

MARKET WATCH

HOT BRANDS

PLUS

CITY SCOPE: SILICON VALLEY

THE HARD SODA TREND

HAKKASAN'S U.S. EXPANSION

WINE FILES: ROSÉS IN BLOOM

P-31 P30

WOODLAND HILLS CA 91364-1224
22837 VENTURA BLVD FL 3
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Résonance Pinot Noir

This spring, *Kobrand Corp.* launched the first wines from Burgundy-based Maison Louis Jadot's Résonance Winery and Vineyards project. The Résonance line debuts with a single-vineyard Pinot Noir (\$65 a 750-ml. bottle), which is produced from the 32-acre organic, dry-farmed Résonance Vineyard in Oregon's Yamhill-Carlton AVA. Available nationwide, the wine is Jadot's first venture outside Burgundy. For more information, visit Louisjadot.com.

Champagne Charles Heidsieck 2006 Rosé

Folio Fine Wine Partners introduced the first vintage rosé from Champagne Charles Heidsieck since 2009 this spring. Charles Heidsieck Rosé Millésime 2006 (\$150 a 750-ml. bottle) is a blend of 15 crus from the Montagne de Reims and Côte des Blancs. The Champagne is a blend of 63-percent Pinot Noir and 37-percent Chardonnay, along with 8-percent still Pinot Noir. For more information, visit Charlesheidsieck.com.

Be Bordô

Bordeaux's *Stéphane Quien Wine & Spirits (SQWS)* is debuting a line of AOC Bordeaux wines geared toward millennials. The Be Bordô range (all \$12 a 750-ml. bottle) includes Le Crisp White Sauvignon Blanc, Le Fruity Red Merlot and Le Deep Red Cabernet Sauvignon, all made at Château Merlet in the Entre-Deux-Mers

region. The wines are now available in New York, with rapid expansion planned. For more information, visit Bebordo.com.

La Domitienne And Brun Estate Rosés

Guarachi Wine Partners linked with boutique wine importer Jeff Welburn to launch a pair of French rosés in February. La Domitienne (\$9.99 a 750-ml. bottle) is a Languedoc rosé with fresh acidity. The estate-grown Brun Estate rosé (\$15) is produced by Provence-based Château de Brigue. The wines are available nationwide. For more information, visit Guarachiwinepartners.com.

Purple Heart Wines

This spring, Napa's *C. Mondavi & Family* is launching a brand created in tribute to American service members. Purple Heart Napa Valley red blend (\$20 a 750-ml. bottle) is composed of Merlot and Cabernet Sauvignon. The wine is available nationwide, and the company has committed to an annual donation to the Purple Heart Foundation. For more information, visit Purpleheartwines.com.

Guinness Dublin Porter and West Indies Porter

Diageo North America launched two brews based on Guinness recipes from the "golden age of the porter" over two centuries ago. Available in the Guinness Brewers Project Pack (around \$22 an 18-pack), the newcomers include the 3.8-percent abv

Dublin Porter and the 6-percent abv West Indies Porter. The brews are available in select accounts nationwide. For more information, visit Guinness.com.

Twisted Tea Bourbon Barrel

This spring, *The Boston Beer Co.* launched an extension to its Twisted Tea brand following a limited rollout last summer. Twisted Tea Bourbon Barrel (\$7.99 to \$9.49 a six-pack) combines iced tea flavor with notes of Bourbon whiskey. The 5-percent abv offering is available nationwide. For more information, visit Twistedtea.com.

Bell's Oatsmobile Ale

Comstock, Michigan-based *Bell's Brewery* introduced its first year-round core beer since 2010 this month. Oatsmobile ale (pricing varies by market) is brewed with malted oats and dry-hopped with Pacific Northwest hops. The 4.3-percent abv brew is available in six-packs of 12-ounce bottles in 23 states. For more information, visit Bellsbeer.com.

Rogue Cold Brew IPA

Newport, Oregon-based *Rogue Ales* rolled out a new offering this month. Cold Brew IPA (pricing varies by market) is a blend of Stumptown Coffee Roasters' Cold Brew Coffee with an IPA made with Freedom and Simcoe hops. The 7.5-percent abv offering is available nationwide in 22-ounce bottles and on draft. For more information, visit Rogue.com.



RÉSONANCE PINOT NOIR



CHARLES HEIDSIECK 2006 ROSÉ CHAMPAGNE



BRUN ESTATE ROSÉ



TWISTED TEA BOURBON BARREL



I.W. Harper Bourbon

In March 2015, Diageo relaunched the historic I.W. Harper Bourbon range in the United States. The brand features two variants—I.W. Harper Kentucky Straight Bourbon (\$34.99 a 750-ml. bottle) and I.W. Harper 15-year-old Kentucky Straight Bourbon (\$74.99)—and is performing well in high-volume off-premise accounts and premium whiskey-focused on-premise venues, according to Jeff Parrott, brand director for American whiskey development at Diageo.

I.W. Harper's core 41-percent alcohol-by-volume (abv) Kentucky Straight Bourbon currently accounts for around 73 percent of the business and is gaining significant traction in markets like Tennessee and California. The brand's 43-percent abv 15-year-old variant is showing promise in Kentucky and Florida. Diageo has backed the brand with a variety of "style-centric" activations, including partnerships with Esquire magazine, bloggers and social media influencers. The company has also held launch events in markets where the I.W. Harper brand has historic relevance, like Kentucky, Chicago and Portland, Oregon, and it plans to continue sampling efforts in key markets this year.



Tenshen White

Guarachi Wine Partners extended its Tenshen brand with the launch of Tenshen White last March. Limited to just under 5,000 cases for its inaugural 2014 vintage, Tenshen White (\$20 a 750-ml. bottle) sold out in less than six months. "Demand for the product in year one was tremendous," says Guarachi Wine Partners founder Alex Guarachi. "We've seen tremendous growth of red blends taking market share away from red varietal wines over the past few years, and Tenshen White is reaching consumers in a similar way."

Created in collaboration with winemaker Joey Tensley, Tenshen White is a Rhône-style blend made with Viognier, Roussanne, Grenache Blanc and Chardonnay grapes sourced from Santa Barbara County. Though Guarachi Wine Partners has invested little in traditional advertising thus far, the 14.7-percent abv entry has benefited from the buzz created by Tenshen's original red blend, which debuted in 2014. "Tenshen Red was such a huge success right off the bat—this is a perfect example of a successful word-of-mouth brand," Guarachi adds. Tenshen is distributed in independent on- and off-premise accounts, with off-premise business accounting for around 60 percent of sales.

Bacardi Gran Reserva Maestro de Ron

Bacardi unveiled Gran Reserva Maestro de Ron in May 2015. According to Nadine Iacocca, North American brand director for rum at Bacardi, Gran Reserva Maestro de Ron (\$24.99 a 750-ml. bottle) has helped introduce Bacardi to a broader audience. Double-matured in white oak casks, the 40-percent abv entry aims to combine the versatility of a white mixing rum with the complexity of an aged spirit and targets drinkers in their mid- to late-20s with an interest in cocktails. "At this early stage, we've focused on the off-premise," Iacocca says. "Longer-term, we believe this product will gain attention in the on-premise and be well received by mixologists." Bacardi has supported Gran Reserva Maestro de Ron's rollout with print and digital activations, focusing primarily on the holiday season and gifting occasions. The company has also partnered with the



James Beard Foundation's Taste America program to hold key events throughout the United States. Gran Reserva Maestro de Ron marked the second expression to join Bacardi's upscale Gran Reserva range, which also includes Gran Reserva Ocho Años.

Tecate Diablo

Heineken USA extended its Tecate beer brand with the spicy Michelada offshoot Diablo last spring. Made with tomato juice, lime and spices, Diablo (around \$2.75 a 24-ounce can) is geared toward Mexican-American consumers and is currently making major gains in Hispanic markets like Houston, Phoenix and Los Angeles, as well as across the Sun Belt region. "Tecate Diablo is tapping into the broader 'Mexification of America' trend that's currently happening," notes Gustavo Guerra Maza, brand director for Tecate and Tecate Light. He adds that the U.S. market's Chelada/Michelada segment has doubled in value to \$124 million over the last two years, according to Nielsen data. This year, Diablo will debut new packaging ahead of the key summer season and increase its abv from 3.6 percent to 4.1 percent. The brand is also extending its "Born Bold" campaign. It recently unveiled a new multi-year partnership with Oscar De La Hoya's Golden Boy Promotions and an endorsement contract with boxer Canelo Alvarez, who will wear Tecate-branded gear during marquee fights this May and September.



Christina Jelski