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CONNECTICUT

SEPTEMBER 2015

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The largest compilation of beverage alcohol price and brand information.

HOW BEER, WINE
AND SPIRITS
GET TO THE
MARKETPLACE



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MARKETPOINT

Say goodbye to summer and hello to fall. Use this month's issue to stay on top of the latest trends and brands. The forecast calls for steady sales.

- The annual "bartenders to watch" issue offers a timely twist: **women** at the forefront of the field. The "Elite Eight" for 2015 includes talent from LA, Seattle, San Francisco, Chicago, Washington, DC, Denver, Dallas and NYC.
- Global trends are gleaned from **Vinexpo**, impacting local markets.
- At home, explore the new selling **laws**: longer hours and on-premise draught sales.
- A new generation of on-premise-only brands is emerging, as suppliers are creating special **bottlings** specifically for by-the-glass and bottle lists that are distinct from their off-premise brands.



- A timely look at hard **cider**; it's both seasonal and trendy.
- September's **beer** column looks at the ever-booming segment and its place in the economy.
- Our guest columnist goes to New Orleans for **Tales** of the Cocktail.
- Plus the monthly local **focus** through Serving Up, Retail Review, Around Town and so much more.

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ON THE COVER

Women to Watch and Speed Rack Finalists.

Photographed at Dear Irving in NYC.

Photograph by Andrew Kist.

CONCHA Y TORO NAMED “MOST POWERFUL WINE BRAND”

Concha y Toro has been named the “World’s Most Powerful Wine Brand” for the second year in a row by an independent consulting company, Intangible Business. Concha y Toro’s selection was based on increased areas of market share, premium price, market scope and relevance. “This result is a recognition that fills us with pride as we are convinced that the Concha y Toro brand is our greatest asset. This is why we work day by day in taking care of it and making it grow,” said Eduardo Guilisasti, CEO of Viña Concha y Toro. The brand is available in more than 145 countries. Following after Concha y Toro, in order ranking, were Barefoot Wine, Gallo and Robert Mondavi.



VICE PRESIDENT BIDEN APPEARS AT SKYY VODKA FREEDOM TO MARRY EVENT

U.S. Vice President Joe Biden made a special appearance at a SKYY® Vodka and Freedom to Marry event in New York City on July 9 – following the historic Supreme Court ruling – and applauded those in attendance for their efforts to win the freedom to marry in the U.S. Over the last two years, SKYY and Freedom to Marry have heavily promoted marriage equality through their “Toast to Marriage” campaign, combining highly publicized events, social media activations and influencer relationships to create a platform for positive change. Speaking to a packed room of more than 1,000 people at Cipriani Wall Street, Biden reflected on the beliefs his father instilled in him from an early age, stating: “They love each other, it’s simple.”



ICONIC BRANDS AND ACTOR PALMINTERI OFFER NEW VODKA

Iconic Brands has signed a licensing agreement with actor Chazz Palminteri to be the importer of Palminteri’s BiVi Sicilian Vodka. Palminteri is known for his movie and theatrical roles in “A Bronx Tale,” “The Usual Suspects” and his Oscar-nominated performance in Woody Allen’s “Bullets Over Broadway.” BiVi is a newly launched, 100-percent Sicilian vodka and Palminteri



will help market the brand. “Who better to launch the first Sicilian vodka in the U.S. than the ultimate Sicilian himself, Chazz Palminteri?” said Rich DeCicco, Iconic Brand CEO. “We couldn’t be happier to have partnered with Chazz on this important launch and very much look forward to his significant involvement in cementing the brand throughout our distribution network.”

MILLERCOORS NAMES NEW LEADERSHIP

David Kroll has been appointed the Chief Marketing Officer and Kevin Doyle as President of Sales and Distributor Operations for MillerCoors. Kroll joined MillerCoors in 2012 and has been the vice president of innovation and previously served as vice president at Dyson, where he led commercial operations for both U.S. and Mexico regions. Kroll will replace Andy England as Chief Marketing Officer. Doyle, who was previously the chief commercial solutions officer for the company, replaces Ed McBrien, who is leaving after 21 years with the brewing company. The leadership changes are effective immediately. Kroll and Doyle will report directly to Gavin Hattersley, the interim CEO of MillerCoors.



David Kroll



Kevin Doyle

U.S. CRAFT DISTILLERY AMBASSADOR EARNS HONOR AT TALES OF THE COCKTAIL

House Spirits Distillery’s Brooke Arthur was named “Best American Brand Ambassador” at the 9th Annual Tales of the Cocktail Spirited Awards in New Orleans on July 19, 2015. The recognition is given to a brand ambassador who demonstrates “personality in the promotion of the drink brands and the creative use” of brand communication. “This award is particularly meaningful because it was voted on by my peers, whom I learn from each and every day as together we move our cocktail industry forward. It means the world to me that they respect the work that my amazing team and I do every day,” said Arthur. Her award marks the first time an ambassador from a U.S. craft distillery has won the distinction.



Brooke Arthur (center).



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E&J GALLO PURCHASES HISTORIC SONOMA COUNTY WINERY

E&J Gallo Winery purchased the Asti Winery, and its Souverain brand, located in the northern part of Alexander Valley. First established in 1881, the winery is one of the largest and oldest in Sonoma County. Asti Winery has 535 total acres, 275 of which are planted vineyard. The winery has the capability of crushing 35,000 tons of grapes. This purchase adds to the 12 wineries E&J Gallo own throughout California and Washington. The sale closed on July 31, 2015.



375 PARK AVENUE SPIRITS NAMED IMPORTER FOR INTERNATIONAL BEVERAGE USA

375 Park Avenue Spirits has been named the exclusive United States importer for International Beverage USA's portfolio of spirit brands. The partnership began August 1. The portfolio includes craft gins, such as Caorunn, and single malt whiskies Speyburn, Old Pulteney and anCnoc, among others. "We could not be happier to be chosen as the U.S. importer for International Beverage's dynamic portfolio of growing spirit brands," said Norman Bonchick, Chairman and CEO of 375 Park Avenue Spirits. 375 Park Avenue Spirits will also represent International Beverage's collection of Thai spirits: Phraya Rum, Black Mask Spiced Pacific Rum and Mekhong.



TERLATO WINES PARTNERS WITH SIMONIT AND SIRCH

Terlato Wines and Italian viticulturists Simonit and Sirch formed a long-term partnership to create Pinot Grigio and Friulano wines from the Colli Orientali del Friuli region of northeast Italy. The wines will feature the Terlato label and will be an extension of the Terlato Family Vineyard brand. "We are extremely pleased about



our partnership with Marco Simonit and Pierpaolo Sirch," said William A. Terlato, CEO of Terlato Wines. "Terlato's reputation as the top luxury wine marketer in the U.S. makes them an ideal partner for us, and we like their principles of quality: the best fruit from exceptional vineyards in renowned appellations results to insure remarkable and distinctive wines," said Simonit.

CAMPARI AMERICA APPOINTS NEW MANAGING DIRECTOR

Campari America appointed Ugo Fiorenzo its new Managing Director for the U.S. Fiorenzo will oversee daily operations and report directly to Jean-Jacques Dubau, the Managing Director of North America. Most recently, Fiorenzo was the Senior Market Director of Gruppo Campari, and also led sales and marketing efforts for Campari Italia. He has been with Gruppo Campari for nearly 10 years. "Ugo's extensive experience within Gruppo Campari and the alcohol beverage industry will undoubtedly position the company for continued success in the U.S.," said Dubau.



BACARDI ACQUIRES LEBLON AND BANKS BRANDS

Bacardi announced it completed its acquisition of Leblon Holdings, LLC and the Leblon Cachaça brand. Bacardi has served as a minority shareholder for many years. Steve Luttmann will continue to lead Leblon. The terms of the transaction were not disclosed. Leblon is produced at Maison Leblon in Minas Gerais in Brazil and celebrated its 10th anniversary this summer. Bacardi also expanded its portfolio with BANKS Rum. Bacardi will offer the BANKS 5-Island Rum, BANKS 7 Golden Age Blend and other limited editions. BANKS Rum was created by founder and master blender Arnaud de Trabuc, and was inspired by the travels of 18th-century explorer and botanist Sir Joseph Banks.



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Connecticut Wine Festival Harvests Big Business

Annual event showcases local products

BY SAVANNAH MUL

The Connecticut Wine Festival, presented annually by the Connecticut Wine Trail, was held at the Goshen Fairgrounds on July 25 and 26. The two-day gathering offered the 4,500 visitors a way to taste and learn about locally-produced wine and viticulture. For the 12 winery exhibitors, it is an opportunity to expand business and gear up for the fall selling season with a new fan base.

Mark Langford, business manager for DiGrazia Vineyards in Brookfield, said during the festival he gives out a piece of paper with a list of their wines on one side and a list of package stores around Connecticut that carry DiGrazia wines on the other side. "It helps jump our fall package store sales," Langford said. "We get new customers to try our wines and that's what makes this event fantastic." At the festival, customers purchased DiGrazia's Williams Sonnet, a white wine blushed with raspberry, and Wild Blue Too, an apple wine with blueberry.

Priam Vineyards owner Gary Crump said he arrived two days earlier to prepare for the festival weekend. He sets up his tables at the same location in the first tent every year – in the shape of an "L" to cater to as many prospective customers as he can. Between four and five people managed the wine tasting while Crump ran the cash register, allowing him the opportunity to speak with customers, build relationships and entice them to visit the vineyard in Colchester. "We focus the business on the winery tasting room, we designed it that way from day one and customers keep coming back."

Additional vineyards participating included Bishop's Orchard Winery in Guilford, Hopkins Vineyard in New Preston, Jonathan Edwards in North Stonington, Jones Family Winery in Shelton, Miranda Vineyards in Goshen, Paradise Hills Vineyards in Wallingford, Sharpe Hill Vineyard in Pomfret, Sunset Meadow Vineyards in Goshen, Taylor Brooke Winery in Woodstock and White Silo Farm & Winery in Sherman.

As vendors continued to pour wine samples for eager guests, Renee B. Allen, Founder and Director of the Wine Institute of New England hosted a wine seminar on Saturday for guests to learn tasting tips. "I'm volatilizing the esters," she said to the crowd, and further explained that it is the act of swirling wine in a glass to get the full aromas out of the wine.



1. Hopkins Vineyard pours at the The Connecticut Wine Festival.
2. Richard Ruggiero, Owner, Paradise Hills Vineyard in Wallingford with house white wine Casa Bianco.
3. Lydia Hunt, Tasting Room Staff with Gary Crump, Owner, Priam Vineyards in Colchester.
4. Paloma Criollo and Alessandro Criollo, Tasting Room Staff, Hopkins Vineyard in Warren.
5. Hopkins Vineyard wines on display.



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Allen walked the crowd through a wine tasting of Pinot Gris by Johnathan Edwards, Dry Riesling by Sharpe Hill, Westwind, a semi-sweet white wine, by Hopkins Vineyard, Twisted Red by Sunset Meadow and Fleur Rouge by Sharpe Hill. Lauren Guerriero, Chief Grape Officer of WineTimeCT, provided the wine tasting seminar on Sunday afternoon.

Festival Manager Sherrie Palmer said business at wineries tends to pick up after the festival because guests then want to further

explore the 33 state wineries in the 2015 Passport to Connecticut Farm Wineries program. The Connecticut Wine Festival is a crowning “stamp” in the booklet.

As the annual festival enables local wine producers to showcase their products to hundreds of gathered guests, so now can farmers’ markets. Local wine producers can, under new Connecticut state law, apply for a permit to sell bottles at farmers’ markets as a vendor, enabling greater consumer reach. ■

6. Taylor Brooke wines on display.
7. Mark Langford, Business Manager, DiGrazia Vineyards.
8. The 2015 Connecticut Wine Festival tote bag and wine glasses.
9. Selection of Sharpe Hill wines.
10. Frederick Mahr, Sales Manager and Steven Vollweiler, Owner, Sharpe Hill Vineyard.

11. Tiffany Hewitt, Tasting Room Staff, Johnathan Edwards Winery.
12. Renee Allen, Founder and Director of Wine Institute of New England.
13. Wine set up to taste during Allen’s seminar on Saturday, July 25.
14. Jones Family Winery of Shelton on display.



BARACCHI WINEMAKER HOSTS ON-PREMISE EVENTS

In July, Winemaker Benedetto Baracchi, traveled from Cortona, Italy, to Connecticut for a series of events. Baracchi instructed members of the Hartford Club on the technique of sabering before a tasting and presentation. He did the same at Grill 37 in Pomfret, where guests dined on prosciutto wrapped shrimp, smoked pork belly and wild mushroom risotto while sampling Baracchi's wines, including the Baracchi Pinot Nero. Baracchi also appeared on WFSB's "Better Connecticut," where he discussed how guests "can bathe in wine" at his family's resort in Tuscany. Baracchi Winery is distributed in Connecticut by Cellar Fine Wines.

1. Baracchi Winery display.
2. Baracchi poses with Hartford Club Wine Club Director Karen Reich.
3. Baracchi instructs a Grill 37 guest in the art of sabrage.
4. Grill 37 Bar Manager Kay Salvias dances with Baracchi following the wine dinner.
5. Host Kara Sundlun and Baracchi on the set of "Better Connecticut."



RARE WHISKIES HIGHLIGHTED IN RECENT CONSUMER SALES

Rare whiskies Jura 1984 and Dalmore 1964, each from Whyte and McKay, made rare appearances via two state retailers. Jura 1984, a thirty-year old whiskey, was delivered to CT Beverage Mart (CBM) in Newington by Hartley and Parker Limited, Inc. and was the first bottle sold in the state. Dalmore Constellation 1964 was delivered to World of Beverages in Norwalk via Phil Beck of Connecticut Distributors, Inc. (CDI). The Dalmore Constellation Collection was created at the Dalmore Distillery between the years 1964 and 1992. The suggested retail price for the 1964 is over \$40,000 and is one of 67 bottles available worldwide. The bottle was pre-sold to a World of Beverages customer.

1. Bob Ferris, Wine and Spirits Director, CBM, Newington; Steve Downes, Owner, CBM, Newington; and Ralph Rooke, Manager, Whyte & Mackay.
2. Lucio Marin, Maria Mera and Owner Raj Modi, all of World of Beverages.
3. Ralph Rooke, Manager, Whyte & Mackay and Raj Modi, Owner, World of Beverages.

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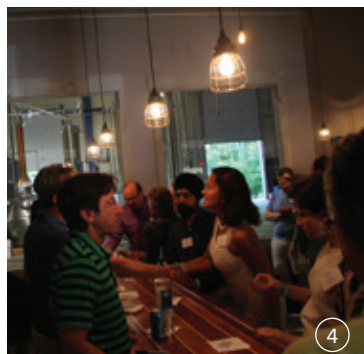
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WAYPOINT SPIRITS AND UCONN HOST CRAFT DISTILLING FORUM

Waypoint Spirits and UConn School of Engineering jointly hosted an Innovation Connection on July 16 at the newly opened Waypoint Spirits facility in Bloomfield. A mix of UConn professionals, beverage trade professionals and invited guests participated in a panel discussion titled, “Engineer Your Spirits.” The panel consisted of John Taylor, Co-Owner, Waypoint Spirits; Devin Vogel, Head Distiller, Waypoint Spirits; Jeffrey McCutcheon, Professor, UConn School of Engineering; Dennis D’Amico, Professor, UConn School of Engineering; and Jose Giner, Director of Planning and Economic Development, Town of Bloomfield. Guests questioned the panel about the “new age” of craft distilling in Connecticut with a range of topics including water use, using locally-sourced crops and marketing products. Robin Ann Bienemann, Entrepreneur in Residence at UConn, said the School of Agriculture and Waypoint Spirits formed a partnership in which the school will grow wheat for Waypoint Spirits to use to produce its Labrador Noon Vodka.

1. The panel: Jose Giner, Director of Planning and Economic Development, Town of Bloomfield; Devin Vogel, Head Distiller, Waypoint Spirits; Dennis D’Amico, Professor, UConn School of Engineering; Jeffrey McCutcheon, Professor, UConn School of Engineering; John Taylor, Co-Owner, Waypoint Spirits.
2. Alex Sacco, Sales and Marketing Manager, Waypoint Spirits and David Rossi, Co-Owner, Waypoint Spirits.
3. Waypoint Spirits glasses.
4. Guests were able to sample Labrador Noon Vodka neat or mixed with lemonade. Due to the recent legislation passed in June, craft distilleries in Connecticut are able to perform 2 oz. tastings per person of its liquor products, and customers are able to purchase up to 1.5 liters per person, per day.
5. Devin Vogel, Head Distiller, Waypoint Spirits.

HOTEL CALIFORNIA TEQUILA TAKES PART IN CHARITABLE CAUSE

The 2015 SWING for Saint Francis Hospital and Medical Center took place on June 29, 2015 at the Tumble Brook Country Club in Bloomfield. The proceeds from the charity golf outing, which hosted over 350 participants, directly benefit the health care needs of the local community. Hotel California Tequila participated as a sponsor, featuring its cocktail “Hotel Mango Jalapeno Margarita.” Hotel California Tequila is based in Bloomfield, Conn., and is available from Slocum & Sons.

Spirit educator Donna Taylor poured Hotel California Tequila’s “Hotel Mango Jalapeno Margarita” cocktails for guests.



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MURPHY DISTRIBUTORS WELCOMES NEW SPIRITS

Branford’s Murphy Distributors announced its exclusive state distribution rights to PunZoné, the first imported Italian ultra-premium vodka line. “We are delighted to add PunZoné Organic Italian Vodka to our elite distribution portfolio. Frank Guerrera, the CEO and Founder of PunZoné, is a first generation Italian American from New York City. Guerrera’s ambition was to craft an entire line of vodka products using only all natural, high quality, organic ingredients,” said Matthew Murphy, President of Murphy Distributors. LIQS Cocktail Shots, a line of super-premium, handcrafted cocktail shots, was also added to the Murphy portfolio. The products offer all-natural flavors that are Kosher, low calorie and contain no additives, preservatives, or artificial flavors in four flavors: Vodka Kamikaze, Vodka Cucumber Lime, Vodka Lychee Grapefruit and Tequila Cinnamon Orange. “LIQS Cocktail Shots are innovative and fun,” said Murphy.

1. PunZoné family of vodkas includes PunZoné Italian Organic Vodka 80 proof, which is handcrafted in a five-column distillation system from Italian wheat grown in Piedmont, Italy and blended with pure water from the Italian Alps. PunZoné’s blended vodkas are available in PunZoné Blood Orange Originale and PunZoné Lemoncino. Matthew Murphy, President of Murphy Distributors, shown with PunZoné Organic Italian Vodka.
2. LIQS’ Tequila Cinnamon Orange, Vodka Cucumber Lime, Vodka Kamikaze and Vodka Lychee Grapefruit.



1



2

LATITUDE BEVERAGE CO. ADDS NEW WINE COLLECTIONS

Latitude Beverage Co. added the Magic Door collection, a limited-edition series of luxury wines from around the world. The wines include Cabernet Sauvignon from Rutherford & Yountville in Napa Valley, one from Columbia Valley in Washington State, and a single vineyard Barolo from Monforte d’Alba. Earthshaker Wines from Latitude Beverage Co. also launched earlier this season as a wine collection designed for “adventurous wine lovers” by offering unique wines from lesser known regions.

1. Michael Munk, Portfolio Manager, CT and RI, Latitude Beverage Co., shown with Magic Door Yountville Cabernet 2013. “Magic Door provides a rare opportunity for wine lovers to purchase from the world’s top producers at a significantly reduced price,” said Munk.
2. La Quête Lirac Rouge, Rhone Valley, France, is a red wine made from a blend of Grenache, Mourvedre and Syrah. Pomp + Power Syrah is from Knights Valley, Sonoma County, and Rosé de Pinot Noir, Coteaux du Gennois, Loire Valley, France, a dry rosé made from Pinot Noir grown in limestone and flint soils along the eastern banks of the Loire River. L’Amis Barbaresco and Tempesta di Stelle Montepulciano d’Abruzzo are the newest wines in the line.

A MATTER OF
TASTE

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NEW ENGLAND SERVICE INDUSTRY NIGHT CELEBRATES WORKERS

Infinity Music Hall and Bistro hosted the first New England Service Industry Night to celebrate all workers in the hospitality and service industries, from bar backs to managers, on July 21, 2015. The event was sponsored by Bacardi and Connecticut Distributors, Inc. (CDI). Justin Morales, Bistro Bar Manager at Infinity Hall, worked with Nadine Gengras, Account Development Specialist at CDI and others, to organize the event, which included drink tray relay races, Iron Bartending-style competitions featuring Bacardi portfolio products, a blind wine tasting, live music and more. Bacardi Tangerine, a newly launched flavor to celebrate 20 years of flavored rum, was featured at the event. Jack’s Abby Brewing Company, Brooklyn Brewing, Smuttynose Brewing Co., Long Trail Brewing and other New England creations were available to sample. NIXS Hartford, located next door to Infinity Music Hall and Bistro, hosted an after-party for guests.

1. New England Service Industry Night ice sculpture. Guests enjoyed cocktails created by NIXS Hartford, Spotlight Theatres Front Street, Infinity Music Hall, Arch Street Tavern and Ted’s Montana Grill.
2. Chrissy Amatrudo, Bacardi Portfolio Manager with Nadine Gengras, Account Development Specialist of Spirits for CDI with Bacardi Tangerine, the newly launched flavor.
3. Antonio Hill and Bianca Alvarado, bartenders of Spotlight Theatre Front Street and Conrad Meurice, Bartender, Feng Asian Bistro.
4. Tim Connolly, Seth Cerone and Hannah Laureano of City Steam Brewery in Hartford.
5. Lindsay Gaetina, Dominique Travali, Hannah Laureano and Tim Connolly of City Steam Brewery.
6. Marcus Moir, Anissa Moir and Kelly Delaney representing Arch Street Tavern in Hartford and their “Blonde Bombshell” cocktail.
7. Shelby Thomas, Bartender, Infinity Music Hall and Bistro.
8. Rose McLean, Wine Manager, CDI; Mark Schnee, Sales Representative, CDI; Nadine Gengras, Account Development Specialists of Spirits, CDI. McLean and Schnee organized the blind wine tasting challenge. Guests sampled two whites and two reds and had to guess the wine type.
9. Server tray relay races. Spotlight Theatre Front Street took first place, followed by servers from Infinity Music Hall and Bistro and Blue Plate Kitchen.
10. Justin Morales, Bistro Manager, Infinity Music Hall and Bistro.
11. Narragansett Brewing Co. of Rhode Island.
12. Bombay Sapphire set up for the iron bartending cocktail competition.

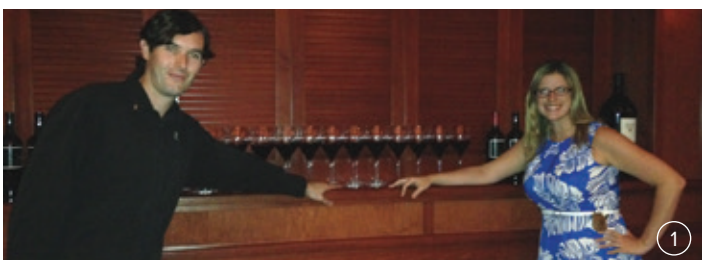


Photos by Michael Leung.

USBG CT HOSTS CHAPTER FUNDRAISER

The United States Bartenders Guild Connecticut Chapter (USBG CT) hosted a fundraiser to support the Chapter Education Committee in July. The event was held at Waterbury's "first craft cocktail bar," the soon-to-be-opened Highland Brass Co., which is staffed solely with bartenders who are USBG members, including chapter president Dimitrios Zahariadis. He expects to open Highland Brass Co., with business partners Roger Gross and Carl Summa, in the coming months. Cocktails were crafted with Don Q Rum and Death's Door Gin, complemented by music by Gabe Real and home-style barbeque from Hickory & Hog BBQ.

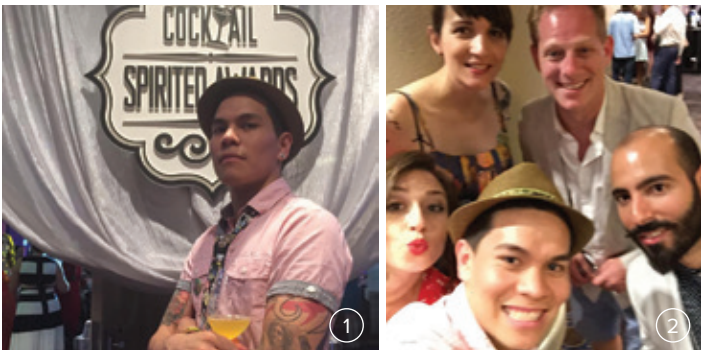
1. Dimitrios Zahariadis, Owner, Highland Brass Co.
2. Death's Door Gin used to create cocktails.
3. Don Q Rum Gold.
4. **Standing:** Dimitrios Zahariadis, Owner, Highland Brass Co. and USBG CT Chapter President; Nick Giordano, USBG CT member; Paul Mazurek, Treasurer, USBG CT; Kevin Egan, Hickory & Hog BBQ; **Sitting:** Corey Bonderenko, USBG CT member; Carl Summa, Co-Owner, Highland Brass Co. and Vice President, USBG CT Chapter.



CALIFORNIA'S THE PRISONER WINES FEATURED AT WEST HARTFORD EVENT

Slocum & Sons hosted a dinner featuring The Prisoner Wine Company at Fleming's Prime Steakhouse in West Hartford on July 24 for consumers and trade professionals. Blindfold White, Thorn Napa Valley Merlot, Prisoner Napa Valley Red, Cuttings and Saldo wines were accompanied by culinary pairings. Established in 2009, The Prisoner Wine Co. premier blends are overseen by winemaker Jen Beloz.

1. Matt Milloy, Server, Fleming's and Elizabeth Hadley, General Manager and Operating Partner, Fleming's.
2. Guests enjoyed Blindfold White, Thorn Napa Valley Merlot, Prisoner Napa Valley Red, Cuttings and Saldo wines.
3. Joel Russell, Slocum and Sons, Sales Representative, Hartford County; Michele Russell; Deborah Bazzano-Banhos, Huneeus Vintners NY/CT State Manager; Christen LaRochelle, Slocum & Sons, Regional Manager Hartford/Litchfield Counties; and Teresa Langston.
4. Featured wines by The Prisoner Wine Co.



LOCAL BARTENDER APPRENTICES AT TALES OF THE COCKTAIL

Christtian Hurtado, bartender at Mezón Tapas Bar & Restaurant in Danbury, was selected for the 2015 Cocktail Apprentice Program (CAP) at Tales of the Cocktail (TOTC) in New Orleans, Louisiana, which took place in July. The grueling program offers bar professionals the “experience of a lifetime to work with the best of the industry,” said Hurtado. The CAPs work long hours for the four-day industry event that draws thousands. “Everything we do at Tales is always helping someone; teamwork makes the dream work,” said Hurtado. “It’s really hard work, but I can’t wait to apply for Tales of the Cocktail 2016.”

1. Christian Hurtado at the TOTC Spirited Awards dinner.
2. Hurtado with fellow apprentices.
3. CAPs at work.



Photos courtesy of Christian Hurtado.



