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In Today's Edition:

- **Winery that Won Famous 1976 Paris Tasting Being Sold**
- **Latis to Import Rodenbach Beer from Belgium**
- **TTB Proposals Expansion of Paso Robles Viti Area**
- **Jameson Gets 8.5% Click Through Rate in Bars, Nightclubs**
- **Oregon LCC Launches a Blog**
- **Nonalcohol Beverages**
 - **PepsiAmericas Net Soars 16.4% in Quarter, Powered by Eastern Europe**
 - **Bottled Water's Growth Slowed to 6.7% Last Year**
 - **BDI to Release Mocha-Flavored Mini Thin Rush A.M.**
 - **Closure Systems Launches Lightweight Water Closure**

Winery that Won Famous 1976 Paris Tasting Being Sold

Michel Reybier, owner of **Chateau Cos d'Estournel** said he is negotiating to acquire **Chateau Montelena Winery** from its founder, **Jim Barrett**. Chateau Montelena is known as one of the world's greatest wine estates and is famous for having won the renowned Paris Tasting of 1976.

The Barrett family acquired Chateau Montelena in 1972 and transformed this 125 year-old wine estate into what has been called "an American first growth."

"This is a perfect fit – a dream marriage," said Barrett. "We could not have asked for a finer team to carry on this legacy."

Bo Barrett, who has made the wines at Chateau Montelena since 1982, will continue to provide the essential knowledge and experience gained from 35 years of living and working on the estate.

Latis to Import Rodenbach Beer from Belgium

Latis Imports, founded by former InBev executives **David van Wees** and **Anthony Giardina**, said it gained import rights to the **Rodenbach** brand. The company will also have import rights to Rodenbach Grand Cru and 2004 Vin de Cereale, a limited run, high-end sour beer.

Over the last century, the number of breweries in Belgium dwindled from 3,349 around the turn of the century to just 112 in 1999. That's when the Roeselare, Belgium-based Rodenbach brewery was purchased by Palm Breweries and its passionate shareholder and brewer **Jan Toye**.

Latis signed an agreement to be the American importer for a rich selection of Palm Breweries' brands in September 2007. The company launched Palm Ale -- its U.S. debut -- in Manhattan in November 2007 and subsequently San Diego, northern New Jersey and Connecticut.

TTB Proposals Expansion of Paso Robles Viti Area

Alcohol & Tobacco Tax & Trade Bureau proposed to add 2,635 acres to the 609,673-acre Paso Robles American Viticultural Area in San Obispo County, Calif.

The proposal is a response to a petition from the Paso Robles AVA Committee. Comments are due Sept. 15.

Jameson Gets 8.5% Click Through Rate in Bars, Nightclubs

Jameson Irish Whiskey (Pernod Ricard) achieved an 8.5% click-through rate with more than 4,700 launches of the Jameson mini-site and more than 2,100 touches to Jameson drink suggestions. Appearing in bars and nightclubs in New York, Chicago, San Francisco and Houston, the campaign ran throughout the month of June.

“Jameson is driving the fastest growing spirits category and always looking at innovative ways to connect to the consumer at the point-of-purchase,” said **George Giatzis**, senior vp-advertising sales, Ecast. “Because Ecast is right in front of consumers before they order a drink, we are a natural fit for spirit brands. It’s no wonder they see product sales increase during the duration of the campaign.”

“Any effective marketing campaign includes getting your message to the consumer at the point of purchase,” said **Frankie Pezzella**, Jameson senior brand manager. “Ecast takes our marketing plan a significant step further by affording us an interactive experience that surpasses passive methods of delivery.”

Oregon LCC Launches a Blog

Oregon Liquor Control Commission said it launched a blog to connect with the public by providing information on a wide variety of topics and offering Oregonians a chance to share thoughts. A link to the new blog can be found on the OLCC homepage <http://www.oregon.gov/OLCC>

Current posts are, “Self-serve alcohol not allowed under Oregon statute,” and “Myth: Oregon offers only a limited variety of distilled spirits products.” Full articles can be found at <http://olccblog.blogspot.com/> Future topics will include: Myth: Distilled spirits are more expensive in Oregon, Do I need a liquor license to serve alcohol at my wedding, retirement, open house, etc.? and Does the OLCC require that all alcohol be sold in brown paper bags?

Nonalcohol Beverages

PepsiAmericas Net Soars 16.4% in Quarter, Powered by Eastern Europe

PepsiAmericas, Inc. said second quarter earnings rose 16.4% to \$90.8 million, or 72 cents a share, as revenue rose 12%.

“Central and Eastern Europe – led by Poland, Romania and Ukraine – continues to fuel this growth,” said **Robert C. Pohlad**, chairman/ceo. “In the U.S., pricing and productivity gains helped to offset our volume performance. I’m pleased with the way we continue to manage our U.S. business.

Volume grew 8.4% percent, with constant territory volume down 3.6% percent reflecting U.S. volume declines.

Net sales in the U.S. eased 1% to \$917.2 million. Volume fell of 5.4% percent. This volume performance reflected an estimated 1 percentage point decrease from the Easter holiday shift, 1 percentage point decline from continued softness in lower margin Aquafina take home packages, 1 percentage point decline from teas, and a 1 percentage point decrease from the foodservice channel, including full service vending. Single serve volume, down 2% t, improved from the previous quarter due to innovation and marketplace execution.

Net pricing growth of 3.7% primarily reflected rate increases that covered higher cost of goods sold and included a 1 percentage point benefit from favorable mix, the company said. Domestic cost of goods sold per unit increased 3.4 percent, reflecting increased raw material costs and higher non-carbonated mix related costs. Gross profit decreased 1 percent in the quarter to \$383.9 million.

Bottled Water’s Growth Slowed to 6.7% Last Year

The sort of growth that saw bottled water double its size in less than a decade and become the second largest beverage category by volume while still outperforming other major beverage types no longer characterizes the vigorous category, **Beverage Marketing Corporation** said in *Bottled Water in the U.S.* Nevertheless, bottled water continues to grow.

Bottled water is experiencing the sort of slowdown in growth that’s typical of a firmly established, mainstream beverage type. But last year bottled water scaled new heights in both volume and sales.

In 2007, total U.S. bottled water volume approached 8.8 billion gallons, a 6.1% advance over 2006’s volume level. The growth measured in 2007 was the slowest since the early 1990s. The last time volume enlarged by less than 7% was in 1992, when the market moved by 5.7%. Just two years after reaching \$10 billion for the first time, industry wholesale sales topped \$11.5 billion in 2007. The U.S. bottled water market’s wholesale dollars increased at a higher rate than volume in 2007.

U.S. residents now drink more bottled water annually than any beverage other than carbonated soft

drinks. While soft drinks still have higher volume and average intake levels, the soda market has been struggling recently, in no small part because of competition from bottled water.

Bottled water consumption was 29 gallons per person in 2007. The gap between the two top categories is narrowing as bottled water advances, and soft drinks either barely grow, as was the case in recent years, or decline, as occurred in 2005, 2006 and 2007.

In each year since the start of the 2000s, average intake of bottled water grew by at least one gallon – and frequently by much more. Per capita consumption of soft drinks has dipped slightly for several consecutive years.

BDI to Release Mocha-Flavored Mini Thin Rush A.M.

BDI Marketing said it will release its new mocha flavored two-ounce energy drink shot Mini Thin Rush A.M.. The announcement was made by Karen Windle-Burcham, President of BDI Marketing.

BDI said Mini Thin Rush A.M. features a mocha flavor, is sugar-free, and contains less than one carb per serving. Most importantly, it provides 6 hours of energy with less liquid and without the commonly experienced crash that is characteristic with competing high-sugar energy drinks, BDI said. Retail: \$2.99 each.

Closure Systems Launches Lightweight Water Closure

Closure Systems International (CSI) said it launched **Aqua-Max** 30.25mm lightweight water closures. Aqua-Max closures are up to 30% weight savings versus current 30.25 closures in the marketplace.

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