

**From:** Shonna Pinheiro shonna@oceanvodka.com  
**Subject:** Fwd: Texas Vodka Deep Eddy Soars To Quarter-Million-Case Mark  
**Date:** June 27, 2014 at 6:50 AM  
**To:** Kristin Hettermann kristin@oceanvodka.com

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Shonna Pinheiro

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Friday, June 27, 2014

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## Texas Vodka Deep Eddy Soars To Quarter-Million-Case Mark

Austin, Texas' Deep Eddy Vodka, launched in 2010, rode 300% growth in the first quarter of this year to hit 250,000 cases in the 12 months through May. Now distributed in 48 states, up from 32 at the start of the year, Deep Eddy's growth has been driven largely by its Ruby Red grapefruit flavor.

The company plans to support further growth by opening a new distillery and tasting room in Dripping Springs, outside Austin, which will allow the brand to produce more than 2 million cases.

In addition to Ruby Red, Deep Eddy's line includes the core unflavored vodka, as well as a Sweet Tea flavor and a recently released Cranberry extension. Bottled in 50-ml., 750-ml., 1-liter and 1.75-liter sizes, Deep Eddy Vodka retails for about \$18.99 a 750-ml.

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## Molson Coors CEO Calls Craft Segment “Overvalued,” Hints At Buyout Of SABMiller Stake

Molson Coors CEO Peter Swinburn offered his thoughts on surging acquisition prices in the craft brewing industry and the possibility of Molson Coors buying out U.S. joint venture partner SABMiller in a series of interviews yesterday.

Speaking to Bloomberg, Swinburn described North American craft breweries as “massively overvalued,” even as the craft beer segment’s volume jumped 18% last year, according to the Brewers Association, and now comprises an 8% volume share of the \$100 billion U.S. beer market.

In a separate interview with the Wall Street Journal, Swinburn said he wouldn’t rule out Molson Coors buying SABMiller’s 58% stake in U.S.-based MillerCoors to take full control of the company, in the event SABMiller was merged with or acquired by AB-InBev—as has been heavily rumored in recent weeks. The Journal said the acquisition price of SABM’s stake in MillerCoors could be above \$10 billion. A combined SABM and ABI would almost certainly need to divest the MillerCoors stake on antitrust grounds.

### News Briefs:

- The Bardstown Bourbon Company LLC will begin construction this summer on a new \$25 million, 45,000-square-foot distillery in Kentucky’s Nelson County. Expected to be operational by 2016, the new facility in Bardstown will produce Bourbon as well as other spirits using local ingredients and will include a visitor center and warehouses. Former Maker’s Mark distiller Steve Nally, a 40-year industry veteran, will serve as the master distiller, while entrepreneur David Mandell is the company’s president and CEO.
- California’s Ironstone Vineyards is undergoing a rebranding for its 2013 vintage, which will feature a quality upgrade and label redesign. Owners the Kautz family selected grapes from their family vineyards that sit on 6,500 acres and are now blending the red wines from Lodi sub-appellations. The labels of Ironstone’s Pinot Grigio, Chardonnay, Merlot, Cabernet Franc, Cabernet Sauvignon, Old Vines Zinfandel and Petite Sirah now play up the company’s status as “Fourth Generation Family Growers” as well as the Lodi designation. The 2013 Ironstone wines retail at \$11.99 and will be available nationwide through Napa-based importer and marketer Quintessential Wines in September.
- Miami-based Friends Beverage Group has added two new expressions—Cabernet Coffee Espresso and Chardonnay Coffee Cappuccino—to its canned wine brand Friends Fun Wine. Cabernet Coffee Espresso blends Cabernet with espresso and chocolate flavors, while Chardonnay Coffee Cappuccino mixes Chardonnay with vanilla cappuccino and chocolate notes. Both 6%-abv entries will be available in Friends Fun Wine’s 250-ml. “slim” cans. They join the brand’s existing Red Sangria, White Sangria, Rose Moscato, White Moscato, Strawberry Moscato and Peach Moscato expressions, which launched into the U.S. on- and off-premise earlier this year. Friends Beverage Group specializes in low-alcohol and low-calorie canned wines.
- New York’s Athenee Importers is launching a keged format of Karavitakis Winery’s Little Prince white wine in the U.S. Featuring a blend of Cretan grape varieties Vilana and Vidiano, Little Prince is imported from Greece before being packaged in recyclable 20-liter “slim key” kegs stateside. The kegs, which debut with a 2013 vintage, are set to roll out on July 1 across Winebow distribution markets such as Massachusetts, New York, New Jersey, Washington D.C. and Pennsylvania. Located on the island of Crete, Karavitakis Winery launched a bottled version of Little Prince in the U.S. earlier this year.
- Hampton, New Jersey-based Tomasello Winery has forged a new sales and marketing partnership with WineWave. Under the agreement, WineWave has taken over all sales and marketing for Tomasello’s portfolio across 20 states. Tomasello’s offerings include Palmaris Outer Coastal Plain Reserve Cabernet Sauvignon (\$48 a 750-ml.) and Cabernet Franc (\$38), Tomasello Fruit Wines (\$11.95) and Tomasello Fruit Moscatos (\$12.95), among others. The winery, which is located in New Jersey’s Outer Coastal Plain AVA, also sources fruit for its Fruit Wine and Fruit Moscato ranges from Michigan, Massachusetts and the Pacific Northwest.

### Craft Brewing and Distilling News:

- The Craft Brew Alliance is releasing a second edition of its Craft Beer Explorer Variety Pack, which features limited release beers from Kona Brewing, Redhook Brewery and Widmer Brothers Brewing. Following the release of the first Explorer pack earlier this year, the newer version includes seasonal beers typically available on tap at the breweries but not in broader distribution. Kona Brewing Lemongrass Luau Blond Ale (5.8% abv), Redhook Fat Chance Light IPA (4.0% abv) and Widmer Brothers Brewing Double M.A.C. Session IPA (4.8% abv) are included in the pack, which is available in markets across the U.S. The Pacific Northwest group of craft breweries reported 11% depletion growth in 2013.
- Maui-based Ocean Vodka has appointed Bill Scott master distiller. An 18-year spirits industry veteran, Scott has previously worked with vodka brands such as Blue Ice Vodka, American Harvest Organic Spirit, Square One and 44 Degrees North. His appointment follows Ocean Vodka’s recent expansion into three additional U.S. markets, bringing its total U.S. footprint to 35 states and Washington, D.C. Retailing at \$32.99 a 750-ml., Ocean Vodka’s flagship brand is a certified USDA organic vodka made with sugar cane and ocean mineral water.

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