

# 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. 21

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May 27, 2022

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## TTB Proposes Expanding (or Eliminating) Standards of Fill for Wine, Spirits

Alcohol & Tobacco Tax & Trade Bureau proposed amending the Standards of Fill rules to add 10 additional sizes to the 12 currently allowed for wine and to add four to the current 11 for spirits. In the alternative, TTB also proposed eliminating all individual standards of fill for wine and spirits except for a minimum for 50 ml wine and spirits and a maximum of 3.785 liters.

The proposal is intended to resolve an issue that has kicked around TTB, and its predecessor, the Alcohol, Tobacco & Firearms Bureau for decades, **Robert Tobiassen**, president, **National Association of Beverage Importers** and former general counsel of TTB told us.

In the notice, TTB gave or implied five reasons for the proposal:

- ✓ TTB continues to receive numerous requests for new sizes
  - ✓ The trade agreement of October 7, 2019, between Japan and the United States requires the U.S. to propose adding certain sizes of standards of fill for wine and spirits
  - ✓ The recent Treasury Department Competition Report required by the Executive Order on Promoting Competition raises the question of whether a delimited number of sizes acts as a barrier to entry or reduces competition and innovation. From the perspective of importers, the question is whether this is a “non-tariff trade barrier”
  - ✓ Standards of fill are not needed today for determining the accurate excise tax liability under the “All-in-Bond System” as they were when the system was adopted in 1979
  - ✓ During a supply chain meltdown, bottlers may be unable to obtain certain bottle sizes and need the flexibility to use any size bottle that is available. This is implied in the “Supplementary Information” section of the Federal Register notice.
- The core question, Tobiassen says, is whether 22 sizes for wine and 15 for spirits is commercially manageable or whether standards of fill should simply be eliminated.

## Imported Beers Continue to Expand, NBWA Says

**National Beer Wholesalers Association's** Beer Purchasers Index continued pretty much where it has been, with the “total beer” category reading at 53 and the “at-risk” inventory category at 46.

“There is nothing particularly exciting in these results, which may be a good sign as it points to the industry settling down from the supply and demand shocks over the past 24 months,” NBWA said, adding:

“These results also show a steady improvement over the first quarter, with both April and May reporting a slightly higher ordering index along with a slightly lower “at-risk” index. Slightly higher ordering indices, combined with leaner inventory indices are good signals for June and the start of the summer beer selling season.”

- The **imports** index continues to be in expansion territory with a reading of 71 in May 2022, slightly higher than the May 2021 reading of 68.
- The **craft** index is at 37, which is well below the May 2021 reading of 65.
- The **premium lights** index posted a reading of 48, which is well below the May 2021 reading of 64, but in line with recent historical trends.

### KANE'S BEVERAGE WEEK

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Subscriptions: \$799, 47 issues a year

ISSN: 0882-2573

- The **premium regular** index is at 37, well below the May 2021 reading of 48, returning to its long run averages.
- The **below premium** index is at 40, slightly below the May 2021 reading of 36.
- The **FMB/seltzer** index took another big hit, falling to 37 in May 2022 from the year-earlier reading of 82.
- Finally, the **cider** index remains below 50, with a reading of 31 down from May 2021's 46.

### Beer Shipments Slide 5.9% in April

Domestic tax-paid shipments by U.S. brewers fell to 13.7million barrels, a 5.9% decrease in April, from the year-earlier 14,557,000 barrels, according to the **Beer Institute**. The first four months of 2022 have not seen a single month in which shipments were higher than a year earlier. For the year through April 30, shipments are down 3.6% to 52.3 million barrels.

### Spirits Share Declining, Provi Says; RTD Growth 'Undeniable'

Beer and hard seltzer, wine and non-alcoholic beverages all gained share at the expense of distilled spirits which lost 5.69% in the first quarter on the **Provi** marketplace, Provi says.

"The Spirits decline suggests consumers are shifting to diversifying new markets as they take advantage of typical seasonal shifts to health-conscious options," Provi says. "Even though Spirits saw a negative share change within Provi, they still largely dominate the marketplace, thanks to large sales numbers from top brands in whiskey, vodka and tequila.

Provi expect Spirits brands will continue to take stock of shifting consumer demand and find ways to maintain relevance and share. Expect to see even more spirit flavors coming to market as competition heats up. It notes that Whiskey continues to outperform other spirits, increasing its market share by **3.40%** compared to 2021—the most of any other style of spirit.

Even though Spirits dipped overall, the individual top spirits within the category all saw a decent share jump in popular brands. The fastest growing whiskey brands in the first quarter, compared to a year earlier are Woodford Reserve, Maker's Mark, Old Forester Class 86 proof and Jack Daniels Tennessee Honey Whiskey. Tito's was the top spirits brand in terms of market share, followed by Jack Daniel's Old No. 7, Crown Royal, Woodford Reserve and Hennessy VS Cognac.

When it comes to beer and hard seltzer, Light Lager leads the pack at 30.6% of the market share, followed by Pale Lager (11%) and IPA (10%), respectively. Pale Lager (11%), IPA (10%), and Mexican styles (7.1%) led beer and hard seltzer in terms of share. But in terms of share change, premixed cocktails were the leader up 1.82%, followed by pale lager, 1%; hard seltzer, 0.42, Ambere ale, 0.39%, and golden ale/blonde ale, 0.33%.

Wine saw a lift in overall market share change (**1.10%**) in first quarter compared to the 2021 first quarter. However, Cabernet Sauvignon takes the prize as the largest

single varietal owner of market share. The rise in red wine orders, particularly Cabernet Sauvignon, is influenced by seasonality and for stockup periods around major holidays such as Valentine's Day. As Cabernet Sauvignon is the world's most popular grape varietal, with **11.1%** of all wines in the world containing it, this data suggests that the product continues to maintain its market share while experiencing spurts of YoY growth.

The Top 10 RTD Brands on Provi's marketplace are:

1. White Claw Hard Seltzer Black Cherry
2. High Noon Pineapple
3. White Claw Hard Seltzer Mango
4. High Noon Watermelon
5. High Noon Peach
6. TRULY Hard Seltzer Strawberry Lemonade
7. Cutwater Lime Tequila Margarita
8. High Noon Black Cherry
9. High Noon Sun Sips Variety Pack
10. White Claw Hard Seltzer Variety Pack

For anyone who wonders if advertising matters, consider Heineken which spent **nearly half** of its U.S. marketing budget on its Heineken 0.0 product last year, which directly reflects its top place (16.3%) in the Zero-ABV market share. O'Doul's, was No. 1 with 13.1% share, followed by Budweiser Zero, 6.17%, St. Pauli Girl Non-Alcoholic, 4.66%, and Seedlip Grove 52, 3.7%.

Nonalcohol beverages accounted for 3.3% of all alcohol/non-alcohol beverages. The non-alcoholic space is a burgeoning but steadily growing category that caters to both niche markets like Gen Zers and teetotalers, as well as the growing health-conscious imbiber. The growth of the non-alcoholic beverage category creates a more equitable and inclusive environment for consumers, especially the health-conscious, Provi says.

### Calif. Senate Bills Adds Spirits, Wine Bottles to Recycling Deposit Mandate

The California Senate approved and sent to the state Assembly a bill adding wine and spirits bottles to California's recycling program. The wine and spirits industries did not oppose the measure which will require consumers to pay a deposit on beverage bottles. It's estimated that California generates about 500 million wine and spirits bottles each year, with less than 30% being recycled and more than 300 million going into landfills.

### Control States Spirits Sales Eased 1.6%

During April nine-liter case sales of distilled spirits fell 1.6% over same period sales last year under the influence of a monster comp (17.5%) and calendar anomalies, **National Alcoholic Beverage Control Association** reports.

Mississippi (-1.3%) and New Hampshire (-3.0%) reported monthly growth rates for April exceeding their twelve-month trends. The growth rates for Alabama (-3.1%), Iowa (-2.3%), Idaho (-2.0%), Montgomery County Maryland (9.4%), Maine (-9.0%), Michigan (-2.2%), Montana (-0.9%), North Carolina (1.2%), Ohio (-2.0%), Oregon (-1.7%), Pennsylvania (2.8%), Utah (-16.5%), Virginia (-

0.4%), Vermont (-1.0%), West Virginia (-6.5%), and Wyoming (-13.2%) fell short of their 12-month trends. Control state rolling-twelve-month-volume growth, 2.2%, is down from March's reported 3.5%. Spirits' volumes growth is -0.6% year-to-date compared to 7.4% a year ago.

Control state spirits shelf dollars are up 0.9% during April while trending at 5.9% during the past twelve months. New Hampshire (3.0%) reported a monthly growth rate for April exceeding its twelve-month trend. Alabama (-1.5%), Iowa (0.1%), Idaho (1.7%), Montgomery County Maryland (9.5%), Maine (-1.8%), Michigan (0.4%), Mississippi (0.9%), Montana (0.8%), North Carolina (6.3%), Ohio (0.2%), Oregon (3.4%), Pennsylvania (-0.7%), Utah (-16.7%), Virginia (2.8%), Vermont (1.0%), West Virginia (-5.7%), and Wyoming (-13.9%) grew shelf dollars at rates below their twelve-month trends. Shelf dollars in the control states are up 2.4% year-to-date compared to being up 15.9% last April.

Price/Mix for April is 2.5%, up from March's reported 2.3%.

After equalizing selling-day variations between this and last year's April, the nine-liter-case-spirits growth rate is -0.9% with a rolling-twelve-month trend of 2.2% and YTD growth of -0.5%. April's shelf-dollar growth rate is 1.4% with a rolling-twelve-month trend of 6.0% and YTD growth of 2.5%. The equalized price/mix for April is 2.3%.

**Cocktails**, with 4% share of the nine-liter case control states spirits market, was April's fastest growing category with 29.0% reported and a twelve-month trend of 34.8%.

Tequila, with 9% share, grew at 7.4% during April and 17.6% during the past twelve months.

Vodka, with 32% share, grew during the same periods at -2.8% and 0.1%, respectively.

Brandy/Cognac (-15.4% during April, -13.6% twelve-month trend), Canadian Whiskey (-3.7%, -1.8%), Cocktails (29.0%, 34.8%), Cordials (-1.3%, 6.2%), Domestic Whiskey (0.1%, 2.1%), Gin (-7.9%, -1.7%), Irish Whiskey (1.7%, 10.0%), Rum (-6.2%, -0.9%), Scotch (-5.8%, -1.3%), Tequila (7.4%, 17.6%), and Vodka (-2.8%, 0.1%) all grew at rates below their twelve-month trends.

**Wine** case sales fell 7.6% in April. Pennsylvania (reporting -6.7% nine-liter-case growth for wines), New Hampshire (-6.6%), Mississippi (0.7%), Utah (-22.6%), Montgomery County Maryland (-5.2%), and Wyoming (-5.4%) are the control states that are the sole wholesalers of wines and spirits within their geographical boundaries. Rolling-twelve-month wine volume growth in these six control states is -5.7%, down from March's reported -3.7%.

**Bishop Cider Acquires 2 DFW Breweries**

To support the growth of its beverage co-packing business, **Bishop Cider**, Dallas, acquired **Wild Acre Brewing** in Fort Worth and **Legal Draft Beer Co.** in Arlington Separately, Bishop secured properties for new entertainment concepts in Dallas, Arlington, and two in Fort Worth.

**TexBev**, a beverage co-packing company owned by Bishop Cider, will relocate operations from Dallas to Wild Acre's Fort Worth facility and expand its capacity and capa-

bilities by adding equipment from Bishop's Dallas cidery and Legal Draft's Arlington brewery. At the Fort Worth site, there is ample room for continued expansion, as the property comprises nearly 200,000 square feet of warehouse space and sits on 21 acres.

The acquisition is expected to close at the end of May.

**A-B Develops Solar Power Systems At 8 Craft Breweries**

**Anheuser-Busch** partnered with **ForeFront Power** to develop solar energy systems at eight breweries in its Brewers Collective unit, totaling 2.4 MWdc scattered across the country. The solar projects are all part of a company-wide commitment from Anheuser-Busch to purchase 100% of its electricity from renewable sources – a goal it achieved four years early.

In Chicago, ForeFront Power installed a 377 kilowatt-DC (kW-DC) rooftop solar array atop **Goose Island's** Barrel House. Goose Island opened in 1988, and in 2014 opened the Barrel House, a state-of-the-art, 139,000 sq. foot brewing facility and event space that is home to over 15,000 barrels, all within a historic Art Deco brick warehouse. The rooftop solar array will generate 484,000 kilowatt-hours (kWh) of electricity annually, helping Goose Island avoid 750,000 pounds of carbon dioxide a year. This is roughly equivalent to the carbon sequestered by 420 acres of forest in one year.

At Long Island's **Blue Point Brewing Co.**, ForeFront Power installed a 217 kW-DC rooftop solar array atop the brewery's 54,000 sq. foot facility in Patchogue, NY. The completion of the solar project marks an important milestone in Blue Point Brewing's decades-long sustainability program. The solar project will generate over 285,000 kWh of electricity annually, the equivalent of 247 acres of U.S.

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ForeFront Power has also completed solar energy installations at **Virtue Cider** in Fennville, MI., **Breckenridge Brewery** in Littleton, CO, **Devils Backbone Brewing Co.** in Lexington, VA, **Four Peaks Brewing Co.**, in Tempe, AZ, **Karbach Brewing Co.** in Houston, and **10 Barrel Brewing Co.** in Bend, OR. Combined, these solar energy systems total 2.4 megawatt-DC (MWdc) and will help Anheuser-Busch avoid over 2 million pounds of carbon dioxide per year.

## Miller Lite Announces New Beer-infused Charcoal to 'Lite' Pp Grills This Summer

To bring real beer taste to the grill, actual **Miller Lite** is reduced down into a concentrated form which then coats **Miller Lite Beercoal** with the iconic taste of the original light beer. When burned, this special charcoal releases the taste of Miller Lite wrapping whatever you're grilling in a smokey beer blanket suitable for summer.

This year, Miller Lite is showing up to outdoor beer bashes as the obvious and tastiest choice with the "Summer Loves Beer" program, which leans into a summer match made in heaven: grilling and Miller Lite. With multiple ways to celebrate throughout the season, remember to pencil in some Miller Time.

Miller Lite Beercoal will be available starting May 24 at MillerLiteBeercoal.com and can be purchased nationwide for only \$11.99 MSRP (+ shipping), while supplies last. Miller Lite will offer periodic online product drops through May 27. Miller Lite Beercoal comes in 4 lbs. packs and are for use in standard charcoal grills.

Before Revolver, Wood spent 16 years at Boston Beer Company, finishing as the Senior Brewing Manager.

## Barrel Craft Spirits Introduces BCS Gold Label Seagrass, a 20-Year Rye

**Barrell Craft Spirits (BCS)** introduces BCS Gold Label Seagrass, "the pinnacle of the BCS Seagrass Series, which includes Barrel Seagrass and the limited-release BCS Gray Label Seagrass." It features ultra-rare 20-year rye whiskey, meticulously sourced and finished in Martinique rum, Malmsey Madeira, and apricot brandy casks. The expression was distilled in Canada, and then crafted and bottled in Kentucky at cask strength, 128.12 proof (64.06% ABV). SRP: \$499.99.

## Boston Beer Launches Line Of Cannabis-Infused Iced Teas in Canada

**Boston Beer Company, Inc.** said it will launch TeaPot, a new line of cannabis-infused iced teas, in select Canadian provinces beginning in July. TeaPot is the company's first infused beverage offering.

TeaPot blends real tea with specific cannabis strains to "enhance" specific times of the day, Boston Beer said. The brand's first release is a Good Day Iced Tea, made with real lemon black tea and infused with Pedro's Sweet Sativa, a unique cultivar which is grown in Strathroy, Ont., by licensed producer Entourage Health Corp. and sold exclusively in Canada under its retail brand Color Cannabis. Each 12-ounce (355mL) can of TeaPot contains 5mg of THC and is

crafted to minimize any cannabis taste or aroma. TeaPot will introduce additional varieties in the coming months.

## Sagamore Spirit Launches New Line Of Canned Straight Rye Whiskey Cocktails

**Sagamore Spirit** announced the national launch of its ready-to-drink canned craft cocktails in three vibrant flavors: Pineapple Ryegarita, Honey Paloma and Lemon Tea Fizz. Made with Sagamore Spirit's award-winning straight rye whiskey and co-created by the innovative mixology minds of Baltimore-based **CAnE Collective**, each recipe was developed to showcase the best of Maryland-style rye – approachable, versatile, yet full-bodied.

Three cocktails — Pineapple Ryegarita, Honey Paloma, and Lemon Tea Fizz — will be sold together in a six-can variety pack and in single flavor four packs.

For those in Sagamore Spirit's home state of Maryland, Sagamore Spirit will also release three new canned cocktail recipes this summer — **Orange Crush**, which will also be available in Washington, D.C., Delaware, and New Jersey, and pays homage to the famed cocktail that originated in Ocean City, Md., as well as **Ginger & Rye** and **Watermelon Sour**, both of which will be available exclusively at Sagamore Spirit's Baltimore distillery.

## A-B Sponsors Honor Flight San Antonio Visit To Washington, D.C., for 20 Texas Veterans

The three-day trip to Washington, D.C., will include a visit to all major monuments honoring U.S. veterans, as well as a reception at the **Anheuser-Busch** office with Members of Congress and Anheuser-Busch CEO **Brendan Whitworth**. A-B donated \$50,000 to Honor Flight San Antonio.

"Anheuser-Busch's partnership with the Honor Flight San Antonio is part of our commitment to serving those who serve. It is one small way we at A-B can demonstrate our deep gratitude and support for those who have bravely served our country," said Whitworth. "As a veteran of the U.S. Marine Corps, it's an honor to share this special moment with these heroic veterans and to continue Anheuser-Busch's rich history of supporting our nation's service members.

Anheuser-Busch has a long history as a support and an employer of active-duty service members, military families, and veterans. Thousands of Anheuser-Busch employees have served in uniform, and the brewer has proudly supported the nation's military by partnering with several national and regional veteran's charities. Since 2011, Anheuser-Busch has raised approximately \$20 million in scholarships for the Folds of Honor Foundation.

## New SGWS Psct with Teamsters Hikes Wages, Cuts Healthcare Costs, Lifts Pension

Teamsters Union members ratified a new contract covering 120 drivers and warehouse workers at Southern Glazer's Wine & Spirits warehouse in Indianapolis and satellite facilities across Indiana.

The five-year agreement provides wage increases of \$9.50 to \$11/hour over the life of the contract. It also lowers workers' share of healthcare premium costs to \$0 for the first two years of the contract and significantly increases the em-



ployer's pension contributions.

"The improvements in this contract are the best we've ever had," said **Jeff Combs**, Secretary-Treasurer of Local 135. "I'm incredibly proud of these members for standing strong and achieving what they did.

"This bargaining unit used to be two separate units, but were merged together when Southern Wine and Glazer's merged to form one company five years ago," Combs explained. "It wasn't an easy process – this group was not unified five years ago and the company knew it."

## Riboli Family Launches Import Division

**Riboli Family Wines** launched **Avanti**, a new division dedicated to a portfolio of ultra-premium and luxury wine brands from France, Italy, New Zealand, and other regions.

Leading the division is VP of Sales, **Rebecca Powelson**, an industry veteran with over a decade of experience working in Sales and Marketing for Importers, and more recently over a year with Riboli Family Wines. Powelson will focus on growing this portfolio of unique, luxury wines in the US (price range: \$15–\$100), including a Grower Champagne from Nomine-Renard, the organic and biodynamic estate of Urlar from New Zealand, as well as Santo, from Piedmont, Italy.

**Paul Roberts**, SVP of Sales for Riboli Family Wines says, "We felt there was an opportunity to define and grow this part of our portfolio. The AVANTI division provides one destination for our customers to shop a vast selection of high-quality imported wine brands."

The Avanti Division of Brands consist of:

- **Champagne Nominé-Renard** – a Grower Champagne portfolio of Brut, Brut Rosé, Blanc de Blancs, and Vintage
- **Loire Collection** – representing Chinon and Sancerre
- **Urlar** – a Wholefoods exclusive (organic, vegan, biodynamic) imported from New Zealand
- **The Champion** – Sauvignon Blanc from New Zealand
- **Santo** – a collection of Moscato d'Asti and Rosé from Piedmont, Italy

## Benchmark Wine Group Moves East, Opens New Facility in DC

**Benchmark Wine Group**, a leading source of fine and rare wine for wine retailers, restaurants and collectors worldwide, said it expanded to the East Coast with the opening of its new Washington, D.C. affiliate, **Benchmark Wine & Spirits**. With its primary facility located in Napa, California, Benchmark Wine's expanded footprint through this new affiliate solidifies its position as the nation's leading source of rare and vintage-aged wine. It also provides them entrée into the rapidly growing rare spirits market.

"Given the caliber and broad selection of the rare wine we source and sell, there's been enhanced demand for our products and purchase services in the eastern part of the country from private individuals and professional contacts,"

said **David Parker**, CEO of Benchmark Wine. "With a new presence in this key region, we are excited to directly cater to the growing demand for perfectly aged and stored rare wine and spirits."

Like the Napa facility, the new one in Washington, D.C. will directly import the best products from top wine and spirits producers and brokers in Europe. It will also act as a major buyer of perfectly stored private wine and, now, spirits collections.

With the same access to information that makes Benchmark Wine Group the top market maker in rare wine, Benchmark Wine & Spirits will also utilize the immense rare spirits valuation capability of its affiliate, the [Spirits Market Journal](#), to make top-of-the-market, immediate buy offers for the best rare spirits and trade them at market leading prices.

The new D.C. facility will offer the same degree of white-glove service that customers have come to expect from Benchmark Wine Group. Operating on both coasts will also allow Benchmark Wine to offer reduced shipping rates and more shipping options to customers.

Parker, a former computer and software designer and head of engineering, began his professional wine career as the Owner of Parker Family Vineyards, a vineyard in the Alexander Valley. His thirst for something more lead him to found Brentwood Wine Co., the first weekly online auction house for fine wine, in 1998. In 2002, Benchmark Wine Group was established as a retailer, importer and distributor specializing in hard-to-find, collectible rare wines. Now he is CEO of First Growth Technologies including CellarPros, a service company focused on the needs of the serious wine collector and fine wine professional.

## Molson Coors No. 1 Bev/Al Stock On 2021 Fortune 500 List

**Molson Coors Beverage Co.** is the leading alcohol beverage stock on this year's Fortune 500 list. Molson Coors comes in at No. 352 among all the Fortune 500 members.

## Black-Owned, Woman-Owned Brand Debuts

**Mela**, a Black-owned, woman-owned wine brand, announced its launch. It will be available only online. Short for melanin, the name Mela is an ode to the four founders' different shades of brown and translates into "to gather" and "to be full" in Sanskrit and Hebrew, respectively. The Mela portfolio includes a White Blend and a Red Blend produced from vineyards in Napa Valley and Clarksburg.

"From the vine to the table, it's clear there is an underrepresentation of women and BIPOC leaders in the wine industry, and that's part of the reason why the name 'Mela' and our wine label are so consequential," said **Erica Estrada**, Mela Co-founder and Marketing & Creative Director. "Through Mela, we're excited to continue diversifying the wine industry while offering approachable, tastefully crafted wines for every occasion."

## New Wine Subscription Service Claims

## To Tailor Offerings to Each Person's Taste

The new service, **Stompy**, claims to employ a revolutionary taste technology that organizes wine and taste perception into a succinct new system.

Initially developed on the floor of restaurants and hotels, Stompy's algorithm tracks each person's preferences for more than 900 subtle variations in wine flavor to create a detailed taste map that is unique to each person, like a fingerprint. Each wine in Stompy's curation is then measured against each person's taste map and the best-matched wines are offered up. Customers can personalize their recommended selections even further by choosing a price tier and wine style preference, as well as filtering for organic, vegan or natural wines. As each customer enjoys and rates their personalized wines, their taste map improves and evolves with their preferences.

"Our platform helps solve the part of wine most people struggle with: accurately matching their tastes to wines without first trying them. Not everyone has access to a sommelier or expert wine friend. We want to bring that same intelligence and accuracy while introducing a curation of the best of sustainable small producers," saysco-founder Andy Williams.

**Stephen Wong**, MW, adds, "The existing system of wine buying and categorization is universally objective and driven by discrete attributes, which is not the way the majority of people experience wine. Stompy aims to reimagine that system and implement one that is fluid, subjective and opens up a whole new world of rewarding, soulful and beautiful wine experiences for each individual."

## NBWA Releases Video to Help Attract Workers to Beer Distribution Industry

The video is a response to widely reported labor shortages and can be customized by local distributors who are struggling to hire the workers needed to safely keep the supply of beer and beverages moving across the country.

"Beer distribution companies offer competitive wages and benefits, opportunities for growth and security, as well as the chance to work in a fun, collaborative and rewarding environment," said NBWA President/CEO **Craig Purser**. "Many of the employees featured in the video have worked with distributors for 10 or even 20 years, achieving significant career growth in the industry. I'm proud that we're able to help our members tell the story of the beer distribution industry and the strong career opportunities it provides."

Beer distribution companies offer employees good jobs and exceptional benefits. Moreover, these companies have a wide array of positions available and employee growth opportunities.

The recruitment video is intended to help job seekers learn more about the beer distribution industry and the working environment at these facilities. The video can be used by beer distributors at job fairs, high school or vocational school presentations and on social media.

It can be customized to include a distributor's specific logo, career website and QR code. Male and female voiceovers, as well as Spanish-language options are also available to distributors.

NBWA is providing members with guidance on best practices for customization, as well as tips on how to create their own in-house videos.

This video is the first in a series of recruitment videos that NBWA is planning to help its membership attract new workers, Purser said.

## 10 Barrel Brewing Now Offers Canned Wine

**10 Barrel Brewing**, Bend, Ore., said it has partnered with an exclusive winery in the Columbia Valley of Washington to create sparkling rosé and white offerings to pair with a Memorial Day full of outdoor activities.

10 Barrel's Wines are currently available in Oregon, with additional regions in the near future. The Sparkling Rosé and Sparkling White, 13.5% and 12.7% ABV, respectively, bring a relaxing atmosphere with light but floral flavors to the summer season. The unique 10 Barrel Wines offer more than just a beverage, but seriously delicious, multi-varietal wines with a connected casual lifestyle.

"New wine offerings are an exciting step for the brand, and we are thrilled to introduce wine with Memorial Day around the corner," said **Grady Skelton**, Senior Brand Manager at 10 Barrel. "Drink Beer Outside is a staple of the brand, and canned wine brings that same ethos to those that enjoy sparkling wines, and we are pleased to be able to offer that to our community."

## Ben E. Keith to Rep Trinity River Distillery

**Trinity River Distillery**, Fort Worth, Tex., launched in 2012, making spirits using rainwater collected on site in 13,000-gallon storage tanks at its near-downtown site that Ranch Style Beans used to call home.

Trinity River's current portfolio includes Silver Star Vodka, Silver Star Whiskey, Silver Star Texas Honey and Silver Star Texas Bourbon.

Ben E. Keith Co.'s Beverage division is the third-largest independent beer wholesaler in the country. With fourteen sales and distribution centers the company operates throughout the state of Texas and distributes import beers, craft beers, spirits, wine products and nonalcoholic beverages.

## Athletic Brewing Signs as NA Beer Partner Of Two Canadian Marathons

**Athletic Brewing Co.**, Stratford, Conn., said it signed as the non-alcoholic beer partner of the TCS Toronto Waterfront Marathon on Oct. 16 and the Vancouver Half Marathon on June 26.

Participants will have a number of opportunities to try Athletic's non-alcoholic brews before their race, including scheduled local training runs, through access to exclusive discounts, by attending the Toronto Waterfront Marathon Expo or adding a pack to their purchase when they sign up for the race.

With standing global partnerships with IRONMAN and Spartan Race, Athletic Brewing Company has a deep-rooted commitment to the world of outdoor sport and adventure. Athletic Brewing recently announced the 2022 sub-

mission period of its outdoors-focused give back program, [Two for the Trails](#). As the largest donation program of its kind in the outdoors space, Athletic Brewing Company is pledging \$1 million to grantee winners and other partnerships of Two for the Trails in 2022.

## NV Group Expands Distribution Of Smoke Lab Vodka

**NV Group**, one of India's largest distillers and brewers, said it expanded distribution of its **Smoke Lab Vodka** to New York, New Jersey, Connecticut, Rhode Island, California, Florida, Georgia, Illinois, Tennessee, Maryland, and Washington DC.

**MHW Ltd.** is representing the brand in New York and New Jersey; **Connecticut Distributors** in Connecticut; **Horizon Beverage** in Rhode Island; **88 Spirits Corp.** in California; **Greystone Partners** in Florida, **Best Brands** in Tennessee and **Stefano Selections** in Maryland and Washington, DC. Beginning in July, Smoke Lab Vodka will be available in Georgia through Savannah Distributing and in Illinois through Romano Beverage.

The company also announced the establishment of **NV Group USA**, headed by **Mike Ginley**. With NV Group USA in place, the stage is set for the roll out of a full portfolio of premium spirits brands produced in India at NV's 10 distilleries and breweries. NV Group CEO **Varun Jain** commented:

"We now have an experienced and motivated team in place in the U.S. who are helping craft and achieve our U.S. expansion mission. We are excited to realize our aggressive plan and establish our brands as leaders in the U.S."

## Florida Craft Spirits Association Launches Florida Distillery Trail

**Florida Craft Spirits Association**, a membership organization consisting of 44 Florida distilleries, launched the **Florida Distillery Trail**, a 39-stop distillery tour across the Sunshine State from the panhandle to the southernmost point of the state. Visitors will get a chance to experience the rich landscapes, must-see landmarks, and vibrant blends of culture that embody the Sunshine State.

To embark on the trail, explorers can get their free passport booklet at any participating distillery location. Along the trail, tourers will collect stamps in the special booklet at each stop on the route. The trail can be completed distillery-by-distillery or in regions at a time.

"We are thrilled to be announcing our distillery trail, which has come to fruition in only our second year as an association," said **David Cohen**, president. "We are also happy to report that we have had over 100% retention of our members from the previous year, which speaks to the strength of our industry in this state. With the help of Visit Florida, we will make the Florida Distillery Trail one of the best in the country."

## A New DtC Wine Marketplace Debuts

Sommly announces the launch of its Direct-to-Consumer wine marketplace.

Founded by a husband and wife team, **Erik and Sara**

**Wagner**, Sommly's initial focus is the Texas market, where there are more than 450 wineries and over 2 million gallons of wine produced annually. In 2021, US wineries sold \$78.3 billion in wine with \$4.2 billion of that coming in the form of direct online sales. These numbers represent an increase of 17% and 13.5% respectively over the prior year, which indicates that consumers are quickly embracing buying wine online.

The majority of the US' approximately 11,500 wineries do not sell their wines in retail stores or restaurants because it results in much lower profits for wineries due to the three-tier system of alcohol distribution. Sommly enables these wineries to find new customers and sell their wine online direct-to-consumers, which protects their profit margins.

"Many smaller operators know they need to get online but need help. Sommly's entrance as the 'Etsy of Wine' will be extremely helpful for boutique wineries, and the timing is brilliant with the accelerated shift toward eCommerce," said **Dr. Liz Thach**, MW, a professor at UC Davis.

The Sommly marketplace now hosts over 80 wine bottles for purchase and 450 wineries. The platform is now available for all Texas wineries to join free-of-cost. Premium subscriptions are available for wineries who wish to list their wines for sale in the marketplace and to feature their wine club memberships. For more information on Sommly, please visit [Sommly.com](#).

## Splash Beverage Enters Maryland Through Buck Distributing

**Splash Beverage Group, Inc.** said it signed a distribution agreement with **Buck Distributing** in Maryland to distribute all Splash Beverage Group products through five Central Maryland Counties.

Buck Distribution is a malt beverage and related products distributor headquartered in Upper Marlboro, Maryland. Buck distributes products in Anne Arundel, Calvert, Charles, Prince George's and St. Mary's counties and has limited distribution rights to five Eastern Shore Counties. Buck Distribution generates volume of 3 million cases per year through more than 200 brands with a fleet of 23 trucks and 110 sales representatives.

"This agreement continues our streak of landing significant distribution agreements with major regional players," said **Robert Nistico**, Splash Beverage Group's chairman/CEO. Buck Distribution has been a 3-time winner of the prestigious Miller Masters award and a 4 time winner of the MillerCoors Presidents award. They've been distributing for Miller Beer since 1952 and for Molson Coors since 1972. All four of our main beverages, TapouT, Copa di Vino, SALT Tequila and Pulpoloco Sangria will now be available through the Buck system, which has a long history of high-quality, value-added service and we're delighted to be working with them."

## Good Dogg Hard Seltzer Enters New Jersey

**Good Dogg Beverage Co.** said it signed a new distribution agreement to bring its line of premium hard seltzers to New Jersey beginning in June. The partnership with Black

River Traders, Inc., a specialty beer and wine distributor based in Flanders, New Jersey, is the latest in a series of agreements securing distribution for Good Dogg Beverage's Premium Hard Seltzers across New Jersey.

Good Dogg also aims to make a difference in the communities of New Jersey, helping pair children with rare diseases to service dogs to enhance their quality of life. The company is excited to partner with Black River Traders to make a difference in the communities Black River currently serves.

"The unique way Good Dogg Beverage is already investing in local communities is exciting," says Jason Kane, CEO of Liquid Opportunities. "The partnership between Black River Traders and Good Dogg Beverage brings great seltzer to New Jersey and the opportunity to create a lot of good at the same time. There is a lot of excitement here."

### Economic Growth Seen Continuing in 2022

The U.S. economy will continue to expand for the rest of 2022, say the nation's purchasing and supply executives in the *Spring 2022 Semiannual Economic Forecast*. Expectations for the remainder for 2022 are similar to those expressed in December 2021, despite continued inflation and geopolitical unrest.

These projections are part of the forecast issued by the Institute for Supply Management® (ISM®) Business Survey Committees.

Sales by manufacturers are expected to climb 9.2%. That's down from the 13.1% increase reported for 2021, but still a solid performance. Sixty-three percent of respondents say that revenues for 2022 will increase, on average, 15.5% compared to 2021. Only seven percent say revenues will decrease (10 %, on average), and 30% indicate no change. With an operating rate of 87.2% and projected increases in capital expenditures (7.4%), prices paid for raw materials (11.1%) and employment (3.2%) by the end of 2022, manufacturing continues its comeback from the turmoil of 2020 and 2021, ISM says.

For services, respondents to ISM's survey project a 4.9% net increase in overall revenues, which is 0.6 percentage point higher than the 4.3% increase forecast in December 2021. Forty-eight percent of respondents say revenues for 2022 will increase, on average, 13.4% compared to 2021. Meanwhile, 12% expect their revenues to decrease (11.4%, on average), and 40% indicate no change.

"The services sector will continue to grow for the rest of 2022. Services companies are currently operating at 91% of normal capacity. Supply managers indicate that prices are expected to increase 9.6% over the year, reflecting increasing inflation. Employment is projected to increase 2.5%. Each of the 18 industries forecast increased revenues, up from the 16 industries that predicted increases in December 2021," says **Anthony S. Nieves**, chair of the ISM Services Business Survey Committee.

### Yuengling Donates \$100,000 to Aid Veterans

One \$50,000 check presented at a Philadelphia Phillies game last week went to Tream Red, White & Blue, which is focused on health and wellness. Yuengling also presented a

\$50,000 check to TAPS, which will be used to further provide support for the families of America's fallen military heroes.

Yuengling will continue to honor America's veterans throughout the summer with the return of its limited-edition Yuengling Traditional Lager cans, emblazoned with a unique desert camouflage print and Team RWB logo. These special cans will be available across the brewery's 23-state footprint in 12pk/12oz and 24pk/12oz cans and single-serve 24oz cans which are available for purchase at Yuengling fans' favorite stores, restaurants and bars.

### A-B Sponsors Honor Flight San Antonio Visit To Washington, D.C., for 20 Texas Veterans

The three-day trip to Washington, D.C., will include a visit to all major monuments honoring U.S. veterans, as well as a reception at the **Anheuser-Busch** office with Members of Congress and Anheuser-Busch CEO **Brendan Whitworth**. A-B donated \$50,000 to Honor Flight San Antonio.

"Anheuser-Busch's partnership with the Honor Flight San Antonio is part of our commitment to serving those who serve. It is one small way we at A-B can demonstrate our deep gratitude and support for those who have bravely served our country," said Whitworth. "As a veteran of the U.S. Marine Corps, it's an honor to share this special moment with these heroic veterans and to continue Anheuser-Busch's rich history of supporting our nation's service members.

### Jim Beam Launches Music Campaign

In partnership with Muse, the internationally renowned rock band, **Jim Beam** will offer live experiences throughout the band's summer festival run and culminate with a first-ever intimate Welcome Session live performance at Jim Beam's Distillery, the **James B. Beam Distilling Co.**, in Clermont, Ky. The global campaign also features the premiere of a branded documentary series which captures untold stories of the band's career journey alongside its community of fans.

## Who & What —

**Provi** hires **David Wojnar**, former senior vp-state government relations at Distilled Spirits Council of the U.S., as senior vp-government affairs, a new position. His portfolio will include both state and federal affairs programs. While at DISCUS, Wojnar and his colleagues passed historic legislation to allow Sunday sales in Massachusetts, New York, Rhode Island, Virginia and West Virginia. Provi is a B2B e-commerce bev/al marketplace currently serving about 10% of licensed retailers in the U.S.

Continued Success,  
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor