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Rhode Island

How Beer, Wine & Spirits Get To The Marketplace

THE BEVERAGE JOURNAL

October, 2015

SECRET OF SCOTCH

THE GRAIN? THE PEAT? THE BLEND?
NO, THE BARRELS HOLD THE KEY



plus

FALLING FOR
CALVADOS

9 CALIFORNIA WINE
TRENDS TO WATCH

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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE
AND SPIRITS
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MARKETPOINT

The October issue is scaring up seasonal spirits and trends. The fall-into-winter transition highlights no tricks, only treats, for new selling opportunities.

- “Scotch’s Deep Secret” is our cover story and it’s a **barrel** of fun. Turn the pages to uncover important distinctions, particularly among single malts.
- France’s famous brandy made from apples, **Calvados**, is in focus this fall. Buoyed by cider and craft cocktails, this spirit is harvesting new fans.
- The California **wine** industry continues to innovate... look for nine trends happening now and learn of the future foretold.
- Locally, we have our quarterly “Vineyard View” and it’s **Newport Vineyards**, celebrating 20 years—and growing.



- From crafty bars to summery shores, Rhode Island shined for the United States Bartenders’ Guild National Leadership Conference. What a coup to highlight the **cocktail** community and its hard work. Check out the recap.
- This month’s **local** guest column spotlights the 2015 Society of Wine Educators Annual Conference, highlighting a very active local beverage corps.
- And so much more... rum profiles, local events, kick-offs, new **products** and consumer-friendly finds are making their way on the shelves and in the bar!
- An important reminder: your print subscription also includes **access** to our secure trade shopping website. It’s a direct link to wholesalers and their portfolios, as well on- and off-premise tools. Try it today.



ON THE COVER

Photograph by Justin D. Sullivan
ImageBrief.com

BACARDI WINS TOP HONORS, RECOGNIZED FOR CORPORATE COMMUNICATIONS

Bacardi Limited's 2015 sustainability campaign, titled "Bacardi Good Spirited: Building a Sustainable Future," was named the "Best in Variety" of domestic and international categories by Ragan's PR Daily Awards, Hermes Creative Awards, American Business Awards and International Public Relations Association. The Bacardi Good Spirited campaign was designed to showcase the brand's heritage and reduce environmental impact in sourcing, packaging and operations. "The global corporate communications team is committed to excellence in communications and it's an honor to be recognized for something we are so passionate about as a company," said Jim Gallagher, Chief Communications Officer of family-owned Bacardi Limited.



DISTILLED SPIRITS CONSUMPTION CONTINUES GROWTH TREND SAYS NEW REPORT

Beverage Information Group's Liquor Handbook 2015 reported that the American whiskey category drove distilled spirits growth for the eighteenth consecutive year, up 1.5-percent and reaching 211.8 million 9-liter cases in 2014. Straight whiskey sales increased by 6.4-percent and vodka increased by 1.0-percent, tequila increased by 5-percent, as well as Brandy and Cognac increased by 3.5-percent. The recently released report said on- and off-premise sales in distilled spirits rose in 2014 compared to 2013. Canadian whiskey, Scotch whiskey, gin, rum and prepared cocktails reported overall decline. The Liquor Handbook 2015 follows sales trends in the U.S. spirits industry and studies consumption data, projected sales in category and market, leading brands and historical information.



CONSTELLATION BRANDS' VENTURE ARM ACQUIRES STAKE IN CRAFTHOUSE COCKTAIL

Constellation Brands has acquired a minority stake in Crafthouse Cocktails, a producer of ready-to-drink, spirit-based cocktails. This investment is the first for Constellation Ventures, a newly-opened corporate enterprise within Constellation Brands focused on smaller investments and emerging categories in beverage alcohol. "Constellation Ventures connects us with entrepreneurial brands and



technologies, and allows us to support consumer-proven products early in their lifecycle. We are excited to work with the forward-thinking team at Crafthouse as they continue to grow their brand and create new opportunities for consumers to enjoy a premium cocktail experience," said Bill Newlands, Executive Vice President and Chief Growth Officer, Constellation Brands. Crafthouse Cocktails are created under the direction of renowned mixologist Charles Joly.

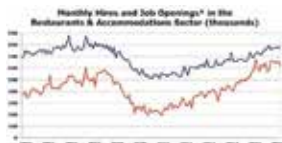
DEEP EDDY VODKA AVAILABLE IN HEAVEN HILL BRANDS PORTFOLIO

Heaven Hill Brands has added Deep Eddy Vodka to its portfolio. The Austin, Texas-based spirit company, which launched in 2010 with Deep Eddy Sweet Tea Vodka, has since expanded to offering straight vodka and fruit flavors. In 2013, their Deep Eddy Ruby Red vodka resulted in an over 300-percent sales growth. "This is a milestone day for Heaven Hill Brands as we add Deep Eddy Vodka and their entire team to our dynamic and innovative family," said Max L. Shapira, President of Heaven Hill Brands. "Deep Eddy Vodka is a star on the rise in the spirits industry and is redefining the premium vodka market with a quality product and iconic marketing programs. The brand is a perfect fit for our established portfolio of rapidly-growing products."



LABOR SHORTAGE MAY BE MAKING A COMEBACK FOR RESTAURANTS

Restaurants added more than 1.8 million jobs since the end of the recession, and the expectation is for continued growth in the months ahead, according to the National Restaurant Association. However, there are indications that job vacancies are becoming more difficult to fill, according to the NRA's chief economist Bruce Grindy in his latest Economist's Notebook.



"The restaurant industry closed out the summer with a solid month of job growth, according to preliminary figures from the Bureau of Labor Statistics (BLS)." End-of-month job openings in the hospitality sector averaged 650,000 during the first half of 2015, which represented an increase of nearly 70,000 job openings over the first half of 2014. This year marks the fourth straight year with employment gains of "at least 3.5 percent ... [but] there are indications that job vacancies are becoming more difficult to fill." Grindy wrote "many restaurant operators are experiencing the double-edged sword of stronger customer traffic and a shrinking labor pool that comes with an improving economy and job market."

Awarded the World's Best Grain Whisky.



Inspired by the Cape Mountains and its natural beauty, Bain's Cape Mountain Whisky is South Africa's first single grain whisky and pays tribute to Andrew Geddes Bain, a Scotsman who built the Bainskloof Pass connecting the town of Wellington to the interior in 1853.



VINTAGE WINE ESTATES PURCHASES B.R. COHN WINERY

Vintage Wine Estates purchased B.R. Cohn Winery, located in Glen Ellen in Sonoma County, California. In 1974, founder Bruce Cohn transformed a dairy farm into Olive Hill Estate Vineyard and built B.R. Cohn Winery on the estate in 1984. Marco DiGiulio, Chief Winemaker for Vintage Wine Estates, previously served as consulting winemaker for B.R. Cohn from 2004 to 2010. "We are thrilled to welcome B.R. Cohn Winery into our collection of classic wineries, vineyards and brands. As a family-owned wine company, Vintage Wine Estates is particularly interested in preserving heritage wineries such as B.R. Cohn, and taking them into the future," said Pat Roney, President of Vintage Wine Estates.



MARTELL CELEBRATES 300 YEARS WITH EMPLOYEES AND WINEGROWERS

Martell, the oldest of the grand Cognac houses, is celebrating its 300th anniversary with a year-long series of events, including a recent party which paid tribute to Martell's employees and winegrower partners. The party gathered more than 3,200 guests at the Château de Chanteloup, the birthplace of the Cognac house. Employees crisscrossed the Charente countryside in Martell-branded trucks to hand-deliver invitations to more than 2,500 winegrowers, distillers and other partners from the Cognac region. The evening opened with two fighter jets roaring overhead, followed by three planes from the "Cartouche Doré," a squadron of seasoned flight instructors from the French air force flight academy in Cognac. The night's festivities were crowned by a fireworks display.



INDUSTRY RESEARCH FIRM PROJECTS SLOW GROWTH IN WINE INDUSTRY

The wine industry's upward trajectory continues, but the rate of growth has decelerated. In 2014, total wine volume rose 1.0 percent, and projections for 2015 and beyond call for a



similar pace of industry expansion, according to the recently released "2015 WineTAB" report from industry research firm Technomic Inc. "Primary factors influencing the industry's performance include slowed per capita consumption growth and the proliferation of brands and styles, as well as competition from spirits and beer for consumer attention and occasions," said Donna Hood Crecca, Senior Director at Technomic Inc. "Consumers are highly engaged with wine and learning more about it every day, we also see consumer trade-up happening, but the number of choices they face at the restaurant table and in the retail store can be almost overwhelming."

STOLI GROUP USA EXPANDS PORTFOLIO, APPOINTS NEW EXECUTIVE

Stoli Group USA added Arinzano to its fine wine portfolio, following the recent acquisition of the Spanish vineyard by Stoli's parent company, SPI Group. The Arinzano Vineyards were planted



in the 11th century and in 2007 received the Vino de Pago (D.O. Pago), the highest qualification for a single estate that produces wines of terroir distinction and character. SPI Group has also appointed Manuel Louzada as CEO of the new luxury division to oversee Arinzano and other brands. "Arinzano is an undiscovered gem from northern Spain and it represents a new frontier for us led by Manuel Louzada's unparalleled experience and vision," said Patrick Piana, CEO of Stoli Group USA.

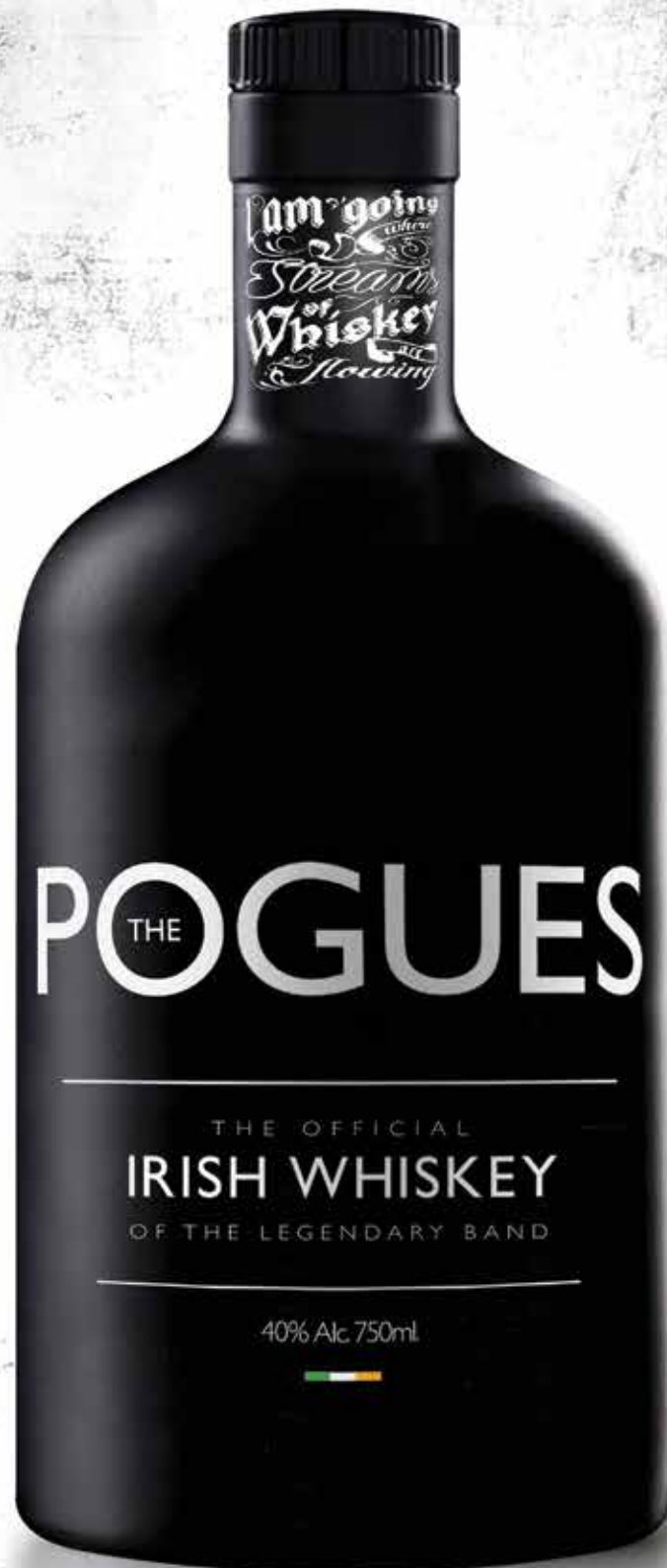
CHATEAU STE. MICHELLE COMMEMORATES 20TH VINTAGE SERIES

Chateau Ste. Michelle is partnering with artist Dale Chihuly to commemorate the 20th Vintage Artist Series, which will feature Chihuly's "Cast Silver Venetian." "This piece is one-of-a-kind and very special to me. I couldn't think of a better use than portraying it on this significant wine project," said Chihuly. The 2012 Vintage Artist Series wine is a blend of 70-percent Cabernet Sauvignon, 26-percent Merlot, 2-percent Cabernet Franc and 2-percent Malbec. "It's the first wine I blend every year from the best fruit of the vintage. My goal is to capture Old World refinement, while harnessing the power and concentration of Washington fruit," said Bob Bertheau, Head Winemaker, Chateau Ste. Michelle.



Dale Chihuly and Chateau Ste. Michelle Head Winemaker Bob Bertheau.

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Rhode Island Hosts USBG National Leadership Conference

Ocean State gets its day in the spotlight

BY SAVANNAH MUL

Providence was selected as the host city for the 2015 United States Bartenders Guild (USBG) Leadership Conference. Bartenders, bar managers, distributors and USBG members from all around the country visited the state for the four-day trade gathering August 23-26, using the Renaissance Providence Downtown Hotel as a base.

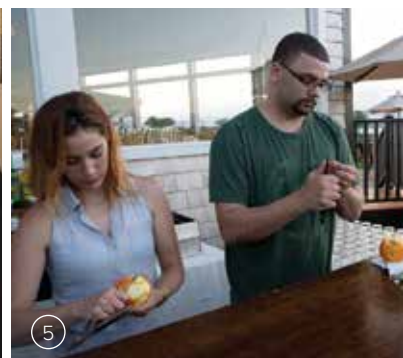
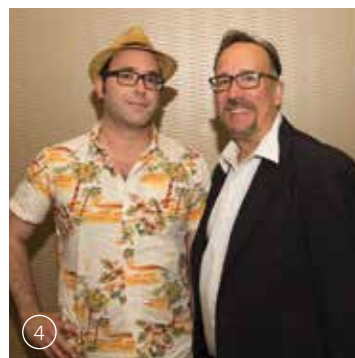
Chris Almeida, USBG RI Chapter President, lobbied hard for Rhode Island to become the chosen destination, the final decision being between the Ocean State and Washington D.C. "We came up with a cool way to showcase Rhode Island and our package was chosen," he said.

The conference consisted of educational events, chapter discussions of what can be done to improve membership and boost USBG events, financial responsibilities in the industry, and more. Frank Martucci, General Manager of Beverage Operations for Twin River Casino, hosted USBG members for a lunch and happy hour on August 25, during which the group discussed USBG initiatives and the USBG National Charity Foundation, of which Martucci is board member.

Martucci said the conference benefits everyone involved because it educates members, informs them about new brands and trends, all while helping them set up for future longevity behind the bar. "The whole conference has been great," Martucci said. "It's really cool for people to come to Rhode Island from New Orleans, Pittsburg and Chicago who have never visited the state before ... Social media and emails are all nice, but face to face [communication] is great to understand what happens in different parts of the country in the industry."

Martucci said the National Leadership Conference helped boost Rhode Island tourism because many outings during the conference were at restaurants and bars. The Ocean Cliff in Newport, Twin River Casino, Coast Guard House in Narragansett, The Dorrance in Providence, and the Sons of Liberty Distillery in South Kingstown were among destinations for conference attendees, helping to showcase the state.

Kyle McHugh, National USBG Vice President, said "it's really inspiring being part of it [USBG], people leave here wanting to affect change to their market." Throughout the conference, McHugh said there are many discussions between different



1. Flanked by "The Cocktail Guru" Johnathan Pogash and Chris Almeida, USBG RI Chapter President, National USBG President David Nepove discusses the conference on WPRI-TV's "The Rhode Show" on August 24, 2015.
2. USBG RI Member Jen Davis and Mike Lester, USBG RI Vice President and On Premise Manager, M.S. Walker.
3. Inspired Beverages, Inc.'s Alexei Beratis, USBG RI Member Kayleigh Speck and National USBG President David Nepove at Public Kitchen & Bar, the first venue hosting USBG members. Four Roses Bourbon, Rhum Clément and Disaronno were sponsor spirits.
4. Chris Almeida, USBG RI President and Frank Martucci, General Manager of Beverage Operations for Twin River Casino, at Twin River Casino.
5. Katie Masterson of Boom Box and USBG RI Member Gabriel Rodriguez at Ocean Cliff with cocktails by Jeff Bell.



chapter members, enabling idea sharing and improvement for use back with home chapters. McHugh said 52 different chapters participated in the National Leadership conference, which is comprised of over 200 volunteers. He said every volunteer in the organization believes in making a difference to better the industry and their community.

USBG Detroit member Liz Cosby said she is excited to return back home to work on local USBG initiatives. "I was writing notes all week of things I want to bring back to my chapter. Every state has different rules and laws and every market is different. I learned so much of other states. It's really interesting how where you live affects your job," she said. ■

6. The Cocktail Gurus, and father and son, Jonathan Pogash and Jeffery Pogash.
7. Reza Esmaili, USBG Western Regional Vice President; Mike Lester, USBG RI Vice President and On-Premise Manager, M.S. Walker; Jonathan Pogash, "The Cocktail Guru," USBG; Tiffany Soles, USBG New Orleans; Alexandra Williams, Membership Coordinator, USBG.
8. Mike Reppucci, President and Founder of Sons of Liberty, giving the USBG members a tour of the distillery in South Kingstown, Rhode Island.
9. USBG RI Vice President and On-Premise Manager, M.S. Walker Mike Lester and Frank Martucci, General Manager of Beverage Operations for Twin River Casino.
10. Drew Lucas with Bryan Ricard, Sales, Sons of Liberty. The two provided whiskey samples for the USBG members during the tour.
11. Ian Single, Brand Ambassador, Sons of Liberty; Greg Mayer, USBG RI Member; Carlos Garcia, USBG RI Member, Sons of Liberty volunteer.
12. Patrick Cull, Treasurer, USBG RI; Shane Bang, President, USBG Detroit; Liz Cosby, USBG Detroit Member; Greg Mayer, USBG RI Member at Coast Guard House in Narragansett.



HORIZON BEVERAGE COMPANY GOLFS FOR CHARITABLE CAUSE

Horizon Beverage Company of Rhode Island hosted a golf tournament on August 17, 2015 at the Carnegie Abbey Golf Club in Portsmouth to benefit the RI Community Food Bank. Over 1,300 pounds of food was collected and a check was presented to food bank management. Teams of golfers included Horizon Beverage Company sales management, customers and suppliers, who together raised \$16,000 for the community organization.

Angelo Collins, President, Horizon Beverage Co. of RI; Lisa Roth Blackman, Chief Philanthropy Officer, RI Community Food Bank; and Jim DiMarino, Director of Golf, Carnegie Abbey Golf Club.



NEWPORT STORM AND SMOKE HOUSE PAIR UP FOR 'FARM-TO-TABLE' DINNER

Newport Storm's Co-Founder, Master Distiller Brent Ryan and Executive Chef Walter Slater of Smoke House in Newport, Rhode Island hosted a "Farm-to-Table BBQ" dinner for about 40 guests on August 5. Slater and Ryan worked together to pair the menu with Newport Storm beer.

1. Guests speaking with Co-Founder and Master Distiller Brent Ryan of Newport Storm (third from left) during the Farm-to-Table dinner.
2. Newport Storm beer.
3. Menu and place setting.
4. Co-Founder, Master Distiller Brent Ryan of Newport Storm addressing the crowd.





CHILEAN EXPORT MANAGER PROMOTES WINES IN NEW ENGLAND

Daniel Sanz, Export Manager of Echeverria Family Wines in Chile, visited New England to gain exposure for the Quasar wine brand, as well as to expand its U.S. market presence. Among his stops, Sanz visited *The Beverage Journal* office in Hamden, Connecticut to share the story of Quasar wines from Echeverria Family Wines. The vineyard is located in Curico Valley, near the foothills of the Andes Mountains, and is a certified ISO 9001-22000 Sustainable Winery. Quasar Wines are available through Alpha Distributing in Rhode Island.

1. Daniel Sanz, Export Manager, Echeverria Family Wines. "The styles of the wines are New World fruit with Old World elegance," he said.
2. Quasar Wines of Echeverria Family Estates. Quasar Wines have received such accolades as the Berliner Wine Trophy in 2012 and 2014 for "Chilean Producer of the Year," as well as a 93-point rating from Beverage Testing Institute for their Quasar Perfecto wine.

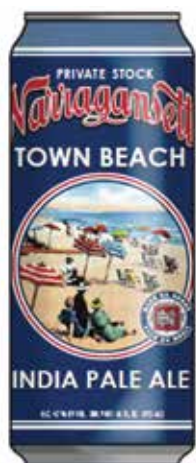


Photos by Brad Smith Photography.

PEEL COCKTAILS OFFER CONNECTICUT TASTES TO RHODE ISLAND

Local 121, a Providence venue in the former Dreyfus Hotel, hosted a summer Yelp Elite event showcasing Peel Liqueur cocktails to guests in the speakeasy's unique setting. From its new distillery in New Britain, Connecticut, Peel produces Peel Limoncello, Peel Cremoncello and Peel Bananacello. Peel was founded by Gianfranco DiDomenico and Angelo Mastrodomenico, whose handmade Italian liqueurs use all-natural ingredients and are gluten-free. The Peel Liqueurs are available through Horizon Beverages of Rhode Island.

1. The Peel line up at Local 121.
2. The cocktail menu.



NARRAGANSETT BEER REINTRODUCES TOWN BEACH IPA

Providence's Narragansett Beer released its Town Beach IPA in August, a summer-fall brew that "celebrates the beloved town beach of Narragansett, Rhode Island." Previously released as an Imperial IPA, Narragansett Town Beach IPA has been "toned down" and is now the latest addition to 'Gansett's Sessionable Series. The label is an homage to the local town beach's historic popularity. The beer is described as dry-hopped with citra hops at the finish, resulting in a crisp, clean and slightly fruity beer. Brewed under the supervision of Sean Larkin, Head Brewmaster for Narragansett and Owner of Revival Brewing, Town Beach IPA is 4.7% ABV and 55 IBU's.



SAGE CELLARS NAMED AMONG “FASTEST GROWING COMPANIES” LIST

Providence Business News selected Sage Cellars, Inc. of Warren as one of the top five “Fastest Growing Companies in Rhode Island” in the \$175,000-\$5 million category. The companies were chosen by their two-year revenue growth from 2012-2014. Five finalists for each category were chosen. The final top rankings were unveiled at an awards ceremony on September 17, 2015. Owners Anne Sage and Jesse Sgro said, “Our passion for great craftsmanship runs deep and is born out of a life of dedicated study. Our business model is based on a simple premise: We choose to work with companies with whom we feel an equal excitement for their wines or beers, and believe pairs well with the Rhode Island consumer. Our focus has been with family run vineyards, we are also a family business and understand the value in our industry.” This year’s list marks *Providence Business News*’ fourth Fastest-Growing & Innovative Companies program.

1. Owner Anne Sage of Sage Cellars, and Anthony Truchard of Truchard Vineyards, Napa, CA 2015.
2. Jesse Sgro, Owner and Sales Director, Sage Cellars; Kate Turner, Sales Associate, Sage Cellars; Stu Smith, Smith-Madrone Vineyards and Winery. Photo by Chris Almeida.



NATIONAL BARTENDERS ASSIST IN PROJECT BROKEN WHEEL

Approximately 125 bartenders from around the country were on hand at Twin River Casino on August 25, refurbishing bikes for needy children as part of Twin River’s community service program, Project Broken Wheel. The assistance nationwide is part of the United States Bartenders’ Guild National Leadership Conference. Project Broken Wheel refurbishes bicycles given to Twin River from the community and local police departments. The donated bikes are repaired and given “TLC” before being given back into the community. More than 750 bicycles to date have been refurbished and donated to local children’s organizations, including the Manville Family Literacy Center, Lincoln Adopt-A-Family, Boys & Girls Club, YMCA, Martin Luther King Family Center, Children & Family Services, Saint Lucy Heart, Red Hook Initiative (Hurricane Sandy victims), Salve Regina University Scholarship Program and local underprivileged families in the area.



Photo by Chris Almeida.

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3

TWIN RIVER HOSTS TRADE EDUCATION SESSION FEATURING RARE COGNAC

Beverage professionals were treated to an educational session on Remy Martin's Louis XIII Cognac at Twin River Casino on September 4, 2015 with the spirit's brand ambassador, Philippe Vasilescu. Blended from 1,200 eaux-de-vie exclusively from the Grande Champagne region, and aged up to 100 years in century-old tiercon barrels, Louis XIII is "the rarest spirit in the world." It has a 95-point Wine Enthusiast rating. Four generations of cellar masters have succeeded each other to produce a cognac with "unparalleled aromatic richness and the most complex flavor palate." The a 750mL bottle retailing on average at \$4,500 U.S. and in the Ocean State, is available via Rhode Island Distributing Co.

1. Remy Martin's Louis XIII Cognac.
2. John Ryan, Market Manager, Remy Cointreau USA; Philippe Vasilescu, Remy Martin's Louis XIII Cognac Brand Ambassador; and Frank Martucci, General Manager of Beverage Operations for Twin River Casino.
3. Trade guests during the educational session at Town River Casino.



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M.S. WALKER SALES MEETING HIGHLIGHTS NEW BRANDS

On August 14, M.S. Walker of Rhode Island hosted Mad River Distillers' President Mimi Buttenheim as part of its general sales meeting. Buttenheim spoke of the craft spirits line, which includes whiskey, rye and rum. Mad River Distillers uses sustainable agriculture, with grains sourced regionally from non-GMO sources, focusing on Vermont ingredients when available. The sugar in its rum is fair trade certified and sustainably harvested and water is drawn from a mountain spring on its farm. The meeting also highlighted Elation Nectar de Poire, produced by aging Pear Williams in cognac to create a liqueur; Paso Project wines, a new venture for Don Sebastiani & Sons that highlights the growing Paso Robles AVA region; and Wyoming Whiskey, a small batch bourbon whiskey, distilled and bottled in Kirby, Wyoming.

1. Brett Little, Co-Founder and Chief Distiller, Mad River Distillers and Mimi Buttenheim, President, Mad River Distillers of Warren, Vermont.
2. Jillian Boone, New England Regional Manager, A. Hardy USA with Elation Nectar de Poire.
3. Matthew Shakespeare, Area Wine Manager, Don Sebastiani & Sons with Paso Project wines.
4. Frank Sacca, Vice President/National Sales Manager, Wyoming Whiskey.

Photos by Chris Almeida.



Photos by Chris Almeida.



ANDINO'S SUMMER SANGRIA TASTING OFFERS VARIETY

Andino's Italian Restaurant in historic Federal Hill in Providence hosted one its weekly sangria tastings. Guests sampled house-made sangrias throughout the evening on August 10.

1. James Buonfiglio; Devin Soares; Desiree Taveras; Nick Buonfiglio; Jared Burt; Stephanie Merola, USBG member and Andino's Bar Manager; Mary Hartmann and Melissa McCafferty.
2. A summer sangria sample.



Photos by Chris Almeida.

SUMMER FESTIVALS ENLIVEN DOWNTOWN PROVIDENCE

AS220 is a non-profit community arts center, which also offers a full-service restaurant and cocktail bar, hosted its 7th annual one-day street festival, Foo Fest, on August 8. The Foo Fest transformed downtown Providence's Empire Street into a spirited block party attended by more than 5,000 individuals from across the region. August also brought NecronomiCon Providence, a festival homage to Providence's renowned resident horror author, the late H.P. Lovecraft. The festival brought out summer celebrants for "125 Years of Weird." Each event featured Narragansett Beer alongside local fare, cocktails, crafts and entertainment. In related news, Providence-based Narragansett Brewing Company reported its beer production will be relocating from New York to Rhode Island. A location has not been disclosed as of press time.

1. Narragansett Beer's booth at Foo Fest.
2. H.P. Lovecraft-inspired cocktails created by New Harvest Coffee & Bar's Ben Terry and Marcel Mcvay of Aurora.
3. Narragansett Beer's John Richard, Ann Boschini and Jen Riley.



YACHT HOP IN NEWPORT HARBOR RAISES CHARITABLE FUNDS

The Boys & Girls Club of Newport County benefited from an August 18, 2015 fundraiser held on some of Newport's notable yachts. United States Bartenders Guild Rhode Island (USBG RI) Chapter President Chris Almeida and Jonathon Pogash, also known as "The Cocktail Guru," served cocktails aboard a luxury yacht owned by The Who's Pete Townsend.

1. USBG RI Chapter President Chris Almeida and "The Cocktail Guru," Jonathon Pogash. Photo by PrivateNewport.com/ Bettie Bearden Pardee.
2. Cocktail creations featuring Glenfiddich, Hendrick's Gin and Sailor Jerry Rum. Photo by Chris Almeida.
3. Pogash and guest aboard Pete Townsend's yacht. Photo by Chris Almeida.

NEWPORT STORM INTRODUCES NEW BELGIAN STYLE ALE

For the past five years, the Newport Storm Brewery has run a "full fledge barrel aging program" to create a "gamut of sour, hoppy and dark, stout-like beers." This method extends to its latest creation, Rièzes [ree-ez], a classic Belgian-style ale using an ancient style yeast strain. Rièzes, a copper-hued ale, offers a rich malt flavor and a mild oak scent. It was finish-aged in eight Thomas Tew Rum barrels for roughly three months. Munich malt, Belgian Special B and Belgian Candy Sugar bring forth aromas and tastes of raisin, brown sugar and caramel. Close to 150 cases of Rièzes were made and distribution began in August.

RHODE ISLANDERS WELL-REPRESENTED AT SWE CONFERENCE

BY EDWARD M. KORRY CHE, CSS, CWE

The Society of Wine Educators (SWE) held its 39th Conference in New Orleans during August 12 through the 14. There were approximately 425 attendees, of which 20 were from the Ocean State. That's an impressive showing reflecting a deepening commitment to education and leadership in self-improvement by beverage professionals in our state.

The question is why would so many undergo the expense of time, travel, lodging and conference fees to attend an educational event in today's world of easily accessible information about wine and spirits? It held over 60 sessions. Most, but not all, had tastings. Some were by category, appellation, varietals, verticals or reflecting a theme such as altitude, several were food pairing sessions involving dynamic chefs of New Orleans. There were a few surprises such as the emerging regions of Georgia, Turkey, Slovenia, China, England, The Finger Lakes and Arizona.

The fact that 25 of the sessions were delivered by Masters of Wine, Master Sommeliers or Certified Wine Educators is relevant because the information one receives at trade events tends to be brand focused — these were not, presenting the audience with deeper understanding of their topics. Some of the non-tasting seminars were outstanding, such as *Understanding and Answering Questions About the Wine-health Connection*, by Dr. Tilda Parente, CSW, MD, and destroyed many commonly held myths.

A few highlights included *Let's Talk Turkey: Discovering the Charms of Turkish Wines*. The audience tasted unique wines, made with ancient varieties such as the unpronounceable Öküzgözü or Boğazkere. The same applied to the *Wines of Georgia* session with Master of Wine, Lisa Granik, who had us taste more familiar Rkatsiteli and Saperavi. Both countries face similar daunting challenges, the former because of the Islamic environment and the latter because of poor relations with its powerful Russian neighbor.

The presentation by Sarah Malik, CWE, on *English Sparkling Wines* demonstrated why the wine world is taking them seriously. The wines had lovely fruit character, complexity and acidity with laser-like intensity. The session by Roger Bohmrich,



Korry conducts a seminar at SWE 2015.

MW, on *Wines of China Today* gave us a real treat, since none of the wines are available in the U.S. This huge emerging region, which has seen significant foreign investments driving improvements to quality wines, could affect us all in the near future. It ranks second worldwide in vine acreage and fifth in worldwide consumption. The province of Ningxia is at the center of these international efforts, and while on the same parallel as Napa, it is high in elevation, arid and suffers from extremely cold winters, requiring the vines to be buried under three feet of dirt to survive!

The best balanced came from the joint venture of Domaine Franco Chinois represented by a Marselan Reserve, a cross between Grenache and Cabernet Sauvignon. Another varietal that was presented was a Cabernet Gernischt, which is genetically identical to the old Bordeaux variety Carmenère, Chile's iconic grape.

Eric Hemer, one of two worldwide who holds all three designations of MW, MS and CWE and also Sr. VP of Wine Education for Southern Wine & Spirits, presented on *Wine and Regions of Northern Italy*; Fernando Pavon of Emiliana winery in Chile presented on the wines of Colchagua Valley; Evan Goldstein, MS, presented on Portugal's iconic grape, Touriga Nacional; Jim Clark on *How Cool is the Cape* — about South Africa's wines and the list goes on.

There were also awesome spirits tasting seminars. That's important because the SWE not only offers a premier spirits certification (Certified Specialist of Spirits), but the Conference hosted its inaugural Certified Spirits Educator (CSE) exam. The examination is the most difficult comprehensive spirits assessment in industry. It tests the candidate's knowledge of spirits, their tasting skills and their teaching ability.



Newport Vineyards

Big Family History Makes for Big Wine

Celebrating its 20th anniversary, Newport Vineyards goes 'bigger and better'

BY NANCY KIRSCH

Newport Vineyards, the largest producer of grapes in New England, has blossomed into a year round destination venue along the Coastal Wine Trail. Some 60,000 to 70,000 people visit Newport Vineyards each year for food, wine, fun and festive private, semi-private and public functions, said co-owner John Nunes (pronounced "noons").

Brothers John and Paul Nunes, whose family has owned the land on which they grow grapes since the early 20th century, have owned Newport Vineyards since 1995. The vineyard began when Richard Alexander, a retired U.S. Navy captain, planted the first grape vines in

1977 and built a winery some years later. Describing winemaking in the '70s as "a wild frontier," John, who has 52 first cousins, added, "My cousins and I always helped with picking grapes and planting."

Twenty years in, Newport Vineyards now produces about 20,000 cases of wine annually, which are sold in the vineyard store, online to customers in about two dozen states and to retail stores in Rhode Island and Massachusetts. Head winemaker George Chelf, assistant winemaker Michael Walton, vineyard manager Paul Nunes and John all have a hand in producing the wines.

Their 2014 Pinot Gris and their 2014 Great White won Golds in the Atlantic Seaboard Wine Competition, hosted by one of the oldest wine organizations on the East Coast. These days, John is particularly fond of the Riesling, which, he said, will "kill" any competitor's Riesling. The vineyard's white wines have nice fruits and aromatics, and some red wines are aging for 18 months in oak barrels. "We extended [the aging of] the Merlot and we were really impressed with the difference," he said.

In celebration of their 20th anniversary, the brothers renovated and expanded the building. In addition to the actual

winery operations, the 35,000-square-foot complex now houses a bakery/deli, a full-scale restaurant, a tasting room, a private events space and a gift shop. Their live music and comedy shows, clambakes and yoga and ballet classes enable Newport Vineyards to differentiate itself from other wineries, said Cassandra Earle, Director of Marketing and Events.

Another distinguishing feature is that the vineyard is the first in the United States to import a grapevine baler from Italy, said John. The grapevine bales are ground into wood pellets that the vineyard uses for heating fuel. Solar panels, as well as recapturing and re-using the heat created in the wine chilling process, also save both energy and energy costs, he said.

Preserving the environment is second nature for the Nunes brothers, who own 80 acres of preserved farm land, of which 53 acres are planted with grapevines. The year-round Aquidnick Growers' Saturday Farmers Market is on vineyard property, as is part of the Sakonnet Greenways Trails. "Quality wine is made outside in the vineyard; [we] massage it in the winery to get what we want," said John. "If you take care of the grapes and do a good job with Mother Nature to maximize what she's going to give you, nine times out of



Paul Nunes harvesting at Newport Vineyards.



John Nunes and a grapevine bale.

10, you're going to get a good wine."

The employee base has grown from 25 to 100 just in the past year. Tastings occur seven days a week; tours are held once daily, and more frequently on Saturdays. "We're a destination within a destination [of Newport]. That's what sets us apart," said Earle. ■

Photos provided by Newport Vineyards.
Credit: Marianne Lee Photography.

Vineyard View will be published quarterly as part of our continuing local focus. Contact dana@thebeveragejournal.com to be featured.



NEWPORT VINEYARDS
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HOT FOR FALL

Italian Classics,
Pink Bubbly, more
Red Blends

VIAS IMPORTS LAUNCHES FIRST PROPRIETARY WINE IN PORTFOLIO

Vias Imports has unveiled **Acinum**, the first proprietary line within the firm's portfolio, created by Vias Chairman Fabrizio Pedrolli in collaboration with enologist Enrico Paternoster in Italy's Veneto region.

Acinum offers five top-quality expressions of authentic regional wines at especially attractive prices: Prosecco Extra Dry DOP (SRP \$11); Soave Classico DOP (\$11); Valpolicella DOP (\$16); Valpolicella Ripasso DOP (\$23); and Amarone della Valpolicella Classico DOP (\$55).

Acinum is produced on a limited edition basis only. (only 150,000 bottles of each wine) To safeguard quality standards, Fabrizio Pedrolli is involved in all aspects of production, from vineyard site selection to bottling. "I am very passionate about the styles represented in the Acinum line, and we make these products with the utmost care and precision to guarantee the quality of the wine inside the bottle," notes Pedrolli. viaswine.com



RED BLENDS KEEP BOOMING—AND EVOLVING

Stealthy sweet red blends continue to fly off case stacks, attracting new variations. **Woodbridge by Robert Mondavi Harvest Spiced Red Blend** boasts flavors of red berries, cinnamon, vanilla and clove, and is designed to be served at room temperature or heated with cinnamon sticks, orange slices and cloves for an easy mulled wine. SRP \$5.99-\$7.99. woodbridgewines.com



Category pacesetter Ménage à Trois, part of Trinchero Family Estates, has followed up the successful launch of their richer, darker Midnight bottling with a softer one dubbed "Silk." A blend of Pinot Noir, Malbec and Petite Sirah, **Ménage à Trois Silk** is a ruby-red wine with Bing cherry and raspberry aromatics, a hint of spice on the palate and a smooth, elegant mouthfeel. SRP \$13.99. menageatriswines.com



WHAT'S PINK, BUBBLY AND...ITALIAN?

With both rosé and bubbly enjoying growth spurts, it should be no surprise that sparkling rosé sales are up 11.3% over the last 52-weeks ending July 18th, 2015, according to Nielsen. Expect more to appear in Q4; for now, two new ones are aiming to catch the wave:

Tiziano Sparkling Rosato (SRP \$14.99), with aromas of sweet cherries balanced by a vibrant acidity, aims to replicate the success of Tiziano Prosecco. tizianowine.com



Mionetto Prestige Gran Rosé joins the brand's Prestige Collection, with notes of pink grapefruit, pomegranate and black currant rounding out the fresh and fruity character. Available in 750ml (SRP \$14) and 187ml (\$5). mionettousa.com





*{Our passion for great craftsmanship runs deep
and is born out of a life of dedicated study}*



For inquiries and a closer look at our portfolio & local partners
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sagecellars.com

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Grapes and Gourmet

BY SAVANNAH MUL

Prior to owning Grapes and Gourmet, William Wilson worked there for five years. When the previous owner decided to sell the business, Wilson saw it as an opportunity that he was excited to explore and purchased Grapes and Gourmet in January 2013. "I enjoyed working here and saw potential," he said.

Wilson kept the same name and didn't want to alter the store very much from its decade in operation, but he moved and expanded the cheese selection, brought in more varietals of wine and created a "shoreline feel" by adding two more windows to the storefront located on the wharf.

Today, the business is a family affair. Amelia Wilson, Wilson's sister, is the cheese manager and handles the ordering, and Bill Wilson, Amelia and William's father, also works in the store. "He's been a big help," said Wilson about his father.



William Wilson, Owner, Amelia Wilson, Cheese Manager with father and employee, Bill Wilson.



LOCATION

9 E FERRY WHARF
JAMESTOWN, RI

FACTS

SQUARE FOOTAGE: 1,100

YEARS IN OPERATION: 3 years
(under current ownership)

His mother and brother also round out the support help.

Wilson designed the store so when a customer first walks through the door they see the cheese case directly ahead. "The focal point of the store is the cheese case and wine. It's a small town, enough for people to do one-stop shopping here," he said.

Grapes and Gourmet hosts wine tastings every Friday. "It's slow in Jamestown during the winter, but a lot of people come out for [the tastings]; for them it's like a prequel to dinner," Wilson said. Amelia Wilson uses the store's Facebook page to preview tastings, cheese offerings and events. "If you're not from here, [Facebook is] how people find out about us," she said.

Recently, Grapes and Gourmet was named the "Best Wine Shop in Newport County" by *Rhode Island Monthly* Best of 2015 Awards. The liquor store also received the 2015 Local Hero Award in the category of Food, Wine and Retail from *Edible Rhody*. Wilson said he asks customers a lot of questions about what kind of wine, beer



or spirits they like to drink to make recommendations. Once he gathers that information he will recommend something completely different. He said he realizes it is risky, but he likes to give the smaller brands recognition and trusts the customer will enjoy it. "We taste a lot of wines and we talk to pretty much every distributor in Rhode Island," Wilson said.

Wine accounts for the majority of the store's sales, followed by beer. Liquor and cheese sales are tied closely, Wilson said. As the seasons change, he will start to "fizzle out at least 25-percent" of summer rosés and white wines to make room for more red wines, seasonal beers and spirits to showcase. ■



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

GREAT WHISKIES FOR GIFT GIVING

THE BALVENIE UNVEILS 2ND BATCH OF 'TUN 1509'

The Balvenie Single Malt Scotch Whisky has released a second batch of Tun 1509. To create the batch, 23 traditional American oak casks and nine European oak Sherry casks from the distillery's aged stocks were transferred to Tun 1509, where they co-mingled for several months before being bottled. The European oak Sherry casks bring out subtle and delicate notes of cinnamon, ginger and nutmeg alongside the rich sweet oak and vanilla notes from the American oak. 100 proof. SRP \$350. thebalvenie.com



THE GLENROTHES INTRODUCES RARE AND AFFORDABLE RESERVE COLLECTION TRIO

The Glenrothes Distillery has introduced three new single malt expressions as a part of their Reserve Collection. **Sherry Cask Reserve** (80 proof, SRP \$59.99) is their first all first-fill Sherry cask expression. **Bourbon Cask Reserve** (80 proof, \$59.99), is matured in American oak refill bourbon casks; it has a fresh, floral bouquet with notes of crème brûlée and berry fruits. **Vintage Reserve** (80 proof, \$54) combines 10 vintages spanning from 1989 through 2007, resulting in a soft, silky mouth-feel with red berry fruits and nuttiness. glenrothes.com



JOHN WALKER & SONS 'XR 21' REKINDLES GRANDEUR OF ROARING TWENTIES

Art Deco sophistication inspired the stunning new package for the luxury blend **John Walker & Sons XR 21 Year Old**. It is even presented in a polished gold box emblazoned with a sculpted cross that echoes the knighthood of Sir Alexander Walker, John Walker's grandson. The elegant, individually-numbered decanters contain whiskies aged for a minimum of 21 years and drawn from extremely rare Johnnie Walker reserves, including some from distilleries no longer in existence. 80 proof; SRP \$138. diageo.com



CHIVAS REGAL UNVEILS NEW LOOK FOR 12 YEAR OLD

In the spirit of adjusting but not overhauling a good thing, Chivas Regal has unveiled a new design for their 12 Year Old. The new bottle retains its round generous shape, while its shoulders have been raised higher. The brand signifier is now included as a more prominent, organic feature of the bottle, and the signatures of founders James and John Chivas have been added to the glass. The outer carton has also been re-designed, and select areas have been embossed and debossed to add a textured element to the packaging. chivas.com



CONSTELLATION LAUNCHES SERPENT'S BITE APPLE CIDER WHISKY

With whiskey in multiple forms still hot, Constellation has released a genre-testing new product: **Serpent's Bite**. It's an apple cider flavored whisky, aiming to combine a distinct character of crisp apple cider and smooth Canadian whisky. Ideal in the form of a neat shot, straight up with a slice of apple or in a mixed based shooter. 70 proof; SRP \$15.99/750ml; also in 50ml, 1L. serpentsbitewhisky.com



NEW PRODUCTS & PROMOTIONS

BLACKHEART RUM PIN-UP GOES 'PLAYBOY BUNNY'—BUT JUST THIS FALL

Blackheart Premium Spiced Rum has teamed up with Playboy Enterprises for a limited-edition bottling that features the sultry Blackheart pirate pin-up girl as a Playboy Playmate in the iconic bunny costume. Offered through fall 2015 only, Blackheart Playboy Edition, a bold, 93-proof spiced rum that is "smooth to the tail end," will be supported with advertising and promotion through Playboy's leading platforms, including the magazine, Playboy.com and social media.

\$ SRP: \$14.99
heavenhill.com
[facebook.com/heavenhillbrands](https://www.facebook.com/heavenhillbrands)



PERSONALIZED BOTTLE LABELS FROM JOSH CELLARS

With holiday gifting squarely in sight, Josh Cellars Wine is launching a personalized label promotion, starting November 1st. Consumers can create their own free wine labels on the Josh Cellars website and have them shipped (free as well) directly to their home. The label can then be placed on any Josh Cellars wine bottle.



\$ SRP: \$13.99 - \$16.99
joshcellars.com
[facebook.com/JoshCellars](https://www.facebook.com/JoshCellars)

LATEST FROM FRANCIS FORD COPPOLA: VENDETTA, A 'WINE YOU CAN'T REFUSE'

Packaged with a nod to the secret back rooms, dark alleys and tough streets of Prohibition's Speakeasy era, Francis Ford Coppola is introducing the 2013 Vendetta, a full-bodied blend of 66% Mendocino Cabernet Sauvignon and 34% Malbec from Monterey. Spicy notes of pepper join toasted wood, juicy fruit and supple tannins; pair it with spaghetti alla Bolognese, naturally, as well as tangy spare ribs, grilled lamb chops or stuffed mushrooms.

\$ SRP: \$24.95
vendettawine.com
[facebook.com/CoppolaWine](https://www.facebook.com/CoppolaWine)



HUDSON'S SEASONAL MAPLE CASK RYE RETURNS

Hudson Whiskey is marking the return of fall with a third batch of their popular seasonal Maple Cask Rye. The whiskey is aged in casks that have held artisanal syrup, resulting in a natural, rounded maple sweetness with notes of toasted vanilla and black tea. Only 2,000 cases are available nationwide; this is the fifth line extension in the Hudson portfolio. 92 proof.

\$ SRP: \$44.99/375ml
hudsonwhiskey.com
[facebook.com/HudsonWhiskey](https://www.facebook.com/HudsonWhiskey)



TWENTY GRAND VODKA LAUNCHES NEW PEACH EXPRESSION

Twenty Grand Vodka has released Peach as their newest flavor, an infusion of French vodka, VS Cognac and delectable natural peach flavors. The Peach expression joins Twenty Grand's current lineup, made up of Gold, Black and original unflavored vodka. Additionally, Twenty Grand Vodka has released a new bottle design for the entire collection. 80 proof.

\$ SRP: \$29.99
twentygrandvodka.com



FROM SANTA BARBARA CANYON: A CHARDONNAY FOR EVERY DINNER PARTY

The 2014 Santa Barbara Canyon Chardonnay has generous varietal notes of pineapple and pear with hints of butter and baking spices that lead to a smooth, balanced finish. Suggested food pairings from winemaker Jevet Daniel include cream-sauce pasta dishes, lemon and rosemary chicken, seafood, as well as an assortment of cheeses including brie, cheddar and provolone. Marketed by Bronco Wine Company.

\$ SRP: \$17.99
bruncowine.com
[facebook.com/BroncoWineCompany](https://www.facebook.com/BroncoWineCompany)



NEW PRODUCTS & PROMOTIONS

DESTELLO CAVA: NEW SPARKLING OPTION FROM OPICI

Destello, meaning sparkle in Spanish, is a proprietary Cava joining the Opici Wines portfolio. Crafted by a small, family-owned winery in Penedès in Northeastern Spain, Destello Cava Brut upholds the Opici family's standards for quality and value with a consumer-friendly flavor profile. Produced using the traditional méthode champenoise, with each grape vinified separately using native yeasts (40% Xarello, 30% Macabeo, 20% Parellada, 10% Chardonnay), the blend offers crisp orchard fruits and a creamy finish.

\$ SRP: \$12
opiciwines.com
facebook.com/opiciwines



BIRD DOG WHISKEY ADDS NEW JALAPEÑO HONEY AND SPICED FLAVORS

Aiming to set the pace in flavored whiskey, Bird Dog Whiskey has added two new expressions. Bird Dog Jalapeño Honey exhibits a honeyed aroma and zesty, jalapeño blast while Bird Dog Spiced leads with a mild aroma of sweetness and finishes with captivating spice flavors. Enjoy straight up, on the rocks or in a cocktail. The new flavors join a portfolio of Apple, Chocolate, Hot Cinnamon, Maple, Peach and the original Blackberry. 80 proof.

\$ SRP: \$19.99
birddogwhiskey.com
facebook.com/BirdDogWhiskey



DIAGEO EXTENDS SMIRNOFF SOURS RANGE WITH BERRY LEMON

In 2014, Smirnoff aimed to expand the shot occasion with the launch of Smirnoff Sours, targeting Millennials enjoying a bold night out. The newest addition, Berry Lemon, taps a trending flavor combination and joins the lineup of Green Apple, Watermelon and Fruit Punch. Best enjoyed as a chilled shot, or mixed with lemon-lime soda. 60 proof.

\$ SRP: \$12.99
smirnoff.com
facebook.com/smirnoffus



LIVERMORE CROSSING: WORLD CLASS WINE FROM LIVERMORE VALLEY

Since the early 19th century, in the area now known as the Livermore Valley, gravelly soils and the cool, coastal breeze funneling through the Altamont Pass have proven ideal for high-quality Merlot. Beginning with aromas of blackberry, vanilla and toffee, this garnet-colored Merlot leaves every taste well-balanced. Pair with grilled beef or chicken and vegetables. Marketed by Bronco Wine Company.

\$ SRP: \$17.99
bruncowine.com
facebook.com/BroncoWineCompany



STAR-POWERED MYX FUSIONS ADDS SINGLE-SERVE SANGRIA

Myx, co-owned by pop superstar Nicki Minaj, has released Myx Fusions Sangria in 187ml bottles. Three new blends combine select premium Spanish wine with natural fruit essences and a touch of sparkling carbonation to create a refreshing, drink-anytime experience. Classico is red sangria with lemon, orange, cassis and peach natural flavors; Tropical is white sangria with passion fruit, mango, coconut, peach and a hint of cinnamon; and Redberries is a mix of strawberry, raspberry, cranberry and blueberry.

\$ SRP: \$8.99 - \$9.99/187ml 4-pack
myxfusions.com
facebook.com/MYXFusions



NEW CASTLE & CALEDONIAN COLLABORATE FOR FALL VARIETY PACK

Newcastle Brown Ale is introducing a second limited-edition variety pack brewed in collaboration with Caledonian Brewery, one of the oldest and most respected breweries in the U.K. With higher ABVs and IBUs (meaning stronger and hoppier), the pack targets LDA+ shoppers, skewing male, 21-39, who seek variety and more complexity to enjoy and share with friends. The 12-pack bottle format includes newcomer Newcastle Foreign Extra IPA (6.5% ABV) along with Newcastle Scotch Ale and the classic Newcastle Brown Ale.

heinekenusa.com
facebook.com/HeinekenUSA



POINTS TO PONDER: MY BIGGEST PET PEEVES

BY LEN PANAGGIO



Summer is in our rear view mirror and winter is in our sights. Over the summer as I have traveled around the state enjoying our wonderful restaurants, a few thoughts come to mind.

For the most part, I must say that our restaurant scene is extraordinary and what they do daily is remarkable.

But, along the way, a few sources of irritation have popped up. I want to share with you some that really get under my skin.

As we are catching our breath, think about these, in no particular order.

1. Hair: long hair that is free to flow, behind the bar or on the service floor. It is just plain unsanitary. Even worse is when the bartender or server is constantly removing it from his/her face with her hands and then touching a glass, silverware, or perish the thought, food. Or, better yet, when he or she decides to fix it, on the service floor. Go to the rest room and fix yourself out of public view! Put your lip gloss on in there as well!
2. Cell phones: I have written about this before and cell phone use by employees, while on the job, is still rampant. Some places are really good about creating a no-phone policy while an employee is at work, and that is a benefit to the guest. But for those of you who wish to ignore the fact that they are a detriment to service, wake up. Nothing is worse than waiting for a bartender to finish up what he or she is doing on the phone rather than doing what he or she is supposed to be doing—taking care of the needs of guests!
3. Warm red wine: I know, I know, it is difficult to have it chilled behind a bar to pour, but at least make your staff aware of alternatives so that one can enjoy a cabernet at 62 degrees rather than 75. Now, sticking it in the ice bin where they are using the ice to make drinks is not an alternative, yet

it continues to happen and in this day and age that is simply not acceptable. Clearly, for wines by-the-bottle, having them stored in a proper refrigeration unit addresses the problem.

4. Wobbly bar stools: at least remove them from the bar until you are able to repair them. Not only are they a safety hazard, but a wobbly stool speaks volumes about how you operate.
5. Out-of-stocks: yes, it does happen. If you or the distributor is out of the product, take it off the list. If you can't do that in a timely fashion, communicate to your staff that the product is temporarily out. And, block it on your POS.
6. Unshaven staff: really? If they worked in a bank, they wouldn't show up with a five-o'clock shadow, so why is it acceptable in a restaurant?
7. Bar rags that are used for more than they are designed for: simply disgusting. Bar rags are designed to wipe bars down, period.
8. Idle gossip: we don't need to hear about the latest scandal going on inside or outside the restaurant. And even worse, discussions about gratuities is a major violation.

These are just a few of my biggest pet peeves and I'm sure that I'm not alone. Remember, the most important resource is our human resource. For the most part, they are young and, in many cases, don't know better. It is incumbent upon management to hammer these basic concepts into their collective thought process; our guests deserve it.



ABOUT

LEN PANAGGIO, BEVERAGE CONSULTANT

Len Panaggio's career in food and wine spans more than three decades as an owner and as a beverage director at some of the top restaurants in Rhode Island. Currently a hospitality consultant, Len is a graduate of the University of Rhode Island and has attended the Culinary Institute of America Master Sommelier program and the Sterling School of Service and Hospitality.



BLACKSTONE
CATERERS





198 ATWELLS AVENUE
PROVIDENCE, RI



NAMI offers a contemporary twist on traditional Japanese cuisine, serving sushi and steakhouse entrees with modern, American influences.

BARTENDER: Nicholas Saez
Pictured is Server Randall Pietsch.

COCKTAIL: Cucumber Sake Mojito

RECIPE:

- Muddle 2 lime wedges and 1 shiso leaf with 0.5 oz. agave nectar.
- Add ice and 1.5 oz. cucumber sake.
- Shake and pour into tall glass.
- Top with sparkling sake, garnish with cucumber slice and shiso leaf.

General Manager Minda Fujimoto described the drink as “light and smooth with a creamy finish from the shiso leaf, which is like a Japanese mint leaf with a vanilla finish.”

GUEST COLUMN

CONTINUED FROM PAGE 19



Korry surrounded by the Rhode Island contingent of volunteers and participants.

There are four components to the certification including two tasting exams, one that tests the ability to produce detailed tasting notes, and form a conclusion as to how and why each spirit is representative of its category. The second tasting is blind; candidates attempt to identify three spirits within a

category, write a tasting note for each spirit, and, based on their knowledge of the production and aging processes, identify and explain the similarities and differences in the flavor profiles of each spirit.

Perhaps this recap of the activities, which didn't address the networking and community

of wine and spirits lovers, explains why so many from the Ocean State ventured to New Orleans.

Visit www.societyofwineeducators.org for more information or go to <https://apps.jwu.edu/chefschoice/pvd/searchsections.aspx> to see what educational opportunities exist right here in our state.

ABOUT EDWARD M. KORRY

Ed Korry is an Associate Professor and Department Chairman of Beverage & Dining Service at Johnson & Wales University, Providence. He is also serving as President of the SWE and has attained both its CWE and CSS certifications, and holds a WSET certification. Johnson & Wales University offers courses to assist in certification exam preparation. RI, MA and CT beverage professionals should visit the university's website.

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AS YOU CLIMB THE LADDER OF SUCCESS, TURN AROUND AND PULL SOMEONE UP

BY DALE J. VENTURINI



We are an industry that rises to the occasion, no matter what the circumstance, and that is something I am very proud of. The RI Hospitality Association (RIHA) is comprised of more than 650 members who have dedicated their lives to the hospitality industry, and represent a true cornerstone of our state's economy.

A great percentage of the 65,000 workers who choose to make a career in hospitality come to us with little experience or training, or with the need for a flexible schedule. We on-the-job train every employee who takes a job in this industry, and, we offer a true career path. Many of the folks in top industry positions, including myself, have had their first jobs in hospitality as a server, busboy, cook, hostess or front-desk clerk. With a lot of hard work, we have all been able to succeed and grow; the ladder of success in this business has many rungs.

We have a culture of mentoring that is more prevalent than in any other industry. Our saying is, "before you reach the next rung on that ladder, reach back and pull someone up behind you." To me, the most critical part of RIHA is our ability to offer a true opportunity for those folks who are willing to work and better their lives in the process.

To more fully embrace this concept, we have applied for a grant through Real Jobs RI, a demand-driven workforce and economic development initiative designed to ensure that state employers have the talent they need to grow. We are currently in the first stage of this application, working on a planning grant.

If successful, the grant will allow us to create the Rhode Island Food Management Partnership (RIFMP), which seeks to develop a leadership training program for mid-level employees, and also to educate employers on best practices in retention for hiring, training, and retaining the workforce. The initiative will focus on the "food cluster" economy — where restaurants, agriculture, aquaculture, food manufacturers and regulatory policy come together. The Rhode Island food cluster industry has grown extensively over the last decade, contributing to the local economy.

Over the next decade, continued growth is expected within the food cluster industry in Rhode Island. According to the National Restaurant Association, this year alone, the state's restaurant

industry job-growth rate is expected to increase 5.6%. Additionally, through support from the Rhode Island Foundation, the farm-to-table movement is being catalyzed. Currently, 1,200 farms generate more than \$65 million in sales.

The RIFMP will be led by the Association in conjunction with the RI Hospitality Education Foundation (RIHEF). Additionally, several partners will support the planning process including Johnson & Wales University, Community College of Rhode Island, the Greater Rhode Island and Providence/Cranston Workforce Investment Boards, American Hotel and Lodging Educational Institute, Hope and Main, and the National Restaurant Association Educational Foundation.

The RIFMP will create the professional development program by adapting the highly-successful National Restaurant Association Educational Foundation ManageFirst Program™ to meet the needs of Rhode Island food cluster employers and employees. To adapt the ManageFirst Program™ to meet these needs, RIHEF will convene focus groups, conduct one-one-one interviews, and collect surveys from employees, employers, trade associations and Workforce Investment Board Partners. All competencies targeted in the program will be validated by the Food Cluster partners.

One completed, RIHEF and RIHA will take the results of the planning grant and it is our hope to be invited to implement this valuable program.

I've often said that a rising tide will float all boats. If we expect our industry to continue to grow and be a leading economic driver within the state, we need to invest in training our employees to excel at their jobs, get promoted, and allow room for others to begin their career ladder. Hospitality is an industry of opportunity and I am proud to drive this initiative forward.



www.rihospitality.org

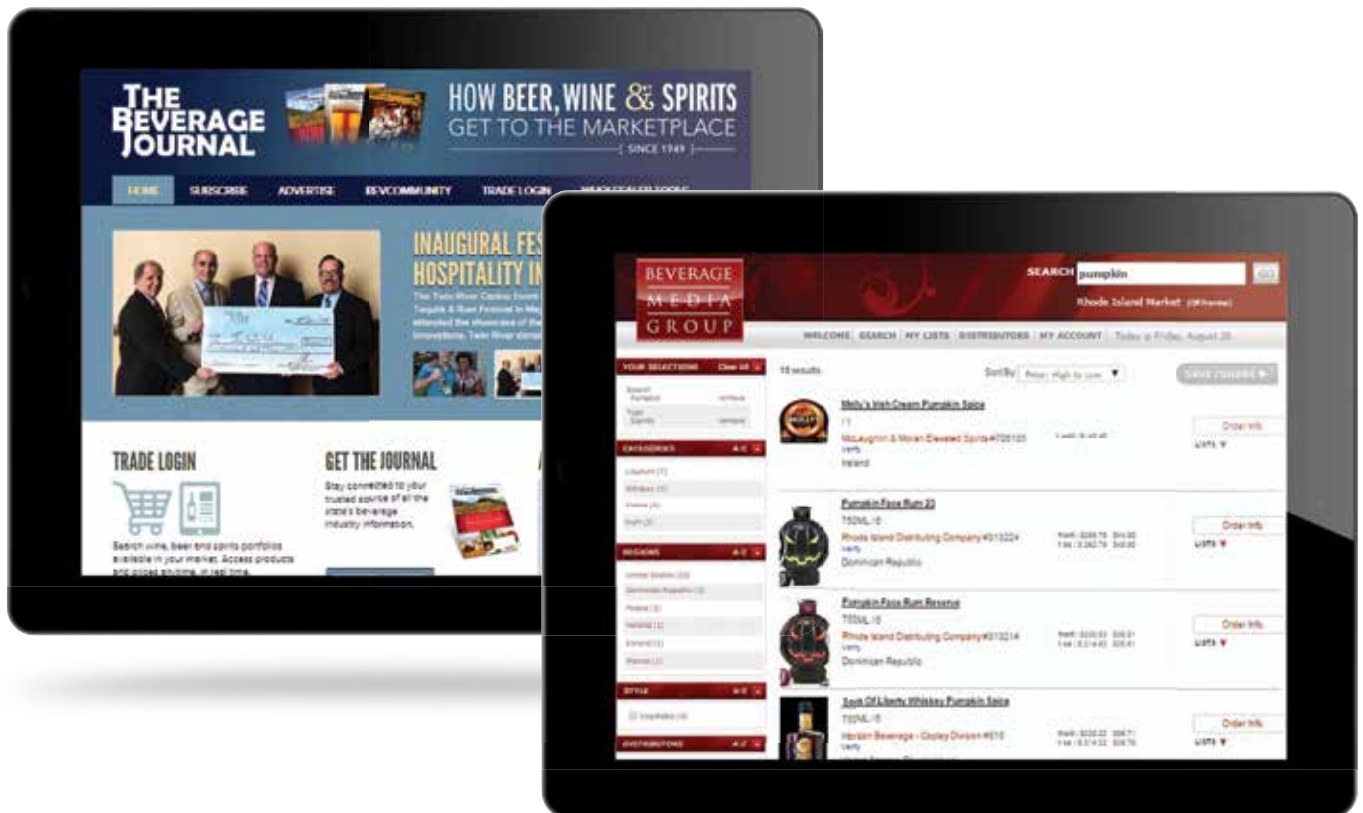
ABOUT DALE J. VENTURINI, PRESIDENT & CEO, RHODE ISLAND HOSPITALITY ASSOCIATION

A veteran of more than 25 years in the hospitality industry, Venturini is considered by many to be the voice of the industry in the state of Rhode Island. She has been instrumental in improving the industry's educational and training programs in the state, as well as enhancing the bottom line of the business she represents. Venturini splits her time between the office and the State House, a constant presence for her membership.

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SEASONAL CREEP

BY JACK KENNY

The arrival of October is a relief to me because I'm not at all a fan of hot weather. I'm also not a fan of pumpkin beer, so it's satisfying to know that they will soon be gone from the store shelves in anticipation of a new crop of winter ales and lagers. But you, dear reader, might be a devotee of the pumpkin style, which means that you are lamenting their impending departure for the next nine months. Such is the diversity of the human palate; may it live forever.

Pumpkin beer is a misnomer. Sure, they are brewed with real pumpkins (at least I imagine so; but it's not unlikely that such a thing as pumpkin concentrate can be employed). But have you ever eaten a pumpkin? No? Neither have I, nor has anyone I know. We all, however, have consumed pumpkin pie, which is what pumpkin ales should be called: Pumpkin Pie Beer. You know: cinnamon, nutmeg, clove, a whisper of ginger. Pumpkin's just a squash. You gotta doll it up.



The enjoyable part of the fall beers, for me, are the Oktoberfest lagers and other malty offerings. While I tend toward hoppier beers year-round, the rich grain character of the German-style harvest beers is a welcome treat along with the change in temperature, sunlight and wardrobe.

Yet something is wrong with this picture. Around here, the weather is cooling, fall has just arrived, and all of the fall beers are going away.

One can argue that seasons vary widely all over this vast continent, and that up in Vermont the pumpkins have long been harvested. (And when summer beers come out in April, that's just fine for our friends in Arizona.) But I know you agree, mostly: Customers hate to see summer beers disappear by Labor Day weekend and sneer at the arrival of pumpkin ales in mid-August.

The practice by brewers of producing and shipping seasonal beers far in advance of the actual season has been given the name "seasonal creep" by industry observers. The reason for the practice is that every brewer wants to be first on the shelf with its product. The reality is that half of them arrive all together six weeks before the season starts, and the other half come in the following week.

Here is a sad example: It is Thanksgiving week, Tuesday or Wednesday, and families are out shopping in preparation for the big Thursday dinner. The kids and grandkids are in town and everyone piles into the car to visit the local beverage retailer. "Please show us where your pumpkin beers are, sir!" says the patriarch. "We're going to have some with our turkey!"

"I'm sorry, friend, but the pumpkin beers have been gone since mid-October," replies the retailer. "We've had the winter seasonals on the shelves since then."

Look up the word "crestfallen" and you will know what happened to the faces of every one of those family members when I – yes, this happened to me – gave them the bad news. It was heart-rending. I wanted to call my therapist and tell him that I was the seasonal creep.

But here's a point to ponder: Having more seasonal beers available early is far better than having them left over when the seasons gone. By and large, when a season ends, people tend not to want that beer any more (except for the Thanksgiving crowd, I guess). Take summer shandies: Folks just don't ask for them as soon as the cool weather arrives. Ergo, the retailer does not want a surfeit of shandies taking up space on shelves when the sweaters and jackets come out of mothballs. Makes sense, right?

Consider this: Maybe the retailer could review sales performance records from previous years to determine just how much of a product she sold in the past in order to make a savvy buy for this year's seasonal. There are, for a fact, retailers who do not have much seasonal beer left over at season's end because they are smart purchasers. I know some of the opposite kind, too.

The brewers are not going to change their production tactics, so the retailers have to manage supply and demand. Meanwhile, I'm eagerly awaiting the arrival of Sierra Nevada Celebration Ale.



ABOUT

JACK KENNY

Jack Kenny has been writing The Beer Column for *The Beverage Journal* since 1995.



WRITE TO HIM
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BY THE NUMBERS

TEEN DRINKING DRAMATICALLY DOWN

DISCUS, the Distilled Spirits Council, shared results of a major federal survey by the Substance Abuse and Mental Health Services Administration (SAMHSA) indicating that underage drinking has continued its long-term decline. According to 2014 National Survey on Drug Use and Health (NSDUH), underage use of alcohol has declined across several indicators, including past month consumption, binge drinking and heavy consumption.

NSDUH is a scientific annual survey of about **67,500** people throughout the country and is one of the principal measures of underage drinking in the United States.

Alcohol consumption among 12- to 20-year-olds hits record low.



WASHINGTON SOLIDIFIES GRIP AS #2 WINE STATE

September was "California Wine Month," but Washington continues to gain ground. A new study by Washington State Wine, the government agency that represents all wineries and grape growers in the state, shows an increase in total state economic impact of **\$1.3 billion** since 2009, at a compound annual growth rate of **8.5%** per year. The total economic impact of the Washington State wine industry was **\$4.8 billion** in 2013, up from **\$3.5 billion** in 2009.

Meanwhile, the number of wineries increased from **650** in 2009 to **800** in 2013, or **23.1%** total growth during that time. More new wineries opened recently, bringing the statewide total to **850** in 2015.

In 2013, an estimated **50,000** acres of wine grapes produced **210,000** tons of wine grapes, up from **156,000** tons in 2009, for a compound annual growth rate of **7.7%**. Acres planted grew by **39%** between 2009 and 2014. Barring major cli-

mate events, grape yield forecasts show continued growth of **5%** to **9.1%** per year through 2019, when wine grapes harvested are expected to exceed **300,000 tons**.

Grapes also rank sixth of all Washington State crops by sales value in 2013; third, if only looking at fruit, behind apples and cherries.

Total jobs supported by the wine industry reached **25,900** in 2013, up from **18,700** in 2009. The industry supported **\$61.9 million** in state taxes in 2013, including both direct payments and those among businesses supported by wine and related activities.

"We're thrilled to share these findings," said Steve Warner, president of Washington State Wine. "The demand for wine is at an all-time high in the U.S., and Washington—the second-largest premium wine producing state in the country—is poised to increase its market share."

HEADING TO Q4, WINE, BEER & SPIRITS ALL TRENDING POSITIVE

Off-premise alcohol sales rose steadily this summer, hitting **5.2%** growth over 2014 in the 4 weeks ending August 8 in all Nielsen channels. At this time last year, alcohol sales were up just **2.7%**. Moreover, the growth was experienced in each subcategory: beer was up by **4.5%** for the period, wine was up **6.3%** and spirits were up **6.8%**. This bodes well for industry-wide momentum approaching the holiday season.

NEW ZEALAND'S ASCENT: STEEP & FAST

New Zealand—whose presence was just a tiny blip on our radar when Australian Shiraz popularity peaked in the late 1990s—is shipping more wine to us than they are to Australia.

According to the 2015 annual report of New Zealand Winegrowers, the U.S. is now the largest export market for New Zealand wine, surpassing Australia with a market valued at **\$372 million** after a **13%** increase in the year ending June 2015. We accounted for around one quarter of all New Zealand's wine exports in year ended June 2015. The wine industry has sights set on **\$2 billion** of exports in 2020. ■

FALL-ING INTO SEASON

The transition from summer cocktails—refreshing, crisp, bright—to fall cocktails, which tend to have a bit more body and warmth to them, is not always a snap. An entirely new set of ingredients, including spirits as well as mixers and mix-ins, has to be taken into consideration, and the use of heat also comes into play for some cocktails. So why go through the hassle?

The answer is simple: change is good. By regularly introducing new, seasonal offerings on your cocktail menu, you are offering patrons a fresh outlook on your establishment, and giving your staff the chance to promote new products. Nobody is suggesting that your menu be completely overhauled each season, but how well can anyone expect a Piña Colada to perform in mid-October?

THE HOT TODDY

A classic cold-weather cocktail that combines the inner warmth of Scotch, with the actual warmth of hot water, honey and lemon.

1 oz Dewar's 12 Year Old Blended Scotch Whisky
3 oz Hot Water
1 Tea Bag
Honey and Lemon
Juice, to taste

Coat the bottom of a mug or an Irish coffee glass with honey. Add Dewar's and the lemon juice. On the side, heat water in a tea kettle and add the tea bag to make hot tea. Pour the hot tea into the glass and stir.



SAZERAC

By Nick Bennett, Porchlight

Another classic cocktail, a Sazerac is a perfect example of what to sip on a chilly evening. This Sazerac uses 106 proof Louis Royer Cognac, instead of rye, to add some additional warmth and sweetness.

2 oz Louis Royer "Force 53"
VSOP Cognac
¼ oz Simple Syrup
3 dashes Peychaud's Bitters
1 dash Angostura Bitters
Herbsaint Liqueur for rinse

Build ingredients into a mixing glass and stir over ice. Rinse the inside of a chilled, single rocks glass with Herbsaint. Strain the cocktail carefully into the glass. Express a lemon twist over the cocktail and discard.



POTION DE MUERTO

October means Halloween. Up your cocktail menu's spooky quotient with this Day of the Dead-themed cocktail, complete with dripping blood effect.

2 oz Hornitos Black Barrel Tequila
¾ oz Orange Juice
¾ oz Lemon Juice
¾ oz Chipotle Agave (or Agave Nectar if unavailable)
2 dashes Orange Bitters
½ oz Beet Juice

Combine first five ingredients in a tall glass over crushed ice. Float beet juice on top—it will slowly trickle down the glass through the crushed ice. Garnish with an orange slice.



MISSIONARY'S REPOSITION

By Tad Carducci of Tippling Bros.

Spiced pear syrup brings this cocktail into the season, adding warming spices to the reposado. Wait to make this cocktail later in the fall, when pears are at their peak of ripeness.

2 oz Reposado Tequila
1 oz Spiced Pear Syrup*
½ oz Lime Juice

Shake all ingredients and strain into a chilled cocktail glass. Garnish with pear slices.

**For the Pear Syrup:*

1 bottle Rioja Crianza
2 cups Sugar
1 Pear, peeled, cored, roughly chopped
½ tsp whole Cloves
½ tsp whole Black Peppercorns
1 stick Cinnamon
Peel of 1 Navel Orange

In a medium saucepot, combine all ingredients except tequila. Bring to a boil and stir until sugar is dissolved. Reduce heat and simmer for 15 minutes. Remove from heat and store in an airtight container. Refrigerate for up to one week.



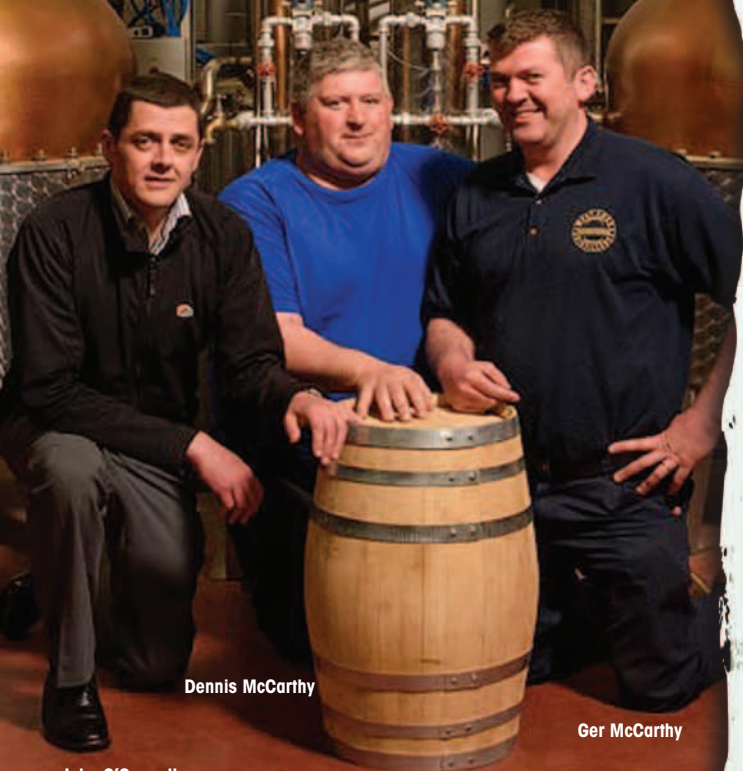
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SCOTCH'S DEEP SECRET

THE BARREL REGIMEN ~~ON AN~~ EVEN GREATER
THAN THE GRAIN, THE PEAT OR THE BLEND

BY JACK ROBERTIELLO

For all the attention given to malting and peat, to age, region or even still size, what's often left out of the discussion about what makes Scotch whisky so popular is wood. Barrels of diverse origin, which have nearly always held something other than Scotch and often have been put through incredibly precise steps of reconditioning, represent one of the industry's critical secrets.

One of the pioneers of finishing Scotch whisky in various used barrels, Dr. Bill Lumsden, Head of Distilling & Whisky Creation at The Glenmorangie Company, is unequivocal: "All the different parts of the process are important, from the source of water to the choice of raw materials to a well-controlled distillation. But at the end of the day it doesn't matter how good your spirit is; if you don't have good quality oak you simply can't make good whisky."

The wood's work is responsible for up to 70% of the flavor in whisky, says Dr. Nicholas Morgan, Head of Whisky Outreach at Diageo, and that's due to a number of causes. "The first is subtractive, that's when the cask is taking out undesirable elements in new make spirit. You don't want many of the heavy sulphury elements, and the wood manages that," he explains. "Secondly is the additive process, which begins about halfway through and that's when wood starts giving character." American oak, specifically once-used bourbon barrels, is known for adding vanilla and sweet flavors.

The third process is interactive, when flavors and aromas mingle and produce a rounded quality that completes the whisky. "It can take six, eight, ten or 12 years, but you need to get all those parts of the process right to make sure you get a good whisky," says Morgan.

Of Diageo's 7 to 8 million casks of maturing whisky, about 90% is American oak and 10% European, used selectively across their 28 malts, almost always with blending in mind. Most of their single malts have little European cask influence, although he points out that the company uses European oak for the complexity, character and depth it can add to blends, with Johnnie Walker Black as the classic example.

MARRIAGE MATERIAL

The process of marrying malts and grains together in casks to create the final blend has gone in and out of fashion, says Morgan. "When I joined this business, people were starting to say that marrying was an unnecessary luxury. But over the past five years or so, our specialists are talking again about how important that period is in extending the interactive maturation, allowing flavors to merge and develop. The higher you go up the ladder for a Johnnie Walker blend, the more thought and time will have been put into that marrying process."

Aging is an expensive process, and while older spirits generally command a higher price, younger whisky contains flavor components that some consumers enjoy and which are especially important in the creation of blends. On hot days, whisky expands through the char into the wood beneath; when the wood contracts, liquid is forced out.

The barrels need an environment where they can do their slow magic, but they also need consistency among the casks themselves. "Cask management is one of the most important issues in the industry, an incredibly complicated task, which all goes back

The process of creating and maintaining vast stocks of consistent barrels is critical to every distiller. Seen here, opposite page, clockwise from top left: The cooperage at Laphroaig; ex-Sherry casks, key to the identity of The Macallan; tools of the trade, at Laphroaig; casks being fired for The Macallan; Diageo's Cambus Cooperage; Speyburn's Arranta Casks, each hand-selected.

to consistency,” says Gabriel Cardarella, Dewar’s National Brand Ambassador.

Given the surge in brown goods consumption, the market for barrels is tightening. Lumsden says that even with good, long-term supply partners, it’s more difficult to source barrels than it has been for the past ten years.

HOUSE STYLES

For Glenmorangie and Ardbeg single malts, Lumsden works with Brown-Forman Cooperage, who preferentially source wood from particular areas of the U.S. “It’s not that I have to have oak from the eastern side of the Ozark Mountains, but they know our specifications, which is more important than the pure geography,” he says.

Lumsden is very specific; he seeks slow growth oak—between 12-16 growth rings per inch, which he says indicates maximum flavor potential. And after the wood is cut into staves, he wants them matured in the open air for a minimum of two years. Since Brown-Forman’s largest whiskey brand is Jack Daniel’s, that’s how most of the oak spends its early years, though Lumsden says he’s more concerned about the wood than the whiskey used.

Once used to age bourbon, the casks are usually disassembled and shipped to Scotland where they are turned into larger barrels than those normally used in the U.S. No matter what the wood requirements, keeping multiple distilleries supplied is a task, since most Scotch whiskeys are part of large multiple spirit companies, says Stuart Harvey, Inver House Distillers’ Master Blender, responsible for Old Pulteney, Balblair, Knockdhu, Speyburn and Balmenach.

Harvey says, “We forecast how many casks we require to fill and empty next year in August of this year. Like any forecast it is only an indication. Therefore, we ensure that there is always a stock of empty casks. At the moment, we are buying between 13,000 and 14,000 casks each year, as we are filling more stock than we are emptying.”

Inver House gets their barrels from Speyside Cooperage,



ON HOT DAYS, WHISKY EXPANDS THROUGH THE CHAR INTO THE WOOD BENEATH...

the biggest supplier to the Scotch industry. “This was essential for a recent project, Arranta Casks, which is the latest release from Speyburn,” says Harvey. Arranta Casks is a U.S.-only limited release made with only hand-selected American oak ex-bourbon casks. Many distilleries also use Sherry butts, although increasingly those are made with American oak.

BOURBON VS SHERRY

While American ex-bourbon casks are favored, Sherry is still quite important; without it, brands like Macallan or Auchentoshan Three Wood (originally the result of a mistaken addition of sweet Pedro Ximenez with Oloroso Sherry casks) wouldn’t be quite so popular. It’s the signature of many distilleries, including The Grand Macnish, which relies heavily on Sherry casks for all their whiskeys, particularly the 15-Year Sherry Cask expression which is dual-aged in bourbon for 15 years, then Sherry for six months which imparts the defining toffee-infused finish. Even Dewar’s is relying more heavily on Sherry casks for its new whisky, The Deveron, a seaside single malt hitting the market this month; the hint of nuttiness from Sherry butts complements the briny character of the malt.



Still, each malt and blend calls out for its own best combination. “Bourbon casks provide a more neutral foundation for single malts, whereas Sherry casks impart a lot more flavor on whatever we put in the cask,” says Simon Brooking, Scotch Ambassador for Beam Suntory. “At Laphroaig, for instance, we lean more toward bourbon casks because it highlights the big smoky beast that comes off the still.”

But at the other Islay malt in the company portfolio, Bowmore, things are different. “Bowmore is a lighter style Islay whisky and our master blender Rachel Barrie is really taking the opportunity to play around with more of the Sherry casks,” Brooking says.

Though new to the U.S. market, Usqueabach has been fine-tuning the balance between Sherry and bourbon casks since 1877, which is easier said than done, affirms Ryan Judson, Usqueabach Brand Ambassador: “Our blender believes bourbon casks add sweetness, while Sherry wood imparts nuttiness, spice and texture that consumers associate with Highlands tradition—finding the right combination is crucial.”



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2 dashes Angostura® Bitters
2 dashes orange bitters

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glass. Garnish with an orange slice.

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Failing to understand the correlation between quality wood and exceptional malts is a common mistake, he adds.

Now that Beam Suntory includes Laphroaig, Bowmore, Ardbeg, Auchentoshan and Glen Garioch in their portfolio, how to educate about the differences among the whiskies is more important, says Brooking. In fact, their ambassador team recently received barrel staves for display in trainings and tastings. “People want to know about how the wood affects the whisky, especially when you see how many more retailers and consumers want their own barrels.” Brooking explains.

For the whiskies made by William Grant & Sons, getting the right Sherry casks requires control, says malt master Brian Kinsman, from construction specifications to how long they rest: “We want a big, intense



ABOVE: Diageo's Cambus Cooperage was designed with a Leicester-based engineering firm that works primarily in the automotive industry; together they custom-designed a series of mechanical conveyors to move the around the cooperage between the hand-craft elements of the process. Right: Bowmore Cask and vaults.



are going to be shocked—it's not going to be anything like a 12-year-old spirit aged in American oak,” says Lumsden. He's also concerned that some distillers may be using oak only eight weeks from first being cut, which would likely have excessive tannin content.

EYE ON THE FINISH

When considering barrel treatments, it is important to separate barrel aging from wood-finishing. With a wood-finish, whiskies otherwise ready to drink spend additional time in particular types of wine or spirit casks to create an unusual, often one time, whisky. In creating the recent line extension Scratch Cask blended whisky, Dewar's aimed to extract more sweet vanilla oaky characteristics as a way to bridge the gap between bourbon and Scotch for neophytes. They finished Dewar's White Label in charred bourbon barrels that had had some of the inner char scratched out, a process developed after standard casks didn't work quite right, says Gabriel Cardarella, Dewar's national brand ambassador.



and oak-laden maturation from Sherry casks, with our toast and a two-year maturation.”

Sherry casks are so critical to the hallmark taste of The Dalmore, the distillery has locked up a contract with Sherry leader Gonzalez Byass which goes back a century. Distiller master Richard Paterson goes to Jerez to hand-pick each cask: “Really, it is the Sherry—the Matusalem, the Amoroso—that are so key to Dalmore's unique flavor,” he says.



PASSING THE SNIFF TEST

And how do they test their barrels to make sure they're right? “Testing is simple,” says Kinsman. “It's all sensory and our best people run their noses over the barrels.” Sulfurous odors are the most common flaw among Sherry barrels; an acetic acid taint is also common in wood used to age alcohol.

While at Diageo most first-time use bourbon barrels are tempered by aging grain whiskey first, at William Grant & Sons, most first bourbons are used for the malts The Glenfiddich and The Balvenie.

French oak casks are appearing more often as prices skyrocket, though some warn about the generally high tannin variety. “I'm worried that a number of distillers might be using anything, including French oak and I think if they leave it in French oak for 12 years, they

EXPERIMENTATION & RECYCLING

Beam Suntory has been working with the Japanese Mizunara oak, used and new, at Bowmore and Auchentoshan. “The challenge is it takes a lot longer to get results,” says Brooking. “It's a tighter oak and not as permeable. You can get wood influence from bourbon or Sherry casks anywhere from months to a few years, but with Mizunara we're not seeing influence until five

or more years.” The Japanese oak, used in some of the company's Japanese malts and blends, is said to impart a sandalwood and cedar quality.

Diageo now rejuvenates their exhausted casks, which might have been used for 30 or more years, back at the cooperage, where repairs are made and a thin layer of wood is removed from the inside of the cask before recharring or re-toasting to deliver a new active wood surface. “We can probably do that two or three times or more; it's good economics but also means we can keep a cask going as long as it takes a tree to come to maturity,” he says.

But while Morgan and many in the Scotch business obviously know a lot about wood, there is much we don't know. “Our understanding of the history of the use of wood is very, very poor. And most of what you read can be confidently discarded.” ■



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FALLING FOR CALVADOS

**BUOYED BY THE CIDER AND CRAFT TRENDS,
FRANCE'S SIGNATURE APPLE BRANDY IS BACK IN THE SPOTLIGHT**

BY JIM CLARKE

When we talk about apples, we think of cider, and when we talk about France, we think of wine. But when we talk about France and apples together, we should be talking—with all due respect to the *tarte tartine*—about Calvados. And more and more, we are.

“Calvados is doing well in the USA,” says Vincent Boulard, PR Manager for Spirit France, which counts three Calvados brands in its portfolio including Boulard’s family company. “Boulard remains number one in value and volume, with national distribution.” More important: it’s growing. Boulard Calvados total exports to the U.S. were flat from the turn of the millennium through 2008, but have grown 70% since then. Projections for 2015 put total sales at double what they were in 2000.

This has encouraged Spirit France to import and broaden distribution of all three of their Calvados brands: Boulard,

LeCompte and Père Magliore. “This position is quite historical. It makes sense for Spirit France to enlarge its portfolio and propose all three brands,” says Boulard.

HISTORIC ROOTS

A product of Normandy, Calvados first found a home in the U.S. after World War II, when veterans returned home with a taste for it; in fact, Boulard last year marked the 70th anniversary of D-Day with “Cuvée Ike,” a collectors’ edition Calvados named for General Eisenhower.



ABOVE: Unlike brandies made from grapes, the vivid true-fruit character of apples, is the foundation of Calvados. Boulard, still a family business and among the oldest distillers in Normandy, makes several distinct appellation-designated Calvados expressions. Jerome Dupont, a fourth-generation producer, banded with several other small brands to help promote the category; he believes people can “explore the different Calvados like they explore different rums.”



FUN FACT

More than 17 pounds of apples go into a single bottle of Calvados.

ABOVE: Historically, Calvados had its original affair with Americans following World War II, where Normandy was a crucial landmark. It also helps that apple, as a flavor, is embraced worldwide from an early age. For apple brandy lovers, Calvados remains the standard. Seen here: An expression by Drouin; Vincent Boulard, fifth generation of the family-run Boulard Calvados.

Ditto Groult; they released 1,944 bottles of a D-Day limited edition.

Today's growth is more about being at the confluence of two trends. "There's no doubt that the cider trend in the U.S.A. looks very positive and can sustain and reinforce the consumer taste for Calvados" says Boulard. And the interest in craft and artisanal spirits is also feeding interest in Calvados.

"Calvados is mostly small houses that are considered as craft producers and quite rightly so," says Jerome Dupont, fourth-generation Director at Dupont Calvados. In 2008, Dupont, along with Roger Groult, Christian Drouin, Pierre Huet and Père Jules, banded together to raise awareness of the category. "We wanted to show that there is a young generation interested in Calvados production and pursuing the tradition while bringing some fresh and open ideas at the same time. Also, that there is a diversity in Calvados. This is to push people to explore the different Calvados like they explore different rums."

PLACE MATTERS

While apple brandies are produced in the U.S.—most notably Laird's Applejack,

made in New Jersey—and elsewhere in the world, Calvados enjoys an appellation system and name recognition that helps it stand apart, just as Cognac and Armagnac remain distinct in consumers' minds from other grape brandies.

There are three appellations: Calvados, Calvados Pays d'Auge, and Calvados Domfrontais. The latter two are distinguished from the broader appellation by both production methods and raw materials.

"With its double distillation, Pays d'Auge Calvados tends to be a rounder and a milder Calvados, rich and long," says Guillaume Drouin of Drouin Calvados. "It can stand a very long aging and will evolve toward a very subtle, deep, and complex Calvados. Domfrontais Calvados benefits from the use of pears [up to 30%] and its single distillation. It comes out with a very fruity and expressive nose. More straight forward, more acidic, vibrant and lively even when very old."

AGE, LABELS & SUCH

It's not often one gets to speak about a French appellation and say that the label terminology does not matter all that much, but with Calvados, it's quite possible to apply this thinking. Many of the terms on the label will also be familiar: VS, VSOP, XO, and so forth. "For Calvados you have that," says Flavien Desoblin, owner of the Brandy Library in New York, "but not everybody uses it; they're kind of in-between Cognac and Armagnac."



Vintage Calvados is allowed, like Armagnac but unlike Cognac. Some producers use other terms as well such as Hors d'Age, or Napoleon. Some, such as LeCompte, even label their products by minimum years aged—12 ans [years], 18 ans—like Scotch. Given the diversity, Desoblin says knowing an individual producer's style is often more important than knowing these terms.

But that's not the biggest challenge facing Calvados, according to Desoblin. "The category needs a big name that will be recognized. With Cognac there are big brands with a lot more money to spend on differentiation. That's all it would take; that would get it up and running. It's the money that's missing."

CALLING CHEFS & MIXOLOGISTS

On the other hand, without that luxury marketing budget, Calvados also doesn't

Calvados Coquerel is targeting the culinary market in the U.S.; sales of their chef-friendly 375ml bottle were up 33% last year.



FALLING FOR CALVADOS



suffer from exaggerated pricing, which opens it up to all sorts of uses. “The culinary side is huge,” says Marlana Persson, Marketing Coordinator for Niche Import Co., which brings in Domaine Coquerel, the region’s third-largest producer. “We’re really going after that.”

Calvados is traditionally used in sauces and gravies but also in desserts. Niche Import sells the Coquerel Fine in 750 and 375ml bottles to make it convenient for both restaurants and home chefs; the half-bottle format in particular was up 33% last year.

And while brand name Cognacs are often prohibitively expensive for many cocktail programs, bartenders can easily find a quality Calvados to work with. “In the past Calvados was more intended as a digestif,” says Dupont; “in recent years there’s definitely been a big interest in cocktails. Young Calvados is full of fruit flavor, making it a good ingredient for cocktails.”

The Intercontinental New York Barclay Hotel (currently under renovations) has amassed a collection of over 300 Calvados; bartender Jose Torrella Jr. has created a multitude of cocktails using it. He particularly likes combining the apple

ABOVE: Domiane Dupont estate in the Pays d’Auge region; snifters at Domaine Drouin.

RIGHT: Bartender Jose Torrella Jr. at the The Intercontinental New York Barclay Hotel oversees a collection of 300 Calvados.

flavor with herbal or spice notes; his “Hot Desire” combines jalapeño-infused Calvados with watermelon, and “The Leading Lady” with rosemary.

He prefers to work with VSOP, which is aged a minimum of four years. “I find the VSOP’s well-balanced, not too strong, and holds up well with sugars; in the drink you can still taste the Calvados behind it. It’s a little more expensive, but much more complex.”

By retaining its apple flavor, Calvados is immediately distinct from grape brandies, which rarely taste of the fruit. Apple being a flavor familiar to everyone from childhood certainly works in its favor, too; while awareness of Calvados might not be widespread, there’s no reason people won’t understand it when they taste it. As Persson says, “We have about 130 liquors in our portfolio; Calvados is in the top ten, maybe five. It sells itself without a lot of marketing push.” ■



RECIPES BY JOSE TORRELLA JR.

Hot Desire

Muddle 2 chunks of watermelon

1 oz Lemon Juice

1 oz Simple Syrup

1 oz Jalapeño-infused Père Magloire Fine Calvados

Shake with ice and double-strain into Martini glass. Garnish with fresh slice of watermelon.

Sugar & Spice

1 oz Sandeman Reserve Porto

½ oz Roger Groult Reserve Calvados

1 oz Thyme Simple Syrup

½ oz Fresh Lemon Juice

Shake with ice and strain into Martini glass rimmed with vanilla sugar. Garnish with a thyme stem.

The Leading Lady

1 oz Christian Drouin Selection

1 oz Fresh Apple Juice

½ oz Rosemary Simple Syrup

½ oz Fresh Lemon Juice

¼ oz Chambord

Shake with ice and strain into Martini glass. Pour thin layer of Chambord on top. Garnish with 3 blackberries.

CALVADOS: A SHORT LIST

While Calvados labeling can be a free-for-all, the brandies’ style and complexity generally correspond well to their aging, and with that, their price points. In other words, higher tags deliver higher quality.

Here are some recommendations ranging from the entry-level examples well-priced for cocktails to some of the most elegant bottlings of the brandy world.

● ENTRY LEVEL (\$18-\$45 SRP)

- Domaine du Coquerel Fine
- Dupont Fine Reserve
- Busnel VSOP
- Domaine du Montreuil Reserve

● RICHER BOTTLINGS (\$45-\$80)

- Christian Drouin VSOP
- LeCompte 12ans
- Père Magloire XO
- Chateau du Breuil VSOP
- Roger Groult 12ans

● COMPLEX/RARITIES (\$80+)

- Michel Huard Vintage
- Boulard XO
- Roger Groult Age d’Or
- Dupont Vintage

BRING OUT THE GENTLEMAN



NEW

Introducing the Gentleman's Collection, a new range of wines designed especially to appeal to young Millennials – an underdeveloped category of wine drinkers with great potential. The Gentleman's Collection has been created around authentic stories of the founder, Dr. Henry Lindeman, and his desire for the more gentlemanly pursuits in life. The range includes a Red Blend and Cabernet Sauvignon, destined to appeal to the palate of Millennial drinkers.



FINE WINES SINCE 1843

Drink Responsibly



9 THINGS TO WATCH FOR IN CALIFORNIA WINE

THE TRICKS & TRENDS NEVER STOP

BY W. BLAKE GRAY

Because California doesn't have the centuries of tradition that Europe does, there always seems to be a "next big thing" in California wine. The trouble is, sometimes prognosticators are accurate (high-end Pinot Noir) and sometimes they're not (Syrah).

We're not going to make this article look totally foolish by declaring we know what's going to break out and when from California. But we will tell you about nine trends to keep your eye on; some are types of wine, and some are important trade developments. The "next big thing" might be lurking here, and if so, please remember in 2018 that we told you so.

1 "MOUSE IN THE SNAKE" WINE SUPPLY

California's three largest vintages in history were 2013, 2012 and 2014, in that order. So there's a huge amount of wine coming into the pipeline. Early reports are that the 2015 harvest might be somewhat smaller, in part because the drought seems to finally be affecting yields.

Of course it's way too early to know what 2016 will bring, but a very strong El Niño is forecast. The last time that



Opposite page and above: The Lodi AVA, east of Sacramento, has long been a quiet leader in viticultural sustainability, sheer varietal diversity, and particularly old-vine Zinfandel. Some of the best wines in the region are priced in the teens, yet still represent excellent value.

happened was in the winter of 1997-'98, and the following year's grape harvest was down 20%. The time before that, 1982-'83, the following year's grape harvest was down 26%.

So California wineries will be asking distributors and retailers to move three big vintages in a row, but in a couple years the situation might be entirely different. If you have favorite brands, keep in touch with the distributors of those labels once the 2014 vintage starts arriving.

2 TIGHTER ALLOCATIONS

Despite the three big vintages, wineries are putting their most desirable single-vineyard and other limited release wines on tighter allocation to retailers than ever. More restaurants in more cities are developing wine programs and looking for something unique and upscale.

With kitchen-sink reds on fire, the white blend market seems ripe for creativity and expansion.

Also, many wineries are trying to sell more of their most expensive wines direct because they get more margin that way.

Distributors often wield the club of tight allocations on desirable wines to force retailers to take cases of something less exciting. With a lot of wine to move, expect this to increase in the future.

3 WHITE BLENDS AHEAD

Red blends are the hottest category in the country. Last year they passed Pinot Grigio and Merlot to become the third-best-selling type of wine in the food and drug stores measured by Nielsen, accounting for 10% of all wine sales.

White blends are nowhere on that list and sales actually dropped by 0.7% over the last year, according to Nielsen. Can this imbalance continue? The Millennial crowd that's excited about red blends would seem to be easy to sell on white versions.

Right now, many of the high-profile examples are small-production and pricey—Inglenook's Blancaneaux, Matthiasson, Tablas Creek's Patelin. But we should expect the selections to diversify. Quietly, Pine Ridge's 80/20 Chenin/Viognier blend has become an off-premise staple. Ménage à Trois, HandCraft and Seven Daughters are sticking around as well at the \$10-ish SRP point. Two strong examples in the teens are Franciscan Equilibrium and Brassfield Estate's Serenity, both of which get a boost from Muscat and other aromatic grapes.

This market would seem ripe for creativity and expansion, especially since red blends have also prepped shoppers to expect "splendid blends" to materialize practically overnight.





4 LODI TAKES A BOW

Will Lodi ever have its day? The region just east of Sacramento seems perpetually trapped into making wine too good for the bottom shelf, but not quite exciting enough for the top. Considering the value that Lodi delivers in the \$15 to \$20 range that is the retail sweet spot right now, you'd think the region would have more buzz. But wine purchases are as much romantic as rational, and there's just more romance to Napa and Sonoma.

For what it's worth—and it may not be worth much—the Wine Bloggers' Conference will be in Lodi next summer, which will lead to a torrent of tweets about Lodi. Few people read the bloggers who attend the conference, but the bloggers themselves buy wine, so if you know you have a blogging community in your area, keep this on your radar.

Lodi is impressive among large California AVAs in its sheer variety of vineyards, many growing unusual grapes, and some ancient. If you want a good wine to hand sell, look for Cinsault from the 130-year-old Bechthold Vineyard; Turley makes a particularly good one. Uvaggio makes a nice Vermentino (SRP \$14), and Mettler Family Cabernet Sauvignon at \$25 is better than most entry-level Napa Cabs priced twice as much. Klinker Brick Winery made balanced Zinfandels even when that was uncool.

Expectations of who drinks rosé, and where and when, are changing.

5 WINE IN A CAN

Americans finally have accepted screwcaps. Are they ready for a little more metal in the package? Field Recordings, a winery founded by a 34-year-old in Paso Robles, has introduced Pinot Noir and a Grenache Rosé in a can. They're not cheap: the 500ml cans retail for \$10-\$12 each.

This is a different marketing approach from Coppola's Sofia sparkling wine in a can (\$5/187 ml). Field Recordings is going for the novelty drinker. And they are not alone. Underwood in Oregon has Pinot Noir, Pinot Gris and Rosé in 375ml cans for \$6 each. And in Colorado, Infinite Monkey Theorem is rocking six-packs of 250ml cans of Moscato, Rosé, White and Red. OK, so those last two aren't in California, but if cans really "can do," it's California where they'll ramp up. To wit, E. & J. Gallo is testing 250ml cans of Barefoot Refresh spritzers in Arizona and Minnesota.



At Field Recordings in Paso Robles, they take their single vineyards semi-seriously. One is called Jurassic Park. This one, Koligan, is named for farmer/manager Jeff Koligan. Its eight acres are planted to Cabernet Sauvignon, Cabernet Franc, Petite Verdot, Zinfandel and Tannat.

6 ROSÉ ALL THE TIME

How did it happen? After being unable to convince men to drink pink wine for decades, suddenly the wine industry sees guys getting together after playing rugby for "brosé."

France and particularly Provence has been a big beneficiary of this development. But California wineries are paying attention, and there's a flood of California pink wine, both still and sparkling, on its way. You already know that traditional rosé marketing rules no longer apply. It's likely that the traditional summer-only season for rosé is loosening up. Consider stacking some cases of pink wine under a football-oriented display: rosé goes great with sausages and nachos.

It's worth noting that the growth is fastest in rosés over \$15. As male drinkers who generally spend money on reds start to have a rosé now and then, high-end wines like Robert Sinskey's should benefit.



Bonny Doon's Vin Gris de Cigare: nice wine in a subtly funny package

7 POP-UP BRANDS

Suddenly there's a Napa Cabernet you've never heard of for \$12 wholesale. Who makes it? Where did it come from? Does it matter?—it's Napa Cab at \$12 wholesale!

Pop-up brands sprout like weeds in years when there are more grapes than established wineries can use. Companies like Castle Rock and Cameron Hughes

Dry Creek Valley is home to a surprising range of grapes, and many wineries make multiple variations. Dry Creek Vineyard, pictured here, makes two Sauvignon Blancs (the classic house style is labeled Fumé Blanc), multiple Zins, and the (suddenly chic again) Chenin Blanc made from Clarksburg grapes.

scarf up many of them, but when the tanks are full, smart industry players will find a way to bottle the excess, stick a label on it, and voilà! A brand is born.

If the brand strikes a chord with consumers, it might last, but most of these brands will disappear with the smaller 2015 vintage. The good thing about pop-up brands is that you might be able to buy up a distributor's entire stock in your state, and have an exclusive that your competitors can't touch. Keep an eye out: look especially for Napa Cabs that you've never heard of.

8 NON-TRADITIONAL VARIETIES

Among sommeliers, the biggest trend in California wines is non-major varieties. We all know the retail market is different from the high-end restaurant market, but people do come into stores looking for wines they've had on premise.

This is a good time to jazz up your non-traditional variety section. It can be as simple as the signage: "Non-traditional" is better than "Other." You can go further with a sign that says something like "Trending," or "Sommelier Favorites."

What grapes are we talking about here? Anything beyond the big six fits, and it doesn't hurt if they're from a producer with some name recognition.



View of Dry Creek Valley



J. Lohr makes a good Valdiguié. Arnot-Roberts and Wind Gap make Trousseau. Tablas Creek is among many producing wines based on Rhône varieties. A number of established wineries make Chenin Blanc, with Chappellet "Signature" at the high end and Dry Creek Vineyard's always accessible Dry Chenin Blanc in the budget range.

Millennials will buy wines specifically because they're different; no grape is too obscure.

9 WHAT ARE THE WAGNERS UP TO?

The California winemaking community was staggered in June when Constellation Brands paid \$315 million to buy Meiomi, a rising star among Pinot Noir labels. Not only was that an enormous amount of money, it was for just the brand—no vineyards, no buildings, no other assets.

Joe Wagner developed the Meiomi brand nine years ago, while working as a winemaker at Caymus, which is part of Wagner Family of Wines. Last year, Wagner formed a separate company, Copper Cane Wines & Provisions, and took Meiomi with him. That is when the brand really took off.

A lot of companies realized Americans were looking for Pinot Noir in the \$15 to \$20 range, but Joe Wagner was smart enough to make it slightly sweet, give it a

distinctive package, and sell it to non-obvious locations like airport lounges. Meiomi became a call brand.

Wagner has agreed to stay on as a consulting winemaker for Constellation for the next two vintages. Meanwhile, via his Copper Cane Wines & Provisions, he is making Elouan Pinot Noir from Oregon, Beran Zinfandels of California, and Carne Humana red and white Blends from Napa Valley. Copper Cane is also home to Avrae, a line of premium cigars; and Mia Marcelle, a luxury swimwear collection. An eclectic mix, to be sure, but who's ready to bet against Joe Wagner? ■



Joe Wagner was born and raised in a family famous for Cabernet Sauvignon; his knack for creating winners extended into Pinot Noir. Now he's working with Oregon Pinot, California Zinfandel and red and white Napa Valley blends.



AN ISLAY ICON TURNS 200

LAPHROAIG CELEBRATES TWO CENTURIES OF DISTINCTIVENESS

BY KRISTEN BIELER

Although it's not Laphroaig's real birthday (the cattle-farming Johnston family was turning excess feed barley into whisky long before it was legalized in 1815), this year marks as good of an excuse as any to raise a dram and toast the world's number one Islay malt.

Just how this liquid became one of the most revered and coveted on the planet is owed to a confluence of tangible—and intangible—factors. For one, the Kilbride river, which provides both the pristine water and peat beds. Laphroaig is one of the few distilleries left that retains its own floor maltings, and they kiln at lower temperatures than most others. The distillery is famous for being hyper-selective with their “cuts”—meaning, they let the still run for a full 45 minutes before they start collecting spirit in order to capture the purest, smoothest distillate.

“Over the years some things may adjust, like coal-fired stills, but generation to generation our cuts remain the same,” says Simon Brooking, Laphroaig Brand Ambassador. “We are committed to staying true to the philosophy our forefathers pioneered and the practice of cutting is core to that principle.”

SENSE OF PLACE

The result is a pronounced translation of place. To taste Laphroaig is to taste Islay; each sip channels the rawness of the windswept, rugged landscape, the smoky peat fires and the sea spray which literally kisses the barrels as they age in the warehouses and absorb

its salty, briny character. Few spirits express their place of origin so distinctly.

“Laphroaig has a polarizing flavor,” says Brooking, and the distillery embraces that not-for-everyone taste profile, as echoed in their #OpinionsWelcome campaign. “The smoky, fiery quality of Laphroaig hints at ancient circles sitting around the campfire,” he adds.

Ownership has changed over the years, but Laphroaig's flavor profile hasn't much altered since the early 1900s when then-master distiller Ian Hunter traveled to the U.S. to source American oak bourbon barrels, which pioneered that practice for the entire industry. Islay born and bred John Campbell is at the helm today.

Campbell is running the distillery at full capacity these days, but can't possibly keep up with international demand.

Notes Brooking: “When supply becomes an issue we see it as an opportunity to educate our consumers about our entire portfolio.”

Laphroaig's innovations are often more of a nod to the past—“We like to say we innovate through tradition,” says Brooking. Laphroaig Quarter Cask—launched a decade ago and now the distillery's second best seller—is transferred after five years into small, quarter-sized casks which were used over 100 years ago to transport via horse. The smaller barrels create greater “angel's share,” but also more opportunity for the spirit to absorb flavors from the wood and sea air. The Cairdeas expressions are also mod-



eled on Laphroaig's early years, made from 100% floor malted barley and distilled in small stills, then finished in different types of wood barrels.

Though in recent decades Laphroaig has been owned by large spirits companies, the distillery remains small—just 33 employees. Brooking explains: “I think people would be surprised at just how little has changed at Laphroaig over the last 200 years.” ■



The distillery's 200th Anniversary edition bottling of Laphroaig 15-Year-Old has been created in exactly the same way as the original, at 43% abv.



In the early 1900s, the neighboring Mackies, Laphroaig's Glasgow-based agent, and owner of Lagavulin which used much of Laphroaig's stocks, built a distillery to be an exact replica of Laphroaig in an attempt to replicate it. Though relying on the same water source, maltings, still size and maturation techniques and for a time the same distiller master, the copycat distillery could never do it and eventually failed. Whether owing to legacy, tradition, or location, Laphroaig proved itself impossible to reproduce.

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DISTILLERY MANAGER OF LAPHROAIG

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SMOOTH SAILING FOR GOSLING'S

BERMUDA'S BELOVED DARK RUM SETS A COURSE FOR SUCCESS

BY JEFFREY LINDENMUTH

Starting this October in Bermuda for the first stages of the 35th America's Cup, the island's native spirit, Gosling's Rum, will act as Official Rum and Ginger Beer through 2017. But Gosling's Rum has already set sail, with Malcolm Gosling, President & CEO of Gosling-Castle Partners, Inc., at the helm. From his office in Boston, the seventh-generation Gosling is steering the company for success in the U.S. by leading the most ambitious export effort in the family company's 209 year history.

"We started with New England, primarily because Gosling's Black Seal has the most recognition here, given our location and deep maritime heritage," says Gosling, referring to the rich, dark-hued flagship rum, using a blend of both pot still and column still distillates, created around 1850. "We are now pushing down the coast, but we are not shying away from California, or Texas or Illinois. It's just that the further you get from Bermuda, the more work we have to do to build recognition."

Fortunately, that recognition is aided greatly by a beloved Gosling's Rum signature cocktail: The Dark 'n Stormy. According to Gosling, Bermuda, and Gosling's, lay rightful claim to the mix of Gosling's Rum and ginger beer, a trademark they prefer to support through education rather than aggressive litigation. "When we see it on a drink list using a different rum, we work with the bartender to correct it. It's necessary to protect the



Based in Boston, Malcolm Gosling is overseeing the biggest export effort in the 209-year-old company's history.

authenticity of the drink, because we are not a massive global brand like some of our competitors," says Gosling.

TRUE TO BERMUDA

The Gosling commitment to the integrity of Dark 'n Stormy goes beyond just rum. About five years ago, the company introduced Gosling's Ginger Beer, a non-alcoholic mixer that has also found success with other cocktails, like the Moscow Mule, setting it on pace to sell a combined 1 million cases of regular and diet next year.

The next logical step was, of course, a ready-to-drink Gosling's Dark 'n Stormy that combines the best of Bermuda. Despite the challenges of a spirits-based RTD, Gosling was determined to stay true to their own trademark without compromise, using only Gosling's rum, not brewed malt, for a 9% alcohol beverage in a 250ml can with the perfect balance of robust rum and gingery refreshment.



Gosling's Dark 'n Stormy can is drawing fans at traditional beer occasions



Gosling's has several options for consumers looking to trade-up the range. Gosling's Gold Seal is debuting with a new bottle, new name (it was formerly Gosling's Gold Bermuda Rum) and new formulation. "It was a great product with many loyal customers, so the new formula includes subtle improvements. We refined it a bit and added more depth and more elegance," says Gosling.

Both Gold Seal and Black Seal have won favor with mixologists in the U.S., the U.K. and Germany, according to Gosling, who notes these rums excel in classic rum cocktails, or in long drinks like the Sunny G (with ginger ale and a splash of orange juice). The dark horse of the Gosling's stable, however, is Gosling's Black Seal 151 Proof. "Mixologists absolutely love it because unlike other overproof rums you have more than just potency. You have the deep Black Seal flavor," beams Gosling.

For the pinnacle of the range, Gosling's returns again to Black Seal, giving the distinctive blend additional aging in hand-selected bourbon barrels to create Gosling's Family Reserve Old Rum. Although the Family Reserve is most often consumed after dinner like Cognac, it's also at home in classic whisky cocktails. Among recent accolades, *Caribbean Journal* named Family Reserve the #1 aged rum in the world. ■

MOST COCKTAILS COME WITH A NAPKIN. THE DARK 'N STORMY® COMES WITH A TRADEMARK.



A rose by any other name may smell as sweet, but a Dark 'n Stormy by any other rum would not taste as great. In truth, it wouldn't even be a Dark 'n Stormy.

This is one of very few cocktails to earn a US Government trademark. Not to protect us, to protect the drink. Because there's a huge difference between Black Seal Rum and any other.

It's a deep, luscious rum made from a 160-year old family recipe using three individually aged distillates.

And don't even get us started on ginger beers! We crafted Stormy Ginger Beer to harmonize perfectly with Black Seal into the ultimate Dark 'n Stormy.

The lime? We sure recommend it but it's not etched in stone.



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A TASTE OF THE ISLAND LIFE

BLUE CHAIR BAY RUM EMBODIES FOUNDER KENNY CHESNEY'S CORE LIFESTYLE: FREEDOM, ADVENTURE, AND PAYING IT FORWARD

BY SARA KAY

When celebrated country music star Kenny Chesney decided he wanted to create a spirit, his goal was a rum that could be embraced as a natural extension of island living. This vision materialized into Blue Chair Bay Rum, developed with Master Blender Mike Booth using high-quality Caribbean rum and natural ingredients. As the “Official Spirit of No Shoes Nation,” referencing the singer-songwriter’s fan club, the brand is all about an easygoing, adventurous lifestyle.

After launching with a trio of rums in 2013, just as Chesney embarked on an 18-city concert tour, distribution increased rapidly to all 50 states as well as Canada and the U.S. Virgin Islands. Another sign of success: Blue Chair Bay expanded the line in the brand’s very first year. The original White (80 proof), Coconut and Coconut Spiced rums (the latter both 53 proof) were joined by Banana Rum and Coconut Spiced Rum Cream in 2014 and Vanilla and Banana Rum Cream in 2015.

While the flagship rum seems naturally tailored to summertime—ideally poolside, on the beach or somewhere in the sun—the richer rum creams have extended the brand’s reach. The Beach Monkey cocktail combines the Banana Rum Cream with chocolate milk and whipped cream for a sweet beverage with comfort-food appeal, and a variety of punch recipes will encourage fans to keep Blue Chair Bay in their party arsenal all year long. “Our Rum creams and Coconut Rum punch recipes are perfect for getting you into the fall spirit,” says David Farmer, President at Fishbowl Spirits, parent company of the brand.

RUM THAT KEEPS GIVING

Blue Chair Bay is introducing a new holiday campaign this year—“Spirit of Giving”—kicking off in late October on their Youtube channel and promoted on Facebook and Instagram. With a “pay it forward” theme, the Spirit of Giving will be centered on video clips, mostly filmed in Chesney’s home base of Nashville, showing people doing good deeds for others.

“We are hoping that the videos serve as inspiration for fans to do something nice for a relative, a friend or even a stranger and make their day,” says Farmer, adding, “The spirit of Kenny’s giving is what inspired our team to create the campaign.” Over the years, the musical artist has supported causes such as the Music and Memory Program for Alzheimer patients; The V Foundation for cancer research; and the Coastal Conservation Association. In 2013 he started a fund to pay for prosthetic limbs and other medical needs for victims of the Boston Marathon bombing.

To help the Spirit of Giving campaign translate into more rum lovers giving the gift of Blue Chair Bay this holiday season, POS materials include branded case cards with custom gift bags. Also heading to off-premise: a six-pack of 50mls in a custom gift box as well as bottle neckers in the form of gift tags for 750ml bottles.

Both aspects of the campaign—on social media channels and in stores—hold great appeal for the brand’s target audience: adventurous people in their twenties and thirties, skewing female, who value superior taste, all-natural ingredients and social awareness. ■



BLUE CHAIR BAY COCKTAILS



HOLIDAY VACATION

1 750ml bottle Blue Chair Bay Coconut Rum
4 cups cranberry juice, chilled
4 cups orange juice, chilled
1 bottle Sparkling wine, chilled

Combine all ingredients in a punch bowl. Garnish with orange slices and fresh rosemary sprigs.

BEACH MONKEY

2 oz Blue Chair Bay
Banana Rum Cream
Chocolate Milk

Rim a glass with chocolate syrup and fill with ice. Add milk and rum. Stir to combine.

RECIPES BY JESSE GOLDSTEIN



90pts

WINE ENTHUSIAST



**Toasted coconut infused with
cinnamon and vanilla, blended
with notes of nutmeg and clove,
to craft the perfect RUM CREAM**

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NO SHOES NATION

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Ken Chesne

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Blue Chair Bay Coconut Spiced Rum Cream 15% ABV

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RUMCHATA: THE SWEET & THE SPICE

DELICIOUS ALONE, VERSATILE WHEN MIXED,
RUMCHATA IS A CALLING CARD AT HAVEN

BY SARA KAY

In a city of skyscrapers, rooftop bars can still hold their own. Amid the bright lights and oversized billboards of Times Square's theater district, Haven Rooftop Bar atop the Sanctuary Hotel has been pleasing hotel guests and New Yorkers alike with the right mix of food, drink and ambiance since it opened three years ago, under the guidance of General Manager Elda DeVilla.

Among her best decisions helping to make Haven Rooftop a destination, the Mexican native incorporated RumChata into the cocktail program. Inspired by Mexican horchata, a popular milky drink made from rice and flavored with cinnamon and vanilla, RumChata liqueur uses Caribbean rum, fresh real dairy cream

RICE PUDDING MARTINI

1½ oz RumChata
1 oz Malibu Coconut Rum
1½ oz Maker's Mark

Combine all ingredients in a shaker filled with ice. Shake and strain into a Martini glass. Garnish with a strawberry and a sprinkle of cinnamon on top.

and a touch of natural cinnamon, vanilla and sugar (ABV 15%). While the spirit itself is made domestically, the flavors are reminiscent of that sweet and creamy Mexican beverage.

Banking on the popularity of these flavors in Mexico and Spain, she introduced RumChata to the owners of Haven. "My bosses were so excited to see a new thing," she recalls, "but they wanted to know, 'how would you present it?' I created the Rice Pudding Martini for them, and they loved it. After that, it was on the menu right away."

Since the Rice Pudding Martini debuted, DeVilla and her bar staff have worked to create other drink options that emphasize the versatility of RumChata. "You can play around with juices and hard liquor, but it can get boring," continues DeVilla. "RumChata is interesting. It's milky but it has that rice pudding flavor, too. It's an exotic, new flavor. There's really nothing like it."

The Summer Colada, for instance, is made with RumChata instead of coconut milk. DeVilla and the Haven Rooftop staff have also featured the creamy liqueur in shots, demonstrating the brand's broad demographic appeal.

"No matter the time of year, we always have RumChata options," says DeVilla. "We order about two to four cases a week. At the bar lounge, people order food as well, so at the end of their meal when they're full but want a treat for dessert, we recommend one of our dessert cocktails with RumChata." ■



The Haven Rooftop staff have featured the creamy liqueur in shots, demonstrating the brand's broad demographic appeal.

Toast with Cinnamon!



1oz RUMCHATA + 1oz JACK DANIEL'S TENNESSEE FIRE

Visit RumChata.com for recipes

PLEASE ENJOY RESPONSIBLY.

RumChata. Caribbean Rum with Real Dairy Cream, Natural and Artificial Flavors. 13.75% alcohol by volume. Bottled by Agave Loco Brands, Pewaukee, WI. RUMCHATA and CHATA are Registered Trademarks of Agave Loco, LLC. JACK DANIEL'S and TENNESSEE FIRE are registered trademarks of © 2015 Jack Daniel's Properties, Inc. All rights reserved. Used with permission.

ASIAN TWISTED

**SHAWN CHEN, BEVERAGE DIRECTOR
REDFARM, NYC**

BY ALIA AKKAM

Devouring Chinese food is a timelessly comforting ritual, but Ed Schoenfeld has also made it an adventurous experience. At the two outposts of his New York restaurant RedFarm, dim sum gets the inventive treatment via chef Joe Ng. Ensuring the cocktails are just as playful and contemporary is Shawn Chen.



THE BEVERAGE NETWORK: RedFarm keeps New Yorkers happy at two locations. How do the cocktail programs differ between the two?

SHAWN CHEN: The philosophy behind the food at RedFarm is to reinvent the classics while also creating “Chinese cuisine with a greenmarket sensibility.” The RedFarm cocktail program embraces the same with fresh, seasonal ingredients. Not only do the classic cocktails have a modern twist, but an Asian one to celebrate Chinese-American heritage.

On the other hand, Decoy [underground, beneath RedFarm in the West Village], which is both a cocktail bar and a shrine to Peking Duck, is all about creating cutting-edge drinks. Every single detail matters when crafting a cocktail at Decoy, from choosing the right types of ice to making our own tinctures to aging our cocktails in oak barrels.

TBN: Decoy must allow you to be more imaginative, as in the *Sitting Down for Dinner* (duck fat-washed whiskey, lemon, egg white, red wine). Are those guests a more curious bunch?

SC: Decoy started with experimentation, and we have made it into something very special. The clientele is adventurous. They

are open-minded and always excited to try new cocktails and dishes, and that’s what makes a place like Decoy so much fun.

TBN: To many, the idea of pairing cocktails and Chinese food might arouse skepticism. How are you educating guests that this can actually be a fitting combination and convince them to try a drink?

SC: Chinese cuisine is very complex, and its flavors and style of cooking vary from region to region. However, you will find soy sauce, salt and vinegar in most dishes. As a general rule of thumb if the dish is spicy or salty—Kung Pao Chicken or Ma-Po Tofu, for example—pairing it with a sweeter cocktail is the way to go for balance. These are the kinds of details we explain to them.

TBN: RedFarm has some clever cocktails on the list, such as the *Bee’s Teas* (chamomile tea-infused bourbon, fig, lemon, basil, honey) and *Le Club Hot* (jalapeño-infused tequila, cucumber, mint, agave, lime, smoked sea salt). What are you tinkering with now that we’re in the midst of autumn?

SC: Dark spirits that incorporate different shrubs made with fall fruits, such as nectar, apple and baking spices.

TBN: Using such a slate of ingredients must come naturally from being in close proximity to the kitchen. Do you always have discussions with Joe on how the food and drinks can best work together?

SC: Chef Joe, Ed and I have frequent, open dialogue on how to make the drink and food best complement each other and represent RedFarm. Communication between the kitchen and bar is a must. The success of a beverage program does not lie solely on the drinks, but rather it’s a collaborative effort. And we think this way both for RedFarm and Decoy.

TBN: RedFarm is constantly busy, with wannabe diners often left standing in line for a table. How do you translate that to good hospitality?

SC: It’s definitely an opportunity to attract customers to our drink menu while they wait. Most importantly, we get to have a conversation with them. This is very important because it allows us to understand what are they looking for in a cocktail, and what their likes and dislikes are so we can help them find something new and appealing. ■

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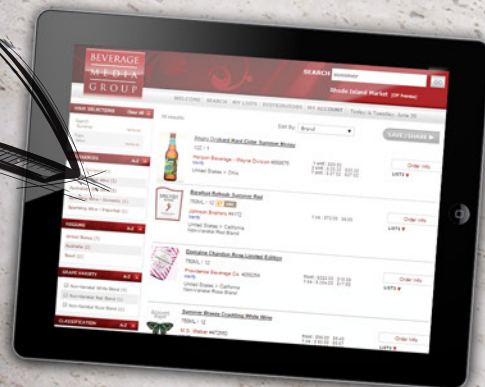
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