

KANE'S BEVERAGE WEEK

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

Volume 83, No. 17

Copyright 2022 Whitaker & Company, Publishers, Inc. All Rights Reserved.

April 22, 2022

The Inside Story

Omicron's Toll on On-Premise Likely to Get Worse	2
U.S. Online Alcohol Sales Reach \$6.1 Billion, More Growth Expected — Rabobank	2
Wine Tops New Year's Eve Sales on Drizly	3
The Mess in California Ports Cost Wineries Over \$250 Million	3
Christmas Day Delivered 2d Highest Day for Check Value in 2021	3
Christmas Day Delivered Second-Highest Day for Check Value in 2021	4
Control States Volume Up 4% in November	4
Miller Family Wine Co. Launches New Non-Alcoholic Wine Brand	4
Paulaner USA, Van Diest Beer Cut Ties	5
Molson Coors Halts Production Of Saint Archer, Sells Facility	5
US Beverage Takes Stake in Unita Brewing	5
Spirits, Wine Sales Rose Up to 40% In Early Months of Pandemic	5
Permanent Spirits Direct Shipping Advances in California	6
Boston Beer: Earnings to Fall Dramatically	6
Frozen Cocktail Pop Producer Files as Winery	6
US Chamber Seeks to Make Case That Business is Competitive, Resilient	6
And Much, Much More	

Distillers Ask TTB for 'American Single Malt Whiskey' Category

Alcohol & Tobacco Tax & Trade Bureau was urged to establish a standard of identity for American Single Malt Whiskey.

The idea of a American Single Malt Whiskey standard of identity has been on TTB's Semi-Annual Regulatory Agenda. Now, "the need for the development of a standard for this growing category has reached a critical moment as more distillers than ever are labeling their products with this term while there are no formal TTB requirements for the American Single Malt Whisk(e)y category," **Chris Swonger**, president, **Distilled Spirits Council of the U.S.** and **Steve Hawley**, president, **American Single Malt Whiskey Commission**, said in a letter to **David Wulf**, TTB's deputy administrator, urging TTB to release a notice of proposed rulemaking.

"We believe that by securing a formal Standard of Identity, consumers will benefit from the clear definition of what constitutes a single malt whisk(e)y produced in the U.S. This new standard will establish trust in the category, clarify label declarations, and equip consumers with the necessary information to make informed purchasing decisions," they said.

"The formal establishment of this category would also signal to the world that not only do we believe in and support our own distilleries, but we also recognize that American Single Malt Whisk(e)y is as unique as other American staples, such as Bourbon, and deserves to be similarly defined and protected.

"These protections have been in place for Scotch Whisk(e)y for generations and we believe that, to protect the developing American Single Malt category here in the U.S., such regulations should be in place here as well. As DISCUS, ASMWC, and others seek to promote the protection of this category through free trade agreements with nations around the world, having an established definition in the U.S. will set a critical marker down to assist in the development of greater international recognition and protection going forward," they wrote.

Heaven Hill to Build New Distillery in Bardstown

Heaven Hill Distillery said it will build a new, \$135 million distillery to open by the end of 2024. The state-of-the-art distillery marks the company's return to distilling in Bardstown since a 1996 fire when Heaven Hill lost its onsite distillery, seven rickhouses, and almost 100,000 barrels of whiskey.

After the fire, Heaven Hill's distilling moved to the historic Bernheim Distillery in Louisville, while bottling, aging of whiskey and other functions continued in the Bardstown area where they remain today.

"The people of Bardstown have helped us create and build our brands over all these many years, so it's a special homecoming to bring distilling back to this community," said **Max Shapira**, President of Heaven Hill. "Our new distillery will honor our long-time Bardstown roots while applying state-of-the-art equipment and processes to produce the highest quality American Whiskey and build upon our meaningful partnership with Bardstown and the Commonwealth of Kentucky."

Heaven Hill will build the new distillery on a vacant 61-acre site at 1015 Old Bloomfield Pike, off KY 245. Construction is to begin this spring. Initial production is slated for 10 million proof gallons a year, or 150,000 barrels, and will have capacity to ramp up to 30 million proof gallons, or 450,000 barrels, over time. Heaven Hill will continue to age bourbon at existing locations and the Bernheim distillery in Louisville will continue to operate at full capacity.

KANE'S BEVERAGE WEEK

14305 Shoreham Dr, Silver Spring, MD 20905-4481

Donna Whitaker, Subscriptions Manager

subs@bevnewsonline.com

Phone: 301-384-1573; FAX: 301-879-8803

JOEL WHITAKER, Editor and Publisher

editor@bevnewsonline.com

Phone: 301-384-1573 (New number!)

Subscriptions: \$799, 47 issues a year

ISSN: 0882-2573

“Bourbon making is an old art, but we are applying forward-thinking approaches to ensure we are environmentally conscious and a good neighbor,” said **Conor O’Driscoll**, Heaven Hill Distillery Master Distiller. “Heaven Hill’s tradition of distilling with attention to detail, quality and craftsmanship will now be even more accessible as we grow our distilling heritage in Bardstown.”

The five Shapira brothers and a group of Bardstown-area investors founded “Old Heavenhill Springs” distillery in 1935 and filled its first barrel—labeled Bourbon Falls—on Dec. 13 of that year. Since that time, Heaven Hill has added several acclaimed brands, earned numerous industry accolades including “Whiskey of the Year” and “Distillery of the Year,” and attracted millions of bourbon tourists to its visitor experiences, along its way to filling more than 9.5 million barrels in its history.

The **Kentucky Economic Development Finance Authority** approved incentives to support the Heaven Hill distillery project at its April meeting.

Wine Consumption on Rise Among 30-Somethings: Study

Some wine industry observers have fretted that as the Baby Boomers retire, wine consumption overall will drop. But a new study by **LDA Opinions**, a part of **John Gillespie’s Wine Opinions** operation, finds wine consumption is on the rise among those in their 30s. Wine consumption increased 2% the survey of 1,578 frequent bev/al consumers finds, while net spirits consumption declined 1%. Equally good news for wine marketers: The 30-somethings frequency of wine consumption rose 8%.

When it comes to spirits, the study finds nearly equal percentages of frequent bev/al consumers in their 20s or 30s purchased or consumed vodka in the prior six months (76% for both groups) and Tequila (70% of those in their 20s, 71% for those in their 30s).

But Bourbon purchase/consumption skews to those in their 30s (60%, vs. 52% of those in their 20s) while purchase/consumption of Gin skews to the younger segment (48% of those in their 20s, vs. 36% of those in their 30s).

As for hard seltzer, 36% of those in their 20s and 34% of those in their 30s say they have tried or purchased hard seltzers, but no longer buy them.

“Every category of the beverage alcohol market – beer, wine, and spirits – is being shaped by the choices of legal drinking age adults under 40,” says **John Gillespie**, Founder/CEO of Wine Opinions. “LDA Opinions provides insights on the perceptions, motivations, choices, and usage occasions of frequent beverage alcohol consumers in their 20s and 30s, and we have the expertise to gather, interpret, and deliver actionable market intelligence to our clients.”

Marie Brizard 1st Period Net Sales Rose 5.2%

Marie Brizard Wine & Spirits reports net sales in the first quarter totaled 40.6 million EUR (about \$42.7 million USD). It attributed the results to sales rising 4% in France and international sales rising 6.3%.

The performance in France was attributed to good on-premise activity which had been penalized by Covid in

2021 and a lesser decline in sales of **William Peel** whiskey compared to the competition as well as moderate growth for other brands in the portfolio, particularly Marie Brizard.

International sales benefited from the recovery in Europe as 2021’s health restrictions were lifted. Russia’s invasion of Ukraine resulted in limited loss of sales, but not enough to offset strong results in other areas. Sobieski sales in the U.S. slowed, the company said, noting that Vodka remains a highly competitive category. The company experienced strong growth in its strategic brands in Asia-Pacific. The company has adopted a pricing policy that anticipates certain raw material cost increases.

Supply Chain, Covid, War, Energy Costs Make 2022 an Uncertain Year for Wine

The wine sector recovered a bit globally last year, reaching a record high in volume and value, **Pau Roca**, director-general of the **International Organization of Vine & Wine**, said. But supply chain disruptions, Covid variations, the Ukraine War and energy costs make this year much dicier, he added.

Wine production last year fell about 1% to 260 million hectoliters, but consumption increased 2 million hectoliters, a 0.7% increase from 2020. World wine exports increased 4% to 111.6 million hectoliters, the largest export volume in history and jumped 16% in value to 3.4 billion EUR.

Turning to the outlook for this year, Roca noted that the challenge for 2022 is to see how the wine sector will cope with reconsidering global supply chains and higher energy prices will put inflationary pressure on consumers.

Beer Shipments Rose 2.1% in March

Beer Institute estimates domestic tax paid ships rose 2.9% in March to 15.2 million barrels, up from 14,772,000 barrels in March of 2021. Last year saw a small 0.9% increase from 2020’s 14,642,562 barrels.

For this year, through March 31, beer shipments are down 2.7%. The March increase failed to overcome the 6.2% decline in January or the 5.8% decline in February. Nonetheless, the growth in March suggests that with Spring and Summer coming, beer shipments may be looking up a bit.

Craft Brewers Can Woes May Be Over

More than 1,000 beverage companies have experienced aluminum can shortages in the last year, **Brewers Association** estimates. Beginning late last year and continuing into this year, many of the larger aluminum can manufacturers notified small and mid-size breweries that they were raising minimum can orders to very high levels or would no longer supply cans to smaller accounts.

Now, **G3 Enterprises**, a family owned business that is one of the beverage industry’s leading logistics and supply companies, says it has secured a dependable supply of high-quality, line-qualified aluminum cans and lids and has contracted with KJ Can USA, which has committed to supplying millions of both printed and brite cans per year. KJ is building a new can plant in Nashua, N.H.

“We have secured a stable supply of aluminum cans

that we are making available to impacted brewers with lower order minimum quantities, competitive prices, and with shorter lead times," said **Richard Armstrong**, senior director, [G3 Can Division](#). He added, "Our company provides creative, integrated solutions for our beverage partners with quality packaging products and supply chain services. We will be able to help meet the needs of the industry so brewers can focus on their craft and their brands."

"Our new plant is well-positioned, both with its location and timing, to satisfy the aluminum needs of brewers throughout New England and the Northeast region," said **Alvin Widor**, General Manager, KJ Can USA. He added, "We have seen first-hand the expertise G3 brings in this space, and we are excited to now be partnering with them as our commercial representative in the U.S. and Canadian market."

G3 Can Division has been selling cans to beverage makers for the past few years. In addition to can and end supply in multiple sizes, the company can also print pressure-sensitive labels on various film and paper stocks using its innovative Reflection and Thermochromatic ink technologies which help seasonal and innovation brands stand out on the shelf. The company also has closure options (corks, caps and crowns) as well as robust logistics and warehouse capabilities to meet the needs of its customers and their operations.

"The continued challenge of maintaining a consistent aluminum can supply in the market has made business very difficult for many craft brewery customers. G3 has a well-earned reputation for delivering on behalf of our beverage customers and now is no different," said G3's Armstrong. He added, "We have the expertise and experience to deliver a stable supply of high-quality aluminum cans, and we are thrilled to have this new domestic supply source that we can offer to our customers."

A-B Making Ukraine-Style Beer To Support Relief Effort

Anheuser-Busch said it will join other AB InBev teams around the world to launch a new initiative aimed at providing humanitarian relief for those impacted by the crisis in Ukraine. Taking inspiration from beloved Ukrainian beer and A-B sister brand Chernigivske, the brewer will introduce a tribute to Chernigivske in select cities across the U.S., with its profits going to the CARE Ukraine Crisis Fund.

The move comes in the wake of **Anheuser-Busch InBev's** announcement last week that it was selling its non-controlling interest in the **AB InBev Efes** joint venture in Russia and is in active discussions with its partner, Turkish Brewer **Anadolu Efes**, to acquire this interest. It said it is seeking to suspend Efes' license to produce and sell Bud in Russia.

Chernigivske will be produced at Anheuser-Busch's Newark, N.J., brewery and will be available on draught in Los Angeles, New York City, Chicago, Houston, and Phoenix beginning in May. New Chernigivske-inspired beers will also be introduced by AB InBev affiliates in Canada and Colombia, and as previously announced in the UK and eight other markets across Europe, with profits going to-

ward Ukrainian humanitarian relief.

As part of this global initiative, AB InBev will donate a minimum of \$5 million to humanitarian aid organizations in the region, including the CARE Ukraine Crisis Fund. CARE is a leading non-profit that since World War II has provided essential relief services to refugees and others impacted by war. Anheuser-Busch will also make it easy for consumers to donate directly to CARE through a dedicated website as well as through QR codes included in on-trade materials.

This commitment builds on the company's global efforts to date, which include providing critical assistance to its 1,800 employees and their families in Ukraine, the donation of two million cans of emergency drinking water, and partnerships with other companies and non-profits providing food, blankets, and medical supplies to Ukraine and surrounding refugee relief areas.

Molson Coors Adds Spiked Lite To Arnold Palmer Line

Arnold Palmer Spike Light is produced by **Molson Coors Beverage Co.** in partnership with AriZona. It's a version of **Arnold Palmer Spiked Half & Half**, which was introduced in 2018.

"When we launched Arnold Palmer Spiked nearly four years ago, we introduced drinkers to a spiked version of the classic Arnold Palmer taste and it instantly became a fan favorite," said **Joy Ghosh**, vp-above premium beer & FMB at Molson Coors. "Now with the launch of Arnold Palmer Spiked Lite and in the true spirit of living a life well played, we are giving fans of the brand a lower-calorie option that doesn't compromise on the classic Arnold Palmer Spiked flavor they already know and love."

Available in sleek 12 oz slim cans, Arnold Palmer

Use This Coupon to Subscribe Or Renew

To: **Whitaker & Company, Publishers, Inc.**
 14305 Shoreham Dr, Silver Spring, MD 20905-4481
 YES! Begin (or renew) my subscription to **KANE'S BEVERAGE WEEK**.

- Daily and Weekly by e-mail - \$823 (1 yr/233 issues)
- Weekly by First Class Mail — \$823 (1 yr/47 issues)
- Maryland residents — add 6% sales tax
- Check enclosed
- Charge my VISA/MasterCard/Amex

Expires _____ Security Code _____

Signature _____

Name _____

Firm _____

Address _____

City _____

State _____ ZIP+4 _____

Phone _____

FAX _____

e-Mail _____

For Fastest Service: FAX TO 301-879-8803

Spiked Lite will be available in 12-packs or as a 24oz single-can, making it the ideal, easy-drinking option for any summer occasion. Beginning in May, fans of the brand can purchase Arnold Palmer Spiked Lite in 16 states.

Lone River Launches New Margarita Style Beverage

Lone River Ranch Rita, made with agave nectar and a taste of lime, is a premium take on the canned margarita-style beverage, with quality ingredients, fuller flavor and a 6% ABV. The inspiration for **Ranch Rita** came from Far West Texas where the iconic ranch water and margarita cocktails are rooted in ranching history. **Ranch Rita** joins the full Lone River portfolio at major retailers nationwide this month.

Lone River pioneered the agave seltzer/ranch water segment with the launch of its original Ranch Water hard seltzer in April 2020. Today, the **Lone River Ranch Water** brand continues to lead the high growth segment as the No. 1 brand. With Lone River's recent national expansion, the brand's dollar share of the total hard seltzer category has more than tripled on a national scale, with it now sitting as the No. 8 hard seltzer brand overall.

"Lone River Ranch Water was born out of innovation and that same sentiment remains top-of-mind as we hold our position as the No. 1 Ranch Water brand in the U.S.," says **Katie Beal Brown**, Founder & CEO of Lone River Beverage Company. "The margarita is one of America's most beloved cocktails and originally invented in Far West Texas, so a margarita style beverage was a natural addition to our portfolio. With a cocktail as iconic as the margarita, we wanted to get as close as possible to what we love about the real thing and we've answered the call of our consumers by offering a product with quality ingredients and that indulgent salty and lightly sweetened agave flavor."

The launch of **Ranch Rita** will be supported by a multi-million dollar advertising campaign running across TV, digital, social, audio, out-of-home and point-of-sale nationally throughout the summer. The new campaign continues to highlight the brand's authentic Western roots with a cantina twist, featuring Oscar and Grammy award-winning artist and star of "Yellowstone," Ryan Bingham, with a new face of the brand, actress Sulem Calderon. Together, Ryan and "Rita" (Calderon) continue telling the legend of the cocktail that inspired the newest campaign. The campaign's TV-debut took place earlier this month during the CMT Awards.

Ardagh to Supply All Glass Bottles Kansas City Bier Requires

Ardagh Glass Packaging – North America (AGP – North America), a business of Ardagh Group, has contracted to supply all **Kansas City Bier Co.**'s glass beer bottles. The bottles will be produced at AGP's Pevely, Mo., glass manufacturing facility.

"It is important to us to reduce our impact on the environment where possible," said **Katie Camlin**, Digital and Social Media Coordinator at Kansas City Bier. "Glass bottles are both reusable and recyclable, and working with Ardagh, a domestic manufacturer, reduces shipping distances greatly."

In 2021, Kansas City Bier filled more than 2.6 million glass beer bottles, supplying fresh, local, German-style lagers and ales throughout Missouri and Kansas.

"Ardagh Glass Packaging enjoys partnering with craft brewers like Kansas City Bier that have a passion for glass bottles and sustainable practices," said **Clint Gawart**, VP-Beer & Beverage for AGP – North America. "We've supplied the brewery for the past four years and are elated they continue to package all of their products in 12oz glass bottles designed and manufactured by Ardagh."

Heitz Cellar Sues Cask Maker

Heitz Cellar LLC, a Napa Valley winery, said five oak casks it purchased from Gamba USA were defective and leaked and one cask was contaminated with 2,4,6 trichloroisole (TCA) which ruined 580 gallons of wine. Heitz has sued the cask maker, Gamba.

Southern Glazer's Only Bev/Al Firm On Forbes Diversity List

Southern Glazer's Wine & Spirits is one of America's best companies when it comes to diversity, according to Forbes Magazine, which ranks it No. 279 among all U.S. firms with more than 1,000 employees.

Our review of the list showed that no other bev/al producer, retailer or distributor was listed, which really surprised us.

JL Wood Releases Nouveau Chardonnay

Some 15,000 bottles of the nouveau will be available through finer restaurants, specialty wine stores, upscale supermarkets, and online at jlwoodwine.com.

The grapes come from a JL Wood owned vineyard in the "cone" of the Arroyo Seco AVA (Monterey County). The district is known for slow-maturing Chardonnay grapes with intense tropical fruit esters and lively acid resulting from warm summer days and ocean breeze-cooled nights.

"Our mission is to bring new and luxurious experiences to the millennial wine drinker. Our winemaker, Edward Filice, suggested we try to elevate Chardonnay into something with a far greater wow factor. We thought it would be ago od fit for the younger wine lovers we want to reach," **Paul Morrison**, JL Wood Managing Director, said.

Brewer Aids Foster Care Council

Goodwood Brewing & Spirits, Louisville, partnered with The Foster Care Council to serve a special beer in Goodwood's restaurants during the month of May at all Kentucky locations. The raspberry saison was picked out by the FCC team and brewed at Goodwood's Frankfort location. One dollar of every pint sold will be donated to the FCC during National Foster Care Awareness Month (May).

The Foster Care Council is a non-profit organization with a mission to provide academic, enrichment, clothing and mentorship opportunities for foster children throughout Kentucky that have been removed from their home due to abuse, abandonment or neglect. Last year, Goodwood Lexington collaborated with the FCC and On Tap Tours to host a Cram the Van event for donations of supplies to benefit their kids.

Latitude Intros Tequila Zarpado Reposado

Tequila Zarpado Reposado, a small-batch premium Reposado Tequila, hitting shelves this week, was launched by **Latitude Beverage**, the company behind a growing portfolio of wine and spirits brands including [90+ Cellars](#) and [Wheel Horse Whiskey](#).

"We're proud to be growing the Tequila Zarpado line with the launch of Tequila Zarpado Reposado," said **Terry Lozoff**, Spirits Director at Latitude Beverage. "What drinkers will love about this Reposado is its smoothness and subtle complexity, combined with its truly small batch and handcrafted origin, which is unique in this under \$30 price point.

