A Letter From Our Editor

Spring is here! With warm weather on the horizon, customers are getting excited for days on the patio and hosting guests around their grill. To help kickoff this exciting time, we at Johnson Brothers, Phillips, Wine Merchants, and Artisan have fantastic new products and specials to share with you!

KINKY® Cocktails has announced their latest addition: KINKY® Sunshine. Perfect for the patio with a bright medley of natural lemon and mandarin orange flavors. KINKY® Cocktails are sure to grab your customers’ eye with their new vibrant packaging that clearly highlights each flavor profile.

Be on the look out for two seasonal releases from Artisan Beer Company. Bent Paddle Brewing has released their Paddle Break Blonde, a Belgian style blonde ale that balances hints of citrus and Belgian yeast. A returning release from Surly Brewing Co., the popular Surly Xtra Citra is back! This bright colored sessional ale Xplodes with Citra hop flavor and aroma in a deliciously drinkable brew.

Wine Merchants is hosting their First Annual Rosé & Sparkling Wine Buyer’s Show on April 12th from 2 to 5pm at the Minneapolis Event Center. Come taste the 2016 vintage Rosés along with some of our beautiful sparkling wines! More information inside.

On the Menu

The Ketel One Tee Time

1.5 oz. Ketel One Vodka
1.5 oz. Freshly Brewed Iced Tea
1.5 oz. Fresh Lemonade

Combine Ketel One Vodka, freshly brewed iced tea and fresh lemonade in a Collins glass over ice. Stir. Garnish with a lemon wedge.
**GALLO DIVISION**

Introducing E&J Vanilla, the newest of the E&J Flavors family!

E&J Vanilla Brandy contains Vanilla Liquor with a sweet vanilla taste and notes of caramel. At 60 proof, it is best served over ice or with simple mixer. E&J Vanilla is available in 50 ml, 200ml, 375 ml and 750 ml sizes.

Vanilla is a top growth flavor in the Spirits Industry, with Flavored Brandy growing faster than Major Spirit categories. Flavors are bringing new consumers to brandy, and E&J Vanilla is superior in flavor relative to its competition.

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**SPIRITS DIVISION**

The Prestige Beer Group is proud to announce the latest addition to the KINKY® Cocktails Impact Hot Brand Award winning line of progressive adult beverages; KINKY® Sunshine. The flavor profile of KINKY® Cocktails Sunshine is a bright medley of natural lemon & mandarin orange flavors that’s so-good-it’s-naughty.

The addition of KINKY® Sunshine also kicks off the launch of completely new packaging across the KINKY® Cocktail line. This new and vibrant packaging clearly calls out the flavor profile of each of the types and its bright colors are sure to draw the attention of consumers as they are making their purchasing decision.

See your Johnson Brothers Wine & Spirits sales representative for details on these exciting additions to the KINKY® Cocktails line.

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**VINTAGE DIVISION**

Spring is in the air and everyone is thinking Rosés. For all of you willing to get your Weber out in April, we’ve got some beautiful options that will pair with all of your grilling masterpieces.

New to the market, SAVED Magic Maker Rosé is magically crisp and bone dry. Based on Grenache, it opens with a Rhubarb aroma, a touch of thyme and grapefruit behind the red fruit. It is truly a gorgeous Provencal style rosé.

Simi Rosé, is going into another vintage after a successful launch last summer. Sourced from Alexander Valley, it delivers a velvety texture with bright strawberry, tarragon and white pepper. Perfectly structured, this wine is versatile and a trustworthy dry Rosé option for buyers.

Please look to your Vintage Division sales rep to give you the full story behind these wines.

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ON PREMISE DIVISION

Introducing Four Roses Bourbon!

Four Roses Single Barrel Bourbon [100 proof] has aromas of dried spice, pear, cocoa and maple syrup. Hints of ripe plum and cherries with a robust, smooth and rich finish.

Four Roses Small Batch Bourbon [90 proof] has aromas of rich fruit, hints of oak and caramel. The finish is rich and creamy with a smooth, long finish.

Four Roses Yellow Label Bourbon [80 proof] is a balance of subtle fruit and spices with a mellow and pleasant finish.

Reach out to your Johnson Brothers On Premise representative for pricing and availability.

JOHNSON WINE & SPIRITS DIVISION

Ireland’s oldest distillery has released an exceptionally smooth expression – Red Bush! This whiskey has been developed to meet current consumer taste profiles. It has been aged in Bourbon casks for a well-rounded flavor that is mildly sweet and extremely smooth.

"Red Bush personifies the gritty Irish character and adds a sense of adventure and fun to our portfolio, further defining the confident, courageous and independent spirit we’ve seen for generations at Bushmills," the company noted in a press release.

Red Bush is now available. Ask your sales rep for more information on this great product.

UBI DIVISION

Crown Royal’s second expression of its Noble Collection, Wine Barrel Finished is set to arrive in Minnesota this April. This limited release seeks to build on the acclaim of the first Noble Collection expression, The Cornerstone Blend, which was named 2016 Best Canadian Whisky of the year by Whiskey Advocate. Each annual release of The Noble Collection is unique – exploring new blending techniques, maturation processes, grain recipes and different distillation methods. 2017’s release exhibits Crown Royal Deluxe finished in medium toast American oak Cabernet Sauvignon barrels from Paso Robles, California. The wine barrels lend notes of red grapes, dried blueberry and butterscotch that end with a spicy finish of oak, anise and clove. Minnesota is Crown country, and customers can expect to see this 750mL 40.5% ABV bottle on shelves this Spring.

In the Spotlight
PREMIER WINE DIVISION

New to the Phillips Wine & Spirits Portfolio, Pomelo Sauvignon Blanc and Three Pears Pinot Grigio!

Pomelo is 100% Sauvignon Blanc. It has aromas of fragrant orange blossom, ruby grapefruit, and white peach flavors set on a light body with pops of lime zest and passion fruit.

Three Pears is 100% Pinot Grigio and is sourced from the Sacramento Delta, which features complex soils comprised of centuries of mineral run-off from the Sierras. Combined with afternoon winds and moderate temperatures, this climate creates bright Pinot Grigio grapes ideal for our Three Pears blend. Minimal skin contact and a lengthy, cold fermentation in stainless steel tanks help balance out a bright, natural acidity for a refreshing, approachable style.

SPIRITS DIVISION

Phillips has once again hit a home run with the new Revel Stoke Honey introduction. This is a terrific addition to the current Revel Stoke lineup that has turned great sales increases and continues to be a shining star in the Phillips portfolio. Stack this with the current deals and watch your sales and profits greatly improve. Ask your sales rep about the benefits to carrying this brand.

PRESTIGE WINE & SPIRITS

With Spring around the corner and Easter this month, more consumers get together with family and friends and many will enjoy a great glass of wine together. Starling Castle is always a great offering for these occasions. From the Riesling, Gewurztraminer, Sweet Red or the newest addition of Pinot Grigio, these wines pair well with many Spring cuisines and Easter brunches. Starling Castle has for many years been a crowd favorite and have been great wines to promote in the stores and on the menus to draw in consumers. Make sure you speak to your Phillips sales rep to get Starling Castle stacked up and ready.
UBI DIVISION

Ketel One vodka and the Nolet family’s formal relationship with the late iconic professional golfer Arnold Palmer dated back to 1999. For his birthday, Palmer’s wife Winnie contacted the distillery to acquire his favorite vodka for his upcoming 70th birthday celebration. The Nolet family happily obliged by donating product and creating ice bars for the occasion. In 2003 Ketel One became an official sponsor of Palmer, and the rest is history. In honor of him and his passing in September of 2016, Ketel One will donate $100,000 to Arnie’s Army; a charity established by Palmer.

A collector’s edition bottle design adorned with Palmer’s image, signature, and umbrella logo has been produced and will hit the market early this Spring. With more golfers and golf courses per capita than any other state, these bottles commemorating The King should be particularly well-received in Minnesota. The product will be available in 750mL and 1L sizes, and line-priced with existing bottles of Ketel One vodka.

ON PREMISE DIVISION

This spring season is upon us and with that comes Rosé season! With the weather warming up there is nothing better to celebrate the changing of the season than with a bottle of Rosé. With our new portfolio of Rosé you can get some of the best offerings from France, California, Washington, Argentina and Oregon. Please ask your Phillips sales representative for availability.

Offerings from France: Cloud Chaser, BY.OTT, Fleurs de Prairie, Bieler Pere et Fils, Delas Freres, Barton & Guestier, Augey, Sauvion, Rosé d’Anjou, Locations “F”

Offerings From the United States: Stoller, Charles and Charles, SeaGlass, Pomelo, Terra d’Oro, Hess “Shirtail Ranches,” Sanford Rosé of Pinot Noir, Chloe, Coeur de Terre

REGAL WINE DIVISION

Peter Lehmann, the “Baron of Barossa,” relies on personal relationships with more than 140 small growers from some of the oldest and best vineyards in the Barossa area. Peter Lehmann has won international winemaker of the year twice.

Peter Lehmann Portrait Shiraz has been a Wine Spectator 100 Point Wine two times. Peter Lehmann Clancy’s was reviewed by Wine Spectator as “a perennial value, the Clancy’s Red Blend aims at a bright, polished style that expresses the spiciness of its Barossa terroir.”
FIRST ANNUAL ROSÉ & SPARKLING WINE BUYER’S SHOW
Come taste the 2016 vintage Rosés along with some of our beautiful sparkling wines! See your Wine Merchants Sales Representative for more details.
April 12th | 2pm - 5pm
Minneapolis Event Center

ROSÉS!
It’s that time of year again… Rosé Season! Some of our favorites so far from 2016:

**Malene Rosé, Central Coast, CA**
Inspired by the Rosés of Provence, Malene was released for its first vintage last year. A classic Grenache and Cinsault blend along with Vermentino, Mourvedre, and a splash of Counoise. Malene exhibits beautiful aromas of honeydew, strawberries, white flowers, and lychee. A clean, long acid driven finish makes this one of our Top 2016 Rosé picks.

**Domaine Serene ‘r’ Rosé, Oregon**
Minnesota’s own Grace and Ken Evenstad bring us another Wine Merchants Top 2016 Rosé picks. ‘r’ is a multi vintage Rosé that brings you an exotic aroma blend of passion fruit and citrus blossom with hints of vanilla bean from a subtle use of oak. Blended with more than just Pinot Noir and Chardonnay this wine’s flavors burst with white stone fruit, watermelon and fresh strawberries.

**Champs de Provence Rosé, Provence, France**
Coming from the classic Rosé region, Provence, Champs de Provence has a classic dry style with bright red berries, citrus, and orange blossom aromas and flavors of raspberry with a beautiful mineral finish. New last year, this Rosé has quickly become a staple in Wine Merchants’ portfolio. The 2016 blend of Grenache, Cinsault, Syrah, Carignan and Mourvedre will not disappoint!
CRAFT SPIRITS

Casa D’Aristi produces authentic, exotic and natural rum-based liqueurs in the Yucatan Peninsula of Mexico. The company was founded in 1935 by the Aristi family, with generations of dedicated family members and loyal employees devoting their lives to creating artisan spirits that uphold the traditions of the Mayan people.

XTA [ISH-ta] is the 21st century expression of a traditional Mayan drink made from the nectar of the Xtabentún flower that is native only to Yucatan. 35% ABV

Xtabentún [ISH-ta-BEN-toon] is a honey liqueur similar to XTA, but contains more honey and has a slightly lower alcohol content. A classic favorite throughout Mexico. 30% ABV

Huana is created from careful fermentation of Guanabana fruit, also known as Soursop, which is pollinated by sting-less bees of the Maya. The fruit has a flavor reminiscent of strawberry and pineapple with a tart citrus taste offset by creamy coconut notes. 30% ABV

Kalani is made using fresh coconut milk that is fermented and then macerated in Mexican pure sugar cane rum, bringing together two favorite Yucatan flavors and providing this 100% natural liqueur a subtle flavor and tropical flair. 30% ABV

Upper Hand Double Ringer Escanaba, MI

Tropical, Citrusy Double IPA

Available Package:
12oz. 4/6 Pack Cans & 1/4 BBL Kegs

Our Double IPA celebrates the spring culture of the Upper Peninsula. Robust and hop-forward, Double Ringer offers a blend of pine and tropical fruit aromas, with a bit of malt backbone. 10% ABV

PANTHER DISTILLERY

Panther Distillery has a new look! Check out their updated packaging and ask your sales rep about these great products.
SUPPLIER SPOTLIGHT

Funkwerks
Fort Collins, CO

Sour Snack Pack
Provincial Variety Pack  4.2% ABV

RASPBERRY PROVINCIAL
This delicious creation was truly a product of creativity, ingenuity, and luck that with great adoration has spawned this collection of fruit provincials. Due to the addition of a heavy dose of raspberries, this Provincial is a pink beer you’ll be left craving more of. Notes of lemon zest and tart raspberries.

APRICOT PROVINCIAL
This lightly fruity and delicately sour beer often converts those who claim to not like sour beers. With a citrusy apricot aroma and subtly sweet yet tart flavor, Apricot Provincial will transport you to the perfect summer day and leave you reaching for another bottle. Notes of lemon zest and ripe apricot.

BLUEBERRY PROVINCIAL
Blueberry Provincial was created by adding massive amounts of blueberry purée which translates into an amazingly tart and juicy beer with a deep purple hue. This might be the most blue-tiful beer you’ve ever seen. Notes of lemon zest and tart blueberries.

PINEAPPLE PROVINCIAL
Pineapple Provincial is good for more than just alliteration; it’s a tart, light-bodied, tropical beer that gives Apricot, Raspberry, and Blueberry Provincial a run for their money. It may be difficult to not drink this beer with breakfast. Notes of lemon zest and fresh pineapple.

DRAUGHT PICK
Bauhaus Brew Labs
Minneapolis, MN

COPPERPOP
Available Packaging:
1/2 BBL Kegs & 1/6 BBL Kegs
Also available in 16oz 6/4 Packs!

A hoppy red lager brewed with rye malt. Copperpop is Bauhaus’ unique take on the red lagers of Ireland. It’s got a coppery-red appearance and a spicy, grainy malt profile due to the addition of earthy rye malt. The malt is balanced out with piney-resinous hops that, along with a clean lager fermentation, provide Copperpop with a snappy and refreshing finish.

5.6% ABV
NEW PRODUCT
WASATCH BREWERY Salt Lake City, UT
Wasatch Raspberry Wheat
Available Packages
12oz 4/6 Pack Cans & 1/2 BBL Kegs
If you like raspberries, this one’s for you. We start with our traditional wheat beer and add natural raspberry flavor that keeps you coming back for more. 4% ABV

SEASONAL RELEASE
BENT PADDLE BREWING Duluth, MN
Bent Paddle Break Blonde
Available Packages:
12oz 4/6 Pack Cans, 1/2 BBL Kegs & 1/6 BBL Kegs
A Belgian style blonde ale perfect for all adventure amidst the lakes and scenery of the backcountry. This blonde balances hints of citrus and Belgian yeast much like you balance a canoe on your shoulders. Effortlessly! 6% ABV

RETURNING RELEASE
SURLY BREWING CO. Minneapolis, MN
Surly Xtra Citra
Available Packages:
16oz 6/4 Pack Cans, 1/2 BBL Kegs & 1/6 BBL Kegs
Sessionable hoppy pale ale. You’d think hops in the bright sunshine would make us happy, but you’d be wrong. It just makes us Xtra-Surly. This bright colored sessional ale Xplodes with Citra hop flavor and aroma, in a deliciously drinkable brew. 4.5% ABV
This previously released seasonal brew is now a new addition to the Surly year-round lineup!

COMING SOON
Founders Brewing Co.
Grand Rapids, MI
Founders Centennial
Available Packaging:
12oz 4/6 Pack Cans & 1/2 BBL Kegs
New Package! 12oz 15 Packs
Get ready to bask in the glory of the frothy head’s floral bouquet. Relish the citrus accents from the abundance of dry hopping. This one’s sweet, yet balanced. Malty undertones shake hands with the hop character for a finish that never turns to bitter. 7.2% ABV

SWEET DEALS
Central Waters
Amherst, WI
Central Waters Variety 2/12 Packs
10 Case Deal at $24.00 per case
Brewer’s selection of four different styles. Deal #6806 only.