

KANE'S BEVERAGE WEEK

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

Volume 84, No. 8

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February 24, 2023

Who & What --

Chamisal Vineyards, the first commercial vineyard planted in the Edna Valley, hires **Brianne Engles** as head winemaker overseeing the vineyard management of the historic estate and production of the winery's cool climate Chardonnay and Pinot Noir. Engles

WineDirect hires **Jeff Carroll** has joined as vice president, partners and compliance. He joins from Avalara, where he was general manager, beverage alcohol.

Heather Perkin is promoted to head winemaker at **Pike Road Wines**, McMinnville, Ore. Perkin has been with the Campbell family, owner of Pike Road Wines, for more than 15 years.

3 Badge Beverage Corp. promoted **Eric Timmerman** to Vice President-National Sales Manager for the Mixology portfolio and **Harvard Gates** to Vice President-National Sales Manager for the Enology portfolio.

Diageo to Award 3 HBCUs \$250,000 To Aid Equity

Diageo North America said it is providing an additional \$1.75 million in endowments to support Historically Black Colleges and Universities (HBCUs) and Minority-Serving Institutions.

The additional funding is an expansion of the company's **initial \$10M in endowments** granted to 25 HBCUs in 2021, as part of Diageo's commitment to inclusion and diversity.

The three new HBCU schools, Tougaloo College in Jackson, MS; Cheyney University of Pennsylvania in Cheyney, PA; and Southern University in Baton Rouge, LA will each receive \$250,000 in grants for need based scholarships.

Cakebread Cellars Acquires Carneros Vineyard from Jackson Family Wines

Purchase of the Ahmann vineyard property is the Cakebread family's largest Napa vineyard acquisition in its history. Terms weren't disclosed.

"With this 209-acre purchase, the total gross acres owned by Cakebread Cellars grows to 1,873 acres, including just under 800 plantable acres," says **Dennis Cakebread**, co-owner and board chairman.

The Ahmann Vineyard acquisition will double Cakebread Cellars' holdings in the Napa Carneros AVA, an ideal location for growing chardonnay and sauvignon blanc grapes because of the region's cool climate and soil composition. The purchase is the sixth Cakebread acquisition in the AVA.

"This generational vineyard purchase will enhance Cakebread Cellars' chardonnay production and quality to help us continue delivering the consistent wine style our consumers love," says **Aaron Fishleder**, Cakebread Cellars vp-operations. "We are excited to make this investment and elevate our wine quality even further."

The vineyard team plans to implement organic and regenerative farming techniques as they begin planting 174 acres of chardonnay and sauvignon blanc on the property. The remaining 35 acres are currently planted with chardonnay and pinot noir.

Molson Coors Appeals NAD Recommendation To End 'Light Beer Shouldn't Taste Like Water' Ad

The Better Business Bureau's **National Advertising Division** recommended **Molson Coors Beverage Co.** end the claim that "light beer shouldn't taste like water, It should taste like beer."

Molson Coors said it disagrees with the decision and recommendation of the National Advertising Division and will appeal the decision to the National Advertising Review Board" based on its belief that "the ads do not expressly identify Michelob Ultra or any other light beers" and it should not be precluded from publicly sharing its "opinion" that light beer should not taste like water.

Anheuser-Busch had challenged the Molson Coors claim, Because Molson Coors didn't submit any evidence supporting the claim that any other beers "taste like water, NAD recommended the claim be discontinued.

It noted that "taste like water" is something that can be measured: "Reliable sensory testing could demonstrate whether consumers detect a watery taste or the complete absence of taste. Consumers may also reasonably expect that the statement is supported by such evidence," it said.

Law Allowing Wine in Colorado Groceries Seen Slashing Liquor Store Sales 10%

Despite concerns from some industry leaders, a recent Colorado State University study found that since the state began allowing the sale of full-strength beer in grocery stores in 2019, there has been minimal harm to the craft beer industry and a limited impact on liquor stores.

But with the state poised to allow the sale of wine in grocery stores March 1,

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Subscriptions: \$799, 47 issues a year

ISSN: 0882-2573

CSU researchers say liquor stores could see less foot traffic and be forced to specialize in more niche products in order to survive – something that could create new opportunities for smaller Colorado craft brewers who have had difficulties securing space on grocery store shelves.

“After Colorado approved beer in grocery stores, there was a 5% decrease in foot traffic in liquor stores – which all things considered, wasn’t gigantic,” said Marco Costanigro, a professor of agricultural and resource economics at CSU and one of the study’s co-authors. “But when we add wine to the equation, I expect that more marginal liquor store businesses will have a harder time.”

The sale of full-strength beer – or beer containing more than 3.2% alcohol by volume – in grocery stores mainly benefitted larger craft breweries and macro-brands, according to the study.

However, growth of regional craft brands was counterbalanced by a decline in liquor store sales – which Costanigro said was more pronounced in rural markets where consumers tend to buy beer from national rather than regional brands.

Small breweries, meanwhile, encountered numerous barriers to getting on grocery store shelves, including costly insurance requirements and requests to distribute to a minimum number of stores, which created logistical barriers that many of these small businesses weren’t equipped to handle.

“Consequently, it became easier for these smaller breweries to work with smaller liquor stores that had fewer logistical challenges to get through in terms of distribution,” said study co-author Joe Cannon, a professor of marketing at CSU.

To collect data for the study, researchers surveyed 76 Colorado craft breweries on total production, packaging practices, distribution strategies and volume sold by market channel in 2017 and in late 2019 (one year after full-strength beer became available in grocery stores). Thus, the study’s data does not include the impacts of the COVID-19 pandemic, which initially led to record sales at liquor stores across the state.

Researchers also utilized cell phone tracking data to analyze liquor store foot traffic.

They found that:

The total volume of craft beer in liquor stores declined by 17,000 barrels (16%), while the volume sold in grocery stores grew by 28,000 barrels.

Half of Colorado’s craft breweries reported having access to distribution in grocery stores, but it only accounted for 5% of their sales by volume.

Regional breweries saw a 19% increase in beer sales in grocery stores (25,000 barrels), but their sales in liquor stores contracted by the same amount.

Cellphone data showed a roughly 5% decline in foot traffic to liquor stores, but there’s no evidence this corresponded with sales.

“I think the sale of wine in grocery stores will further erode the share of liquor store sales that happen in liquor stores,” Cannon said. “However, we’ve seen some smaller liquor stores respond by stocking a greater variety of craft beer, which in turn helps those small brewers.”

The researchers also said that the sale of beer in gro-

cery stores holds benefits for consumers in terms of lowering prices and greater convenience, and that adding wine to the equation could be a further boon for increased competition.

“Things change all the time – and the liquor industry is no exception,” Costanigro said. “These changes do create winners and losers, and that’s why it’s important for businesses to adapt.”

Kentucky Bill Would End Tax On Aging Barrels of Bourbon

The Kentucky legislature is considering a bill that would slowly phase out the inventory tax on aging bottles of bourbon. But before the decrease takes effect, it “will initially and significantly increase our tax liability,” the association said.

Kentucky Distillers Association (KDA) said it “believes the phase-out schedule in House Bill 5 ultimately benefits local communities across Kentucky by more than doubling the industry’s tax before any reduction occurs. In fact, most local communities will see no reduction from current revenues for at least the next 10 years.

“The success or failure of House Bill 5 will determine whether Kentucky’s distilling industry continues to call the Commonwealth home, bringing jobs and tax revenue as it grows, or whether it is forced to look at other states for future growth or even potentially relocating existing facilities,” KDA said in a statement.

Fresh Vine Wine Boosts Distribution Points 19% in 2023

Fresh Vine Wine, Inc. said it has added more than 1,197 new points of distribution in 2023, which represents a 19% increase to 7,446 since the beginning of this calendar year. Fresh Vine Wine can now be found at select retail locations like Amazon and **Whole Foods**, among many others.

“Our goal has always been to be the leader in the ‘Better For You’ category, and we look forward to introducing our collection of well-balanced premium wines to additional markets for all consumers to enjoy. With so much unmet demand in this space, the increased availability of our wines supports our belief that the product resonates with consumers and is gaining traction in the market,” said **Jamey Whetstone**, Fresh Vine Wine’s winemaker. “Retailers and buyers are excited about this fast growing segment, and our unique approach to winemaking has differentiated Fresh Vine Wine on taste and quality.”

Fresh Vine Wine was founded with the intention of filling an existing gap in the wine industry. The brand has received recognition in the “Better For You” category from several influential industry authorities, all of which validate the caliber of Fresh Vine Wine’s entire product portfolio. In August of 2022, Fresh Vine Wine’s Limited Reserve Cabernet Sauvignon received a 92-point rating from renowned wine critic James Suckling. The brand’s California Cabernet Sauvignon also received a 92-point rating in September of 2022 from The Tasting Panel & SOMM Journal. Fresh Vine Wine’s 2021 Rosé, 2020 Chardonnay, 2020 Cabernet

Sauvignon, and 2019 Pinot Noir all received Sommelier Choice Award recognitions from acclaimed sommeliers and industry experts within the association across gold, silver, and bronze ratings.

“While we believe that points of distribution serve as a reasonable proxy of future growth, the Company continues to execute against a defined strategy and has an ambition for long-term growth,” said **Jim Spellmire**, Fresh Vine’s CFO. “We are proud of the progress we have made, and we believe that our positive momentum is an example of our 2023 strategy beginning to work.”

Beam Suntory Acts to Reduce Carbon Footprint of Tequila Production

Beam Suntory said it is launching a first-of-its-kind pilot program within the tequila industry to explore regenerative agricultural practices in the agave fields near its Casa Sauza operations in Jalisco, Mexico.

The program has the potential to reveal new opportunities to improve carbon capture and supports Beam Suntory’s Proof Positive sustainability agenda and commitment to achieving net zero emissions in direct operations by 2030.

In partnership with environmental professional services company Red BioTerra, the pilot program will explore methods of maximizing carbon capture in agave fields by introducing additional plants, which absorb carbon during the day, between rows of agave, which absorbs carbon at night to avoid water loss. If successful, this method is expected to neutralize 50% of Casa Sauza’s emissions by 2026, and 100% by 2030.

“This marks an exciting step toward more sustainably sourcing the highest quality agave for our renowned Casa Sauza tequila, ultimately benefitting the environment through the power of regenerative agriculture,” said **Kim Marotta**, global vp-environmental sustainability, Beam Suntory. “We are proud to be working toward our sustainability commitments with cutting-edge initiatives across our entire family of brands.”

The pilot program is the latest development in Casa Sauza’s long-held commitment to environmentally friendly practices. The tequila brand has one of the industry’s lowest water usage rates and is working toward further reducing water, energy and waste at its facilities through continuous production improvements and new technologies – including switching from fuel oil to natural gas. Casa Sauza is also part of the Charco Bendito Project, through which it supports the restoration and protection of a sub-basin of the Lerma–Santiago River and promotes reforestation, soil conservation and recharging the aquifer.

“Caring for the environment is a core value in our pursuit to produce the finest tequila,” said **Servando Calderon**, general manager Tequila Operations, Casa Sauza. “We are proud to be kicking off this new pilot program, which has the potential to capture more than 36,800 tons of carbon per year – leading to healthier soil, increased biodiversity and reduced soil erosion.”

Results from the pilot program, which is inspired and supported by parent company Suntory Holdings’ Growing for Good initiative, are anticipated by the

end of its first year of study, with the potential to extend for an additional seven years.

Community Spirit Vodka Certified a B Corp

Community Spirit Vodka has been certified a B Corporation (B Corp), in recognition of the high social and environmental performance, commitment to all stakeholders, and transparency in performance towards the high standards established by B Lab, the nonprofit network transforming the global economy to benefit all people, communities, and the planet.

By harnessing the power of business, B Lab positively impacts companies around the world, helping them balance profit with purpose, a guiding principle for The Community Spirit Vodka since its founding in 2021.

“We created The Community Spirit Vodka to celebrate and support more directly celebrate and support those individuals and organizations working hard to better their local communities,” said **Moises Guindi**, co-founder/CEO of **Casa Lumbré**, the global spirits company behind Community Spirit Vodka. “The year-long B Corp Certification process presented an opportunity to learn and evaluate how we do business and innovate with how and where we can push ourselves in the communities we serve, and in the employment practices we use. This process made a meaningful impact; in 2022 alone, The Community Spirit has given back 24% of revenue to partners through events, bottles and cocktails working directly for their causes.”

Tennessee Judge Halts Building Of New Jack Daniel's Warehouses

Lincoln County, Tenn., building officials have been told to order a halt to construction of new warehouses used to age **Jack Daniel's Tennessee Whiskey**. The prob-

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lem: Existing warehouses are emitting whiskey fungus, which appears as a black crust on surfaces.

The fungus, which consumes ethanol fumes, grows on surfaces near bakeries and distilleries around the world.

Some locals are calling on **Brown-Forman Corp.** to install air filters to combat the problem. A lawyer for the owner/operator of an events venue said he expects to ask a court to order Brown-Forman to stop using six recently built warehouses near the events venue site.

A Brown-Forman spokesperson said the company will work with officials on updated permits and will continue to comply with regulations and industry standards regarding the design, construction and permitting of its Lincoln County barrelhouses.

Peroni Nastro Azzurro 0.0% Debuts in U.S.

Molson Coors Beverages Co. gave **Peroni Nastro Azzurro 0.0%** the green flag yesterday, sending it into competition in more than 20 U.S. beer markets and onto the Formula 1 tracks at Miami, Las Vegas and Austin, Texas.

The non-alc offshoot of Peroni Nastro Azzurro, the fast-growing Italian import lager, arrives as a growing number of U.S. drinkers are seeking out low- or no-alcohol options. The non-alc segment grew volume nearly 8% and dollar sales more than 17% in 2022, according to IRI data.

Peroni 0.0% was brewed with “an innovative dealcoholization process to deliver the superior taste that customers expect from Peroni Nastro Azzurro,” says Cara Lauritzen, senior marketing manager for Peroni. “People choose Peroni because they want that taste of Italy in their hand, they want that elevated experience. They’re going to get that with Peroni 0.0%.”

Peroni 0.0% was formulated to match the flavor of the original Peroni Nastro Azzurro “as much as possible,” Lauritzen says. Some “90% of consumers agreed it matches our full-alc beer better than competitors,” she says, citing a panel of consumers polled by the brand.

Peroni 0.0% launched in Europe last year and quickly caught on, tallying more than 5% of Peroni’s global sales already, according to sales data compiled for Molson Coors. It represents part of a broader shift in consumer preference towards non-alcohol beverages.

demand for non-alc beer, wine and spirits grew more than 20% from 2021 to 2022, with NA beer accounting for more than 85% of sales, Nielsen found. The study also found the vast majority of consumers aren’t swearing off alcohol completely, but are adding non-alc beverages into their mix.

The Peroni 0.0% launch will be supported with a new [campaign](#) that celebrates “la dolce vita” in social and digital, out-of-home advertising and also at retail, with a sampling campaign to ensure drinkers are able to try the product.

Carmel Winery Expands Premium Line with 2 Reds

Israel’s largest and leading winery, **Carmel Winery**, is expanding its premium wine brand - **Carmel Signature** with two new red varietals just in time for Passover.

The Carmel Signature fine wines were launched two years ago with great success as the luxury wine brand of Car-

mel Winery, and includes four series: **Vats**, **Single Vineyards**, and two iconic wines, **Carmel Mediterranean** and **Limited Edition**.

The new **Volcano** series is comprised of fine wines from the best vineyards of the winery’s unique and rich terroir.

According to **Etti Edri**, Export Manager at Carmel Winery, “The Carmel brand introduces new selections of wines to its Signature series, along with a prestigious and up-to-date new look. These two new wines, a Cabernet Sauvignon and a Merlot, are both grown in an Upper Galilee vineyard rich in volcanic soil, hence the name Volcano. These are the wines worth waiting for, to celebrate memorable occasions and milestones. And, both are a perfect complement to the upcoming Passover holiday.”

Napa Valley Vintners Annual Auction Raised \$3.4 Million

More than 11,000 bottles of wine were auctioned off at an average price of \$286. That equals the high mark set in 2015.

Wines sold at the Premiere Napa Valley auction are special cuvees sold pre-release, usually in lots of just 60 cases. They will have a special label when released, and most will go only to customers on their mailing lists – and not just any customer but those who have demonstrated loyalty to the store.

“The 2021 vintage is clearly great, and is going to be in very strong demand, as witnessed today,” Sotheby’s auctioneer Jamie Ritchie said in a press release.

“The 2021 vintage is beyond perfection. Structure and finesse blend into a marvelous juice that will definitely take your breath away. I’m thrilled and excited to have been able to get a sneak peek of it, and can’t wait to work it in our market,” said Juan Pablo Salgado, of Delizia Wine Boutique located in San José, Costa Rica.

Cutwater Adopts New Identity, Revamps Brand Packaging

As part of Cutwater’s “Open the Bar” campaign, new packaging updates are designed to make it easier for consumers to understand what canned cocktails actually are. Updates include:

Clarity & Transparency: Cutwater’s new can design clearly outlines the exact amount of shots & a box with a bulleted list of what’s inside i.e. Cutwater Tequila, Triple Sec & Lime Juice on the Margarita can

Real Spirits: With so many canned cocktails and RTDs on the market, Cutwater’s elevated can design emphasizes, that unlike other leading brands, Cutwater is made with *Real Spirits* distilled onsite at their San Diego facility

Easily Recognizable Graphics: The new and improved can design gives clear visual cues for the contents of each can including illustrations of each cocktail in the form you might find it at your favorite bar, plus flavor notes like lime and ginger beer for the *Vodka Mule*

St. Jacques to Lead Molson Coors New Central Commercial Americas Business Function

The new unit, which is expected to unite sales, marketing, innovation, digital capabilities and the company's non-alcohol and liquor portfolios in the Americas, will be led by **Michelle St. Jacques**, who will step into a new role as chief commercial officer.

The company said the unit will allow it "to more quickly scale brands and capabilities, and provide more commercial support for **Molson Coors Beverage Co.**'s portfolio of non-alc and spirits brands."

St. Jacques, who has served as Molson Coors' chief marketing officer since 2019, will oversee all commercial activity and capabilities across the Americas, including the U.S., Canada and Latin America.

The move comes after she's spent the last four years leading the effort to modernize the company's core brands and redefine its marketing vision. Under St. Jacques' tenure, the company strengthened core brands like Coors Light, Miller Lite and Molson Canadian and accelerated its portfolio of above-premium brands with innovations like Topo Chico Hard Seltzer and Simply Spiked Lemonade.

"Since joining our company, Michelle has built a track record of building brands and attacking white spaces with a consumer-first mindset to effectively drive our business forward," Hattersley said. "In doing so, she not only demonstrated a deep understanding of the total business, she also earned the confidence of distributors and retailers alike. I am very happy that she will be taking on this new role as she helps drive our Americas business to new heights."

St. Jacques has selected **Sofia Colucci** as her successor as Molson Coors' new chief marketing officer.

Colucci, who joined the company in 2017 and most recently served as its global vice president for the Miller family of brands and economy portfolio, "has earned a reputation for creative excellence," St. Jacques said, pointing to the resurgence of Miller Lite, which is growing total category share in the U.S.

As part of the restructuring, Molson Coors' president of emerging growth, **Pete Marino**, will leave the company, effective April 30.

Marino said folding the company's growing liquor and non-alc business into the new commercial function "will take our great start in emerging growth to the next level" by helping provide additional commercial support "for even faster growth as they move to scale."

Hattersley said the objective of the restructuring is not to reduce headcount, save money or reflect a change in the company's strategy. Instead, he said, it prepares the company for its next phase as it moves toward sustainable, long-term growth.

Of All Liquors, Premiumization Most Impacts Bourbon

That's the opinion of **Liz Paquette**, head of consumer insights for Drizly, who notes the "unit price continues to grow year-over-year. Additionally, all the price ranges from \$50 and above have gained share year-over-year over the

lower price ranges."

The higher end of the price spectrum of bourbon average unit price on Drizly has seen notable year-over-year growth. The share of bottles \$100 or more rose from a 10.5% share in 2021 to a 12.2% share in 2022. Other higher price segments \$50 and above rose as well, with the \$90 to \$100 range going from a 1.9% share to a 2.2% share; \$80 to \$90 range going from a 2.3% share to a 2.6% share; \$70 to \$80 range going from a 4% share to a 4.4% share; \$60 to \$70 range going from a 7% share to a 7.7% share; and the \$50 to \$60 range going from a 12.7% share to a 14% share.

Conversely, the share of bourbon sales on Drizly in every price bracket under \$50 has decreased.

The share of bourbon sales for bottles between \$20 and \$30 decreased from 21% to 18% year-over-year, while the share of sales in the \$50 to \$60 range increased from 12% to 13%. The share of bourbon sales for bottles between \$60 and \$100 all increased slightly as well, while the share of sales for bourbons more than \$100 increased from 6% to 9%

Outside of whiskey, a rising percentage share of tequila sales competes with the top whiskey subcategories. Neither tequila nor the other whiskey subcategories meet bourbon's overall share of sales, however.

Easy to Buy Now on Allocation

"A lot of brands that used to be relatively easy to buy are now on allocation," says Rand. "This is due to both supply issues as well as consumer demand for popular brands that have a reputation for quality and value. Consumers are more educated on the bourbon category and are looking to explore across the brands they know as well as to discover new brands. Limited releases are also driving more interest fueled by social media and scarcity, more and more bourbon fans are looking to get bottles that no one else can."

The list of top-selling bourbon brands on Drizly is relatively stable. In the past year, Maker's Mark surpassed Bulleit as the top-selling bourbon brand on Drizly. Additionally, Angel's Envy replaced Knob Creek in the No. 10 position.

Drizly's Top-Selling Bourbons in 2022

Maker's Mark
Bulleit
Woodford Reserve
Jim Beam
Basil Hayden
Four Roses
Blanton's
Evan Williams
Buffalo Trace
Angel's Envy

The reliability of the top-selling brands makes it easy for retailers to stock a variety of SKUs from popular bourbon brands to maximize sales. Additionally, many of the top-selling brands have SKUs at various price points to capitalize on the sale of premium and super-premium bottles.

Drizly's Fastest-Growing Bourbons in 2022

Four Roses Bourbon
Four Roses Small Batch Bourbon
Four Roses Single Barrel Bourbon
Michter's US 1 Kentucky Straight Bourbon
Maker's French Oaked 46 Bourbon Whisky
Four Roses Small Batch Select Bourbon

Hudson Bright Lights, Big Bourbon Whiskey
 Weller 12 Year Bourbon
 Booker's Bourbon Whiskey
 Bulleit Old Fashioned Cocktail
 Jefferson's Reserve Bourbon
 Jefferson's Very Small Batch Bourbon Whiskey
 Basil Hayden Subtle Smoke Kentucky Straight Bourbon Whiskey
 High West American Prairie Bourbon
 High West Bourbon Whiskey

Who's Buying Bourbon?

In 2022, millennials commanded the largest share of bourbon sales (52%, compared to 50% of overall Drizly sales) followed by Gen X (36% compared to 35% of overall Drizly sales), baby boomers (13% compared to 14% of overall Drizly sales), and Gen Z (2% compared to 3% of overall Drizly sales).

In 2022, the top markets that over-indexed on bourbon share relative to overall share of sales on Drizly included Dallas, Chicago, Washington, D.C., Atlanta, Houston, and Austin.

Looking Ahead to 2023

Bourbon is a reliable sales driver and will continue to bring in consumers. **IWSR Drinks Market Analysis** predicts that the CAGR for bourbon will be plus five percent in volume and plus eight percent in value between 2021 and 2026.

"IWSR forecasts bourbon sales to increase in 2023," says **Brandy Rand**, the chief strategy officer at IWSR Drinks Market Analysis. "In 2016, bourbon held 26% volume share of the whiskey market in the U.S. In 2021, this had grown to a 30% share and IWSR forecasts it to grow to a 31% share by 2026. The level of investment by multinationals in bourbon production and storage facilities in order to meet growing demand points to a very positive future."

Bourbon has historically had its lowest performance in the third quarter on Drizly. That's quickly followed by the fourth quarter, which is the strongest performer. That's one major reason to steadily ramp up inventory going into Q4, starting with the top-selling bourbon brands on Drizly while keeping an eye on rising SKUs and new formats like ready-to-drink cocktails.

"Both are important for retailers to consider when planning their bourbon inventory," Paquette says. "While the tried and true top-sellers are essential for retailers to have in stock to attract consumers seeking those specific products, having lesser-known and innovative SKUs is also a great way to stand out among the competition and attract consumers looking for something new in the bourbon category."

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Barnard Griffin Taps Winebow To Distribute in Washington State

With the addition of Washington, **Winebow** now distributes **Barnard Griffin** in nine markets, including Washington, D.C., Delaware, Florida, Georgia, Maryland, North Carolina, and Virginia.

"We are honored to represent Barnard Griffin in their top market and delighted to expand our relationship with them," said **Dean Ferrell**, president/CEO of Winebow. "As an organization, we've been championing wines from Washington State for several years now and are true believers in its excellence due to wineries like Barnard Griffin. They're a truly devoted family of winemakers and their wines represent exceptional quality and value."

Barnard Griffin pioneered quality wine production in Washington State in 1983. Owner Rob Griffin has been recognized as the longest practicing winemaker in the State of Washington, with more than 40 harvests under his belt. His wife Deborah Barnard assists with winery operations, and their daughter Megan Hughes serves as second-generation winemaker.

Dogfish Head Adds Crush Canned Cocktails to Line

The launch of **Dogfish Head's** Grapefruit & Pomegranate Vodka Crush and Crush Variety Pack bring its already expansive lineup of ready-to-drink Canned Cocktails to seven unique libations. Artfully showcasing the brand's 20+ years of distilling and mixology experience, each Canned Cocktail clocks in at 7.0% ABV, contains two full-proof shots of [Dogfish Head Distilling Co.](#) spirits and features a bevy of real culinary ingredients. Dogfish Head's Canned Cocktails are currently growing at 56%, outpacing the booming spirits-based Canned Cocktail segment.

Nutrl Vodka Seltzers Taps Chloe Fineman For 1st National Integrated Campaign

NÜTRL Vodka Seltzer – the No. 2 spirits-based seltzer brand on the market - announces its first national campaign, "NÜTRL. The One with the Umlaut," featuring ac-

tress and *Saturday Night Live* star Chloe Fineman as Günter, a cheeky vodka seltzer sommelier and the brand's new spokesperson. The campaign serves as an introduction to NÜTRL's quirky personality and heroes the brand's superior, light and refreshing taste.

"It's no secret that consumers are moving away from over-engineered and over-complicated products, but instead are prioritizing quality and taste," says Marisa Siegel, VP of Marketing for NÜTRL Vodka Seltzer. "NÜTRL. The One with the Umlaut.' campaign perfectly encapsulates the confident simplicity of NÜTRL and the inherent quality you get from its real ingredients, all while showing off the brand's tongue-in-cheek personality."

"NÜTRL. The One with the Umlaut." is an integrated, national campaign that will roll out across the United States on connected TV, digital, OOH, social, radio and retail throughout 2023. The campaign is inclusive of four 15 second spots and four unique 6 second spots that each highlight a hero flavor within the brand's portfolio, including Pineapple, Watermelon, Lemonade and Cranberry.

Buzzard's Roost Hosts Raffle For Women's History Month

Buzzard's Roost Sipping Whiskey and the Bourbon Women Foundation are teaming up to celebrate Women's History Month with a raffle to win a priceless, hands-on "Distiller for a Day" experience.

Raffle tickets are \$100 each. The winner will be drawn at random on Instagram Live @buzzardsroostspirits and @bourbonwomen on Tuesday, March 21 at 7 p.m. EST. All proceeds will benefit the Bourbon Women Foundation, which provides scholarships and mentoring for women in the bourbon industry.

The winner and their guest will be treated to an extraordinary "Distiller for a Day" experience with Buzzard's Roost Whiskey. They will spend a morning at **Independent Stave Co.**, seeing how barrels are crafted and learning about the science behind the stave, including behind-the-scenes education about the proprietary charring and toasting of the American oak barrels that give Buzzard's Roost whiskies their rare flavor profiles.

The afternoon will be spent at the new Buzzard's Roost Whiskey Row Experience in downtown Louisville with Buzzard's Roost CEO and co-founder **Judy Hollis Jones**. Activities could include barrel tasting, measuring the proof strength of fresh whiskey off the doubler and other quality control jobs.

With a micro-still, tasting bar, classroom space, and retail shop on site, the winner will get a full 360-degree experience, learning about how Buzzard's Roost whiskies are made. They'll also have one-on-one time with world-famous whiskey expert and author **Susan Reigler** and Bourbon Women Managing Director **Heather Wibbels** aka The Cocktail Contessa. The day will end with dinner at Whisky Magazine's 2023 "Bar of the Year" Bourbons Bistro with Hollis-Jones and Buzzard's Roost Master Blender Jason Brauner and friends.

Yacht Life Vodka Debuts

The Quintessential Yachtsman, which describes itself as a "luxury lifestyle brand," launched its flagship product, **Yacht Life Vodka**.

Yacht Life Vodka's custom screen-printed bottle, a unique square design developed with the thought of having minimum air space when storing and stocking the bottles aboard a yacht, is a true piece of art. Depicting a stylistic yacht cutting through a wave on deep blue water, with an artistic expression through a condensation on an ice cold bottle, it is sure to entice one to pour a drink after a day of relaxing in the sun, swimming in turquoise waters and exploring exclusive locales.

A scannable QR code also provides consumers a portal into the exclusive, behind-the-scenes world of yachting with photos, videos, cocktail recipes, dish pairings from the galley, information on yachting destinations around the world and more that will bring you behind the scenes of the yacht world.

For every bottle of Yacht Life Vodka sold, a portion of the proceeds will be donated to ocean conservation charities.

Frequent Testing Cuts Odds DWI Offenders Will Die, Study Says

A statewide alcohol-monitoring program that requires people arrested for drunk driving and other alcohol-involved offenses to be tested frequently for alcohol use can reduce the likelihood that participants die for several years after their involvement with the program, according to a new RAND Corp. study.

Analyzing results from South Dakota's 24/7 Sobriety Program, researchers found that those arrested for drunk driving who participated in 24/7 Sobriety had on the order of a 50% lower risk of dying during the study period compared to those arrested for drunk driving who did not participate in the program.

The results are published in the latest edition of the journal *JAMA Psychiatry*.

"These findings add a public health dimension to the growing evidence that the 24/7 approach improves public safety by reducing rearrest," said **Nancy Nicosia**, the study's lead author and a senior economist at RAND, a nonprofit research organization. "We believe this is the first evidence that such programs may also improve health outcomes for those who are enrolled."

Alcohol is the third-leading cause of preventable death in the US with alcohol-impaired driving alone claiming 11,654 lives in 2020 -- a 14% increase over the previous year.

The South Dakota 24/7 program is a public safety effort largely focused on those who are repeatedly arrested for alcohol-involved offenses. The program imposes very frequent alcohol testing along with swift but modest sanctions for those testing positive or missing a test -- typically a night or two in jail.

Past RAND studies have shown that the 24/7 program in South Dakota lowers the likelihood that participants will be rearrested or have probation revoked, as well as reducing county-level repeat DUI arrests and domestic violence arrests.

"We have also found evidence that 24/7 Sobriety im-

proves impaired driving outcomes in other states," said Beau Kilmer, a coauthor on the study and codirector of the RAND Drug Policy Research Center.

For the new study, researchers analyzed criminal history and mortality data for individuals arrested for driving under the influence of alcohol in South Dakota during 2004 to 2011. The sample included 11,827 people who participated in the 24/7 program and 48,834 nonparticipants.

Angelo Sangiacomo, 92, Dies

Angelo Sangiacomo, 92, a founding partner of **Sangiacomo Family Vineyards**, died at home Feb. 27.

He oversaw the expansion of Sangiacomo Family Vineyards to its current status as one of the largest family-owned, premium winegrowing businesses in California with over 1,600 acres of vineyards in Sonoma County.

His biggest challenge arrived early in his career when he successfully steered the family through the perilous transition from farming fruit-tree orchards to growing winegrapes following the decline of the pear market in Sonoma County beginning in the 1960s. Angelo, along with his three siblings, planted the family's first vineyard, Green Acres, in 1969 and bravely looked toward the future of the wine industry.

He had the foresight to see that grapegrowers --- like winemakers -- could reap the benefits of brand building.

Angelo helped pioneer the creation of California vineyard-designated and single vineyard wines. The 1979 Gundlach-Bundschu Chardonnay Sangiacomo Vineyards was amongst the first Californian wines to carry a vineyard designation on its wine label. Today the family sells grapes to more than 80 premium wineries, many of which produce wines that carry the Sangiacomo Vineyard designation.

Angelo recognized the importance of carving out prestigious viticultural areas and was instrumental in the creation in 1982 of the Carneros appellation spanning the southern tips of Sonoma and Napa Valleys.

In his easygoing manner, he was a master marketer. He understood that his family's success was inextricably linked to that of his winery clients. Under his direction, the family pioneered customized grapegrowing, leading him to seek out high-end winemakers looking for growers willing to indulge their every whim.

He was one of the first to accommodate winemakers' requests to deliver small lots of grapes, pick specific rows of grapes, and farm according to their specifications.

He aimed for long-term partnerships often sealed in a handshake agreement at the kitchen table over a home-cooked Italian meal. His belief that one should "dance with the one that brought you" meant he never faltered in his loyalty to his clients, who, in return, stuck by his side when the chips were down. Endearing even in difficult times, he always offered others the benefit of the doubt.

Never losing sight of the future, Angelo carefully set the stage for the business to thrive for generations to come. As a young man, Angelo understood that the business must expand to support several siblings and to enable his children to have a place at the table. He shrewdly scaled the business by prioritizing investment in land; making do with used

equipment; working long days; and continually sacrificing for the future.

The first 10 years of Angelo's life coincided with the beginning of the Great Depression. Unlike many who steered clear of risk-taking after the Depression, he was not afraid to take a chance, but only after a most thorough calculation of the risks. His financial education began at a young age at the nightly dinner table, where his parents discussed their struggles to keep the family business afloat through the Depression. Even as a young boy, he always knew the market price for pears which sold during this period for as little as \$20 per ton. He began working in the fields at the age of six, picking and packing pears and figs for shipment.

He is survived by his wife, Diane, children Michael Sangiacomo (Whitney), Mia Pucci (Michael), and Steven Sangiacomo (Connie); sister Lorraine Sangiacomo and brother Victor "Buck" Sangiacomo (Susan); and seven grandchildren.

A Funeral Mass was celebrated on Monday (3/6)

Woodford Reserve's Kentucky Derby Bottle Marks Secretariat's Victory

This year's Woodford Reserve 2023 commemorative Derby bottle celebrates the 50th anniversary of one of the most iconic moments in sports history – Secretariat winning the 1973 Derby.

The bottle features the artwork of Kentucky native Jaime Corum, known for her stunning horse portraits. Her painting captures Secretariat in the Winner's Circle at Churchill Downs, with the famed Garland of Roses draped over the colt's withers.

The bottle retails for \$55 and is available for purchase globally. A special presale on [ReserveBar](#) begins March 1.

Secretariat is considered one of the greatest thoroughbreds of all time. A Triple Crown winner, he still holds the record for the fastest race time at the Kentucky Derby, Preakness, and Belmont.

"Secretariat is perhaps the most revered and most loved racehorse in history," Woodford Reserve Master Distiller **Elizabeth McCall** said. "Even 50 years after his stunning achievement, Secretariat's Triple Crown run is still considered one of the most iconic achievements in sports."

"I hope that my painting for this year's Woodford Reserve Derby bottle, "Still The Greatest," allows us to remember that moment of dreamlike perfection when Secretariat won the 1973 Kentucky Derby," Corum said. "I have been honored to paint Secretariat many times over the years, but this one is truly special to me, as it celebrates his 50th anniversary and is paired with Woodford Reserve. Who could imagine a more perfect pairing of two things that will never go out of style?"

To Your Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor