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App pairs your favorite candy with the perfect wine

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"Salute to the New Heroes" Campaign

Phillips Distilling Company, maker of UV Vodka, launched its "Salute to The New Heroes" campaign in September 2015. It's designed to help American veterans find employment once they return home from service.

This program helps to support Returning Veterans to find jobs through a US Chamber of Commerce program called the "Hiring our Heroes" foundation. President Bush is a main sponsor of the program and to date, the Hiring Heroes program has placed over +500K veterans.

[Hiring Our Heroes](#)

Department of Alcoholic Beverage Control

Job Announcement

Title: Deputy Director, DABC

1625 South 900 West, Salt Lake City
84104

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www.alcoholpolicyconference.org

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Boise, Idaho:

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Web Highlights

- **NEW!** Grocery Stores as Alcohol Outlets (September 24, 2015)
- **NABCA Survey Database** – now available for members on the website.
- **Research:** Powdered Alcohol: An Encapsulation (updated September 2015)
- **UPDATED:** Beverage Alcohol Control Agency Info Sheet – *(Pennsylvania is now available.)*
The control agency info sheet provides details about control jurisdiction and how each regulates the product and promotes alcohol awareness within the respective communities.

Please visit our website at

[www. NABCA.org](http://www.NABCA.org)



CONTROL STATE NEWS

OR: Oregon adopts rules for retail pot

The Register-Guard
By Jonathan Cooper
The Associated Press
October 23, 2015

MILWAUKIE — Marijuana stores will be prohibited from selling recreational and medical marijuana simultaneously, and pot cannot be used on site under preliminary regulations approved Thursday by the Oregon Liquor Control Commission.

The more than 70 pages of rules will govern Oregon's retail marijuana system once it's fully operational next year. While marijuana stores began selling to adults 21 and older earlier this month, they are operating under temporary authority from the medical marijuana program. By 2017, companies producing or selling marijuana to the general population will have to abide by the OLCC's regulations for health, safety and security.

The adoption of rules is a critical step in creating the legal structure for retail marijuana. They must be in place for the state to begin accepting applications in January for licenses to operate marijuana businesses.

Most of the proposed rules were not controversial in an advisory committee of marijuana businesses, law enforcement and others that reviewed them.

But several of the proposals were hotly debated.

The commission's rules will limit the size of growing operations to 10,000 square feet indoors and 40,000 outdoors. The limits are designed to ensure there's enough marijuana for the legal market, but not too much. Staffers tried to estimate demand based on the experiences in Washington and Colorado, the other two states that allow sales to adults, but nobody knows how much will be needed.

"It's a really tough issue, and I don't think we have the data at this point" to pick a precise number, said Rob Patridge, the OLCC chairman.

The OLCC also has a prohibition on using marijuana in stores. Employees with medical cards can do so privately — alone and out of view — to treat a medical condition, but they can't be intoxicated.

The rules also require marijuana businesses to be owned in the majority by people who have lived in Oregon for more than two years. That's to comply with a law approved by the Legislature earlier this year, but key lawmakers from both parties since have said they'd like to reconsider the rule.

Critics of the residency requirements worry that they may encourage businesses to come up with convoluted legal maneuvers to get around them. They also worry it will limit access to legitimate investment at a time when the state is trying to shift marijuana sales from a robust black market to a regulated one. "Our own thinking on these issues has evolved over time," four lawmakers wrote to the commissioners in a letter dated Oct. 9. "We now believe that broad residency requirements and significant limits on outside investment could do more harm than good."

The OLCC's proposed rules also will allow marijuana deliveries. However, they'll be subject to such tough restrictions that the commissioners said it would be uneconomical for delivery to be a significant part of anyone's business. Delivery vehicles, for example, couldn't have more than \$100 of marijuana at a time.

The rules are temporary and could undergo changes before the OLCC adopts permanent regulations next spring or summer. OLCC officials have said they expect licensed stores to open in fall 2016.

North Carolina: Police report violence has increased at illegal clubs and 'liquor houses'

Charlotte-Mecklenburg police say they've seen an increase in violent crimes at local liquor houses.

Charlotte Observer

By Joe Marusak and Cleve R. Wootson Jr.

October 21, 2015

Police say they've seen an increase in violence, including four killings in the past year, at "liquor houses" that skirt alcohol laws and sell booze to partygoers long after legal bars and clubs close.

The after-hours spots have plagued police and sleepy neighbors for decades, but police say advertising on social media has made the illegal parties larger and louder than ever - and more deadly. The unfettered access to alcohol and lack of security and regulation create a deadly combination.

"The majority of these run after 2 a.m.," said Sgt. Mike Ford, who oversees CMPD's Alcohol Beverage Control unit. He spoke Wednesday outside a commercial building near Wilkinson Boulevard that hosted the illegal parties until someone was shot in April. "You go to the bars and clubs legally and have a lot to drink, and now you're partying until 5 in the morning."

Over Labor Day weekend, two people were shot and killed at a liquor house on North Hoskins Road, off Brookshire Boulevard. On Oct. 10, four people were shot at an after-hours spot on West Boulevard. In addition, Ford said nine people were shot at other locations this year.

And the other two homicides occurred at a club on Fairwood Avenue, off South Tryon Street and at a home on Major Street, between Freedom Drive and Tuckaseegee Road, police said.

In total, police have investigated 17 liquor houses over the past year. All of the recent liquor house killings remain unsolved. Investigators are asking the public to point out other places that sell alcohol like a traditional bar or club but don't have ABC permits. Tipsters can call a new hotline, 704-336-VICE (8423).

"We need the community's help before the acts occur," Ford said.

Liquor houses are as old as Prohibition but have evolved.

The ones police have identified are located across the city, anywhere proprietors can rent a house and where neighbors don't complain to police. To avoid the police, investigators said, the people who run the establishments sometimes operate with the same degree of savvy and professionalism found at legitimate businesses.

Owners often use a proxy with no criminal record to rent a home for a liquor house. Bouncers collect money at the door and place bands around the wrists of paying customers. Security guards also check people for weapons and keep an eye out for police.

Most sell alcohol by the drink. Some liquor houses are open to the public, while others may be disguised as a birthday party or other special event. One after-hours spot in a commercial building had two pool tables, a jukebox and streamers hanging from yellow walls.

To stay off authorities' radar, proprietors have increasingly used Twitter and Instagram to advertise, police said.

The liquor houses can be very lucrative for the owners, who don't pay taxes on the drinks, said Rob Tufano, a spokesman for the police department. He said the establishments appeal to patrons because they can "continue to party after hours." The sites often stay open later than traditional bars and nightclubs, which must stop serving drinks at 2 a.m. in Mecklenburg County.

The liquor house enterprise usually comes crashing down when someone is shot or killed. But many operators don't stay closed for long.

"As soon as one shuts down, another pops up," Ford said. "So the community is our best asset."

How to tell if it's a liquor house

- A house or vacant commercial building that's generating lots of vehicle or pedestrian traffic late at night or early in the morning.
- Loud music or excessive noise, fighting and shots being fired, at a home, or at a business that should be closed.
- Beer cans, liquor bottles, garbage and other evidence of partying found in the street or on the property of a home or commercial building.
- Fliers, signs or advertisements for parties or social events at locations that are not zoned for or permitted for gatherings.

MI: Michigan House approves alcohol interlock device restrictions on installers

WTVBAM

October 23, 2015

LANSING (WKZO-AM) -- The Michigan State Senate has approved a package of three bills that Republican Sen. Tonya Schuitmaker hopes will save lives by tightening the standards for who installs alcohol breath locks on cars.

They are formally called breath-alcohol interlock ignition devices and repeat drunk drivers could be required by the courts to have them installed in cars. They make a driver prove he isn't drunk to start the car.

Schuitmaker says by requiring certified installers, and setting up penalties for those who do it improperly or take bribes to tip off the people on how to defeat the system. She says the reforms will put fewer drunks on the road.

More courts are using them, and already 8,000 are being used in Michigan. It now heads to the House for their consideration.

LICENSE STATE NEWS

MN: Municipal Liquor Stores Feeling The Total Wine Squeeze

CBS Local

By Esme Murphy

October 22, 2015

EDINA, Minn. (WCCO) — It's called the Total Wine effect.

In the 19 months since the discount liquor store chain opened four metro area locations, many local liquor stores have reported a drop in business.

The stakes are especially high for cities with municipal liquor stores, the profits of which cities count on to balance their budgets.

Edina municipal liquor stores have lost so much business the city may have to raise property taxes by 7 percent.

That would amount to a \$71-a-year tax increase on the average Edina home.

And while that may not sound like much, this is about much more than Edina.

In 2013, the city of Edina received \$1.4 million in profits from its three municipal liquor stores. So far in 2015, there has only been \$366,000 in profits.

The city projects by the end of the year that figure will increase to \$800,000.

"The newest factor in our market is a large new discount competitor, and we have seen a significant impact from that competitor. It's Total Wine," Edina City Manager Scott Neal said.

In a statement, Total Wine & More Vice President Ed Cooper said the city is really blaming its residents.

"When Edina blames Total Wine & More for falling profits at its municipal liquor stores, the city is really blaming Edina residents and other consumers who are not spending enough money at its government-owned stores," Cooper said.

Neal, however, says the city isn't pointing fingers.

"We're not blaming anyone," he said. "We're trying to diagnose a significant decrease in our sales."

And it's not just Edina that has seen a decrease in municipal liquor sales.

Over in St. Anthony Village, two municipal liquor stores are less than four miles from the Roseville Total Wine & More.

In 2013, St. Anthony's two stores had \$492,000 in profits. The 2015 projection is just over \$171,000.

St. Anthony is fighting to get customers back.

"We really try to get the message out that 100 percent of our profits go back to the community," said Mike Larson, the manager of the St. Anthony Village stores.

To help bring in consumers, St. Anthony Village has increased offerings of Minnesota-made beers and spirits. The stores are also taking advantage of a unique quirk in Minnesota liquor laws, which allow them to sell brands widely considered to be exclusive to Total Wine.

"St. Anthony is experiencing customers coming back to our operation, the shiny new toy has worn off a bit," Larson said.

The Total Wine executive, however, said he does not think the shine has worn off.

Cooper said the Woodberry and Roseville stores are in the top 10 of Total Wine's 130 stores nationwide, and Bloomington and Burnsville locations are not far behind.

Two weeks from Thursday, Total Wine is opening a Maple Grove store.

FL: Florida Businesses Unite Launched to Keep Grocery Sales Separate From Liquor Sales

Sunshine State News

Submitted by Kevin Derby

October 22, 2015

On Wednesday, retailers like ABC Fine Wine & Spirits and Publix as well as the Florida Independent Spirits Association teamed up to form Florida Businesses Unite which is looking to ensure grocery stores and liquor sales remain separated.

"For the last two years, there has been an effort led by out-of-state retailers to change existing Florida law to remove 'the wall' and allow for the sale of liquor inside our local family grocery stores," said Sarah Bascom, a spokeswoman for Florida Businesses Unite, on Wednesday. "Major policy changes like the fight over 'the wall,' where there is no constituency asking for it and no real need, negatively impact Florida businesses and usually trace back to out-of-state companies seeking to change the law to better fit their business models.

"In response to this, a group of concerned Florida-based businesses has gotten together under 'Florida Businesses Unite' to encourage Florida lawmakers to stand up for Florida businesses and for fair market practices," continued Bascom. "Florida Businesses Unite agrees that laws that no longer meet the needs of consumers should be changed, but this legislation does not meet that criteria.

"All businesses are operating properly and competing fairly under current Florida law," Bascom concluded. "We remain hopeful that Florida lawmakers will oppose this movement led by out-of-state retailers to change existing Florida law to benefit their business models."

OK: Beer Giants Merger Leaves Oklahoma Brewers Uncertain, Plus A Look Back At Oklahoma's Liquor Laws

KGOU

By Brian Hardzinski & Adam Brooks

October 23, 2015

Last week's announcement that the world's two largest brewers would join forces has raised questions about monopolies and antitrust issues. But on a local level, the Anheuser Busch InBev-SABMiller merger could impact the state's beer distribution network, and affect Oklahoma's growing craft brew industry.

"AB InBev owns a distributor in Oklahoma. It only distributes 3.2 products, but that's a large chunk of what they sell in the state," said Journal Record managing editor Adam Brooks. "Brett Robinson at the Beer Distributors of Oklahoma said he expects that there will a thorough review of the deal before it's approved."

Labels like Mustang, Marshall, Choc, Coop, and Prairie are now as recognizable in most Oklahoma bars as Budweiser and Miller Lite. The Journal Record's Molly Fleming reports proposed changes in state law could eliminate 3.2 percent alcohol-by-weight beer from store shelves, and the full-strength AB InBev and Miller products would start directly competing with local craft brewers:

Eric Marshall, founder of Tulsa-based Marshall Brewing Co., said that anytime the larger companies merge, the smaller brands will be affected.

"There's so much uncertainty about it," he said. "Until the laws change and we're all competing on the same arena, there's a lot to wonder about."

Black Mesa Brewing Co. co-owner Brad Stumph said he is concerned about access to market, especially since both companies have a distributorship.

"With our current system, it doesn't seem like that huge of an interest," he said. "But with that possibility of the laws changing, that could use the wholesale houses to not give us access."

Fleming also examined the evolution of Oklahoma liquor laws dating back the day after statehood, when agents dumped thousands of gallons of beer into Oklahoma City's sewer system. It's an image of Prohibition – Elliot Ness and his Untouchables standing around casks holding Thompson machine guns – that was happening in the Sooner State more than a decade before the 18th Amendment to the U.S. Constitution.

"When we entered the Union, we were a dry state, and even when national Prohibition ended in 1933 the state only allowed what was called "non-intoxicating" 3-point beer," Brooks said. "Apparently though there was a large illegal liquor industry in the state, and that apparently was worth up to \$85 million in today's dollars by the middle of the '50s."

In the 1950s, J. Howard Edmondson ran for governor on a platform that included repealing the state's alcohol ban. Package liquor stores appeared in 1959, but liquor-by-the-drink in restaurants didn't arrive until the 1980s. Half a century later, lawmakers are still making alcohol issues part of their campaign platforms, according to Fleming:

During the 2015 legislative session, state Sen. Stephanie Bice, R-Oklahoma City, proposed selling cold high-point beer in liquor stores. The bill evolved into one that would allow grocery stores to sell cold high-point beer and wine.

But before that can happen, the 3.2-percent language must be stricken from the state constitution, said John Maisch, former general counsel of the Oklahoma Alcoholic Beverage Laws Enforcement Commission. Oklahoma voters would have to repeal Article 28, Section 2. Then, the Legislature could write details regarding where and when the high-point beer could be sold.

Bice said that Senate Bill 383 would serve as the framework for a Senate joint resolution during the upcoming 2016 session. It would ask for the repeal of Article 28 of the Oklahoma Constitution. If repealed by a vote of the people in November 2016, it would be replaced by a new Title 37A of the Oklahoma statutes, which would outline new regulation on the sale of beer and wine. Title 37 deals with the sale of low-point beer and strong beer wine and spirits; therefore, it would need to be replaced with new regulations on beer and wine sales.

Oklahoma is one of only five states that still have 3.2 ABW beer, largely due to the strength of the state's grocery and retail liquor lobbies.

"At first, the Retail Liquor Association was against making any changes. They want to protect their small stores, especially those who might not be able to afford refrigeration for cold beer," Brooks said. "But they seem to be coming on board, and they realized that this is what consumers want. I think the large grocery stores, it will sort of depend on what the rules are, and how they're allowed to participate."

INTERNATIONAL NEWS

Canada: Manitoba government ready to talk about legalizing marijuana

Advocates and licensed growers hope Justin Trudeau will fulfil promise to legalize pot

CBC News

By Jill Coubrough

October 23, 2015

Bill VanderGraff takes a drag of medical marijuana on the front lawn of his East Kildonan home.

"It's an exciting time," he said.

The retired Winnipeg homicide detective says he has used the homegrown drug almost daily since 2008 to cope with post-traumatic stress.

This week, he's feeling hopeful marijuana will finally be legal under incoming prime minister Justin Trudeau, who made it a campaign promise.

"The continued criminalization of our citizens is something that should've stopped many, many years ago," VanderGraff said, adding that even he has found himself in trouble with the law in the past for growing marijuana without proper permits.

How and when changes would roll out remains unclear, but users, licensed distributors and even the Manitoba government are eager to get moving on discussions.

Province ready to 'roll up our sleeves'

"I think that across North America, people have been getting ahead of their legislators on this issue, so I think it's timely that we had a national discussion — that we get to the table, we roll up our sleeves and make sure this is done in a sure-footed and safe way," Manitoba Attorney General Gord Mackintosh told CBC News on Thursday.

Mackintosh said there a number of details to hammer out, including whether the regulation and sale of the drug would fall under federal or provincial jurisdiction.

"There are questions about how much will be allowed, what age are they talking about, all of the questions about labelling and even about taxation ... so when we hear the plan, we're going to come to the table," he said.

"We have to ensure that we are continuing in our positive directions when it comes to fighting organized crime and impaired driving and dealing with addictions. So we can't backslide on that."

Trudeau has already said he's not comfortable with medicinal or recreational marijuana being sold at convenience stores, insisting that changes would need to make it more difficult for minors to get their hands on the drug.

What would distribution look like?

As it stands, medical marijuana production and distribution are federally regulated by Health Canada. Some in the industry expect changes would not be much of a departure from this highly controlled system.

In Manitoba, the only licensed supplier of medical pot is Winnipeg-based Delta 9 Bio-Tech.

"What has been made very clear from the Liberal side is that we are going to see a tight system of regulation. I wouldn't think we're going to think an entirely legalized product, where cannabis is removed from the CBSA [Controlled Drug and Substance Act] and people growing their own," said John Arbuthnot, vice-president of Delta 9 Bio-Tech.

"I think we will see something very similar to alcohol and to tobacco where we will see, again, a tightly controlled system of production likely at the federal level and then provincially regulated distribution."

Arbuthnot said the drug could either be controlled by a commission similar to Manitoba Liquor and Lotteries or a system of regulated stores.

"The province may [even] take a hands-off position and say this is going to be regulated by the municipalities, so it may be up to the city to determine what types of stores and where those stores can operate."

Recreational pot wouldn't replace medical cannabis

Arbuthnot said legalizing marijuana for recreational use would not remove the need for a medicinal product. In fact, he said the immediate benefit for licensed distributors such as Delta 9 Bio-Tech would be access to a much larger client base.

"I think there will always be a medical marijuana system here in Canada as well as perhaps a legalized recreational system. Those two systems may mirror each other, although we will likely see pretty clear delineation," he said.

"Here at Delta 9, we deal with a number of clients who are immuno-compromised and who really require a product that is as near sterile as possible, so that takes us a certain way in terms of our production practices."

VanderGraff, Mackintosh and Arbuthnot all agree that the goal behind legalization needs to be removing the production and distribution away from organized crime.

VanderGraff added that if Trudeau does act on his promise, it would be a burden lifted off of law enforcement.

"I think the Winnipeg police will be able to put their resources to those issues that are important," he said. "They'll be able to concentrate on the people that are really doing harm out there."

INDUSTRY NEWS

Small brewers fear mergers

Business Day Live

By Vikas Bajaj

October 23, 2015

LOOKING at the wide array of taps at bars these days, we seem to be in a golden age of beer. The world is awash in ales, lagers and porters, many made by small breweries, which are gaining an ever bigger share of the market.

Brooklyn Brewery, a pioneer in the craft beer renaissance along with Boston Beer Company and Sierra Nevada Brewing Company, is doing such brisk business that it plans to build a second brewery on Staten Island, US, in 2017.

Small companies such as Brooklyn sold 11% of the beer Americans bought last year, up from just 2.8% in 2004, according to the Brewers Association, a trade group. But even success with consumers is not enough. Small brewers

have good reason to fear that mergers among the industry's giants will make it harder for them to sell their products if those companies also come to control big beer distributors around the US.

When Brooklyn Brewery began selling its lager in 1988, few people took it seriously. Steve Hindy, one of the founders, said recently some people even sneered that it made no sense to name a beer after a place as gritty as Brooklyn. "We distributed our own beer for 15 years because none of the big distributors cared about us."

Brooklyn and other craft labels caught on as more Americans began experimenting with imported beers from Europe. The growth was helped along by the local and artisanal food movements. The growing cachet of Brooklyn, the place, has helped with marketing, too: international sales of the firm's beers have boomed, growing about 25% a year.

Yet, while Brooklyn lager can be found in Stockholm, it cannot be found in many states, such as California. That is because beer distribution is mostly through wholesalers, some of whom have been acquired by giant beer corporations such as Anheuser-Busch InBev (AB InBev). Reuters reported this month that the Justice Department and regulators in California were investigating whether AB InBev, which makes Budweiser and Bud Light, was buying beer wholesalers to curb sales of craft beers in bars and grocery stores.

"When a big brewery buys an independently owned distributor they would evaluate each one of those brands and not keep all of them," says former beer distributor Tom McCormick, executive director of the California Craft Brewers Association. "The bulk of their attention would be on their in-house brands."

That fear has been heightened by the announcement earlier this month that AB InBev, the world's largest beer company, has proposed buying SABMiller, the second-biggest company, for \$104bn. AB InBev produces about 45% of all the beer sold in the US, while Miller Coors, a joint venture between SABMiller and Molson Coors, sells 26%, according to Beer Marketer's Insight.

The merged company might be able to get around antitrust concerns if it sells SABMiller's stake in Miller Coors. In 2013, when AB InBev was buying Grupo Modelo, the Mexican firm that makes Corona, the Justice Department forced the two to sell Modelo's US operations.

But such a sale would not resolve the distribution problem, which tends to hurt the smallest brewers the most. Mr Hindy says Brooklyn does not sell beer in California and other western states partly because it does not have strong relationships with supermarket chains such as Safeway. High shipping costs are also a barrier. The lack of independent distribution is another issue. Wholesalers owned by AB InBev, he says, are not interested in marketing beers from competing companies.

AB InBev says there are more than 3,300 independent beer wholesalers in the US, who can deal with one another.

But in many cities big wholesalers, often with ties to the giant producers, tend to call the shots because they have access to the most bars and retail stores.

Even as the big players merge, they may not be able to run ahead of consumer tastes. In the last 10 years many Americans have cut back on beer in favor of wine and liquor. Though AB InBev is very profitable, its beers have been losing market share as more people buy imported and craft beer. Mr Hindy says this is because smaller brewers are just more single-minded about taste. "We make beer," he says. "They make money."

Spirits Market - Rising Level of Disposable Income Drives the Market

Persistence Market Research Pvt. Ltd is released new forthcoming report on title "Spirits Market: Global Industry Analysis and Forecast to 2020".

SBWire

October 22, 2015

New York, NY -- (SBWIRE) -- 10/22/2015 -- Spirit, also known as distilled beverage, is an alcoholic beverage manufactured by distillation (process of separating component substances from a liquid mixture by using process of vaporization and condensation) of a mixture produced from alcoholic fermentation. Distillation process is used to purify the mixture and to remove diluting components like water from the mixture for the purpose of increasing its proportion of alcohol content (alcohol by volume (ABV)).

Request Full Brochure of this report: <http://www.persistencemarketresearch.com/samples/3083>

Spirit is known by different name in different region such as hard liquor and liquor in general. North Americans use the term hard liquor to distinguish distilled beverage from non-distilled one. Distilled beverages having more than 10% alcoholic content falls under spirit category. Beer, wine and cider are not considered as spirit as alcoholic content in these products is less than 10%.

Global spirit market is bifurcated in various alcoholic products which includes vodka, gin, tequila, rum, whisky, brandy, cane, natural spirits and flavored spirits. Vodka leads the global spirit market followed by whisky. Whisky showed highest growth in the past few years and is expected to witness same growth in the coming years due to increasing consumption in the countries such as China and India. Despite global recession, premium and super premium brand showed average market.

Asia-Pacific has the largest market for alcoholic products, followed by North America and Europe. Asia-Pacific is expected to maintain its dominance in the global spirit market due to increasing domestic consumption in countries such as China and India. China leads the Asia-Pacific spirit market but India is expected to grow fastest. In China, sales of imported spirit have grown four times in the last ten years. Baijiu (white spirit) and rice wine are the most popular alcoholic drinks in China. About 88% of alcohol consumers in India consume spirit remaining 12% consume beer and wine. Whisky is the most widely consumed alcoholic product in Indian Market. Brazil is reported to have highest per capita consumption of whisky globally in the coming years.

Global spirit market has witness slow growth in past few years due to global recession. Since, 2013, the spirit market has shown growth mainly due to the increasing demand from emerging nations such as Brazil, Russia, India and China (BRIC). This is expected to drive the global spirit market. Rising level of disposable income is also driving the global spirit market. Consumers prefer premium brands and are ready to pay more for higher quality brands. Additionally, social media are coming up with innovative campaigns focusing of spirit brands. This can provide an excellent growth opportunity for the alcohol retailers to get connected to the potential customers. Increasing younger population is also expected to add on to the increasing demand of spirit boosting the global spirit market. In the U.K. 47% of population between 18-24 years drinks regularly whereas the percentage increases to 67% for population aging 25-44 years. However, government regulatory for alcohol in high growth market such as India is expected to hamper the overall spirit market. Sales of alcohol in India is only restricted to government approved shops. Also, alcohol advertising is banned along with alcohol drinking in public places.

Request Full TOC: <http://www.persistencemarketresearch.com/toc/3083>

Global spirit market is dominated by premium and super premium brands. Some of the major companies operating in the global spirit market are Diageo plc, Pernod-Ricard SA, Brown-Forman corp., Constellation Brands, Inc., Remy Cointreau SA, Marnier Lapostolle SA, Belvedere SA and Berentzen-Gruppe AG.

Key points covered in the report:

- 1) Report segments the market on the basis of types, application, products, technology, etc (as applicable)
- 2) The report covers geographic segmentation: North America, Europe, Asia, & RoW
- 3) The report provides the market size and forecast for the different segments and geographies for the period of 2010 to 2020
- 4) The report provides company profiles of some of the leading companies operating in the market
- 5) The report also provides porters five forces analysis of the market.

Beverage Maker Is Considering IPO

Wall Street Journal

By Robb M. Stuart

October 22, 2015

The president of Suntory Holdings Ltd., Takeshi Niinami, said on Thursday that the beverage maker was considering an initial public offering as one of a range of financing options aimed at helping it keep pace with a consolidating global industry.

Mr. Niinami said Anheuser-Busch InBev NV's planned takeover of SABMiller PLC "stimulated thinking" in the industry. Suntory last year signaled its intention of becoming a leading player through its \$13.6 billion purchase of the maker of Jim Beam bourbon.

Mr. Niinami, who joined closely held Suntory last year as its first president from outside the founding family, said the company would consider selling shares in the parent company or its distilled spirits unit, now called Beam Suntory.

DAILY NEWS

MLB considers penalizing teams who break alcohol celebration rules

CBS Sports

By David Brown, Baseball Writer

October 22, 2015

Major League Baseball players might be having too much fun out there, and the league is considering penalizing anyone who breaks the rules about bringing celebratory alcohol on to the field from the clubhouse and spraying fans and/or minors with it.

ESPN published an otherwise fun report Thursday about the history of alcohol in clinching celebrations -- how far back it goes, players dousing each other with beer, champagne and other beverages. Within the story, something not so fun: MLB believes it's all gotten out of hand.

In September, teams were made aware of postgame celebration guidelines in a memo sent from the league office. Among the policies, notes Pat Courtney, MLB's chief communications officer, is this:

Teams have also been told not to take any alcoholic beverages onto the field and spray fans, some of whom may be minors.

"Our policy explicitly states that no alcohol is permitted outside of the clubhouse or at any time on the field of play, and that all celebrations involving the use of alcohol must take place within the clubhouse," Courtney said. "We have MLB security on-site to enforce our rules. The commissioner determines the appropriate steps if any individuals violate our rules."

The problem is, teams have been violating the rules, leaving the commissioner's office to ponder those "appropriate steps." Images of players drinking on the field and spraying fans with champagne have become commonplace this postseason, leading the league to contact the guilty parties and warn them that future incidents will result in discipline.

"Things have gone beyond where they're supposed to," said one league source. "You just have to turn on the TV and can see it."

After the Mets beat the Cubs in Game 4 of the NLCS on Thursday, manager Terry Collins celebrated among the fans at Wrigley Field, bringing a champagne bottle with him. Collins isn't the only guilty party. Jake Arrieta of the Cubs was photographed drinking champagne poured by his young son, and teammate Jon Lester got some help from his son spraying others with champagne. They are moments that probably will be cherished by Arrieta and Lester, and their kids (if they remember when they're older). But not everyone is OK with it.

The kids belong to the ballplayers, who are adults and know best how to raise them, but the specific welfare of the Arrieta and Lester boys is probably not what MLB is concerned about. The image created by juxtaposing minors (even their own kids) and alcohol definitely makes some uncomfortable. There's also the practical matter of ballplayers and staff potentially spraying alcohol on minors in the stands.

Amazing, but also against the rules, which aren't limited to keeping the alcohol inside of the clubhouse.

Policy states that teams must have non-alcoholic beverages available, and champagne must be limited to two bottles per player and must be used primarily for spraying each other, not drinking (it really says this). Beer is the only other kind of alcohol allowed, and only one kind of beer is permitted; Budweiser sponsors the clubhouse celebrations, you might have noticed. There also are reminders to celebrate responsibly, and that transportation is available to get players and staff home or to the team hotel.

The league is being protective of its image, but also doesn't want to open itself up to fan lawsuits ("They sprayed me with alcohol and I didn't want any!"), or pressure on or from sponsorship because some images don't jibe with how they market their alcoholic products. It's more than a little kid pouring champagne down his father's throat in a fun and harmless moment. It's political correctness with dollar signs attached.

Does Drinking More Alcohol Actually Cure A Hangover?

Food World News
By Pao Uychiat
October 22, 2015

Hangover is often a word you would hear during Saturday morning breakfast at a local deli. People gather together and would normally order tomato juice to ease the pounding headaches, nausea, feeling tired and all other

unwanted effects of drinking the night before. Most people would say they would never drink ever again. What is the best cure for hangover?

According to Medical Daily, there is a so called "Hair of the Dog" treatment. What is it exactly? One college student said that this is drinking more alcohol and your hangover will disappear. However, it's a proven fact that drinking more will only make you feel worse.

The term "Hair of the Dog" is colloquial expression that came from the phrase, "Hair of the dog that bit you". In the Dictionary of Phrase and Fable, it says that "If this dog does you bite, soon as out of your bed, take a hair of the tail the next day." Some sources said it's also another way of treat rabies.

Hangover is at its highest when BAC levels return to zero. The intensity of a hangover according to Division of Neuroscience and Behavior at the National Institute of Alcohol Abuse and Alcoholism is often associated with the blood alcohol content (BAC) level a person reaches, and how fast they drank and the amount they had. The factors affecting the rise of the BAC include gender, weight and food intake. Dehydration, the most common symptom of a hangover, is a result of alcohol's diuretic effects, which make us urinate more.

Question is does "Hair of the Dog" really work? Adam Rogers, science journalist and author of Proof: The Science of Booze said that methanol toxicity could result to a hangover. Methanol poisoning is partly responsible for hangover, then he said that having a drink the next morning could relieve the symptoms. However, he said that his theory was hypothetical and no one has proven it yet. Many doctors agree that drinking the next morning after heavy drinking the night before is bad. The body needs to recover for the next 48 hours.

App pairs your favorite candy with the perfect wine

New York Post
By Emily Saul
October 22, 2015

I'll have prosecco with my Kit-Kat, please.

An app for wine lovers has just released a candy and wine match maker chart, an easy guide for parents navigating the sugar-fueled holiday.

Recommendations by Vivino include pairing a Toostie Roll with a dessert wine — like a port or sherry — and Snickers and Reeses with a bold or medium red, such as a Syrah or Merlot.

The list covers 14 popular candies, so adults can pick and choose based on their kid's haul.

"Halloween is so focused on kids, but there are parents out there. And I'm sure that some of them wouldn't mind having a glass of wine," VP of marketing Stephen Favrot told Adweek.

The experts behind the chart pinpointed flavor notes found in savory food, and then matched those to candy using their palates, and tested the results on select members from their 11.4 million-user base.

"We ate a fair share of candy," Favrot said.

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