A Letter From Our Editor

One of the biggest stories in our industry has been the recent renaissance of whisky. Consumers are on a continual quest to find new and innovative entries in this growing category. To satisfy this thirst for brown goods, we are excited to launch KINKY® Flame, a hot fusion of premium whisky and natural cinnamon flavors. KINKY® is a fun, proven, premium brand that will be sure to bring even more consumers to the whisky category.

Another exciting whisky entry for September is SERPENT’S BITE. This apple cider flavored whisky is distilled from corn and rye, then aged in oak barrels. The smooth and delicious red apple taste will surely make SERPENT’S BITE the next big shot brand.

Scotch is another category thriving during this whisky resurgence. In order to continue to capitalize on this, JOHNNIE WALKER is introducing a Rye Cask Finish Blend. This limited edition is aged 10 years in American oak casks and then finished in rye whisky casks for three months. Be sure to act quickly as supplies will run out fast.

Lastly, we are proud to welcome the Wagner Family of Wines to our Wine Merchants portfolio. The Wagner family has been creating fine wines from some of the best wine regions in California for over 40 years. They offer an exceptional portfolio of brands, Caymus, Belle Glos, Emmolo, Mer Soleil, and Conundrum are proven winners and will be a great addition to your shelf or wine list.

KINKY® CINNAMON FLAME
1 Part KINKY® Flame
2 Parts Ricura Horchata Liqueur
Pour over ice, dust with cinnamon and enjoy!
**SPIRITS DIVISION**

The Tomatin Brand is embarking on a new promotional campaign that emphasizes their whisky’s style. Their tag line is: ‘The Softer Side of the Highlands.” This marketing campaign is sure to help create Tomatin’s identity and set a point of differentiation between it and other brands.

Tomatin’s brand values are steeped in their rich heritage. Established in 1897, Tomatin has from its start, provided housing for their distillery workers. In fact, roughly 80% of the distillery workers still live at the distillery.

The Tomatin Distillery produces a Highland malt that is light, delicate and mellow. This can be attributed to their water source, the shape of their stills, and the speed at which they distill their whisky.

At this year’s San Francisco World Spirits Competition Tomatin was awarded a Silver Medal on Dualchas, Gold Medals on 12yo, 14yo Port Cask, and 18yo and a Double Gold Medal on the Vintage 1988. Try the softer side of the highlands for yourself!

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**KINKY® Flame**: KINKY® is now set to ignite the cordial category with the new Limited Edition KINKY® Flame. KINKY® Flame is a hot fusion of premium whisky and natural cinnamon flavors.

Brown spirits and whisky are hot, go-to spirits for millennials. Cinnamon-flavored whisky sparks women’s curiosity in brown spirits and whisky and KINKY® Flame will build on that curiosity and build growth.

KINKY® is a proven premium brand that will heat up possible profits with a trade-up inspiring price point. The red-hot 50ml price point of $0.99 will encourage trial and the fabulous flavor profile with smooth and balanced heat will keep consumers coming back for more. Enjoy as a shot or with hard cider.

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**VINTAGE DIVISION**

The Vintage Division is very excited to welcome Meiomi into the Constellation portfolio. A unique story pronounced “May-OH-mee” and aptly named for the Wappo Native American word for “coast.” Meiomi wines unify three of California’s most notable coastal regions. Combining the maritime mist of Sonoma, the chilly fog of Santa Barbara, and the howling winds of Monterey, we lay the foundation for our dynamic Chardonnay and Pinot Noir blends. With a soft hand in the cellar and French barrel aging, the wine evolves into an elegant balance of spice and fruit, weight and restraint.

The Pinot Noir offers an exciting interplay of berry, oak, earth and spice notes. The Chardonnay is an unabashedly rich and luscious wine, this combines ripe and fresh fruit flavors with luxurious spicy, buttery accents and an almost thick texture. For more information on Meiomi, talk to your Vintage Sales Representative today!
ON PREMISE DIVISION

Introducing Serpent’s Bite
Apple Cider Flavored Whisky With A Kick!

Apple Cider Flavored Whisky (35% ABV) - Serpent’s Bite Apple Cider Flavored Whisky is distilled from corn and rye, aged in oak barrels. Serpent’s Bite has the sweet flavor of freshly pressed cider with notes of Red Delicious apples, undertones of ripe pear and spices, with a whisky finish.

Make this your next go-to shot at the bar. Please contact your sales rep for deals and promotional support.

UBI DIVISION

John Walker began selling Scotch Whiskies in 1820 and quickly established an unsurpassed reputation for quality. It continues today as Johnnie Walker is the world’s best selling Scotch whisky. Coming out soon, Johnnie Walker Rye Cask Finish is the newest blend from the Johnnie Walker master distillers. Johnnie Walker Rye Cask Finish is matured at least 10 years in first fill American oak casks and then finished in Rye Whiskey casks for 3 months. This limited time offering is a blend of grain and malt Scotch whiskies, which include Cardhu single malt. The main blend of flavors are derived from the casks in which the blend has been matured. Rye casks elicit flavor notes of pepper and vanilla, while still maintaining the smooth taste of Johnnie Walker Scotch. Johnnie Walker Rye is perfect for enjoying neat, on the rocks or in classic cocktails. This LTO blend is available in 750ml sizes only with a suggested retail price of $45. Ask your Johnson or UBI rep for more information this month.

GALLO DIVISION

Apothic is a true original. Named for the mysterious place, Apotheca, where vintners stored their most coveted concoctions in 13th century Europe, Apothic blends fuse Old World intrigue with modern sophistication. Winemaker Debbie Juergenson lets the character and flavor of each varietal guide the shape of her wines. In addition to the two bold wines that started it all, Apothic Red and Apothic White, Debbie offers a selection of limited release blends.

Introducing Apothic Dark! Apothic Dark seamlessly integrates flavors of blueberry and blackberry with enticing notes of coffee and dark chocolate for a rich and smooth mouthfeel with layers of texture. This is an approachable and versatile blend with the boldness of full-bodied single varietals.
PHILLIPS

ON PREMISE DIVISION

Hess Collection Shirtail Cabernet is an on-premise exclusive wine that is sourced from the Lake County region of California.

Sourced primarily from the highly regarded Red Hills district in Lake County, the wine is fruit forward and elegant, perfect for by-the-glass features. A twist-off closure offers both ease of use for bartenders and servers, while bringing the wine to the glass just as the winemaker intended it to be.

You’ll find cherry, raspberry and blackberry alongside notable spice notes and aromas and flavors of currants and cloves. Oak brings a subtle touch of vanilla and cedar oak spice.

Spirits Division

This September UV Vodka will be saluting our Veterans, first by welcoming them home and then by helping servicemen and servicewomen succeed in their next big mission: finding good, quality jobs.

Why UV and Veterans? Phillips has a rich history of hiring and supporting veterans. In fact, the creator of UV Vodka, Jim Aune, served our country before finding both a job and a career at Phillips. And, since UV Vodka is 100% produced and bottled in the USA, proudly, we are able to employ veterans in countless other positions within our organization.

So, as part of our September Salute to Veterans, Phillips will donate funds to go toward the Hiring Our Heroes initiative, which facilitates job fairs for veterans across the country. There are a variety of ways to make this successful, so do ask your Phillips sales representative for details.

And, though September is usually still hot and sunny, invariably our thoughts begin turning to the holidays.

We have some new Items that will really get you in the mood. Call Grandma and tell her she doesn’t have to bring dessert this year! Instead, toast grandma, and the whole family, with new Phillips Lemon Meringue Pie Schnapps and Revel Stoke Pumpkin spiced whiskey.

These will likely become part of a new tradition for all your Holiday gatherings. Ask your Phillips sales representative for details and a taste!

In the Spotlight

PREMIER WINE DIVISION

Experience Ménage à Trois Silk. A smooth, seductive red blend that caresses you with every sip.

This seamless lustrous blend of Pinot Noir, Malbec and Petite Sirah glides gracefully across your palate like silk. It’s the lavish, luxurious experience you’ve been craving.

Please contact your Phillips sales rep for more information on this great new product.
The summer is drawing to a close, but by no means is it time to put away the Flip Flops. It is always a great time to feature and promote FlipFlop wines. With the addition of the cans, and the great programing and promotional materials available, FlipFlop is a great way to increase your impulse purchases and in turn, your profits.

With FlipFlop wines, we have embraced the movement toward individualistic expression, instead of manufacturing wines into some cookie-cutter style that’s all the rage. Our goal is to craft expressive, well-balanced wines that evoke just what the grapes inside intended, without being over-wrought or over-explained, and that can be enjoyed at any occasion.

