

# Drinks

## INTERNATIONAL

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*Freixenet*  
ELYSSIA

March 2010

### INSIDE THIS MONTH



## BRANDY & COGNAC

PETER DORELLI  
AT THE SUMMIT



## CAVA PREMIUM ASPIRATIONS

## PROWEIN

A PREVIEW  
OF THIS  
MONTH'S  
DÜSSELDORF  
EXHIBITION

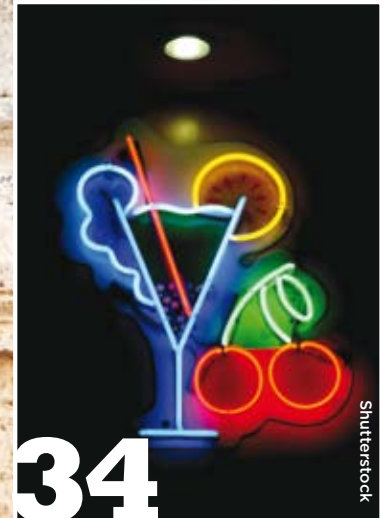


# Drinks INTERNATIONAL

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## Rum bullyin'

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**T**he bust up between Diageo and Bacardi is something to behold. In a corporate world where everything is scrutinised to the nth degree – sanitised, finessed, probably pasteurised – the 13-page, 6,000 word statement railing against Bacardi and its alleged involvement in trying to block Diageo’s efforts to move its Captain Morgan rum production from Puerto Rico to the US Virgin Islands sent our eyeballs rolling and eyebrows skyward.

At many corporate brand presentations, it is more than a brand manager’s career is worth to mention a major rival’s brand in case we all rush out and buy that product. Yet Diageo, in its carefully prepared statement, makes claims we would not dare make because of the libel laws.

It is turning into a right royal scrap between two of the alcoholic drinks industry’s leviathans and might even overshadow the dispute between Bacardi and Pernod Ricard over the Havana Club rum brand.

Rum and the Caribbean are shaping up to be the alcoholic beverage industry’s Middle East.



Without wishing to be facetious, let us all just hope that there no drinks trade equivalents of weapons of mass destruction or Al-Qaeda. That would be all we need.

Christian Davis *The editor*

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# Diageo and Bacardi in Virgin Islands clash

**D**iageo has accused rival Bacardi of leading a “hidden campaign” to drive Diageo’s rum production out of the US.

Diageo plans to move its Captain Morgan rum production away from Destilería Serralles in Puerto Rico to the US Virgin Islands.

A public-private deal between Diageo and the USVI would mean Diageo stands to benefit from an estimated \$2.7bn in tax incentives during a 30 year contract. The deal will also boost the USVI economy.

The rum “cover-over” programme is a means of paying back US tax revenues collected on rums imported from Puerto Rico and USVI.

Congress has never stated a purpose for the cover-over revenue, but both territories tend to dedicate a portion to rum marketing campaigns and general economic development. According to the Congressional Research Service, annual cover-over revenues have been as high as \$459m for Puerto Rico and \$99.5m for the USVI. The report also said: “... if production shifts between the two possessions [Puerto Rico and the USVI], the “losing” possession would lose all of the revenue generated by the relocated rum production. Thus, the possession losing the rum producer would be better off if the rum producer relocated outside of PR, USVI, or the US.”

In a 13-page statement, Diageo said: “An historic and innovative public-private initiative forged by the USVI that would lift the USVI’s economy out of crisis is under attack by the entrenched

corporate interests of a wealthy family seeking to maintain their decades-long grip on rum subsidies. Bacardi Limited, which receives tens of millions of dollars a year in annual government rum subsidies, has made a calculated decision to try to drive a competitor out of the United States even though it would be a disaster for the US citizens of the Virgin Islands.”

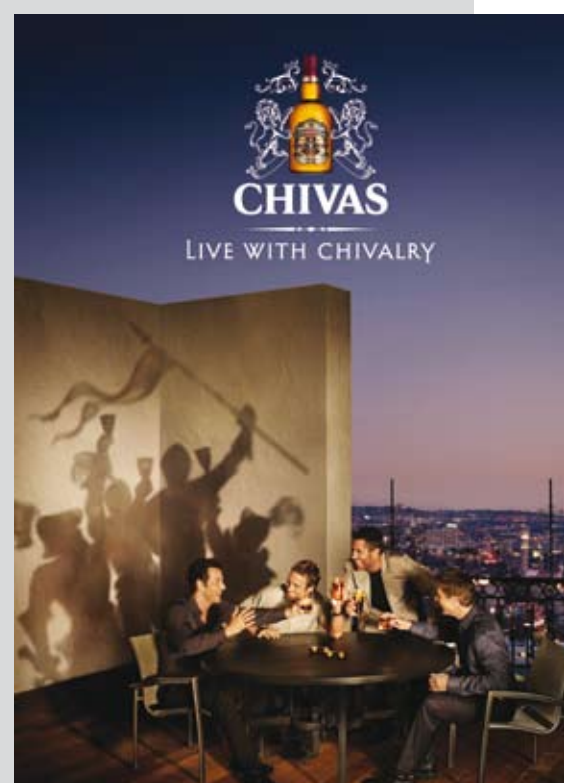
But Bacardi insists the dispute is about the proper use of taxpayers’ money. Patricia M Neal, on behalf of the Bacardi Corporation, said: “This issue is about one point – the appropriate use of approximately 2.7 billion dollars in taxpayer money. This isn’t about where Diageo receives a free distillery, but about the proper use of federal tax dollars. Diageo has some explaining to do to the US Congress and American people.”



Chivas Regal is to roll out the latest instalment of its Live With Chivalry campaign. “Shadows” aims to further explain the chivalry concept by juxtaposing images of modern-day knights with their more medieval shadows.

The Live With Chivalry advertising campaign was introduced to the world in November 2008. Since its launch, Chivas Regal’s campaign is now visible in more than 50 markets.

Shadows, which has so far launched in 12 markets, including Spain and Russia, will further introduce the Chivas values as “part of a premium, aspirational and masculine lifestyle”.



## Court rules for Malibu

**A** US Federal Court has ordered a halt to the sale and production of a line of fruit-flavoured rums in bottles alleged to be “confusingly similar” to flavoured rum Malibu.

The order, issued by the US District Court for the Southern District of New York, upheld a lawsuit filed in March 2009 by Pernod Ricard USA. The suit successfully claimed that White Rock Distilleries had engaged in “trade dress infringement and... deceptive acts and practices” by marketing its line of Barbarossa, Baroca and Jack flavoured rums in opaque white bottles that have become synonymous with Malibu.

As part of a settlement of the litigation, White Rock acknowledged

“the validity and strength of the Malibu trade dress, including but not limited to the white colour of the bottle”. White Rock consented to entry by the court of a permanent injunction banning White Rock from manufacturing, marketing or selling its flavoured rums, or any other distilled spirit, in “a white bottle” or “in any bottle using a palm tree and sun design that is substantially similar to the Malibu palm tree and sun logo.”

The court also ordered White Rock to pay Pernod Ricard’s legal fees.



## News In Brief

Industry stories from around the globe

**ANTHONY BERRY**, former chairman of the famous wine and spirits merchant Berry Bros & Rudd, died on February 23, aged 94. He served in the Royal Navy during the Second World War and became Berry’s chairman in 1965.

**PERNOD RICARD** is to sell a number of Swedish and Danish assets to Altia for a cash consideration of SEK835 million (€82 million). The transaction includes a number of local wine and spirits brands, including Explorer vodka.

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**MAKER’S MARK** has been named official bourbon of the 2010 Alltech FEI World Equestrian Games. Running from September 25 to October 10 at the Kentucky Horse Park, Lexington, it will be the first time the Games have been held outside Europe.

**MOSAIQ** has acquired the global rights to the Lemon Hart rum brand from Pernod Ricard in Canada for an undisclosed sum. The marketing and sales transition of the brand to Mosaïq have been completed while the production transition will be completed by the end of June 2010.

# Industry responsibility

Europe's spirits producers have launched a catalogue of industry-led programmes to reduce alcohol-related harm.

The online database [drinksinitiatives.eu](http://drinksinitiatives.eu) has been produced by European spirits organisation CEPS and the European Forum for Responsible Drinking (EFRD). It offers up-to-date information on initiatives from across Europe to tackle underage drinking and drink-driving, to promote responsible drinking (in particular to "at-risk" groups, such as pregnant women), responsible service/selling of alcohol and to raise alcohol awareness in the workplace.

Jamie Fortescue, director general of CEPS, said: "Eighty-five per cent of Europeans consume our products in moderation, enjoying them as a pleasant experience. Unfortunately, a minority does drink to excess. As producers of alcoholic drinks we realise that we have a responsibility to promote responsible consumption – this database highlights some 300 of our initiatives from across 23 European countries and also measures their impact.

"I want Scotch whisky, Greek ouzo and Hungarian palinka producers to be able to pick it up and replicate the model."



## World Whiskies line-up

The World Whiskies Conference has announced its outline programme. According to conference director Ian Buxton: "We have our best line-up ever, with provocative, engaging and relevant presentations."

The conference features Alexander Ricard, chairman & CEO of Irish Distillers; InterBev's Barrie Jackson, looking 25 years into the future; Phil Parnell, with the insider story of rebuilding Drambuie; blogger Mark Gillespie from [whiskycast.com](http://whiskycast.com); and DISCUS chief economist David Ozgo on trends in the US whisk(e)y market.

There will also be talks from marketers, research bodies and design aficionados.

"We're seeing a more confident industry emerge from the recession," claimed Buxton, "and the conference will address recovery strategies for global growth."

The 2010 World Whiskies Conference will be held on Tuesday 20 and Wednesday 21 April in Glasgow's Radisson Hotel and Conference Centre.

Details and online booking at [whiskyconference.com](http://whiskyconference.com)

## Prosecco protection pays off

The EU's new protection of the name and image of Prosecco is starting to pay off, with 'Rosecco' bottles seized in Italy.

The Consorzio per la Tutela del Conegliano Valdobbiadene Prosecco Superiore said that 14,400 bottles of 'Rosecco', destined for Marks & Spencer in the UK, were seized by the Italian government.

Giancarlo Vettorello, director of the Consorzio, said: "The Consorzio was very satisfied with the job that the ICQRF di Conegliano (Italian agricultural products and repression of fraud) was able to do in stopping this illegal brand from leaving Italy. Before the new EU law came into effect, the control of products that are not only damaging to the image of Italian products, but also misleading for the consumer, was very difficult.

"The seizure of the 'Rosecco' brand,



owned by Marks & Spencer, is the first high-profile example of the full implications of the new regulations and we hope this is the beginning of the full irradiation of imitation Prosecco products from the UK market."

The EU legislation, which came into force in August 2009, states clearly that Prosecco is now exclusively

the name of a DOC and DOCG wine and no longer the name of a grape variety.

Producers making "Prosecco" from outside the DOCG and DOC region will have to use the new grape name Glera (an ancestor of the Prosecco grape) on their labels instead of Prosecco.

Latest figures from market analyst **NIelsen** show sales of South African wines have overtaken French for the first time in the UK off-trade. SA wine sales grew 20% by volume to 12.3m 9-litre cases, compared to a decline in French wine sales of 12% to 12.2m cases.

**HEINEKEN** gave US football fans the chance to see the **UEFA Champions League trophy** as it passed through **Boston and Chicago** to end up in **Los Angeles** this month. The tour followed similar ones in **Africa last year, South America in 2008 and Asia in 2007.**

An innovation in natural closures is to give producers of wines and spirits another option. The nanocork has been developed by British company **BACCHUS WINE CLOSURES**, in partnership with Portugal's Alvaro Coelho & Irmãos.

The **HOUSE OF RÉMY MARTIN** is launching its ultra-premium **Louis XIII Rare Cask 43.8%abv** in the UK. The liquid was drawn from a single rare cask, which cellar master **Pierrette Trichet** earmarked as outstanding in 2004.

### TOP 5 STORIES ON DRINKSINT.COM

1. EU Prosecco rules pay off
2. SA wine overtakes French
3. Pernod Ricard sells local brands
4. Mosaïq buys Pernod dark rum
5. Chivas Regal campaign



## Appointments

The UK Vineyards Association has appointed a new chairman. **Ian Edwards** is to replace **Bob Lindo** of Camel Valley Vineyards, who will stand down after three years in the chair. Edwards owns Furlleigh Estate in Dorset, a 5.5ha vineyard planted with Chardonnay, Pinot Noir, Pinot Meunier, Bacchus and Rondo, and producing sparkling and still wines, the first released in 2009. This year sees the UKVA hosting its industry symposium in Oxford on March 22, covering sustainability.



**Ian Edwards**

The Napa Valley Vintners (NVV) board of directors has elected **Bruce Cakebread** its new president. The chief executive of Cakebread Cellars follows in the footsteps of his father and his brother as board director and takes over from **Paula Kornell** of Oakville Ranch winery.



**Bruce Cakebread**

Heaven Hill Distilleries has promoted **Jessica L Butt** to Metro New York sales manager. Butt, who held the position of Metro New York on-premise market manager for the past three years, will expand her activity to include all facets

of managing the Heaven Hill brand portfolio, both on- and off-premise, in Metro New York.

Scottish beer company Innis & Gunn has formed a US operational arm – Innis & Gunn USA – to be led by managing director **Dan DeLuca**. The company will be responsible for the distribution and marketing of the Innis & Gunn range as the US becomes a key focus for securing the brand's continued growth. Currently, the US accounts for 3% of Innis & Gunn sales, but with the "craft" beer category in the US making up 16% of the total US beer market, there is opportunity for growth.

Foster's Group has announced the appointment of **John Pollaers** as managing director, Carlton and United Breweries, reporting to chief executive **Ian Johnston**. Pollaers will take up the role in April. He has experience in the alcoholic beverages industry across Australia, Asia Pacific and Europe, most recently as president, Asia Pacific with Diageo.

Stock Spirits Group (SSG) has announced the appointment of **Richard Guest** as chief financial officer. Guest joins SSG with more than 20 years of experience in senior finance roles, including some 12 years in various finance positions within Diageo and three years as global finance director at Hutchison Whampoa, the water and soft drinks business. Guest will be based at SSG's UK offices in Buckinghamshire.

The Syndicat Général des Vignerons has elected a new president. The Champagne growers' union board of directors has elected **Pascal Ferat** to the role. Two other directors had submitted a bid: **Pierre Cheval** and **Patrick Le Brun**. Ferat was elected in the first round with 30 votes out of 48 (or 62% of votes). He is married with two children and operates 11ha in Vertus. He is also part of the La Goutte d'Or cooperative.

Languedoc-based Lorigeril has promoted **Frank Flügge** to the position of export director. Flügge's new role sees him heading up the company's export department, with responsibility for all of Europe.



**Frank Flügge**

Russian Standard Vodka USA has appointed **Michael Stoner** vice-president of marketing and **Bob MacNevin** vice-president of national accounts and military. Stoner will be responsible for leading brand and marketing strategies for the Russian Standard Vodka portfolio – Russian Standard, Russian Standard Platinum and Imperia – in the US. MacNevin will be responsible for driving growth in Russian Standard's distribution, brand visibility, and depletions in off-premise and on-premise national accounts and military accounts.

## DIARY

### ProWein

**March 21-23**

Düsseldorf, Germany  
prowein.de

### Alimentaria Barcelona

**March 22-26**

Fira de Barcelona, Spain  
alimentaria-bcn.com

### Grands Jours de Bourgogne

**March 22-27**

Burgundy, France  
grands-jours-bourgogne.com

### Intervitis Interfructa

**March 24-28**

Stuttgart, Germany  
intervitis-interfructa.de

### Vinitaly

**April 8-12**

Verona, Italy  
vinitaly.com

### Wine+

**April 14-15**

Old Billingsgate, London  
wineplus.co.uk

### Wine & Spirits Asia

**April 20-23**

Singapore Expo  
winespiritsasia.com

### VDP Weinbörse Wine Fair

**April 25-26**

Mainz, Germany  
vdp.de

### Fine Wine Congress

**April 28-30**

Ribera del Duero, Spain  
finewine2010.com

### TFWA Asia Pacific

**May 9-13**

Suntec, Singapore  
tfwa.com

### LIWF, Distil

**May 18-20**

Excel, London  
londonwinefair.com

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# Communicating profit

**Richard Bampfield MW** makes the case for investing in staff training, and proposes a simpler approach to the language of wine

Profits in many wine markets are being squeezed by the twin forces of global oversupply and downward pressure on prices due to the economic downturn, as well as, particularly in the case of the UK, adverse exchange rates. How can education help? There are two key areas: in improving the effectiveness of the wine industry's sales force and in offering the wine drinker reasons to purchase other than price.

In the UK we are fortunate that, through the Wine & Spirits Education Trust (WSET) and the Institute of Masters of Wine (IMW), we have access to highly successful programmes of wine education that both stimulate the interest of the wine drinker and provide relevant training for the trade. Both organisations have worked hard to tailor their programmes to the needs of the international market, as demonstrated by the fact that each has higher student numbers outside the UK than within.

The WSET successfully introduced its Business and Commercial Knowledge (BACK) course in 2009 and this will now be an annual event. A new organisation, the European Academy of Wine Education (EAW) has been set up to help educators exchange ideas and to further their professional development. They also plan, as the WSET has done, to introduce further training to develop educators' presentation skills, guaranteeing the competency of the speaker.

## Wise investment

It is easy, when trading conditions are tough, to view training as an unnecessary expense. However, for wine businesses that are finding good margins so hard to achieve, it is worth reviewing the benefits of training and continued education – these can include:

- Improved product knowledge and



selling skills help sales staff identify the gaps at all price levels in a customer's selection, offering the potential to improve product mix and profitability

- Improved knowledge results in more confident feedback to those responsible for marketing and new product development
- Improved knowledge commands the respect of the buyers
- Improved knowledge makes it more likely that sales can be negotiated on grounds other than price alone

There is plenty of evidence that companies that invest in their employees' continuous professional development have a better staff retention record and therefore lower recruitment costs.

Up to a certain point, the wine drinker is well served by wine education too. For the "involved" wine consumer, WSET courses are now run in more than 50 countries around the world and there appears to be an increasing number of wine educators in most wine consuming markets, evidence of which is the growing membership of organisations such as the Association of Wine Educators (AWE) and Society of Wine Educators (SWE).

Indeed, in the specialist wine shops that the more knowledgeable wine drinker is likely to frequent, the retail staff too play an important role. It has been very much part of the culture of the UK's most successful multiple wine retailer, Majestic Wine Warehouses, to invest heavily in the knowledge of their staff on the shop floor, with consequent benefits in terms of their ability to sell higher value wines.

## Talking the right language

However, the biggest challenge for the wine business is to communicate with the "uninvolved" wine drinker, the 90% of wine consumers who simply want to buy a beverage they enjoy, preferably with as little fuss and in as little time as possible.

In this critical area, education is not about Chablis being made from Chardonnay or the relative merits of malolactic in barrel. These customers above all want to be armed with the information which will help them avoid making the wrong choice: which wine is best suited to the occasion they are buying for; is it dry or sweet; what they are going to serve with lasagne; how many calories wine has; whether the wine is ready for drinking... even, if the label says it oozes blackcurrants, is the wine still made from grapes?

At the point of sale, the package is the key communication tool and yet packages are too boring and back labels are so contrived they have become meaningless (and often in print so small, they are illegible). Let us be more resourceful in enthusing the wine drinker, in stimulating a desire to explore, in promoting the benefits of wine with a good meal, in explaining why a special wine can make any occasion more special too.

Education has a role to play in this, but let's drop the "wine speak" and give the wine drinker genuine reasons to purchase other than price.

The best education does not actually feel like education – it feels inspiring and it tastes like something new. **DI**

**THE BIGGEST CHALLENGE FOR THE WINE TRADE IS TO COMMUNICATE WITH THE UNINVOLVED WINE DRINKER**



**Mexico City duty free**

## Start-up distributor to focus on Mexico

**E**xperienced drinks executive Prisciliano Tavera has established a new distribution company called Prime Brands Duty Free, which is targeting the Mexican duty free market.

Based in Mexico City, Prime Brands already employs 50 people and boasts a drinks portfolio which includes Flor de Caña rum, Tequila Milagro, Torres wines and Matarromera Winery.

The company is looking to sign up new wine and spirits brands wanting to crack the \$160m Mexican duty free market. It also has plans to expand its operations to include neighbouring and regional duty free markets such as the southern US border, central America and the Caribbean.

Prime Brands president and chief executive Tavera was commercial director at Tequila Milagro until December last year. He previously headed the buying team for Latino Americana de Duty Free, one of Mexico's largest duty free operators.

"The idea behind Prime Brands was to fill a market gap for brands that consider Mexico a key market, but locally don't have the structure or distribution to meet the needs of the region," said Tavera. "We are suited to those brands looking for a local partner to drive the brand strategy, adapting it from a global policy to the Mexican market."

# WHO u-turn reprieve for duty free liquor

**➔** An industry lobbying campaign has met with success in persuading the World Health Organization (WHO) to drop its proposal to abolish duty free liquor sales to international travellers.

The proposal was published in December last year in a draft strategy aimed at reducing harmful alcohol consumption. If officially adopted by the Geneva-based WHO Executive Board at its annual meeting in January 2010, the proposal could have been put to the WHO's General Assembly as early as this May.

The European Travel Retail Council (ETRC) spearheaded the industry campaign against the proposal, mounting an intensive six-week lobbying campaign with national delegations in Geneva. The ETRC argued



**The WHO seems to agree duty free is "not part of the problem"**

existing customer allowances were sufficient to limit harmful consumption of alcohol.

Commenting on the WHO's decision, ETRC secretary-general Keith Spinks said: "I am delighted that common sense prevailed. In the past six weeks we have spoken to government representatives

from all over the world. Our message was clear: duty free is not part of the problem. It appears we have been listened to."

However, Spinks urged industry vigilance in case countries supporting the ban tried to reinsert the deleted proposal ahead of the WHO's General Assembly in May.

## Maxxium celebrates Courvoisier launch with Valentine's promotion

**M**axxium Travel Retail teamed up with Dutch jeweller Gassan Diamonds last month to stage an upmarket Courvoisier St Valentine's Day promotion at Amsterdam Schiphol airport.

The promotion ran for the fortnight leading up to St Valentine's Day on February 14 and

highlighted the recent launch of the ultra-premium €2,000 L'Essence de Courvoisier. Anyone buying a bottle of L'Essence de Courvoisier during the promotional period could then buy one of two exclusive Gassan diamond rings inspired by the Cognac's crystal stopper and the shape of the bottle, which were also priced at €2,000 each.

The design of L'Essence's crystal stopper was inspired by the signet rings Napoleon Bonaparte gave to commanders in his army.

"This partnership brings together craftsmanship and passion and reflects the luxury credentials of both Courvoisier and Gassan," said Mariska van Beukering, Maxxium Travel Retail's marketing manager for Europe.

The St Valentine's Day offer was staged at the main liquor & tobacco store and Gassan's jewellery and watches shop, both in Departure Lounge 2.



## In Brief

**✈** Diageo Global Travel and Middle East (GTME) has appointed Sara Springer its new innovation director. She will report to managing director Phil Humphreys.

**✈** World Duty Free (WDF) has revealed strong sales figures for its recently launched exclusive Aberfeldy single malt whisky. The 18 Year Old single-cask whisky sold 48 bottles priced at £250 each in December, the first month the product was launched.



**✈** Bèlvèdère Duty Free and US distribution company Imperial Brands launched 4 Orange Vodka at the IAADFS show in Orlando last month. The 40% abv vodka is distilled from four types of orange grown in Florida.

**✈** William Grant & Sons launched a 14 Year Old Glenfiddich expression at the IAADFS show in Orlando last month. The new Rich Oak whisky will be available to operators in the summer.

**✈** La Fée absinthe has named the Monarq Group its duty-free distributor in the Americas, as well as central, South American and Caribbean domestic markets.

**✈** Chivas Regal has staged a joint promotion with DFS India at Mumbai airport, giving purchasers of Chivas Regal the chance to win a trip to this year's Cannes Film Festival. The promotion runs until the end of this month.

# HMSHost revamps US drinks selection

North American airport bar and restaurant operator HMSHost has embarked on a range review of the wines and spirits sold at its outlets after revealing a decline in liquor sales during 2009.

The company said the drop in business was in line with passenger number declines at most airport locations.

There was also a shift from spirit sales to beer and wine, which HMSHost attributed to fewer business travellers.

In 2010 HMSHost is reviewing its wine and spirit selection to combat the tough trading conditions.

"We're introducing more products and variety in all categories," said HMSHost adult beverage leader Frank Sickelsmith. "In some cases we are offering a product that wasn't available before."

"For example, a flavoured vodka is a must-have these days so we've added Absolut Citron as one of our mandatory vodkas, and a couple of other flavoured vodkas as local options."

HMSHost has also added a "platinum tier" of super-premium spirit brands to its bar selection, such as Patrón tequila, Woodford Reserve bourbon and Hendrick's gin, in an effort to persuade travellers to trade up.

"Travellers' expectations have become more refined as the travel and airport experiences have improved in the past decade," said Sickelsmith.

"We see great potential to offer a higher quality product and more variety in 2010, and to set both off by developing a set of marketing promotions."

Sickelsmith added that an example of this new quality-driven approach would be the opening of a European-style wine bar concept called Beau Devin at Miami airport later in the year.

HMSHost is also increasingly partnering with local vineyards at smaller US airports.

"We create a proprietary [bar] brand and introduce it into the airport," said Sickelsmith.

"We've done this in a few locations, beginning with Vintage Washington in Seattle airport, and last year with a collection of wineries from Missouri to open Missouri Vineyards at Lambert St Louis airport, and also in El Paso airport with El Paso Vineyards."

Owned by Autogrill, HMSHost recorded global sales of \$2.7bn last year, and has a presence in the 20 busiest airports in North America.



Sickelsmith: introducing more products and variety

## Bacardi invests out of downturn

Bacardi USA Inc. has revealed a strong recovery in its North American duty free business since September.

The company, whose four key brands are Bacardi, Grey Goose, Bombay Sapphire and Dewar's, said it was close to making up losses incurred during 2009, attributing the recovery to continued investment in promotional programmes for retailers.

"Consumer Development at Retail (CDAR) is a major effort that Bacardi employs to support duty free operators," explained vice-president, travel marketing, José Chao.

"It is very consumer focused and evident in many of our retail markets in the form of interactive programmes that gave - and give - the trade and consumers what they needed and wanted. "Programmes such as Dewar's Engraving and Grey Goose Golf (pictured) build in-store traffic, and give the consumer a brand experience not found in their home domestic markets."

Chao said the US cruise ship and airport channels were best poised for growth in 2010, due to strong forward bookings and passenger increases, but both US borders were beset by a variety of challenges, such as the Mexican drug war and new US legislation requiring US citizens to carry a passport when travelling overland to Canada.

"Several consumer groups are contributing



to [duty free] growth in the Americas," Chao added. "Dominicans travelling into New York have led to major growth at New York's airports."

"And UK travellers, despite the weakening of the pound, are still shopping because there are enough savings in duty free versus domestic prices in the UK."

"Finally, Brazilians are travelling in greater numbers than ever before because of the country's rapidly expanding economy."

## Aelia exclusive from Laphroaig



Beam Global Spirits & Wine has collaborated with French travel retailer Aelia on a new exclusive bottling of Laphroaig single malt whisky.

The Aelia exclusive will be a 20 Year Old whisky, which has spent the last two years of its maturation in four 125-litre quarter casks.

Aelia marketing and purchasing department manager, spirits, wine and champagne, Philippe Lanusse personally selected the casks at the Laphroaig distillery last month.

Beam expects volumes of the Islay whisky to be small at about

600 bottles. The exact price of the exclusive has yet to be determined.

Beam Global director of European travel retail Gareth Brown said the Aelia bottling was the first exclusive for a single duty free operator for two years. "It is not something we do regularly. We do it with select partners that are Laphroaig fans. We only want to do it with small parcels of stock."

Brown added the brand was performing well in Europe given difficult market conditions, with year-on-year sales showing "slight growth".