CANTON-BASED HICKORY LEDGES RELEASES NEW MOONSHINE

Circa 1797 is the newest addition to the Full Moonshine family, joining flavors Apple Pie, Cranberry and Pete’s Maple “80.” The story, however, goes back about six generations. Husband and wife, Bill and Lynne Olson, owners and distillers of Hickory Ledges, have an original permit from 1797 signed by the District of Connecticut Supervisor of Revenue, which allowed Bill Olson’s family to operate a still, located on the Hickory Ledges farm. The permit allowed earlier generations to make 30 gallons of spirits during the month of October, and required that they pay a tax of 10 cents on each gallon. Circa 1797 was launched in honor of history. Hickory Ledges farm uses 100-percent locally grown products to craft their moonshine and is located on Bahre Corner Road in Canton. Circa 1797 became available statewide on August 1 and is available through Eder Bros. Inc. and Allan S. Goodman. Production of Full Moonshine products began in October of 2013 and all products are produced and bottled on the Hickory Ledges farm.

1. The newest Full Moonshine product, Circa 1797.
2. A framed photograph of a (below) copy of the original permit dated back to 1797 and (above) the cider mill in operation.
3. Bill and Lynne Olson, owners and distillers of Full Moonshine by Hickory Ledges, beside their cider press, which is used to make Apple Pie moonshine. The husband and wife team call themselves “stewards of the land,” and are “evolving” with the property. “We are in this business for the long haul,” said Bill Olson.
4. Bill and Lynne Olson along with their lineup of Full Moonshine products. Located behind them are photographs of the Hickory Ledges farm throughout the years.
5. A still located in the barn.



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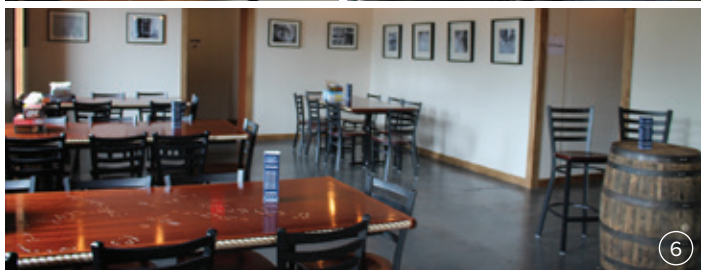
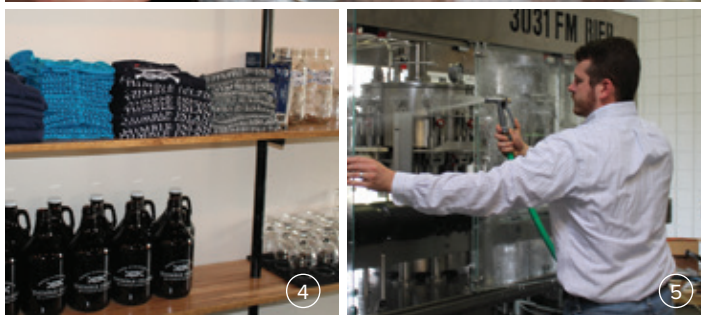


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BRANFORD'S THIMBLE ISLAND BREWING EXPANDS, INCREASES BEER VOLUME

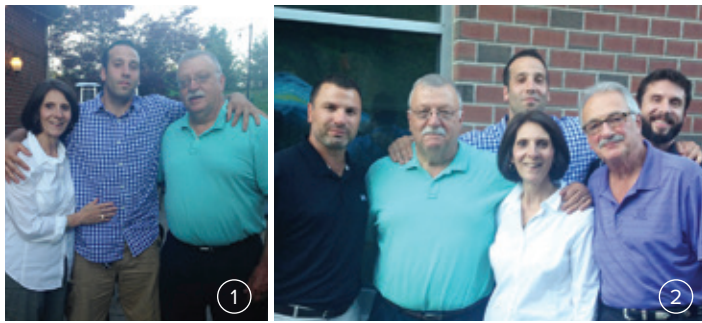
Thimble Island Brewing Company has a new home in Branford, 16 Business Park Drive, just a mile away from its old address. Justin Gargano, CFO and Founder, opened at their previous location three years ago, where they were maxing out production at 20-25,000 barrels of beer each year. Now, in their new 3,350 square foot building, they have the capacity to brew about 45,000 barrels each year, with room for more growth. The new facility features a 30-barrel brew house vessel versus their original seven. Dave Morgan, Director of Warehouse and Distribution, said construction on the new facility began in February. The brewery also offers a tasting room and tours. A private room available to rent for events is set to open in the fall. "Expanding was a critical need in the industry," Gargano said. "It's a labor of love and a lifestyle, certainly not a job."

1. Thimble Island Brewery street sign.
2. Thimble Island Brewing Company's Ben Smith, Director of Sales; Justin Gargano, CFO and Founder; Dave Morgan, Director of Warehouse and Distribution.
3. Thimble Island Brewing Company beers. Gargano said they plan to experiment with new seasonal brews in the coming months; each will be available in the brewery's tasting room before they reach retail locations.
4. Merchandise available via tasting room.
5. Gargano washing the bottling machine, which bottles 125 cases per hour and about 3,000 individual bottles per hour. Thimble Island Brewing Company self-distributes to 600-800 different accounts in Connecticut, and Gargano noted, "We will be looking to expand out to more clients."
6. Inside the brewery. "What's exciting about this facility is we can offer a plethora of products, like seasonal varieties," Gargano said.

ACE DISTRIBUTING OFFERS GRAND LOVE, RELAUNCHES DUTCHCRAFT VODKA

Ace Distributing now offers Grand Love Tequila in its portfolio. The Extra Anejo has "tones of peppermint and spearmint with hints of black pepper and fruit...and aromas of vanilla and chocolate" due to its barrel aging. The tequila comes packaged in a 750 ml collectible black glass and pewter heart-shaped bottle, also available in red. Alongside Grand Love, Ace Distributing is relaunching Dutchcraft Vodka with the promotion of the brand's new label, new sizes – 375 and 200 ml – and new slogan, "Holland's Best Kept Secret." The vodka is made with 100-percent winter wheat, five times distilled and handcrafted in small batches.

1. Grand Love Extra Anejo Tequila.
2. Tim Gurney, General Manager, Ace Distributing of Connecticut and Alpha Distributing of Rhode Island and Darchell Wilson, Sale Representative, Ace Distributing, with Dutchcraft Vodka.



HARTLEY AND PARKER EMPLOYEES CELEBRATE FALZARANO'S 40 YEARS

Hartley and Parker Limited, Inc. employees honored Gabe Falzarano at a retirement get together celebrating over 40 years of dedication and service as a sales representative in the Fairfield county area. His wife Kathy and son Matt were also present on Friday, July 31, 2015. Sales Manager Frank Latorra commemorated Falzarano's success in industry sales with a toast while others enjoyed the patio dining at V Restaurant in Shelton.



1. Kathy Falzarano, Matt Falzarano and Gabe Falzarano.
2. Frank Latorra, Sales Manager; Gabe Falzarano; Kathy Falzarano; Matt Falzarano; Paul Angelico, General Sales Manager; and Ben Mayor, District Manager.
3. Sam Papale, Sales Representative; Joe Imperia, Sales Representative; Paul Jaronko, District Manager; Mike Malvasi, Sales Representative; Gabe Falzarano; Peter Cody, Sales Representative; Bob Bowe, Sales Representative; and Jeff Cyder, Sales Representative.
4. Carla Sager, Graphic Design Manager; Gabe Falzarano; Jennifer LaCroix, Executive Administrative Assistant; and Pam Rentz, Sales Administrative Assistant.
5. Hartley and Parker employees celebrate Falzarano at V Restaurant in Shelton.

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USBG CT BARTENDERS SHOWCASE TALENT AT TITO'S COCKTAIL COMPETITION

Cask Republic New Haven held a United States Bartenders' Guild Connecticut (USBG CT) Iron Bartending Competition on August 3. Chapter members crafted cocktails, with a half-hour time limit, using 1.5 oz. of Tito's Handmade Vodka and a communal bar of provided juices, bartending tools, other spirits and glassware. The event was sponsored by Hartley and Parker. Bartenders from Zinc, Kitchen Zinc, Oak Haven, Soul de Cuba, Barcelona, Ordinary, 116 Crown, BAR, Geronimo, Tavern New Haven, The Whelk, Highland Brass Co., Vespa and Mezón competed. The Highland Brass Co. team, comprised of Corey Bonderenko, Roger Gross and Carl Summa, took the winning slot.

1. Tito's Handmade Vodka.
2. Norman MacDonald, General Manager of Cask Republic New Haven with Casey Dohme, General Manager of Cask Republic Stamford.
3. Five mystery ingredients were revealed to the competitors, who had to use two, at the start of the clock: fruit loops, lemongrass, pomegranate, chocolate covered pretzels and eucalyptus leaves.
4. Melissa Nelson and Jolene Foley of Kitchen Zinc.
5. Lauren Patrick and Kate Turnbull of BAR.
6. J.C. Vallejo and Shane Hobart of Zinc before the competition.
7. Rich Krueger and Sarah Chapdelaine of Barcelona New Haven.
8. Matthew Malloy, CT Sales Representative, Tito's Handmade Vodka, presenting finished cocktails to the judges.
9. A selection of finished cocktails.
10. Judges reviewing the cocktails.
11. Judges Jeff Marron, Corporate Bar Manager, Barteca Group; Tim Rykoski, Manager, Mikro Beer Bar; Anthony DeSerio, USBG CT; Adam Patrick, USBG CT; Tim Cabral, Owner, Ordinary.

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As Liquor Store Hours Extend, Some Stores Opt Out

Business gain or loss of time?

FROM LAUREN DALEY

Gov. Dannel P. Malloy's two-year, \$40.3 billion budget bill went into effect on July 1. One element of it, the extension of hours at liquor stores and grocery stores, appears to be a mixed bag for store operators, depending on geography and community.

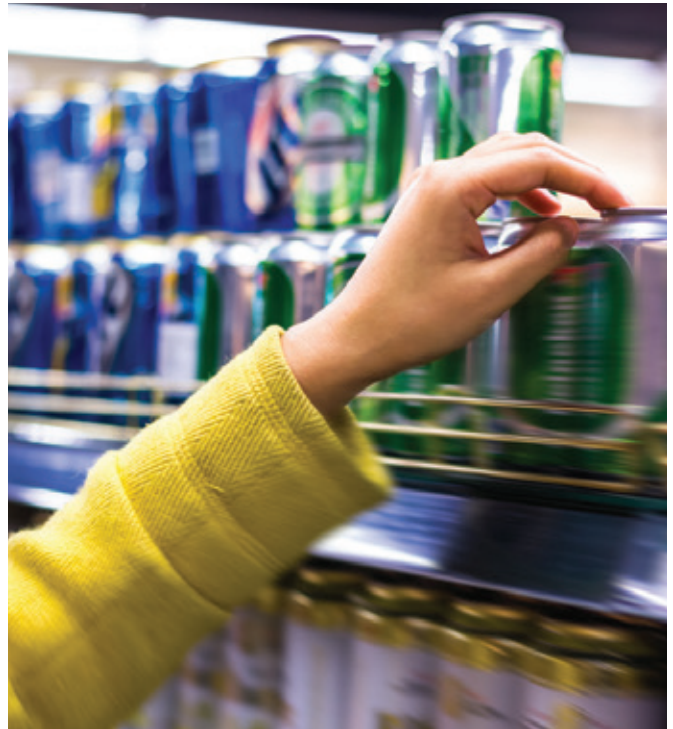
Licensed stores are now able to sell beer, wine and spirits until 10 p.m., rather than 9 p.m. Sunday hours extended to 6 p.m. from 5 p.m.

Ken Diehl, owner of Tony's Package Store in Haddam, said he chose not to take the extra hour. He closes at 9 p.m. Monday through Saturday. He said the extra hour "isn't going to create revenue. All people do is drag out the hours that they shop," he said. Diehl extended his Sunday hours until 6 p.m. "only because the grocery store next to me is open," he said. "I don't see any extra money. That hour just pays for itself, between the labor and turning on the lights. It's no gain."

Ajit Patel, co-owner of Oddbins Bottle Shop in New Haven, said he's undecided on extending his hours. "We haven't made up our minds...It costs money; we have to look at the expenses, the payroll," he said.

Lavina Mendonca, owner of Fred's Package Store in Manchester, said she chose to extend the extra hours — until 10 p.m. during the week and until 6 p.m. on Sunday — but that it's "not really good" for business. "They're just coming late now, that's all. The [shoppers] who came at 9 p.m., now they come at 10 p.m. It's just spread out. We're small business owners, so it's cutting my family time," she said. "Everyone around me is open, so I have to stay open to be competitive."

Neil Patel, owner of Thompson Liquor in the village of North Grosvenor Dale, Conn., near the Massachusetts border, said "for border stores, it absolutely helps" to have that extra hour. "Massachusetts can stay open until 11 p.m., so staying open until 10 p.m. helps." The store is also now open until 6 p.m.



on Sundays, the same as Massachusetts, he said. "Every hour that we added on, it helps the store grow. We've seen new faces coming in. We have new customers who live a few minutes from us who had never been to our store in four years," he said. "Overall, it helps our bottom line."

The Connecticut Package Stores Association opposed the budget, including the extension of hours. "The CPSA, representing the majority of package stores, opposed the extended hours because it only benefits the food stores and big box stores and does not lead to more revenue, period. There is no additional revenue for the state when a chain store pulls revenue from another Connecticut small business; instead it creates an economic harm," said Josh Hughes of the CPSA.

Diana Dutch, whose father owns Moodus Package Store in Moodus, said they close at 8 p.m. "Opening doors, turning on lights, it's not worth it. The sidewalks roll up around here at 8 p.m., anyway. It made no sense to stay open," she said. "If you walk in at 7 p.m., it's pretty dead. We'll get a little rush from 7:30 to 8, but it would be the same thing if we extended the hour; [the same amount of customers] over a longer period of time." The store is open until 5 p.m. on Sunday. They chose not to stay open until 6 p.m. "Sundays, like we thought they would, just spread the same business out over the seven days," she said. "We like to have a life, too." ■



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DEPARTMENT OF CONSUMER PROTECTION

From the Office of John Suchy
Division Director of Liquor Control
August 5, 2015

**The Selling of Draught Beer at Certain On-Premises Permit Types
is Allowed for Off-Premises Consumption**

Public Act No. 15-244, now allows certain permit types, previously prohibited from selling sealed containers of draught beer for off-premises consumption, to do so with certain restrictions.

The department reviewed the transcript and testimony from the public hearing before the General Law Committee of the General Assembly, and, based on that review, issues the following advisory:

Effective July 1, 2015, the holders of restaurant, cafe and tavern permits are now permitted to sell draught beer for off premise consumption in sealed containers, under the following conditions:

- Can be sold during package store hours only: Monday-Saturday 8:00 am-10:00 pm, Sunday 10:00 am-6:00 pm;
- Containers are not limited to traditional 64 oz. "growler" type. The law allows for 4 liters to be sold per person per day;
- Containers must be supplied and filled by the permittee; consumers cannot bring in their own containers for refilling purposes;
- Distributors are not permitted to provide or sell containers for the sale of draught beer for off-premise consumption to restaurant permit holders; and
- The law does not prohibit distributors from providing or selling the containers to those with a restaurant permit for beer, a restaurant permit for beer and wine, a café permit or a tavern permit.

Please note that while the premises may be open beyond the closing time of package stores, the sales of the draught beer must be completed by 10:00 pm Monday-Saturday, and by 6:00 pm on Sunday, unless local ordinances have stricter limits on the hours for package stores, which would cut off such sales at the closing times provided by local ordinances.

To ensure the containers are clean and sanitary, the containers to be filled are to be supplied by the permittee. Consumers bringing in their own containers for filling should be denied.

Only draught beer is to be filled in these sealed containers supplied by the permittee. This is not limited to what is referred to in the industry as "craft" beers; more traditional beers are included as long as it comes from the permittee's draught system.

This law does not allow package stores to fill or refill sealed containers with draught beer.

John J. Suchy
Director of the Liquor Control Division

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BLURRED LINES: WHAT “TO GO” MEANS TODAY

BY PETER A. BERDON, ESQ.



In this year’s legislative session, Connecticut’s legislature made a significant change to the restaurant, café and tavern licenses. Historically, Connecticut differentiated between retail accounts that could sell on-premise and those who could sell for off-premise consumption.

By prohibiting the sale of “drinks to-go,” it is thought to curb public consumption of beverage alcohol, which the state considers to be inappropriate. In support of this policy, the state has traditionally barred those whose business is geared towards immediate consumption of beverage alcohol on the licensed premises verses those who business was to sell beverage alcohol to be consumed at home – i.e. package stores.

These lines became slightly blurred in the mid-1980s with the advent of farm wineries. Farm wineries at that time were allowed to sell both at retail and on-premise. Ten years later, brew-pubs were given the similar privileges. Then in 2004, the legislature sought fit to allow consumers who had purchased a bottle of wine with a meal, to take home the un-consumed portion of the bottle.

After all, the consumer paid for the entire bottle of wine, why force them to consume it on the premises, increasing the risk of drunk driving? Fast forward to 2015: now restaurants, cafés and taverns, like brew pubs, beer manufactures and farm wineries – all manufacturing classes of licenses – can bottle and sell, for off premise consumption, draught beer.

Public Act 15-244 (the “budget bill”) contains the provisions for the sale of “growlers” by restaurants, cafes and taverns. Specifically, Section 78 of PA 15-244 amends the restaurant license, Section 79 amends the café license and Section 80 amends the Tavern license in each instance to allow for the sale, by those licensees, of growlers. The changes to each license are identical, except for restaurant liquor permits as discussed below, and are as follows:

“Such permit shall also authorize the sale at retail from the premises of sealed containers supplied by the permittee of draught beer for consumption off the premises. Such sales shall be conducted only during the hours a package store is permitted to sell alcoholic liquor under the provisions of subsection (d) of section 30-91, as amended by this act. Not more than four liters of such beer shall be sold to any person on any day on which the sale of alcoholic liquor is authorized under the provisions of subsection (d) of section 30-91, as amended by this act.”

Are sales limited to “craft” beers?

No, any draught beer can be sold.

Who is given permission to sell draught beer to-go?

Public Act 15-244 gives permission to sell draught beer to-go only to: restaurants; cafés and taverns. All other on-premises retail licensees, such as hotel permits, clubs and resorts, as are package stores, are still prohibited from selling draught beer to-go.

What type of container can be filled?

The Act is silent about the type of container, but does limit the total quantity to four liters per person per day. The Department of Consumer Protection in its August 5, 2015 memorandum confirms that permittees are not limited to filling the “traditional, growler type” containers. However, the container must be capable of being “sealed.”

What does “sealed container” mean?

The act does not define the term “sealed,” nor does the Department’s August 5 memo address the matter. Thus, one is left to look to the dictionary definition of “seal.”



The Voice of the Retail Liquor Industry in Connecticut



CPSA fights for you in the halls of the Capitol by communicating the great benefit small businesses such as yours offer to the framework of the CT economy and the service and products you provide to your customers. In the past few legislative sessions we have had to turn back several legislative initiatives that could have decimated your business and the product selection you offer your customers.

The Connecticut Package Stores Association (CPSA) is YOUR trade organization that promotes retailer interests across the state. We will always fight legislation that negatively affects your business and advocate for legislation that makes your business better. We are the only entity at the capitol that advocates 100% for package stores.

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County Wine and Spirits

BY SAVANNAH MUL

The sign reads “County Wine and Spirits: Cheese, Hip Hops, Spiritual Advice.” Inside the store, “Beyond the Sea,” by Frank Sinatra was playing softly and wooden wine racks with handwritten price tags and tasting notes sat on top of old wooden floorboards and small decorative cherubs hung from the ceiling.

When owner Bill Fore first purchased the building nearly 10 years ago, he thought about replacing the wooden shelves and floors, but, “we have this funky old building and it’s warm,” he said. “Part of what makes us what we are is our substantial selection in a small amount of space. It feels jolly; it’s all visible.”

To earn a spot on the shelves, Fore and his three other employees evaluate each beer, wine and spirit on certain criteria: price point, quality, interesting story and good packaging. Fore said he believes his curated collection reflects the lifestyle of the community: well-traveled, interesting and witty. “Twenty percent of what you see in



LOCATION

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NEW PRESTON, CT

FACTS

SQUARE FOOTAGE: 1,350

YEARS IN OPERATION: 10 years
(under current ownership)

the shop is what people know and ask for,” Fore said. “The other eighty percent of the collection is what we choose from tastings.”

“We think of individual customers when we taste,” he said. “It’s really a gratifying and an intellectual process to put a collection together. We can talk a lot about it and listen to our customers. It’s a luxury of having a small shop. We know our customers, and it’s personal.”

Fore has been in the beverage and hospitality industry for decades. He has taught at the Culinary Institute of America in Hyde Park, N.Y., and also at the Swiss Hospitality Institute in Washington, Conn. In the early 1980s, he came to Connecticut to build and operate restaurants. During the mid-1990s, Fore took a job with Connecticut distributor Eder Bros, Inc., where during his nine-year tenure he created and held the position of Director of Education. He then bought County Wine and Spirits in New Preston, making it his first retail endeavor.

Fore has seen many shifts in trends of beer, wine and spirits. “There is an explosion in artisanal craft beer and it’s just all over the place,” he said. “The vocabulary used in the



wine world is now being reflected in the beer trade; people are talking about beer with the same degree of connoisseurship.”

Fore reflects that in the last 20 years the cocktail culture was all about taking an “old drink” and making it new again. “What we are seeing now is innovative products, rather than remodeling an old thing,” he said, and specified spirits that are distilled from honey as an example in his store.

Fore said the store gives back to local nonprofits and organizations, which ties it to its community. County Wine and Spirits is also seen as a local depot for cork recycling. Every couple of weeks, the staff collects about 60 lbs. of corks brought in from customers and ships them to a recycling center, where they are repurposed into cork products. ■



Owner Bill Fore.



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

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CELEBRITY CHEF & HOME COOKS TO SHOWCASE VERSATILITY OF GLORIA FERRER SONOMA BRUT

With bubbly of all types on the upswing in the U.S., Gloria Ferrer Caves & Vineyards is aiming to grab some extra momentum for Q4 with a campaign that puts food front and center. Gloria Ferrer and *Top Chef* star Brooke Williamson have teamed up on a nationwide “Glorious Bites Challenge” (where legal). LDA adults submitted their signature appetizer recipes to pair with Gloria Ferrer’s Sonoma Brut. Ten semi-finalists will then square off in live cook-offs judged by Williamson in NYC and San Francisco in September, followed by finals in October at the winery in Carneros.



Brooke Williamson

gloriaferrer.com
gloriousbites.com

GUARACHI WINE PARTNERS INTRODUCES JUICY REDS WITH UNIQUE PACKAGING

Putting as much emphasis on the outside of the bottles as the inside, Guarachi Wine Partners has released two playful new reds. **Evil Eye** (SRP \$9.99) is a 2013 blend of Garnacha, Tempranillo and Carignan from the Cariñena region of Spain. The deep-colored wine displays dark fruit aromas, soft tannins and hints of vanilla. The label, naturally, is designed to protect against the curse of the “Mal de Ojo,” as they refer to it in Spain. **Hey Malbec!** (SRP \$19.99) by winemaker Matías Riccitelli also uses fresh packaging to stand out on a shelf. The lightly oaked 100% Malbec from Luján de Cuyo features juicy black fruits, black pepper and ripe tannins leading to a soft and opulent finish. guarachiwinepartners.com



GENTLEMAN’S COLLECTION: NEW FOR THE MALE MILLENNIAL PALATE

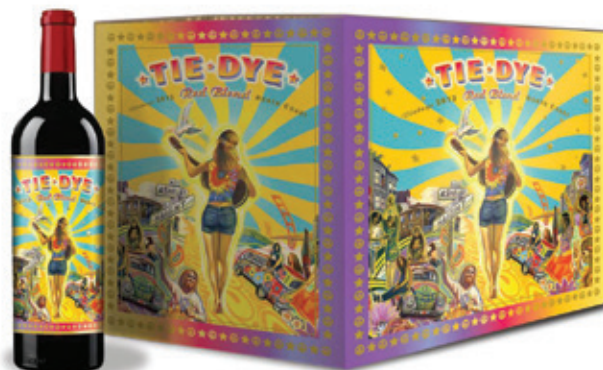
If ever there was a gentleman of the winemaking world, it was Dr. Henry Lindeman. In 1843, Dr. Lindeman settled outside Sydney, Australia, and set his sights on civilizing a hard liquor colony, creating wine as a preferred alternative to convert the behavior of men to gentlemen. Treasury Wine Estates is now adding a California chapter to the Lindeman legacy.

The 2014 Gentleman’s Collection 100% Cabernet Sauvignon and 2014 Gentleman’s Collection Red Blend (both with SRP \$16.99) are sourced from the North Coast, Central Coast and northern interior, all up and coming regions. The 100% Cabernet Sauvignon is bright candy red with dark fruit and a hint of dried herbs. The 2014 Gentleman’s Collection Red Blend, composed of 40% Petite Syrah, 40% Zinfandel and 20% Merlot has dark berry fruit, good weight and a long bourbon oak finish. tweglobal.com



OFFBEAT BRANDS BOTTLES NOSTALGIA WITH TIE-DYE RED BLEND

Featuring vivid swirls of color evoking San Francisco’s Summer of Love, **Tie-Dye 2013 Red Blend** brings together grapes from California’s North Coast into a big, bright, deliciously saturated blend. Aged for 18 months in French oak, the wine combines Syrah, Barbera, Merlot, Tempranillo, Pinot Noir, Cabernet Sauvignon and Petite Sirah in a fruity blend with notes of spicy oak and a mouth-coating texture. SRP: \$18.99. offbeatbrands.com



Connecticut Restaurants Noted for Wine Lists

Local wine programs receive national notice

BY SAVANNAH MUL

Wine Spectator recognized Connecticut restaurants for their notable programs in the magazine's annual Restaurant Wine Lists Awards. Twenty-two restaurants received an Award of Excellence, which highlights a "well-chosen selection" paired with a menu to match price and style. Restaurants receiving this award offer at least 90 selections. Seven restaurants received Best of Award of Excellence and these wine lists are comprised of over 350 wine selections. Restaurants receiving this designation demonstrate "superior presentation, and display either vintage depth, with several vertical offerings of top wines, or excellent breadth across several wine regions."

The following Connecticut restaurants achieved *Best of Award of Excellence*: Barcelona Wine Bar in Norwalk, Bernard's in Ridgefield, Da Pietro's in Westport, Fife 'N Drum Restaurant Inn in Kent, Max Downtown in Hartford, Gabriele's Italian Steakhouse in Greenwich and Morello Italian Bistro in Greenwich.

The following restaurants received *Award of Excellence*: Zhopewell in South Glastonbury, Cava Restaurant in Southington, David Burke Prime Steakhouse in Ledyard, Esca Restaurant and Wine Bar in Middletown, Firebox in Hartford, Fleming's Prime Steakhouse & Wine Bar in West Hartford, Go Fish Restaurant in Mystic, Goodfellas Restaurant in New Haven, Kensington's in Norwich, L'Escale Restaurant in Greenwich (Delamar Greenwich Harbor Hotel), Max A Mia in Avon, Max Amoré in Glastonbury, Max Fish in Glastonbury, Max's Oyster Bar in West Hartford, Michael Jordan's Steak House in Uncasville, Octagon in Groton, Ruth's Chris Steak House in Newington, The Capital Grille in Hartford and Stamford, The Griswold Inn Wine Bar in Essex, The Water's Edge at Giovanni's in Darien, Vivo Seasonal Trattoria in Hartford and Zinc in New Haven. ■

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ISLAND REBORN

THE FAST-GROWING STEMMARI WINERY HELPS LEAD SICILY'S REVIVAL

BY KRISTEN BIELER



“Sicily has always had the ability to produce great wines,” says Rusty Pape, Senior VP at Prestige Wine Imports, the U.S. subsidiary of Mezzacorona which purchased the Stemmari estates in 2001. “It just took time, and effort, to push the quality ahead of quantity.”

With a landscape made up of mostly hills, a combination of warm days and cool nights, plus the strong coastal influence, Sicily—the largest island in the Mediterranean—is a winegrower’s paradise. Yet for many decades production was all about bulk, and the focus was domestic consumption.

Trentino-based Mezzacorona was not the first outside company to realize the untapped potential of the island. “It’s no secret that many wine-producing nations purchased bulk wine from Sicily to bring up the alcohol, color and flavor in their own wines,” says Pape. But they have made one of the largest investments to date, pouring \$150 million into rebuilding Stemmari’s wineries and replanting vineyards.

Today Stemmari uses only estate fruit from its 1,700 acres under vine in two distinct areas in the island’s southern coast—in Agrigento and Ragusa provinces. And after only 12 years on the global market, the brand has reached over 500,000 cases annually, and is the number one Sicilian wine in the U.S.

Stemmari’s rapid ascent mirrors the rebirth of Sicily—which Stemmari winemaker Lucio Matricardi, PhD refers to as “the Provence of Italy.” Production dates back to 2000 BC, yet today’s Sicilian wines have one foot firmly in the New

At 500,000+ cases annually, Stemmari is one of the top-selling Sicilian wines in the U.S.

World, thanks to high-tech winemaking facilities, intensive research matching grape to terroir, and the presence of international grape varieties. Stemmari’s portfolio includes indigenous stars Nero d’Avola and Grillo (as part of the white blend, Dalila), alongside Pinot Noir, Pinot Grigio, Moscato and Cabernet.

“These wines are made to be easy to drink; they are soft and modern in style with loads of upfront fruit and flavor, yet distinctly Italian—just what the Millennial consumer is looking for,” says Pape. “Consumers today are coming to Sicily with a fresh eye, they don’t remember the lower quality wines of the past.”

ON-PREMISE PRESENCE

A little over a year ago, Stemmari began offering their wines in kegs on tap in restaurants, which has helped make the on-premise now their fastest-growing channel. “We are seeing double digit growth each month—sales are sky-rocketing,” Pape says. Retail environments are embracing Sicily as a category, notes Pape, dedicating separate sections for “Southern Italy” or even “Sicily.”



Sicily is on the forefront of sustainable wine production, and Stemmari is a leader. The second winery in Italy to earn the Eco-Management and Audit Scheme certification, Stemmari is 100% energy independent and one of the most sustainably run wineries in the world. “Sicily boasts some of the world’s most abundant riches, and preserving the land is extremely critical to the culture,” says Pape.

Practices in place at Stemmari include replacing vineyard chemicals with copper and sulphur (allowed in organic farming), beneficial insects and grasses in the vineyards and solar panels providing two-thirds energy self-sufficiency. In addition, a network of seven man-made lakes on the estate collect rainfall for use in summer and emergency use in case of drought. Computerized drip irrigation systems maximize the efficiency of water supplies and usage.

“The excitement in the entire industry and with the media for Sicilian wines is huge,” Pape explains. “It’s still an emerging region, and I’m certain we aren’t even close to seeing its full potential.” ■



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AN ECONOMIC GIANT

BY JACK KENNY



How big is the beer industry in the United States? What's the economic impact of beer on our society? Would you believe \$253 billion? Compared to what? Well, that number is twice as big as the U.S. wine industry, for starters.

Last year the beer business in the U.S.A. contributed 1.5 percent of the gross domestic product, according to the Beer Institute, an industry association composed mainly of large commercial brewers. That \$253 billion includes the contributions of brewers, distributors, importers and retailers. The institute incorporated salaries of people involved in the beer industry, sales by brewers and spending by people who work in the beer trade.

The American beer industry employs more than 1.75 million people, directly and indirectly in more than a dozen different categories, including farming and packaging. The Beer Institute says that 70 percent are directly employed by large and mid-sized brewers and beer importers. Wages paid to all of those people totaled \$78.6 billion last year.

Beer and other alcoholic beverages are taxed at several levels. Federal, state and local taxes on the beer industry amounted to more than \$48.5 billion in 2014. That includes business, personal and consumption taxes, as well as taxes on sales, gross receipts and revenue collected from state and federal excise taxes on beer.

Most of the beer industry's economic contribution comes from large brewers, but it's worth noting that one out of every 10 beers sold in our country is a craft beer (by 2020 that fraction is predicted to rise to 15 percent.).

So far this year, sales of craft brew are up 15 percent over the same period in 2014. More than 3,500 breweries now operate in the U.S.A., and of those about 3,400 are craft beer producers. The Brewers Association, composed mostly of craft beer producers, says that about 1,750 breweries were in various planning stages as of June 2015. Craft brewers employ just over 115,000 workers.

A recent article in *Fortune* magazine pointed out the significant contribution that brewing makes to the farming industry. "Craft breweries tend to use a lot more of the key brewing components per batch than large competitors like Budweiser and Coors. How much? A recent research report from the U.S. Department of Agriculture notes that the average craft style beer uses between three and seven times as much malt per barrel as a mass market lager."

And that's only the barley malt. Hop farmers win, too. Brewers report that today they must order their hops up to three years in

advance to ensure an adequate supply.

Small as they are, Connecticut and Rhode Island generate healthy contributions to the overall economy through the beer business: \$2,038,142,800 and \$530,591,900, respectively.

In Connecticut, the Beer Institute reports, 8,645 people have a direct impact on the beer business: brewing 226; distributing 1,197; and retail 7,222. Wages for those individuals equaled just over \$311 million last year. Those indirectly involved in beer number 5,880, and of those, 119 are in agriculture.

The amount of taxes paid on beer in Connecticut last year was \$99,673,100; these include federal and state excise taxes and other state/local taxes. The amount of taxes generated at federal, state and local levels was \$237.6 million. The institute says that Connecticut has 49 brewing establishments and 74 beer distributors.

In Rhode Island, the number of people directly involved in beer is 3,378: brewing 51; distributing 360; and retail 2,967. Wages were \$92 million in 2014. An additional 1,802 people contribute indirectly (20 in agriculture).

Excise taxes in the Ocean State were \$39 million last year, and taxes generated by the industry were \$74.8 million. Rhode Island has 20 brewing establishments and 28 distributors.

One fascinating aspect of the beer business these days is packaging. Off-premise retailers can attest that brewers are reworking their graphics, labels and packages at a record pace. They are using different materials and new designs for graphic appeal; they are switching to four-packs or back to six-packs – a few have gone to three-packs – and many have added cans to their bottled offerings, pleasing the summer crowds but frustrating the retailer whose shelf space is fast disappearing.

All of those folks in the packaging sector are contributing mightily to the positive economic status of beer. So are those in equipment manufacturing, finance, transportation, construction and entertainment: and – lest we forget – our friends the farmers.



ABOUT

JACK KENNY

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



WRITE TO HIM
thebeercolumn@gmail.com



THE RITZ CRYSTAL ROOM

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Is it a vintage shopper's haven or a speakeasy? The Ritz Crystal Room at Remember When offers a cocktail lounge, restaurant and event venue in addition to the historic-district antiques store. The lounge invokes a Jazz Age vibe, complete with dance floor, 1920s decor, and a dining room serving dinner and creative cocktails.

CO-OWNER/MIXOLOGIST:

Rit O'Donnell

COCKTAIL: Espresso Martini

RECIPE:

Mix in a shaker with ice:

- 1 oz. Bailey's Irish Cream
- 1 oz. Kettle One Vodka
- 1/2 oz. Kahlua
- 1/2 oz. creme de cacao
- 1 oz. freshly-brewed Lavazza espresso

Shake. Pour into a martini glass. Garnish with three cherries.

"It tastes like the richest cup of coffee you can imagine. A house favorite," said co-owner Karen O'Donnell.

LEGAL MATTERS

CONTINUED FROM PAGE 30

Webster's Dictionary defines sealed as "closed hermetically" — that is, airtight. Indeed, a tightly closed screw cap, closed "flip-top" bottle or corked bottle would seem to meet the statutory requirement.

Can I fill a customer's container?

No, the container must be supplied by the permittee.

When can I sell beer to-go?

Sales are limited to package store hours and days only: Monday – Saturday, 8:00 a.m. to 10 p.m. and Sunday, 10:00 a.m. to 6:00 p.m. Sales are prohibited on New Year's Day, Thanksgiving Day and Christmas Day.

The foregoing is intended as general information only and not as legal advice. Contact an attorney to get advice about your particular circumstances.

Can a distributor sell the containers to a permittee?

No as to holders of a restaurant liquor permit but, yes for restaurant beer, and beer and wine permittees, cafés and tavern owners. Language in the Act sets out a unique restriction that applies only to restaurants holding a full-liquor license. The relevant section of the Act provides: "No holder of a manufacturer permit, out-of-state shipper's permit or wholesaler permit shall supply to the holder of a restaurant permit [full liquor license] the containers permitted to be sold for consumption off the premises under this section or any draught system components other than tapping accessories."

ABOUT PETER A. BERDON

Attorney Peter Berdon, a partner with Berdon, Young & Margolis, PC, has represented wholesalers, manufacturers, package stores, restaurants and bars before the State of Connecticut DCP and the Federal TTB as well as in litigation matters in court since being admitted to practice in 1991. He is the former Executive Director and General Counsel of WSWC. He can be reached at peter.berdon@bymlaw.com or www.bymlaw.com.

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CONNECTICUT GETS IN THE MIX AT TALES OF THE COCKTAIL

BY ANTHONY DeSARIO

Tales of the Cocktail (TOTC) in New Orleans, Louisiana, was held on July 19-21, 2015 and is the ultimate industry event in the world. Anyone with a hand in the spirits industry, from brands, brand ambassadors, bartenders, writers and cocktail enthusiasts from around the globe, descended on the French Quarter of New Orleans.

And what a time we had! Six days of spirited events, including seminars on both mint and how the human brain reacts to the sensory output of a cocktail, tasting rooms, competitions, and yes, a party or two. Of course, there was the obligatory imbibing around the city and visiting the bars and restaurants where the most iconic of cocktails originated. It's all for a great cause, benefitting the New Orleans Culinary and Cultural Preservation Society.

And our friends from Connecticut, the USBG CT, bar owners and salespeople were also in attendance – supporting brands, competing in contests and working tasting rooms. This year was the busiest TOTC I have ever attended, and with 200 events going on at different times, it was difficult, but still fun, to meet and greet everyone. Through calls, texts and social media “Where are you?” was constantly on our phones. Respectably, we all were somewhere cool learning, networking, supporting and, of course, tasting. So where were we?



Guest Columnist Anthony DeSerio with Diageo World Class Champion 2014 Charles Jolie at the Diageo Backyard Barbeque Party at Tales of the Cocktail.



As soon as I arrived, it was a must-visit to see a friend: William Grant & Son's Portfolio Ambassador Charlotte Voisey working a guest “Dynamic Duos” shift at the Windsor Court Hotel.



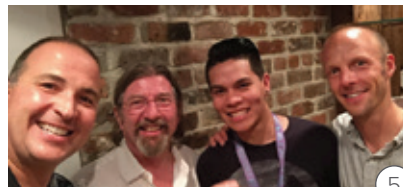
Months of overseas planning with The Wild Hibiscus Flower Company in Sydney, Australia led to day two of prepping over 1,500 samples of three different cocktails. Igor Zukowiec of Alchemiq, NY and I were teamed up to man the longest tasting bar of the week in the Hotel Monteleone's “Corner Bar.”



Day Three: As Igor Zukowiec and I were finally serving up samples, who shows up? Connecticut's Shelby Thomas from Infinity Music Hall!



Playing with Pisco. Jaime Johel, USBG CT and Vespa, Westport; Diego Loret de Mola, Founder Barsol Pisco and CT Resident; Francesco Lafrancona, Director of Spirits Mixology and Education, Southern Wine and Spirits; and Tony Abou-Ganim, Star-tender. Photo courtesy of Diego Loret de Mola.



Tasting with Anchor Distilling. Diego Loret de Mola, Founder Barsol Pisco and CT Resident; Keith Greggor, Owner and CEO, Anchor Distilling; Christian Hurtado, Mezón, Danbury and a Cocktail Apprentice Program (CAP) participant at Tales. Photo courtesy of Diego Loret de Mola.



North Haven's Worldwide Wines and St. George Spirits at John Lafitte's Old Absinthe House. Dave Smith, Head Stillier, St. George Spirits; Kevin Fethe, DVP Sales, St. George Spirits Northeast; Celly Roberts, Sales Representative, Worldwide Wines; Paul Skiera, DVP Sales, St. George Spirits Southeast; Bob Neville, Sales Representative, Worldwide Wines; and a few local revelers photobombing. Photo courtesy of Bob Neville.



David Bouchard of USBG CT/MAX Group and Annie Blake at Bacardi's Block Party.



Tales attendees had access to limited tickets for a Diageo Backyard Barbecue Party, featuring amazing talent and cocktails.

Anthony DeSerio is a member of the United States Bartenders' Guild Connecticut Chapter and has been tending to the bar for 18-plus years. He is also promoting the Roca Patrón line as an ambassador-at-large and holds multiple spirit certifications and awards.

Loco for Cocktails in NOLA

Annual 'Tales' Attracts a Spirited Mix of Brands and Bartenders

Since 2002, Tales of the Cocktail has made New Orleans the epicenter of the mixology world for five days in July. Bartenders and other spirits professionals rub elbows via seminars, tastings and networking events, with scores of brands doing their best to make a lasting impression.

William Grant & Sons got things rolling with their annual sold-out opening reception. “Welcome to Yonderyear 2084” featured cocktails of the future, such as Reyka Vodka’s Snow Cone Hut, Monkey Shoulder’s “Jedi Bar” and Solerno cocktails suspended from orange trees.

Another familiar highlight was the Cocktail Apprentice Program Welcome Dinner, sponsored by Pernod Ricard and Bar Smarts. And food was a big part of the Tales equation for 2015. “Spirited Dinners” put cocktails front and center on menus; to wit, Jameson and Chivas were the focal point for Dale DeGroff at Ruth’s Chris Steak House, and Hennessy hosted a Creole & Cognac dinner featuring “reimagined cocktails through the ages.” The Breakfast Club (new this year) let industry leaders talk (and try) cocktails over coffee and bacon.

The five-day fête concluded with the 9th Annual Spirited Awards banquet, honoring a variety of individuals and companies. ■

1: Olmeca Altos Street Fair 2: Jameson’s Irish Whiskey House 3 & 4: Bartenders making cocktails at the Pernod Absinthe House 5: Chris Patino with staff at the Cocktail Apprentice Program Welcome Dinner 6: Tom Richter mixing cocktails at a Bartender Breakfast 7: Tad Carducci at Pernod Ricard’s Welcome Reception 8: Chris Hannah making Kahlua cocktails 9: Guests enjoying cocktails at the Absolut bar at the Welcome Reception 10: Lynn House, Heaven Hill National Brand Educator, and John DeGaron, CAP Manager, at the PAMA Liqueur Cocktail Apprentice breakfast 11: Bernie Lubbers, Heaven Hill Whiskey Ambassador, shares Larceny Bourbon 12: Joey Vargas, American Whiskey 13: Heaven Hill seminar on Pikesville Rye featured Bernie Lubbers; Ned Wight, New England Distilling Company; Doug Atwell, Rye; Allen Katz, New York Distilling Company; and Ben Lyon, Lyon Distilling Company





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14: "World's Best Bar" winners Sean Muldoon, Jillian Vose and Jack McGarry of The Dead Rabbit 15: "American Bartender of the Year" Ivy Mix, Leyenda 16: Jason Crawley, Tanqueray; "Best American Brand Ambassador" Brooke Arthur, House Spirits Distillery; and Philip Duff, Liquid Solutions 17: Anthony Pullen, Luis Esposito and Tal Nadari at the Lucas Bols "Bols is Back" event 18: Guests made St. Germain tintype photos at The French Embassy 19: Batched St. Germain cocktail 20: Grey Goose Grand Le Fizz cocktail 21: Guests enjoying Grey Goose cocktails during the Sensory Brunch 22: Julien LaFond leading guests through the tasting experience during the Grey Goose Sensory Brunch 23: Drambuie bar 24: Sailor Jerry opted for a post-apocalyptic, Mad Max, Thunderdome approach 25: Monkey Shoulder's Jedi Bar, with hidden puppeteers that made bottles pour at the bartender's command 26: Elizabeth Mickiewicz, finalist in House of Angostura Global Cocktail Competition and David Delaney Jr., House of Angostura; Amaro di Angostura won the Spirited Award for "Best New Spirit or Cocktail Ingredient"



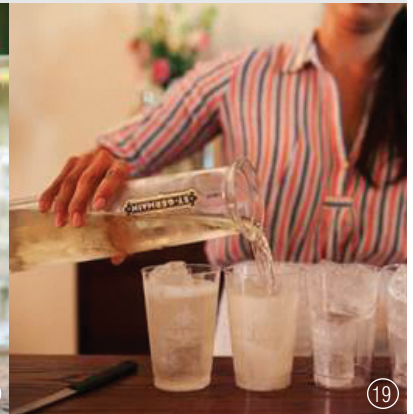
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