

# 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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## Easter Sunday: Good News for Eateries, Not for Bars

With Easter coming up this weekend, it's likely eating outlets will see a sales boost, says **CGA's Matthew Crompton**. In 2019, Easter Sunday experienced velocity growth of +19% in these venues versus the average Sunday in the year to date, driven by an increase in check value of +23%. In comparison, drinking outlets saw velocity down -14% on the Sunday, with a reduction in traffic of -15% being the driving factor.

Velocity in the US over recent weeks has seen a similar pattern to 2019, with a slight decline to April 2 (-3%) followed by growth of +1% in the latest week. All key states are positive compared to last year.

States with COVID-19 restrictions in place this time last year are currently performing strongly in comparison, with New York up +45%, Illinois up +39%, and California up +24%, while the states that had little to no restrictions are only slightly positive (Florida +2%, Texas +1%).

**Crompton**, CGA Regional Director – North America, said: "The consistent performance of the On-Premise indicates that the sector has returned to seasonal trading patterns, and suggests that we should see a similar performance to 2019 over the Easter weekend with eating outlets seeing a boost, driven by an increase in check value."

## Reyes to Acquire Columbia Distributing's Northern California Business

**Reyes Beer Division** said it agreed to acquire the Sonoma and Marin counties business of **Columbia Distributing**. The acquired business will become part of Reyes' existing **Golden Brands** operations.

The acquisition will add around 1,350 customers, about 4 million cases, and includes brands from key suppliers such as **Constellation, Molson Coors, Lagunitas, Mark Anthony Brands, Sierra Nevada, Boston Beer, Heineken, Diageo**, along with a great craft beer portfolio.

"Columbia Distributing has a long history of providing an incredibly strong portfolio, unmatched route to market and premium customer service to the Pacific Northwest," said **Chris Steffanci**, CEO of Columbia Distributing. "We are also very proud of the business we have built in Sonoma and Marin counties over the last several years, but as we continue to focus on our long-term strategy of aggressive organic growth, strategic partnerships and significant acquisitions, California does not fit into that strategy."

"California is a very important piece of our business and we've seen tremendous growth in the market," said **Tom Day**, Chief Executive Officer for Reyes Beer Division. "We are uniquely positioned for this opportunity, with more than 3,500 employees statewide and investments of millions of dollars in 25 facilities."

## Champagne Shipped Over 34 Million Bottles to U.S. in 2021

That's a 63.9% increase from the pandemic-depressed shipments of 2020, according to the **Comité Champagne**. According to **Jennifer Hall**, director of the **Champagne Bureau, USA**, "not only did Champagne shipments to the United States rebound last year, but the United States led all countries in shipment volume for the first time in decades."

Globally, Champagne shipped 322 million bottles in 2021, an increase of 32%

### KANE'S BEVERAGE WEEK

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from 2020 as COVID-19 restrictions eased worldwide.

Champagne has bounced back as the United States made progress towards recovery from the global pandemic, including a return to in-person celebrations and fewer restrictions at restaurants and bars across the country," said Jennifer Hall, director of the Champagne Bureau, USA. "We are proud to say that not only did Champagne shipments to the United States rebound last year, but the United States led all countries in shipment volume for the first time in decades."

The closure of primary consumption and sales hubs, along with the cancellation of in-person events, put pressure on the Champagne industry globally in 2020. However, global shipments increased 32% year-over-year in 2021.

The Champagne industry has weathered global upheaval before, most recently following the 2008 financial crisis. In 2009, shipments to the U.S. fell nearly 27%. However, as in 2021, the shipments quickly bounced back, and the industry subsequently saw seven consecutive years of growth in the United States between 2012 and 2019, with an average 6.2% growth in volume per year.

### Marie Brizard W&S Reverses Loss, Posts a Profit for Fiscal 2021

Marie Brizard Wine & Spirits sold less in fiscal 2021 but turned a profit. The company reports earning EUR 5.6 million in 2021, reversing a EUR 38.5 million loss a year earlier. Sales fell 1%, or 2.4 EUR, to 166.7 million euros.

The company said 2021 was marked by a recovery in sales driven by the France cluster despite a slowdown in the Off-Trade spirits market, in particular during the second half, in favour of the On-Trade channel.

International business was impacted by multiple and successive changes in health restrictions, particularly in Europe and major Asian markets. Overall business in the USA was encouraging thanks to the new distribution model but 2021 revenues fell 8% versus 2020, impacted by the distribution model changes in the first half of 2020.

Revenues thus came in at €10.7m, down €5.4m excluding restatement and currency impact. After restatement, pro forma sales decreased by €3.0m compared to the previous year, with the positive effect of the initial stock building at our distributor evaluated at €2.4m. Changes in the US dollar exchange rate had an adverse impact of €0.4m on the company's revenues, MBWS said.

The end of the year was marked by a slowdown in Sobieski sales due to aggressive promotional strategies pursued by competitors in the vodka category (leading to a decline in value) and postponement of sales to 2022 due to logistical constraints (particularly affecting sea freight). These adverse effects were partly offset by the strong performance from Cognac Gautier.

The gross margin ratio was 41.1% in 2021, down from 42.4% in 2020 due to:

- the sharp decrease in bulk sales (volume and margin) in the Baltic states (hand sanitizers for the COVID pandemic in 2020), a market that became highly competitive,
- the negative price effect in France due to trade negotia-

tions and promotional expenditure to drive Sobieski and Paddy brand growth,

- partly offset by the recovery of the branded business, which posted higher gross margin contributions, particularly for the international and On-Trade business in the second half of 2021.

The various structural measures are bearing fruit and all entities except Dubar in Brazil posted positive EBITDA in 2021.

Net non-recurring operating expenses for 2021 amounted to € -0.1m, mainly due to the positive outcome of the Group's financial restructuring plan.

The €0,25 m net financial income for 2021 was significantly lower than in 2020 (which included one-off proceeds from Trinidad & Tobago recorded in June 2020), but the cost of debt has fallen significantly, given the change in the Group's financial structure following the February 2021 capital increase.

Net earnings from continuing operations in 2021 amounted to a €6,6m profit compared to a net loss of €5.6m in 2020, reflecting the Group's improving profitability and the merits of its strategy of refocusing on the core "brand business".

### BeerBoard Open Rate Rises

After two consecutive periods at 94%, the Open Rate (locations open and pouring beer) ticked up to 95% on the weekend, BeerBoard reports. This now becomes the highest average since BeerBoard started tracking this data back in May of 2020.

Average Number of Taps remained at 20 per location nationally for the third consecutive period. Eight of the 11 states tracked held firm in their average from March 24-27. Nevada (22) was the only state tracked to add a handle, while California (22) and New York (20) dropped one handle each.

Percentage Taps Pouring continues to bounce up-and-down, dropping back one point to 74% after a two-point gain over the March 24-27 period. Nevada was the only state tracked to see a gain here on the weekend, ticking up to 80%. Six states saw a decline, with California, Georgia and Minnesota each realizing a two-point fall.

Coming off two periods of growth, Volume saw a slight decrease for -3.5% for the period. Nationally, Volume was +6.9% when compared to the same period in 2021. For the weekend, Georgia (+9.3%) and Florida (+2.1%) were the only two states tracked to see a lift. Minnesota (-9.4%) and Michigan (-8.8%) saw the largest declines among nine states to experience a loss.

Rate of Sale lost the entirety of its gain from two weekends prior and was -3.9% for April 7-10. Like Volume, Georgia (+10.2%) and Florida (+0.5%) were the only states tracked to see a positive return (no matter how slight in Florida's case). Michigan (-8.1%), Minnesota (-7.3%) and Nevada (-5.2%) were among eight states to see declines for ROS on the weekend.

### TTB on 'Clean' in Wine Marketing

Alcohol & Tobacco Tax & Trade Bureau issued the

third in a series of advisories on health-related claims in bev/al marketing. The latest focuses on the word “clean” on wine labels.

In some cases, TTB said, the word is simply a descriptor of taste, as in “A clean, crisp taste.” In that usage, there is no problem. In other cases, however, TTB says “clean” is being used to suggest the beverage will have health benefits or mitigate health risks otherwise associated with alcohol consumption. For example, “X malt beverage is clean and healthy” or “Y vodka’s clean production methods mean no headaches for you.” Those claims, TTB says, would be considered to be misleading health-related statements.

**Wine Institute** is taking credit for the advisories, saying they follow a meeting between Institute and TTB staff a few weeks ago.

**Greenbar Distillery Plants 1 Millionth Tree**

When Armenian-immigrant **Melkon Khosrovian** and his wife **Litty Mathew** founded **Greenbar Distillery** in 2004, they considered every bottle they distilled as one of their own children. So, in 2008, the founders of Los Angeles’s first distillery since Prohibition established what would become a 14-year partnership with **Sustainable Harvest International** with a promise to plant one tree for every bottle of Greenbar’s spirits sold. This Earth Day, the environmentally-minded brand celebrates a milestone: one million trees planted in Central American rainforests.

In addition to their tree planting initiative, the distillery’s partnership with Sustainable Harvest International provides support for local, rural communities through resources and education about sustainable farming techniques that teach people how to protect the land so it can better support them. Together, they plant indigenous shade trees that protect the crops and help the land remain healthy. This approach is profitable for the local farmers, is better for communities, and results in a healthier environment for everyone.

**Hop Valley Brewing Revives Henry Weinhard Private Reserve**

“**Henry Weinhard’s** blazed the trail for craft beer in the Northwest,” says **Brandon Ross**, national chain sales manager for Hop Valley. “We knew we had to take this opportunity and run with it.”

The beer that’s been called Oregon’s first craft beer is coming back – this time, under the Hop Valley banner. The brewery, part of **Tenth & Blake, Molson Coors’** U.S. craft beer division, is returning Private Reserve to shelves in Oregon, Washington state and Idaho this month.

The 4.7% alcohol-by-volume lager, first brewed in 1976 and acquired by **Miller Brewing** in 1999, will be brewed using its original recipe and Cascade hops from Oregon.

“It’s once again an Oregon brand,” brewed exclusively in Oregon, Ross says.

The revived brand comes with an updated look. Hop Valley mined the archives to incorporate historic elements that resulted in a classic, retro look that trumpets Henry Weinhard’s 1856 founding and stands out on shelves.

Hop Valley hopes the beer will connect with local drinkers and succeed in the craft economy segment. There’s still a sizable opportunity for the beloved lager, both with its built-in audience of loyal fans as well as with younger legal-age drinkers who want to support local beer at an affordable price, Ross says.

“They want to participate in local, but not pay an arm and a leg to get it. We wanted to keep it at an approachable, entry-level price point,” he says.

**Fundador to Get New Bottle in June**

**Fundador Sherry Cask Solera Reserva Brandy** (González Byass USA) will introduce a new label and 750 ml bottle to showcase the brandy’s heritage in June. A new 1 liter bottle will be available later this year.

Fundador is the most iconic Sherry brandy and the first Spanish brandy produced by Pedro Domecq Lustau; its name means founder because in 1874, it was the first brand ever to be marketed as Brandy de Jerez. The Fundador Sherry Cask is aged in the traditional solera system and, unlike many other brandies, uses Amontillado, Oloroso and Fino Sherry casks, which provides the brandy its distinctive taste and dark golden color.

“We are thrilled to re-release the Fundador Sherry Cask Solera Reserva. As the largest brandy exported from Spain, we felt it was time to bring the bottle into the 21st Century with a new look, but the product is still the delicious Brandy we all know and love,” says **Nicolás Bertino**, CEO and Country Manager of González Byass USA. SRP: \$21.99.

**Will 8.5% Inflation Help or Hurt Bev/Al?**

We’re not sure, but if we were to bet, we’d say it probably will lead consumers to buy less-expensive brands

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for a while. That 8.5% rate is the highest in four decades, and is blamed on skyrocketing energy and food costs, supply constraints and strong consumer demand stoked by the anti-Covid measures of the last couple of years.

Measures being taken by politicians — whether they are gas tax holidays or, as President Biden called for, increasing the ethanol percentage in gasoline to 15% from 10% — won't make any difference.

## A-B Launches 'National Recycling League'

**National Recycling League** will unite together those sports teams with which **Anheuser-Busch** has sponsorship agreements and sports fans to work towards a shared dream of a future with less game day waste and more cheers," says **Brendan Whitworth**, CEO of Anheuser-Busch.

With Major League Baseball season officially underway, more than 10 teams — including The St. Louis Cardinals, Houston Astros, San Diego Padres, Texas Rangers, and Washington Nationals — have signed on as inaugural members of the National Recycling League.

Each team has committed to adopting and implementing a range of new, innovative National Recycling League activations aimed at reducing waste and improving recycling rates at stadiums to help divert recyclable materials such as beer bottles and cans from landfills. Activations include offering infinitely recyclable aluminum cups, which can be recycled over and over again, to fans in-seat recycling decals, and in-stadium signage sharing a simple call-to-action with consumers — 'Recycle Like a Champion.'

To launch the National Recycling League, Anheuser-Busch and select MLB partners will be introducing a new member of the sports arena team. Similar to the beloved beer hawker, new Recycling Hawkers will be deployed in stadiums to collect used cups, cans and bottles from fans to ensure they are recycled properly. Recycling Hawker volunteers from Keep America Beautiful® will encourage fans to hand over their recyclables so that those items can be sorted from the trash and recycled.

In addition to in-stadium activations throughout regular season games, select partner teams will compete head-to-head in a new way as the brewer calls on MLB fans to join the National Recycling League and recycle their bottles and cans, with the winning city getting a round of beer on Anheuser-Busch. The city of the participating team which has the highest recycling rate during home games from Opening Day through May 31 will get a round of beer on Anheuser-Busch in celebration of their commitment to reducing waste on game day.

Looking ahead, Anheuser-Busch said it plans to work alongside teams across the National Football League among other league partners to enlist them to participate in the National Recycling League as the 2022 NFL season kicks off.

## CBands Intros RtD Boxed Wine Cocktails

**Constellation Brands** introduces **Next Round Cocktails**, its first-ever ready-to-drink (RTD) and multi-serve boxed wine cocktails made with a blend of real fruit juice and crisp wine in the popular flavors of Salted Lime Margarita and Strawberry Lime Sangria.

The rolling launch of Next Round Cocktails is underway at major retailers nationwide along with online delivery such as Instacart and Drizly. **Next Round Cocktails Salted Lime Margarita** is made with real fruit juice, a sprinkle of salt, and white wine with a 13.5% ABV. **Next Round Cocktails Strawberry Lime Sangria** made with real fruit juice\* and crisp rose wine for a light and refreshing taste, with a 10% ABV.

Both flavors are offered at an affordable price and packaged in two convenient, multi-purpose serving size options, including a 1.5L bag-in-box at a suggested retail price of \$16.99 and a 500mL single serve Tetra box with a suggested retail price of \$5.99.

"Next Round Cocktails represents Constellation Brands' commitment to innovate for consumer-leading trends, such as creatively intersecting the growing consumer interest we see in the \$696.5 million pre-mixed cocktails category and the \$903.2 million premium boxed wine category," said **Ann Stockman**, VP of Emerging Brands at Constellation Brands. "Recent YPulse research of our target consumer reports that post-covid, 66 percent would prefer to drink at home than go out, so we've created Next Round Cocktails to fit right in as the ultimate co-host, all tastefully dressed and ready-to-serve up the fun."

## Ciatti Sees Global Wine Trade Facing Freight, Energy Challenges

What's inflation? The answer, of course, is "too much money chasing too few goods." That, with a modification, explains what has happened to global freight rates in the last few months — too much demand, too few containers, **Ciatti Global Wine Brokers** notes. Plus: Shipping is concentrated in a few companies, reducing price competition.

The same thing is true for energy, Ciatti says. Energy supply, too, is concentrated in few hands. Russia is the principal supplier of natural gas to Germany, as we have all learned in recent weeks. But remember how Saudi Arabia was able to create gas lines in the U.S. in the 1970s by shutting off its shipments of oil to the U.S.

Ciatti notes "a growth in supply chain parochialism," and the International Monetary Fund says "policy proposals to reduce dependence on foreign suppliers . . . are likely misguided. Supply chain resilience to shocks is better built by increasing diversification (rather than) domestic sourcing of inputs."

Some companies are taking steps to reduce their dependence on one foreign supplier. Apple Inc., for instance, has been moving some iPhone production to India from China. The IMF's logic in warning against "re-shoring" is that domestic suppliers might disappear in a crisis. So it's a good idea to have multiple supply options.

Where the IMF's logic breaks down is in the area of shipping. It does little good to be sourcing glass bottles, for instance, from India rather than China if the neither the Indian supplier nor the Chinese supplier can get the containers needed in which to ship the bottles. A U.S. company with several different U.S. suppliers avoids the container shortage.

Only slightly less desirable, in our opinion, is for a U.S. company to source components from Canada or Mexi-



co. Normally, that should solve almost all problems. Unfortunately, Texas Gov. Greg Abbott has introduced “enhanced safety inspections” that have caused massive problems for trucks bringing goods from Mexico into the U.S. According to White House Press Secretary Jen Psaki, trucks are experiencing delays exceeding five hours at some border crossings. Commercial traffic is estimated to have fallen by as much as 60% since the increased inspections began April 6.

## STEL+MAR Wines Launches in U.S., Targets Under 40 Demo

**STEL+MAR Wines** has launched in the U.S., targeting the often-overlooked under-40 age demographic with a collection of highly rated wines that are approachable in flavor, accessible in price, and relatable in brand.

**Integrity Wellness Brands** (IWB) is managing the launch. Integrity has its own network of more than 250 distributors throughout the country, and STEL+MAR is now available in about 80% of the U.S., covering 30 states and most of the major metros throughout Florida, Texas, Washington, Wisconsin, New York, and Oklahoma.

IWB has been successful in securing some best-in-class distributors to bring STEL+MAR to market, including **Victory Wine Group** in Texas, **Breakthru Beverage** in Florida, and **General Beverage** in Wisconsin.

According to Silicon Valley Bank’s 2022 *State of the Wine Industry Report*, the under 40 demographic comprises about 72 million people in the U.S. As this demographic matures in age, palate and consumption tendencies, they are actively searching for brands that are aligned with their personal tastes and values.

To appeal to this overlooked and underserved segment of potential wine drinkers, STEL+MAR’s current selection of low-sugar wines are priced at \$13.99 per bottle, and feature label artwork designed to resonate with its intended audience.

STEL+MAR is launching in the U.S. with three crowd-pleasing wines, approachable in price as well as taste. Its current portfolio includes:

**California Cabernet Sauvignon (\$13.99)**, California Chardonnay (\$13.99), and California Rosé (\$13.99).

“With STEL+MAR, our goal is to create the best wines possible at an attractive price for the under-40 segment of wine drinkers. These consumers are often misguided into thinking that you have to pay up for great wine. They’re fearful that an under \$15 dollar bottle may deliver a lackluster, or worse, an embarrassing experience when shared with friends. With STEL+MAR, we’re proving that you can have a great tasting wine, at a price that you’re willing to take a chance on,” commented co-founder Chris Noll.

With an eye on the environment as well as great taste, all of STEL+MAR’s uses light glass bottles in order to lessen the carbon footprint created during the shipping process and sources the majority of its grapes from vineyards certified by the California Sustainable Winegrowing Alliance.

Labels feature images of idyllic 1950s California beach scenery that captures laid-back fun amongst friends. “The art on our labels is as unique to the industry as it is appeal-

ing. The majority of the wine labels in the \$10-\$20 category don’t speak to the younger generation, and if they do, the product inside is often of suspect quality,” **Justin Dumitreacu**, co-founder, added. “We wanted labels featuring artwork you would want to hang on your walls, and not think at first that it’s a wine label.”

While based in California, STEL+MAR was first launched in Canada in 2020, giving the team time to test their brand identity and make refinements before entering the hyper-competitive and much larger U.S. market in 2022.

## Radeberger Intros 2 New Offerings

**Radeberger Gruppe USA**, the No. 1 German beer importer in the U.S. announces two new offerings: **Schöffelhofer Juicy Pineapple** and **Schöffelhofer Wild Cherry**, the latter within the brand’s first-ever national variety pack, known as the Schöffelhofer “Happy Pack.”

Schöffelhofer Juicy Pineapple (2.5% ABV) is the latest addition to the portfolio of award-winning German wheat beers which includes Grapefruit, Pomegranate, and Passion Fruit.

Schöffelhofer Wild Cherry is a blend of crisp, slightly sweet-tart cherry juice and smooth German wheat beer. It will be part of the brand’s first-ever variety pack. The Schöffelhofer “Happy Pack” will feature three each of Schöffelhofer Wild Cherry, Schöffelhofer Grapefruit, Schöffelhofer Pomegranate and Schöffelhofer Passion Fruit—a dozen reasons to be happy—all in convenient 11.2-ounce slim cans.

“We listened closely to our consumers and did extensive research to see what was missing in the market and how we might be able to fill that void,” said **David Deuser**, CEO of Sales and Marketing at Radeberger Gruppe USA. “Juicy Pineapple quickly rose to the top of the list and based on the consumer reaction at the EPCOT Food and Wine festival, we knew Wild Cherry would also be extremely well received by consumers, distributors, and retail partners alike. 2022 will be an exciting time for us as we offer an even wider assortment of flavor options to make the most out of summer.”

## M Imports Named Importer For Follador Prosecco

**M Imports** markets wines from Portugal, Spain, Italy, Argentina and Australia. The partnership between Follador Prosecco and M Imports “marks the beginning of a great opportunity for Follador Prosecco and we are excited to see what the future holds for our business,” said **Cristina Follador**, the company’s Sales & Marketing Director. “Our family has always strived to deliver the excellence and traditions of our terroir with an innovative approach and M Imports is the ideal partner for our U.S. expansion, thanks to the solid international reputation, expertise and passion for the world of wine of **Mark Macedonio** and his team”.

“The stylish, contemporary and recognizable image of Follador Prosecco is the perfect fit for our U.S. portfolio, and network of leading wholesale distributors, retailers and restaurateurs. Their newest entry **Follador XZero Valdobbiadene Prosecco DOCG Extra Brut** has 0 grams Residu-

al Sugar, 1 gram Carbs, 65 Kcal is Vegan-Friendly and rated 93 points Wine Enthusiast. This leading-edge producer consistently demonstrates superior quality, always while representing the great Italian tradition," said **Mark Macedonio**, CEO of **M Imports**, LLC.

### Good Dogg Enters 3 New England States

**Good Dogg Beverage**, Melbourne, Fla., said it secured agreements with distributors covering three New England states and is opening a regional office in Cranston, Rhode Island.

The companies that will distribute Good Dogg Beverage's products starting in May include **Quality Beverage**, a Massachusetts beer wholesaler; **East Coast Beverage** of Rhode Island; **Craft Beer Guild of Connecticut** (part of the Sheehan Family), and **Berkshire Brewing Co.**, a full-service distribution company throughout Massachusetts.

Good Dogg Beverage's new regional office in Cranston, Rhode Island, will open in May to help foster strong connections with the company's local business and charity partners in New England.

Good Dogg Beverage's CEO and Founder, Tony Venturoso, spent most of his life in Boston and is committed to serving the area he says embodies the spirit of the Good Dogg brand.

"Where I grew up, there were always good people around who were willing to lend a hand wherever they could," says Venturoso. "It wasn't something we talked about; it is a way of being and showing up for each other that runs deep in this part of the country and in the culture and purpose of Good Dogg."

What's Enough Food for Cocktails-to-Go in NY?

"Sandwiches, soups, or other foods whether fresh, processed, pre-cooked, or frozen. And the other foods are foods that are similar in quality or substance to sandwiches and soups," says Gary Meyerhoff, general counsel, New York State Liquor Authority.

A bag of chips or a bowl of nuts or candy? Not enough, he added. Nor would small amounts of soups or salads.

Also, alcohol-to-go does not mean a New York restaurant can sell you a bottle of alcohol, whether it's wine, beer or spirits. Alcohol has to be transferred to sealed cups or other containers.

### Sonoma State Celebrates 25 Years Of Wine Business Institute

Twenty-five years ago, forward-thinking leaders envisioned a new kind of partnership between academia and the wine industry, and the resulting vision became the **Wine Business Institute at Sonoma State University**.

Founded in 1996 as a brainchild of **Gary Heck** of **Korbel Champagne Cellars** and Sonoma State, "we wanted to create a program that would prepare the next generation to run our businesses, a viable succession plan for the wine industry. Great grapes and great wine were already the norms. Professionalizing the business of wine was the next frontier to tackle," Heck says.

"Over the past 25 years, our faculty has built the most

comprehensive suite of wine business education in the world with the support of our wine industry, generous donors, and board members," noted **Ray Johnson**, WBI executive director. "Today, our alumni occupy positions of leadership across the wine industry value chain, in organizations large and small."

Sonoma State's School of Business and Economics is the first in the U.S. to offer an undergraduate degree (since 1998), an MBA (since 2008), an Executive MBA (since 2012), and a new Global EMBA (since 2020) focused on the business of wine.

In addition to the degree programs, the WBI offers professional certifications in subjects such as Wine Business Data Analytics, Wine Business Management, and Wine Entrepreneurship. The institute regularly brings together wine industry leaders to discuss the opportunities and challenges in the current landscape and those on the horizon.

### Avaline Intros Cans

**Avaline** White and Rosé are now available in 250ml cans at select retailers and on the brand's website. Each 4-pack adds up to the equivalent of 1.3 bottles. That's perfect for sharing, or for the solo sipper who wants to enjoy a single can and save the rest for another day, Avaline says.

"Our new Avaline White and Rosé cans offer a convenient way to enjoy your favorite Avaline wines. Just pop them in your bag and bring them anywhere, whether that's an afternoon picnic, a gathering in your friend's backyard or just hanging at home," says **Cameron Diaz**, co-founder.

Volume sales for canned wine have grown consistently over the last 5 years, according to [BevAlc Insights](#). As the canned wine category grows, Avaline, like many winemakers, is striving to meet elevated consumer expectations in what they are looking for from canned wine. In the Ultra Premium price segment over the latest 26 weeks (ending Feb 20, 2022 / IRI-SPINS), Avaline White is the No. 1 best-seller in the Other White Blend Category while Avaline Rosé has reached No. 6 in the extremely crowded Rosé Category.

### Bud Light NEXT Certified as Climate Neutral

By measuring and offsetting last year's carbon emissions and implementing reduction plans for future emissions, **Bud Light NEXT** has met the independent certification standard from [Climate Neutral](#), a nonprofit organization working with brands and consumers to eliminate greenhouse gas emissions. The new designation comes just two months after hitting store shelves as **Anheuser-Busch's** first-ever zero carb beer.

Climate Neutral's certification builds on internationally recognized standards for carbon measurement, neutrality, and reduction. When Climate Neutral certifies a brand such as Bud Light NEXT as climate neutral, it means the brand has chosen to be accountable for the greenhouse gas emissions generated in the production and operations of their goods or services. To showcase its commitment, Bud Light NEXT will proudly feature the Climate Neutral certification on its packaging beginning in June.

"When we launched Bud Light NEXT, we wanted to

bring a beer to market that was all about breaking barriers, just like the consumers it was brewed for," said **Andy Goeler**, VP-Marketing, Bud Light. "We have a huge opportunity with Bud Light NEXT to take bold action that creates a better future for our consumers and the next generations to come, and our Climate Neutral certification is a big step in that journey for us."

In honor of this milestone, Bud Light will also be working with its leading esports partner – League of Legends Championship Series (LCS) – to offset 100% of the electricity used during the LCS Spring Finals in Houston, TX at NRG Stadium taking place April 23-24 with clean, renewable sources from wind power.

### **Macallan Launches Limited Edition \$4,500 Distil Your World New York**

**Distil Your World New York** marks the latest release in the series of single malt whiskies and gastronomic creations exploring leading locations around the globe. Crafted by **The Macallan** Whisky Maker Polly Logan in collaboration with the Roca brothers, owners of El Celler de Can Roca, twice named Best Restaurant in the World, **Distil Your World New York** embodies and celebrates the city as a dynamic metropolis of art, creativity and visionary talent.

Building on the subtle apple notes already characteristic of The Macallan, **Distil Your World New York** also offers the sweetness of classic American candy, with nods to peanut and chocolate. A whisp of sidewalks portrays the bustle of the city while uplifting citrus represents the skyscrapers that dominate New York's skyline. "We really looked towards the quintessential tastes of New York – sweet candy, waffles, peanut brittle, chocolate, and pecans. The city's thriving street food scene was a great source of inspiration" said The Macallan Whisky Maker Polly Logan.

**Distil Your World New York** is housed in a striking white presentation box featuring an engraved aerial map of New York. Bold touches of blue on the box and bottle represent the water that surrounds the city and the buildings which reach into the sky. In addition to the limited-edition whisky, the box contains a luxurious book showcasing the different inspirations behind this single malt, and the craftsmanship involved in its creation, alongside rich New York photography.

The Macallan **Distil Your World New York** is a limited-edition release of 1,000 bottles and will be available starting April 2022 for an SRP of \$4,200 for the 70cl bottle and \$4,500 for the 75cl version at select The Macallan Boutiques around the world, in premium specialist retailers and in exclusive premium non-specialist retailers.

### **New Holland Spirits to Release Its First 5-Year Bourbon**

**Origin Small Batch Bourbon Whiskey** (SRP: \$44.99) will be the first year-round bourbon with an age statement of five years or more for New Holland Spirits, a craft distiller in Holland, Mich. It will be part of New Holland's Dragon's Milk portfolio.

Origin was distilled in the nearly 100-year-old Prohibition-era pot still at New Holland's production site. Small

batch in this case means batches of 100 barrels or fewer.

"Origin's high-barley mash bill and five-year maturation in char three oak barrels offers the drinker a one-of-a-kind experience," "Origin's high-barley mash bill and five-year maturation in char three oak barrels offers the drinker a one-of-a-kind experience," **Adam Dickerson**, brand manager for New Holland, said. "We are particularly enthusiastic about Origin's four signature tasting notes of stone fruit (namely pear and apricot), citrus, baked pastries and vanilla wafer."

It will be distributed in Michigan, Indiana, Illinois, Wisconsin, Colorado, Texas and California.

### **Labor Watch: U.S. Chamber Says NLRB Overreaches on Card Check**

The **National Labor Relations Board's** general counsel has proposed re-establishing the Joy Silk doctrine, which called on the NLRB in almost all cases to impose a bargaining order on employers when presented with signature cards purporting to represent the wishes of a majority of employees for union representation, a process called "card check" which eliminates a secret election.

"This move by the General Counsel to force card-check organizing on workers and employers represents a radical overreach and misunderstanding of the law," said **Glenn Spencer**, senior vp-employment at the **U.S. Chamber of Commerce**. "The doctrine is inconsistent with long-standing precedent, court rulings, and the text of the National Labor Relations Act. Congress has repeatedly rejected efforts to impose card check, and the General Counsel cannot do so outside of the legislative process. We will oppose this action with every tool at our disposal, including litigation if needed."

The card check process has been found by courts and the NLRB itself to be inherently inferior to secret ballot elections, the Chamber said. Congress has rejected every attempt to require card check recognition, most recently in the current session with the stalling of the PRO Act.

### **Economy Watch: Gasoline Price Surge Hits Broader U.S. Spending**

Strip out gasoline, and retail sales fell 0.3% month-over-month in March, says James Knightley, chief international economist at ING Economics. On the positive side, there are signs of resilience within the data and in any case, spending was unlikely to keep pace with January's post-Omicron surge.

What that means is that when you hear consumer spending rose, you should translate that to mean that higher gasoline prices led overall spending higher. Gasoline station sales accounted for 9.6% of all retail spending in March.

We expect this to play out in the bev/al sector with some downward shifting in what brands people buy — more Jim Beam, less Knob Creek, for instance — but no significant reduction in volume.

### **Charles Heidsieck Marks 200 Years, Sends Wines to U.S. by Sailboat**

**Charles Heidsieck**, the Champagne producer, said it is sending its newest releases to the U.S. by sailboat. Featuring a cargo of a limited number of prestigious bottles, the historic

journey celebrates the bicentennial of the House's Founder, **Charles-Camille Heidsieck**, and will sail across the Atlantic to arrive in New York, following the journey that Charles himself took in 1852.

The sailboat launches from the port of Saint-Malo, Brittany, arriving in New York in time to celebrate Charles' 200th birth date on June 17. The shipment has been entrusted to French sail company, Grain de Sail, for a transatlantic crossing on board its cargo sailboat – the first modern, regulated, merchant shipping cargo sailboat in the world – truly following in Charles' footsteps, who made his own crossings by sea. The journey can be followed at Follow the journey on the Grain de Sail home page, <https://graindesailwines.com/>

For Charles Heidsieck's Managing Director, **Stephen Leroux**, the partnership reflects the House's tribute and commitment to the Founder's sense of adventure: "Transport by sea is an integral part of our history: that is how Charles Heidsieck supplied the American market. Charles personally chose the US as his first market, back in 1852.

The Charles Heidsieck portfolio is imported nationally by **Folio Fine Wine Partners**.

### **Absolut Launches AbsolutLand In Metaverse at Coachella**

Marking its 10th year as the Official Vodka of Coachella, Absolut said it is extending the festival experience into the metaverse with **Absolut.Land**, a one-of-a-kind blended activation by a liquor brand at a live event.

### **148 Woodford Reserve \$1,000 Mint Julep Cups Honor France**

The Woodford Reserve \$1,000 Mint Julep charity program, one of the Kentucky Derby's most distinctive annual traditions, this year honors the connections between Kentucky and France.

Of the 148 cups honoring Derby 148, 18 are gold and retailing for \$2,500 and 130 Silver and retailing for \$1,000. They will be available for purchase at [woodfordreservemintjulep.com](http://woodfordreservemintjulep.com) and must be picked up at Churchill Downs on Derby Day at the \$1,000 Mint Julep Experience.

Handmade by Louisville-based jeweler **From the Vault**, the cups feature red rubies in the shape of a horseshoe. One side of the cup is engraved with a thoroughbred, representing Versailles, Ky., where Woodford Reserve Distillery is located and where many of the world's best thoroughbreds are bred and raised. The other side includes a nod to Versailles, France.

Proceeds will benefit **Old Friends Farm**, where famous thoroughbreds, including past Derby winners, are sent to retire peacefully. The charity was started by Mike Blowen, a retired journalist from The Boston Globe.

### **Bisol1542 Winery to Visit 25 Cities in 14 Days**

The purpose: To showcase the **Wilson Daniels** brand's 500+ years of winemaking.

Partnering with premium automaker Alfa Romeo, Global Brand Ambassador and 21<sup>st</sup> generation family mem-

ber **Gianluca Bisol** will drive 4,732 miles across the country in an eye-catching Verde Montreal-colored 2022 Stelvio Quadrifoglio, educating trade, media, and consumers about the heritage of Valdobbiadene, though the lens of three terroir-driven Superiore crus.

"This US road tour has been a dream of mine for many years, and I'm so excited that it's finally coming to fruition this spring," said **Gianluca Bisol**, President of Bisol1542. "For the past 35 years that I've been selling our wines in the US, my mission has remained the same: to produce the best expression of Prosecco Superiore in the world, and to share my home of Valdobbiadene with American consumers through our wines."

The coast-to-coast road tour will kick-off in Boston on April 26<sup>th</sup>, followed by stops in New York, Washington DC, Raleigh, Charleston, Miami, Tampa, Destin, New Orleans, Houston, Dallas, Phoenix, Las Vegas, and concluding in Los Angeles on May 19.

### **Estrella Jalisco Intros LA Dodgers Michelada**

It's packaged in a 25-ounce can and the launch is being marked with a chance to win the ultimate fan experience at Dodger Stadium. This once-in-a-lifetime opportunity will feature a meet-and-greet with Fernando Valenzuela, the honorary first pitch at a game during the 2022 baseball season, and some signed memorabilia. To participate, fans can tag [@estrellajalisco](https://twitter.com/estrellajalisco) to share the craziest thing they have done to show their team pride with #contest. Submissions will be accepted through April 20, 2022.

### **Hennessy Campaign Celebrates Basketball's Cultural Influence**

Presented via a short film developed by creative agency Droga5 New York and directed by award-winning director and music producer Maceo Frost, the **Hennessy 'Game Never Stops'** campaign tells the story of a sport that has created a cultural movement with a global impact that goes far beyond the lives of those who play and watch it. Through his immersive directing style Frost showcases the influence basketball has had on the work of four talents within the music, photography, and fashion industries, all yielding from different parts of the world.

## **Who & What —**

**John Anthony Family of Wines** named **Mile Gallo** director of sales, Eastern US Region. He joins from Banfi Vintners.

Continued Success,  
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor