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## Exclusive news and research for the wine, spirits and beer executive

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### Wednesday, September 18, 2019

# Stew Leonard’s Expands In New Jersey, Unveiling 80,000-Square-Foot Store

Stew Leonard’s, the northeastern specialty grocer with sales of more than $400 million, is opening a new location in New Jersey today, complete with a full wine, spirits, and beer department. The 80,000-square-foot store, situated in the Paramus Park mall in Paramus, features a prominently positioned beverage alcohol department, measuring nearly 6,000 square feet. With the opening of the store, the nearby freestanding Stew Leonard’s Wine & Spirits has closed.

Stew Leonard, Jr., president and CEO of the grocery chain, tells Shanken News Daily that while no more new stores are currently planned, the Paramus location could serve as a model in New Jersey down the road. “I think it’s what customers want,” says Leonard, who was named Market Watch magazine’s Retailer of the Year in 2017.

Stew Leonard’s Wine & Spirits is now comprised of eight locations—three in Connecticut, three in New York and two in New Jersey—all independently owned and operated. Combined annual sales are in excess of $100 million.

The new store offers more than 1,200 wines, 800 spirits, and 500 beers. Highlights of the department include certified wine specialists; a host of premium wine brands; private-label “Hidden Gem” wines, such as the non-vintage Santa Giada Pinot Noir ($13); and a walk-in beer cooler. Food and wine pairing events are planned.

## Gary’s Wine & Marketplace Launches One-Hour Delivery

New Jersey-based retailer Gary’s Wine & Marketplace has launched one-hour delivery of wine, beer, spirits, and food from its four Garden State locations. Consumers can place orders for over 4,000 different products through Gary’s mobile app and receive delivery within one hour within a 4-6-mile radius of Gary’s locations on orders of $25 and up. The new delivery service is launching in partnership with tech firm City Hive and delivery platform Bringoz. In addition to its New Jersey locations, Gary’s is now expanding to the West Coast with a new store in Napa.

### News Briefs:

•Ketel One vodka has launched a new marketing campaign. Titled “Drink Marvelously,” the new campaign features a series of hand-drawn illustrations and animations that highlight Ketel One serves. Drink Marvelously was made in partnership with creative agency FIG, and will debut in 15-second television spots during the 71st Primetime Emmy Awards telecast in New York and Los Angeles. A national television and digital rollout will follow in October. Jointly owned by Diageo and the Nolet family, Ketel One rose by 10% in the U.S. during Diageo’s full fiscal year ended in June.

•Breakthru Beverage Group subsidiary Kindred has been appointed the exclusive sales agent for Auxly Cannabis Group’s adult-use products in Canada. The Auxly lineup of brands includes Dosecann, Robinsons, Foray, and Kolab. Auxly says the deal will allow it to leverage Kindred’s nationwide footprint as Canada’s recreational market continues to expand.

•Charles Smith’s Wines of Substance is introducing a new sparkling label called Popup. Launching exclusively at Target stores nationwide in November, Popup is a Washington state-sourced sparkler that retails at $15 a 750-ml. The brand has a “pop-off” closure, and joins K Vintners, Sixto, Casa Smith, B. Leighton, Substance, and Charles & Charles in the Wines of Substance portfolio.

### Craft Brewing and Distilling News:

•Blanco, Texas-based Ben Milam Whiskey has launched Milam & Greene, the company’s new flagship release. The brand is launching with two whiskies—Triple Cask Straight Bourbon ($43) and Straight Rye whiskey finished in Port casks ($48)—both bottled at 47% abv. Milam & Greene Bourbon’s final blend includes the distillery’s first grain-to-glass Straight Bourbon along with 3-4-year-old and 10-11-year-old Tennessee whiskies. Milam & Greene’s Rye was distilled in Indiana before batching in Blanco. Both whiskies are made with grains sourced from Texas, Oregon, Wyoming, and Washington.

•Louisiana’s Abita Brewing Company has launched Hop 99, a new gluten-free, low-calorie ale, to appeal to health conscious drinkers. The 4.2% abv ale clocks in at 99 calories per 12-ounce serving and is made with Mosaic and Citra hops. Abita’s Hop 99 is rolling out now and will be available in 6-packs of 12-ounce cans and on draft throughout the brewery’s distribution footprint by the end of the month. Abita is the 21st-largest craft brewery in the U.S., according to the Brewers Association.

•Longmont, Colorado-based Oskar Blues Brewery is releasing One-y 100 Calorie Hazy IPA as a year-round addition to its lineup. In order to cut the hefty calorie counts of conventional hazy IPAs, One-y 100 is brewed with a base of pale ale malt and wheat, bolstered by a large load of El Dorado, Comet, Citra, Mosaic, and French Aramis hops. The resulting brew is at 4% abv and is rolling out now for national distribution in 6- and 12-packs of 12-ounce cans.

### Recently in the News:

* [Impact’s “Hot Brands” Keep Up The Momentum Heading Into Critical Selling Period](http://portal.mshanken.com/go/1/376affcc507f3c93a6473c7b9fa19141/25682/0f590b0b4517ec5d/4a860b8dc2a15caba6473c7b9fa19141/25682)
* [Michael Jordan And Partners Launch Cincoro, A New Upscale Tequila](http://portal.mshanken.com/go/1/376affcc507f3c93a6473c7b9fa19141/25682/0f590b0b4517ec5d/3345bb21889e0de5a6473c7b9fa19141/25682)
* [Meiomi Unveils Largest Marketing Effort To Date With New “Flavor Forward” Campaign](http://portal.mshanken.com/go/1/376affcc507f3c93a6473c7b9fa19141/25682/0f590b0b4517ec5d/3183eb31a20b2169a6473c7b9fa19141/25682)

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