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JUNE 2010

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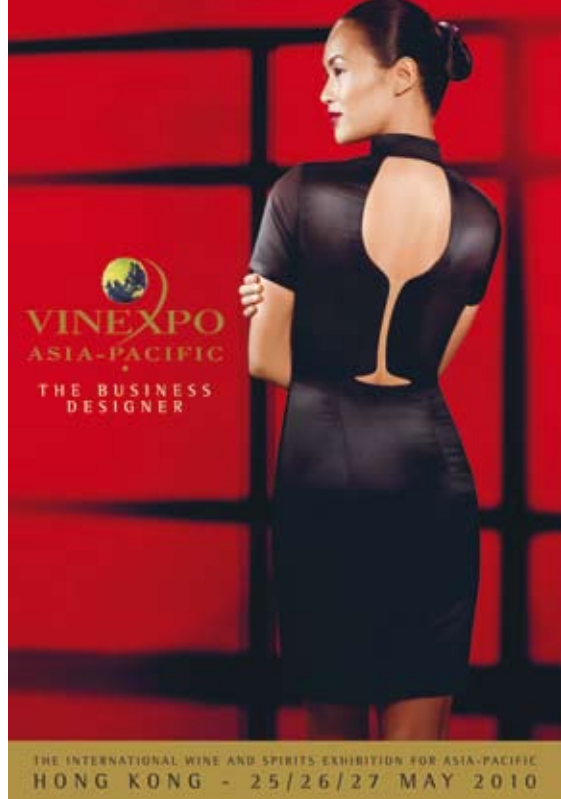
WORLD'S BEST BARS

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PROFILE





Asian women prefer red wine

Red is the most popular choice of wine for Asian women, says new research.

Vinexpo questioned women in China, Japan, Hong Kong and South Korea to identify what they had in common and what differences there were in their wine-drinking habits.

The findings are based on the answers of 2,810 women aged 18-plus. In Japan, the most mature market in Asia, 42% of the women interviewed drink wine more than twice a week.

More than 70% said they drink wine for enjoyment. More than half of Chinese women said they chose their wine themselves, and 86%

of all Asian women claimed that drinking wine is compatible with maintaining a balanced diet.

While 92% of the Japanese respondents and 74% of the Koreans chose wine for its taste, 38% of the Chinese women said they drink wine because it is good for health, while only 22% claimed to drink wine for its taste.

More than two thirds of Asian women prefer red wine.

This clear preference is displayed by 84% of Chinese women, while those in Hong Kong experiment more and the majority (62%) of those more knowledgeable about wine drink red.

Global Brands acquires Inspirit

UK drinks company Global Brands has acquired Inspirit Brands.

Global Brands already counts Goldschläger, Sobieski, Myers's Rum and Ypióca Cachaça among its spirits portfolio and additions from Inspirit will include Four Roses Bourbon, El Dorado Rum, Ocho Tequila, No 3 London Dry Gin, St Germain and Opal Nera.

Derek Mackey, managing director of Global Brands, said: "The premium spirits market is currently a challenging one, but as consumers are still willing to pay for quality, this deal puts Global Brands in a good position to capitalise as the market recovers.

"The acquisition of Inspirit Brands is the next step in the expansion of our drinks brands portfolio. We've set our sights high for the company and want to become the UK's leading drinks brand development business, which we will achieve through innovation and acquisition in all drinks categories."

Global Brands manages a range of brands across wine, spirits, RTD, beer and soft drinks.



William Grant sets up new subsidiary

Scottish family-owned distiller William Grant & Sons has announced the formation of a new wholly owned subsidiary, William Grant & Sons Australia.

The new company will manage WGS brands within the Australian market and "further increase the awareness of its global brand portfolio". This includes The Glenfiddich Single Malt – already the category leader in Australia – The Balvenie, Grant's whisky and Hendrick's gin.

The operation will start on January 1 2011, signalling the end of a three-year distribution arrangement with Suntory (Australia).

"The formation of WGS Australia is an exciting step for William Grant & Sons," said William Grant & Sons chief executive Stella David. "We would like to thank Suntory (Australia) for their commitment to our business and their enthusiasm and support over the last three years, cementing a strong position for our brands."

News In Brief

Industry stories from around the globe

UK drinkers are opting for quality rather than quantity, according to new Datamonitor research. Analysis has found that consumers are refusing to let economic worries influence their favourite tipples when out with family and friends in pubs and restaurants.

Alcohol can still be sold in test-tubes following an inquiry under the Portman Group Code into whether this packaging causes people to drink rapidly. The Portman Group's Code prevents drinks companies from urging consumers to drink rapidly or "down-in-one".

Carlsberg, the official beer of the England football team, has launched a TV ad in the build-up to this year's World Cup. The 90-second film features English sporting greats. They all combine to deliver "Probably the best team talk in the world..." to the England football team.

Russian Standard vodka has launched Russian Standard Vodka Originals, a music and film brand experiential campaign in the UK for 2010. The company has invested £6 million in its first major marketing initiative of the year.



Courvoisier on UK TV in sponsorship deal

Maxxium UK is embarking on a year-long sponsorship deal with TV channel More 4's *The Daily Show* to raise the profile of its Courvoisier cognac as a mixable spirit.

Footage of Courvoisier VS and Courvoisier Exclusif, the marque designed specifically for mixing, will showcase how cognac can be used to create cocktails and mixed drinks at home.

Maxxium UK's marketing manager for Courvoisier, Janice McIntosh, said: "Courvoisier has always taken an innovative approach to marketing and will be the first brand to sponsor *The Daily Show*."

"TV sponsorship is also new to Courvoisier so this is an exciting initiative for the brand, which will significantly raise the profile and awareness of Courvoisier Exclusif, as well as its versatility as a mixable spirit."

US drinks conference returns to the Big Apple

The US Drinks Conference is to return to New York City on October 12 & 13 with a focus on practical information for spirit, wine and beer suppliers who want to penetrate the American market.

The conference aims to explain the US three-tier system and help suppliers overcome the complications associated with entering the US market.

This year's speakers include key industry executives representing all areas of the trade from distributors, importers and suppliers to regulatory agencies from key states and the TTB (Tax and Trade Bureau).

Smirnoff stays at top in Power 100

Smirnoff has retained its position as the world's leading alcoholic drinks brand according to The Power 100, 2010, the annual survey of the world's leading drinks brands published by brand valuation and strategy consultancy Intangible Business.

Intangible Business researched nearly 10,000 spirit and wine brands across the globe to produce The Power 100, now in its fifth year.

The league table, which assesses the financial contribution of each brand alongside its strength in the eyes of the consumer, has been compiled by combining scores from a panel of drinks industry experts.

The brands are rated according to share of market, future growth, premium price position, awareness, relevance, heritage and brand perception.

Smirnoff achieved an overall score of 93.6%. Johnnie Walker remains the world's leading whisk(e)y brand at number two in The Power 100, despite seeing its score fall by 20%, keeping it ahead in the whisk(e)y sector from Jack Daniel's (sixth overall), Chivas Regal (eighth overall), Ballantine's (10th overall) and Jim Beam (15th overall).

Bacardi, the number one rum brand and number three in the overall The Power 100, came narrowly behind Johnnie Walker, but comfortably ahead of Martini Vermouth in fourth place

and Hennessy in fifth place.

The biggest climber in the Top 20 is Chilean wine brand Concha y Toro, which rises five places to number 17.

Other big climbers in The Power 100 include Cuban rum brand Havana Club (up seven places to 25); Cognac brand Rémy Martin (up six places to 27) and American wine brand Robert Mondavi, which climbs six places to number 31

in this year's table and Australian wine brand Lindemans, which climbs eight places to number 55.

There are nine new brands in this year's The Power 100, the highest of which – Swedish vodka brand Svedka – comes straight in at number 46. Others include Russian Standard (54), Wyborowa (59), Aperol (70), Clan Campbell (73), William Lawson's (78), Clan MacGregor (89), Three Olives (94) and Wild Turkey (100).

They replace established brands including Banrock Station, Dom Perignon, Kumala, Lanson and Taittinger.

Stuart Whitwell, joint managing director of Intangible Business, said: "The biggest brands have taken quite a battering, marking the end of a 15-year drive to premiumisation. This has been replaced with a drive to value, of which new entrants are taking advantage. Vodka is still a high growth area with fewer barriers to entry and greater consumer choice."



The 2010 global Tax Stamp Forum is to take place in London in June. The event will focus around excise stamp specifications for alcohol and tobacco. Visit taxstampforum.com for more information.

MORE @ WWW.DRINKSINT.COM

Cider company Aspoll is celebrating its best year yet in the UK on-trade. According to figures from market intelligence agency CGA Centro, Aspoll Draught Suffolk Cyder is up 14% in the total on-trade and 40% in value terms in the managed pub sector.

Australian wine brand Wolf Blass has launched a sparkling rosé wine. The launch is initially UK-focused and Wolf Blass Yellow Label sparkling rosé aims to capitalise on the growing popularity of sparkling and rosé wines.

The Wemyss family of Scotland has launched a small batch gin called Darnley's View. It celebrates the meeting of Mary Queen of Scots and her husband Lord Darnley at the Wemyss family home, Wemyss Castle in Fife, in 1565.

TOP 5 STORIES ON DRINKS.COM

William Grant new subsidiary
Pernod sale to Altia
UK consumers opt for premium
Wemyss small batch gin
Edrington appoints Cutty
Sark brand boss



Appointments



Italian wine producer Guerrieri Rizzardi has announced the reappointment of **Rupert Dean** (above), as international sales & marketing manager. Dean, who has taken up the position at Guerrieri Rizzardi's head office in Bardolino, Italy, will oversee the development of the company's international sales channels and will be responsible for all the trade marketing activities across the Guerrieri Rizzardi portfolio. He worked for the company in 2006 before joining ValVeri wine investment group.

The Edrington Group has appointed **Jason Craig** (right) brand controller with its newly acquired Cutty Sark blended Scotch whisky brand. Craig, previously global controller with Highland Park single malt, has 20 years experience in advertising and marketing, specifically in the Scotch whisky industry.

The Edrington Group has also

appointed a new area director for global travel retail. **Steven Sleight** has worked at Edrington for 18 years, most recently as area director for UK domestic and Benelux. He will now take the position as area director for global travel retail. As well as its whisky brands, travel retail also forms a key part of Edrington's strategy for its Brugal rum.

Diageo has appointed **Lynn Walding** executive director, control states. He has recently stepped down as administrator of the Iowa Alcoholic Beverages division. This new position, which is based in Iowa, will support Diageo's critical social responsibility, responsible drinking and corporate citizenship activities within the control state community. Walding will work for **Guy Smith**, executive vice president, corporate relations, and **Ken Lane**, vice president, state government affairs, and will be part



of the control state leadership team under the direction of **Mark Hubler**, president, control states. "Lynn brings with him an enviable combination of superior business and management professionalism, astute political and legislative acumen, and many deep and trusting relationships within the control state community. We know he will be a true asset to the Diageo family," stated Smith and Hubler. The control states are comprised of 19 jurisdictions that directly control the sale and distribution of alcohol.

Bertrand Girard is joining Val d'Orbieu, the Languedoc-Roussillon's leading co-op group, which represents approximately 1,000 winegrowers, 11 co-op cellars and 60 privately owned estates. He joins the management team of **Claude Marsolat**, **Hervé Gimeno** and **Bernard Devic**. As part of a change in management, he'll be taking up his position from the beginning of summer 2010 and will succeed Devic.

Diageo's chief financial officer, **Nick Rose**, is to step down at the company's AGM on 14 October 2010.

Deirdre Mahlan, currently Diageo's deputy finance director, will replace Rose on the board. Diageo chief executive Paul Walsh said: "Deirdre joined Diageo having worked for the Seagram Company since 1992. She has held a number of senior finance positions in Diageo including finance director of our biggest region, North America, and as global head of tax, of treasury and of shared services."

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DIARY

Shanghai International Wine & Spirit Fair

June 9-11

Shanghai Convention Centre, China
wineshanghai.com

Bar.10

June 15-16

London, Islington Design Centre
barshow.co.uk

New York Bar Show

June 20-21

NYC, Jacob Javits Center
newyorkbarshow.com

China Int Alcoholic Drinks Expo

July 9-11

Beijing International Exhibition Center
ciade.com.cn

TFWA World Exhibition

October 17-20

Cannes, France
tfwa.com

SIAL

October 17-21

Paris, France
sial.fr

Mondial de la Bière

October 22-24

Strasbourg, Alsace
festivalmondialbiere.qc.ca

Megavino & Megaspirits

October 22-25

Brussels, Belgium
megavino.be

Wine for Asia

October 28-29

Singapore, Sands Expo Center
wineforasia.com

Hong Kong Int. W&S Fair

November 4-6

HK Convention Centre
hkwinefair.hktdc.com



JFK Tanqueray promo breaks new ground

Diageo Global Travel and Middle East (GTME) has hailed the collaborative approach taken to a Tanqueray gin promotion at New York JFK airport Terminal 4, which targets younger male travellers.

The centrepiece of the promotion is an open four-sided display called an Exploratorium installed in the departures concourse of Terminal 4. It is the first of its kind to be allowed by the terminal's operator, JFK International Airport Terminal (JFKIAT). In-store and concourse sampling (the latter another first for JFK), as well as in-store multi-purchase offer, are also part of the activation.

Each of the four walls of the Exploratorium features different content. The Aroma Wall, for instance, allows consumers to smell some of the most important botanicals used to produce Tanqueray, while the Charles Wall gives travellers a brief history of the brand and its founder, Charles Tanqueray. The Cocktail Wall features a list of simple Tanqueray cocktails and a free takeaway cocktail leaflet.

As well as working closely with liquor retailer DFS and JFKIAT on the activation, Diageo GTME had to use JFK food & beverage concessionaire SSP America's liquor licence to allow it to conduct samplings. Diageo also gave training to SSP America's bartenders on how to mix Tanqueray cocktails.

Chain of wine shops for US/Canada border



A former wine importer and wholesaler has bought a chain of six duty free stores on the US/Canadian border with the aim of transforming them into high-end wine boutiques.

Thomas Pillsworth, the owner of Vinumport Duty Free, originally approached the owner of the former Git 'N' Go duty free chain with the idea of selling him wine, but after he declined, ended up purchasing the entire business.

The shops are located along the New York State/Canadian border, 35 minutes south of Montreal.

"I thought it was ideal to

turn the duty free stores into wine boutiques, going after the Montreal/Quebec wine market customers crossing the border, said Pillsworth. "I will carry limited lines of other traditional duty free products as well, but focus on wine to attract my client base."

Vinumport is likely to encounter tough competition at one of its five stores, which is located next to a store operated by Duty Free Americas the largest duty free retailer in the US with more than 90 shops along both US borders and at major international airports. However, Pillsworth said

Canadian provincial liquor board Société des alcools du Québec (SAQ) was his chief competitor.

"I am going after SAQ customers since I am only 35 minutes south of downtown Montreal. SAQ is even a bigger monster [than DFA] in the wine world, but they are in Canada so there is not much they can do."

Pillsworth, who has some 15 years of experience in the US wine import, retail and wholesale business, is travelling to France and Spain over the summer to look for further wines and spirits to list at the stores.

Benedictine: 500th anniversary limited edition launch at Changi

Bacardi Global Travel Retail Division has launched a limited edition bottle of Bénédictine to commemorate the 500th anniversary of the creation of the French liqueur's secret recipe.

The bottle was launched at last month's TFWA Asia Pacific show in Singapore. It is being rolled out to Singapore Changi and Malaysian airport shops over the next two months – locations which traditionally have enjoyed high sales of the liqueur.

Promotional support for the launch includes a Bénédictine Sensory Experience station, where consumers will learn about some of the 27 herbs and spices used to produce the brand.

BGTRD director of Asia Pacific, Aude Rocourt, revealed the launch of the exclusive had been driven by recent consumer research undertaken by the company.

The research showed the untapped potential for products which satisfied Chinese travellers' need for gifts.

She added that sales at Hong Kong and Singapore

Changi airports continued to drive the company's sales in Asia Pacific duty free. "Taxation on spirits in China is still very high, so many Chinese travellers purchase their spirits abroad when travelling."



In Brief

✈ French travel retailer Aelia has had its sales record broken after a passenger bound for the Ivory Coast spent nearly €30,000 on fine wine at Paris Charles de Gaulle airport Terminal 2E. The bottles purchased included a 1986 Romanée-Conti jeroboam, a 2004 La Tâche Grand Cru and a 2001 Montrachet Grand Cru.

✈ Pernod Ricard Travel Retail launched the latest Absolut vodka flavour exclusively at Copenhagen Kastrup and Stockholm Arlanda airports last month. Absolut Berri Açai contains three berries from four different continents – açai from South America, blueberries from North America and Europe, and pomegranate from Asia.



✈ In a further breakthrough on the protracted liquids, aerosols and gels (LAGs) issue, passengers on EU-originating flights transferring at Canadian airports can now take duty free liquids purchased at their airport of departure on to their next flight. All LAGs still have to be packaged in a sealed, transparent bag with a receipt of purchase placed inside.

✈ Patrón Spirits saw its global duty free sales grow by some 30% in 2009. Duty free sales in Asia doubled over the same period. Since its launch in duty free and travel retail in 2005, Patrón's distribution in the channel has grown to include nearly 700 duty-free outlets in 125 airports.

Ash cloud threatens summer of disruption

➤ The European duty free and travel retail business is bracing itself for a summer of costly disruption as the Icelandic volcanic eruption crisis shows no sign of abating.

The ash cloud from the volcano Eyjafjöll closed large swathes of European airspace for five days in April, costing the continent's duty free retailers €25m a day in lost sales, according to estimates by industry analyst Generation.

The shutdown affected an estimated 9.5m air passengers, leading to total airport revenue losses of €250m, according to Airports Council International.

"At the time of the shutdown Patrón was on promotion at a number of UK [airport] outlets," said John McDonnell, chief operating officer of The Patrón Spirits Company. "So of course, we lost a lot of opportunity, as did all suppliers."

Further eruptions from Eyjafjöll in May temporarily closed parts of UK and Irish airspace and volcanologists have warned the volcano could emit intermittent ash plumes for up to two years.

European Travel Retail Council president Frank O'Connell has written to the European Commission to make it clear that if an EU rescue package is put together for the aviation industry the duty free sector must receive its fair share of compensation.

O'Connell has also urged European airports to consider offering their retail tenants rent relief for the affected period. "This is without doubt the biggest challenge ETRC members have had to face in recent years," he said. "Our members will be counting the cost of this crisis for some time to come. Given the overall state of the industry, it could not have come at a worse time."

"Our members are in a long-term partnership with their airport landlords. I would therefore call for that spirit of partnership to come to the fore when airports are assessing how to manage the financial fallout of the shutdown."

Tax Free World Association (TFWA) president Erik Juul-Mortensen added his support to the ETRC's lobbying effort, while highlighting the impact of the ash cloud crisis on the wider industry.

"Passengers and cargo bound for Europe were stranded all over the world which impacted travel, tourism, business and industry," he noted.

"The International Air Transport Association estimated the loss for airlines worldwide at \$270 million per day and the knock-on impact on duty free and travel retail is considerable."



David Karna

Liquor grows at Bangkok in Q1

Bangkok Suvarnabhumi airport concessionaire King Power Group has reported strong liquor sales growth over the first quarter of 2010, despite the continuing political unrest affecting the Thai capital.

Total liquor sales for King Power rose 20% over the first three months of the year with sales of deluxe and super-premium Scotch whiskies up 23% and 34% respectively. Average spend per passenger on liquor over the same period was up more than 11%.

King Power Group deputy managing director Susan Whelan attributed this growth to improved spending among three key travelling nationalities for the liquor category – South Koreans, Chinese and Indians.

"We saw a bounce-back in spending and arrivals from these nationalities by the fourth quarter of 2009," explained Whelan. "As long as circumstances remain stable in 2010, we would hope for a continuation of this trend."

Whelan also credited the continuing role of high-profile promotions, and a new incentive and bonus scheme for sales staff for the upturn in sales.

Johnnie Walker Double Black was the standout liquor launch for King power last year.

The airport's retailer top five-selling spirit brands currently are Johnnie Walker,

Hennessy, Chivas Regal, Ballantine's and Royal Salute, respectively.

International Beverage Group has recently installed two permanent in-store displays with King Power at its stores in the East and West Wings of Suvarnabhumi.

They showcase its local Mekhong spirit brand in an effort to introduce it to an international audience. The branded displays for the product, which is priced at about \$10.15 a bottle, are supported by two full-time Mekhong brand ambassadors.



Russian Standard promo at Heathrow

Rémy Cointreau Global Travel Retail has reported large sales increases from a major Russian Standard vodka promotion mounted with World Duty Free at London Heathrow airport.

The month-long promotion, which was staged at Heathrow's Terminal 3 during April, saw weekly sales of Russian Standard

Original rise by 300%. It featured an in-store cocktail bar complete with silver ice buckets and lit by a baroque-style candelabra lamp, which serving a range of mixed vodka-based drinks to travellers.

The promotion also involved a discounted price for anyone buying two bottles of Russian Standard Original.





GIN MARE

BRAND OWNER

Global Premium Brands

PRICE £35

MARKETS UK

CONTACT Duncan Hayter, dhayter@globalpremiumbrands.eu

Gin Mare is being billed as a super-premium 42.7% abv spirit from the Mediterranean.

Global Premium Brands says it is produced with small-batch distillation in custom-made stills, in a distillery in a 19th-century chapel on the outskirts of Barcelona.

Gin Mare's signature botanicals are described as the "flavours of the region". They comprise Arbequina olives, rosemary, basil and thyme. The gin also incorporates juniper, coriander, cardamom and citrus.

All the botanicals are macerated for more than 36 hours and distilled separately before being blended by hand – other than the citrus elements (a blend of Seville oranges, lemons and mandarins) which are macerated in clay jars for a year.

The resulting profile is described as "bold and rich with accents of olive".

HIDDEN GEM

DOMAINE DU TARIQUET MARSELAN ROSÉ

BRAND OWNER Domaine du Tariquet

PRICE £7.99 US\$12.20 €9

MARKETS Global

CONTACT i.bouchard@tariquet.com, tariquet.com

The Grassa family at Domaine du Tariquet in Gascony, south west France, has launched a rosé wine made from the Marselan grape.

Tariquet claims to have been the first producer in Gascony to introduce the little-known Marselan variety. It was developed in 1961 from the union of Cabernet Sauvignon and Grenache Noir.

Vinified as rosé, the Marselan Rosé is said to offer notes of ripe red fruits associated with a lightly spicy character, with good structure and complexity.



QUIET VALUE

CHURCH MOUSE FALANGHINA 2008

BRAND OWNER Guy Anderson Wines

PRICE £6.98

MARKETS UK

CONTACT Guy Anderson Wines

Inspired by an article in *Forbes* magazine, *Frugal is Cool*, which maintained consumers want "value", not "cheap", the Church Mouse range kicks off with Church Mouse Falanghina 2008, IGT Puglia.

Other Church Mouse wines to be introduced soon include: Carmenère Syrah, Elqui Valley, Chile, Grenache Syrah, VdP d'Oc, France, Mazuelo Shiraz, VdIT Extremadura, Spain and Bobal, DO Utiel-Requena, Spain.

Church Mouse boasts a basic clear glass bottle, unprinted stelvin, single piece plain black and white label

The range is targeted at – "adventurous entertainers" – aged 35-plus, affluent, intelligent, discerning and adventurous.

"With the current confusion in wine pricing, Church Mouse wines are perfect for those who are looking for true value for their money rather than the biggest discounts" says Simon Bradbury, sales director. "We are offering a lot of wine in a simple bottle!"



LIGHTER APPROACH

SOVIO

BRAND OWNER TFC Wines

PRICE £4.99

MARKETS UK

CONTACT

info@sovio.co.uk

Sovio is "no ordinary white Zinfandel", according to TFC Wines, which calls it the first lighter-style wine, with only 5.5% alcohol but with 100% of the flavour.

The Californian sparkling wine is described as a blend of red berry and citrus aromas in a refreshing style.

Its lightly sparkling texture supports flavours of red apple and strawberry preserves, leading to a crisp finish. Best when served cold.

Made by Napa valley winemaker David Stevens, it is available in a standard 75cl bottle and a 25cl single-serve size.

It is being pitched as a "sophisticated alternative to a white wine spritzer, light and refreshing, but without being diluted".



OVAL BARRIQUE VODKA

BRAND OWNER

Oval Vodka

PRICE €35.98

MARKETS: Europe

CONTACT

e.schwarz@oval-vodka.com

Oval says its Barrique vodka is stored in selected oak barrels for a period of three months.

During this time, the 42% abv Austrian vodka is said to take on a sweetness and wood aroma as well as hints of vanilla.



IN THE ROUND

SUMMER FUN

BEEFEATER LONDON DRY SUMMER GIN



BRAND OWNER Pernod Ricard
PRICE £17.99, US\$27
MARKETS Global
CONTACT
 beefeater24.com

Chivas Bros has unveiled a Beefeater London Dry Summer Gin, available in key global markets in a special-edition bottle for a limited period.

Master distiller Desmond Payne has selected new floral botanicals, said to capture the essence of summer, including elderflower, hibiscus and blackcurrant.

Payne said: "I wanted to create a gin that would be ideally suited to lighter summer drinks and take advantage of those rarer botanicals that are less available, to remind consumers of the wonderful aromas and tastes of summer in a gin."

LUXARDO LIMONCELLO

BRAND OWNER Luxardo
PRICE £15.50
MARKETS Global. UK is launch market
CONTACT Cellar Trends,
 Luxardo@cellartrends.co.uk

Luxardo Limoncello liqueur has been relaunched with around 25% more fresh lemon juice and essential oils from the peel of Sicilian lemons.

Brand owner Luxardo says: "This also gives the distinctive yellow colour a more attractive natural cloudy appearance. By infusing the lemon peels, Luxardo creates a much smoother limoncello."

Catherine Rigby, marketing manager for Luxardo at Cellar Trends, adds: "Luxardo Limoncello is recognised as the popular quality limoncello, even by many Italians who enjoy their own family recipes handed down through generations."



KETEL ONE ORANJE

BRAND OWNER Diageo
PRICE US\$25
MARKETS US only
CONTACT diageo.com

Ketel One, the super-premium Dutch vodka part-owned by Diageo, has launched Ketel One Oranje, which is vodka infused with natural essence of a combination of Italian mandarin oranges and Valencia oranges from Florida and Brazil.

The choice of new flavour was easy, says Diageo: the Dutch royal family is the House of Orange.

Ketel One is made in Schiedam, Holland, where the Nolet family has been distilling since 1691.

The family is said to use artisanal extraction methods to gather the highest concentration of essential oils, which are then refined and blended together by experts in Grasse, France, the home of perfume.



TALL TAIL

KONIK'S TAIL

BRAND OWNER Pleurat Shabani
MARKETS Initially UK; Poland, Germany, Asia, US
PRICE £27-30
CONTACT
 masterofthecellar@konikstail.com

Konik's Tail is a new concept in vodka marketing; a spirit with a story to tell. Brand owner Pleurat Shabani selected a distillery in Podlasie, north east Poland, for its location near to Europe's last remaining primeval forest.

The three horses on the bottle are inspired by the wild ponies still found in the area, and represent the three grains used in the vodka's production: spelt wheat ("crisp, fresh, nutty"), rye ("oily texture") and early winter wheat ("classic, aniseed spice").



AD CAMPAIGN

SIDEKICK

BRAND OWNER Halewood International
PRICE £4.99-5.99
MARKETS Global
CONTACT +44 151 480 8800

Halewood International is to invest heavily in advertising its Sidekick brand after a redesign and repositioning strategy.

Sidekick, which comprises 10 flavours in 50cl bottles with an abv of 14.5%, has been repositioned in response to changing consumer habits, which are "seeing Sidekick drinkers consume the product as part of a long drink or cocktail pitcher as well as a shot".

A new strapline, Mix'd Your Way, highlights that Sidekick is also suitable for long drink consumption with a mixer, creams over ice or as a cocktail ingredient in a sharing pitcher. The point of sale and marketing collateral reflects this with a range of serving suggestions for the on-trade.



INFUSION

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

Maestro – give us the show

Salvatore ‘the maestro’ Calabrese talks to Lucy Britner about cognac, James Bond and the heartbreaking closure of his bar late last year

I

t's the night before Christmas eve, 1982, and a young Salvatore Calabrese has been relieved of his temporary bar job at Dukes hotel in London's St James's. He held the position for 10 days, while the hotel searched for a proper bartender.

Fortunately for Calabrese, the new recruit flambéed a customer and, by December 27, Calabrese was back behind the bar. "His career went up in smoke and mine started with a flame," as the maestro puts it.

Calabrese refers to luck a lot when he talks about his career – although that's not to say he isn't aware of his incredible talent for bartending.

It was at Dukes that Calabrese began to build a reputation for what he calls "liquid history". And the medium through which he tells these historical stories? Cognac.

His first purchase was a bottle of 1914 Hine. The start of the Great War – and a great story. "You show the customer the bottle and you give them an experience," he says. This resulted in a phrase the maestro hears a lot – "Salvatore, give us the show."

Famous faces

During his 12 years at Dukes, Calabrese played host to the Rolling Stones, Paul McCartney, Bon Jovi and many others. "When Mick Jagger and Ronnie Wood were in the bar, I didn't know who they were. When they started on the cognac, I remember thinking: 'I hope they can pay for their drinks'," he laughs.

Playing host is an essential part of being a good bartender, according to Calabrese. "You cannot forget the consumer. It's about smiling when someone comes in, eye contact across a busy bar.

"Today, I cannot fault the skills of bartenders but so many forget to be good hosts. You have to make people feel special, no matter who they are."

Calabrese's Breakfast Martini

This has a wonderful texture and a bittersweet flavour from the marmalade. A great aperitif before lunch.

5cl gin
1.5cl Cointreau
1.5cl fresh lemon juice
1 teaspoon medium-slice orange marmalade

Pour all ingredients into a shaker with ice. Shake. Strain into a cocktail glass. Squeeze a thin twist of orange on top (this gives it that extra bouquet of orange) and garnish with a spiral of orange



IT TOOK GOD SIX DAYS TO CREATE THE EARTH AND IT TOOK ME FIVE DAYS TO MAKE THE PERFECT MARTINI

Of course it's not just cognac that Calabrese is famous for. It's the cocktail – and, in particular, the Martini.

"I always say it took god six days to create the earth and it took me five days to make the perfect Martini."

Another of the maestro's wonderful soundbites, this refers to a man – who Calabrese found out later was Pulitzer Prize-winning travel writer Stanton Delaplane – who asked for a very, very dry and very, very cold Martini.



On the fifth afternoon of the same request, the maestro cracked it after using a cleaned vinegar bottle he “borrowed” from the hotel kitchen to allow him to better regulate the vermouth. Delaplane disappeared with no complaints. Later, he revealed his identity and his writings about Calabrese’s Martini caused a stir.

A stir, yes, but “shaken” is not a word that appears in Calabrese’s Martini vocabulary. He has made a Martini for

nearly every James Bond – with the exception of George Lazenby and also Daniel Craig, due to the maestro famously turning down the opportunity to make Martinis in the 2006 Bond film *Casino Royale*. Bond always asks for his martini to be “shaken, not stirred”, but the maestro is adamant: “This is not the correct way to do it.”

A bigger stage

Twelve years after his wife Sue pointed out the Dukes job in the *Evening Standard*, she persuaded Calabrese to move to a bigger stage at the Lanesborough hotel on Hyde Park Corner.

His popularity spread from celebrity to royalty and he was asked to find a bottle of 1926 cognac to commemorate the birthday of the Queen – as well as make her one of his famous Martinis.

He set off for the palace with his gin and glasses on ice, when the hotel manager came charging after him. “For goodness sake don’t kiss her!” the manager cried to Calabrese – who likes to give everyone a traditional two-kiss Italian greeting.

“It’s a good job he reminded me,” jokes Calabrese.

Although meeting the queen must have been pretty special, the maestro insists that opening his bar, Salvatore at 50, in 2005 was one of the happiest days of his life.

Finally a place that carried his name. He even designed the space, including bar stools that made it more comfortable for women to cross their legs and a “Calabrese sink”, incorporating a sink, a chopping board and a rubbish chute all in one.

Emptying the bar

Salvatore at 50 was a joint venture and the other enterprises in the building included a restaurant, a club and a casino.

On the Saturday before the Monday that it entered administration, the maestro played host to Simon Cowell and his fellow *X Factor* stars, as well as celebrities and contestants from the programme *Strictly Come Dancing*.

“That night the bar took £18,000. It was always a successful and profitable business but the other ventures were not.” Calabrese says he tried to rescue 50 for a long time before it succumbed to its eventual fate.

“Right until the end, I didn’t want to believe it,” he says. “Emptying the bar was one of the saddest days of my life. It broke my heart.”

What’s in a name

But you can’t keep a good man down and Calabrese says it’s the people that make a place. “I’m so lucky my team stayed with me,” he says. “You can’t be a maestro if there’s no one there to play your tune.”

Now, Calabrese is making a comfortable living from consulting and demonstrating – he recently appeared in Bacardi’s anti-drink driving campaign alongside Formula One champion Michael Schumacher – but he wants his own place. “I want my name,” he says.

Calabrese has been rumoured to be associated with the reopening of London’s famous Savoy hotel, but he says: “Not the Savoy. I’ve done hotels for 30 years.”

The maestro refers to having his own bar as a home and he concludes: “I hope the journey will carry on. I can make a living now, but I really miss my home.” **DI**

Spicy Fifty

Here’s the recipe for one of the cocktails Calabrese created for his beloved bar Salvatore at 50.

5cl Stolichnaya vanilla vodka
1.5cl elderflower cordial
1.5cl fresh lime juice
1cl honey syrup
2 thin slices of red chilli

Place all ingredients into a shaker filled with ice and shake well. Strain into a chilled cocktail glass. Garnish with a small red-eye chilli on the edge of the glass

Calabrese’s top 10 tips on being a good host

- Judge a person’s mood. Not everyone wants sunshine all the time.
- Be a host, not just a bartender. Be responsible, be a psychologist, be a friend.
- Join the UK Bartenders Guild. Calabrese met his best mate Peter Dorelli at the UKBG and admits London was a lonely place when he first moved there – the UKBG provided a community.
- If you break a glass, it’s not just a glass, it’s the profit of three drinks.
- If you hear glass break in the bar, stop what you are doing and attend to it immediately. Then ensure the customer’s drink is replaced.
- Don’t serve a drunk customer. If you want them to remember their experience, send them home in a taxi before they have too many.
- Train your waiting staff to know everything that is behind the bar – a good way to do this is by getting them to polish the bottles.
- Train waiting staff to take orders from up to 12 people without using a pen and paper.
- Shaking is all in the wrist action. There’s no need to give yourself a bad back. Remember that you shake a shaker to whip the ice around.
- If you work in a hotel bar, remember that wearing a jacket doesn’t make you stiff.

Irish Whiskey

There's rising interest in the Irish whiskey sector, says **Gavin D Smith, and it's underpinned by an increasing awareness of the range of different styles now being produced**

Luck of the Irish

By its very nature, the whisk(e)y industry as a whole is prone to periods of boom and bust. It must, after all, try to project potential sales several years ahead in order to determine present levels of production. Yet it sometimes seems that the period of “bust”, which began for Irish whiskey with a mainstream refusal to adapt to the revolution of blending in the late 19th century, never really went away.

For many years, just two distilleries, Bushmills in Northern Ireland and Middleton in the Republic, enjoyed a monopoly of Irish whiskey-making, both latterly being owned by Pernod Ricard subsidiary Irish Distillers, until Bushmills was acquired by arch-rival Diageo in 2005.

By that time, an upstart independent distilling operation by the name of Cooley had begun making whiskey in a former industrial alcohol plant at

Riverstown, near Dundalk, and suddenly the Irish whiskey business began to look altogether more interesting, with some healthy three-way competition in place.

A good barometer of the sector's well-being came last year, with the launch of the Ireland Whiskey Trail (irelandwhiskeytrail.com). Beyond its obvious value to whisk(e)y tourists, the Trail has a symbolic significance, indicating an increase in the pride and self-confidence of Irish whiskey and a growing awareness of the developing diversity of styles and brands within the category.

The Ireland Whiskey Trail was the brainchild of former Irish Distillers employee Heidi Donelon, who declares: “I feel very optimistic about the future of Irish whiskey. A lot has happened in the past 10 years, all positive in my opinion.

“Jameson has truly become a global brand, while Cooley has completely revamped the Irish whiskey category

A LOT HAS HAPPENED IN IRISH WHISKY IN THE PAST 10 YEARS, ALL POSITIVE IN MY OPINION

HEIDI DONELON

by producing styles not associated with Ireland before, such as peated malts and single grains, and it is breathing life back into the old Locke's distillery at Kilbeggan, where distillation is taking place once again. C&C Group, benefiting from the success of its regular Tullamore Dew, launched two editions in the past two years: a 10 Year Old blend and a 10 Year Old malt.”

Donelon adds that: “The Ireland Whiskey Trail is... an ideal platform to promote Irish whiskey and to contribute substantially to the sales growth of Irish whiskey within Ireland and internationally.”

Sales growth

Despite the near-collapse of the Celtic Tiger economy, and geographically widespread recession, the “sales growth” to which Donelon refers has been extremely impressive, with consumption now reckoned to be increasing annually



Ireland Whiskey Trail

at more than 10%. And, as if to confirm the growing interest in the Irish sector, the Dublin-based C&C Group recently announced the sale of its spirits and liqueurs division, including Tullamore Dew, to Scotland's William Grant & Sons.

This €300 million acquisition means three of the biggest players in the Scotch whisky arena, Diageo, Pernod Ricard and William Grant & Sons, all now have significant stakes in Irish whiskey, and there is speculation that Grant's may build its own distillery, perhaps at Clonmel in County Tipperary, rather than rely on obtaining the spirit for Tullamore Dew from Irish Distillers, as is the present arrangement.

Stylish choice

So much for the context, but when we refer to "Irish whiskey", what exactly do we mean? Essentially, to earn the definition, spirit must be produced in



Above left: The Jameson Experience at Midleton

Above right: The Fisherman's Thatch – a typical Irish pub in Ballybrittas, County Laois

Ireland, matured in oak casks for at least three years and bottled with a minimum alcoholic strength of 40%abv.

"Irish malt whiskey" is made using only malted barley. "Pot still Irish whiskey" must be distilled in copper pot stills – traditionally it was produced from malted and unmalted barley and other grains, but today only Irish Distillers produces "traditional" pot still Irish, the product that for so long was the mainstay of the Irish distilling industry.

As with Scotch, the bulk of the modern Irish whiskey market is devoted to blends of pot still and grain spirit.

Received wisdom has it that Irish whiskey is characterised by a process of triple-distillation, using both malted and unmalted barley, but this is really only part of the story. In order to fully understand the sector it is necessary to explore how ingredients, production methods and maturation regimes influence the character of the Irish whiskey we drink, and how innovations, such as those described by Donelon, have affected the category.

As good a place as any to begin that exploration is in County Cork at the vast Midleton complex, which belongs to Irish Distillers (Pernod Ricard). Here a bewildering variety of styles and brands are created; everything from the relatively lightweight Paddy blend to the rich and complex pot still Redbreast.

Peter Morehead, production director for Irish Distillers, explains the background to the creation of Midleton. "In 1966 the Cork Distilleries Company, Powers and Jameson combined to form Irish Distillers," he says. "They each had their own distilleries, but it was decided to build one big, new distillery on a site adjacent to the old Midleton distillery in County Cork. This was done in the early 1970s, and opened in 1975.

"The aim was to replicate three brands – namely Paddy and the "Dublin whiskeys" of Jameson and Powers – in the new plant. It was a brave decision. Out of the 1966 merger came the recognition that blends were where it was at in terms of a global audience.

"The profile of Jameson, for example, has lightened significantly from the old-style Dublin pot still whiskey that it was in the 1940s, '50s and even the 1960s. It was a subtle evolution that stopped a long time ago now."

Midleton operates one stillhouse which contains four pot stills as well as undertaking continuous distillation in "column" stills to produce grain whiskey for blending. "The essence was to retain the pot still character of whiskey made from malted and unmalted barley," says Morehead. "It's the unmalted barley that gives the 'edge' to Irish pot still whiskey. We can produce different styles of pot still spirit, from light

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Irish Whiskey



to highly-flavoured, and we can also produce different styles of grain.”

Triple traits

While Midleton is a modern and comparatively state-of-the-art plant, Bushmills – on the Antrim coast of Northern Ireland – is a traditional distillery, claiming a whiskey-making heritage dating back more than 400 years.

Both share an adherence to triple-distillation. Diageo-owned Bushmills produces the blends Original and Black Bush, together with a range of aged single malts, buying grain spirit for blending from Midleton.

Bushmills master distiller Colum Egan explains that: “We are a malt whiskey distillery, using 100% malted barley. It is unpeated malt, which is characteristic of Irish whiskey overall. The differences between Scotch and Irish start in the malting process.

“One of the main traits of the brand is its smoothness. For one thing, there is no smokiness to get through; you’re straight into the fruity, floral notes. The smoothness comes from our triple distillation process. This means that we end up with spirit with a strength of 85%abv after the third distillation, which is much higher than Scotch malt whisky.

“The triple distillation leaves behind

Irish whiskey – some statistics

- Irish whiskey is one of the fastest growing spirit categories in the world, with annual increases in excess of 10 per cent
- The past decade has seen growth of 230 per cent
- In 2009 some 4.5 million cases were sold worldwide
- The USA is the largest market for Irish whiskey, importing 3.2 million litres of pure alcohol (mlpa), worth just under €50 million, in 2009. In second place is France, with 1 mlpa, worth €12.1 million, followed by the UK, with 2009 imports of 980,000 lpa, valued at €11.7 million
- Pernod Ricard has a total market share of 69 per cent, with Jameson accounting for 65 per cent of that figure. Diageo boasts 18 per cent of the Irish whiskey market, courtesy of Bushmills

(Source: Bord Bia – Irish Food Board)

(Source: IWSR)

lots of the fusel oils, and brings out fruitier elements. It’s smooth but it’s not bland. You get richness and boldness. We have a very low level of fusel oils, compared with US whiskey or Scotch. We are looking for fruity and floral notes which will interact subtly with the cask.”

Egan describes the Bushmills “house style” as light, fruity and spicy. “Vanilla and caramel are accentuated by maturation,” he adds. “We use ex-bourbon casks and also some ex-oloroso sherry wood. We fill spirit into the ex-sherry casks for two years, and this gives a nutty, sweet character. It strips out oak notes and replaces them with succulent, rich ones. Use of ex-sherry wood is characteristic of Black Bush, and we use varying percentages of ex-bourbon and ex-sherry casks, some first-fill and some second or third-fill, in our various expressions.”

Planning on innovation

When Bushmills was owned by Pernod Ricard, Jameson received the lion’s share of the marketing budget, and there was also little investment in the actual Bushmills distillery. Since Diageo acquired the distillery and brand five years ago, more than £1 million has been spent on the infrastructure, and work is ongoing. Output was

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formerly around the 1.5 million litres per annum mark, and has now risen to four million litres. Essentially, a new mash house was installed, and the still house was upgraded to allow seven-day working. On average, a new warehouse is constructed every nine months to accommodate the spirit being produced.

That increase in output is mirrored at Midleton, where capacity was increased by around 50% between 1999 and 2003. As at Bushmills, seven-day working practices have been adopted, and Morehead notes: "We are currently operating at full capacity, turning out some 30 million litres of spirit per annum. This is principally being driven by the US market, where we will sell one million cases of Jameson this year. Overall, we will see three million cases worldwide."

While the likes of Jameson, Powers and Paddy have altered significantly in character over the years, changing from pot still whiskeys into blends, Colum Egan notes: "We acquired a bottle of 1882 Bushmills at auction and had a small sample analysed. We found to our delight that it was very similar to our Original and our 10 Year Old single malt."

To date, Diageo has been getting used to having an Irish whiskey brand in its portfolio and concentrating on the core Bushmills range, but Egan says: "We have whiskey sitting in the warehouses for future new releases. There will be innovations and new additions in time."

Triple distillation will remain crucial to Bushmills, however, and Egan declares: "I'd say that more than 90% of Irish whiskey is triple-distilled. It's the traditional way, and for me it's what makes a true Irish whiskey."

New perspective

Inevitably, the team at Cooley Distillery takes a slightly different view, as it double-distills its malt whiskeys in the manner of Scotch, using principally

unpeated malt in pot stills, as well as employing a patent still to make grain spirit for blending, principally from maize.

According to Jack Teeling, Cooley sales and marketing director: "Irish whiskey, throughout its history, has been distilled many different ways – single, double and triple distilled. We focused more on what the whiskey would taste like rather than sticking to any template of distilling. By double distilling we maintain the natural flavour from our raw ingredients. So, while it still retains the smooth, sweet taste normally associated with Irish whiskey, it has its own distinct character."

Teeling adds: "The majority of the branded whiskey we sell is currently blended, but the malts are catching up fast. We sell one bottle of branded malt for every two branded blended whiskey. Our single malts have been growing by double-digit figures for the past five years and we expect this to continue."

As well as using double distillation, Cooley has effectively created completely new Irish whiskey character profiles with its heavily-peated Connemara single malt and its Greenore Single grain whiskey, along with a range of cask-finished Tyrconnell single malts.

"These were all created with the aim of helping expand the narrow Irish whiskey category that was dominated – and still is dominated – by blended Irish whiskey," explains Teeling. "We want to challenge the perception of Irish whiskey by resurrecting ways and brands of Irish whiskey that had been mothballed or forgotten about, but also to cater to consumers' taste for interesting and unique expressions of Irish whiskey."

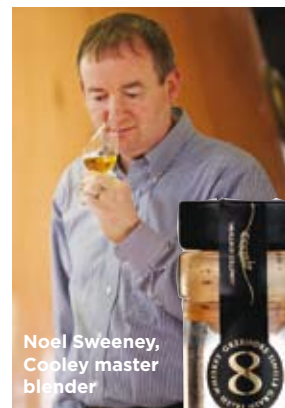
Cooley was rewarded for its adventurous nature by being named European Distiller of the Year for the second year running at the 2009 International Wine & Spirit Competition awards. In 2008, Cooley won the World



Bushmills master distiller
Colum Egan



Cooley distillery warehouse
manager Eddie Marmion



Noel Sweeney,
Cooley master
blender

and European Distillery of the Year titles, becoming the first Irish distiller to do so.

Dynamic appeal

While "house" brands from Ireland's three distilleries tend to dominate the sector, the global number two Irish whiskey after Jameson is Tullamore Dew. In acquiring it, William Grant's move into the Irish market only serves to emphasise its perceived attractions, with Grant's chief executive Stella David talking about "...the highly desirable and dynamic Irish whiskey category".

At the opposite stylistic extreme to the popular Tullamore Dew blend, and at a very distant price point, is Knappogue Castle 1951, marketed by US company Castle Brands Inc, whose portfolio also includes brands such as Boru vodka and Gosling's rum. For around £700 the connoisseur with deep pockets can experience a piece of Irish distilling history – this veteran variant of the whiskey produced at the Tullamore Dew distillery was produced some three years before the distillery in County Offaly closed its doors. It is a pure pot still whiskey which was matured in sherry casks for 36 years, before being bottled in 1987.

The existence of two such polar opposite expressions of "Tullamore Dew" neatly encapsulates the increasing breadth of the Irish whiskey sector, which is now enjoying ruder health than it has for a century.

Expect to see many more pilgrims following Heidi Donelon's Irish Whiskey Trail in future.

DI



Indian Whisky

Indian whisky brand Amrut has passed a succession of milestones over the past six years – but none of them is as important to its owners as the one it reached earlier this year.

Amrut has risen from being a niche brand available in a handful of Glaswegian Indian restaurants to having a recent release independently acclaimed as one of the best three whiskies in the world. It has gone from being a novelty brand to one championed by the world's leading whisky writers. But for its owners it really came of age when it went on sale in its homeland.

"We started to sell it for the first time in India this year," says Amrut international marketing director Ashok Chokalingam. "Not a great deal of it and only around Bangalore, but it has gone very well. People there have heard of it because of the success it has had in other countries and because of the publicity it has had in whisky circles. It has gained respect."

Amrut's low-key and small-scale entry to the vast Indian whisky market isn't just important for its owners – it's important in a broader context, too, because it joins up at least some of the dots and links India's massive domestic and insular whisky market to the wider whisky market spanning the rest of the world.

While every other significant whisky producer exports its spirits in the international marketplace India has singularly failed to do so. Moreover, it has shown a voracious thirst for its own whiskies while largely turning its back on the world's leading whisky names.

There are signs, though, that this is changing. Amrut's success domestically and abroad is just one of them. The purchase of Whyte & Mackay by

It's early days, but India is beginning to show it has the potential to become a world whisky superpower. Dominic Roskrow reports

The next big thing

Shutterstock/Norebbo

Indian giant United Spirits three years ago and the subsequent establishment of the likes of Dalmore and Jura in the Indian market, is another. But perhaps most significantly of all, the willingness of India to establish trade links and to consider removing trade tariffs suggests that the country is at long last set to fulfil its potential as a leading whisky nation.

Defining question

When it comes to whisky India is an enigma. Trying to make sense of its vast but fragmented marketplace is like trying to build houses on quicksand – all but impossible because nothing stays still long enough.

You'll struggle to find any meaningful figures for its production, or consumption, of whisky, and while it is often glibly lumped in with Brazil, Russia and China in "the fast expanding BRIC countries" category, there is scant detail about how big and how fast that growth

WE ARE FORTUNATE THAT THE INDIAN CLIMATE MEANS WE CAN MATURE SPIRIT MORE QUICKLY THAN EUROPEAN DISTILLERIES CAN

ASHOK CHOKALINGAM
AMRUT INTERNATIONAL

is. It is almost certainly the biggest whisky market in the world, but it's often left off comparative international charts completely. It almost certainly produces some of the world's biggest whisky brands and quite possibly the biggest of all, yet its brands remain largely unknown outside its own borders.

So how has a country so vast managed to slip under the whisky radar for so long?

The answer in part lies in definitions. Comparing European-defined whisky with that of India is like comparing break-dancing to architecture.

In Europe whisky must be made with grain, yeast and water; much of the Indian whisky market is made up of brands comprised of industrial spirit, often made from molasses, rice, or pulses mixed with a small quantity of malt whisky made either domestically or imported from Scotland.

It's thought that about 98 per cent





Brand Shares Ranking (by Global Brand Name) – Total Volume

India Whisky

2009

Brand	Company name(GBO)
1 Bagpiper	UB Group
2 McDowell's	UB Group
3 Officer's Choice	Allied Blenders & Distillers Pvt
4 Original Choice	John Distilleries
5 Aristocrat	Jagatjit Industries

Source: Alcoholic Drinks: Euromonitor International

wealth isn't permeating through society as freely as in other emerging countries.

While a fraction of the population is aware of premium whisky brands, vast swathes of the Indian population remain on low incomes and with little whisky knowledge.

"There is very little understanding of what malt whisky is and only a small number of middle-class people are aware of it," says Chokalingam. "There is a huge education job to be done."

Tax complexity

That raises another issue. There is a vast disparity between the low-cost, loosely defined domestic whiskies and premium international brands, and the gap between the two has traditionally been reinforced by trade tariffs and import taxes.

Although India scrapped Additional Duty charges three years ago, customs duty of 150% still applies. And the situation is made more complex by the fact that each state in India can impose its own tariffs. In some cases the levy against imported spirits is as high as 550%, making it all but impossible for imported brands to establish any market in India.

The Scotch Whisky Association has long battled to remove import duties and, although there are positive signs that change will happen, the establishment of a level playing field for international brands remains out of reach for the time being.

Despite the challenges, some brands have established a foothold in the country. Johnnie Walker enjoys iconic status, for instance and, when a rogue batch of fake whisky caused the deaths of a number of Indian drinkers, the brand's owner, Diageo, was sufficiently concerned about the impact on Indian sales that it ran adverts in a number of Indian languages reassuring drinkers

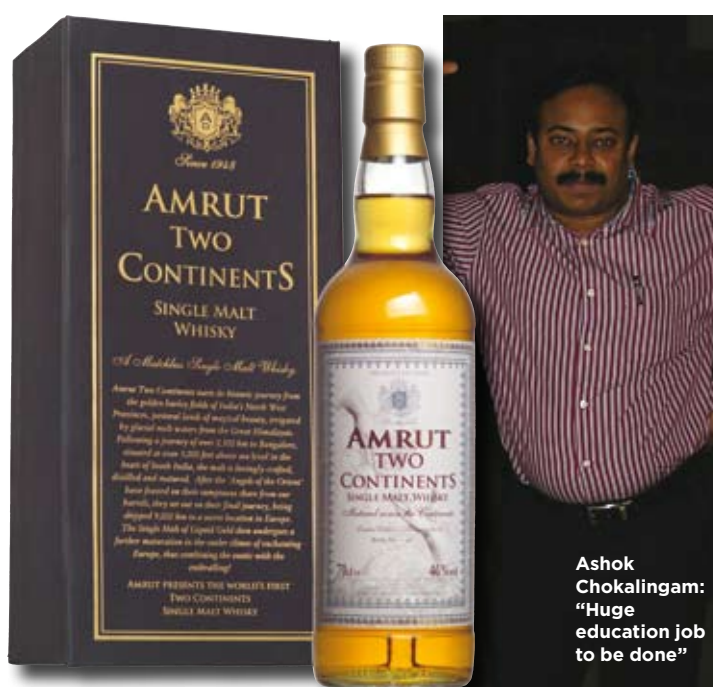
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of whisky consumed in India is made there, and only a fraction of that would be entitled to describe itself as whisky in Europe. Most brands are what could be termed "blends" and, although there are four or five distilleries producing malt whisky, most of it is destined to end up in these domestic blended whisky products.

There's a further problem in India. The huge economic growth – which in countries such as Russia, China and Taiwan is driving the emergence of a new middle class, and bringing with it a demand for premium spirits, including quality whisky – is working in a different way in India.

While the country is at the cutting edge of new technology and forward-thinking business and shows every sign of challenging China in the race to be the next super power, wealth is flowing into India but in a flawed and skewed way.

The country is built on an established system of class and caste, and the new



Ashok Chokalingam:
"Huge education job to be done"

Indian Whisky

about the quality of the legitimate product.

Overall, though, India remains a difficult marketplace. The contrast with China, the other immense emerging market, is stark.

A singular Chinese government has thrown its support behind the requests of the SWA and recognised European definitions of whisky, to the point of collecting up fake whiskies and destroying them in public “wrecking ball” ceremonies. In India the government has been slow to follow suit, and the patchwork quilt nature of the country’s infrastructure has hampered progress to any form of international agreement.

“I think it’s fair to say that, with India, the situation is ongoing,” says the SWA’s Campbell Evans. “But as always in matters like these, progress is slow.”

Opening up

The result is a stand-off between India and the rest of the world – few



international markets seem to want India’s whisky brands and, on the face of it, India doesn’t seem to want the world’s best-loved whiskies.

There are signs, though, that this may be set to change.

In the first place, the new wealth might not be trickling right through Indian society, but it is making a difference. India now consumes more than 100 million litres of whisky a year, making it the biggest whisky market in the world. That figure has nearly doubled in five years, and it is estimated that growth continues to be 8-10% a year.

That growth has been serviced to some extent by international brands which have benefited from the duty cuts three years ago.

But two other specific factors have provided the platform for a potential revolution in Indian whisky.

The first is the success of Amrut. The distillery only produces about 500,000 litres a year – just 5% of the output of Glenlivet or Glenfiddich alone – and will face supply issues in to 2011,



SWA's Campbell Evans:
“Progress is slow”

Vijay Mallya, head of Indian drinks and industrial giant UB Group

but nevertheless it has been punching significantly above its weight. In the past year it has released two limited edition expressions – Fusion and Two Continents – that have proved beyond doubt that it is a world class distillery.

In May this year it released another premium limited edition malt, and there will be a further release in the autumn.

“We are fortunate that the Indian climate means we can mature spirit more quickly than European distilleries can so we will be able to adjust production to meet the demand quite quickly,” says Chokalingam.

“But in the meantime we have the potential to release special whiskies. The new release, for instance, contains whisky which is seven years old, but in that time 51% of it has been lost to the angels.

“Our climate means we lose a lot more spirit this way. But people who have tasted the new malt say that it tastes more like a 20 or 25 Year Old Speyside malt.

“I think initially we weren’t taken too seriously but in a short space of time we are now recognised as a distillery making very good whisky. Our success internationally has now been recognised in India and this may well encourage other distilleries which make malt to follow us and bottle their malts in their own right.”

Economics will no doubt play a part, too – there are potentially greater gains to be made by distillers from bottling premium malt whisky than there are from using malt as a component in low price domestic blends.

A matter of time

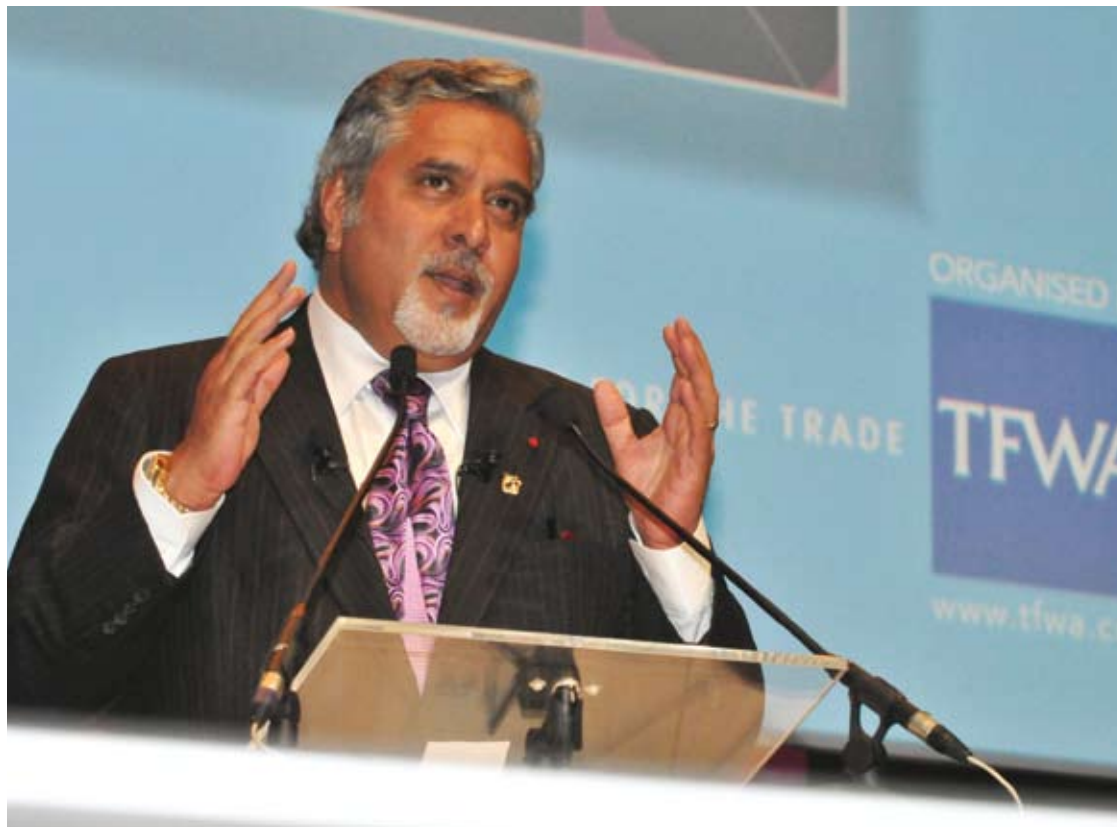
The other major force for change is the purchase three years ago of Whyte & Mackay by United Spirits, a subsidiary of the Indian drinks and industrial giant UB Group, headed up by flamboyant businessman Vijay Mallya.

Mallya, who already owned some of India’s biggest brands, has established a foothold in India for W&M brands Jura and Dalmore and two months ago the company announced it would be further concentrating on its respected malts and less on the bulk whisky market.

The general consensus is that, with Scottish malt now having a foothold in the Indian market it’s just a matter of time before the floodgates open.

“There’s a view that, with as powerful an individual as Mallya battling for Scotch whisky from within the

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Indian Whisky

country, the way will be cleared for other world whiskies to follow,” says one drinks analyst.

“And once there is a wider understanding of the international whisky market, particularly that for single malts, the Indian market will prove to be large and lucrative.”

It may well be that to some extent the process has already begun. Sukhinder Singh owns The Whisky Exchange in London and he specialises in finding wealthy customers specific whiskies. He says India is well down the road of moving from cheap domestic whiskies to more expensive imported ones.

“I believe the Indian market for quality whiskies is growing,” he says. “The middle sector is the most interesting – around 400 to 500 rupees [€7-€9]. But over here I have many Indian customers and they are now spending serious money.”

So if international whiskies are finding their way into the domestic Indian

market, is the reverse true? Is India about to give the world another whisky like Amrut?

Not any time soon, says Singh.

“There is very little in India in terms of single malt and I’m not sure what they are doing is of any reasonable quality,” he says.

“What we’re being offered doesn’t taste that good.”

Chokalingam at Amrut agrees to some extent but argues that it is a matter of time.

“Amrut wasn’t taken seriously at first but it has proved that Indian whisky can be of a good quality and be accepted in other markets. Other distilleries in India have seen what we have done and I think for sure one or two of them will follow us down this route.”

With domestic brands such as Officer’s Choice aggressively pursuing international export markets the process is already underway.

You can hear Indian whisky banging at the doors:

surely it will in due course burst them wide open. And when it does, expect it to shake the world of whisky to its core. **DI**



Ones to watch – whisky brands from India

1 Amrut

Matured 900m above sea level in Bangalore, Amrut has gone from nowhere to highly respected international whisky producer in less than 10 years. Now produced in four core expressions – standard and peated, cask strength and cask strength peated. Last year two limited editions were released to widespread critical acclaim – Fusion and Two Continents.

2 Antiquity

Now part of United Spirits, this is described as “finest blend” and is India’s most expensive whisky. It contains Scotch whisky, Indian malt whisky and neutral alcohol which can be made from just about anything.

3 Aristocrat

Made in New Delhi and another whisky made using Scotch whisky.

4 Bagpiper

Owned by United Spirits, this whisky may well be the world’s biggest seller now, and it’s certainly in the top three. But it is highly likely that the alcohol content stems from a molasses-based product. Enjoys a glitzy reputation because of its endorsement by leading Bollywood stars.

5 Blender’s Pride

Another Pernod Ricard brand, which is battling with Royal Challenge for number one spot in the premium blend category.

6 Imperial Blue

Pernod Ricard’s biggest Indian whisky is a blend of Scotch whisky and locally made neutral spirit.

7 Masterstroke

Stylishly packaged whisky launched three years ago as a partnership between drinks giant Diageo and expanding Indian company Radico Khaitan.

8 McDowell’s Single Malt

One of India’s few genuine single malts, McDowell’s was founded by Scotsman Angus McDowell in Madras in 1826 and is now owned by Vijay Mallya’s company, United Spirits.

9 Officer’s Choice

Produced by Allied Blenders & Distillers (ABD) Officer’s Choice has been enjoying phenomenal growth and last year passed the 10 million case mark, having more than doubled its sales in five years. Only a handful of brands worldwide have passed this milestone, and Officer’s Choice is now the third biggest selling whisky in India. It also exports to several markets.

10 Royal Challenge

A premium blend owned by United Spirits and said to be made up of rare Scotch whisky and Indian malt whisky.

11 Royal Stag

Owned by Pernod Ricard, and a much improved blend which now sells more than five million cases.

12 8pm

Owned by Radico Khaitan and produced at the huge distillery in Uttar Pradesh, 8pm has rapidly established itself as a major player in India.

13 Signature

Award-winning and fast-growing blend from United Spirits. Its secret lies in the inclusion of quality Scotch and Indian malt whiskies. Keep your eye on this one.



Clear winners

Any unaged spirit that emerges with an award from a competition as rigorously judged as the International Spirits Challenge has, by definition, performed extremely well. For brown spirits, the art is really in the choice of barrels, the length of maturation, blending and finishing – the base spirit is only the starting point.

In the case of gin and vodka, however, the spirit is exactly what it is. Some vodkas are flavoured, of course, and gin has its botanicals, but any slight flaws or imbalances in the spirit are there for the expert palate to detect. And expert palates are what we had at this year's judging sessions. Three top-level distillers were complemented by industry veterans from Russia and one of the UK's most prominent figures in bartending, all overseen by chairman Ian Wisniewski.

"Judging vodka is always a fascinating experience," says Wisniewski. "With such a varied panel of judges, representing different areas of the drinks industry, every entry was subjected to a rigorous process. This included extensive discussions about each shortlist before reaching a consensus and giving any awards."

The innovative nature of the contemporary gin category also provided some testing subject matter for the judges. "Gin brands now offer a broader range of flavour profiles," says Wisniewski. "Consequently, judges spent a lot of time discussing the merits of some very different styles of gin, which resulted in some difficult decisions."

This was the most prestigious judging panel ever assembled for the ISC White Spirits round, and they tasted through a record level of entries – up 12% in total, and 18% in the case of the vodkas. Next year's International Spirits Challenge will see changes in the way the judges assess the White Spirits, in order to reflect the remarkable pace of change and innovation in the vodka and gin categories.



Meet the judges



Chairman: Ian Wisniewski,
freelance author,
journalist, spirits
specialist



Lesley Gracie,
new liquid
development
leader, William
Grant & Sons



Desmond Payne,
master distiller
Beefeater gin



Joanne Moore,
master distiller
G&J Greenall



Neil Lowrey,
co-founder
BarWizards
training academy



Alexey Zaitsev,
Prodexpo
Moscow director
international
tasting contest



**Alexander
Zaitsev,** chairman
Prodexpo Moscow
international
tasting contest



**Leonid
Gelibterman,**
managing partner,
Independent
Academy of Wine
and Gastronomy



Vodka & Other



GOLD

Super-premium

Grandkhaan (Mongolia) - Spirt Bal Buram JSC

Premium

Bulbash (Belarus) - JV Dionis

Heaven Premium (Kazakhstan) - LTD ArLine

Khortytza Classic (Ukraine) - Khortytza Distillery

Stalinskaya (Romania) - Prodal '94

Flavoured

Zoladkova Gorzka Na Trawie

Zubrowej (Poland) - Stock Poland

Luksusowa Gorzka (Poland) - Wyborowa



SILVER

Super-premium

Moses Vodka (Finland) - Global Drinks Finland

Pur Vodka (Canada) - Pur Vodka-Nicolas DuVernois

Premium

Heaven Luxury (Kazakhstan) - LTD ArLine

Russian Challenge (Russia) - Rusimport

Russian Character (Kazakhstan) - LTD ArLine

Standard

Eruul (Mongolia) - APU JSC

Viking (France) - Oposit W&S

Flavoured

Remix Chocolate Flavoured Vodka (India) - Radico Khaitan

BRONZE

Super-premium

Flag Vodka (Finland) - Global Drinks Finland

Premium

Prime Premium (Ukraine) - Olimp Vodka Co

Sputnik (Russia) - Taste of Russia

Standard

Red Square (UK) - Halewood International

Tamova (UK) - Aldi-Glen Catrine

Vladivar (UK) - Whyte and Mackay

Flavoured

Vikingfjord Eple (Norway) - Arcus

COMMENDED

Super-premium

Belvedere (Poland) - Mötet Hennessey

Russian Cult Minskaya (Germany) - Western Blue

Sipsmith Barley Vodka (UK) - Sipsmith

U'Luvka Vodka (Poland) - The Brand Distillery

Premium

Putinoff Premium (Germany) - Lidl UK

Stock Prestige (Poland) - Stock Poland

Standard

Parliament (Russia) - CEDC

Prime Superior (Ukraine) - Olimp Vodka Co

Flavoured

Zubrowska Bison Grass Vodka (Poland) - CEDC

White Spirits



GOLD

Other White Spirits
Hammer Aquavit - Arcus

SILVER

Other White Spirits
Thunder Toffee Vodka - Scream Retail

BRONZE

Other White Spirits
Simers Oslo Aquavit - Arcus
Gammel Opland Madeira Finish - Arcus
Stolichnaya Gala Applik - SPI Spirits (Cyprus)

International Spirits Challenge

Gin

GOLD

Super-premium

Finsbury Platinum 47% - Borco-Marken-Import Matthiesen

Premium

Tanqueray Imported 47.3% - Diageo

SILVER

Super-premium

Beefeater 24 45% - Chivas Brothers
Fifty Pounds 43.5% - Sanchez Romate
Martin Miller's Westbourne Strength 45.2% - The Reformed Spirits Co

Premium

Beefeater 47% - Chivas Brothers
Bloom Premium 40% - G&J Greenall
Sainsbury's Taste the Difference Blackfriars Gin 43% - Sainsbury's

Standard

Greenall's London Dry 40% - G&J Greenall

BRONZE

Super-premium

Sipsmith 41.6% - Sipsmith
Tanqueray No.Ten 47.3% - Diageo

Premium

Plymouth Gin 41.2% - Chivas Brothers
Whitley Neill 42% - Halewood International

Standard

Oliver Cromwell 37.5% - Aldi UK

COMMENDED

Premium

Pink 47 - Old St Andrews



Riesling and beyond

While Riesling still leads the way, Germany is finding new favour with its other grape varieties. Richard Woodard reports

It is difficult, in the first half of 2010, to discuss the international fortunes of German wine without referring to the R-word. No, not that one – it's not the recession that is front of mind when you think of German wine exports, but Riesling. Is there life for the country's wine producers beyond its most emblematic grape variety?

They certainly hope so. For, while value growth in the US in particular has been inextricably linked to the growing thirst for all things Riesling-related, German winegrowers are wary of putting all their vinous eggs into one basket.

But let's get that other, less welcome R-word out of the way first. In fact, the global economic downturn has been – compared with other producer countries, certainly – relatively kind to German wine.

According to the German Wine Institute, exports fell 7.8% by value and 5.9% by volume during 2009.

Key markets such as the UK, US and Russia declined, but the Netherlands bucked the trend with a double-digit value increase, Scandinavia proved resilient and there was a remarkable upturn in Ireland.

More up-to-date figures make for even happier reading. Exports to the US in January 2010 were up 29% – a key figure

for German Wine Institute marketing director Steffen Schindler. "Last year, everyone in the US was very consistent," he says. "They were basically selling stocks they had already imported. Now the market is catching up and they are demanding wine again."

The hope is that the Riesling boom in the States – the variety has been the fastest-growing in sales terms for the past three years, according to Nielsen – is continuing, and winning over a younger audience to German wines to boot.

"People who buy Riesling are not the elderly wine drinkers, but young people," reports Schindler. "They have no pre-conceived ideas about German wine. To them, German wine is something cool and trendy."

Grape of the moment

This emphasis on the hip status of Riesling is reflected by major producers. For Langguth's Armin Wagner, the main drivers Stateside in recent times have been a newly launched three-litre Blue Nun Riesling bag-in-box, plus a launch under the Black Slate Riesling banner.

The company's Riesling wines, he says, have "maintained, but not further extended" their share, but he highlights increased distribution for Langguth's Estate wines, all Rieslings sourced from



The sweeping bend in the Mosel river around the town and vineyards of Traben-Trarbach

German Wine Institute



**PEOPLE WHO
BUY RIESLING
ARE NOT THE
ELDERLY WINE
DRINKERS,
BUT YOUNG
PEOPLE**

STEFFEN
SCHINDLER
GERMAN WINE
INSTITUTE





Steffen Schindler:
"We've done our homework. Today we want to talk about something in addition to Riesling"



the Langguth Foundation's vineyards in the Mosel.

Reh Kendermann managing director Nik Schritz is rather more cagey about the US, using an all-too common euphemism when describing the market as "challenging". However, he notes that the radical new packaging of the company's Black Tower wines has tested well in consumer research there.

The dislocation between Germany's two leading export markets could scarcely be greater. While the UK trails the US in value terms, it sells nearly twice the volume, reflecting a market position that remains defiantly stuck in the sub-premium basement. Exports to the UK

fetched €157 per hectolitre in 2009, according to the German Wine Institute; for the US, the figure is €324/hl.

Nonetheless, the two leading players remain relatively optimistic about current UK trends. For Langguth, this is mainly founded on the recent return of Blue Nun to growth after "difficult" years, thanks in part to the brand's new distribution arrangements.

Bottle Green now handles the supermarket business, while Halewood International is responsible for cash and carry, convenience stores and the on-trade. The result, says Wagner, has been "tremendous growth" in the cash and carry and independent sector.

Tapping into the kind of residual brand awareness that most wines can only dream of (even if those consumer associations are not always entirely positive), Blue Nun has now launched a "1 glass: 1 unit" campaign, drawing attention to the fact that one 125ml glass contains only one unit of alcohol, and aiming to exploit demand for lower alcohol wines.

Next is a "major relaunch and

repositioning" of the brand, starting in the UK and moving into other world markets – although the company is saying little about the relaunch so far.

Reh Kendermann points to Nielsen MAT figures for the year to March 20, which show Black Tower up 3% by volume and 6% by value. All of that growth and more is supplied by Black Tower rosé, which has surged ahead by 29% by both measures, with Black Tower Pinot Grigio playing a supporting role.

But the statistical reality that lies behind the individual success stories is about as grim as it gets: UK imports of German wine were down 21.8% by value and 18.5% by volume in 2009.

Schindler highlights sales growth in the £5-plus bracket, from a small base, but that's scant consolation when two of the major pluses in branded terms for Germany are trends that have little to do with the country's native styles and main local varieties: rosé and Pinot Grigio.

'80s hangover

The sad fact in the UK is that, as Schritz says, "the German wine sector continues to be driven by the declining sales of generics such as Liebraumilch and Hock" – the continued presence of former '80s favourites that, like a persistent hangover, refuse to go away.

This is where the UK market most obviously differs from the US, and it also still represents the single biggest challenge to transforming the image of German wine. "The US had no preconceived ideas," says Schindler. "It had basically just disappeared from people's radar. We were starting from scratch, whereas in Britain there is still a lot of cheaper, old-style German wine out there. It's still very present in people's minds."

It's not as if German wine has a huge marketing budget to bring that transformation about. Money is spent judiciously on carefully targeted initiatives aimed, for instance, at the on-trade, and focused on German wine's food-friendly qualities and low levels of alcohol.

Nor is the global marketing pot getting any bigger. In fact, it's getting smaller. The German Wine Institute, which is entirely reliant on funding from producers, has had its budgets cut and has, as a result, axed its offices in Japan, Korea, Russia, Ireland and Poland.

That must be particularly galling when exports to Ireland surged 42% by value and 38% by volume last

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German Wine

year, even as the roar of the Celtic Tiger economy was reduced to a timid miaow by the recession.

In fact, the number of Institute offices around the world has been halved, from 20 to 10, in recent years, although Schindler is at pains to point out that the old way of working spread resources far too thinly. “Concentration is very important, especially in times of crisis,” he argues.

All of which brings us back to the R-word, because those resources are now being increasingly focused on turning consumers on to German wines beyond Riesling. “We’ve been talking to the trade, media and gastronomy worldwide for the past 12 years about Riesling, and that’s worked very well,” says Schindler.

“We’ve done our homework. Today we want to talk about something in addition.”

Life beyond Riesling

The feeling is that Riesling has paved the way for increased interest in other grape varieties grown in Germany, including Pinot Blanc, Pinot Grigio, Sylvaner – and red wines.

Describing Riesling and Pinot Noir as a “dream team”, Schindler points out that Germany is the world’s third biggest producer of Pinot Noir – or, to give it its local name, Spätburgunder (‘late Burgundian’) – with Baden alone churning out more of the stuff than the whole of Australia.

There’s nothing random about this sudden red shift: Dornfelder was pretty much created to serve the soaring demand for red wine in Germany’s home market, and now the country is hoping it too can make the leap to international stardom.

But there’s more to this than simply showing German wine has more than one string to its bow. As Riesling reaches critical mass in some markets, sales growth can be reinvigorated by new offerings of red and rosé wines.

“Classic German white wine is still playing its predominant role in our portfolio, yet growth

German wine exports by volume and value 08-09

Market	2008 val (€m)	2009 val (€m)	% change	2008 vol (000hl)	2009 vol (000hl)	% change
US	95	85	-10.1	285	263	-7.7
UK	89	69	-21.8	540	440	-18.5
Netherlands	45	50	+11.8	310	340	+9.8
Russia	24	20	-16.6	198	176	-10.8
Sweden	20	19	-5.9	136	147	+8.1
Norway	17	17	+1.0	61	53	-13.0
France	16	17	+5.2	94	92	-2.2
Canada	16	13	-13.3	61	48	-20.5
Japan	14	12	-13.2	39	30	-23.1
Belgium/Lux	12	11	-5.3	75	66	-12.0
Total	427	394	-7.8	2,182	2,053	-5.9

Source: German Wine Institute

You say Pinot Noir, I say Spätburgunder

It’s really no surprise that most people aren’t aware that Pinot Noir is Germany’s most planted red grape. Apart from the fact that consumers in major markets such as the UK and US have rarely, if ever, come across it, a great deal of it is still given the local name of Spätburgunder.

That presents a bit of a snag when you’re trying to entice people into drinking the stuff, encouraging misunderstandings of the “I don’t drink Chardonnay, but I love Chablis” variety.

In practice it means the vast majority of exported German Pinot Noir will be labelled exactly as that – Pinot Noir. But not all.

“What we always tell the producers is, if you sell your Spätburgunder to a real wine lover in a specialist shop or very good restaurant, then leave Spätburgunder on the label, because these are people who want things to be as authentic as possible,” says Schindler. “They understand, but that’s a small percentage of wine drinkers – important, but small. But, if you are selling wine where it has to sell itself, then use Pinot Noir.”

Ironically, another rather surprising trend has arisen in the German market: producers increasingly choosing to label their wines as Pinot Noir, not Spätburgunder, for their domestic audience.

“More and more people are using the international name in Germany,” says Schindler, “because that gives the wine a certain international feeling, and the producer shows that he wants to be taken seriously internationally.”

And the name for this trend? Well, with a nod to California and Hollywood, we might call it the “Seitlich” effect...



in most of our markets is coming from launches such as rosé, German red wines (Pinot Noir and Dornfelder) and... the sparkling variants in the Blue Nun range,” says Wagner.

Similarly, rosé and red wines play an important role for Black Tower and Reh Kendermann (as indeed do Pinot Grigio and Rivaner).

For these mass-market brands, it’s crucial that they offer a range of styles to trade buyers and consumers alike.

And if they can do this without having to source juice from other wine-producing countries, then so much the better for the long-term future of the German wine sector.

One of the sundials which inspired the name of the famous Sonnenuhr vineyards in Wehlen, Mosel valley



Sherry



Sherry's Great White Hope remains, literally, its fino and manzanilla styles. It is on these tangy, bone-dry, refreshingly good partners to modern foods that both generic and corporate marketing campaigns have centred. And, as global messages go, it's a pretty good fit in disparate parts of the world: sherry with sashimi in Tokyo; shaohsing food in Hong Kong; pickled seafood in Holland and Scandinavia; and, of course, Spanish-influenced, tapas-style plate grazing in the hip bars and restaurants of New York, London and beyond.

This gastronomic tie-in has won many converts, from global superstar chefs such as Ferran Adria at El Bulli and the Fat Duck's Heston Blumenthal, to leading sommeliers around the world.

Sherry advocacy is hot, as evidenced by the recently-opened Pepito bar in London's King's Cross, which is packing fashionable young drinkers into its modern, Andalusian-styled interior.

Fighting the tide

So far so good, and it's as refreshing as supping on a chilled fino to be able to focus on positive stories about sherry, of any style, after years (25 or more according to Xavier Hidalgo of Bodegas Hidalgo) of decline in market share. However, a look at the export figures from Jerez suggests there is still much work to be done.

To recap, in 2009, according to the Jerez Consejo Regulador, the total

A question of style

Dry finos and manzanillas are earning the affections of foodies worldwide, with a knock-on effect for all sherry, says **Andrew Catchpole**

volume of sherry sold worldwide was 5.1m 12-bottle cases, with the UK, Spain, the Netherlands, Germany and the US representing the largest markets.

Given the new-found profile for fino styles, one could be forgiven for assuming that the well-recorded decline over more recent years would be primarily down to the natural decline in an older population of sherry drinkers fond of sweeter and darker styles, such as "cream".

But this is far from being the full picture, as Nicolás Bertino, international sales director at Gonzalez Byass reveals.

IT IS STILL POSSIBLE TO MAKE MONEY OUT OF THE CATEGORY, ESPECIALLY WITH OWN-LABEL

ADAM WYARTT
PLB

"Between 2008 and 2009 the exports of fino decreased by nearly 12% in volume," says Bertino of the export market as a whole.

Of course, one has to allow for the vicious recession that ripped through sherry's major western markets, but nonetheless this drop sits uneasily with all the work that has been done to promote dry sherry, not least when one of sherry's major benefits is the remarkable value for money it offers on the quality level.

"With Tío Pepe we have really been working against this trend in maintaining



(Above from far left) The cobbled street Calle Ciegos that runs through Bodegas Tío Pepe in Jerez; Xavier Hidalgo; Lustau vineyards; Palomino vines on the famous white albariza soil

Asked if he thinks we are likely to see a sherry revival across the category any time soon, Hidalgo says not in the sense of going back to the old, sweeter styles. “But in terms of dry sherry wines, not just fino and manzanilla, but good dry amontillados, olorosos and palo cortados, then because of the compatibility of all these with such a wide range of foods, this is where sherry’s future will lie.”

A clean slate

It’s a theme picked up on by Graham Hines, who heads up the Sherry Institute in the UK and has long been a passionate advocate of sherry. “One thing to remember is that not many of the older-generation, older-style, sherry drinkers are still with us, and that their children, who are now older themselves, are not interested, so we are left with the grandchildren, now 20 to 30-something, affluent, interested, into Spanish cuisine and a blank slate when it comes to sherry’s image,” he says.

On a modest budget, the Sherry Institute in the UK, often in conjunction with the bodegas and brand owners of the industry itself, is managing to run a remarkable portfolio of mainly interactive events with restaurants and retailers up and down the country. These activities include 50 to 60 promotional tastings over the year, in which sommeliers and restaurateurs are supported in producing sherry and food pairing dinners for up to 35 people, designed to reveal the full diversity of sherry styles plus their (often very flexible) food compatibility, and possibly reaching up to 1,800 consumers over the period.

Hines is also keen to correct – or at least balance – the common doom and gloom view of sherry’s longer term outlook in the UK market. The 1.6m or so cases currently sold (Consejo Regulador figs, UK export

► p41

our total export sales, enjoying growth in markets such as the US, Scandinavia and Japan where Spanish culture is really booming,” continues Bertino.

“But Gonzales Byass is not only Tío Pepe – our portfolio includes the Croft Original brand, a pale cream with a good market share in the UK and a stable consumer base, plus our amazing range of old and rare sherries.”

The point Bertino makes is that, beyond the admittedly well-executed dry sherry and modern lifestyle marketing, styles perceived as more old fashioned, such as cream sherries, are still a major segment of the market. And, while in decline and thus typically overlooked, this is a segment that can still deliver benefits and reasonable margin with a little investment from time to time.

Taking the UK as an example, Adam Wyartt at agent, importer and brand builder PLB, which is working closely with a major multiple to overhaul its buyers’ own-brands sherry range, explains: “Yes it’s a declining category, but everyone who overlooks sherry is losing out on money as there are still millions of pounds of sales.

“It is still possible to make money out of the category, both with brands but especially with BOB and own-label,” Wyartt continues.

“Take Sainsbury’s which, traditionally, has been the market leader in sherry and which, 14 months ago, reinvigorated its range, brought in a variety of styles from Gonzalez Byass in 37.5cl bottles, added a Pedro Ximenez, and boosted both its Taste the Difference and entry-level ranges, while increasing the shelf space.”

Dry foundations

No one is kidding themselves that the sherry category is suddenly going to undergo some incredible reversal of fortune. “Like other great world classics, sherry wine is not an easy business,” says Rita Vilas Boas, marketing director at Sogrape Vinhos, owner of Sandeman.

“But with Sandeman sales have been stable since 2006, with special relevance in markets such as Germany, where we are leaders, the Netherlands, Austria and Spain.

“And these sales, this relative stability, are again underpinned by a more traditional style of sherry, namely Sandeman’s Medium Dry.”

Perhaps, though, the clue here is in the word “dry”, rather than “medium” or “sweet”, which would have been the case a decade or more ago.

With the recession receding, the bodegas of Jerez de la Frontera, Sanlúcar de Barrameda and Puerto de Santa María – and especially the best-known producers of fino and manzanilla – are adamant that these styles must remain as the foundations on which a revived reputation for sherry is built.

“Global consumption of sherry continues to fall and it has been like that for 25 years,” says Xavier Hidalgo, whose Bodegas Hidalgo produces fine manzanillas and the reputable La Gitana brand.

“But La Gitana has been up by 6%-10% in the past few years in markets such as the UK, even through the recession, because it is light, dry, soft and combines so well with food, while the interest in Spanish gastronomy in the US and manzanilla’s compatibility with Japanese food have also boosted good growth in those markets.”

(Below) Barbadillo’s Manzanilla Solear, along with a classic serving suggestion



2009) may be far lower than the 3m case highs of the 1970s, but consider that 47m litres of fortified wine of all types was sold in the UK last year (including 15m litres of cheap 'British' wine).

This suggests there is still a strong UK market for this style of wine, albeit the bulk of volumes could be said to be at the 'bargain-bucket booze' end. For sherry, the antidote to this is surely to educate and push its quality image.

Certainly buoyant sales of sherry through outlets such as the *Sunday Times* Wine Club, Britain's third largest retailer of sherry, and the growing number of sherry clubs is evidence of continued interest at the quality end.

The twin poles of Tio Pepe fino and (smaller brand) La Gitana manzanilla have done a great job for the quality image of dry sherry worldwide and, one hopes, this forms an integral part of why they both report increasing sales. Elsewhere, the focus is across a range of styles, such as Gonzalez Byass's exemplary top-end wines, to hook in the fine wine, adventurous and foodie drinkers.

International movement

Lustau is a good example of a smaller to medium-sized bodega that is raising the bar, not least through its own sherry club.

The Lustau Almacenista Sherry Club, which began in the UK but now has members from Vancouver to Tokyo, is a showcase and educational platform for Lustau's range, stretching from delicate, tangy manzanillas and finos, to nuttier, mahogany-hued amontillados and olorosos, via quality cream sherries to the dark, sticky, glorious drop that is pure Pedro Ximenez, or PX.

"We now have 9,000 members, including lots of journalists and buyers and opinion-formers," says Jane Ward, export manager at Lustau. "And we are increasingly seeing members from outside the UK."

This new membership mirrors the countries where Lustau, and other quality-driven companies, are doing comparatively well in terms of sales. "The States and Canada are very important markets for us, driven by the restaurant scene, which is very into Spain at the moment," continues Ward. "And, in Asia, we have someone covering Shanghai and Taiwan, both of which are gathering strength, along with countries such as Singapore and Malaysia, which, while not big markets, are growing healthily."



The Lustau Sacristia



Vine grafting at La Gitana

Steve Cook, international export director at Barbadillo, echoes Ward and Hidalgo in citing future growth as most likely to come from budding markets beyond traditional European shores.

"Germany, the Netherlands, Scandinavia and continental Europe have always been our major markets," says Cook. "But it is in places such as the US, where our high-end sherries have doubled in sales over the past couple of years, and countries like Australia, where styles such as manzanilla fit in with the innovative food culture and healthy outlook on life, that sales are showing growth."

Quality focus

What emerges is a picture of slow turnaround, possibly, so long as Jerez remains focused on the dry styles and higher quality wines. In the right circles sherry has, for a limited number of people, become fashionable again. But the numbers are small still.

And perhaps, as hinted at by the sales increases especially of fino and manzanilla, plus high-end, niche, vintage and rare sherry wines more generally, there is a better chance than ever that sherry can halt its decline as the affluent 20 to 30-somethings of the world climb out of their first recession.

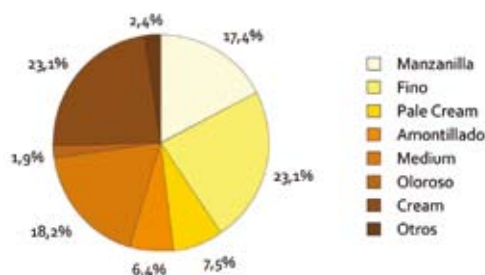
But there is a long way to go. Reports of sherry's demise, though, are way, way off the mark. **DI**

Sherry sales by volume 2005-09 (million litres)

	2005	2006	2007	2008	2009
Exports bottled	45.33	41.58	40.61	36.58	32.99
Exports bulk	1.17	0.77	0.76	0.66	0.62
Total exports	46.49	42.35	41.37	37.24	33.61
Spain	13.51	13.91	13.80	13.30	12.42
TOTAL	60.01	56.26	55.17	50.54	46.03

Source: Consejo Regulador de Jerez

Sherry sales (all markets) by wine type/style



Source: Consejo Regulador de Jerez

Sherry export markets by % of styles consumed in 2009

	Manz.	Fino	P.Cream	Amont.	Medium	Oloroso	Cream	Other
UK	2.1%	10.7%	23.9%	17.3%	2.3%	0.9%	42.2%	0.6%
Netherlands	4.9%	37.1%	0.0%	0.1%	50.5%	0.1%	6.1%	1.2%
Germany	0.7%	19.4%	0.4%	1.2%	57.7%	2.4%	13.3%	4.9%
US	1.7%	10.9%	0.0%	7.0%	11.2%	0.6%	66.5%	2.1%
Belgium/Luxmbg	3.4%	82.1%	0.2%	0.8%	11.4%	0.3%	1.6%	0.2%
Sweden	3.7%	2.1%	0.0%	35.9%	15.2%	6.4%	36.6%	0.1%
Canada	0.1%	7.9%	3.3%	1.0%	21.0%	0.3%	65.1%	1.1%
Denmark	0.6%	25.5%	0.2%	2.8%	22.1%	15.6%	26.1%	7.1%
Japan	19.8%	56.4%	0.4%	5.4%	2.8%	5.5%	5.4%	4.3%
Finland	1.8%	10.7%	0.0%	4.7%	26.3%	21.5%	34.3%	0.8%
Others	4.9%	32.6%	3.4%	5.9%	17.0%	3.3%	24.5%	8.3%
All export markets	2.9%	23.4%	10.2%	8.6%	24.9%	1.3%	27.0%	1.8%

Source: Consejo Regulador de Jerez



A major scientific study into the storage of wine in different forms of packaging has revealed that the bag-in-box, single-layer PET and small multi-layer PET formats altered the character of white wines when stored for more than six months, with oxidative characters clearly noticeable.

The study was carried out by the Institute of Vine & Wine Sciences in Bordeaux (ISVV).

It featured red and white Bordeaux wine, which the institute packed into several different packaging materials and stored in laboratory conditions.

Researchers analysed the levels of gases (oxygen, carbon dioxide and sulphur dioxide) contained in the wine, along with its taste and colour intensity, at regular intervals over a period of one year.

Rémy Ghidossi, lecturer at the ISVV, said: "A lot of contradictory information has been circulating in recent months regarding different packaging solutions suitable

for wines.

"It is now necessary to establish the truth, based on scientific information and quantitative data, to determine the legitimacy of each package, as its main function is to preserve the flavour and characteristics of its content."

The study concluded that within six months the white wines analysed showed significantly increased penetration of oxygen into the wine and a corresponding decrease in levels of carbon dioxide.

After six months, the white wine clearly became oxidised in single- and multi-layer PET, as well as the bag-in-box. It did, however, remain stable in the two glass bottles.

The chemical analyses were confirmed by the jury of expert and novice tasters, who were unanimous about it tasting of rotten fruit.

Some initial signs were beginning to emerge in the red wine, but it was too soon to draw any definite conclusions.

Further tests will continue into the second year.

Diageo to axe jobs in US wines

Diageo has announced job cuts and potential asset sales at its US wines business, Diageo Château & Estate wines.

Following a review of the business, the company said in a statement that it was to make changes based on: "Creating an efficient, entrepreneurial wine business, focusing on core strategic brands such as Beaulieu Vineyard wines, Sterling Vineyards, Chalone, Acacia, Rosenblum Cellars and Provenance, and ensuring Diageo's long-term commitment to the wine business."

The company continued: "This includes significant changes for our people that will enable our wine team to focus resources on our core strategic brands and to make sure we have the right people in the right roles. This will mean that some jobs will be eliminated.

"Additionally, we are looking at all options to get the most out of our non-core assets, including selling some of them."

Sandra LeDrew will continue in her role as president of sales and marketing for DC&E, reporting directly to Larry Schwartz, president of Diageo US.

"LeDrew will continue as a member of the Diageo North America executive team."

Cune celebrates

Victor Urrutia, CEO of the Compañía Vinícola del Norte de España (CVNE) and Patrick McGrath MW, MD of Hatch Mansfield, hosted a tasting to celebrate 10 decades of Cune Imperial.

The event saw specially selected vintages of Imperial Gran Reserva Rioja wines from the past 10 decades. Charles Metcalfe introduced the wines with CVNE brand Contino's winemaker, Jesus Madrazo.

Victor Urrutia said: "At CVNE we have taken the deliberate decision not to re-cork any of our wines during their lifetime as we believe that any tampering with the bottle, including those one or two seconds it takes to re-cork and top up, will change the integrity of the wine. "

Spotlight on Grenache

Nineteen countries will converge on Provence, France, for the world's first symposium on the Grenache grape, on June 5 and 6, at La Verrière in Crestet, Rhône Valley.

The Grenache Symposium is presented by local vineyards Chêne Bleu and Domaine de Mourchon with sponsors including Inter Rhône and Riedel glassware.

Winemakers, critics, merchants and experts will meet to discuss the future of Grenache – the most widely planted red grape in the world. The symposium will be led by wine expert Steven Spurrier and French wine critic Michel Bettane. Experts and producers from around the world will for the first time work together and compare notes on wine growing and the challenges faced in existing and emerging markets during this worldwide recession.

For more information, visit grenachesymposium.com



Germany, Austria, Switzerland

Germany: famous for beer, sausages and sexy serving staff wearing dirndl. But more recently, it would seem, famous for a progressive premium bar industry.

The annual Berlin Bar Show has become a key date in the diary of the drinks aficionado, and when it kicks off on October 4 this year, numbers are expected to be higher than ever.

Those who make it to the industry event often remark on the rude health of the scene in this city, and even if the residents refer to the still bomb-scarred site as "eternally unfinished", it's clear there is much to offer here.

Elsewhere in Germany it would seem Cologne, a city notable for its splendid Kölsch beer, is also emerging as a cocktail haven.

Meanwhile, when Le Lion was named World's

Best New Cocktail Bar at Tales of the Cocktail a couple of years ago, all eyes were forced towards its home town of Hamburg.

And then there's Munich – a city with a famously rich history in beer, of course, but thanks to Schumann's bar's commitment to quality spirits 20 years ago one that could set many a trend in all other categories of drink.

Indeed, the heritage and present state of alcohol in Germany is one well worth casting an eye over and all the indications seem to be that it is a solid rival for other European counterparts, not to mention other global pretenders to the cocktail throne.

Helmut Adams at *Mixology Magazine* over in Berlin certainly believes this is the case and thanks go to him for all his thoughts and direction. Should you make it over he is well worth tapping up for

drinks advice. And if you don't you might well see him on other travels.

Germany is but one of the nations in this Top 50 World's Best Bars focus, since we've also taken the survey to Austria and Switzerland and, while the bar scene is not quite as evolved in these parts, there remain plenty of discerning drinking opportunities.

Vienna in particular has tried to take steps towards the cocktail powerhouses such as London and New York and thanks to Stefan Stevancsek of Bar Brain for pointing us in the right direction here.

As well as some of the results of the poll this write-up has plenty of discussion mixed in, with industry views on new bar trends and consumer drink preference, and we're confident this will provide a useful insight into an emerging cocktail region.

Tom Sandham, World's Best Bars editor

Shutterstock/Spreephoto

The experts' view



Bastian Heuser, mixologist & managing director, Barworkz, Germany

The premium bar scene has seen a lot of new "classic" cocktail bars over the past few years due to the resurgence of classic cocktails. These

are often intertwined with the term "speakeasy" but more often just because you have to ring a doorbell to get in, not because it is located in a hidden spot.

Nonetheless, most of the customers are still not ready for serious drinking as propagated in a lot of speakeasy-style bars. Especially most of the female guests who want to have drinks that are not as alcoholic as Sazeracs, Martinis or Manhattans.

In terms of a favourite, for me the Roomers Bar of Roomers Hotel in Frankfurt has one of the best bar teams I've come across in a long time – impeccable style, great drinks, great food and busy as hell! But my all-time favourite is Schumann's in Munich. You just can't beat the atmosphere and the roast beef sandwiches with gravy and horseradish.

In terms of drinks, I've long been into rums and American whiskeys.

Full-bodied rums such as an English Harbour Extra Old, preferably in a Daiquiri, or a Wild Turkey Rare Breed in a Whiskey Sour has to be my choice. Apart from that: my wife is Brazilian and taught me a lot about all the good cachaça that's out there and a well made Caipirinha with a cachaça artesanal.

Helmut Adam, editor of bartender bible *Mixology Magazine*, Germany

There's a classic style to be found in Germany. It was mainly influenced by people like Charles Schumann of Schumann's bar in Munich. Until five years ago that was the dominant style over here. With international

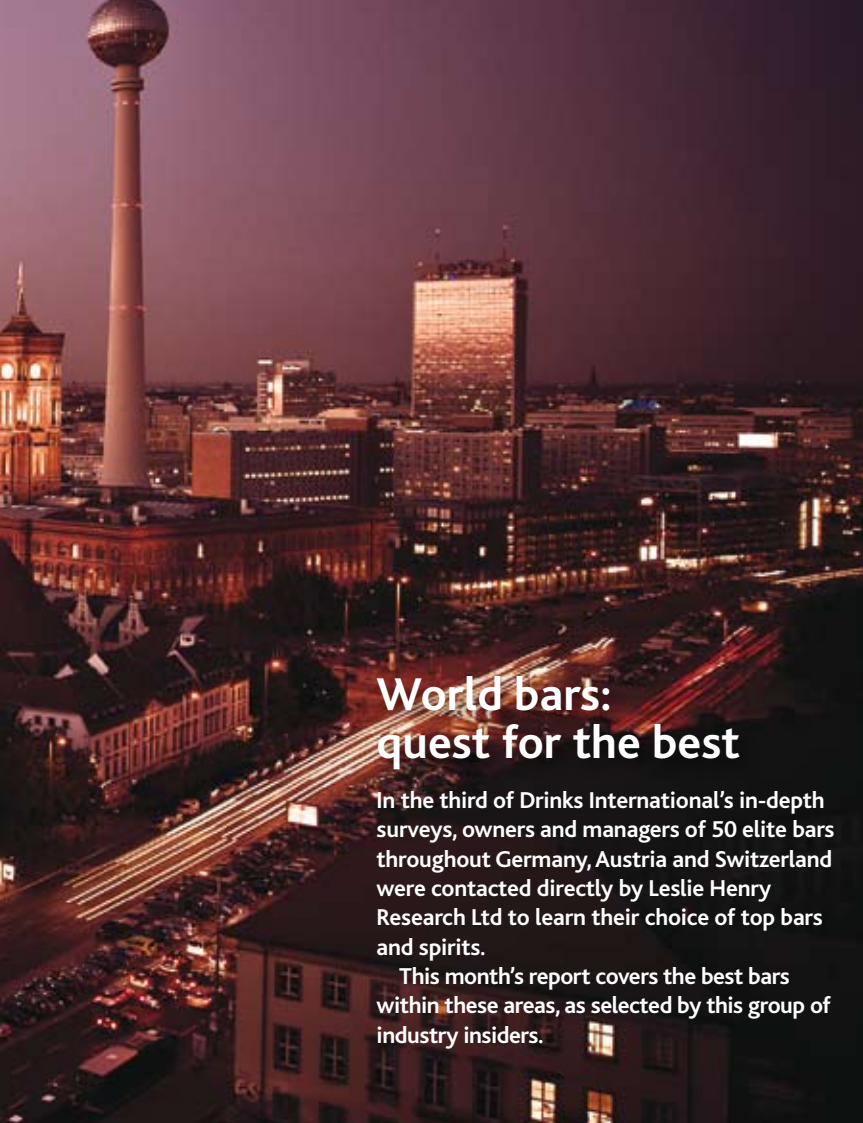
connectivity growing thanks to Drinkboy and then Facebook, and all those trade shows popping up everywhere, styles

began to vary. Speakeasy is still going strong over here, but then "speakeasy" has always been a natural element of Berlin bars.

We're still a big beer nation, but consumption is decreasing by -3% every year. Next to beer you'll find more and more people getting into wine. But Germany is a huge cachaça and rum market and you'll find these drinks on every menu in countless variations and cocktail culture has been on the rise over the past couple of years.

There's a new generation of bartenders soaking up knowledge and educating their consumers about the art of the drink. The connoisseur community is growing rapidly. In the past 10 years bartenders have formed networks in their home cities, started exchanging their knowledge and travelling to see new concepts in other markets. The German bar scene today is very vibrant and alert.





World bars: quest for the best

In the third of Drinks International's in-depth surveys, owners and managers of 50 elite bars throughout Germany, Austria and Switzerland were contacted directly by Leslie Henry Research Ltd to learn their choice of top bars and spirits.

This month's report covers the best bars within these areas, as selected by this group of industry insiders.

Jörg Meyer, Le Lion bar, Hamburg, Germany

For me there are two main bar types in Germany. Small classic bars coming up in every big city are loved by connoisseurs and bartenders but have low volumes, while big hotel and restaurant bars go very much for design over drinks with big volume.

At Le Lion we have combined all these elements so we have strong design features, focus on a classic bar and don't try to be a coffee bar, a club or a pub. We are hardcore classic cocktails and we aim to offer great service with that.

When we started a few years ago there were a few classic bars, then this classic bar theme was transformed into speakeasy style – smaller bars with a hidden feel, still focusing on classic drinks.

Now it is time for different



categories in bars and to bring the fun back a little bit. Tiki, for example, is a good one. Next to chain-operated Trader Vic's there is no real Tiki bar in Germany and I promise in two years there will be a few.



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FOCUS ON GERMANY

SCHUMANN'S BAR

Odeonsplatz 6, Munich
schumanns.de

REGIONAL WINNER



A legendary haunt for legendary German names such as the wunderbar tennis player Boris Becker. Not just a place for name droppers though, this bar is also celebrated by German drinks enthusiasts for its unwavering commitment to quality spirits.

Charles Schumann, the name on the door, is something of a big deal when it comes to cocktails and has authored books on the subject. So it comes as no surprise to see a useful choice of more than 200 cocktails on offer.

In terms of decor there are few frills in the place, but simple as it is everything is very effective, and the bar is as polished and sophisticated as the guests.

LE LION

Rathausstrasse 3, Hamburg
lelion.net

Put together by the globally renowned bartender Jörg Meyer, this bar delivers some of the best drinks in Hamburg, Germany and, indeed, the world.

It should come as no surprise that it was recognised in the prestigious Tales of the Cocktails as Best New Bar two years ago and since then it has delivered on all the promise.

A delight for discerning drinkers, all the bartenders are expertly qualified in the history of spirits and can deliver a mix to please just about anyone.



SKY BAR, ANDEL'S HOTEL

Landsberger Allee 106, Berlin
andelsberlin.com

Much of what's interesting in Berlin right now is located underground – basement, speakeasy-style bars that are difficult to find invariably offer your best drink opportunity. So this one is a refreshing change to the scene and one that gives you a fantastic birdseye view of the city. With 360° views and a modest 70 person capacity, it's a fantastic haunt for a romantic cocktail, the perfect place to watch the sunset before heading subterranean for the nighttime action.

NEGRONI

Sedanstr 9, Munich
negronibar.de

The Italians have landed in Munich and, for many, have succeeded in offering one of the best cocktail experiences in the city. Well-versed staff deliver drinks from a useful offering that has picked up numerous awards and enjoys the loyalty of locals as well as travelling drinks fans. It's all housed in a grand European-style building and it provides a very urbane imbibing experience in a city otherwise best reputed for its bier halle.



RUM TRADER

Fasanenstrasse 40, Berlin

A must-see for bar aficionados, this tiny little cocktail haunt has been inviting global patrons through the doors since 1976. Set up by legendary travelling mixologist "Herr Schroeder", it's currently managed by the talented Gregor Scholl, who has retained all the charm and brilliance that made it famous.

BEST OF THE REST

East Hotel
31 Simon-von-Utrecht-Stra, Hamburg,
east-hamburg.de
La Guantanamera
Liefergasse 7, Duesseldorf
la-guantanamera.de
Lebenstern
Kurfuerstenstrasse 58, Berlin
lebens-stern.de
Shepherd
Rathenu Platz 5, Cologne
shepherd.de
Green Door
Winterfeldstrasse 50 U1/15
Nollendorfplatz, Berlin
greendoor.de
Arriba
Neustrasse 14, Duesseldorf
la-guantanamera.de



The experts' view



cocktails and, due to the release of reprints of old bar books, bars feature older drinks such as Sazerac, Martinez, Deshler or Seelbach.

In terms of popularity, gin is in and I believe this is because of the revival of old cocktail recipes and releases of new gins, especially the so-called New Western style gins with unique and unusual botanicals.

Meanwhile, there is a consumer move towards cocktails with more flavour and they're ordering stronger and more complex spirits as they want to taste more for their money.

Generally speaking, the Austrian drinks industry is improving because we realised we needed to get in touch with those people who are recommending and selling their products. More and more cities are staging fairs and masterclasses, and taste forums are being held to give us much more information about products.

Andreas Obermeier, Nightfly's Club, Vienna, Austria

A lot has changed within the past 20 years and consumers are more experimental with their drink choices and thankful for professional guidance in Austria.

Bars are tending towards being more modern – often taking on a club and lounge feel combined with DJs. However, they still serve also classic



customer who decides where to have a drink. And it pleases me that we are seeing quality, not quantity succeeding in the region. Customers are willing to pay for good quality and are being serviced by that, thanks to the bartender enjoyment of the classic old books such as Jerry Thomas' *Bartenders Guide*, *Savoy Cocktail Book* and the *Café Royal Cocktail Book*.

It's also nice to see some new variants sell though, and alternatives such as the Tommy's Margarita (Julio Bermejo) or Old Cuban (Audrey Saunders) are growing in popularity. At the Halbestadt Bar rum is the anytime favourite but, especially during the cold season, American whisk(e)y and single malts are quite popular too.

But, to be honest, and with very few exceptions, there is way too little progress. We need more but Austria is a small country with a relatively low-budget portfolio.

Erich Wassicek, Halbestadt Bar, Vienna, Austria

For me, it is the customer that makes me love the Austrian bar region. I always regard us as simply hosts with a good deal of dedication. In the end it is the

DINO'S AMERICAN BAR

Salzgries 19, Vienna
dinos.at



Dean Martin ("Dino") once said: "I feel sorry for people who don't drink. They wake up in the morning and that's the best they're going to feel all day." And after visiting Dino's he might well have added bars to the things non-drinkers miss out on. This is a great American church for drinking in the middle of Austria. Low-lit with heavy woods in the décor, it feels like the sort of late-night basement bar Dean and his Ratpack pals would've been happy to frequent – and with its comprehensive cocktail list they wouldn't have gone thirsty. This remains one of the more discerning haunts in the city and a sophisticated ambience makes it a fine place to enjoy a decent drink.

HANGAR-7

Salzburg Airport, Willhelm-Spazier-Str 7A
hangar-7.com



christianblack.com/Red Bull Photofiles

It's little wonder Hangar-7 is such a popular choice for Austrian drinkers. Home to the Flying Bulls aircraft collection, the sheer scale of the building and its contemporary tubular steel and glass construction provide a stunning backdrop, particularly lit up at night. Serving drinks to complement its 'Smart Food' restaurant menus, the venue has a choice of the main Mayday Bar and Threesixty, positioned high up in the glass ceiling, with a glass floor to make things more interesting. One warning: don't go here if you like a smoke while walking your dog – neither is permitted at Hangar-7.

BEST OF THE REST

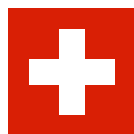
Halbestadt
Stadtbahnbogen 155/U6,
Vienna
halbestadt.at

Kosis
Dorfplatz 2, Fügen
kosis.at

Republic
Anton Neumayr-Platz 2,
Salzburg
republiccafe.at

Nightfly's Club
Dorotheergasse 14, Vienna
nightflysclub.at

Loos
Kärntner Durchgang 10,
Vienna
loosbar.at



FOCUS ON SWITZERLAND

1 RIVE GAUCHE

Talstrasse 1, Zürich

agauche.ch

In a city of money this is where those with money come and, as a result, you can expect to spend a pretty Swiss Franc or two. The wine is a particular strength of the place and very much the favoured tittle for many of Zürich's patrons. But cocktails are creeping in throughout the city and there are a number of useful examples here. More importantly there's a fine range of grappa, calvados and even a few sherries making this a drinks venue that should suit most palates.

BEST OF THE REST

Widder

Rennweg 7, Zürich
widderhotel.ch

Aya Bar

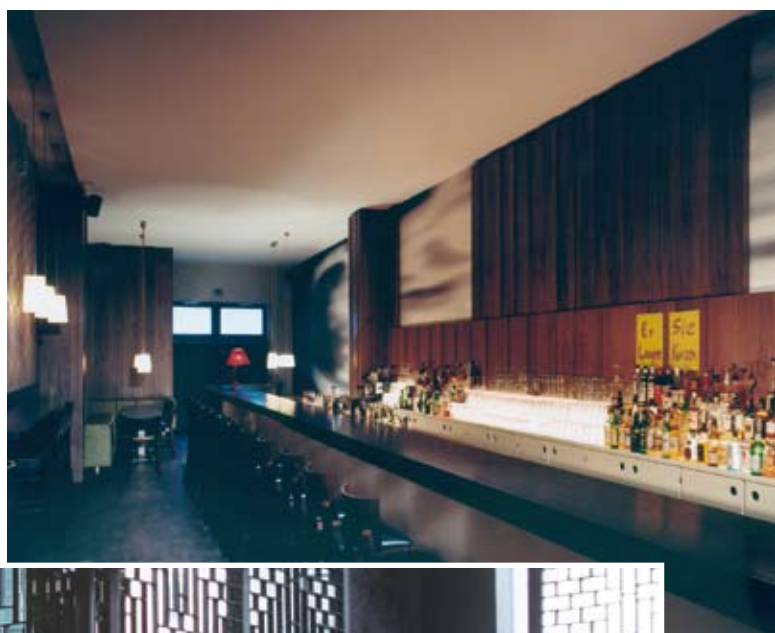
Hardstrasse 260, Zürich,
aya-bar.ch

Terrasse Bar

Limmatquai 3, 8001 Zürich
bindella.ch

Cranberry Bar

Metzgergasse 3, Zürich,
cranberry.ch



Ones to watch

Berlin continues to set the pace in the "up and coming" stakes but there are some that have already stood the test of time in the city.

Quite how the Victoria Bar (above right) didn't rank is anyone's guess – the bar oozes contemporary class and has already picked up awards for its design. Shochu at the Adlon (above) is also worth checking out if you're in town, and then there's Becketts Kopf,

all now mainstays of the scene. Helmut Adam at *Mixology* magazine remains the go-to-guy in this region and pointed out that Soho House Berlin has opened in recent weeks – with its investment of €30m it's sure to attract the attention of many others in coming months.

Alas, Le Bon Lion in Hamburg, the sister bar of Le Lion, recently closed but keep your eyes on the site as they're building a bigger cocktail club in its place.

Adam also has high hopes for Cologne, where he expects to see more and more bars with educated bartenders. "Shepheards bar was the first bar to start taking a serious approach to cocktail culture," says Adam. "A couple of years later former Shepheards bartenders have taken over two other places and transformed them into stylish quality bars. I'm sure we'll see the number of quality bars growing over the next couple of years."

Shutterstock

Pre-mixes come of age

Fizzy, fruity, alcoholic drinks in single-serve bottles gained massive popularity in the UK in the 1990s. Unfortunately, so did the term “binge drinking”. Pictures of pickled youths clutching brightly coloured bottles littered the front pages and the category seemed to take a beating for a much wider-reaching problem.

The opening gambit of a report from Mintel on the subject reads: “While FABs (flavoured alcoholic beverages) grew the alcoholic RTD (ready-to-drink) sector exponentially during the late 90s, the landscape of the alcoholic market has since led to their equally sharp decline. With the furore over binge and underage drinking, they have found themselves, somewhat harshly, a scapegoat for wider societal problems...”

Mintel says the landscape has changed now and an ageing population means sales of alcohol are increasingly being driven by the over 45s.

According to Mintel, pre-mixed spirits

Lucy Britner provides an update on a misunderstood drinks category

and cocktails look set to capitalise on this changing market dynamic.

Diageo’s innovation director, Alicia Garcia, goes on to talk about new categories. She says: “Pre-mixed cans and cocktails are two new categories within spirits. They are off-trade only positions that offer 25 to 45-year-old consumers the chance to enjoy their favourite on-trade spirits and mixers and cocktails in their own home.”

Garcia believes these two new categories remove traditional barriers to consumption of spirits at home during “mid-tempo” occasions.



Chief executive of cocktail mixer company Funkin, Andrew King, says the popularity of pre-mixed drinks is down to mature tastes and an increase in premium spirits.

“Around 15 years ago many consumers moved away from the bitter flavours that their parents enjoyed and opted for the plethora of sweeter RTDs that were available.

“As they matured, they have graduated to more sophisticated flavours and the demand for quality mixed drinks at home has increased.”

Funkin’s 100% natural fruit purée mixers were launched in response to this.

King continues: “We have also seen a rise in the premium spirits category as brands have put more weight behind their marketing campaigns, focusing on provenance and heritage.

“The US has also influenced the trend by having a significantly greater propensity to consume cocktails and inevitably, through holidays, media and advertising, the UK and

▶ p54

Pre-Mix

Europe are building momentum behind this trend.”

Funkin is exported to 20 countries.

Though different with its offer, UK-based West Eleven cocktails also has a solution for a more sophisticated palate.

The company has come up with bottled cocktails. The range includes Elderflower Collins, Passionfruit Mai Tai, Classic Mojito and Pomegranate Cosmo.

West Eleven creator Ben Reed says: “There’s lots of bad stuff out there. Lots of synthetic flavours. We didn’t want to compromise so we use fresh ingredients. We also use a slow pasteurisation process so our products don’t require stabilisers. People find it hard to get their heads around a fresh product that can stay on the shelf for 12 months.”

Reed says the popularity of more sophisticated pre-mixes is a sign of a shift to the off-trade and also a sign that consumers are becoming used to more sophisticated offerings, including from the soft drinks sector.

“It’s like progressing from a can of fizzy drink to a glass bottle of Luscombe lemonade.”

Diageo recently added to its range of pre-made Jose Cuervo Margarita cocktails in the US with pomegranate and mango flavours. These join the existing Strawberry, Lime and Golden variants. The PET bottles will sell primarily in the off-trade.

Garcia says the category has significant potential and the US is a good example.

She says: “Ready-to-serve cocktails are relatively underdeveloped when we compare Europe – where they represent less than 8% of spirits consumption – with places such as the US, where they are more than 25% of total spirits.”

All this talk of mature drinkers doesn’t mean the younger crowd aren’t being catered for – or that the RTD category as we knew it has been forgotten.

In fact, Global Brands’ VK reports a 3.5% volume increase year on year and the brand is poised to invest £3m in a summer campaign, spearheaded by the launch of its new VK Lemon.

Although exports from the UK make up fewer than 10% of sales, Global Brands’ products go to 30 countries – notably Ireland and Norway – and marketing controller Simon Green sees potential for growth. He says: “The brand remains relevant to its target consumer – in the UK, that’s 18 to 24-year-olds. That is why the brand is successful.

“The brand has done well in the on-trade and I can see scope for development in the off-trade.”

VK sees a future in flavours – after the success of pear will come lemon. Unlike other lemon-flavoured products that don’t carry the flavour on the label, VK lemon will be overtly branded “lemon”.

It’s easy to forget about the pre-mixed drinks category but, when it’s worth so much money, we can’t afford to ignore it.

DI



Market sizes (US\$m) – RTDs/High-Strength Pre-mixes

	2009	%2008-09
World	25577.6	-1
Asia Pacific	4462.9	0.8
Australasia	4085.8	-8.7
Middle East and Africa	1005.5	11.4
North America	4933.4	-4.3
Western Europe	8291.2	2.2
United Kingdom	1167.8	0

Source: Euromonitor from trade sources/national statistics

Euromonitor International definitions

RTDs/High-Strength Premixes

The term RTD stands for ready-to-drink. Other terms which may be used for these products are FABs (flavoured alcoholic beverages), alcopops and pre-mixes.

The RTDs sector is the aggregation of malt, wine, spirit and other types of premixed drinks. These drinks usually have an alcohol content of around 5% but this can reach as high as 10% abv. Premixes containing a high percentage of alcohol of around 15%+, combined with juice or any other soft drink, are included here. These are usually marketed as a product to be drunk neat with ice, to mix with an energy drink and/or to make cocktails.

Fruit-flavoured, vodka-based spirits with an alcohol content of between 16-21% are classified here. Examples: Alizé, Ursus Roter, Berentzen Fruchtige, Kleiner Feigling.



ROSSI ALL OVER THE WORLD

Glen Rossie whisky has grown tired of the status quo and adopted a new look and a new label under new chairman – none other than Francis Rossi, who is, of course, lead singer and guitarist in legendary rock band Status Quo.

What began as a tipples on a tour bus 10 years ago has matured into a chairmanship for Rossi, who has taken a significant minority stake in the 196-year-old brand with The Brand Cellar, which acquired Glen Rossie from



First Quench. Rossi also features heavily on the new website, glenrossiewhisky.com, where 30 first-run, limited-edition, signed Glen Rossie bottles are being given away. David Birchall, chief executive of The Brand Cellar, said: “We signed a deal with Francis this year in Melbourne where he was touring. As chairman – and as “front man” for the Glen Rossie brand – we believe he can help us reinvigorate sales, not just in the UK but, as someone who has sold 118 million records worldwide, overseas too.”

LIFE'S A BEACH FOR BEER

Mexican beer Corona Extra is to be the official beer of Clothes Show London – a three-day fashion event at Earl’s Court from June 25. Corona Extra’s pièce de résistance will be a designer beach – located at the entrance to the show. Angel Garcia Gomez, head of Corona Extra in the UK, said: “This year’s event represents a new wave of activity for Corona Extra in the UK, which strengthens the brand’s relationship with chic, fashion-conscious adults.”



BRITNER’S BLOG
DI’s Lucy Britner shares her world

I’m broadening my horizons to tell you about anything I hear that seems worthy of mention, not just beer. So first up is Be There, the Smirnoff Experience in Berlin. After having spent ages writing about being there, looking at pictures of being there and reading about other people being there, it was time to go... there. The Be There concept no doubt exists to increase the kudos of the already gigantic Smirnoff. The Experiences are happening all over the world and consumers can win tickets to attend. The Berlin event involved electro supremos Simian Mobile Disco, who played a disused power station called E-Werk. How did that happen? Well, consumers voted for the event, the acts and the location from a selection of options. The idea was to get a major act and an elected “local” band to support them. Who Made Who got the slot and, as you’d expect from Berlin, they were pretty cool. The venue was split into two areas – one for bands and one for DJ sets. Massive hooks hanging from the ceiling could have been deliberate decoration or simply leftovers from the venue’s days as a power station. And the place was packed full of trendy Germans sipping Smirnoff cocktails. Favourites included

the Smirnoff Black Ginger & Raspberry Mule – fresh ginger, raspberries, lime, Smirnoff Black and ginger beer. We had intended to spend our dancing breaks queuing for the photobooths to get evidence of us Being There – but, alas, rhythm is a dancer and we didn’t make it. The Berlin event took place at the end of April and Diageo (Smirnoff’s owner) is keeping the ball rolling with another event in South Africa. At the time of going to press, Johannesburg was getting ready for DJ/producer Tiësto and South African psych-rockers BLK JKS – named “Africa’s best new band” by *Rolling Stone* magazine. The pair are to debut a collaboration track recorded especially for the event, so you really do have to be there. Brand loyalty? Done.





SUN IS IN THE SKYY

Sky Spirits has released some cocktail recipes toasting summer with a few classic flavours – mint, fresh berries, melon and even beer.

→ ¡CARAJOS!

→ 2 oz Cabo Blanco Tequila

→ 1 oz Pacifico beer

→ Fill with lemon lime soda

→ Splash of freshly squeezed lemon juice

In the order above, add all ingredients to an ice-filled highball glass. Stir and garnish with lemon wheel.

SKYY STARLIGHT

Created by Adam Wilson, Beretta, San Francisco

→ 1.5 oz Skyy vodka

→ 0.75 oz fresh lime juice

→ 0.50 oz simple syrup

→ 1 oz hibiscus or cranberry juice
fresh mint

Muddle all ingredients except hibiscus/cranberry juice in bottom of tall rocks glass. Add half a glass of crushed ice and stir well. Add more crushed ice until tightly packed just over the rim of the glass. Pour hibiscus or cranberry juice over top. Garnish with sprig of fresh mint and serve with a straw.

HOME SCHOOLING

Maxxium UK is launching a podcast to inform retailers about blended Scotch whisky, as part of its Teacher's School of Whisky campaign.

Presented by Teacher's master blender Robert Hicks, the five-minute podcast, entitled *Teacher's - The Generous Blend*, takes viewers on a journey through the history of Teacher's and the craftsmanship involved in the production process, its quality, taste profile and mixability.

Maxxium UK's brand manager for Teacher's, Janette Peat, said: "Teacher's contains 45% malt whisky, which is among the highest of all the blends, which is why we like to think of it as the generous blend and very good value for money."

"Teacher's is made up of at least 35 single malts from all over Scotland, including the award-winning Ardmores at the heart of its blend, which delivers a smoky richness and a complex taste profile."

The Teacher's podcast is available to download at teacherswhiskyuk.com



MIGHT AS WELL JUMP

Rock 'n' roll tequila Cabo Wabo is ready to give unsigned future rock gods across the country their shot at rock superstardom.

The brand has launched the *Your Shot to Rock* campaign, a nationwide search partnered with rock radio stations to find the best unsigned rocks bands in America.

Cabo Wabo founder Sammy Hagar is something of a living rock legend himself, having fronted Van Halen from 1985-1996.

He said: "As someone who knows how hard it is to make it in the music business, I'm glad that Cabo Wabo tequila can lend a hand to give up-and-coming bands a boost."

"Raise some Cabo and let the rockin' begin!"

Find a rockin' radio station and get more information at cabowabo.com.

CHAMBORD CALL FOR CREATIVE TYPES TO ENTER COMPETITION

Black raspberry liqueur Chambord is launching an on-trade competition to create a menu course or a cocktail for a brand celebration in September.

The winners for each section (starter, main course, dessert, or cocktail) will discover if they have won when they see their course or cocktail credited to them on the menus on the night.

There will be three menu winners – one for each course – and five cocktail winners. Obviously, Chambord has to feature as an ingredient.

Charlotte Ashburner, senior brand manager for Chambord, said: "The on-trade has played such an important role in the success of Chambord black raspberry liqueur, so this is our opportunity

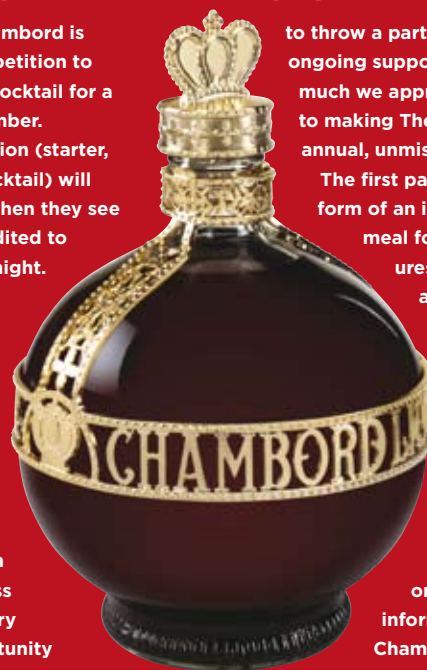
to throw a party to thank them for their ongoing support and show them how much we appreciate it. We look forward to making The Chambord Rendezvous an annual, unmissable event."

The first part of the event will take the form of an invitation-only, three-course meal for 100 leading industry figures, including bar, restaurant and club owners and

managers, trade media, mixologists and chefs.

Following the dinner, a further 500 guests will be invited to join the party and can expect DJs, entertainment, cocktails and canapés.

The competition opens on June 14 and more information is available at ChambordRendezvous2010.com





Hampton Court's eighth wonder

A replica of a wine fountain Henry VIII is thought to have drunk from has been built at Hampton Court, the infamous Tudor king's London residence.

Flowing from the fountain will be Stowells red or chilled white wine for the princely sum of £3.50 a glass.

The fountain is said to be inspired by the discovery of the remains of a 16th century conduit (or fountain) during an archaeological dig at the palace in 2008.

The design is based on research by curators into wine fountains that were commonly used during festivals and celebrations by Henry VIII, who reigned

from 1509 to 1547).

The fountain, situated in the largest inner courtyard will run at the end of each day, on weekends and at bank holidays, enabling visitors to raise a glass to Britain's much married monarch.

George Savage, technical services manager for Constellation Europe said: "This is definitely the most challenging draft dispense project we've worked on and it's a fantastic achievement for Stowells to be the first draft wine poured from a wine fountain at a royal palace."



NO EXPENSE SPARED FOR AUCTION



The Macallan is showcasing a one-off Lalique decanter, Cire Perdue, which holds the rarest 64-year-old Macallan single malt whisky.

It will be sold at a Sotheby's auction in New York in November in aid of charity:water, a non-profit organisation bringing clean drinking water to people in developing nations.

Last month (May) two sets of a 10cl dram of the 64 Year Old with two Lalique glasses raised £6,000 at Lalique's showroom in London.

Having been shown in Paris and London, the decanter's fundraising tour takes in Madrid, Moscow, Seoul, Hong Kong, Taipei, Shanghai, Singapore, Tokyo and Beverly Hills, before ending in New York on 15 November.

BOOK SHELF

Dreaming of Prosecco

This book is described as an "affectionate look at a husband and father". It is an homage to and recognition of Giuliano

Bortolomiol, regarded as the pioneer of Prosecco, by his family. It is said to tell his story while providing the reader with an insight into the history of this land and its culture.

Published by
Veronelli

Editore (veronelli.com) -
winefoodpromotions@googlegmail.
com
Price €17



The 'other' Cannes

Believe it or not, there is another Cannes. The south of France town is not just famous for the Tax Free World Association Cannes exhibition.

There is the small matter of the film festival where the likes of Quentin Tarantino, and George Clooney pose on the beach to promote their films.

So, instead of impressive TFWA president Erik Juul-Mortensen on the blue carpet, you might find Brad Pitt or Kate Winslet on the red jobbie. Not the same is it?

Anyway, Pernod Ricard has announced the launch of a digital module under its Chivas Regal brand - chivaspresscannes.com - which will serve as the "international centrepiece for the brand's ambitious Live with Chivalry movement during the 63rd Cannes International Film Festival".

According to the press information: "A global media support tool, the site will be updated regularly throughout the festival and will showcase concrete examples of the most chivalrous gestures or acts performed by stars, film directors and VIP guests."

I suppose it all helps to sell the 42 million cases of Chivas Regal.

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EUROPE PRICE 1 year €129.00 **2 year** €258.00 **3 year** €384.00

ROW PRICE 1 year \$299.00 **2 year** \$599.00 **3 year** \$899.00

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William Reed 
BUSINESS MEDIA



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