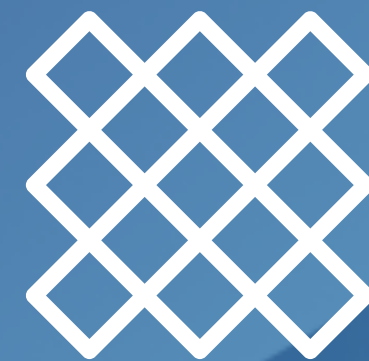


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Driving innovation and thought leadership as your online sales, communications, and marketing solution



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SevenFiftyDaily

Dispatch

Friday, August 23, 2019

Hi there,

It's standard for most sherry producers to fortify their wines, but this may soon change when a new amendment goes into effect, allowing nonfortified sherries into the category. The impending update to DO regulations gives producers in Jerez and Sanlúcar the option of using more traditional vinification methods, which went out of fashion in the 17th and 18th centuries.

In her latest article for *SevenFifty Daily*, Amanda Barnes speaks with producers, as well as an importer and bar owner, about the new legislation — and how an artisanal approach to production may help bolster Spain's new wave of terroir-focused sherries and wines. Salud!

Best,

Jen Laskey
Executive Editor
SevenFifty Daily

Understanding Sherry's New Regulations

The change will permit nonfortified wines in some subregions.

SevenFiftyDaily

ARTICLES GUIDES OPINION PARTNER Q

The Science of Clarified Cocktails

Drinks use techniques like milk washing to improve the flavor and mouthfeel of some cocktails

BY PAUL ADAMS

PEOPLE NEWS

Whisky joins former South Africa, hires industry veteran Clay W. Farmer and Kristin Marchesi to launch new U.S. sales and import company

Beck Family Estates, based in South Africa, hires industry veteran Clay W. Farmer and Kristin Marchesi to launch new U.S. sales and import company

Angus McPherson appointed to president of the Americas and global sales at Treasury Wine Estates, which is based in Australia

Fawn Weaver, co-founder and CEO of Uncle Nearest Whiskey, announces opening of Nearest Green Distillery in Shelbyville, Tennessee

MOST RECENT

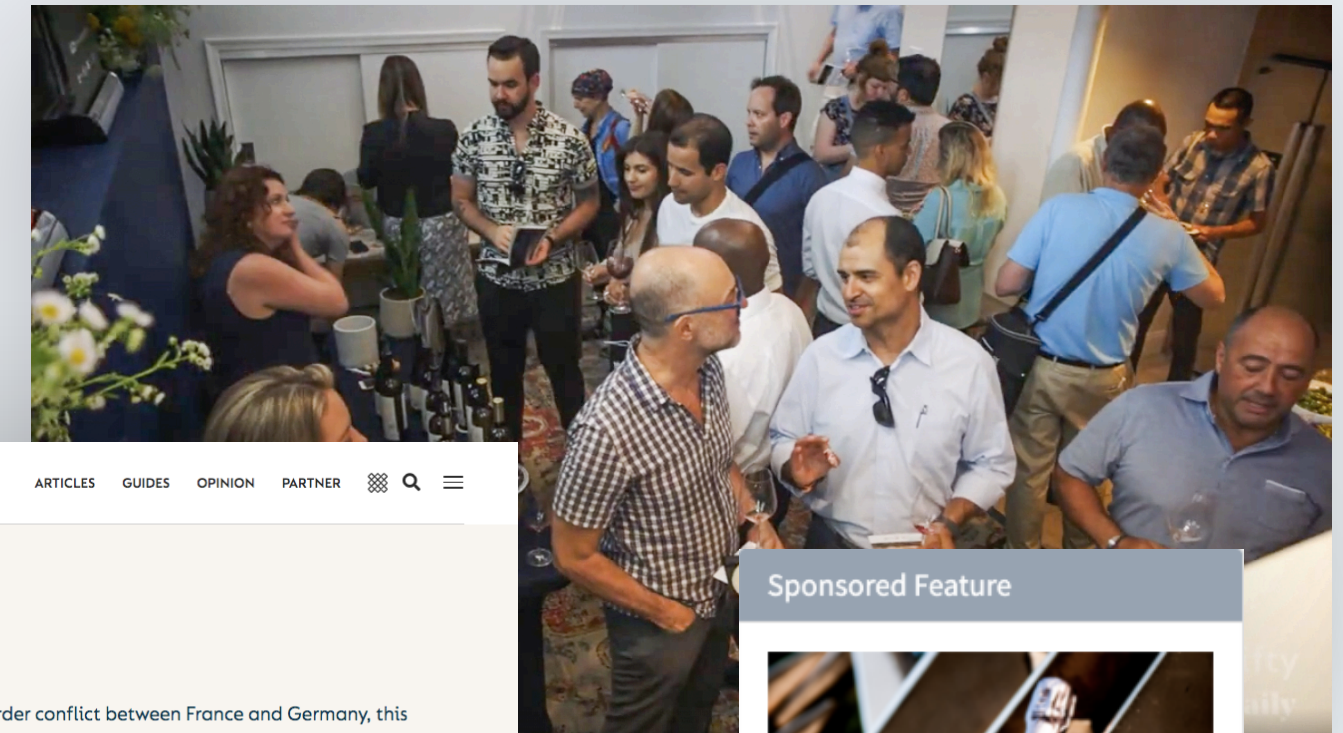
Bourbon's Modern... The Increasing Threat of the Spotted Lanternfly Steps Napa Wineries Can Take to Address Climate Change

Discovering the Alpine Wines of Alto Adige

From native varietals to styles that overdeliver, here's why wine professionals say you need to know these Northern Italian reds and whites

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Alsace

Partnership

Europe

After a long period of border conflict between France and Germany, this French region developed a strong identity centered on gastronomy, wine, and sustainability. With those assets, today's winemaking families have a clear understanding of how their unique terroir—a mosaic of more than a dozen ancient soils—transmits distinct characteristics into wines that cannot be made anywhere else on earth. There's good reason that claims of pure expression are made for these wines: Few other regions offer such communicable profiles of minerality, fruit, florals, spice, and earthiness. Today, Alsace produces some of the world's most intriguing, diverse, and terroir-transparent wines.

VAVINS ALSACE

Sponsored Feature

Diversifying Wine Lists and Retail Shelves with Italian Rosé Wines

Rosé lovers are increasingly craving distinctive regional offerings such as those from Italy's Lombardian region, where premium traditional-method sparkling rosés like Ca'del Bosco are produced. (Sponsored)

Begin Slideshow

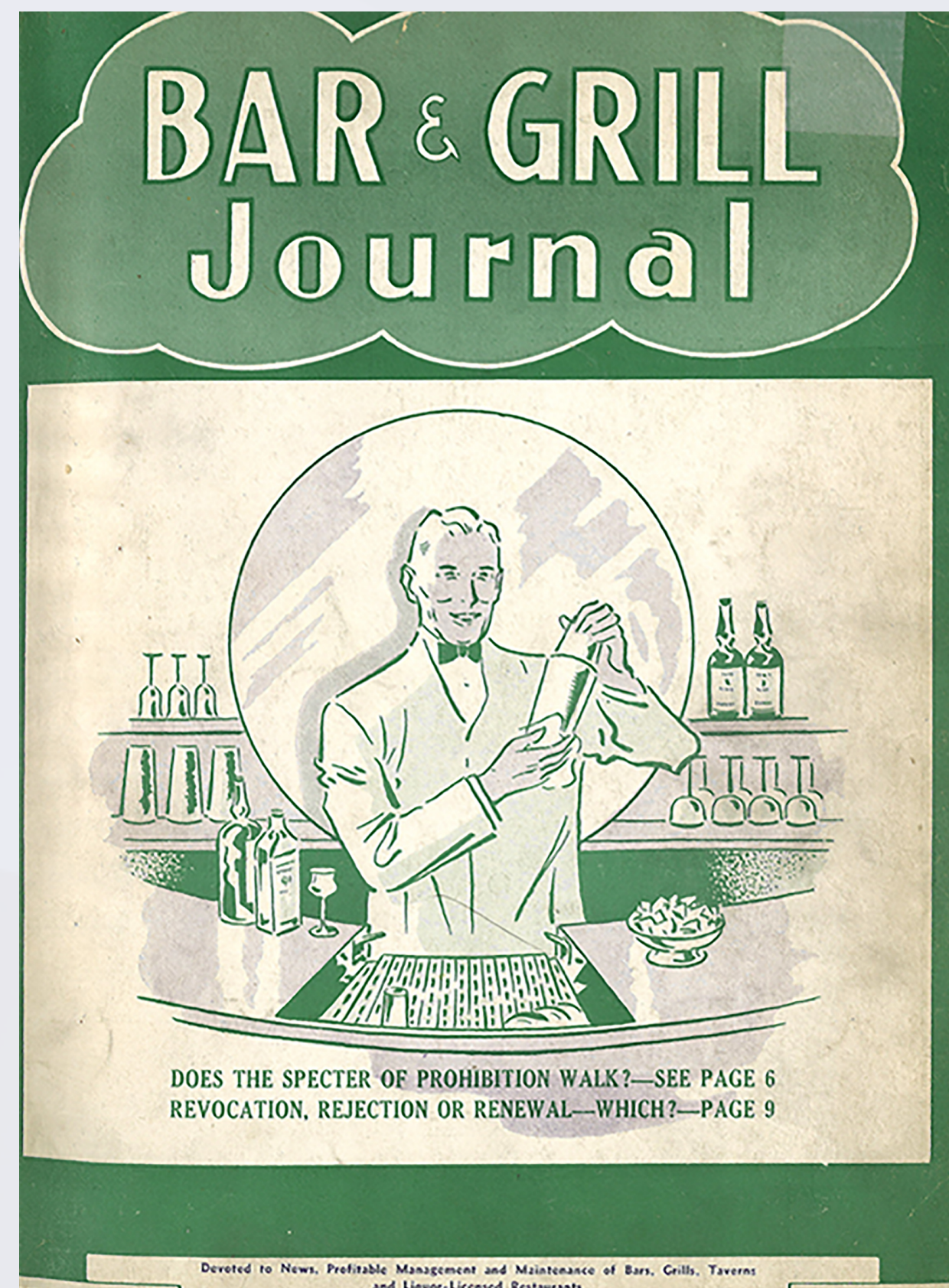
Stats: France, Riesling, Gewürztraminer, Pinot Blanc, Pinot Gris, Pinot Noir, Sylvaner

55,081 results for "red wine"

Vendor	Product	Price	Relevance
Pineau des Charentes	Pineau des Charentes Returns to SevenFifty House	\$6.67	\$80.00
Cheap Red Wine	Cheap Red Wine, Red Wine (NV) - 750 mL x 12	\$6.00	\$72.00
Regal Wine Imports	Regal Wine Imports - 2950307NV	\$6.00	\$72.00
California, United States	Wine - Still - Red	\$5.67	\$68.00

Driving Thought Leadership in the Beverage Alcohol Space

Then and now: Women in the drinks industry still have a long way to go



The first issue of Beverage Media, 1936



??? Bar Women From Bars ???

Tempest in Cocktail Glass Starts with Declaration
One of the Associations Would Support Such a Rule

It all started when the Federation of Liquor Dealers of New York, Inc., of which A. Mayes is secretary-treasurer, issued a special bulletin stating that it would support and cooperate in any move tending to make it an offense to serve women at bars. In the meanwhile, it was suggested that on-premise licensees should strive to keep women seated at tables, away from the temptation to make "flirtatious mischief."


bars. "These women!" wrote Gerald Duncan of that sheet. "They're always getting somebody into trouble." Ironically, he continued: "And not only"

Driving Thought Leadership in the Beverage Alcohol Space

Even today, gender disparities and abuses persist. But we're making progress

SevenFiftyDaily

ARTICLES GUIDES OPINION PARTNER



OPINION

Why Women in the Wine Industry Stay Silent About Abuse

An industry veteran examines the structures that she says are keeping victims quiet—and provides a framework for moving forward

BY AMY BESS COOK

PEOPLE NEWS

- The Scotch Whisky Association appoints former diplomat Ian McKendrick to international director
- Beck Family Estates, based in South Africa, hires industry veterans Clay W. Farmer and Kristin Marchesi to launch new U.S. sales and import company
- Angus McPherson appointed to president of the American Wine Estates, which is based in Australia

SevenFiftyDaily

ARTICLES GUIDES OPINION

INDUSTRY ISSUES

written by Hannah Wallace

published November 27, 2017

Confronting Sexual Harassment in the Drinks Industry

Managers take a stand against workplace harassment with staff training programs and zero-tolerance policies




Illustration by Neil Webb

Over the last few months, numerous women have come forward to accuse movie producer Harvey Weinstein and dozens of other men in various industries of sexual assault and harassment. The restaurant world has begun its own reckoning: Celebrity chef John Besh was the first to fall, as documented in a lengthy exposé in October in the New Orleans *Times-Picayune*. Twenty-five women came forward to share their stories of sexual harassment while working for the chef's restaurant empire. Besh, who has stepped down from his role at the company to "focus on his family," has inspired both fear and soul-searching in the restaurant industry. Could your company, too, be fostering a culture

SevenFiftyDaily

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INDUSTRY ISSUES

written by Julie H. Case

published December 19, 2017

The State of Gender Bias on the Floor

A look at how female somms, wine directors, and restaurateurs are treated differently from their male counterparts—and how to change the paradigm



From left to right: Mackenzie Parks, Madeline Triffon, and Caitlin Corcoran. Photo illustration by Jeff Quinn.

They'll have that third bottle, but only if she'll shimmy while she pours it, a guest at Bedford & Co. in New York City once told sommelier, Sarah Tracey. The whole table laughed when he said it.

Being a woman in the sommelier business requires physical, mental, and emotional strength—plus a thick skin and grace under pressure. For female sommeliers such as Tracey—who is now the wine director of Rouge Tomato Chelsea—toeing the line has become an art. "It's hard," she says. "Part of the job is to provide hospitality and to be polite and gracious and make people feel welcome. Yet when they're



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AUGUST 2018

2018 BARTENDERS TO WATCH

WOMEN WHO LEAD



MAJOR SUCCESSION

SUSAN MCCOLLUM, CEO MAJOR BRANDS, INC.

As CEO of Missouri's Major Brands, Inc., she is the only woman to run a major wine and spirits wholesaler in this country. But that's not all that makes her unique.

BY KRISTEN BIELER

In 2012, Susan McCollum took the helm at Major Brands after the passing of her husband, Todd Epstein, from brain cancer. While attending law school at Washington University in St. Louis and raising two teenage sons, she added representing the third generation of family ownership for the 44-year-old company. McCollum was quickly immersed in the complicated world of wine and spirits distribution, and tasked with leading a 600-person organization that represents over 400 suppliers and serves over 9,000 customers. After surviving multiple legal battles and business challenges early in McCollum's reign, Major Brands is stronger than ever today. I spoke with her about what she has learned, the importance of doing more than just "selling liquor" and why she believes local wholesalers have a very bright future.

KRISTEN BIELER: You entered this industry after success in other fields. What surprised you most about this business?

SUSAN MCCOLLUM: This industry remains intensely relationship-based—at every level—in ways that other businesses are not. Many things in this industry haven't changed with time. Think about it: If you go to the corner bar, that bar owner still has the same role as he did decades ago. He has more power over what he puts on his back bar than almost anything else in his business. It's a personal choice based on his relationships with his customers and his distributor. I believe that, with massive consolidation at every level, brands become an relationships because they don't have power; coming more from sales-licensing relationships consumers can't connect the way we can only go backwards. So, yes, the does will some future." I firmly believe every experience

MAJOR BRANDS AT A GLANCE

Largest Missouri-owned wholesale distributor of wines, spirits, beer and nonalcoholic beverages, with offices in St. Louis, Kansas City, Springfield, Columbia and Cape Girardeau.

Major Brands serves more than 9,000 licenses and has 5,000+ products in their portfolio.

FAMILY TREE



Cathy Corison Leads by Example

After four decades, the Napa Valley is his pioneer



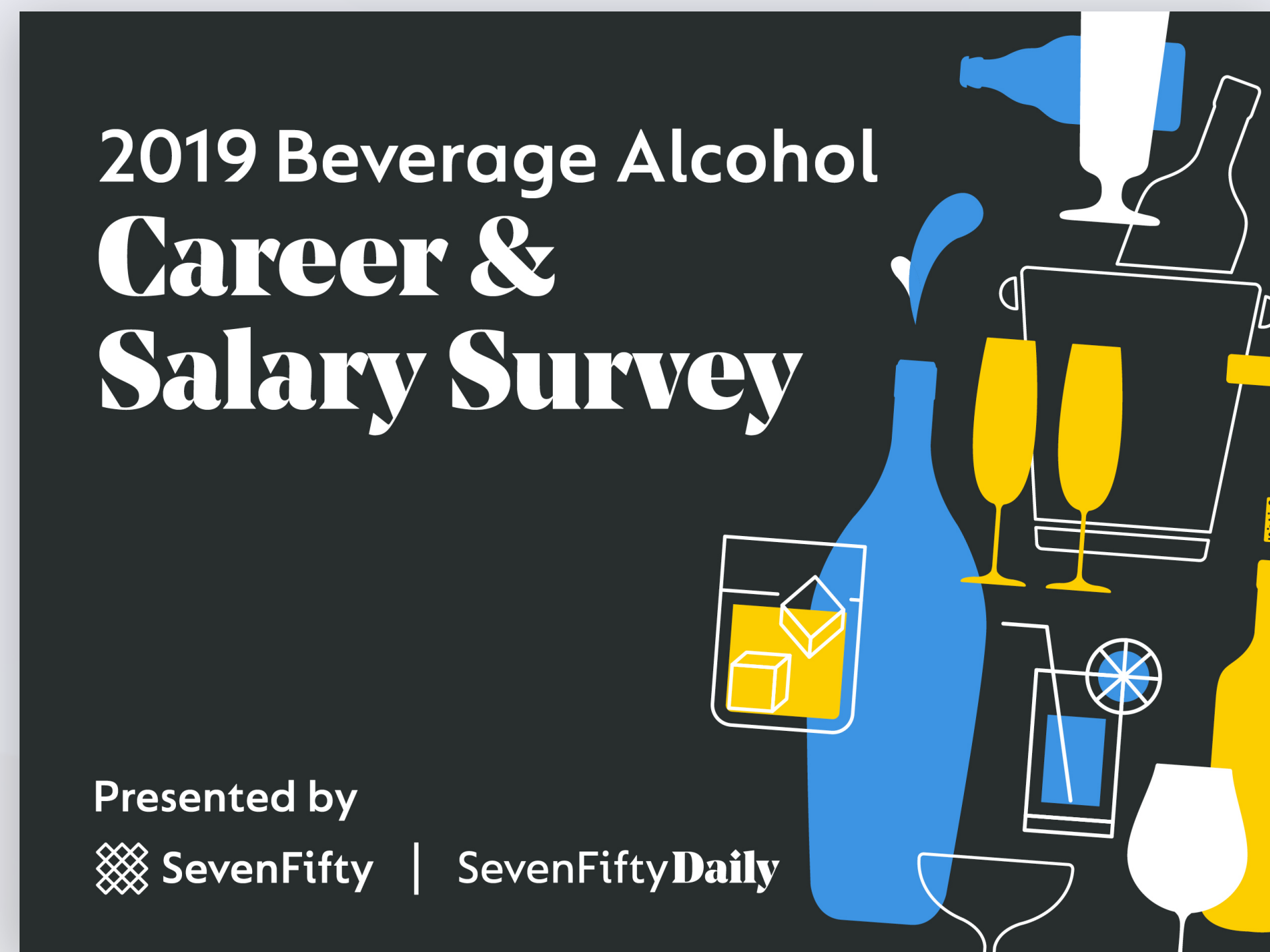
INDUSTRY ISSUES

A Sisterhood Aims to Empower Women Behind the Bar

A new forum where women discuss everything from sexual harassment to work-life balance and financial planning

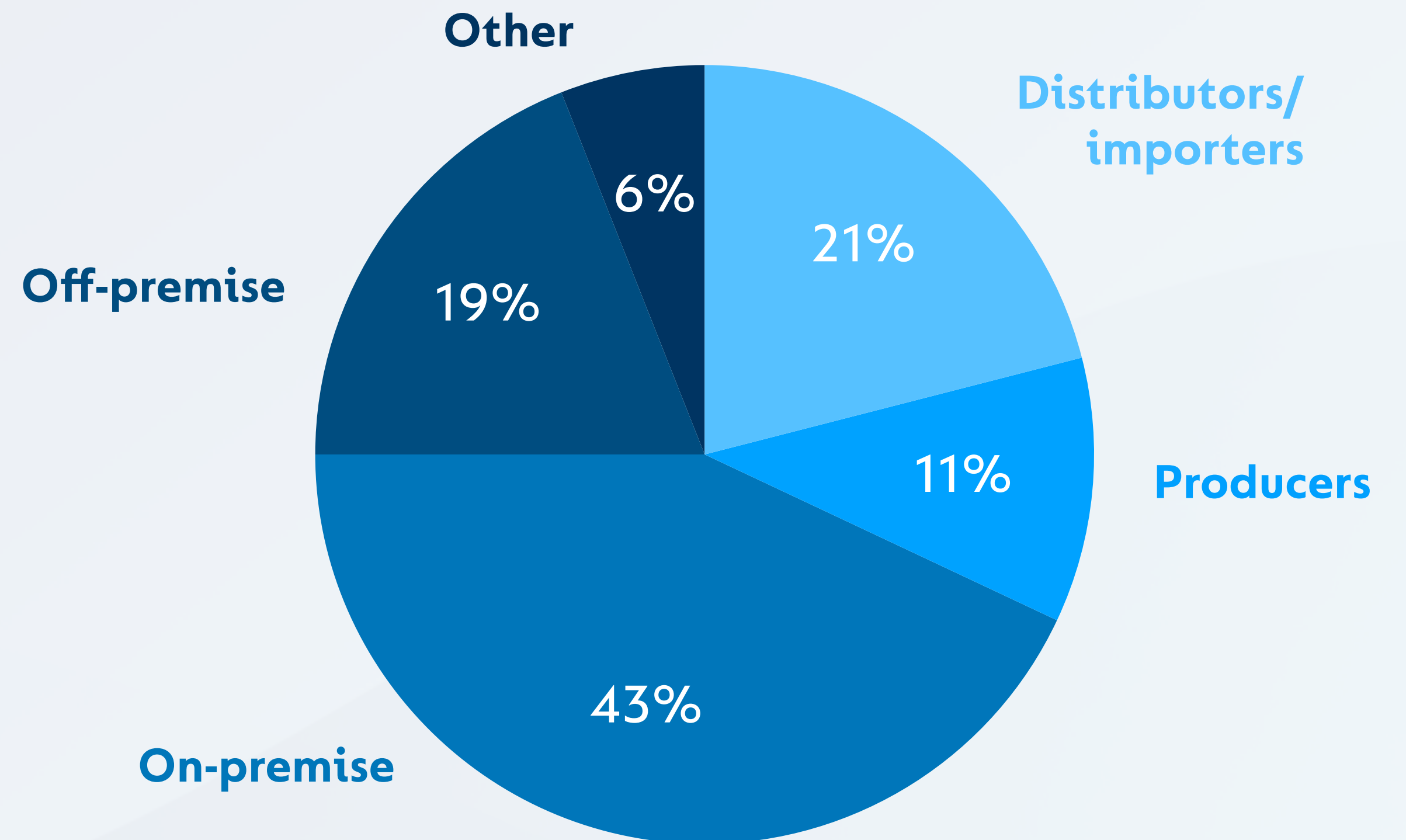
SevenFifty's Second Annual Career & Salary Survey Report

What's the state of the industry in 2019?



Survey administered by  "Wine Opinions"

3,100 professionals across the industry





Key Takeaways for Distributors

Compensation for distributor/importer tier:

- ▶ Average compensation is highest in the distributor/importer tier
- ▶ Mean compensation for distributors/importers: \$92,500
- ▶ Wages across the industry appear stagnant, except for distributors/importers, which showed 6% growth
- ▶ Some 62% of distributors/importers are overall satisfied with compensation, compared with a 64% average across all tiers. More than a third of distributors/importers are overall not satisfied with compensation
- ▶ The majority of distributor/importer respondents (73%) receive a bonus/incentive pay (much higher than industry overall), though the number of those receiving those compensation benefits has dropped by 4% since 2018
- ▶ Other forms of compensation such as stock or 401K have also decreased by about 4% for this group since 2018



Annual Compensation by Gender

While the gender pay gap persists, it shows sign of improvement

Year	Male average annual compensation	Female average annual compensation	Percentage difference
2018	\$79,000	\$66,000	18%
2019	\$80,900 (+2.4%)	\$68,900 (+4.4%)	16%

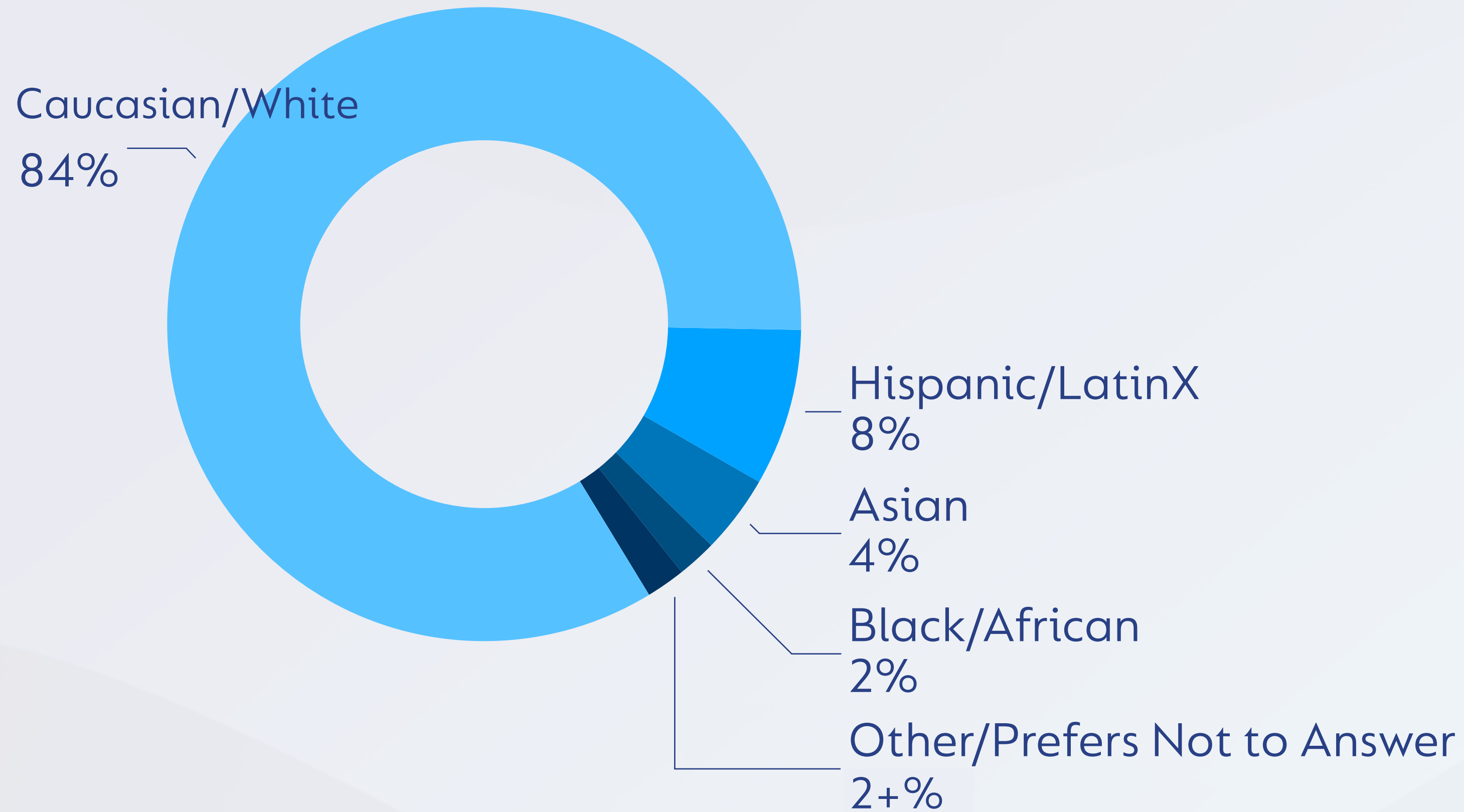
*Industry is below national average pay gap of 19.5%

*Respondents represented about 60% male, 39% female, 1% other/prefer not to say



Diversity & Inclusion in the Industry

Examining race and ethnicity across tiers



- ▶ 84% of survey respondents self-identified as Caucasian/White, compared to 64% nationally

Communities of color are notably underrepresented in the three-tier system:

- ▶ 8% of respondents self-identified as Hispanic/LatinX versus 17% nationally
- ▶ 4% of respondents self-identified as Asian versus 6% nationally
- ▶ 2% of respondents self-identified as Black/African versus 12% nationally

Source: Restaurant Opportunities Centers United/SevenFifty Career & Salary Survey



Industry Trends for 2020

Distributors/importers expect these topics to grow in importance over the next year:

Cannabis products and regulation	89% Agree
Packaging trends	84%
Climate change/severe weather	80%
Online delivery/app services/last mile services	76%
Direct-to-consumer models	71%
Consolidation/business mergers	71%
International or domestic tax and tariff policies	69%
Minimum wage increases	58%
Low-alcohol beverages	56%
Labor shortages related to immigration policies	46%
No-alcohol beverages	40%

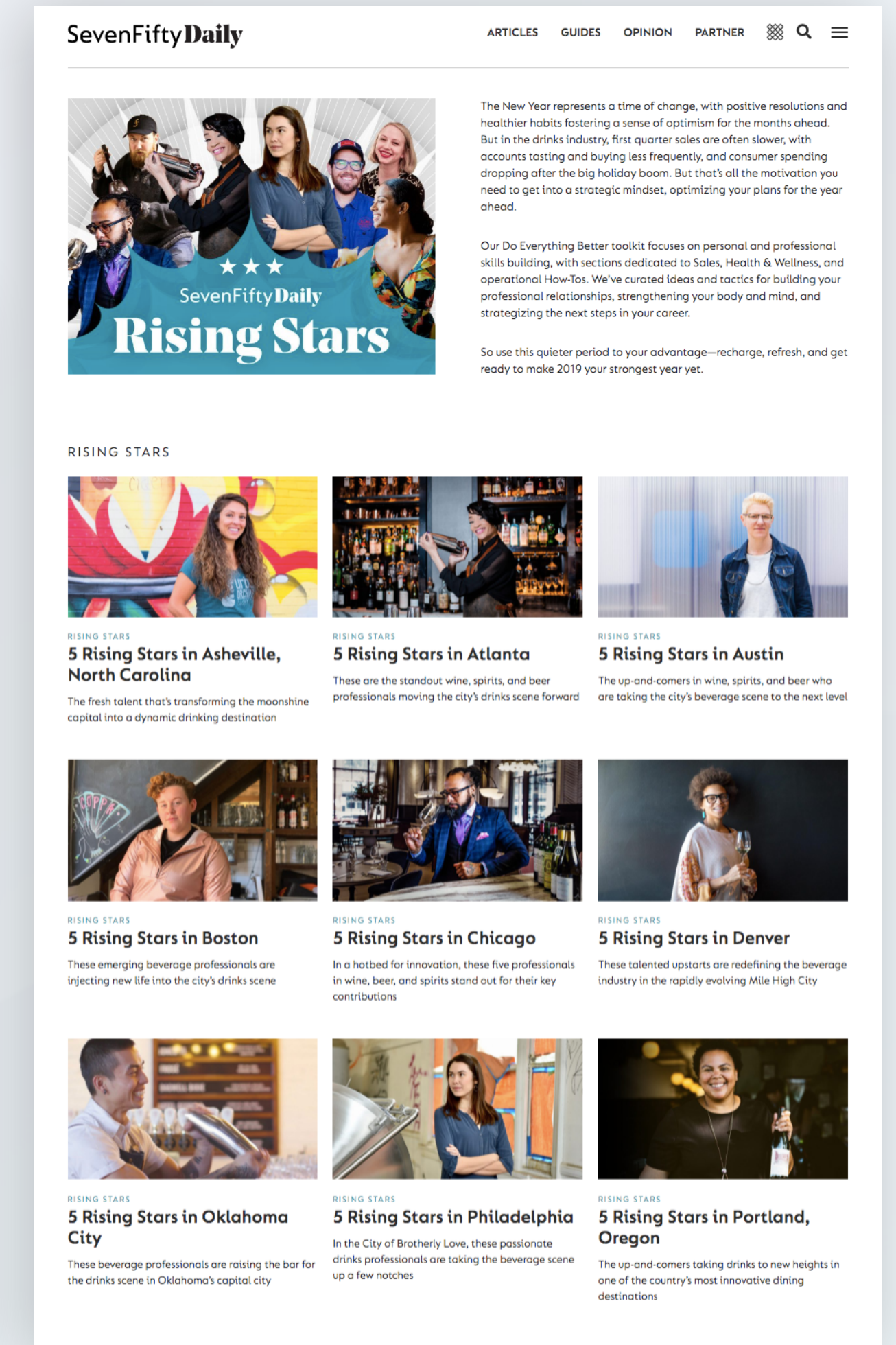
Looking Ahead

A WLC sponsorship partner since the beginning, in 2017

Stay tuned for...

- ▶ More coverage of industry issues, categories, leaders, and companies
- ▶ More data-based insights to help you run your business

We look forward to working together



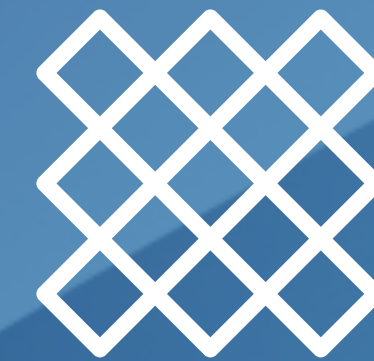
Introducing Speaker
Alissa Carpenter



Thank You



+



SevenFifty