

SHANKEN NEWS *Daily*

2024 Rate Card

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Shanken News Daily is a mobile-friendly, daily email news service covering the spirits, wine and beer business. Each morning, the editors of *Impact*, the most trusted source for expert intelligence, releases important industry data on trends in the worldwide drinks market, including up-to-the-minute global news, essential data and trend information, interviews with key executives, in-depth new stories, and much more...

Targeted, Engaged Audience:

Targeted Audience: *Shanken News Daily* is read by the multi-billion-dollar beverage alcohol industry: Chain and Independent Retailers, Restaurateurs, Distributors and Sales Representatives, Suppliers, Media and other allied fields.

Engaged Audience: 46,000+ 100% opt-in subscribers who rely on *Shanken News Daily* each morning to keep current with industry news.

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In a recent survey, here's what our readers had to say:

- Cutting-edge information, keep up the good news!
- Getting timely news that is impactful to my business is the main reason I read *Shanken News Daily*.
- Continue the great job, very informative. I read it daily.

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Wednesday, February 7, 2017

Indiana Retailer Cork Liquors Goes Against The Grain

Allen Scheidt's 12-unit Cork Liquors chain has grown to become one of southern Indiana's largest beverage alcohol retail chains. The company boasts stores in Columbus, Shelbyville and Greensburg, ranging in size from 2,000 to 13,000 square feet. Scheidt says sales are growing, despite increasing competition in the market. He owns the stores with his brother, Don Scheidt, while son Travis Scheidt serves as general manager and daughter Allison Lykins is the business manager. The company employs about 60 people.

Wine, beer accounts for 45% of Cork Liquors' sales, followed by spirits at 31%, wine at 16%, and tobacco, including cigars, and other miscellaneous merchandise at 8%. "When it comes to product selection, customer demographics and category trends, every store is slightly different," Scheidt says.

Cork Liquors carries 1,500 beer SKUs, priced from 99 cents for a 12-ounce can of Bevo Lager to \$30.99 for a 750-ml. bottle of Cascade Manhattan MW Wild ale. Scheidt says the craft segment is driving beer growth, with offerings from local producers like Indiana's 3 Floyds, Sun King, Upland and 18th Street performing particularly well. Spirits are also a growth area. The chain stocks about 2,400 spirits SKUs, priced from \$0.49 for a 750-ml. bottle of Kentucky Gentleman to \$317.99 for Johnnie Walker Blue Label blended Scotch whisky. Whiskies comprise the largest selection among spirits. Scheidt notes that due to his stores' proximity to Kentucky Bourbon is a strong seller. "With about 500 SKUs, I think we have the largest Bourbon selection in southern Indiana," he says.



Primary/Premium Position:
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Wine sales at Cork Liquors are also on the rise. Some 2,200 wine SKUs are available, priced from \$5.49 a 750-ml. bottle of Barefoot Chardonnay to \$299.99 for Armand de Brignac Brut Champagne. Wines retailing between \$15.99 and \$25.99 are most popular overall. "Wine sales have increased with the growth of our communities," Scheidt says. "Younger consumers are getting more excited about wine than in the past." Cabernet Sauvignon is the chain's top-selling variety, with Moscato and rosé also performing well.

Cork Liquors has emerged as a leader in southern Indiana, but Scheidt says the Hoosier State is fiercely competitive. He points to Wal-Mart, Sam's Club, Kroger, and "every gas station and convenience store" as his competition. "Cold beer is the only thing I can't win that they can't, and they want that," he says, noting continued efforts by Indiana grocery stores and outlets to sell refrigerated beer. The boom in craft beer has enabled Cork Liquors and its peers to compete more effectively with big box and grocery chains. "The larger operators can't offer as much variety," craft beer allows us to sell at better margins," Scheidt explains. [MarketWatch has a full profile of the Cork Liquors chain on its website.](#)

News Briefs:

Sonoma-based V2 Wine Group is adding the Central Coast Donati Family Vineyard to its portfolio, effective March 1. Under the agreement, V2 will handle sales, marketing and distribution for Donati throughout the U.S. Based in Templeton, California, in the Paso Robles region, Donati has a super-premium portfolio geared toward Bordeaux varieties, but also including Chardonnay, Pinot Blanc, Syrah and Grenache. Formed by Dan and Katy Ueber and Pete Knight in 2010, V2 is a group also includes Bouraine Vineyards, Coeur Clémentine, Dry Creek Vineyard, La Follette Wines, Luanda & Millie Vineyards, Merryvale Family of Wines, Morano, Oulira and Wine by Joe, among others.

Italian wine group Mezzacorona has unveiled Mezza di Mezzacorona, a new sparkling targeted toward Millennial consumers. Sourced from Northeast Italy's Trentino region, Mezza di Mezzacorona is comprised of 60% Chardonnay, 30% Pinot Bianco and 10% Müller-Thurgau and features an eye-catching label designed to appeal to social media users. The new variety which will be available nationwide this spring, is positioned as a casual, everyday sparkling and retails at \$15 a 750-ml. It will be handled in the U.S. by Prestige Wine Imports, a Mezzacorona subsidiary.



Secondary/ROS Position:
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Colorado-based importer Eurovin USA is bringing Spain's Lustau Vermouth to the U.S. market this spring. The vermouth is created from a base blend of Pedro Ximenez and Amontillado Sherries that were aged separately for 10 years, then combined with carefully macerated botanicals. Lustau Vermouth will be available nationally, retailing at about \$22 a bottle. Lustau partnered with fellow Spanish producers Cune and Vega Sicilia to acquire Denver-based Eurovin in 2015.

Multi-state distributor Pioneer Wine and Spirits is set to open a Pioneer Louisiana unit this month, and is also merging fellow wholesaler Maverick of Illinois into its organization. Pioneer Louisiana will be led by Frank Ceres, formerly of Pioneer Texas, as president and Michael Kennedy, formerly of RIOC Louisiana, as vice president, sales, Mississippi, Missouri, Illinois, founded by Marquis Sauvage—who co-founded Pioneer Texas in 2008 with Greg Kassanoff—will now be folded into Pioneer Wine and Spirits Holdings. With the changes, Pioneer will have operations in Texas, Louisiana, Colorado and Illinois.

Craft Brewing and Distilling News:

Cooperstown, New York's Brewery Ommegang will release Bend the Knee Golden Ale, the latest addition to its Game of Thrones series, around the Memorial Day holiday this year. The IPA-style ale is brewed with pils malt and faded oats and hopped with Saaz, Tetra and Styrian Golding hops, with wildflower honey added during fermentation. It will be available on draft and in a series of three collectible 750-ml. bottles (\$10.99) featuring one of the three Great House sigils: Stark, Targaryen and Lannister. Brewery Ommegang, which is part of Duvel USA, has a footprint of 40 states.

Michigan-based Bell's Brewery has promoted second-generation co-owner Laura Bell to the role of CEO, effective immediately. She reports to her father, president Larry Bell, who will continue to oversee long-term planning and direction. Laura is tasked with managing brewery operations and planning for Bell's and its sister brewery Upper Hand. She has previously served as vice president and in sales, production and marketing roles for the company. Bell's is the seventh-largest craft brewer nationwide, according to the Brewers Association.

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Please contact Lauren Utecht (lutecht@mshanken.com), Digital Production Manager, if you have questions.