

CORPORATE & LEGISLATIVE

**SKY RANCH FOUNDATION LAUNCHES NEW PHASE**

Sky Ranch Foundation has launched a new phase of operations with over \$200,000 in annual funding for quality programming for boys and girls in need. Under Grant Committee Chairman George McCarthy, the Foundation has so far reviewed almost a dozen requests with Merrill Lynch's money management team. A \$75,000 commitment has been made to a surviving part of Sky Ranch, based in Sioux City, IA—now known as Sky Ranch Behavioral Services. Two grants totaling \$50,000 are committed to California-based programs helping children with special needs. To help with Sky Ranch Foundation's new sustainable model, Duncan Cameron has agreed to step down as treasure and administrator as of December 31<sup>st</sup>.

**BEAM LOOKS TO FUTURE, RECOGNIZES ACHIEVEMENTS AT NATIONAL SALES MEETING**

Beam Inc. recently held its National Sales Meeting in Las Vegas to gear up for 2012. The event brought together the Beam North America sales team and also 300 of the company's distributor partners. The three-day event featured presentations on Beam's key brands, including new product innovations, brand marketing and activation plans for 2012. It also provided a forum to recognize the accomplishments of the past year among both the sales team and distribution force. In addition to hosting the annual Champions' Club gala recognizing crowning achievement among Beam's business partners, the company also honored employees who have achieved Gold or Silver Level status through the Spirits Education Accreditation Program supported by Virtual Spirit.

**COUPON REDEMPTION FOR RETAILERS CAN BE EASY AS 1-2-3**

One liquor and beer retailer was convinced there had to be a way to streamline keeping track of coupon redemption and reim-

bursement. The result of Michael Brady's quest is patent-pending CouponRedemption123.com, the first full-service coupon redemption service. This system lets businesses enter, track, calculate and print a complete submission form when ready to send in coupons. There are unlimited coupon entries and vendor entries, and currently retailers can check out CouponRedemption123 with a free 30-day trial. Regular subscription is \$9.99 per month. Brady is himself an owner of liquor, beer and tobacco stores.

WINE

**WOMEN LAUNCH HAPPY BITCH WINES**

Recently, Keryl Pesce, author of *Happy Bitch*, and Debbie Gioquindo, the Hudson Valley Wine Goddess, launched the first Happy Bitch Wine, a rosé, to an eager crowd. The wine is Hudson Valley produced, with aromas of strawberry and melon, with a fruity finish. Co-founder Gioquindo says, "Happy Bitch is not just a wine, it's a lifestyle—one of friendship, enjoyment of life and happiness." For general brand information and current availability, visit [happybitchwines.com](http://happybitchwines.com). Distribution in New York is through Empire Merchants.



**SILVERSMITH VINEYARD CREATES FIRST-EVER CROWD-MADE WINE**

For the 2011 grape harvest, Silversmith Vineyards turned the winemaking process over to wine-loving Facebook fans. By "Liking" Silversmith Vineyards' Facebook page ([Facebook.com/silversmithvineyards](http://Facebook.com/silversmithvineyards)) users are able to give input for every step of the winemaking process, creating the first Crowd-Made wine. "Crowd-Made" wine is wine that's been influenced and crafted globally by a large group of people (crowd), rather than a single winemaker. Users will be able to vote on everything from grape mix to final label design. Each winemaking decision is presented as a multiple-choice poll, with Silversmith

Vineyards carrying out the choice that receives the most votes. Each decision will also be accompanied by a video describing how it impacts the wine.

**GERARD BERTRAND INTRODUCES "MUSCAT-O" TO THE U.S. MARKET**

South of France winemaker Gérard Bertrand has launched his latest wine, a low alcohol Muscat (10% ABV). The wine is a blend of Muscat d'Alexandre and Muscat Petit Grain, coming from a low-yield vineyard. Muscat-O boasts tropical fruits and a slight floral sweetness. The modern packaging has a screw cap, and the striking blue label splashed with tones of gold reflects Bertrand's own Mediterranean roots; 3,000 cases are imported into the U.S, and suggested retail pricing is \$14.99. For more information, contact Mark Fine ([mark.fine@gerard-bertrand.com](mailto:mark.fine@gerard-bertrand.com)).



**FINGER LAKES WINERY TAKES HOME AWARD FOR LABEL DESIGN**

Finger Lakes-based Lamoreaux Landing was the big winner in the 2011 International Wine Label Design Contest. The label, designed by Veronica Martin of Miami, FL, won in the category of Dramatic Graphics as well as earning the Overall award. Entries were judged on overall originality and creativity, use of typography and use of graphics. Proceeds of the competition went directly to benefit the Volunteer Center of Napa Valley.

