

KANE'S BEVERAGE WEEK

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

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Who & What —

Union Wine Co. hired **David Pratt** as vp-sales for U.S. and international markets. He joins from Foley Family Wines where he was vp sales-Eastern U.S. for 14 years.

David Rosenthal, who spent more than 20 years working at Chateau Ste. Michelle, seven as white winemaker, is named winemaker at Obelisco Estate.

Crimson Wine Group names **Adam Howell** chief financial officer. He most recently served as Senior Vice President, Finance and Accounting, for the Duckhorn Portfolio, Inc., a New York Stock Exchange-listed wine company that he joined in 2018.

Colleen Frei was hired as executive director of **Washington Winegrowers Association**, effective Jan. 1, 2024, succeeding Vicky Scharlau, who has held the position since 1999. Frei was a partner at Jeffers, Danielson, Sonn & Aylward, P.S. for 18 years, focusing on agriculture, water rights, business and succession planning, and has served on community boards and state and professional groups bringing extensive nonprofit leadership.

Brassfield Estate

Winery hired Chris Baker as its new president. He joins from Daou Family Estates where as senior vp he rebuilt the national sales team.

Continuum Estate promotes **Ashton Leutner** to Director of Viticulture, succeeding **Ryan Gerhardt**. Leutner has worked with Gerhardt for 15 years.

Groth Vineyards & Winery recruited **Shannon Muraccioli** to be chief of marketing. Most recently she was VP of Consumer Sales & Marketing at Sequoia Grove Winery.

ISWR Explains Why Consumers Are Cutting Back on Bev/al

The sun will come out tomorrow for bev/al producers and marketers, who have been watching consumers cut back on their spending on beer, wine, spirits and related products.

To be sure, there's been a drumbeat of pessimistic news lately: By and large, both volumes and sales are declining, and it's not just in the U.S., a new BevTrac survey from ISWR finds. The 15 leading bev/al markets all show "a significant shift" in terms of spending behavior. Vintners are ripping out vines.

As for premiumization, it's still evident in India, China and Taiwan, although confined mainly to spirits. Latin America is a different story: recalled consumption and spending are both trending strongly downwards. And in North America, the net change in spending has turned negative compared to a similar survey by IWSR in March.

Not Just Bev/Al

That drop in spending on luxury goods isn't limited just to beverage alcohol. The latest U.S. credit card data showed spending on luxury goods remained negative in November, down 15% year-on-year, after a 14% decline in October.

Credit card data from Citi, also released on Wednesday, showed purchases of luxury fashion were down 9.6% year-on-year in November, after an 11.4% decline in October, with steeper declines in department stores and online, down 13% in November year-on-year.

Asked to name the biggest change to their alcohol consumption behaviour in the last six months, consumers in 11 out of the top 15 markets said they were tightening their purse string – compared to seven out of 15 in March.

Prioritizing 'Essential' Spending

Consumers are looking to save money by prioritising 'essential' spending and going out less. Finances today – especially for younger legal drinking aged (LDA+) drinkers – are under pressure due to a number of factors, such as interest rate rises, debt, food inflation, tax hikes and increasing energy costs.

The shifting picture is also apparent in market performance for the first half of 2023, with beer volumes falling marginally, spirits (excluding national spirits) up +1%, still wine down -4% and RTDs up +1%.

"There is a clear change identified of our ongoing alcohol consumer tracking, with recalled consumption volumes remaining in negative territory – with a few exceptions – but now accompanied by a strongly negative shift in spend across multiple categories and markets," says **Anastasia Timofeeva**, Senior Consumer Insights Manager, IWSR. "However, consumers report high job security, so future sentiment remains positive. This suggests the ongoing changes are not structural, and a bounce-back is likely."

"The key will be whether real wages can grow sustainably in the next two quarters in Europe and North America, particularly for younger LDA+ and middle-income consumers – and whether the 'natural' positivity in China and India translates into actual consumption behavior."

Positive Signs

So, how can we project sunny days ahead, especially when the loss of premiumization appears to be most acute among younger LDA+ consumers? They are the ones struggling the most with their household finances.

But note this: They are also the cohort most likely to have a positive outlook for the future.

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And also note this: In the first half, 12 out of the top 20 markets recorded growth in super-premium+ spirits sales, thanks to trends such as the expansion of high-end agave spirits in the US. "Super-premium-plus spirits drinkers are proving resilient in the face of existing financial pressures," says IWSR's **Anastasia Timofeeva**. "They show higher recalled consumption volumes, as well as higher spends, compared to all drinkers."

