

# Drinks International



**Features** Chilean wine | Cocktail ingredients

**Spirits focus** Cream Liqueurs | Cachaça | Scandinavian vodka

**Competition results** International Spirits Challenge Brandy and Rum

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## Breakthrough in gin cold distillation

Bacardi-owned Oxley Spirits Company has produced what it claims to be the first ever cold distillation spirit – Oxley ultra premium English gin.

The product has been eight years in the making and includes 14 botanicals.

The team behind the product took 38 attempts to get the botanical mix right.

The bespoke still produces 120 bottles per batch (240 bottles per day) and a major advantage of cold distillation is that there are no heads or tails – so less wastage than traditional distillation methods.

On the downside, the process is costly – just how expensive, global marketing manager Raquel Faria wouldn't say.

She did say this: "Our ambition was to produce an exceptional tasting, ultra premium gin with no compromises – a gin that marries authenticity and craftsmanship with innovation and technology.

"Oxley is a luxury gin and a first for spirit connoisseurs."

The ultra premium nature is reflected in its £48 price tag.

Another advantage of cold distillation is that it allows for the use of fresh fruit – in this case grapefruits, oranges and lemons. The juniper flavour is sweeter and less pine-like.

The bottle label reads: Oxley Classic English Dry Gin. The product does, in fact, meet the London Gin criteria but Faria explained why the company did not want to put this wording on the label.

She said: "It is a true London Dry but we chose to label it English because we didn't want consumers to presume it was like other London Dry gins."

● See *Launches*, p14

## New World wine-producing countries create alliance

Five competing New World wine-producing countries have created an alliance for wine shows and to compete against the EU.

Argentina, California, Chile, New Zealand and South Africa are all members of New World Wine Alliance.

They will be joining forces to showcase their wines at Germany's annual ProWein

exhibition in March next year.

ProWein will mark the beginning of plans for collaboration at international wine trade events next year.

All five regions have continued to grow exports despite the global credit crisis and they believe that by working in concert they stand a better chance of competing against

the EU. The consortium said EU wine-producing members are supported by substantial subsidies in their international marketing initiatives.

Australia, which is reportedly now focusing more on the East, has not joined the alliance.

A spokesperson for the Alliance said: "All five countries have succeeded in

building their wine trades on the back of aggressive branding; by demystifying wine and thus attracting new consumers; by playing up their regional strengths and unique features and by focusing on technical, packaging and marketing innovation, while giving increasing accent to sustainable wine-growing and wine production."



## UK's £100 million effort to curb problem drinking in young people

The UK's alcoholic drinks industry has announced a £100 million "social marketing campaign" to try to encourage young people to be more responsible about drinking alcohol and getting drunk.

The initiative is believed to be the largest ever media spend on a responsible drinking campaign. More than 45 companies are involved in the Campaign for Smarter Drinking, which is being run in partnership with the Drinkaware charity and the UK government and is intended to continue for five years.

The campaign will use outdoor advertising, signs, drink mats in pubs and bars, on-pack and point-of-sale displays in retailers. The message/strapline is: Why Let Good Times Go Bad?

The thinking behind Smarter Drinking is to emphasise the benefits of responsible enjoyment and to offer practical tips such as drinking water or soft drinks between consuming alcohol, eating food to slow absorption, and forward planning to get home safely.

The key strategy is said to be not to talk down to young adults and especially not to tell them what to do.

The campaign will launch the first set of advertisements nationwide later this year in UK bars, pubs, supermarkets and high street retailers.

The campaign is supported by a group of partners in the drinks industry including major producers, retailers, supermarkets and trade associations.

## Court to hear trademark dispute appeal

The Supreme Court of Spain is to hear Bacardi's appeal in the case involving trademark rights to the Havana Club rum brand.

Bacardi released the following statement: "The Supreme Court of Spain has decided to hear the appeal in the case involving trademark rights to the Havana Club rum brand.

"The decision is a successful step in the case, as the court is highly selective in what cases it reviews."

But Havana Club International joint venture partner Pernod Ricard "remains confident that the Spanish Supreme Court will confirm the judgments of both the First Instance Court and the Madrid Provincial Court, whereby the claims of Bacardi and members of the Arechabala family have been entirely rejected."

Bacardi and the Arechabala family sued Havana Club Holding, Havana Rum and Liquors, Cubaexport and the Republic of Cuba in 1999 in Madrid to invalidate the Cuban entities' transfer trademark registration from Jose Arechabala.

# News digest

## Stolichnaya role

William Grant & Sons has a new commercial director for Stolichnaya vodka.

The family-owned global spirits business has appointed Jonathan Ashworth to the role, following the multi-market distribution deal the company signed with Stolichnaya owner SPI last year.

Ashworth joins from the Stolichnaya brand organisation, formerly part of the Pernod Ricard Group, where he was regional director for rest of world, including Latin America, Gulf, south east Asia and Australasia. He will report to William Grant & Sons' newly appointed group marketing director Maurice Doyle, who joins the company in August.

William Grant & Sons now distributes the Stolichnaya brand in the US, its largest market where it sells 2.3 million cases, as well as in selected markets in Europe and Asia Pacific including Portugal, The Netherlands, Australia, Taiwan, Hong Kong and South Korea.

## BrewDog tops Sweden

Scottish brewer BrewDog is now the number one imported UK beer brand in Sweden, after signing two deals to ship 1.5 million bottles to the country over the next year. The company's projected turnover for 2009 is £1.6 million, following a 230% sales increase in the first half of this year.

BrewDog has increased manufacturing at its Fraserburgh brewery and beer production has gone up from 450,000 bottles in the first half of 2008 to 1.4 million bottles in the first half of 2009.

BrewDog's 26-year-old founders, James Watt and Martin Dickie, have signed deals with two Scandinavian distributors, meaning Sweden now overtakes the UK as BrewDog's largest market – 27% of BrewDog's production is shipped to the country, while the UK market makes



**BrewDog tops the Swedish market for imported UK beers**

up 25% and the US follows closely at 23%.

The company, which employs 18 full time staff, exports to 15 countries after entering the Russian, Portuguese and Norwegian markets this month.

## Malt release

Kilchoman, a new distillery on the Scottish island of Islay, will release its inaugural single malt whisky on September 9.

Initially, bottles will be allocated to 14 key malt markets worldwide as well as being available from the distillery shop and online.

Production started in 2005 and annual production is between 90,000 and 100,000 litres of alcohol; 30% of the spirit is distilled from barley grown and malted at the distillery and the balance comes from the Port Ellen Maltings on the island.

A bottle from the first cask filled was auctioned in May and it went for £5,400.

The recommended retail price is £37 per bottle.

## Eristoff in UK/Germany

Bacardi's Eristoff vodka is to launch in Germany and the UK this summer.

The product is already available in Austria, Belgium, France, Portugal, Uruguay, Chile, Spain and Italy.

Eristoff has put a £1 million marketing campaign behind the two launches. Eristoff Black and Eristoff vodka will launch in the UK and Eristoff Red and Eristoff vodka are to be introduced in Germany.

Black is wild berry flavour and red is sloe berry flavour.

According to Eristoff, the UK and Germany are two of the top five international vodka markets.

## Captain takes charge

Diageo rum brand Captain Morgan has launched a marketing campaign in the US:

Calling All Captains.

According to Tom Herbst, director of marketing, Diageo Rums: "Calling All Captains is a call to arms recruiting adult consumers who are the unsung party heroes, who in their unique way make things happen that become legendary among their crew."

The campaign includes multiple television spots that were created by Grey Worldwide and will be seen across the cable network spectrum including ESPN, Spike TV, Comedy Central, FX, TBS and Discovery.

The 15-30 second spots have coined personas from Captain Improv, to Captain Icebreaker, to Captain Showstopper, and

more. The company says social responsibility is a priority for Captain Morgan and the Captain Keymaster spots embody the Captain's spirit while promoting responsible drinking.

## New master blender

John Ramsay, master blender for The Edrington Group, has announced his retirement as of July 31. Following a two and half year handover, Gordon Motion will take over as the company's new master blender.

Since joining The Edrington Group in 1991, Ramsay has been responsible for overseeing the quality of the group's whisky portfolio, including The Glenrothes, The Macallan and Highland Park and The Famous Grouse.

The master blender role involves managing the laboratory and sample rooms as well as stock management and cask selection and overseeing the 8,735 quality checks from cask to glass.

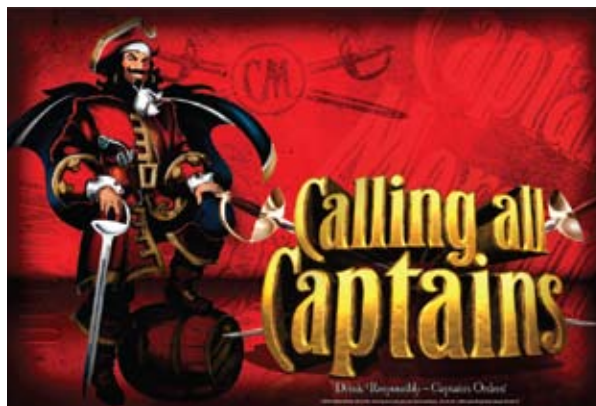
## UK pubs crisis

Up to 52 pubs a week are now closing in Britain. This has accounted for the loss of 24,000 jobs in the last year, according to new figures compiled by CGA Strategy, released by the British Beer & Pub Association (BBPA).

The figures for the first six months of 2009 show the rate of pub closure increased by a third, up from 39 pubs a week in the last six months of 2008.

Over the past 12 months, 2,377 pubs have closed and in the past three years a total of 5,134 pubs have closed. There are now 53,466 pubs in Britain, down from 58,600 in the year before the Licensing Act came into force.

The industry is also facing a double whammy on beer tax over the next few months with a planned VAT increase in January and a further 2% above inflation rise in duty in March under the UK government's beer tax escalator.



# People & events

## Leader Page

### Time to change attitudes

August is traditionally the quietest month of the year, certainly in the northern hemisphere. Some countries seem to turn the lights out as everyone goes on holiday – how do they do that?

Anyway, we continue to watch with concern the mounting numbers of people stricken with swine flu, H1N1.

Reading that they are considering closing schools to try and arrest the spread, it makes you wonder about fundamentally changing people's behaviour and perceptions – suddenly crowds of people are potentially dangerous so concerts, meetings, socialising, commuting are all to be avoided.

This week the UK alcoholic drinks industry announced a £100 million campaign to try and change attitudes towards drinking alcohol and therefore stop binge drinking. There was a recent news story about a man who began drinking when he was 11-years-old, dying at the grand age of 22. Doctors are claiming that children as young as eight are being brought into hospitals unconscious after getting drunk, such is the ease of access to cut-price alcohol.

There is no doubt that binge drinking is seen as a British disease but it is not confined just to these isles.

It is going to be interesting to see if this new campaign is successful in shifting the idea, which appears to be endemic among many young British people, that they need to get drunk to have a good time.

**Christian Davis**  
Editor



The UK government was successful back in the 1970s in changing attitudes towards drinking and driving. Although it still happens, generally speaking, it is now socially unacceptable. The same is happening to smoking.

It is important the campaign succeeds. Not just for the drinks industry but for society in general. The strategy of offering practical tips, informing, and above all not talking down to young people or telling them what to do, is key.

Another recent news story is that 52 pubs are closing per week in the UK. It makes you wonder how a fundamental change in attitudes to drinking might alter the concept of a place specifically for the purpose of drinking alcohol. Throw in the threat of catching swine flu and running a pub or bar could be the worst commercial idea in the world. Food is key – the moderating, civilising influence to social drinking. It is also, arguably, the key to survival for many an on-premise establishment.

## Appointments

Following the appointment of **Gilles Bogaert** as managing director finance of Pernod Ricard, marketing vice president of Pernod Ricard Asia **Bryan Fry** will succeed him in the position of managing director of Pernod Ricard Brasil. With César Giron as chairman and chief executive officer of Pernod, **Victor Jerez**, currently managing director of Pernod Ricard Brasil, is appointed as managing director of Wyborowa. **Sergio Marly**, currently commercial director of Pernod Ricard España, is now managing director of Pernod Ricard Argentina and will report to Eduardo Otero, in charge of the Pernod Ricard Southern Cone and Andes Cluster. **Jean-Marc Bryskère**, currently managing director of Pernod Ricard Nederland, is appointed to the position of managing director of the Pernod Ricard Benelux Cluster. **Béatrice Morane**, currently marketing and business development director of Pernod Ricard Europe, is appointed managing director of Pernod Ricard Belgium. **Erik Zaal**, currently sales director of Pernod Ricard Nederland, is appointed managing director of Pernod Ricard Nederland.

Bacardi has made **Jacques Croisetière** its new chief financial officer and senior vice president. The 55-year-old succeeds Ralph Morera, 64, who is retiring. Croisetière will be based in the Bacardi Limited global headquarters in Hamilton, Bermuda, subject to approval by the Bermuda Department of Immigration.

Cavit the Italian wine producer has made **Enrico Zanoni** its general manager. Zanoni joins from Illva

Spa Wine & Spirits, best known for its Amaretto di Saronno brand. He was responsible for the company's international interests. Cavit is a co-operative producer representing more than 4,500 growers and more than 5,700 hectares of vineyards. Cavit handles approximately 65% of the total wine production in Trentino.

Yvon Mau, top Bordeaux négociant and part of Freixenet Group of wine companies, has appointed **Eddie Mosdell** as its UK sales director. He is working alongside Tony Stebbings at Freixenet UK. Mosdell has worked for Buckingham Vintners, D&D Wines and, most recently, at Hallgarten Druitt.

The Sopexa Group, a French-based marketing and communications agency specialising in the promotion of French food and beverages, has named **Jean-Michel Lemetayer** as its new chairman. Lemetayer replaces Dominique Chardon, who has stepped down after 12 years. Lemetayer is based at Sopexa's Paris headquarters. It has a network of 35 offices, whose multi-cultural staff organise and execute marketing activities in more than 50 countries.

United Wineries has unveiled internationally known Michelin two-starred Spanish chef **Sergi Arola** as the face of its Rioja wine brand Berberana. The partnership, will include recipe demonstrations, brand endorsements and exclusive dinners, fostering brand trial with its target consumers.



Jacques Croisetière



Enrico Zanoni



Eddie Mosdell

## Diary

● **Los Angeles Wine Expo**  
August 23-24  
LA Convention Center  
wine-expos.com

● **Alimentaria Mercosur**  
September 8-10  
Buenos Aires, Argentina  
alimentaria.com

● **Wines of Chile tasting**  
September 9  
London  
winesofchile.org

● **US Drinks Conference**  
October 13-14  
New York  
thebrandactionteam.com

● **Wines of South Africa Mega tasting**  
October 13  
London  
www.wosa.co.za

● **TFWA World Exhibition**  
October 19-23  
Cannes  
tfwa.com

● **Wine for Asia**  
October 22-24  
Singapore, The Suntec  
wineforasia.com

● **Rumfest UK**  
October 24-25  
London, England  
rumfest.co.uk

● **Hong Kong International W&S Fair**  
November 4-6  
Hong Kong Convention Centre  
hkwinfair.hktdc.com

● **Winefuture Rioja**  
November 12-13  
Logroño, Rioja, Spain  
winefuture.es

● **Pinot Noir New Zealand**  
February 1-4 2010  
Wellington, NZ  
pinotnoir2010.co.nz

# Travel retail

## Fine wine stores open doors in Dubai

The leading alcohol distributor in the Middle East, Maritime & Mercantile International, has introduced two high-end wine and spirit shops at Dubai International airport's recently opened Terminal 3.

The Le Clos outlets boast more than 400 wines, including many rare vintages, as well as a selection of high-end whiskies, rums and Cognacs.

The shops feature wood floors and ceilings, original wine crates, soft lighting, leather chairs and glass display cases for rare wines and spirits.

MMI employs an international in-store team of eight Wine & Spirit Education Trust-trained wine and spirit experts, who speak a total of 12 languages, to help customers make the right choices.

The retailer also offers a telephone and email pre-order service, where customers can browse the store's selection at its website [leclos.net](http://leclos.net), make their order, then collect their purchase in the arrivals hall at Dubai airport.

"Although still in its infancy, we believe that Le Clos has the makings to become one of the most successful global retailers of fine wine and spirits," said MMI chief executive Andrew Day.

"There is a clear demand for this type of retailer."

Rare Bordeaux vintages stocked at Le Clos shops include Château Pétrus 1947 at \$12,500, Château Cheval Blanc 1947 (\$11,111), and a magnum of Château Gruaud-Larose 1945 (\$25,000).

The equally impressive spirits offer features the likes



of Glenlivet 1969 single malt whisky at \$1,306, The Macallan 1952 (\$6,111), Hennessy Ellipse Cognac

(\$5,972) and Havana Club Maximo rum (\$1,806).

T3 opened last October and is used by Emirates airline.

The terminal is currently the world's largest airport terminal and can handle 43 million passengers a year.

## First Jack Daniel's airport store opened at Houston



Brown-Forman and Swiss travel retailer The Nuance Group have opened the world's first Jack Daniel's airport store at Houston's George Bush Intercontinental airport.

The shop was opened by Lynne Tolley, cookbook writer and great-grand niece of Jack Daniel. Designed to echo the brand's famous black-and-white bottle label, the shop stocks a wide range of gift-driven branded merchandise.

It also sells the duty free

exclusive Jack Daniel's Single Barrel Silver Select and the Scenes of Lynchburg collectors' edition bottle.

The Nuance Group North America chief executive Richard Rendek said it was an "easy" decision to open the store. "Jack Daniel's is an iconic brand and pairing it with one of the busiest airports in the world and a variable rent structure makes for a creative and sound business decision," he said.

## Baileys goes for gold in Europe

Diageo Global Travel & Middle East is trialling a gift-driven super-premium Baileys line extension called Baileys Gold at selected European airport shops this summer.

The new expression is claimed to contain premium ingredients such as "deluxe" Irish cream and "fine spirits", and boasts a black and gold outer carton. It is bottled at the same 17% abv strength as standard Baileys.

Baileys Gold was initially put on sale at selected Gebr Heinemann airport shops in Germany and Scandinavia in June. The trial will expand to include key Autogrill-owned UK airport retail locations in August, most notably London Heathrow and Gatwick.

A 70cl bottle of Baileys Gold is currently retailing at €29.90 at Gebr Heinemann's Frankfurt airport shops – over an 80% premium to a

standard 1-litre bottle of Baileys, which is priced at €16.50.

Research into the gifting potential of Baileys has prompted the launch of the extension. According to Diageo's research, three out of seven Baileys purchases are unplanned, while an independent report undertaken in 2005 revealed that gifting accounted for 60% of consumer spending on liquor in travel retail.

"The introduction of a premium Baileys variant clearly has huge potential to drive further growth and value," said Diageo GTME managing director Phil Humphreys. "With Baileys Gold we are emphasising the luxurious indulgence of the drink for special moments, addressing the opportunity for Baileys Gold as a treat and gifting option, particularly among female shoppers."





## Balblair promo breaks airport sales record

A month-long Balblair promotion at World Duty Free's Edinburgh airport shop has broken the retailer's previous sales record for a full-price promoted single malt Scotch whisky brand.

The promotion ran from May 27 to June 30 and involved sampling of Balblair Vintages 1986, 1997 and 1990 from a custom-built display stand in the airport's departure lounge.

Sales reached £30,000, or 950 bottles – double the original target set by brand owner International Beverage Holdings (IBH) and WDF, and an 800% increase on the average monthly sales for Balblair across WDF's seven World of Whiskies outlets.

Commenting on the promotion, WDF category buyer Nigel Sandals said: "Edinburgh [airport] enjoys the highest per capita spend on single malts of any airport store in the UK, so it was an ideal location for the promotion."

Relaunched by IBH in 2007, Balblair has been listed at WDF since 2008.

# Diageo GTME revises duty free trading terms

Diageo Global Travel & Middle East (GTME) has taken the bold step of introducing a standard global brand price list for all its duty free and travel-retail customers.

The new sales terms were brought in on July 1, the start of Diageo's new financial year, and aim to incentivise retailers to stage bigger and better liquor promotions. Diageo's ambitious end-goal is to double the size of the duty free liquor category from \$6bn to \$12bn within five years.

The new terms give operators the chance to earn discounts based on the size of

their business with Diageo, and also on the quality and performance of mutually agreed sales promotions. Prompt payments and supply chain efficiencies will also be rewarded.

Diageo GTME managing director Phil Humphreys described the industry's traditional approach to agreeing sales terms as "old", "withered" and based on "out-of-date assumptions" about shoppers' motivations.

"This change is going to offer a massive win-win opportunity for this industry," he added. "For the first time we will be bringing our shop-

per insight and understanding of sales drivers into play in a much bigger way. Retailers are going to have the chance to earn more as they activate proven sales drivers."

The new trading terms would not discriminate against smaller operators, Humphreys claimed. "This is not all about favouring the big players. This is offering the opportunity for everyone to earn more to execute better," he insisted.

Humphreys claimed feedback from both large and small duty free retailers about the change had been positive.



## Asian shopper trends revealed

South Korean travellers have emerged as Asia's best duty-free shoppers in a major survey carried out by credit card company Visa.

Some 2,200 travellers from 11 Asian countries took part in the Travel Smart survey, staged at Singapore Changi airport from September to November last year.

On average South Korean travellers spent \$358 on duty free goods, nearly 70% more

than the regional average. Chinese travellers were the next highest spenders, parting with an average \$333 on duty free goods.

Duty free shopping was most popular among the Japanese, with 73% of travellers buying something, but they spent only \$164, well below the regional average of \$212.

Young travellers aged 18 to 29 (47%) were more likely to

buy in duty free than older shoppers (41%).

In terms of overall travel spend, New Zealand travellers came out top, spending an average \$5,588. In fact, more than a quarter of Kiwis (28%) spent more than \$7,000.

Cash is still the primary payment method for Asian travellers, favoured by 55% of respondents. Credit cards are most popular among Koreans, Australians and Taiwanese.

## Liquor shorts

Pernod Ricard Travel Retail has released a travel-retail exclusive

**Chivas Regal Centenary Edition** gift tin

to celebrate the 100th anniversary of the brand's launch in New York. It will sell at a premium to normal Chivas Regal 12 Year

Old and will initially be rolled out with World Duty Free at London Heathrow airport.



Mediterranean vodka **Akvinta** has been listed on board Virgin Atlantic's Upper Class cabin. The brand is also introducing cocktails for the airline's clubhouse bars at London Heathrow, Gatwick and New York JFK airports.

**Maxium Travel Retail** has launched two exclusive Brugal rum line extensions at key Spanish airports with Autogrill-owned operator Aldeasa this summer, ahead of a wider European roll out. Brugal Añejo Reserva and Brugal Extra Viejo Reserva will retail at €21.99 and €29.99 respectively.

According to the **Canadian Frontier Duty Free Association**, duty free liquor sales at Canada's airports grew 2.5% in the first five months of 2009, while sales at the country's land-based border shops were up nearly 11% during the same period.

Global duty free wine and spirit sales reached \$6.3bn last year, according to figures released by industry analyst **Generation** – an 8.5% increase. The category now accounts for 17.1% of total global duty free sales.

# Cider keeps its cool

Beer and cider specialist Guy Thornton argues the case for a new approach to cider

Alongside drinks as old and as established as wine and beer, cider suffers an image problem. Too often it is seen as a low-priced drink – an easy way to become inebriated. Furthermore it is not helped by its comparative limited availability compared with beer and wine.

The optimal conditions for production are found in the cider belt, a horizontal strip that circles the globe, running through the middle of Europe. Cider is produced elsewhere but here the temperate climate gives rise to a landscape of pastures and orchards.

From Austria and Germany in the east, via northern France and southern England to Spain in the west, locally produced cider can be found and drunk reasonably easily, and in some places it is the predominant drink. Elsewhere, while mass produced ciders can be found, quality and traditional ciders are far more elusive.

## Spanish to the core

On Spain's northern coast, Gijon in Asturias was the setting for SICER, the second International Quality Cider Fair.

Along with the Basque country, these two Spanish regions have a strong cider tradition going back to

at least the 11th century. It is here, they say, cidermaking started, from where it spread into France and England. And it was here, at SICER, buyers, distributors and exporters met with producers and exhibitors to learn about and taste some 160 of the best ciders in the world.

For Asturians, cider almost has the status of a religion, representing a substantial part of the region's economy. The decline in consumption – through various factors from the credit crunch to the growth of wine and beer – represents a challenge to the region's producers. Other exhibitors reported similar problems in their countries, hence the interest in new markets, communications and approaches discussed in the seminars.

While there was a recognition from many that cider should try to move upmarket, it was by no means unanimous, some local craft cider producers feeling it important to keep cider as a low-cost product.

The majority, though, saw the need to improve the image of cider as an added-value product, an equal alternative to wine and beer with more being done in matching food and cider.

Several exhibitors are already taking this approach. "We market a range of premium bottled ciders under the name Suffolk Cyder," says Henry Chevallier Guild, of Aspull, one of England's leading cidermakers. "All are traditionally fermented and our own orchards are entirely organic."

In south west England, Sheppy's Cider of Somerset is taking a similar approach: "Our range of single variety, traditional ciders moves very well," says David Sheppy, "as does the Oak Matured Vintage Reserve."

## Frosty and fresh

Perhaps the most interesting products at SICER were the "ice ciders" from Canada. Based on the German eiswein tradition they were first developed in 1989 when a

French émigré producing ice wine had the idea of using the same technique with apples.

Ice cider is principally produced in Quebec and the result is a product with taste and quality comparable to a good dessert wine, already being well received in Europe.

Domaine Pinnacle is working with Cognac Camus to market its semi-dry Domaine Pinnacle Cidre de Glace and sparkling Cidre de Glace Pétillant, both 12% abv. Recently the company organised a tasting in Strasbourg with a group of sommeliers. "Without exception they were all extremely enthusiastic, some doubting they were really [tasting] a cider," says brand manager Richard Bush.

Domaine Leduc-Piedimonte is busy with the British market, where its ice ciders can be found in Selfridges as well as several Michelin-starred restaurants. The company stresses ice ciders should not just be seen as an alternative to dessert wine but can be drunk on any occasion, on their own or as an aperitif.

If any product can change the image of cider to give it cachet and a feel of sophistication then it is ice cider. It may not be a mass volume product but it can lead the way in opening new markets, giving cider a footing to compete on equal terms with wine and beer.

After much discussion, the SICER seminars concluded a new approach to marketing and communication is essential. There will always be a place for cider with the rural heritage role and there will always be the mass-produced ciders, but there is also a place for cider as a high quality product. The gastronomic route should be developed and, while being careful to avoid too much regulation, which can stifle enterprise and creativity, there is a good case for seeking the protection and definition afforded by both geographic indication and appellation.



# Launches



## Castillo de Molina

**Brand owner** Viña San Pedro  
**Price** £7.99, US\$12, €9.99  
**Markets** Finland, Sweden, Norway, US, Brazil, Korea, Belgium, Colombia  
**Contact** Tim North – [north@lgcf.fr](mailto:north@lgcf.fr)

Castillo de Molina – 90% Shiraz/10% Cabernet Sauvignon – is made with grapes from Viña San Pedro's vineyards on the slopes of Pehuenhue within Chile's Maule Valley. The vines are vertically trellised and drip irrigated.

In 2007 temperatures were lower than normal and the red varieties were generally harvested at least 10 days later than in a normal year. The average alcohol levels were 1° lower than usual, and the acidity higher, which is said to have helped with colour and freshness.

The grapes were hand picked during the second and third weeks of April.

Castillo de Molina is described as a full-bodied wine, with rich fruit, medium concentration and ripe tannins.



## Navan

**Brand owner** Marnier Lapostolle  
**Price** £29.99, US\$40, €25  
**Markets** US, Canada, Iceland, France, Belgium, Netherlands, Denmark  
**Contact** [cellartrends.co.uk](http://cellartrends.co.uk)

Bottle visuals and branding of Grand Marnier's Navan have been redesigned to improve the look and back bar visibility of the vanilla liqueur.

The bottle retains the characteristic pot-still shape, but now displays a more prominent product description, a vanilla flower with tendrils curling round the bottle and a more prominent Grand Marnier logo closer to the name Navan. There is also a more visible Navan product name on the cap label.

Ben Pick, Grand Marnier brand manager, said: "The packaging of Navan is its number one advertising platform. We have evolved the presentation in order to overcome the issues of vanilla content, branding and visibility."

Navan, at 40% abv in a 1-litre bottle, is made with Cognac from the Charente, France, and natural black vanilla from Madagascar.



## The Glenrothes 1988

**Brand owner** Berry Bros & Rudd/Edrington  
**Price** NT\$5,500 (Taiwan initially)  
**Markets** Far East  
**Contact** [luke.tegner@bbrspirits.com](mailto:luke.tegner@bbrspirits.com)

Berry Bros & Rudd Spirits has released simultaneously The Glenrothes vintages 1988 and 1998. The '8' is prominent because the number is considered lucky in parts of the Far East.

First shipments of the Speyside-produced Glenrothes 1988 are destined for Taiwan and other Far Eastern countries following the launch of The Glenrothes at Whisky Live in Taipei and Shanghai. Thereafter the 1988 will be distributed in other markets as the 1985 and 1987 vintages sell out.

The Glenrothes 1998 Vintage, 43% abv, will be distributed in domestic markets as the core vintage in Taiwan, Singapore and China. It is anticipated that the 1998 will have greater longevity than some of the earlier vintages. The Glenrothes 1998 is described as "lemon citrus, rich vanilla, cinnamon hints".



## Oxley gin

**Brand owner** Bacardi  
**Price** US\$50, £48  
**Sizes** 1-litre

**Markets** US and UK  
**Contact** UK trade: Ian McLaren – [imclaren@bacardi.com](mailto:imclaren@bacardi.com); US trade: California, Young's Market Company; Nevada, Southern Wine and Spirits; New York, Charmer Sunbelt Group - Empire Merchants Division

Bacardi-owned Oxley Spirits Company has produced what it claims is the first ever cold distillation spirit – Oxley ultra premium English gin.

The bespoke still produces 120 bottles per batch (240 bottles per day). Cold distillation allows for the use of fresh fruit – in this case grapefruits, oranges and lemons. The juniper flavour is sweeter and less pine-like. Oxley Spirits Company recommends serving the drink neat over ice, with a twist of grapefruit.



### Caorunn

**Brand owner** International Beverage Holdings

**Price** £21.99 (only available in UK market at present)

**Markets UK** south east England, Scotland

**Contact** caorunnjin.com

Another new gin, this time from Scotland, Caorunn (pronounced “ka-roon”, the Gaelic word for the rowan berry) is described as a super-premium gin made in small batches infused with five Celtic botanicals.

Inspired by Celtic tradition, Caorunn is said to use pure grain spirit, Scottish Highland water and is distilled at Balmenach Distillery. The traditional botanical infusion process is by virtue of a “unique Copper Berry Chamber” and uses all natural ingredients.

The flavour comes from a mix of rowan berries, Coul Blush apple, heather, bog myrtle and dandelion, along with six traditional gin botanicals.



### Carrément VSOP

**Brand owner** Château du Tariquet

**Price** £25, €30

**Markets** Europe, Asia

**Contact** Severine Chomat – s.chomat@tariquet.com

Château du Tariquet, independent Bas Armagnac producer since 1912, has released a modern Carrément VSOP Bas Armagnac carafe for its VSOP blend.

Its name is a play on words in French, with “carré” being a square, and “carrément” meaning “truly”, therefore “truly VSOP”.

It is the first time Tariquet has used silk-screen printed lettering in gold and the carafe comes in a box with a cut-out area in the front and back so the light passing through shows off the mahogany colour.

The VSOP, 40% abv Bas Armagnac is said to be a signature of the Tariquet philosophy to create Bas Armagnacs that are fresh, light and fruity. The VSOP in the Carrément carafe is a blend of 60% Ugni Blanc and 40% Baco (a variety specific to Armagnac only) aged in oak casks for at least five years.



# Forward thinker

When you are the granddaughter of one of the world's most famous winemakers, what have you got to worry about? Gina Gallo tells Lucy Britner what keeps her awake at night

In short, Julio Gallo's granddaughter Gina is worried about the next big thing.

Gina is winemaker for Gallo Family Vineyards Sonoma Reserve and one of 16 family members who work at the winery. For her, looking back at her grandpa's winemaking legacy is important, but perhaps not as pressing as predicting the future of wine consumption and keeping the business alive.

"What are consumers going to be enjoying for the next 10 years? Twenty years?" muses Gina. "We have to think about that because we have to plant now what the market will want in five years time."

Chardonnay is doing really well but can it be number one forever? Pinot Grigio is right on the tube and it's coming faster and faster

It's no surprise, then, that as much as 20% of E&J Gallo's resources are given over to research and experimentation with new varietals.

"We're planting everything. But in small blocks," says Gina. "It's important you get a really good feel, not only for the varietal but for the land. For example, we're planting Abouriou (often referred to as Early Burgundy in California) in two different areas. We know where it works well but we want to see if it works better."

"For research, development, experiments, new varietals, things like that – this is gut feel – I think about 15-20% of what we do is working out what we should be doing next."

When it takes five years for a grape from a new vine to get to the glass, you've got to be confident you're planting the right ones. So what does Gina think will be the next big grape variety?

She says Pinot Grigio could rival Chardonnay to be number one: "We need to put it in now. Chardonnay is doing really well but can it be number one forever? Pinot Grigio is right on the tube and it's coming faster and faster – will Riesling be there? Will Abouriou be there?"

"This is what happened with Pinot Noir. We saw that consumers palates were headed that way. We were prepared and we had the grapes

**Gina Gallo predicts wines will need to be more adaptable as consumers broaden their food repertoire**

planted in the right areas. It really took off."

Gina believes a lot of wine trends are a reflection of food trends and as people travel more and try more dishes, there is a greater need for wines to be flexible.

She says: "Wines have to be a little bit more adaptable – will it be Indian, will it be sushi?"

"Another prediction for popular varietals would be Riesling. It's a wonderful food wine. In



terms of red grapes, Malbec is starting to take off.”

### Family basics

Living with the grapes, the wine and the family enables, Gina believes, Gallo to give a little more to the consumer – something ‘Grandpa Julio’ also strived for.

“When my grandfather started, they were

pretty much farmers. He didn’t really know how to make wine and there wasn’t much around so he went to the library and read books, travelled and listened to consumers.

“The upshot of it was that there wasn’t much wine. People were enjoying hard alcohol, moonshine, all that stuff.

“We’ve come a long way. Now, Californian wines are competing against the top Burgundies and top Bordeaux.”

When she was little, Gina listened to her grandfather and father talk about the winery and knew from a young age she wanted to be part of the family business. She cut her teeth in the sales department where she learnt a lot of valuable lessons.

“I not only learnt about the family business but about the wine industry as a whole. And that’s very important.”

But as a child she loved to be outside as she explored the family business and discovered winemaking was her passion. She studied viticulture and oenology at the University of California, Davis and at the winery she was mentored by 30-year veteran Marcello Monticelli. Today, she creates wines from grapes grown by her brother, Matt.

Is there sibling rivalry? Do they have the regular family arguments we all experience? Even the Gallos don’t agree on everything. But when you’re talking about a business this size, you have to see the bigger picture.

“The great thing about families is that they are always pretty much brutally honest. We’ve grown up together and we’ve seen how Ernest and Julio did well as a partnership,” says Gina.

## E&J Gallo by numbers

**16** Family members – spanning three generations – who actively work at the winery

**60** Brands marketed by the winery – including table and sparkling wines, malt beverage products, dessert wines and distilled spirits. Fourteen brands are imported from countries including: Argentina, Australia, France, Germany, Italy, New Zealand, Spain, and South Africa

**76** Years for which Gallo has been a family-owned winery

**90** Countries in which E&J Gallo products are sold

**5,000** People employed by Gallo worldwide

**15,000** Acres of vineyards across the state of California. In addition, the company maintains contracts with growers around the state that assist with yearly supply

“If they came to a point when one wanted to go one way and one the other, they wouldn’t make a decision. It’s important to have an opinion but it takes a tremendous amount of respect for the other person to not go through with something.

“We all have different ideas about how we’re going to get there but we all share the same goal. Having that camaraderie is awesome.”

And the next generation is already at work – Gina’s first cousins Geoff and Ashley Coleman are both full-time in sales.

Gina says: “They have a lot of ideas to bring to the table. They are passionate about what’s going on in Sonoma and I feel more like we’re working together – like co-workers – than I’m an elder generation. I feel like I’m not all the way there yet and they’re here with me.”



### Personal legacy

So as she discusses her father and her grandfather’s contribution to Gallo and the world of wine, what does Gina think her legacy will be?

Understanding Sonoma county and the land that provides her “bread and butter” is part of what Gina believes she has learned and will pass on.

But she adds: “It’s important to understand entry-level wine that’s good quality and affordable.”

In the UK, Gallo appears in most shopping baskets as a good value, decent quality drink. And the UK can’t be the only consumers who feel this way – the winery is the second largest in the world in terms of volume.

With that in mind, Gina Gallo can sleep soundly.

# Best in rum and brandy

South Africa and the east of Europe are on the rise among the grape spirits, while rums and cane spirits of all origins continue to impress

## ISC judges



**Neil Mathieson** –  
managing director,  
Eaux de Vie



**Dr Caroline Snyman** –  
head of spirits,  
Distell Group



**Kobus Gelderblom** –  
chief brandy master,  
KWV



**Olivier Paultes** –  
maître de chai,  
Cognac Frapin



**Simon Palmer** –  
maître de chai, ABK6  
Cognac Leyrat



**Steve Hoyles** –  
technical laboratory  
& sensory manager,  
Chivas Bros



**Carsten E. Vierboom** –  
managing director,  
E&A Scheer BV



**Dave Broom**,  
freelance writer



**John Barrett** – Bristol  
Spirits



**Peter Martin** –  
manager Europe, J  
Wray & Nephew UK





## Brandies

### GOLD

#### Cognac above XO

Dupuy Hors d'Age – Bache-Gabrielsen

#### Cognac XO or equivalent

Distillerie Les Magnolias Grande Champagne – Louis Royer

#### Cognac VSOP or equivalent

Otard VSOP Fine Champagne – Château de Cognac

#### Cognac VS or equivalent

Leyrat Aged 6 Years – ABK6 Cognac Leyrat

### GOLD

#### Calvados

Tesco Calvados VSOP Pays d'Auge – Tesco

### GOLD

#### Other brandies made purely from grapes, blends from pot and continuous stills

Viceroy 5 Year Old – Distell

#### Other brandies made purely from grapes, exclusively in pot stills

Van Ryn's 15 Year Old – Distell

Van Ryn's 12 Year Old – Distell



### SILVER

#### Cognac above XO

Maxime Trijol XO Grande Champagne – Maxime Trijol

Maxime Trijol 1969 Petite Champagne – Maxime Trijol

Maxime Trijol 1979 Fins Bois – Maxime Trijol

#### Cognac VSOP or equivalent

Louis Royer VSOP Preference – Louis Royer

### SILVER

#### Armagnac VSOP

Janneau 5 Year Old – Giovinetti Partners

### SILVER

#### Calvados

Comte Louis de Lauriston – Chais du Verger Normand

Père Magloire VSOP Pays d'Auge – Debrise Dulac & Cie

Père Magloire XO Pays d'Auge – Debrise Dulac & Cie

### SILVER

#### Brandy de Jerez

Gran Duque de Alba Oro – Williams & Humbert

### SILVER

#### Other brandies made purely from grapes, blends from pot and continuous stills

Klipdrift Premium – Distell

Mellow-Wood 5 – Distell

Martell VO – Pernod Ricard South Africa

Richelieu Liqueur Brandy – Distell

Martell 5 Star – Pernod Ricard South Africa

Klipdrift Export – Distell

#### Other brandies made purely from grapes, exclusively in pot stills

Oude Meester Demant – Distell

Van Ryn's 10 Year Old – Distell

KWV Brandy 15 Platinum – KWV

### SILVER

#### Grappa

Ottantotto Barriques – Distillerie Francoli

# International Spirits Challenge



## BRONZE

### Cognac XO or equivalent

**Delamain Pale & Dry XO Grande Champagne Premier Cru** – Delamain Cognac  
**Distillerie de l'Ecole Petite Champagne** – Louis Royer  
**Louis Royer Extra Grande Champagne** – Louis Royer  
**Louis Royer XO** – Louis Royer  
**Taste the Difference XO Single Cru Grande Champagne** – Sainsbury's

### Cognac VS or equivalent

**Distillerie d'Aumagne Fins Bois** – Louis Royer  
**Distillerie des Saules Borderies** – Louis Royer  
**Le Reviseur** – ABK6 Cognac Leyrat  
**Louis Royer VS** – Louis Royer  
**Monnet VS** – Thomas Hine & Co  
**Otard VS** – Chateau de Cognac

## BRONZE

### Armagnac above VSOP

**Janneau 18 Year Old** – Giovinetti Partners

### Armagnac VSOP

**Janneau 8 Year Old** – Giovinetti Partners

## BRONZE

### Calvados

**Calvados Drouin** – C Drouin

## BRONZE

### Brandy de Jerez

**Gran Duque de Alba** – Williams & Humbert



## BRONZE

### Other brandies made purely from grapes, blends from pot and continuous stills

**Fish Eagle** – Distell  
**Imoya VSOP** – KWV  
**Klipdrift Gold** – Distell  
**KWV Founders Reserve** – KWV  
**Oude Meester 12 Year Old Reserve** – Distell  
**Sydney Back Brandy NV** – Backsberg  
**Van Ryn's 20 Year Old** – Distell

### Other brandies made purely from grapes, exclusively in pot stills

**KWV Brandy 10 Vintage** – KWV

## BRONZE

### Grappa

**Riserva 1870** – Distilleria Bertagnolli



## COMMENDED

### Cognac XO or equivalent

**Braastad XO Superior** – Arcus  
**Maxime Trijol XO** – Maxime Trijol  
**Otard XO Gold** – Château de Cognac  
**Tesco Finest XO** – Tesco

### Cognac VS or equivalent

**Distillerie Chantal Bons Bois** – Louis Royer  
**Louis Royer VSOP** – Louis Royer  
**Louis Royer VSOP Fine Champagne** – Louis Royer  
**Tesco VS** – Tesco

## COMMENDED

### Armagnac above VSOP

**Janneau 12 Year Old** – Giovinetti Partners

### Armagnac VSOP

**Janneau VSOP** – Giovinetti Partners  
**Tesco VSOP Armagnac** – Tesco



## COMMENDED

### Calvados

Père Magloire 12 Ans – Debrise Dulac & Cie

Père Magloire 20 Ans – Debrise Dulac & Cie

## COMMENDED

**Other brandies made purely from grapes, blends from pot and continuous stills**

Collison's White Gold – Distell

Oude Molen VOV – African Wine & Spirits

Sarajshvili VSOP – JSC Sarajshvili

St Remy Authentic VSOP – Rémy Cointreau

Victoria – Tiraspol Wine & Brandy Distillery

KVINT

**Other brandies made purely from grapes, exclusively in pot stills**

KWV Brandy 20 Pot Still – KWV

Nederburg Potstill Solera – Distell

Uitkyk Brandy – Lusan Holdings

## COMMENDED

### Grappa

Averna Grappa – Fratelli Averna

Grappa Teroldego – Distilleria Bertagnolli

Koralis – Distilleria Bertagnolli

## COMMENDED

### Acquavite d'Uva

Acquavite de Visciole del Pozzo Buono – Vico

Vicari

## COMMENDED

### Marc's & other pomace brandies

Marc de Bugey 30 Year Old – Kario



## Rum

### GOLD

**12 Years and over (Brown, Golden & Dark)**

Flor de Caña Centenario Gold 18 Years –  
Compania Licorera de Nicaragua

**Between 7 & 11 years old (Brown, Golden & Dark)**

Angostura 7 Year Old – Angostura

Admiral Rodney – St Lucia Distillers

**Under 7 Years Old (Brown, Golden & Dark)**

Redheart Rum – Pernod Ricard South Africa

### Agricole or cane spirit

Savanna Créol – Distillerie de Savanna



# International Spirits Challenge

## SILVER

**12 Years and over (Brown, Golden & Dark)**

**Flor de Caña Centenario 12 Year Old** – Compañia Licorera de Nicaragua

**Between 7 & 11 years old (Brown, Golden & Dark)**

**Abuelo 7 Year Old** – Varela Hermanos  
**Selecto** – Ron Santa Teresa

**Under 7 Years Old (Brown, Golden & Dark)**

**Angostura 5 Year Old** – Angostura  
**Abuelo Añejo** – Varela Hermanos  
**Chairman's Reserve** – St Lucia Distillers  
**Tøz gold** – St Lucia Distillers

**Unaged (Brown, Golden & Dark)**

**Pott Classic 54** – Henkell & Co  
**Sainsbury's Superior Dark Rum** – Sainsbury's

**White rum**

**Angostura Reserva** – Angostura  
**Asda White Rum** – Bardinet  
**Cape to Rio Cane** – Edward Snell & Co

**Flavoured or spiced**

**Rhum Orange** – Ron Santa Teresa

**Cachaça**

**Sagatiba Preciosa** – Sagatiba

**Agricole or cane spirit**

**Las Iguanas** – CMJ Agropecuaria



## BRONZE

**12 Years and over (Brown, Golden & Dark)**

**Mount Gay 1703** – Mount Gay Rum

**Between 7 & 11 years old (Brown, Golden & Dark)**

**Mount Gay Extra Old** – Mount Gay Rum  
**Savanna Single Cask Traditionnel 8 Ans**  
**Muscatel** – Distillerie de Savanna

**Under 7 Years Old (Brown, Golden & Dark)**

**Santa Teresa Gran Reserva** – Ron Santa Teresa  
**Eclipse** – Mount Gay Rum  
**Flor de Caña Gold 2 Year** – Compañia Licorera de Nicaragua

**Unaged (Brown, Golden & Dark)**

**Pott Classic 40** – Henkell & Co

**Rogue Dark Rum** – Rogue Spirits  
**Woods 100 Old Navy** – William Grant & Sons

**White Premium Rum**

**Claro** – Ron Santa Teresa  
**Tommy Bahama White Sand Rum** – Sidney Frank Importing

**Flavoured or spiced**

**Lamb's Spiced** – Corby Distilleries

**Cachaça**

**Sagatiba Pura** – Sagatiba

**Agricole or cane spirit**

**Carafe Neisson 45** – Distillerie Neisson  
**Mainstay Premium Cane** – Distell



## COMMENDED

**12 Years and over (Brown, Golden & Dark)**

**Santa Teresa 1796** – Ron Santa Teresa

**Between 7 & 11 years old (Brown, Golden & Dark)**

**Flor de Caña Grand Reserve 7 Year** – Compañia Licorera de Nicaragua  
**Havana Club Añejo 7 Años** – Havana club International  
**Savanna Single Cask Traditionnel 8 Ans Port** – Distillerie de Savanna

**Tesco Finest 8 Year Old Trinidadian Rum** – Tesco

**Under 7 Years Old (Brown, Golden & Dark)**

**Tommy Bahama Golden Sun** – Sidney Frank Importing

**White rum**

**Eclipse Silver** – Mount Gay Rum  
**Liberte** – Lidl  
**Old Captain White Rum** – Boomsma Distillery



## It's a marketer's lifestyle dream, but can Brazil's national drink hit the right note in exports? Jaq Bayles reports

Brand Brazil has moved beyond coffee and corned beef in its export offerings and has started to capture the global imagination with a variety of designer products. From flip-flops and bikinis to steakhouses, the land of the carnival has tapped an aspirational vein in countries outside South America – and its trademark drink, cachaça, is poised to capitalise on its raised profile.

Despite being the world's third most-consumed spirit at an annual 1.3bn litres (behind vodka at 1.8bn and shochu at 1.6bn, according to IWSR figures), less than 1% of cachaça is currently exported – the bulk to Germany – and the majority of that is drunk in the signature Caipirinha cocktail.

But as major players such as Pernod Ricard (Janeiro) and Bacardi (Leblon) get more involved in the spirit, and brands dedicated to 'internationalising' cachaça spring up, quality is improving, global awareness is increasing and new doors are opening for the drink that has been described as "Brazil in a glass".

For the Brazilian Institute of Cachaça, the single most important issue currently facing the spirit in its efforts to gain greater awareness outside its homeland is the attempt to have it recognised globally as Brazil's national spirit.

Carlos Lima, the Institute's executive director,



explains: "One of the most important issues to the sector is the process to have cachaça recognised as a typical and exclusive spirit from Brazil.

"At the moment the focus is the US, because since 2000 all the cachaças exported to the US need to be labelled as 'Brazilian Rum'. The cachaça sector with the support of the Brazilian Government has been fighting for years, and we

are expecting some changes in the US legislation by the end of this year. With these changes we hope to have the cachaça labelled only as cachaça.

"At this moment we are doing the internal work necessary to start the process to have cachaça recognised as a Geographical Indication by the end of this year."

And the bigger, newly emerging international brands are backing this move. On National Cachaça Day (June 12), Bacardi-backed Leblon added its voice to the debate, with brand founder Steve Luttmann saying: "We would like to invite everyone to recognise cachaça for what it is - Brazil's Noble Spirit. Like tequila, it's a national spirit that is growing in popularity, and deserves to be recognised as what it is - cachaça."

### Standing out from the crowd

So can this cane sugar spirit now begin to achieve the kind of global recognition its Mexican cousin has managed in recent years? Luttmann's regional manager for Europe, Phillipe Mille, believes the time is absolutely right to embark on a global education programme.

He points to the "excitement around Brazil as a brand", picking up on the popularity of Havaianas flip-flops, the preponderance of Brazilian-style steakhouses opening in the US

## Brands

### Brands chosen for the Brazilian Embassy Cachaça Tasting, September 17, London

- Cachaça 51
- Cachaça Abelha
- Cachaça BocaLoca
- Cachaça Bossa Nova
- Cachaça Brasilla
- Cachaça Cabana
- Cachaça Germana
- Cachaça Leblon
- Cachaça Sagatiba
- Cachaça Seleta (not in the UK)
- Cachaça Fazenda Soledade (not in the UK)
- Cachaça Weber Haus





## Statistics

### Domestic

- Installed production capacity: 1.2 billion litres per year
- Annual domestic consumption around 770 - 800 million litres per year
- Approximately 40,000 producers (99% are small and medium-sized companies)
- Approximately 4,000 brands in Brazil
- The main producing states are: São Paulo, Pernambuco, Ceara, Minas Gerais and Paraíba
- Direct and indirect jobs involved: more than 600,000
- Gross revenue: R\$2.9 billion (with a rate of US\$1 to R\$2 = US\$1.45 billion)

### Export Market

- Less than 1% of the total produced is exported. In 2008 11.09 million litres were exported (US\$16.41m). In 2007 9.05 million litres were exported (US\$3.83m)
- In 2008, the main markets (per volume) were Germany and US
- Cachaça is exported to more than 55 countries and there are more than 150 companies in Brazil exporting Cachaça

(Brazilian Institute of Cachaça)



putting money into it, which allows it to segment. A high quality cocktail bar doesn't want a bog standard cachaça."

Indeed, Abelha is among a line-up of premium cachaças chosen by the Brazilian Embassy in London to take part in its profile-raising cachaça tasting in September (see box).

Carlos Lima at the Brazilian Institute confirms that super-premium, premium and aged cachaças are all appealing to export markets – one of the main trends growing the market.

Another relatively new brand, Sagatiba is concentrating its marketing efforts to this end in European markets and has its sights set on the end consumer as much as the bartender.

Nick Woodward, Sagatiba regional director Northern Europe, says: "At this stage in the Sagatiba lifecycle (it launched in 2004), most of the drinking occasions are cocktail based and fortunately cocktail culture is growing in the key markets in Europe. The challenge is to educate consumers on how to use Sagatiba at home, in simple serves anyone can create in seconds. For example, Sagatiba Velha works very well with cola, a squeeze of lime, served long over ice. Even I can make that at home."

But style bars are still a major focus: "Cachaça interests the bartenders because it is new, different and has genuine heritage," says Woodward. "I think the bar industry is growing tired of vodka, which is increasingly gimmicky, yet there's no denying it has tremendous flexibility. Sagatiba can offer both: something new, which tastes good, but is as flexible as vodka. Bartenders can pass this enthusiasm on to their customers by creating some great tasting Sagatiba cocktails, which are relatively easy to sell when they conjure up such positive perceptions of Brazil in consumers' minds."

Given the traditional view of the quality of many cachaças, the premium end brands look to be the way ahead for the sector in export markets.

Among the main export brands are Cia Müller's Cachaça 51, produced for export only and a top seller in the US, UK, Italy and Germany. Other top domestic brands include Pitú and Ypióca, which claims to be the oldest family-owned estate producer of cachaça in Brazil, with 160 years behind it.

Ypióca is looking to broaden the cocktail offering in the on-trade beyond the traditional Caipirinha. The company says: "Our strategies aiming at export growth include increasing the offers of premium and super-premium cachaças, such as our six years wooden cask aged Ypióca 160 and Ypióca 150 (both launched honouring the company's anniversary)."

Look out vodka – cachaça really could be the next big thing. ☐

and the new style of Brazilian music making a name for itself.

"If you go back five or six years we started to have new brands coming out, trying to work the international market, and quality started to increase," he says. "That helps. It's like when tequila started to become available with 100% agave – people started looking at it.

"Outside Brazil, people tend to know the Caipirinha but think it's made with rum or tequila – any spirit other than cachaça because they've never heard of it. We're doing masterclasses for the trade."

Leblon's main market remains the US, where it was launched in 2005, although the brand is also working in Europe. Mille says: "It's time to change outside Brazil. People go to better, high quality cachaças as they would a nice Cognac or whisky. They are drinking more neat." And, while marketing the spirit as a good base for cocktails, Leblon is trying to encourage consumption of cachaça beyond cocktails.

### To mix or not to mix

However Ajith Jaya-Wickrema, co-founder of restaurant chain Las Iguanas, is sceptical about the UK being ready for neat cachaça, although he enthuses about the current climate for the drink.

"The market is growing for good quality cachaça. People are trying it as a cocktail. Britain doesn't have the variety and quality for it to be a neat drink because there's no real quality control and therefore the quality can vary a great deal. The cachaças we get in Britain are mainly industrially produced rather than artisan products – drinking in a neat way in Britain or Europe might take a time. In Brazil they like that slightly coarse flavour. I think the (UK) market is mainly through cocktails."

He adds: "Brazil has sun, sea, music and the whole environment. It's a very fashionable place and cachaça is placed really in that. In South America it's probably the most attractive and talked about country."

### Premium ambitions

As with most other spirits, premiumisation is seen as key to growing the market, and Hal Stockley, who imports Abelha Organic Cachaça through the Responsible Trading Company, is among those trying to create a premium cachaça sector in the UK. "It's a little like tequila – over the years more and more small batch tequilas started being sold and there was much better quality. We want to replicate that with cachaça. The market's being helped by big companies

# Rating the regions

Richard Woodard evaluates the merits of Chile's many and varied winegrowing areas

Maybe it's because of my northern European, Anglo-Saxon heritage, but I'm always a little suspicious when things appear to come too easily. That old cliché about Chile being a "viticulural paradise" may be envied by winemakers in marginal climates, but the downside for premium wines can be a tendency to uniformity between vintages and winemaking styles. When growing seasons are so predictable and harvests so straightforward, wines of complexity and distinct character don't necessarily follow.

That's why Chile's exploration of new, more marginal winemaking areas is so crucial to the future of premium wine production in the country. A new generation of winemakers is thinking small – in terms of vineyard plots and microvinification – and outside the box, searching for special soils and climates which can forge wines with that elusive X-factor to help Chile's regions to carve out a true identity.

Winemakers such as Undurraga's Rafael

Urrejola are shying away from the old convention of vineyard planting – a bit of Cabernet here, Merlot there, Chardonnay, Sauvignon and whatever else you fancy – and instead seeking out plots which are suited to doing only one or two varieties or styles, but doing them extremely well.

"I would like some day that Limari only has Chardonnay and Syrah, and that's it, and other regions only have maybe three or four varieties," says Urrejola. "And I'm not alone in this."

The growing realisation is that regional variations are far more to do with longitude than latitude. While the climatic variations between central Curico and central Colchagua are relatively subtle, the argument goes, the differences between central and coastal Colchagua, say, are huge.

Apart from the effect on vineyard plantings, this is also likely to lead to a reform of Chile's DO wine appellations, with the possible creation of alto, central and coastal sub-sectors, although the

detail is still under discussion at the moment and Urrejola for one is wary of rushing any decisions.

If this new way of thinking spawns a wider range of high-quality wines, it will have served its purpose, but there remains the question of how to communicate these regional variations to the wine-drinking public.

"We regard regionality as one variable that a consumer may use to narrow their choice when selecting a wine," says Concha y Toro head of marketing Jason Duggan. Others – arguably far more important – are brand name, grape variety and price.

But Chile's largest wine company is embracing regionality to the extent that, from the 2009 vintage onwards, every wine in the 15-strong core Casillero del Diablo range will feature a specific appellation on the front or back label.

For Chile's most prominent brand to take this approach is a vote of confidence, but there is still a long, hard road ahead if the country is to really exploit a regional approach. So, in these early days of Chilean regionality, let's consider a few of the top and emerging vineyard areas.

## Elqui Valley

An Italian winemaker's love of the Rhône is an unlikely recipe for success in Chile's far north, but that's the back-story to arguably the country's most talked-about Syrahs of recent years.

The beginning of the story of Viña Falernia is less likely still. Aldo Olivier Gramola was just 13 and the youngest of eight children when his family left their native Italy for Chile in 1951. They were given 10ha by the Chilean government to survive on, with no electricity.

It's fair to say that things have improved slightly for Aldo since those days, and his association with Trentino winemaker Giorgio Flessati has made this unlikely location, 520km





**Concha y Toro is one big brand currently investing heavily in Limari (left)**

**Valdivieso winemaker Brett Jackson says there needs to be more site selectiveness in Curicó**



north of Santiago, one of the most promising new vineyard areas in the country. Flessati's love of the Rhône prompted the planting of Syrah – and a succession of awards has followed.

Elqui is unusual in that it's the only Chilean winemaking valley which really looks like a valley – mountains to the north and south and a clear east to west course. This shows the great variation from the Andes to the Pacific: Falernia's Títón vineyard, at an altitude of 350m, is 18km from the sea, often foggy and a haven for whites, cool-climate Syrah and Pinot Noir – whereas stonier sites further east are good for Cabernet and Carmenère.

It's still early days for winemaking here, and competition so far is fiercest with other industries – Elqui is one of Chile's three main pisco valleys, and is also home to the country's most expensive table grapes.

### **Limari Valley**

As in most major wine-producing countries, Chardonnay has played a big part in the early success of the Chilean wine industry. But winemakers had long been uneasy that they were yet to discover a distinctive and characterful style of Chardonnay to call their own.

Many believe that they have found it now in Limari. This northerly enclave only really got going in terms of wine production during the 1990s, with Casa Tamaya, one of the valley's pioneers, buying land here in 1996. Now Concha y Toro in particular, with its Maycas del Limari project, is putting a lot of faith in the valley's potential.

For Tamaya, it's been a learning process. Early plantings of Cabernet Sauvignon have been ripped out – it's a little cool and tricky here for the variety – but the company still has quite a spread of plantings.

The promise of Chardonnay is beyond doubt, but Carmenère has been the best surprise to date. "When I arrived here, I said these people are crazy – it's way too far north and it's too cold, but because of the light here I think we can do good things," says Tamaya chief winemaker José Pablo Martin.

### **Colchagua Valley**

Colchagua provides an illustration of the changes being made to Chile's viticultural map. Most associate it with warmer areas and powerful Cabernets and Syrahs from zones like the Apalta Valley, but great strides are being made in cooler areas too.

Travelling to Viña Ventisquero's vineyards in coastal Lolol bears out the contention that the key to climatic variation is moving east to west, not north to south: this is the home of grassy Sauvignon Blancs and Chardonnays with good acidity.

Ventisquero came here partly for economic reasons – land is five times cheaper than in Casablanca – but also because of fears that

Casablanca had become overplanted, with water shortage problems a likely consequence.

Winemaker Felipe Tosso believes the regional approach has to be coupled with a sharper focus on smaller vineyard areas, plus more careful selection of planting material.

"Chile has to get smaller in everything – smaller vineyard areas of maybe 0.5ha, smaller lots in winemaking," says Tosso. "And Pinot Noir here needs time, and more clones as well. We will never have a Burgundian style of Pinot, because we don't have the soils. To be good in Pinot Noir, I think we need to be small."

### **Curicó Valley**

If you wanted to chart the viticultural history of Chile in miniature, you could do a lot worse than to visit the Curico Valley. Here the broad flatlands teem with vines which produce competent, if sometimes rather one-dimensional, fruit-forward wines.

"We've got to be a lot more site-selective here," says Valdivieso winemaker Brett Jackson. "Curico's different to other areas like Maipo and ▶



**The Elqui Valley (far left) offers great variety in terms of terroir, from the Andes to the Pacific**

**The Curicó Valley (left) produces consistent, fruit-forward wines**

## Opinions are divided on the the future of southern Bío-Bío



Ventisquero's Felipe Tosso believes the regional approach should be coupled with a sharper focus on smaller vineyards. The company came to coastal Lolol (below) partly for economic reasons



Colchagua. The cold comes with a snap in March. Maipo and Colchagua carry on very mild, but in Curico the plant just shuts down.”

As such, the company is exploring new sites in the slightly warmer coastal range, getting off the valley floor to control vine vigour and help the ripening cycle. It's all about getting the balance right. “Here we have more acidity than in the northern vineyards, and that really helps the wines to age,” says Jackson.

Not that everything from the past is bad here. One grower vineyard which supplies Valdivieso displays old vine Malbec interspersed with Pais – marking the time when growers grafted over their Malbec with high-yield, drought-resistant Pais simply to survive. “Now we've come full-circle, and it's back to the quality approach,” says Jackson.

Of course Valdivieso is much more than just a Curico wine company. Jackson is keen on using fruit from different valleys to add complexity to

blends, working with Pinot Noir, for instance, from a range of locations including Casablanca and Cauquenes.

### Bío-Bío Valley

While most winemakers are more or less unanimous on the potential and quality of areas such as Leyda and Limari, the southern hinterland of Bío-Bío divides opinion.

VC Family Estates needs no convincing of the area's merits, having planted 440ha of vineyards here – of which nearly 300ha are Pinot Noir, clearly identifying the variety as the key winemaking style of the valley. Once fully planted, VC will have Chile's largest single Pinot vineyard here.

The key to this – and to second most-planted Sauvignon Blanc – is the drop in temperature experienced after late February, according to vineyard manager Carlos Carrasco. Soils are

a complex mix of clay and volcanic rock, but closer to the coast this becomes granitic (and it is here that soil expert Pedro Parra believes he has identified the greatest potential).

The care that has gone into the planting here is testimony to the evolution and increasing sophistication in the Chilean industry. Pinot Noir is typically on west- and north-facing slopes for better exposition, while three distinct clones of Sauvignon Blanc populate south-facing sites to preserve aromas and acidity.

There's still much work to be done – the younger wines already show a marked improvement on previous years – but the company is comfortable with the long-term nature of the project, using its own nursery for planting material and researching the use of different rootstocks. “I think we now know a quarter of what we will have in the future,” says Carrasco. ☐

## Hunting down terroir

Undurruga winemaker Rafael Urrejola's Terroir Hunter range is all about discovering Chile's new regional styles and exciting vineyard areas.

The long-term strategy has three main strands: exploiting the best of Undurruga's existing vineyard areas; planting new vineyards in areas such as Limari, San Antonio and Maule; and investigating virgin territory for future planting.

The range has eight wines to date, including three Sauvignon Blancs, two Pinot Noirs, two Syrahs and a Chardonnay – but look out for a new Cabernet Sauvignon and a wine from a dry-farmed, 75-year-old vineyard in Cauquenes.

It's a work in progress, but Urrejola has his own thoughts on what Chile does best – and where...

Elqui: “Syrah. Elqui is showing great Syrahs in particular, but it's also good to work there with lots of varieties suited to a cool climate and lots of light.”

Limari: “Chardonnay and Syrah, but also a little Cabernet Sauvignon, Pinot Noir and Sauvignon Blanc. But Chardonnay and Syrah really lift up and they have a texture and brightness that really stands out.”

Leyda: “Chardonnay for sure, but I think Leyda is something more special than that. So Sauvignon Blanc and Pinot Noir. I really think they stand out from other varieties. Cool-climate Syrah can also be very good, whether it's from Casablanca or Leyda.”



## A taste of Vinexpo

It might well be the biggest wine and spirits show in the world, but Vinexpo is certainly the most daunting. Every other June, as thoughts turn to tramping up and down that gigantic main Hall 1 in Bordeaux, the international comfortable shoe trade must receive a very welcome boost.

Vinexpo is far, far too big to be able to take everything in – you could be there for a month and still not see everything. The official numbers announced at the end of the show revealed that attendance dropped by 7.5% compared with 2007, but in view of the economic conditions and the visible signs of unfilled stand space, this can be seen as something of a success.

Interestingly visitor numbers from France were down by more than the overall figure, at 9.7%, and a new record was set for non-French visitors – 15,851 coming from 134 countries, representing 34% of the total.

Anecdotally, exhibitors on the stands tended to agree that it felt much quieter than normal, but many also said they were very happy with the quality of those stopping at their stands.

So many wines to taste, and so little time – here follows a selection of launches and discoveries from this year's show. Next Vinexpo in Hong Kong, May 25-27 2010 – or see you in Montpellier Feb 22-24 for Vinisud...

*David Longfield*



### Wine highlights

#### **Désiré Cordier 1886, vintage 2006 St-Emilion Grand Cru**

(120th anniv. special blend – 85% Merlot, 15% Cab Franc)

**17.5/20** Fragrant plum/cherry nose with lightly spiced floral notes. Medium-weight on palate but densely fruity, with spicy character shining through a toasty cedar finish. Needs time, but it's a neat package.

Cost €20-25 ex-cellar

[desirecordier.com](http://desirecordier.com)



the poorly regarded 2007 vintage as an opportunity to highlight Malbec's strengths, hence 'M' is one of two pure varietal bottlings released in that year. This cuvée is aged 20% in medium toast barrels, only 5% of them new. It shows fuchsia-like floral notes and turmeric spice with creamy backing, followed by a leafy black cherry and damson palate with light blackcurrant touches. Decent tannic weight suggests two or three years in the cellar. Sales director Lilian Séguier has designed an unusual natural cork label to reflect the company's commitment to sustainable viticulture. Cost ex-cellar €12

[magdeleine-bouhou.com](http://magdeleine-bouhou.com)



mineral and herb-tinted Picpoul de Pinet is the producer's first varietal bottling of this under-appreciated dry white varietal. Priced £8.99 retail in the UK, the whole range scores **17.5/20**

#### **Elegant Frog Sauvignon Blanc 2008**

**18/20** The latest addition to the Arrogant Frog range reflects the aromatic qualities of the 2008 vintage in the south. It's full and vibrant with typical gooseberry focus, but not at all aggressive or "catty" – very moreish, with balanced finish. UK retail £7.99

[paulmas.com](http://paulmas.com)

#### **Carazon Médoc – Stéphane Courrèges**

(80% Cab Sauv, 20 Merlot)

**16/20** Creamy, plump plum and black cherry aromas and a light touch of cedar. Not big or very long on the palate, but very approachable, with upfront berry fruit and a savoury finish.

This is a 2006 bottling, but no vintage is shown on the label, to allow for consistency of style in future years. Cost €6 ex-cellar.

[courregues-wines.com](http://courregues-wines.com)



#### **M Malbec 2007, Blaye Côtes de Bordeaux – Château Magdeleine Bouhou**

(100% Malbec)

**16.5/20** This family-run producer in the former Premières Côtes de Blaye has been reviving the area's traditional, but out of favour, varietal since the founder's granddaughter, Muriel Reyaire Rousseau, took charge in 2004. In an individualistic move, it was decided to use



#### **Mas des Mas – Domaines Paul Mas**

Based near Pézenas in Languedoc, Domaines Paul Mas has released an entry level range sitting below the three Mas des Mas individual cru wines it launched in 2007. The new wines, all from 2008, are sourced from low yield vines in the main AOC terroirs of the region. The Saint-Chinian is herbal with deep cassis fruit and mocha notes on the finish; the Minervois has well-defined black berry flavours with more pronounced rosemary, good tannic grip and rustic character; the jammy Corbières has more baked strawberry and damson, with white pepper, clove and floral notes mid-palate; the Côtes du Rhône is currently dense and closed with some raw crushed berry notes. A typically crisp and refreshing,

#### **Tandem Syrah du Maroc 2007 – Domaine des Ouled-Thaleb Thalvin**

**18/20** A joint venture between Thalvin's winemaker, Jacques Boulain, and Rhône maestro Alain Graillet, this is the third vintage of this 100% Syrah from northern Africa. It has serious, earthy, traditional prune and black pepper aromas, followed by a rich and creamy, dense and toasty black fruit palate, rounded off with a balancing dash of black pepper – classically styled. Retail €11-13

[thalvin.com](http://thalvin.com)

#### **Erbavoglio Erbaluce 2008 – Torraccia del Piantavigna**

**18/20** From the small north Piedmontese DOC of Colline Novaresi, the local Erbaluce grape is commonly used in the region's dried grape "passito" sweet wines. This dry version has leafy green aromas with notes of white blossom. A surprisingly rich palate retains the grassy



freshness, with added melon and light herbal notes – ideal for baked white fish. Good value at €5.80 ex-cellar, and soon to be listed in Harrod's of London. Limited production of about 2,700 bottles a year

[torraciadelpiantavigna.it](http://torraciadelpiantavigna.it)

### Caño Toro Crianza 2004 – Félix Solís Avantis

**16.5/20** Bodegas Félix Solís has relaunched the Bajoz Toro range, which it purchased at the end of 2008, under its Pagos del Rey umbrella brand. The company has added four new wines to the Caño sub-brand, creating a range tailored for the UK off-trade and sporting a new label design. The existing Caño Tempranillo Garnacha young blend (orange label) is now joined by a white Malvasia 2008; Rosado Tempranillo 2008; Tempranillo 2008; and Crianza 2004 (100%

Tempranillo with 12 months in French and US oak). The Crianza works well – full and creamy with bright blackcurrant/strawberry fruit; ripe, medium-bodied and balanced with sweet oak. UK retail £5.99/4.99. For the on-trade, the wines will be bottled under the Bajoz label, with the range topped by the existing premium bottlings of Toro Reserva 2003 and Gran Bajoz 2004.

Félix Solís has also launched its Rioja Castillo Albai into international markets. The label was first launched in Spain last year to replace the El Circulo and Arnegui presentations, which proved too modern for traditionally minded Spanish consumers. The commercially styled Castillo Albai Rioja range currently includes an unaged 2007 Joven blend (£5.99) of Tempranillo with Garnacha and Graciano, a Crianza 2006 (£6.99) and Reserva 2004

[pagosdelrey.com](http://pagosdelrey.com)

### Cruz de Alba Crianza 2006 Ribera del Duero – Ramón Bilbao

**19/20** This 100% Tinto Fino (Tempranillo), aged 15 months in American and French oak, is the only wine produced at Ramón Bilbao's Ribera property. This is great stuff, with deep, ripe cassis fruit and a leathery herbal core. Generous tannin is balanced by an opulent, fruit-cake richness and creamy vanilla oak on the finish. US retail \$22

### Volteo Tempranillo 2007 Tierra de Castilla

**17/20** This could only be Spanish, with its baked plum and slightly vegetal aromas, and gutsy, chewy, earthy character on the palate. Four months in French and American oak and a little

acacia wood adds a spicy edge to a wine with great personality. The name Volteo and the horse motif on the packaging refers to an equestrian discipline that involves the rider doing gymnastics on horseback. "We preferred to use this rather than yet another bull concept," says the company's regional manager Luis Miguel Soler. US retail \$9.99

[cruzdealba.es](http://cruzdealba.es), [volteo.es](http://volteo.es)



### Chivite Gran Feudo Rosado 'Aged on it Lees' 2008

(Equal parts Tempranillo, Garnacha and Merlot)

**16/20** This new blend has six months lees stirring in tank and malolactic fermentation, unlike its existing well-known 100% Garnacha Rosado partner. It has a deeper pink/red colour and a fresh berry nose, with the familiar lightness of cherry/baked strawberry fruit. Though it lacks the peppery heart of the pure Garnacha, this blend has an extra dimension of texture on the mid-palate, making it good for light foods. Cost €6 to

horeca in Spain

[bodegaschivite.com](http://bodegaschivite.com)

### Champagne Billecart-Salmon Vintage 2004

**18/20** A blend of 70% Grand Cru Pinot Noir and 30% Chardonnay, with 20% of the whole vinified in 5 year-old oak barrels, this new Extra Brut cuvée stands distinct from Billecart-Salmon's existing Millésime range, distinguished by its standard Champagne bottle shape, rather than the traditional flask shape of the Millésimes.

The presentation is a radical departure from the Champagne marketing norm, with that key word "Champagne" missing from the front label. The family company's managing director Alexandre Bader decided to focus on the central logo, alongside only "Vintage 2004" on the main label, with "Billecart-Salmon 2004" on the foil. All other obligatory information is carried on the back label.

"People were shocked at first, but everyone thinks it is very elegant," says the company's communications manager, Angéline Stéphan.

In keeping with its appearance, Billecart-Salmon Vintage 2004 is very fresh and youthful, sleek and subtle with a very dry, gently toasty finish. Europe retail €55

[champagne-billecart.com](http://champagne-billecart.com)

### Champagne H Blin Edition Limitée Blanc de Blancs Brut NV

**18/20** Made from Chardonnay from around Vincelles in the Vallée de la Marne,

this is very creamy with bright, fresh melon and citrus character, evenly weighted with an impressive finish.

### Champagne H Blin Edition Limitée Rosé Brut NV

**17/20** Made using mainly Pinot Meunier, this is bright and fruity, with a nice baked strawberry and cherry style. Crisp and clean but full and persistent. The Edition Limitée range represents the dawn of a new era for H. Blin. The company's export and marketing manager Thomas Dewez says: "The idea is to move our image from a small producer to a small brand. We have a Pinot Meunier style and want to be seen as the different guy." Prices around €20-22 ex-cave

[champagne-blin.com](http://champagne-blin.com)

### Pink Panther Sparkling Rosé, Crémant de Bordeaux – Château de l'Orangerie

(100% Cab Sauv, traditional method; 10g/l) **16/20** A "fun product" tailored for the US market, this is a very soft and easy, off-dry fizz with light cherry and raspberry fruit and a peachy overtone to the finish. Very pleasant on its own. Retail approx US\$16.99

Also new are **Pink Panther Grand Vin de Bordeaux Blanc 08** and **Rouge 07**; plus the equivalent **Clouseau Rouge 07**, which the company hopes to get through Portman Group restrictions for the UK market

[chateau-orangerie.com](http://chateau-orangerie.com)

### Jaillance Semillon Brut Sparkling

**16/20** A 100% varietal bottling which is part of the sparkling wine giant's newly launched range for international markets. This is the same blend as the company's traditional AOC Crémant de Bordeaux presentation, and has lightly honeyed, buttery aromas followed by a rich, buttery, soft and plump fruity palate, finishing dry and easy. US retail \$15-18.

The **17/20 Jaillance Merlot Rosé Sparkling** in the same range was very fresh, with clean and refreshing red cherry fruit

[jaillance.com](http://jaillance.com)

### Kopke Vintage 2007 Port

(40% Touriga Nacional + other traditional varietals)

**17/20** Very intense, pure cassis and baked plum/blackcurrant, backed with herbal notes and a creamy edge. Very fruit focused – not overly full-bodied and rather elegant on the finish, with fruit cake, notes of liquorice, ginger and clove. Retail €27-29

[sogevinus.com](http://sogevinus.com)



# Fresh cream

Cream liqueurs are holding their own in otherwise difficult times. Christian Davis reports



Cream liqueurs is generally a staid, traditional sector and hardly dynamic – the historical slot as an after-dinner drink, or possibly a digestif, has been declining for years, as people have moved to more causal dining.

One brand dominates the category – Baileys from Diageo, the world's largest drinks company.

In the broader liqueurs sector, brands such as Jägermeister have successfully moved from being a traditional liqueur to being seen as a shot or cocktail ingredient. Drambuie, the Scotch whisky-based liqueur, recently unveiled a new bottle to try to move away from being seen only as an after-dinner drink.

But for a cream liqueur it is difficult to be a cocktail ingredient as the dairy element curdles with fruit juices, for example. Hence brands such as Walders getting round that by being a non-dairy based 'creamy' liqueur.

## The Baileys effect

Diageo practically invented the cream liqueurs sector with Baileys. Last year it sold 7.6 million 9-litre cases and in November Diageo announced the "largest ever" investment in the brand at £25 million.

Baileys is so far ahead of its rivals that it transcends the category. Sharon Keith, Baileys global brand director, says: "Baileys has behaved more like a spirit brand than a liqueur brand for years now. However, we do not see growth in



shots or cocktail ingredients for this brand as the unique flavour and organoleptic appeal of Baileys is lost when it is relegated to ingredient status.

"Instead, we recommend serving Baileys over ice, blended with ice, shaken or in coffee. This can be seen in the innovations we have been working on for Baileys such as the Baileys flavours."

On the effects of the economic downturn, Keith says: "The dynamics range quite widely from people treating cream liqueurs as a discretionary luxury that they can live without to people seeing a brand like Baileys as an affordable impulse treat that they are willing to reward themselves with when times are tough.

"We have seen the impact of the credit crunch play through in terms of de-stocking at the customer level in a number of markets, and we have also seen a slowdown in the frequency with which people go out into on-trade bars and restaurants, choosing instead to stay at home more and entertain there," she says.

"Baileys is still associated very strongly with specific occasions – the after-dinner occasion, for example, or the coffee occasion; when curled up on the sofa at home, watching a regular TV programme or a movie. Christmas and the holidays just wouldn't be the same in many markets without Baileys.

"Consumers remain willing to "treat" themselves with Baileys," says Keith.

Jeremy Cunnington, senior



alcoholic drinks analyst at market research specialist Euromonitor, is less positive about Baileys, noting that sales have declined from 7.7m cases in 2007.

## Shipments down

He puts the main reason down to a steep fall in Spain, where it seems to have suffered because of the recession and lack of credit, which has reduced wholesaler shipments (volumes were



“Key future growth for the brand will have to be in emerging markets and as it dominates cream-based liqueurs, Diageo will have to do the running,” concludes Cunningham.

Alvin Saal is a brand manager at UK distributors First Drinks, which looks after the Distell-owned South African cream liqueur Amarula. Somewhat inevitably, he picks up on the seasonality issue of most liqueurs.

Emphasising that cream liqueurs should not only be pushed and promoted in the run-up to Christmas, he says: “In the last 12-week run up to summer, cream liqueurs have shown extremely strong growth at 46% (UK only), indicating how important it is for liqueur brands to get their marketing campaigns spot-on in the warmer months.”

Justifiably, he points out that recreating “the sights, sounds and ambiance of the African Savannah and its authentic African heritage”, is an opportunity to push the brand in the summer.

down 5% in the second half of 2008 for all of Europe). Duty free (see page 10 for Baileys Gold) also did badly due to “distribution disruption”. US volumes were stagnant with the strong growth of coffee flavour countering the declines in original and other flavours. The UK market also did well due to “bottle redesign and focus on gifting”. Latin America and the Caribbean performed well from a small base.

Cunnington says: “In the long run I think the outlook isn’t too good for the brand in its core markets, with markets maturing. It seems the main way to push or even maintain volumes in these markets is with new flavour variants, eg. coffee in the US. How much these new flavours will cannibalise each other I don’t know.

“But in cola carbonates the range of new flavours tended to cannibalise each other and was a way of maintaining consumer interest. It would be no surprise if the same happened to Baileys.

**The recently launched Luxardo Sambuca Cream Liqueur will “give a new dimension to the cream liqueurs category” says Catherine Rigby, UK marketing manager at Cellar Trends**



## Cocktail positioning

C&C-owned Carolans claims the global number two Irish liqueur spot with 8 million bottles (600,000-plus cases) sold in more than 90 countries. C&C also owns Tullamore Dew and Irish Mist and the company’s managing director, Michael McArdle, positions the brands not only over ice and with coffee but also as a cocktail ingredient.

He cites the Mudslide (Kahlúa and vodka) and B52 (Kahlúa and Grand Marnier) as great cocktails when mixed with Carolans as an alternative main ingredient.

Both Carolans and fellow Irish player Coole Swan have done well in this year’s San Francisco World Spirits Competition. Coole Swan scooped Best in Show – Liqueur, while Carolans, along with Baileys Mint, got double gold (see panels).

Former Diageo man Adrian Walker, who co-founded Coole Swan, says he was over the moon to claim the award. He puts it down to the company’s search for the finest source of double cream, along with the best natural cocoa (Ivory Coast) and vanilla (Madagascar) it could lay its hands on. The company has worked with Irish Olympian chef Paul Kelly to come up with cocktails and desserts to demonstrate the liquid’s versatility.

And that’s the challenge for cream liqueurs – putting it in front of core consumers and newcomers by emphasising its versatility and keeping it contemporary and fresh, in more ways than one. ☐

## San Francisco World Spirits Competition – Cream/Dairy Liqueur

### Best in Show – Liqueur and Double Gold:

Coole Swan Cream Liqueur, Ireland

### Double Gold:

Carolans Irish Cream Liqueur, Ireland

Lemon’Armonia Original Italian Lemon Cream, Veneto, Italy

Baileys Mint Chocolate Cream Liqueur

### Gold:

E&J Cask & Cream Caramel Temptation, California, US

Baileys Caramel Cream Liqueur

Baileys Coffee Cream Liqueur

Hare Carmel Macchiato Liqueur, Turkey

Hare Kremali Turk Kahveli Liqueur, Turkish

Coffee & Cream

### Silver:

Saint Brendan’s Irish Cream Liqueur

E&J Original Cask & Cream

E&J Cask & Cream Chocolate Temptation

Baileys Original Cream Liqueur

Hare Kremali Chocolate Liqueur, White

Chocolate Mocha

## International Spirits Challenge – Cream/Dairy Liqueurs

### Silver:

Queen Margot (Lidl)

### Bronze:

Carolans

Tolón-Tolón Chocolate with Hazelnut & Vanilla (Destilerias Campeny)

Tolón-Tolón Macadamia Nut Cream

Tesco Finest Irish Cream Liqueur

Feeney’s Luxurious Irish Cream (First Ireland Spirits company)

### Commended:

O’Casey’s Irish Cream Liqueur (First Ireland Spirits company)

Cassidy Irish Cream Liqueur (First Ireland Spirits company for Coles Myers)

County Cream Liqueur (First Ireland Spirits company for Asda)

Bloom Mountain Organic Irish Cream Liqueur (First Ireland Spirits company)

Brogan’s Original Irish Cream Liqueur (First Ireland Spirits company)

Amarula (Distell)

Walders Vodka & Vanilla

Ilala Cream (Pernod Ricard South Africa)

Ballycastle Classic Irish Country (Aldi)

Tesco Finest Coffee Cream

Sainsbury’s Taste the Difference Irish Cream Liqueur

Marks & Spencer Crème Liqueur

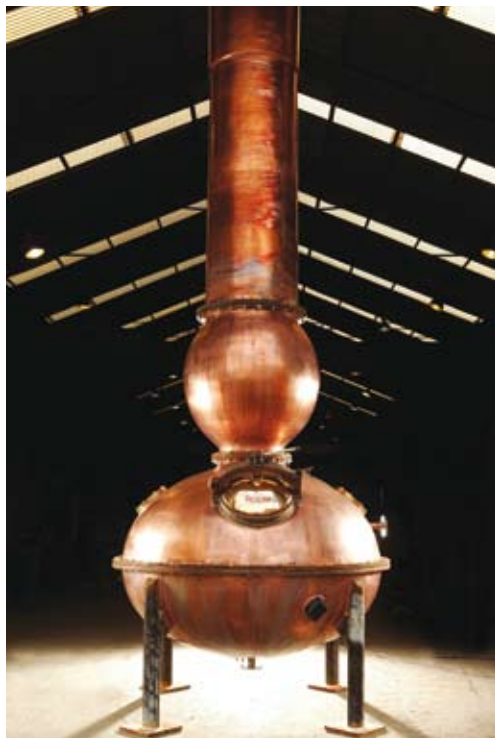


# Ultimate tastes

The technicalities of distillation are all important to the character of the world's favourite spirit. Gavin D Smith explores the processes creating a buzz in Scandinavian distilleries

Our love affair with vodka is an enduring and passionate one, and although UK consumption remains high, premium gins and tequilas have been gaining ground. The key word in this context is flavour. Increasingly, mixologists crave base spirits with character they can build on, rather than blank canvases. Meanwhile there is also a growing, if modest, international trend for drinking vodka neat, and here flavour is necessarily king.

At the forefront of global premium and super-premium vodka sales are brands from Scandinavia, and many of the Nordic region's leading vodkas are marketed primarily on the



**The land of the midnight sun is proving innovative when it comes to vodka production. Reyka uses a Carter-Head still (below left) – more commonly used in gin distillation**

notion of “purity”. Process, water, provenance and filtration methods figure strongly, and some distillers make a virtue of describing the actual distillation process, though they rarely relate it to spirit character.

Norway's Vikingfjord and Finlandia from Finland are promoted with an emphasis on the use of melted glacier water, while Cape North is distilled in France, but places such importance on water quality that it imports supplies of spring water from Sweden. Filtration may take place through ceramics, charcoal, diamonds and other gems, or through layers of lava rock in the case of Reyka from Iceland (strictly speaking, not geographically Scandinavian).

While such claims obviously resonate with many consumers, the emphasis for anyone interested in points of differentiation between brands should perhaps be upon the significance of raw materials and how distillation methods influence the essential character of the product.

Paula Eriksson is vice president, corporate communications, for Absolut, distilled in Sweden and the fourth largest premium spirits brand in the world. She says: “Many producers try to create their own character for their vodka, either from the raw material or



Finlandia

from different distillation techniques as well as a combination of pot still and continuously distilled spirits.”

Most Scandinavian vodkas are manufactured using cereal, particularly wheat or barley, with the other “traditional” vodka ingredient of potatoes also finding favour with a number of mainstream producers, notably Vikingfjord.

## Aiming for purity

Some producers make a virtue of distilling their vodka many times through column stills to ensure ultimate purity, while Cape North is one of a number of Scandinavian vodkas entirely pot-distilled, in a batch process, which makes smaller quantities of spirit but arguably offers greater character.

Reyka uses a Carter-Head still, common to gin distillation but unique in vodka terms. According to a company spokesperson: “As the vapour passes through the still's complex honeycomb of copper pipe-work, trace impurities are stripped out of the spirit creating a cleaner, purer vodka.”

As Eriksson notes, a number of Scandinavian premium and super-premium vodkas are blends of pot-distilled and column-distilled spirit, with the aim

## Scandinavian vodka



**Absolut is distilled at Ahus in Sweden (left), while Ellinge Castle distillery aims to balance quantity and character through blends of pot and column-distilled spirit for its Purity brand**

being to balance quantity with character. Such brands include Purity, distilled in the 13th-century Ellinge Castle in southern Sweden, and Vin & Sprit's super-premium brand and Absolut stablemate, Level.

Eriksson is very clear about the defining style of Absolut, the brand that really started the ongoing international fashion for vodka. She notes: "The fresh, grainy character, as well as its absolutely clean taste, makes Absolut different from other vodkas. The fresh graininess originates from our raw material – winter wheat – and the smooth, clean taste from our advanced distillation technique.

"Other vodkas can, for example, have a nose of solvents, probably deriving from the 'head' of the distillation. There are regular vodkas with a very obvious note of fruitiness such as citrus, and they are usually made of grapes. Some producers add sugar to make the vodka taste smoother and sweeter, which is also known as 'rounding,' and some use rye as a raw material, which gives a quite bread character."

Along with Absolut, Finlandia is a long-established Nordic region vodka brand, celebrating its 40th anniversary in 2010. It is described by Sharell Sandvoss, director of business strategy & analysis, as "...the fifth most powerful premium vodka brand globally".

Finlandia is the leading imported premium vodka brand in Poland

and Russia, where they know a thing or two about making vodka themselves, and Sandvoss says: "The character of Finlandia is born from Finnish nature. Our naturally pure ingredients, six-row barley and glacial spring water, which can only be produced in Finland, deliver a crisp, clean taste that discerning vodka consumers appreciate."

Finlandia and Absolut have both been pioneers of the flavoured vodka category, which has certainly injected character and differentiation into the white spirits sector, and Finlandia is responsible for one of the latest flavoured vodka releases.

"Finlandia Vodka has once again married the best flavours from nature with the crisp, clean taste of its classic vodka in Finlandia All-Natural Tangerine Fusion," says Sandvoss. "Finlandia Tangerine Fusion is the first true tangerine-flavoured vodka in the premium category, and it has been well received by consumers and bartenders alike."

### Innovation

On the evidence of other recent product launches, Sweden is clearly at the forefront of Scandinavian vodka innovation, with Camitz Sparkling vodka hitting UK shelves last October. Co-founder Mattias Lindberger says: "Except for different flavours, the vodka market has not really changed for more than 100 years. Each and every year there are some 150-200 serious attempts to launch vodka brands globally. Ninety-nine per cent of these brands fail



because they don't make any difference and therefore nobody cares. Think and be different and you may make a difference."

Although Camitz is undoubtedly innovative, it relies on the concept of purity so beloved of vodka marketers. Lindberger explains: "A sparkling vodka needs to be extremely pure because bubbles enhance flavours and must not contain any impurities.

"The vodka is made from Scandinavian winter wheat and Swedish ice-age underground spring-water. The source of carbonation is 100% natural, and specially filtered for our use. The vodka is continuously distilled five times, leaving it so clean only ceramic filters are used at the end of the process. Before bottling we infuse the vodka with carbonation at a certain temperature, pressure and speed."

From the consumer's viewpoint, Lindberger notes: "Sparkling vodka improves the experience of having a vodka neat, as a shot or in a dry vodka martini. The bubbles also enhance the flavours in whatever you prefer mixing your drink with, making it taste better and look better. Any other vodka will kill the bubbles if blended with an already carbonated beverage. For example, our vodka makes a vodka tonic truly sparkling."

Sweden is also home to Green Wines & Spirits, whose Pure Green Vodka has





environmentalism and sustainability at its core. The brand was launched on an international basis in April and, in common with Cape North, Pure Green Vodka is actually produced in France, where it is distilled from 100% organic wheat. It is then transported by train to Sweden in order to reduce carbon dioxide emissions.

Green Wines & Spirits managing director and partner Lars Renbjer explains the choice of the Cognac region as the location for production by saying: “From an organic perspective it is more centrally located in Europe than Sweden. The Cognac region is also full of suppliers of all materials that are needed, hence we can reduce transportation. There is also a steady flow of transport from Cognac where we can use co-loading for lesser quantities to avoid unnecessary CO2 emissions. From a quality perspective, the Cognac region has many good distilleries with a long tradition of this craftsmanship.”

The wheat for Pure Green Vodka is distilled six times in column stills and then cold-filtered, but Renbjer says: “Being produced in Cognac truly contributes to its character. It has a very subtle but still obvious

hint of a Cognac. In the future we will do a final distillation in an alambic charentais – a classic Cognac copper pot still.”

Staying with the organic market, earlier this year, GeVe Spirits of Stockholm launched the premium Smooth Vodka, described by company chief executive Johan Jeansson as “the first Swedish organic vodka on sale in Sweden”.

GeVe is also responsible for the flavoured vodka range sold under the Znaps label. Jeansson says: “Znaps as a brand is very flexible and we launch new flavours with short lead times. Znaps is a tool for the barman to use when creating new cocktails and other drinks.

### Back to their roots

“Flavoured vodka is still a big segment, but the flavours are changing faster and faster. A new flavour is old after a year or two. A pure grain vodka has a much longer life. In the Znaps range we have just launched Znaps Berry Vodka (blueberry and blackberry), which is Sweden’s only organic flavoured vodka.”

Flavoured vodkas are obviously one way of giving the product extra character, but what about going back to basics and designing a vodka where indigenous flavour is placed centre stage?

Enter Sweden’s Karlsson’s Gold brand. The company’s first vodka was launched in 2004, but after some intensive research and development, Karlsson’s Gold vodka, which is a blend of seven varieties of potato, appeared in 2007.

Historically, all Swedish vodka was

distilled from potatoes until the late 1970s, since when virtually every manufacturer has switched over to the use of cereals.

Remarkably, when the raw ingredients of most vodkas are rarely commented upon, Karlsson’s offers a range of vintages and single varietal distillations, and a vertical tasting soon convinces even the most sceptical drinker that there really are differences between expressions distilled from varying breeds of potato.

Peter Ekelund, one of the principal characters behind the modern incarnation of Absolut, teamed up with retired Vin & Sprit master blender Börje Karlsson, to create Karlsson’s. Ekelund declares: “Quite frankly, the hysterical competition of who distils his vodka the most times has done the product more harm than good. If the objective was to produce alcohol in its purest form, we would understand. But is it?

“What if, instead of distilling vodka ad infinitum and removing every trace of its origin, you very, very carefully distilled it only once to preserve as much as possible of its inherent flavours? Like the good folks who make premium calvados and Armagnac? Definitely a more challenging – but seriously more rewarding – task.

“For one thing, you couldn’t start with any old brew with alcohol in it and fire up. You’d need to pay very special attention to what you were distilling your vodka from. In our case, the very finest golden potatoes of Sweden. Again, compare it to calvados and Armagnac, if you like.”

As though to emphasise that the contents is what really matters, Karlsson’s Gold is released in plain, sample-style bottles, which contrast sharply with the sometimes over-confected offerings of a number of its rivals. This seems eminently reasonable when it comes to sampling the expression, which is decidedly individualistic and characterful. Karlsson’s is redolent of American cream soda on the nose, rich and smooth, with notes of apples and even herbs on the palate.

Clearly, Scandinavian vodka is not standing still, but it remains to be seen whether the desire for increased spirit character becomes sufficiently widespread to encourage other producers to emulate Karlsson’s fascinating example. □

# Liquid lunch

The answers are get fresh or grow your own. Lucy Britner asks the questions...

Super-chef Marco Pierre White has temporarily hung up his whites to fly the flag for bartenders, saying: “Chefs have had the spotlight for ages – it’s about time for something different.”

The shaggy-haired kitchen king was helping Diageo to judge its World Class bartender competition – and it turns out both he and Tanqueray brand ambassador Angus Winchester get fresh when it comes to cocktail ingredients.

Winchester says: “I can’t stress the importance of fresh ingredients enough. Even citrus fruits should be prepared à la minute. You can do with a Mexican Elbow.” (If you’re not down with the lingo, a Mexican Elbow is a juice squeezer.)

Smirnoff brand ambassador Kenji Jesse says using fresh ingredients is also an important way of paying respect to the distiller. “Using fresh fruit and fruit juice will make such a big difference,” he says. “For example, pressed cloudy apple juice compared to sweetened boxed apple juice will allow distillers’ handiwork to shine through.”

Jesse is with Winchester when it comes to using a Mexican Elbow. He adds: “Don’t take shortcuts – taste-test freshly squeezed lemon juice to bottled lemon juice or bottled sweet and sour mix.”

But if you can’t get fresh, there are still some great products on the market, say the innovators at Funkin and Eager Drinks.

Ed Rigg, managing director at Eager, says: “Fruit juices are a really important part of a cocktail when they are required. Good quality juices enhance the drinking experience and also help to bring out the flavours in the alcohol – why use premium spirits and kill the taste with sugary, concentrated fruit juices?”

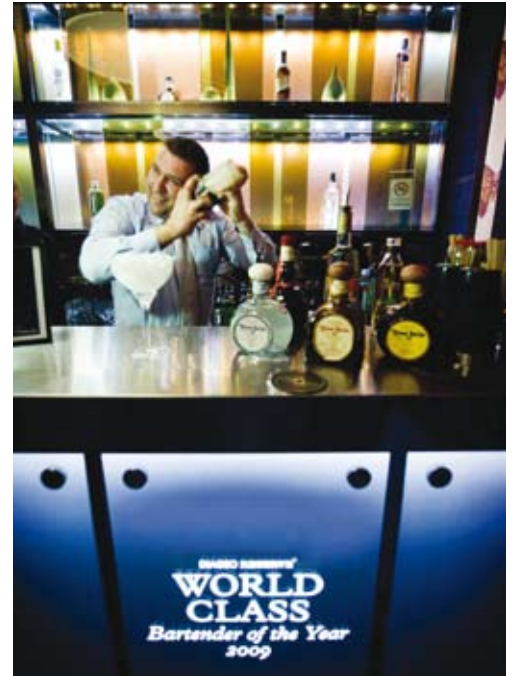
Funkin founder Alex Carlton adds: “The on-trade has been hit hard by consumer efforts to cut back on spending so bartenders are facing a huge challenge this year.

“Funkin can help bars to offer a broad range of consistently fabulous tasting drinks while reducing the need to keep plentiful supplies of fresh fruit.”

Funkin mixes and purées last for 12 months and can be used for up to eight days after opening. The “10 second” Funkin cocktail range includes Appletini, Passion Fruit Margarita, Raspberry Mojito, Piña Colada, Bramble and Cosmopolitan.

## Fruit? Done. On to sugar and bitters

The best cocktails work because the balance between sweet and sour is to the drinker’s taste. Many cocktails operate on this basic principle – the Sour, the Collins, the Caipiroska – and Marco Pierre White says he thinks good mixologists are like sauce chefs.



“They are able to multi-task and they really understand the importance of seasoning.”

On bitters, Winchester says there’s more to consider than just Angostura, adding that bartenders can make the mistake of thinking using bitters makes them better mixologists.

He says: “There are lots of bitters out there – celery bitters, peach bitters, aged bitters, orange bitters... Pick one that suits the flavour profile of the cocktail.”

Alexander Hauck, from The Bitter Truth in Germany, says a skilful bartender keeps the different flavours of cocktail ingredients in mind and knows how to combine them.

He says: “Almost every cocktail in the 19th and early 20th centuries contained bitters because they added complexity and depth to the cocktail. Many modern drinks are based on these old ones. So you can take one of these ancient recipes containing bitters and modify it by replacing an ingredient with another one.”

According to Hauck, almost all bitters – such as aromatic, lemon and orange – go well with such clear liquors as vodka, gin, blanco tequila and light rum and the majority of aged spirits such as whisky, old rum and brandy.

He adds: “You have to be careful with



**Top right: Diageo World Class bartender of the year Aristotelis Papadopoulos from Banquet in Thessaloniki, Greece**  
**Left: Judge Gary Regan looks for perfection**



**Left: World Class judges Marco Pierre White, Salvatore Calabrese, Simon Difford, Dale DeGroof, Peter Dorelli, Gary Regan and Hidetsugu Ueno with winner Papadopoulos**

exceptional flavours like celery bitters, because it probably won't work with an aged spirit."

He likens bitters to using salt and pepper. "Like salt and pepper for your soup you should season your cocktail with the quantity of bitters you like. There are many cocktails that don't ask for bitters but are enhanced by using them – lemon or grapefruit bitters in a Cosmopolitan, for example."

To complete the bitter-sweet symphony, you could try making your own sugar syrup – often called "simple syrup" in cocktail recipes. Just take two parts sugar and dissolve in one part boiling water. Cool and bottle.

Of course, you can be adventurous by adding other sweet ingredients – raspberries, vanilla, strawberries etc – and you don't have to stick to white sugar.

## What's in?

Stirring – martini pitchers and mixing glasses  
 Measuring – better for taste and profit margins  
 Swizzle sticks – old kitsch  
 Herbs – grow your own  
 Asian ingredients including shiso, or perilla – a Japanese mint  
 Yuzu – a Japanese citrus fruit

## What's out?

Free pouring – can be bad for taste and profit margins  
 Flairing – like free pouring, the result is not always as good as the show  
 Shaking – give your arms a rest and stir it up  
 White sugar – be more adventurous  
 Juices from concentrate – if you want something that tastes like an apple, used pressed apple  
 Taking too long – it's an art, granted. But people won't wait forever

To make vanilla syrup, pour the hot sugar solution over two split vanilla pods and leave for 8-10 hours before bottling.

Winchester says: "There's more to life than white sugar. Fashionable sugars include agave – the sugar is fructose rather than glucose so it's slightly better for you."

## Cold as Ice

Kenji Jesse says ice must be solid and dry. This will ensure you get a drink that is the perfect temperature without over-dilution. To achieve this, remove ice from the ice machine or the freezer at the last possible minute. If you have to serve ice from a bucket and not an insulated speed rail, don't use the runny stuff at the bottom.

Some bartenders take ice very seriously – there are Japanese bartenders who can sculpt a perfect ball to fit into a whisky glass. Winchester says: "This is fantastic but it's a cultural thing that has its place. If I was being served, I would think a hand-carved ice ball was marvellous – but if I was in the queue, I wouldn't be a fan."

So what have we learned? There's more to bartending than owning a bottle of bitters. It's about time it was taken more seriously by a mixologist's closest relative – the chef.

The great man himself, Marco Pierre White, concludes: "The biggest lesson I learned from judging World Class is that a lot of great restaurants don't have great bartenders. The emphasis in restaurants is much more about the food, wine and service.

"Perhaps that's why there was no one from France in the competition.

"It's time liquid chefs took the spotlight." □



## Design for life



### Joe McCanta, Saf Restaurant, Shoreditch

McCanta won a Grey Goose competition to have his bar design built.

He designed a greenhouse with an open side and a bar in an effort to fulfil his dream of growing all his own cocktail ingredients in the garden.

He says: "A local expert – Erica Paige – helped us grow all the plants. They have been here for a month, now. The design is exactly how I imaged – like being in your back garden with a greenhouse full of plants.

"If chefs can do it, why can't bartenders?"

In the garden are raspberries, strawberries, tarragon, lime, shiso, chocolate mint, lavender, purple basil, kumquats, passion fruit and much more.

The resulting cocktails:

### Martini Botanique

50ml Grey Goose La Poire  
 3 fresh-picked raspberries  
 1 fresh-picked violet, de-stemmed  
 6 fresh-picked tarragon leaves  
 Juice of quarter of fresh-picked lime  
 20ml simple syrup  
 Half fresh-picked shiso leaf  
 25ml bosc pear juice

### Le Jardin Secret

25ml Grey Goose Le Citron  
 15ml elderflower liqueur  
 6 garden-picked French lavender leaves  
 5ml crème de violette  
 3 garden-picked basil leaves  
 Top with Crémant de Bourgogne

McCanta admits you have to be careful not to over-do it: "There's so much growing that it's tempting to load ingredients into cocktails, but the key is to ensure the flavour balance is right."

# Bar zone

## Spin doctor's masterclass on DVD

Ever wondered exactly how those flair guys do it?

Then you could do a lot worse than check out the new flair training DVD, Funky Spin, from multiple flair bartending competition winner Marco Canova.



The DVD gives an hour-long masterclass on all aspects of “European style” flair technique, including bumps, stalls, rolls and “tin moves”.

Filmed in Verona, Italy, Funky Spin is presented in separate sections to provide tips for prospective flairtenders of all levels. Multiple angles and slow-motion sequences provide the detail to aid practice.

“I will be selling it all over the world to bartending schools and bar equipment companies,” says Canova, brand ambassador for DVD sponsor Volare liqueurs and Finest Call Premium Cocktail Mixes.

So far in 2009 Canova has achieved competition wins at Roadhouse in London, Belushi's in Berlin and International Flair Lithuania.

Priced €29.90 plus €4.50 for shipping, Funky Spin is available through Canova's own website, [canovamarco.com](http://canovamarco.com)

**UK-based Hall & Woodhouse brewery has launched an organic dandelion ale. The pale golden ale is said to combine dandelion with floral hop notes to give a grassy, hedgerow aroma. The top beer bods at Hall & Woodhouse recommend drinking it with a rack of organic lamb or freshly grilled trout. It's 4.5% and retails for £1.99. It's also available for export...**



## Brugal throws out a curve ball

Dominican Republic rum brand Brugal is offering bars, restaurants and clubs the chance to take part in a Beisbol Nueves (baseball) tournament in August with the ultimate prize of a trip for two teams to the Dominican Republic, home of Brugal rum, to play in the final.

Maxxium UK, which distributes Brugal in the UK, will appoint Maxxium Beisbol Nueves umpires to select contenders based on the sales and visibility of Brugal rum in their outlet. The successful teams will battle it out across a number of heats being held up and down the country.

Winners will have an exclusive tour of the Brugal distillery and meet the Maestro Roneros. For more information call Maxxium on 01786 430 500.

## It's a mad, mad, mad, mad world...



Bonkers gin brand Hendrick's has exceeded expectations with its latest foray into the world of the weird and wonderful.

Brand ambassador Louis Xavier Lewis-Smith is currently steering the Hendrick's Horseless Carriage of Curiosities around the UK. The Carriage is stuffed full of oddities, including a mad scientist's laboratory and an eccentric dining room – all housed in a restored train carriage from 1890.

By night, the carriage becomes a dining room where culinary fruitcakes Bompas & Parr serve up a peculiar banquet – including glow-in-the-dark Hendrick's and tonic jelly with bergamot and cucumber ice cream. Lewis-Smith will be hosting dinners for bartenders, too, so keep an eye on the post.

The carriage is currently in Manchester and will make its way down to London in October. See [hendricksgin.com/carriage](http://hendricksgin.com/carriage) for more.

## People say we monkey around...

If sipping gin in a carriage full of paraphernalia isn't your bag, maybe sipping whisky in a tree house will do the trick?

Triple malt Scotch brand Monkey Shoulder will be encouraging punters to laze around in tree tops

this summer.

The brand's Tree House Bar will launch at the Big Chill Festival in Herefordshire in August then the tree house will be transported to the Old Truman Brewery in East London.



## Wenneker molecular spectacular

You've heard of molecular gastronomy and there's been some talk of molecular mixology, but who's doing it and what – exactly – are they doing?

Wenneker Distilleries bartender Ron de Preter has been demonstrating his molecular moves with Wenneker liqueurs.

According to Ron, the basis of molecular cocktail preparation is similar to normal cocktail preparation. But the molecular maestro is able to give drinks a new texture by entirely or partly using molecular gastronomy. Cocktails can be topped with espumas (foams) or contained "fish eggs". This fruit caviar is prepared with little liquid drops full of liqueurs and juice. Big liquid drops, coated with crushed nuts, can be served on a spoon, causing a taste explosion in the mouth.

Ron has even managed to make some of his jelly cocktails 'electric', using "space dust" candy to cause



little 'shocks' on the tongue.

The secret behind Ron's molecular majesty is 'texturizers' – powders that change the texture of food or drink.

## Giffard to launch recipes at Berlin IBA

A new booklet of cocktail recipes based on Giffard's liqueurs is to be released at the annual IBA summit in Berlin this month (Aug 6-12). The selection of original concoctions was developed by bartenders at a Giffard workshop event held after the company's annual cocktail competition, the Giffard West Cup, in Avrillé, near Angers, France.

"We bring bartenders in from many countries," company head Bruno Giffard told Drinks International. "This year the idea was to create one or two cocktails for each of Giffard's leading liqueurs."

Giffard targets the professional bar trade with up to 50 liqueur flavours but selected those "most representative of our range" for this exercise, focusing on its Premium range, produced using one fruit selected from one source.

Giffard is also seeking to highlight the Menthe Pastille mint liqueur on which the company was founded in 1885 – almost entirely distributed

within France. "We want to show that Menthe Pastille can be used outside France," said Giffard.

About 25 of the 36 recipes developed at the workshop will make it into the final booklet, which will then be used in marketing support in bars stocking Giffard's products globally. "For these recipes, the cocktails were built around the liqueur, not other spirits," said Giffard. "This is a very unusual approach and allows the fruit aromas to take centre stage."

### Mangroni

By Abdulai Kpekawa,  
London All Star Lanes  
2cl Giffard Mangalore  
2cl Rhum Clément VSOP  
2cl Aperol

**Method:** add ice to an Old Fashioned glass and build. Stir until well chilled, adding a twist of lemon peel, placing it on top of the finished drink

## Britner's Beers

DI's Lucy Britner shares her passion for a pint

### A marriage of convenience

Reading down Japanese brewer Kirin's list of press announcements is like reading down a sweet-toothed kid's candy store receipt: "...agreement to make Lion Nathan a wholly owned subsidiary of Kirin", "completes acquisition of San Miguel brewery shares" and the company has also confirmed merger talks with Suntory.

Kirin's big beer brands include Kirin Ichiban, Kirin Light and Kirin Tanrei – a Happoshu or low-malt beer that is usually cheaper than normal beers. Suntory also has a Happoshu range, as well as a Premium Malts range that contains more malt and more hops.

So what will a merger with Suntory mean for the industry – will the two become the ABInBev of Japan?

Well, according to reports in the New York Times, Kirin Suntory – or maybe Suntory Kirin, details of controlling stakes have not been decided – would be bigger than ABInBev, with

combined sales of US\$41 billion, compared to ABInBev's \$36 billion.

Let's not get carried away – Kirin and Suntory sell more than just beer – they do food, soft drinks and spirits, too. Not to mention Suntory whisky – made even more famous by Bill Murray in the film *Lost in Translation*.

Maybe the potential merger would be a good thing for the Japanese economy – the domestic market is in the grip of a nasty recession. Greater marketing and distribution platforms would boost export potential and the company would be better placed to compete on a global level.

In June, Diageo recognised Kirin's Japanese distribution prowess by setting up Diageo Kirin Holdings – 51% owned by Diageo. The global drinks giant even gave a nod to Kirin's "sophisticated distribution network that extends nationwide, and has a strong sales pedigree in the Japanese beer market."

But the Suntory-Kirin deal is still at the talking stage and some fear it will raise anti-trust



concerns – the company would account for about 50% of beer sold in Japan.

So, we'll have to wait and see what the suits decide – with any luck the beer won't get lost in translation.

# Departure zone

## Beauty and the Baileys

If you know what “the Baileys” is, apart from a world-famous cream liqueur drink, then you must be into cattle, specifically Holsten Friesians.

The Baileys Irish Champion is the best of more than 30 Holsten Friesians from all over Ireland competing at the Virginia Show in County Cavan for the €8,000 prize.

In this beauty pageant it is all about well-proportioned udders, good heads and shapely legs. We may titter but this is serious stuff – the temptation for any journalist in the silly season (July/August) to milk such a story is overwhelming. But it is acknowledged in agricultural circles as the most prestigious dairy livestock event in Ireland and Britain.

Here comes the plug.... Competition director

Brendan Smyth explained: “For breeders, winning ‘the Baileys’ is like having a horse win at the Derby.”

Apparently, 275 million litres of milk a year from more than 40,000 Irish cows across 1,400 farms is needed to make Baileys.

Together, they contribute to the 2,300 glasses of Baileys that are drunk every minute of every day across 130 countries. This prestigious event is only open to the best bred “supermilkers” – that is cows producing more than 11,000 litres of milk a year.

That’s a lot of hard work in the making of Baileys’ quality cream (could have done with some of this for the feature – see pages 37 & 39 in this issue).

Time to ‘moo’-ve on.



And an udder thing... keep your eye on the bull

## Not one for the hand luggage

With 24 20cl phials, the Càrn Mòr Vintage Collection is not one for the hand luggage, but if you fancy a tot of decent single malt Scotch on your travels, this could be the answer.

The collection features 24 whiskies from 24 vintages in 24 casks from 24 distilleries. It ranges from a 2006 bourbon barrel vintage from Glentauchers distillery to a 25-year-old 1983 Caol Ila from a hoghead.

Kenny Mackay, managing director of the Scottish Liqueur Centre, which is producing The Càrn Mòr Vintage Collection, said: “For the collector, it offers an inexpensive route into 24 limited edition bottlings; and for the whisky enthusiast it offers the

opportunity to collect your very own single malt whisky anthology.”

The collection will be available from specialist whisky retailers worldwide. The 20cl bottles start with an rrp of £8.95 through to £19.95 for the 25 Year Old Caol Ila. A different limited edition cask will be bottled to replace each vintage as they are depleted.



**Stop press: The world record for the largest Irish coffee liqueur was smashed at the recent Vinexpo exhibition in Bordeaux. The Hot Irishman Company used 24 bottles, 45 litres of boiling water and eight litres of cream to make 500 glasses of Irish coffee, using a special 70-litre glass bowl.**

## Yachtie cooking

Vergelegen’s head chef, Henrico Grobbelaar, has won the S. Pellegrino Young Chef of the Year award.

To make the competition difficult, he had to create the meal while aboard a yacht, during a regatta.

Vergelegen is one of South Africa’s best wine producers. Owned by the Anglo-American conglomerate, it has an impressive estate which would be at the top of any wine tourist’s list to visit.

Grobbelaar’s winning meal, matched to Vergelegen ‘white’ 2007



consisted of Cape Malay curry, dukkah lamb, tuna tataki, scallop in pancetta and oyster on samphire.

## Faustino’s Portia in Ribera

Grupo Faustino, one of Spain’s leading wine producers, recently unveiled a giant model of its proposed new Portia winery, in Ribera del Duero designed by the world famous architect, Sir Norman Foster, creator of Wembley Stadium. Representing an investment of €25 million, it opens in a few months.

