

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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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	

Why We're Seeing Those Studies Now About the Social Cost of Drinking

As all corporate communicators know, there are times when you have a better chance of getting your message into the media and, more importantly, having it noticed. And there are times to put out bad news. For example, Washington politicians and corporate officials put out bad news late on Friday afternoons because no one reads Saturday morning papers and viewership is way down on TV and digital media on Friday afternoon and late Friday.

Same thing is true at this point in the summer. We just about at the point where kids will be returning to school, so a lot of families are at the beach or heading to the beach. Congress is rushing to head home. In short, there's going to be little "hard" news. So it's a great time to get better play for a story such as one that appeared in the [American Journal of Preventive Medicine](#) and was picked up by newspapers in Minnesota.

The study concludes that the "societal cost of alcohol use in Minnesota in 2019 was nearly \$8 billion or \$1,383 per resident." That works out, the study tells us, to \$2.86 per drink. It notes that "excessive drinking is the most harmful, incurring substantial costs owing to premature death, injury and violence, crime, property damage, disease, and lost productivity. Binge drinking, the costliest form of alcohol consumption, continues at high rates. A recent study estimated that over 17% of U.S. adults self-reported binge drinking weekly and consumed an average of 7 drinks per binge drinking episode.

It goes on to promote "evidence-based prevention strategies to reduce alcohol use include increased alcohol taxes, enhanced enforcement of laws prohibiting sales to minors, and electronic screening and brief intervention."

One of the points of this study is that "the economic burden from excessive alcohol use for state and local governments far exceeded the alcohol tax revenue collected. In 2019, Minnesota collected \$97,716,000 in liquor gross receipt taxes (2.5% of sales) and \$93,553,000 from alcoholic beverage taxes (also called excise taxes) for a total of just over \$190 million. This tax revenue is about 10% of the costs estimated to be borne by the state and local governments in Minnesota owing to excessive alcohol use." This sort of calculation, of course, is used to justify attempts to raise bev/al taxes.

What we found particularly interesting was the statement, buried at the bottom of the study, that adult rates of alcohol use and binge drinking have increased nationwide over the past decade, which would seem to be an attempt by antialcohol forces to respond to the demonstrated dramatic drop in underage consumption over the past 40 years.

Covid Suspected in Plunge in Alcohol, Other Substance Use Among Indiana Teens

The past two years have seen some of the largest decreases in substance use among Indiana youth in over 30 years.

That's according to the [2022 Indiana Youth Survey](#) which also found that fewer Hoosiers in grades 6 through 12 reported substance use in the past month in 2022 compared to 2020.

The numbers, which are based upon responses from over 90,000 Hoosier students at 323 schools, represent some of the largest decreases in substance use since

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the Indiana Youth Survey began in 1991, and are in line with similar decreases nationwide.

Among substances with the lowest prevalence rates in 30 years were cigarettes, alcohol and marijuana. Alcohol use in the 30 days prior to taking the survey among 12th-graders, for instance, was 39.8 percentage points lower than in 1991, when it was 59.7% -- the highest-ever reported for this survey. Cigarette use among 11th-graders was down 37.3 percentage points from a high of 40.1% in 1996, and marijuana use among 10th-graders was down 16.5 percentage points from a high of 24.9% in 1996.

"We have never seen such substantial decreases since I began leading the survey, and we suspect these data reflect unexpected consequences of the COVID-19 pandemic," said [Ruth Gassman](#), a senior scientist at the IU School of Public Health-Bloomington and the executive director of the Indiana Prevention Resource Center, who leads the survey. "The pandemic has disrupted adolescents' daily lives and may have prevented youth from accessing substances."

Additional highlights from the report include:

- Alcohol remained the most common substance used by Indiana youth, but the percentages of 12th-graders who reported drinking alcohol in the 30 days prior to taking the survey **dropped to 19.9% in 2022 from 28.5%** in 2020.
- **Electronic vapor products were the second-most-used substance by Indiana teens.** The percentages of 12th-graders who reported using vaping products during the past 30 days decreased from 23% in 2020 to 14.8% in 2022.
- The survey found that students across grades 7 to 12 reported decreased use of alcohol, cigarettes, electronic vapor products, marijuana and prescription drugs not prescribed to them compared to 2020.
- Cigarette and alcohol use during the past month was also less prevalent among sixth-graders compared to 2020.
- The percentage of 12th-graders who reported believing that it is easy -- "sort of easy" or "very easy" -- to get alcohol decreased to 57.9% in 2022 from 63.8% in 2020 .
- Students across grades 7 through 12 also reported decreased levels of perceived availability of alcohol, cigarettes, marijuana, and drugs like cocaine, LSD or amphetamines compared to 2020.
- For students who drank alcohol in the past year, parents were the primary source of alcohol for seventh- and ninth-graders, while students in grades 10 through 12 were most likely to report getting it at a party.

Very few students reported purchasing alcohol from a retailer. "These declines are positive news, but it's unclear whether these trends will continue," said **Jon Agley**, an associate professor at the School of Public Health-Bloomington and deputy director of research at Prevention Insights. "Since youth often use substances with peers and outside the home, it will be important to learn whether these are long-term shifts or more of a 'blip' on the radar."

He said another area that warrants continued observation is the impact of the recent FDA ban on vaping products produced by Juul.

"It's hard to know what the landscape will look like for youth vaping in 2024," Agley said. "In our survey, use of

electronic vapor products hit its peak in 2018 and declined in 2020 and 2022, even though vaping remains much more common than any other form of tobacco consumption."

The survey also asked students about their mental health, finding that students across all grade levels reported moderate increases in feelings of depression and other negative mental health indicators compared to 2020. For instance, the percentages of sixth-graders who reported feeling sad or hopeless almost every day for two weeks or more in a row during the past year increased from 28.9% in 2020 to 35.2% in 2022.

DtC Volume Down 9%, Wines Vines Finds, And That Means Normalcy Is Returning

That's what **Sovos ShipCompliant** and **Wines Vines Analytics** says in their latest report, anyway. We think they are correct.

The overall volume of wine shipped across the country so far this year is down 9% from the same period in 2021, at 3.7M cases, the total value is up 3%, at \$1.95 billion, ShipCompliant says. But again, this reflects a return to normal trends after a 2020 that saw a tremendous 27% increase in volume.

"The decline in volume is not that unexpected considering the record highs of the previous two years, seasonal patterns and the recovery of the on-premise sector where consumers are back to buying wines they may have been purchasing via DtC," said **Andrew Adams** with **Wines Vines Analytics**. "And while it's very encouraging to see shipment value remain positive, there is growing concern among wineries that challenges in the wider U.S. economy may hinder value growth through the second half of the year."

Here is a deeper look at the changes in the DtC shipping channel between January and the end of June, 2022.

Average bottle price

Average bottle price has climbed to \$43.78, an impressive 14% increase. Interestingly, the regions with the highest priced bottles also showed the biggest increases in price from 2021 to 2022. The average price of a bottle from Napa is now \$79.74, an increase of 20%. Sonoma, Oregon, the Central Coast, Washington and the Rest of California also saw an increase in bottle prices. The average bottle price from wineries in the remainder of the U.S. was down 3% from the first half of 2021, averaging \$21.78.

Destination state

California is once again the top destination state, producing and shipping the most wine. The top destination states in descending order are California, Texas, Florida, New York and Washington. The top five destination states have remained the same since Pennsylvania fell from the fifth spot last year. Of the states listed, Florida saw the largest value change in wine shipped, with an increase of 13%.

Aside from California, the remaining top four states each averaged 6% of total market share.

Winery location

California wineries outside of Napa, Sonoma or the Central Coast experienced an 8% increase in volume shipped, with the rest of the country seeing a reduction in volume growth. This area has shown consistent growth

since 2019 and now makes up nearly 12% of the total volume of wine shipped in the country. When comparing the first half of 2022 to the same six-month period in 2019, the Central Coast is the only region with flat shipment volume.

Winery size

Reflecting a return to more in-person and carry-out sales, wineries of all sizes experienced a drop in volume from 2021 to 2022 at the mid-year. Volume dropped the most among wineries producing under 1,000 cases per year (down 15%), followed closely by wineries producing 5,000 to 50,000 cases per year. The smallest drop was among wineries producing 1,000 to 5,000 cases.

Wine varietal

Cabernet Sauvignon, holding the largest share of overall sales by varietal (29%), saw a 1% decrease in volume from 2021 to 2022 at the mid-year, but a 17% increase in value. Red Blends, with the second largest share, saw an 11% decrease in volume and a 7% increase in value. The varietals leading the way with average bottle price growth are Red Blends (21%), Cabernet Sauvignon (19%) and Merlot (16%). Only Pinot Gris saw negative bottle price performance (-8%).

Moscato saw impressive growth in volume (48%) and value (57%) compared to last year—though notably, Moscato is growing on a small sales base, with the lowest overall sales among varietals tracked. The only other varietal group with growth in volume has been Syrah/Shiraz, with a 3% increase.

The largest decrease in volume growth were White Blends (down 22%), Petite Sirah (down 20%) and Rose' (down 19%), with Sangiovese, Riesling and Merlot following closely behind.

What's next for DtC wine shipping?

Wine consumers who found their way to the DtC channel in the last two years appear to be staying put, and wineries are once again benefiting from a reversion to pre-pandemic buying patterns, reflected in increased volumes of higher-priced wine sales.

Walsh Whiskey Redesigns Packaging As it Rebrands The Irishman Whiskey

The goal of the half-million-dollar-plus rebranding -- which includes a new bottle design, brand redesign, production and marketing initiatives -- is to double The Irishman's sales across its 50-plus U.S. markets within five years.

"As the Irish whiskey category continues to develop with increasing variety, it is important that we are clear in our proposition to whiskey consumers and this redesign is testament to that dedication. Our message is simple: The Irishman will always be single malt focused and that it will always be triple distilled to leave a lasting impression," said **Bernard Walsh**, founder.

"We respect and honor Ireland's great distilling heritage, while also exploring exciting new innovations using rare and unusual woods and finishes, as well as cereal varieties, to influence the single malt spirit. In the generational pursuit of whiskey excellence, our quest for the perfect dram, or taoscán [tay-scawn] of single malt, is just beginning and this redesign in the next step in our ongoing journey," he added.

The most striking change in The Irishman rebrand is the introduction of a bespoke, tall, tapered bottle with the addition of a cork seal, affirming the super-premium nature of the whiskeys. The bottle has strong whiskey cues, including broad 'shoulders' and a tapered base. A significant feature of the bottle is a series of embossed phrases around the lower part of the bottle that capture the essence of The Irishman's focus and purpose, which is 'to pursue a lifelong journey in search of the perfect dram, while respecting past traditions with ambition for future possibilities.'

Additional highlights include:

- New bespoke bottle design introduced across the entire range
- Founder's Reserve expression renamed The Harvest
- Caribbean Rum Cask Finish added to core expressions in portfolio
- A new brand icon is one of three very distinctive features on the label and product packaging. The icon, which features a capital letter 'I' (for Irishman) inside two-tone staves of a barrel, signifies The Irishman's journey to learn from the past while creating the future.

A new color palette of understated cream, green, grey, blue, and burgundy is applied to the labels of the six core expressions of The Irishman range.

Other unique and notable features of the new labels are the addition of braille for the visually impaired and nutritional information on e-labels positioned on the back of the bottle and online. The braille highlighting The Irishman's brand name, is also a personal tribute by Bernard Walsh to the memory of his own grandfather, Jack Walsh, whose loss of vision made a lasting impression on his grandson.

There are also changes to the composition of the range, with a change of name for one core expression and the addi-

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tion of a limited edition to the core of the portfolio.

The Founder's Reserve blend (70% Single Malt & 30% Pot Still) has been renamed The Harvest. This expression, a truly unique blend of two premium styles of whiskey, started life as the first ever whiskey created by Walsh Whiskey's Founder. The renaming of this core expression as The Harvest honors the great contribution of the farming community in the whiskey-making process. The whiskey is crafted entirely from a mash bill of 100% Irish barley.

First released as a limited edition bottling in 2018, **The Irishman Caribbean Cask** is being added to the portfolio's core expressions which also include The Harvest; Single Malt; 12-Year-Old Single Malt; 17-Year-Old Single Malt & the Vintage Cask Strength. The Irishman Caribbean Cask Finish is a rare vatting of Single Malt and Single Pot Still whiskeys finished for 6 months in Chairman's Reserve Rum casks from the tiny tropical Caribbean Island of Saint Lucia, before being bottled at 46% ABV.

The Irishman Single Malt Whiskey has an ABV of 40% with a suggested retail price of \$54.99. The new bottle is now shipping, rolling out nationally over the summer.

Pittsburgh Pirates Owner To Buy Wigle Whiskey

Bob Nutting, owner of the Pittsburgh Pirates and Ogden Newspapers Inc., has agreed to buy **Wigle Whiskey** and its sister company, **Threadbare Cider & Mead** from the Meyer family. Terms weren't disclosed.

Wigle Whiskey is among the biggest 10% of craft distilleries nationally and sells whiskeys, other spirits and ready to drink cocktails in Pennsylvania and nine other states.

Nutting has prior food and beverage experience, having owned and operated Seven Springs Mountain Resort and its sister resort, Hidden Valley. Those properties were sold in December to Vail Resorts Inc. for \$121 million.

Another long-time Pittsburgh firm, **Penn Brewery**, also announced its sale this week. Stefan Nitsch, a real estate operator, is the buyer. The current owners are retiring. Terms weren't disclosed.

MurLarkey Distilled Spirits to Invest \$8.1 Million to Expand Output 8-Fold

MurLarkey Distilled Spirits will invest nearly \$8.1 million to move from Bristow, Va., to a new facility in Manassas where it will expand production eight-fold.

The large new distillery and tasting room will be on the campus of Farm Brew LIVE in Innovation Park, Manassas. The 12-acre entertainment area, owned by Marcus Silva of Villagio Hospitality Group, is home to **2Silos Brewing**, the Black Sheep restaurant, and a live music venue, drawing over 10,000 visitors weekly.

The company sources 100% of its grain from Virginia farms and over the next three years this project will lead to an additional \$429,860 (885,000 pounds) in purchases of Virginia-grown grains.

"What started as a second career / family business has evolved into something which truly touches people, something broader reaching; much more than a craft spirits brand," said said MurLarkey CEO **Thomas Murray**.

The Virginia Department of Agriculture and Consumer Services worked with Prince William County and MurLarkey Distilled Spirits to secure this project for Virginia with a \$250,000 grant from the Governor's Agriculture and Forestry Industries Development Fund, which Prince Williams County will match with local funds. This is Prince William County's first ever AFID Facility Grant award, an economic development tool to help localities support new and expanding agriculture- and forestry-based businesses.

Founded in 2013 by brothers **Mike and Jim Larkin** and their cousin Tom Murray, MurLarkey Distilled Spirits is a family-owned business using exclusively Virginia-grown corn, rye and barley to produce award-winning spirits representative of the founders' Irish heritage. Through the work of Jim Larkin their COO and Master Distiller George "Papi" Zwetkow, MurLarkey has earned dozens of top awards for their spirits and their visitor experience.

The company also received Prince William County's 2020 Human Rights Award for providing more than 3,000 gallons of hand sanitizer to the community during the pandemic. In addition to supporting Virginia farmers through a major increase in production, the company will continue to offer all its spent grain to local farmer's free-of-charge for use as cattle feed.

Cocktail Sales Add \$13,000 to Average On-Premise Outlet's Sales in Quarter

Performance in the most recent quarter of this year sees the average outlet earn over \$13,500 from cocktail sales, which is an +11% increase from the first quarter, according to **CGA by NielsenIQ's** Cocktail Sales Tracker.

While average prices are up +4% from the previous quarter, average check value is down -1%. This increase in sales velocity can be solely attributed to traffic, which sees a +14% rise. This is good news for On Premise retailers and suppliers, CGA says.

Exploring daily performance across the week, data highlights that Saturday, as expected, saw the largest velocity on average (\$3,300) but interestingly all the growth occurred on the other days of the week - with midweek performing particularly well, (Wednesday and Thursday having a +22% and +24% velocity increase respectively). Early evening and late night were the best performing dayparts compared to the previous quarter (+15% and +20% respectively), as the days become longer, and consumers choose to stay out that bit later.

As we enter the summer months, research suggests that consumer cocktail preferences change – the Mojito has overtaken Old Fashioned as the fourth most popular cocktail this quarter. However, the biggest jump in the top 30 cocktails is with Piña Colada, which moved from the 17th to 9th most popular cocktail type, with an +87% increase in traffic. This rise is most pronounced in New York, specifically in the last 4 weeks of the quarter.

This trend is maintained when considering total cocktails by state. In the first quarter, warmer states like California and Nevada recorded the highest velocity and, while they are still on top in the second quarter, this gap has been shortened with Illinois (+37%) and New York (+28%) heating up

and performing best vs Q1. Again, this boost is driven by traffic with Illinois seeing an increase of +43% and New York an increase of +29%.

Interestingly, Illinois and New York do not follow the total U.S. trend for dayparts – Breakfast/Brunch experiences the highest growth in both states in the second quarter (+95% and +33% increase in velocity), where Bellini's and Mimosa's are the top two cocktails. Knowing how each market reacts to the seasonal changes can help suppliers identify areas of opportunity and target consumers more effectively.

Matthew Crompton, CGA's regional director – North America, said “The changing dynamics of consumer preferences are coming through in the cocktail tracker. The Summer presents ample opportunities for beverage suppliers to maximize these shifts in preferred serves to compliment occasions and changes in the weather – and understanding these trends will be key to building a winning cocktail strategy in the On Premise.”

Heaven Hill Launches Black Velvet Peach

Black Velvet, the second-largest selling Canadian whisky, added **Black Velvet Peach** to its portfolio of flavored whiskies. The new flavor will be available this August in stores across the country.

Black Velvet Peach blends the fresh and sweet taste of peaches with smooth Black Velvet whisky. The rich, amber-colored whisky promises to be a keen pick for peach lovers and whisky fans alike. As the fastest growing flavor for brown spirits, Peach is a natural addition to already popular flavor expansions, Black Velvet Apple and Toasted Caramel.

“Whether you're tasting Black Velvet for the first time, or you're a loyal fan of the brand, we feel confident Peach will be a hit with consumers,” said **Molly Vincent**, Heaven Hill Senior Brand Manager. “We're excited to continue to expand upon our flavor offerings —and with one of our hottest summers coming to a close, we feel this refreshing addition couldn't have come at a better time.”

Since tapping their first barrel in 1951, the Black Velvet team has earned its reputation for crafting first-in-class whisky. Headquartered in Lethbridge, Canada, the company credits crystal clear Canadian water and the freshest grains for their whisky's iconic smooth taste. Black Velvet is now available in 55 countries, and the brand continues to expand with strategic brand extensions to appeal to a growing audience. Black Velvet was awarded Whisky Value of the Year for the Export Market at the 2022 Canadian Whisky Awards.

Black Velvet Peach will be supported by point-of-sale displays and tastings in some retail locations. Bottled at 70 proof, the product will be available in 50 ml, 750 ml, and 175 ml sizes with an SRP of \$10.99 for the 750ml.

Happy Dad Hard Seltzer Offers A Banana Flavor with Bored Ape NFT

Orange County, Calif., based **Happy Dad Hard Seltzer** released 10,000 cases of a Banana flavor. The packaging includes a NFT (non-fungible token), a Bored Ape from

the Bored Ape Yacht Club collection and will be available in the 14 states in which Happy Dad is available.

Ahead of the announcement, Happy Dad Banana was featured and enjoyed on last week's Full Send Podcast with guest Elon Musk. The podcast [episode](#) has over 8.6 million views.

“We are big NFT fans over here at Happy Dad and it made sense for us to purchase a Bored Ape. We wanted to create something unique for everyone to enjoy, while also having the NFT community involved. Obviously, banana is a bold flavor and hasn't been seen before, but we nailed the flavor and it's refreshing and delicious,” said **Sam Shahidi**, co-founder/CEO of Happy Dad Hard Seltzer.

Guess Subcategory Is Growing Fastest on Drizly

It isn't under beer, wine or spirits. It's under extras, for goodness sake. It's bar tools and cocktail accessories, led by cocktail shakers. What was the fastest-growing beer subcategory? Spice/herb/vegetable beer; top SKUs included Modelo Chelada Especial, Modelo Chelada Limon y Sal, Budweiser Chelada Picante with Clamato, Modelo Chelada Piña Picante, and Estrella Jalisco/Golden Road Brewing Mango Michelada, Drizly said.

Orange wine once again found its way onto the fastest-growing wine subcategories list; it last saw significant year-over-year growth in [September 2021](#). Spain held the highest share of orange wine sales on Drizly in July with 35%, followed by Austria (23%), Italy (18%), and the U.S. (14%). The top five orange wines sold on Drizly last month spanned countries: Gulp/Hablo Orange Wine, Biokult Naken Orange Wine, Field Recordings Skins, Borgo Savaian Aransat, and Vichingo Vermentino Macerato Sulle Buccce.

Drizly has also detected increasing consumer interest in White Wine, reflecting interest in lighter, fresher wine options. The white wine subcategory gained share across total sales – increasing from 10% of share in July 2021 to 11% last month – and within the wine category, increasing from 31% of wine share last July to 32% of share this year. Varietal wines that have seen significant gains include Sauvignon Blanc, Chardonnay, Albariño, Chenin Blanc, and Cortese.

Harpoon Brewery Launches First Non-Alc Offering

Harpoon Brewery is launching its first non-alcoholic hazy IPA: **Open League**. Brewed with juicy tropical hops and recreation-minded ingredients, Open League is a light and refreshing beverage at only 35 calories and less than 0.5% ABV per serving.

To celebrate the launch of Open League, Harpoon is inviting fans to join them for a free fitness event hosted by **Eliza Shirazi** of Kick It by Eliza. [Kick It With Eliza @ Harpoon](#) will take place at the brewery in Boston on Sunday, August 28th at 10A.M., offerings folks a morning of kickboxing, boxing, rhythmic components, and a meditative cool down. All levels are welcome to participate and no purchase is required. Participants are invited to [Outdoors @](#)

Harpoon following the event to refresh with a glass of Open League and a pretzel.

Yuengling Continues Support of University of South Florida's Brewing Arts Program

Yuengling announced the continuation of its partnership with the University of South Florida's St. Petersburg campus (USFSP) Brewing Arts Program with a \$10,000 donation for its two longstanding scholarship opportunities, the Diversity in Brewing Scholarship and Yuengling Veteran Scholarship.

The Diversity in Brewing Scholarship, which was awarded in February, is given annually to an individual from a traditionally underrepresented population and covers the cost of tuition to USFSP's Brewing Arts Certificate program for the upcoming spring semester. The Yuengling Veteran Scholarship provides one veteran with full funding to attend USFSP's Brewing Arts program, continuing the brewery's long-standing support of the military and veteran communities. This scholarship will be announced prior to the program's August 2022 session.

Coors Light Signs as Official Beer Sponsor of IU Athletics

Indiana University Athletics announced a new partnership with Molson Coors Beverage Co. that will make Coors Light the exclusive domestic beer sponsor of IU Athletics beginning with the 2022-23 season.

The multi-year sponsorship agreement was secured by IU Athletics multimedia rightsholder Learfield.

As part of the agreement, Molson Coors will be able to utilize IU's script mark in its promotion, and it will be a visible part of the gameday experience at various IU athletics venues, including Memorial Stadium. The Rooftop at the Rock presented by Indiana Kitchen, located in the south end zone of Memorial Stadium, will include a Molson Coors branded beer garden. In addition to those facility-related items, IU Athletics' new partner will also have increased visibility on IU Athletics' official social and digital platforms, and on the IU Radio Network.

Molson Coors has also established a \$10,000 annual grant earmarked to support Indiana University and Bloomington community campaigns and initiatives centered on responsible drinking.

Country Music Star Kane Brown Joins Dewey Crush as Chief Flavor Officer

Kane Brown was introduced to Dewey Crush by a family member and fell in love with the product's fresh taste and summer vibe. After initially joining as an early investor, he wanted to create a deeper and more public relationship with the brand quickly resulting in him coming on as the Chief Flavor Officer today.

"Growing up in Northwest Georgia, I had never heard of an Orange Crush until I started spending time on the Chesapeake Bay with my wife, Katelyn and her brothers.

Every boat bar they took me to had its own spin on the Crush, and it quickly became my go-to summer beverage," Brown said. "To have the opportunity to team up with Dewey Crush and bring not only the drink, but the idea of summer fun, to Tennessee and on tour year-round, seemed like an easy decision to make. Dewey Crush has been a hit with my friends at every stop on tour and is definitely my band's new favorite drink!"

"We are honored that Kane has decided to join the Dewey Crush family as we believe our alignment on values, lifestyle, family, music and the overall mantra of 'living life to the fullest' made this a natural partnership," says Co-Founder Jarret Stopforth. "We are so grateful for this opportunity to work with Kane and look forward to making summer a 365-day season fueled by Dewey Crush and Kane's music."

Following last summer's successful Delaware launch, the brand has since expanded along the coast to Maryland, DC and New Jersey with Virginia and Tennessee launches slated in the coming months.

Who & What —

Integrated Beverage Taps Shawn McMillan As CEO, Jason Mangone as CFO

Integrated Beverage Group (IBG) said it hired Shawn McMillan as Chief Executive Officer (CEO) and Jason Mangone as Chief Financial Officer.

McMillan joins IBG from Accelerate360, where he served as Executive Vice President. He has over 25 years of executive leadership experience in the consumer-packaged goods industry and 16 years in the beverage industry at Coors Brewing Co. and in the Coca-Cola system.

Prior to joining IBG, Mangone served as the Chief Financial Officer for Custom Made Meals Inc. and before that at Flo Water Inc.

IBG brands include Lifevine Wines and Duck Pond Cellars and its disruptive flavor-mapping technology leveraged with Replica Wines and Dhos non-alcoholic spirits.

* * *

Balletto Vineyards, hires Allyson Taylor as Director of Events. Before joining Balletto, Allyson ran her own event company and managed conferences for large organizations including the State of Alaska and worked for Starz Entertainment as Director of Events, managing a team that planned and executed more than 20 events per month from retreats to large-scale galas.

Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor

A handwritten signature in black ink, appearing to read "Joel", is centered in the lower right portion of the page.