

NABCA DAILY NEWS UPDATE

Thursday, July 9, 2020

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TODAY'S HIGHLIGHTS

- AG Nessel, MLCC Chair Gagliardi Announce Historic \$3 Million Fine Against Liquor Distributor RNDC for 88 Violations
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NABCA News

Visit NABCA's COVID-19 Resource page for updates regarding policy changes that effect on- and off-premise retail operations.

TTB NEWS

You can now find all of [TTB's COVID-19-related news and guidance](#) in a single location.

UPCOMING MEETINGS

Beverage Alcohol Retailers Conference

September 14-16, Austin, TX, Sheraton Capitol
Click [here](#) for more details

ADDITIONAL LINKS

Visit NABCA's website for information on:

- Control State Agency Information
- Doing Business in Control States
- NABCA News

CONTROL STATE NEWS

MI: AG Nessel, MLCC Chair Gagliardi Announce Historic \$3 Million Fine Against Liquor Distributor RNDC for 88 Violations

News Release

Michigan Liquor Control Commission

July 9, 2020

LANSING – Attorney General Dana Nessel and Michigan Liquor Control Commission (MLCC) Chair Pat Gagliardi have secured an unprecedented \$3 million fine and independent audit against NWS Michigan LLC, one of the state's authorized spirits distributors, for 88 violations of the Liquor Control Code.

The violations by NWS Michigan LLC – which does business as Republic National Distributing Co. (RNDC) – contributed to liquor supply shortages throughout the state during the 2019 holiday season.

"I appreciate the work of my assistant attorneys general and the Michigan Liquor Control Commission in reaching this significant settlement, which should serve as a strong reminder of accountability in the state's liquor inventory and delivery system," Nessel said. "The State will not tolerate vendor mismanagement that results in financial hardship which impacts the livelihood of liquor retailers across Michigan."

The order approving the settlement was signed today by MLCC Hearings Commissioner Ed Clemente and is believed to be unprecedented in the liquor regulatory industry.

In the historic settlement, RNDC acknowledged all 88 violations of the Michigan Liquor Control Code that included failure to deliver liquor orders, failure to maintain an adequate physical plant, and failure to provide records requested by the MLCC. In addition to the \$3 million fine, the order stipulates an independent audit of RNDC's distributing business (with MLCC approving the auditor); places RNDC on probation for one year; and requires RNDC to submit monthly compliance reports to the MLCC during that time.

"Distributors must abide by the rules or be subject to a fine," said Gagliardi, who looks forward to a stronger liquor distribution system, and to a better and more productive relationship with RNDC. "I am deeply appreciative of the assistance from the Attorney General's office and all of the hard work of the MLCC staff in negotiating this agreement."

RNDC's logistical failures began in spring 2019 and contributed to liquor shortages at Michigan liquor stores that extended through the 2019 holiday season. During that time the MLCC received hundreds of complaints from liquor retailers who could not obtain products from RNDC to stock their shelves. Retailers reported that RNDC delayed or missed deliveries completely, or did not deliver the products ordered. They also complained of RNDC's lack of customer service, failure to return phone calls and of having to drive to RNDC's warehouse to pick up their products.

Any downturn in retail spirit sales due to unstocked shelves also impacts the State's bottom line as the sole wholesaler of spirits products in the state. Last year, distilled spirit sales in Michigan topped nearly \$1.5 billion.

OH: AG looks to curb illegal liquor, wine shipments & funnel lost tax revenue back to Ohio

FOX 28
by Sarah Wynn
July 8, 2020

COLUMBUS, Ohio (WSYX/WTTE) — As part of one of the first-ever lawsuits centering on the 21st Amendment, Ohio Attorney General Dave Yost filed for a preliminary injunction on Wednesday to immediately stop the flow of illegal liquor shipments into the state.

A monthlong investigation initiated by the Ohio Attorney General's Office determined that multiple out-of-state providers of wine and spirits have been bypassing Ohio law that prohibits the shipment of such products directly to consumers. Yost said the law is designed to help the state control the sale of alcohol to minors. It also helps to ensure payment of all appropriate taxes and protect Ohio liquor businesses from illegal competition from out-of-state alcohol distributors.

"These distributors are flagrantly skirting the law and keeping Ohio from collecting tax money it is entitled to," Yost said. "We're not talking nickels and dimes here. The tax revenue lost due to online liquor sales could be anywhere from tens of thousands to millions of dollars."

Throughout the month of May, Yost said investigators using pseudonyms confirmed a multitude of direct-to-consumer sales by companies such as Wine.com, Winc, Wine Country Gift Baskets and Ace Spirits.

"There are tens of thousands of retail stores to buy wine in Ohio — including independently owned grocery stores, drugstores, gas stations, bars and restaurants — that support local communities, comply with alcohol laws and pay their taxes," said Casey Forbes, who is the owner of Vintage Wine Distributors.

In 2019, Wine.com directly shipped about 24,000 packages of wine to Ohio consumers and Winc, about 13,000, according to shipping data reported to the Division of Liquor. Between those two companies nearly 750,000 pounds - or 350 tons - of wine shipments were sent to the state, Yost said, without paying Ohio taxes.

"Doing business in Ohio means following the current law and paying Ohio taxes," Yost said. "We're putting the marketplace on notice."

Pete Minotti, owner of Minotti Wine & Spirits in Fairview Park, Ohio, says the illegal shipments into the state are hurting his family business.

"Customers will come in to my store and try to negotiate prices (below state minimums) to what they see online," Minotti said. "I don't blame customers for trying to get a good price, but these out-of-state companies need to follow Ohio law."

The Ohio Attorney General said the following in a release:

The injunction sought by the attorney general's office is among one of the first to ever invoke the U.S. Constitution's 21st Amendment, which uniquely empowers each state to regulate the importation or transportation of liquor into its boundaries. Under the Constitution's Enforcement Act, a state attorney general may bring a civil action in federal court to prohibit violations of state laws regarding the transportation and importation of intoxicating liquor.

"The state of Ohio will suffer irreparable harm if Wine.com, Winc, Wine Country Gift Baskets and Ace Spirits continue to violate Ohio liquor laws," the attorney general's complaint reads. "The continued violations will threaten Ohio's ability to effectively monitor and regulate the importation of intoxicating liquor into the state. The continued violations will also hinder the state's ability to assess and collect excise and sales taxes on the wine sold, thereby depriving the state of revenue."

Yost said the lost revenue is something Ohio cannot afford, particularly in these challenging economic times.

"There is a laundry list of things in Ohio this money could be used toward. In a tight budget year, I want to ensure that money is used in Ohio for Ohioans," said Yost.

LICENSE STATE NEWS

TN: Memphis bars: Which can stay open and which have to close, according to new directive?

Memphis Commercial Appeal
Jennifer Chandler & Katherine Burgess
July 8, 2020

So what is the definition of a bar? Some in Shelby County aren't sure.

Initially, the directive posted online by the Shelby County Health Department on Tuesday said bars that do not serve food and adult entertainment venues must close due to climbing COVID-19 cases. But shortly after 11 p.m. Tuesday, limited service restaurants and clubs were added to the list of businesses that must close.

The Tennessee Alcoholic Beverage Commission defines a limited service restaurant as a restaurant

where "the gross revenue from the sale of prepared food is fifty percent (50%) or less. For the purposes of determining the gross revenue from the sale of prepared food, chips, popcorn, pretzels, peanuts and other similar snack items shall not be included in the total of prepared food."

Dr. Alisa Haushalter, director of the Shelby County Health Department, told Shelby County Commissioners Wednesday that the change was made after hearing confusion among restaurant and bar owners about the directive.

"What everyone needs to take away is fairly simple, although it may not be simple for bar owners, is if people come into a facility to drink and socialize, that is not allowed," Haushalter said. "If people come into a facility to eat, then they can eat, but they also have to social distance and everything else. It is to reduce that really high risk behavior that occurs when people are socializing, particularly at bars."

According to the Shelby County Health Department website, "curbside, drive-thru and delivery service may continue by any properly permitted/licensed food service entity so long as all safety measures are followed, and further, these services may continue without the restriction of closing at 10 p.m."

Some restaurants expressed concern because they have been selling more food than alcohol since the pandemic started.