"This Tequila was rested in Bourbon barrels previously used to age our Wheel Horse Whiskey, a 2021 Whisky Advocate Top 20 Whisky of the Year, adding another dimension of interest to the product."

Tequila Zarpado Reposado has an SRP of \$26.99 and will be available for purchase online in most states and on shelves in 14 markets across the U.S., including Arkansas, Colorado, Connecticut, Delaware, Illinois, Kansas, Maryland, Massachusetts, New Jersey, New York, Oklahoma, Rhode Island, Tennessee and California. Tequila Zarpado Blanco is also available in the same markets with an SRP of \$23.99.

Glenrothes 36 Year Old Includes NFT Designed by New Yorker Artist

Only 168 bottles of **The Glenrothes 36 Year Old Single Cask Scotch** whisky are available for purchase, and each will include a non-fungible token (NFT) designed by *The New Yorker* illustrator Maddie Dai, who has melded the iconic worlds of Scotland and New York City to extend the whisky experience beyond the bottle.

Upon purchase of The Glenrothes 36 Year Old, consumers will first experience the NFT artwork on the whisky's packaging before receiving it in their digital wallets.

Maddie Dai's black and white etch – which pays homage to the iconic *New Yorker* style – transforms through unexpected moments where Scotland and New York come to life. A once-static image will surprise whisky lovers with subtle movements that reveal special elements found in Maddie's art. Furthermore, Maddie's monochrome sketch will be enhanced through strokes of color highlighting both the whisky and the two worlds that inspired its creation.

"The Glenrothes is a hidden gem among single malt Scotch whiskies, one with a storied background, prized by those who care to look beyond the norm and understand the rewards that can follow," said **Gregory Cozzolino**, Marketing Director of Breakthrough Brands at Edrington.

"Today's release embodies the ethos of what it means to explore beyond what is expected and cherish a deeper perspective, by starting with a complex, beautifully balanced whisky, then inviting exploration of a bigger world that bridges The Glenrothes and New York City through the vessel of an NFT that our innovative founders undoubtedly would have embraced."

The Glenrothes NFT will live on the forward-thinking

Solana, one of the most sustainable blockchains in the market.

Tequila Herradura Announces \$1,000 Margarita Glass for Good Project

Stealing a page from **Woodford Reserve's** playbook, **Tequila Herradura** launched the Herradura \$1,000 Margarita Glass for Good Project. Both are **Brown-Forman Corp.** brands.

As an Official partner of the Miami International Autodrome, the Tequila Herradura margarita glasses will be available for purchase for a limited time only at the West Campus Tequila Herradura & Tacos Fan Zone at the Miami Grand Prix, scheduled for the weekend of May 6 in Miami. Proceeds will support the Playing for Change Foundation, a nonprofit created to inspire and connect the world through music.

The margarita glasses will feature an extraordinary cocktail that includes Herradura's ultra-rested, ultra-premium Extra Añejo tequila, Selección Suprema. This exclusive tequila is aged in American white oak barrels for 49 months, and is recognized as the tequila that created the Extra Añejo category in the industry.

"Tequila Herradura celebrates those who transform the ordinary into extraordinary, in this case through the spirit of music," said **Darnell Edmonds**, Herradura's marketing manager. "With our \$1,000 Margarita Glass for Good Project, we're thrilled to have the opportunity to elevate and support the great work that the Playing for Change Foundation does, transforming lives and connecting people."

Budweiser Launches New Global Campaign

Budweiser unveiled a new global platform and creative campaign, launching *Tomorrow is Yours to Take*, a mantra meant to inspire emerging creators, led by eight-time Grammy Award winner, producer, songwriter, artist and director Anderson .Paak. *Tomorrow is Yours to Take* reflects what it means to hustle and chase success, and this global movement will inspire and connect creators worldwide.

The *Tomorrow is Yours to Take* campaign launched with a music video entitled "Yours to Take" featuring an original song produced and performed by .Paak. The [video](#) tells the story of creators and aspiring talents overcoming naysayers and skeptics worldwide, with Budweiser alongside each step of the journey.

The video is a collaboration on a global scale, featuring French freestyler soccer player Sean Garnier, Brazilian rapper Xamã, Swedish fashion designer Julia Dang, Colombian graffiti artist Wanda Pot, Argentinian singer Lara91K, Brazilian graphic artist Gabriel Massan and British drummer Louise Bartle.

"Budweiser is a rallying cry for relentless creators, dreamers, and go-getters hell-bent on making their mark. While today marks the launch of *Tomorrow is Yours to Take*, it's the creators, the dreamers and the risk-takers who take center stage with this new evolution," said **Todd Allen**, VP-Global Marketing, Budweiser. "As someone who defied the naysayers to follow his dreams, .Paak embodies the spir-

it of *Tomorrow is Yours to Take* and its meaning.”

Patron Tequila Celebrates Cinco de Mayo with Limited-Edition John Geiger Sneakers

Patron and famed streetwear designer, **John Geiger**, have teamed up once again to launch the limited-edition Patron x John Geiger GF-01 sneakers featuring a colorway and rare materials inspired by the brand's agave fields in Jalisco, Mexico. The luxury sneaker is an example of the dedication to perfection that is at the core of everything PATRÓN does and the attention to detail that John puts into every one of his unique designs. The limited-edition PATRÓN x John Geiger GF-01 sneakers are dropping on 5/5 at 5PM EST on johngeigerco.com.

Unlike IRS, Milagro Offers Instant Refunds

With tax refunds this year, are expected to take record time to reach Americans, **Milagro Tequila** is launching “Marga-Refunds” – its first-ever campaign to ease the pain of waiting for tax refunds by delivering **real time \$10 CashApp payments** to consumers who purchase a bottle of Milagro Tequila this Cinco de Mayo.

Available nationwide, these refunds are supplied by a newly minted division of Milagro Tequila – the **Internal Reposado Service** – whose singular mission is to make the wait for that refund a bit less... *taxing*.

Whether you filed early, right on time or needed an extension, Milagro Tequila believes everyone deserves to celebrate on Cinco. That's why they will deliver real-time payments to those who apply for the “Marga-Refund” program this year – quickly putting money into the pockets of tequila-lovers on this celebratory day.

On May 5, 2022, and for one day only, 21+ fans can get their \$10 refund by visiting milagromarga-refunds.com and completing two quick steps:

Fill out the brief online form

Upload a photo of the receipt for a Milagro bottle purchase.

3 Badge Supporting Komen Breast Cancer Foundation

3 Badge Beverage Corp. announced its *Drink Pink: Rooted Against Breast Cancer* program ahead of Mother's Day. Part of the proceeds from each bottle sold of **Guinigi Prosecco Rosé** (SRP: \$17) will be donated to the Susan G.

Komen Breast Cancer Foundation to fund breast cancer research, education, screening and treatment.

The program, which runs April 1 – June 30, 2022, invites participants to “Drink Pink” Mother's Day (May 8) or any special occasion to help support the cause. Drinkers can share their support on social media by tagging [@guinigiwines](https://www.instagram.com/guinigiwines) and using #rootedagainstbreastcancer, #drinkpink and #guinigiwines.

“We know how many mothers, sisters, and daughters are affected by breast cancer,” said **August Sebastiani**, president and founder of 3 Badge Beverage. “Through Guinigi, we are donating to the Susan G. Komen Breast Cancer Foundation to help support breast cancer awareness, education and research, which honors our family heritage while paving the way for a better future.”

With ancestors on both sides of the Sebastiani family from Northern Italy, the *Drink Pink: Rooted Against Breast Cancer* program is influenced by August's strong connection to the region. Much of Sebastiani's family still resides near the walled city of Lucca, home to the historic Guinigi Tower. This iconic landmark is known for its oak trees, which sit at the very top of the tower. The inspiration behind the program comes from the belief that people directly and indirectly affected by breast cancer are strong and beautiful, just like the symbolic oak trees.

Who & What —

Beer Institute CEO **Jim McGreevy** is moving to **Coca-Cola Co.** May 16 as VP-public policy, federal government relations and political engagement. He has led Beer Institute since 2014.

BRAND Napa Valley hires **Angela Paxton** as Hospitality and Events Manager. Paxton possesses an extensive knowledge of the food and wine industry, having previously worked at Michelin star restaurants including The French Laundry, Per Se, Le Bernardin, and Benu.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor