

News Briefs for October 29, 2018

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- The Boston Beer Company's net revenue was up 24.2% to \$306.9 million for the third quarter of 2018, compared to the same period last year. The company reports that depletions jumped 18% compared to Q3 2017 and 13% compared to year-to-date 2017. Shipments were up 23.5% to around 1.3 million barrels in the third quarter. For the full year, Boston Beer Company projects that depletions and shipments will be up between 12% and 15%, and that the price of its beer per barrel will rise between 1% and 2%.
- To taste most super-aged whisky, especially Scotch, requires a big wallet or special connections. Even then, many very old whiskies are bought as collectibles, regarded as investments and destined to remain unopened forever. But with the launch of its new Craigellachie 51-year-old single malt Scotch, Bacardi is taking a new approach with a program that will allow drinkers to have a taste for free. Whisky Advocate has the full story.
- E.&J. Gallo is revamping Thunderbird as a modern brand, priced at around \$10 a 750-ml. The company will relaunch the brand in Milwaukee and Madison, Wisconsin as well as Minneapolis, beginning in early 2019, reports the Milwaukee Journal-Sentinel. The new Thunderbird line will feature a red blend, Chardonnay, and Cabernet Sauvignon. The wine will also be available at Festival Foods stores throughout Wisconsin.
- **Napa Valley's Alpha Omega Collective has announced plans for a new tasting room in downtown Napa. The new site, which will also include a lounge and outdoor seating, is set to open this winter and will feature wines from the Collective's three brands: Rutherford-based estate Alpha Omega, San Luis Obispo winery Tolosa, and Priorat label Perinet. Alpha Omega vintners Robin and Michelle Baggett formed the Alpha Omega Collective earlier this year.**
- Saint Lucia Distillers is set to launch Chairman's Reserve 1931, the latest addition to its line of rums, across the U.S., beginning in November. The 46%-abv spirit is a blend of rums distilled from Coffey and copper pot stills, and matured for 6-11 years in Bourbon and Port casks. The new rum will be available alongside Chairman's Reserve Original, Spiced, and Forgotten Cask across the U.S. Spiribam is the U.S. importer for the Chairman's Reserve family of rums.