She also notes that "Consumers report high job security, so future sentiment remains positive. This suggests the ongoing changes are not structural, and a bounce-back is likely."

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No-Alc Gains in Every Market: ISWR

For the first time, no-alcohol beer has entered the top five beverage categories consumed on the last occasion, bringing it equal to RTDs, which saw an incidence decline, along with full-strength beer.

"This surge in recalled usage was very broad-based – all but one T15 market (South Africa) saw last-occasion incidence of no-alcohol beer usage grow," ISWR's Anastasia Timofeeva says in analysing the latest BevTrac survey.

Cava Sales Up 2.5%, a Record

That 2.5% gain for the Cava Designation of Origin (D.O. Cava) was powered by a 7.65% increase in the domestic market.

Export markets experienced a more moderate increase, maintaining nearly the same sales levels as the previous year (up 0.33%).

Germany remained the leading international market for Cava in the first three quarters of 2023, growing by 1.27%, followed by Belgium (1.95%) and the United Kingdom (19.33%). Noteworthy increases were also recorded in Brazil (76.29%), Poland (33.29%), France (17.69%), the Netherlands (11.38%), and Sweden (6.19%).

Retail Theft to Be Focus of WSWA's Access Live Keynoters

One of the biggest challenges facing all three tiers of the bev/al industry — retail theft — will be the topic of an [Access Live](#) closing night keynote address by FBI Deputy Director Paul Abbate and an opening night discussion featuring experts from all three sectors.

"Retail theft is a threat to wholesalers, suppliers and retailers, but it's also impacting consumers who are seeing limited choices and more inconvenience," said WSWA CEO and President Francis Creighton. "At WSWA's Access LIVE, leaders from all three tiers will come together to talk about what law enforcement can do to help and what we can do to stop theft while reducing consumer impact. We're thrilled to welcome the FBI's Deputy Director as well as subject matter experts from across the industry to address this as well as other important issues impacting the

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Campari Group to Acquire Courvoisier From Beam Suntory in \$1.2 Billion Deal

Campari Group said it agreed to acquire Courvoisier from Beam Suntory for \$1.2 billion with an expected additional \$120 million to be paid in 2029, depending upon the brand's performance. The transaction sees the enterprise value of Courvoisier at \$1.32 billion, about 17 times CAAP for 2022. The transaction is expected to close next year.

Courvoisier's net sales in 2022 were \$249 million, 60% of which were in the U.S. The brand's maturing stock is valued at \$365million, as of Oct. 31, with "well-balanced age profiles to support future brand development," Campari said.

The transaction is 100% financed with a bridge loan, funded by a consortium of banks led by Crédit Agricole Corporate and Investment Bank. The bridge loan has a life of 24 months.

Campari said cognac will now be the fourth major leg of Campari Group, along with aperitifs, bourbon and tequila.

Bob Kunze-Concewitz, Campari CEO, said he Campari has a "fantastic opportunity to reinforce this brand's credentials as a global icon of luxury."

Matteo Fantacchiotti, deputy Chief Executive Officer Campari Group, said this is the biggest deal in Campari's history. "In addition to acquiring a globally recognized brand with strong premiumization credentials, we have a unique opportunity to expand our cognac production and bottling capacity in France, a core platform of our global supply chain."

Maison Courvoisier was founded in 1828, by Félix Courvoisier in Jarnac, the Charente region of France. Courvoisier is the youngest and most awarded of the 'big four' historical cognac houses and received the title of Official Supplier to the House of the Emperor by Napoléon III, supplied the royal courts of Europe and was the drink of choice of the Belle Epoque, chosen to celebrate the inauguration of the Eiffel Tower and the opening of Moulin Rouge.

Diageo Finds 5 Trends Shaping Behavior of Consumers

Five global trends are shaping consumer behavior are detailed in a just-released report from **Diageo**. The five trends are:

Neo-Hedonism: consumers are re-evaluating how they

spend their money, searching for innovative ways to experience pleasure in their everyday lives. This is one of the newer trends but on the rise (+39%), with consumers searching for meaningful & unique experiences over wealthy gifts.

The report found that 60% of Millennials and Gen-Zers prefer to spend their money on life experiences, such as travel and concerts, rather than saving for retirement.

Discord, the instant messaging platform, now has 150 million monthly active users. That's double to usage in just the past year.

And the eco-tourism market is expected to grow 14.7% from 2023 to 2032. The report suggests that brands that need a way in to Neo-Hedonism can offer unique products and services, alternative social spaces and on-the-go products. Among the neo-hedonistic topics being discussed are pop-up bars, vbecoming a digital nomad which is easier to accomplish with co-working spaces, and outdoor activities.

Betterment Brands: consumers' conversations show them to be increasingly eco-conscious, becoming more aware of the environmental and social impact of their choices. Although not a new phenomenon its importance cannot be downplayed, with consumers increasingly (+44%) seeking ways to align their purchasing decisions with their values.

Conscious Wellbeing: there has been a transformation in how consumers define health and happiness, with consumers having a more holistic view of wellbeing. The report found over 2.7M discussions globally of self-love (+40%).

Expanding Reality: technologies like AI, VR, and AR are revolutionizing how consumers perceive and interact with reality. Conversations around the technologies has risen 94% including a 134% rise in discussions of AI-enabled relationships - the fastest growing micro- trend identified in the report.^[1]

Collective Belonging: consumers are increasingly seeking real and virtual spaces that embrace unity, acceptance, and allow them to engage with like-minded individuals. The report uncovered 28.7M mentions of the topic globally (+41%) making it our most discussed trend, including a 42% increase in conversations around championing inclusive cultures.

In 2024, the report says, consumers will be looking for novel and personalized experiences that bring happiness to every walk of life. It suggest brands can engage with consumers by becoming emotional architects, focusing on creating immersive narratives the resound emotionally with consumers. Also: embracing pop-up events, themed venues and dynamic gathering spaces.

The report, entitled "Distilled," has been created by Diageo's 'Foresight System', a digital tool developed by Diageo and its data and insight partners that monitors and tracks global conversations from web sources and social media platforms. This included conversations in English, Chinese Mandarin and Spanish across social media, YouTube, television, online forums, and digital media.

The report also offers Diageo's foresights for global consumer behaviors in 2024. This includes a shift towards more mindful approaches to adventure, the increased popularity of fully customizable products, and the rise of more

immersive learning experiences.

Consumers, it says are increasing eco-conscious. The result: 81% of people believe social media has increased pressure for ESG accountability. Some 63% of consumers believe high prices are the main obstacle to adopting sustainability. More than 90% of S&P 500 companies report on ESG.

Little surprise that the report says consumers are looking to support local businesses and economies. Finally, people are more aware of social differences.

The report projects the global functional and natural health food market at \$38 .5 billion in 2033. The wellness economy is expected to reach \$ 8.5 trillion in 2027, growing 8.6% a year over the next five years.

Mark Sandys, Chief Innovation Officer at Diageo, said: "To be entrepreneurial in mindset and action, brands mustn't be afraid to look beyond their own walls. The trends showcased in 'Distilled' underline the need for brands to embrace change, reimagine strategies, and stay agile in responding to evolving consumer needs, presenting itself as an essential tool for brands planning future innovation."

Delicato's Bota Box Breeze Extends Line with 5ml Mini Tetra-Pak

Delicato Family Wines announced new offerings in the **Bota Box Breeze** line of premium light wines: The brand's popular Pinot Grigio and Sauvignon Blanc will now be available in a "Mini" 500ml Tetra-Pak format, and a Cabernet Sauvignon joins the fast-growing brand's 3-liter varietal options. All three wines will launch later this month, in time to stock shelves for January's seasonal boom in the light wine category.

Since its launch in 2021, Bota Box Breeze has skyrocketed to the top of the U.S. light wine category reaching

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its present position as the U.S.'s leading light wine brand, as measured in value and volume.

Its growth has continued to climb at a remarkable clip even as a plethora of new entrants have joined the "better for you" category: Bota Box Breeze sales are up 36% in the last year, helping to drive the growth of the light wine category as a whole—which is up 30% in the same period.

"Americans are thirsty for great-tasting, premium light wines, and Bota Box Breeze has tapped that need with the right product in the right format at the right time," commented **Andrew Blok**, marketing director for the Bota Box portfolio. "Our Bota Box Breeze "Minis" provide a convenient, grab-and-go light wine option, and the new Bota Box Breeze Cabernet Sauvignon provides a premium Cab that delivers on flavor while fitting well into an active lifestyle," Blok continued.