Jeannette Comans said her restaurant, the Blind Bear, did 67% food sales in April. She feels her establishment should be allowed to stay open because her food sales now make up more of her business than they did when she filed for her alcohol license in pre-COVID-19 times.

Others are confused as to whether they should stay open or close.

Joan Carr, spokeswoman for the Shelby County Health Department, said in a text that if "less than 50% of their sales are food, then they have to close."

She did not immediately respond to a question about whether that was current sales or sales when they originally received a limited service license.

The Tennessee Alcoholic Beverage Commission said these restaurants could apply for a full service license, but a year's worth of sales would be examined to see if they qualify.

Wiseacre shut down its tap rooms Tuesday. The owners were hopeful that their taproom room would be exempt since Wiseacre has a "taproom" beverage license so does not technically fall into any of the categories listed on the directive.

But Wiseacre's tap room, as well as other brewery taprooms through Shelby County, will have to close. The Health Department's "COVID-19 Frequently Asked Questions and Directives" page states, "Any beer/wine/liquor production portion of a business enterprise may continue to operate, but the on-premises consumption of alcohol, inside or outside, cannot occur at this time. If permitted by state law, any curb-side, drive-thru, or delivery service is permissible."

When Max Lawhon, owner of Max's Sports Bar, called the Health Department on Tuesday, he said he was told he would just have to close at midnight each night. "None of us know what we are supposed to do," he said. "The person on the phone seemed to get irritated I kept asking the same question even though their response was opposite of what the directive said."

Restaurants must close nightly at 10, according to the directive.

Lawhon said he feels like the handful of bars being singled out is not fair. "We haven't had one case associated with us — employee or customer. We are safer than most restaurants because most of our seating is in a large outdoor patio."

Kate Ashby already was considering closing down the dining room of her wine bar Knifebird due to the rising cases in Memphis. Ashby plans to use this closure as a time to expand her takeout menu, offering more boards, including a vegan charcuterie board and flights of wine.

"Hopefully people will take this seriously and get us back on track," Ashby said.

CT: Restaurant owner creates petition to allow restaurants, bars to sell alcohol to go permanently

News 12
July 8, 2020

A restaurant owner is pushing for officials to let restaurants and bars sell alcohol to go permanently.

Gov. Ned Lamont's current executive order lets restaurants and bars sell alcohol along with takeout food, something he enacted to help businesses during the COVID-19 shutdown. But that order is set to expire in September.

Chef John Brennan is an owner of Elm City Social in New Haven and Olives and Oil in New Haven and Seymour.

Brennan has started a petition to turn that executive order into legislation and allow restaurants and bars to continue to include alcohol on their to-go menus.

He says the executive order has been a source of income that his restaurants need right now. Even with it, Brennan says business is only about 25% what it was pre-pandemic.

"We're not asking for too much," he said. "I'd pretty much want to follow the same guidelines that are mandated for us in the executive order, which is that we can sell alcoholic beverages to go in sealed containers with, accompanied by takeout food and also maintaining the same hours as a package store."

Brennan is asking people to contact their state lawmakers about potential legislation.

Brennan says other states have enacted similar laws and there have been no real issues the past few months with the executive order.

INTERNATIONAL NEWS

EU Announces 'Exceptional' Support Measures For Wine Sector

The Drinks Business
by Phoebe French
July 8, 2020

The European Commission has unveiled an "additional package of exceptional measures" to support the wine sector following the coronavirus pandemic.

In a statement the European Commission said it recognised that the wine sector was "among the hardest hit agri-food sectors" due to losses incurred as a result of the closure of the on-trade, "which was not compensated by home consumption".

New measures include the temporary exemption from the EU's competition regulations, allowing companies to "self organise and implement market

measures" in order to stabilise the market for a maximum period of six months. This includes working together to plan production and promotional activities as well as use private storage.

The European Commission also said it would increase its contribution to all national support programmes from the usual 10% to 70%. As part of measures announced at the beginning of May, it had already increased its contribution to 60%. The organisation will also contribute 70% of the funds required to programmes managed by producer-led organisations.

The governing body said it would allow member states to provide advanced payments for producers that have taken advantage of the crisis distillation and storage schemes. These payments can cover up to 100% of costs.

The new measures are in addition to a previous support package for the wine sector, unveiled in May. Wineries were given "increased flexibility" to control their production, including the ability to green harvest in two consecutive years.

In conjunction with the new support package, the European Commission has also launched two calls for proposals for promotion programmes within the agri-food sector. €10 million worth of support is on offer for programmes which will last for one year.

The commission said it is the first time that it has issued such calls. The deadline for proposal submission is 27 August. One call relates to 'simple programmes', which can be submitted by one or more companies from the same EU country. The other relates to 'multi programmes', which can be submitted by at least two companies from at least two EU member states, or by one or more European organisations.

Agriculture and rural development commissioner, Janusz Wojciechowski, said the first package of support measures had "already provided significant support".

He added: "Nonetheless, the uncertainties surrounding the scale of the crisis at EU and global level, and a close monitoring of the market has led us to propose a new package of measures for the wine sector. I am confident that these measures will provide rapidly concrete results for the EU wine sector and soon provide stability."

PUBLIC HEALTH NEWS

Researcher studies COVID-19's far-reaching impacts on college students

Medical Xpress

by Pennsylvania State University

July 8, 2020

Nicole Ryerson's research normally focuses on the behavioral, psychological and physiological links of alcohol use in college students. Her curiosity was piqued when she saw reports of alcohol sales spiking in Pennsylvania during the height of COVID-19 in April.

"These higher alcohol sales made me wonder, what portion of that is attributable to college students, how much is their intake changing, is this reflecting a daily consumption increase? We know people weren't going out to bars or restaurants at this time, so is the purchasing increase just there because they are replacing their in-house dining alcohol consumption?" said Ryerson, assistant professor of psychology at Penn State Lehigh Valley,

With this, she began to explore the impact of COVID-19 on alcohol use in college students.

"College students have that really unique academic aspect in their lives, that goes beyond what other adults are experiencing with COVID-19 in terms of the financial impacts, social impacts, etc." Ryerson said.

She sent out an online survey to Penn State Lehigh Valley students through the student listserv. Eleven percent of students replied, which Ryerson considered a success given nothing was provided as an incentive to return the survey.

"The research fell in line with what someone would anticipate. It confirmed suspicions that students are being hit pretty hard, seeing impacts on their ability to earn money, to get resources, staying in contact socially, and academics are being impacted. All of those factors are related to psychological health. So it's concerning when someone is impacted in all these areas. Their psychological health is in decline. And it's hard for students to express that either because they don't recognize it themselves or they may come from a cultural background that doesn't accept these things," Ryerson said.

Students who reported that they experienced a decline in psychological health are also more likely to report they have experienced an increase in alcohol consumption due to COVID-19. The other alcohol intake questions regarding if sales spiked because restaurants were closed remain unknown for now, but Ryerson is looking into it further to find out.

Ryerson found behaviors related to declines in health may serve as warning signs to faculty and staff who observe students regularly.

"I want us to be on the lookout for students who may talk about increase in alcohol consumption or who mention they are struggling to stay on a schedule or having trouble sleeping as these can be warning signs. If we hear these things, I hope we reach out to them and make sure they are doing ok," said Ryerson.

Where to go from here?

Ryerson looked at not only behaviors related to decline, but she did some analysis of behaviors that resist decline.

"I think we should encourage students to do these positive behaviors which include: spending more time on leisure activities, more time with family and friends, and increasing their time management skills," Ryerson said. "This could be an opportunity for us to come together as a community to support each other and remind each other of these positive practices."

Beyond looking more into the alcohol consumption related to COVID-19, Ryerson is exploring its political impact as well with a future collaborator. They will study the intersection of psychological impacts of feeling threatened by COVID-19 and political opinions on how the government has responded to COVID-19.

NIAAA: Risky Drinking Can Put a Chill on Your Summer Fun

By National Institute on Alcohol Abuse and Alcoholism

News Release

Herald Mail Media

July 8, 2020

BETHESDA, Md., July 8, 2020 /PRNewswire/ -- Summer is typically a wonderful season for outdoor activities and spending additional time with family

and friends. For some people, these activities include drinking alcoholic beverages. In light of the coronavirus pandemic as well as the negative consequences associated with drinking, it is particularly important this summer to take measures to protect your own health and that of your loved ones. This includes following the everyday practices recommended by the U.S. Centers for Disease Control and Prevention to reduce the risk of contracting and spreading the coronavirus.

Protect Your Health During the Pandemic

Drinking impairs both physical and mental abilities, and it also decreases inhibitions. Reduced inhibitions from drinking may affect a person's ability to take the precautions needed to reduce their risk of contracting the coronavirus or spreading it to others, such as maintaining appropriate physical distance and wearing a mask. In addition to being mindful of how much alcohol you're consuming, know the steps needed to protect yourself and others from COVID-19 while engaging in outdoor recreation and other summer activities. For those who choose to drink during the pandemic, below are additional issues to watch out for when participating in summer activities.

Swimmers Can Get in Over Their Heads

Alcohol impairs judgment and increases risk-taking, a dangerous combination for swimmers. Even experienced swimmers may venture out farther than they should and not be able to make it back to shore, or they may not notice how chilled they're getting and develop hypothermia. Surfers could become overconfident and try to ride a wave beyond their abilities. Even around a pool, alcohol can have tragic consequences. Inebriated divers may collide with the diving board, or dive where the water is too shallow.

Boaters Can Lose Their Bearings

The U.S. Coast Guard reports that alcohol consumption contributes to 19 percent of boating deaths in which the primary cause is known, making alcohol the leading known contributor of fatal boating accidents.¹ A boat operator with a blood alcohol concentration (BAC) of 0.08 percent or higher is 14 times more likely to be killed in a boating accident than an operator with no alcohol in their system. Reaching a 0.08 percent BAC would require about 4 drinks in 2 hours for an average-size woman (171 lbs) or 5 drinks in 2 hours for an average-size

man (198 lbs). It is important to note that the odds of a fatal crash begin to increase with the first drink.² In addition, according to the U.S. Coast Guard and the National Association of State Boating Law Administrators, alcohol can impair a boater's judgment, balance, vision, and reaction time. It can also increase fatigue and susceptibility to the effects of cold-water immersion. If problems arise, intoxicated boaters are ill-equipped to respond quickly and find solutions. For passengers, intoxication can lead to slips on deck, falls overboard, or accidents at the dock.

Drivers Can Go Off Course

The summer holidays are some of the most dangerous times of the year to be on the road. When on vacation, drivers may be traveling an unfamiliar route or hauling a boat or camper, with the distraction of pets and children in the car. Adding alcohol to the mix puts the lives of the driver and everyone in the car, as well as other people on the road, at risk.

Dehydration Is a Risk

Whether you're on the road or in the great outdoors, heat plus alcohol can equal trouble. Hot summer days cause fluid loss through perspiration, while alcohol causes fluid loss through increased urination. Together, they can quickly lead to dehydration or heat stroke.

Protect Your Skin

Sunburns can put a damper on summer vacations. People who drink alcohol while celebrating in the sun are less likely to wear sunscreen. And laboratory research suggests that alcohol lowers the amount of sun exposure needed to produce burns. This is all bad news, as repeated sunburns increase the risk of skin cancer. Whether drinking or not, be sure to slather on the sunscreen to maximize your summer fun!

Stay Safe and Stay Healthy

Be smart this summer—think before you drink. Practice measures to avoid the spread of the coronavirus to yourself and others. Avoiding alcoholic beverages while piloting a boat, driving a car, exploring the wilderness, and swimming or surfing can also help keep you and your loved ones safe. If you are a parent, understand the underage drinking laws—and set a good example.

So what's in that drink, exactly?

Summer cocktails may be stronger, more caloric, and more expensive than you realize. You may be watching what you eat so you can fit into those summer clothes, but watching what you drink can keep you safe. NIAAA's alcohol calculators can help you assess calories, drink size, alcohol spending, blood alcohol levels, and the number of standard drinks in each cocktail.

Visit

<https://www.rethinkingdrinking.niaaa.nih.gov/tools/calculators/Default.aspx>

For more information on preventing problems with alcohol this summer, and tips on cutting back, visit: <https://www.rethinkingdrinking.niaaa.nih.gov>

¹ U.S. Coast Guard. 2018 Recreational boating statistics. <https://www.uscgboating.org/library/accident-statistics/Recreational-Boating-Statistics-2018.pdf>. Accessed May 20, 2020.

² Smith, G.; Keyl, P.; Hadley, J.; et al. Drinking and recreational boating fatalities: A population-based case-control study. *JAMA* 286:2974–2980, 2001.

Could Being Active Reduce Cancer Death-Risk From Alcohol?

Moderate Drinking Not a Problem

Medscape

By Nick Mulcahy

July 8, 2020

Among adults who drink alcohol at relatively high amounts, regular weekly physical activity may reduce the mortality risk posed by alcohol-related cancers, concludes a new observational study involving 50,000-plus British adults.

Being physically active — for example, by walking, house cleaning, or playing a sport — could be promoted as a risk-minimization measure for alcohol-related cancers, say the authors, led by Emmanuel Stamatakis, PhD, professor of Physical Activity, Lifestyle, and Population Health, University of Sydney, Australia.

The researchers found a "strong direct association between alcohol consumption and mortality risk of [10] alcohol-related cancers."

Specifically, when compared with never drinkers, there was a significantly higher risk of dying from such cancers among drinkers who consumed

"hazardous" and "harmful" amounts of alcohol, and also for ex-drinkers.

Notably, occasional drinkers and drinkers within guidelines did not have statistically significantly higher risks for alcohol-related cancer mortality.

But the analysis also found that among the bigger drinkers, the risks were "substantially attenuated" in physically active participants who met at least the lower recommended limit of activity (> 7.5 metabolic equivalent task [MET]-hours/week).

That's not a taxing amount of activity because, for example, general household cleaning results in 3 METs/hour and walking slowly translates into 2 METs/hour. However, nearly a quarter of survey participants reported no physical activity.

The study was published online May 14 in the International Journal of Cancer.

The new results require confirmation because the findings "are limited in their statistical power," with small numbers of cases in several categories, said Alpa Patel, PhD, an epidemiologist at the American Cancer Society (ACS), who was not involved in the study. For example, there were only 55 alcohol-related cancer deaths among the 1540 harmful drinkers.

Patel stressed that, "based on the collective evidence to date, it is best to both avoid alcohol consumption and engage in sufficient amounts of physical activity." That amount is 150-300 minutes of moderate or 75-150 minutes of vigorous activity per week for cancer prevention.

Her message about abstinence is in-line with new ACS guidelines issued last month, as reported by Medscape Medical News. The ACS's guidance was criticized by many readers in the comments section, who repeatedly encouraged "moderation."

INDUSTRY NEWS

Trump's Tariffs on European Wine Backfire on US Wine Industry

Wine Industry Advisor
By Editor
July 8, 2020

Last year the Trump administration placed a 25% tariff on a broad section of European wines as part of the WTO judgement against the European Union

(EU) in the Airbus subsidy dispute, which the US argued unfairly disadvantaged US based Boeing.

The tariffs are now coming up for review by the US Trade Representative (USTR), who will decide whether to continue with the wine tariffs or cycle off wine and place the WTO awarded tariffs on other European products with the goal of pressuring the EU into ending the Airbus subsidies. In an interview (video above), Ben Aneff, President of the US Wine Trade Alliance argues that the three tier system in the US means that the wine tariffs damage US wine companies more than the European producers.

"For every dollar of damage tariffs on wine do to the EU, they do a little more than four times that damage to businesses here in the US," says Aneff.

The US importer, distributor, and retailer all suffer from the imposed tariffs, and it is even dubious whether US wineries benefit, because there isn't necessarily a clear substitution in the consumer's mind between a French White Burgundy and a California Chardonnay, so they may opt to buy less wine or even a different imported wine.

Aneff is also Managing Partner in Tribeca Wine Merchants, and he could see a direct impact of the tariffs on the business. "Prices on key items are significantly higher, it's resulted in fewer sales from those products, and there's no question of people that are passionate about White Burgundy going to buying more California Chardonnay, that's not the way it works, it's not the way we (wine enthusiasts) see things."

Furthermore, the Coronavirus pandemic and recession has hurt a lot of business, but the widespread restaurant closures has compounded the hardship for US importers and distributors who sell a great deal of their products to on-premise establishments.

The US Wine Trade Alliance encourages everyone to reach out to their representatives in Congress and the office of US Trade Representative directly during the comment period, which is now open to help persuade them to remove the wine tariffs and change tactics in the aircraft trade dispute with the EU.

"Consumers and businesses should write to the USTR and ask that they carousel off of wine tariffs and put the tariff on something that's less damaging to US

small business and more likely to influence the EU to change their behavior with respect to Airbus,” says Aneff.

Visit uswinetradealliance.org for more information on how to contact the USTR and what arguments to make to help fight the wine tariffs.

DAILY NEWS

A Toast To Alcohol Brands That Elevated Social Content During Pandemic

MediaPost

by Ashley Cooksley , Op-Ed Contributor

July 8, 2020

Times like these, many of us could use a drink, right? That’s not just mere hyperbole. According to Nielsen, the week ending May 2 had the strongest growth rate for alcohol since the start of the lockdown in mid-March.

Traditionally, alcohol social media marketing sticks to themes of alcohol as a product to be shared in public settings -- with friends in bars or nightclubs, or at big gatherings like sporting events.

But alcohol brands have had to adapt to the new reality we’re all living in, which isn’t easy from a messaging perspective. Think about it: you need to promote alcohol consumption in a socially distant way, but engage with the sense of fun that is the voice of most brands in the category. And, of course, in a way that’s sensitive to excessive consumption.

It’s quite a tightrope to walk. So how can all this be accomplished? Here are a few ways alcohol brands are adapting their social content to our current state of affairs.

Support/host virtual gatherings: Last month in China ecommerce giant JD.com partnered with Budweiser and Remy Cointreau to sell drinks via a virtual club live-stream. Consumers appreciated the brand’s attempt to replicate the social aspect of a night out without having to leave their homes.

Support the industry and its workers: This is the time to show some empathy in your social messaging, even if it’s a little out of character for your brand. Crook & Marker used social media to launch its #CheersUp campaign, encouraging followers to post selfies or videos of themselves offering a toast on Instagram or Facebook using the hashtag

#CheersUp. The brand donated \$1 to the USBG Bartender Emergency Assistance Program for every post, up to \$10,000. Other brands like Bacardi (#RaiseYourSpirits) and Budweiser (#SavePubLife) have promoted similar initiatives.

Promote user-generated content: Guinness’ (disclosure: a client of our parent company) lockdown-inspired ad campaign was created by someone at the Twitter page @OneMinuteBriefs, where adland pros and wannabes post ideas. Guinness loved the image and shared it on social media. Brands in other categories are asking consumers to share their own videos of them interacting with their brand at home to great effect.

Nurture brand communities: The new normal means we’re all interacting with the outside world through video calls. Smart brands are thinking about the best ways to engage their consumers in ways that bring people together. Consider Bruichladdich Distillery, which invited its social media followers to join a Netflix watch-along of “The Life of Brian” (using the Netflix party app). The company followed it up with a post-movie Q&A session on Instagram.

Meanwhile, Stella Artois is encouraging people to have video drinks with friends using the hashtag #StellaDigitalCheers.

Alcohol consumption is up now, and it’s easy to understand why, but the smartest brands are looking beyond short-term gains to a truly sustainable long-term social media strategy that engages consumers and unites them behind the values the brands exhibit in the worst and best of times. That’s something we all can drink to.

Still more hand sanitizers recalled: Here’s a list of brands to avoid, according to the FDA

PennLive

By Deb Kiner

July 8, 2020

The U.S. Food and Drug Administration is continuing to rapidly disclose hand sanitizers that could be potentially harmful because they contain methanol, also known as wood alcohol.

Today, the FDA added more than two dozen brands made by 4E Global, SAPI de CV (Mexico) and shared an announcement from ITECH 361 recalling

thousands of bottles of All Clean Hand Sanitizer, Moisturizer and Disinfectant.

In June, the FDA recalled nine brands, all made by Eskbiochem SA de CV in Mexico.

Earlier this week, the FDA added more brands to that list and today the list was again updated.

The issue is, according to the FDA, it “has seen a sharp increase in hand sanitizer products that are labeled to contain ethanol (also known as ethyl alcohol) but that have tested positive for methanol contamination. Methanol, or wood alcohol, is a substance that can be toxic when absorbed through the skin or ingested and can be life-threatening when ingested.”

The increase has come as a result of the ongoing coronavirus pandemic.

The FDA said it also “is aware of adults and children ingesting hand sanitizer products contaminated with methanol that has led to recent adverse events including blindness, hospitalizations and death.”

And, consumers should be aware that any hand sanitizer that says “FDA-approved” is not, “since there are no hand sanitizers approved by FDA.”

The ITECH 361 recall is for 18,940 bottles of All Clean hand sanitizer sold in one-liter bottles with UPC Code 628055370130. It was distributed nationwide to wholesale distributors and retailers. For more information on that recall, contact Corina Enriquez at 888-405-4442, 9 a.m. to 5 p.m. MDT, weekdays or send an email to corina@itech361.com.

The following list of hand sanitizers were made in Mexico and either tested by the FDA and found to contain methanol or made in the same facility. Here is a link the entire FDA announcement and list.

Here is a list of recalled hand sanitizers thus far:

Made by 4E Global, ASPI de CV (Mexico)

- Blumen Clear Advanced Hand Sanitizer with 70 percent alcohol
- Blumen Advanced Instant Hand Sanitizer Clear Ethyl Alcohol 70 percent
- Bluemn Adadvanced Instant Hand Sanitizer Clear
- Klar and Denver Instant Hand Sanitizer (labeled with Greenbrier International Inc.)

Modesa Instant Hand Sanitizer Moisturizers and Vitamin E

- Blumen Advanced Hand Sanitizer
- Blumen Advanced Hand Sanitizer Aloe
- Blumen Advanced Hand Sanitizer Lavender
- Blumen Clear LEAR Advanced Hand Sanitizer
- Blumen Clear Advanced Hand Sanitizer
- The Honeykeeper Hand Sanitizer
- Blumen Advanced Hand Sanitizer Clear
- Blumen Clear Advanced Instant Hand Sanitizer
- Blumen Clear Advanced Instant Hand Sanitizer Lavender
- Blumen Aloe Advanced Hand Sanitizer with 70 alcohol
- Blumen Advanced Hand Sanitizer Lavendar, with 70 percent alcohol
- Blumen Advanced Hand Sanitizer Aloe, with 70 percent alcohol
- Blumen Antibacterial Fresh Citrus Hand Sanitizer
- Blumen Hand Sanitizer Fresh Citrus
- Klar and Denver Instant Hand Sanitizer
- Hello Kitty by Sanrio Hand Sanitizer
- Assured Instant Hand Sanitizer (Vitamin E and Aloe)
- Assured Instant Hand Sanitizer (Aloe and Moisturizers)
- Assured Instant Hand Sanitizer Vitamin E and Aloe
- Assured Instant Hand Sanitizer Aloe and Moisturizers
- Blumen Instant Hand Sanitizer Fragrance Free
- Blumen Instant Hand Sanitizer Aloe Vera
- Assured Aloe

Brands from AAA Cosmetica (Mexico)

- Bio aaa Advance Hand Sanitizer
- LumiSkin Advance Hand Sanitizer, 4 oz.
- LumiSkin Advance Hand Sanitizer, 16 oz.

- QualitaMed Hand Sanitizer

Brands from Eskbiochem SA de CV (Mexico)

- All-Clear Hand Sanitizer
- Esk Biochem Hand Sanitizer
- Lavar 70 Gel Hand Sanitizer
- The Good Gel Antibacterial Gel Hand Sanitizer
- CleanCare NoGerm Advanced Hand Sanitizer 80 percent alcohol
- CleanCare NoGerm Advanced Hand Sanitizer 75 percent alcohol
- Saniderm Advanced Hand Sanitizer

Brand from Grupo Insoma, S.A.P.I. de CV (Mexico)

- Hand Sanitizer Gel Unscented 70 percent alcohol

Brands from Soluciones Cosmeticas AA de CV (Mexico)

- Bersih Hand Sanitizer Gel Fragrance Free
- Antiseptic Alcohol 70 percent Topical Solution hand sanitizer

Brand from Transliquid Technologies (Mexico)

- Mystic Shield Protection hand sanitizer

Brand from Tropicosmeticos SA de CV (Mexico)

- Britz Hand Sanitizer Ethyl Alcohol 70 percent

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