Talk to your Phillips Wine & Spirits Sales Rep for more information on these wines.

Luccio Moscato d’ Asti is celebrating 20 years! To celebrate this milestone, there is a special 1.5 liter bottling that will ship out in September. Twenty years of quality and value for this DOCG wine in the Piedmont region of Italy. The entire Luccio sparkling portfolio has proven to be a winner. Limited offerings of Peach and Strawberry Moscato have sold well, and Luccio Bello Rosso is showing big growth. We know here in Minnesota sweet sells. Ask your Phillips rep about flooring a sparkling brand your customers know and love, Luccio.

Baileys Irish Cream is an iconic brand. The recent redesign of the package and new flavors such as Salted Caramel, Chocolate Cherry and Vanilla Cinnamon have kept Baileys fresh and growing among younger consumers. The holiday season is only a couple months away and sales spike for the Baileys line during this time. Now is the perfect time to start planning features and setting holiday drink recipes for the entire Baileys line.

Coming out soon, Baileys Irish Cream is introducing Baileys Espresso. With a bold dark roast coffee aroma and the taste of fresh ground espresso beans on top of Irish Cream and chocolate with the smooth classic Baileys finish, Baileys Espresso is sure to impress. Baileys Espresso will be line priced with all the other variations of Baileys and flavors and available in 750ml and 50ml sizes. Make sure you bring this one in right away. Ask your Phillips or UBI rep for more information this month.
WAGNER FAMILY WINES

September marks the beginning of the holiday season for the wine industry and it is with great honor and excitement that Wine Merchants is able to announce its newest addition to kick the season off, Wagner Family Wines.

The Wagner family has been creating fine wines from some of the best wine regions in California for over 40 years. They offer an exceptional portfolio of brands, Caymus, Belle Glos, Emmolo, Mer Soleil, and Conundrum. Most likely one of these wines has had an influence on your wine experience and memories. If not, now is your opportunity to enjoy the great selections that the Wagner family offers. Perfect for restaurants, retail shops and cellars alike, contact your Wine Merchants Rep today to start making your own memories with Wagner Family Wines.

2014 Emmolo Sauvignon Blanc
Napa Valley
An elegant and refined style of Sauvignon Blanc that is subtle and balanced, with minerality and bright natural acidity.

2014 Belle Glos & Clark Telephone Pinot Noir
Santa Barbara County
Perfectly balanced with refreshing acidity, plush weight on the mid-palate and a wonderfully supple texture. The expansive fruit flavors carry through to a long, pure and persistent finish.

2013 Caymus Cabernet Sauvignon
Napa Valley
Balanced, rich, expressive and impressively complex. The backbone of fine tannin and sweet ripeness is a carry-over from perfectly mature fruit.
Destihl Brewery Wild Sours
Destihl Brewery offers the Wild Sour Series which includes several beer styles that derive their tartness from wild fermentation in an extended sour mash process. They are soured with Destihl’s spontaneous, wild microflora derived from their Reserve Sour barrels.

Counter Clockwise
This ‘reverse engineered,’ Berliner-Style Weisse Bier is our interpretation of a traditional German-style sour wheat ale. It is light-bodied, low hopped, highly attenuated and pleasantly acidic and lemony-tart from our unique, spontaneous wild yeast and lactic fermentation. 3% ABV

Here Gose Nothin’
Our Leipzig-Style Gose undergoes a spontaneous fermentation, similar to Belgian-style Gueuze/Lambic beers, and exhibits a complexity of acidic flavor and aroma contributed by wild yeast lactic fermentation. Lemon, lime and other citrus-like qualities are present in aroma and on the palate, which is balanced by the spicy character of added coriander and a mineral-mouthfeel from added sea salt. 5% ABV

Lynbrook Raspberry
Lynbrook is a wild Berliner-Style Weisse with raspberries added. The flavor is absent of any hops or bitterness and instead has initial impressions of subtle lemon and yogurt supported by tart, fresh raspberries and underlying lactic sourness. The beer’s dry finish helps cut through some sweetness from the fruit. 3% ABV

CRAFT SPIRITS
Introducing Tattersall Distilling
We believe in crafting the absolute best in life, at the still and behind the bar. Passionate about taste. Committed to quality. Uncompromising every step of the way. Life is too short for anything else. Our spirits and liqueurs are the result of research, experimentation and dedication to the finest ingredients available.

Vodka: Crafted grain to glass from Midwestern 100% organic corn. Small batch and triple filtered. The result: A clean, crisp spirit with a subtle sweetness.

Gin: Crafted with 22 carefully selected botanicals from around the globe. A smooth, textured spirit with just the right bite. Citrus aromas complement a captivating balance of juniper, earth and spice on the palate.

Aquavit: Crafted from a complex blend of botanicals. A refined, full-flavored spirit with a hint of oak. Caraway leads the charge with warm citrus and fennel notes.

featured product

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NEW RELEASE

REDSTONE MEADERY

Passion Fruit Nectar
Available Sizes & Pricing:
6/750ml Bottle at $88.99
1/6 BBL Keg at $159.95
Tropical fruit at the front of the pallet, tartness in the middle with a mild spicy finish. Carbonated and delicious! 8% ABV

Pumpkin Nectar
Available Size & Pricing:
6/750ml Bottle at $88.99
Just pumpkin, no spices. This fall’s carbonated treat!

COMING SOON

Dinkelacker Oktoberfest Märzen
Available Sizes & Pricing:
16oz Cans at $23.95
50L Keg at $135.00
Amber in color, this beer has a strong, dense white head with great retention. Dinkelacker Oktoberfest Märzen has a rich, textured palate with an underlying sweetness true to tradition. It is extremely smooth and easy to drink with pleasant aromas of caramel and honey. Brewed according to the German Purity Law, all beer lovers will enjoy the taste of Dinkelacker Oktoberfest Märzen. 5.7% ABV

NEW PRODUCTS

Wasatch Brewery
Wasatch Pumpkin [Seasonal]
Available Size & Pricing:
12oz 4/6 Pack at $27.70
Grownups need treats too, and our pumpkin ale is just the trick. Careful though – this malty amber has more than a hint of pumpkin, and might just put a spell on you. 4% ABV

Wasatch Black O’Lantern [Seasonal]
Available Sizes & Pricing:
12oz 4/6 Pack at $27.70
½ BBL Keg at $139.00
Alone in his laboratory one stormy night, a madman crossed an imperial stout with pumpkin to create this frankenbrew. How good is it? Well, scary good. 6.5% ABV
Central Waters Octoberfest
Minnesota’s Lager
New Lower Price!

Available Size & Pricing:
#324529 CWB Octoberfest
1/2 BBL Keg at $128.95

With an enticing, bready maltiness characteristic of traditional Märzen-style lagers, Octoberfest is a radiant amber-colored brew that finishes crisp and clean. Enjoy this fall seasonal as summer turns to autumn and the colors of the Northwoods are ablaze. 4.8% ABV

SUPPLIER SPOTLIGHT

Unibroue

Unibroue’s beers are inspired by the great Belgian brewing tradition established during the past two centuries by Trappist monks. Over the years, Unibroue has remained faithful to its origins even as it has grown to become an icon of the brewing world. Package sizes and pricing varies by style.

Maudite

Rich and lightly sweet, La Maudite is a great Amber-Red Ale well worth savoring. Fire and brimstone red, this sumptuous brew is surprisingly well-balanced and smoothly caramelized. 8% ABV

Ephemere Apple

This White Ale beer is balanced in the mouth with aromas of old-fashioned apple pie. Its crisp, fresh taste makes it a good introduction for those just discovering beer. 5.5% ABV

La Fin Du Monde

With its perfect harmony of cereal flavors, bitterness, and high alcohol content, La Fin du Monde is a refined Triple-Style Golden Ale with subtle aromas. Its assertive flavors reveal a strong personality and a profound essence. 9% ABV

Blanche De Chambly

Blanche de Chambly is very aromatic and highly refreshing. Citrusy but never bitter, this magnificently smooth Belgian White Ale is to beer what champagne is to wine. 5% ABV

Don De Dieu

This Triple Wheat Ale is rich, heady, and highly aromatic. 9% ABV

Trois Pistoles

The dark color and smooth taste of Trois Pistoles, an Abbey Style Strong Dark Ale, reveals a ripe fruity aroma and lasting flavor reminiscent of aged port. 9% ABV

SWEET CASE DEAL

SQUATTERS SPECIAL

10 CASE DEAL
$27.70 per Case
#19815 Hop Rising Double IPA 4/6 Pack
#23609 Hop Rising Double IPA 4/6 Pack Cans
#25384 Off Duty IPA 4/6 Pack
#24293 Bumper Crop 4/6 Pack

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