

# KANE'S BEVERAGE WEEK

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

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## Who & What —

Greenspoon Marder expands the firm's Hospitality, Alcohol and Leisure Industry Group with the addition of partner [Jaci P. Flug](#) in the New York office.

**Wilson Daniels** promotes **Kevin Murphy** to Executive Vice President of Wholesale and Operations. He had been senior vp-operations.

**Terlato Wine Group** hired **Kim Beto**, a level 3 sommelier, to be vp-Fine Wine & Spirits Business Development. Most recently, he was Southern Wine & Spirits' senior vp-On Premise in Las Vegas.

\* \* \*

## **Lori Russo to Head Champagne Bureau, USA**

Lori Russo has been named as the Director of the Champagne Bureau, USA, the Comité Champagne, the trade association representing the houses and winegrowers of Champagne, France, announced. Champagne Bureaus are the Champagne industry embassies abroad. Russo's tenure as Director will begin Jan. 1, 2024.

Russo is the president of Stanton Communications, an award-winning Washington, DC-based strategic communications firm. In this role, she supports companies and associations in the consumer products, professional services and technology sectors, with a particular focus on strategic counsel, corporate positioning and issue management. She is a long-time member of the National Press Club in Washington, DC, a founding member of the women's executive networking group Chief and a regular speaker at industry events.

Russo will represent some 16,200 growers, 130 cooperatives and 370 Champagne houses within the United States.

## **Robert Mondavi Winery Accused of Terminating Older Tasting Room Staff Based on Age**

In a complaint filed in Napa County Superior Court, David Lewis alleges Constellation Brands U.S. Operations Inc. terminated him and other older workers when it opened "Robert Mondavi Winery's Arch & Tower" tasting room in downtown Napa. The new facility was opened because Mondavi's winery is being renovated, a multi-year project.

Lewis, who is over 40, was told he "did not fit the culture of the new location," according to the complaint. Lewis was hired as a lead in August 2022. The complaint alleges Lewis "continually performed his duties in a satisfactory manner and met or exceeded expectations in his position."

The complaint asserts that staff was told (Constellation) intended to move all employees in the new location when it opened." But in May 2023, all workers in the tasting room were told they were being terminated, but were welcome to apply for position at the downtown.

After a "perfunctory interview process," Lewis and many long-term staff members and many of the highest performers in the tasting room" were "terminated," according to the lawsuit. Constellation provided "false information" about the age of those who were being cancelled. The idea was to conceal the fact that it was older worker d who were being targeted.

The winery declined comment.

## **TTB Proposes to Change Name of Proposed Wanapum AVA**

**Alcohol & Tobacco Tax & Trade Bureau** said it is accepting through Dec. 4 comments on Notice 219A, "Proposed Establishment of the Wanapum Village Viticultural Area, Proposed Name Change to Beverly, Washington."

TTB said it was making the proposal in response to a request from the petitioner for the proposed Wanapum Village AVA. After the close of the comment period for Notice No. 219, which proposed the Wanapum Village AVA, the petitioner requested changing the proposed name to "Beverly, Washington" in response to concerns raised by members of the Wanapum tribe over the use of their tribe's name.

The proposed Beverly, Washington viticultural area (AVA) is located in Grant County, Washington, and is located within the established Columbia Valley AVA. We designate viticultural areas to allow vintners to better describe the origin of their wines and to allow consumers to better identify wines they may purchase.

## **Tilray Acquires 8 Brands from A-B**

**Tilray Brands** said it completed its acquisition of eight craft brands from Anheuser-Busch announced earlier this summer. Terms weren't disclosed.

Tilray is a cannabis firm.

The transaction includes Shock Top, Breckenridge Brewery, Blue Point Brewing Company, 10 Barrel Brewing Company, Redhook Brewery, Widmer Brothers Brewing, Square Mile Cider Company, and HiBall Energy and the breweries and brewpubs associated with the labels.

In addition to selling cannabis, Tilray owns SweetWater Brewing Co., Montauk Brewing Co., Alpine Beer Co., and Green Flash Brewing Co.

In a transaction the cannabis company Tilray said would triple its sales the craft

brew industry, completing the acquisition of eight beer brands from Anheuser-Busch that it had announced over the summer.

Included in the deal are well known labels like **Shock Top, Breckenridge Brewery, Blue Point Brewing Company, 10 Barrel Brewing Company, Redhook Brewery, Widmer Brothers Brewing, Square Mile Cider Company, and HiBall Energy.**

The acquisition comes with breweries and brewpubs associated with the labels.

The companies did not disclose financial details of the deal, but Tilray said earlier this month when it announced the acquisition that it would be paying cash.

Tilray Brands had already entered the brewery space, in addition to cannabis sales. The New York City company also owns **SweetWater Brewing Co., Montauk Brewing Co., Alpine Beer Co., and Green Flash Brewing Co.**

"Tilray has acquired a stellar lineup of eight craft beer and beverage brands that both solidify our leadership in the craft beer industry and strengthen our business in the expansive beverage sector in which we see tremendous opportunity to reinvigorate innovation across many categories including non-alcoholic beverages, energy, and nutritional drinks," Chairman and CEO **Irwin Simon** said in a prepared statement.

Acquiring and profiting from bev/al companies is the short-term strategy. The longer-term goal: making cannabis-infused beverages. In an interview with BNN Bloomberg, Simon said, "one day, we will infuse these drinks with THC, with CBD, but we'll have the distribution and we'll have the brands when and if legalization does happen."

The appeal of cannabis-infused beverages is that they can give consumers a buzz with a lot of calories, and they don't result in a hangover the next day. The unanswered question: Can these beverages be real alternatives to beer, especially in taste?

## NBWA Beer Purchasers' Index Flat in September

The way things have been for beer lately, this qualifies as good news: The September data for the **National Beer Wholesalers Association's** Beer Purchasers Index did not change significantly from August, as the BPI stayed in place below the (50) benchmark at 45 while the At-Risk Inventory (ARI) measure ticked up one point to 53. September ordering trends across segments were static; outside of an 11-point jump for cider, all segments were within 5 points of their 2022 comps.

The index for imports continues to point to expanding volumes with September 2023 reading at 62.

The craft index at 27 for September 2023 continues to signal contraction in this segment and is nearly unchanged from September 2022 reading at 26.

The premium light index fell into the contraction zone with an index reading at 47 for September 2023, also unchanged from September 2022 reading at 47.

The premium regular segment index for September 2023 at 40 is slightly higher than September 2022 reading at 36.

The below premium segment for September 2023 at 42

is slightly lower than September 2022 reading at 47.

The FMB/seltzer reading at 28 for September 2023 is only slightly higher than the September 2022 reading at 24.

Finally, the cider segment posted a September reading at 35 compared to 24 in September 2022.

## B-F to Buy Back \$400M of Stock

**Brown-Forman Corp.** said directors approved a \$400 million share repurchase plan through Oct. 1, 2023.

The plan permits the company to buy back Class A and Class B common shares for cash in open market purchases, block transactions, Rule10(b)5-1, and privately negotiated transactions.

**Lawson Whiting**, Brown-Forman's president/chief executive officer said, "Brown-Forman is appropriately attentive to today's uncertain market conditions while also confident in the long-term potential for our portfolio of brands. We always strive to deliver leading shareholder returns and believe this buyback authorization provides us the necessary flexibility to repurchase our shares when the market presents the right opportunity."

## 3 Wineries Launch Website, Lawsuit To Expose Napa County Overreach

**Hoopes Vineyards, Summit Lake Vineyards and Smith-Madrone Winery** are suing Napa County over what they say are unconstitutional patterns and practices and have now launched <http://saveoursmallwineries.org/>.

The new website is the home for all of the legal documents in the case, news coverage, a link to the County's winery database and more.

The three wineries encourage the public to speak up for accountability. To that end, the website includes contact information for elected and appointed officials—Napa County Supervisors, Napa County Planning Department, Congressman Mike Thompson, State Senator Bill Dodd and California Attorney General Rob Bonta.

"We are small wineries that have been operating for more than forty years. The government has gone completely rogue and is attacking lawfully operating small businesses in an illegal effort to seize property rights that we've possessed for decades," explains **Lindsay Hoopes**, proprietor of **Hoopes Vineyards**, a law professor and former prosecutor.

"I'm a former prosecutor and this is the most egregious government overreach and abuse of discretion I have ever seen," Ms. Hoopes added. "The laws are 'know it when you see it, and make them up as you go.' If you do not agree, or ask questions, the County just sues without a hearing or reasonable opportunity to dispute the claims. It is impossible to operate a business when the goalposts keep moving. This is an enormous problem, but everyone is too afraid to come forward. It has to stop, and I'm grateful to these other small wineries for having the courage to stand with me."

"Napa County has long attempted to assert jurisdiction over small wineries even when it's preempted by state law," said **Stu Smith**, Founder and General Partner at **Smith-Madrone Vineyards**. "Fifty years ago the County tried to regulate activity at my vineyard operation that was governed by state law and the California Supreme Court ruled against them. We joined this lawsuit because it's a half-century later and the County still hasn't learned its lesson."

"We're joining this lawsuit because we have hit a dead end and have no other viable options," said **Heather Griffin**, a Partner at **Summit Lake Vineyards**. "We just want to do what we've been doing for forty years, which is allow customers to drink our wine in the environment in which it was made. Tastings are allowed at wineries across the Valley and yet the County is trying to stop this activity at long standing smaller operations like Summit Lake. They are putting an undue burden on the small family owned and operated wineries that the Napa Valley was built on, and it's killing us off one by one."

"This is about accountability as well as ethical business practices," says Lindsay Hoopes. "The County should be as concerned about property rights as they are about regulating those rights away for the benefit of large corporate wineries," she notes.

**Molson Coors Vision: Accelerate Growth**

Long before the U.S. beer industry was upended by one **Bud Light** can, **Molson Coors Beverage Co.** "changed how we invest, market and operate," **Gavin Hattersley**, president/CEO said. "And we changed our future." The company is "built for growth, we expect growth, and we are delivering growth," he added.

"We turned around Molson Coors over the past few years, and our focus now is on accelerating the growth we created in the years ahead."

"Our long-term growth algorithm anticipates net sales revenue growth, margin expansion, and attractive earnings per share growth, while our expected compelling free cash flow generation supports reinvestment in value creation," said Tracey Joubert, Chief Financial Officer. "With substantially improved financial flexibility, we are pleased to announce a new \$2 billion share repurchase program as part of our balanced and cohesive approach of prioritizing capital allocation among investing in our business, reducing net debt, and returning cash to shareholders. As we look to the future, we are confident in our strategy and ability to drive compelling returns for our shareholders."

To build on the successes achieved by Molson Coors since 2019, the new Acceleration Plan has five pillars:

**Grow core power brand net revenue:** Molson Coors core brands have been gaining strength, and the Company plans to consistently grow its core power brand revenue in the years ahead.

In the U.S., Coors Light, Miller Lite, and Coors Banquet, have been on an upward trajectory for several years, making them well positioned to benefit from the shifts in consumer purchasing behavior largely in the premium segment that have occurred in 2023. Core brands in other large global markets have also been gaining industry share, including Molson trademark in Canada and Ozujsko in Croa-

tia. Carling continues to be a top brand in the U.K. The Company is focused on continuing that momentum for these brands.

**Aggressively premiumize its portfolio:** The Company has aggressively premiumized its portfolio, in both Beer and Beyond Beer, to meaningfully change the shape of its product portfolio. With the benefit of major innovation successes, including Madri in the U.K. and Simply Spiked in North America, the Company has increased its Net Sales Revenue from its Above Premium portfolio from 23% in 2019 to 28% in 2022.

Building on this strength along with compelling new innovations, particularly in Beyond Beer, the Company's goal is for its Above Premium portfolio to reach approximately one-third of its Net Sales Revenue excluding contract brewing, factored and distributor owned brands in the medium term.

**Scale and expand in beyond beer:** The Company's Beyond Beer portfolio includes Flavor, Spirits, and Non-Alcoholic. This Beyond Beer portfolio supports the Company's premiumization efforts and is focused on scalable products in higher-growth segments.

From diversified flavor, including winners like Simply Spiked and Arnold Palmer Spiked, to acclaimed whiskey brands under the Coors Spirits Company, to energy drinks through its partnership with Dwayne Johnson's ZOA Energy, the Company expects its Beyond Beer portfolio to drive about half of its Above Premium net sales revenue growth over the medium term.

**Invest in its capabilities:** Molson Coors intends to continue to invest in building leading capabilities and efficiencies, including digital transformation, marketing effectiveness, sales execution, and sustainability initiatives. Since 2019, the Company increased aluminum can production

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capacity, built a new U.S. variety packer, added a can line in Croatia, built a new state-of-the-art brewery in Canada, broke ground on a major modernization in its Golden Colorado brewery, and added flavor production capabilities in the U.S., Canada, and the U.K.

The Company's digital transformation has enhanced the effectiveness of its marketing and sales efforts as well. Continued investments in these capabilities are expected to help drive growth and margin expansion through productivity improvements, operating efficiencies, and cost savings.

**Support its people, communities, and planet.** The Company recommitted to its core values, the first of which is "Put People First" along with investing in their success and supporting the communities in which it operates globally. Hattersley commended the more than 16,000 employees around the world who helped deliver growth over the past several years, along with the fundamentals of the Revitalization Plan.

It should be noted that many of Molson Coors' environmental action have proven to boost the company's profits. For example, a few years ago a production worker at the company's Golden, Colo., brewery set a goal of eliminating all waste that was sent to landfills. He succeeded. and now the Golden facility sends no waste to landfills.

Looking to the future, Hattersley said the company expects annual net sales revenue to grow in the low single-digit range on a constant currency basis, mid-single-digit underlying income before income taxes.

## Patron Sporting New Additive-Free Seal

The Tequila Regulatory Council has certified **Patron Tequila's** status as an Additive Free tequila, and Patron's packaging will feature a new seal certifying it is free of additives.

As tequila has become more popular, tequila producers have been under intense pressure to make more tequila, faster. As long as any additives are less than 1% of the product's total volume, there isn't any requirement to let consumers know if additives have been added to enhance flavor and color.

Patron is one of the few brands that still makes tequila the hard way: by hand, with only three natural ingredients and nothing else added — no added sugars or chemical ingredients. As such, Patron created this new seal for packaging providing tequila drinkers with the security and knowledge that their spirit of choice is 100% additive free.

## Drinking Alcohol Not Likely to Increase Risk of a Breast Cancer Recurrence

Does drinking alcohol after a breast cancer diagnosis increase a woman's risk of a cancer recurrence?

The answer is No, according to a study from Kaiser Permanente's Division of Research. "We thought that drinking alcohol after a breast cancer diagnosis could increase the risk of a cancer recurrence. But our study found that, overall, drinking alcohol after a breast cancer diagnosis does not impact a patient's prognosis," said **Marilyn Kwan**, PhD, who was the lead author on the study.

Alcohol use is thought to increase breast cancer risk

because it raises a woman's levels of estrogen and acetaldehyde, which are 2 known breast cancer risk factors. Breast cancer prevention guidelines recommend that women have no more than one alcoholic drink per day.

Previous studies that looked at alcohol use and breast cancer risk have had conflicting results. Moreover, most were focused on alcohol use before a breast cancer diagnosis. As a result, there are currently no guidelines for breast cancer survivors on alcohol use.

For their analysis, the research team used data from the **Pathways Study**, a prospective study of 4,504 women diagnosed with invasive breast cancer from 2005 to 2013 at Kaiser Permanente Northern California. It is one of the largest U.S. studies to follow breast cancer survivors to track the relationship between lifestyle changes and outcomes.

"After a breast cancer diagnosis, patients are often focused on making lifestyle changes that could help them live longer," said senior author **Lawrence H. Kushi**, ScD, a research scientist at the Division of Research.

"For many women, whether drinking alcoholic beverages affects likelihood of recurrence is of concern," added Kushi, who co-leads the Pathways Study with Christine B. Ambrosone, PhD, of the Roswell Park Comprehensive Cancer Center. "The aim of our study is to provide breast cancer survivors and their physicians with information that can help them make decisions that will improve both their quantity and quality of life."

The new study included 3,659 women who had completed a questionnaire about their alcohol use prior to their breast cancer diagnosis when they entered the Pathways Study. The women completed the same questionnaire 6 months after their diagnosis. Over the next 11 years, 524 women had a breast cancer recurrence. During that time, 834 women in the study died — 369 from breast cancer, 314 from cardiovascular disease, and 151 from other health problems.

The researchers determined that, in general, there was no association between alcohol use at the time of a breast cancer diagnosis or 6 months later and the risk of recurrence or death. The study considered factors such as age at diagnosis, cancer stage, race and ethnicity, socioeconomic details, menopausal status at diagnosis, the tumor's characteristics, how the cancer was treated, smoking history, physical activity and body mass index at diagnosis, and pre-existing health issues that might skew the findings.

Although no overall association was seen between alcohol use and outcomes, the researchers did find differences based on a woman's body mass index. For example, the study found that in women with obesity at diagnosis, occasional alcohol use (2 or more drinks per week) compared with no alcohol use, was associated with a decreased risk of overall death, primarily because these women had a decreased risk of dying of cardiovascular disease. It's not clear how to interpret this finding, although the women with obesity possibly had a healthier lifestyle as they exercised more.

"Other studies have found that women with obesity are at higher risk of developing breast cancer and at higher risk of a breast cancer recurrence," said Kwan. "That makes our finding that obese women had a lower risk of overall death with increasing alcohol consumption somewhat challenging to interpret."

"This study is directly applicable to the thousands of women who survive breast cancer each year, as alcohol use is one of the most common lifestyle questions in breast cancer survivorship," said **Raymond Liu**, MD, an adjunct investigator with the Division of Research and the director of cancer survivorship for Kaiser Permanente San Francisco. "Our Kaiser Permanente survivorship clinicians will now be empowered with data from our own health system to provide better evidence-based counseling to their patients with breast cancer."

The study was funded by the National Cancer Institute.

### Vine Cliff Winery Sold to Canadian Firm

**Nell and Charles "Chuck" Sweeney**, who acquired the land in the mid-1980s, agreed to sell their winery to **SCW Fund Corp.** as part of their divorce agreement, according to court filings. Terms weren't disclosed.

The sale includes nearly 100 acres on a hillside east of the Silverado Trail in the Oakville AVA for \$42.1 million, the winery itself with a capacity of 48,000 gallons a year, two caves and a residence on top of the hill.

SCW Fund is controlled by **Stephan Cretier**, founder, president and CEO of GardaWorld Security Corp. headquartered in Montreal, Canada, and wife **Stephany Maillery** also own Roy Estate, a Napa Valley winery.

### Domaine Carneros Sues Chateau De Reve Over Trademark

Domaine Carneros sued Chateau De Reve over its use of "Le REve" and "Chateau De Rave" in selling wine. Domaine Carneros says this causes consumer confusion because the names are similar.

Domaine Carneros sent a cease-and-desist letter to Chateau De Reve demanding it stop using De Reve and Chateau De Reve. Chateau De Reve declined, saying it saw "no reason" to do so.

Because Chateau De Reve's market "is highly similar" to Domaine Carneros's mark, it will cause confusion among shoppers.

Domaine Carneros is seeking three times Chateau De Reve's profits as damages.

Chateau De Reve began production in 2014. The estate includes a nine acres vineyard. The company's wine selection includes a Cabernet Sauvignon for \$58 a bottle and a Le Reve Bordeaux-style red blend for \$76 a bottle, according to its website.

Domaine Carneros's current wines for sale include a 2016 Le Rêve Blanc de Blancs for \$125 a bottle and a 2014 Late Disgorged Le Rêve for \$140 bottle. Both are sparkling wines.

### Heaven's Door Spirits Intros "Homesick Blues" Minnesota Wheated Bourbon

**Heaven's Door Spirits**, the award-winning collection of American whiskeys founded by Bob Dylan, launches "Homesick Blues" Minnesota Wheated Bourbon. This limited release offering pays homage to Dylan's birthplace of Duluth, Minn., and commemorates the debut of the defini-

tive Dylan biography, *Bob Dylan: Mixing Up The Medicine*.

This cask-strength wheated bourbon has been aged for seven years in the extreme temperature fluctuations of Minnesota's North Country, imparting distinctive flavors of honey, caramel, dried fruit, vanilla and nutmeg, all culminating in a long, mellow finish.

**Marc Bushala**, co-founder/CEO of Heaven's Door Spirits, called Homesick Blues "a heartfelt tribute to Bob Dylan's Minnesota roots and his journey to find home. This unique limited release expression stays true to Dylan's desire to create a collection of whiskeys which each tell their own story."

"*Bob Dylan: Mixing Up the Medicine* is the landmark tome that Bob Dylan fans have been waiting decades for. Spanning the life and career of the Nobel prize-winning musician, artist, and writer, this magnum opus provides unprecedented access to the hidden treasures found within the Bob Dylan Archive," said Mark Davidson, Senior Director of Archives and Exhibitions at the Bob Dylan Center.

A limited-edition bundle featuring the book and bottle, complete with a custom box with a copy of Bob Dylan's original handwritten lyrics to Knockin' On Heaven's Door, is now available for pre-order. The book and the bottle can also be purchased separately through HeavensDoor.com, with delivery timed for the official release of the book on October 24th.

### Illicit Elixirs Signs Wholesaler Contracts

Coming off the heels of e-commerce launches with Walmart and Amazon, **Illicit Elixirs** is proud to announce distribution partnerships throughout the states of Nevada with **Summit Spirits & Wine**, Tennessee with the **Lipman Brothers**, Minnesota and Wisconsin with **Webb & Gerritsen**, as well as the Southern California region with **Tenace Incubation Food & Beverage Distribution**.

Distribution with all partners will feature the four inaugural fizzy, flirty and fruit-forward flavors - *Let's Party Peaches*, *Watermelon Lime Thirst Trap*, *Late Night Fruity Call*, *Vegas Debauch-A-Berry* - all of which include Dopa-Joy™, Illicit Elixirs' proprietary mix of functional ingredients including vitamins, amino acids and antioxidant that work together to support dopamine production.

"We were strategic about the markets that we wanted to rollout our initial distribution, and having a solid footprint in the locations that truly believe in our kind of brand was an important part of who we chose to work with as distributors as well," says **John Valiton**, **Illicit Elixirs** Co-Founder. "Each partner has a strong understanding of what consumers in their respective markets are looking for in their beverage options, and we feel confident that the rapid transition from e-commerce to in-store is indicative of people looking for a fun and playful beverage brand that is also serious about providing functional benefits."

To celebrate the rollout into these new markets, Illicit Elixirs is also introducing their signature cocktail program, which was created in conjunction with **Earl Giles**. Boasting twelve (12) unique recipes ranging from classics like the *Illicit Watermelon Marg* and *Illicit Sin City Smash* to the cheeky and new like the *Illicit Party Parfait* and *Illicit Co-*

*conut Fling.*

## Mash & Mallow Craft Whiskey Debuts

**Mash & Mallow**, a new craft whiskey brand, debuted whiskey with flavors of rich chocolate, toasted marshmallow and graham cracker for an authentic s'mores-influenced experience. Inspired by the great outdoors and reminiscent of long nights beside the fire, the premium whiskey presents a smooth, smoky finish perfect for crisp fall nights ahead.

Founded by Kentucky Bourbon Hall of Fame Whiskey Maker Kaveh Zamanian, in partnership with Pernod Ricard, Mash & Mallow is yet another demonstration of Zamanian's commitment to pushing the boundaries of whiskey making.

"Today's whiskey drinkers continue to embrace non-traditional and classic culinary recipes in spirits. Mash & Mallow is a bold, simple and irreverent whiskey with the nostalgic smack of s'mores toasted by the fire," said Zamanian. "I wanted to create a smooth whiskey that is so good you'll take it with you anytime adventure calls – from your local bar to an adventure in the great outdoors. I am excited to finally share Mash & Mallow and hope to continue inspiring a new generation of thrill-seekers through unexplored flavors."

This is the second launch in a series of collaborations between Zamanian and Pernod Ricard. In August, Mary Dowling Whiskey Company announced the debut of its premiere whiskey lineup, featuring two distinctive expressions: Tequila Barrel and Double Oak Barrel.

The brand's commercial support in the U.S. is led by Castle Brands. Mash & Mallow is available for purchase at select retailers in California, Colorado, Florida, Georgia, Illinois, Kentucky, Louisiana, Massachusetts, Maryland, Michigan, New Jersey, New York, South Carolina, Texas, Washington State and Wisconsin. The 750ml bottle has a suggested retail price of \$32.99 and is 35% ABV (70 proof).

## Broken Shed Launches New Vodka From a Different World Campaign

"Our 'Vodka from a Different World' campaign invites consumers on a journey to the awe-inspiring environment of New Zealand, a place that is celebrated for doing things differently - including how Broken Shed makes our award-winning vodka using only three ingredients, two of them water," said **Jean-Marie Heins**, chief marketing officer of **Broken Shed Vodka**. "This campaign is designed to entice vodka enthusiasts to discover how vodka made differently can be and quench their thirst for discovery. It's a testament to Broken Shed Vodka's commitment to delivering a premium, pure and natural product with incredible taste."

This captivating campaign seeks to immerse consumers in a different world - revealing the breathtaking and visually stunning landscapes of New Zealand's South Island with images of Lake Hawea, an outdoor adventurer's paradise located outside of Wanaka, where Broken Shed was born. The campaign also showcases the unique wildlife you can only find in New Zealand, including the Tuatara (no, it's

not a lizard - it's the last surviving species of reptiles that thrived in the age of the dinosaurs - as ancient as the aquifers where Broken Shed sources its water from).

Broken Shed Vodka is currently available in 30 U.S. markets and plans to expand its footprint nationally in the USA in the coming months through its recently announced national distribution agreement with **Southern Glazer's Wine & Spirits**.

## Seagram's Escapes, Cynthia Bailey Co-Create Berry Mimosa Flavor

"Berry Mimosa is a modern, cocktail-inspired flavor that offers a refreshingly sweet taste Seagram's Escapes fans expect from the brand," said Jaime Polisoto, Seagram's Escapes Brand Director. "We're excited to have a second flavor collaboration with Cynthia and we're traveling with her across the U.S. to host tastings, meet and greet events and brunches as we roll out it out."

Bailey has worked closely with Seagram's Escapes as its brand ambassador since the launch of Peach Bellini in 2018.

## J. Lohr Touching Lives Initiative Passes \$1 Million to Aid Breast Cancer Detection

**J. Lohr Vineyards & Wines**, a family-owned and operated winery, announces the 15th anniversary of its [Touching Lives](#) initiative in partnership with National Breast Cancer Foundation, Inc. (NBCF).

For every bottle sold of **J. Lohr Carol's Vineyard Cabernet Sauvignon**, a donation of \$3 benefits NBCF's breast cancer education and early detection programs to encourage timely diagnosis, treatment, and support. Through this initiative, J. Lohr and its trade and distributor partners have recently surpassed \$1 million in support and have proudly funded more than 8,000 mammograms for women in need.

Named for beloved family matriarch **Carol Waldorf Lohr**, Carol's Vineyard is a picturesque 34-acre estate in northern St. Helena, Napa Valley. Founder Jerry Lohr bought the parcel in 1984 after tasting wines grown there and realizing the exceptional fruit quality. After Carol's untimely passing in 2008 due to complications from breast cancer, the Lohr family took action to commemorate Carol's influence on the family and the business and create awareness of the importance of early detection. With its clay and loam soils, Bordeaux-like climate, and sustainable farming practices, Carol's Vineyard produces a luxury-quality Cabernet that consistently earns 90+ scores and is the cornerstone of J. Lohr Touching Lives.

"What began as a campaign to provide 500 mammograms in our debut year has blossomed into an initiative that our key trade partners and distributors spotlight annually," said J. Lohr Co-owner and Chief Brand Officer **Cynthia Lohr**. "Brothers Steve and Lawrence, our father Jerry, and I are deeply humbled by the vision and impact of these partners, many of whom have been touched by breast cancer.

"The leadership of the Hails and NBCF team has been

transformative for women and their families facing breast cancer because they intimately understand the journey. Founder and CEO **Janelle Hail** is a 32-year breast cancer survivor and never wavers in her passion for helping women now with the resources NBCF and its partners and affiliates provide."

"Every day, more than 700 women in the U.S. are diagnosed with breast cancer, and many face barriers to equal access to quality care," said NBCF Founder and CEO Janelle Hail. "This is a staggering figure, and with it comes a great need for information and care throughout their journey with breast cancer. We know that long-term partners like J. Lohr Vineyards & Wines are helping keep NBCF's mission alive all year, not just in October, and we are grateful."

Since 2009, this heartfelt partnership has provided extensive support and services in breast cancer preventive care and aid to those actively facing treatment. J. Lohr has continued expanding its impact and support through Patient Navigation programs and HOPE Kit initiatives - offering a tangible way to show compassion for women undergoing breast cancer treatment by providing comforting items and encouraging gifts to these women in need.

Founder Jerry Lohr, second-generation co-owners and executives Steve, Cynthia, and Lawrence Lohr, and the extended J. Lohr family of colleagues are deeply dedicated to this effort and encourage everyone to get involved. In this banner year, J. Lohr Carol's Cabernet Sauvignon continues to be featured at industry and consumer tastings and joins other small-lot production wines from the J. Lohr Vineyard Series at winemaker dinners nationwide. October is National Breast Cancer Awareness Month, and J. Lohr will collaborate with NBCF for timely and actionable social media posts. Members of the Lohr family will host a special 15-year retrospective virtual event with the Hail family and members of the NBCF team in December.

## Devil Proof Vineyards Intros Cima Ladera

**Devil Proof Vineyards** expands its portfolio, introducing **Cima Ladera**, a proprietary blend of Cabernet Sauvignon and Malbec, inspired by the unique grand cru site of Farrow Ranch and global winemaking experience of founder Jesse Katz.

The name of the new release, which translates to "top/peak/pinnacle" (Cima) and "hilltop/hillside" (Ladera), reflects the grape sourcing of the wine, which comes exclusively from the higher vines within the esteemed Farrow Ranch—itsself part of the upstart Pocket Peak area that the Devil Proof team has championed. This fusion of ideas captures the essence of this exceptional wine—a pinnacle of excellence, proudly perched on the vineyard's highest hillside.

"I'm incredibly thrilled for the continued evolution of the Devil Proof label," noted Founder and Winemaker **Jesse Katz**. "Our more intimate and involved work with Farrow Ranch these past couple of years, since acquiring the 80 acre vineyard ranch in 2021, has yielded some tremendous fruit for this new wine, while our library of back vintages for the label has gotten to a point where we finally feel ready—and excited—to share these bottles within the context of an elevated, wide-ranging experience."

## Milestone Brands Intros Dirty Monkey Banana Peanut Butter Whiskey

**Milestone Brands** unveiled its latest creation, the free-spirited **Dirty Monkey Banana Peanut Butter Whiskey**. This delicious new release is crafted with real whiskey, all-natural peanut butter and banana flavors blended to ignite your sense of adventure and have your taste buds swinging with delight. In addition to being all-natural, Dirty Monkey is allergen-free and contains absolutely no high-fructose corn syrup.

Flavored whiskey is one of the most popular category segments in the industry, boasting an impressive 10-year volume CAGR of 23% per year (Market Watch 2023).

This growth is driven by consumers looking for new experiences and innovative flavors, particularly those that have a nostalgic appeal, which are interesting to 71% of millennial and Gen Z LDA consumers (2021 Mintel Study). These consumers also want products that are inclusive and can be enjoyed by everyone in a group. Dirty Monkey perfectly embodies these trends, combining popular peanut butter and beloved banana flavors with an incredibly smooth taste, encouraging consumers to grab a round and toast their troop. SRP: \$25.99, ABV35%.

## Angel's Envy Releases 1st Cask Strength Rye, and 12th Cask Strength Bourbon

Beginning Dec. 1, 5,500 bottles of **Angel's Envy 2023 Cask Strength Rye** will be available at retailers in Kentucky, Florida, New York, California, Texas, Illinois, Ohio and Tennessee. Also on Dec. 1, some 22,656 bottles of **Angel's Envy 2023 Cask Strength Bourbon** will be available in all 50 states.

These expressions mark the first releases under the helm of Master Distiller **Owen Martin**, who joined the brand last fall. Beginning on December 1, 2023, both expressions will be available at select retailers across the U.S., including the Angel's Envy distillery in downtown Louisville.

## Tanqueray Gin Sweeps Offers Chance to Win Fancy Dinner

**Tanqueray Gin's** Damn Fancy is offering a private dinner featuring a menu curated by celebrated Chef Eric Adjepong. Entries are being accepted through Nov. 30.

Showcasing classic gin cocktails with a Tanqueray twist, the winning consumer and two friends will be flown to New York City for a dazzling dining experience.

"'Damn Fancy' was created to inspire people to believe that more moments deserve a touch of fancy and Tanqueray can do just that," says **Christina Choi**, Senior VP-Gin, Tequila and Breakout Growth Brands at **Diageo North America**. "Being a spirits brand, we have the opportunity to seamlessly integrate into the world of food. Through our partnership with Chef Adjepong, we raise our glasses to the elevated dining experiences that consumers can have while showcasing the ways that Tanqueray can make any moment special."

## Glen Grant Breaks Records in Auction

A week after The Glen Grant's Devotion 70-Year-Old sold for \$101,300 at an auction to benefit charitable organiza-

tions in Scotland, **The Visionary 68-Year-Old** has sold for \$256,636 at The Distillers One of One Auction, with proceeds set to benefit the Distillers' Charity.

That's a record price for a whisky from the 180-year-old distillery.

### **Bacardi Rum to Launch 1st AI-Powered Album Produced by BOI-IDA**

**Bacardi** and Grammy Award-winning producer **Boi-Ida** are once again partnering to launch this year's evolution of the longstanding 'Music Liberates Music' program: **The A.I. Powered Album**.

Dropping in November, The A.I. Powered Album will champion works by five global up-and-coming artists in a one-of-a-kind project exploring how A.I. can be positively leveraged to provide emerging talent unprecedented opportunities. For the first time since the campaign's inception, each artist will have the opportunity to try out multiple demos with Boi-Ida's star-powered beats, using a generative A.I. trained on the award-winning producer's sound, to ultimately finalise one incredible track. The tracks will be offered to fans as the first A.I. powered EP produced by Boi-Ida.

### **LVMH's Annual Probed in Oligarch Deal**

The Paris public prosecutor's office confirmed Friday (10/1) that it is investigating accusations that Russian businessman Nikolai Sarkisov bought real estate at a luxury Alpine resort with help from Bernault Arnault, who provided a loan through one of his companies.

A lawyer for Arnault denied the accusation, saying everything was done properly.

### **Old Forester, King Ranch Set to Release 2nd Annual Batch of Old Forester King Ranch**

**Old Forester**, the first bottled bourbon, and **King Ranch**, the birthplace of American Ranching, released the second annual batch of their limited-edition whiskey – Old Forester King Ranch.

The bourbon pays homage to the hard work, ingenuity and lasting legacy of two iconic brands with 300 years of combined American history – the heritage of the Brown family of Brown-Forman and the lineage of King Ranch founder Richard King.

**Old Forester King Ranch Edition** is bottled at 105 proof from a proprietary batch of Old Forester Bourbon using heavily charred barrels. The bourbon is finished through King Ranch mesquite charcoal. The charcoal was created from mesquite trees harvested from the ranch, and the process brings a touch of Texas and helps highlight the bold flavor notes in this new bourbon. It's available only in Texas.

### **Smirnoff Offers Hispanic Fans Chance To Be in Smirnoff Social Video**

**Smirnoff** and Puerto Rican urban music icon Wisin invite anyone 25+ to #BailaConSmirnoff for the chance to be featured in a Smirnoff social video to the new track "Cuerpo a Cuerpo." There's no compensation for appearing in the

video. The contest ends Nov. 2.

To be eligible, fans should post a video of yourself dancing on Instagram, tag @Smirnoff with #BailaConSmirnoff and #Promotion. "Latin music leads the pack when it comes to celebrating the diaspora of Hispanic communities and cultures. And that's something to be celebrated," said Jennifer Holiday Hudson, North America brand leader, Smirnoff. "We're excited to join forces with Billboard once again to bring people together to a unified rhythm starting with Hispanic Heritage Month."

### **Morgan Freeman Face of Grand Siècle**

Morgan Freeman, the actor, has agreed to become the face of Grand Siècle, the most expensive Champagne Cuvée produced by Laurent Perrier.

He will be featured in a new advertising campaign in the U.S., UK, Japan, Germany, Switzerland and Italy, in both print and digital. In Nigeria, the campaign will only be digital.

"We, Laurent-Perrier, are different from our peers, or perceived as such. Our pursuit of excellence, because of our difference, has taken us more time, more effort, great perseverance and a strong belief in our vision to become recognized for what we do. It does take time to become an icon: for us, nobody but Morgan Freeman could better embody that line and become the face of Grand Siècle," said **Stéphane Dalyac**, president/ceo, Champagne Laurent-Perrier.

### **Yellowstone Bourbon's New Ad Campaign Seeks to Expand Audience**

**Yellowstone Bourbon** – the 151-year-old brand now produced at Lebanon, Ky., **Limestone Branch Distillery**, said it rolled out three new ads, along with a new ad-buy strategy to expand its reach. The new ads, which began airing Oct. 1, follow the theme: "*Always keep the park within reach.*"

Among the changes, Yellowstone has finalized an ad buy with CBS Sports to appear during NFL broadcasts this fall for the first time ever across several platforms. The spot began airing on Oct. 1 on digital, streaming and linear TV.

"We are excited to invest in sports to broaden our audience and create greater awareness for the Yellowstone brand. With the NFL's historical strength reaching the male audience and its growing popularity among women, it was a logical choice," said Yellowstone Bourbon Brand Manager **Kelly Panzitta**. "Moving our overall focus to leverage live sporting events has the potential to yield us up to 70 million impressions – a 282% increase resulting from shifting to the new sports-focused plan. We're excited to partner with CBS to tell Yellowstone's story to more consumers."

To Your Continued Success,  
KANE'S BEVERAGE WEEK



JOEL, WHITAKER, Editor