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May 2011

INSIDE THIS MONTH



COCKTAIL FINALISTS

WHICH BRANDS ROSE
TO THE CHALLENGE?



GIN'S IN

THE LATEST ON
JUNIPER JUICE

THE FIZZ BUSINESS

CHAMPAGNE FIGURES
EASE CONCERNS

VERMOUTH

OUT OF DATE OR
UP TO SPEED?



Drinks INTERNATIONAL

Agile Media Ltd, Zurich House, East Park,
Crawley, West Sussex RH10 6AS

Direct Line: +44(0) 1293 590049

Fax: +44(0) 1293 474010

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Cocktail craze sweeps world



The world has gone cocktail mad. Over the past few months, our pages have been filled with competitions and recipes from events in Trinidad, New Zealand, the US, Greece and Finland to name a few.

As brands ramp up their education and training programmes, many look to make competition winners into brand ambassadors to tell the story of their spirit around the world.

Then the brand ambassadors work with distillers, marketers and perhaps other bartenders to create new serves and cocktails that best showcase the nature of their spirit.

It's encouraging to see so many companies investing in the on-premise in this way, given that the on-trade has been losing to the off-trade for some time in recession-hit markets around the world.

Nevertheless, it's the place to ensure your brand is served at its best and, for this reason, it makes sense that brand ambassadors have become more than just the face of a product.

The days of celebrity endorsements have, with a few exceptions, been left behind. Perhaps that's also a symptom of strict advertising rules around alcohol, and sending brand ambassadors around the globe is perhaps a new form of "below-the-line" advertising.

So, as cocktail competitions seem more and more like *X Factor* auditions, I'm looking forward to being the Simon Cowell of our own show.

The finals of the *Drinks International* Cocktail Challenge will see some of these brand ambassadors vie for the trophies in aperitifs, long drinks and after-dinner drinks categories.

This year, we're celebrating our 18th birthday so now we're legal drinking age, we're hosting the event in a bar. Join us at the Hoxton Pony, 104-108 Curtain Road, London EC2A 3AH for the final on May 9 at 10am.

Lucy Britner *Deputy editor*

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Spirits brands 'selling soul' to price promos

In an "outsider's view" speech, former Speedo International marketing head, and incoming marketing director at CL World Brands, Steven Sturgeon, warned that the spirits industry is "beginning to sell its soul" by defaulting to price promotions to gain sales.

"As an industry you are beginning to change the way consumers view brands," he warned in his address on the first day of the 2011 World Whiskies Conference in Glasgow.

Citing Apple as the best example of how companies can sell their branded products without resort to price mechanics, Sturgeon told *Drinks International*: "When brands are consistently promoted on price, consumers eventually see the promotional price as the absolute price of the product."

"The UK is the worst example of this," he continued. "So when, as a producer, you want to put in a price

Sturgeon: cited Apple as best example of selling branded products



increase, retailers are simply saying no, we can't do it."

Brands can suffer as a result, Sturgeon said, because insufficient profits mean brand owners don't get enough money to innovate. "[Consumers] buy brands because they are signifiers," he said, "of success, or position. If we begin to devalue our brands, where do we go next?"

For the Scotch whisky industry, Sturgeon added: "This is why we are all excited about the new markets that are opening up."

In Asia, for example, new consumers are keen to buy by brand and pay good prices.

"We know these things are cyclical, but what we don't know is what the timescale [for returns] will be."

Whiskies US outlook healthy

Based on Distilled Spirits Council of the United States figures for 2010, DISCUS senior vice-president government affairs, Mark Gorman, has described the market for whisky/whiskey in the US as: "Looking very healthy".

The DISCUS annual report figures for 2010, based on US government data, show that total whiskey volumes stood at 47m 9-litre cases, up by 1.4% against growth in total spirits of 2.0%. "Not bad," said Gorman, "especially compared with our major competitor, the beer industry, which was down by about 2%."

Irish whiskey volumes were up 21.5%; single malt scotch up 11.7%; bourbon and Tennessee whiskey up by 2.5%; with only blended whiskey slipping back at -1.4%.

Japan turns to Indian market

Indian distributor Radico Khaitan is to launch Japanese whiskies the Yamazaki 12 year old and Hibiki 17 year old in India.

The news is part of an exclusive marketing and distribution tie-up with Japanese Suntory Liquors.

Abhishek Khaitan, MD, Radico Khaitan said: "Radico Khaitan started its premiumisation journey by launching its own brands in the past few years and now we are moving further by introducing global iconic brands in India. In this endeavour, we are now bringing two Japanese premium whisky brands,

Yamazaki and Hibiki. With these brands Radico will be entering a niche segment in the Indian market; Suntory therefore is a logical and strategic move."

Ankur Sachdeva, senior vice-president, international business division, Radico Khaitan, said: "Suntory's premium whisky brands will soon be available to the emerging class of whisky connoisseurs at their favourite outlets in star hotels and fine dining restaurants across select metros. The two whisky brands will soon be available at exclusive retail outlets starting at Rs6,500 onwards."



Brazil turns on to wine as economy booms

Brazilians are increasingly turning to wine as their beverage of choice, according to consumer research published by Wine Intelligence.

The Brazil Wine Market Landscape Report found that Brazil's buoyant economy has created a new middle class and around 18 million people now drink imported wine at least twice a year.

According to Wine Intelligence, there is an "optimistic outlook" for imported wine in Brazil – a market that, despite its 200m population, has seen "slow progress" up to now.

The report found that, while the typical Brazilian is still a beer drinker, wine is the preserve of urban professionals based in cities such as Rio de Janeiro and São Paulo. The research further showed three-quarters of those who drink imported wine drink sparkling "several times a year".

Researchers also found festivals and other celebrations remain the principal wine-drinking occasions in Brazil.

Dirceu Vianna Junior MW, Wine Intelligence's Brazil correspondent and report editor, said: "Amid high levels [of] taxation [and] bureaucracy (not to mention imminent new anti-fraud duty policies), Brazil is not a wine market without hurdles."

"But the economy is strong; the consumer is confident, keen to learn and eager to embrace the cultural aspects of wine."

Brazil Wine Market Landscape Report 2011 is published as part of the Wine Intelligence Landscapes report. Visit wineintelligence.com

Spice is right for the Cap'n

Diageo Great Britain is renaming Morgan's Spiced rum Captain Morgan's Spiced, bringing the UK market into line with its global branding.

The "repositioning", which is planned for June 2011 and is intended to "build" on the "35% value growth" in the UK last year, will be supported by the brand's figurehead, 'Captain Morgan'.

The rum-based liquid and bottle will remain unchanged, but a new label will incorporate an image of the eponymous Captain.

According to Diageo GB, a "huge

nationwide investment" is planned, involving digital activity, point of sale material and sampling.

The drinks group plans to organise 3,000 'Captain's party nights' between June 2011 and June 2012.

At the heart of promotional activities will be the brand's signature serve Captain & Cola and the national advertising campaign Got a Little Captain in You.

Ali Wilkes, marketing manager for Morgan's Spiced at Diageo GB, said: "Consumers may already be

aware of the Captain Morgan brand from the dark rum currently available in the GB market.

"The addition of the Captain figurehead to the title and the label of Morgan's Spiced will create synergy across the two brands and also give

Morgan's Spiced an identifiable personality.

"We're also keen to reassure consumers that, although the presentation of the brand is slightly different, it's still the same great tasting liquid that they know and

love inside the bottle."



Spirits groups end distribution deals

William Grant & Sons and Russian Standard Corporation have ended their distribution agreements in Russia and the UK.

A statement from William Grant said the agreement was "mutual".

With effect from July 1 2011, Russian Standard will no longer distribute William Grant & Sons' portfolio in Russia. William Grant's UK distribution company, First Drinks Brands, will continue to distribute Russian Standard vodka in the UK until the end of 2011.

The news coincides with the announcement of William Grant's five-year exclusive distribution agreement with Synergy Group to handle sales and distribution of its brands in Russia from July 1 2011. Russian Standard declined to comment on who would be its new distributor.

Carlsberg to 'unleash potential'

Carlsberg, one of the world's best-known beer brands, has announced that it is to launch a "new global positioning to help the brand unleash its full potential".

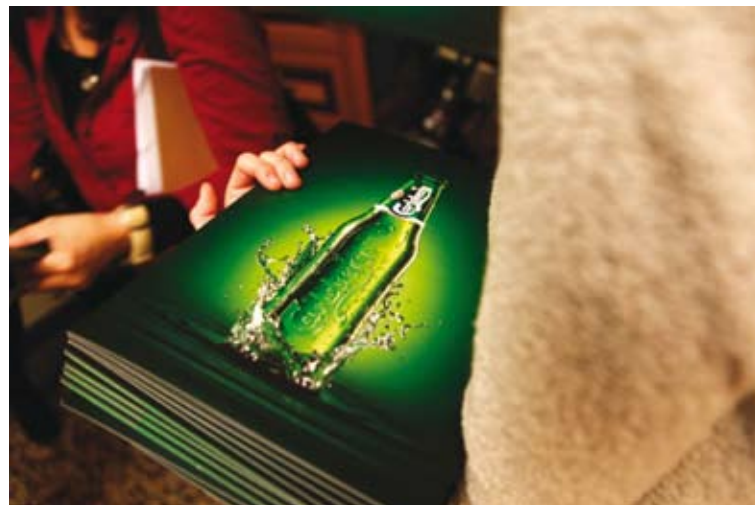
The brewer says the investment supports its ambition to be the "fastest growing global beer company". Its beers are in 140 markets and it aims to double profits by 2015.

Carlsberg says its visual identity has been modernised, distribution channels improved and a new range of packaging is being rolled out.

It says it has some 100 scientists in its research laboratories looking for improvements in quality, both in terms of taste and production. Recently they developed a new type of barley, Null-lox. It is a high-yielding strain said to provide a better head on the beer, and help the beer stay fresher longer.

The company is concerned that, while the brand's green logo is well-known, sales do not equate to brand recognition.

Carlsberg CEO Jørgen Buhl Rasmussen, said: "People are familiar with Carlsberg but do not necessarily know what it represents. This global launch is our way of getting our story out there to both our mature markets and our newer markets."



Christie's held a time zone defying 36-hour wine auction in Hong Kong and New York, with sales totalling US\$11.2m. The Hong Kong leg of the sale of "finest and rarest" wines raised US\$8.2m (HK\$64m), while in New York the figure was \$2.9m.

SABMiller subsidiary Southern Sudan Beverages is to invest US\$15m in increasing production capacity. According to SSBL, its brewery in Juba, southern Sudan, is at full capacity and the investment will increase production capability to 500,000hl.

10% of cancer in men and 3% in women is attributable to alcohol, according to Europe-wide research by the *British Medical Journal*. The European Prospective Investigation into Cancer & Nutrition study focused on cancer attributable to current and former alcohol consumption.

Prosecco winery Follador has appointed World of Patria as its travel retail and duty free distribution partner. The wine, beer and spirits distributor has selected a range of Follador's premium proseccos.

TOP 5 STORIES ON DRINKSINT.COM

1. Brazil emerges as imported wine market
2. Jack Daniels launches honey whiskey
3. World Whiskies Conferences
4. Sturgeon lands CL marketing boss job
5. Whiskies 'very healthy' in US



Appointments

Heinemann Asia Pacific, a subsidiary of Germany-based duty free retailer and distributor Gebr Heinemann, has appointed **Paul Topping** to the role of director. Topping has more than 16 years of experience in the travel and domestic retail trade in Asia and has also worked for travel retail companies in Europe and the US.



Direct Wines has announced the appointment of **Glenn Caton** as managing director of its Laitwhaites UK company. Caton was senior marketing director with E&J Gallo and before that worked in UK and European business and brand management for Proctor & Gamble.

Champagne cooperative Centre Vinicole/Champagne Nicolas Feuillatte has appointed **Julie Campos** commercial director. Campos previously worked at Moreau & Fils in Chablis, where she was export manager, commercial director then managing director. She has also been managing director of Cave de Tain-l'Hermitage in the Drôme region of France.

Spirits group Wemyss Malts has appointed **Karen Stewart** its PR and marketing manager. Stewart has seven years' experience in the marketing department of The Glenmorangie

Company and has worked for Bass and Coors Brewers. The Wemyss Malts range includes Darnley's View gin, blended malt whiskies such as Peat Chimney and Spice King, and single cask scotches that include the recently released Mocha Spice and Smoke Stack.

Stock Spirits Group has appointed **Waldemar Maj** and **Dominique Bach** non-executive directors. Maj, who will serve as chairman of Stock Spirits Group's audit committee, was most recently a founding partner of Metropolitan Capital Solutions. Prior to that he was chief finance officer and vice-president of PKN Orlen, a Fortune 500 oil refining and marketing company listed on the Warsaw stock exchange. Bach was previously president of Pepsico Foods in central and eastern European markets.

Glazer's, the US wine, spirits and malt beverage distributors, has appointed **Jim Oliver** senior vice-president of fine wine. Oliver will be responsible for vendor relationships, supplier performance and executing Glazer's fine wine strategy. He will also oversee the performance of Glazer's fine wine divisions, including Domaines & Estates, In Vie and Prestige Wine Cellars. Oliver will report to **Shawn Thurman**, executive vice-president of sales and marketing. **Keith Petruskas**, Glazer's senior vice-president, midwest, will take on the role of president at Indiana's Olinger Distributing, a Glazer's-owned company.

Chilean producer Anakena has made **Sergio Cuadra** chief winemaker. Cuadra

has "vast experience" at companies such as Fetzer vineyards in California and both Concha y Toro and Caliterra in Chile. According to Anakena, Cuadra has worked alongside "great winemakers" such as Jacques Lurton and has primarily focused on the production of "top quality" red wines.



Columbia Crest has named **Juan Muñoz Oca** head winemaker. He will be responsible for Columbia Crest's portfolio of Reserve, H3, Grand Estates and Two Vines wines. Oca has experience of 19 vintages in five regions, including Bordeaux, South Australia, Mendoza, Spain and Washington State.

Danielle Murphy is Ian Macleod Distillers' new business development manager in its Scotland-based sales team. Murphy's role will be to develop the Ian Macleod brands in five-star hotels, restaurants, clubs and pubs. She will also be involved in educating staff responsible for selling brands. Murphy has eight years' experience in the licensed trade, including her last role as sales account manager at drinks distributors Maxxium.



Editor Christian Davis
+44 (0)1293 590047
christian.davis@drinksint.com

Deputy Editor Lucy Britner
+44 (0)1293 590046
lucy.britner@drinksint.com

Reporter Hamish Smith
+44 (0)1293 590045
hamish.smith@drinksint.com

Production Editor Jaq Bayles
+44 (0)1293 590048
jaq.bayles@drinksint.com

Sub-Editor David Longfield
david.longfield@drinksint.com

Commercial Director Justin Smith
+44 (0)1293 590041
justin.smith@drinksint.com

Senior Account Manager Carmen Poel Francesch
+44 (0)1293 590042 carmen.poel@drinksint.com

Senior Account Manager Roger Betriu
+44 (0)1293 590043
roger.betriu@drinksint.com

Events Coordinators +44 (0)1293 590050
Monica Tapias/Nikayla Langley
firstname.surname@drinksint.com

Events Account Manager Jo Morley
+44 (0)1293 590044
jo.morley@drinksint.com

Accounts Annette O'Connell
+44 (0)1293 590051
annette.oconnell@agilemedia.co.uk

Publisher Russell Dodd
+44 (0)1293 590052
russell.dodd@drinksint.com



Drinks International, Zurich House,
East Park, Crawley, West Sussex RH10 6AS
United Kingdom Tel: +44 (0)1293 590040

DIARY

Interwine China
May 25-27
Guangzhou
interwine.org

Vinexpo
June 19-23
Bordeaux Expo
vinexpo.com

The Bar & Wine Show
June 28-29
New York
thebarandwineshow.com

Tales of the Cocktail
July 20-24
New Orleans
talesofthecocktail.com

Intervitis Interfructa Southern Africa
August 2-4
Cape Town, SA
intervitis-interfructa.co.za

Gin Mare Cocktail Competition
September 1-3
Ibiza
mediterraneaninspirations.com

Sydney Bar Show
September 11-14
Sydney, Moore Park
barshow.com.au

Oktoberfest
September 17-October 3
Munich
oktoberfest.de

TFWA Cannes
September 18-22
Cannes
tfwa.com

Boutique Bar Show
September 21-22
London
boutiquebarshow.com

London Cocktail Week
October 10-15
londoncocktailweek.com



EU transit problems linger after LAG deadline

The European Union has lifted long-standing security restrictions at EU airports placed on transit travellers who are carrying duty free liquids, aerosols and gels (LAGs) bought at non-EU airports.

The new legislation, which also applies to Iceland and Norway, came into force on April 29. However, according to trade lobbying body the European Travel Retail Council, it is unclear how many countries were ready to comply with the deadline.

"We know Germany will probably be ready, but many other countries are waiting for [scanning] machinery," said ETRC secretary general Keith Spinks. "Given this uncertainty, for the moment we are urging retailers to carry on not selling LAGs to passengers transiting in the EU."

Spinks added that he was hopeful all 27 EU member states would be compliant with the new legislation "within a matter of weeks". "It is only a temporary situation and countries know they have to comply with the new rules," he said.

Originally imposed after a foiled terrorist plot to bomb a transatlantic jet in 2006, the LAG legislation has consistently impacted both the sales and image of the global travel-retail industry.

World's first in-flight duty free shop

The dowdy duty free shopping cart has always been the Achilles heel of the in-flight travel retail business, but next month a new era dawns with the opening of the first in-flight duty free shop onboard Korean Air's new Airbus A380.

The first of Korean Air's fleet of 10 A380s will make its inaugural flight next month. Located in First Class on the plane's upper deck, the duty free shop will have space to display up to 64 products, including super-premium liquor brands.

DI understands the restricted shelf space in the mini-store will be auctioned to the highest-bidding suppliers. Designed by UK-based interior design company Aim Aviation, the shop will be permanently staffed by a sales assistant.

Korean Air's new A380 fleet will initially operate on routes from Seoul to Tokyo Narita, New York JFK, Los Angeles, Bangkok and Hong Kong.

Korean Air is by far the world's largest in-flight duty free retailer, notching up annual sales of more than \$200m (£122.90m) last year. Liquor is the airline's second largest product category after cosmetics, with annual sales of over \$56.5m (£34.72m) in 2010.



Wine and armagnac in the spotlight at Toulouse airport

The Nuance Group has strengthened its offering of local wines and armagnacs in its newly expanded retail offer at Toulouse-Blagnac airport.

The Swiss travel retailer opened four new



shops in Hall C of the French regional airport last month, taking its total tally of outlets at Toulouse-Blagnac to nine. Among the new shops is a 200sq m Spirit of Toulouse store, which boasts 44 local wines, ranging in price from €4.50 to €9.90 (£4-£8.80), as well as a selection of Bordeaux wines priced up to €32 (£28.50). Domaine du Tariquet, Gaillac, Fronton, Maury and Cahors are some of the most popular wines in the new outlet.

Spirit of Toulouse also sells around 20 armagnacs, including collectible vintages starting from 1965.

Nuance began trading at Toulouse-Blagnac last March, opening a range of core and speciality stores in Terminal D, including a 200sq m alcohol and tobacco shop. It featured an 'Armagnatheque', which contains collectible vintages such as Joy Grand Armagnac 1897 at €5,990 (£5,342) and Joy Grand Armagnac 1900 at €5,690 (£5,075), (both by Paco Rabanne).

"Armagnacs are also presented in a special area within the Spirit of Toulouse shop, which we plan to develop further with special signage," said Nuance Group senior buying manager wine, champagne and spirits for Europe, Danny Ayton.

In Brief

Delhi Duty Free is running a promotion with Beam Global on Teacher's whisky during May at Delhi international airport, which gives travellers buying two bottles of the blended whisky the daily chance to win a range of electronic gadgets from Sony. They also get the opportunity to enter a draw to win a Sony home cinema system, a laptop and a digital camera.

Canadian provincial liquor monopoly the Manitoba Liquor Control Commission is to open a high-end duty-paid liquor store at Winnipeg Richardson International airport's new terminal later this year.

Gebr Heinemann has opened a 1,400sq m travel retail store at Budapest airport, which stocks some 40 wines from 11 of Hungary's best-known winemakers. The selection includes vintage Tokaji dessert wines priced as high as €1,800 (£1,605).



Pernod Ricard Travel Retail has launched a limited-edition Chivas Regal 18 Year Old scotch whisky by fashion designer Christian Lacroix in major Asian hub airports. Only 3,000 bottles of the whisky have been released.

Russian Standard vodka has reported a 50% increase in duty free sales in 2010 following its distribution agreement with Rémy Cointreau Global Travel Retail.

Diageo GTME Asian sales growth



Diageo Global Travel Middle East (GTME) has revealed that its Asia/Pacific duty free business has grown sales by more than 33% during the past year.

This performance outpaces overall duty free liquor sales in Asia/Pacific, which grew 22% last year, according to industry analyst Generation.

Diageo GTME attributes its success to robust passenger growth at regional airports; general economic stability; the growing number of high-spending Chinese travellers, and the company's own "four-pillar" plan to double the size of the travel retail liquor business to \$12bn (GBP7.37bn) by 2013.

The four so-called pillars are: making it easier for travellers to shop the liquor section; staging bigger and better promotions involving risk-taking partnerships with airports and retailers; transforming the shopping environment, and triggering more unplanned gifting purchases.

The strategy has resulted in Diageo GTME opening a new store at Taiwan airport with duty free concessionaire Tasa Meng last month. The Collection outlet features brands from Diageo GTME's Reserve Brands portfolio such as Johnnie Walker Blue Label, and targets the growing number of Mainland Chinese travellers visiting Taiwan.

Other regional initiatives includes an on-concourse activation for Smirnoff vodka with King Power at Bangkok airport, and an educational malt whisky wall at Sydney airport with The Nuance Group, which has increased malt whisky sales by 19% since its introduction last year.

Diageo GTME general manager Asia Pacific travel retail Jay Woo revealed research that indicated better duty free store layouts could lead to overall liquor category sales growth of 15%-21%. However, he singled out gifting as the "pillar" most likely to drive sales growth over the next few years, and revealed the company was undertaking research

to discover Chinese travellers' attitudes to gift buying.

"Asian traveller have more of a custom of giving gifts," he added. "Especially when one travels, one is expected to bring some sort of souvenir back. I think this is an area where we haven't activated very much. We've done traditional gifting around seasonal events such as Chinese New Year. Then we have done limited edition packs, but what we haven't done is gifting as a trigger, reminding people there is an opportunity to buy a great gift with a story behind it, which says: 'This is my appreciation of you.'"

Asia Pacific contributes about 20% of Diageo GTME's annual turnover.



Jay Woo



South African wines get special showcase in Singapore TFWA

Independent distributor Diverse Flavours will be the first South African company to exhibit South African estate wines at the TFWA Asia Pacific show in Singapore next month.

Diverse Flavours will present around 60 wines from seven family-run wine estates—Cederberg, the highest winery in South Africa, biodiversity-certified Avondale, Deetlefs, Hidden Valley, Muratie, Mount Vernon and Napier.

Among the wines on display will be one of the rarest South African wines on the market – Deetlefs Muscat d'Alexandrie 1974. Only 3,000 litres were ever produced, and each 37.5cl bottle is priced at R31,000 (£2,830).

The company will also exhibit four brandies

from Oude Molen, South Africa's first cognac-style brandy distillery, founded in 1910.

Anthony Budd, the former marketing director for Pernod Ricard South Africa, founded Diverse Flavours in 2009. Commenting on his company's upcoming appearance in Singapore, Budd said: "The Asian consumer's desire for and appreciation of premium wines has been increasing for many years now. Europe has led the way, but the consumer is looking for something different and unique. I am confident that South Africa, with its 350 year-old wine-making history and its mix of Old and New World styles, is well placed to offer the consumer in Asia/Pacific travel retail new and exciting brand names and experiences."

William Grant sales team expansion

William Grant & Sons has strengthened its travel retail sales team in Asia ahead of this month's TFWA Asia/Pacific exhibition in Singapore.

In 2009 the company had only two people covering its duty free business in Asia, the Middle East and Australia, but now it has five following the appointments of Neeraj Sharma as business development manager for the Indian subcontinent, and Kate Minner as the new trade marketing manager for the Middle East, Indian subcontinent, Asia Pacific and Australasia.

William Grant is also to appoint a regional manager in its newly established Sydney office.

William Grant & Sons global travel retail marketing director Rita Greenwood said: "These three new appointments join Rajiv Bathia and Kelvin Ng, our regional managers for the Middle East and Asia Pacific, creating a truly powerful and dynamic team, befitting this vibrant region."

In Singapore the company will be launching the Glenfiddich Age of Discovery, a 19-year-old whisky matured in ex-Madeira casks, as well as new packaging for Glenfiddich 21 Year Old.

The show also sees the launch of the third batch of The Balvenie 40 Year Old, a release limited to 150 bottles, all of them exclusively reserved for travel retail.



The Orient expressed

The Tax Free World Association's Asia Pacific trade expo takes place at the Singapore Suntec, May 15-19. **Christian Davis** provides a rough guide

This year's TFWA Asia Pacific show boasts 213 exhibitors, 24% up on last year with 58 new or returning exhibitors and some 2,000 people expected to attend.

A major component of this small, intimate and well-run show is its Gate One2One (G1-2-1) service through which brand owners, retailers, airlines and service concessionaires get to meet airport executives either in dedicated suites of meetings rooms or pre-arranged on stands.

The association says last year G1-2-1 helped organise 280 meetings involving representatives from 35 major airports and 42 other companies.

Opening conference

Christian Blanckaert, president of children's clothing brand Petit Bateau and former vice-president of Hermès International, will make the keynote address at the opening conference on May 16.

Under the overall conference theme of Asia Pacific Inside Out, he will outline the business of luxury and offer insights into the success of luxury brands in the region.

He will be preceded by Erik Juul-Mortensen, TFWA president, who will give an overview of the duty free and travel retail industry in Asia Pacific today, analysing recent performance and summarising what lies ahead.

Retail industry 'thought-leader' Rohit Talwar, CEO of market research company Fast Future, will explore key opportunities and challenges facing the duty free sector in Asia Pacific markets over the next decade.

Talwar will address global trends shaping the economic and consumer landscape, the pan-Asian consumer outlook, innovation and technology, and

suggest practical steps for duty free and travel retail businesses facing changing circumstances.

Finally, Sunil Tuli, president of the Asia Pacific Travel Retail Association, will summarise the challenges facing the industry in the Asia Pacific region and call for support for APTRA's efforts to address them.

The opening plenary session will be followed by a choice of workshops which will address the reality and future prospects for duty free and travel retail in India, Japan and China, as well as a workshop focusing on the value of partnerships.



Tax Free World Association

Founded in 1984, TFWA is a non-profit making international organisation built on strong ethical foundations encapsulated in the "trade by the trade" concept.

TFWA is the world's largest duty free and travel retail association and its membership now amounts to 420 companies.



Social events

Welcoming Cocktail

Sunday May 15, 19.30, Raffles Hotel

The Welcoming Cocktail is said to offer the opportunity for participants to remake acquaintances and meet new contacts.

Dress Code: Casual. By invitation only.

TFWA Asia Pacific Bar

May 16-18, 08.00-19.30, Suntec Centre, Level 3

Breakfast from 08.00-09.30, lunch from 11.30-15.00, bar from 18.00-19.30 (except Monday, open from 17.30)

This on-site bar on the mezzanine level is for those seeking a brief break from the exhibition floor. Badge holders only.

Pool Party

Tuesday May 17, 19.30, Mandarin Oriental Hotel

With Tuesday evening comes the chance to put official business to one side and relax at the Pool Party, with a barbecue buffet and complementary massages helping to make this a perfect mid-week escape.

Dress Code: Pool wear. By invitation only.

Singapore Swing Party

Wednesday May 18, 19.30, Tanjong Beach Club (Sentosa)

A highlight of TFWA Asia Pacific and Gate One2One, this year's Singapore Swing Party will again feature a night of entertainment and excitement. Drinks and Chinese buffet will be served.

Dress Code: Smart casual. By invitation only.

A shuttle service will be available from all major hotels

► p14



Colourful entertainment is a trademark of the show



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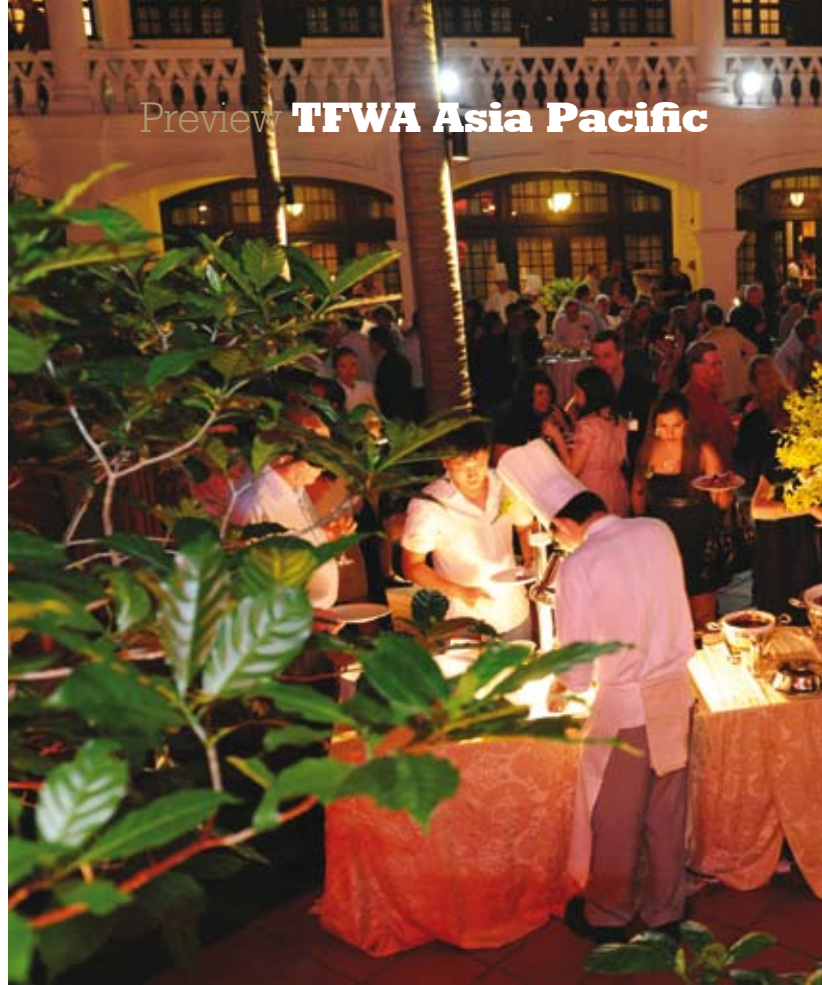
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Exhibitor News

Macleod showcases

Ian Macleod Distillers, the independent, family-owned spirits producer, will be making its fourth appearance at TFWA Asia Pacific.

All Ian Macleod's travel retail brands will be on display on stand N31, including the ultra-premium Glengoyne Highland Single Malt 40 Years Old, accompanied by other premium expressions including Glengoyne 12 Years Old Cask Strength, 14, 17 and 21 Year Olds and 1972 Vintage.

The recently repackaged King Robert II scotch and the exclusive Glengoyne Burnfoot will also be on display alongside Smokehead Extra Rare and Smokehead 18 Years Old Extra Black.



Camus goes for gifting

Camus Wines & Spirits has developed some gift boxes for its Les Vinissimes range of Bordeaux wines.



Vranken-Pommery makes its debut

Vranken-Pommery, the second largest champagne group, is celebrating its 35th year and Champagne Pommery its 175th anniversary by exhibiting at TFWA Asia Pacific for the first time.

Its gift boxes have been redesigned this year and it will be showing off its Cuvée Louise Rosé Vintage 2000 limited edition carton to celebrate the Chinese Year of the Rabbit.

Kweichow Moutai unveils new presentations

The premium Chinese liquor brand is showing some new presentations of its Small Batch Blend at TFWA Singapore. There is a 37.5cl bottle with and without two glasses and a 4x37.5cl version of the 53%abv white spirit. **DI**

Workshops

Four workshops and a working lunch will maintain the momentum set by the keynote conference speakers, according to the organisers.

India Inside Out

Kapil Kaul, CEO of CAPA India (a division of the Centre for Asia Pacific Aviation, a provider of industry research and analysis); Dilip Kapur, president of Hidesign, a bag producer; Deepak Talwar, chairman of IDFS Tradings (a major travel retail operator in South Asia); and Rolf Blaser, country head of the Nuance Group (the world's leading airport retailer) India, will discuss the reality of airport retail in India and the prospects for all stakeholders in both the short and medium term.

Japan Inside Out

This will aim to provide a deeper understanding of this historic market for the duty free and travel retail industry in the light of developments in the aviation sector and changes in consumer behaviour. The panel will consist of Akito Abukawa, chairman of Duty Free Shops Association of Japan; Harubumi Kobori, senior executive, vice-president & representative director, Narita International Airport Corporation; Masato Takamatsu, president, Japan Tourism Marketing; Ming Lee Foo, vice-president consumer and trade marketing worldwide duty free, JTI (Japan Tobacco International is the international tobacco business of Japan Tobacco, the world's third largest industry player, with a global market share of 11%).

The **TFWA Industry Association's Working Lunch** will seek to highlight challenges faced by the industry and invite discussion of collaborative solutions. The session will include

headlines from the new APTRA (Asia Pacific Travel Retail Association) Consumer Index research into consumer behaviour, which is being produced exclusively for APTRA members in partnership with Mindset, a consultancy specialising in global marketing intelligence and solutions.

China Inside Out

This will be led by Christian Blanckaert, president of children's clothing brand Petit Bateau; Paul Husband, managing director, Husband Retail Consulting; Charles Chen, vice-president China Duty Free Group. The workshop will explore the growth of luxury brands in the growing Chinese market and the opportunities in China's duty free and travel retail market.

Partnerships in Practice: Enough Talk!

There is talk about the need for a greater sense of partnership between the stakeholders in duty free and travel retail. Speakers will be: Emmanuel de Place, COO, Lagardère Services Asia Pacific, the travel retailer of cultural and leisure products in the Asia Pacific region; Patrick Bouchard, travel retail general manager at Puig, the perfume house that owns Paco Rabanne, Nina Ricci and Prada; Jay Woo, general manager travel retail Asia Pacific, Diageo GTME; Rohit Talwar, CEO Fast Future. The workshop will provide examples of how airports, retailers and suppliers are collaborating.

In the closing plenary session, Ron Kaufman, author and founder of Up! Your Service will provide an assessment of ways in which the Asia Pacific travel retail industry could innovate and improve customer service in a presentation entitled **The Secrets of Superior Service**.

For more details, go to: www.tfwa.com



Pictures: Jacques Gavard/TFWA

SURREAL DEAL



ZNAPS

BRAND OWNER Znaps Sweden

PRICE €10-€13

MARKETS Scandinavia and Europe

CONTACT Johan Jeansson, johan@znaps.com

With everyone obsessed with all things Swedish thanks to the Stieg Larsson Millennium books, Znaps is being relaunched.

It was originally founded in 1996 by two Swedish entrepreneurs whose vision was to establish a brand around bartenders. The brief was "to create a range of products and flavours that would give bartenders access to the finest tools available in creating new and innovative cocktails and drinks. With some yet-unexplored ingredients, exciting flavours, textures and visuals would emerge".

The new theme is The Surreal Deal, a trancelike take on design and flavours. Reads like a Stieg novel. Any dragon tattoos on the bottles?



RHINO RANGE

BRAND OWNER Linton Park Wines

PRICE £5.99, €5.95

MARKETS UK

CONTACT neil.kelsall@lintonparkwines.co.za

Drink Rhino wines and save the endangered rhinoceros.

Linton Park Winery, which claims to be one of South Africa's highest-altitude vineyards, has launched a range of wines from which 10% of net profits will go to help Save the Rhino International to combat rhinoceros poaching in South Africa.

Based in the Wellington district, Linton Park's Rhino range comprises: White Rhino Sauvignon Blanc; Sauvignon Blanc/Chardonnay; Chenin Blanc; Pink Rhino Rosé, Red Rhino Merlot/Shiraz; Cabernet Sauvignon; Shiraz.

All 2010 except the Shiraz which is 2009.

ANIMAL MAGIC

CRAZY IDEA!

L'IDÉE FOLLE

BRAND OWNER Domaine du Tariquet

PRICE £18.99, €13/€14, US\$19.90

MARKETS Worldwide

CONTACT Ithier Bouchard at Domaine du Tariquet, i.bouchard@tariquet.com, +33 5 62 09 94 96

French for 'crazy idea', l'Idée Folle is a new fortified wine (vin de liqueur) produced by the Grassa family at Domaine du Tariquet in Gascony, south west France.

L'Idée Folle is also a slight play on words, as the 'folle' also refers to the historical Armagnac grape variety, Folle Blanche, the eau-de-vie of which we find blended in this refreshingly fruity drink, along with the intensely full-flavoured grape juice of Gros Manseng, Chardonnay and Sauvignon Blanc.

Renowned for its finesse and floral qualities, the Folle Blanche is a rare grape and a special favourite of Domaine du Tariquet, which claims to own the largest vineyards of this variety in the Armagnac AOC appellation.

L'Idée Folle is relatively low in strength at 17% abv and is recommended to be consumed well-chilled as an aperitif.



DE LUZE XO FINE CHAMPAGNE COGNAC

BRAND OWNER Cognac De Luze

PRICE £100, US\$150, €110

MARKETS Northern Europe and travel retail

CONTACT Bob Eastham, bob.eastham@cdeluze.com, +33 5 45 83 72 72

De Luze was founded in 1822 by Alfred De Luze, who set up business in Bordeaux trading premium wines and cognac which he exported to his brother's import agency in New York.

In 1862, production of De Luze cognac began in the Grande Champagne district of Cognac and it is still produced in the same area, at the Boinaud Estate in Angeac Champagne.

The producer makes a point of distilling only unfiltered wines, with longer ageing, a higher proportion of Grande Champagne spirits and total absence of caramel.

On the palate, it is described as: jasmine flowers, ripe fig and candied orange, with a fresh and minty spiciness characterised by grated cinnamon, cigar box and toffee.





EXCEPTIONAL YEAR

CHAMPAGNE GOSSET GRAND MILLESIME 2000

BRAND OWNER Champagne Gosset

PRICE £60, US\$95, €60

MARKETS Global

CONTACT UK: McKinley Vintners +44 (0)20 7928 7300

Champagne Gosset says the year 2000 was an exceptional one. After being shaken by severe hailstorms in May and July, the Champagne vineyards regained their vigour with the arrival of a perfect summer with warm and dry conditions, which extended through to the harvest.

A blend of 57% Chardonnay and 43% Pinot Noir, Champagne Gosset Grand Millésime 2000 is described as a reflection of the quality of the soil in the region, and the house has taken the finest grapes from the best vineyards. The new vintage is the first in the new livery and packaging, recently updated in line with the company's commitment to sustainable development.

SMOOTH

THORNTONS CHOCOLATE LIQUEUR

BRAND OWNER Thomtons
(Global Brands is responsible for sales, marketing and distribution)

PRICE £12.99, US\$21, €15

MARKETS UK initially

CONTACT Justin Horsman –
justin.horsman@globalbrands.co.uk, +44 (0)1246 216000

Global Brands has produced a chocolate liqueur with one of the UK's leading makers and retailers of chocolate, Thorntons.

Thorntons Chocolate Liqueur was developed with Thorntons' master chocolatier Keith Hurdman, and the launch coincides with Thorntons' 100-year anniversary. At 17% abv, it is described as a "combination of luxury cocoa, vodka and cream".



NEETHLINGSHOF THE CARACAL

BRAND OWNER The Neethlingshof Estate

PRICE £14.99, €17

MARKETS Europe

CONTACT Tom Fox,
tom@crush-wine.com

The Caracal (70% Cabernet Sauvignon, 21% Merlot, 9% Cabernet Franc) is targeted at relatively sophisticated new world red wine drinkers in both the on and off-trade. It is named after South Africa's

Caracal (African Lynx) to celebrate the animal's return to the estate after a programme, started two years ago, to conserve and rehabilitate areas of indigenous habitat. The vineyards were planted between 1987-88 at 120m-210m above sea level. Yield is restricted to an average of five tons per hectare. Each grape variety is vinified separately and, after malolactic, maturation is in a combination of new second-fill French oak and 10% American barrels for 16 months.



NEW NUN

BLUE NUN ORIGINAL

BRAND OWNER FW Langguth Erben

PRICE £4.99, US\$8.99, €6.99-€8.99

MARKETS Global, 80 countries

CONTACT Armin Wagner,
Armin.wagner@langguth.de

Langguth has relaunched its classic wine brand, Blue Nun. The wine itself is described as fresher and fruitier and there is new packaging to emphasise the change.

The new Blue Nun 'Original' white wine, still in its blue glass fluted bottle, is now a blend of Rivaner/Riesling. Previously a non-varietal designated wine, the Rivaner/Riesling blend has been crafted to ensure its taste profile will appeal to the palate of the UK market and offers more body, flavour and depth of fresh fruit flavours, says Langguth.

The relaunch also includes a new premium range of four German varietals: Riesling, Pinot Grigio, Dornfelder Rosé and Pinot Noir, in the UK.



BABIČKA VODKA

BRAND OWNER Alex Clarke

PRICE £35.00, AUD\$4, CAD\$5, €39

MARKETS Australia, New Zealand, Hong Kong, France, Canada

CONTACT Alex Clarke:
alex@babickavodka.com

The babickas of 16th-century Czechoslovakia were wise old women revered for having mystical healing powers.

They used the essence thujone, extracted from wormwood, in their potions, for its reputation of enhancing wellbeing, sensuality, creativity and love – not to mention its mildly hallucinatory effects.

The new Babicka vodka (40% abv) is said to have taken the basis of these ancient recipes to create the first wormwood vodka. A green thujone-ometer is on every bottle to mark the amount of extract that infused with the vodka.

Babicka, made from 100% Moravian corn, claims to undergo a six-step distillation process before being married with spring water drawn from mountain ranges near Hana.

It is recommended to be drunk neat to enjoy the "subtle undertones of citrus and wormwood and a finish of rich vanilla, caramel and aniseed".



MYSTICAL

INFORMATION

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

Work undiluted

The slogan for the vodka he is tasked with turning around is Life Undiluted – appropriate for a man who describes his hobby as ‘work’. Hamish Smith steals some time from Arne Olafsson

A

s long-time observers of the drinks industry can testify, the vodka category is awash with newcomers. For the established players, big budgets help to buy market buoyancy, but for small starter brands, finding space in a congested market can be a daunting prospect. Having parachuted into the hot seat of Swedish vodka DQ less than nine months ago, Arne Olafsson is not a long-time industry observer, so he is not phased by what’s gone before. Fortunate really. His task is to grow a stuttering vodka brand into a global hit.

“I am hired to fix companies when they are in a bad shape, it makes no difference what kind of product it is,” says Olafsson. “I took Envirotainer, a company that makes temperature controlled containers, to airlines and I knew nothing about that. It’s now the world leader in that market. I went into a Swedish call centre and turned that around. I didn’t know anything about that business either.”

Making an impression in the world’s most traipsed spirits category – and on a shoestring budget – is a tough ask. But for Olafsson, a self-styled workaholic, that’s the way he likes it. “My hobby is working,” he says. “I’ve worked for 10 years and only had one week’s holiday. Not because I couldn’t, but because I like work.”

With a £50 price tag for 1 litre, DQ will have to compete hard to penetrate an already saturated super-premium market. “It’s almost impossible to achieve,” says Olafsson, “especially if you don’t have a lot of money. But we have another approach: we are not number one, we are not competing with big money – spending millions on ad campaigns. We are doing our business in a small, guerrilla-type way.”

For DQ, or Distillation Intelligence to use its longer form, the launch is a sequel to the brand’s first introduction, which failed in 2008. Back then DQ debuted in Sweden, the UK and Brazil, and in essentially the same form as today. According to parent company Nordic Spirits, DQ is made from “Swedish winter wheat”, “unadulterated” water from a “government protected area” in Malmköping, Sweden, and is continuously distilled without need for filtration.

Olafsson’s investment firm, Ampliato Asset Management

I’VE WORKED FOR 10 YEARS AND ONLY HAD ONE WEEK’S HOLIDAY. NOT BECAUSE I COULDN’T, BUT BECAUSE I LIKE WORK

(AAM) deals in operational turnarounds: in short, fixing, growing and selling businesses. “Our plan from the beginning was not to do alcohol or tobacco companies, for ethical reasons,” says Olafsson. “But one of the shareholders of Nordic Spirits called me and asked whether I would help with a small project. The company was out of control and they were about to lose it. I’d done projects with some of the shareholders before, so I said: ‘Swing by my office and show me what the product is.’”

Impressive packaging

So it happened and, judging by Olafsson’s enthusiasm as he describes DQ, it was the sleek cylindrical packaging that impressed most. “In my mind they had done an excellent job in the development of the product. It’s a beautiful bottle; every little part of it is high quality and well thought-out. But Nordic Spirits had been squeezed from two sides. There was no revenue stream because they didn’t sell very much, and the investor didn’t pay the money they needed.”

DQ may have been floundering, but Olafsson knew the product was right for AAM and, with £6 million already previously invested, the foundations had been laid. “The timing was very good for us but it took a lot of work to put things right,” he says. “We put in a new management team and added some investors. The suppliers needed new faces to talk to, to be able to move forward.”





A £500,000 shot in the arm was the remedy needed to restart production and settle old debts. “With stressed companies you have a lot of upset suppliers,” says Olafsson, “but the beauty was, everybody loved the product and really wanted it to work. When we met the suppliers, every single one of them asked: ‘What can I do to make it work?’”

Last year DQ sold a mere 10,000 bottles and, with a trade unit price of €21, an unsubstantial turnover of about €200,000 was registered. But since AAM took the helm in September 2010, grander targets have been set. “Our first milestone is selling 100,000 bottles,” says Olafsson. “If that is to happen this year, we’ll know before the summer. Orders are coming in every week so things are really starting to change now.”

Finding distribution channels will be key. As Olafsson puts it “the product sells itself, as long as you get it in front of people”. And that’s where DQ bottles are starting to end up. It has re-launched to Sweden and the UK and is available in Austria, Czech Republic, Georgia, Lebanon and Monaco. Talks are also afoot for distribution to the vodka strongholds of Russia, Uzbekistan and Kazakhstan. “In Moscow we have three distributors who want samples. We believe a lot in Russia and Poland. It’s the perfect product for those markets.” Asia has also shown interest. “India and China are massive markets,” says Olafsson “We are talking to one distributor there and if that happens it will cover Asia.”

For Olafsson, achieving sales and growing companies is about “finding the right people, working the market and understanding customers”. But crucially, it’s about settling on the right strategy. “It’s not possible for us to meet head-on with the Belvederes of this world. Where we want to be strong is with people. People feel something for the bottle design: they love it. So we need to take that, expand it and get as many people as possible to take the same view.”

Going viral

In lieu of a hefty marketing budget and established distribution networks, Olafsson is counting on the reputation of DQ becoming viral. “There are a lot of people around the world promoting DQ vodka for free,” he says, “and our new website will be about the people.”

This strategy is indeed a world away from the multi-million pound marketing activities of established vodka brands, but DQ is conforming to at least one rule of vodka marketing. It has dreamed up its own vodka-themed slogan: Life Undiluted. According to the brand’s marketing literature, it means “experiencing life as it is; to seek out and enjoy moments of strength, purity and brilliance”.

Olafsson has a three-year contract with Nordic Spirits, in which time he intends to crack the vodka market, grow DQ into a global player, then sell it. Looks like it’ll be Work Undiluted until then. He won’t mind.



Burgundy: never better

Winegrowers in one of the most famous regions in France are embracing the demands of new global markets. **Jason Haynes** of Flint Wines reports

These are exciting times for Burgundy. Its vineyard classifications were only ratified in the 1930s, whereas Bordeaux famously drew up its hierarchy of châteaux in 1855. Domaine bottling really only became commonplace long after World War II had finished and, as recently as the early 1990s, some of today's most sought-after growers were not exporting their wines at all.

Over the past 15 years or so, the publication of various books and the development of the internet in terms of specialist Burgundy sites, blogs and reviews, has helped break down barriers and provided enough information to give consumers the confidence to take on the region's wines and really get to know them intimately.

The timing has been great because the quality of wine coming out of Burgundy has never been better. Vineyards are now being worked much more organically; yields are much lower as fruit that is not up to the new high standards is discarded on the sorting tables; the quality and scope of the equipment being used in the cuveries is superb; and attention to detail is commonplace now rather than exceptional.

Quality improvement

This improvement in quality and global interest in Burgundy wines has seen markets evolve massively.

While the UK has maintained its love affair with Burgundy, America has struggled over the past five years to absorb its annual allocations. As a country it is very 'critic-led' and, unless a vintage is lavishly praised by wine writers, the consumers will not buy it. 2007 and 2008 were two vintages about which the critics were rather lukewarm, and significantly they were released just as the recession was biting and the US dollar was weakening. While importers could afford to stock one vintage with no en primeur sales, they could not afford to stock two in a row, so many cried "enough" and had to cancel orders.

Consequently, growers needed to find new markets and have done so with great success. Russia, China,

Hong Kong and Australia have all jumped at the chance of getting their hands on some of the most sought-after wines in the world, and allocations not taken up by the US have been re-routed. This could create problems for the US long-term – it is hard to see importers winning back allocations, as there is an enormous appetite from these new markets for the top wines of Burgundy. Hudelot-Noellat, a grower from Vougeot, has said that since the 2007 vintage, it has cut export to the US by almost 50%. Most has found its way to new Asiatic markets and Australia is now buying as much as the US.

Interestingly, the wines are often drunk much earlier in the new markets than they would be in more traditional markets, such as the UK. As a result demand is continuous, therefore much greater than supply and getting greater all the time. Consequently, the secondary market for many wines has become highly inflationary with some doubling and even

trebling in price within a year or two of release. This, of course, attracts investors, which has only helped to fuel demand, especially for the very top wines.

Investor appeal

In many respects, from an investment perspective, Burgundy is a much purer and more obvious market than Bordeaux as production levels are so much lower. The total production of some wines is as little as two barrels. That is 50 cases for the whole world. You do not need to be an economics genius to work out the effect on price if 10,000 people around the world would like a case each.

With market globalisation, provenance becomes ever more important. Burgundy is a much more fragile wine than Bordeaux and does not take well to extremes of temperature. Flint Wines only buys direct from domaines, or from private customers who bought the wines en primeur and have had them



Jason Haynes with Flint the dog

stored in temperature-controlled cellars, so we can be sure the wines are in perfect condition. We don't collect the wines from the domaines during the hotter summer months or the very cold winter months. This is vital, and wines that have circumnavigated the world several times become risky propositions.

With world trading barriers becoming blurred the wine is at greater risk and growers are keen to keep rigid importing guidelines so wines arrive in any given country via the correct channels. After all, it is their name on the bottle, not the merchants'. With this in mind, many growers are now numbering their bottles so they can track them accurately to prevent wines being re-shipped to another or several countries.

There has also been much discussion about, and some experimentation with special chips that can indicate the minimum and maximum temperatures the bottles have endured on their travels. This is an exciting development and a great example of how modern winemakers have embraced the changing demands of Burgundy's new markets.

Comparison of two top wines in terms of production from Bordeaux and Burgundy

Bordeaux's Château Lafite (split into two wines) has 107ha and produces 15,000-20,000 cases per year. The top wine of Burgundy's (equivalent, in terms of cost to investors) Sylvain Cathiard (split

into 10 wines), Romanée St Vivant, produces 60-70 cases per year

Production on an annual basis

Bordeaux produces 70 million cases
Burgundy produces 15 million cases

Show welcomes new countries

The London International Wine Fair and its spirits sister, Distil, take place at ExCel in London's Docklands from May 17-19. **Christian Davis** lifts the curtain on the show

Organiser Brintex reports some new exhibitors at this year's show, the 31st London International Wine Fair. Russia will exhibit a generic pavilion hosting eight wineries from the country's largest wine-producing region of Krasnodar. Abrau Durso, said to be Russia's leading sparkling winery, will return after a 2010 launch, on a separate stand.

Wines of Lebanon will be at the LIWF for the first time, as part of a major strategic investment in the UK. The stand will host eight wineries and masterclasses will be run by Tim Atkin MW and Lebanese wine expert Michael Karam.

Eastern Europe will be well represented, says the organiser, with generic pavilions from Bulgaria, Croatia, Czech Republic, Georgia, Hungary and Slovenia. From the Old World, France will continue to have a major presence; Spain has increased the number of producers from the two Rioja regions, Rioja Alta and Rioja Alevesa, with the Castilla La Mancha region exhibiting for the first time. Sicily is showing the biggest increase in investment this year with a 400% increase in stand space.

The trade-only exhibition is expected to take approximately 28,700sq m of ExCel floor space.

Exhibitor News

Cru-ing the Bordeaux ship

The Union des Grands Crus de Bordeaux (UGC), which represents the most prestigious names in Margaux, St Julien, Pauillac, St Estèphe, Listrac, Moulis, the Médoc, Haut-Médoc, Graves, Pessac-Léognan, Saint-Emilion, Pomerol, Sauternes and Barsac, will be making its first appearance at the show.

Fitou for purpose

Mont Tauch, Fitou's largest co-operative, will be launching two new ranges on its stand, H30.

Farmers is a range of premium varietal wines made with sustainably grown grapes and packaged with natural cork and

lightweight bottles. Each label, designed by artist Tim Bulmer, features one of the Mont Tauch farmers, or growers.

Amphora Ruscinosis Classic is a new range of fortified sweet wines from Roussillon.



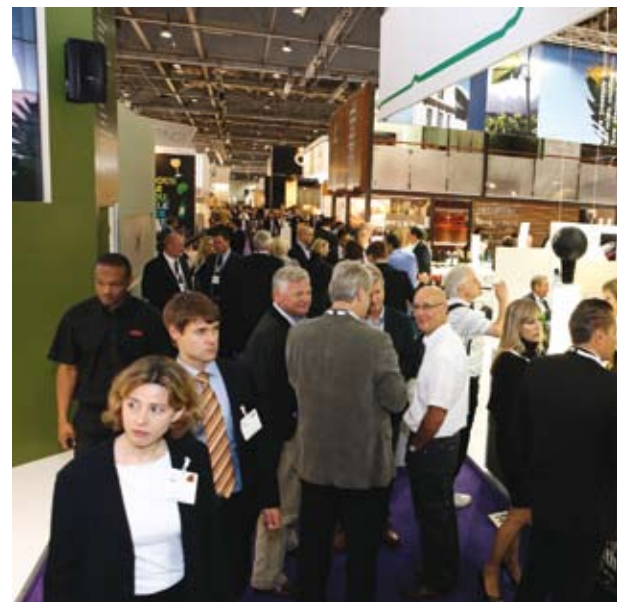
Around the world with Bottle Green

Bottle Green, which is celebrating its 21st anniversary, will present on stand L70 its new Spanish wines, including a Rioja called Escena and a new brand from La Mancha and Valencia, Caballo de Plata.

Escena is a red Rioja Joven from Bodega Antigua Usanza. The name, meaning 'scene' in Spanish, was inspired by the views from San Vicente de la Sonsierra in La Rioja, where the winery is based.

Caballo de Plata (meaning 'silver horse', inspired by Picasso's painting of Don Quixote's work-horse, Rocinante and reworked by American ink line specialist Cloudey) is a new brand for DO La Mancha and DO Valencia wines. It encompasses modern varietal wines from La Mancha, from Bodegas Altizia, and a more classic offering from Valencia from Bodegas Torroja. Nick Butler, Bottle Green's winemaking director, worked on both projects.

The first level of wines in the range are DO La Manchas featuring Tempranillo/Cabernet Sauvignon, Airén/Sauvignon Blanc and Tempranillo/Cabernet Sauvignon Rosado. Three single varietals follow: Tempranillo, Verdejo, and Tempranillo



Rosado. At the top of the range, from Spain's largest exported wine region, there are two DO Valencias:

Reserva and Gran Reserva.

Bottle Green will also introduce its new Chianti partner, Sorelli. With three estates, totalling approximately 300ha, Sorelli will add to Bottle Green's Revero range, which targets the discerning consumer with wines from

specific Italian regions, including Chianti. Sorelli will also provide the Chianti DOCG wines to Bottle Green's Italian Vespucci range. This 'classic' range offers premium wines from Italy's indigenous grape varieties.

Brown Bros love their mum

Brown Brothers, the family-owned Australian winery, has some new wines on the PLB stand, N60.

At 7.5% abv Cienna Rosso is a non-vintage sparkling red using frizzante Cienna, a varietal exclusive to Brown Brothers.

Brown Brothers says Crouchen is one of the Australian wine industry's success stories, a white grape variety said to produce wines of flavour and body, with hints of ripe melon and a delicate finish. There is a Crouchen/Sauvignon Blanc 2010 and Crouchen/Riesling Rosé.

Brown Brothers' ultra-premium wines are named after the company's matriarch, Patricia Brown. There are: Patricia Pinot Noir/Chardonnay/Pinot Meunier Brut 2005, Patricia Cabernet Sauvignon and Patricia Noble Riesling 2008, a dessert wine.





Slovenian wines from P&F

Slovenia's P&F Wineries will be showcasing a number of its brands on stand G71, including Puklavec & Friends, aimed at an off-trade audience, and Gomila, targeted at the on-trade sector.

Puklavec & Friends comprises 15 still and sparkling wines from 13 grape varieties, including Sauvignon Blanc, Pinot Grigio, Welschriesling, the local Šipon (Furmint), Chardonnay and Pinot Blanc.

The company's Gomila portfolio includes six ranges.

Percy shows its wares

Percy Fox & Co, part of Diageo, is showcasing what it describes as an innovative stand which, rather than focusing purely on brands, takes a category approach for the first time, demonstrating best-practice display principles and consumer insights to help the trade grow its wine sales. Stand L62 is split into an on-trade and an off-trade environment, to ensure it is relevant and engaging for all visitors.

Also on show will be the new Blossom Hill Vineyard Collection and a new 187ml Minis range.

Go to the south of France

Sud de France has stands F40 and G40, dedicated to the wines from Languedoc-Roussillon, and a generic self-pour tasting area as well as 10 producer stands.

Languedoc-Roussillon claims to be the largest winemaking region in the world, offering huge diversity. It produces some of France's greatest vins doux naturels, while Limoux claims to be the oldest sparkling wine area in the world.

Romanian Winegrowers

Romanian Winegrowers is set to unveil its Indigenous Heroes campaign. The producers want to raise the profile of their domestic varietal wines and have recruited Romanian expert Caroline Gilby MW to benchmark the best indigenous wines to showcase at the fair.

Gilby will be presenting the range, which will include grape varieties such as Feteasca Neagra and Tamâoasa Româneasca, during two on-stand seminars. The seminars will take place on Tuesday 17 and Wednesday 18 from 2pm-3pm on stand E30/E40.

Les Producteurs et Vignerons de France

Les Producteurs et Vignerons de France is a French wine specialist and will be showing a selection of its key wines on stand G40/5. It will introduce a new producer, Terroirs d'Occitanie, to the UK with a selection of Languedoc AOCs (Faugères, Picpoul de Pinet, Pic Saint Loup).

Aimery Sieur d'Arques will present its re-packaged 'Premiere Bulle' sparkling Limoux range and varietal range. Domaine Viticole de la Ville de Colmar will be showing its new vintage Alsace Riesling and Gewürztraminer; Ravoire & Fils a selection of its Rhône and Provence wines; and Champagne Lombard & Cie will have its champagne range on show.

Reh Kendermann introduces Bubbly Pink Black Tower

Reh Kendermann, maker of bestselling German wine brand Black Tower, is launching a series of range extensions.



THE LONDON INTERNATIONAL
WINE FAIR
17-19 MAY AT ExCeL LONDON

Among them are a Black Tower Bubbly Pink semi-sparkling wine that's naturally lower in alcohol at 9.5% abv; a Black Tower Chilean Merlot; Black Tower Moscato from Puglia, Italy; and two new lower alcohol wines; 'B' by Black Tower White and 'B' by Black Tower Pink, 5.5% abv.

The German company is also announcing a joint venture with South African winery Perdeberg. The new JV will produce, market and distribute Waka Waka, a new global wine brand bottled in South Africa and currently comprising three wines: a Sauvignon Blanc/Chenin Blanc blend, a Shiraz/Cabernet Sauvignon and a Merlot/Cabernet Sauvignon. Stand I70.



Champagne stacks up



Michel Guillard - Collection CMC

Harvest time at Monthelon, Epernay

Despite some claims to the contrary, figures for champagne yields and shipments show no imminent danger of a shortage, reports **Giles Fallowfield**

If you were to believe the sometimes sensationalist stories you read in the mainstream press, you might have the impression that the Champagne industry lurches alternately from positions of huge glut to shortages of stock in the mere blink of an eye.

Looking beyond the headlines, to give an impression of a worldwide supply problem could be viewed as a mechanism by which the larger Champagne concerns can manage demand in the face of their own stock fluctuations. Or, to take a more cynical view, by which they can

manipulate prices upwards at the bottom end of the market.

LVMH boss Bernard Arnault declared Dom Pérignon to be selling so well it was running out of stocks in certain countries. And there is certainly evidence that, in markets where vintage counts, 2002 cuvées of the right pedigree are being gobbled up. Were these comments from Arnault a move to reinforce the impression that Dom Pérignon – with its huge production volume that dwarfs nearly every non-vintage cuvée other than Moët and Veuve Clicquot (also in the LVMH group) – is more of a

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TO TALK OF A SHORTAGE IS FAR TOO PREMATURE

JEROME PHILIPON BOLLINGER

Table 1: Total shipments of champagne with % change over previous year

Year	No. of bottles	% change
1996	255,871,575	+2.64%
1997	269,049,721	+5.15%
1998	292,420,290	+8.69%
1999	327,097,151	+11.86%
2000	253,245,418	-22.58%
2001	262,698,304	+3.73%
2002	287,722,049	+9.53%
2003	293,509,624	+2.01%
2004	301,418,695	+2.69%
2005	307,665,132	+2.07%
2006	321,789,798	+4.59%
2007	338,796,703	+5.29%
2008	322,637,259	-4.77%
2009	293,330,613	-9.08%
2010	319,510,832	+8.93%

Source: Compiled by Giles Fallowfield using CVC statistics

boutique brand and rarity?

It's true that production of champagne in the past two harvests of 2009 and 2010 has been restricted both by intent and, in the case of 2010, by the wet weather and the subsequent rot problems.

And on the demand side of the equation, despite the difficult worldwide economic situation, champagne volume has recovered and shipments in 2010 rose 8.9% to 319.51m bottles (Table 1).

Disregarding the pre-Millennial spike in 1999 shipments – which proved to be a distortion, resulting in a massive stock overhang and a dramatic fall in shipments the following year – this was the fourth largest volume ever shipped, after 2007, 2008 and 2006 when it was only 2.28m bottles higher.

Not short of stock

So production levels have fallen slightly, and demand has recovered reasonably well from the recession.

But does this mean that we are really facing an overall shortage of champagne in the short-term? I don't think so, and neither does Bollinger managing director Jérôme Philipon.

“To talk of a shortage is far too premature,” says Philipon, “it's clear, however, that shipments have improved and some of the most premium brands have seen a recovery over the past 18 months, which has created some tension around supplies of the top cuvées.

“But shortage, we are very far from that. You do the maths.”

Let's look at some facts. In 2010 the maximum permitted harvest yield was

Champagne supply and demand 2001-2010

Year	Hectares in active production	Actual average yields (kg/ha)	Equivalent number of bottles 75cl	Champagne shipments	Difference between production & shipments
2001	30,504	10,990	290,501,690	262,698,304	+27,813,386
2002	30,892	11,972	320,484,410	287,722,049	+32,762,361
2003	31,233	8,256	223,385,000	293,509,624	-70,124,624
2004	31,570	13,990	382,726,000	301,418,695	+81,307,305
2005	31,924	12,992	359,402,000	307,665,132	+51,736,868
2006	32,341	12,997	364,236,000	321,789,798	+42,446,202
2007	32,716	14,243	403,776,000	338,796,703	+64,980,297
2008	32,946	14,228	406,216,000	322,637,259	+83,578,741
2009	33,077	12,280	351,974,000	293,330,613	+58,643,387
2010	33,344*	10,903*	315,040,000	319,510,832	-4,470,832

*= CIVC estimate



(Above) GH Mumm vineyards at Avize

(Left) Perrier-Jouët's vineyards in Mailly

(Below) Bollinger's Jérôme Philipon: 'Far too premature' to talk of a shortfall



Giles Fallowfield

10,500kg per hectare. With 33,344ha of vineyards (CIVC estimate) in active production, this meant 303,389,940 bottles could be produced.

However with average yield across the appellation actually reaching 10,903kg/ha the potential volume is in reality 315,034,340 – the difference between the two being put into the growers' 'réserve individuelle' (of which more later).

So, this real 2010 harvest production figure of 315m bottles was only a fraction – less than five million bottles – behind the 2010 shipments of 319.51m. And 2010 is the first year since 2003 that production of champagne has dropped below shipments. Before that it was 1997, and these were the two smallest harvests in the past 15 years in Champagne.

In the other 14 harvests between 1995 and 2009, production exceeded

shipments (Table 1) and over that period a 368.6m bottle surplus of champagne was produced.

It is true that some of this hasn't been made into wine and forms part of the growers' *réserve individuelle* (part of a crop set aside by growers as a form of insurance against future reduced crop levels or poorer quality vintages). But it is still available in times of need, for example if a major frost hits when the vines have started growing early, as in April 2003 – and again this year.

In the past few years the average *réserve individuelle* held by the growers has been built up, and it now stands only just below the maximum allowed – that's 8,000kg/ha – reaching 7,600kg/ha. With the current area in production, this is the equivalent of just under 220m bottles – more than two-thirds of the 2010 shipments total.

In addition to this volume sitting in tank – equivalent to more than half a harvest, which could boost any particular crop shortfall caused by disease or extreme weather – actual stock levels in the 12 months to end July 2010 reached their highest ever level of nearly 1.4bn bottles. That, even given an annual rate of consumption of 340m bottles, which hasn't yet ever been reached, is over four years' supply.

The *négociants* will be pleased to note that nearly half of this stock held in cellar, some 644m bottles, is owned by them, and the imbalance between stocks held by the *négociants* and those stored by co-ops/growers in relation to their sales has been slightly corrected, with the latter going down from 453m bottles to 436m bottles while the *négociants'* stocks rose by 74m bottles.

So, despite what you may have read, there isn't generally a shortage of champagne and – barring more than one disaster at harvest time substantially reducing the reserves, in combination with potentially huge markets such as China really taking off – there isn't likely to be in the short-term either.

Monitoring demand

It is also true to say that by simply adjusting the yield level at any given harvest – providing, of course, there are no disasters – the authorities are able to boost production in line with short-term predictions relating to growing demand.

Under the current rules a maximum of 15,500kg/ha could in theory be produced,



Alain Cornu – Collection CIVC

Chardonnay grapes ready for crushing in a traditional champagne press

Michel Letter: 'yield level not ours to choose randomly'



which implies the possibility of making just over 445m bottles, given the current area (33,344ha) in active production.

Actual average yields have only crossed the 14,000kg/ha mark four times in the past 40 years but two of those instances were in the very recent past in 2007 and 2008, which produced respectively 14,242kg/ha and 14,228kg/ha. At that level, which is clearly feasible, around 410m bottles could be made.

The Champenois are now carefully monitoring demand on a month-by-month basis and, as Michel Letter, managing director of Mumm and Perrier-Jouët, who also heads up the CIVC committee analysing such stats, says: "We are already looking at what sort of level of yield looks to be right, given the market performance. In the first two

months of 2011 shipment volumes are up 11% on the previous year, but these are very small months and we want to wait until the end of June to see if we have a strong recovery in the market.

"The yield level is not chosen randomly," he continues. "We look at two things to make a forecast for growth: the level of stocks held, which we wouldn't want to see fall below three years [at current consumption rates]; and how the market is performing.

"If we think demand will increase to between 325m and 330m bottles, that would warrant a yield of around 11,000kg/ha. For 330m to 340m bottles it would be closer to 12,000kg/ha."

He believes a level around 12,000kg/ha this year would be good and, importantly, would allow for a sufficiently high income for the growers to take some pressure off grape prices. But at this stage it is still too early to call.

Export-led recovery

So, in a year that saw champagne shipments rise back above the 300m bottle mark, which markets is the increased demand coming from?

Once again growth, or rather recovery, was export-led. Shipments outside France were up 10.82% to 134.5m bottles – a rise of 22.2m bottles – while French domestic shipments grew by 4.22m bottles, a rise of just 2.3% (see box on French domestic sales).

The strongest recovery came from the markets outside Europe, which were also those that suffered most in the financial crisis. They grew at about twice the percentage rate (+28.7%) of the traditional European markets, although because they are smaller in total combined size (if you take out the US and Japan, the remaining

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Shipments to top 10 export markets and France in 2010

Country	No. of bottles	Change over 2009
France	184,998,231	2.3%
UK	35,488,401	16.3%
USA	16,934,242	34.9%
Germany	13,313,273	21.5%
Belgium	8,806,008	7.8%
Italy	7,464,935	45.4%
Japan	7,183,113	5.6%
Switzerland	5,442,295	12.34%
Spain	3,689,307	23.8%
Australia	3,687,140	25.8%
Holland	2,474,876	-9.5%
Export	134,512,601	10.82%
Total	319,510,832	8.9%

Source: CIVC

Shipments to top 10 export markets and France in 2009

Country	No. of bottles	Change over 2008
France	180,770,128	-0.24%
UK	30,523,359	-15.21%
USA	12,552,070	-27.00%
Germany	10,947,967	-5.41%
Belgium	8,168,385	-17.58%
Italy	6,803,419	-27.92%
Japan	5,133,802	-38.39%
Switzerland	4,846,500	-10.89%
Spain	2,979,997	-27.15%
Australia	2,931,941	-19.63%
Holland	2,735,858	-22.10%
Export	112,560,485	20.45%
Total	293,330,613	9.09%

Champagne



Vineyards in Moussy, near Epernay

countries only account for 21.8% of total export shipments between them) in terms of volume this meant a rise of some 12m bottles versus Europe's 10m.

The so-called BRIC countries – which are set to form four of the five largest grocery markets in the world, with the US demoted into second place by China by 2015, according to food and grocery analyst IGD's forecasts – look increasingly likely to account for champagne's long-term future growth.

The exception may be India, where tax holds the market back. Of the four nations, it was the only one that fell in 2010, down 8.9% and it hasn't reached 200,000 bottles yet. By contrast, China, Russia and Brazil saw growth of 89.9%, 87.6% and 63.2% respectively, though between the three they still only account for about 3.1m bottles.

"China is still a small market but we have seen tremendous growth in 2010," says Michel Letter. "The growth in Hong Kong [where shipments were up 45.6% to 1.25m bottles] is also 80%, accounted for by [sales in] China. We have nearly 450 sales staff for the group (Pernod Ricard) and that network gives up an important advantage. Brazil is growing, but it still not very big and LVMH has a commanding share there [more than two-thirds of the market]. Russia is a difficult market where the distribution channels are not that well organised."

Patrick Spanti, export director at Jacquart & Associés Distribution, one of the two major co-operative brands, says: "China is developing fast, it's mainly in

the international hotels but also in the off trade.

"Champagne used to be the wine of European people who lived there, and some locals who had spent time in Europe, but today there is a growing consumption by the Chinese who see champagne as a symbol of success. But it will take time for Chinese locals as champagne is mainly a gift item. They have to learn to drink it."

Spanti agrees that the main obstacle in Russia is the lack of distribution network but, he says: "Demand has definitely picked up. By the end of March, Jacquart has already shipped the same volume as was sent in the whole of 2010.

"Russia has always been a good market for quality French wine, with no cultural obstacle. Now the rouble and the credit situation is back to normal, shipments have started again and this market may well develop faster than Asia."

For Bollinger things are a little different as it's hard for them to find the wine to expand into new markets. "In Brazil we are positioned as a very expensive wine just in top restaurants, we simply don't have the inventory," says Jérôme Philipon. "In China we are distributed by the same importer as Domaine Romanée Conti. One day China will become a significant market for champagne. The Chinese love brands and champagne will fit well – they will not be interested only in top Bordeaux.

"Hong Kong is also an important gateway," Philipon adds. "I lived there in the past and I know people pick up

Champagne: French domestic sales in 'grande distribution'

The French market is important to champagne, in 2010 accounting for nearly 58% of total shipments. The price in France of 'premier prix' champagne in 'grande distribution', which accounts for about a third of all domestic sales, rose with the lowest price moving up from below €10 a bottle to between €10 and €11, while the average price for champagne as a whole stood at €17.91.

- Sales of champagne through **hypermarkets** and **discount shops** reached 29.8% of the total market in 2010, as against 29.9% in 2009. Volumes sold through this sector rose 2.6% to 50m bottles, with value up 4.1%, to €895.8m. Sales at prices under €10 a bottle fell by 30.8%, and sales of champagne priced between €10 and €11 rose by 26.7%.
- In all, 5.64m bottles of **premier prix champagne** were sold at a price below €11 against 5.78m bottles in 2009. The major international marques accounted for 70.6% of the volume in this sector and 74.7% of the turnover in 2010. They sold 35.3m bottles, up 2.1% on 2009, with an average price up 2.4% to €18.95.
- The **co-operative brands** saw volumes rise 15.7% in 2010, with 3.9m bottles sold, while the base price dropped 4.6% to €17.97. This sector of the market has recovered to 2008 levels when it accounted for 7.7% in terms of both value and volume. The growers' French sales in this channel reached 1.4m bottles, a fall of 2.6%, but the average price rose by 0.7% to €15.17.
- **Non-vintage** champagne still accounts for more than 80% of the market. **Rosé** and **vintage** sales picked up by 19.5% and 22.8% respectively and now account for 5.1% and 4.7% of the market.
- **Prices** of vintage champagne went up by 1.1% in 2009 and by a further 0.5% in 2010 to reach €22.03 on average. The rosé market grew in volume but prices fell by an average of 3.5%.
- **Demi-sec** styles fell in volume by 2.9% and now account for 6.6% of sales compared with 8.1% in 2008. Sales in discount shops fell from 5.38m bottles in 2009 to 5.1m in 2010 at an average price of €10.70.

a couple of bottles whenever they are travelling through because it is so much cheaper than most surrounding domestic markets.

"Bollinger always does well where there has been some British interests and influence in the past. It's the same in Australia, which is another important market for the brand and growing well [up 25.8% in 2010 to 3.7m bottles]."

CHINA IS STILL A SMALL MARKET BUT WE HAVE SEEN TREMENDOUS GROWTH IN 2010

MICHEL LETTER
MUMM/
PERRIER-
JOUËT

Renewed impetus

For the moment, though, the UK and the French domestic market, the two largest, remain central to Bollinger's fortunes and to champagne's too and, this being a Vinexpo year, the Champenois always save up some new cuvées to show off at the Bordeaux show.

Because there is lots of activity and there are new wines to promote, the months that follow Vinexpo are usually fairly bullish in terms of sales, as all have the beneficial effect of renewing consumer interest in the category. **DI**

Vermouth has a long and chequered history and its popularity has yo-yoed over the years. Hamish Smith checks the current fortunes of an enduring favourite – and finds both optimism and pessimism

Old faithful

In the context of its long and colourful history, vermouth is a chastened force in the 21st century. Aside from its popularity as an aperitif in the sun-soaked Mediterranean, vermouth's fortunes are entwined with those of classic cocktails.

The re-emergence in some cities of old favourites such as the Dry Martini and the Manhattan can be considered a catalyst to the category, but in some quarters a decline in sales has been the only trend.

The classic vermouth brands of Martini, Cinzano and Noilly Prat point positively to their stable sales in 2010 – in Cinzano's case claiming growth of 16.7% – but then the anomalous slump-year of 2009 makes for poor comparison.

Quantifying the category's health, independent of the brands, is not a straightforward task. Euromonitor International (the source of all figures quoted unless otherwise stated) defines vermouth as: "any of several wines containing aromatic herbs and some other flavourings".

The classic French and Italian brands work to a narrower specification (more on this later), but using the broader classification does bring wine-based aperitifs such as Lillet and Dubonnet into the analytical fold.

Vermouth's volume growth markets over 2005-10 were the unlikely trio of Ukraine (+183.2%), Argentina (+24.7%)

and Poland (+16.5%), while Russia is the immovable volume heavyweight with 82 million litres sold in 2010 – nearly double that of second-placed France. Russia, in fact, saw marginal decline over 2005-2010, but the recent trend is toward, not away from vermouth, with a 24% increase forecast in the period 2010-15. Seven of vermouth's top 10 markets declined over the past five years, including France, Brazil and Spain.

Vermouth – a history

To many, vermouth is an 18th-century aperitif but, as Gerard Noel writes in *A Volume on Vermouth*: "This is only about 24 centuries short of the mark." According to the writer, vermouth's origins date to the 5th and 6th centuries BC, with both Pythagoras and Hippocrates associated with its birth. Not to mention Jesus.

Noel reasons (in more detail than is justifiable here) that vinegar and gall offered by the Romans to Jesus as a painkiller before crucifixion, was in fact, a form of dry vermouth.

The drink's modern history is a tale of two countries that straddle the Alps, with Italy's Turin the category capital, thanks to the families of Carpano and Cinzano.

Back in the 18th century they produced the first commercial sweet vermouth. In 1813, it was a Frenchman named Noilly and his English brother-in-law Mr Prat who started production of the first dry



Vermouth brands have been responsible for the creation of some striking advertising imagery

variety in Languedoc. France is still a vermouth stronghold with 42.3 million litres sold in 2010, but the past five years have seen declines of 9.1%, a trend forecast to slow but continue during 2010-2015. Italy, vermouth's motherland, no longer figures among the top 10 markets. Yet, the country's connection with the category through global brands remains undiluted.

One such brand, Cinzano – which is owned by Gruppo Campari and makes up 3% of its yearly sales – claims its vermouth is still based on the original family recipe, created in 1787. According to Cesare Vandini, group marketing director of Gruppo Campari, the recipe is kept a secret but essentially the ingredients are wine, added spirit, sugar and an infusion of aromatic herbs.

For Bacardi's vermouth brands, Noilly Prat and Martini, brand history will be brought into sharp focus when they celebrate their 200 and 150-year anniversaries respectively. A flurry of marketing will kick off next year in preparation for 2013. "We're planning to

IT'S A FRAGILE PRODUCT: PUMP IT, CLOSE IT AND PUT IT BACK IN THE FRIDGE

LUDOVIC
MIAZGA
NOILLY PRAT





launch a 150-year anniversary formula to celebrate the beginning of the company in 1863,” says global brand ambassador for Martini, Giuseppe Gallo.

Educating the trade

For Martini – the market-leading brand in Europe – communicating the complex production process of vermouth to the on-trade is crucial to the category’s success. “At Martini we use more than 40 different types of botanical,” says Gallo. “You blend them with your wine, fortify the wine, leave for a week to 10 days, add sugar, quality-test it, then you can bottle it.”

“Sometimes I find vodka in the market that costs £40. To make the liquid will take one hour. To make a bottle of vermouth takes more than three months – and you need an expert in oenology.”

At Noilly Prat, the blend of wine is rested and aged outdoors for up to 12 months, to replicate the process of slow ageing that was once the practice on the decks of sailing ships. “Education is key”, says Ludovic Miazga, global ambassador

for Bacardi’s French brands, including Noilly Prat.

“We feel we need to communicate more on the process, the botanicals, maceration and the time it takes to make – we have a lot of work to do there.”

Essential to the production of vermouth is the botanical wormwood, which has for centuries been used as a pain killer and narcotic and is most famously found in absinthe. In fact, the name vermouth derives from Wermut, the German for wormwood.

The ambassadors of Martini and Noilly Prat both cite European legislation when they define vermouth. “The aromatic herbs must include at least one herb from the *Artemisia absinthum* family, what you call in English ‘wormwood’,” says Martini’s Gallo. “Vermouth must be 14.5%-21% abv – lower or higher and it’s not vermouth – and 75% [of the liquid] must be wine”.

The proportion of wine in vermouth means that, contrary to common opinion and practice, it should be stored in the refrigerator, not on the back bar. “We

try to educate bartenders as much as possible,” says Noilly Prat’s Miazga. “It’s a fragile product; pump it, close it and put it back in the fridge. Then you can be sure the colour and taste will not change.”

This point is echoed by Martini’s Gallo: “This is one of the main issues for Martini. Vermouth will last for two years, but not outside the fridge. You wouldn’t drink white wine at room temperature – it would be disgusting.”

Classic cocktails

Miazga sees the re-emergence of cocktail culture as a key reviver for the category. “What’s happening right now is very exciting. Our sales are now stable and that’s down to the mixologists. People are taking inspiration from old recipes and there’s a rebirth of the classic cocktail trend in New York, New Orleans, San Francisco and Boston.

“But the one city that is leading the show is London – it’s unbeatable.”

One such classic cocktail is the Martini. At Dukes Bar in London, manager

Vermouth

Alessandro Palazzi serves 11 types. Famously, the venue was frequented by James Bond author Ian Fleming and is believed to have inspired the line “shaken, not stirred”.

Ironic, then, that Palazzi’s Martinis involve neither method. For his Classic Martini he uses one part Martini Extra Dry to nine parts frozen Plymouth gin, adding them to a frozen, lemon-rimmed glass and finishing with lemon peel. “You don’t need to shake. If you mix too much, you dilute too much,” he says. But Palazzi himself favours wet Martinis. “When I go out I like two parts vermouth to eight parts gin”, he says, “I like to taste the vermouth.”

Thomas Sorcinelli, wine and beverage manager at the Ritz, London, also favours Martini vermouth—a brand which, according to Gallo, sells around 15 million 9-litre cases a year. “Vermouth is not perceived as an old-fashioned aperitif anymore – it’s actually becoming fashionable and elegant. Just think of the Martini Gold bottle, created in co-operation with Dolce & Gabbana.

“In the summer, I see more people in their 30s consuming vermouth than a few years ago, especially as a refreshing aperitif mixed with cranberry, orange and crushed ice.”

California-based spirits and bar consultant for Tello Demarest Liquid Assets, Marcos Tello, likes to use vermouth to “amplify and lengthen”

Amaro (bitters) and liqueurs. “In the US cocktail world people are big into Martini, Carpano Antica and Dolin,” he says. The latter – a family-owned company from the vermouth appellation of Chambéry in the French Alps – recorded double-digit growth last year. With its range of Rouge, Blanc and Dry varieties, Dolin can cite a global list of importers, including the US, Canada, the UK, Australia and Japan.

Vermouth in the US

In terms of overall US sales, Bacardi is the number one vermouth company, followed by E&J Gallo Winery. Sales shrank by 12.2% between 2005 and 2010, making the US only the eighth largest vermouth market, but the forecast for 2010-2015 shows a slowing of the slide, with negative growth of just -1%.

Gerard Thoukis, director of marketing for spirits at Gallo – which offers both classic sweet and dry varieties – has observed the downward trend in the US. “The vermouth category declined for the sixth straight year,” he says. “Vermouth has a strong following in the on-premise channel due to its use within the mixed drink. The 2009 economic downturn hurt the vermouth category’s on-premise consumption as consumers gravitated towards home consumption in lieu of bars and restaurants.”

Thoukis concurs that the cocktail culture of the time has a large bearing



Just some of the herbs and spices used in the creation of Noilly Prat

on vermouth’s success. “The craze of the 1990s and 2000s hurt vermouth as bartenders began to explore new and exciting ingredients and variations to traditional cocktails.”

For Martini’s Gallo, the problem in the US is that vermouth is almost exclusively seen as a mixer. “In the US there’s always a big question mark. The market is mostly focused on the Martini Extra Dry and Rosato because of the relation with Dry Martini cocktails and the Manhattan.”

The future

Cinzano – which counts Bianco, Rosso, Extra Dry, Rosé, Limetto and Orancio among its range – points to innovation as a category driver, especially in packaging and the introduction of single-serve variants.

“We introduced Cinzano Soda in Rosso and Bianco varieties to the Italian and Spanish markets,” says Vandini. “Last year Cinzano’s packaging was redesigned to give it a more elegant, contemporary and distinctive appearance.” For the brand, vermouth’s future is not only about classic cocktails. “Vermouth will continue to be a relevant segment in aperitif consumption,” says Vandini, “especially if the main players continue to invest through innovation and advertising.”

Vermouth’s health as a category varies from market to market. The trend towards classic cocktails carries much of the category’s optimism, but for a sustained revival, brands will have to reconnect with consumers in other ways. Educating the trade about vermouth’s artisanal qualities will be key, as will the invention and proliferation of new ways to serve the drink. As Pythagoras, Hippocrates, Jesus and the pioneers of Italy and France provide testimony, vermouth will need to continue to be many things to many people. **DI**



Marseillan harbour, home of the Noilly Prat distillery



Wine-based aperitifs

Separated out from vermouth, the wine-based aperitif segment has shrunk by 3% over the past five to 10 years, according to Pernod Ricard. Dubonnet sales have declined in line with the market and now stand at 800,000 litres per year. Lillet, though, is on the rise with 2010 sales of 650,000 litres and 15% annual growth since its acquisition by Ricard in 2008. The brands’ competitors vary according to the serve. “Neat or on the rocks, Lillet and Dubonnet compete with vermouths and other wine-based aperitifs,” says international director Marc Boussaguet. “For long drinks they compete with [brands such as] Pimms & lemonade and Aperol. In cocktails they don’t really have competitors – mixologists are looking for specific tastes and Lillet and Dubonnet have unique tastes, textures and characteristics.”

It's here – one of the most expensive gins in the world. The Nolets call their new Reserve Dry Gin the “world’s first limited-edition sipping gin”. The 52.3% abv drink is said to have aromas of “warm spicy saffron and subtle, delicate verbena”. It’s likely the saffron that gives the bottle its US\$699 price tag – that’s in the off-premise.

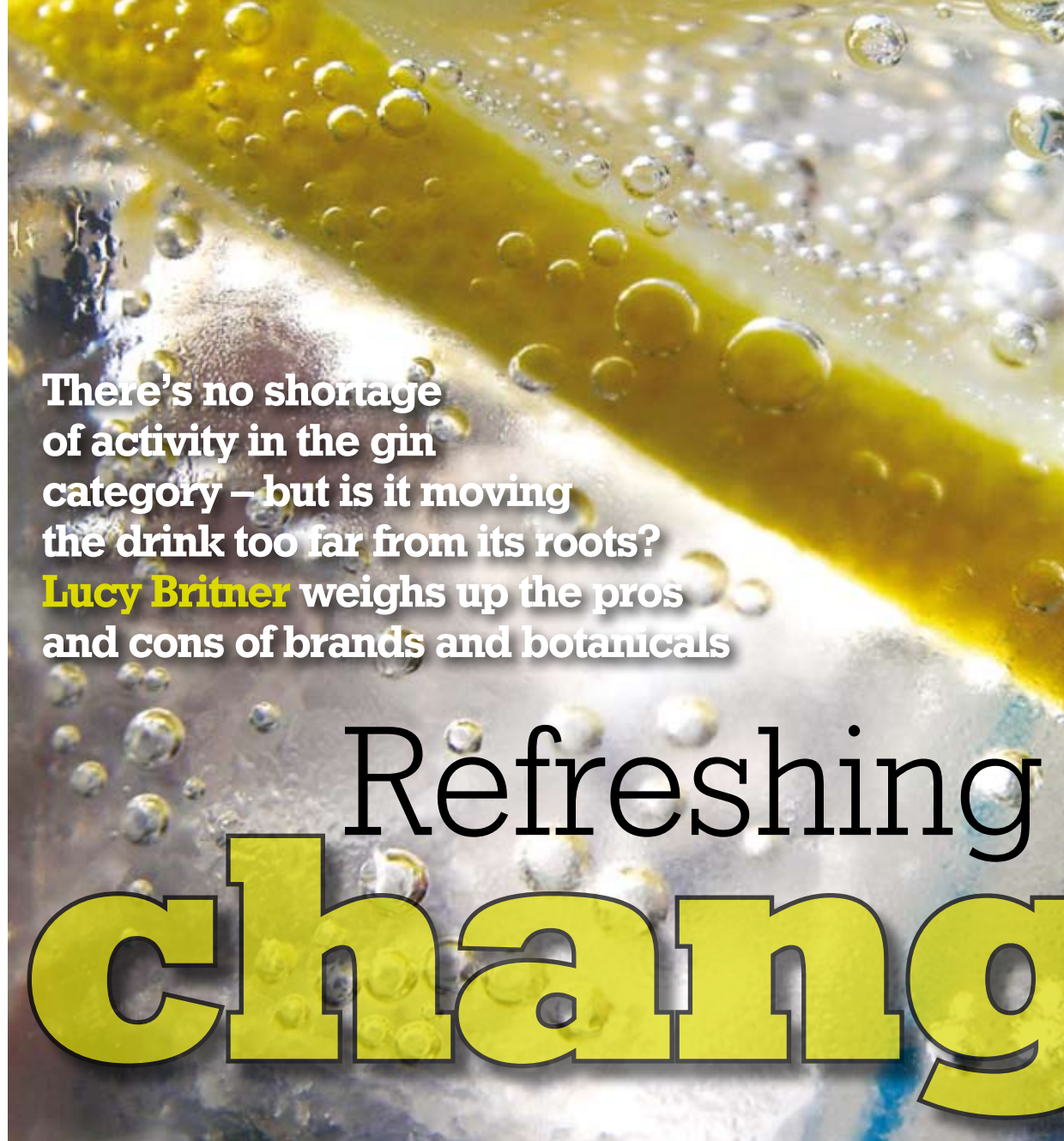
The Nolets took 40 years to perfect the recipe and the launch release says the gin is: “Distilled and bottled at Nolet Distillery in Schiedam, Holland. The gin base for Nolet’s Reserve is distilled over its select botanicals using small copper pot stills. Separate from that process, the gin’s precious botanicals are individually distilled or macerated in a pot still specially designed to yield the highest concentration and purity of the all-natural flavours and aromas. The gin base and botanical extracts are then married and allowed to rest.”

It will be released at select cocktail establishments and retailers in California, Illinois, Florida, Massachusetts, Nevada, and New York.

Gin supremo and Tanqueray brand ambassador Angus Winchester says of the launch: “The new Nolet gin is causing huge ripples in the spirits world... some love it as a great gin and others hate it as an overly perfumed, non-traditional gin.”

The concept of ‘traditional gin’ continues to morph as producers bend and stretch the definition of the category. Right now, the gin triangle – the UK, US and Spain – is enjoying the most bountiful selection of alcoholic (predominantly) juniper juice in history. Well, perhaps Londoners had slightly more of a selection when it was OK to make it in your bathtub, but we’re not talking about eau-de-arpmit here.

The number of launches has led some



There’s no shortage of activity in the gin category – but is it moving the drink too far from its roots? Lucy Britner weighs up the pros and cons of brands and botanicals

Refreshing chang

to question whether gin has reached saturation point and whether botanical bingo has stretched the category too far.

Beefeater master distiller Desmond Payne says producers need to be careful not to introduce brands “for the sake of

it”. He adds: “I think there is still room for new brands but producers need to be careful about producing new brands just for the sake of it, otherwise they run the risk of saturating the market, as happened with vodka.”

CLASSIFIEDS



WANTED Cold fusion reactor for breakthrough scientific research project. *Wishby 18*

WANTED Wasp’s nest with wasps. Must be able to fit through ex-lover’s bedroom window. *Rouville 194*

WANTED Teammates for competitive Tiddlywinks team. Must have own squidgers and winks. *Stathom 59*

WANTED Years of my life I wasted married to Mr. Thom Crimbly. What a waste! If found, please return. *Blimbury Hill 46*

WANTED Cake. Preferably chocolate. I had it, but I didn’t eat it. Then it expired. *Thorndale 2567*

THE UNUSUAL TIMES.NET

AVOID THE OBVIOUS. SEEK the MARVELLOUS.



PERSONALS

PORTLY MAN with penchant for haggis and mincemeat pie seeks women who loves to cook and refuses to exercise. *Flimsdale 77*

FEMALE MIME looking for loquacious male with pale skin and a disdain for two-sided conversation. *Portsmouth 248*

HIRSUTE MALE who recently ended long-term relationship with barber searching for new barber with a steadier hand. *Dewthorn 6*

WIDOW seeks widower to attend husband’s funeral with. I can’t show up without a date! *Bristol 548*



je

Shutterstock/Jacqueline Abromeit

Market saturation is also a concern for Juan Campeny, general manager of Spanish-made Tann's gin. He muses: "The main goal we have in our mind is to make our brand well-known as fast as possible so that when the market is



Gin

Hendrick's gin is renowned for its eccentric and eye-catching marketing campaigns

saturated with a large quantity of gin brands, Tann's gin can be one of the main ones and keep growing every year."

Angus Winchester, whose Facebook status updates seem to be from a different city everyday, says there is no more room for new gins.

His email, probably written in an airport departure zone reads: "Room, no. But more and more gins are being launched anyway as much bandwagon-jumping takes place."

Alternative view

But for Giles Woodyer, Bacardi vice-president brand managing director overseeing Bombay Sapphire and Oxley, gin is still at the beginning of its journey.



He says: "The skill level of bartenders is just getting back to pre-Prohibition level. There is always room for innovative brands that bring something new and fresh to the table but they have to make sure they communicate with bartenders because there is an overwhelming number of brands on the market."

Bacardi, according to last year's Drinks International Millionaires supplement, sold 1.97 million nine-litre cases of Bombay Sapphire in 2009.

Of this "overwhelming number of brands" the majority of newcomers boast a star botanical, and the proliferation of exotic botanicals has led some to question the definition of gin. The EU says in its definition that, in all types of

► p36

A JOURNEY
For THE TASTEBUDS
in Every Bottle.

HENDRICK'S
A MOST UNUSUAL GIN

PLEASE ENJOY THE UNUSUAL RESPONSIBLY

ANNOUNCEMENTS & CLASSIFIEDS

FOR SALE Two left shoes. Size 44. Ideal for person with two left feet. *Ayrshire 845*

FOR SALE Walk-in computing room. Measures 40m x 40m. Must pick up. *Abery 342*

FOR SALE Illusions of all variety at Magician's estate sale. Disclaimer: what you see is not what you get. *Vinegarden 16*

FOR SALE Flannel horse pajamas with hoof feet. Brand new, package never opened, Mane cap and tail net included. Not suited for quadrupeds of other varieties. *Pickwithy 6748*

THE UNUSUALTIMES.NET



FOR SALE Peculiar yet elegant male hairstyle. Appears quite agreeable with wire-rimmed spectacles. No spray required. Oil is a must. *Rimwick 1229*

VANTRILQUIST SEEKS DUMMY Must have an IQ lower than 50 and be unable to speak for him or herself. Please, no dunderheads or nitwits. *Trentown 050*

LARGE HOUSE CAT FOUND Orange with black stripes. Large fangs and claws. Rather ill tempered. *Dimmock 301*

PROFESSIONAL UNORGANIZER Too much order in your life? We'll turn it upside down! You won't find a thing for years. Recommendations available on request. *Flithburg 318*

Gin

gin, the predominant flavour must be of juniper.

When I ask UK trade body the Wine & Spirit Trade Association, which took over the work of the Gin & Vodka Association in 2010, here's what they say: "British producers do acknowledge that there are some new products on the market which claim to be gin yet appear to have a different taste from that which consumers might normally expect. It's a matter of judgement, of course, and if anyone does have concerns then the WSTA is happy to look into the matter."

Unique selling point

Let's face it, though, in a world of constant change and evolution, having a unique selling point – or a unique botanical – can be an asset.

For Hendrick's, which has made a name out of using unusual botanicals – rose and cucumber – there's no such thing as overdoing it.



Angus Winchester in action at the Drinks International Cocktail Challenge

Julie Page, Hendrick's global brand director, says: "The market will decide if there are too many, but certainly the possibilities in flavour mean we could see a lot more. If you ask Lesley Gracie, Hendrick's master distiller, she'll tell you there's no such thing as overdoing it with the botanicals, just results that aren't suited to everyone's palates."

But newcomers should heed Desmond Payne's words: "Producers need to be careful about using 'exotic' botanicals just because they sound good on a press release." He adds: "There needs to be a balance in the gin and juniper needs to be predominant, something that is lacking in some new gins on the market."

Berry Bros & Rudd's Gin No.3 brand marketing director Luke Tegner also warns against overdoing it with botanicals. "Gin is a growing category and people are jumping on the bandwagon. Some [launches] are interesting but some are more like flavoured vodkas."

This probably explains why No.3 is 'traditional' in flavour profile – just what you'd expect from BBR.

"I am happy if there is at least evidence of juniper, but if juniper starts to be ignored then somebody had better think up a name for a new spirit category."

Cyclical trends

Botanical trends go in cycles, a bit like fashion, according to Tann's Campeny. He says: "I really think that in the immediate future new gin formulations with exotic botanicals will be launched to the market. The gin is growing month after month and I believe that there is still a long way to 'grow' in this direction."

"But I also think that in the near future, after the market becomes saturated with many different gin brands, people will again go back to more classic, regular botanicals and tastes.

"Normally when

things go very far away from their origins, there is a tendency to go back to the starting point.

"This is a human concept that we constantly see in fashion, for instance."

In fact, the first evidence of this is already showing – with the majority of No.3's exports heading to mature gin market Spain.

Tegner adds: "We launched in the UK and Spain in May 2010 and then on the west coast of the US. In terms of cases, we're way ahead of where we expected to be."

Tegner says he expects full year results to be 6,000 cases – 2,000 up on what he was expecting. "70% is exported and Spain takes the majority," he adds.

Brand passion

Further evidence of Campeny's prophecy can be seen in markets where Hendrick's gin is seeing what it calls a "strong passion" for the brand. These markets include Canada, Germany and Australia. The brand is also launching in high-end on-trade outlets in South America this year.

In a nutshell, then, the gin triangle is likely to head back to base camp for a traditional gin while emerging gin markets will ride the crest of the botanical wave for a bit longer. Then, presumably, we'll do it all again.

OK, maybe it's not that simple. And if Winchester is right, we haven't seen the last of the botanical bonanza.

He adds: "Expect to see more 'healthy' botanicals such as ginseng and açai and also never-before used botanicals, just to be different."

Payne also has a few ideas about what's cooking. He says: "There is a lot of interest in small batch gins in the US and, to some extent, Canada. The



emphasis in west-coast America is on using locally sourced ingredients – not only as flavouring botanicals, but also to produce the basic spirit."

It's apparent, then, that botanicals aren't the only way to pull a crowd, and companies such as Bacardi are having fun with distillation.

In many ways, Bacardi has been at the forefront of gin innovation. It was one of the first to list botanicals on its Bombay Sapphire bottle and it has struck another first with its cold-distilled Oxley. Well, arguably there are some microdistillers who have used this technique but Bacardi spent seven years developing its still and the UK-based contraption turns out 240 bottles a day.

Woodyer says: "Gin lends itself the most to this type of distillation. The aim was to make a spirit that is a true representation of the ingredients used."

Oxley launched in the US in 2010 and key cities include New York, San Francisco and Las Vegas. Woodyer says since the launch, Bacardi ▶ p38





has reported a 50% increase in distribution in these key cities.

But 240 bottles a day seems like a modest amount for a company as far-reaching as Bacardi. When I ask Woodyer if there are plans for a second still, he says there is a formula ready for a second still but no time frame exists.

Woodyer is keen to add: “We want the brand to grow organically and it’s important that a second



conscious consumers, driven by the increasing availability of fantastic gins, tonic waters and fantastic ways to serve.”

still shares the same hand-crafted nature as the first.”

Just the tonic

Although the Nolets describe Reserve as the world’s first limited-edition sipping gin, Oxley also bills itself as a sipper and Woodyer recommends a brandy balloon.

I find it surprising to learn that Bombay Sapphire is also enjoyed neat in the US and Woodyer says 40% of Bombay Sapphire is consumed either neat or in Martinis.

But for the majority of gin-swillers, tonic is key and many gin brands have their preferred tonic, with some

brands even creating their own.

Mediterranean Gin Mare has created 1724 tonic in conjunction with Spanish mixologists who, according to Mare, were looking for the “perfect tonic water for their new generation of super-premium gins and vodkas”.

The quinine is sourced from the Inca trail in Peru (handpicked at 1,724m above sea level – hence the name).

Gin Mare’s Duncan Hayter describes the tonic as “not as bitter as other tonic waters and it has a subtle hint of mandarin which makes it the ideal mixer”.

He adds: “In Spain, gin & tonic has become the drink of choice for style-

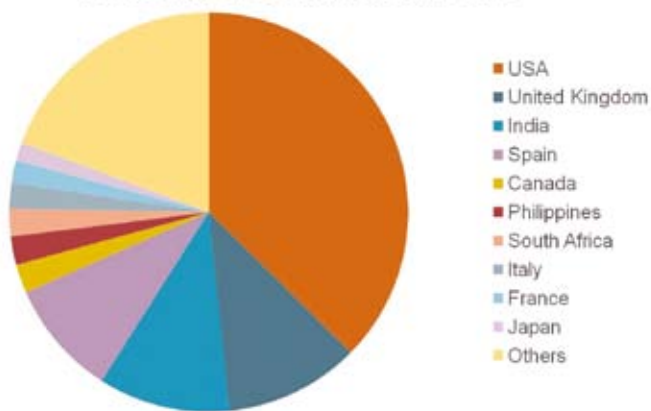
Category driver

Barnaby Rodgers, senior brand manager for Greenall’s Bloom gin, says: “The gin & tonic serve is what drives the category. If you can’t do a G&T, you’re in trouble.”

And Bloom’s preferred T? Fentimans – a UK-based premium soft drinks producer. No.3 recommends Fever-Tree with its gin and a ‘3 & Tree’ is becoming a novel little bar-call in some establishments.

Whether you want juniper-forward gin with tonic or \$700 gin on a yacht, this category has it all and shows no signs of stopping there.

Top 10 English Gin Markets by Volume



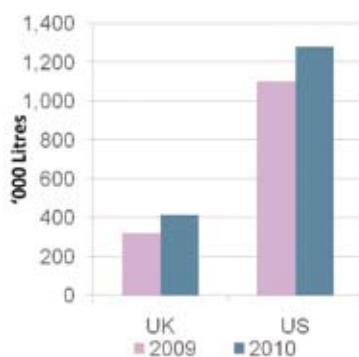
70% of English gin volumes are concentrated in just four markets: the US, UK, India and Spain. Although the US is the largest market in volume terms – drinking at least three times more than the other markets – in per capita terms it ranks just third, with consumption of 0.3 litres per capita in 2010. This is half the per capita figure in Spain, which tops the rankings.

In the US, the largest market in volume terms, the double-edged growth of super-premium and economy products is reminiscent of the polarised nature of the English gin market in the UK. Both countries are posting relatively healthy growth of 0.5% total volume growth in 2010 in the US and 1.5% in the UK for the

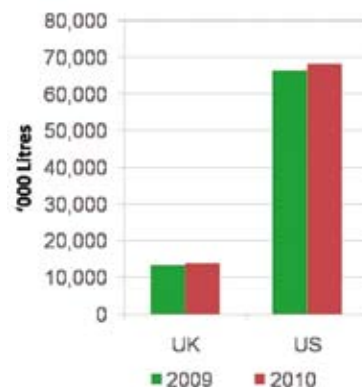
overall category. Drilling down a bit more it becomes clear that both countries saw their economy variants growing and their super-premium variants growing – leaving standard variants being squeezed.

In terms of the Top 10 English Gin Brands for 2009 and 2010, polarisation is also evident when looking at global brand shares, with standard brands such as Gordon’s and Beekeeper seeing volumes decline by 2% and 4% respectively in 2010. However, super-premium brand Hendrick’s grew by 23% and economy brand New Amsterdam saw growth of 16% in 2010. Opportunities still exist for premiumisation in its heritage and ‘story-based’ forms, although gimmicky extravagance will increasingly lose its appeal.

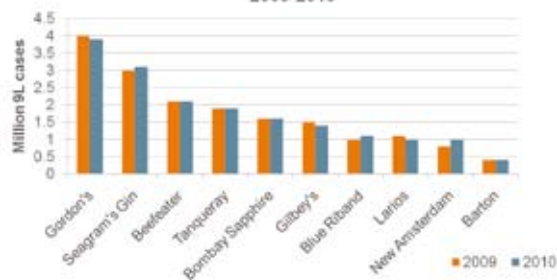
Sales of Super Premium English Gin UK and US



Sales of Economy English Gin UK and US



Top 10 English Gin Brands 2009-2010



Jamaal Patron James Bowen (left), pictured with fellow bartenders Andy Griffiths, Wolfgang Mayer, Yangdup Lama, Michael Shaus, Kurt Schlechter and Mariano Ramirez



Bartenders have their say

Gin's heartlands lie in the UK, US and Spain. Certainly in the UK, gin launches seem to happen almost on a weekly basis. But what does the global bartending community think? Lucy Britner asks bartenders from South America, South Africa, India, the US and the Caribbean how the gin boom looks from behind bars.

The bartenders: Mariano Ramirez (MR), consultant for importer Tres Blasones, Buenos Aires, Argentina; Michael Shaus (MS), Bellagio, Las Vegas, US; Jamaal Bowen (JB), Sandy Lane hotel, Barbados; Yandup Lama (YL), Cocktails & Dreams school of bar and beverage management, New Delhi; and Kurt Schlechter (KS), Bartenders Workshop, South Africa.

What gin styles are most popular in your bar?

MR: In Argentina we don't get many styles of gin. I would say that 98% of what you'll see is London Dry.
JB: At Sandy Lane older gins such as Gordon's and Beefeater are quite popular as we have older guests who enjoy that full-forward juniper taste and aroma, however Hendrick's and Bombay Sapphire have grown in popularity over the past three years.
YL: The most popular gin in India is London Dry. Not because consumer demand is high but because that is the only gin available here.

Do you think consumers understand gin's place in cocktail history? Do they care?

YL: I think only a very few customers understand the importance of gin in the history of cocktail evolution. Mostly because, as consumers, they do not care

to know or understand about the past history of cocktails - though a very small percentage of consumers do realise and accept gin as a base spirit of some interesting cocktails.

MR: The ones who know their drinks would know a little bit more, and might care if you explain to them that gin was a big thing back in the old days of mixology. Although some other people (though not connoisseurs) might be interested when you instruct them in the early and contemporary uses of gin.

KS: Not in South Africa.

MS: The younger crowd doesn't care and the older, more educated drinkers think they know everything but really don't know as much as they think they do.

JB: Most don't care about the history, it's all about taste for most consumers - whatever is palatable to them is what they drink.

Which gin cocktail is most popular?

MR: Gin and tonic, definitely. After that: Dry Martini and Negroni.

MS: Martinis, with tonic/soda or specialities of the house.

KS: Dry/Breakfast Martini.

JB: It's all about the gin & tonic or a Martini. I've tried a few times to include gin cocktails on the specials menu but nothing seems to catch or attract the guests more than a Cucumber & Elderflower Martini.

YL: Gin & tonic, Singapore Sling and Tom Collins.

Which brands most excite you?

MR: Blue Ribbon London Dry Gin.

MS: Plymouth and Hendrick's.

JB: Bombay Sapphire

YL: Bombay Sapphire.

KS: Hendrick's.

Are there are too many gin launches?

MR: Not in Buenos Aires. We should have more variety.

MS: Yes! Vodka is also guilty of overdoing it.

JB: Gin is not that popular in Barbados therefore we don't have many gin launches.

YL: Not really. As compared with other brands of spirits such as vodka, light rum and tequila. In the light spirits category gin would still be second fiddle as regards launches.

KS: Not in South Africa.

How do you think the gin category could be improved?

MR: By introducing more premium and ultra-premium gins to the market. Also by creating cocktails that are not so dry and easier to drink so the regular customer (who isn't used to drinking strong or dry) might have some choices that he/she could enjoy. Bartenders should never forget that what they like to drink isn't necessarily what people in general like to drink.

MS: I would love to see better and stylish bottles and packages like tequila has been doing.

JB: It may need to appeal more to the younger crowd as they are the ones going into the bars, into the clubs and other events and purchasing all the popular brands.

KS: In South Africa, focus on perfect serve techniques, such as lime instead of lemon in G&Ts. **DI**

Rioja's export focus pays off

Six years ago the Spanish region came up with a strategy to achieve a 50-50 domestic-export balance. Last year the results began to show.

David Longfield breaks down the numbers

Ask an average wine drinker to name a few wine regions and Rioja will be one of the few names that genuinely trips off the tongue, in all parts of the globe. As the world's wine corporations strive to strike lucky with the next big branded range, Rioja remains one of the strongest wine 'brands' out there.

Indeed, a Wine Intelligence Market Trends Report in the UK (Dec 2010) showed that 74% of respondents recognised the region by name, 30% of whom said they had bought wine from the region in the previous three months. This meant that Rioja ranked number one for UK market 'penetration'.

"We calculate a conversion rate, which shows the extent to which a region has penetrated its available base, ie those who are aware of it," says Richard Halstead, Wine Intelligence chief operating officer. "In this regard Rioja ranks number one in the UK by some distance, with a conversion rate of 40.5%. For context," he adds, "Côte du Rhône ranks number two in this measure, with 27% conversion."

For decades Rioja has been strong in export markets. A glance at the table shows Rioja exports hovering consistently between about 30% to 33% of total sales volumes since the mid-1990s.

On a recent visit to London, Consejo Regulador chairman Victor Pascual told *Drinks International* a strategic decision taken six years ago began to bear fruit in 2010. "In 2005 the council decided to focus on export sales," he said. "And last year was a record for export volumes."

And this is just the start of what Pascual expects to be a radical shift in the structure of Rioja's sales charts. "Our goal with the strategic plan is to achieve 50-50 [domestic vs export] by 2020," he said. "We plan to maintain market share in Spain, but the opportunities will come from new markets in export."

At nearly 86 million litres, 2010 Rioja exports exceeded the previous highest level in 2007 and represented 32.1% of Rioja's total sales volumes of 267m litres. To put it into context, in Bordeaux



the CIVB reported total 2009 sales of 496m litres, with an uncannily similar figure of 32% exported, equating to 158.7m litres.

And, for a New World slant, Rioja's 267m-litre sales total is about the same as the whole of Australia's exports to the UK, quoted at 272m litres for 2009-10 (AWBC Export Approval Database), out of the national total exports of 776m litres.

In terms of value, Rioja's strong presence in the on-trade globally makes accurate data harder to come by. But Pascual responds succinctly: "2010 has recovered quickly to the 2007 position." In the UK, Rioja's biggest export market, 2010 average bottle price in the off-trade was reported as £5.64 (Nielsen) against a national UK average per bottle of £4.47 for all wines.

Quick recovery

The good news for Pascual and Rioja is that, going by the volume stats, the region appears to have emerged from the recession in quick time, not only breaking the export record but also rebounding from a serious drop in the domestic market across 2008-9.

Spain was, and still is, one of the European economies hardest hit by the banking crisis, so it's to the industry's credit that domestic volumes in 2010 surged by 10.7% on 2009. This has been aided by Rioja's already strong position at home, maintains Pascual. "In Spain the on-trade has been going through some difficult times, as everywhere," he says. "But Rioja has 40% market share in both on and off-trade in Spain. The market is still moving

Rioja total sales and exports (millions of litres)

Rioja total sales	Spain	Exports	% of total	Total sales
1990	77.75	26.03	25.10%	103.78
1991	99.7	29.14	22.60%	128.84
1992	114.35	34.29	23.10%	148.64
1993	120.19	38.72	24.40%	158.91
1994	139.61	56.75	28.90%	196.36
1995	125.78	59.12	32.00%	184.9
1996	119.07	58.85	33.00%	177.92
1997	137.46	67.78	33.00%	205.24
1998	150.7	71.55	32.20%	222.25
1999	138.68	56.8	29.10%	195.48
2000	120.12	39.86	24.90%	159.98
2001	160.01	60.41	27.40%	220.42
2002	178.15	72.1	28.80%	250.25
2003	170.21	66.14	28.00%	236.35
2004	182.28	69.01	27.50%	251.29
2005	179.44	71.23	28.40%	250.67
2006	182.87	78.93	30.10%	261.8
2007	187.02	84.59	31.40%	271.61
2008	172	79.91	31.70%	251.91
2009	163.67	72.43	30.70%	236.1
2010	181.26	85.86	32.10%	267.12

Source: Consejo Regulador D.O. Rioja



	2009		2010	
	m ltrs	% of total	m ltrs	% of total
UK	23.86	32.95	29.53	34.4
Germany	14.13	19.51	16.69	19.44
US	5.98	8.25	7.71	8.98
Switz	6.62	9.13	6.49	7.55
Sweden	3.4	4.7	3.43	3.99
Neth	2.25	3.1	2.71	3.16
Belg	2.27	3.13	2.15	2.51
Mex	1.55	2.14	2.14	2.49
Ireland	1.3	n/a	1.7	1.98
Canada	0.95	n/a	1.36	1.58
Norway	1.54	2.16	1.4	n/a
Denmark	1.35	2.13	1.25	n/a
Others	9.48	13.09	11.94	13.92
Total	72.43		85.86	

Source: Consejo Regulador D.O. Rioja



Victor Pascual

towards more consumption at home, and Rioja has the advantage of already being there.

“We expect as the economic conditions come back on to an upward curve in the next few years, the on-trade will begin to recover. Rioja is already in all the channels and can adapt quickly.”

Adapting strategies

“The 2005 strategic plan was based on three pillars,” says Rioja Consejo Regulador marketing director Ricardo Aguiriano. “Quality; adapting wine styles to the market – such as white and rosé; and wine tourism development.” Adaptability is a recurring theme – the marketing campaigns that have resulted have involved tailoring the approach to individual markets.

“We think globally but act locally, with both trade and consumer activities,” says Aguiriano. “In the US, for example, we are focused on point of sale, using

five brand ambassadors in different states and long-term alliances with the main supermarket and on-trade chains. We also place a focus on the Millennial generation, and already have 80,000 registered members of our online community.”

In Mexico, traditionally a spirit and beer-based drinking nation, the focus is more on the culture of wine and how it is consumed, with a leaning towards the trade. “Our first goal is to teach sommeliers and supermarket executives to promote wine culture, and Rioja as the first choice.”

But Rioja’s top export destination, the UK, is a mature market so, says Aguiriano: “The aim is to reintroduce consumers, to get them to branch out into the new white and rosé styles and/or to trade up the quality levels. We are very proud of our Tapas Fantásticas in the UK.”

This vibrant, outdoor event in London is the June highlight of Rioja’s year in the UK. Last year 20,000 consumers attended, experiencing wines, music and dancing, cookery demos and seminars, along with tapas prepared by top Spanish restaurants. This is also, says Aguiriano, the ideal way to introduce new consumers from the younger age groups in the UK.

The results of these varying tactics are there in the figures (see table). At 30m litres the UK takes more than a third of Rioja’s total exports, “and is doing well, picking up from a small drop in 2009”, says Pascual. The US, he says, is a “key strategic, growing market”. Switzerland and Mexico are among Rioja’s

newer markets, and 2011 sees the region’s first experience of exporting to China.

“We ourselves have been surprised by our increases in Germany (+18%), the US (+30%) and Mexico (+35%),” says Aguiriano. “We have been carrying out marketing campaigns in all of these.”

In the recession-hit year of 2009, Aguiriano says the US market was “more or less level compared with 2008”. He adds that: “All markets were down for Rioja in 2009, but the US was the strongest, thanks to our strategic marketing campaign.”

“Despite the fall in exports in 2009, the Consejo Regulador continued to invest in all our key export markets,” says Pascual. “And Rioja has continuously adapted its offer to the needs of key markets.”

Quality basis

The fact that it has taken about six years – including a global recession – for the new Rioja strategy to begin to reap rewards may be a reflection of the timescale that the region and its wines work on. Reserva and Gran Reserva Rioja wines can spend between three and five years, or more, in a winery’s storage area before they are ready for release.

“That’s why a consistent strategy is important,” says Pascual. “We need to keep in mind what our consumers will require over the next few years. It’s a mid-term strategy, which may look a little odd from the outside.”

The financial implications of tying up large volumes of every harvest while it ages in barrels are clear but, Pascual points out, “70% of the 2010 harvest will be sold after its third year”, including Blanco, Rosado and younger red styles. The Rioja business model is based on a ratio of stock levels to the previous year’s harvest, with the ideal value being between 2.85 and 3.15. It is currently “well balanced” at about 800m litres, or approximately three years’ stock, meaning the industry is on a sound footing.

It bears comparison with other premium wine areas, where wines must be held for a minimum set time before release. “Rioja belongs to a



Participants at the Vibrant Rioja Grand Tasting in New York last May



confederation of regulatory boards from all over Europe,” agrees Pascual, “and we have ongoing relationships with regions such as Barolo and Champagne.” One of the key common quality factors, he adds, is that the products of these regions must be bottled in their own region.

“The key strength of Rioja is its quality,” says Pascual. “The Rioja back labels employ the same system of controls as are used for CDs and banknotes. This means it cannot be falsified and guarantees its origins and the length of time it has been aged.”

World in its sights

So, at a time when the major global drinks companies are in a rush to get out of wine brands – Brown-Forman

selling Fetzer; Constellation hiving off Hardys’ Kumala et al – does Rioja’s “branded” status govern the way it markets itself? “Yes, we do act as a global brand,” says Pascual.

“That is why we continue to carry out our campaigns globally,” agrees Aguiriano. “We consider Rioja the main brand in an area.”

“We have survived many periods of difficult sales – the model, and the way Rioja works, survive,” adds Pascual. “In terms of the big corporations, it is part of their business model to change the balance of their portfolios.”

But, he points out, despite divesting its Lindauer assets in New Zealand, Pernod Ricard has retained its Rioja interests – Domecq Bodegas, with its Campo Viejo, Siglo, Alcorta and Ysios brands – effectively reflecting the confidence it has in the Rioja brand globally.

And, in case there was any mistake about Rioja’s confidence in its own ability to conquer new territories, Pascual says: “Our belief is that the Rioja brand is still not as strong as it could be.”

There’s no newer frontier for wine than in China, and Rioja’s investment here will be €1.5m in the first three years. “We want to grow as much as possible here,” says Aguiriano.

Overall, the message is simple. Says Aguiriano: “We are investing 80% of our total marketing and promotional spend in export markets.” **DI**



Der Bonner Hof restaurant in Essen was voted top in 2010’s Rioja Gourmet Cup, a Rioja on-trade initiative in Germany



From our own correspondent

David Wrigley, the WSET’s international development director, gets the lowdown on the German wine scene from Michael Pleitgen (pictured), director of the Berlin Wine Academy and WSET market co-ordinator for Germany



After a successful WSET presence at ProWein, the major German trade fair in Düsseldorf, there’s a chance to catch up with Michael Pleitgen, who is also an industry consultant and online commentator, so well placed to take the temperature of the wine business in Germany.

Like the UK, Germany is a market with a reputation for its low-price mentality, says Pleitgen, but, despite this, ProWein’s international exhibitor numbers were up this year. “The German market is still clearly of interest,” he says. “While volumes are a little lower against last year, market value is stable, so prices have increased a bit. A lot of exporting countries have been trying new markets such as the US and the far east, but they seem to have come back to give Germany another try – countries such as Italy, for example.”

The international trend is also reflected in the visitor profile, with a greater proportion making the journey from outside Germany, in particular from North America, the far east and the Nordic countries, something we both noticed on the WSET stand.

But the combination of these exhibitor and visitor factors with a reduced crop of German wine in 2010 (as much as 25%-30% down on average) is putting German wine producers in an awkward position, says Pleitgen. “German wines have finally been increasing in popularity both at home and abroad,” he says. “But just as producers find themselves with a short harvest and less wine to sell, everyone else is coming back into the market to fill the gap, and new buyers from the home market are thin on the ground. It’s an uneasy combination.”

Which is partly why he finds himself

increasingly asked to guide producers in the opening of new channels to market. The week before our conversation Pleitgen was in Oppenheim running a workshop on social media for a producers’ association. “It wasn’t the first I’ve done, and it won’t be the last,” he reflects. “Personal sales from the winery door are down. The new consumers responsible for Germany’s resurgence on the home market prefer to discover and buy online. As a producer, if you don’t have a good online presence, consumers go elsewhere.”

It’s not just producers who need to be proactive in this regard, says Pleitgen. “Five years ago we would talk about Germany’s 4,000 wine ‘addresses’ – retail outlets. Now it’s more like 2,000. Smaller-scale specialist shops, such as FUB – part of the Schlumberger/Underberg group, which specialised in Bordeaux Crus Classés and top Burgundies – have closed this year as the trade in premium and fine wine moves online, leaving major chains such as Jacques, Mövenpick and Vom Fass in a more dominant position.

The key, thinks Pleitgen, is holding on to consumers. “With fewer people spending more on wine here in Germany, the relationship between seller and consumer is increasingly important. And education, whether via programmes such as WSET’s or some well-chosen words of explanation on a website, is a powerful way of adding value and building loyalty in this relationship.”

David Wrigley: dwrigley@wset.co.uk or via www.wsetglobal.com

Michael Pleitgen: mp@weinakademie-berlin.de or via www.weinakademie-berlin.de

SIGNATURE COCKTAILS ACCOMPANY LAUNCH OF CELEBRATED HOXTON GIN

Gerry Calabrese is celebrating the launch of his already famous Hoxton gin with a couple of signature cocktail recipes. The gin is famed throughout the industry for its coconut & grapefruit flavour and Calabrese has even included on the bottle: Warning! Grapefruit & Coconut.

GARDEN SPRING COLLINS

50ml Hoxton gin
15ml Lemon juice
20ml Elderflower cordial
20ml Rhubarb purée
Top soda

Shake and strain over cubed ice into a 14oz highball glass, top up with soda, garnish with a lemon

wedge and a mint sprig and serve with a long straw

SHOREDITCH SWIZZLE

50ml Hoxton gin
10ml Velvet Falernum
15ml Lime juice
20ml Honey syrup (2:1 honey to water)
30ml Grapefruit juice
6 Mint leaves

Add all ingredients to a 14oz highball glass with crushed ice and stir vigorously. Top up with crushed ice and garnish with a mint sprig



Garden Spring Collins

BARTENDERS IN DUEL FOR NO. 209 GIN CROWN

Two London bartenders crossed swords in San Francisco in the final of the No. 209 Gin Duel.

At the Romolo bar in the North Beach district, Ian Goodman (pictured) of Oxo Tower was named winner of the head-to-head with Alessandro Paludet of 22 Below.

The contenders reached the home of No. 209 Gin by competing in the London heat and UK final last autumn.

In the US duel, the bartenders were asked to create San Francisco and London-themed cocktails, which they had to prepare and serve for judges in 209 seconds. With no advance notice, they were also asked to collaborate with a local bartender to create a cocktail from scratch.

In a surprise decider, Ian and Alessandro made their favourite gin cocktail, with Goodman's Aviator triumphing over Paludet's Martini.

Goodman said: "It was a close-run contest, especially with the two additional surprise rounds."

Creator of No. 209 Gin Arne Hillesland said: "It is great to see No.

209 inspire such passion and flair among UK bartenders."

Goodman's San Francisco cocktail, Summer of Love, included a shot of No. 209 Gin with elderflower, peach and ginger liqueurs, shaken with orange flower water and fresh lemon mix.

Made with No. 209 Gin, muddled raspberries and elderflower cordial, Paludet's Flowers in Your Hair was inspired by the song *San Francisco*.



BRITNER'S BLOG

DI's Lucy Britner distils her own in pursuit of an alternative career

I made my own gin! While it was bubbling away in a tiny Florence Flask (bulb-bottomed glass flask), I was getting excited about a potential second career as a master distiller. I was imagining travelling the world, clinking glasses with bartenders as we enjoy my wonderful creation, then popping to warm Mediterranean countries to source botanicals...

Actually, all I had done was go to Plymouth distillery, select some botanicals and put them in a flask full of neutral spirit. The distillery introduced a set of mini stills so that people could understand the production process and have a go themselves - under the watchful eye of Plymouth master distiller Sean Harrison.

I had Christmas in mind for my gin and went for orange peel, nutmeg, angelica and, of course, juniper. Goodness

knows about the quantities. I tried to follow Harrison's advice and ease up on the orange,

go steady with the nutmeg and add the optimum amount of juniper. In this case, the optimum amount of juniper was enough to line the bottom of a small plastic scoop. Or so I thought.

So there I was, grinning like an idiot as my new - and obviously sensational - gin bubbled into being, all the time eyeing up Plymouth master distiller Sean Harrison's shoes to see if I could fill them.

It turns out the great man has much bigger feet than me. Both metaphorically and, I think, physically. As he cut my gin to 40% abv with water and bottled it, he warned me the orange would stand proud as the most volatile aroma. He wasn't lying. My gin was well and truly Tangoed.

A couple of days later, the orange had faded a little but the secondary aromas were thin and stewed. And so were my dreams of being a distiller.

Although I might sneak it into the ISC gin tasting anyway, just to see the judges wince. I'll let you know how it fares...

I HAD CHRISTMAS IN MIND FOR MY GIN AND WENT FOR ORANGE PEEL, NUTMEG, ANGELICA AND, OF COURSE, JUNIPER





LIQUIDCHEFS TRIO

The LiquidChefs have mixed up some cocktails to welcome in the summer. The bartenders for hire specialise in taking their bar and drinks to parties of all shapes and sizes - whether it be private jets, yachts, beaches or homes. Here's three of their best.

HEATWAVE

- 2 Peppadews
- 5 Basil leaves
- 2 Wedges of lime
- 1cl Sugar syrup
- 3cl Vodka
- 4cl Fresh cranberry juice

Muddle the peppadews, basil leaves, limes and sugar syrup in a highball glass and fill with ice cubes. Add the vodka and fresh cranberry juice to the glass and stir.

KIWI QUENCHER

- 6-7 Mint leaves
- 1.25cl Sugar syrup
- 3.5cl White rum
- 1 Squeeze of fresh lime juice
- 1/2 Fresh kiwi fruit

Muddle the kiwi, mint leaves and sugar syrup. Add the rum and lime juice in a highball glass filled with crushed ice. Stir well and garnish with a mint sprig and a kiwi wheel.

LYCHEE AND LAVENDER MARTINI

- 3 fresh lychees
- 2.5cl vodka
- 4cl lychee juice
- 1.5cl lavender syrup

Muddle the lychees and lavender syrup. Add ingredients into a Boston shaker, shake with cubed ice and double strain into a chilled Martini glass. Serve with a sprig of lavender.



PERONI MAKES A SPLASH WITH GLOBAL RETRO TV ADVERTISING

SABMiller brand Peroni Nastro Azzurro has launched a global ad campaign centred on the Italian summer.

Triple-platinum Italian artist Mario Biondi has provided the soundtrack to the TV and cinema ad with his rendition of Motown classic *My Girl*.

Creative agency The Bank, which set the ad around Lake Como, wanted to "capture the spontaneity and charm of Italy during the summer months".

According to the brand's stylist, David Hawkins, dressing of the cast in "beautiful summer fashions" and the use of hand-held Bolex cameras created a "stylish and timeless" film.

The ad has already debuted in UK cinemas but will soon be rolled out to international television screens.

It follows former Peroni campaigns such as La Dolce Vita, Blue Ribbon and Senza Tempo.

Claudia Falcone, Peroni Nastro Azzurro's global marketing manager, said: "Our film Primavera/Estate (spring/summer) captures our unique Italian passion, bringing La Bella Stagione (the beautiful season) to life.

"With the release of this campaign, Peroni Nastro Azzurro is pleased to continue its commitment to working with some of Italy's most gifted and passionate artists."



JIM BEAM CHILLS OUT WITH RED STAG

Jim Beam has introduced chilling machines for the launch of its Red Stag brand to the UK and global travel retail.

The machines cool the cherry-infused bourbon to 4°C and are meant to encourage consumers to drink the spirit neat in a shot glass.

According to the brand, the travel retail promotion will see the chilling machines supplemented by sampling bars and a team who will "entice travellers to trial and purchase Red Stag".

In the UK on-trade, distributor Maxxium UK expects the chilled shot serve to be popular with new drinkers, particularly students during Freshers' week, later this year.





BREW DOG KEEPS IT UP...

Need a stiff drink? Scottish brewer Brew Dog might have the answer as it continues its irreverent approach to beers.

The company, which is known for making



the strongest beer in the world and stuffing beer bottles into dead squirrels, has released a beer containing Viagra.

The 7.5% abv IPA also contains Horny Goat Weed, as well as “a healthy dose of sarcasm”.

The launch was the latest in a long line of marketing gimmicks around last month’s royal wedding (that’s assuming it all went smoothly, as we’re writing this on the eve of the big day).

James Watt, co-founder of Brew Dog, said on his website: “We put a bottle in a jiffy bag marked ‘Prince Willy, Buckingham Palace’.

“We sent it by Royal Mail as we presume they are most likely to know where he lives. As the bottle says, this is about consummation, not commemoration, so we hope he gets it.”

EU gravy train refuels at Budapest airport

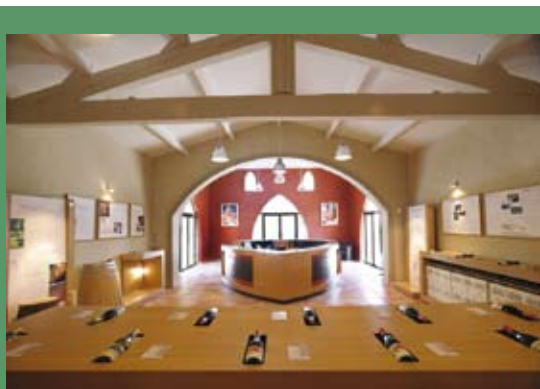
Hungary has done its bit to oil the wheels of EU politics with the introduction of a brandy-dispensing machine in the VIP lounge of a Budapest airport.

The dispenser has been installed so diplomats and visiting delegations can sample palinka, Hungary’s national spirit.

The fruit brandy is served in tulip-shaped crystal glasses engraved with the EU logo.

According to the makers, Noblis Palinkafarm, the dispenser is now “a gathering place for passengers with an interest in the finer things”.

Dignitaries visiting the VIP lounge of Liszt Ferenc International Airport can choose from sour cherry, plum and apricot palinka from the 2010 vintages of Noblis Palinkafarm.

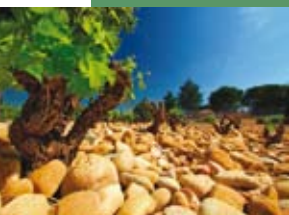


WINES UNCOVERED

Everyone’s heard of Châteauneuf-du-Pape in France’s Rhône Valley. Now visitors to the region can discover what producer Ogier calls “its hidden secrets” at its new wine centre.

Ogier has been making wine in Châteauneuf-du-

Pape for more than 150 years and created its visitor centre to celebrate this anniversary. The centre is located at its working cellars in the heart of the village. It is divided into three parts to give a comprehensive, easy-to-follow guide to the region and its wines.



Ace buy for mystery man

The most expensive bottle of champagne ever sold in London (outside of an auction) fetched £80,000 at new members’ club OneForOne Park Lane.

The bottle of Armand de Brignac (Ace of Spades) Brut Gold Nebuchadnezzar (15-litre bottle) was sold to an “unknown European businessman”.



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BUSINESS MEDIA



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Scene setting

Lucy Britner lifts the lid on the first round of judging at the 18th annual Drinks International Cocktail Challenge

This is the third year I've been involved in the cocktail challenge and I was lucky enough to be joined once again on the judging panel by some tremendously influential bar professionals.

The level of discussion about the drinks was very high as you would expect from a panel comprising: Alex Turner, who trains bartenders for Bacardi Brown Forman; Daniel Baernreuther, bar manager at the famous American Bar at the Savoy; Amit Sood from bar training school Shaker UK; and professional cocktail bartender course leader Sebastian Hamilton-Mudge.

If you've ever wondered what happens at these preliminary rounds, I'll tell you...

The team from Create Cocktails – a company you can hire to make cocktails – install themselves behind a bar with row after row of bottles, lined up in recipe groups then in flight orders according to whether they are aperitifs, long drinks or after dinner drinks.

The bartenders follow recipes and methods entered by the brands – mostly these entries come from brand ambassadors and the more meticulous among them even send their own glassware for presentation.

The judges, meanwhile, sit on the other side of a large screen and have no prior knowledge of the

brands contained in the drinks. The cocktail names are also kept secret as many savvy brand managers name their teammate's creation after the brand.

The cocktails are judged on aroma, taste and presentation, with the majority of the marks for taste. The taste profile must fit the category into which the cocktail is entered.

The finalists, listed in full on pages VIII-IX, are the top 25 from more than 70 entries. Their creators will gather at the Hoxton Pony, London, for a live final on May 9. Visit drinksint.com for the results...

● *Recipes for many of the finalists can be found on pages V, VII, X and XIII of this supplement.*

The judges



Sebastian Hamilton-Mudge



Lucy Britner



Daniel Baernreuther



Amit Sood



Alex Turner

COCKTAIL CHALLENGE FINALISTS



Caorunn Gin Lady Violet

50ml Caorunn
20ml Lillet Blanc
5ml Bitter Truth Crème De
Violet
5ml Sugar Syrup (1:1)
4 Bay Leaves (Fresh)

Method

Add bay leaves to a mixing glass and muddle them. Add remaining ingredients and stir. Serve in a chilled coupe glass and garnish with a bay leaf



Drambuie Krung Thep Nail

50ml Drambuie
15ml Coco Real
Birdseye Chilli
25ml Lemon Juice
Top with Ginger Beer

Method

Press a small piece of birdseye chilli in the bottom of a shaker, add the rest of the ingredients except ginger beer and shake well. Strain into a tall glass filled with cubed ice and top with ginger beer. Stir gently. Garnish with lemongrass spear, chilli pepper and ginger slice.



Zubrowka Bison Grass Vodka Zubrowka

35ml Zubrowka Bison
Grass Vodka
35ml Italian Sweet
Vermouth
Dash Angostura Bitters
3 Dashes Danzing
Goldwasser

Method

Stir and strain into a cocktail glass. Garnish with a lemon twist.



The Wild Geese Rare Irish Whiskey Wild Rose

40ml The Wild Geese Rare
Irish Whiskey
10ml Cointreau
10ml Aperol
Dash Angostura Bitters

Method

Stir down over cubed ice and julep strain into a coupe glass. Garnish with orange zest



Cocktail Challenge

Aperitifs - White Spirits



Lady Violet
Caorunn Gin,
International
Beverage
Tasting note: Fresh
and powerful -
subtle bay leaf
flavours. Good
aperitif, Martini with
a twist



Zubrowka
Zubrowka, CEDC
Tasting note: Strong
and dry, lovely spice
and citrus nose



**Sweet Sage &
Pineapple Margarita**
Olmeqa Altos
Plata, Pernod
Ricard
Tasting note: Very
well structured.
Liked the balance
of pineapple and
tequila. Good
balance of subtle
herb flavours



Par Avion
Martin Miller's Gin,
Reformed Spirits
Company
Tasting note: Bold
and powerful, well-
balanced, good
flavour, zesty

Aperitifs - Brown Spirits



Monk's Habit
Wild Geese
Rare Irish
Whiskey, Protégé
International
Tasting note: well
balanced with
whiskey. Lillet Blanc
a great leveller.
Mouthwatering and
good depth



Wild Rose
Wild Geese
Rare Irish
Whiskey, Protégé
International
Tasting note: Nice
bitterness and
strength, good
aperitif, very dry
with a great orangey
finish

The choso

Long Drinks - White Spirits



Finlandia Grenade
Finlandia, Brown-
Forman
Tasting note: Great
summer drink, a
real crowd pleaser.
Good citrus notes
and clever use of
crushed ice



Long Drinks - Liqueurs & Sp



Aperitifs - Liqueurs & Specialities



Oye Mi Canto
Martini Rosato,
Bacardi Global
Brands
Tasting note:
Powerful and floral
- decent aperitif.
Bitter finish



Luv Deluxe
Martini Gold by
Dolce & Gabbana
Bacardi Global
Brands
Tasting note: Very
good balance,
brilliant combination
of flavours,
mouthwatering



Noilly Ice Cube
Noilly Prat, Bacardi
Global Brands
Tasting note: A
great drink



en ones



Finlandia Spring Dew
Finlandia, Brown-Forman
Tasting note: Very pretty, a great idea



Ginger No. 3
No.3 Gin, Berry Bros & Rudd Spirits
Tasting note: Great pre-dinner drink

Specialities



- 1 Coalition Cobbler**
Gabriel Boudier Crème de Cassis, Gabriel Boudier
Tasting note: Quite sweet, very fruity, good presentation
- 2 Dolce's Cobbler**
Martini Gold by Dolce & Gabbana, Bacardi Global Brands
Tasting note: Good floral balance, refreshing and summery
- 3 Krug Thep Nail**
Drambuie, The Drambuie Company
Tasting note: Exciting combination - a Thai colada!
- 4 Sweet Ginger**
Zoladkowa Gorzka Vodka, Stock Spirits Group
Tasting note: Well balanced and refreshing



Benediction
Benedictine, Bacardi Global Brands
Tasting note: Great nose, a little sweet on the finish

Long Drinks - Brown Spirits



Passionate Pigeon
Pink Pigeon Rum, Indian Ocean Rum Company
Tasting note: Nice clean drink. Passion fruit, vanilla, citrus and zingy

After Dinner - Brown Spirits

1 The Regal Roy
Chivas Regal, Pernod Ricard
Tasting note: Perfect Manhattan style

2 El Camino de Santa Teresa
Santa Teresa Selecto, Ron Santa Teresa/Mangrove
Tasting note: Iced coffee, great texture, well-balanced

3 Ambhar Velvet Horchata
Tequila Ambhar Añejo, Santo Spirits
Tasting note: Nice texture, good balance of herbs



After Dinner - Liqueurs & Specialities



1 7th Floor Flip
L'Orange Paradoxe, Gabriel Boudier
Tasting note: Great digestif with PX sweetness

2 Le Flip C'est Chic
Noilly Prat, Bacardi Global Brands
Tasting note: Great looking, great tasting after dinner drink



3 Coston the Conqueror
Monin, Monin
Tasting note: Terrific combination of peach and tequila

4 If You Seek Amy
Volare, Hi-Spirits/Antiche Distillery
Tasting note: Dessert in a glass



COCKTAIL CHALLENGE FINALISTS



Martin Miller's Gin Par Avion

40ml Miller's 40%
20ml Yellow Chartreuse
20ml Maraschino (Briottet)
25ml Fresh Lemon Juice

Method

This should be shaken and double strained into a coupe glass (I use a beautiful vintage cut-glass coupe) then topped with a layer of sweet cherry egg white foam: Whites of two eggs, two barspoons of caster sugar and 15ml Miclo Kirsch eau de vie. Shake very hard then layer on top of the drink.


MARTIN MILLER'S GIN
BE A TASTEMAKER



The Wild Geese Rare Irish Whiskey Monk's Habit

45ml The Wild Geese Rare
Irish Whiskey
20ml Lillet Blanc
10ml Crème d'Apricot
Spray of Peach Bitters

Method

Stirred down over cubed ice, strained into a coupe glass pre-sprayed with atomised peach bitters. Garnish with lemon zest (optional)


THE WILD GEESSE[®]
IRISH WHISKEY COLLECTION



Santa Teresa Selecto El Camino de Santa Teresa

50ml Santa Teresa Selecto
Rum
40ml Cold Espresso Coffee
10ml Monin White
Chocolate Syrup
10ml Giffard Sugar Cane
Sirop
½ egg white

Method

Blend all ingredients except coffee to create a foamy texture. Add coffee and blend again. Shake over ice for 20 seconds. Re-strain the liquid into a Martini glass.


santa Teresa[®]
FUNDADA EN 1796



Monin Coston the Conqueror

25ml La Fruit de Monin
Peach
12.5ml Monin Cardamom
Syrup
60ml Ocho Blanco Tequila
25ml Freshly Squeezed
Lemon Juice
4 Drops of Bitter Truth
Xocolati Mole Bitters

Method

Place all ingredients into a Boston glass, shake, double strain into a Michelangelo coupe. For garnish, add a twist of lemon.


MONIN[®]
— ULTIMATE TASTE —
ULTIMATE CREATIVITY

COCKTAIL CHALLENGE FINALISTS



Chivas Regal 18 Year Old The Regal Roy

45ml Chivas Regal 18 Year Old
15ml Dubonnet Rouge
2 Dashes Orange Bitters
A square of dark chocolate wiped around the rim of the glass

Method
Stir ingredients with ice and strain into chilled martini glass. Garnish with an orange twist.

CHIVAS 18



Volare Liqueurs If You Seek Amy

45ml Volare White Cacao
10ml Cold Espresso
10ml Monin Vanilla Syrup
20ml Verges Boiron
25ml Double Cream
Blackberry Purée

Method
Shake well and strain into a chilled Martini glass. Garnish with a purée web.

UOLARE



Olmecca Altos Plata Tequila Sweet Sage & Pineapple Margarita

50ml Olmecca Altos Plata Tequila
15ml Fresh Lime Juice
15ml Agave Mix
4 Chunks Fresh Pineapple (5ml)
4 Fresh Sage Leaves (3 to be shaken, 1 for garnish)

Method
Shake and double-strain into a coupette glass. Garnish with one sage leaf.

**OLMECCA
ALTOS**
100% AGAVE
TEQUILA



Bénédictine Bénédiction

25ml Benedictine
1 Dash Orange Bitters
Top up with Champagne
Lemon Twist

Method
Pour all ingredients into a Marie-Antoniette coupette/champagne saucer. Garnish with a lemon twist.

BÉNÉDICTINE
D.O.M.