beer is a grisetto made with malted peas, a first in the United States.

"We look at our beer cans as not just a can but as a canvas for amazing art, and a vessel for the love that we put into our beer," Novick said. "Featuring the Bored Ape NFT on the can is just the next iteration of that!"

The new grisetto is made with malted peas provided by local distillery 3BR. Already a romantic style from old-world Belgium, this delicate farmhouse beer is usually light and dry, but the malted peas balanced out that dryness with a touch of sweetness.

The company is releasing a limited number of 4-packs to the public. In addition to beer cans, there will be limited-edition hand-numbered posters featuring the Bored Ape NFT, as well as a select number of beer glasses with the Bored Ape NFT sometime around Christmas.

## Crown Royal Intros Newest Whisky Blend Aged 18 Years

**Crown Royal** is calling its newest version -- Crown Royal Aged 18 Years -- its "most luxurious blend yet." In honor of the release, Crown Royal commissioned celebrity grillz maker **Scotty ATL**, to create four exclusive grillz sets using the liquid variant as the inspiration, in a first of its kind collaboration to celebrate new royalty and redefines luxury in the Atlanta community.

Crown Royal Aged 18 Years has layers of intensity that are both surprising and delightful. Enticing notes of vanilla and stone fruit greet the nose, followed by the velvety body of light oak tempered by caramel spice. Delicate notes of nougat linger in the full-bodied finish. These layers, like the grillz art form, offer rare luxury that surprise and excite the person experiencing it.

In the creation of the grillz Scotty collaborated with a mentor and legend in his own right, Eddie Plein, "the Originator and Godfather of Grillz." Through Plein's continued mentorship in this unique jewelry art form Scotty was able to create extra rare grillz sets that are made with rare VVS diamonds, opals, and 1-of-1 engraved arrows, nodding to Crown 18 Year Old's bottle design. The foundation of the grillz is made from *Super Gold*, a term coined by Scotty to describe the highest karat of gold he uses for his most luxurious grillz sets.

## Who & What —

**Marci Palatella**, founder of **Preservation Distillery**, was sentenced to six weeks in prison after she pleaded guilty to bribing officials to get her son admitted to the University of Southern California. She also must serve six months of home confinement and pay a fine of \$250,000. She is CEO of **International Beverage**, a liquor distributor in California that owns Preservation Distillery in Bardstown, Ky.

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**Moët Hennessy** hires **Manuel Reman** as the new President of **Maison Krug**, effective April 1, succeeding **Maggie Henriquez** who decided to take a next professional step outside the Group. In announcing the appointment, Moët Hennessy praised Henriquez's "outstanding accomplishments throughout an exceptional career at Moët Hennessy in France and Argentina. She will work with Reman through a one-month transition in March in both Champagne and Paris.

Continued Success,  
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor