

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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Broken Barrel Intros Black Hjerte Rye Whiskey (not all of the story is here)

Black Hjerte is a limited-edition blended rye whiskey finished using two types of coffee liqueur barrel staves. The new expression is the company's second collaboration -- this time with [Laurel Canyon Spirits](#), which produces Black Hjerte French-pressed coffee liqueur.

The blend features both Kentucky Straight Rye and Kentucky-distilled Light Whiskey, offering "a truly exceptional tasting experience," Broken Barrel says. The Oak Bill or combination of various barrel staves used during the finishing process, combines Barrel Aged Black Hjerte Coffee Liqueur staves (66%) and limited-edition Blood Orange Coffee Liqueur barrel staves (33%). Both are based on Laurel Canyon Spirits' original recipe French pressed coffee liqueur.

As soon as the golden amber spirit hits the glass, the aromas conjure an alluring blend of roasted coffee, vanilla, buttercream, and charred oak. On the palate, the whiskey is a symphony of flavors that begin sweet, with caramelized sugar and orange zest notes, intertwined with rich and mildly bitter coffee notes. The result is a beautifully balanced fusion of coffee liqueur and whiskey, where the spirit's underlying grain and vanilla tones gracefully share the spotlight with the coffee's deep, earthy complexity. The finish is velvety and enduring, with a lingering and warming citrus sweetness from

Diageo Stock Plunges Record 12% on Profit Warning; Shares Recover a Bit After Hours in U.S. Trading

Friday was the worst day **Diageo** investors have ever experienced since the company was formed through the merger of **Grand Metropolitan** and **Guinness**. The stock closed down 12% in both London and in New York, where it closed at \$141.21 a share, down from \$159.95 on Thursday. In afterhours trading in New York it rose 0.56% to \$142 a share — a 79 cents-a-share recovery.

Proximate cause of the decline was Diageo's announcement that "we now expect "organic operating profit growth to decline for the first half of fiscal 24 to decline compared to the first half of fiscal 23."

Diageo said the profit reversal — something it had not expected just two months ago — was a result of problems in its Latin America/Caribbean unit. The bev/al giant cited declining net sales, increased trade investment, lower operating leverage and adverse mix" and consumers shift to lower priced products.

The Latin America/Caribbean unit represents about 11% of Diageo's net sales value in fiscal 23 "and is now expected to decline organic net sales by more than 20%, year on year, in the first half of fiscal 24.

The company said momentum is continuing in its other four regions.

In a call with investors, **Debra Crew**, CEO, said "conditions in Latin America have really worsened. Things like U.S. interest rates do impact Latin America quite immediately as well as elections in several key markets. All of this has created a very tough consumer environment."

Looking forward, **Lavanya Chandrashekar**, CFO, said Diageo expects "gradual improvement in both organic net sales and operating profit in the second half of fiscal 2024 compared to the first half of 2024."

While the proximate cause of Diageo's drop on Friday was its lowered profit projections, there were other factors that played a role too.

For one, official figures showed Britain's economy flatlined in the third quarter. The result: The FTSE 100 suffered its largest drop since August.

For another, in a speech, Federal Reserve chairman Thursday warned the central bank "will not hesitate" to increase U.S. interest rates further in its quest to bring down inflation. "Powell helped bring the equity market resurgence to a grinding halt, with his apparent hawkish tone sending the 10-year yields higher and equities lower," said **Joshua Mahony**, chief market analyst at Scope Markets.

California Ag Expert Says It's Time to Rip Vines Out. But OIV Sees World Wine Output at a 60-Year Low

People's palettes are changing, and people are drinking less wine, says **Joff Bitter**, president, **Allied Grape Growers**. Shipments of California wine have flattened out after 30 years of pretty steady growth people's tastes are changing and are turning more toward seltzer, spirits or simply drinking less as well as no/low alcohol wines., he added.

The solution: Rip out as much as 50,000 acres of the 600,000 acres in the state and replace them with other crops. The problem: Prices have dropped for many crops, so ripping out vines isn't a guaranteed bet.

Or they could go to where the market is. Given there's a surge in demand for

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no/low alcohol wines, they could sell grapes to low/no alcohol producers,

Or they could step up efforts to export wine to other countries. Italy both are experiencing lower production. Indeed, world wine output is expected to fall to its level in 60 years. Poor harvests have been experienced in much of France, Spain, and Latin American countries, said the International Organization for Wine and Vine. Meanwhile, France's farm ministry estimated this year's vintage to be 2% higher than last year.

Colorado Wine Distributors Say Allowing Grocers to Sell Wine Has Hurt Business

Australian Beverage Co. its sales to small deli are down 40% compared to a year earlier. Sales to larger stores are off 20%, the Fort Collins retailer says.

"I've done very well with a lot of small retailers, and it's — they are sort of my lifeblood, and I am talking to people now and no one is ordering anything," Clugston said. "Here we are coming up on Thanksgiving and no one is ordering, because they don't know if they are going to be able to survive." Big grocery chains have no interest in talking to him, Clugston says.

The original bill prohibited a new liquor store from within 1,000 feet. Had that remained in the bill, he says, they could survive. But it didn't. Choice and variety will be lost as well, he says.

Winebow Launches eCellar in California

eCellar California has now joined the first eCellar in Washington state. Both now offer customers access to Winebow's extensive catalog of over 850 wine and spirits suppliers and more than 400 brands.

"eCellar is an important investment in technology for Winebow that has added significant value to our customer relationships," said Erle Martin, Executive Vice President, Business Development. Martin added, "We are thrilled to be able to provide a full range of features and information in real time, 24/7, that is truly helpful to our clients in running their business. This is an additional resource for our trade customers to deepen their engagement and strengthen their relationship with Winebow."

EU Wine Harvest Below 5-Year Average

The European association of farmers and cooperatives expects a total wine harvest volume of a bit over 150 million hectoliters of wine. That's 5.5% below the average of the last five years.

Italy's production is down 11.9%, Spain's, 14.4%. But France has seen an increase in production of 1.47% while Portugal's output jumped 8.06%. Eastern Europe is struggling with winegrape production down 23% in Greece, off 31% in Croatia and 20% lower in Slovakia.

OIV: World Wine Output To be Smallest in Last 60 Years

Production volume in the European Union is expected to low, the OIV said. Italy and Spain record a significant decrease with respect to 2022 due to unfavorable weather

conditions that led to downy mildew and droughts. France becomes the largest world producer in 2023, with a volume slightly above its five-year average. OIV's forecast also notes:

First harvest forecasts in the USA indicate that production volume will be not only higher than in 2022 but also above the average observed in the last years.

In the Southern Hemisphere wine production volumes are expected to be well below 2022 figures. Australia, Argentina, Chile, South Africa, and Brazil were all heavily affected by adverse weather conditions. The only exception is New Zealand, the only country with a 2023 production level above its five-year.

World wine production (excluding juices and musts) in 2023 is estimated between 241.7 mhl and 246.6 mhl, with a mid-range estimate at 244.1 mhl. This represents a decrease of 7% compared to the already below-average volume of 2022.

This year's figure should be, however, taken with caution, OIV said, as there are still large countries like China, whose information is not available yet. Also, the high volatility in production volumes observed over the last years at both country and regional levels makes forecasting exercise even more difficult.

This would be the smallest production since 1961 (214 mhl), even lower than the historically small production volume of 2017 (248 mhl). This negative scenario can be attributed to significant declines in major wine-producing countries in both Hemispheres.

While in the Southern Hemisphere, Australia, Argentina, Chile, South Africa, and Brazil recorded year-over-year variations between -10% and -30%, in the Northern Hemisphere, Italy, Spain and Greece are the countries that suffered the most from bad climatic conditions during the growing season.

Only the USA and a few EU countries like Germany, Portugal and Romania, experienced favourable climatic conditions that resulted in average or above-average volumes.

Once again, extreme climatic conditions - such as early frost, heavy rainfall, and drought have significantly impacted the output of the world vineyard. However, in a context where global consumption is declining and stocks are high in many regions of the world, the expected low production could bring equilibrium to the world market.

CBrands Nixes Pouring More Cash Into Canopy Growth

Constellation Brands had warrants for 139,745,454 common shares of **Canopy Growth** stock, the Canadian cannabis producer. By not using the warrants, Constellation's in Canopy will fall to 20.7% from 35.7%. A spokesman for CBrands said the company hasn't any "other present plans or future intentions" that relate to Canopy.

CBrands said it "may from time to time dispose of common shares or other securities of Canopy or conduct other transactions, in the future, either on the open market or in private transactions."

How Alcohol Offsets Effects of Caffeine

Everyone knows alcohol before bed results in poor quality sleep. And everyone also knows caffeine, such as coffee, results in a significant reduction in the amount of sleep one gets. But what happens when heavy consumption of alcohol *and* caffeine, such as in coffee, are common, as is the case in the finance industry.

A new study, just published in the online journal Plos One, looks at the real world effect of heavy drinking of alcohol and coffee in the financial services sector. The result: "when consumed in combination, evening alcohol consumption interacted with ongoing caffeine consumption such that alcohol partially mitigated the impairments in sleep quantity associated with caffeine ($p = 0.032$).

This finding suggests the sedating effects of alcohol and the psychoactive stimulant effects of caffeine obscure each other's impact on sleep quantity and sleep quality, respectively—potentially explaining their interdependent use in this cohort (i.e., "self-medication" of evening sedation with alcohol to combat the prior daytime ingestion of caffeine and vice versa).

That's not what laboratory studies have found. The laboratory studies, in which caffeine was mixed into an alcohol beverage, have been linked to a four-fold increase in difficulty falling asleep and more night-time awakenings.

In the study, the finance professionals consistently reported daytime use of caffeine and night-time use of caffeine. The result was a positive impact on sleep quality. And the detrimental effect of caffeine was prevented by the consumption of alcohol in the evening.

Group Touting 'Just 1 Drink Causes Cancer' Stands Alone in Herbicide and Cancer Case

The same French-based group that is key to promoting the idea that any amount of alcohol poses a cancer risk has also been a key promoter of the idea that glyphosate – a key ingredient in RoundUp – is "probably carcinogenic."

Based on IARC's statement, California adopted a regulation requiring products containing glyphosate to have a warning label implying the chemical causes cancer – a statement with which RoundUp's maker, Monsanto Co., vehemently disagrees.

In a First Amendment case decided Nov. 7, the 9th U.S. Circuit Court of Appeals noted that many organizations, including the Environmental Protection Agency, have said the herbicide is safe.

The International Agency for Research on Cancer "essentially stands alone" in determining glyphosate is probably carcinogenic, Judge Consuelo Callahan wrote for the majority.

"From the standpoint of an average consumer, saying that something is carcinogenic or has serious deleterious health effects — without a strong scientific consensus that it does — remains controversial," Callahan wrote.

House Keeps Funding for Passive Technology to Prevent Drunk Driving

The House voted to reject an amendment to the FY2024 House Transportation appropriations bill that

sought to block funding for a Transportation Department rulemaking to require passive technology in new vehicles to prevent impaired driving. The amendment had been sponsored by Rep. Thomas Massie (R-Ky.) The passive technology requirement is supposed to take effect in 2026.

Most experts, including those in the bev/al community and groups such as Mothers Against Drunk Driving support the technology. It will save lives, they say, while avoiding some of the obvious risks to breathalyzer technology. Among those risks: Whether a person exceeds the legal limit depends how much a person weighs as well as the quantity of alcohol consumed.

The House action Wednesday provides funding for the "Honoring Abbas Family Legacy to Terminate (HALT) Drunk Driving Act," named in honor of Issam and Rima Abbas and their children Ali, Isabella and Giselle who were killed on I-75 in Lexington, Ky., by a drunk driver with a blood alcohol content nearly four times the legal limit.

The **Insurance Institute for Highway Safety** estimates that when implemented this impaired driving prevention technology will save more than 10,000 lives each year.

As an example of how the technology would work, the steering wheel might have sensors that would detect when a driver is unable to drive safely owing to substance abuse. In that case, the car simply would not start. Advocates for the technology expect it to lead to a dramatic reduction in drunk-driving crashes.

Chris Swonger, president/ceo, **Distilled Spirits Council of the U.S.**, praised the vote supporting "the continued development of critical impaired driving prevention technology in new vehicles and for rejecting the misguided Massie amendment.

"Even though impaired driving crashes are 100% preventable, the number of people killed in DUI crashes the

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past couple of years has increased," Swonger said, adding:

"We must make use of all technology and tools at our disposal to save lives and increase safety on roads across the country, and with this amendment's down-vote, America is one significant step closer to that goal. We extend our sincere gratitude to the Representatives who voted to reject this amendment, as it would have led to further unnecessary tragedy."

Ohio Withdraws Direct Shipping Appeal

The Ohio Attorney General withdrew a U.S. Supreme Court appeal of an appeals court decision that prevents out-of-state retailers from shipping wine into Ohio. In-state retailers will be able to ship to Ohio residents.

Now, the case will return to the trial court where the plaintiffs will have to prove with actual evidence, and not mere statements, how its direct shipping law protects public health and safety.

Direct shipping advocates expressed doubt the State of Ohio will be able to prove the law prevents minors from getting their hands on alcohol or that it's preventing adulterated alcohol, nor does it prevent counterfeit wines from being sold.

Frey Ranch Intros a Single Malt Smoked

Frey Ranch Distillery enters the market with the limited release of **Frey Ranch American Single Malt Smoked Whiskey**. At 110 proof and aged for six years and seven months, **Frey Ranch American Single Malt Smoked** was produced using 100% of the slow-grown barley that is grown, harvested – and now smoked – and then milled and distilled — on the Frey Ranch farm.

Frey Ranch Co-Founder and Whiskey Farmer **Colby Frey** made his own peat from decomposed plant matter from the farm – pressing it into bread pans and dehydrating it to properly smoke the whiskey for the desired taste profile. Designed as a sipping whiskey, the result is described as a rich, robust American Single Malt that pairs beautifully with smoked gouda, blue cheese, or chocolate.

On the nose, the whiskey emits aromas of campfire, huckleberry, and sweet pipe tobacco, on the palate, hints of leather with a thick yet soft mouth feel. The finish dazzles with a lingering yet exquisite taste of sweet cigarillo.

"American Single Malts are having a moment, so we figured this was an opportune time to showcase our Nevada grown and harvested barley – putting our personal stamp on it by smoking it," said Colby Frey. "Like everything we do at the Ranch, the team and I had some fun putting together our custom smoker – taking a few days to weld, cut and wire it to our precise specifications."

Devlin Out as CEO at Naked Wines Following Disappointing Sales

Nick Devlin is out as CEO at London-based Naked Wines after the firm cut its forecast for full-year sales for 2024 to -12% to -16%. Previously revenue projections had been downgraded to between -8% to -12%.

Even more alarming, sales to new customers in the fiscal first quarter, ended June 30, were down 41% and to repeat customers had fallen 15%. U.S. sales in the second quar-

ter were also disappointing the company said.

"My view is that this shortfall is largely to do with execution, which in turn is largely due to Nick Devlin splitting his time across both the role of CEO and U.S. President," said **Rowan Gormley**, who will be interim executive CEO while a new CEO is sought.

"To resolve this situation Nick has agreed to step down as CEO and I will move to executive chairman while we recruit a replacement. Nick has agreed to help with the transition and stay on as US President through peak.

Naked Wines revenue has grown 50% since Devlin took the CEO role, Gormley said, adding:

"Nick leaves with a lot of the hard turnaround work completed, including testing some exciting improvements to our customer proposition, which we are testing at scale right now. He goes with our best wishes."

Gormley said it "is disappointing to be warning of under-performance against a recent forecast. While trading in the UK and Australia has been in line with the Board's expectations, current trading in the US has fallen well behind, both in terms of sales and margin. Customer attrition remains at historically low levels."

Smuttynose Acquires Five Boroughs

Brooklyn-based craft brewery Five Boroughs Brewing Co. has been acquired by Smuttynose Brewing Co., New Hampshire's original craft brewery. Terms weren't disclosed.

The acquisition, announced on November 7, 2023, provides Finestkind Brewing LLC, the owner of Smuttynose, with access to resources in the New York market and an expanded presence in the tri-state area. Over the next few months, Five Boroughs' production will transition to Finestkind Brewing's facility in Hampton, New Hampshire.

The acquisition represents a new chapter for Finestkind Brewing as it explores potential expansion into new beverage categories, including non-alcoholic options. Five Boroughs will join Smuttynose Brewing Co. and Island District Cocktails as one of Finestkind's core beverage brands. Smuttynose Brewing is committed to ongoing portfolio development and establishing a new beverage platform, with a focus on geographical diversification and a warm welcome to like-minded brands eager to join its expanded portfolio.

Inspiro Tequila Opens New U.S. Markets

Inspiro Tequila is now expanding distribution into the key markets of Missouri (with **Breakthru Beverage**), Georgia (with **United Distributors**), Massachusetts (with **M.S. Walker**) and Michigan (with **Benchmark Beverage Co.** as its sales agent). Additional markets are planned for the first quarter of 2024, including Florida with Breakthru Beverage.

Inspiro Tequila is an ultra-premium, additive-free tequila, meticulously crafted by the legendary maestra tequilera, **Ana Maria Romero**. The brand was founded by **Mara Smith**, a former attorney in Chicago, who started drinking tequila when she was looking for a "better for you" adult beverage option that fit into her active lifestyle.

Upon discovering that the tequilas she was drinking contained undisclosed additives, she searched for a tequila brand that was additive-free with a look, taste, aroma, and

messaging that appealed to her and thoughtful female consumers like her who care about what they eat and drink and the brands they support. That perfect tequila did not exist, so she decided to create one.

The brand is strategically scaling to new markets. "From the very beginning, we have been focused on thoughtfully entering new markets with the right partners who share our passion and commitment. We selected distributor partners that believe in our vision, care about having diversity in their portfolios, and are excited about the brand's potential."

Tres Generaciones Intros 50th Anniversary Limited Edition, Prestige Tequila

Tres Generaciones unveiled its 50th Anniversary Añejo, the third bottle in the brand's Legacy Edition Series of tequilas. The new liquid is a unique expression celebrating three generations of distilling at La Perseverancia distillery and paying homage to **Don Francisco Javier Sauza's** original recipe, which he crafted 50 years ago to create a tequila masterpiece.

The 50th Anniversary Añejo is displayed in a limited edition, green ceramic bottle inspired by the Dons' original 1973 decanter that put tequila on the world stage with other premium spirits of the era.

"The 50th Anniversary Edition represents the long-standing expertise that is unique to Tres and the three Dons who shaped tequila as we know it today," said **Rashidi Hoddari**, managing director of global tequila at **Beam Suntory**. "We'll mark the brand's 50 years by celebrating everything that the Sauza family worked so hard to accomplish, while also carrying on their legacy by championing the same spirit of perseverance in future generations."

Tres Generaciones 50th Anniversary Edition is now available in limited quantities nationwide for a suggested retail price of \$199.99 for a 750ml bottle.

Angry Orchard Intros New Year-Round 8% ABV Crisp Imperial Cider

Crisp Imperial is the brand's boldest new flavor this month. It's available nationwide in six-pack cans and will be a permanent addition to the year-round Angry Orchard portfolio.

Angry Orchard also introduced a new variety pack, the Knotty Bunch, that features three brand new flavors, Crisp Light (4.3% ABV, 6g of sugar per 12 oz serving); Cranberry Pomegranate (5% ABV), Ginger (5% ABV).

Joseph Carr, Jean Hoefliger Release Portfolio of Terroir-Driven Wines

Joseph Carr, celebrated vintner and founder of **Josh Cellars Wines**, and highly-acclaimed winemaker **Jean Hoefliger**, introduced **Force & Grace**, a portfolio of wines marking "a new era in the world of terroir-driven California winemaking."

Showcasing the balance between power and elegance, Hoefliger's approach to winemaking is customized for every vintage and variety, resulting in distinctive wines of origin

that speak to the art inside of each bottle and celebrate the beauty of California's climate and geography. Introduced by **Deutsch Family Wine & Spirits**, this exemplary collection of six fine wines is now available nationwide in limited quantities.

"My journey to becoming a vintner was a unique one," Carr says. "Long before I found my passion in winemaking, I was a wrestler and modern dance performer. These Force & Grace wines celebrate the influence of those two passions in my life, and I'm thrilled to introduce our newest portfolio of California wines."

Masterfully crafting these wines is **Jean Hoefliger**, a winemaker with a quixotic mission and tireless pursuit to create the best wines possible. A true wine artisan, Swiss-born Hoefliger has spent decades crafting wines that lie at the nexus between science and art, with a precision that has yielded many accolades and numerous highly rated wines. SRP from \$32.99 to \$125.

Stone Brewing Percs a Specialty Coffee Line

Stone Brewing launches its full line of specialty coffees, now available online and rolling out to stores nationwide in early 2024. **Stone Brewing Coffee** will adopt the branding and flavor characteristics of three of the brewery's popular brands: Arrogant Bastard Ale, Stone Buenaveza Salt & Lime Lager, Stone Xocoverza, and a Black Label Collection of highly exclusive, rotating single-origin offerings.

Erin Smith, Stone Brewing Sr. Vice President of Marketing, said, "There is a definite overlap in what attracts people to craft beer and to craft coffee. Quality, intention, and passion are what our fans seek. We're excited to extend the bold and bitter personality of Arrogant Bastard Ale and the cross-border influence of Stone Buenaveza and Stone Xocoveza into these specialty coffee offerings."

Heaven's Door Intros Bootleg Series Vol. V

Heaven's Door Spirits released **Bootleg Series Volume V** release: an 18-year-old straight bourbon whiskey finished in Spanish vermouth rouge casks, exemplifying the brand's dedication to offering unique and innovative expressions.

"Vermouth has long been a part of whiskey cocktail culture, and we wanted to capture that essence in this mature Bootleg Series expression. We chose Spanish Vermouth casks to finish the 18-year-old bourbon to provide depth of flavor and complexity that perfectly complements the whiskey's character," said Alex Moore, Heaven's Door master blender.

A tribute to Bob Dylan's long-running Bootleg Series of rare and unreleased tracks that provide a window into the mind of a great artist, the series from Heaven's Door offers rare and unreleased expressions with special blends and barrel finishes that showcase the brand's creative approach to whiskey making. Each bottle is adorned with one of Dylan's original paintings on a hand-crafted ceramic bottle and is presented in a bespoke leather journal.

Bootleg Vol. V showcases Dylan's painting titled "No Vacancies" (2019) from The Beaten Path collection. The

road, a recurrent and central theme in Dylan's creative journey, takes center stage in this painting, symbolizing the endless possibilities and adventures that have fueled American art, literature, and music for generations. His ability to capture the soul of America through various mediums adds an additional layer of depth and resonance to *Bootleg Vol. V*, making it a collector's item that seamlessly marries the worlds of art and craft whiskey.

Buchanan's Casa Dragones Debuts, Honors Duality, Cultural Contributions of Hispanics

Buchanan's Blended Scotch Whisky unveiled the newest iteration of its "**We are the Spirit of the 200%**" national advertising campaign that unites and honors 200%ers – those who identify as 100% Hispanic and 100% American – and the bolder, and more flavorful world they create.

With Hispanic Americans often feeling like they're *ni de aquí, ni de allá* (not from here, nor there) or that they have to pick one side of their identity, the campaign raises a glass to those who embrace being *de aquí y de allá* (from here, and there), celebrating their unique cultural duality.

The new creative is a dynamic mixed media fusion of :15 and :30 video spots and out-of-home takeovers that highlight the many ways 200%ers are putting a unique spin on their Hispanic heritage with their modern upbringing to create new traditions and reimagined ways of celebrating with others.

Beyond the advertising creative, Buchanan's will host a series of events and giveback initiatives happening this holiday season across local communities rooted in food and nightlife, demonstrating the unique magic that's conjured when 200%ers come together to share a meal with family and friends. These include a dinner series, a family meal giveback program, a holiday contest and a food and drink contest.

Ardagh Renews Supply Pact With Oliver Winery

[Ardagh Glass Packaging-North America](#) (AGP-North America), an operating business of Ardagh Group, announced its renewed supply agreement with [Oliver Winery](#) to make the majority of its wine bottles.

The renewed supply agreement connects Oliver Winery, the oldest and largest winery in Indiana and 28th largest winery in the U.S., with AGP-North America, a leading supplier of glass bottles for the U.S. wine market.

The ability to purchase U.S.-made glass direct from a local glass manufacturer is important to Oliver Winery. Ardagh Glass Packaging-North America's headquarters is located in Fishers, Ind., while Oliver Winery is a mere 65 miles south in Bloomington, Ind.

Oliver Winery, a leader in the wine industry, is best known for its refreshingly real fruit quality, and it's no secret that quality wine deserves quality glass bottles. The bottles manufactured by Ardagh for Oliver Winery leverage the brand's existing design assets with a modern, premium

look and feel.

"Oliver Winery is dedicated to sustainability, an important factor in our ongoing growth and innovation," said **Julie Adams**, CEO of Oliver Winery. "In 2024, we're shifting to lighter glass and screwcaps, reducing our carbon footprint without compromising wine quality. This move enhances environmental sustainability and enables Oliver to maintain consumer affordability."

Ardagh and Oliver Winery have partnered to implement sustainable solutions to protect the environment, including the most recent initiative of "rightweighting" its glass bottles. This initiative provides all the sustainability advantages of glass – a neutral and inert material that is infinitely recyclable – while maintaining high-quality, enhancing customer appeal and lessening the overall impact on the environment.

Special Edition Holiday Gifts

"We've thoughtfully created our holiday gifts for those **Casa Dragones** and spirit aficionados looking to sip and savor each of our elegantly smooth expressions," says CEO and Co-Founder Bertha González Nieves. "Our customers have told us how much they love to gift Casa Dragones, so we were excited to create these new gift ideas for the season."

The offerings include:

Casa Dragones Magnums (\$199.99-\$429.99): Launching in November, Casa Dragones introduces a remarkable first—1.75L Magnum-sized bottles of Casa Dragones Blanco (\$199.99), Casa Dragones Añejo Barrel Blend (\$424.99), and Casa Dragones Reposado Mizunara (\$399.99). These Magnums are designed to gift in a 'big' way, especially for those celebrating or party hosting this holiday season. Available on [casadragones.com](#)

7th Special Edition Joven Gift Set (\$325): In honor of Mexican craftsmanship, The Casa Dragones Joven Gift Set features a newly imagined pepita engraving on the special Joven crystal decanter. It also includes two crystal Riedel tequila glasses, delicately engraved with the same motif, making it a great gift for the collector or spirit enthusiast. Available on [casadragones.com](#)

Casa Dragones Añejo Barrel Blend with two Hand Engraved Glasses (\$230-\$250): Available beginning November, Casa Dragones introduces the ultimate gift for the aged spirit connoisseur. The gift includes Casa Dragones Añejo Barrel Blend, a distinctive blend of two styles of 100% Blue Agave Añejo sipping tequila, and two Glencairn glasses, hand engraved in Mexico with Casa Dragones' signature pepita engraving. Limited availability. Available exclusively on [casadragones.com](#)

Happy Holidays Box Sleeve: Crafted to seamlessly envelop the original blue boxes of Casa Dragones Blanco, Casa Dragones Reposado Mizunara, and Casa Dragones Añejo Barrel Blend, the exquisite holiday sleeve features a captivating design and the message "Happy Holidays." Imprinted with the finest quality shiny foil and exquisite embossing, this opulent holiday box sleeve is guaranteed as an elegant gift choice for festive decorators. Available in select

stores only.

Beer Imports Fall 13.6%, Led by Mexican Declines

Imported beer volume for September 2023 in the amount of 3,155,973 barrels, down 13.6% compared to September 2022 imported volume. Canada (+23.6%) and Ireland (+5.1%) were two of the few countries experience growth compared to September of last year.

Mexican imports declined by 12.8% (just over 380,000 barrels) for the month of September. This is the second month in a row of declines for the segment. However, year-to-date trends remain positive, up 0.7% compared to the same months in 2022.

"With inventory challenges expected to improve in the near future, we would expect to see improved trends for the final months of 2023," said This is the second month in a row of declines for the segment.

However, year-to-date trends remain positive, up 0.7% compared to the same months in 2022.

With inventory challenges expected to improve in the near future, we would expect to see improved trends for the final months of 2023, said **Danielle Kosmal, vp-research, Beer Institute.**

Non-alcoholic imported beer continues to experience double-digit growth, up 13.6% for the month of September and up 23.2% YTD.

Turning to domestic volume, Beer Institute estimates volume at 13.2 million barrels in September, down 7.4% from a year earlier. Year-to-date shows a decline of 6.5% or 8 million barrels from a year earlier.

"The beer industry is not alone in facing headwinds during this time period, with consumer confidence levels dropping from earlier in the summer and consumers across income groups pulling back on spending," Kosmal said.

Creador Intros 2nd Release, Expands Market with Genisus Liquids

Creador Agave Spirits, renowned for its unparalleled agave distillates, is introducing its second release of destilado de 100% agave. Each of the six new expressions is milled by hand, clay pot fermented and distilled by maestro palenquero José Alberto Pablo in San Bernardo Mixtepec, Oaxaca. Creador is committed to the work of the mezcaleros, and guided by principles of humility, respect, collaboration, craft, and transparency. "Our first and second releases of destilado are produced in Oaxaca by maestro palenquero José Alberto Pablo," says **Marcus Piña**, founder of Creador Agave Spirits. "We seek out independent family producers who have little to no representation outside of their local markets – producers who want to make a transition to full-time production of destilado and need help getting their agave spirits to market. We import this ancestral style destilado and bottle it in Texas for discerning agave lovers around the country." Creador Agave Spirits offer ancestral-style agave spirits top-shelf clay pot distilled 100% agave spirits distilled in Oaxaca that honor the work of mezcal makers. The results are deliciously round, robust, unique, and approachable, and the entire process is natural

without the use of additives. Each expression is limited in quantity. Creador bottle labels are handmade from agave paper in Oaxaca, which results in one-of-a-kind labels that showcase unique artwork by painter [Camille Woods](#).

The second release of Creador Agave Spirits is made using traditional methods. Each small-batch expression started by cooking agave piñas in an underground river rock-lined stone oven for five days, mashing the cooked piñas by hand with mallets in a hollowed tree trunk, then fermenting in half-buried 90-liter clay pots, and distilling twice in 60-liter clay pots. The resulting agave spirits are brought to proof (approximately 48% alcohol by volume, or 96 proof) by mixing the heads, tails, and body of the distillate. The entire process is natural and no additives are used. The second release includes:

- [Espadín Capón](#) — This spirit is produced by cutting the qurote when it is jutting skyward from the center of the agave to retain the natural sugar in the plant. The result is destilado with distinct and delicious characteristics. Agave angustifolia was cultivated in the So-la de Vega region of Oaxaca and took 8-10 years to reach maturity. It has fragrant aromas of cotton candy, hickory, red fruit, plum, cherry and a soft palate of that is slightly sweet with wet clay, oatmeal, and grilled asparagus flavors. This is José Alberto's first-ever batch of espadín capón, and is a medal winner 2023 San Francisco World Spirits Competition.

- [Lumbre](#) — The agave lumbre used for this spirit is cultivated in San Bernardo Mixtepec in the Zimatlán region of Oaxaca at an elevation of approximately 1651 meters. Agave lumbre takes 8-10 years to reach maturity. This 600-liter release combines two productions from May and August 2021. On the nose, it has ripe apple, stone fruit, baby's breath with delicate, leathery sweet flavors of dried fruit, and a hint of tobacco. Lumbre is the signature destilado by José Alberto's, and is a medal winner 2023 San Francisco World Spirits Competition.

- [Mexicano](#) — In San Bernardo Mixtepec and surrounding areas agave rhodacantha grows wild and is also cultivated. Low and broad, with thinner pencas than the angustifolia, mexicano takes 10-12 years to reach maturity at an elevation of approximately 1651 meters. Cultivated and harvested in nearby Zimatlán de Alvarez, this mexicano is peppery with a dry and refined finish. It is earthy with herbal, cucumber, honey, wet grass scents with warm flavors of chocolate, cooked tropical fruit, and cinnamon.

- [Lumbre + Espadín Ensemble](#) — Two agaves are mixed 50/50 to highlight the characteristics of each one. The agaves are harvested and then cooked together in el horno for 3-5 days. They are milled together by hand, and fermented and distilled together, making them a blend from the start of the process until the fin-

ish. Both agaves were cultivated in San Bernardo Mixtepec. This 600-liter release combines two productions from March and May 2022. Each production produced 440 and 420 liters respectively. It has sweet citrus, clay, and black pepper aromas and a soft palate of red berries with a slightly viscous mouthfeel.

- **Tobalá Descansado** — The agave potatorum used to make tobalá was harvested in Santa Ana Tlapacoyan, and took 12-14 years to reach maturity. Originally 340 liters were distilled in 2019, and 50 liters were set aside and rested (descansado) in glass for 4 years before being bottled and released for production. Resting in a neutral vessel such as glass allows the flavors and characteristics of the destilado to develop over time, resulting in round and very approachable agave spirits. Tobalá Descansado has aromas of fresh dates, caramel, and cognac with soft and delicate flavors of apple cider, rawhide, and cinnamon. This is an exclusive 50-liter batch bottled for Mezcaleria Tobalá in Austin, Texas.

- **Jabalí** — Agave convallis used to make Jabalí is harvested wild near Sola De Vega in the Sierra Sur region of Oaxaca. Producing this spirit is challenging and these first batches produced are certainly worth it. The piñas have a lower yield compared to higher-yield agaves. During fermentation and distillation, the bagasso produces a lot of foam, which needs to be monitored and removed. What makes this batch special is not only that it is made from 100% agave convallis, but these are also José Alberto's first batches, and the results are soft, full, and rich. It has inviting scents of candied yams, pumpkin, and butternut squash, and a soft, sweet, and savory palate brimming with baking spices and cantaloupe. It is a medal winner 2023 San Francisco World Spirits Competition.

“My destilado is made with all the love and dedication it needs for it to be of unmatched quality,” says maestro palenquero **José Alberto Pablo**.

It's available off premise and on in Texas as well as online. SRP: \$99.99 to \$179.99.

In a related development, Creador Agave Spirits said it expanded its market presence through **Genesis Liquids**.

Willamette Valley Vineyards Launches Secondary Offering

Willamette Valley Vineyards launched a new stock offering after overselling an offering that ended on Sept. 30.

The original offering raised \$3.53 million to support the winery's expansion with a new tasting room in Bend, Oregon, and new vineyard plantings. Wine enthusiasts oversubscribed to the original offering, prompting the winery to cre-

ate a second offering to raise \$1.4 million.

“The oversubscription of more than \$800,000 in Preferred Stock we received was unexpected and unprecedented,” said founder and CEO Jim Bernau. “This new SEC filing allows these wine enthusiasts to become owners in our vineyards, wineries and new tasting room restaurants like our location opening this December in Bend,” he said

Jack Daniel's Launches New Creative

Jack Daniel's launched “[In The Moment](#),” the latest creative work created in partnership with advertising agency Energy BBDO.

Tapping into Jack Daniel's long and historic connection with the world of music, we see and feel the power of losing yourself in iconic moments; an emotional journey that is underscored by the classic “Back in Black” track by AC/DC.

The new creative continues the brand's ambition to significantly unify its communications and drive relevance with whiskey drinkers, inspiring them to live in the moment.

Along with the instantly recognizable soundtrack, there are a number of additional visual reference points that reinforce the undeniable relationship between music and Jack Daniel's that continues to this day, including Este Haim, Christone “Kingfish” Ingram and St. Vincent.

Director Omar Jones brought his unique style to the work as well. Everything was shot in Black & White on 16mm film, amping up the authenticity and breathing the bold spirit of Jack Daniel's into each and every scene.

“At Jack Daniel's, we've always been about living life on your own terms and this new creative expresses that exact sentiment while showcasing our ongoing connection to music,” said **Jamie Butler**, VP, Global Brand Director, Jack Daniel's. “We're excited to remind our friends to always ‘live in the moment’ in a big, bold way through this rousing new spot.”

Bulleit Reimagines What a Bar Can Be

Bulleit Frontier Whiskey opened up a new chapter of the Bulleit Pioneer Project last night with the Bulleit Limitless Lounge; a multisensory immersive bar experience in Downtown LA. The Pioneer Project is Bulleit's multi-year commitment to championing and amplifying those breaking new ground in culture.

The Bulleit Limitless Lounge reimagines what a bar could be by uniting art, design, cocktails, music, and precision projection mapping technology to create a physical space where the walls, furniture, and floor change from one breathtaking scene to another while guests sip on cocktails designed to accompany and accentuate the visual experience.

To Your Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor