

ABL WEEKLY

Policy, Industry & Business News for Beverage Retailers

Friday, February 22, 2019

Issue 371

MEETINGS & EVENTS

[February 24-26 - RHI Sociable City Summit | Philadelphia, PA](#)
[March 15-18 - Wine & Spirits Guild Spring Meeting | Destin, FL](#)
[March 19 - TLW Annual Legislative Day | Madison, WI](#)
[March 20 - ILBA Lobby Day & Legislative Reception | Springfield, IL](#)
[March 24-26 - 2019 ABL Annual Meeting | Las Vegas, NV](#)
[March 31-April 3 - WSWA 76th Annual Convention & Exposition | Orlando, FL](#)
[April 1-4 - TLW Spring Conference & Tradeshow | Appleton, WI](#)
[April 7-10 - NBWA Legislative Conference | Washington, DC](#)
[May 5 - MBDAPA 83rd Annual Convention & Tradeshow | Pocono Manor, PA](#)
[June 3 - ILBA Annual Golf Outing | Springfield, IL](#)
[June 10-12 - Beverage Alcohol Retailers Conference | Louisville, KY](#)
[July 29-31 - ECRS Ignite 19 Retail Success Conference | Nashville, TN](#)
[September 9-11 - MTA Annual Convention & Tradeshow | Sidney, MT](#)
[September 12 - IABR Fall Golf Outing | Indianapolis, IN](#)
[September 15-17 - ILBA Annual Convention & Tradeshow | LaSalle, IL](#)
[October 10 - IABR Annual Meeting & Board of Directors Meeting | Indianapolis, IN](#)

ABL & PUBLIC POLICY News

[Labor Department Makes '80/20' Switch Official:](#) The U.S. Department of Labor on Friday issued an update bulletin that rescinded prior guidance known as the "80/20 rule," which since 2009 had prohibited employers from using the subminimum wage for non-tipped side work. Friday's update to the Field Operations Handbook followed the Labor Department's November announcement that it was essentially eliminating an Obama-era "dual jobs" interpretation known as the "80/20 rule," which said tipped employees who spent more than 20 percent of working hours on non-tipped duties could not be paid the subminimum wage for that time.

[Graham Seeks DOJ Meeting Before Decision on ASCAP/BMI Consent Decrees:](#) Senate Judiciary Committee chair Sen. Lindsey Graham (R-S.C.) has asked the Justice Department to hold off on lifting the consent decrees on music licensing groups ASCAP and BMI until he has had a chance to discuss them with antitrust chief Makan Delrahim. The decrees affect how those organizations collect fees from programmers and distributors for music in their content. In a letter this week to Delrahim, Graham said the decrees appeared still to be working well.

[Polls: Hiking Estate Tax Less Popular Than Taxing Mega Wealth, Income:](#) Americans are proving increasingly receptive to raising taxes on the well-to-do, but new polling suggests that idea of increasing inheritance taxes is not as popular as some other proposals. In a Hill-HarrisX poll released Friday, registered voters were fairly evenly split on their opinions about the estate tax, with almost equal numbers of people favoring keeping levies on inheritances at the current levels, raising them, or abolishing the tax altogether.

[Secret Service Alerts Retailers About Contactless Skimmers:](#) The U.S. Secret Service's Philadelphia Field Office has alerted retailers to be on the lookout for a new skimming technique to steal payment card information at gas pumps. Contactless enabled dispensers use near field communication (NFC) to allow the wireless exchange of payment data between some smartphone applications or contactless credit cards and the payment terminal. Contactless payment systems mask real credit card numbers with a special token, known as

a device account number, that contains information identifying both the mobile device used for payment and the payment card itself to the NFC reader.

Card Companies to Raise Credit and Debit Card Fees: Purchases with credit cards will cost more for both merchants and consumers when Visa and Mastercard boost certain debit- and credit-card fees starting in April, the Wall Street Journal reports. The two biggest U.S. card networks announced that they're hiking a range of fees that U.S. merchants pay to process transactions. Merchants paid an estimated \$64 billion in Visa and Mastercard interchange fees last year, according to the Nilson Report, a payment industry publication. The 2018 payment figure is up 12% from a year earlier and up 77% from 2012.

House Financial Services Committee Holds Hearing to Consider Cannabis Banking Issues: The House of Representatives' Financial Services Committee convened for a hearing last week entitled "Challenges and Solutions: Access to Banking Services for Cannabis-Related Businesses." At the hearing, the Committee focused on a "discussion draft" of the Secure and Fair Enforcement Banking Act of 2019 (the "SAFE Banking Act"), which seeks to harmonize federal and state law concerning cannabis-related businesses and allow these businesses to access banking services.

INDUSTRY News

Alcohol and Tobacco Tax and Trade Bureau (TTB)

[TTB Newsletter - Weekly News \(February 22\)](#)

[Consignment Sales Result in Multiple Permit Suspensions](#)

3x3 Insights

[Retail Untapped Episode 14: Which Types of Tequila Are Trending](#)

[How Liquor Laws Are Changing State-to-State](#)

Brewbound

[Middle-Tier Moves: Reyes to Acquire Another California Constellation Brands Wholesaler](#)

Brewers Association

[BA Bolsters Senior Leadership Team](#)

Center for Alcohol Policy

[Save the Date: 2019 Alcohol Law and Policy Conference](#)

Foundation for Advancing Alcohol Responsibility (FAAR)

[Get the Facts - Interactive State Map](#)

Marijuana Business Daily

[Most California Municipalities Ban Commercial Cannabis Activity](#)

MIC Coalition

[Statement on Senate Judiciary Chairman Lindsey Graham's Letter to DOJ AAG Makan Delrahim](#)

NACS

[The Latest: CBD and Cannabis](#)

Nielsen

[All Mixed Up: A Look at Cocktail Preferences Across the On-Premise Landscape](#)

Shanken News Daily

[States Crack Down on CBD in Drinks, Food](#)

AFFILIATE News

Connecticut Package Stores Association

[2nd Circuit Upholds Connecticut Alcohol Pricing Laws Against Total Wine Challenge](#)

The 2nd Circuit ruled today in favor of Connecticut in its defense of its alcohol pricing laws. Oral Argument was held in February of 2018 and a decision was announced today in a comprehensive ruling authored by District Judge Paul Englemayer who was sitting on this 2nd Circuit panel by designation. Total Wine had challenged the Connecticut alcohol laws on price post, price hold, ban on price discrimination/volume discount and minimum retail pricing provisions.

Maryland State Licensed Beverage Association

[Away from Franchot's Spotlight, Brewers Quietly Push for Their Own Changes](#)

Small Maryland breweries could see the volume of beer they are allowed to brew double later this year, or state lawmakers could opt to limit the change to certain counties. The Frederick and Montgomery county delegations each unanimously supported bills earlier this session to double the annual barrel limits of microbreweries in their counties from 22,500 to 45,000 barrels. The Brewery Modernization Act of 2019, however, would allow the change to occur statewide.

[Lawmakers, Comptroller Trade Jabs Before Hearings on Alcohol Regulation Bills](#)

Two lawmakers backing high-profile alcohol reform legislation traded personal attacks Thursday with the state's chief tax collector, impugning one another's motives and character one day before public hearings on the bill. While the measure at the heart of the skirmish seeks to enact a series of recommendations put forward by a commission that studied alcohol sale and use in Maryland, it was the proposal to shift field enforcement of liquor, cigarette and gasoline sales from the Office of the Comptroller to a new, independent commission that ignited the most heated rhetoric during back-to-back, hour-long news conferences.

Montana Tavern Association

[Bill Would Double the Volume of Spirits Montana Distilleries Can Serve to Patrons](#)

A proposal to increase the volume of spirits that distilleries in Montana can serve to their customers drew support from liquor producers seeking parity in a business climate they say unfairly restricts their growth. Introduced by Rep. Jim Hamilton, R-Bozeman, House Bill 362 would allow distilleries to serve customers four ounces of spirits for on-premise consumption, whereas current law caps the volume at two ounces. "This is another bill that asks you to move a small bit toward a future that embraces change as opposed to embracing the status quo or clinging to it," Hamilton said Feb. 13 when the bill went before the House Business and Labor Committee.

STATE & LOCAL News

[Alabama: State Should Control Alcohol Sales \(Op-Ed\)](#): It's that time of year again. The Alabama Legislature is only days from its opening session, and lawmakers across the state are drafting bills they say will make Alabama better. As in years past, some special interest groups - big-box retailers and liquor distributors - are pushing again to privatize liquor sales in Alabama. By privatize, they mean closing state-operated liquor stores and handing over the sale of all liquor in the state to private businesses. On the surface, that might sound sensible. Why should the state even be in the liquor business?

[Alaska: Alcohol, Marijuana Regulatory Boards Would Be Scrapped Under Dunleavy Plan](#): Alaska Gov. Mike Dunleavy is planning to introduce legislation repealing the state boards that regulate alcohol and marijuana businesses, according to a letter from a commissioner to state employees, and industry groups are pushing back. A letter from Alaska Department of Commerce, Community and Economic Development commissioner Julie Anderson told employees about the governor's plans to repeal the boards.

[California: State Made \\$345 Million, Not Predicted \\$1 Billion, on Legal Cannabis in 2018](#): California took in \$345.2 million in tax revenue from legal cannabis during the first year of regulated sales in 2018, according to figures the state released Tuesday. That's just more than a third of the \$1 billion in annual revenue analysts predicted California would see once the state's regulated cannabis industry was in full gear. But it does put the state on track to hit the revenue totals Gov. Gavin Newsom forecast in his current fiscal year budget.

California: Gov. Gavin Newsom Calls for Tougher Enforcement Against State's Illicit Market: Before he was elected governor, Gavin Newsom was instrumental in legalizing marijuana for recreational use in California. Now, as he settles into office, he faces the challenge of fixing a system that has been slow to bloom. Newsom has urged patience with sluggish growth in the number of state-licensed cannabis businesses, saying he expected that such a complex regulatory system would take at least five years to fully develop.

California: New Mandatory Training Requirements for Over One Million "Alcohol Servers": The ABC is hosting industry seminars to roll out proposals for the new training requirements for "Alcohol Servers" based on AB 1221, which the Governor signed into law last year. (See Cal. Business and Professions Code §§25680 - 25686.) The first seminars were last week, and more will follow. We applaud the ABC for paying attention to this requirement at this time -- the deadline is close, and the closer it gets the more difficult it will be to manage the process. Managing the training for large employers will be an organizational hassle for store and restaurant managers and HR departments.

Connecticut: Taxes on Vaping Products, Liquor Bottles Part of Lamont's "Sin Taxes": Connecticut Governor Ned Lamont is delivering his budget proposal to the legislature on Wednesday, but Channel 3 got a sneak peek at some of his suggestions. He's looking to not only raise the age for purchasing tobacco but adding a charge to liquor and plastic shopping bags. The governor is calling these "the sin taxes" of the 21st century. There is a total of four proposals and they also include vaping products.

Connecticut: Gov. Lamont's Calls for State Taxes on Plastic Bags, Wine and Liquor Bottles Are Facing Opposition: Gov. Ned Lamont's proposals to put state taxes on single-use plastic bags and on wine and liquor bottles are already facing criticism and opposition from an array of groups that include environmentalists, retailers and booze distributors. But the opposition isn't uniform or unified. Lamont is scheduled to offer his plan for solving a projected \$2 billion budget deficit to the General Assembly on Wednesday, including calls for highway tolls and a variety of other revenue-raising proposals.

Georgia: Brunswick Businesses Scoff at Proposed 'Pour Tax': A new pour tax could have some businesses in Brunswick paying more to the City. It's part of a proposal that city commissioners will consider Feb. 20. It's an added expense alcohol-selling businesses in Brunswick are facing -- and that some are even petitioning. A tax of 22 cents per liter on distilled alcohol, a similar deal for wine, and \$6 per half-keg of beer. All due monthly to the city coffers in addition to the yearly \$1,250 dollars to pour alcohol.

Illinois: Washington Wants to Raise Liquor License Fees: For more than 20 years, the city of Washington hasn't raised liquor license fees. But that could change if the City Council approves an ordinance read for the first time at Monday's council meeting. The ordinance, which would amend and revise current regulations and fees, will be discussed at the March 11 committee of the whole meeting.

Illinois: State Raises Minimum Wage to \$15: This week Illinois Gov. JB Pritzker signed into law a higher state minimum wage, CBS reports. Starting in 2020, the minimum wage will increase every year until it hits \$15 in 2025. "Today is a victory for the cause of economic justice," said Pritzker at the signing ceremony. "This will improve the lives of families across Illinois, and it will lift people out of poverty."

Indiana: State May Ban Energy Drink Sales to Minors: In a two-hour period, 16-year-old Davis Cripe drank a large amount of Mountain Dew, a café latte and an energy drink. A few hours later, he died at a local hospital from a caffeine-induced irregular heartbeat. Now Cripe's father and some Indiana lawmakers want to ban the sale of energy drinks to anyone under age 18, reports Tristatehomepage.com. The proposed Senate Bill 369 would penalize anyone in Indiana selling energy drinks to minors.

Indiana: House Passes Bill to Make Dozens of Alcohol Law Changes: The House easily approved legislation Thursday that would make dozens of alterations to the state's alcohol industry. Current law limits how many liquor stores and restaurants can sell alcohol in a community. Rep. Ben Smaltz's (R-Auburn) bill would allow communities to increase those quotas through a public referendum. The measure also imposes new requirements on grocery store clerks who ring up alcohol.

Kansas: New Alcohol Laws to Take Effect in April: Starting April 1, new Kansas alcohol laws will go into effect, meaning stronger beer will be available in grocery and convenience stores. Mike Thornbrugh, with QuikTrip,

has already been through alcohol law changes in other states. "Oklahoma went October 1st, Colorado went January 1st, and now Kansas," says Thornbrugh. Unlike Oklahoma, wine will not be available in grocery or convenience stores in Kansas.

Kentucky: Senate Passes Bill to Allow Wine Shipments into the State: A bill that would allow direct out-of-state shipments of wine to Kentucky consumers has won overwhelming approval in the state Senate. Senators voted 29-5 on Friday to pass the bill, which now goes to the state House. Republican Sen. Max Wise, the bill's lead sponsor, says Kentucky is among five states that don't allow direct wine shipments to consumers in their states. He says that many Kentuckians who visit vineyards in other states would like to become members of out-of-state wine clubs and have wines shipped directly to them.

Kentucky: Bill to Strengthen DUI Laws Passes Senate, Heads to House: Legislation designed to reduce drunken driving across Kentucky passed the state Senate yesterday by a 34-0 vote. The measure, known as Senate Bill 85, would strengthen legislation from 2015 that created Kentucky's ignition interlock device program. It required repeat driving under the influence offenders and first-time offenders with a 0.15 blood alcohol concentration or higher to install IIDs, Breathalyzer-type devices on any vehicle they operate.

Maryland: Lawmakers Consider Brewing Bills with Thousands of Barrels of Beer On the Line: Small Maryland breweries could see the volume of beer they are allowed to brew double later this year, or state lawmakers could opt to limit the change to certain counties. The Frederick and Montgomery county delegations each unanimously supported bills earlier this session to double the annual barrel limits of microbreweries in their counties from 22,500 to 45,000 barrels. The Brewery Modernization Act of 2019, however, would allow the change to occur statewide.

Missouri: Sports Betting Actions Underscore Legalization Efforts: More than a dozen states have taken up legal sports betting bills. Few have more action than Missouri. The full state Senate was scheduled as early as Feb. 20 to vote on a measure to allow in-person and online sports betting in the state. The pending vote on SB 44 follows a hearing last week by the Missouri Senate Economic Development Committee on SB 222, which would likewise allow licensed casino boats to take sports bets as well as authorized online providers.

Nebraska: Legislators Still Seeking Answers On Property, Alcohol Taxes: The Nebraska Legislature had a late night until 10 last Thursday, when the hearing concluded for the three bills relating to the highly debated property tax issue: LB314, LB497 and LB677. Public comments for and against the three bills were heard by the Legislature's Revenue Committee. Numerous Nebraska farmers, local brewers and professionals related to the alcohol industry, as well as rural school administrators, were in attendance and spoke their piece about a possible property tax decrease and related possible alcohol and tobacco increases to offset it.

New Jersey: Lake Como, Belmar Targets Underage Drinking This Summer with \$10,000 in 'Cops in Shops' Grants: Enter any establishment selling alcoholic beverages in Lake Como or Belmar this summer and you may be standing next to an undercover police officer. That's the warning state and local law enforcement officials are giving individuals under age 21 – and the impetus behind New Jersey's Cops in Shops Summer Shore Initiative. Designed to target underage drinking during the busy tourism season, the program each year awards grants to some 30 Jersey shore communities, including Belmar and Lake Como.

New Jersey: State's Own "Green Deal" - Adult Use Recreational Marijuana is Coming to the Garden State: On February 15, 2019, New Jersey's governor and leaders of the State senate and assembly reached an agreement for legalizing, regulating, and taxing marijuana for adult recreational use. The proposed legislation remains largely unchanged from Senate Bill 2703, introduced on June 7, 2018. Assuming S.B. 2703 is signed into law, employers with operations in New Jersey must brace for changes. On the positive side, the proposed law allows zero tolerance policies to remain in place.

Pennsylvania: Chain Store Beer, Wine Sales Press Some Dry Towns to Go Wet: The little town of Cleona is the latest to feel some pressure to allow alcohol sales. Nearly 700 towns across Pennsylvania are dry or partially dry, restricting the sale of beer, wine and liquor to some extent. In the greater Harrisburg region alone, 165 boroughs and townships restrict alcohol sales. Recent changes in state liquor laws have some of these dry towns changing decades-old - sometimes near century-old - statutes on prohibition laws.

Texas: Breweries Are One Step Closer to Legally Selling Beer-to-Go: There's been a stakeholder agreement on the two recent companion bills looking to legalize beer-to-go sales from Texas craft breweries. The Texas Craft Brewers Guild already backed the proposals, but now the Beer Alliance of Texas, which represents the beverage distributors in the state, recently endorsed the bills. If the SB 312 and HB 672 bipartisan bills pass, people will be able to buy up to two cases a beer to-go a day from any brewery in the state. Next up: the bill has to be approved by the Texas House of Representatives, the Texas Senate, and then governor Greg Abbott.

Texas: Craft Brewers Gain Major Ally but Battle in Legislature Continues: After a major truce, when lawmakers leave town in May, Texans might be able to walk out of any brewery with a case of beer. Since prohibition ended, Texas lawmakers used a "three-tiered" system to regulate alcohol: brewers, distributors and retailers. All three must remain independent from one another. That's why a truce representing two separate tiers can change the landscape in Texas. The Beer Alliance — which represents distributors in the capitol — struck a deal with the Craft Brewers Guild, which lobbies for craft breweries.

Texas: Lawmaker Files Bill to Ban Powdered Alcohol: A new bill filed by Texas State Representative Trent Ashby, R-Lufkin, aims to ban powdered alcohol, or palcohol, in Texas. In an email Monday, Ashby said House Bill 1610 "simply prohibits powdered alcohol from being manufactured, imported, and sold in the state of Texas. If someone really wanted to consume powdered alcohol they could still make it at home for personal use - the bill does not classify this as an illegal drug in the Penal Code."

Texas: Retailers and Law Enforcement Focus on Skimming: This week, the Texas Food and Fuel Association (TFFA) kicked off the first of its Skimming Prevention Seminars across the state to educate retailers and local law enforcement about credit and debit card skimming at fuel dispensers. On February 19, more than 30 attendees, including detectives from local police departments, U.S. Secret Service, convenience store operators and other industry stakeholders, gathered to talk about how each group responds to incidents of skimming.

Utah: What Do Utah's New DUI Laws Mean for You?: At midnight on December 30, 2018, Utah became the first state in the country to consider a person with a blood alcohol level of .05 as drunk. The reasoning behind this strict law and how it came to be passed are part of an illogical, convoluted story—typical of the Utah legislature. What will its enforcement mean for local businesses and visitors? Well, in the words of criminal defense attorney Kate Conyers who handles DUI cases, "We just don't know."

Virginia: Governor Signs Statewide Alcohol Sales Bill: Virginia Governor Ralph Northam today signed into law SB 1110, which makes the entire state "wet" and allows localities to opt-out of alcohol sales, according to the Distilled Spirits Council. The new law applies to 31 counties that are "dry" or "partially dry." The bill has a delayed effective date of July 1, 2020 but allows localities to hold anticipatory referendums beginning July 1, 2019. This bill is identical to HB 2634.

Virginia: For These Four, Having a Beer Is a Crime and They've Gone to Court to Challenge That: Police arrested Ryan Williams for sleeping in a park bathroom in Roanoke where an empty beer was found in the trash. Bryan Manning was picked up in the same city for smelling like alcohol and later for being at a Walmart where alcohol was sold. Richard Deckerhoff and Richard Eugene Walls were arrested near Richmond for being near beer cans. In the past decade, each man has been prosecuted in Virginia at least 11 times under a state law that makes it a crime for people designated in court as "habitual" drunks to consume or have alcohol.

West Virginia: Bill to Allow Sunday Liquor Sales Passes Senate: The West Virginia Senate has passed a bill that would allow retail outlets to sell liquor on Sundays. The Senate approved the bill 22-11 Monday to permit liquor sales after 1 p.m. on Sundays. The bill now goes back to the House of Delegates, which had earlier approved the bill. The House must now weigh in on an amendment that no liquor sales can occur on Christmas or Easter when those days fall on a Sunday.

Wisconsin: Governor Announces Proposal to Decriminalize Marijuana Possession, Legalize Medical Use: Wisconsin Gov. Tony Evers on Monday proposed overhauling the state's marijuana laws to make the drug's medical use legal, decriminalize possession and align the state's laws on CBD oil with federal standards. In a press conference outlining his state budget, the governor indicated it was time for Wisconsin to join the more than two dozen states that have legalized medical marijuana and ensured residents have access to CBD oil.

Protect Your Business: Secure Payment Data: Connexus will present a free webinar, “Protect Your Business: PCI Resources for Securing Payment Data” on Thursday, February 28, at 12pm ET. The webinar will be presented by Elizabeth Terry, PCI SSC. With a strong data security foundation, you can protect your customer payment data and prevent data breaches that can put you out of business. Elizabeth Terry, community engagement manager with PCI SSC, will join us to discuss essential knowledge and resources to help merchants, service providers and franchisees secure payment data

Mysterious Maryland-Style Rye Whiskey Makes Comeback: H.L. Mencken, the Jazz Age scribe who loved Baltimore and booze in equal measure, spared no opportunity to praise his state’s famous rye whiskey. It was, he said, “the most healthful appetizer yet discovered by man.” The Mencken family doctor, he added, apparently approved: “He believed and taught that a shot of Maryland whiskey was the best preventive of pneumonia in the R months.”

He Owed the Liquor Store \$6 – and He Was Honest About It: I went into a local liquor store to buy some beer. It’s one of those inner-city places – clean and well-lit, but the staff works behind bulletproof glass and everyone seems a bit wary of everyone else. As I was paying for the beer, I remembered that when I got home from my previous trip to that store and checked my receipt, I discovered the store had undercharged me by about \$6. So I mentioned that to the cashier and asked him to add six bucks to my bill.

Bitters Keep Climbing As Consumers Explore New Flavor Profiles: As consumers continue to expand their flavor repertoires, bitter liqueurs and aperitifs have begun to catch fire in the U.S. Much of the category’s growth has been centered in the on-premise, where mixologists have been promoting bitters in an array of cocktails. “America’s palate now fully embraces bold bitter flavors,” says Melanie Batchelor, vice president of marketing for Campari America. “We’ve seen a steady rise in the popularity of espresso, intense dark chocolates, IPAs, and wild greens, for example.”

Tobacco Use Among U.S. Youths Increasing Because of e-Cigarettes: The rate of teens smoking cigarettes has dropped for the past decade. However, according to the CDC, tobacco use among U.S. youth is rising. More than 1 in 4 high school students said they had used a tobacco product in the past 30 days. “E-cigarette use increased from 11.7% to 20.8% among high school students,” the CDC said. “No change was found in the use of other tobacco products, including cigarettes, during this time.”

Generation X Often Overlooked, but They Can Be Prime Wine Customers: There has been a lot of news lately about the fact that despite the wine industry’s best intentions, millennials are drinking more spirits and beer and less wine. Much of what we are reading addresses the baby boomer generation “aging out” of wine buying either by consuming less due to medical conditions or aging in general or drinking through their cellars rather than purchasing more wine. In opinion pieces, the wine industry is chastised for failing to capture the millennials’ attention and is offered advice on how to woo them back.

Constellation Brands Projects 10-Cent Hit to Earnings from Canopy Growth Investment: Constellation Brands, Inc. shares dropped Wednesday after the alcoholic beverage maker commented on its beverage growth expectations at an industry conference. The company said it expects to see a 10-cent-per-share hit to fourth-quarter earnings from its investment in cannabis company Canopy Growth Corp. Constellation, likely best known as the maker of Corona beer, said that it expects the cannabis market to be worth \$200 billion over the next decade, and said it expects earnings per share to rise by 10 percent over the next three years.

Cider Succeeds with Men, Women and Millennials but Faces Retention Challenge: The cider industry is seeing record growth in the US, outpacing stagnant sales across general alcohol. It’s drawn in a gender-equal audience primarily made up of millennial consumers. At CiderCon 2019 in Chicago this month, Danny Brager from Nielsen spoke to attendees about the growth trends in the alcohol industry and what can be expected for U.S. cideries in the future.

[**Is It Too Late for Mom-And-Pop Operators to Get into Cannabis?**](#) : An oft-told story from the pioneering days in the cannabis industry involves Kayvan Khalatbari and a business partner founding their medical cannabis dispensary in Denver “with \$4,000 and half a pound of marijuana.” Khalatbari’s dispensary, Denver Relief, went on to become one of the country’s most well-known dispensaries. His experience wasn’t unique either.

[**MillerCoors Is Making a Crafty Play for Your Low ABV, "Low Calorie" Beer Dollars**](#): It's been a while since we've seen companies on all levels of the beer industry, from truly micro to massive and intercontinental, be so united in chasing a particular style trend. Thanks to the explosive growth and all-around category dominance of AB InBev's Michelob Ultra, pretty much everyone else has been left chasing the low-cal, low-carb dragon.

[**Legal Cannabis 'Long-Term Risk' to U.S. Alcohol Sector**](#): Cannabis legalisation presents a “long-term risk” to the alcohol industry in the US and could be consumed in “new occasions that alcohol cannot and will not play”, according to a recent report. The new study, called Beverage Alcohol, Cannabis and the Changing US Consumer: What are the Real Risks and Opportunities to Consumption Behaviour?, has been published jointly by the IWSR Drinks Market Analysis and BDS Analytics.

[**Drink Up! Official Trailer for 'Beers of Joy' Documentary About Beer**](#): "Tasting is something that requires all of your focus." Gravitas Ventures has released the official trailer for a documentary titled Beers of Joy, a love letter to and appreciation of the wonderful beverage known as "beer". The concept of what became Beers of Joy was first born out of Anheuser-Busch's desire to create an entertaining film that not only celebrated the beer industry, but also told the inspiring stories of the people behind it in a way that would resonate far beyond the world of beer.