

WINE, BEER & SPIRITS FOR RETAIL DECISION MAKERS

BeverageDynamics

2017 SPECIAL EDITION #2

ANNUAL

HOLIDAY MERCHANDISING GUIDE



COLLECTOR'S
ITEMS

STOCKING
STUFFERS

HOLIDAY
BOTTLES

GIFT SETS &
GIFT PACKS



STOCKING UP FOR THE HOLIDAY RUSH

HOLIDAY SEASON is upon us once again. It's time to write down your gift list and start crossing off those names with the right presents.

What should your customers give that drink enthusiasts in their life? In the time of craft culture, that describes most people these days.

Thankfully, every year there are enough new, cool, memorable gifts to fill Santa's sleigh – and 2017 is no different.

To help you cut through the clutter and zero in on the best merchandise – to stock and recommend as great gift ideas to customers – we have compiled a list of our favorite items this year to help celebrate the holiday season.

There are rare bottles that make for collector's items, cocktail-making kits with all the ingredients and glassware needed to whip up mixology classics, and for the discerning party host, holiday-themed bottles to add cheer and sparkle to seasonal get-togethers.

Gift packs give recipients an array of alcohol options, and for non-alcohol gift accessories, we've included a talking beer bottle opener, or the classier silver or gold martini picks.

Whatever the taste, there is a gift in our guide to match. We intend these pages to serve as a resource for retailers and gift-givers alike to generate ideas for what would make the best purchases to give or feature this holiday season.

Kyle Swartz
Managing Editor

UPCOMING SPECIAL EDITIONS IN 2018

JANUARY - NEW PRODUCTS YEAR IN REVIEW
New beers, wines and spirits by category.

MARCH - SEASONAL PROMOTIONS GUIDE
Innovative advertising, marketing and promotional campaigns.

MAY - COMPLEMENTARY PRODUCTS GUIDE
Food, soft drink, tobacco and accessory sales.

JULY - BEST IDEAS GUIDE
Off-premise retailing best practices.

SEPTEMBER - TECHNOLOGY GUIDE
In-store tech, online apps and third-party partnerships.

NOVEMBER - HOLIDAY MERCHANDISING GUIDE
VAPs, limited edition products and special packaging.

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THE 2017

HOLIDAY GIFT GUIDE

Stocking the best beer, wine and spirits made for the holidays.

COLLECTOR'S ITEMS



THE ORPHAN BARREL ARCHIVE COLLECTION

The Orphan Barrel Whiskey Distilling Company has packaged a number of its old releases in an extra special offering this holiday season. The Orphan Barrel Archive Collection is a custom wood-finished whiskey crate containing Barterhouse, Old Blowhard, Lost Prophet, Forged Oak, Rhetoric 21-Year-Old and Whoop & Holler. Available in highly limited release nationally. The suggested retail price is \$1,500 per collection.

RON BARCELÓ IMPERIAL PREMIUM BLEND 30 ANIVERSARIO

Available once a year, each bottle of this rum is hand-numbered with an engraved horse-shoe-shaped



wooden display pedestal and comes in an embossed collectable tin. Only 600 are allocated to the United States of the 9,000 bottles of the Imperial Premium Blend that are bottled annually. The rum was set aside for additional aging in barrels made from selected cuts of French white oak previously used for aging Bordeaux wines. The rum, 43% ABV, has aromas of dried fruits, vanilla and caramel-coated chocolate, the company says, and flavors of mocha, melted toffee, spiced nuts and crème brûlée. The suggested retail price is \$120 per 750-ml. bottle.

LORD CALVERT DUCKS UNLIMITED DECANTER

Lord Calvert Canadian Whisky has launched the second edition of its Ducks Unlimited decanter, available nationally. It depicts a yellow Labrador Retriever in the water fetching a canvasback, the largest diving duck found in North America. Each 750-ml. decanter is hand-painted and hand-filled with Lord Calvert Canadian Whisky. The suggested retail price is \$99.99 each. The brand in 2016 announced a partnership with Ducks Unlimited, the world's leader in wetlands and waterfowl conservation. A portion of the proceeds will go towards preserving waterfowl and wetland habitats across North America.



GREY GOOSE FLOUR TIN

The Grey Goose Flour Tin hearkens back to the brand's roots and origin story, the company says. These are based on traditional tins found in myriad bakeries throughout France, and store *blé panifiable supérieur* from Picardy – the only flour grade permitted to be used for making the world-renowned bread that France is famous for and the only grade used in the production of Grey Goose. The Grey Goose Flour Tin is a modern take on this ubiquitous baking staple. The suggested retail price is \$30 each.



THE LAST DROP DISTILLERS 1971 BLENDED SCOTCH WHISKY

Last Drop Distillers specialize in discovering rare whiskies from around the world and bottling them. 1971 Blended Scotch Whisky is a triple-matured vintage blend aged 45 years, awarded 97 points and the title of "Scotch Whisky Blend of the Year"





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by Jim Murray in his “2017 Whisky Bible.” Presented in a wax-dipped bottle and a forest green leather case, which includes a 50-ml. miniature replica, a custom-made stopper, a luxury tasting book and a signed certificate of authenticity. Only 300 bottles are available, at \$3,999 each.



GUINNESS 200TH ANNIVERSARY ITEMS

Guinness celebrates 200 years of American sales in 2017 and has put out several collector's items in commemoration. These include the Guinness 200th Anniversary Export Stout: a deep, dark, export stout brewed with Black Patent Malt (SRP: \$8.99, 6-pack); Guinness Limited-Edition Mount Rushmore Cans: Guinness draught stout in limited-edition cans depicting the brand's toucans flying across Mount Rushmore from a rarely seen Guinness ad from the 1950s (\$8.99, 8-pack); and Guinness 200 Years of Stout in America Mixed Pack: a collection of brews in honor of America's love of stouts – Guinness Original, 200th Anniversary Export Stout, Antwerpen Stout and Foreign Extra Stout – all of which have been exported to the U.S. over the past 200 years (\$21.99, 12-pack).

DEWAR'S 25 BLEND

The Dewar's 25 is finished for up to three additional months in Royal Brackla Single Malt Scotch casks. This process completes the blended Scotch with an addition



of lightly perfumed notes of grass and green foliage, the company says. The balance of floral notes and delicate honey flavor, finished with a hint of smoke, makes it a gift for Scotch newbies and enthusiasts alike. The suggested retail price is \$225 per 750-ml. bottle.

CRAIGELLACHIE 17

Craigellachie 17 is produced in old-fashioned worm tubs, adding extra flavor and a distinctive, meaty character, the company says. This new release also exhibits more “sweet” flavors than those of the existing age-statements. Craigellachie 17 tastes like “a caustic candy store, full of vanilla and exotic fruits with a sucker punch and a jab of liquorice that follows,” the company says. The smoldering finish is reminiscent of the fan favorite 13-year-old and the 23-year-old, encompassing notes of Sulphur and a lingering smoke taste remaining true to the brand. The suggested retail price is \$186 per 750-ml. bottle.



THE GLENDRONACH KINGSMAN EDITION 1991

A collaboration by The GlenDronach Distillery and Marv films and Twentieth Century Fox to mark the release of “Kingsman: The Golden Circle.” A total of 240 bottles are allocated for the U.S. market at a suggested retail price of \$900 per 750-ml. bottle. The GlenDronach Scotch, 48.2% ABV, was personally selected by film director, Matthew Vaughn. To create The GlenDronach Kingsman Edition 1991,

which marks the birth year of Kingsman agent Gary “Eggsy” Unwin, sherry casks were selected by The GlenDronach Whisky Maker Rachel Barrie. Each of the individually hand-numbered bottles is bespoke packaging featuring a custom Kingsman gold metal charm. Available nationwide.

STOCKING STUFFERS

D'USSE 200-ML FLASK

The D'usse VSOP 200-ml. Flask bottle contains cognac that is aged for a minimum of 4½ years in French oak barrels in the Chateau's dry and humid cellars. The suggested retail price for this stocking stuffer is \$15. It's available now at retailers nationwide.



LALITA'S LUXURY DIRTY MARTINI PICKS

Even if martinis are not someone's drink of choice, these sophisticated silver and 18k gold-plated picks can accessorize any drink or double as cocktail picks for standout hors d'oeuvres. Each set of cocktail picks features detachable soft leather tassels and are packaged in Lalita's black lacquer keepsake box for safe storage and/or prominent display. The suggested retail price is \$95 for the silver set and \$125 for the 18K gold.



CORONA TALKING BEER OPENER

A California based company, Go Design, has introduced a fun and functional bottle opener



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that adds to the pleasure of drinking a Corona. The Corona Talking Beer Opener plays lively beach party music from a Corona Find your Beach TV ad. Features radio-quality automatic sound, the company says, activated when the opener touches the bottle cap. Available nationwide for a suggested retail price of \$9.95 each.

TIPPY COW HOLIDAY STOCKING

The Tippy Cow Holiday Stocking comes with a 50-ml. bottle of each of Tippy Cows' flavors — Chocolate, Orange Cream, Vanilla Soft Serve and Shamrock Mint — all packed in a holiday-themed stocking along with a gift tag to personalize. Under the gift tag is a special \$3.00 mail-in rebate on the purchase of any 750-ml. bottle of Tippy Cow. The suggested retail price is \$4.99 each.



STILLHOUSE WHISKEY ROADIE

Stillhouse whiskey comes in a 375-ml. pocket-sized "roadie" stainless steel can, perfect for stocking stuffers. As a clear mixable whiskey, the brand comes in six flavors: Original, Apple Crisp, Peach Tea, Coconut, Mint Chip & Red Hot — and, just in time for the holidays, Stillhouse has debuted a limited-release Spiced Cherry whiskey. The suggested retail price for the roadie cans is \$13.99 each.



HOLIDAY BOTTLES

DISARONNO WEARS MISSONI

Disaronno has released a special collaboration with Missoni, together releasing Disaronno Wears Missoni, a limited-edition bottle infusing the style of the fashion



house with the Italian liqueur. Adorning the traditional Disaronno bottle in Missoni's zigzag print, Disaronno Wears Missoni is a gift for fashion lovers and a stylish addition to any bar cart. The designer item will also be available in two sets of three mini bottles, for stocking stuffers. The suggested retail price is \$27.99 per 750-ml. bottle.

MOËT IMPÉRIAL GOLDEN SPARKLE HOLIDAY SPECIALS

The Moët Impérial Golden Sparkle Bottle (SRP: \$39.99) is a chic dressing of the House's Impérial Brut champagne. The gold bottle adds a touch of glistening glamour to all end-of-year festivities. The Moët Impérial Golden Sparkle Gift Box (SRP: \$39.99) carries a bottle of Moët & Chandon's Impérial Brut Champagne. The Moët Impérial Golden Sparkle Jeroboam (SRP: \$450) is a large-format perfect for parties.



GREY GOOSE HOLIDAY TUBE

Grey Goose this year will release a limited-edition holiday tube, containing a bottle of Grey Goose vodka. The suggested retail price is \$30 each.

ABSOLUT SEQUIN BOTTLE

Absolut has a limited edition sequin bottle for holiday season 2017. The shiny bottle goes from sapphire to silver with a simple swipe, making for a glamorous gift for that vodka-lover in your life. Available nationwide. The suggested retail price is \$19.99 for a 750-ml. bottle and \$24.99 for a 1-L bottle.



JOSH CELLARS WINE

During the holiday season, Josh Cellars will donate a \$1 from each bottle purchased to Operation Gratitude, up to \$50,000. Operation Gratitude sends care packages to Veterans, First Responders, Wounded



Heroes and U.S. service members deployed overseas and their families waiting at home. Additionally, the brand will again offer free personalized labels to consumers during the holidays, which can be ordered via the Josh Cellars website. An additional \$1 from each label created will be donated to Operation Gratitude, up to 15,000 labels. Josh Cellars is available nationwide, with wine prices ranging from \$14.99 to \$19.99.

BROCKMANS GIN GIFT CARTON

The Brockmans Gin holiday gift tube mirrors the bottle within, and provides LDA+ consumers with a premium alcohol gifting option. Brockmans Gin's gift tube is available in a 750-ml. format with a suggested price of \$34.99. Brockman's is made with a blend of botanicals including blackberries, blueberries, coriander, bittersweet orange peel and juniper berries.



VEUVE CLICQUOT LA GRANDE DAME BY CHARLOTTE OLYMPIA GIFT BOX

Created in celebration of inspirational women, the Veuve Clicquot La Grande Dame by Charlotte Olympia gift box is a present for the fashion-forward champagne enthusiast on your list. Taking its design cue from designer Charlotte Olympia's best-selling Vanina clutch, the offering is crafted with sleek contours, gold clasp lettering and a luxe leopard print interior revealing a special edition bottle of Veuve Clicquot's La Grande Dame 2006 cham-





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pagne. The gift box will retail nationwide for around \$150.

GIFT SETS & GIFT PACKS

GREY GOOSE HOLIDAY GIFT SET

For those who prefer to toast the holidays with a classic martini, Grey Goose will release a holiday gift set — complete with two stirrers, olive picks and a bottle of Grey Goose. The suggested retail price is \$30.



RÉMY MARTIN XO, 1738 GIFT SET

This holiday season, Rémy Martin will release its limited edition XO and 1738 gift set. Both come equipped with custom rocks glasses so you can share the cognac with someone special. The Rémy Martin XO holiday gift set will be available for \$150, while the 1738 edition will retail for \$55, available at stores and online.



ZIRKOVA ONE+TOGETHER GIFT PACK

Zirkova One+Together is a set of Ukrainian grain vodkas. Zirkova One is meant to be sipped straight — neat, on the rocks or in a martini. Zirkova Together is a blend of wheat and rye made to enhance any mixed drink or cocktail. A gift pack featuring both bottles is available



through DrinkUpNY.com for \$65.99 each. Zirkova also created a 501(c)(3) charitable arm, We Are One Together Org, and will donate \$5 to the American Red Cross earmarked for Hurricane Harvey and Irma relief efforts for every gift set sold.

KHORTYTSA VODKA TRIAL/GIFT PACKS

This holiday season, a variety of 750-ml. bottles of Ukraine's Khortytza Vodkas will feature a 100-ml. sample of a corresponding line item for consumer trial, each retailing for \$14.99 per bottle set. A gift pack of Khortytza Ice, formulated to be served frozen — with the bottle turning blue when chilled — features two branded shot glasses for a suggested retail price of \$14.99. Moreover, Khortytza De Luxe boasts a new gift box for a suggested retail of \$19.99 for a 750-ml. bottle.

DON Q GRAN AÑEJO OLD FASHIONED COCKTAIL KIT

Elevate your Old Fashioned cocktails with the Don Q Gran Añejo Old Fashioned cocktail kit. In the box, you'll find just about everything you need to craft a Don Q Gran Añejo Old Fashioned. The kit contains Don Q Gran Añejo rum, Don Q wooden muddler, Filthy Maraschino cherries and an Old Fashioned recipe card. The suggested retail price is \$59.99 per kit.



KINKY NAUGHTY & NICE

Prestige Beverage Group has announced the launch of the limited edition Kinky Naughty & Nice. Filled with Kinky Red Liqueur, a fusion of premium vodka distilled five times with fresh watermelon and strawberry flavors, Kinky Naughty & Nice is ready for



whatever list you're on. Available nationally in 750-ml. (SRP: \$19.99), 375-ml. (\$9.99) and 200-ml. (\$5.99) sizes, making for a gift or a stocking stuffer.



WEEKLY TASTING

Each Weekly Tasting includes a newly themed 4-pack of wine, a 10-minute tasting video highlighting each wine profile, a food pairing with recipe cards, as well as social sharing capabilities. Every wine in the Weekly Tasting packs has been selected by their sommeliers: Elizabeth Schneider and Laura Maniec. The suggested retail price is \$69.99 per pack. Schneider is the founder of the podcast Wine For Normal People, while Maniec is the founder of Corkbuzz in NYC.

AMARULA GIFT PACK

Amarula is a cream liqueur made from the fruit the African Marula tree bears just once a year, the company says. With the purchase of this gift pack between before Dec. 31st in 2017, \$1 will be donated to Wildlife-Direct to help in their cause to protect our elephants.



RUMCHATA HOLIDAY GIFT SET

RumChata is dairy cream, cinnamon, sugar and vanilla blended with Caribbean rum. This holiday-themed boxed gift set includes two Shot-A-Chata shot glasses, which split into two chambers, allowing consumers to combine RumChata with any other spirit, beer or even soft drink, all year-round. The suggested retail price is \$19.99.