# Bigger, better ProWein 2010

ProWein takes place in Düsseldorf, Germany, from March 21-23. With 3,000 exhibitors and 51 countries represented, the organisers are expecting some 35,000 visitors. **Christian Davis** previews the event

**P**roWein has become one of the premier trade exhibitions for the wine and spirits industry. Along with the London International Wine Fair/Distil and Vinexpo, ProWein is an international show, albeit one with a focus on northern Europe, including Scandinavia, the emerging central and eastern Europe markets, and not forgetting big old Russia.

ProWein covers more than 76,000sq m and is spread over six halls at the Messe Düsseldorf.

Around 200 events have been lined up, according to the organisers – the most in ProWein history. Some well known sommeliers, international trade journalists and industry experts are expected to form the line-up of speakers. All the events take place within the exhibition centre itself.

Many of the exhibitors offer moderated tastings, including Israel, the Czech Republic, Moldavia and Slovenia.

Topics including climate and innovative concepts will be discussed at the seminars of Argentina, California, Chile, New Zealand and South Africa, which are presenting themselves co-operatively for the first time at ProWein 2010, under the title Down to Earth.

**Last year's ProWein attracted hordes of people – and was even a draw for the canine fraternity**



Yet to be named top level speakers are said to be appearing four times daily to address current topics from the New World.

The German Wine Institute (DWI) is planning an open tasting under the slogan Top Wines of the Riesling Generation at its stand.

Anyone interested in organic wines should visit ECOVIN, the DLG Test Service or the Club of European Organic Vintners. There will also be a lecture on new marketing concepts in the Fair Trade sector for the first time.

The Association of German Quality Wine Estates (VDP) invites all to Hall 4 for its traditional Wine Word Exchange in collaboration with the German Wine & Vintner School and the German Vintner Union.

Various growing regions and their top vintners will be presented under The Best Wines from the Best Locations.

## Hall of Spirits

More than 300 exhibitors will be showcasing new products in the spirits section, including brandy (cognac), single malt whiskies, grappa and cachaça.

The range will be concentrated in the Spirits Hall, 7a. Country-specific spirits can also be found on many stands within the wine halls. A pocket guide will help visitors through the halls.

Spirits from 26 countries will be displayed. Liqueurs from Finland will be presented for the first time from Shaman Spirits while Mauritius is celebrating a premiere at the fair with the rum specialist Saint Aubin Premiere.

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A range of spirits is also offered by nations such as Austria: the country is represented for the first time this year on a joint stand in Hall 7a (among others with Göllés and Jöbstl).

The Tasting Lounge, organised by Austria's international competition Destillata, will provide an overview of recent prize-winning fine brandies. There will also be Liebl – the first whisky distillery from the Bavarian Forest.

Brazilian firm Jericoa will demonstrate that cachaça is not just suited to the classic Caipirinha and presents a new cocktail combination with smoked ice under the title Smoking Signals.

Cognac exhibitors such as Ferrand, ABK6, La Gabare, Distillerie Tessendier & Fils and Cognac Voyer are said to be showing some new ideas for mixing. Gin producer Broker's from England and the whisky supplier Beveland from Spain are

also focusing on innovative drink variations.

The FIZZZ Lounge, organised by publishing house Meininger Verlag, has a World Cup theme. Under the slogan Cocktails for Champions, event drinks will be mixed using spirits from the great footballing nations. For Brazil the line-up inevitably includes cachaça while the Italian team focuses on bitters and herbal liqueurs. English fans are expected to prefer cocktails with gin while Spain prefers brandy, apparently.

Spirits are an important part of ProWein's offering and the special delicatessen show Wine's Best Friends. Tastings and seminars are expected to explain current trends providing retailers and restaurateurs with ideas for extending their range.

A list of all exhibitors, plus further information can be found at [prowein.de](http://prowein.de). **DI**



## The hot ticket

The ticket hotline is +49 211 4560 7613

Anyone who has registered online by early March will receive their trader visitor pass by post. For the first time, you can now download an e-ticket from the ProWein homepage and print it off at home up to one day before the fair opens.

At Messe Düsseldorf, it will be exchanged for a 'real' visitor pass.

All ProWein admission tickets include free return travel to and from the event using the buses, trams and supplement-free trains within the Rhine-Ruhr transport authority (VRR). Further information on ticket prices and ordering options is available at the Visitor Service section on the ProWein website at [prowein.de/1130](http://prowein.de/1130).

**Dates for ProWein 2011 announced:**

**ProWein 2011 will take place from March 27-29**

## ZALZE CABERNET SAUVIGNON/SHIRAZ ROSÉ

**BRAND OWNER** Kleine Zalze

**PRICE** €7.50, £6.49

**MARKETS** UK, Netherlands

**CONTACT**

Ross Sleet, sales & marketing manager, rsleet@kleinezalze.co.za

Kleine Zalze is a family-owned estate 3km from Stellenbosch where wine has been made since 1695. Zalze is the latest brand release and the Cabernet Sauvignon/Shiraz Rosé 2009 is the newest addition to the range, which also includes a Bush Vines Chenin Blanc, a Shiraz/Mourvèdre/Viognier and a Pinotage.

Zalze Cabernet Sauvignon/Shiraz Rosé 2009 is made from low-yielding vines in the Stellenbosch region. After harvesting, the grapes were left on the skins for 12 hours before racking and fermented to an off-dry style with selected yeasts to achieve a smooth mouthfeel and good acidity balance.

The colour is bright strawberry and the nose and palate show strawberry, cherry and plum, followed by a clean, crisp finish.



**NEW WINE**

## OLMECA ALTOS 100% AGAVE TEQUILA

**BRAND OWNER** Pernod Ricard

Olmeca Altos is marketed specifically to the on-trade and is exclusively available at top bars in key global cities

**MARKETS** UK, Russia, duty-free and, from this month, Turkey, Ukraine, Greece, South Africa and Colombia

**CONTACT**

+44(0) 20 8538 4484

Olmeca Altos 100% Agave Tequila has been created by international bartenders Henry Besant and Dre Masso, alongside master distiller Jesús Hernández, offering incomparable appeal to the international bartender community. It is authentically produced and distilled at Olmeca's own distillery in the heart of Los Altos in western-central Mexico, and is available in Reposado or Blanco.

**AUTHENTIC**



## ZINCK PINOT BLANC PORTRAIT 2008

**BRAND OWNER**

Domaine Zinck

**PRICE** RRP £7.49, €6.99

**MARKETS** UK, Netherlands

**CONTACT** philippe@zinck.fr

This characteristic Pinot Blanc 2008, with its pale yellow colour and glints of green, is a young wine, meant to be drunk before it ages. On the palate it's fresh, dry and fat, blossoming slowly to include notes of poached apples and fresh butter.



**YOUTHFUL**

## TRADITIONAL

### CLISOS RESERVA

**BRAND OWNER**

Bodegas Federico

Paternina

**PRICE** €14, £17, US\$19

**MARKETS** Global

**CONTACT**

exportacion@paternina.com

Paternina is a Spanish company which prides itself in the vinification, ageing and bottling of Rioja, sherry and Ribera del Duero wines and, with 100 years of history, its wine cellar is claimed to be "one of the big classics of Rioja".

The company says its main objective is to reach "the highest quality of wine", for which it applies "the latest technologies in the production process but always having in mind to produce good wines in the traditional way".



**FRUITY**



**DI CHOICE**

## ABSOLUT BERRI AÇAÍ

**BRAND OWNER** Pernod Ricard

**PRICE** \$19.99

**MARKETS** US from Feb, then global

**CONTACT**

absolut.com

This vodka is flavoured with açai, blueberry and pomegranate.

Laura Stephen, global marketing director, says: "We have combined the smoothness of açai with fresh pomegranate and blueberry notes to create a new, modern flavour.

"It is the perfect spirit for mixing, as its subtle fruit and flower notes add an elegant and refreshing tone to any cocktail."

UMBRELLA RANGE



**BARON DE BORDEAUX**

**BRAND OWNER** Producta  
**PRICE** £6.99-£13.99, US\$10-21, €7.50-16.00  
**MARKETS** Global  
**CONTACT** alexis.fouralt@producta.com

Producta, the Bordeaux wine producer, and its UK agent, Thierry's, launched a major umbrella range, Baron de Bordeaux, at the France Under One Roof tasting at Lord's.

Alexis Fourault, export manager for Producta, said: "We did a lot of benchmarking and came to the conclusion we were in a perfect position to take advantage of a major gap in the UK market - the need for a 'Caves Saint Pierre' equivalent for the Bordeaux category. "We are confident we have the knowledge, the experience, the contacts and the right product for this market. We have been working with Thierry's since 2005 and we are confident that Baron de Bordeaux is in very good hands."

AROMATIC

**GERANIUM PREMIUM LONDON DRY GIN**

**BRAND OWNER** Hammer & Son  
**PRICE** £24.99  
**MARKETS** UK  
**CONTACT** Andrew Weir, andrew@mangroveuk.com

Hammer & Son said the aim was to make a gin that was dry and at the same time aromatic, so it could be used with both crisp mixers, such as tonic and vermouth, and fruity mixers such as juices, berries and fruits. Ten botanicals are steeped for 48 hours then distilled in 'Constance' - a 100-year-old still - at Langley Distillery, Birmingham. The gin is 44%abv.

DOUBLE UP



**A DE FUSSIGNY XO**

**BRAND OWNER** A de Fussigny  
**PRICE** £87, US\$130, €100  
**MARKETS** Global  
**CONTACT** trieau@adefussigny.com

A de Fussigny's new cognac is also available in the 3cl A de Fussigny XO Cigar Tube format, priced £7, US\$12 and €8.

COMPLEXITY



**KOPKE 10 YEARS OLD WHITE PORT**

**BRAND OWNER** Sogevinus  
**PRICE** €16  
**MARKETS** Sweden, Netherlands, US, Germany  
**CONTACT** customer.service@sogevinus.com

Debuting at ProWein in March, Sogevinus says this is an attractive brown-tawny coloured port with an amber halo. "Elegant and complex, presents spicy aromas, predominating the dried fruits and elegant wood notes. Smooth and round on the taste, shows its complexity upon an essence of dried fruit flavours."

**DEFROST PEPPERMINT SCHNAPPS LIQUEUR**

**BRAND OWNER** Frank-Lin Distillers Products  
**PRICE** \$16.99-\$21.99  
**MARKETS** US  
**CONTACT** frank-lin.com/contacts

Defrost Peppermint Schnapps Liqueur is aimed at young, active people with an interest in extreme sports.

Michael Wastenev, Frank-Lin vice president of brand development & corporate strategies, said: "Defrost is already starting to build momentum and create excitement among young schnapps lovers."

"Because of the initial reaction we're already working on two additional flavours - cinnamon and banana." Defrost is being rolled out initially to prime ski resorts and areas in California.



EXTREME

INFORMATION

Products launched within the past two months are eligible for inclusion within this section. Please submit your products for consideration to: christian.davis@drinkint.com

# Something to smile about

**As Diageo's managing director for Latin America and the Caribbean, Randy Millian has 44 countries and 580 million people to look after. Lucy Britner quizzes him on what makes the region tick**

I

T WOULD BE NICE TO BE ABLE TO PAINT A PICTURE of “the quiet American”, which, when I met Randy Millian is what I thought he was. He's mild-mannered, well-spoken, a bit of an idealist. He enjoys reading, wants to give something back to the less fortunate people of Latin America – you get the idea.

But a quiet American he is not. For a start, Millian was born in India. The son of a diplomat, he moved to Japan at the age of two. Travelling has always been a part of Millian's life and now he spends an average of 10 nights a month away from his home in Miami, Florida, looking after one of the world's most exciting markets – Latin America and the Caribbean – for the world's biggest drinks company, Diageo. “Though if you ask my wife, she'll say I'm away more like 15 nights,” he jokes.

Millian has strong family links with Latin America – his wife is Brazilian and two of his three sons were born in São Paulo (the other in Barcelona.) He has lived in Mexico, Costa Rica, Venezuela and Brazil. So it's no surprise he knows how to sell whisky to Latin Americans.

“I like Latin America in general,” he says. “They are good with life. Things could be falling down outside but they look for the good time. They see a way to be happy and not let the world pull them down. It's something I could learn from. It's very resilient.”

“They've been through it all. Because of hyper-inflation, most of them who purchased an apartment or something paid cash for it because they weren't going to get stuck with high interest rates. So if something bad happens they're not going to have a lot of debt to pay. If they stop spending for a couple of months it doesn't matter.”

### Loyal following

It's this pride and resilience – and loyalty to brands – that Millian keeps coming back to and is possibly what makes Latin America such an important scotch whisky market for Diageo. “Before it became Diageo, each brand house had its own sales force and Buchanan's was strong and always part

**LATIN AMERICANS SEE A WAY TO BE HAPPY AND NOT LET THE WORLD PULL THEM DOWN. IT'S VERY RESILIENT**

of South America and Mexico. Johnnie Walker was strong pretty much throughout. Old Parr was strong so there was a base of strength there,” Millian explains.

“It became clear that scotch had a great presence because it was still aspirational. A lot of Latins, and you see it in Spain, too, stick to a brand once they become loyal to it – like the American Express card, the Gold card... we looked at that and decided to focus on our scotch business, always making sure that scotch was aspirational.”

Millian says Diageo continued to invest through the tough times. “If there was a [currency] devaluation some people would say: ‘I'm not going to increase my price just yet because I don't want the consumer to have a shock.’ But we thought, hold on, people know how much scotch costs so we've got to keep pricing in the right way. Even though volume fell, we kept it aspirational so people would eventually come back. And now three of the top four deluxe brands are ours.”

According to Diageo's stats, scotch accounts for 66% of the company's Latin American business – 6.4m 9-litre cases in 2009.

Brand loyalty makes carefully considered brand extensions a winner in Latin America and recent new



Old Parr is part of the “base of strength” for scotch in Latin America



## In the hot seat

### What issues do you have to face in Latin America?

The high taxes. We're working with the government to show that if it brings taxes down, it will probably have bigger tax revenue. We are having some luck. In Colombia we brought the taxes down about six or seven years ago and tax revenue tripled. We're working with governments to show them how this could work and, without getting into the detail of each one, we're doing that pretty much throughout Latin America.

Illicit alcohol is also a general problem in Latin America. It's a lot bigger than it is in developed markets but probably about the same as in other emerging markets. In some cases, when we first started, it wasn't a crime to counterfeit a product. So the first thing we did was change this. Pretty much everything in Latin America has tamper-proof closures.

### Which brands can Latin America look forward to seeing in the future?

I can't say which brands we're launching next in Latin America but I can tell you we're focusing on our cachaça and our RTD business. We've got a lot of good brands that need to be developed.

### And finally, what's your favourite tippie?

Johnnie Walker Black with ice or a little bit of water. I also like a Tanqueray and tonic. I'll drink a Margarita every once in a while.

whiskies include Buchanan's Master. Johnnie Walker, a popular choice in the region, has just introduced Double Black – a more smoky version of its JW Black sibling – although this is still on trial in duty free. Neither has an age statement but Millian says: "Sure, age is important but more important is the taste. When you see someone who has grown up in a Buchanan's family and they see something that is made by a Buchanan's master, they are going to buy it.

"There are a lot of premium brands without age statements that are very successful. Is it easier in Latin America? Well, I've never worked in the UK and when I was working in the US it was on American Express and Pepsi..."

### Premium push

You could argue that by pushing scotch as a premium, it'll be harder for other whiskies to be successful. Has Irish whisky made any inroads for example?

"Well it hasn't up to this point," says Millian. "But we're going to continue to play with it. We would look at Bushmills and see how it goes. But if scotch has been the premium, it's hard to come in afterwards."

But Millian reminds us that Latin America

► p21

Colourful Cartagena in Colombia typifies the indomitable Latin American spirit



is a big place -while there are 340 million people of legal drinking age, not everybody can afford scotch brands.

“I think people will go up and down depending on their economic status, to a certain extent.”

Although many women drink scotch in the region, it still has quite a masculine image whereas, while Millian doesn't want to pigeonhole drinkers, the company's Bailey's cream liqueur is popular with women.

Millian adds: “It does have a ‘lady-focus’, for lack of a better term. We have a pretty good business for Bailey's in Latin America. We'd like to have more but one thing I don't think we can do in marketing is say this is for a woman, or this is for a man. It's patronising either way. But most Bailey's consumers tend to be female. There's a huge opportunity in Latin America.”

### High spirits

Diageo sees Latin potential in premium products other than scotch whisky. The company's Ketel One vodka has been launched in Mexico and Brazil, and Millian expects it to “eventually go to the rest” of the region's markets.

He says: “It's a higher price than Absolut, which is how it's positioned around the world, and I think there is space more and more for premium vodka.

“The last thing you want to do with something that is premium is worry about volume. You want to put it out there and see where it goes. So we'll have a premium position with marketing that's appropriate.”

The company's marketing efforts include on- and off-trade executions and, in common with most of the world, there has been a shift towards the off-trade in Latin America. Millian says: “It's moving, but not dramatically. You have to ensure the person in the on-trade is giving a quality experience. In time, people will go back. It's not like a stampede to the off-trade. You go to São Paulo or Bogotá and there are lots of people in the bars – there always will be.”

Bar culture is indeed vibrant in Latin America. In Brazil, Millian says happy hours are popular. “People will go off and see their friends for an hour and miss the traffic. They won't drink much because they're driving. Then in Colombia you have the rumba. People like to try new things and as you go through cities, different areas begin to be important. Take the nightlife in Mexico City, Bogotá, Caracas, São Paulo, Buenos Aires – people go to discos.

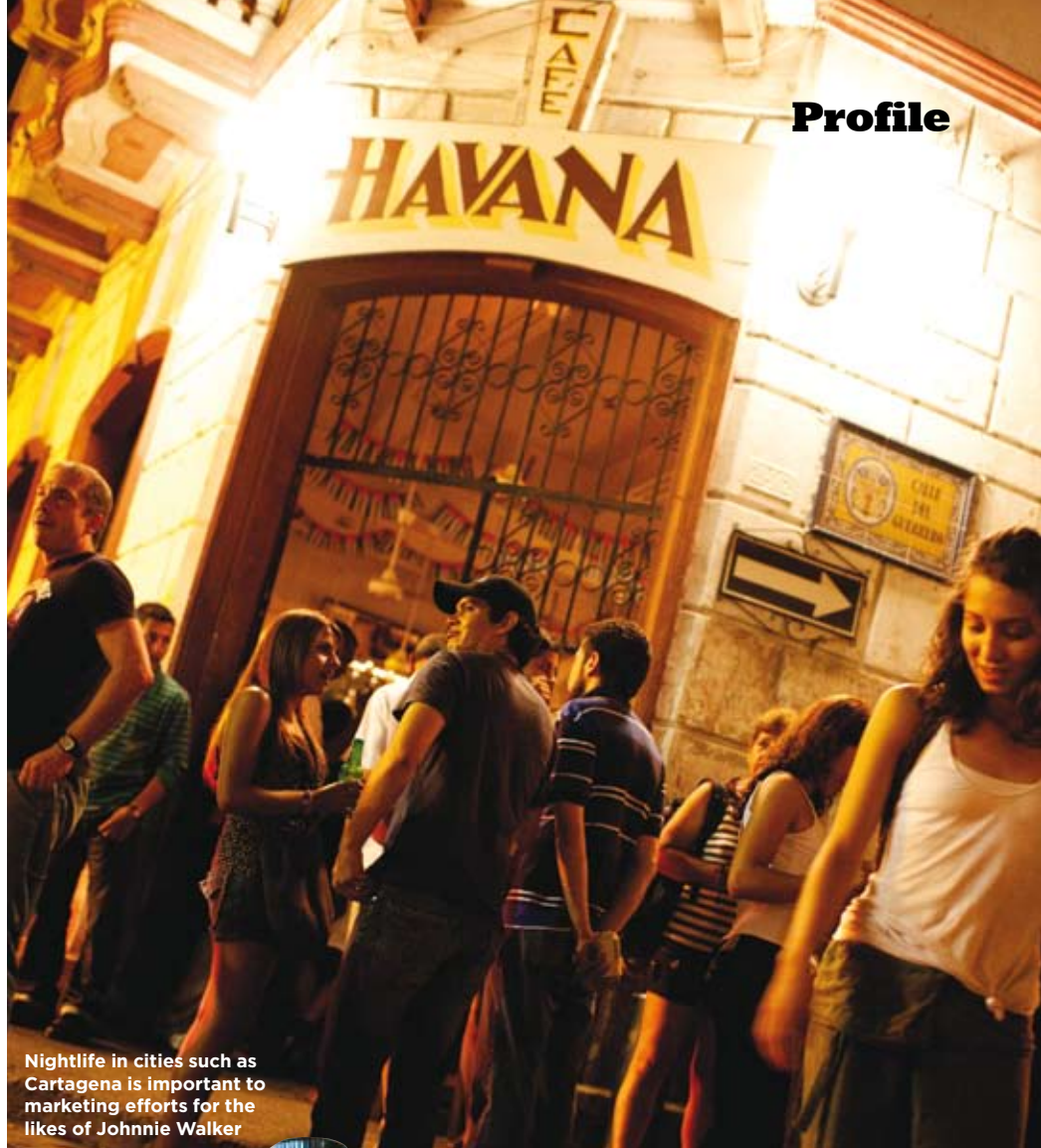
“You have [Johnnie Walker] Blue Label bars and a lot of people eating in restaurants. There's a restaurant in Barcelona that now has franchises in São Paulo and another one in Mexico city. It's all becoming more global.”

### Bar scene

As part of the company's Learning for Life programme, Diageo trains Latin Americans to be bartenders.

Millian says: “Learning for Life originally started as a young bartender programme, where we took under-privileged kids who didn't have a future and put them through a programme to learn how to be a bartender. Now we have projects in retail and hospitality.

“We've gone from 2,000-3,000



Nightlife in cities such as Cartagena is important to marketing efforts for the likes of Johnnie Walker



annual graduates to now 15,000. It's something our employees want. If you grew up in Latin America and work for a company like us, you tend to be a little more privileged, so you want to give something back. And it's the right thing to do.”

Millian says Latin people have a less tolerant view of excessive drinking than other parts of the world.

“Other than in special circumstances, if you've had too much to drink and you're with your friends, it's not looked on as very good. It looks like you're out of control and in a Latin society that is not good. It's not socially unacceptable, but it's not great.”

### The future

All the excitement concerning Latin America makes me wonder if Diageo might just drift away from declining scotch markets and fish where the fish are.

Fortunately for those who live in declining markets and still enjoy a scotch, Millian disagrees. “I think you should do both. Scotch has been around for a long time. We've proven we can grow the business. There are opportunities in the UK, there are opportunities in North America. In Hispanic areas Buchanan's has opportunities and Johnnie Walker is growing with its global Keep Walking campaign.”

And as Millian makes strides across Latin America and the Caribbean, perhaps his own slogan should be Keep Working. **DI**

**W**ith consumers forced to economise in light of the imploding job and housing markets, the financial hangover appears to be settling in, enforcing a fundamental shift in drinking patterns and establishing trading down as the zeitgeist of the Great Recession.

**Highs and lows of the past decade**

Cognac is a prime example of a category that managed to establish itself as a namesake for premiumisation during the boom years, primarily focusing on the US and its VSOP higher-end offerings.

It experienced a major overhaul over the past decade, gradually shedding its outdated image while taking advantage of the boost triggered by hip-hop celebrity endorsements in the US. However, the recession has led to cognac witnessing a virtual collapse in the US and globally. In 2009 the global cognac market stood at 9.6 million cases – a decline of 3% on the previous year – while in the US the category posted a drop of 7%.

Nevertheless, as western markets face one of the most pronounced economic contractions in a century, China’s pivotal role in carrying the weight of global growth for the segment is further underlined.

On the other hand, brandy, with volumes of 122 million cases, is managing to navigate the financial contraction relatively unscathed, partially enjoying the spoils of the disintegrating cognac category and partially retaining its audiences, which still view it as comparatively affordable.

It is continuing to see positive growth

# Global gains

## Cognac suffers while brandy grows. Marlous Kuiper of Euromonitor gets behind the figures

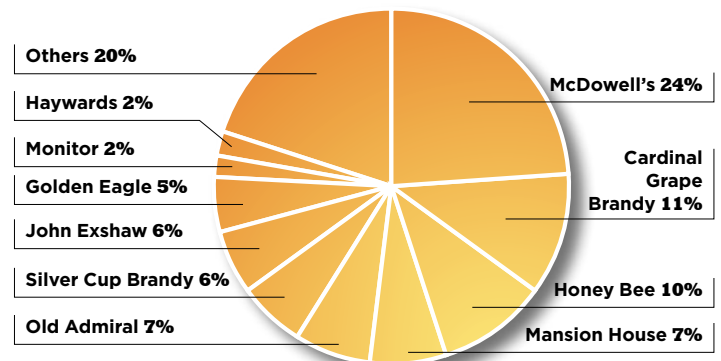
globally, particularly in its major markets of India and the Philippines, as well as in the US and the UK.

In India growth is aided by the fact that consumers have become aware of the health risks posed by country liquor and are increasingly upgrading from unbranded local/traditional spirits to branded economy spirits, including brandy.

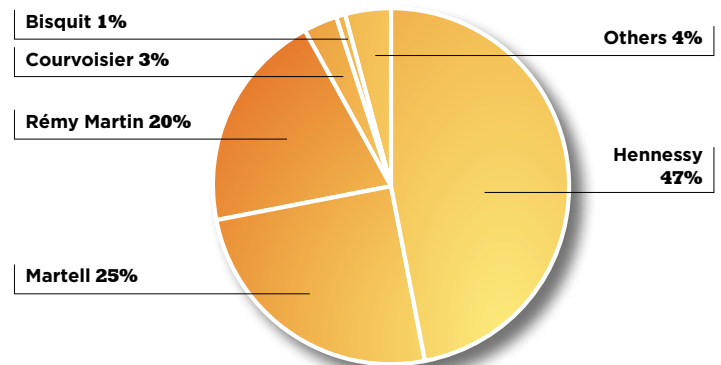
**Brandy/cognac: facts & figures**

- The Philippines has the highest per capita consumption of brandy in the world at two litres per person in 2009.
- In 2009 Norway had the highest cognac consumption in the world at 0.5 litres per capita.
- Lured by the “bling” factor and flying the premium flag, the US market was where cognac found appeal with younger drinkers and the US became the world’s third heaviest consumer of brandy and cognac in 2009, overtaking Russia. However, Russia is set to regain its position in 2011.
- By 2005 China had replaced the UK as the world’s second biggest cognac market. By 2014 almost another one million cases are likely to be added to the Chinese tally. China’s performance is and will continue to be the deciding factor in shaping the category’s global prospects.
- The largest brandy label globally is the Indian brand McDowell’s, with a 6% share in 2009.
- LVMH’s Hennessy is the leader in cognac with an impressive 40% share. However, its sales have suffered, mainly due to its exposure to the struggling US market.

**Major Brandy brands in India 2009**



**Major Cognac brands in China 2009**



- In 2008, 95% of brandy, including cognac was packaged in glass bottles. However, the PET bottle is the fastest growing packaging format as consumers look for convenience and cheaper alternatives.

*Marlous Kuiper is head of global alcoholic drinks research at Euromonitor International*

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# Hard times in US

**A**sk most people to consider the US spirits market and it's a fair bet brandy wouldn't be the first they would mention: bourbon and Tennessee whiskey, yes; tequila, yes. But brandy?

In fact it's a pretty big market. Data published in the *Adams 2009 Liquor Handbook* (beveragehandbooks.com, US\$845) shows US consumption of brandy and cognac combined at 10.5 million 9-litre cases in 2008.

And it's not a flash in the pan. The *Liquor Handbook* shows US brandy and cognac consumption rising steadily from 8.9m cases in 2000 to 10.5m in 2006, and the category's share of total spirits has hovered around the 6% mark since 2000, up to 6.3% in 2003 but dropping back to 5.6% in 2008 – not assisted by the financial crisis that struck after August 2008, of course.

