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September 2010

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INSIDE THIS MONTH



ISC WINNERS

THIS MONTH IT
IS BRANDY, RUM
AND DESIGN &
PACKAGING



CIVB/A. Benoit

BORDEAUX

THE REGION LOOKS
TO TOMORROW

PROFILE

ILLY JAFFAR: KNOW
WHAT HE DOES?
BRAND ACTIVATES



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Global wine: fact or fantasy

In this month's issue of *Drinks International* we look at the thorny issue of international wine brands. Do they truly exist and do wine drinkers want them? It is estimated that the likes of Jacob's Creek, Hardy's and Gallo represent a tiny 7% of overall wine sales. The top beer brands are believed to have a market share of approximately 60%. Consumers are assured, comforted by brands they know but do wine drinkers want and approve of a wine that is made on an industrial scale?

For beer brands like Budweiser and Stella Artois and coffee brands such as Nescafé it isn't an issue. But it is fair to say that wine is different. Rightly or wrongly, consumers have a notion that wine is still made by hand picking grapes, putting the liquid into barrels, lovingly stirring the contents and waiting for nature to take its course. Frankly, who would want to disabuse them of the notion that wine is produced 100% naturally, made by lots of jolly people from the village? Thus representing a lifestyle they get a snapshot of while on holiday. And, of course, wine is healthy...

There are many high volume wine brands that are well made and represent the country and grape varieties they are made in and from. Pernod's Jacob's Creek and Concha y Toro's Casillero del Diablo, for example, regularly pick up plaudits from wine critics. As the international publication for global drinks buyers, it is a topic we will come back to.

On a final note, I would like to pay a personal tribute to my colleague, David Longfield who has left this venerable title after eight years of unstinting loyal service. He vowed he'd never go back into retail but a well known figure in the UK drinks trade, made him an offer he could not refuse. He will therefore attempt to practise some of what he has been preaching down the years. His thoughtfulness, meticulousness matched with mild manner and even temper should stand him in good stead. We will miss him.

Everyone on Drinks International wishes David all the best for the future and he intends to maintain his links both with DI and with the International Spirits Challenge, so you, we, haven't necessarily seen the back of him yet!

Christian Davis *Editor*

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Languedoc creates new quality tiers



Corbières: One of the new Grand Vins du Languedoc

The Conseil Interprofessionnel des Vins du Languedoc (CIVL), has confirmed a new hierarchy for Languedoc appellations.

The new tiers are 'Grands Vins du Languedoc', which comprises: Minervois, Corbières, Saint Chinian, Limoux Sparkling wines, Malepère, Faugères, Cabardès, Muscats and part of the Terroirs des Coteaux du Languedoc including Picpoul de Pinet and the 'Grands Crus du Languedoc' which consists of: Minervois La Livinière, Corbières Boutenac, Saint Chinian Roquebrun, Terrasses du Larzac, Grès de Montpellier, Pic Saint Loup, Pézenas, La Clape and still wines from Limoux.

The CIVL states that each category is determined by its economic value and strict appellation rules and requirements must be respected. The new tiers were confirmed at the generic body's annual general meeting on

June 25. The AOC Languedoc 'pyramid' upon which the tiers stand, was introduced in 2007.

Jérôme Villaret, CIVL executive officer, said: "This will mould the future of the Languedoc region for the next 15 years."

The CIVL also approved a plan of action based on technical, economic and marketing strategies, which will make up the framework of its activities for the coming years. The plan includes measures to control the quality and the quantity of Languedoc wines, plans to help wineries manage their production and sales strategies, as well as promotional programmes to energise sales.

CIVL president Frédéric Jeanjean said of the plans to raise the profile of quality wines from the region, that they hoped to "transform the Languedoc into a profitable, quality wine making region".

Beam makes a mark with Maker's Mark

Beam Global Spirits & Wine is to push its Maker's Mark brand in travel retail. A new campaign, created to enhance the travel experience, aims to raise awareness for Maker's Mark among passengers and encompass advertising, in-store education, secondary displays and exclusive travel retail gift packs.

Launching this month, the activity forms part of a longer term strategy and will be present in major European and US airport hubs, including London, Munich, Moscow, Paris, New York, Los Angeles, San Francisco and Washington.

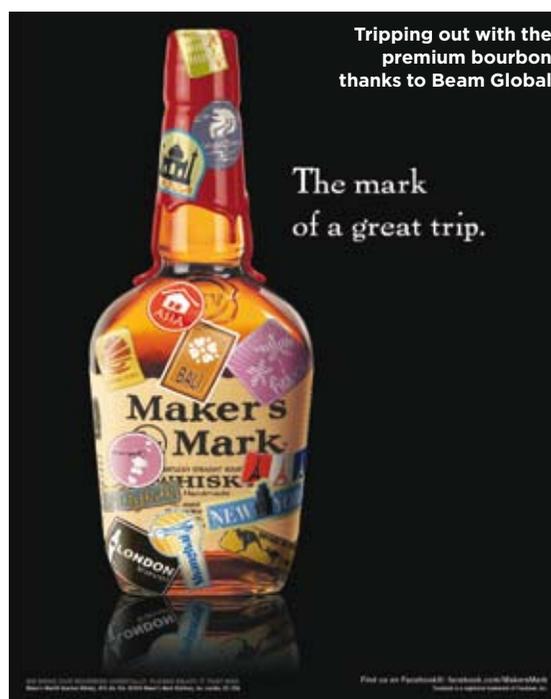
In-store brand

ambassadors will conduct tastings and share the history and heritage of the brand.

As further evidence of the increased momentum behind the channel, Maker's Mark is to be listed on all 150 British Airways long haul routes from September, on 223 planes. Support will be provided through bespoke advertising in High Life magazine.

Beam Global Spirits & Wine director for European travel retail, Gareth Brown, said: "Travel retail plays an important role in our international expansion plans for Maker's Mark."

Maker's Mark is distributed via Maxxium Travel Retail.



First at C&C brands

First Drinks is taking over the distribution of Tullamore Dew Irish whiskey, Carolans cream liqueur and Irish Mist whiskey liqueur in the UK.

This move follows the acquisition by William Grant & Sons, First Drinks' parent company, of the C&C Group's spirits and liqueurs business last month.

First Drinks managing director, Chris Mason, said: "As part of William Grant & Sons, it makes sense for us to assume control of these brands in the UK."

Maxxium UK, the sales and distribution alliance for the Edrington Group and Beam Global Spirits & Wine Inc, will cease to distribute the former C&C brands from September.

Maxxium UK managing director Huw Pennell said: "It was inevitable that at some point these brands would move to First Drinks, but it now enables us to give greater focus to our own premium portfolio strategy."



Interactive cork

Love Natural Cork, part of the Portuguese Cork Producers' (Apcor) campaign to get consumers to re-assess traditional cork wine closures as environmentally friendly, is involved in what is being hailed as 'the biggest garden party London has ever seen'.

The 'Garden Party to Make a Difference' will be hosted by Prince Charles in the gardens of Clarence, Lancaster and Marlborough houses on the Mall in London.

It is part of his new initiative, 'Start to do something positive' (about the environment), which runs until September 19.

Apcor is putting on some 'interactive sculpture' as its contribution.

Berrys and Anchor form alliance

UK-based Berry Bros. & Rudd Spirits has announced that it has formed a strategic partnership with San Francisco-based Anchor Brewers & Distillers.

The alliance that includes Anchor Distilling and Preiss Imports within its spirits division is said to fit with Berry's strategy to focus on its premium spirits brands following the sale of the blended scotch whisky brand Cutty Sark to the Edrington Group earlier this year.

Jeremy Parsons, BBRS chief executive said: "By aligning with Anchor Brewers & Distillers we've found the ideal partner to share our new spirits brands within the US market. This is particularly important for brands, such as No. 3 London Dry Gin and King's Ginger Liqueur, which require real care and focus in the early years. This investment will enable Berry Bros. & Rudd Spirits to grow our premium spirits brands and, ultimately, to connect with a rapidly growing audience with a demonstrated affinity for our hand-crafted spirits."

Berry Bros. & Rudd products already available in the US will continue to be marketed and distributed by those contracted companies.



Berrys' off beat advertising for its nascent Kings Ginger brand

Gruppo Campari shows growth

Gruppo Campari has unveiled robust results for the first half of 2010 with sales up 16.7% to €15.7 billion and net profits up 15% to €9.3 billion.

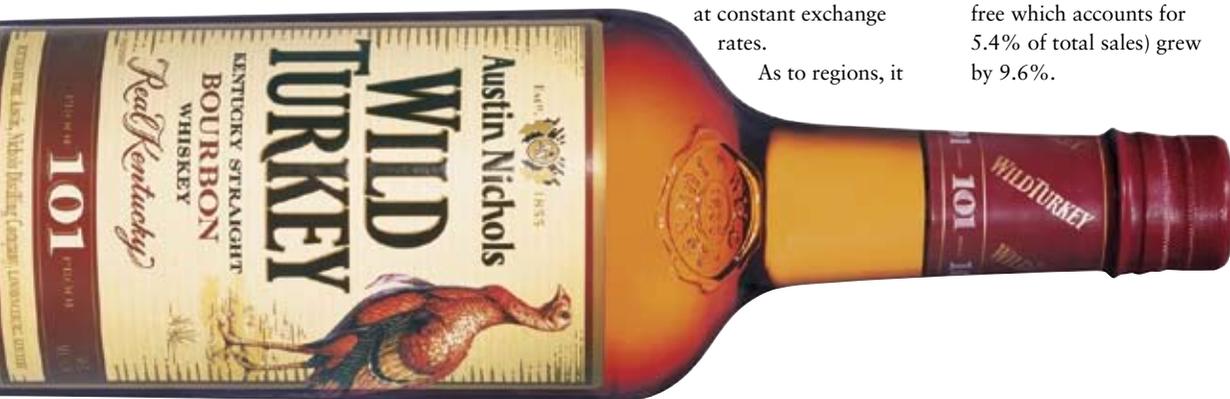
The company says it benefited from "very good consumption momentum

across key brand and market combinations", the consolidation of the Wild Turkey bourbon acquisition and an "easy comparison" with the same period last year, which was in the throes of the credit crunch and destocking in the trade.

Sales of spirits (76.9% of total sales) grew by 24% while wine (11.5% of total sales) fell by 1.3%. Campari was up 10% (at constant exchange rates) and Aperol up 34%. Cinzano sparkling wines increased by 3.8% and the vermouth by 5.2% at constant exchange rates.

As to regions, it

grew by 2.2% in its home territory (Italy is 39.6% of total group sales). Europe, excluding Italy, increased by nearly 12%; the Americas (34% of total sales) by 46% (Brazil; organic sales grew by 61.3%) and the rest of the world (including duty free which accounts for 5.4% of total sales) grew by 9.6%.



Moscow vodka ban

Vodka sales in Moscow are to be banned between 10pm and 10am, according to various reports.

From September 1, it will be illegal for off-trade outlets to sell vodka between 10pm and 10am.

According to an article in British newspaper the Telegraph, the move will replace the current rules whereby certain permit holders can sell vodka around the clock.

In January, the country placed a minimum price on vodka. The cheapest bottle on sale is now 89 roubles (\$3;£1.80) for half a litre.

A study published by the respected medical journal The Lancet, in June 2009, reported that alcohol addiction accounted for more than half of all deaths among 15 to 54 year old Russians, during specific years.

THE WINE AND SPIRITS TRADE ASSOCIATION has announced the speakers for its annual conference, held in London, on September 14. There is a special session on the travel retail/duty free sector.

GEMINI SPIRITS & WINE is to distribute **Coole Swan cream liqueur in the US. Imported from Ireland, Coole Swan was launched in the US in 2007.**

Gemini is a wholly owned subsidiary of the Sazerac company and is headquartered in Chicago, Illinois.

New Zealand-based ready-to-serve cocktail company **VnC** is to launch in the UK. The company has signed a distribution deal with Whyte & Mackay to launch its Pacific Mai Tai, Strawberry Daiquiri, Mojito and Margarita.

CONSTELLATION EUROPE'S Banrock Station brand has launched special edition wines to help the British bee population. Five pence from every bottle of Shiraz rosé, Semillon/Sauvignon Blanc and Cabernet Sauvignon sold in The Co-op stores will go to the campaign.

TOP 5 STORIES ON DRINKSINT.COM

1. Berrys partnership with Anchor
2. New Zealand cocktails go to UK
3. Languedoc new appellations
4. WSET appoints new sales director
5. Coole Swan changes distro



Appointments

Bacardi Limited has appointed **Stefan Bomhard** to the role of regional president of Europe, Middle East and Africa (EMEA). He is to be responsible for this area's commercial operations. Bomhard joins Bacardi from Kraft Foods where he was president for Kraft's European coffee business, based in Zurich. He will join Bacardi on October 1 and will be based in Geneva, Switzerland. Bomhard will also be a member of the Bacardi Leadership Team.

Prior to the takeover of Cadbury by Kraft Foods in spring 2010, Bomhard was chief commercial officer for Cadbury, with worldwide responsibility for the marketing, category and sales functions of the chocolate, gum and candy brands. Bomhard succeeds **Robert Furniss-Roe**, who assumed interim responsibility for Europe, Middle East & Africa as regional president in May 2010 in addition to his duties as Bacardi Limited vice president of corporate planning and communications.

Heaven Hill Distilleries has appointed **Robert F. Rubinstein** to the newly created role of national sales operations manager. He is to report to and work with Heaven Hill director of North American sales Steve Feller to "optimise the company's growing sales infrastructure".

Heaven Hill produces brands such as Evan Williams Bourbon, Christian



Robert F. Rubinstein

Brothers Brandy, Burnett's Vodka and Hponotiq Liqueur, and, according to the company, "has leveraged strong sales growth to become the nation's seventh largest spirits supplier".

Rubinstein joins Heaven Hill after 13 years with Sidney Frank Importing Company as director of sales analysis and planning.

Louis Latour Agencies has announced the appointment of **Quentin Jones** as prestige account manager in Central London. Quentin has almost 10 years experience in the wine trade having started with Majestic Wines and then Heritage Wine before moving to Matthew Clark where he was most recently wine development specialist for London.



Quentin Jones

Grupo Codorníu UK has appointed **Nick Mantella** as managing director, following the retirement of previous MD, **Bill Breen**.

Mantella, who has been with the company for eight years, originally joined Codorníu UK as sales manager when it was first set up by Breen in 2002. Prior to this, he was at Southcorp/Rosemount for three years, where he was responsible for on-trade and agency business. He also spent 15 years at Oddbins leaving as a divisional manager.

As managing director, Mantella will



Nick Mantella

be responsible for driving sales and marketing in the UK and the Republic of Ireland. He will also be developing the company's agency business.

Bill Breen announced his plans to retire in June, after eight years as MD at Grupo Codorníu UK and 40 years in the wine industry. His next role will be as chairman of the wine and spirit trade charity, The Benevolent.

Bibendum has recruited former IPBartenders owner **Paul McFadyen** as spirits brands manager.

McFayden will focus on building awareness and sales of Bibendum's **Paul McFadyen** spirits. Spirits brands include Los Valientes and Plantation Rums, El Tesoro Tequila and Pierre Ferrand Cognac. McFayden will have an active sales and training role in the on-trade whilst taking on responsibility for the development of all Bibendum agency spirits brands in the UK market.



The Wine & Spirit Education Trust has appointed **Graham Cox** as UK sales director. Cox will join WSET on September 27.

Cox has nearly twenty years experience in the wine and spirit industry, with his most recent position being sales & marketing director for HBJ (Hayman Barwell Jones) until the company's takeover by Coe's in 2009.



Graham Cox

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DIARY

Miami Wine Fair

October 14-17
Miami Beach Convention Center, Florida
miamiwinefair.com

TFWA World Exhibition

October 17-20
Cannes, France
tfwa.com

SIAL

October 17-21
Paris, France
sial.fr

Mondial de la Bière

October 22-24
Strasbourg, Alsace
festivalmondialbiere.qc.ca

Megavino & Megaspirits

October 22-25
Brussels, Belgium
megavino.be

Wine for Asia

October 28-29
Singapore, Sands Expo Center
wineforasia.com

Hong Kong Int. W&S Fair

November 4-6
HK Convention Centre
hkwinefair.hktdc.com

Wine4Trade

November 8
Cologne, Germany
wine4trade.fr

Brau Beviale

November 10-12
Nuremberg, Germany
brau-beviale.de

Forum Vini

November 12-14
Munich, Germany
forum-vini.de

Enoexpo

November 17-19
Krakow, Poland
enoexpo.krakow.pl



Photo: Austrian Airlines

Austrian Airlines tops competition

US-based consumer magazine Global Traveler has announced that Austrian Airlines is the overall winner of its sixth annual Wines on the Wing competition.

In total 26 airlines entered the event, submitting five wines each—two red, two white and one sparkling wine. It is the first time the Austrian flag carrier has won the competition.

The wines chosen by Austrian Airlines' sommeliers scored consistently highly across all categories, with its champagne, both its white wines and one red wine all placed in the top ten lists for their respective categories.

Qatar Airways was the runner-up, taking the individual award for the Best White Wine for Selbach Oster Riesling Kabinett 2007.

The Best Airline Champagne/Sparkling wine was Jet Airways' Lanson Noble Cuvée Brut Millésime 1999. Jet Airways also placed in the overall category, taking seventh position.

Spanish flag carrier Iberia Airlines took the award for Best Red with its Condado de Haza Crianza 2006.

American Airlines dominated the Best North American Wines on the Wing awards, taking top honours for Best North American Sparkling Wine (Gloria Ferrer Sonoma Brut) and Best North American Red Wine (Murphy-Goode Cabernet Sauvignon).

Led by New York-based wine writer Eunice Fried, the judges comprised wine sommeliers, journalists and chefs.

Arran Single Malt plans expansion



Independent Scottish whisky distiller Arran Single Malt is looking to build a presence in the international duty-free market.

Based on the picturesque Isle of Arran, which is located off the west coast of Scotland, the distillery has been producing unpeated, non chill-filtered whisky since 1995. The company, which is set to launch five new whiskies this year, distributes its whiskies worldwide. After an improved financial performance in 2009 the company recently announced plans to double its production.

Arran Single Malt has

had a 1-litre version of its 10 Year Old Arran whisky listed at World Duty Free (WDF) for eight years. The company is about to introduce a new 1-litre gift canister for this product in an effort to improve shelf standout.

Arran Single Malt managing director Euan Mitchell said: "We now want to build up our travel-retail business [outside the UK] and get to know the main travel-retail players. We are working on a couple of [travel-retail] exclusive products, which we hope to introduce next year."

Possible target travel-retail markets for Arran Single Malt include Scandinavia, mainland Europe, Hong Kong, Taiwan and Singapore.

Jack Daniel's pop-up store opens at Sydney

Nuance Australia has joined forces with Brown-Forman to build a temporary branded Jack Daniel's outlet at Sydney international airport.

The 'pop-up' store, which opened last month and will trade until the end of next month, is similar in design to a permanent Jack Daniel's store, which opened at Houston airport last year. The Sydney outlet will sell branded merchandise such as T-shirts, hats and key-rings, as well as limited-edition products such as Jack Daniel's Silver Select,

the Jack Daniel's 160th Birthday Bottle and the exclusive Jack Daniel's Single Barrel.

Nuance Australia senior business manager Matthew Slattery said the US whiskey sector had untapped potential for the Sydney airport retailer. "The American whiskey market in Australia has experienced double-digit growth year-on-year over the past three years with the exception of RTD's. We see this trend continuing as Australians understand the superb prices and value in shopping duty-free."



JD looking good at Sidney International

In Brief

Jameson Irish whiskey ran a temporary shop at Dublin airport's Terminal 1 last month in conjunction with Time out Travel Guide. The 'Experience Our World' pop-up shop featured a touch screen, which passengers could use to access Time Out guides to bars, restaurants and clubs in 21 cities worldwide. Product information on the entire Jameson range was also available.



Liquor sales at Bahrain Duty Free rose 5.5% over the first half of 2010. Overall sales at the Middle Eastern airport retailer rose 9.6% for the same period, well above passenger traffic levels at Bahrain airport, which increased by only 2.7%.

Torres has appointed Violaine Creuzé as its new international travel-retail manager. Creuzé, who was previously export manager at Torres' Jean Leon winery, replaces Kristoffer Pipusch.

According to figures released by the Canadian Frontier Duty Free Association (FDFA), liquor sales at the country's duty-free border outlets rose 2.39% in June to reach nearly C\$4.6m. Liquor sales at Canadian airports for the same period jumped 23.79% to stand at over C\$3.36m.

Brown-Forman has named Victor Hafström as the company's duty-free sales promoter for the south-west Nordic region. Based in Helsinki, Finland, he will report to the B-F offices in Hamburg.

Whiskyfest arrives north of the border



World Duty Free (WDF) and its chain of World of Whiskies outlets have launched their biggest ever in-store whisky festival at Scotland's Edinburgh, Aberdeen and Glasgow international airports.

The two-month Whisky Fest, which runs from August 18 to October 20, focuses on around 60 whiskies that are either exclusive to WDF, World of Whiskies or are general travel-retail exclusives. WDF has cut prices on about 40% of these whiskies by 20% during the promotional period.

Exclusives will be displayed on an "Exclusives Wall" in store. Additional sampling is being staged and extra training is being given to sales staff.

William Grant & Sons, Chivas Brothers, Moët Hennessy UK, Whyte & Mackay and Maxxium Travel Retail will

take it in turns to run promotional activities in high-profile in-store locations.

William Grant & Sons brought in two of its coopers over four days last month to demonstrate their cask-repairing skills, while this month Chivas Brothers will use international brand ambassador Ian Logan to talk to customers about the launch of The Glenlivet 1968 and the travel-retail exclusive The Glenlivet First Fill and Glenlivet Nadurra.

WDF is also running a consumer competition at the three Scottish airports to win bespoke made whisky cabinets filled with many of the exclusive whiskies being promoted.

WDF is the largest retailer of single malt whisky in the UK with a 25% market share.



Diageo Global Travel and Middle East (GTME) has managed to pull off a major industry coup last month by staging the first alcohol sampling event at Dubai international airport, the world's single largest duty-free sales location.

The Diageo 'Mentorship Experience' involved passengers being invited to enter an opaque black, soundproofed pod, which was placed between the First and Business Class Emirates lounges in Terminal 3.

Once inside the pod Diageo Brand Ambassador Tony Soushani gave prospective customers a sampling experience of Diageo's portfolio of luxury brands, which includes Johnnie Walker Blue Label, Tanqueray Ten, Ketel One and Zacapa rum.

The pod could be adapted to a lounge format with leather seating or a bar format with two bar stools. One-way glass allowed passengers views to the external airport concourse.

One wall of the pod was dedicated to an interactive touch screen, which was used to show potential customers brand information and commercials. Changes in lighting, sound and smell were also used to develop the ambience of the various brand experiences.

Once the 10-20 minute brand experience was over, interested customers were escorted to the nearest Dubai Duty Free outlet to make a purchase.

Diageo GTME has hailed the Mentorship Experience as an example of an airport authority Dubai Airports Company (DAC), a retailer (Dubai Duty Free) and a supplier (Diageo GTME)



Shrewd thinking: Enter the pod to experience Diageo's 'Mentorship Experience'

Pod sampling first Diageo GTME at Dubai airport

working together to create a new type of airport promotion.

"The Mentorship Experience has completely challenged the paradigm of what we thought was possible at Dubai airport," claimed Diageo GTME Gulf regional director Hugo Mills. "It has been an amazing adventure into the unknown and has enabled us to think

completely differently about how we will grow our business in the future. It is a remarkable expression of the sort of breakthroughs that can be achieved by innovative, shrewd thinking between ourselves and our partners."

Liquor sales at DDF grew 7% last year, ahead of overall sales, which grew less than 4% to reach \$1.14bn.

Minneapolis St. Paul debuts wine store

Minnesota-based wine and cheese retailer Surdyk's has opened a combined wine bar and food and wine store at Minneapolis St. Paul airport.

Surdyk's Flights is the US airport's first wine bar. Airport operator Metropolitan Airports Commission (MAC) looked at several national airport wine bar operators, before selecting for a local concessionaire.

The 1,000 square feet Surdyk's Flights outlet features a sit-down restaurant and bar, a retail wine shop and a take-away sandwich store. Due to its airside location, Surdyk's Flights is able to sell bottles of wines to departing passengers, a service previously unavailable at the airport.

Design firm Shea Inc. worked on the store fit out, which includes a full-size replica of the sign from the original Surdyk's Liquor Store, which first opened in 1934 after Prohibition ended.

More contemporary features include reclaimed wood flooring and booths, off-white ceramic tiles, and glass and metal fixtures.

ROBUST



**CANADIAN MIST
BLACK DIAMOND**

BRAND OWNER Brown-Forman
PRICE \$14.99
MARKETS US only
CONTACT svend_jansen@b-f.com

This richer, more robust expression of Canadian Mist is the creation of Canadian Mist master blender Steve Hughes, whose signature will be on each bottle. Canadian Mist Black Diamond, which is made in Collingwood, Ontario, is blended at 86 proof (43% abv) and has a higher sherry and rye content to give it a more enhanced flavour and "deliver the smooth profile for which Canadian Mist is known". It comes in 5cl, 75cl and 1.75L bottles.

ENVIRONMENTAL

YALI

BRAND OWNER Viña Ventisquero
MARKETS Americas/Asia/Europe
PRICE £9.99, US\$14, €12
CONTACT Américo Hernández Peragallo
+44 (0)1342 318282

Viña Ventisquero's Three Lagoons Carménère 2008 has achieved its first listing in the UK off trade with Sainsbury's and is the latest release from Viña Ventisquero's environmentally friendly Yali brand.

Three Lagoons is Yali's top tier and named after a string of lakes in the state protected El Yali wetland zone, situated close to Ventisquero's winery in Maipo.



FEE BROTHERS CELERY BITTERS

BRAND OWNER Fee Brothers
PRICE £8.50, US\$12.95, €9.99
MARKETS USA/Europe
CONTACT Mangrove, UK Nick Gillett/Andrew Weir:
+44 (0)20 8551 4966

Celery bitters were produced in the nineteenth century by several different companies, and are occasionally cited in older recipe books, but the decline of bitters in the twentieth century sealed their fate and celery bitters were phased out. But with a renewed interest in all things retro, Celery Bitters are making a comeback and will join classics such as Orange Bitters, Rhubarb Bitters and Old Fashion Bitters in Fee Brothers' range of bitters. Made in New Yorkm, they come in 118cl bottles and are 1.29% abv.



RETRO

FACE LIFT



DEWAR'S

BRAND OWNER Bacardi
PRICE Varies from region to region
MARKETS Americas, Asia, Europe
CONTACT Trent Russell, global marketing director:
+44 (0)20 7563 3478

Bacardi Global Travel Retail has redesigned the Dewar's bottle to include a "contemporary wave design" that "echoes both the welcoming splash of a Dewar's dram and the signature "D" in the Dewar's font".

The package also refers to the brand's history through John Dewar's signature, the date the company was founded, and gold medallions representing the brand's awards to date.

The entire portfolio, including White Label, 12 year old, 18 year old and Signature has been redesigned and is said to "appear as a tight-knit family for the first time in the brand's history".

**ARDBEG
ROLLERCOASTER**

BRAND OWNER The
Glenmorangie Company

PRICE £50

MARKETS Global

CONTACT www.ardbeg.com



BEESWAX

The 57.3% abv whisky celebrates the 10th anniversary of worldwide fan club - the Ardbeg Committee.

It is described as "the perfect fusion of sweetness, spice, creamy malt and deep smoke."

The tasting notes go on to describe how "fudge, burnt sugar and treacle toffee emerge first with peat encased in dark chocolate. Cloves, cinnamon and nutmeg spices bring warmth and richness before a wave of iodine, coal tar and linseed oil takes hold. Fresh top notes of menthol, fennel and pine resin lift you higher. Then, as you dip further into the glass, deep notes of liquorice root, leather, brambles and black cherries crescendo from the glass along with hallmark Ardbeg beeswax."

SMOKIN'

**BALVENIE PEATED CASK 17 YEAR OLD
SINGLE MALT**

The Balvenie Peated Cask is described as a marriage of whiskies finished in heavily peated casks and new American oak barrels.

The Speyside single malt comes in 43% abv for domestic markets but has been bumped up to 49.1% for travel retail. The story goes: In 2001, a heavily peated batch of barley was bought from a local supplier and distilled at Balvenie. The distilled liquid was allowed to mature until Balvenie Malt Master, David Stewart decided it was time to rejuvenate the maturation process and so the whisky was transferred to newly prepared traditional casks.

The casks that had originally held the peated liquid had taken on much of its character but were without purpose, until David decided to experiment by filling them with 17-year-old Balvenie for a short period. The result was an intensely peaty whisky. Marrying this liquid with 17 year old Balvenie finished in new American oak casks which produced a complex single malt, rich and spicy with layers of smokiness.

BRAND OWNER

William Grant & Sons

PRICE £71.99, US\$ 120,
€100

MARKETS UK now,
worldwide thereafter

CONTACT First Drinks:
+44 (0)2380 312000



**SIDEWOOD
ESTATE
RESERVE
SYRAH 2008**

BRAND OWNER

Owen and Cassandra
Inglis

PRICE £19, HK\$240

MARKETS UK and
Hong Kong

CONTACT www.
connoisseurestates.
co.uk



This premium Australian wine which is aimed at independent retailers and on-trade, is made by well known winemaker Natasha "Tash" Mooney, who is also owner of Barossa-based Fox Gordon wines.

The company says the grapes are all from a single vineyard with ancient gravelly soils within the 300 acre Sidewood Estate in the heart of the Adelaide Hills region, and are all hand-picked

Ten percent of the berries go through ferment as whole berries, giving an additional dimension and flavour to the wine which is matured for 18 months in one-year-old French barrels from two Burgundian coopers.

**GLENGOYNE 13
AND 23 YEAR OLD
HIGHLAND SINGLE
MALTS**

BRAND OWNER Ian Macleod

Distillers

PRICE £120/£195 US\$190/230 Euro
€145/235

MARKETS Global specialist whisky
outlets

CONTACT www.glengoyne.com or
www.hmwsa.com

Glengoyne is expanding its whisky portfolio with the launch of two new Limited Edition Single Cask Malts.

The new 13 Years Old (56% ABV) and 23 Years Old (53%) Glengoyne Highland Single Malts were picked by a team of experts at Glengoyne before being personally approved and signed by distillery manager, Robbie Hughes.



LIMITED

INFORMATION

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

HAND PICKED



Euromonitor senior drinks analyst **Jeremy Cunnington** profiles the major global wine companies

Photo: Shutterstock.com/© Pincasso

Follow the leaders

The brand volumes in the profiles are a mixture of data provided by companies and Euromonitor International researched volumes, which are clearly marked with * next to them. The latter are based on Euromonitor's global wine research on consumer consumption of wine. Company and Euromonitor International numbers are not comparable as company volumes are shipments, so may include bulk or bottled wine provided to third parties. Euromonitor volumes exclude volumes sold to third parties and are for volumes drunk by consumers in a particular year.

Constellation Brands

Constellation Brands is comfortably the leading wine company in the world. The company has a wide range of brands in all categories bar champagne, 19 of which have volumes that exceed a million nine-litre cases.

Despite a wide range of brands the company has a narrow geographic coverage with more than 60% of its volumes sold in North America in 2009, a further 20+% sold in Europe, predominantly the UK and a further 10%+ in Australasia.

The company has suffered in recent years due to its narrow geographic coverage as many of its core markets were impacted heavily by recession and over-production in Australia, with brands such as Stowells and Banrock Station suffering, although this has been mitigated in part by the strong growth of brands such as Hardy's.

Its steep fall in 2009 is also partly explained by the selling of a number of smaller wine brands to Eight Estates in June 2008.

E&J Gallo Winery

In 2009, E&J Gallo Winery was the world's second biggest wine company. The company's prime focus is North America, in particular the US, which accounts for more than 90% of the company's volumes.

The company has looked to expand overseas, recently starting to export to South Africa. Yet its biggest overseas market is the UK, although it is starting to make progress in central Europe, notably Germany and Poland.

The company performed well in 2009, benefitting from US consumers trading down, which helped drive the sales of its lower end wines such as Carlo Rossi and Twin Valley.

The Wine Group

The Wine Group, like E&J Gallo, is heavily focused on the US market with more than 90% of its volumes sold there.

The company is focused at the economy end of the market and has performed well as a consequence of that as US consumers continued to trade down in 2009. This has been led by its (and the world's) largest brand, Franzia.

The company has looked to expand. In 2006, it created a strategic alliance with fifth-placed Les Grands Chais de France, which meant they would distribute each other's brands in their strongholds (the US and western Europe respectively).

This was followed in 2007 with the acquisition of Constellation Brands' economy range products Almaden and Inglenook.

Foster's Group

The Australian beer and wine company has been

struggling with its wine operations ever since it overpaid for Southcorp's wine operations in 2005 and struggled to integrate it since.

Following a strategic wine review in July 2010 Foster's Group announced the separating out of its wine operations into a separate entity Treasury Wine Estates.

Just under half the company's wine volumes were sold in North America with most of the rest sold almost equally split between western Europe (predominantly the UK) and Australasia.

The fall in company volumes in 2009 was primarily due to the company exiting from the cask (economy) wine segment in Australia.

Les Grands Chais de France

Les Grands Chais de France was the world's fifth biggest wine company in 2009.

Its major wine brand, JP Chenet, does have a relatively wide distribution with substantial volumes in France, Scandinavia, the UK and the Netherlands.

The company's heartland is western Europe. Yet it has looked to expand outside the region as witnessed by its 2006 strategic alliance with The Wine Group, where both companies agreed to sell each other's brands in their regions of strength.

Pernod Ricard

Pernod Ricard saw a decline in 2009 through a combination of divestments of some of the brands it had acquired as part of the V&S acquisition in 2008 and the weak performance of its Jacob's Creek and Montana brands, especially in its key market the UK as well as its champagne brands.

The company produces wine in a wide range of

countries but just over half its volumes were sold in western Europe, with the next biggest region being Australasia, which accounted for 20% of its volumes in 2009. North America accounted for only just over 5% of volumes during the year.

2010 has seen the company showing renewed vigour in the wine category, with the setting up of a separate brand company, Premium Wine Brands, to push its key wine brands as well as its Graffina Argentine brand.

Its senior executives have also talked about its next acquisition being in wine, with the US the most likely country it will turn to next due to its relatively weak position there.

Peñaflor

Peñaflor is Argentina's largest wine player. The vast majority of its wine is sold domestically, an issue exacerbated in 2009 when its exports fell by some 20% so exports in 2009 accounted for around 15% of total wine sales due to a combination of a poor harvest and currency issues making its wine too expensive for its key exports markets. This fall was more than countered by strong domestic growth.

The company has driven sales by having a range of wines at different price points.

At the economy end it has its Termidor, which is primarily sold domestically, in the mid-price range it has brands such as Santa Ana, which are sold domestically as well as exported to emerging market regions and, to a lesser extent, the premium markets of western Europe and North America.

At the top end it has brands such as Michel Torino and Trapiche which are focused on the more premium regions.

Concha y Toro

Concha y Toro has perhaps been the most successful in developing export markets for its brands.

The company, which has production facilities in Chile (its main one) and Argentina, only had around 32% of the wine produced sold in either Chile or Argentina in 2009, down from 49% in 2003, in a period where volumes have nearly doubled.

The company's key export market has been Europe and, in particular, the UK, although it also has large sales in Scandinavia.

The UK was one of the company's key growth markets in 2009, along with North America, especially the US and its domestic Chilean market.

Growth is unlikely to be as spectacular in 2010 due to the earthquake, which prevented the company from any Chilean exports.

The Argentine subsidiary sold 2.56 million cases in 2009. The wines from Argentina are commercialised under different brands. Trivento brand is the most important one with sales of 788,000 cases.

Castel Group

In ninth place is the French multi-drinks category company Castel. In addition to wine the company

also produces/distributes beer and soft drinks in Africa.

The company's primary strength in wine volume terms is its native French market, which accounts for more than 80% of the company's volumes.

This is also where most of its wine is sourced from, although in recent years it has developed vineyards and wineries in Africa, notably Morocco, Tunisia and, most recently, Ethiopia.

In July 2010, it added to its French operations by acquiring the Barton & Guestier Bordeaux trading house, including all its brands and operations. The vast majority of the company's volumes are sold as unbranded products.

The company's volume declines in 2009 were due to falling domestic volumes as well as in its largest export market in 2008, the UK. That honour in 2009 was taken over by China.

Cavaro

Italian based Cavaro is a consortium of some 35,000 wine-growing members that are grouped in more than 40 estate co-operatives, where production and packaging is constantly monitored to meet quality standards.

The unusual focus of the company is on producing

and selling its products, which are lower-end table wines, in the Tetra Pak format.

The company is the leading player in its domestic market, which accounted for more than 80% of its volumes in 2009.

Most of its exports were in the form of providing volumes for retail own-brands, although in 2010 the company created a huge promotional campaign in the UK to launch its Tavernello brand.

Distell

The South African-based company Distell, like many other companies in the list, is heavily reliant on its domestic market, with more than 70% of its volumes sold in South Africa.

Of its three major brands, only Drostdy-Hof has substantial volumes outside South Africa. The other two brands, Paarl Perle and Autumn Harvest Crackling, are domestic economy-level brands.

The company's volume decline in 2009 was primarily due to the effects of the global recession on South Africa, which hit domestic volumes.

The 2009 decline was in part mitigated by growth in exports, notably to western Europe, especially the UK, Sweden and Germany with brands such as Drostdy-Hof, Two Oceans and Nederburg. DI

Global wine: leading companies and brands (millions of 9-litre cases)

Company	Total volume		Leading Brands		
	2008	2009		2008	2009
Constellation Brands	96.9	86.5	Hardys	8	9.3
			Woodbridge	7.5	7.5
			Arbor Mist	4.2	4
E & J Gallo Winery*	73.2*	74.2*	Carlo Rossi	14*	14.4*
			Gallo	8.8*	8.7*
			Twin Valley	8.3*	8.6*
The Wine Group	56	58	Franzia	24.3	25
			Almaden	6.8	6.7
			Inglenook	3.1	3.3
			Corbett Canyon	3	3.1
Foster's Group*	37.3	35.9	Beringer	8.6*	8.7*
			Lindemans	7.9*	8*
			Wolf Blass	4.4*	4.5*
Les Grands Chais de France	33.3	34	JP Chenet	5.9	6
Pernod Ricard*	34.5*	33.4*	Jacob's Creek	7.8	7.4
			Campo Viejo	1.5	1.5
			Montana	1.4	1.2
Peñaflor	30.9	31.3	Termidor	7.7	8.1
			Michel Torino	3.6	3.5
			Santa Ana	3.3	3.3
			Trapiche	2.4	2.5
Concha y Toro	26.6	28.1	Concha y Toro	11.3	12.7
			- Frontera [†]	3.9 [†]	4.9 [†]
			- Casillero del Diablo [†]	2.7 [†]	2.6 [†]
			Cono Sur	3.6	4
Castel Group*	28.2*	27.6*	La Roche Mazet	2.7*	2.5*
			La Villageoise	1.7*	1.6*
			Vieux Papes	1.2*	1*
Cavaro	18.8	18.7	Tavernello	12.7	12.6
			Castellino	2.3	2.3
Distell	18.8	18.6	Paarl Perle	2.9	3
			Autumn Harvest Crackling	2.5	2.6
			Drostdy Hof	2.2	2.3

*Figures based on Euromonitor International researched volumes

[†]Both Frontera and Casillero del Diablo volumes are included in the Concha y Toro brand volumes as they are sub-brands

A grip on global preferences

Producers with global ambition face a choice: to be seen as an industrially produced 'mass market' wine, or adhere to the notion of 'terroir' and limit distribution to a few key markets. **Andrew Catchpole** asks wine marketers if there can be any such thing as a truly global wine brand

With mature western wine markets showing little or no growth in wine consumption even before the onset of the global economic downturn, the big brand owners and big brand builders of the wine world have faced grave challenges in recent years.

Low margins, a spiralling discount culture and rationalisation of ranges by retailers in these same markets have led to well-documented troubles for the companies behind the most familiar names in wine.

Major players, including Constellation and Foster's, have cut staff or sought to offload some or all of their wine operations, with Foster's recently confirming its plans to separate out its wine division from its profitable beer division with the creation of Treasury Wine Estates.

These upheavals hint at the scale of the challenges facing the major wine owners and, in a similar vein, Pernod Ricard – owner of Jacob's Creek (Australia), Montana (now Brancott, New Zealand) and Campo Viejo Rioja – announced in July that it

has restructured, creating a new company called Premium Wine Brands.

"The company's objective is to accelerate the international

development of [Pernod Ricard's wine] brands within the Pernod Ricard distribution network," the company stated.

This perhaps illustrates most vividly the potential future for the growth of wine brands – namely the need, through necessity and/or expediency, for major brand owners to realign their focus and put more resources behind growing their wine brands in Asia and other emerging markets.

Shrinking world

To fully underline the situation in the mature western wine markets, it's worth considering the comments of two notable industry figures in relation to the UK.

Chris Carson, now UK managing director for Italian giant Gruppo Italiano Vini, was the man responsible for growing Constellation's Hardys brand at a phenomenal rate to a 3 million case brand in the 1990s. "I believe the days of 1 million-plus case brands are over," says Carson, suggesting that a combination of consumer fatigue, competition and consolidation are all obstacles to category domination.

At the same time, Carson adds that one UK



supermarket has 13 Pinot Grigios on its shelves, suggesting that, even with the recent consolidation, it can be difficult for a single brand to achieve a big market share.

It's a point that Lou Applebaum, senior vice-president of strategy and business development at Constellation Brands, picks up on: "Yes, suppliers, distributors and retailers are all consolidating, but consumers still seek out fragmentation, so it is difficult to target spend to reach a market, especially when you consider that 4%-5% is the largest share that even the biggest brand of wine is likely to have in a given market."

Brands, though, need to grow to survive. Perhaps surprisingly, many of the major brand owners still cite western Europe and the US as their major focus for potential growth, with the emphasis typically now on capturing more premium positioning as consumer confidence gradually returns.

"Our core market remains the UK and Europe, where we are seeing growth in brands including Hardys and Kumala, with the on-trade doing quite well," says Clare Griffiths, Constellation Europe vice-president for consumer marketing. Here, though, she hints that the only way is up. "There is saturation in terms of volume in traditional markets, so reinvestment has to be prioritised to gain premium positioning." This leaves open the rest of the world.

"There are a lot of factors to consider in terms of growing globally and we recognise there is not one global solution," continues Griffiths. "But we are looking at our potential future growth in mainland Europe and emerging markets, so we need to put investment into these markets and tailor our activities to each market."





Angus McPherson

Market by market

This is the conundrum currently facing all would-be global brand builders – namely to achieve a balance between continuing to service steady or even static markets with big volume appetites, and investing in often much more difficult (but potentially rewarding) markets elsewhere.

Almost all brand owners agree that while the brand itself – the core message as related by packaging and marketing story – remains a constant, the method of delivery, marketing and positioning need to be addressed market by market.

Yellow Tail has charted a fairly typical course in terms of global wine brand building. “Our strategy was first to target the UK and US,” says Angus McPherson, export manager for brand owner Casella.

“We took off so quickly in the UK that we held back on focusing on other markets initially because we didn’t want issues with demand outstripping supply. But, having established ourselves in these key markets we are now in more than 50 countries, and the number one Australian brand in 10 of those markets.”

Despite this, McPherson is wary of suggesting that any one wine brand can become a truly global brand. “If you look at the top five beer brands in the world, they have a 60% market share, but the top wine brands have perhaps 7%,” he says.

“You can become a major brand in the US, UK, Germany, Canada, in markets

where a lot of wine is consumed, but beyond such markets consumption is small, so you



Pier Luigi Calcagnile

will remain a boutique-sized wine in competition with other boutique-sized wines, limiting your resources to grow.”

Developing territories

It’s a point often overlooked in the clamour surrounding potentially huge markets such as mainland China. Currently, without the type of distribution network that a company such as Pernod Ricard already has in place on the back of its spirits operations, a market such as China (and for this, read many other emerging markets across the globe) is beset with difficulties – of culture, language, limited wine knowledge, high taxes and ultimately immature distribution networks.

Despite heady growth in wine imports into China, Tesco still sells a greater volume to its customers in the UK. Add into the equation the recent prediction by Vinexpo (and others) that China could become the world’s biggest producer of wine some time in the next few decades – and at a far cheaper price than western brands – and the wariness of over-investment and real returns clearly has to be considered carefully against driving harder in the saturated traditional markets.

Still, brand owners are well aware that there is ample potential for better margins in many newer and developing markets. Argentine brand Argento is another that began life in the UK, but has now spread its wings. “Argento is a straightforward proposition, an easy story to tell, of fruit purity and bright modern Malbec,” says managing director Amelia Nolan.

“The UK and to an extent the US remain crucial shop windows for establishing a brand, but over the past five years we have also been focusing on successfully growing in other markets such as Scandinavia and Canada. We now have full distribution in markets in South America and, while it is early days, we are looking carefully at Asia.”

Perhaps crucially, as a relatively youthful brand,



Clare Griffiths

Argento has used “shop window UK” to achieve a relatively premium positioning via higher end off-trade and on-trade listings, allowing it to approach other markets from a position of relative strength rather than discount-beaten necessity.

Global brand, local approach

The Malbec grape is also, of course, a significant point of difference, although it is perhaps unrealistic to compare Argento with any of the biggest globally-aspiring brands. A point of difference, though, is what appears to have propelled Italian brand Tavernello into the global super-league.

Conceived 25 years ago as a no-frills, every-day drinking wine brand for the domestic Italian market, focused on the off-trade multiples and later packaged into eye-catching Tetra Pak, the ease and every-day immediacy of this brand was a hit.

“The success of Tavernello in Italy convinced us that the product would work equally well in selected international markets, given the right approach, flexibility and in-market knowledge,” says Pier Luigi Calcagnile, chief executive of brand owner Caviro’s export business.

“We approached the launch of Tavernello in all our domestic and international markets as that of an FMCG product, rather than simply another wine, subtly tailoring the packaging and profile of the wine to each market to ensure it appealed to local consumers.”

Tavernello is in the big league, with key markets beyond Italy being Germany, Japan, Russia, China and the UK, plus good growth in more recently penetrated markets such as Scandinavia, eastern Europe and other Far Eastern territories.

“Our brand is global, from our packaging, positioning and communications, but our approach is local in terms of marketing, product support and pricing,” concludes Calcagnile. “One size does not fit all.”

This though, as Calcagnile agrees, need not be an insurmountable obstacle in creating truly global wine brands.

DI



Profile

A man of many faces

Lucy Britner meets the brains behind the brand activity for Pernod Ricard – and finds Illy Jaffar has several strings to his bow

YOU NEED TO KNOW ILLY JAFFAR. HE'S THE man with the connections. You've probably seen him around – snappy dresser, silver jewellery. An Indian guy from northern UK county Yorkshire. Yes?

You might have seen him hobnobbing with Tony Blair. You might have sat on "his" seat in Leeds bar Mojo. He's the man who was having drinks with Dale DeGroff when he invented the Cosmo and he knew Milk & Honey's Jonathan Downey when Downey was still a lawyer.

Perhaps you saw him at the sound desk while he was managing Iron Maiden's Knebworth House gig this July?

Considering all of this, it's no surprise that people don't know exactly what Jaffar does for a job. It's time to find out.

Jaffar has worked for Pernod Ricard for seven years and his current role is head of brand advocacy.

He explains what that means: "It leads on from experiential stuff we did before. It's taking consumers who are into your brand and like it, and getting them to talk about it."

Jaffar points to the example of Wyborowa and how Pernod raised its profile within the Polish community.

He says: "Wyborowa was known but wasn't that well respected – it had kind of an image problem. So in Poland, they much preferred drinking imported vodka.

"When Poles came to the UK, they saw it in top bars and being used by Polish bartenders. It's like getting recommended an Indian restaurant by an Indian. It's got more gravitas."

Jaffar's job is to engage those Polish drinkers and work out how to get them to spread the word.

He says: "We started drilling down into small networks of people. You can immerse yourself in a small community or network. Poles have

a rich cultural background so we got involved with the Polish cultural institute and, over three years, we've got the advocacy and the recommendations. It's great for me because I can be very specific rather than do generic advertising campaigns."

The world of communications has changed dramatically since Jaffar started working at Pernod Ricard in 2003 and he thinks social media and digital marketing is going to be a big part of the future.

The next big thing

"It's a lot more complex and exciting. If you just take the opportunities on the internet and digital, it's a really rich tapestry of tools that are available to the communicator. It's going towards mobile, hand-held communication, iPhone apps – very personal. People want things and they want them now and they are starting to expect that so brands need to be on board with that."

Jaffar's latest creation, drinkology.co.uk, is a bit like Facebook for bartenders. There's room to get geeky about a category and Jaffar has appointed "gurus" to offer their wisdom on their specialist area – Ian Wisniewski for vodka, Geraldine Coates for gin and Gary Regan for bartenders, for example.

He says: "The idea came about from a conversation with Henry Besant at Worldwide Cocktail Club. I look at my Facebook and most of my friends are bartenders and they're trying to tell the community about their work through the fuzzi of Facebook.

"I thought, what if we were to develop something that could do that sort of thing but they could talk about brands and organise a social night out?

"I wanted to be very clear that it wasn't about our brands, it was about us trying to put something back into the industry."





WE ALL NEED CONTACTS AND IF YOU NEED TO KNOW SOMEONE OR FIND SOMEONE OR GET IN SOMEWHERE, YOU CALL ILLY. HE'LL KNOW SOMEONE WHO KNOWS



Jaffar set a modest target of 1,000 registered users in the first six weeks. This figure has been surpassed and the website has become popular with Australians and New Yorkers and Jaffar says it even receives visits from Korea.

“Maybe other Pernod Ricard markets can take it on and tailor it to their particular markets,” he adds. “It’s about sharing the knowledge, sharing the love. I suppose I’m a bit of a hippy at heart...” Jaffar muses. Then he comes back with: “No, I’m a rocker!”

The trooper

Jaffar is referring to his love of music and, in particular, rock music. One of his rings is a skeletal hand creeping around his finger and you can see that the nails on his right hand are slightly longer – a telltale sign of a guitar player.

In fact, Jaffar has been in bands since the age of 14 – as a drummer, singer and bassist. When he was 20, he got a break and ended up going to LA with the aim of getting signed.

Spotted by a booker on Sunset Strip, Jaffar and his band played alongside Guns ‘n’ Roses and, Poison. Unfortunately they didn’t get signed and when they returned to Leeds, Jaffar decided it was time to get a job.

“I started as a temporary accounts clerk in Asda’s head office in Leeds. I still looked a bit strange with my band image and people remembered me.

“That’s been a thing that has been prevalent throughout my career,” he says, though he admits it has its good and bad points.

“Eventually someone asked me if I liked wine and, being from Leeds, I said: ‘As it ‘appens, ah do.’”

He joined the buying team and worked his way up from buying assistant to buyer, gaining his diploma at the same time.

“That’s how I got into drink and I’ve never looked back. I’ve done other music projects but the two go hand in hand, really,” he says.

After Asda and during a period of agency work for various drinks brands and hospitality outlets, Jaffar worked on the opening of top London music venue Fabric.

Brand management

It was during this project that Jaffar reconnected with Mercury Prize-winning musician Talvin Singh, which ultimately led him back into the music industry.

As a manager for Singh in 1999, Jaffar was responsible for managing and producing three world tours and multiple DJ appearances.

This role also included collaborating with Madonna and Massive Attack.

So how does managing a music star compare to managing a brand?

“Well the brands don’t answer back,” jokes Jaffar. “When I was managing Singh, I had to manage the perception of him. I was working with a musical genius but he had the foibles of a genius.

“I had to know what to do when he didn’t turn up for a gig. It was very much like managing a brand. I think he saw that in me. Oh, and I’m a nice person as well,” he laughs.

Jaffar also learnt a lot technically, including the mechanics of spec-ing out a brand experience and knowing how to create a look and feel.

“Marketers can be very spreadsheet oriented,” he says. “Sitting in the head office thinking they know what people want to see and do and what they are drinking.”

It’s no surprise then that Jaffar is out every night, finding out what people want to see and do and what they are drinking (gin’s still the thing, by the way).

“I once heard two people from Pernod say: ‘If Illy’s in (the office) before midday, we’re doing something wrong. He’s not been out the night before and he’s not meeting people.’”

Spending his weekends sipping red wine with Iron Maiden is a good way to meet people.

He says there’s a perception that he’s ‘the fixer’: “We all need contacts and if you need to know someone or find someone or get in somewhere, you call Illy. He’ll know someone who knows.

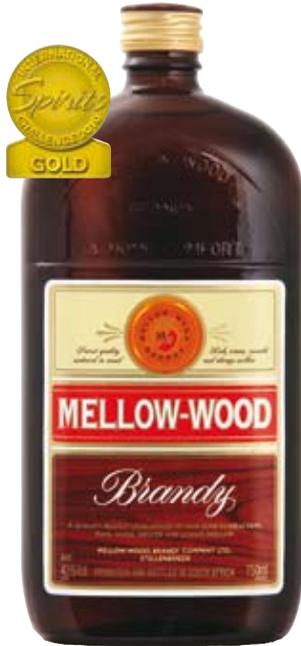
“That’s the great thing about what I do. People know they have seen me around and they ask if I’m famous. I say ‘no, I’m infamous’.” he laughs.

So now you know Illy Jaffar.

DI



In the final instalment, we publish the results of the International Spirits Challenge judging of the Brandy, Rum and Design & Packaging categories



The judges convened the week commencing Monday June 28 at the International Wine & Spirits centre in London to decide the dark spirits categories of the International Spirits Challenge.

On these pages are the medals winners and commended in the brandy section. On pages 24 and 25 are the results of the Rum judging and pages 28 and 29 are the pronouncements of the judges of the Design & Packaging section.

GOLD

COGNAC

ABK6 VS Pure Single, ABK6 VSOP Grand Cru, Leyrat Glory Extra

ABK6 Cognac

Frapin Multimillésime No 3 Grande Champagne

Cognac Frapin

Distillerie des Saules Borderies, Distillerie les Magnolias Grand Champagne

Cognac Louis Royer

ARMAGNAC

Janneau 25 Year Old Double Distilled

Giovinetti Partners

BRANDY - SOUTH AFRICA

KWV 20 Year Old Potstill Brandy

KWV

MELLOW-WOOD BRANDY

Van Ryn's 10 Year Old Vintage, Van Ryn's 15 Year Old Fine Cask Reserve

Distell

Judges of the Brandies category (back row from left): Simon Palmer, maître de chai, ABK6 Cognac Leyrat; Neil Mathieson, managing director, Eaux de Vie; Ian Harris, chief executive, the Wine & Spirit Education Trust; (front row from left) Kobus Gelderblom, chief brandy master, KWV; Louis Nomdedeu, Rémy-Cointreau; and Olivier Paultes, maître de chai, Cognac Frapin.



ISC: Brandy



SILVER

COGNAC
ABK6 XO Family Reserve, Le Réviseur
 ABK6 Cognac
Bache-Gabrielsen Hors d'Age
 Bache-Gabrielsen
Otard VSOP
 Château de Cognac
Séraphin VS
 Cognac Camus
Francois Voyer XO Gold
 Francois Voyer

ARMAGNAC
Janneau 8 Year Old Double Distilled, Janneau 12 Year Old Double Distilled, Janneau 18 Year Old Double Distilled
 Giovinetti Partners

CALVADOS
Père Magloire VSOP Pays d'Age
 Debrise-Dulac & Cie

BRANDY - FRANCE
Grand Empereur Varietal French Brandy
 Cognac De Luze

BRANDY - SPAIN
Gran Duque de Alba XO
 Williams & Humbert

BRANDY - SOUTH AFRICA
Klipdrift Export, Oude Meester Reserve 12 Year Old, Oude Meester VSOB, Richelieu
 Distell
Uitkyk Grand Reserve
 Cape Legends

GRAPPA
Grappa di Traminer
 Pilzer Distilleria

BRONZE

BRANDY - FRANCE

St-Rémy Authentic French Brandy VSOP

Rémy Cointreau

BRANDY - SPAIN

Alma de Magno

Osborne

Gran Duque de Alba Oro

Williams & Humbert

BRANDY - SOUTH AFRICA

Klipdrift Gold, Klipdrift Premium, Oude Meester Souverein 18 Year Old, Van Ryn's 12 Year Old Distillers Reserve

Distell

Wellington Signature Brandy

Edward Snell & Co

KWV 10 Year old Potstill Brandy, KWV 15 Year old Potstill Brandy, KWV Laborie Alambic

KWV

GRAPPA

Grappa di Moscato Giallo, Grappa di Nosiola

Pilzer Distilleria

COGNAC

Bonaparte VS

Arcus

Dupuy XO Tentation

Bache-Gabrielsen

Francois Voyer Extra

Francois Voyer

Distillerie Chantal Bons Bois, Distillerie de l'Ecole Très Vieux, Louis Royer Extra Grande Champagne, Louis Royer VSOP Preference

Cognac Louis Royer

Rémy Martin Coeur de Cognac

Rémy Cointreau

ARMAGNAC

Janneau VSOP

Giovinetti Partners

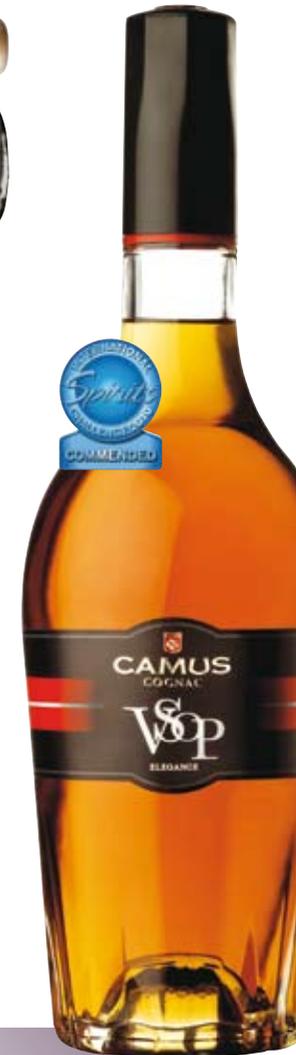
Marquis de Montesquiou Cuvée Louis 1er

Pernod Ricard

CALVADOS

Père Magloire XO Pays d'Auge

Debrise-Dulac & Cie



COMMENDED

COGNAC

Bonaparte VSOP

Arcus

Bisquit VS Classique, Bisquit VSOP Fine Champagne, Bisquit XO Fine Champagne

Bisquit Dubouche & Cie

Otard VS, Otard XO

Château de Cognac

Camus VS Elegance, Camus VSOP Elegance, Camus XO Borderies, Camus XO Elegance, Séraphin XO

Cognac Camus

De Luze Alfred, De Luze VSOP

Cognac De Luze

Pierre Ferrand Ambre

Cognac Ferrand

Cognac Louis Royer XO, Distillerie d'Aumagne Fins Bois, Force 53, Louis Royer VS, Louis Royer VSOP, Sainsbury's Taste the

Difference XO Cognac

Cognac Louis Royer

Vieux Garçon Cognac VS

Lidl

Delamain Pale & Dry

Mentzendorff

Rémy Martin VSOP, Rémy Martin XO Excellence

Rémy Cointreau

ARMAGNAC

Janneau XO

Giovinetti Partners

Single de Samalens 8 Year Old, Single de Samalens 12 Year Old, Single de Samalens 15 Year Old

Armagnac Samalens

Calvados

Berneroy Fine, Berneroy VSOP, Berneroy XO

Cognac Camus

Daron Calvados XO

Cognac Ferrand

BRANDY - FRANCE

Eau de Vie VSOP

Arcus

Asda Extra Special 5 Year Old French Brandy

Bardinet

Grand Empereur Regional French Brandy

Cognac De Luze

Vieux Garçon French Brandy XO

Lidl

St-Rémy Authentic French Brandy XO

Rémy Cointreau

BRANDY - SPAIN

Carlos I Solera

Osborne

Gran Duque de Alba

Williams & Humbert

BRANDY - SOUTH AFRICA

Sydney Back 10 Year Old, Sydney Back NV

Backsberg

Collison's, Flight of the Fish Eagle, Mellow Wood 5, Nederburg Solera, Oude Meester Demant, Viceroy 5 Year Old

Distell

Imoya

KWV

Martell VO

Pernod Ricard South Africa

BRANDY - INDIA

Scarletts VS Brandy

The Devicolam Distilleries

GRAPPA

Grappa Barrique del Limousin 7 Years

Luigi Francoli Grappe

ISC: Rum



RUM



Rum judges (from left): Tom Forrest, Vinopolis; Andreas Redlefsen, Elements 8; Peter Martin, J Wray & Nephew UK, Kirstie McCallum, Burn Stewart Distillers; Paul McFadyen, IP Bartenders; chairman of the judges Steve Hoyles, Chivas Brothers and Carsten Vlierboom, E&A Scheer BV

GOLD

RUM - WHITE

Elements 8 Platinum

Elements 8

Island Magic Superior White

Booker

Tòz White Gold

St Lucia Distillers

RUM -

BARREL AGED

GOLD/DARK

Red Heart

Pernod Ricard

South Africa

RUM - SPICED

Chairman's Reserve Spiced

St Lucia Distillers

Elements 8 Barrel Infused Spiced

Elements 8



SILVER

RUM - WHITE

Angostura Reserva

Angostura

Santa Teresa Claro

Ron Santa Teresa

RUM - BARREL AGED GOLD/DARK

Admiral Rodney

St Lucia Distillers

Angostura 5 Year Old

Angostura

Dos Maderas PX 5+5

Williams & Humbert

Mount Gay XO

Rémy Cointreau

Santiago de Cuba Extra Añejo 20

Compagnie de Guyenne

RUM - SPICED

Sailor Jerry

William Grant & Sons

RHUM AGRICOLE

Neisson Blanc 50

Neisson Reserve Spéciale

Distillerie Neisson

Saint James Royal Ambre

La Martiniquaise

CACHAÇA

Cachaça Fazenda Soledade

Fazenda Soledade





BRONZE

RUM - WHITE

Asda Carta Blanca

Bardinet

Old Hopking White

Aldi

Sainsbury's Superior White

Sainsbury's

RUM - BARREL AGED GOLD/DARK

Angostura 7 Year Old

Angostura 1919

Angostura 1824

Angostura

Bacardi Gold

Bacardi Reserva Limitada

Bacardi Solera

Bacardi Limited

Chairman's Reserve

St Lucia Distillers

Elements 8 Gold

Elements 8

Havana Club Añejo 15 Years

Havana Club International

James Cook Genuine Overseas Rum

Lidl

Mount Gay Eclipse

Rémy Cointreau

Sainsbury's Superior Dark

Sainsbury's

Santa Teresa 1796

Ron Santa Teresa

RHUM AGRICOLE

Neisson Extra Vieux

Distillerie Neisson

CACHAÇA

Cachaça Reserva 51

Companhia Müller de Bebidas

Leblon

Leblon Cachaça

CANE SPIRIT, OTHER

Mainstay

Distell

Mekhong

International Beverage

Umlambo Cane Spirit

Robinson Liquors

Ypioca Aguardente de Cana 6 Years

Grupo Ypioca



COMMENDED

RUM - WHITE

Havana Club Añejo 3 Años

Havana Club International

RUM - BARREL AGED GOLD/DARK

Bacardi Añejo

Bacardi Limited

Cane Trader Dark

Booker

Dos Maderas 5+3

Williams & Humbert

Old Hopking Dark

Aldi

Plantation 5 Years Barbados

Cognac Ferrand

Rogue Dark

Rogue Spirits

Santa Teresa Añejo Gran Reserva

Santa Teresa Selecto

Ron Santa Teresa

Santiago de Cuba Añejo

Compagnie de Guyenne

RUM - SPICED

Lamb's Spiced

Corby Distilleries

The full package



SPECIALIST AWARDS

Best Design & Packaging for Travel Retail - Balblair

Best Design & packaging for the On-Trade - Bushmills Original

Most Innovative Graphic Design - The Kraken

Most Innovative Pack Format - Absolut vodka Rock Edition

How a brand looks is a key part of the process of the consumer buying in

The judges assembled on July 1 at the International Wine and Spirits Centre in London to preside over the Design & Packaging section of the International Spirits Challenge.

There were over 100 entries across the whole range

of the spirits spectrum. From XO cherry brandy, exotic liqueurs and soju to top end armagnacs, gins, cognacs and whisky.

Names ranged from The Kraken, Chinggis Khan, Fifty Pounds to Abnormal and Writers Tears. Here are the ones that caught our expert judges' eyes.

Meet the judges



Nick Wykes
IP Bartenders



Nick Monk
Multi Labels



Chairman:
Paul Foulkes-Arellano
Wren & Rowe



Richard Cutler
O-I Europe



Christian Davis
Editor - Drinks International

GOLD

Balblair

International Beverage

Caorunn

International Beverage

The Kraken

Stranger and Stranger

The Paulsen Collection Cognac

Stranger and Stranger

Ty Ku Soju

TY KU LLC



SILVER

Bushmills Irish Whiskey range

Diageo

Bushmills Original

Diageo

Cherry Brandy XO

De Kuyper Royal Distillers

Elements 8 Spiced Rum

Elements 8 Rum Co

Fifty Pounds

Sanchez Romate Hnos

Gin Mare

Global Premium Brands

La Fee Parisienne

Cellar Trends

Marquis Vodka

Marquis Vodka

Omega Altos 100% Tequila

Pernod Ricard Mexico

Persha Gildiya Grand

NAT

Poli

Poli Distillerie SRL

Solerno

William Grant & Sons

Spice Tree

Stranger and Stranger

Williams Chase Gin

Chase Distillery

Writers Tears

Hot Irishman



BRONZE

Heaven Premium

LLP ArLine

Irish Mist Liqueur

William Grant & Sons

Plum Liqueur de France Prucia

Suntory Liquors

Pure Green

Renbjer & Magnusson

Tatratea Range

Karloff s.r.o.

U'Luvka Vodka

The Brand Distillery



COMMENDED

Abnormal Vodka

Sun Stars & Sons

Black Bush

Diageo

Bulbash

Dionis

Ceylon Arrack

Marblehead Brand

Development

Chinggis Khan

APU Joint Stock Company

Chivas Regal 12 by Christian Lacroix

Chivas Brothers

Danzka Vodka

Belvedere Scandinavia A/S

Heaven Luxury

LLP ArLine

Single Single de Samalens 15 yo

Armagnac Samalens

Slieve Foy 8 yo Single malt

Cooley Distillery

Cream Liqueurs

From staid to startling may be an exaggeration but the move to better quality ingredients, 100% natural constitutes a fresh start for the category
Jaq Bayles reports

New wave

Now some 35 years old, the cream liqueurs category has long been dominated by one brand – Diageo’s Baileys Irish Cream – and has been seen as staid and unexciting.

But, according to some producers, there’s a new wave in the liquid as bartenders and consumers turn to more artisanal products with premium ingredients and start making comparisons with food.

While Euromonitor International figures show that the category overall has declined by 1.3%, probably due to pricing in the current global economic

Market Sizes - Historic

World	2009	%2008-09
Liqueurs - Total Volume - '000 litres	879686.5	-0.6
Liqueurs - Total Value RSP - US\$ mn	35943.4	0.8
- Current Prices - Fixed 2009 Exchange Rates		
Cream-based Liqueurs - Total Volume - '000 litres	126612.6	-1.3
Cream-based Liqueurs - Total Value RSP - US\$ mn	4709.7	0.3
- Current Prices - Fixed 2009 Exchange Rates		

Sources: ©2010 Euromonitor International

market, world number two Amarula upped its profile via a sponsorship deal with FIFA during the World Cup this year and newcomer Coole Swan is attempting to prove wrong market predictions.

In its report of October 2009, Global Opportunities for Leading Spirits Despite the Economic Downturn, Euromonitor International pointed out: “While it is an advantage to get into the market first and become the main brand/company, this may not be possible due to cost, for example cream-based liqueurs is a novel category for many countries and is dominated by Diageo’s Baileys Irish Cream. To make headway in the category any company would have to invest large amounts in the markets to make this category work.

“This is far beyond the budgets of smaller producers such as C&C and Distell. Therefore for any of the smaller players to enter a market it is reliant on

Diageo to make the running and then to pick up a share of the action.”

Florian Iro, international marketing and sales director for Mozart chocolate liqueurs confirms this statement: “The category has its ups and downs and is driven hugely by Baileys. Tons of me-too brands have flooded the market.

“There’s a big price war out there, especially in big markets like Greece where they have had a huge increase in alcohol tax. It will completely alter the shelf price situation. Big companies, the Diageos and Pernod Ricards of this world, can come up with lower prices but we can’t. We have to accept the situation and prices will go up accordingly.”

But he says there is movement at the premium end, with an emphasis on taste.

“There was a trend forwards into cream liqueurs in cocktails, but right now it’s back to basics – you can consume it neat with an ice cube.



Small batch production: made with real ingredients and 100% natural



Choctails and cocktails are still there and people love to drink in bars, but brands are going back to the point that if you can't drink our product neat you shouldn't drink it. Product quality is best identified if you consume it neat and with this sort of price the emphasis will go back to quality."

David Phelan, director of Irish cream Coole Swan, launched in 2007, agrees that the products should be able to be consumed neat but adds: "There's a new wave in the cream liqueurs category, particularly in the US, with this whole artisanal approach in the area of cocktails and mixology – that whole aspect in drinks that's being led by the US and by London."

He reckons smaller batch production brands, which position themselves as being "made with real ingredients and 100% natural", are what bartenders are looking for. "You can see that trend in food and cream liqueurs are the closest thing you will get to food in alcohol."

Coole Swan does not contain any caramel colouring and advances in technology since the birth of the category have meant that its producers were able to move to a distinctive bottle.

Says Phelan: "We tried to bring a bit of excitement to the shelf and to bring the liquid back to life. The reason for the brown bottle for cream liqueurs was to protect the cream, but you can now get UV coating on the bottle. Cream's a beautiful colour and it's a beautiful liquid. When you take the caramel out and let the product live on its own it allows bartenders to play and add garnishes. Caramel-coloured cream

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

Brand	Company name (GBO)	2009
World		
Cream-based Liqueurs		
Baileys Irish Cream	Diageo Plc	1
Amarula	Distell Group Ltd	2
Carolans Irish Cream	William Grant & Sons (see below)	3
E & J Cask & Cream	E & J Gallo Winery	4
Sheridan's	Diageo Plc	5
Ponche Crema	Complejo Licorero Ponche Crema	6
Tequila Rose	McCormick Distilling Co Inc	7
Rompope Santa Clara	Grupo Cuervo SA de CV	8
Irish Knights Irish Country Cream	First Ireland Spirits Co Ltd	9
St Brendan's	Luxco Corp	10

Sources: ©2010 Euromonitor International

liqueurs don't colour up."

To further highlight the comparison with food, Coole Swan worked with award-winning mixologist Paul Lambert and Irish Olympian chef Paul Kelly to create some cocktails and desserts, creating a recipe booklet for consumers.

Again, Iro of Salzburg-based Mozart concurs that food comparisons are the way forward. The brand is popular in Australia where 'choctails' are all the rage and Iro talks of a masterclass "incentive programme where we invite bartenders to experiment with Mozart as a cocktail". He says he likes to suggest that bartenders look at the sweet shelves in supermarkets and see what flavours are being teamed with chocolate. "If people like chocolate so much why should it not work with liquid?"

While Mozart is jumping on the back of chocolate companies' marketing in countries such as Australia and Japan, other cream liqueurs are finding other

countries more successful.

Distell's Amarula, for example, says its drinkers differ in demographic profile around the world. Lorien Kee, Amarula global marketing manager, says: "In the UK, it is young adults who have shown the strongest preference, whereas in South Africa consumers are generally aged between 30 and 40.

"Consumption context can also differ from one country to the next, although globally there is an increasing swing towards relaxed, informal, at-home enjoyment, which may in part be attributable to the impact of the global recession.

"In Brazil, it remains a popular drink in bars and clubs, served over ice. In South African home consumption takes precedence, also over

ice, or in cocktails. In Angola, it is offered at all formal off-consumption outlets, as well as through informal street vendors, bars, restaurants, night clubs and duty free outlets. In Kenya, it sells at all off-consumption outlets, in hotels, bars, game lodges, restaurants, sports and golf clubs, night clubs and duty free outlets."

Coole Swan is looking at expanding its markets and Phelan says there have been "several approaches from Asia, particularly China. There's very strong growth in all things dairy in China".

It remains to be seen if any brand can challenge the Baileys' dominance, but it is heartening to see innovation in the category. **DI**

Mozart cocktail recipes

Double Choc

40ml Mozart White
30ml Tanqueray 10
25ml Maraschino liqueur (Boudier)
20ml cream (light)
Mozart Gold

Herbal Chocolate

40ml Mozart Dry
1 BL Tabu Absinth Dry
40ml Mozart Gold
6 rote Pfefferkörner
2 medium Salbeiblätter



Changing places

Back in May, William Grant & Sons acquired C&C's spirits brands for €300m, including Carolans Irish cream.

Euromonitor senior alcoholic drinks analyst Jeremy Cunnington says the liqueurs portfolio "at the very least gives the company extra distribution strength in these markets".

He continues: "The category is expected to achieve a CAGR of only 1% (6 million litres) and is dominated by Diageo's Baileys Irish Cream. This, in itself, could offer an opportunity for growth by taking advantage of Baileys' maturity in many of the largest cream-based liqueur regions, such as the US, the UK and Spain, and taking volumes away from the brand.

"William Grant's extra distribution strength in key markets such as the US and the UK will give an extra push to Carolans and the other liqueur brands, which C&C could not provide."

Earlier this year KVV acquired Wild Africa Cream from Wild Cape Liqueurs, to form part of its international wine and spirits portfolio. KVV had already been responsible for the marketing and distribution of the brand in Africa for several years. "We are excited to have Wild Africa on board and expect it to perform considerably well in South Africa, Africa and Europe. The brand is both unique and exotic with an African appeal", says Werner Swanepoel, global brand director for Spirits & Liqueurs at KVV.

KVV says of the caramel cream liqueur: "An advanced blending process combines fresh, fine cream with carefully distilled spirit, yielding a light-textured, easy-drinking, exotic cream liqueur.



Tomorrow's World

CIVB/Philippe Roy

The excitement and furore surrounding the '09 en primeur campaign, on the back of an already eulogised vintage with its accompanying eye-watering prices, masks a very different reality for the broader Bordeaux wine industry.

Beyond the glamour of superlative wines from the top estates lies a region where recent economic events have dealt a severe blow to exports and compounded and exposed structural flaws, leading to open talk of crisis and a radical examination of how Bordeaux can put its house in order.

The recent release of Bordeaux Tomorrow – The Reconquest, an industry-wide Le Conseil Interprofessionnel du Vin de Bordeaux-coordinated steering document that addresses the issues affecting the trade and charts a course forward, coincides with the election of Georges Haushalter as new president of the CIVB. His stated aim is to “address the challenges faced by the Bordeaux Wine Industry due to the global economic crisis”.

Andrew Catchpole reports on the importance of a new CIVB initiative to shape the future of Bordeaux wines

The 130-page document, which proposes a three-year plan to revitalise Bordeaux, outlines 24 measures, including eight key and five emergency measures. It is a strategic response designed to cut low-quality (over) production, boost quality production and revamp Bordeaux's brand image as a whole.

At its core are the twin objectives of radically reducing the sub-€2 bulk production (by up to two-thirds) to halt damage to Bordeaux's quality image, while ratcheting up higher quality production by up to 12% across more premium wines.

The scope of this generally well-received strategy marks a radical shift in openness and a drive towards greater industry cooperation of a type more typically associated with a producing

nation such as Australia than the traditionally reticent Bordelais.

Haushalter, and the high-profile, industry-wide steering committee behind Bordeaux Tomorrow, believes these measures, if fully adopted, can grow Bordeaux from a €3.4bn industry (of which 40% is exported) to a €4.6bn industry over the next five to eight years (CIVB).

At the same time, Bordeaux will be marketed as a dynamic region, with a wide range of wine styles, increasingly produced by a younger, outward-looking generation, with clear tiers of wines (not dissimilar to Australia's four tiers or categories for marketing purposes), with greater emphasis on the sustainability inherent in the widely embraced agriculture raisonnée and a clear message of quality backed by

**BORDEAUX
HAS BEEN LED
BY THE TOP
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BUT THE
GRAND CRUS
ACCOUNT FOR
ONLY 3% OF
THE OFFERING**

ALAIN
SICHEL
FEDERATION
DE NEGOTIANT

increased anti-counterfeiting measures. The industry is also being encouraged to create more and stronger brands.

At the time of writing Haushalter was unavailable for comment, but CIVB general manager Roland Feredj outlined the commercial urgency of tackling Bordeaux's own economic malaise. "The major challenge is to win back market share that has been lost in traditional northern European countries, including the domestic market, which is essential, with a customised approach to each market," says Feredj.

He adds that an important element of future marketing lies in recognising that the higher end wines, categories dubbed "art" and "exploration", are distinguished from the "fun" and "basic" segments "in respect of which international competition is more intense".

Global image

"This is a very good beginning, stating clearly the challenges Bordeaux faces and trying to give some answers, but the CIVB cannot do everything by itself and has to be supported by private actions," says Jean-Baptiste Bourotte of JB Auby, also frontman for the Bordeaux Oxygene marketing grouping of 20 dynamic, forward-looking estates.

"We need to revive a global image of dynamism, set a leading and qualitative image in new markets, reinforce marketing on mid-range petit chateaux – explaining the variety and why the price-to-quality ratio is good in this range – and eliminate the very basic offering that is neither in tune with Bordeaux's image or competitive."

Bourotte highlights a problem Feredj touches on and one that Bordeaux Tomorrow attempts to address – namely that Bordeaux is a complex and varied region, where it is more accurate to talk about the "top, mid-range and entry-level wines", but historically has little clear differentiation in terms of helping consumers navigate through its various levels of offering. "The CIVB has identified four tiers – 'art', 'exploration', 'fun' and 'basic' – of which the 'basic' would at some point have to switch to 'fun' or disappear," says Bourotte.

Alain Sichel who, in addition to heading up the eponymous negociant house Domaine Sichel, is on Bordeaux's steering committee in his capacity as president of the Federation de Negociant, is convinced of the need to "disappear"



CIVB/Francois Ducasse

the most basic Bordeaux wine and realign the focus clearly on quality.

"Bordeaux has been led by the top chateaux wines, but the Grand Crus account for only 3% of the offering," says Sichel. "Bordeaux has 10,000 growers and 400 negociants and we need to both relate the Bordeaux magic that consumers paying between €8 and €15 in France would recognise and eliminate quite large volumes of entry-level Bordeaux."

Sichel agrees that Bordeaux Tomorrow presents a "carrot of inducement, devoid of legislative stick", but says the growers,

Harvesting in Pessac Leognan

who will receive both government and industry assistance in restructuring (meaning either grubbing up, improving or effectively declassifying low quality production), recognise there is little alternative in the current climate.

"If Bordeaux tried to do this 10 years ago there is no way it would have been accepted," says Sichel. "Now, with everyone feeling the pinch and prices for Bordeaux bulk so low, everyone is open to new ideas and recognises the urgent need for change."

It's a point echoed by Philippe Laqueche, managing director of Yvon Mau. "In the middle of a deep crisis it's much easier to persuade people to think afresh," he says. "There has also been a huge change of generation in the Bordeaux vineyards, with 25% of wineries now in the hands of a younger, more outward-looking generation, and both the money and will are there for restructuring. So I think we are at a very important turning point."

The Sichel brothers



Claude Lada/agence Class Bordeaux 2009

Viticultural changes

Laqueche highlights the viticultural changes that will underpin the revamped marketing strategies for the region. Viticulture is very important, the starting point to answering the big question of how



Bordeaux will decrease its volume of lower quality production while increasing its volume of higher quality wines," he says.

"We are going to be both more strict and more ambitious in terms of quality control and, with more and more of Bordeaux given over to sustainable and even organic wines, we know a lot more about the importance of the link between what we do in the vineyards and our business."

Of course, to decrease production of unprofitable entry-level wines, stabilise the prices of any remaining better quality bulk production, and increase production and sales of premium wines is hardly a

Top 10 Bordeaux Export Markets by Volume 2009

Global Total (all wines)	1,547,881hl
1 Germany	251,901hl
2 Belgium	232,574hl
3 United Kingdom	197,159hl
4 China	136,765hl
5 United States	115,856hl
6 Japan	115,527hl
7 Canada	68,675hl
8 Switzerland	58,484hl
9 Netherlands	58,258hl
10 Hong Kong	42,473hl

Source: CIVB

new strategy in the world of wine. Look to South Africa or Australia and many other regions of production besides and it seems as if everyone is now chasing the premium ground where better margins and a more marketable image are to be found.

What perhaps singles out Bordeaux, though – and will be crucial to its success or otherwise in communicating this to the consumer – is its heritage of producing a lion's share of the world's great wines. But as Sichel says: "Why would a new wine consumer spend €10-€15 on a good bottle of Bordeaux wine if they have tried a €4-€5 bottle and simply found it – at best – OK?"

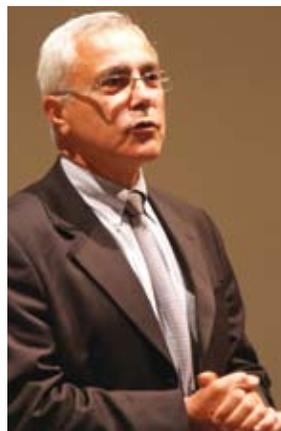
Continuing shift?

This revised-look Bordeaux, gearing up dynamically for a brave new future, also begs the question as to whether the region – not least given the economic stagnation that continues to plague its traditional markets and the contrasting growth in Asia and elsewhere – will continue to shift its sights more towards emerging markets in terms of its middle-ground wines.

Questioned on the near future in terms of the balance of marketing globally, the CIVB's Feredj stresses Bordeaux's traditional markets remain a key focus in its growth strategy.

"The Bordeaux wine industry will not make the mistake of neglecting or abandoning its traditional markets and the world's principal wine market, in terms of transactions, culture and high per-capita consumption, remains Europe," continues Feredj. He does, however, concede that "export markets outside of Europe are essential in terms of value and increasing wine consumption", and thus an increasingly important factor in Bordeaux's future.

"We need to be careful not to kill the Golden Chicken," is how Laqueche puts it, referring to the traditional markets of



Roland Feredj

THE MAJOR CHALLENGE IS TO WIN BACK MARKET SHARE THAT HAS BEEN LOST IN TRADITIONAL NORTHERN EUROPEAN COUNTRIES

ROLAND FEREDJ
CIVB



Jean-Baptiste Bourotte

Bordeaux exports

(All figures CIVB)

Total Bordeaux exports declined year-on-year to €1.271bn to April 2010.

This represents a 17% value decline, with the European Union markets down 13% by volume and 22% by value.

During the same period, total exports outside of the European Union grew by 2% volume, but declined 12% in value.

The United States was down 21% in volume, but Canada up 4%.

China was the mainstay of this divergence in trends between Europe and the rest of the world, with an 86% increase in volume, while exports to Hong Kong grew 29% in volume and 75% in value.

Bordeaux Wines

Europe and domestic France. "We mustn't forget that the French market is still a land of opportunity, even if it is a stable or declining market, and Bordeaux is still a strong leader in this market," continues Laqueche.

"And there are still a lot of opportunities in our traditional European markets, such as the UK, Germany and Belgium, where we are more and more focused on higher quality Bordeaux, while the US and Canada are also good for Bordeaux and we as a company are investing there."

Growth markets

Laqueche, though, is fully aware of the possibilities in big growth markets such as Hong Kong and mainland China where he says the main challenge is "not to go too fast, ensure the right distribution is developed, and ensure that exports are built from a solid base."

Sichel also cautions against plunging headlong into emerging markets, again taking Hong Kong and China as an example where sales of Bordeaux are doubling year on year.

"New and emerging markets are full of potential for Bordeaux, but it is important, even with the boom we see in such markets, to ensure that these markets deliver value for Bordeaux," he says.

"We have seen companies in China wanting to import large quantities of Bordeaux at a low price and this is also something that Bordeaux Tomorrow is looking at avoiding."

Shifting the course of a €3.4bn industry, and one as segmented and diverse as Bordeaux, clearly presents a monumental challenge. Attempting to do this through value growth of up to 25% in less than a decade would be an impressive result by any standards.

But the real value of Bordeaux Tomorrow lies not in its ambitious projections, but in the fact that it has been written at all.

"We need to put behind us any internal factions and jealousies and collaboratively pull the whole Bordeaux ship forward," says Sichel. "The whole of Bordeaux is a powerful thing, but individually we can have no effect at all."

The conversion of much talk into a black-and-white document, open and honest in its appraisal of the Bordeaux Wine Industry and what it needs to do, is an historic step forward for this most historical of major wine-producing regions.

DI

It's just after eight o'clock on a Saturday morning. It has snowed again overnight but crippling temperatures mean the new snow has already frozen on top of the old, making the 5m walk to our garage a slow and treacherous one.

The garage doesn't have any heating, so I'm wearing a coat and hat, and I'm feeling shabby. Not hungover exactly – more wearied and fuggy from weeks of constant whisky tasting. Before me are eight whiskies – not very good ones – icy and unwelcoming, rejected samples from another day. My task is simple: I have to rescue three of them and write nice things about them and, as we're having a rare family day out today, I have about an hour to do it.

And I'm struggling. I'm nine weeks into a book-writing marathon and three weeks away from deadline. I'm on schedule, having tasted and written about 600 of the 750 whiskies destined for the book. But I have hit the writers' version of the wall marathon runners are said to encounter. I'm tired and cold and miserable and too far away from the finishing line to feel invigorated. I've run out of things to say. Not surprising really: you try to find 750 different ways to describe a glass of alcohol made with just grain, yeast and water.

Then I hear the news that British comedian Eddie Izzard has completed 43 marathons in 51 days. Now that's a real achievement, I think. He's funny, intelligent, popular and politically minded, I think. If he stood for Parliament, could he be Britain's first transvestite prime minister, I wonder? I reach for the laptop and start typing...

You'll find that particular slab of genius (or utter nonsense – your choice) in the Canadian section of my book, *The World's Best Whiskies – 750 Unmissable Drams From Tennessee to Tokyo*, published at the end of October. When it comes to the bizarre, it's not alone, either. Among the 288 pages of malts, blends and bourbons you'll find a stinging attack on English rugby fans, an appreciation of tights-wearing Leicester City legend Keith Weller; tales of sailing the west coast of Scotland while listening to Alabama 3's U Don't Dans 2 Tekno; an explanation as to why celebrity journalist Piers Morgan thinks sending off an international footballer is better than sex; an account of how Jesse James is linked to the bourbon industry; and an argument as to why Jon Bon Jovi is a good bloke.

Dominic Roskrow shares the trials and tribulations of writing a tome about the world's best whiskies

Brought to book

It all seemed to make so much more sense back then. I blame the whisky.

For a journalist nothing quite matches writing a book. The chance to do a big personal book such as *The World's Best Whiskies* is the writing equivalent of climbing Everest. Only without getting fit or doing any proper preparation. That's part of the problem really; you're on your own without a guide. No doubt there are hundreds of books giving tips on how to write a book, but you're too busy writing to read them.

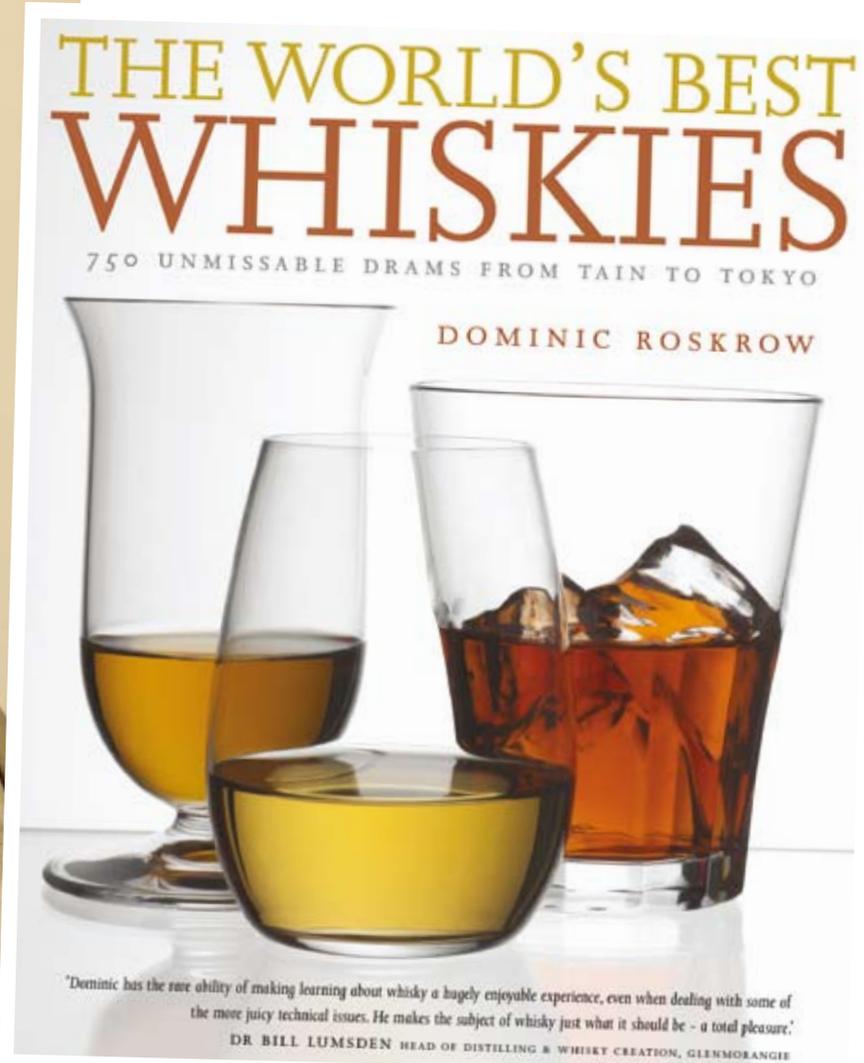
Actually you're not entirely alone. You do have a team. There's an editor, who is your one link with reality. He or she will offer you advice, support and criticism, guiding you on your journey as you travel from the depths of despair to the heights of glory and back again. There will be tired and emotional late-night telephone conversations, tetchy debates over whether a story is as funny without the swear words or not, and diplomatic explanations as to why a 1983 encounter

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INSIDE**

with the Conservative politician Norman Tebbit is a step too far for a whisky book published at the back end of 2010.

And, of course, the editor edits, which basically means spending each working day trying to make the author look good – or, failing that, at least better – and helping him or her avoid the affliction which I call UMS – Unpublished Myopia Syndrome. This affects all writers and is the affliction whereby you can read the same piece of unpublished prose 10 times and not see a glaring error, but the moment it goes to print it screams out so loudly it might as well be in bright red capital letters. There should be a special word for this phenomenon – you'd think there would be given that it affects writers – and few of us who write and edit our own copy are immune to it. But it's at its most vicious when it affects a book. A dose of UMS in a daily newspaper is forgotten about within 24 hours. In a book it lives with you for years.

How To Write A Book On Scotch



All of which makes the editor very important. He or she is the team manager. The author's the captain and star striker, and there are a number of researchers, marketing types and admin people who make up the rest of the team. Oh, and then there's the publisher, the club chairman who you meet when you first sign up and then hope you don't have to speak to again until she's got your book in one hand and a glass of champagne in the other.

For *The World's Best Whiskies* our team fell into a neat rhythm early on. The book's designer lives in Los Angeles, so my editor would start work early afternoon and continue until midnight, firing off emails to me from 9pm to midnight with tasks, observations, requests for more copy and so on. I'd get up at about 6am and start work almost straightaway, dealing with last night's flurry of emails, fuelled only by grapefruit juice, strong coffee and pots and pots of peach yoghurt.

Once I'd finished with the inbox I'd write up tasting notes or features for the book, organise interviews or visits, and try to keep abreast of my bread-and-butter freelance work. (Not that easy. One colleague who has just written a book completely forgot a commission I'd given him – an expensive £300 mistake to make.)

By about 6pm I'd be set to start tasting and I'd continue to do that until perhaps 8.30 or 9pm, breaking to help with the children's bed and bath time. Finally I'd eat an evening meal, watch the news and fall asleep, ready to start the whole process again the next day.

The book was due to be finished by March 31 and I wrote the last tasting notes on the morning of April 2, Good Friday. That afternoon the family watched *The Sound Of Music* and I burst into tears during every song, such was the well of emotion bottled up inside.

Now, as I wait for the book to come out, the first three months of the year

seems surreal, particularly the time I spent in Kentucky in late January. While I was there the Democrats lost the seat which Edward Kennedy had held, almost certainly from a protest vote against Barack Obama's universal healthcare bill. That very night I went with Beam's whiskey professor Bernie Lubbers and a couple of friends to the Maker's Mark Lounge, where we ordered three Old Grand-Dad 114 Proof bourbons. Our waiter went to get some water but he didn't come back. Then we noticed he had collapsed by the door of the kitchen.

They sat him up, undid his shirt, tried to revive him, but as the minutes ticked by it was clear he was in trouble. By the time the paramedics arrived he was dead. A distressed and shocked manager told us that he had been complaining of chest pains but couldn't afford to go and get medical help. He was 34 and had two young children.

Moments like that help you focus and give everything a sense of proportion. **DI**

Gin's the thing

The enthusiasm around the category hasn't subsided and gin is awash with new launches, finds **Lucy Britner**

Gin lane is quickly becoming a motorway. The London Drys and the New Western Drys are in the fast lane, with the latest wave of exotic botanical gins in hot pursuit.

Both boutique and craft brands are the proud owners of a new, faster engine but the big brands have taken to the slow lane. Gordon's, Seagram's Beefeater and Bombay all saw volumes slide in 2009. Seagram's is down 10.4% to 3.03 million 9 litre cases, Beefeater is down 7.1% to 2.24 million 9 litre cases and Gordon's is down 2.3% to 4.2 million 9 litre cases for 2009.

Despite these figures, the buzz around the category hasn't stopped and launches are abundant. Activity is in both London Dry and less traditional recipes and this has led to growing concern about over-saturation. Category outsider J Wray & Nephew's Peter Martin says: "Is gin in danger of doing a vodka?"

Martin's concerns are shared by New Western Dry pioneer Ryan Magarian from US brand Aviation, whose brand

has enjoyed a 30% sales increase since 2009.

He says: "If I were to note a particular concern it would be brands taking a vodka like approach to marketing their gins (all pizzazz, little substance), when, in my opinion, the only way to gain traction in the gin market is to launch with a polished and comprehensive ability to educate the consumer about not only their product, but the category, itself."

Gin's resurgence is frequently attributed to the cocktail renaissance, which is all about educating bartenders on the whys and wherefores of creating great cocktails with the right drinks. And gin launches have reflected this – as each new launch appears, so too does its unique selling point. Be it an abv, an unusual botanical or a return to a more simple recipe, the gin marketers are carving out niches and shouting them from the roof tops.

The established brands continue to push the education side of things and whether the category is riding on the coattails of the cocktail or vice versa, you'd be hard pushed to find a brand campaign that doesn't include the phrases

'master class', 'training programme' or 'cocktail competition'.

Here's a break down of launches and brand activity from arguably the most exciting category in drink.

New gins

On the more exotic botanicals front, Mediterranean spirit **Gin Mare** launched earlier this year, under Global Premium Brands. At 42.3% the drink is described as super premium and botanicals include Arbequina olives, rosemary, basil and thyme. All of the botanicals are macerated for 36 hours, distilled separately and blended by hand, except the citrus element – Seville oranges, lemons and mandarins – which are macerated in clay jars for a year.

Following its September 2009 UK debut, **Geranium Gin**, which features of course, geranium, is set to launch in the US this October.

Henrik Hammer, MD and creator of Geranium Gin, said: "Geranium Gin has been busy finding distributors in the major countries in Europe during the first year and I believe that we have achieved



our goal by having made distribution agreements in nine countries so far. One of the major reasons for why we have been able to penetrate so many markets so fast has been the steady focus on the cocktail business, doing a lot of seminars and master classes, and having joined the most significant trade shows. The next big step will be the USA, which was why we made a pre-launch at the Tales of the Cocktails this July. This led to the interest from potential distributors in six states, and I anticipate that we will have availability over there before the end of October.”

In June, “small batch, big juniper” **Edinburgh Gin** emerged from the stable of Sheep Dip whisky maker Spencerfield Spirit Co. Its USP - the gin is distilled outside of Scotland, using Scottish grain spirit and classic gin botanicals and then shipped to Scotland for the addition of Scottish botanicals like juniper, heather and milk thistle. It is bottled in Edinburgh at 43% abv.

In the same month, two drinks enthusiasts launched **Foxdenton London Dry Gin**. According to the company, this is the response to the lack of high strength choices among gins. At 48% abv, it's not for the faint-hearted and the botanicals include juniper, coriander, angelica, orris root and lime.

Also sticking to a traditional London Dry recipe, London-based Berry Bros and Rudd's **No.3 London Dry Gin** launched in March. It contains three fruits and three spices. Simon Berry, chairman of BB&R, says: “No.3 is unmistakably traditional London Dry Gin. By traditional we mean gin that tastes as gin should, with juniper at its heart.”

Some gins are even branching out into vintages. Cognac Ferrand has launched **Citadelle Gin Reserve Vintage 2010** (44%abv), its third vintage aged gin. While this is the third year that Citadelle Gin Reserve has been created, this is the first time that the cellar master has made a gin with a combination of botanicals intentionally designed for oak aging – violet and iris for flower aromatics and grains of paradise for spice.

The gin was bottled in June and will

be available in the US by October. The suggested retail price for a 75cl bottle will be approximately \$40.00.

Established brands

The **Hendrick's Horseless Carriage of Curiosities** – a converted 19th century rail carriage stuffed full of machines that clink and whirr, is to attend London Cocktail Week from 11-17 October. It will be based in Clerkenwell and in addition to offering sampling opportunities for the trade and consumers, will be offering a series of tastings and some very VIP dinners on board the carriage, created by Bompas & Parr, famous for their jelly creations.

Hendrick's is very much about experiential marketing and gimmicks include a vintage van serving Hendrick's and tonics and the Hendrick's Gin Bath, a roll top bath serving Hendrick's and tonic from its taps.

Also one for a quirk, **Beefeater 24** hosted 400 guests at a Tea Salon event at Brassaii in Toronto, Canada. Brand ambassador Dan Warner created tea-inspired gin cocktails, including English Breakfast, Lapsang Martinez, Almond Iced Tea and 24 Fruit Tea Cup.

The Tea Salon at Brassaii in Toronto follows a series of events throughout May and June in Paris and selected Spanish cities. Spanish activity also included a Midnight Labyrinth in Madrid. The 750sqm maze paid tribute to the 350th anniversary of London's famous Vauxhall Gardens, in which Europe's largest vertical maze existed. This bolsters Beefeater's 'Forever London' credentials.

Beefeater hosted Forever London events in various markets including Turkey, Serbia and Bulgaria. The theme for Serbia was punk rock, for Bulgaria it was 80's music and fashion and for Turkey it was London fashion. Turkish designer Zeynep Tosun visited London for inspiration and returned to Turkey with her Beefeater collection, which was presented in Istanbul.

If that wasn't enough, Beefeater 24 also launched a summer variant called **Beefeater London Dry Summer Gin**, in May. Summer botanicals include hibiscus,

IF I WERE TO NOTE A PARTICULAR CONCERN IT WOULD BE BRANDS TAKING A VODKA LIKE APPROACH TO MARKETING THEIR GINS

RYAN MAGARIAN
AVIATION
GIN

Fancy a dip? Hendrick's has gin and tonic coming out of its taps

blackcurrant and elderflower.

On the competition trail in the US, **Bombay Sapphire** is holding the final of its fourth Bombay Sapphire & GQ Most Inspired Bartender Program. 500 bartenders from across the US were challenged to create a Bombay Sapphire cocktail. The finalists from each city will travel to Las Vegas for an event sponsored by the US Bartenders Guild, where the winners will be selected. These top-ten bartenders will be featured in the US edition of GQ.

Also in the Bacardi stable, **Oxley** has launched into the high end on-premise in London, California, Las Vegas and New York. More recent launches include Boston, Seattle, Washington, Portland, Chicago, and Miami. There are plans to launch in Canada in October 2010 and in Australia in early 2011. The unique cold still can only produce 240 bottles per day so it's quality over quantity for Oxley. **DI**



Tequila is growing up, or that is what the major brand owners would like. **Christian Davis** takes a look at the once hedonist drinkers' favourite tippable and the move to sip and savour rather than shoot and slam

From shots to sips

Figures vary on tequila's recent performance with nothing apparently available after 2008. The Distilled Spirits Council of the US (DISCUS) says Mexico's most famous spirit tripled in volume between 1995 and 2008 from 104.3 to 309.1 million litres. While the International Wine and Spirits Record (IWSR) puts the figure at 22.99 million nine-litre cases following compound annual growth rate of 6.5% from 2003 to 2008.

You take your choice. Either way, tequila is growing and with more agave available for distilling, the emphasis has determinedly switched to the more premium 100% agave version. Global volume sales surpassed 52% of the total sector in 2007.

The potential for increased global sales is self evident. At the moment the US and Mexico account for 84% of volume with 11m and 8m cases. The drop to the third market, Germany at more than 400,000 cases speaks volumes.

With all the big players in – Diageo with Jose Cuervo, Don Julio, Pernod Ricard with Olmeca, Brown Forman with Herradura and El Jimador and Beam global with Sauza – gaining worldwide distribution is not a problem.

Diageo for example has recently unveiled a significant initiative for Don Julio. 'Luxury Drop' aims to position the brand as the "world's first luxury tequila" using some of the best known bartenders in the world to produce a range of Don Julio-based cocktails. It recently took over a complex near Athens for its World Class competition and also launched 'Luxury Drop'.

Don Julio global brand manager Luis Rivas tells Drinks International: "Tequila has grown pretty fast globally. Nevertheless, the size is still small compared to other spirits categories.

"We need to educate people so we can expand the growth. We are looking at large cities to create an image of ultra premium tequila.

► p42

Brands Update

Olmeca

As well as working with the likes of Henry Besant and Dre Masso (see overleaf) to promote more sophisticated drinking of tequila, the Olmeca brand team at Pernod Ricard, has the Tahona Society (Tahona is said to be an ancient method used to produce more flavoursome tequila. It is used to make Olmeca Altos), Olmeca's global community of bartenders, and recently there was the 2010 Olmeca Margarita Contest which was won by South African Kurt Schlechter. His prize is a week in New York this month, where he will present his winning cocktail at Mayahuel.

The company also tells Drinks International that it has a couple of brand innovations that it will be launching later this year.

Patrón games

Patrón, the premium tequila brand, reports a string of new listings, with Alcobrands in Belgium, several new duty free listings on airlines, and its domestic and duty free business in Asia apace.

In the US and Canada it announced earlier that Patrón is now the 'presenting sponsor' of the American Le Mans Series racing. It has also launched a new Facebook application called the Patrón Cocktail Lab: prnewswire.com/news-releases/patron-tequila-enlists-cocktail-aficionados-to-participate-in-mixology-think-tank-98232799.html

First off was the "Patrón Margarita, Deconstructed", a challenge aimed at pitting cocktail lovers against each other. Using the perfect margarita recipe as inspiration, and three versions of the margarita created by top mixologists, Patrón asks visitors to re-imagine America's number one cocktail in "their own, unique way".

Next up are: the "Patrón ► p42



Tequila Update

◀ p41 Greenmarket” challenge and the “Patron Salt Concierge” challenge.

Herradura’s double barrel reposado

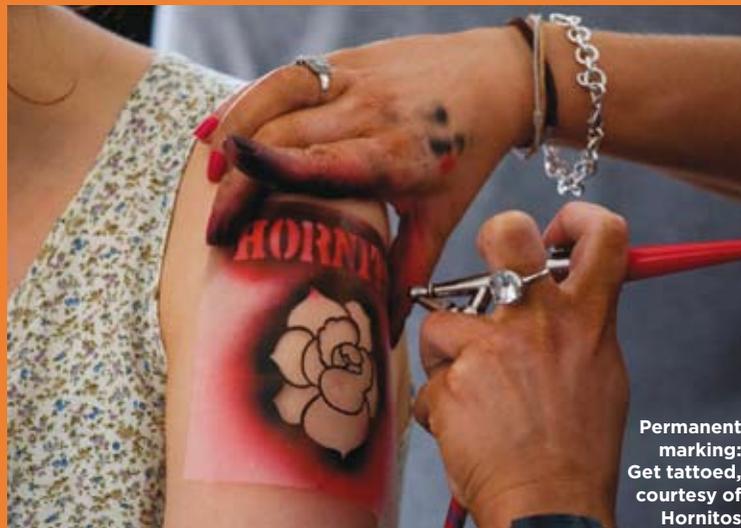
Tequila Herradura, which claims to be one of the oldest 100% blue agave tequila brands - launched 1870, rolled out an exclusive “Buy-the-Barrel program”, which gave tequila connoisseurs the opportunity to order their own Herradura Double Barrel Reposado.

Once chosen, the tequila is placed in bottles adorned with personalised labels, including the purchaser’s name, number and bottling date. The barrel itself then is varnished, branded and shipped with a framed certificate of ownership. Price per barrel is approximately \$10,000 and the order process takes about 45-60 days.

El Jimador has new packaging

El Jimador, which is said to be the best selling tequila in Mexico, recently announced new packaging.

Made by sister brand Casa Herradura, el Jimador, which is a 100% agave tequila, is distributed in select



Permanent marking: Get tattooed, courtesy of Hornitos

US markets. The blanco and reposado tequilas come in a 50ml, 375ml, 750ml, 1-litre and 1.75ml bottles.

Tattooed for Hornitos

Maxxium UK’s campaign for Hornitos tequila has been to target and interact with a more niche audience of “culturally creative consumers”.

Through a competition to design a limited edition bottle, Hornitos asked the tattoo community in the UK to

come up with an authentic design.

The winning design will be incorporated into 1,000 limited edition bottles that will be available in bars next month.

Sauza changes

In the run up to Christmas, the most notable new merchandising initiatives to the Sauza brand will be changing the labels and names for its Sauza range. Sauza Silver (formerly Sauza

Blanco) 70cl will be due into market in October and Sauza Silver 50cl will be due round about December.

Cazadores celebrates independence day

Tequila Cazadores is celebrating September 16 as the bicentennial of the ‘Aniversario de la Independencia’: the day that Mexico declared its independence from Spain.

The brand has come up with the “Cazadores Bandera Shot Drink” to celebrate. It features three shots using the colours of the Mexican flag:

Cazadores Bandera Shot Drink

1 part Cazadores Blanco

1 part lime juice

1 part tomato juice

Shake and strain each ingredient into three separate shot glasses.

Serve the three glasses in order of the colours on the Mexican flag: Green (lime juice) White (Cazadores Blanco) Red (tomato juice).

Ocho doing well in UK on trade

Ocho is performing well in the UK on-trade, according to Stuart Ekins, head of premium spirits at Global Brands,

“We are targeting 25 year olds and above. We want to take tequila to another level, more sophisticated, showing heritage and ultra premium quality,” he says.

Hence the Luxury Drop is aimed at mixologists in cities such as San Francisco, New York, London. Rivas and his team aim to train bartenders, including telling them what tequila is all about and get them to see it in a “more elevated way”.

“We want Don Julio to show a different face for tequila. We do not want it to be too serious. It is not cognac,” says Rivas.

He sees tequila-drinking American business travellers and affluent tourists, staying in top international hotels and using elite bars, as the best sales people and ambassadors for tequila.

Emerging markets for tequila are seen as: Greece, Spain, UK, Brazil, Colombia and Asia Pacific, specifically Australia and Japan.

While Rivas is underway his Diageo colleague, Peter Gutierrez, who looks after Jose Cuervo, the world’s best-selling tequila brand, outside of North America

and Mexico, is at the drawing board – but that is why he took the job.

“I’m six months into the job. I took the role because I see a huge growth opportunity for tequila. It is very under developed and this is what I have signed up for,” says Gutierrez.

“Tequila comes with a certain amount of baggage. It has been drunk by some of the poorest consumers: students and first time jobbers. So, the opportunity to expand margins is extremely limited,” he says.

“As the world’s number one tequila we have an obligation, duty to expand,” says Gutierrez. “The industry needs to create ‘pull’. We need to create consumer demand for the category. There is ignorance at the consumer end due to a lack of proper international dollars spent.”

Gutierrez sees opportunities in countries where a single white spirit dominates, such as Brazil (cachaça), Russia (vodka), China (baijiu), Japan (shōchū), or Korea (soju). He also sees the ritual of tequila with salt as “unique to tequila, part of its fabric and DNA”.

So, there is no major brand activity



On location: Olmeca filming its documentaries explaining the origins of tequila and how best to serve it

for Jose Cuervo while Gutierrez does the desk work in preparation to formulating a global strategy.

Pernod Ricard tequila brand Olmeca has also been working closely with bartenders to make a series of short films.

The series of five documentaries feature Henry Besant and Dre Masso from the Worldwide Cocktail Club as they travel through the origins of Tequila. Made on location in London and across Mexico it will be launched from now to November onto various platforms, including the Tahona Society’s Facebook

which develops, markets and distributes the tequila in the UK.

Said to be 100% Blue Agave tequila and the first tequila to bear a vintage mark, he says: "Designed with the bartender in mind, the bottle has won product design awards for its easy handling capabilities. In the UK, Ocho is viewed as a pouring brand, whereas in the US it is regarded as an ultra-premium tequila.

Looking to create interesting

serves other than Margarita, he suggests:

"Other serves that work well for Ocho's flavour profile are the Batanga (Ocho mixed with cola, a squeeze of lime and a salt rim served in a tall glass), and the Paloma (Ocho mixed with fresh grapefruit, gomme and soda)."

Ocho: designed with the bartender in mind



page, YouTube, Vimeo, the Olmeca and Tahona Society websites, iTunes, as well as various cocktail blogs.

The last film highlights how bars in London are becoming more sophisticated with tequila by serving it in stemmed glasses, encouraging consumers to sip rather than shoot.

Stuart Ekins, head of premium spirits at Global Brands, which develops, markets and distributes a range of drinks in the UK including Ocho tequila, says: "Tequila has benefited from a real boost in the on-trade, as consumers continue to demand authentic, premium brands and their product knowledge continues to evolve."

Nevertheless, there is a down side – there is always a down side. As Ben McFarland concludes in Drinks International's major feature on tequila back in January, the fact is shoot & slam, down-in-one, is still where tequila is at for the vast majority. Yes, there are Margaritas and Palomas for the scrubbed party goers aspiring for sophistication but tequilas being sniffed and sipped still seems a twinkle in many a tequila marketer and brand ambassador's eye. **DI**

**AS THE
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A DUTY TO
EXPAND**

**PETER
GUTIERREZ
DIAGEO/
JOSE CUERVO**

wsta Annual conference 15 September 2010

Leading figures from the wine and spirit trade will discuss the challenges and opportunities in the UK the WSTA Conference, to be held in London on September 15th.

Among those giving a global perspective on profitable growth in the UK market will be Beam Global's Managing Director Europe, Jonathan Stordy. With a panel of speakers including John Beard, Chief Executive, Whyte & McKay Ltd and Chris Mason, Managing Director, First Drinks Brands Ltd.

On the subject of the UK retail landscape and how companies are adapting to changes, both in terms of trading environment and customers expectations, we will hear from Majestic Wines CEO Steve Lewis; Asda's recently appointed Beers, Wines and Spirits Category Director Adrian McKeon and Richard Cochrane, Off Trade Director, Bibendum.

The conference, hosted by WSTA Chairman Tim How, will also hear the latest market analysis from research houses Nielsen, CGA and Wine Intelligence and an outline from Jeremy Beadles, WSTA Chief Executive on what impact of the new government is having on the wine and spirit trade.

Contact Louise Vaux to book your ticket on 020 7089 3874 or email louise@wsta.co.uk

**WSTA Member £135.00 + VAT
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the drinks business
**Drinks
INTERNATIONAL**

BAA-TENDERS MASTER LAMB'S

Lamb's Spiced Rum has announced the winner of its Master of the Blend competition.

The final of the competition took place at Alma de Cuba bar in Liverpool, where UK rum ambassador Ian Burrell attended as a judge.

Alex Proudfoot from Raoul's Bar in Oxford earned the title Master of the Blend with his Any Porter In A Storm cocktail in the semi-final, followed by his distinctive rum blend in the final.

Second place was awarded to Steve Wright from Oloroso in Edinburgh, with third place going to Tim Barnes from Harvey Nichols in Manchester.

The 10 semi-finalists, comprising winners from each city in the regional heats, were invited to create a cocktail using Lamb's Spiced Rum as the main



Winner Alex Proudfoot with Rob Worsley, Sue Beck and Ian Burrell

ingredient. Judges chose six finalists who went on to create their own blend of rum from a selection of infusions. Proudfoot's winning blend consisted of 20ml 7 Year Old, 15ml ginger, 20ml vanilla, 20ml orange, 10ml caramel, 10ml lime and 8ml cardamom. Sue Beck, senior brand manager for Lamb's Spiced Rum said: "We're looking to put the winning cocktail recipes on the Lamb's Spiced Rum website."

PASSION PLAY

To celebrate people's passion for their favourite drinks, stirthemix.com has launched a never-ending quiz that seeks to separate the truly passionate from the merely avid sipper.

The World's Longest Drink Quiz is a mix of questions on production processes, history, geography and mixology. The quiz also encourages players to add their own questions. As it launched, the quiz featured a bank of 2,500 member-contributed questions.

Sean Davidson, co-founder of stirthemix.com, said: "The World's Longest Drink Quiz is merely our first step at engaging drink lovers and we have other fascinating social games in the pipeline. We intend to replicate your drinking environment online and will strive, not only through our own creativity, but also through those engaged on our platform, to keep delivering exciting apps."

CANADA CELEBRATES BEST MATCHES

The Canadian celebration of all that shakes and stirs is set for October 16-18.

This year's Art of the Cocktail festival is to feature a cocktail kitchen – a cocktail and food pairing session – and Toronto bar chef champion David Wolowidnyk will present his award-winning Herbaceous Cocktail. Brands involved include Glenfiddich, Gibson's Finest, Hendrick's, Sailor Jerry, Taboo and Fernet Branca.

The event takes place in various venues around Victoria. Visit artofthecocktail.ca for more.

BRITNER'S BLOG

DI's Lucy Britner tries to evoke the festival spirit

There's a car insurance advert on UK terrestrial television that shows an old hippy reminiscing about how festivals used to be free and now they are really expensive. This year's Big Chill festival in Herefordshire was over £150 a ticket. But when you think about the number of famous bands and DJs you get for your money, it's not too bad. The likes of Massive Attack, MIA and Mr Scruff graced the stages over the weekend and around 35,000 people became temporary residents of a deer park in Eastnor Castle's grounds.

The drinks brands also put on a good show with Monkey Shoulder whisky hosting its tree house where you could have cocktails and make your own Monkey Shoulder t-shirts. Sailor Jerry stayed true to its roots with an 'Ink City' where revellers who had pre-booked could go and have a tattoo. For the less brave, Sailor Jerry staff were handing out transfers of Norman 'Sailor Jerry' Collin's famous hula girl and other works. The Ink City also had its own stage, where the likes of We Were Promised Jetpacks, Goldhawks and Racehorses played.

Beer brand Tuborg and Gaymers cider

were the 'official' drinks at the festival bar and revellers were not permitted to enter the arena with their own alcohol. Obviously drinks brands pay a lot of money to get this much face time with the general public but it's tough being told what to drink. At nearly £4 (\$6.30) for a pint of Tuborg, prices were akin to a London pub but without the selection. Not only that, the Gaymer's bar had a session of Rockaoke - like karaoke but with a live band. I've nothing against it - I've done it myself and it's great fun - but when you go to a festival, you want to hear the artists you paid to listen to, not some wannabe swaying along to Park Life.



WHEN YOU GO TO A FESTIVAL, YOU WANT TO HEAR THE ARTISTS YOU PAID FOR, NOT SOME WANNABE SWAYING ALONG TO PARK LIFE



KISS KISS BOOM BOOM FOR MALIBU

Malibu is to launch its own 12-week TV show on 4Music and KISS TV in the UK.

Malibu Presents Boom TV promises “fun-packed R&B evenings presented by the fabulous DJ Goldierocks, dancehall artist Mr Midas and DJ Twin B”. The show will be set in a warehouse apartment in London and guests include Professor Green, Tinchy Stryder and Roll Deep. Along with mixology features and a selection of music videos, the show is said to embody the fun that is integral to Malibu, providing a British take on the Caribbean spirit.



BOOM: Mr Midas, DJ Goldierocks and DJ Twin B

DUO SPREAD COCKTAIL WORD

UK Bartenders Guild vice-president Luca Cordiglieri and UKBG bartender trainer Brian Page have just delivered a bartender training course for the Transcorp Hilton Hotel in Abuja, Nigeria.

Page said in a statement they were a little nervous as to what they would encounter but they found the hotel bar staff friendly, with great customer skills and eager to learn more about making quality cocktails.

Page and Cordiglieri said they were amazed at how quickly the students picked up the use of the Boston Shaker. They had never used such a shaker before and, after a slow start, their skills and confidence were becoming more obvious by the day.

Africa has at present only one International Bartenders Association member country and both Page and Cordiglieri expressed a hope that in years to come Nigeria will form a bartenders association and be able to apply for membership of the IBA.

The week-long training ended in a cocktail competition and the winner was Omoruan Samson Murphy, who runs the hotel's pool bar.

CULTURE CLUB

Gaucha restaurants in the UK have bolstered their Argentinian credentials with a new cocktail menu.

The list is split into sections – Cocktails, Bloody & Rare and Buenos Aires Classics – and was devised by team Gaucha and Tato Giovannoni, winner of the Bartender of the Year award in Argentina for the past 10 years.

The redesigned Cocktail section focuses on characters and symbols in Argentine terrain and culture. Las Cumbres, Tato's favourite cocktail, takes its inspiration from the Andes Mountains and translates as “top of the mountain” in Spanish. It combines Sauvignon Blanc, cucumber-infused Cinzano Bianco and apple juice.

The Bloody & Rare section highlights the popularity of the Bloody Mary in Argentinian culture with three variations on the cocktail. The

Gaucha Bloody Mary uses fresh tomato juice and chimichurrisauce; the Chépirosca features freshly muddled cherry tomatoes; and the Bloody Asado includes roasted plum tomatoes, red pepper, fresh lemon and orange juice.

The part of the menu dedicated to Buenos Aires Classics is inspired by the glamour of “old” Buenos Aires (1930-60). The cocktails include the Mar del Plata, created by Enzo Antonietti, who was head bartender at the Claridge Hotel in the 1960s. With this recipe he won the IBA world competition in 1964. The cocktail combines Plymouth gin, Noilly Prat, Benedictine, Grand Marnier and orange zest.

The cocktail menu is available in Gaucha's London restaurants, Manchester restaurant and the recently opened Leeds restaurant.



The Carino: Bison grass vodka, fresh strawberries and passionfruit



Buena Vida: Tequila, pink grapefruit juice, pineapple juice, vanilla sugar syrup and old fashioned bitters

SPEAK EASY

TEQUILA COMES WITH A CERTAIN AMOUNT OF BAGGAGE

PETER GUTIERREZ
JOSE CUERVO



Sherry launches International challenge

The Sherry Institute of Spain has launched the 4th International Copa Jerez competition.

Copa Jerez is an international bi-annual competition that aims to demonstrate sherry's versatility as a wine to pair with food. The competition is open to sous chefs and sommeliers of all ages.

There is an initial round of regional competitions and UK judges include Alexis Gauthier from Gauthier Soho; Ronan Sayburn MS from Hotel du Vin; Isa Bal from The Fat Duck; and Charles Campion, food and restaurant critic for the London Evening Standard.

Sous chef and sommelier teams must present a menu of three courses, one of which must include sherry as an ingredient. Each course must be paired with a carefully chosen sherry.

Regional winners will take their place in the grand final of the International Competition of Gastronomy and Sherry Pairing, which takes place between January 19-21, 2011 in Jerez. Competing countries include Holland, Germany, USA, Spain, Japan, Belgium and Denmark.

For more info, email copajerez@bspokedrinksmedia.com



BOOK SHELF

Glenglassaugh - A Distillery Reborn

The Glenglassaugh Distillery Company has released an account of the Banffshire distillery re-opening. The 118-page full colour book has been written by whisky writer Ian Buxton with a forward by Scottish National Party leader, Alex Salmond. Photography is by Ian McIlwain.

It records the history of the distillery from its establishment in 1875, through closure and the 2008 acquisition by the Scaent Group and Glenglassaugh's subsequent refurbishment and re-opening.

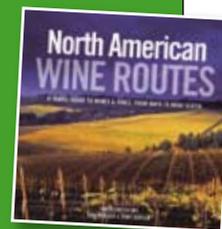
Published in association with: The Angel's Share (NWP, Glasgow)
Price: £19.99 (hard cover) £14.99 (paperback)

North American Wine Routes

Described as a travel guide to wines and vines from Napa to Nova Scotia, the book is a useful tool for anyone wanting to 'do a Sideways' (film about two men who go on a wine tasting trip in Napa valley).

It features clear maps with concise descriptions of wineries in the region. A great present for a wine buff about to holiday in North America.

Published by: Pavilion Books
Price: £25



OGLE WITH YOUR GOGGLES

Britain is obsessed with beer goggles. We all know members of the opposite sex seem more attractive after a few pints but have you ever wondered exactly why? A group of students road tested a theory that alcohol suppresses our ability to recognise asymmetrical faces.

"We tend to prefer faces that are symmetrical," explained Lewis Halsey of Roehampton University in London. That's well established by previous research, he told ABC News.

To test his theory, Halsey got sober and inebriated students to look at images of faces that were altered to make them either symmetrical or not. The teetotalers liked the even faces but the tipsy participants weren't quite so fussy.

Other recent beer google-wearing activities in the UK have included encouraging people to wear actual beer goggles and carry trays of drink. One council is encouraging drivers to attempt a driving simulation game whilst wearing beer goggles, to replicate the affects of drink driving.



THE LAST WORD

WE NEED TO BE CAREFUL NOT TO KILL THE GOLDEN CHICKEN

YVON MAU, MD PHILIPPE LAQUECHE, REFERRING TO THE RE-POSITIONING OF BORDEAUX AND NOT FORGETTING ITS TRADITIONAL EUROPEAN AND DOMESTIC MARKETS

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William Reed BUSINESS MEDIA



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