New Wisconsin Law Seen Hindering Small Producers, Common Carriers

Wisconsin Gov. Tony Evers (D) signed a bill creating a new liquor division within the Wisconsin Department of Revenue. Among other things the law:

- Provides full retail privileges for a brewery, winery, manufacturer or rectifier – provided it has produced 1,500 liters of "intoxicating liquor" in one of the preceding three years.
- A manufacturer who produces more than 5,000 liters may be licensed to do full-service retail sales at more than one location.
- Allows brewpubs to make 20,000 barrels on its premises, up from 10,000, and doubles the number of barrels a brewpub can self-distribute to 2,000 barrels from 1,000.
- Some observers say the bill works to disadvantage small wineries because a winery producing less than 1,000 gallons will be denied a full-service retail license. This implements recommendations in a WSWA letter.
- The measure empowers Wisconsin judges to impose sanctions on a licensee that shipped bev/al to another state if a division employee believes the Wisconsin licensee violated the other state's law. Sanctions would be imposed based on the other state's statutes.
- Fulfillment houses and common carriers will be required to obtain permits. The common carrier is required not only to file reports but also guarantees that it only shipped a Wisconsin producer's product into Wisconsin.
- If the common carrier ships product other than wine into Wisconsin obtained from a direct wine shipper or fulfillment house, it can be subject to a \$2,000 fine.
- It threatens to take away FedEx's and UPS's privileges if it makes two mistakes a year.

Newly Filled Barrels of Kentucky Bourbon Up 3% in Year; Ky Distillers Group Assails Taxes

The number of newly filled barrels of Bourbon in Kentucky continued a steady growth of 3% last year, the **Kentucky Distillers Association** said. But distillers are now paying four times as much in barrel taxes than they have aging

barrels.

Despite a new milestone of 12.6 million barrels of aging Bourbon, companies remain held back by historically high production costs from inflation that caused barrel taxes to skyrocket to more than \$50 million this year, a record 30% increase over the previous year.

Cost increases in Bourbon inputs like grain, cooperage and labor, barrel taxes have more than doubled in the last five years, soaring 122%. Since 2010, barrel taxes have thundered 316% and continue to escalate at a rapid and untenable pace.

Barrell Valuation: \$6.7 Billion

Bourbon industry leaders and advocates are emphasizing that this year's unprecedented barrel valuation of \$6.7 billion and resulting barrel taxes are the exact reason the compromise House Bill 5 was so important in the legislative session.

"Last session, Kentucky's family of distillers argued that disaster was coming for the home-grown industry if elected officials didn't do something to reign in the ever-growing discriminatory barrel tax," said KDA President Eric Gregory. "Thankfully, the Governor and our champions in the General Assembly saw where this was headed and found a sensible compromise to fix the barrel tax while protecting schools and local communities," he said.

"This year's barrel report – and the resulting massive barrel tax liability – prove their work was necessary and sets the Bourbon industry on a path to sustainability in Kentucky instead of across our border."

Barrell Tax Phase Out

The bipartisan House Bill 5 compromise signed into law earlier this year phases out the barrel tax over 20 years while protecting funds for schools, fire departments and EMS districts, and gives local governments plenty of time to plan and diversify their tax base.

"Everyone recognized the astonishing tax liability distillers are facing is unsustainable and would be for any business," said Ashli Watts, President and CEO of the Kentucky Chamber of Commerce. "Without our signature industries like Bourbon, Kentucky will lose."

The new numbers are based on inventories reported as of Jan. 1 to the Kentucky Department of Revenue for tax purposes and includes all distilling companies in Kentucky, the vast majority of which are KDA member distilleries.

New Production 2.7 Million Barrels

Total new production increased slightly to 2.7 million barrels, the fifth year in a row that distillers have filled more than 2 million. Total inventory, when counting Bourbon and other spirits like brandy, was 13.3 million barrels, also a record. Total barrel taxes were \$50.2 million.

"Bourbon is a manufacturing powerhouse every state would love to recruit," said Frank Jemley, President/CEO of the **Kentucky Association of Manufacturers**. "We were losing that competition as distillers faced massive increases in the barrel tax, unique to Kentucky, year after year.

"This year's numbers are more of the same - steady production growth met with an immense barrel tax liability. But now, with a plan in place to phase out the tax, distillers are looking far into the future right here in Kentucky rather than elsewhere.

Metropolitan Brewing's Assets To Be Auctioned

Loeb Equipment, a leader in the global equipment and auction space, operating since 1880, will be conducting the auction of **Metropolitan Brewing**, Chicago, in mid-January 2024. The bankruptcy court has entrusted Loeb with the sale of assets from Metropolitan, an industry staple in German Lager brewing for the last 15 years.

Victory Brewing Partners with Tastykake For 1st Quarter 2024 Seasonal Release

Victory Brewing Co. put the delicious flavors of Tastykake's Koffee Kake Cupcake into a sweet ale with notes of pound cake and cinnamon. Koffee Kake Ale will ship to Victory's distribution network in mid-December 2023 and be available in 6-pack 12 oz. bottles and draft until early March 2024, while supplies last.

"Brand crossovers are on the rise in craft for the unique and special value they bring to drinkers. As Victory entered the world of collaboration, it was especially important for us to select a partner whose identity, values and flavor profiles would align with ours in a way that connected with our loyal fanbase," **Kelly Irvine**, brand manager of Victory Brewing Company, explains.

NHTSA Seeks Info on Status Of Impaired Driving Technology

National Highway Traffic Safety Administration is seeking information about the state of technology to detect impaired driving, how to deploy the technology safely and effectively and other information to develop a standard to prevent impaired drivers from being able to drive a vehicle.

Distilled Spirits Council and **Mothers Against Drunk Driving** have both endorsed the use of technology to reduce deaths attributed to drunk driving.

The technology NHTSA is contemplating prevents an alcohol-impaired driver from being able to start the car.

DISCUS Voices Support

"NHTSA's announcement to begin the rulemaking process for impaired driving prevention technology in new vehicles is a significant first step. Responsibility.org and DISCUS have long supported the HALT and RIDE Acts that led to this rulemaking and are committed to working with the agency and Congress to ensure the rulemaking process moves forward expeditiously." said Chris Swonger, CEO/president, **Responsibility.org** and **Distilled Spirits Council of the U.S.**

Anti-impaired driving technology in new vehicles is estimated to save upwards of 10,000 lives per year once it is implemented, and we will continue our efforts to advocate for this technology and a comprehensive approach to end drunk driving," he added.

The Bipartisan Infrastructure Law directs NHTSA to issue a final rule establishing a Federal Motor Vehicle Safety Standard that requires new passenger vehicles to have "advanced drunk and impaired driving prevention technology." The law says that NHTSA should issue a new regulation only if it meets the requirements of the National Traffic

and Motor Vehicle Safety Act, which states that a proposed standard must be reasonable, practicable, and reduce traffic crashes and associated deaths, among other factors.

This notice helps lay the groundwork for potential alcohol-impaired detection technology standards in all new passenger vehicles when the technology is mature, NHTSA says. Alcohol impairment is one of the leading causes of death on our nation's roads. In 2021, the latest data available, 13,384 people were killed in drunk driving crashes.

In its simplest form, the technology being developed detects if a driver is intoxicated and will prevent the car from starting.

Cost of Impaired Driving

DISCUS has supported development and installation of impaired driving technology since Peter Cressy was president/CEO. Not only has DISCUS supported development of the new technology, it has joined MADD in calling for development of the technology. Cressy told us he agreed with MADD that drunk driving deaths are 100% preventable.

NHTSA estimates that fatalities, injuries, and property damage from alcohol-impaired driving cost our society \$280 billion in lost wages, lost quality of life, medical costs, and so much more. Impaired driving prevention technology is an action identified in the National Roadway Safety Strategy to significantly reduce fatalities and serious injuries on the nation's roadways in support of our vision of zero traffic deaths through vehicle features that promote driver safety and align with the principles of a safe system approach.

"Impaired driving crashes are 100% preventable – there's simply no excuse or reason to drive impaired by alcohol or drugs. We urge everyone to be responsible this holiday season. If you've had anything to drink, use public transportation, arrange for a sober driver, or call a taxi or ride-hailing service and get home safely," said Ann Carlson, NHTSA's Acting Administrator.

MADD Seeks Speedy Rulemaking

In a statement, MADD said it is pushing or the earliest possible final rulemaking and implementation.

MADD's national president, Tess Rowland, wasn't involved with MADD when she was hit head on in May 2021 while she was driving to her job as a television news reporter in Florida. The impact caused severe, life-threatening injuries, from which she is continuing to recover. First responders on the scene described her survival as a miracle and credited her car's automatic emergency braking system with slowing down her car and lessening the impact of the crash.