The *Liquor Handbook* reveals the top two metropolitan areas for brandy and cognac consumption are, perhaps unsurprisingly, the major east/west coast city areas of New York-Newark-Edison and Los Angeles-Long Beach-Santa Ana, each exceeding 6% share of the sector.

Thereafter, consumption is distributed fairly evenly about the country.

### Competition

It goes without saying that the leading brown spirits category in the US is Straight Whiskey, which includes Tennessee whiskey and bourbon. The clear brand leaders, Jack Daniel's and Jim Beam, shifted 4.725m and 3.129m cases respectively in 2008, well ahead of the leading brandies (see table) and the one cognac, Hennessy, that can count itself in the same league, volume-wise.

Hennessy's 2008 volume of 2.16m cases is within reach of the top Blended Whiskey, Seagram's 7 Crown, which registered 2.417m cases, although in the case of the cognac, sales slipped back on 2007's levels, while the Diageo player maintained the level of the previous two years.

For the categories as a whole, it's clear that imported brandy was already showing the impact of the economic downturn by the end of 2008. The tables show at best static year-on-year performances for the top imported brandy brands, while the big four cognac brands took a hammering – a trend set to continue through 2009.

Rumours of switch-selling/downtrading are certainly backed by the *Adams* figures, with healthier numbers (not shown) for some of the less prominent cognac brands. The domestically produced brandies also show signs of benefiting, with a general picture of solid single-figure growth.

Another imported category to suffer in 2008 was scotch. Figures from the Scotch Whisky Association (SWA) put exports of all scotch whisky to the US

at 8.33m 9-litre cases, Jan-Dec 08. This was 11% down on 2007, a figure echoed in the value of those exports, which fell from £419.2m to £371.4m.

In addition to the sharp drop in scotch, the total figure for all brandy and cognac dipped slightly, by 0.8% to 10.465m cases in 2008, but it doesn't appear there has been an automatic switch to domestically produced whiskey. The total Straight Whiskey category was up 1.4% to 14.94m cases in 2008, and Blended Whiskey (Seagram's, Kessler, McCormick et al) gained only by 0.1%.

Combined with the trend away from on-premise to home consumption in the US, the overall picture from the country's brown spirits sector would appear to confirm a move to rival categories such as vodka, or even away from the category completely to beer. Against this backdrop, for the brandy & cognac category in the US to hold a more or less static position in 2008 can be seen as a positive outcome.

### Top 10 US-produced brandies (000 9-litre cases)

Brand	Supplier	07	08	07/8 %ch
E&J	E&J Gallo Winery	2,740	2,865	4.6
Paul Masson Brandy	Constellation Wines	1,294	1,353	4.6
Christian Brothers	Heaven Hill Distilleries	1,135	1,165	2.6
Korbel	Heck Estates	342	358	4.7
Coronet	Heaven Hill Distilleries	153	151	-1.3
Aristocrat	Heaven Hill Distilleries	60	60	0
Mr. Boston	Constellation Spirits/Barton	56	55	1.8
J. Bavet	Laird & Co	50	48	-4
Almaden	Phillips Distilling	30	30	0
Jacques Bonet	Constellation Spirits/Barton	21	22	4.8
<b>Total Top 10 brands</b>		<b>5,881</b>	<b>6,107</b>	<b>3.8</b>

### Top US-imported brandies (000 9-litre cases)

Brand	Supplier	07	08	07/8 %ch
Raynal (France)	William Grant & Sons	235	235	0
Presidente (Mexico)	Pernod Ricard USA	160	159	-0.6
St-Rémy (France)	Rémy Cointreau USA	106	100	-5.7
Jacques Cardin (France)	Sidney Frank Importing	30	30	0
Don Pedro/Azteca de Oro (Mexico)	Pernod Ricard USA	29	22	-24.1
<b>Total Top 10 brands</b>		<b>633</b>	<b>614</b>	<b>-3</b>

### Top cognacs in US (000 9-litre cases)

Brand	Supplier	07	08	07/8 %ch
Hennessy	Moët Hennessy USA	2,298	2,160	-6
Rémy Martin	Rémy Cointreau USA	700	650	-7.1
Courvoisier	Beam Global Spirits & Wine	463	440	-5
Martell	Pernod Ricard USA	172	96	-44.2
Salignac	Beam Global Spirits & Wine	69	77	11.6
<b>Total Top 10 brands</b>		<b>3,820</b>	<b>3,536</b>	<b>-7.4</b>

### Hard work ahead

However, figures from the US National Association of Beverage Importers show that many of the imported spirits categories continued to suffer through 2009. US Paid Duty Imports (measured in "proof liters", rather than liquid volume) to Dec 31 2009 show total brandy arrivals (bottled and bulk) down by 26.2% for the year, with Spain the biggest loser (-94.4%) and France down by 17.1% (brandy and cognac).

Fellow sufferers were whisky, down by 6.2% from the UK and by 4.5% from Canada, although Ireland fared much better, up by 14.6%.

In other categories, imported rum (all countries) was also down by 4.7%, but how surprised would you be to learn that it was vodka arrivals (all countries) that showed growth, up by 5.2%.

Plenty of work ahead in the next year or two, then, for brandy and cognac in the US.

**With the World Cup around the corner, South Africa has an opportunity to grab a sizeable slice of the quality brandy market. David Longfield reports**

**B**eing the world's fifth largest producer of anything ought to give a country a prominent profile in the consumer's eye but, in the case of South Africa's brandy industry, it has been a different story.

With its beginnings in the middle of the 17th century, brandy-making in South Africa has a lengthy tradition, but the product has almost all been consumed within the domestic market. Likely export markets such as the Netherlands and UK, with their historical ties to South Africa, each has its own pedigree in distilling, as well as strong trading links to other, closer sources of traditional brandy production, such as France and Spain. But in recent years, the relaxing of trade restrictions for non-EU produced brandy has enabled South African producers to open up these and other potentially lucrative markets.

The products are proving worthy of comparison on the international stage. For the second year in a row in 2009, Distell walked away with a trophy at the International Spirits Challenge for its Van Ryn's 12 Year Old Reserve, and the company's other labels (such as Viceroy, Klipdrift, Oude Meester), as well as those of other major producers such as KVV and Pernod Ricard, regularly take clutches of gold and silver awards at this and other major competitions.

Modelling itself very much on cognac, the industry is proud of its stringent production quality standards. Among other things, these stipulate that, in order to qualify for the classification, all South African brandy must contain at least 30% of potstill spirit, aged at least three years. Indeed, to be described as "potstill brandy", it must be made up of at least 90% potstill product. Vintage brandies, wood matured for a minimum of eight years, and single estate examples add to the breadth of styles available.

Figures from SAWIS (SA Wine Industry Information & Systems) reveal the small base from which the country's brandies are starting in the realm of exports. In 2009 brandy exports to all countries rose by 225% to 531,848 litres, from 236,129 litres in 2008. This should be seen in the context of cognac volumes in 2009 of 9.6 million cases (more than 80m litres), according to



Maturation cellar at KVV

# Eyes on the goal

Euromonitor International, of which all but about 3% is sold outside France.

Dr Caroline Snyman, Distell Group head of spirits and vice-chair of the South African Brandy Foundation (SABF), says: "While the total packaged export litres are still on a small scale relative to local market sales – the brandy category holds nearly half of the total spirits market in SA – we are optimistic brandy exports will continue their growth trajectory."

### Immense interest

With its best export markets currently in Africa and the UK, and "serious inroads" being made into the monopoly countries of Scandinavia and Canada, SABF sees the "vibrant" brandy market in Africa as its best opportunity for early expansion.

The communication of the quality message will be vital in any attempts to gain ground in new markets, but collective or generic marketing campaigns will come behind the individual efforts of the brands.

SABF chairman Riaan Marais is also chief executive of Southern Cape Vineyards, whose Joseph Barry Cape Pot Still Brandy Ten took the trophy for the top brandy in the world at the IWSC competition last year. "This sparked immense overseas trade interest in our potstill brandies," says Marais.

Snyman points out that such success is evidence that the quality of South African brandy is equally to be found outside the major producers. "It's not just one or two of our big brandy producers winning this coveted award," she says. "No fewer than five different producers have been thus recognised in just the past decade or so."

As a brown spirit, though, brandy of any origin

### South African brandy production volumes

Year ending	million litres
June 2005/2006	<b>48, 682</b>
June 2006/2007	<b>48, 700</b>
June 2007/2008	<b>48, 900</b>
June 2008/2009	<b>44, 750</b>

is going to have its work cut out in a global sector dominated by white spirits and pre-eminent scotch whisky and cognac brands at the premium end.

Martin Ochien'g, global marketing manager at KVV, says growth in South Africa's brandy category will depend on recruiting new users at all age groups, but adds: "The categories in spirits that are growing are driven principally by younger consumers graduating from the sweet palate and the beer segments. Spirits offer a class drink that can be associated with progression in life and that is where the brandy industry will be focused."

Snyman adds: "One of the global trends is that discerning consumers are becoming more attuned to seeking spirits with provenance. This provides a real opportunity for South African brandy. SA brandy is highly versatile and mixable and this is also a strength when encouraging consumers to trial new products."

Once the Winter Olympics are out of the way, the world's sporting spotlight will be on South Africa, with the first match of the FIFA World Cup scheduled for June 11. There can be no greater opportunity for a nation to showcase its products, so expect a lot of noise under the brandy industry's umbrella theme: South African Brandy – the World's Finest.

**M**any themes would eventually emerge from the third annual Cognac Summit this January, particularly when it came to cocktails. But underpinning it all was the sense that history remains both an asset and a restrictive force for this category.

Cognac is a spirit steeped in history. Indeed, what inspires many to sample the drink is exactly this principle. The idea that you can sip a piece of the past is alluring, and that it's invariably tasty is a bonus.

But historical roots in production and distribution ensure that, today, cognac achieves no more than 4% of its sales in its native France. Whisky remains the number one spirit for the French and, while the cognac trade generic body BNIC was keen to use its summit to emphasise cognac's strength in international markets, it still seems unfortunate that the locals don't embrace their national juice.

Those who know a little about cognac will not be surprised to read this. After all, the chief protagonists in the category's illustrious history came from alien climes, with the likes of Hine hailing from England and Hennessy from Ireland. And such historical ties will undoubtedly remain for the foreseeable future.

But if the producers could earn the loyalty of the domestic market it would seem like an easy win in terms of distribution.

# Indulgence in history

**At the 2010 Cognac Summit Tom Sandham witnessed a passion for the category and cocktails inspired by cognac**

That aside, this essence of history certainly works in the category's favour as well, and it's the opportunity to witness this impressive heritage first-hand that makes the Cognac Summit a must on the bar professional's calendar.

## Leading lights

Held at the BNIC headquarters in Cognac, south west France, the 2010 event proved another celebration of the category and one that gathered some of the most inspiring of bar professionals to share ideas and views.

In attendance were such leading bar luminaries as Sasha Petraske – a man who has redefined the bar landscape with his celebrated New York bar Milk & Honey

– along with compatriot Julie Reiner, the force behind award-winning New York bars such as the Flatiron Lounge and Clover Club in Brooklyn.

From Europe came the two Italian legends of bartending, Peter Dorelli and Salvatore Calabrese, and with them a gang of the current crop of bar influencers, from Eric Alperin of Varnish in Los Angeles to Jeffrey Morgenthaler who manages the bar at the Bel Ami in Eugene, Oregon; and multi-award winning bartender Ago Perrone from the Connaught in London.

Peter Dorelli



## Mixing with the past

The focus for the three days was appropriately historical with those gathered asked to consider Prohibition cocktails. The aim was to share views on the drinks that emerged during 1920s America and take part in a re-imagining of some of the great classic cocktails of this era.

From the Sidecar to the Stinger, Sazerac and the Mint Julep, bar professionals were invited to celebrate a host of concoctions past, and make their own versions with some modern twists.

Peter Dorelli, former bartender of the world-famous American Bar at the Savoy, took on the Alexander as part of the process and was joined by Giuseppe Ruo, who runs the Library Bar at the Lanesborough Hotel in London. Ruo combined his encyclopedic cognac knowledge with Dorelli's cocktail expertise to ensure their recreation of the classic was successful.

► p28

**The BNIC exhibited a collection of old books at the Cognac Summit**



## Cognac Summit



Salvatore Calabrese

Ruo says: “We were careful not to stray too far from the classic but bring in a fruit that is much more familiar to contemporary bartenders. Rather than shaking with the cream we added a layer over the top. We called it the Alexander 3rd as there’s already an Alexander 2nd and this is the third Cognac Summit.

“Playing with these ingredients is a great way to look at a category that is incredibly popular at the Lanesbrough. The cognac market moves around stories and when you are selling something for £4,000 a shot it’s important for people to believe they are drinking history.”

Ruo and Dorelli’s blend worked beautifully and, while they created it, Czech Republic bartender Alex Kratena made another interesting interpretation with ice cream as a second drink. Kratena now works at the Artesian bar in the Langham, also in London, providing more evidence that some of the world’s best bartenders are migrating to England’s capital city.

“My favourite aperitif is the Leviathan,” says Kratena. “It was made by legendary Czechoslovakian bartender Rudolf Slavik, and consists of cognac, Italian vermouth and freshly squeezed orange juice, all finished with dash of Grand Marnier. It’s the sort of drink that inspires me to use cognac. At Artesian we are currently working on a new menu and cognac will definitely play its role within the list.”

What was amazing as you worked with these bartenders was the level of historical drinks awareness, each of them conscious of where their drinks stood in time. With its own nod to cocktail heritage the BNIC proudly exhibited a collection of recipe books dating back to the early 20th century.

Shervene Shahbazkhani travelled from Edinburgh in Scotland where she



manages the Voodoo Rooms and spent her time working on the Stinger.

“I had heard of the BNIC and its efforts to promote cognac and knew its was a respected organisation,” says Shahbazkhani. “But I was still stunned at the calibre of people they were able to bring along. It’s a real privilege to pass opinion among them. It was also interesting to explore certain classics, especially ones that are almost forgotten, like the Stinger. I’ve always been a fan of cognac cocktails, the summit just confirmed for me what a great mixing spirit it is.”

### Hidden treasures

Shahbazkhani touched on something crucial that the BNIC will undoubtedly hope can rub off not only on bar professionals but consumers too: that cognac is not a drink purely for the winter months or for old men, but one for the modern age as well.

The issues of Prohibition also inspired conversations about the style of bars that emerged from this era and, with the rise and rise of the speakeasy concept around the world, it wasn’t surprising to meet bar operators with this style of venue.

Carina Soto Velasquez manages the Experimental Cocktail Club in Paris and has seen the impact of Prohibition panache first-hand in her bar.

“People always enjoy something hidden or hard to find, like a good drink and a good bar,” she says. “I don’t actually think the guys who set up the Experimental were going for speakeasy, but one of the successes of the bar has been the fact that it’s a beautiful subterranean space slightly hidden on a residential street. People like to feel they’re doing something exclusive and we enjoy making classic drinks for them.”

Cognac probably still has that air about

**WHEN YOU  
ARE SELLING  
SOMETHING  
FOR £4,000  
A SHOT IT'S  
IMPORTANT  
FOR PEOPLE  
TO BELIEVE  
THEY ARE  
DRINKING  
HISTORY**

GIUSEPPE  
RUO

it and, although the BNIC was keen to say that, unlike the speakeasy bars of Prohibition, the category is very visible, it certainly retains an element of exclusivity.

Even so, when the BNIC revealed that 2009 saw producers export 130 million bottles worldwide the statistics were a reminder that cognac still has a role in the modern-day bar.

### Pride of place

In between cocktail discussions and exhibitions, which included Kratena’s exceptional attempts at the Blue Blazer, guests sampled cognac at some of the major houses. Hine, Courvoisier, Ferrand and Martell were all gracious hosts as was Rémy Martin on the final night.

And, while the cocktail experiments were excellent fun, it was this ability to showcase the stunning provenance and terroir of the cognac category that excited most of the attendees.

Jeffrey Morgenthaler of the Bel Ami in Oregon, was among those impressed with the trip. “When I came here Cognac was one of the regions I knew the least about,” he admits. “I can talk my way through whisky, gin, tequila, bourbon – all the major categories. But Cognac was always a bit mysterious, so the trip gave me the opportunity to get a flavour of the region.

“Unlike vodka, cognac is tied to its place, it can’t be made anywhere so getting to know ‘Cognac the place’ has been the most powerful part. I’m excited to get home and behind the bar and mix with it.”

This is the sort of response that would please the BNIC no end and, despite cognac’s struggles to reach the domestic market, the summit proved there is a global interest in the category. And it can afford to wallow in its history a little bit more perhaps – just as long as it can continue to increase its relevance to today’s consumer. **DI**



Carina Soto Velasquez

Cava is well placed to grow sales as global belt-tightening continues, but producers recognise the need to educate consumers. **Jaq Bayles reports**

# In the KNOW

**A**s cava producers capitalise on the lost fortunes of champagne during the global economic crisis, everyone agrees that the time is right for a campaign of education around the category.

Generally misunderstood by the consumer, Spain's sparkling offering has still managed to pick up new fans as drinkers find more ways to celebrate as an antidote to the doom and gloom of the recession – and there's optimism that they will stay with the category.

But a greater understanding of cava is what will cement that relationship, says Jo Sorensen, Codorníu UK sparkling wine brand manager.

"We have the right product for the current economic climate," she says. "What's happening with champagne is to the benefit of sparkling wine and cava. Consumers are coming into the category because of the economic climate and we

hope they stay with us. There's a growing awareness of quality levels and people are realising they don't need to pay massive amounts to get decent fizz."

Codorníu has mounted its own campaign to help consumers and the trade alike better understand the history, heritage and production methods of cava, running masterclasses at Hotel du Vin sites around the UK using its own consumer database.

"We are helping people to understand the quality ladder, production methods and value cava has to offer," says Sorensen. "We're getting 20 or 30 people in a room and talking them through the history, how cava is made and our line-up."

The brand is also about to start the Fizziness School – a trade version of that education programme – with a timeliness that reflects cava's current standing.

Euromonitor International has just released an analysis on Global Wine



in the Year of the Great Recession, saying: "As has been repeatedly analysed in various specialist and mainstream publications over the past year, champagne came to personify a luxury lifestyle and hence saw sales drop off a cliff, posting an unprecedented 5% total volume decline for the year.

"While a shift to other sparkling wine – namely cava and prosecco variants – provided an alternative for cash-strapped audiences in a number of markets, such as Italy, a uniform switch has failed to materialise just yet."

Last summer the company's alcoholic drinks analyst Spiros Malandrakis, pointed out the good news for cava: "According to the Regulatory Board for Cava, sales of Spanish cava grew by over 1% to 228 million bottles in 2008 – an increase of just over three million units. Exports grew by approaching 10% to 139 million bottles, while Germany remained the leading importer by a



**Elyssia is the latest launch from the Freixenet cellars (right)**



Institut del Cava

significant margin, with 51 million bottles – a notable increase of 25% following two years of decline.”

But he warned that a permanent consumption shift from champagne towards other sparkling wine should not be expected. “Aspirational consumption will reinforce the ranks of champagne aficionados as consumer confidence levels improve, while the low volume base and niche affluent consumer targeting of the product will secure a core loyal following even during recessionary times.

“Nevertheless, the opportunity for other sparkling wines – most notably prosecco and cava variants – to take advantage of the current trading-down trend and rapidly expand their penetration levels and be reinvented as quality, economy alternatives to champagne, is too good to miss.”

Freixenet Group international group product manager James Dress agrees: “With the current economic climate,

consumers who were loyal champagne consumers and can continue to afford it will still buy it, but those who were drinking champagne on a more occasional basis in the past are now looking for high quality premium cava.”

But he adds that “most consumers around the world don’t know what cava is per se. It’s a long process to get people to understand”.

He believes that, while the brands are driving purchase, it is the job of regional governing bodies to provide education for consumers.

**Objectives**

The Institut del Cava is already on the case, with recently appointed president Joan Amat announcing at his inauguration: “At the Institut del Cava we want this new phase to be marked by two clear objectives: the continuing promotion of cava as a quality sparkling wine with Denomination of Origin and secondly, to promote cava’s great versatility with gastronomy, focusing both on Spain and foreign markets.”

Amat told *Drinks International*: “Today, the five big markets for cava are: Germany, UK, US, Belgium and Japan, in that order. These markets are the mature wine-consuming markets, so it’s logical that they are the ones which consume the majority of cava today.

**WE HAVE BEEN PLEASANTLY SURPRISED BY BELGIUM**

JOAN AMAT  
INSTITUT  
DEL CAVA



Joan Amat

“We are optimistic about the US market because they like our product a lot. We have been pleasantly surprised by Belgium, which, in spite of being a small market, has increased cava sales by 58% from the latest figures available, which proves that cava has exciting prospects for success.

“We are also concentrating efforts on Brazil, which is an emerging market where we are organising information and communication campaigns directed towards professionals, the media and the final consumer.”

Other emerging markets for cava include China and Russia, with James Craig-Wood, UK communications manager for United Wineries, which owns the Marqués de Monistrol brand, saying the latter is particularly dynamic. “Due to the economy growth within the past couple of years, the increase in wine demand and new trends in society, wine sales are blooming in Russia – with significant consumption centres in St Petersburg and Moscow.”

He adds that, while cava perception is still very small in Russia, the category is growing and it is the responsibility of importers to build awareness of the product and educate the consumers. As an aside, he points out that the word “cava” sounds very similar to “kawa” which, in most eastern bloc



**A professional tutored tasting run by the Institut del Cava in Cologne, Germany**



countries, means coffee – so there’s a task to make people associate it with something else than the black morning drink.

**Pink in focus**

Another area proving fruitful for cava is that of rosé. Craig-Wood says the trend towards the style has been nothing short of phenomenal in the UK and Dress at Freixenet sees further growth in countries which “celebrate the weather” – Nordic countries, Canada and the US in particular.

Freixenet relaunched its cava rosado globally with new packaging three years ago and recently launched its Elyssia premium cava in Gran Cuvée Brut and Pinot Noir Brut Rosado variants.

Premiumisation remains an important point of cava’s focus, with United Wineries promising the launch of the single vineyard cava Clos Cusco at the upcoming Wines from Spain exhibition and Codorníu releasing its Reina María Cristina Reserva Vintage in the past year.

The Institut’s Amat is bullish about premiumisation: “With or without an economic crisis, our objective is to introduce more premium and super-premium cavas to international markets, just as we’ve done in Spain.

“We believe that in Spain cava consumption will remain stable. In international markets figures show that cava sales are on the increase and this suggests great potential for the product.”

And when it comes to innovation, he adds: “Our sector has always been at the

forefront of technology. A lot of research is currently being carried out on climate change and plant behaviour under specific climatic conditions, how vines adapt themselves in these circumstances to different types of soils, temperatures, humidity, etc.”

This is backed up by Codorníu’s Sorensen, who says as cava is an established category, it’s “not going to come up with a new product every year”, although there is plenty of ongoing improvement of product at the winery, including experimentation with winemaking techniques.

She adds: “Group Codorníu chief winemaker Arthur O’Connor has brought a new winemaking team to the winery. He is a real fan of experimenting and using different areas of the cellar to see what happens, then applying techniques on a bigger scale with each year’s harvest.”

So it’s all about education and premiumisation for cava as producers attempt to fill the gap created by champagne’s dip in these straitened times and the mood is definitely upbeat.

Freixenet’s Dress looks forward to the coming months saying: “I think it’s going to be a better year than last year. Countries are coming out of the economic crisis and consumers have

accepted where they are and



how the crisis has affected them. The phenomenon of consumers being very conservative will continue but they will realise they can afford to come back to premium sparkling.”

And United Wineries is concentrating

efforts on ensuring this with plans to raise the profile of cava through promotions such as a collaette on Marqués de Monistrol offering a West End experience prize, along with sales incentives and education in wholesalers and its regular monthly newsletter which is emailed to a

30,000-strong database.

But the scale of the task is not underestimated by the Institut del Cava and the final word goes to Amat. “The institute has large, medium and small sized company members. In my opinion they all bring interesting knowledge, methods and different ways of doing things to the sector in general and this allows us to maintain and increase quality products and to gain market share for all our members wherever we have a presence.

“There’s a place for everyone who wants to produce quality wines in the cava sector and there is much work to do. It’s very important to have a united front which allows the sector to go forward and meet the ongoing challenges that arise.” **DI**



## Cocktail Ingredients

# Taste test

**We ask the kings of cocktails what's hot in the world of ingredients...**

### **Timothy Stones, brand ambassador Beefeater gin**

#### **What's in fashion?**

There's a trend for subtle and intelligent drinks, with Tony C at 69 Colebrook Row still at the forefront. The desire for more spirit-led drinks is still there with consumers looking to taste the alcohol and not just drown it in fruit juice and fizzy drinks. This fits with a trend toward smaller, more intimate venues with an emphasis on great service and quality alcohol.

#### **What's the most versatile ingredient?**

We've been doing lots with tea at the distillery since launching Beefeater 24 (which contains Chinese green tea and Japanese Sencha tea). There's such range in the flavours and aromas of tea (from light Chamomile to intense, smoky Lapsang Souchong) that you can easily find one that suits any style of drink. We've been infusing gin with it, making syrups from it, using it as a mixer etc.

#### **Gin & tonic with lemon or lime? Why?**

Lemon is much more subtle in flavour and really enhances the botanicals in nearly every gin.

Thousands of G&Ts have been totally ruined by bartenders squeezing too many wedges of lime into them. You want to enhance the citrus, not completely overpower the drink.

#### **Which ingredient do you really dislike?**

Anything from a post-mix gun. Flat, syrupy, flavourless rubbish. I know of very few people who bother to clean the soda guns properly and even fewer who bother to check the ratio of syrup to soda.



### **Ludovic Miazga, global ambassador, Bacardi's French brands**

#### **What's in fashion?**

In the UK and US the trend is still classic cocktails (speakeasy era, especially in New York), Tiki drinks (rum cocktails), tequila/mezcal, use of aromatic bitters, fresh fruits, local and organic ingredients, especially in San Francisco.

#### **What's the most versatile ingredient?**

It is quite difficult to identify *the* number one ingredient from one market to another but we can say "fresh is best". I think there is a resurgence of interest for quality in food and drinks. Bartenders and consumers are much more demanding for quality experiences and quality taste.

#### **Gin & tonic with lemon or lime? Why?**

Lemon or lime, grapefruit or cucumber? It depends on the character of the gin and also the type of tonic water. It is up to consumer preferences and the bartender recommendation. The most important thing is to deliver the most pleasant and exiting experience to your guest.

#### **Which ingredient do you really dislike?**

Energy drinks are the worst thing that happened in the world of beverages. I believe they "corrupt" the palate of consumers.



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### **Ludovic Miazga's cocktail du jour**

#### **Le Pompier**

Soft, fruity with a slight fizz, Le Pompier is a twist on the classic Noilly Cassis, with the addition of soda water.

#### **2 parts Noilly Prat Dry 0.5 part Crème de Cassis Soda water**

Method: *Fill a highball glass with ice cubes and pour in the Noilly Prat Dry and Crème de Cassis. Top up with soda water and garnish with a lemon spiral.*





## Matthew Pomeroy, international brand ambassador for Wyborowa

### What's in fashion?

I think vintage style drinks are very much in fashion. People are researching cocktail history more than ever and trying to recreate the great old recipes in speakeasy style environments.

### What's the most versatile ingredient?

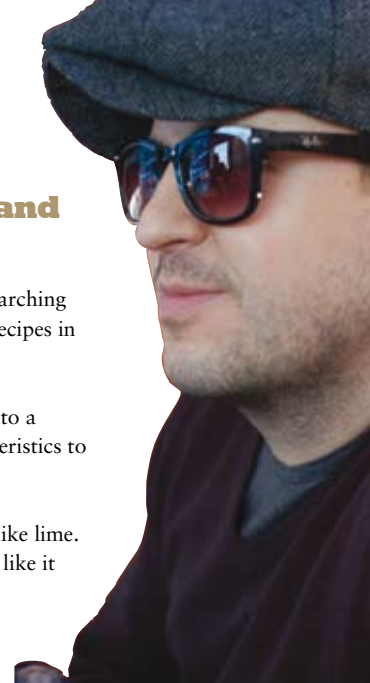
My favourite is bitters, it's an age-old ingredient that can be applied to a huge range of drinks and offers the most subtle but complex characteristics to the drink.

### Gin & tonic with lemon or lime? Why?

I actually prefer lemons to lime but in my vodka & tonics (or gin) I like lime. I think it's more refreshing and gives more to the drink. But I do not like it being stuffed in beer.

### Which ingredient do you really dislike?

Cream for me makes the drink too thick and too sickly. There are exceptions but, on the whole, no.



## Max Warner, brand ambassador for Chivas and Plymouth Gin

### What's in fashion?

Seemingly spirits that lack the character, ageing and botanicals are leaning towards much more complex ingredients and molecular performances. This helps define a more interesting serve. Some vodka brands are even looking to incorporate more botanical style ingredients, while some gins are toning down botanicals to make them more accessible to the novice cocktail consumer. Whiskies are opening up with some of the far reaching countries, such as Taiwan, producing scotch-style blends that are becoming more successful than our homeland varieties. The UK is still leading the way with innovation on flavours, while the US concentrates on historical references and the craft of cocktail making. Australia has combined both qualities. Japan has the pioneering bartending style that delivers a very ritualistic experience.

### What's the most versatile ingredient?

Orange bitters makes everything taste interesting, brings flavours together and was the base of many of the original classics.

### Gin & tonic with lemon or lime? Why?

Neither – Plymouth Gin has the rich softness and unctuous character in the mouth that lets the citrus botanicals deliver the necessary flavour. My question would rather be: "What tonic should be used?"

### Which ingredient do you really dislike?

Anything that is not made from natural ingredients.

## Angus Winchester, global brand ambassador for Tanqueray gin

### What's in fashion?

It's got to be bitters. When I was a young bartender, 'bitters' meant Angostura. Now there are a hundred different bitters and bars are buying them despite the fact we only ever use two drops or so. The odder the flavour – Mexican Mole, Dandelion and Burdock – the better. Also, anything made by monks is cool – Chartreuse and Benedictine lead the way.

### What's the most versatile ingredient?

Lemon juice or an egg.

### Gin & tonic with lemon or lime? Why?

Lime I think has become the standard, partially as a reaction against lemon slices that are deemed old fashioned, and also to add colour – lime green seems brighter than lemon yellow.

### Which ingredient do you really dislike?

I am not a fan of ginger, so anything with that winds me up. Also, I think kaffir lime leaves are way too pungent most of the time.



### Angus's Winchester's cocktail du jour – created by Hannah Lanfear

#### Grapefruit Whistlestop

40ml Aperol

20ml Tio Pepe

15ml lemon juice

10ml honey syrup

20ml grapefruit juice

Method: *Shake all sharply but not for too long. Strain into chilled cocktail glass. Garnish with grapefruit zest.*

### Tim Stones' cocktail du jour

#### Lapsang Martinez

35ml Beefeater 24

25ml Dubonnet

5ml Maraschino

5ml Lapsang Souchong

syrup

Method: *Stir and strain*

Glass: *Cocktail*

Garnish: *Orange twist*



# Pleasures of the past

**T**his year the champagne house of Lanson is marking the 250th anniversary of its founding in 1760.

A communication campaign is under way, for both trade and consumer, in which the company seeks to explain what marks Lanson out as different from the other major producers.

The key is – as explained in Lanson's *Little Black Book of Champagne*, a publication giving a broad view of the history of champagne and how it is made – that Lanson has traditionally not put its champagnes through the process of malolactic fermentation, in which the greener, some would say harder, malic acid content is converted into softer lactic acid.

This lends Lanson champagnes a different, more citrus-based character

*Report: David Longfield*

to many more typically plump, toasty styles.

One argument suggests that this factor means champagnes such as Lanson (there are just a few other houses that follow this method, including Krug, Alfred Gratien and Gosset) are more “austere”, acidic to taste and require much longer ageing.

It is this aspect that Lanson sought to address with a tasting of mature vintages held in London at the tail-end of 2009 – a rare opportunity to taste several such things at the same time. It was, said Lanson UK managing director Paul Beavis: “A chance to show the evolution and benefits of the non-malo style.”

In a tasting ranging from 1996 to 1976, the comparison, where available, between examples of the same vintage in 75cl bottles and in magnums was telling – they definitely do age differently.

And one of the most important factors, for the more mature vintages especially, was seen to be the disgorgement date and the time spent in the bottle thereafter – this has a major effect on the profile of acidity and tertiary flavour development.

The only certain conclusion from this tasting was: it's all pretty subjective.

When tasting old champagnes, it's not really a case of “best” or “better”; more to “my preferred taste”.

In a room full of experienced professionals, including champagne

specialist and author Tom Stevenson, there were stark differences of opinion. The fact is that, once in the glass, these old champagnes change character by the minute, so it's difficult to agree any definitive opinion.

Having said that, my personal experience did reveal a very strong core of lemon character through all of these mature Lansons.

Be it fresh and fruity, pithy and peely or baked in nature, it was always there. Appley acidity too, in some measure, but in Lanson vintage champagnes the two seem to partner well together.

As one who has previously found very mature champagnes a little on the challenging side, I found the Lanson style made this tasting a very enjoyable and revealing journey back in time.

## Mature Lanson

### ✓ Lanson Vintage 1995

**Magnum (disgorged Jun 99, so 10 years in bottle; 47% Ch, 53% PN)**

*Still fresh, with lemon juice and red berry aromas, herbal notes. Zesty, pure fruity style, with marked acidity and an invigorating finish*

### 75cl (disg. Sep 09; 47% Ch, 53% PN)

*Deeper colour than the magnum, very developed aromas of truffle and brioche, light honey-butter and yeasty notes. Full and toasty, with marmalade citrus and a rounded, creamy texture. Possibly not showing its best*

### ✓✓✓ Lanson Vintage 1996

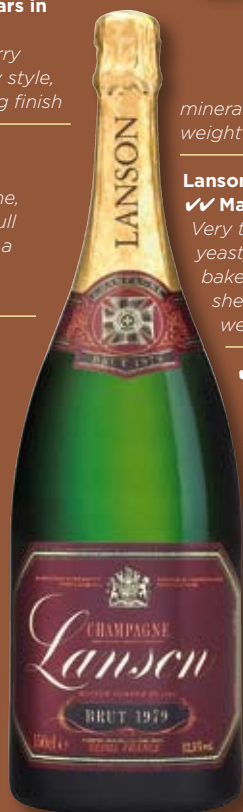
**Magnum only (disg. Jun 08; 47% Ch, 53% PN)**

*Clean, mineral-laden, leafy citrus aromas. Beautifully structured, the acidity is almost lean and austere, but the subtly powerful fruit balances it off. Prominent minerals throughout, a very classy, young champagne*

### ✓ Lanson Vintage 1988

**Magnum only (disg. Nov 08; 49% Ch, 51% PN)**

*Few bubbles, fine. Lemon curd flavours beneath developed hazelnut and brioche, with light waxy notes. Has a really pithy richness, all subdued by the characteristically dominant acidity of the vintage. A*



*mineral smokiness cuts through, with impressive weight and toasty finish*

### Lanson Vintage 1985

**✓✓ Magnum (disg. Jun 06; 48% Ch; 52% PN)**

*Very toasty and nutty with dill/fennel herb, light yeasty notes. Rich, yeasty palate, but good baked citrus, glacé cherry and a touch of vanilla sherbet to finish. Acidity appears mellowed, well balanced overall*

### ✓ 75cl (disg. 1989, so 20 years in bottle; 48% Ch; 52% PN)

*Plenty of development, mushroom, damp wood, hazelnut. Rather opulent overall and deceptively long given a lightness of touch mid-palate. There's a baked lemon/lime kick on the finish, which ends toasty and yeasty*

### Lanson Vintage 1982

**✓ Magnum only (disg. Jun 06; 40% Ch, 60% PN)**

*Bright and clear, with a delicately biscuity nose and fresh, lemon-honeycomb touches. Delicate and subtle, with lemon peel and lightly spicy character – interestingly different profile to the others here. Not powerful, but leaves an impression*



### Lanson Vintage 1979

**✓✓✓ Magnum only (disg. Oct 07; 48% Ch, 52% PN)**

*Fine mousse and a deep golden hue. Opulent aromas of lemon tart, brioche and baked apple, but still with a freshness. Toastiness develops across palate with good mineral support and a lovely creamy texture. More lemon and baked apple through the finish, with some glacé fruits emerging. Very complete, and still going strong*

### Lanson Vintage 1976

**✓ Magnum I (disg. Oct 08; 53% Ch, 47% PN)**

*Good stream of lively bubbles, deep gold colour. Baked lemon, curd aromas with mocha hints. Refined, toasty and elegant, with surprisingly lively citrus and toast, moving into hazelnut cream and light yeasty touches to finish. Acidity still very much there*

**✓✓ Magnum II (disg. 1999; 53% Ch, 47% PN)**

*Equally lively bubbles, nose is toasty with more zesty lemon character, dark chocolate and strong yeast notes. Big, serious and full of truffle and brioche with a really nutty complexity emerging on the finish. What a difference a year can make*

**SCORES:** ✓✓✓ = power, acidity and fruit character all in harmony; ✓✓ = excellent champagne; ✓ = good to very good example

# Worth a look

**M**ercifully, for us in the northern hemisphere, our thoughts are at last beginning to turn to Spring. It's been a long, very cold and uncharacteristically snowy winter in many places – the UK suffered before Christmas and early in January, north-east US states have been badly hit this month, and there are even reports of record snowfalls in Finland, of all places.

Snow and ice aside, with warmer conditions hopefully on the way, it's time to begin considering white wine options again. Any admirer, such as me, of a really good white Bordeaux will be heartened to know there are some real gems to be discovered from the 2007 vintage – not an oft-used phrase as regards this vintage in French wine.

Indeed, in red Bordeaux, buyers will need to taste carefully to pick the good buys. A variable, wet and cold 2007 growing season was only

## 2007 White Bordeaux: Pessac-Léognan

*Report: David Longfield*

rescued for many growers by temperatures up to 30° in September and before harvest.

Conversely, however, the extra coolness and humidity was very welcome to white wine producers in Pessac-Léognan, the elite of the Graves area. “We were able to harvest quite late,” said Karim Nasser, sales director at Château Malartic-Lagravière. “We look for acidity and sugar enough to get the best balance.”

And in 2007, balance is certainly what many Pessac-Léognan Blanc producers have achieved. Here are some highlights to look out for – all wines will benefit from some years of ageing.

## White Bordeaux 2007

✓✓✓ **Dom. De Chevalier (85% SB, 15% Sem; b/f + 18 months, 12 on lees, in 30-40% new oak)**

*Creamy aromas of lemon curd and subdued pear, light peppermint notes. Subtle and restrained, but shows great composure as it unveils itself across the palate. Harmonious oak, leafy freshness, baked pear and light citrus. Really top-drawer stuff, with that extra dash of elegance*

✓✓✓ **Ch. Malartic-Lagravière (80% SB, 20% Sem; b/f + 12 months in 60% new Bordelaise & Burgundy casks)**

*Beautiful leafy-fruity freshness really leaps put of the glass. A joyous, ripe, rich style. Bags of peach, apple, pear and light peppermint leafiness. Oak is there, but only enhances the overall power*

✓✓✓ **Ch. De France (70% SB, 30 Sem; b/f + 9 months in 30% new oak)**

*Inviting nose of white blossom, fresh peaches and baked lemon. Really lively intensity of citrus, peach, pear and banana notes. Has a long finish, maintaining a purity of fruit all the way, with completely integrated oak*

✓✓ **Ch. Larrivet-Haut-Brion (65% SB, 35% Sem; b/f + 11**



**months in 100% new oak)**

*High-toned, elegant aromas, light notes of lemon zest, peach and soft oak. Surprising power here, delivering its pear, peach, citrus fruit with a punch, with the oak taking over on the finish. But all plays its part, balanced by strikingly firm acidity*

✓✓ **Ch. Carbonnieux (65% SB, 35% Sem; b/f + 10 months in equal parts new, 1-year and 2-year oak)**

*Lemon curd aromas, leaning towards mandarin with leafy touches. Tight, nervy, pure citrus style, with peach emerging on the finish. Needs time, but high acidity is not out of balance*

✓✓ **Ch. Bouscaut (70% SB, 30% Sem; b/f + 12 months in 40% new oak)**

*Powerful, smoky oak aromas with grapefruit, baked lemon, pear and herbal notes. Very expressive on the palate, with the oak winning currently, but length and balance are good with more lemon to finish*

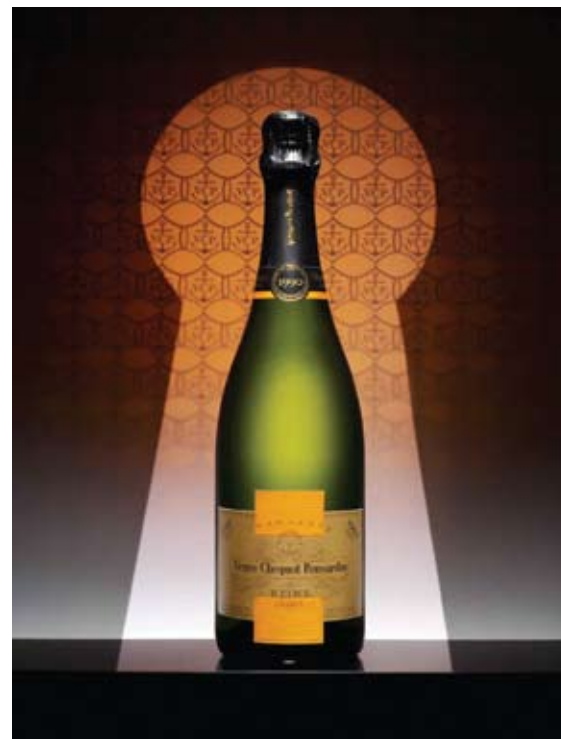
✓✓ **Ch. Pape-Clément (equal SB/Sauv Gris/Sem blend with a dash of Muscadelle; b/f + 16-18 months in 100% new Burgundy casks)**

*Big, opulent aromas of baked citrus, melon and peach. Palate is oaky now, but equally rich, fat. Explodes with fruit on the mid-palate, with an unctuous texture. The very long finish finds more peaches and toasty notes*

**SCORES:** ✓✓✓ = a wine that clearly stands out, for balance and varietal character;

✓✓ = excellent wine of its type; ✓ = well above average

## Clicquot's perfect timing



**O**ne problem with having vintage champagnes ageing in your cellar is knowing exactly when you should be drinking them.

Well, Veuve Clicquot has taken the uncertainty out of the process with its recently launched Cave Privée Collection – the first of a limited edition range of selected vintages to be released when cellar master Dominique Demarville is happy that they have reached their peak of condition.

The inaugural selection consists of a 20-year-old Brut Millésime 1990, the 1980 vintage and rare Rosés from 1989, 1978 and 1975. Each is available in 75cl bottles and larger formats.

The launch has been timed to coincide with the 200th anniversary of Madame Clicquot's creation of the first champagne from grapes of a single harvest. Demarville said: “The best vintage champagne can mature for decades. However, during that maturation period, each wine will reach a number of ‘perfection peaks’ in terms of drinking potential.

“The Cave Privée Collection allows us to offer limited quantities of our best vintages for sale from our own cellar when they reach those peaks of perfection.

“Each selection will be disgorged to order and I will create a bespoke dosage liquor for every vintage, with minimal residual sugar to enable the full character of the wine to shine through.”

Each bottle in the Cave Privée Collection will be numbered on the neck collar, with full details on the back label of disgorgement date, number of bottles disgorged and grams per litre of residual sugar in the dosage liquor.

With a stylised “yellow ribbon” incorporated in the design of the Cave Privée Collection capsules, Veuve Clicquot has at the same time relaunched its core vintage range to include a thread of the same yellow into its labels.

## TASTY TUACA

Italian citrus and vanilla liqueur Tuaca's brand ambassador Ron Frith has been up late experimenting with his favourite base drink. He's given *Drinks International* a couple of new cocktail recipes, just for you.

### TUSCAN GLOW

- 35ml Tuaca
- 15ml Chambord
- 25ml lemon juice
- 10ml sugar syrup
- 25ml raspberry purée
- Top with ginger ale

Fill a tall sling glass with cubed ice, add ingredients, stir well and garnish with a raspberry or lime and lemon twist



### NEAPOLITAN

- 35ml Tuaca
- 15ml Cointreau
- 150ml cranberry juice

Fill a highball glass with cubed ice, add ingredients and garnish with a lime wedge.



## KEEP IT NATURAL

The collective cry from this month's cocktail ingredients feature was for natural ingredients.

There were many moans about the quality of mixers, so we're pleased to tell you about the new offering from Fentimans in the UK.

The company has launched organic smooth lemonade and organic cool ginger.

Both drinks are botanically brewed and master brewer Eldon Robson explains how they differ from the brand's Victorian lemonade and traditional ginger beer: "We wanted to be able to offer a slightly less prominent ginger character in both and offer consumers more choice."

● US purveyor of cocktail ingredients Finest Call has also upped its natural credentials. Its EU products are now made with all natural colours and flavours.

Marketing manager Theresa Martin said: "Improvement in the quality as well as the availability of all natural colours and all natural flavours in the past few years enabled us to make this change a reality without compromising our product quality."



## BRITNER'S BEERS

DI's Lucy Britner shares her passion for a pint

The wonderful beer writer Zak Avery has penned a book called *500 Beers*. Stop yawning - it's not another elitist bible trotted out by a sandal-wearer who doesn't really want you to enjoy anything he's writing about, let alone understand it.

Actually, it starts with a pretty nifty glossary that explains a few beery terms. Though I'm not sure why Avery takes it upon himself to define "hangover". Still, after 500 beers he's probably justified.

Anyway, if you haven't got time to read about 500 beers, here's my top 10 from the book, in no particular order.

**Goose Island IPA, US** On the nose, it's an explosion of floral Cascade hops. Avery describes this smell as "pine needles, marmalade and dusty hop sack".

**Sierra Nevada Pale Ale, US** is a wonderfully citrusy beer. Avery says: "The palate starts out toffeish and slightly sweet, but the pithy hops add a layer of spicy dryness in the finish."

**Young's Double Chocolate Stout, UK** I once had this with a chocolate pudding, which was a bit too much. It's dry but rich and chocolately.

**Dark Star Espresso Stout, UK** The brewer actually adds espresso beans to the brew kettle for this. As Avery says, though it's pitch black, it's relatively light bodied.

**Duvel, Belgium** Avery says: "The snappy Saaz

hop and schnapps aroma alone sets the mouth watering." This beer really is a classic and, more importantly, it's widely available.

**Chalky's Bite, UK** This beer was designed to accompany seafood and the head brewer worked with seafood chef Rick Stein to create the beer. It's matured over fennel seeds so carries this flavour.

**Mythos, Greece** Avery's right when he says this is a holiday beer. Refreshing, flowery and honeyed, I think it's best enjoyed in the taverna after a hard day on the beach.

**Rochefort 8, Belgium** This is a strong, dark Trappist beer with a huge nose of Christmas cake and, according to Avery, "dates, toasted bread, coffee and sherry". I'd drink this with Beef Wellington. Then have a lie down.

**Budweiser Budvar Dark, Czech Republic** A light-bodied dark lager. Avery says: "The initially sweet palate becomes drier and more bitter in the finish, with bitter coffee and chocolate dominating."

**Samuel Adams Boston Lager, US** If you've been to New York, this is a staple serve and, along with Brooklyn Lager, is the right place to start an American craft beer affair.

ZAK AVERY'S BOOK, 500 BEERS, STARTS WITH A PRETTY NIFTY GLOSSARY THAT EXPLAINS A FEW BEERY TERMS





## PARTY ON, DUDE

St Patrick's Day is almost upon us and good ol' Jameson is throwing a worldwide party.

Some 30 international radio stations will be on hand to link up the global party chain. The Jameson Global Broadcast will be live from the Jameson Distillery in Dublin on March 17 and participating countries include US, Canada, Spain, Japan, Brazil and many more.

Meanwhile, Jameson Global 360 parties will be taking place in countries including Russia, Bulgaria, Sweden, Canada and South Africa.



## BEST BAR NONE

Agostino Perrone, of London's Connaught Hotel Bar, has become the first "ultimate winner" of the Bacardi Superior rum Legacy Cocktail competition for the success of his promotion of his Bacardi rum cocktail, the Mulata Daisy, throughout 2009.

David Paskins, senior brand manager for Bacardi rum, said: "Ago's dedication to the competition was fantastic and his approach to marketing his drink was inspired, including the production of his own limited-edition photo-essay booklet, which told the story of the inspiration for his cocktail and the journey he has embarked upon with it."

Agostino was presented with a bespoke cocktail shaker, designed by David Redman.

Seven new finalists battled it out for a place as one of the Three Most Promising for the next 12-month cycle of the Legacy Cocktail competition.

The competition, which challenges the best bartenders from the UK and Ireland to create the next Bacardi Legacy Cocktail, attracted more than 240 initial entries.

The Three Most Promising of 2009 are Matthew Dakers from The Hoxton Pony, Scott Tyrer from Bibis Italianissimo, and Erik Lorincz from The Connaught Bar.

## HELLO SAILOR!

William Grant has relaunched its Sailor Jerry rum brand with a new look and new taste.

The Caribbean spiced rum was launched at 40% abv in the UK in 2004, with more sugar and lime than the 46% abv US version.

The product, which is rolling out to Sweden and Germany this month, now has no added sugar, more cinnamon notes and the packaging has been stripped back.

It includes tattoo illustrations by Norman 'Sailor Jerry' Collins and there are six different back-label illustrations that are revealed as the bottle empties.

Global brand manager Rob Curteis said: "Some bartenders found they couldn't use Sailor Jerry as a base for cocktails because it was too sweet.

"The rum is generally

consumed with ginger ale or cola, both of which are very sweet, anyway. We wanted a more complex, rounded flavour."

The company worked with bartenders to perfect the flavour as well as conducting consumer research.

The company does not plan to retain the 'old-style' Sailor Jerry and all new markets will receive the new version of the product.

The company has also appointed a brand ambassador, Emma Li Stenhouse, who designed cocktails for the launch event.

They included: Death or Glory: red chilli and fresh raspberries muddled together with Sailor Jerry, then topped with refreshing cranberry juice; and Man's Ruin: Sailor Jerry and Disaronno over ice, with fresh lime juice and cola.



Justin Bell of Hausbar, Bristol, competes on stage at One Marylebone, London. He was one of seven National Finalists 2009

- MULATA DAISY**  
 → 40ml Bacardi Superior rum  
 → 25ml Crème de cacao dark  
 → 20ml lime juice  
 → 2 teaspoons caster sugar  
 → 1½ teaspoons fennel seeds  
 → 10ml Galliano L'Autentico

### METHOD

Dust the rim of a coupe glass with chocolate powder and carefully rinse it with the Galliano L'Autentico. In a shaker muddle the fennel seeds, add the other ingredients with cubed ice, shake hard and fine-strain into the glass.





# Alsace gets the nod from Lonely Planet travel guide

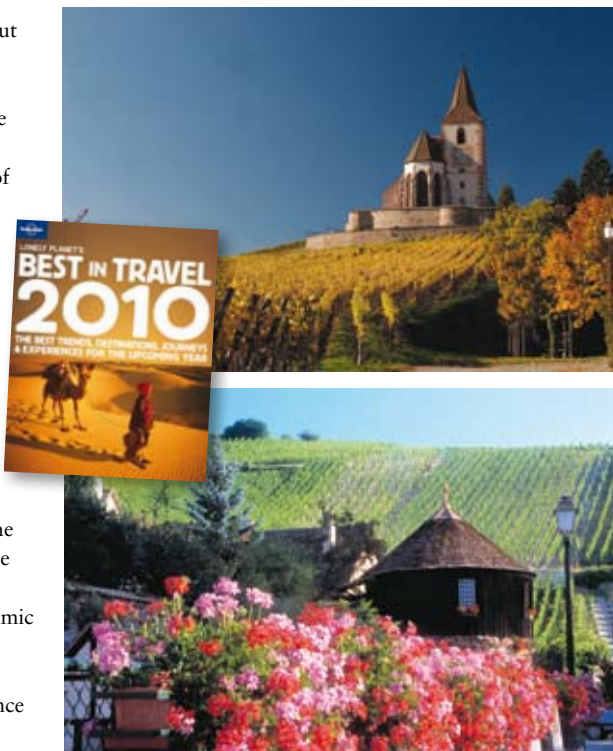
The picturesque wine region of Alsace has been picked out by the Lonely Planet's *Best in Travel 2010* guide, which aims to be "a collection of the world's best journeys, destinations and experiences for the year ahead" to "take travellers out of the ordinary".

Alsace, on France's eastern border and the west bank of the Rhine, has pioneered wine tourism in France with its Wine Route over 50 years. The route leads visitors across vine-covered hills, and through quaint villages with narrow streets and flower-decked houses.

Lonely Planet describes Alsace as a "mountainous, vine-ribbed region" and, according to the guide, the "defining experience" would be "cycling among vineyards and wine cellars along the rural Route du Vin d'Alsace (Alsace Wine Route) one day and overdosing on city culture the next."

The guide recommends the Fêtes du Vin (wine festivals) taking place in villages all over Alsace during the summer, the Chambres d'Hôte (bed and breakfasts) in the wine country, and the Winstubs (literally "wine rooms", local wine bars also serving food) offering local gastronomic specialities.

Sheltered from oceanic influences by the Vosges mountains, Alsace has some of the lowest rainfall in France (400-500mm, or 16-20in, per year). It is has a semi-continental climate – sunny, warm and dry.



CIVA - Frantisek ZVAROON

CIVA - Norbert HECHT

## BOOK SHELF

### Wine Behind the Label

The 7th edition of this wine producer reference guide is now only available online as pdf to download. Compiled, updated and edited by David Moore and Neville Blech, this impressive work claims to give a "frank, professional and unbiased view of what is available from wine producers globally".

**Published by:** winebehindthelabel.com

**Price:** £14.99



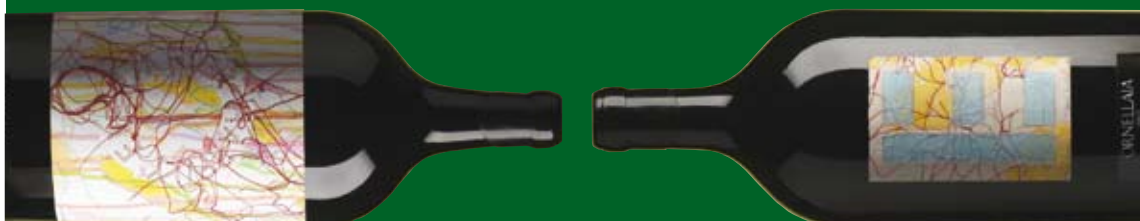
### 500 Beers

Zak Avery's book claims to showcase the finest beers the world has to offer. From ales, bitters, porters and stouts to wheat beers, fruit beers and pilsners to smoked and steam beers.

**Published by:** Apple Press

**Price:** £9.99

## ART FOR WINE'S SAKE



Tenuta dell'Ornellaia, one of Italy's most famous producers, has commissioned some internationally acclaimed artists to interpret the 2007 vintage Ornellaia for its Vendemmia d'Artista programme

The theme for the US series is L'Armonia (harmony). It was

interpreted by Ghada Amer in collaboration with Reza Farkhondeh.

They produced original paintings with collage and a limited edition series of etched labels which are on three exclusive sets of large bottles of the 2007. Next month (April) Tenuta dell'Ornellaia will unveil

the complete series of Amer and Farkhondeh labels at a dinner at the Whitney Museum of American Art in New York.

There will be a live and online auction of 23 of the bottles, the proceeds of which will go to the museum's conservation efforts.

THE LAST WORD

WE HAVE BEEN PLEASANTLY SURPRISED BY BELGIUM

JOAN AMAT

INSTITUT DEL CAVA



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