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SEPTEMBER 2023

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+ THE STATE OF GIN

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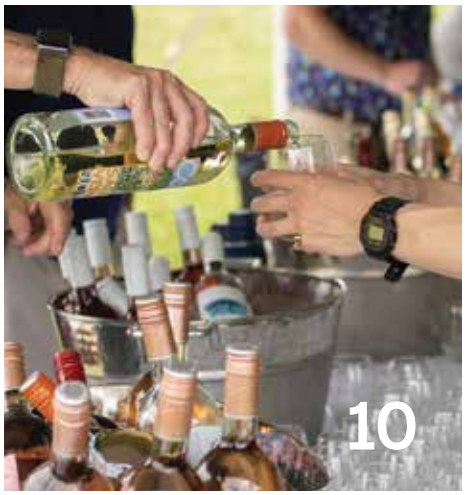
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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE AND SPIRITS GET TO THE MARKETPLACE

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Issue Highlights

The summer season wraps up with still one more holiday weekend before life gets back into a more disciplined schedule. September marks that perennial shift in the business of beverage—and hospitality too. With eyes on fall's forthcoming arrival, the new month brings ideas to the fore.

Called the innovators issue, it is all about individuals and initiatives breaking from the common courses traveled while creating positive change in the process. A nomination-based piece with a national view, the trailblazers featured from behind the bar, retail and a range of workplaces represent a future-forward field of vision for the beer, wine and spirits industry.

Locally, we, of course, have our own state's field of innovators, seen regularly in the pages and online this month—all of you. Whether through linked efforts and community works or service models or program offerings, challenging assumptions and offering progressive solutions can be seen across all tiers here too.

The multitude of professionals showcased in each month's Around Town, Retail Review and Serving Up, as well as through the columns we feature, remind us that we only need to look at arm's length to see a similar reflection of just how creative, groundbreaking and pioneering our colleagues are.

What better way to say goodbye to summer than to take a look at gin. I adore gin brands in all their many nuances. I jokingly said to a friend while visiting that a classic gin and tonic should be called a "Connecticut Handshake"—maybe not in all circles, but definitely some. Still, in all seriousness, gin's allure, versatility and distinctiveness goes well beyond long-held consumer assumptions as this month's Behind the Bar columnist seeks to uphold that belief.

What else? O-N-D is coming. You know what that means: Portfolio tastings and trade shows will ramp up, and fast, so make sure we know where you are pouring and when. Reach out. We'd love to hear from you.

Cheers,
Dana



Dana

Dana Slone
Managing Director & Editor



ON THE COVER

Top: Trey Wade courtesy of Blue Run Spirits/Kate Gerwin and Blaze Montana courtesy of Happy Accidents/Youngwon Lee courtesy of Dokkaebier/Adam Polanski and Nora Ganley-Roper courtesy of Lost Lantern. **Middle:** Lois and Dave Cho by Joshua Chang/Alex Jump courtesy of Alex Jump/LP O'Brien courtesy of Netflix-Seth Harrington. **Bottom:** Darwin Oniyx Acosta courtesy of Co-Fermented/Jahde Marley by Felicia Limada/Paul Gable courtesy of ecoSpirits/Becky Paskin courtesy of OurWhisky Foundation/Yannick Benjamin by Mikhail Lipyansky.

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BEAM SUNTORY ANNOUNCES CEO TRANSITION

Beam Suntory President and CEO Albert Baladi announced that he will transition CEO responsibilities effective Oct. 1 to Greg Hughes, the company's current Senior Vice President Chief Growth and Brands Officer. Under this succession plan, Baladi will serve as CEO Adviser through year's end and will be engaged as Senior Adviser for the company throughout 2024. Baladi has served on the executive leadership team of Beam Suntory for 12 years, including the past five years as President and CEO. Since he stepped into the CEO role in 2019, Beam Suntory's annual sales have grown at high single digits to more than $5 billion. In addition, the company has significantly accelerated its premiumization trajectory, with premium brands becoming the majority of its sales. Hughes has more than three decades of experience in consumer goods across marketing, commercial and management roles. Since joining Beam Suntory in 2015, Hughes led the company's largest market as President North America for four years and prior to that as General Manager of North America.

GLOBAL WHISKY FORECAST PROJECTS CONTINUED GROWTH



The global whisky category is forecast to increase in value by $88.85 billion by 2028, the Global Whisky Market Overview, 2023-28, by Bonafide Research reported. According to its research, the sector is on track to reach $127.53 billion by 2028, a compound annual growth rate increase of 6.34% since 2022, with Asia-Pacific noted as a prominent region for the category's consumption growth. India leads this consumption growth, with Japanese whiskies noted to be "challenging the longstanding dominance of Scotch." Globally, Scotch reigns as the preferred whisky, the report revealed, yet there is a "growing inclination" toward flavored whiskies. The research reviewed Scotch, Canadian and Japanese whiskies, as well as American and Irish whiskeys.

ROSS & SQUIBB PARTNERS WITH CLEAN WATER NONPROFIT



Indiana's oldest distillery Ross & Squibb, makers of Remus Bourbon and Rossville Union Rye Whiskey, partnered with NFL legend Chris Long and his nonprofit foundation, Waterboys Initiative, to bring clean, safe water to a community of 1,600 in Oloile, an arid location in southern Kenya. The distillery was inspired to help the nonprofit, as it has benefited from the abundant clean water from where it is located, above the Great Miami Buried Valley Aquifer. The community of Oloile in Kenya, which receives less than 3.5 inches per year of rainfall, is the beneficiary. The new water system will give residents access to clean water, alleviate cases of waterborne disease, enable growth of small gardens and give time for income-generating activities rather than searching for drinking water. To date, the Waterboys Initiative has provided clean water to more than 550,000 people in need in the U.S. and abroad.

VINTAGE WINE ESTATES APPOINTS NEW CEO



Vintage Wine Estates, Inc. (VWE), announced the appointment of Seth Kaufman as President and CEO succeeding Interim CEO Jon Moramarco, who will continue in his role as a Director. Kaufman is expected to begin in his position at VWE no later than Oct. 30. For the last four years, Kaufman has been President and CEO of Moët Hennessy North America, the $2.5 billion North American wine and spirits business of LVMH. Prior to that, he progressively advanced through several roles over a nearly 20-year career at PepsiCo, Inc. VWE is a family of wineries and wines whose singular focus is producing the best quality wines and incredible customer experiences with wineries throughout Napa, Sonoma, California's Central Coast, Oregon and Washington.

KENTUCKY'S HEAVEN HILL CELEBRATES HISTORIC MILESTONE



Heaven Hill Distillery, the world's second-largest holder of Kentucky straight bourbon whiskey, celebrated filling its 10-millionth barrel. Company leaders and staff welcomed Kentucky Gov. Andy Beshear, local Bardstown officials and community members for the celebration. According to the company, Heaven Hill is the only family-owned company to reach the 10 million barrel mark. The whiskey will age in Rickhouse Y, where Heaven Hill stores its other milestone barrels.

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CONTACT YOUR BRESCOME BARTON REP FOR DETAILS

LAWSON'S NAMES DRUART CEO



Lawson's Finest Liquids announced Adeline Druart would helm the 15-year-old Vermont craft brewery as its second CEO and first external CEO. Lawson's founders Sean and Karen Lawson made the hire public on June 13. The Lawsons will maintain executive leadership positions and remain stewards of the brand, but they plan to take a small step back from day-to-day operations at the family-owned business, which employs 85 people. Druart, who worked for artisanal cheesemaker Vermont Creamery in Websterville for 19 years and oversaw its acquisition by Land O'Lakes in 2017, also drove sales and brand awareness for Vermont Creamery as President while serving as VP and Corporate Officer of the farmer-owned cooperative in Land O'Lakes' Dairy Foods Division until February 2023. Lawson's Finest Liquids, whose brews include Sip of Sunshine, is in distribution in nine states across the Northeast.

ODETTE ESTATE NAMES HAUGEN HEAD WINEMAKER



Andrew Haugen was named Head Winemaker at Odette Estate, part of the PlumpJack Collection of Wineries. Haugen will oversee all the daily winemaking operations for the Odette and Adaptation labels based in the Stags Leap District of Napa Valley. In addition to its limited-production namesake brand, in 2021, it introduced Adaptation as an entry point to the Odette portfolio and the broader PlumpJack Collection of Wineries. The company said Haugen has "continuously honed his craft" and deepened his knowledge since he joined in 2015, progressing from Cellar Master to Enologist to Assistant Winemaker and now assuming the role of Head Winemaker. Haugen will collaborate closely with longtime Vineyard Manager Oscar Renteria at Oso Vineyard, the 129-acre site located in Pope Valley.

MOËT HENNESSY NAMES THORNTON TO NEW EXECUTIVE ROLE



As it enters a "new phase of accelerating growth," Moët Hennessy announced executive leadership for its newly formed Moët Hennessy Wine Estate Division, the company reported. As of July 1, Jo Thornton, Moët Hennessy's Managing Director for the U.K., now heads the U.S.-based division as its CEO, reporting to Phillipe Schaus, Chairman and CEO. Thornton has served for more than 27 years in different roles within the commercial organization, "driving growth and success" in Europe. Moët Hennessy began acquiring world-class wineries in 1955, coming together in 2003 as Estates & Wines and now Moët Hennessy Wine Estate Division.

OPICI TO ACQUIRE PACIFIC HIGHWAY

Opici Wines & Spirits announced in July that it has agreed to acquire Pacific Highway Wines from current owners Robert Oatley Vineyards and Giesen Group. From Oct. 1, the Pacific Highway Wines brands and team will move under the umbrella of Opici Wines & Spirits and will be led by CEO Don Opici, with Mark Giordano taking on the role of President. Opici Wines & Spirits is a multigenerational importer and producer founded in 1913 and again in 1934 post-Prohibition. The Pacific Highway portfolio showcases family-owned and independent brands from wine regions across the globe, with offerings from premium brands spanning Argentina, Australia, California, Chile, France, Italy, New Zealand, Oregon, Spain and Uruguay. The portfolio also offers innovative nonalcoholic wine offerings, alternative formats and certified organic and fair trade offerings.

BREAKTHRU BEVERAGE GROUP FOUNDER PASSES AWAY



Rocky Wirtz, Principal Founder and Co-chairman of Breakthru Beverage Group, the largest wholesaler in the U.S. and a third generation of the beverage industry's Wirtz family, passed away at age 70 after a brief illness on July 25. In addition to leading Breakthru, along with Co-chairman Charles Merinoff, Wirtz owned the Chicago Blackhawks and served as Chairman of Wirtz Corporation, one of the largest privately held and family-owned companies in the U.S. Connecticut Distributors, Inc., is part of Breakthru Beverage Group. Breakthru was formed in October 2015 following the merger of family-owned firms Wirtz Beverage Group and Charmer Sunbelt Group. Wirtz was also a former chairman of trade body the Wine & Spirits Wholesalers of America (WSWA), among a long list of trade and community involvement. WSWA said Wirtz "leaves behind a vast legacy of generosity and philanthropy."

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LONGTIME HARTLEY & PARKER GENERAL SALES MANAGER RETIRES

Hartley & Parker Limited, Inc.'s Paul Angelico, who has served as the Stratford-based distributor's General Sales Manager for the past 17 years, announced an August 2023 retirement after 56 years with the company. Angelico started with Hartley & Parker on April 3, 1967, as a Route Jumper, covering the whole state. Besides being a Route Jumper, he would also drive a truck during the holiday season and summer shutdown. In 1971, he was promoted to District Manager for the Hartford territory overseeing 19 sales representatives, eventually adding 15 new routes to the sales team over the years. In 1989, Angelico became the Sales Manager overseeing the sales force, marketing and programming. Throughout his tenure, he was responsible for bringing in brands from their infancy and, with the help of the sales force, developing them into the best-selling brands they are today, the company said in a news release. "He has been noted for his hiring skills, helping Hartley & Parker hit its goals over the years and for happily assisting all phases and areas of the company. Paul has had the honor of attending over 38 of the Wine & Spirits Wholesalers of America annual conventions on our behalf," said David Rosenberg, Vice President, Hartley & Parker Limited, Inc. "Please join us in congratulating him on his well-earned retirement."

1. Paul Angelico (far left), who joined Hartley & Parker Limited, Inc., in 1976, is shown in 1985 when he was a District Manager. He's shown with George Reidy, Sales Manager; Jim Woodard, District Manager; Jerry Rosenberg, Vice President; and Peter Freeman, Wine Manager.
2. Paul Angelico celebrated at the Stratford-based Hartley & Parker Limited, Inc., where he retired after 56 years of service.
3. Hartley & Parker Limited, Inc.'s Jerry Rosenberg, President; David Rosenberg, Vice President; and Paul Angelico, Retiring General Sales Manager.

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Photos courtesy of Change in the Air Foundation.

BREW BRANDS POUR AT SEEING SOUNDS FESTIVAL

The Change in the Air Foundation hosted a beer garden at the Seeing Sounds Festival, founded by New Haven-based artist Trey Moore, at Edgewood Skate Park in New Haven on July 1. The annual event, a BIPOC-centered, multiday showcase, brings together musicians, artists, food and culture. Jamal Robinson, Director of Sales and Marketing, New England Brewing Co. and President, Change in the Air Foundation, and volunteers poured local craft beer from Alvarium Beer Co. and New England Brewing Co. in a special festival beer garden. Guests also enjoyed food from The Portabello Latin Food, Beyond the Salt Food Truck, Khemi's Vegan Cuisine and Many Donuts while listening to live music from the festival's 27 featured artists on two stages. "Our mission is to diversify the beer industry through fundraising for the CT Brewers Guild African American Brewers Scholarship and helping to create new diverse spaces for people of color to experience craft beer," Robinson said. "We partnered with Seeing Sounds to provide a free beer garden as a great way to bring craft beer into the black and brown community, while promoting our mission and festival." The Change in the Air Foundation will host its annual Change in the Air Festival, a brew fest and cultural fair celebrating diversity in the craft beer industry, at Bear's Smokehouse BBQ in New Haven on Oct. 14.

1. The Change in the Air Foundation hosted a beer garden at the Seeing Sounds Festival at Edgewood Skate Park in New Haven on July 1.
2. Jamal Robinson, Director of Sales and Marketing, New England Brewing Co. and President, Change in the Air Foundation and Jess Bautista, Social Media Coordinator, New England Brewing Co.
3. Change in the Air Foundation volunteers at the Seeing Sounds Festival on July 1.



HARTLEY & PARKER CELEBRATES LAUNCH OF SUPERBIRD TEQUILA

Hartley & Parker Limited, Inc., welcomed Superbird Tequila to Connecticut during a sales meeting and launch at its Stratford office on July 7. Management from the brand presented the tequilas to the sales team. Made in Guadalajara, Mexico, with 100% blue Weber agave, Superbird Tequila is available in three expressions: Blanco, a rich, round and smooth sipper; Fuego, infused with jalapeño spice; and Reposado, 100% blue Weber agave aged for six months in wooden bourbon and wine casks. The soon-to-be-released Superbird Tequila Soda line offers premium tequila with zero sugar, zero carbs, zero gluten and only 95 calories, which will be available in Pink Grapefruit, Pineapple, Lime and Black Cherry flavors. The Superbird Tequila Cocktails line will include Tequila Paloma and Tequila Sunrise variations, each made with 100% blue Weber agave blanco tequila and agave nectar, among natural ingredients. The new tequilas are distributed in Connecticut via Hartley & Parker.

Matt Slosek, President, Casa Komos Brands Group; Thomas Mauriello, Regional Manager, Superbird; Vincent Trapozzano, Director of Sales, Superbird; Matthew Greene, Sales Director, Hartley & Parker Limited, Inc.; and Ed DeLoreto, Spirits Director, Hartley & Parker Limited, Inc.







BRESCOME BARTON TEAM VISITS BEAM SUNTORY

Team from Brescome Barton visited Beam Suntory at its recently opened, sprawling New York City office in late June for a tour and tasting. The state-of-the-art location, which opened in the fall of 2022, comprises an entire floor at 11 Madison Avenue, in the heart of the Flatiron district, with views of the New York City skyline and Madison Square Park. The design and furnishings showcase the multinational company's east-meets-west aesthetic, with two bar areas, a tasting room, interactive conference rooms among its workspaces, a highball machine and an espresso martini machine. Account Development Managers reviewed the history of Suntory and discussed its award-winning Japanese whiskies, as well as its Haku Vodka and Roku Gin, part of the Brescome Barton portfolio in Connecticut.

1. Beam Suntory's state-of-the-art location first opened in fall 2022 in the heart of New York City's Flatiron district.
2. The Yamazaki Single Malt Japanese Whisky 25 Year on display at Beam Suntory's Madison Avenue office.
3. Erin Cain, Territory Manager, Beam Suntory; Ryan Robinson, Director of Education, Brescome Barton; and Veronica Saurett, Chris Munk, Jillian Carey, Paul Murphy, Matt Blumenfeld and Michael Murphy, all Account Development Managers, Brescome Barton.





LORD HOBO BREWING RELEASES NEW OFFERINGS

Mancini Beverage – Northeast Beverage welcomed new Lord Hobo brews to Connecticut: the Grillo's Pickles Collaboration and Vagabond IPA Sampler pack. Grillo's Pickles Collaboration, 6% ABV, is part of Lord Hobo's quarterly releases. The brewery teamed up with Grillo's Pickles to create this unique and refreshing pickle beer infused with actual pickle brine from their world-famous classic dill pickles for a brew that brims with fresh, bright and tangy flavors while still drinking easy. The Vagabond IPA Sampler offers Lord Hobo's IPAs in one convenient pack: Galactic Vagabond Double IPA, 9% ABV; Bodacious Double Dry Hopped Juicy IPA, 7% ABV; Underground Vagabond Double Dry Hopped NEIPA, 6.5% ABV; and Wanted Vagabond West Coast Style IPA, 7% ABV. Lord Hobo Brewing Company, founded in 2015, is now in its eighth year of operation in Woburn, Massachusetts, with its beers currently available in 12 states throughout the Eastern United States with 15 wholesale partners.

1. Grillo's Pickles Collaboration, 6% ABV, is part of Lord Hobo's quarterly releases. The brewery teamed up Grillo's Pickles to create this unique and refreshing pickle beer infused with actual pickle brine.
2. The Vagabond IPA Sampler pack offers two each of Lord Hobo's IPAs in one convenient pack: Galactic Vagabond Double IPA, Bodacious Double Dry Hopped Juicy IPA, Underground Vagabond Double Dry Hopped NEIPA and Wanted Vagabond West Coast Style IPA.


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Photos courtesy of Siren Songs: For the Love of the Sound.

SAVE THE SOUND FUNDRAISER SHOWCASES SEGURA VIUDAS CAVA

Segura Viudas Cava was among the many sponsors of Siren Songs: For the Love of the Sound hosted at Park City Music Hall in Bridgeport on July 8. The event was a combination of a day of activism with park and marsh cleanups and an evening of entertainment to benefit Save the Sound presented by Nicole Zuraitis, Grammy-nominated vocalist, pianist and songwriter, with performances from Sirintip, Rosemary Minkler and Fernanda Franco, plus the Telle DJ Dance Party and special guests. Silent auction items helped raise funds, including special gift bags featuring Segura Viudas. The event raised nearly $5,000 and picked up 600 pounds of trash with the earlier cleanups. Segura Viudas began producing its award-winning Spanish sparkling wines in 1959, crafting high-quality, artisan Cavas using viticultural practices that preserve biodiversity in its historic vineyard in Penedès DO. Save the Sound leads environmental action and preservation across the Long Island Sound region from its offices in Connecticut and New York. "The mission at Segura Viudas to #RespectTheRoots aligns nicely with the mission of Save the Sound to protect our lakes, rivers and, of course, the Long Island Sound," said Douglas MacLeod, Connecticut State Manager, DipWSET, Freixenet Mionetto USA. The wines are distributed throughout Connecticut via Slocum & Sons. Additional event sponsors included Votto Vines, Regan Fad and Robert Boland, Tommy Leonardo, Brian Hewitt and New England Brewing Co.

1. Nicole Zuraitis, Grammy-nominated vocalist, pianist and songwriter performed at Siren Songs: For the Love of the Sound/Save the Sound hosted at Park City Music Hall in Bridgeport on July 8.
2. Guests placed bids on raffle items, including gift baskets with Segura Viudas Sparkling Brut Cava.
3. Guests also enjoyed Segura Viudas Brut Rosé Cava, 40% Trepat, 40% Pinot Noir and 20% Garnacha, aged a minimum of 12 months for a Cava Rosado that offers intense fruitiness, on both the nose and palate, a lively color and finesse.
4. Segura Viudas Cava is made with organic grapes, 50% Macabeo, 40% Parellada and 10% Xarel·lo, aged 12-15 months.
5. Nicole Zuraitis, Grammy-nominated vocalist, pianist and songwriter posed with guests enjoying Segura Viudas during the fundraiser.



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SLOCUM & SONS ADDS NEW SPIRITS FOR SEPTEMBER

Slocum & Sons welcomed new additions heading into September. High Wire Distilling, based in Charleston, South Carolina, produces a distinctive line of small-batch spirits including gin, rum, whiskey and vodka using premium, specialized ingredients. The flagship spirit is bourbon made from 100% Jimmy Red corn, a magenta-hued landrace grain grown for decades on James Island. The heirloom corn variety is a historic grain used by bootleggers and almost went extinct before being revived by chefs and milled product producers. For nine years, High Wire Distilling has worked with a team of researchers and farmers to rebuild a secure seed supply for its flavorful whiskey. Aged a minimum of two years in char 3.5 American oak barrels, the 95-proof bourbon is best enjoyed in a proper whiskey glass neat or with perhaps one ice cube. Also new to Connecticut is a range of liqueurs from French producer Vedrenne: Cassis (blackcurrant), Pêche de Vigne (peach), Pamplemousse (grapefruit), Fruit de la Passion (passion fruit), Fraise (strawberry), Abricot (apricot), Cacao Blanc (chocolate), Mûre (blackberry), Framboise (raspberry), Fleur de Sureau (elderflower), Banane (banana), Gingembre (ginger), Blue Curaçao and Triple Sec. Founded in 1923 in the village of Nuits-Saint-Georges, Burgundy, Vedrenne is a family group made up of French distilleries and producers specializing in liqueurs made from quality fruit, herbs and flowers for sublime flavors.

1. Made by High Wire Distilling, Jimmy Red Straight Bourbon Whiskey offers flavors of graham, cinnamon and maple with a creamy mouthfeel.
2. New imports from Vedrenne, a family group of French distilleries and producers responsible for crafting liqueurs made from quality fruit, herbs and flowers.



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ARIZONA HARD LAUNCHES IN CONNECTICUT

Dichello Distributors added AriZona Hard, a "spiced-up, adults-only version" of the famous iced tea, to its portfolio. The beverage is now available in three of AriZona's iconic flavors—Lemon, Peach and Green Tea—with 5% ABV. The Green Tea flavor is made with 100% real brewed tea with ginseng extract and a touch of honey; Lemon is created with premium steeped black tea balanced with citrus notes "to create an adult version of the flavor fans have come to know and love"; and Peach offers authentic brewed tea with juicy peach flavors and aromas. Each flavor is available in 22-ounce cans and 12-pack, 12-ounce cans, and the Variety Pack features all three flavors in 12-pack, 12-ounce cans.

1. AriZona Hard Lemon is available in 22-ounce cans and 12-pack, 12-ounce cans.
2. AriZona Hard Lemon, Peach and Green Tea Variety Pack in 12-pack, 12-ounce cans.



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VOTTO VINES WELCOMES STOMPING HORSE WINES

Votto Vines welcomed Stomping Horse wines to Connecticut this summer. Stomping Horse was founded by Dawn Page, Steven Shewbrooks and Byron Brewer. Horse lovers, wine lovers and philanthropists, the team set out to create fine wine that blends their passions together in a fully realized Connecticut-based wine company whose offerings are bottled directly at the vineyard in Washington State's Columbia Valley. Chief Equine Officer Dawn Page owns Trouper, a former racehorse who was born into a family of professional athletes of which he was not destined to be, with a racing career of three races and a purse of $455. "He was no longer of value. His life nearly ended as a starvation case with seven other horses," explained Page in a press kit. A rescue by Page, the ideas and inspiration became solidified with Trouper as the lead label model. Stomping Horse's first white and red releases are named with a horse-meets-wine play on words, Chardonneigh Washington Columbia Valley 2021, 100% Chardonnay, and Thoroughblend 2020, 65% Mourvèdre, 27% Syrah, 5% Grenache, 1% Cabernet Sauvignon and 1% Viognier, from Washington's Yakima and Columbia valleys. "Horses are about dreams and never giving up. By being himself, Trouper found his calling as the spokeshorse and model of a wine label, and what better way to help other horses than with a portion of the proceeds going to helping them find their paths to second careers and forever homes," said Page.

1. Stomping Horse White Wine Chardonneigh Horse Heaven Hills Chardonnay 2021 and Red Blend Thoroughblend 2020.
2. Stomping Horse White Wine Chardonneigh Horse Heaven Hills Chardonnay 2021 on the bottling line. The Chardonnay speaks to this winery's namesake horse of power and elegance, opening with classic elements of baked citrus and stone fruits, with aromas of zested lime mixed with dried vanilla bean and toasted nuttiness and layers ripeness with uplifting acidity.
3. Stomping Horse Red Blend Thoroughblend 2020, 65% Mourvèdre, 27% Syrah, 6% Grenache, 1% Cabernet Sauvignon and 1% Viognier, is a true red blend, with a mix of warm and cool vineyards scattered across Washington State's Columbia and Yakima valleys. The blend of sites allows warm vineyards to contribute jammy fruit and a lush mid-palate.
4. Natural double-disc ends oxygenate the wine with natural crushed cork in the middle featuring Trouper printed on it in both directions, so no matter which way the machine bottled the wine, he is always upright.
5. Stomping Horse wine sales help benefit horse rescue groups. Shown in a quiet moment are CEO Dawn Page's horses, Trouper and Mavis.



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BRESCOME BARTON TEAM HITS KENTUCKY BOURBON HOT SPOTS

The Brescome Barton team traveled to the famed bourbon region of Lawrenceburg, Kentucky. A first tour and tasting covered the iconic Wild Turkey brand of Kentucky straight bourbon, a division of Campari Group, and the whiskey's history and craft. The distillery is part of the American Whiskey Trail and the Kentucky Bourbon Trail. Wild Turkey's roots trace back to 1855, when Austin Nichols & Co., a wholesale grocer, set up shop in Lawrenceburg, becoming the Wild Turkey Bourbon brand, one of the top-selling whiskey brands in the country. The team then traveled to downtown Louisville to learn about Michter's American Whiskey. Named after one of the oldest distilleries in the U.S., Michter's offers a range of award-winning American whiskeys and refill-cask-aged unblended American whiskeys to bourbon whiskeys and ryes. At its American Whiskey Visitor Center and Bar at Fort Nelson, also designated as the Kentucky Bourbon Trail Welcome Center and official starting point for the famed route, the Brescome Barton team took a guided tour and tasting and enjoyed cocktails at its world-class Bar at Fort Nelson.

1. The Brescome Barton team visited the Wild Turkey Distillery, part of the American Whiskey Trail and the Kentucky Bourbon Trail. All of Brescome Barton except where indicated: Gary Dritschler, Connecticut State Manager, Campari America; Armando Binelli, Sales Representative; Larry Koichiss, Sales Manager; Veronica Saurett, Account Development Manager; Sean Oakley, Trade Development Manager; Sarah Alokones, Divisional Sales Manager; Thor Narowski, Zone Manager: Jillian Carey, Account Development Manager; and Maggie Rivard, Kentucky State Manager, Campari America.
2. A pop-up visitor center location at the historic Station Master's House was available to guests, as the sprawling architectural landmark, the official Wild Turkey Visitor Center, was closed during the visit.
3. All of Brescome Barton except where indicated: Sarah Alokones, Divisional Sales Manager; Veronica Saurett, Account Development Manager; Larry Koichiss, Sales Manager; Gary Dritschler, Connecticut State Manager, Campari America; Thor Narowski, Zone Manager; Jillian Carey, Account Development Manager; Armando Binelli, Sales Representative; and Sean Oakley, Trade Development Manager.
4. Wild Turkey bourbon in barrels, part of the tour of the landmark Kentucky producer.
5. The Brescome Barton team stopped at the Bar at Fort Nelson in historic Louisville, which featured cocktails made with Michter's American whiskeys: Sean Oakley, Trade Development Manager; Armando Binelli, Sales Representative; Thor Narowski, Zone Manager; and Veronica Saurett, Account Development Manager.
6. The Brescome Barton team during the Wild Turkey Distillery tasting and tour.
7. Drinks from the Bar at Fort Nelson: Bourbon Manhattan, Sips Don't Lie and Pretty in Possible.

New



3.2g Carbs ★ **95** Cals

Crisp and refreshing

Heineken® ★ SILVER

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1928 Cocktail Club Showcases Fords Gin

Fords Gin was highlighted at a cocktail competition at 1928 Cocktail Club in Branford on July 10. Patrons, industry guests and competitors gathered in the speakeasy for a brand education led by Tim Cooper, Director of Advocacy, Fords Gin, and stayed for the friendly cocktail competition. Five bartenders from the tri-state area created their best cocktails using Fords Gin for the panel of judges: Cooper; Anthony DeSerio, Dr. Booze CT; and Meaghan Dorman, Bar Director, Raines Law Room and Dear Irving. The winners were: First place: Niki Stein, Uncle Cheef; Second place: Mike Vanderhorn, Queen Jayne's Lounge and Royal Drinkery; and Third place and People's Choice: Ozzie Casco, Craft 260. Known as "the cocktail gin," Fords Gin is distilled with a signature blend of nine botanicals sourced from Joseph Flach & Sons Ltd., importers of medicinal and culinary botanicals from around the world for London gin houses and tea companies since 1882. The blend imparts a uniquely balanced flavor, making it a versatile gin for any cocktail. Fords Gin is distilled at Thames Distillers in London in collaboration with 11th-generation Master Distiller Charles Maxwell and Simon Ford of The 86 Co. Fords Gin is distributed in Connecticut by Eder Bros., Inc.





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1. Fords Gin was highlighted at a cocktail competition at 1928 Cocktail Club in Branford on July 10.
2. Fords Gin, which bills itself as "the cocktail gin," is distilled with a signature blend of nine botanicals, making it a versatile spirit in any cocktail.
3. Ozzie Casco, Craft 260; Mike Vanderhorn, Queen Jayne's Lounge and Royal Drinkery; Anthony Bryant, Fucking Good Food; Anthony DeSerio, Dr. Booze CT; Tim Cooper, Director of Advocacy, Fords Gin; Mike Andros, Market Place Kitchen & Bar; Meaghan Dorman, Bar Director, Raines Law Room and Dear Irving; Eddy Caves, Bar Director, Puerto Vallarta; and Niki Stein, Uncle Cheef.
4. Andres Monroy, 1928 Cocktail Club; Alfredo Gonzalez Barrera, 1928 Cocktail Club; and Ozzie Casco, Craft 260.
5. First-place winner Niki Stein, Uncle Cheef.
6. Stein's winning cocktail.
7. In second place, Mike Vanderhorn, Queen Jayne's Lounge and Royal Drinkery.
8. Vanderhorn's second-place winning cocktail.
9. Third-place winner Ozzie Casco, Craft 260.
10. Casco's cocktail, winner of third place and People's Choice.
11. Competitor Anthony Bryant, Fucking Good Food.
12. Bryant's cocktail.
13. Competitor Mike Andros, Market Place Kitchen & Bar.
14. Andros' cocktail.
15. Competitor Mario Cardenas, Romanacci.
16. Cardenas' cocktail.
17. Competitor Katie Lloyd, Bar August.
18. Lloyd's cocktail.
19. Competition judges Anthony DeSerio, Dr. Booze CT; Tim Cooper, Director of Advocacy, Fords Gin; and Meaghan Dorman, Bar Director, Raines Law Room and Dear Irving.
20. Anthony DeSerio, Dr. Booze CT; Niki Stein, Uncle Cheef; Mike Andros, Market Place Kitchen & Bar; Anthony Bryant, Fucking Good Food; Mario Cardenas, Romanacci; Katie Lloyd, Bar August; Ozzie Casco, Craft 260; and Eddy Caves, Bar Director, Puerto Vallarta.

Bartending Competition Benefits New Haven Charity

New Haven's BAR hosted a charitable bartending competition on July 10. Called Battle of the Margs, in collaboration with Campari America, Propel Beverage and Brescome Barton, the event was created to benefit the Yale Pediatric Critical Care Family Fund, part of BAR's ongoing initiatives in connecting the industry and local community through philanthropic efforts. After a brand education session led by special guest Xavier Herit, Brand Ambassador, Grand Marnier, 15 participating bartenders from across Hartford and New Haven hot spots created their best margaritas for judges using the showcased supplier spirits: Espolòn Tequila, Grand Marnier and Fruitful Mixology. With a lively crowd consisting of beverage trade, health care professionals, friends and BAR customers, 150 people cheered on the bartenders, enjoying a live DJ and cocktails. The top three winners were: First place: Carlee Carvalko, Elm City Social; Second place: Bryce Wade, BAR; and Third place: Amanda Arwen, The Owl Shop, who won an educational evening in New York City with Campari America for a tour of its headquarters and an evening out with brand ambassadors. All bartenders earned a yacht trip along the Connecticut River with Fruitful Mixology's brand owners.



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Photos by Michael Chiovitti. Photos 2, 14 and 15 courtesy of BAR.

1. New Haven's BAR hosted a charitable bartending competition on July 10, showcasing Espolòn Tequila, Grand Marnier and Fruitful Mixology.
2. Prior to the cocktail competition, Xavier Herit, Brand Ambassador, Grand Marnier led 15 participating bartenders through an educational session.
3. **Standing:** Chris Altavilla, Sherkaan Indian Street Food; Carlee Carvalko, Elm City Social; Bryce Wade, BAR; Devon Palmer, Via; Bianca DeJesus, Anchor Spa; and Sean Gavaghan, Beverage Manager, BAR. **Kneeling:** Jose Colon, Olives and Oil.
4. Bartenders cheered each other on, as did the crowd of beverage trade, health care professionals, friends and BAR customers all to raise funds for the Yale Pediatric Critical Care Family Fund.
5. Winner Carlee Carvalko, Elm City Social creating what became the night's competition winner.
6. Carlee Carvalko, Elm City Social showcasing her winning drink.
7. Second-place runner-up Amanda Arwen, The Owl Shop.
8. Third-place runner-up Bryce Wade, BAR. The QR codes attached to his drink showcase BAR's special menu of cocktails to raise money for the Yale Pediatric Critical Care Family Fund.
9. Competitor Heidi Rogers, Prime On Whitfield.
10. Competitor Zach Lyons, New England Sales Manager, Fruitful Mixology.
11. Competitor Zach O'Brien, Max Fish.
12. Competitor Bianca DeJesus, Anchor Spa.
13. Competitor Jose Colon, Olives and Oil.
14. Judges were a mix of industry professionals, bartenders, brand owners and health care professionals. The event was emceed by Deon Ross from Olives and Oil.
15. Gary Dritschler, Connecticut State Manager, Campari America; Marco Pelliccio, Founder, Propel Beverage; and Sean Gavaghan, Beverage Manager, BAR.
16. Xavier Herit, Brand Ambassador, Grand Marnier and Sean Gavaghan, Beverage Manager, BAR in the DJ booth.
17. Guests at the cocktail competition after-party at BAR.

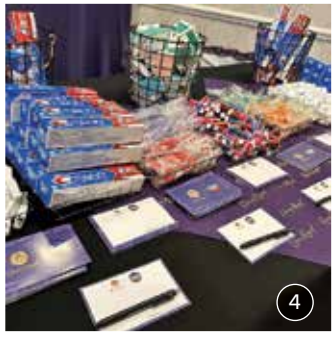

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HERO'S GALA FEATURES CROWN ROYAL PURPLE BAG PROJECT

Diageo's Crown Royal Purple Bag Project and Packages From Home showcased a care packages station at a gala dinner. Hosted by Our Community Hero's Inc. at Anthony's Ocean View in New Haven on July 13, the event was held in honor of fallen Bristol police officers Lt. Dustin DeMonte and Sgt. Alex Hamzy, who were killed in the line of duty on Oct. 12, 2022. Our Community Hero's Inc. is a nonprofit organization dedicated to hosting charitable events to offer help to public service providers and their families and to honor those in their communities who have served and been impacted. The event was co-hosted by Gil Simmons, Chief Meteorologist, WTNH-TV 8, with an opening ceremony by the New Haven County Firefighters Emerald Society Pipes and Drums. The Connecticut State Police Honor Guard presented the color guard ceremony. Guests enjoyed a multicourse dinner set to the backdrop of music by John "The Cadillac" Saville and a silent auction fundraiser. Guests helped to put together care packages for troops at a Crown Royal Purple Bag Project and Packages From Home station hosted by Diageo through its Diageo Salutes the Troops initiative.

1. Diageo's Crown Royal Purple Bag Project and Packages From Home hosted a care packages station at a gala dinner hosted by Our Community Hero's Inc. at Anthony's Ocean View in New Haven on July 13.
2. Diageo Brand Ambassadors Dee Ortiz and Candy Landeu at the Crown Royal Purple Bag Project and Packages From Home care packages station.
3. Guests were invited to put together care packages with personal notes for active-duty troops through a Crown Royal Purple Bag Project and Packages From Home station hosted by Diageo through its Diageo Salutes the Troops initiative.
4. Personal care items for care packages.
5. Silent auction items, including 82nd Airborne Straight Bourbon Whiskey, Branford Distillery Small Batch Vodka and Branford Distillery Super Bourbon Whiskey.
6. Our Community Hero's Inc. is a nonprofit organization dedicated to hosting charitable events in honor of those who have served to make their communities a better place.















Photos courtesy of Fifth State Distillery.

BOURBON DINNER HIGHLIGHTS FIFTH STATE DISTILLERY

Bridgeport's Fifth State Distillery, in collaboration with Greens Farms Spirit Shop, hosted a farm-to-table bourbon-pairing dinner at Wakeman Town Farm in Westport on July 14. Guests enjoyed three courses of cuisine inspired by the flavors of bourbon created by Chef Lamour Workman, with cocktails featuring Fifth State Distillery's handcrafted, small-batch spirits. Featured spirits included Fifth State CT Maple Whiskey, Barrel Strength Corn Whiskey, Gin and its newly released ready-to-drink Chocolate Old Fashioned. Founded by Rob and Bridget Schulten, the award-winning spirits use Connecticut-grown, non-GMO corn to make gin, whiskeys and vodkas. Rob Schulten, Distiller, Fifth State Distillery, was on-site to give guests a brief education on the spirits. Workman, an American Culinary Federation Certified Executive Chef, has worked at fine restaurants throughout France and New York City, including the Waldorf Astoria's Peacock Alley and the Four Season Hotel's Fifty-Seven Fifty-Seven. She is currently a master's candidate in gastronomy at Boston University School.

1. Guests enjoyed a farm-to-table dinner at Westport's Wakeman Town Farm on July 14.
2. Spirits from Bridgeport's Fifth State Distillery were featured at a farm-to-table bourbon-pairing dinner.
3. Chef Lamour Workman created three courses of cuisine to pair with Fifth State Distillery spirits.
4. Fifth State Distillery's Bee's Knees Cocktail, Espresso Martini Cocktail and Wonderful Water Nutmeg Liqueur.
5. Fifth State Distillery Chocolate Old Fashioned Cocktail.
6. Joe Ziskin, Fifth State Distillery Advisory Board Member and cocktail enthusiast discussing selections with guests.
7. The Whiskey Rickey cocktail, featuring Fifth State Distillery Barrel Strength Corn Whiskey.

Bastille Day Celebration Pairs French Brands and Cuisine

Brescome Barton, in collaboration with DORO Catering & Events, hosted a Bastille Day celebration and farm dinner at Sub-Edge Farm in Farmington on July 14. Guests enjoyed tastes of French wine, beer and spirits, including spritz bars featuring Lillet and Chartreuse, and a Grey Goose bar featuring Grey Goose Essences, with beverage selections representing suppliers including Pernod Ricard, Bacardi USA and Deutsch Family Wine & Spirits. The DORO team created fresh, French-themed cuisine using produce from Sub-Edge Farm to pair with beverage choices, which guests enjoyed in tents set amid the farm's grounds. The farm grows 10 acres of sustainable and organically farmed vegetables, fruits, flowers, and culinary herbs and humanely raises heritage breed pigs, pasture-raised broilers, laying hens and 100% grass-fed cows. It also takes part in a 100-share Community Supported Agriculture program.


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Photos by Amber Pietrycha.

1. Guests enjoyed French-themed cuisine paired with imported French wine, beer and spirits on the grounds of Sub-Edge Farm in Farmington on July 14.
2. Colorful food displays brought a bit of French culture to Connecticut for Bastille Day.
3. A pour of Côté Mas Sauvignon Vermentino, among the many brands showcased throughout the event.
4. A brand representative and Jillian Carey, Account Development Manager, Brescome Barton with The Beach by Whispering Angel and Ponts de Nyons Côtes-du-Rhône.
5. Dan McManus, Sales Representative and Sarah Alokones, Divisional Sales Manager, Brescome Barton with Domaine Tariquet and Cave de Lugny.
6. Brand Ambassadors Nancy Roy and Kaitlyn Fredette showcasing Grey Goose Essences Strawberry & Lemongrass and Grey Goose Vodka at the event's Grey Goose bar.
7. Grey Goose Essences White Peach & Rosemary, Strawberry & Lemongrass and Watermelon & Basil.
8. A brand representative and Vanessa Neves, Connecticut State Manager, Taub Family Selections.
9. Jean-Luc Colombo Cape Bleue Rosé, a blend of Syrah and Mourvèdre.
10. Côté Mas wines from Les Domaines Paul Mas from the Languedoc region.
11. Philip Orazietti, Area Manager, Palm Bay International.
12. Bauchant Orange Liqueur, a Palm Bay International import.
13. Pont de Nyons Côtes-du-Rhône, a Grenache-dominant blend accented with 10% each of Syrah, Carignan and Cinsault.
14. Angela Salvatore, Brand Ambassador; Nicole Caruso, Brand Ambassador; and Michael Loudon, Field Marketing Manager – Northeast, Rémy Cointreau showcasing the iconic French Cognac brand expressions in Belle de Brillet, a new pear liqueur tinged with Cognac, St-Rémy VSOP, Rémy Martin 1738 and Cointreau Orange Liqueur.
15. The Rémy Martin bike and sidecar, which guests enjoyed for branded photo ops, is a new activation in connection with the classic Sidecar Cognac cocktail.
16. A guest talking with the DORO team.
17. French-themed menu items included mussels and frites in saffron broth, French Bayonne ham and brie on a baguette with Dijon, wild mushroom and goat cheese with arugula and Champagne vinaigrette, and grilled French boudin blanc alsatian choucroute, created by DORO Catering & Events.
18. A DORO server with a plate of crudités.





Photos courtesy of Litchfield Distillery.

WARREN WOODS SHOWCASES LITCHFIELD DISTILLERY SPIRITS

Litchfield Distillery hosted a tasting station at Warren Woods Town Park during a concert for Fleetwood Macked: The Ultimate Fleetwood Mac Tribute on July 15. Douglas Maloney, Brand Ambassador, Litchfield Distillery, poured tastes of Litchfield Distillery spirits for guests while the crowd enjoyed the performance from the venue's Wichita Grange Pavilion. Guests enjoyed sips of Litchfield Distillery's full lineup, which includes Batchers' Gin, Vodka, Rye Whiskey, Straight Bourbon Whiskey, Vanilla Bourbon and Agave Spirits. Founded in 2014 by brothers David, Jack and Peter Baker, the award-winning spirits line is distributed in Connecticut through Slocum & Sons.

1. Douglas Maloney, Brand Ambassador, Litchfield Distillery (left) with guests enjoying tastes of Litchfield Distillery Batchers' Straight Bourbon Whiskey.
2. Douglas Maloney, Brand Ambassador, Litchfield Distillery (center) with guests at Warren Woods Town Park on July 15.



Photo courtesy of Up n' Down Rock and Bourbon.

CHARITABLE EVENT SERVES UP LOCAL SPIRIT

Up n' Down Rock and Bourbon was among brands featured at the Cannon Open Golf Tournament. In its second year, the event was hosted at Lyman Orchards Golf Club in Middlefield on July 17. Brand Founder Justin Morales and Chief Branding Officer Sam Dziecol were in attendance to pour tastes of Up n' Down Rock and Bourbon. Golfers also enjoyed Up n' Down's Batched The Secretariat Cocktail, a blend of Up n' Down Rock and Bourbon, muddled mint and lemon juice, topped with ginger ale, as they golfed 18 holes. Proceeds from the event benefited the Epilepsy Foundation New England, whose mission is to provide education, support and services to families affected by epilepsy.

Up n' Down Rock and Bourbon was among brands featured at the second Cannon Open Golf Tournament in Middlefield.

INTRODUCING

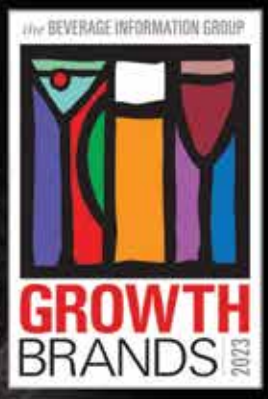
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AN INSPIRED EXPLORATION OF KASHMIRI SAFFRON, THE WORLD'S MOST EXPENSIVE SPICE

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Cocktail Competition Showcases Woodford Reserve Private Barrel

A cocktail competition featuring Woodford Reserve Bourbon at Elicit Brewing Co. in Manchester on July 18 was put together in a brand showcase in collaboration with wholesaler Allan S. Goodman and supplier Brown-Forman. Six bartenders squared off, presenting their best cocktails featuring Elicit Brewing's own private barrel of Woodford Reserve Kentucky Straight Bourbon Whiskey. Mixologists' creations were judged based on presentation, aroma, taste and creativity in a blind tasting by Jeff Conelius, Craft Spirit Specialist, Allan S. Goodman, and Tom Kachmarck, State Manager – CT, Brown-Forman. The winners were: First place: Conrad Meurice, Cocktail Poetry; Second place: Brad Cunningham, La Marea; and Third place: Kennie Valliere, The Marlborough Tavern.



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1. Allan S. Goodman, in collaboration with Brown-Forman, hosted a cocktail competition featuring Woodford Reserve Bourbon at Elicit Brewing Co. in Manchester on July 18.
2. The featured spirit was Woodford Reserve Kentucky Straight Bourbon Whiskey from Elicit Brewing Co.'s private barrel.
3. Tom Kachmarck, CT State Manager, Brown-Forman; Kennie Valliere, The Marlborough Tavern; Rebecca Ramirez, ABC Artisanal Burger Company; Jordan Krizenosky, ABC Artisanal Burger Company; Conrad Meurice, Cocktail Poetry; Jeff Conelius, Craft Spirit Specialist, Allan S. Goodman; Brad Cunningham, La Marea; and Amanda Fromerth, Elicit Brewing Co.
4. First-place winner Conrad Meurice, Cocktail Poetry.
5. Meurice's cocktail, Just Drink Don't Think.
6. Second-place winner Brad Cunningham, La Marea.
7. Cunningham's cocktail, Devil Down Under.
8. Kennie Valliere, The Marlborough Tavern.
9. Valliere's cocktail, Love Me Gingerly.
10. Competitor Jordan Krizenosky, ABC Artisanal Burger Company.
11. Krizenosky's cocktail.
12. Competitor Mike Pitocco, Elicit Brewing Co.
13. Pitocco's cocktail.
14. Competitor Rebecca Ramirez, ABC Artisanal Burger Company.
15. Ramirez's cocktail.

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DUNKIN' SUMMER SHAKE OFF FEATURES LOCAL MIXOLOGISTS

Three local bartenders were highlighted during a friendly cocktail competition hosted by Dunkin' Donuts at the Delamar in West Hartford on July 19. During the Dunkin' Summer Shake Off event, each bartender created a batched cocktail creation featuring a new Dunkin' item and showcased spirits. Guests enjoyed cocktail tastes with light fare from Artisan, yard games and colorful selfie stations. Bartenders went on to create their drinks live for a panel of judges as guests cheered them on. Carolyn Flaherty, Bar Manager, Elm City Social, served her cocktail, Melting in the Sun, a blend of Dunkin' Mango Pineapple Refresher, Plantation Stiggins' Fancy Pineapple Rum, Amaro Nonino, coconut milk, lemon juice, demerara simple syrup and basil. Rocco McNelly, Bar Manager, The Charles, served his original cocktail, a blend of Plantation Stiggins' Fancy Smoky Formula Pineapple Rum, Moonstone Coconut Lemongrass Nigori Sake, Dunkin' Mango Pineapple Refresher, pineapple juice, lime juice and blood orange syrup with Bittermens 'Elemakule Tiki Cocktail Bitters. The winner was Neil Robinson, Bar Manager, Krust Pizza Bar, with his cocktail, The Razzledazzle, a blend of Wild Turkey Bourbon, lemon juice, simple syrup, Dunkin' Raspberry Watermelon Refresher, Fruitful Mixology Raspberry and Italicus Rosolio di Bergamotto. Robinson received a prize and his creation was named Dunkin's Drink of the Summer. He was also featured on the "Great Day" segment on WFSB-TV Channel 3, re-creating the drink for cocktail enthusiasts at home. The winning cocktail will be featured on Krust Pizza Bar's drinks menu.

1. Three local bartenders were highlighted during a friendly cocktail competition hosted by Dunkin' Donuts at the Delamar in West Hartford on July 19.
2. Winner Neil Robinson, Bar Manager, Krust Pizza Bar.
3. Robinson's cocktail, The Razzledazzle, a blend of Wild Turkey Bourbon, lemon juice, simple syrup, Dunkin' Raspberry Watermelon Refresher, Fruitful Mixology Raspberry and Italicus Rosolio di Bergamotto.
4. Carolyn Flaherty, Bar Manager, Elm City Social.
5. Flaherty's cocktail, Melting in the Sun, a blend of Dunkin' Mango Pineapple Refresher, Plantation Stiggins' Fancy Pineapple Rum, Amaro Nonino, coconut milk, lemon juice, demerara simple syrup and basil.
6. Rocco McNelly, Bar Manager, The Charles.
7. McNelly's blend of Plantation Stiggins' Fancy Smoky Formula Pineapple Rum, Moonstone Coconut Lemongrass Nigori Sake, Dunkin' Mango Pineapple Refresher, pineapple juice, lime juice and blood orange syrup with Bittermens 'Elemakule Tiki Cocktail Bitters.
8. The Delamar's Shannon Lynn and Naje Ramos mixed up cocktails for guests.
9. Guests enjoyed games and selfie stations while sipping cocktails on the grounds of the Delamar.











Photos courtesy of Worldwide Wines.

WORLDWIDE WINES VISITS KINGS COUNTY DISTILLERY

The Worldwide Wines sales team traveled to visit the Kings County Distillery in Brooklyn on July 21. The group was treated to a distillery tour of the Brooklyn Navy Yard-based craft distillery, known as one of the oldest distilleries since the end of Prohibition, where they learned about the distillery's process for milling, mashing, fermenting and distilling its spirits and enjoyed a tasting of the full product line. Kings County won a Double Gold medal in the San Francisco World Spirits Competition in 2021 for its Barrel Strength Bourbon and a Platinum award in the Great American International Spirits Competition for its Bottled-in-Bond Bourbon in 2019, among its many accolades. The distillery focuses solely on distilling whiskeys, using organic New York-grown corn and rye and non-GMO malted barley imported from Scotland and England. Its offerings include Bourbon, Peated Bourbon, Empire Rye and more. The Kings County Distillery whiskey line is distributed in the state by Worldwide Wines.

1. The Worldwide Wines sales team enjoyed a visit to Brooklyn's Kings County Distillery on July 21.
2. Barrels of Kings County Distillery whiskey aging in its barrel room.
3. The team enjoyed a tasting of Kings County Distillery whiskeys in the distillery's barrel room.
4. Bottles of Kings County Distillery spirits.
5. Kings County Distillery's copper pot still.



DICHELLO DISTRIBUTORS LAUNCHES MEXICO'S MONOPOLIO BEERS

Dichello Distributors launched Monopolio beer from Cervecería de San Luis. After requests from multiple retailers, the Dichello team said it sought the distribution rights for "the historic beer, which has been selling high volume in New York, Washington, D.C., and Miami, as a new imported Mexican beer brand option for those looking to capitalize on growth trends in the beer industry." The drink's available in three handcrafted brews: Monopolio Lager Clara, a blond lager originally brewed for the warm desert climate of San Luis, crisp and refreshing with a bright and tantalizing malt flavor, aromas of grains, bread and maize, 5% ABV; Monopolio Lager Negra, an amber lager, smooth and balanced with rich, deep caramel flavors, 5.5% ABV; and Monopolio IPA Especial, an American IPA, 5.5% ABV. In 1860, Juan Fouilloux sailed across the Atlantic from France to St. Louis, Missouri, where he would master his skills as a brewer. After the Civil War, he traveled south to Mexico, where he met Jose M. Otahegui, a farmer in San Luis Potosí, and the unlikely duo set out to brew the finest cerveza in all the land. The Cervecería de San Luis was founded in 1882, becoming a grand brewery and proud symbol of the advancements of the time. Today, Cervecería de San Luis is focused on sharing its "love of Mexican beer culture" and carrying on the legacy of brewing the original recipes for its world-class cervecerías.

New to Connecticut from Cervecería de San Luis: Monopolio Lager Clara, Lager Negra and IPA Especial via Dichello Distributors.

Sun Tequila Tasting Hosts Annual Agave Spirits Celebration

The Sun Tequila Tasting returned to Mohegan Sun's casino and resort on July 22. Sponsored by Patrón, Beam Suntory and Rémy Cointreau, the annual event provides a brand showcase of agave-based spirits from a variety of suppliers and distributors, with tequila, mezcal, margaritas and more. Guests enjoyed margaritas and live entertainment at the outdoor Premier Patrón Patio event. Partygoers also mixed their own margaritas using the Patrón blender bike, snapped pics at a variety of photo booths and enjoyed live music by DJ Rico and Fiesta del Norte throughout the evening. Tequila fans paired the many offerings with savory Mexican fare provided by Hot Taco Street Kitchen of Cromwell. The event concluded with a Toast With the Host event featuring Todd English at novelle. Approximately 966 guests attended the tequila tasting, with $992 raised to benefit the United Way of Southeastern Connecticut.



























1. Lindsey Rappa, Haley Lippard and Sydney Klein showcasing Patrón Tequila.
2. Jessica Carson and Pierina Lecaros highlighting 21 Seeds Tequila in Grapefruit Hibiscus.
3. Brand Ambassadors Angela Salvatore and Vanessa Demetrio showcasing Cointreau.
4. Brescome Barton's Anthony Germe, Tyler Ladore and Mike Schrade with Maestro Dobel Tequila.
5. Brand Ambassador Richard Lafontant, Diageo showcasing DeLeón Tequila.
6. Jeffrey Sansone, Allan S. Goodman and Tyler Brochnik, Brand Ambassador, Herradura Tequila.
7. Allan S. Goodman's Marion Alvarez, Sarah Carley and Grace Goldberg-Boyle with Jose Cuervo Playamar Hard Seltzer.
8. Allan S. Goodman's Ashely Buszko and Jeff Conelius with Brand Ambassador Lisa Parks.
9. Kenny Ng, Regional Director, Chatham Imports showcasing Los Siete Misterios Mezcal.
10. Constellation Brands' Will Longo and Byron Kidd highlighting Mi Campo Tequila and Casa Noble Tequila.
11. Brand Ambassador Tia Hrusa, Litchfield Distillery showcasing Litchfield Distillery Agave Spirits.
12. Gary Dritschler, Connecticut State Manager, Campari America and Anthony DeSerio, Dr. Booze CT, showcasing Grand Mariner and Mayenda Blanco Tequila, among brands.
13. Jennifer and Steve Kosciukiewicz, Cazcabel Premium Tequila.
14. Brand Ambassadors Erin Duggan and Mary Wilson showcasing Teremana Tequila in Blanco and Añejo.
15. Hartley & Parker Limited, Inc.'s Kristy Romano and Doug Preston highlighting Dano's Dangerous Tequila in Añejo and Reposado.
16. Hartley & Parker Limited, Inc.'s Stefan Wich showcasing Jaja Tequila and Tracy Barrette highlighting One With Life Organic Tequila.
17. Vincent Trapozzano and Thomas Mauriello, Superbird.
18. Brand Ambassador Jasmin Askew highlighting Tres Generaciones Tequila in Añejo.
19. Alex Fiore and Mary Zalewa, Cazadores Tequila.
20. Brand Ambassador Joann Guzman highlighting Komos Tequila in Reposado Rosa and Añejo Cristalino.
21. Brand Ambassador Alexa Holmes, On the Rocks Cocktails.
22. Colton Drain, Hartley & Parker Limited, Inc., highlighting Lalo Tequila.
23. Mack Bailey, Tumbler & Rocks Ready to Serve Craft Cocktails.
24. Dana and Gregory Weed, Canteen Vodka Soda.

See more brands at:
thebeveragejournal.com/sun-tequila-2023

Calvanese Foundation Annual Showcase Hosts Hundreds

The 14th annual Calvanese Foundation Beer & Wine Festival at the Aqua Turf Club in Plantsville on July 27 benefited the Joe & Kay Calvanese Foundation, a not-for-profit organization dedicated to improving the quality of life of individuals in the Southington community through donations to charitable causes, organizations and schools. Co-sponsored by Southington's Worldwide Wine & Spirits, the event featured samples of beer, wine and spirits from more than 50 vendors, and returning for its second year, a separate Premier Tasting section offering tastes of high-end wine and spirits. Guests paired beverage tastes with food by the Aqua Turf Club, Blackie's, Smokin' With Chris, The Lab @Kraftwich, Craftbird, Fork in the Road and more. The Joe & Kay Calvanese Foundation, a 501(c)(3) since 1996, honors the legacy of the late Joe and Kay Calvanese, who founded the Aqua Turf Club, and their long-standing commitment to community.



























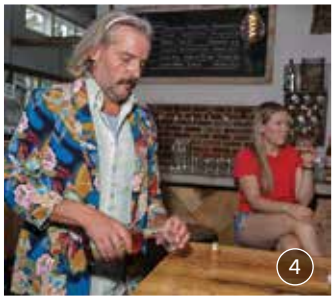
1. Anthony Urillo, Director, Joe & Kay Calvanese Foundation; Kathy Reinhard, Executive Director, Joe & Kay Calvanese Foundation; and Taylor Deegan, General Manager, Worldwide Wine & Spirits and Event Organizer.
2. Jake Morrel, Assistant Manager and Gary Gurecki, Beer Manager, Worldwide Wine & Spirits.
3. Sarah Appleby, Worldwide Wine & Spirits with Voga Prosecco Rosé.
4. Alex Richardson, Allan S. Goodman highlighting Oak & Eden Torched Oak 4 Grain & Spire Whiskey.
5. Angela Salvatore, Brand Ambassador; Rachel Landau, Sales Coordinator, Tito's Handmade Vodka; and Casie Sullivan, Brand Ambassador.
6. Colin Baldwin, Account Development Specialist, Connecticut Distributors, Inc.
7. Jessica McClure, Regional Sales Representative, Winebow showcasing Col Dorato Prosecco and Micro-Cosme Sauvignon-Viognier.
8. Volunteer Kathy Chiulli showcasing Centered Cabernet Sauvignon and Josh Rivera, Sales Representative, Worldwide Wines highlighting Invivo X Sarah Jessica Parker Sauvignon Blanc.
9. Vincent Melita, MD&S Distributors showcasing Root Out Whisky.
10. Andy Tremaglio, Sales Manager, Votto Vines.
11. Sharon Vaghi, Brand Ambassador, Litchfield Distillery.
12. Sam Schulten and Art Williams, Fifth State Distillery.
13. Douglas Meaney, CT Market Manager, Via Carota Craft Cocktails showcasing Via Carota Old Fashioned.
14. All of Latitude Beverage Co.: Jayden Morgan, Darchell Wilson and Emmanuel Rodriguez.
15. Brand Ambassador Noah Bonner and Debbie Licho, Co-owner, Waypoint Spirits.
16. Ed Sherman, CT and RI Market Representative, Caledonia Spirits showcasing Barr Hill Gin.
17. Brand Ambassadors Joanna Denovelis and Wendyann Fowler highlighting Drumshanbo Gunpowder Irish Gin.
18. Jesse Springer, New England Brewing Co. showcasing Sea Hag IPA.
19. Joe Orsini and Mario Russo, Lawson's Finest Liquids.
20. Colin Johnston, Boston Beer Co. highlighting Dogfish Head Distilling Co. Crush Variety Pack.
21. Jessica Rice and Dion Hall, Two Roads Brewing Company.
22. Steve Turpak and Josh Johnson, Stormalong Cider.
23. Manny Gutierrez, New Belgium Brewing.
24. John Henry, John Henry Co. Craft Spirits showcasing Penelope Toasted Bourbon.

See more brands at:
thebeveragejournal.com/calvanese-foundation-tasting-2023

















Photos by Michael Leung.

GLASTONBURY TASTING SHOWCASES BULLY BOY RUM

Bully Boy Rum was highlighted during a trade tasting and Tiki Takeover event at The Beamhouse in Glastonbury on Aug. 2. Jesse Hemingway, Market Manager, Bully Boy Distillers, was in attendance to lead guests through an education and tasting of Bully Boy's rums, which include Bully Boy Boston Rum, The Rum Cooperative and White Rum. Then, The Beamhouse's bartending team took part in a Tiki Takeover, creating a variety of Tiki drinks for guests featuring Bully Boy Rum, such as Doug's Daiquiri, Sling Thing, Castaway, Mango Tango, Clarified Piña Colada and Malihini Bar-Bar. Boston's first distillery since Prohibition, Bully Boy Distillers crafts an award-winning spirits line that includes whiskey, rum, gin, vodka, amaro, and canned and bottled ready-to-drink cocktails. Bully Boy Rum is distributed in Connecticut by Allan S. Goodman and Eder Bros., Inc.

1. Bully Boy Distillers The Rum Cooperative Vol. 3, The Rum Cooperative Vol. 2, The Rum Cooperative Vol. 1 and White Rum.
2. All of The Beamhouse: Meaghan Brown, Laura Panebianco, Mekayla Roy, Anthony DeVito, Katie Gingras and Tracy Webb.
3. Jesse Hemmingway, Market Manager, Bully Boy Distillers with the Bully Boy Rum lineup.
4. Jesse Hemmingway, Market Manager, Bully Boy Distillers gave trade guests an education on Bully Boy rums and led a tasting.
5. The Beamhouse's Anthony DeVito tasting Bully Boy White Rum.
6. Bartender Anthony DeVito behind the bar.
7. Bartender MeKayla Roy making a cocktail for a guest.
8. Bartender MeKayla Roy making a signature event cocktail featuring Bully Boy Rum.

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HEAVENLY SPIRITS IMPORTS



1



2

LATITUDE BEVERAGE OFFERS NEW SEPTEMBER RELEASES

Latitude Beverage Co., known for its 90+ Cellars wine line, announced its newest batch of the award-winning Wheel Horse Bourbon. Batch 6 is a milestone for the brand, the company said, as this is the first batch of bourbon to carry a four-year age statement. Wheel Horse Bourbon was named one of *Whisky Advocate*'s Top 20 Whiskies of the Year in 2021. Also, 90+ Cellars recently released three new limited-release French wines, including Lot 221 Sancerre Pinot Noir, Lot 218 Beaujolais-Village and Lot 219 Picpoul de Pinet. Additionally, a new vintage of Lot 160 Bourgogne Rouge Pinot Noir will be available across markets, one of which hasn't been available for several years. The Bourgogne Rouge is made from grapes grown entirely in Burgundy's Côte-d'Or. The wines are limited availability offerings, distributed by Latitude Beverage Co. in Connecticut.

1. Wheel Horse Bourbon Batch 6 is a milestone for the brand: the first batch of Wheel Horse Bourbon to carry a four-year age statement.
2. 90+ Cellars Lot 221 Sancerre Pinot Noir, Lot 218 Beaujolais-Village, Lot 219 Picpoul de Pinet and Lot 160 Bourgogne Rouge Pinot Noir.



MURPHY DISTRIBUTORS LAUNCHES VIDA TEQUILA

Murphy Distributors announced the statewide release of Vida Tequila. The brand, co-owned by "Real Housewives of Salt Lake City" star Lisa Barlow and her husband, John Barlow, is now in distribution. Lisa Barlow will launch Vida Tequila in September at select liquor stores across the state, said Murphy Distributors President Matthew Murphy, giving customers the unique chance to meet and receive autographed bottles from Barlow herself. "We are incredibly excited to bring Vida Tequila to Connecticut," said Murphy. "We are confident that Vida Tequila's exceptional quality will captivate Connecticut's tequila enthusiasts." Vida Tequila is crafted from 100% blue Weber agave, cultivated in the heart of Mexico's Jalisco region. With a commitment to traditional and sustainable practices, the brand has gained recognition among tequila aficionados, earning multiple accolades and awards within the spirits industry. Murphy will be distributing all three expressions of Vida: Blanco (highest rating from F. Paul Pacult of *Spirit Journal*), Reposado (94 points from *Wine Enthusiast*) and Añejo (97 points from *The Tasting Panel*). "With how fast the tequila space is growing, we are very excited about our partnership with Vida and the Barlows," Murphy said. "We believe the quality of the product will speak for itself."

Vida Tequila in Añejo, Blanco and Reposado.

REGISTRATION OPEN

11TH ANNUAL

Charity Golf Outing

Brescome Barton/Worldwide Wines hosts its 11th Annual Charity Golf Outing on Monday, September 11, 2023 at the New Haven Country Club in Hamden, CT in support of the Marine Corps Law Enforcement Foundation (MC-LEF). Registration is open until August 25, 2023.

Members of the Marine Corps-Law Enforcement Foundation believe that our nation's most precious resource is its youth. Educational development is of primary importance in their becoming meaningful members of their families and society. 95% of all donations raised go to direct support of mentally or physically disabled children of Marine Corps families for medical equipment or tutoring. Scholarship assistance is provided for children of Marines and to those of Federal Law Enforcement personnel who died while on active duty. Special circumstances are considered for humanitarian, death or medical cases. Learn more at www.mc-lef.org and help us support their mission.

Beneficiaries of proceeds raised will receive funding for their education upon their 18th birthday.

MARINE CORPS - LAW ENFORCEMENT FOUNDATION

BB BRESCOME BARTON INC.

Worldwide Wines

If you wish to donate to or participate in this year's event,
please contact Mia Ginter at **BBGolfTournament@BrescomeBarton.com**.



From the Office of M. Caitlin S. Anderson
Liquor Control Division Director
July 21, 2023

CONNECTICUT DEPARTMENT OF CONSUMER PROTECTION

RE: Updated Alcoholic Beverage Donation Portal

Following the Department of Consumer Protection's recommendations, the Legislature passed amendments to the temporary charitable and nonprofit permit licensing rubric. It created a new temporary noncommercial entity permit and repealed the five previous temporary charitable and nonprofit permits. This new permit allows all noncommercial entities to sell or auction beer, cider, wine, and spirits at fundraising events or social gatherings they conduct. Additionally, all Connecticut wholesalers, manufacturers, and package store owners may donate alcoholic beverages to these permits and conduct tastings at fundraising events conducted by the noncommercial permit holders.

As part of the implementation of this new temporary noncommercial permit, the Department updated the existing alcoholic beverage donation portal. As a reminder, according to Connecticut Regulations § 30-6-A41, any commercial licensees wishing to donate alcoholic beverages to noncommercial entities must notify the Department of the intended donation. The donation portal has been updated in two respects: (1) donations may be made to the new permit (LTN), and (2) package store permittees may now access the donation portal.

To access the portal and submit a donation request:

1. Go to https://elicense.ct.gov.
2. Log into your active manufacturer, wholesaler, or package store permit account with your existing user ID and password. (If you have forgotten your password, you may reset it via the link under the log in box.)
3. Once logged in, scroll down to "More Online Services," then click "License Maintenance."
4. Select the credential making the donation and click "Start."
5. From the drop-down menu, select "Liquor Donation" and complete the submittal process.
6. Once the donation request is submitted properly, you will receive an immediate email from the Department acknowledging the donation. Upon receipt of the email, your notification is complete, and you may donate the product as described.

Please note that liquor donations are not allowed unless the organization holding the fundraising event or social gathering has an active temporary noncommercial permit. Donation requests cannot be made until the temporary permit is approved by the Department. The Department created a comprehensive information page that addresses commonly asked questions for temporary noncommercial permits and outlines the online application process for that permit.

If you have any questions about temporary noncommercial permits, making donations to noncommercial organizations, or navigating the donation portal, please contact the Liquor Control Division by email at **DCP.LiquorControl@ct.gov**.

RE: Updated Temporary Noncommercial Permit

The Department of Consumer Protection is pleased to announce that a streamlined online application is available for the newly-created temporary noncommercial permit. This permit allows noncommercial entities to sell or auction beer, cider, wine, and spirits at fundraising events or social gatherings they conduct. Additionally, all Connecticut wholesalers, manufacturers, and package store owners may donate alcoholic beverages to these permits and conduct tastings at fundraising events conducted by the noncommercial permit holders.

Following the Department's recommendations, the Legislature passed amendments to the temporary charitable and nonprofit permits. This one new permit (LTN) replaces the five previous temporary charitable and nonprofit permits (LCO, LTA, LTB, LSP, and LNC). The Legislature repealed those permits and merged them into the one new permit. The Department anticipates that utilizing one permit will make the application process easier and provide more fundraising options to a greater number of noncommercial organizations.

In creating the application for the new temporary noncommercial permit, the Department simplified requirements. Signatures from local officials will no longer be required for most applicants. The Department additionally developed an improved online application to speed submission and review of these permits.

The Department created a comprehensive information page that addresses commonly asked questions and outlines the application process. After reviewing the information, if you have any questions about temporary noncommercial permits, please contact the Liquor Control Division by email at **DCP.LiquorControl@ct.gov**.

M. Caitlin S. Anderson, Liquor Control Division Director

The Department of Consumer Protection, through the State Liquor Control Commission, oversees all sales of liquor in the State of Connecticut.

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IS THE EXPANSION OF CONNECTICUT'S BOTTLE BILL INCREASING RECYCLING?

BY **SEAN HUGHES**, CONNECTICUT PACKAGE STORES ASSOCIATION

Connecticut has long been called "The Land of Steady Habits." That line has often been used by lawmakers and their constituents when upending legislation is defeated at the State Capitol.

However, the General Assembly broke the mold in the 2021 legislative session when it voted to update the state's long-standing "bottle bill" by expanding the list of containers subject to the deposit and doubled the deposit fee to 10 cents per item. The original law, which was passed in 1978 and implemented in 1980, was designed to deter littering by creating a redeemable deposit of a nickel per empty container. Connecticut was the sixth state to pass a "bottle bill." There are now 10 states that have bottle deposit laws.

The latest update to the Connecticut bottle bill, Public Act No. 21-58, was signed into law in June of 2021. This revision included the largest expansion of redeemable containers since the bill was first adopted. Prior to this change, redeemable containers included beer, malt beverages and carbonated soda. With its rise in popularity, bottled, noncarbonated water was added to the bill in 2009. As of today, the bill now includes juices, teas, sports drinks, energy drinks, hard seltzers and hard ciders.

Many changes to the waste and recycling world in Connecticut have changed since the bottle bill was implemented in 1980, including the advent of mandatory curbside recycling, which requires the separation and collection of plastic and glass bottles, cans and other items. While the bottle bill was first introduced to address litter, the focus has now become to increase the recycling rates of plastic, glass and aluminum containers.

Lawmakers and environmental advocates had been lobbying for an expansion of the bottle bill for years, citing the progressive changes made by other states with such legislation. They stressed that it would increase recycling rates in Connecticut and divert trash from the waste stream. In recent years, trash diversion has been a prime focus of both state and local leaders, as a major burn plant was shut down and the cost to divert waste has become increasingly burdensome for municipalities. Advocates for the bottle bill also promised significant cost savings if an expansion was implemented.

Recently, News 12 Connecticut reported that the expansion of the bottle bill was indeed increasing recycling rates in the state. They interviewed several stakeholders on their experiences since the expansion was enacted. Mike Stallings, CEO of EyeRecycle in Waterbury, shared that he saw an increase in the amount of people redeeming both old and new container deposits at his business. EyeRecycle is a bottle redemption center that accepts all containers in the state's redemption system. "There's been an uptick since we added Gatorade, Snapple and all those other nonalcoholic beverages," said Stallings. EyeRecycle also uses a mobile recycling truck, which allows them to go to customers, saving them a trip to the redemption center.

Wayne Pesce, President of the Connecticut Food Association, which represents some of the largest grocery stores in the state, was also interviewed for the News 12 story. Pesce stated that even with the increase in price on new deposit containers, sales have risen for those products. However, Pesce did express concern about the impending increase in the deposit fee from 5 to 10 cents after Jan. 1, 2024. His members are worried that such an increase might hurt the retail sales of affected products. Associated stakeholders have expressed similar concerns, but all involved will have to wait until January for answers.

While firsthand accounts are continuing to report increases in recycling post-expansion, there has yet to be any substantive evidence shared with the public to prove such a trend. However, with Jan. 1 fast approaching, redemption centers and local businesses should prepare, as a 10-cent bounty per container might be enough to convince anyone to make the trip.

LEARN MORE

Find out more about any of these issues and the benefits of membership at **ctpsa.com**.



SEAN HUGHES
Account Director,
Connecticut Package
Stores Association

RETAIL REVIEW

Village Wine & Spirits

BY **SARA CAPOZZI**







LOCATION
245 Main Street
Niantic, CT

FACTS
Square footage:
2,700

Years in operation:
1 year



Situated in the picturesque seaside community of Niantic, Village Wine & Spirits celebrated its first anniversary in business in May under new Owner Ben Suhr. A former New York City attorney, Suhr is originally from Southeastern Connecticut and decided to return to the area to pursue a career in the industry about 10 years ago.

Suhr gained experience working in other stores during the past decade and, in the spring of 2022, a great opportunity arose. "I live in town within walking distance to [Village Wine & Spirits] and I've always enjoyed it," Suhr said. "The couple who owned it were looking to retire and sell to someone that was local, to keep what they've built and build on it, so it was a fantastic situation."

Village Wine & Spirits has operated for 40 or 50 years, he said, but relocated to its newer, current building about five years ago. When Suhr prepared to take over the business, he devised a plan for improvements. "I wanted to put my own personal touch on it," he said. "We've revamped the entire wine selection in the store. We try and focus on unique and interesting wines. I found that there are a lot of customers who, they may have their everyday wine, but they like to try something new as long as they have someone who they trust, guide them to something they wouldn't normally pick out on their own. So that's where we focus here ... that boutique wine store selection without the intimidation factor."



Village Wine & Spirits Owner Ben Suhr.

Suhr and his team of seven employees prioritize friendly service, spending time with customers to help them find a bottle that will appeal to their tastes. "Customer service is the most important part of the business because in Connecticut, there's another liquor store just down the road in almost every town. We try and make sure that all of our staff members are able to help any customer that comes in."

The team regularly attends staff trainings in preparation to do just that. "Any of our staff members is perfectly capable of helping anyone find anything, whether it's a Japanese whisky or a Sauvignon Blanc from someplace other than New Zealand," said Suhr. "And I think that's what keeps a lot of people coming back ... the customer relationship is the most important thing you have in a business."

Wine and craft beer are the store's top-selling categories. "For wines, rosé is huge this time of year, but people are looking for something besides just France and Provence, so we've got a great selection of Greek rosés and Italian rosés and that's something that's really grown a lot this year versus last year," Suhr said. In craft beer, he said he's noticed that "the growth of the double IPAs and the triple IPAs have leveled off and slowed down a little bit, people are looking for something a little bit lighter. Sours are really big around here." Canned cocktails continue to grow in popularity and nonalcoholic beer, wine and spirits sales have grown in the past six months. In spirits, tequila continues to do well and mezcal sales have picked up over the last year.

Suhr credits the help of his team with his success, including Violet Ray, Wine Manager, and Jordan Miele, Beer Manager, who have worked at the store for years and are very knowledgeable about products and great at getting to know the customer base, who are 70% locals and 30% seasonal and out-of-towners.

"I definitely feel lucky with the staff that I have here," Suhr said. "The customers know them and trust them ... they've built up the relationships. A lot of people like to shop at small, locally owned businesses and a huge part of that is the interaction with the staff that's there and, as long as that's a positive one, that makes a huge difference for the business." ■

FEATURE YOUR STORE If you own a small, medium or megastore and would like to be featured, email **dana@thebeveragejournal.com.**

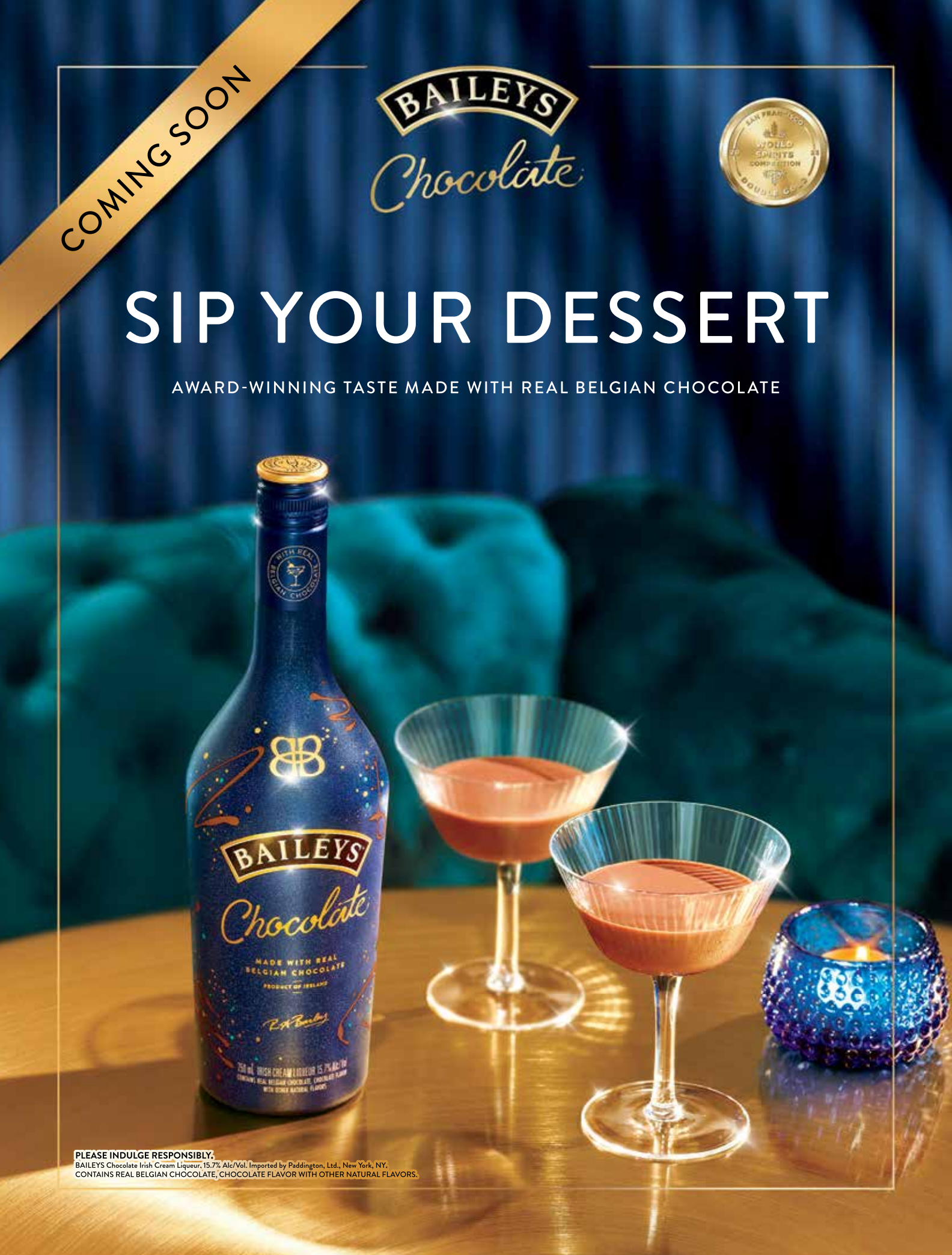
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TRANSFORMING PERCEPTIONS: BE A GIN ADVOCATE

BY KHALID WILLIAMS

In this modern era, there's a growing desire to enhance our offerings. Most bars now aim to serve well-crafted drinks, but advancing a bar's knowledge base and techniques can be challenging. There may not be an *easy* solution, but there are straightforward ones. Looking for one product category that can up the craft ante in your establishment?

Let's talk about gin. While it's a spirit we need in our repertoire, it's often overlooked when crafting crowd-pleasing drinks. But here's the deal: Introducing your guests to inventive gin cocktails could be the game changer that turns them into true cocktail connoisseurs.

In the states, opting for gin isn't the default—it's a deliberate choice. Sure, the G&T is a classic, but how many bars could really thrive if they stopped serving vodka sodas? When someone orders a gin-based drink without referring to a menu, you know they've explored its unique flavors before.

My fascination with gin as a bartender comes from its transformative qualities. Paired with citrus, herbs, aromatics or fortified wines, gin evolves into something extraordinary, unlike most spirits which retain their core essence in cocktails.

LONDON DRY: THE REIGNING MONARCH OF GINS

Gin's "Christmas tree" notes might initially deter some, but they're the very reason gin shines in cocktails. Its juniper flavor harmonizes beautifully with citrus and simple syrup, creating a whole new taste sensation. While botanically driven gins are gaining popularity, I've found that showcasing top-notch examples of this classic style often sparks a long-lasting love affair with gin in my guests. A simple Gimlet with fresh lime juice is a fantastic introduction.

PRIORITIZE QUALITY TONIC

Gin and tonic aficionados will flock to your bar if they know you offer a tonic that isn't from a gun. Elevate your gin and tonic with a high-end bottled tonic or, even better, a house-made one, to convey gin's starring role in your cocktail program. Your service bartender will appreciate this, too, because it's a quick and simple cocktail to execute (we need to think more about the service bar when making our menus!).

STAY ON TREND WITH BOTANICAL GIN

Always have an unconventional gin on offer—one that's light on juniper, or distilled with nontraditional grains or botanicals. For example, a honey-distilled gin from Vermont can add a unique touch to your bar. Consider a Botanical Bee's Knees, a honey-laced sour-style cocktail that's easy to make and perfect for any season. To be clear, all gin is "botanical," but the term is trendy, and trendy sells cocktails, and that's what we are here to do.

LET GIN SHINE DURING HAPPY HOUR

If gin isn't a crowd favorite at your bar, consider swapping the vodka cocktail on your happy hour menu. Instead, serve a Blood Orange Cosmo with gin or a Manchester Mule with ginger beer. You'll find that many patrons will give these a try due to their familiarity with the other ingredients. Often, gin wins over skeptics at first sip. I cannot stress enough the bond that forms between the public and your program when an "aha!" moment happens within your four walls.

BRUNCH COCKTAILS? MAKE IT SPRITZY AND SNAPPY!

Anyone consuming a Bloody Mary is probably not afraid of a flavor kick. The Red Snapper version basically switches out the gin, and also gives new opportunities for fun garnishes and additions. So many savory flavors work here: garlic, fennel, chive, Sriracha. Doing a Red Snapper special will have a great impact and liven up a brunch cocktail menu that can tend to get monotonous.

Despite gin's growing popularity, it's still overshadowed by vodka. Fun fact to start the conversation: Gin is vodka, just infused with botanicals! By giving gin the spotlight it deserves, you'll not only enhance your bar's offerings but also enrich your guests' experiences. Advocating for gin is one of my favorite aspects of bartending, as it allows me to witness a complete shift in someone's view of spirits and cocktails with just one sip. Here are five gins that matter:

HIGHCLERE CASTLE

Full disclosure, this brand is one of my most valued clients and the proprietors are personal friends. They have crafted one of the most exquisite London dry gins available on the market. Distilled with 10 botanicals, this has the singular distinction of being infused with oats for an unmatched silky mouthfeel that makes it a dream for all manner of stirred and classic cocktails. There's a lovely and compelling story about the castle, but the true royalty is in the mouthfeel, aroma and taste.

BARR HILL

Three simple ingredients—grain, water and honey—make up this true modern gin miracle. It's pleasing to the palate and the honey bursts forth with flavor and the proper amount of pleasant sweetness. It's singular in its production and a pleasure to consume, be it in cocktails or in a simple G&T.

CONTINUED ON PAGE 46

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SERVING UP

Fat Tuna

378 Rope Ferry Road
Waterford, CT

Opened in March 2023, Fat Tuna is a new restaurant and bar with outdoor dining and beautiful views of the Niantic Bay. Owner Anthony D'Angelo has spent his career in the hospitality industry, working and eventually taking over management of his father's well-known New London venue, Tony D's Pasta Shop. Moving into Sunset Ribs' former location, the renovated space is accented with nautical touches and a casual-yet-sophisticated ambience. Serving lunch and dinner year-round, the menu is focused on local fish and seafood, with fresh pasta from Tony D's Pasta Shop. Guests will find a variety of fun cocktails to try while enjoying views from the new patio, including classic cocktails, a variety of bubbly Martinis and frozen drinks in the summer months. The craft cocktail menu will change with the seasons, D'Angelo said, and his philosophy on both Fat Tuna's cuisine and its beverage program is, "We try to get the reaction of 'Wow'—that's what we're looking for. It's the same as in the kitchen. There are so many different techniques and variations and sometimes you just take the classics and add a modern twist to them. Because the foundation is there for most things so you just put your own character into it."





Bartender
Michael Hajj

Cocktail
The Sgroppino

Ingredients

- 1 oz. Caravella Limoncello
- 4 oz. Josh Cellars Prosecco
- ¼-½ cup passion fruit sorbet

Method: Add all ingredients to a blender. Mix and pour into a chilled martini glass.

Bartender Michael Hajj with The Sgroppino.

The Sgroppino has been on the menu in other variations, depending on the flavor of sorbet used. "The drink on the menu uses lemon sorbet, but we're using passion fruit sorbet in this one, which gives it a twist," D'Angelo said. The cocktail was a hit with guests this summer. "As soon as it hits their lips, they're like, 'Oh my God.'" As it should. The sgroppino sees its origins date to the 16th century, when a similar drink was enjoyed by the aristocracy in between meals as a refreshing palate cleanser.

BEHIND THE BAR

CONTINUED FROM PAGE 44

ROKU

Made in Japan and available at a staggering value, this blend of 14 botanicals will give you instant credibility by being your house pour. It packs a huge juniper and botanical punch and a dramatic finish. Notes of green tea pepper and orange peel dominate.

CITADELLE

This gin is literally a Cognac still's summer vacation. Made in that famous French region while brandy production pauses, a patented infusion method of 19 botanicals makes this one of the prettiest gins available. This makes a mean Cucumber Southside.

THE BOTANIST

Made in, by and for the makers and lovers of peat-laden Scotch, this is another new classic that has defined itself. Islay Dry Gin was created by the mavens at Bruichladdich and is infused with 22 hand-foraged (!!!) botanicals. I most enjoy Negroni variations with this selection, and I find my guests drink it on the rocks at a higher-than-average rate.

Guiding our guests toward their next favorite drink is our duty, and gin makes that journey both easy and enjoyable.



Photos by Winter Caplanson.

ABOUT THE AUTHOR

KHALID WILLIAMS

Khalid Williams is a bar manager, spirits brand representative and program consultant specializing in marketing, engagement and data. His passion is for exploring the "why" behind decisions. He loves Old World wine, New World rum and Connecticut beer. He's also launched a full-service coaching and consulting service, found on **drinkthebarrelage.com**.

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HOW TO BUILD A PREMIUM BY-THE-GLASS PROGRAM THAT SELLS



WHEN EXECUTED WELL, OFFERING A SELECTION OF HIGH-END WINES BY THE GLASS CAN OFFER A SPECIAL HOSPITALITY EXPERIENCE WHILE DRIVING REVENUE—WITHOUT INCREASING WASTE

BY EMILY CAPPIELLO

Premium by-the-glass programs—ones that offer a handful of high-end, pricey wines by-the-glass—have become more prevalent as wine directors look to differentiate their lists and preservation technology improves. If built correctly, a premium BTG program can allow guests to experience luxury pours they wouldn't typically have access to and open their eyes to new brands and regions—all while allowing a beverage director to stretch their creative wings and boost revenue.

"It's great for us to have guests try regions, varieties, and producers that they may not otherwise invest in," explains Amy Racine, the beverage director for JF Restaurants, which is based in New York City. "It's great for the world of wine because all these programs are educating our guests and broadening their wine world. It helps build trust, too, and typically that leads to increased future spends."

Trevor Stough, the assistant beverage director at Charleston, South Carolina-based The Indigo Road Hospitality Group, agrees. "We want to offer our guests something a little more elevated and of higher quality or pedigree, and, to that point, we are seeing some guests travel outside their comfort zones, more so now than ever," he says.

But how can a restaurant build a premium pour program that will strike a balance between satisfying guests, maximizing profits, and minimizing waste? The answer is a bit complex.

STRATEGICALLY PRICING A HIGH-END PROGRAM

It's important to factor in sticker shock when building a premium BTG program. To combat this, Bernadette James, the sommelier at Stages at One Washington and The Living Room in Dover, New Hampshire, recommends offering premium pours in different sizes. This helps consumers feel more comfortable with trying a new wine, she says, as sometimes the pricing can be off-putting, even if guests aren't committing to a full bottle.

"Rather than a full glass for $50, we may offer a two-ounce pour at $16 or a 3.5-ounce pour at $25," she says. "We might also adjust more entry level [pours] to a higher markup and adjust those more expensive bottles to a lower markup to balance out."

Roland Micu, MS, the director of beverage at the Ocala, Florida-based Stirrups, located in the World Equestrian Center & The Eques-

ABOVE: Premium BTG programs can offer guests access to wines they might otherwise never try.

PHOTOGRAPH CREDIT ADOBE STOCK

"It's important to have a system where we rotate out the offerings, making sure to sell what we have on hand so that there's minimal waste."

– Katey Taylor, The Essex

trian Hotel, explains that offering a premium pour program can bring in more revenue for a restaurant, but only if it presents the consumer with a value proposition.

"It must be priced at a lower mark-up to ensure the guests understand the opportunity before them," he says. "It must be good enough for them to order a second glass without hesitation."

CHOOSING THE RIGHT PRESERVATION SYSTEM

Minimizing waste is important for any BTG pour, but it's particularly crucial for premium pours, which cost more and sell more slowly. That's why wine directors often turn to preservation systems to extend the life of their high-end bottles once opened.

A few key options exist: Multi-bottle wine preservation systems, which are typically permanently installed behind a bar and temperature controlled, such as those from WineKeeper and Wineemotion; the Coravin, which is smaller and can move from bottle to bottle; and vacuum wine pumps, which uses a vacuum system to protect wine from oxidation rather than argon gas. Price, space, and premium pour volume are all factors to consider when deciding which preservation system is right.

Racine says she prefers to work with a Coravin system (trade members get 20 percent off retail prices; the Timeless Eleven retails for $549) for expensive by-the-glass pours, as well as special reserve



selections. She also has vacuum wine pumps available at several locations, but she's not convinced it makes more of a difference than a cork would.

Many of Stough's properties use Coravin as well, but some also rely on a Vacu Vin Wine Saver. James also feels that these vacuum wine pumps work well at her establishments.

"I've worked in several restaurants that have used a temperature-controlled wine dispensing system that is supposed to keep wines fresh for two months, and for the amount of space it occupies, it's extremely impractical," says James. There's also a huge difference in price; a six-bottle WineKeeper system starts at $3,095, while the Vacu Vin Wine Saver costs just $16.99 for the vacuum pump and two vacuum stoppers (and is often on sale).

Amelie Derrieux-Sable, the director of marketing for Champagne Henriot, has worked with many wine preservation systems, but she now prefers the Coravin Sparkling system ($399 at retail), released in fall 2021.

"With Champagne, it's really about preserving the combination of the wine and the freshness," she says. "[Coravin] is the one that we found the most effective and reliable of all of those systems." This tool is especially effective in supporting premium by-the-glass programs for top establishments offering high-end, vintage Champagnes, she says.

ABOVE: To extend the life of high-end bottles and minimize wastage, some sommeliers use a Coravin system, which can be moved from bottle to bottle.

DEVELOPING SYSTEMS TO MINIMIZE WASTE

Not having an upscale system doesn't mean a restaurant can't have a premium by-the-glass program. Micu says it is possible to build a premium by-the-glass selection by keeping sharp track of when bottles are open and how fast they sell.

"The most significant factor in keeping wines as fresh as possible for as long as possible is keeping the wines at a cooler temperature—whites, sparkling, and Tawny Port are kept in the refrigerator. We date all of our bottles, so we ensure we do not serve wines which have been opened for too long," he says.

For sparkling wines, which tend to lose effervescence if handled incorrectly, his trick is to stay away from using a stopper during service. "Every time you remove that stopper, it shoots out a significant amount of carbon dioxide, which accelerates flatness," he says. "It's crucial to place the stopper once service has concluded, but you would be surprised how much this strategy keeps your bubbles bubbly."

Even where there are systems in place to avoid waste, accidents happen, explains William Eccleston, the general manager and wine director at Panorama in Philadelphia, noting that beverage directors should take this into consideration when pricing wines. James has backup options in place so that if wine oxidizes before it sells—even a premium pour—nothing goes to waste. She'll create a sangria or wine-based liqueur for cocktails, or will



ABOVE: Offering smaller pours can keep consumers interested and prices reasonable, but it also presents challenges for managing waste.

choose to give it to the back of the house for cooking wine.

SWAP OUT OFFERINGS MINDFULLY

Because wine directors aren't typically stocking up on premium BTG pours in multi-case drops, these programs rely on the consistent turnover. However, the cadence in which they are swapped may depend on a number of factors, such as how well something sells.

Racine changes her offerings on a seasonal basis at the very least. Exceptions are made if a bottle is not selling well, or if the restaurant is able to purchase a small allocation of a particularly special wine. "If we're ever trying a more experimental offering, we are reserved in our initial purchase so we aren't stuck," she says.

Micu tends to change offerings often—from once a week to once a month—but availability is usually the most important factor in his decision. Drastic wholesale price changes can also impact when he switches up the premium offerings. "Sometimes a wine's cost shoots up aggressively, taking it out of its price category," he says, knowing that passing along a price markup that much will deter customers. Keeping a reliable back-up option in mind, perhaps even a customer favorite, is one of the ways he mitigates this.

Presenting a premium pour as a limited-time offer can prompt guests to act now and try something new—all while minimizing spoilage for the restaurant. At The Essex in Old Saybrook, Connecticut, wine director Katey Taylor offers a special Coravin night once per week; she recently poured the 2020 Kistler 'Les Noisetiers' for $35 per glass, for instance. "It's important to have a system where we rotate out the offerings, making sure to sell what we have on hand so that there's minimal waste," she says.

But, there is one downside of swapping offerings—guest expectations. When a consumer falls in love with a premium pour that is no longer available, they may feel as if nothing can measure up. Derrieux-Sable explains that beverage directors can combat this by choosing different vintages or offerings from the same producer.

"Bringing a new wine or Champagne, but working with the same house or producer, allows consumers a better and deeper understanding of a brand they may love, while not being confused," she says. "It allows restaurants to build some consistency, but also brings opportunities for exploring different wines as well."

EDUCATE STAFF ON HIGH-END SELECTIONS

Micu says educating staff about the premium pour selections is where the investment will truly be seen. If the staff is passionate about an offering and can speak on it with poise and confidence to guests, the sales will follow.

"The wine world is endless, and it can be overwhelming for those who do not share the same passion in the industry to speak with confidence on deep and expansive programs," says Micu. When speaking to guests, the staff compares premium BTG pours based on flavor profiles and textures, but they keep it simple and clear. From there, if interest is piqued, region and history are included in the conversation.

James says that her tactic is to speak to her staff in a conversational tone and manner, so they can echo this with her guests, allowing those choosing to spend on a premium selection to feel confident in their choice.

"I explain the story behind [the wine], the tasting notes, the intriguing things about it, and of course let them taste it, with food off the menu if possible," she says. "If I can sell the wine to the staff, then they will have true, honest passion when they are selling it to their guests." ■

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2023 DRINKS INNOVATORS

MEET THE PEOPLE, PRODUCTS, AND INITIATIVES THAT ARE DRIVING CHANGE AND MAKING OUR INDUSTRY A BETTER PLACE IN THE PROCESS

What makes an innovator in 2023? When we reached out to our readers in the beverage industry, we wanted to learn about the individuals and initiatives that are doing things differently—and creating positive change in the process. It's easy to repeat inherited mistakes or conduct business using tired, outdated, or unsustainable models; we looked for people who were breaking from the status quo and reimagining the industry, or their corner of it, for all its members.

The hundred-plus nominations we received spanned each aspect of the trade from trailblazers behind the bar to freethinking retailers, with projects focused on everything from increasing accessibility in the workplace to product innovation. Our award winners aren't necessarily well-known industry names or veterans who have garnered decades of accolades; we wanted to spotlight the leaders of the future instead, whose work today has the power to transform the industry of tomorrow.

CONFRONTING GENDER BIAS IN THE WHISKEY INDUSTRY

BECKY PASKIN, FOUNDER, OURWHISKY FOUNDATION

Women account for 36 percent of whiskey drinkers, a figure that is on the rise, and yet the world's leading whiskey brands posted 228 percent more images featuring men than women across their social media accounts in 2020. Nonwhite people were represented in just 17.9 percent of images.



These figures, cited in OurWhisky Foundation's "Women & Whisky: Female Representation in Social Media Marketing" report, were part of what founder Becky Paskin set out to change with the Modern Face of Whisky, a free image library to tackle gender bias in the industry. "As a former editor of two globally award-winning publications, I always struggled to find any imagery of diverse people drinking whiskey," says Paskin. "Your choice was men in suits or naked women. I saw this and thought, 'This is unbelievable.'"

"SOMEONE HAS TO SAY, 'ENOUGH!' LET'S LOOK AT HOW DIVERSE WE CAN MAKE THIS, AND TALK ABOUT REPRESENTATION IN A VERY POSITIVE WAY AND PUSH THIS FORWARD."

With sponsorship from Glenfiddich, Bacardi, Beam Suntory, Diageo, Distill Ventures, The Glenlivet, Brown-Forman, Whyte & Mackay, Glenmorangie, Heaven Hill, and Edrington, the first collection was released in April 2023, offering unbranded stock photos to media outlets and content creators to download and use, depicting people of all genders, races, and ages. Demand was immediate; the library attracted three million views and 20,000 downloads in its first week alone.

But OurWhisky's work goes beyond a media library. Founded in March 2022, the global nonprofit works to empower and support women working in whiskey through training, advocacy, networking opportunities, and community. Paskin is most proud of its six-month mentorship program, however, which matches candidates from all over the world with experienced mentors in their field, including whiskey big hitters like Brown-Forman master blender Rachel Barrie and Nicola Riske, the brand education manager at The Macallan. And what's next? Paskin hopes to host an OurWhisky Foundation awards to counter the underrepresentation of women whiskey award winners.

—TYLER WETHERALL

PHOTOGRAPH COURTESY OF OURWHISKEY FOUNDATION

PRIORITIZING ECONOMIC AND SOCIAL EQUITY FOR ON-PREMISE STAFF

KATE GERWIN AND BLAZE MONTANA, OWNERS, HAPPY ACCIDENTS





"MAKE HEALTH INSURANCE NON-NEGOTIABLE. BUILD IT INTO YOUR BUSINESS PLAN. PRIORITIZE YOUR PEOPLE AND SET BOUNDARIES THAT ARE HEALTHY."—KATE GERWIN

"We went out on a limb and tried something," says Kate Gerwin. "It's been very successful; it's put us in a position to hope others follow." She's referring to the business model behind Happy Accidents in Albuquerque, New Mexico, which she opened with Blaze Montana in 2021.

"We opened many bars for lots of people and saw mistakes we didn't want to make," says Gerwin. Chief among them was the typical financial structure. The high price of a liquor license in New Mexico means bar owners often start out in debt, which forces their hand when figuring out how to pay staff. Then a workaround occurred to them: to open a distillery instead. New Mexico is among the states that allow craft distillers to serve cocktails. "But where they focus on actual distilling, we focus on our cocktails," says Gerwin. "We distill and then purchase our own spirits for the bar, which allows us to operate in a different world," and one with far better margins.

Acquiring that license was essential, but more important was the reason the partners did it: for their workers. "During the pandemic, watching bars close and friends pivot was heartbreaking. We were trying to figure out how we could operate at more of a sustainable level and be more accountable to staff," says Gerwin.

Happy Accidents employees start off at more than three times New Mexico's tipped minimum wage. Tips are pooled to make earnings more equitable. The owners fully subsidize employees' healthcare and provide family leave. There are opportunities for advancement all the way up to partner, and loads of staff development. "We want our bartenders to learn and grow," says Montana. "There's no holding them back and nothing we don't want them to take part in."

—BETSY ANDREWS

BUILDING QUEER COMMUNITY IN THE WINE INDUSTRY

DARWIN ONIYX ACOSTA, FOUNDER, CO-FERMENTED

In 2020, Darwin Oniyx Acosta garnered an internship from the Roots Fund, which aims to bring greater BIPOC representation to wine. While their internship at Napa Valley's Dalla Valle was "amazing," when Acosta, a queer, non-binary, first-generation Dominican kid from New York City, went looking around wine country, they saw little that represented them, particularly in their LGBTQIA+ identity. That's how they discovered their true intentions: community building in the wine industry.

A self-proclaimed connector, Acosta cultivated mentors who were working on inclusion: journalist Elaine Chukan Brown; Maryam Ahmed, the founder of Maryam + Company, Diversity in Wine Leadership Forum, and Field Blends Wine Travel; and Stevie Stacionis, a cofounder of the Bâttonage Forum for women in wine. They joined diversity efforts: The Veraison Society; Wine Unify; and The Hue Society, for which they founded the Northern California chapter. Then, they started their own organization.

"I was venting to Stevie about how I wanted to see queer folks that work in wine gather and connect and know that there are people with similar experiences out here, celebrating themselves and facilitating representation," recalls Acosta. The two happened to be blind tasting a co-fermented bottle by Flores Wine; thus Co-Fermented, a creative vehicle for bringing community and visibility to queers in wine, was born.

With Co-Fermented, Acosta has made space for underrepresented identities in wine. The main event is the annual Cheers for Queers, combining queer-made wines with DJs, drag, and fashion. Taking place at Oakland's Kinfolx this past June, with 29 producers poured, it may be the world's biggest queer wine fair—all from an organizer who is 26 years old.

—BETSY ANDREWS

"FOR A LONG TIME, WINE HASN'T FELT INCLUSIVE, BUT IT'S SUCH A BEAUTIFUL TOOL TO BRING PEOPLE TOGETHER."



PHOTOGRAPHS COURTESY OF HAPPY ACCIDENTS // PHOTOGRAPH COURTESY OF CO-FERMENTED

CULTIVATING A COMMUNITY FOR UNDERREPRESENTED PEOPLE AND GRAPES ALIKE

JAHDÉ MARLEY, FOUNDER, BY THE HAND AND [ABV] FERMENTS

In 2020, Jahdé Marley found herself in a unique position. She was working as a sales consultant for importer Indie Wineries, and she was hosting events through her own company, By the Hand, which focuses on introducing natural wine to Black women in the Caribbean diaspora. When she began to connect with like-minded peers, she realized she had an opportunity to cultivate a community of underrepresented people—and grapes—throughout the wine industry.

Marley found a strong connection between hybrid and native grape varieties and underrepresented communities. "If you think about native grapes and the fact that they're able to grow in areas that Vitis vinifera can't, you've already increased the scope of access," says Marley. "And the land prices aren't elevated by the presence of the vinifera, so you've removed another barrier to entry." She also found that the community of people working with hybrid grapes is centered on sharing information and promotion.

"When you have people who are willing to share their knowledge, offer mentorship, and provide resources, you're going to get folks who are historically deprived of these things," says Marley. "I saw a great opportunity to represent these folks in a way that was care-forward, centered on the work that was being done, and wasn't going to tokenize these folks."

That year, By The Hand evolved into Marley's own distribution portfolio under the Zev Rovine umbrella, featuring producers like Ashanta Wines and Tamosi Rum. Then, in July 2022, Marley founded [ABV] Ferments (ABV stands for "anything but vinifera"), a nonprofit events and educational platform inspired by the idea that these producers could benefit from being able to share information and ideas.



"THE POINT OF THIS REALLY IS SOCIAL ACTIVITY AND INCREASING ACCESS TO A POINT WHERE BLACK AND BROWN COMMUNITIES, FARMERS, LAND STEWARDS CAN COME AND NETWORK, PARTICIPATE, AND HELP EACH OTHER OUT."

"It's really important for me to highlight all of the community members," says Marley. "This is more than just sales; [it's] establishing a solidarity network."

—JIM CLARKE

DESIGNING A GLOBAL CLOSED-LOOP PACKAGING AND DISTRIBUTION SYSTEM

PAUL GABIE, FOUNDER AND CEO, ECOSPIRITS

There are more than 700 billion pieces of glass packaging or containers forecast to be produced in 2023—including billions from the beverage industry alone. It's what Paul Gabie refers to as a "planet-scale problem and opportunity," and what he and the team at ecoSpirits have set out to tackle with the creation of a technology-driven, closed-loop packaging and distribution system.



Five years after launching in Singapore—the brainchild of Asia Pacific-based bar consultancy and craft spirits distributor Proof & Company—ecoSpirits is now in 25 countries around the world, with more than 1,000 bars, restaurants, and hotels on board, alongside partnerships with Diageo, Pernod Ricard, and Rémy Cointreau.

Here's how it works: ecoSpirits enables their brand partners to ship spirits in efficient bulk containers, transferring the liquid into reusable packaging (ecoTotes) for on-premise accounts. Bars then refill reusable glass bottles for display and day-to-day usage with an automated pouring system (SmartPour). The company sets up local processing centers (ecoPlants) for cleaning and refilling the containers, while providing a cloud-based software platform (CircularOne) to track inventory and manage the entire operation. Zdenek Kastanek, the managing director for ecoSpirits USA, says the system reduces the carbon emissions of spirits and wine packaging and distribution by 60 to 90 percent.

The company launched in the U.S. this year in a joint venture with Park Street, serving markets in California and Florida, with more states and regional markets to come. "Almost without exception, the industry now wants to become more sustainable, but major transitions, like the ones from linear to circular practices, require changes in behavior, operations, and understanding," says Gabie. "Our job is to make the transition process as seamless as possible."

"WE SEE OUR ROLE AS ONE OF INNOVATOR AND PROVOCATEUR, CHALLENGING THE INDUSTRY TO THINK DIFFERENTLY ABOUT SOME OF ITS LONGEST HELD ASSUMPTIONS AROUND PACKAGING."

—JAKE EMEN

PHOTOGRAPH CREDIT FELICIA LIMADA // PHOTOGRAPH COURTESY OF ECOSPIRITS



REVIVING A LOST BOTTLING TRADITION IN THE U.S. TO SPOTLIGHT SMALL DISTILLERS

ADAM POLONSKI AND NORA GANLEY-ROPER, FOUNDERS, LOST LANTERN WHISKEY

Whiskey was the liquid love language that brought Nora Ganley-Roper and Adam Polonski together. But while discovering the breadth of the category from working in the industry, they also found a hole in America's growing craft whiskey landscape: a one-stop shop for bespoke barrel-aged bottles.

Founded in 2020, Ganley-Roper and Polonski's Lost Lantern was launched as an independent bottler to seek out, curate, and highlight all that the American craft whiskey landscape has to offer, and then bring it to market via their 40-state strong website working with an umbrella of retail partners. The thing that sets them apart is that they're sourcing, blending, and bottling under the Lost Lantern label, highlighting each distillery or unique distillery blend in order to tell the story of American craft whiskey.

"WE STARTED LOST LANTERN BECAUSE WE WISHED SOMETHING LIKE IT EXISTED."—NORA GANLEY ROPER

One of Ganley-Roper and Polonski's motivations to start Lost Lantern was transparency in sourcing. "So many places source from somewhere else, and it's not a bad thing," says Polonski. In fact, it's an old thing. In Scotland in particular, independent bottlers source whiskey, sometimes blend it, and bottle it under their own label but with complete transparency of where the liquid inside came from. "That was the whole point," says Polonski. "There was nothing like that in the U.S. market for American whiskey at the time we started."

The other part of Lost Lantern's mission is to shine a light on American craft whiskeys and make them more accessible. Many of their bottlings would be near impossible for the average whiskey lover to access due to geography or that small distilleries often don't have the resources to distribute what they make. "We started Lost Lantern because we wished something like it existed," says Ganley-Roper.

—AMY ZAVATTO

DEVELOPING INNOVATIVE MARKETING TECHNIQUES TO REACH A MORE DIVERSE AUDIENCE

TREY WADE, CHIEF EXPERIENCE CURATOR, BLUE RUN SPIRITS

Alcohol marketers and brand managers have been trying to reach new audiences for years, but few have managed to win a broad swath of new consumers in a way that actively engages them.

But Trey Wade, who arrived in the whiskey scene with culinary know-how, experiential marketing experience, and passion, has helped conceive a formula to get people not only engaged with whiskey, but excited and in proactive pursuit of it. How else can one explain how a program he helped implement was able to achieve the sale of one barrel of bourbon (190 bottles) online each day for 12 days in just five minutes? Cumulatively.

Wade, the chief experience curator for Blue Run Spirits, worked with the company on its 12 Days of Bourbon program in 2021 before he was hired in 2023. He quickly demonstrated his moxie for marketing, knack for sales, and ability to tap into diverse consumer bases by bringing his passions for food and sports to the bourbon world, and shaking up an industry that has historically been the domain of older white men.

In February, Blue Run introduced Chosen, Wade's barrel-selection program modeled on major league sports' draft process. Wade's inventive and earnest marketing tactics are a natural fit at Blue Run, a whiskey company launched in October 2020.

Armed with what Blue Run's founder and CEO Mike Montgomery calls an "ability to talk to anyone about anything at any time," Wade demystifies whiskey and pulls the rug out from the enduring understanding of the spirit and its classic iconography. And as a Black person in American whiskey, he's the embodiment of the sea change—highlighting diversity and promoting inclusivity.

—LIZA WEISSTUCH

"BEING ABLE TO HAVE CREATIVE CONTROL AND THE AUTONOMY TO BUILD DIFFERENT ASPECTS OF THE BRAND—BLUE RUN GAVE ME THAT AND I CAN'T IMAGINE DOING ANYTHING ELSE."



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CHAMPIONING AAPI REPRESENTATION IN WINE

LOIS AND DAVE CHO, FOUNDERS, CHO WINES AND OREGON AAPI FOOD AND WINE FEST

Since the day Lois and Dave Cho met, creative sparks have flown. Both musicians, they first crossed paths while singing together. Performing paved the way for future creative collaboration, and two decades, three kids, and one vineyard later, their flinty synergy continues to drive them forward. Now, the couple is finding new rhythm in the Willamette Valley, not only as rising-star vintners, but as dauntless community leaders.

With the founding of CHO Wines in 2021, Lois and Dave established the first recorded Korean-American-owned winery in Oregon. A year later, they invested in a home for the winery, a 77-acre property on the western side of the Chehalem Mountains. As word of their endeavor spread, they leveraged their success to uplift peers by creating the Oregon AAPI Food and Wine Fest.

Held at Stoller Family Estate in May 2023, the inaugural festival was a smash hit, selling out 1,000 tickets. Five Oregon wineries—including CHO Wines, Et Filles, Evening Land, Hundred Suns, and Shiba Wichern—and 10 area chefs cooperated to offer pairings like fried chicken bites with adobo honey glaze and jalapeño served with Chardonnay, or jajang rice cake noodles served with Pinot Noir.

Yet the real accomplishment, Lois says, was in having "multiple people walk up to me with tears in their eyes, brimming with pride, [knowing] that a welcoming space in wine country was made for their culture and their food."

"Our families immigrated to North America from South Korea between the 1970s to 1990s," says Lois. "They were able to travel across the globe without any financial backing or knowledge of the language or culture. If they could do what they did, we knew that we could [pursue our dream of owning a winery]."

—AMY BESS COOK



"WHEN WE INCORPORATE DIFFERENT CULTURAL BACKGROUNDS AND FLAVORS, WE MAY OPEN UP A CELLAR DOOR TO OTHERS."—LOIS CHO



CREATING BARRIER-FREE, HOSPITALITY-FIRST RETAIL AND RESTAURANT SPACES

YANNICK BENJAMIN, COFOUNDER, CONTENTO AND BEAUPIERRE WINE & SPIRITS

Yannick Benjamin has been an industry leader for over 20 years, both in hospitality and with his nonprofit, Wheeling Forward. Now, he's creating a new model for barrier-free design in dining and retail with Contento and Beaupierre Wine & Spirits.

Benjamin uses a wheelchair, and both spaces offer design considerations that deliver what Benjamin calls "social accessibility" for people living with disabilities.

"WE CAN'T BE AFRAID TO PUT OURSELVES OUT THERE AND ASK THE HARD QUESTIONS."

At Contento, the bar features two height levels and plenty of space around tables. At Beaupierre, shelving is positioned so that Benjamin and others who use wheelchairs can easily grab any bottle. Lighting and sound can be adjusted, and adaptive menus and utensils are available.

Benjamin says that proprietors know that laws like the Americans with Disabilities Act require them to make reasonable accommodations. But many don't consistently deliver warmth. "A heck of a lot of businesses and restaurants are barrier-free, but people [with disabilities] still don't feel welcome," he says.

The opposite is true at Beaupierre and Contento—both in person and online. The establishments' Instagram posts include written descriptions of the images for visually impaired audiences, and team members readily help customers navigate the website if it's easier for them to shop from home.

Not only is this approach better for people, but it's also better for business. According to data from the American Institutes for Research, the total after-tax disposable income for working-age people with disabilities is around $500 billion. "If you create a culture of welcoming, you'll also create a loyal fan base," says Benjamin.

—JILL BARTH

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BREWING CRAFT BEER FOR A HISTORICALLY UNDERSERVED AUDIENCE

YOUNGWON LEE, CEO, DOKKAEBIER

At Dokkaebier, an Asian-inspired brewery in Oakland, California, the michelada receives a multicultural remix. Instead of Tajín, taproom bartenders rim a glass with kimchi spices, before adding lime juice, briny Clamato, and the brewery's tart and spicy Kimchi Sour. The Kimchilada, as it's called, is just one way Dokkaebier is introducing craft beer to a historically underserved audience.

In a beer landscape awash in hazy IPAs, Dokkaebier distinguishes itself with beers featuring traditional Asian ingredients, including the bright and citrusy Yuza Blonde and a crisp pilsner infused with bamboo tea. The taproom's best seller is the beer flight. "People want to come and taste all the flavors that we create," says Lee.

Born in Korea, Lee grew up in Guam and New Jersey before moving to Seoul in 2008 and working in the beverage industry. He moved to California in 2017 to run the U.S. operations for Booth Brewing, a South Korean craft brewery, before founding Dokkaebier in 2019.

Dokkaebier debuted in February 2020 with a San Francisco pop-up taproom serving gochujang-marinated octopus and Korean fried chicken alongside its beers. The taproom now attracts a growing Asian customer base and hosts culinary pop-ups that might include Filipino cuisine or Korean-inspired pizza. In May, Dokkaebier drew more than 3,000 people to its inaugural Chimaek Festival, a block party dedicated to fried chicken and beer—a popular combination in Korea. "We're exposing more people to craft beer to try something new," says Lee.

—JOSHUA M. BERNSTEIN



"THERE ARE AROUND 90 MILLION ASIAN AMERICANS LIVING IN THE COUNTRY, BUT NOBODY'S MARKETING CRAFT BEER TO US. THAT'S UNTAPPED POTENTIAL."

ADVOCATING FOR THE MENTAL AND PHYSICAL WELL-BEING OF BAR STAFF

LP O'BRIEN, CEO, FOCUS ON HEALTH AND **ALEX JUMP,** FOUNDER

For Alex Jump, balancing her health with her career was always a priority. "If I wanted to be a pleasant person and a pleasant manager, I needed to stay active," she says. But in 2019 that practice hit a roadblock when she developed tendonitis in her wrists, forcing her to quit yoga and, eventually, withdraw from bar work.

It was while on this break, during Bombay Sapphire's Most Imaginative Bartender competition in 2020, that she came up with the idea for Focus On Health (FOH), an organization to provide much-needed health and wellness programming and training for the food and beverage industry. It was the peak of the COVID-19 pandemic, and Lauren Paylor "LP" O'Brien was also starting to prioritize her own mental health; when she saw the work Jump had started, she reached out, and "the rest is history," says O'Brien.

Today, FOH offers services from non-alcoholic menu development to facilitating educational courses in harm reduction and conflict management. "We've set up Focus on Health to be versatile, offering many different types of training courses, classes, and certifications to ensure that everyone could find something that suits their needs," says O'Brien.

Most recently, FOH launched the No/Low Tour in collaboration with bar consultancy Mover & Shaker to showcase the versatility of the low-alcohol and alcohol-free products and help make the bar space more inclusive. Starting as a pop-up at Tales of the Cocktail last year, they made a six-conference commitment in 2023, with Portland Cocktail Week and DMV Black Restaurant Week still to come.

"It became an opportunity for bar professionals to discuss mindful drinking, crafting an inclusive no/low culture, and creating a welcoming atmosphere for all guests," says O'Brien.

—LAUREN MOWERY

"IT BECAME AN OPPORTUNITY FOR BAR PROFESSIONALS TO DISCUSS MINDFUL DRINKING."—LP O'BRIEN





PHOTOGRAPH COURTESY OF DOKKAEBIER // PHOTOGRAPH COURTESY OF NETFLIX/SETH HARRINGTON // PHOTOGRAPH COURTESY OF ALEX JUMP

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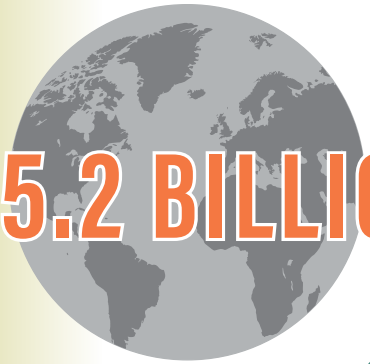
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THE STATE OF GIN

SOMETIMES OVERSHADOWED BY VODKA AND TEQUILA, GIN NONETHELESS IS TRACKING GROWTH

BY PAMELA VACHON

THE GIN MARKET TODAY



$15.2 BILLION

The global gin market was worth $15.2 billion in 2022 and is expected to grow by 4.6 percent over the next five years. *Source: IMARC Group*



$2.9 BILLION

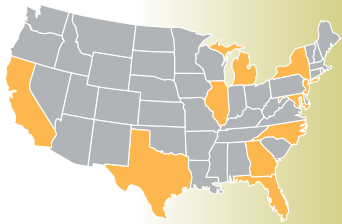
Off-premise gin sales in the U.S. totaled $2.9 billion in 2021.

In 2022, off-premise gin sales accounted for 2.8 percent of dollars spent on spirits in the U.S., a slight decrease over 2021. *Source: Nielsen*

TOP 10 2021 STATES FOR GIN SALES

1. California 2. Florida 3. New York 4. Georgia 5. Texas 6. Illinois 7. New Jersey 8. Maryland 9. Michigan 10. North Carolina

Source: Beverage Information Group



3 LARGEST GIN MARKETS WORLDWIDE



SPAIN U.S. U.K.

Source: IWSR Drinks Market Analysis



Partner

ARBIKIE NÀDAR GIN

Arbikie is pioneering sustainable distilling in Scotland with their portfolio of single-site, field-to-bottle, white and brown spirits. This includes Nàdar Gin, the world's first climate-positive, carbon-negative gin, which features subtle but fresh flavors of lemongrass.

GIN PRODUCTION STATS

820 DISTILLERIES



In 2022, the U.K. had at least 820 gin distilleries, up from just 190 in 2015. It's the largest number of any country. *Source: U.K. Office of National Statistics*



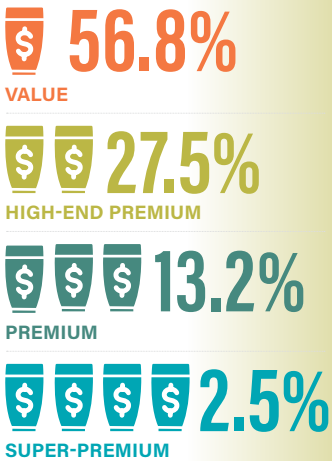
Over 525 American distilleries make gin. *Source: American Distilling Institute's Distillery Directory*

THE FUTURE OF GIN

"The gin category has exploded in the past 10 years, so innovation, and creating gins that separate from the pack while still remaining true to the category are key for brands: unusual botanicals, unique base spirits, and exploration of the natural color in many of gin's botanicals are interesting and alternative paths for distillers to take."

— Sean Kenyon, proprietor, Occidental and Williams & Graham, Denver

Gin Sales in the U.S. by Category, 2019



Source: Distilled Spirits Council of the United States (DISCUS)

ARBIKIE
HIGHLAND ESTATE

FARMING SINCE 1660











INTRODUCING ARBIKIE

FARMING SINCE 1660

The first single-site, field-to-bottle distillery in Scotland to produce both white and brown spirits using traditional Scotch distilling methods and equipment.

Arbikie produces the worlds first climate positive gin and vodka, Nàdar – Gaelic for 'nature'-harnessing the power of nature and science to create these world-first spirits. Revolution is nothing without a great taste, and Nàdar Gin does not disappoint. It is silky smooth and exciting. The refreshing zing of Nàdar Gin with lemongrass and makrut lime is complemented by the more classical gin botanicals.

ARBIKIE
HIGHLAND ESTATE

A BRIEF HISTORY OF GIN

MIDDLE AGES — A number of sources from throughout Europe claim to have the first written mention of, or recipe for, "genever," a derivation of the Latin word *juniperus*, and gin's precursor. Used for medicinal purposes, early genevers were likely wines or other fermented brews infused with juniper.

EARLY 1600s — Genever is produced widely as a medicinal distillate throughout the Dutch Republic, what is now known as the Netherlands.

1618 - 1648 — Genever is introduced to Britons by way of British soldiers fighting in Dutch territory during the Thirty Years War. The phrase "Dutch courage" is thought to originate around this time, due to the practice of taking a shot of genever for courage in battle.

1689 — When William III becomes King of England, Ireland, and Scotland, he immediately levels tarifs against imported French brandies and offers tax breaks on domestically produced spirits, giving rise to a period of intense, largely unregulated gin production and consumption in England.

1695 - 1735 — Known as the Gin Craze, this marks the period in England's history when it becomes synonymous with gin. Due to the governmental allowance of unlicensed gin production, gin became less expensive to drink than beer—and often cleaner than water—creating a public health crisis especially among England's poorer citizens.

1736 - 1751 — In response to the Gin Craze, a number of laws are enacted in England in order to curb both production and consumption of gin.

1793 — Plymouth Gin begins operation at Black Friars Distillery. It is the oldest continually operating gin distillery in the U.K.

EARLY 1800s — Britons stationed in India start mixing gin with their daily dose of tonic water, the quinine in which was thought to ward off malaria. A squeeze of lime to prevent scurvy was another common ingredient, and the classic gin and tonic was born.

1830 — Invention of the column still by Aeneas Coffey results in a safer, cleaner distillate, and contributes to the development of London Dry style of gin.



Partner

DRUMSHANBO GUNPOWDER IRISH GIN

Inspired by founder PJ Rigney's curious journey across the globe, Gunpowder Irish Gin is made with four vapor-infused and eight pot-still botanicals—particularly gunpowder tea, which lends a bold, bright flavor to the gin. It's slow-distilled by hand in medieval copper stills in Drumshanbo, Ireland.

1920 - 1933 — Prohibition in the U.S. gives rise to homemade bathtub gin, often flavored with juniper oil or turpentine. High-quality gin from the U.K. is smuggled into the U.S. through Canada, and the demand for gin immediately following Prohibition is higher than it was pre-Prohibition, marking the beginning of gin's most popular period in the U.S.

1979 — Following several Mad Men-esque decades characterized by the glamour of Martini drinking, gin reaches its peak popularity in the U.S.

1990s — Rising interest in vodka-based cocktails, fueled by the popularity of the Cosmopolitan, and a sense that gin is old-fashioned, contributes to a decrease in gin sales in the U.S.

MID-2000s — Brands like Aviation change the gin landscape in the U.S. in the mid-2000s, moving away from the dominant London Dry style of gin. The craft gin boom in the U.S. and the U.K. goes hand-in-hand with the resurgence of cocktail culture, with industry veterans like Simon Ford behind gin's resurgence.

2010s — A new gin and tonic or "gintonica" craze emerges in Spain, featuring the use of numerous garnishes, and propelling Spain to one of the leading consumers of gin worldwide.

2023 — Gin continues to be a favorite spirit among bartenders; demand is expected to rise in the next several years along with the rising demand for premium cocktails.

THE FUTURE OF GIN

"Gin is going in two directions at once. On one hand, producers are experimenting with ever more esoteric ingredients and more production styles. On the other hand, as bartenders and consumers learn more about classic cocktails, there is also a growing appreciation for the original gins that were used in those recipes."

— Patrick Smith, senior beverage manager, Union Square Hospitality Group, New York City

Gunpowder Tea &
IRISH CURIOSITY



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CLASSIC GIN COCKTAILS



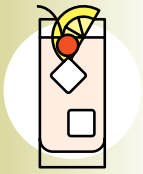
GIN MARTINI Gin and dry vermouth or olive juice; stirred with ice; served up in a martini glass; garnished with a lemon peel or olive.



NEGRONI Gin, Campari, and sweet vermouth in equal parts; stirred with ice; served in a rocks glass with ice; garnished with an orange twist.



GIMLET Gin and lime cordial or lime juice with simple syrup; shaken with ice; served up in a cocktail glass; garnished with a lime wheel or wedge. Popular variations include the Southside and Eastside cocktails, which incorporate mint, and mint and cucumber, respectively.



TOM COLLINS Gin, lemon juice, and simple syrup; shaken with ice; served in a Collins glass with ice and topped with soda water; garnished with a lemon slice and maraschino cherry.



RAMOS GIN FIZZ Gin, simple syrup, heavy cream, lemon juice, lime juice, orange blossom water, and egg white; shaken vigorously both without and then with ice; served in a Collins glass without ice and topped with soda water. A famously labor-intensive cocktail with origins in New Orleans.



FRENCH 75 Gin, lemon juice, and simple syrup; shaken with ice; served in a flute and topped with Champagne; garnished with a lemon twist.



BEE'S KNEES Gin, lemon juice, and honey; shaken with ice; served up in a cocktail glass; garnished with a lemon twist.



LAST WORD Gin, green Chartreuse, maraschino liqueur, and lime juice in equal parts; shaken with ice; served without ice in a cocktail glass; garnished with a maraschino cherry.

THE FUTURE OF GIN

"The future of gin includes more educated consumers who are becoming more specific about their interest and support, and who are no longer looking for the staples but rather the exceptional, with a heightened focus on brand loyalty, and a growth in mid-sized brands and premium spirits."

— Natasha Bahrami, owner, The Gin Room, St. Louis, Missouri



Partner

GIN LANE 1751

Gin Lane 1751 is a celebration of Victorian-style gins with its classic London Dry and Old Tom gins, a pink gin, and Violet and Cucumber-Watermelon-Mint flavored gins. The brand donates 50 percent of its products to breast cancer research each fall.

MAJOR GIN CATEGORIES

LONDON DRY: The hallmark style of gin with its origins in London, though London Dry gin may now be made anywhere. While other botanicals are typically used, juniper is dominant, and the flavor is crisp and clean.

NEW AMERICAN/CONTEMPORARY: "New American" was christened as a style during Prohibition due to the rise of bootleg gin. While the category is extremely broad and not a legal definition, as a point of differentiation from London Dry style, gins in this category are considered easier on the juniper note to highlight other botanicals.

OLD TOM: A sweetened style of gin, often from licorice root or other sugars, Old Tom gins may also be barrel aged for a richer flavor.

PLYMOUTH: Named for its brand (and the only producer in the category), this is nonetheless considered a distinct style of gin that previously held protected name designation. Plymouth Gin has a drier, earthier, and more citrus-forward flavor than typical London Dry gins.

FLAVORED GIN/GIN LIQUEUR: Flavored gins such as sloe gin often incorporate fruit and additional sugar and are often lower in proof. As gins in the U.S. must be a minimum of 80 proof, the term "gin liqueur" is often used for selections which don't meet that requirement.

NAVY STRENGTH: Plymouth first made an overproof gin by request of the British Royal Navy, hence its name. Navy Strength gins are bottled at 57.15 percent alcohol, purportedly so that, in case of leakage, they wouldn't neutralize the gunpowder they were stored next to below deck.

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