"I am here today because my car saved my life, but I continue to deal with my injuries every single day," Rowland says. "With the implementation of the HALT Act, auto safety technology will go even further to protect against these violent crashes from happening in the first place by stopping people who attempt to drive while drunk or impaired by other drugs."

Smoke-Tainted Wine Solution Is Near

Winemakers are one step closer to being able to deal with smoke-tainted wine.

Amaea, a technology company, said it has developed

innovative, molecular filtration technology that will enable U.S. winemakers to recover more value from smoke impacted wine, without the need for excessive intervention.

Amaea said it is partnering with **Winesecrets**, a long-standing service provider for U.S wineries. Here's how Amaea says U.S. wineries will benefit:

- **Value recovery:** Remediate smoke impacted wine with greater potential to bring it back to its intended program.
- **Tailored sensory outcomes:** Achieve desired sensory outcomes and bring out the best from your wine with adjustable treatment rates.
- **Lasting quality:** Have the confidence that smoke markers will not return in your wine.
- **Sustainability:** Adopt a low-impact production process that uses regenerable polymers.
- **Premium service:** Be assured that Winesecrets and amaea, will deliver quality services with expertise and dedication.

“Developed to specifically capture the volatile phenols attributed to smoke, by using amaea’s system, winemakers will not only remove smoke impacts from their wine but reclaim value by being able to retain the varietal characteristics and body of the wine.” says Chief Revenue Officer, **Jonathan Engle**.

Direct Shippers Get Boost As Drinks, Sovos Partner

Drinks, a leading operating system for alcohol e-commerce, said it partnered with **Sovos** to provide wineries and alcohol retailers using the Drinks App for Shopify with seamless SovosShipCompliant AutoFile integration. ShipCompliant is the beverage alcohol compliance business of the global tax compliance technology solution and service provider.

Alcohol merchants can now be easily connected to the AutoFile function through the DRINKS App, a true win-win for merchants on Shopify,” said Alice Katwan, President of Revenue, Sovos. “Hundreds of businesses already use our AutoFile capabilities to manage and file their state reports, and through this partnership, a full integration with Shopify and our solution are now available to more wineries and retailers than ever before.”

World Wine Group Urges More Decisive Action to Address Climate Change

With the COP28 climate change conference concluding, **International Wineries for Climate Action** sent a letter to wine trade CEOs calling for more decisive action in addressing the real and increasing threat of climate change.

IWCA said its mission of decarbonizing the wine industry "is seriously compromised by the Conference of the Parties' (COP) inability to stop new oil and gas exploration,

and to agree on a date to phase out the use of all fossil fuels. We are disappointed that this year’s COP conclusions lack forcefulness and have in no way advanced the vital move towards detaching the global economy from fossil fuels to achieve a meaningful reduction in GHG emissions."

The letter goes on to say "the 2023 vintage has proved that climate change is our reality. We have experienced extremes of deep drought, intense heat and wildfires, and deep freezes in winegrowing regions around the world. According to the OIV, global wine production is down by 7% this year, largely due to the effects of climate."

It went on to urge the "Conference of the Parties to agree on an end date for the use of fossil fuels at COP29. If we do not meet the 1.5C goal, our long-term survival as a business sector is jeopardized, and we will be forced to face significant impacts due to increasingly harmful climate change.

Chivas Regal Campaign Celebrates Success

Chivas Regal announced its first U.S. led national advertising campaign with *United is the New Gold*.

In the campaign's hero asset, created in partnership with McCann London, ants serve as an analogy to a modern-day couple supporting each other as they strive to meet their goals: an illustration of shared success.

Set to *'Just the Two of Us'* by Bill Withers, the 30 second spot is strategically shot in black and white to imbue emotional resonance, demonstrating the power of connection. Starting this month, *United is the New Gold* campaign assets will go live across streaming TV, online video, social, and OOH in key US markets including Dallas, LA, Miami, and New York City.

"In a world that often measures success by individual power and how much money you have in your bank account, Chivas believes that true success is shared, acknowledging the role of our relationships in our success and taking the opportunity to celebrate how far you've come together," says **Emily Lane**, Chivas Brand Director at Pernod Ricard USA.

Marking the campaign's launch is the U.S. release of **Chivas XV**, a prestigious blended Scotch aged a minimum of 15-years and selectively finished in Cognac casks* - resulting in a beautifully golden and velvety interpretation of Chivas' traditional house style.

To Your Continued Success,
KANE'S BEVERAGE WEEK



JOEL WHITAKER, Editor