MARKET INTELLIGENCE ON SPIRITS, WINE AND BEER

MARKET WATCH



LEADERS 2025

RETAILERS OF THE YEAR

Lindy and John Rydman, and Lisa Rydman-Lindsey
of Spec's Wines, Spirits & Finer Foods



REOPENING SPRING 2026

A newly transformed winery ready to embrace the future of fine wine while honoring Robert Mondavi's legacy.

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Photography Courtesy of Aidlin Darling Design & MIR.



Welcome to a bold new era of Robert Mondavi. Opening spring 2026, the reimagined Robert Mondavi Winery is set to realize the vision our founder had when he first opened its doors in 1966—to produce Napa Valley wines that would stand in the company of the world's finest. This renewal honors his legacy and pioneering spirit while embracing our ambitions for the future of fine wine, world-class hospitality, and sustainable stewardship.

What began as winery renovation discussions in the fall of 2020 has since grown to become a full-on transformation. From state-of-the-art cellars to elevated guest experiences and a renewed connection to the land, every detail has been considered to reflect our commitment to innovation and excellence.

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WINERY

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Family Wines



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from Delicato Family Wines and the Indelicato Family

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All of the above photos are from our Retailers of the Year story, which starts on page 64.

mw

MARKET WATCH
LEADERS 2025

11 Editorial

13 Class Of 2025
Six retailers from six companies are named new MARKET WATCH LEADERS.

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John Rydman, Lindy Rydman, and Lisa Rydman-Lindsey of Spec's Wines, Spirits & Finer Foods receive our top award.

On the cover:
Lindy and John Rydman, and Lisa Rydman-Lindsey of Spec's Wines, Spirits & Finer Foods.
Photographs by Julie Soefer













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MARKET WATCH
LEADERS 2025

PHOTOS BY (CLOCKWISE FROM TOP LEFT):
STEVE VORDERMAN
ACKERMAN + GRUBER
MONICA WHITT
ERIC JAMISON/STUDIO J INC.
JOHN DAVID PITTMAN
LUCY SCHAEFFER

LEADERS Class Of 2025

72 Clair McKinley of Belmont Beverage Stores of Indiana
A second-generation LEADER, this retailer highlights consistency across all her stores.

78 Dustin Mitzel of Happy Harry's Bottle Shops
From student to CEO, this owner-employee continues guiding the North Dakota chain.

86 Bruce Abbott of Liquor Stores North USA
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92 Sunil Khurana of Westchester Wine Warehouse
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98 Andy Kumar of Colonial Wines & Spirits
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106 Richard Crawford of Green Valley Grocery
Nearing 50 years in business, this retailer celebrates loyalty in Las Vegas.



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TRINCHERO

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-- Thank you for your continued support of our portfolio --

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FAMILY VINEYARDS

JOEL GOTT

SEAGLASS WINE COMPANY

ALCOHOL-REMOVED WINE FRE

TRES AGAVES

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MARKET WATCH
LEADERS 2025

PHOTOS BY:
(LEFT) ACKERMAN + GRUBER;
(RIGHT) JOSHUA AARON

Alumni Award Winners

112 Best Marketing Award
Jon Halper of Top Ten Liquors
Embracing varied media forms is key for this Minnesota retailer's strategy.

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mw

MARKET WATCH
LEADERS 2025

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127 Wine Brand Of The Year
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129 Industry Executive Of The Year
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SOUTHERN GLAZER'S WINE & SPIRITS PROUDLY TOASTS

MARKET WATCH MAGAZINE'S RETAIL LEADERS 2025

Bruce Abbott
Liquor Stores USA North
Anchorage, Alaska

Rick Crawford
Green Valley Grocery
Henderson, Nevada

Sunil Khurana
Westchester Wine Warehouse
White Plains, New York

Andy Kumar
Colonial Wine & Spirits
Little Rock, Arkansas

Clair McKinley
Belmont Beverage Stores
Fort Wayne, Indiana

Dustin Mitzel
Happy Harry's Bottle Shops
Fargo, North Dakota

SOUTHERN GLAZER'S WINE & SPIRITS

SOUTHERNGLAZERS.COM



*Source: BVA Doxa, 2024 online study, sample of 1,800 cocktail drinkers 18-55 y.o. at least once.
Aperol® Liqueur. 11% alc./vol. (22 Proof).©2025 Campari America, New York, NY. Please enjoy responsibly.

Through The Generations

This year, for the first time ever, our Retailer of the Year is a repeat winner. Lindy and John Rydman, owners of Texas retail giant Spec's Wines, Spirits & Finer Foods, first became Retailers of the Year way back in 1998. We honor them again this year, and this time they're joined by another family member: Lindy and John's daughter Lisa Rydman-Lindsey.



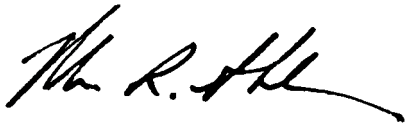
It's quite the generational story. Lindy's father and Lisa's grandfather, Caroll "Spec" Jackson, founded Spec's in 1962 with his wife, Carolynn, spending $7,000 to open his first store in Houston. Most of you are too young to remember Spec, but he was a man we knew and loved. Warm and engaging, he was a truly colorful personality of our industry—perhaps best remembered for zooming around the store on his roller skates to help take care of customers and assist staff. Today Spec's operates 220 stores throughout the state of Texas, with revenue of more than $2 billion. John and Lindy joined the business in 1972, and Lisa came aboard in 1995. It's a remarkable legacy, and one that appears destined to continue for many years to come.

As for this year's class of newly induced LEADERS, they come from markets spanning the country: Claire McKinley of Belmont Beverage Stores in Indiana, Dustin Mitzel of Happy Harry's in North Dakota, Bruce Abbott of Liquor Stores USA North in Alaska, Sunil Khurana of Westchester Wine Warehouse in New York, Andy Kumar of Colonial Wines & Spirits in Arkansas, and Richard Crawford of Green Valley Grocery in Nevada.

We also honor some LEADERS alumni who continue to distinguish themselves in this business: Jon Halper of Top Ten Liquors in Minnesota is our Best Marketing Award winner, while Lock Reddic, a former Retailer of the Year in 2010, wins this year's award for Community Service.

At the supplier tier, our Spirits Brand of the Year Award goes to a longshot that made it big: Surfside RTDs. Our Wine Brand of the Year, Bonanza, is from the distinguished Wagner Family of Wines, and it's an affordable California Cabernet that's been a roaring success over recent years. Our Best New Product awards go to Crown Royal Blackberry in spirits, and Josh Cellars Seaswept, which continues Josh's great growth run. And finally, we honor the very deserving Stephen Rust of Diageo North America as our Industry Executive of the Year.

Enjoy the issue,



Marvin R. Shanken

MARKET WATCH

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BPA WORLDWIDE

MARKET WATCH LEADERS 2025



BRUCE ABBOTT
Liquor Stores North USA
Anchorage, Alaska



RICHARD CRAWFORD
Green Valley Grocery
Las Vegas, Nevada



SUNIL KHURANA
Westchester Wine Warehouse
White Plains, New York



ANDY KUMAR
Colonial Wines & Spirits
Little Rock, Arkansas



CLAIR MCKINLEY
Belmont Beverage Stores of Indiana
Fort Wayne, Indiana



DUSTIN MITZEL
Happy Harry's Bottle Shops
Grand Forks, North Dakota

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MARKET WATCH
LEADERS 2025



JON HALPER (2023)
BEST MARKETING AWARD
Top Ten Liquors
Minneapolis, Minnesota



LOCK REDDIC (2001)
COMMUNITY SERVICE AWARD
Green's Discount Beverage Stores
Columbia, South Carolina

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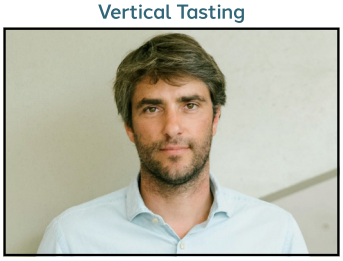
Wine Seminars

OPUS ONE
Vertical Tasting



MICHAEL SILACCI
Winemaker
NAPA VALLEY

CHÂTEAU CHEVAL BLANC
Vertical Tasting



PIERRE-OLIVIER CLOUET
General Director
BORDEAUX

RARE CHAMPAGNE
Vertical Tasting



ÉMILIEN BOUTILLAT
Chef de Cave
CHAMPAGNE

M. CHAPOUTIER
Hermitage Tasting



MICHEL CHAPOUTIER
Owner/Winemaker
RHÔNE VALLEY

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Thursday & Friday Evening Critics' Choice Grand Tastings (VIP Entry)
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Wine Seminars

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Co-Owner
Château d'Estoublon
PROVENCE



ROBIN LAIL
Founder & President
Lail Vineyards
NAPA VALLEY



JOHANN RUPERT
Owner
Anthonij Rupert Wyne
SOUTH AFRICA



RENZO COTARELLA
CEO
Marchesi Antinori
TUSCANY



CARMELO ANTHONY
Co-Owner
VII(N) The Seventh Estate
RHÔNE

RED WINES OF BEAUNE



VINCENT WALLAYS
Export Director
Domaine Chanson



FRÉDÉRIC BARNIER
Winemaker
Louis Jadot



ALBÉRIC BICHOT
Director
Albert Bichot



FRÉDÉRIC DROUHIN
President
Joseph Drouhin

2020 BRUNELLO



GIOVANNI GAJA
Owner
Pieve Santa Restituta



FILIPPO CHIA
Owner
Castello Romitorio



BERNARDINO SANI
CEO/Winemaker
Argiano

CALIFORNIA CHARDONNAY ALL-STARS



MARK AUBERT
Proprietor
Aubert Wines



JASON KESNER
Winemaker
Kistler Vineyards



TOM ROCHIOLI
Owner/Winemaker
J. Rochioli Vineyards

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José Andrés Group
Washington, D.C.

EMERIL LAGASSE
Emeril's
New Orleans

WINE SPECTATOR'S TOP 10 WINES OF 2024



ENRIQUE TIRADO
presents
#1: Viña Don Melchor Cabernet Sauvignon Puente Alto Vineyard 2021



NATE WEIS
presents
#2: Beaulieu Vineyard Cabernet Sauvignon Napa Valley Georges de Latour Private Reserve 2021



ALBIERA ANTINORI
presents
#3: Antinori Toscana Tignanello 2021



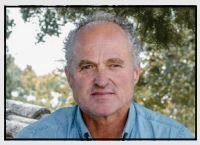
JEN BELOZ
presents
#4: Faust Cabernet Sauvignon Napa Valley 2021



ELIZABETH VIANNA
presents
#5: Chimney Rock Cabernet Sauvignon Stags Leap District 2021



VÉRONIQUE DROUHIN
presents
#6: Drouhin Oregon Roserock Pinot Noir Eola-Amity Hills 2022



DANIEL BRUNIER
presents
#7: Domaine du Vieux Télégraphe Châteauneuf-du-Pape La Crau 2020



JEFF MANGAHAS
presents
#8: Williams Selyem Pinot Noir Russian River Valley Eastside Road Neighbors 2022



GIUSEPPE VAIRA
presents
#9: G.D. Vajra Barolo Albe 2020



DAVID RAMEY
presents
#10: Ramey Chardonnay Russian River Valley 2022

2024 WINE VALUE OF THE YEAR



ANDY ROBINSON
presents
Seghesio Zinfandel
Sonoma County 2022



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Bodegas Caro
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Zuccardi Valle de Uco

AUSTRALIA
First Drop
Henschke
Hickinbotham
Penfolds
Torbreck
Yalumba

AUSTRIA
Laurenz V.

CANADA
CheckMate Artisanal
Inniskillin
Mission Hill Family Estate

CHILE
Almaviva
Clos Apalta
Montes
Seña
VIK
Viña Don Melchor
Viña Santa Rita - Casa Real

FRANCE
Albert Bichot
Champagne Alfred Gratien
Champagne Bollinger
Champagne Charles Heidsieck
Champagne Lanson
Champagne Laurent-Perrier
Champagne Louis Roederer
Champagne Philipponnat
Champagne Piper Heidsieck
Champagne Pol Roger
Château Belair-Monange
Château Cos d'Estournel
Château de Beaucastel
Château de Nalys
Château de Saint Cosme
Château d'Esclans
Château d'Estoublon
Château d'Yquem
Château Giscours
Château Grand-Puy Ducasse
Château Haut-Brion
Château La Mission Haut-Brion
Château La Nerthe
Château Langoa Barton
Château Léoville Las Cases
Château Léoville Poyferré
Château Lynch-Bages
Château Montrose
Château Phélan Ségur
Château Pichon Baron
Château Pichon Longueville Comtesse de Lalande
Château Quintus
Château Smith Haut Lafitte
Château Suduiraut
Château Talbot
Domaine Chanson
Domaine Christian Moreau Père & Fils
Domaine de la Vougeraie
Domaine Faiveley
Domaine Laroche
Domaines Ott
E. Guigal
Edouard Delaunay
Gérard Bertrand
Jean-Luc Colombo
M.Chapoutier
Maison Champy
Maison Joseph Drouhin
Maison Louis Jadot
Maison Louis Latour
Taittinger
Trimbach
VII(N) The Seventh Estate

ISRAEL
Flam
Golan Heights Winery
Recanati

ITALY
Allegrini
Altesino
Argiano
Barone Ricasoli
Bellavista
Berlucchi Franciacorta
Biondi-Santi
Biserno
Boscarelli
Brancaia
Bruno Giacosa
Ca' del Bosco
Ca'Marcanda
Cantina Terlano
Carpineto
Casanova di Neri
Castellare di Castellina
Castello Banfi
Castello di Albola
Castello di Ama
Castello di Fonterutoli
Castello di Monsanto
Castello di Volpaia
Ceretto
Col d'Orcia
Elena Walch
Elvio Cogno
Fattoria dei Barbi
Fattoria Le Pupille
Fèlsina
Ferrari Trento
Feudi di San Gregorio
Fontodi
Fuligni
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Le Chiuse
Livio Felluga
Marchesi Antinori
Marchesi di Barolo
Marchesi Frescobaldi
Masi
Masseto
Mastroberardino
Nino Franco Spumanti
Nino Negri
Ornellaia
Paolo Scavino
Pieve Santa Restituta
Pio Cesare
Planeta
Poderi Aldo Conterno
Poggio al Tesoro
Produttori del Barbaresco
Ratti
Romano Dal Forno
Ruffino
San Felice
San Filippo
Siro Pacenti
Tenuta San Guido
Valdicava
Vietti
Zenato

NEW ZEALAND
Allan Scott Family Winemakers
Astrolabe
Cloudy Bay
Craggy Range
Invivo
Loveblock

PORTUGAL
Adriano Ramos Pinto
Dow
Fonseca
Quinta do Crasto
Quinta do Noval
Quinta do Vale Meão
Sandeman
Taylor Fladgate
W. & J. Graham
Wine and Soul

SOUTH AFRICA
Anthonij Rupert Wyne

SPAIN
Beronia
Bodega Numanthia
Bodegas Avancia
Bodegas El Nido
Bodegas Emilio Moro
Bodegas Muga
Bodegas Vega Sicilia
Bodegas y Viñedos Alion
CVNE
Familia Torres
Marqués de Cáceres
Marqués de Murrieta
Marqués de Riscal
Merum Priorati
Pago de los Capellanes
Viñedos de Paganos

URUGUAY
Bodega Garzón

USA

CALIFORNIA
Arista
Aubert
Beaulieu Vineyard
BOND
Booker
Bouchaine
Brandlin Estate
Brewer-Clifton
Calera
Caymus
Chalk Hill
Chappellet
Chimney Rock
Continuum
Diamond Creek
Domaine Carneros
Dominus Estate
Duckhorn Vineyards
DuMOL
Far Niente
Faust
Ferrari-Carano
Ferren
Flowers
Frank Family
Groth
HALL Napa Valley
Hanzell
Harlan Estate
Hartford Family
Heitz Cellar
Joseph Phelps
Kendall-Jackson
Kistler
Kosta Browne
La Crema
Larkmead
Lokoya
Louis M. Martini
Mayacamas
Memento Mori
Merry Edwards
Merus
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Outpost
Pahlmeyer
Patz & Hall
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Rochioli
Roederer Estate
Rutherford Hill
Salvestrin
Sanford
Schrader
Schramsberg
Seghesio Family
Senses
Shafer
Stag's Leap Wine Cellars
Sullivan Rutherford Estate
Tensley
The Calling
To Kalon Vineyard Company
WALT
Williams Selyem

OREGON
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MARKET WATCH LEADERS 2025

RETAILERS OF THE YEAR



JOHN RYDMAN '25

Community Service Award '12
Best Merchandising Award '10
Retailer of the Year '98
Spec's Wines, Spirits & Finer Foods
Houston, TX



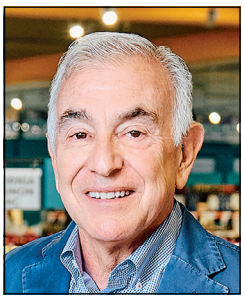
LINDY RYDMAN '25

Community Service Award '12
Best Merchandising Award '10
Retailer of the Year '98
Spec's Wines, Spirits & Finer Foods
Houston, TX



LISA RYDMAN-LINDSEY '25

Spec's Wines, Spirits & Finer Foods
Houston, TX



JIM SHPALL '24

Applejack Wine & Spirits
Wheat Ridge, CO



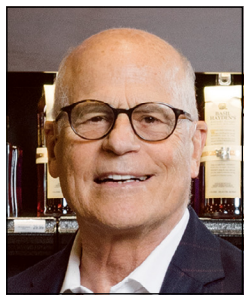
BRUCE DIERKING '23

Best Website Award '17
Hazel's Beverage World
Boulder, CO



CURTIS MANN '22

Albertsons Cos.
Boise, ID



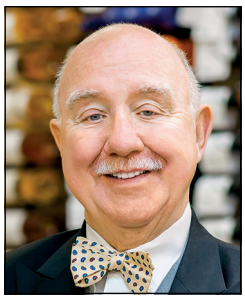
BOB SELBY '21

Kappy's Fine Wine & Spirits
Everett, MA



CHRISTIAN NAVARRO '20

Best Website Award '18
Formerly of Wally's Wine & Spirits
Los Angeles, CA



JACK FARRELL '19

Best Website Award '16
Community Service Award '10
Haskell's
Minneapolis, MN
(1942-2024)



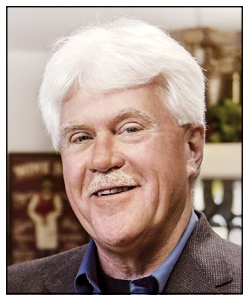
CHRIS ADAMS '18

Formerly of Sherry-Lehmann Inc.
New York, NY



STEW LEONARD JR. '17

Best Merchandising Award '15
Stew Leonard's Wines & Spirits
Norwalk, CT



ROGER GILDEHAUS '16

Best Merchandising Award '12
Macadoodles (Gild Corp.)
Pineville, MO



RON JUNGE '15

Best Website Award '12
Brown Derby Stores Inc.
Springfield, MO

MARKET WATCH LEADERS 2025

RETAILERS OF THE YEAR



GARY FISCH '14

Best Advertising Award '12
Best Merchandising Award '05
Gary's Wine & Marketplace
(Shoppers Discount Wine & Spirits)
Wayne, NJ



CEDRIC MARTIN '13

Martin Wine Cellar
New Orleans, LA



ED SANDS '12

Calvert Woodley
Fine Wines & Spirits
Washington, D.C.
(1939-2024)



ANNETTE ALVAREZ-PETERS '11

Formerly of Costco Wholesale Corp.
Issaquah, WA



LOCK REDDIC '10

Best Advertising Award '09
Green's Discount Beverage Stores
Columbia, SC



CHARLES SONNENBERG '09

Community Service Award '22
Frugal MacDoogal
Wine & Liquor Warehouse
Nashville, TN



ANTHONY DRAEGER '08

Draeger's Markets
San Francisco, CA



VICKI VANDEVEER MOORE '07

Best Advertising Award '03
Formerly of Centennial Fine
Wine & Spirits
Dallas, TX



GREG WONSMOS '07

Best Advertising Award '03
Formerly of Centennial Fine
Wine & Spirits
Dallas, TX



DAVID TRONE '06

Best Website Award '19
Community Service Award '14
Best Advertising Award '10
Total Wine & More
Bethesda, MD



ROBERT TRONE '06

Best Website Award '19
Community Service Award '14
Best Advertising Award '10
Total Wine & More
Bethesda, MD



JIM JAMES '05

21st Amendment Inc.
Indianapolis, IN
(1935-2021)



DAVID JABOUR '04

Best Marketing Award '18
Community Service Award '08
Twin Liquors
Austin, TX



MARGARET JABOUR '04

Best Marketing Award '18
Community Service Award '08
Twin Liquors
Austin, TX



DON ZACHARIA '03

Zachys Wine & Liquor
Scarsdale, NY

MARKET WATCH LEADERS 2025

RETAILERS OF THE YEAR



HAE UN LEE '02

Lee's Discount Liquor
Las Vegas, NV
(1942-2021)



CARLO DICARLO '01

Formerly of DiCarlo's Armanetti
Willowbrook, IL



PATRICK "CHIP" CASSIDY '00

Formerly of Crown Wine and Spirits
Fort Lauderdale, FL



MICHAEL BINSTEIN '99

Best Advertising Award '14
Best Website Award '07
Binny's Beverage Depot
Niles, IL



JOHN RYDMAN '98

Community Service Award '12
Best Merchandising Award '10
Spec's Wines, Spirits & Finer Foods
Houston, TX



LINDY RYDMAN '98

Community Service Award '12
Best Merchandising Award '10
Spec's Wines, Spirits & Finer Foods
Houston, TX



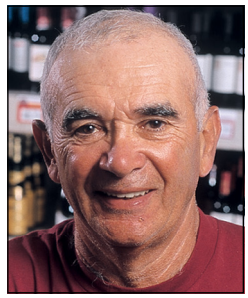
CHARLES E. BAILES III '97

Community Service Award '24
Best Advertising Award '06
Best Merchandising Award '04
ABC Fine Wine & Spirits
Orlando, FL



JESS BAILES '97

Community Service Award '24
Best Advertising Award '06
Best Merchandising Award '04
ABC Fine Wine & Spirits
Orlando, FL



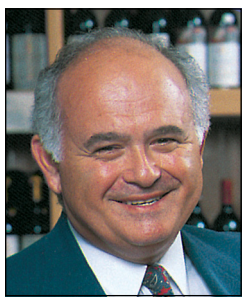
FRED ROSEN '96

Best Website Award '03
Formerly of Sam's Wine & Spirits
Chicago, IL



ED JONNA '95

Formerly of Merchant of Vino
Farmington Hills, MI



LOUIS GLAZER '94

Sigel's Beverages L.P.
Dallas, TX
(1932-2009)



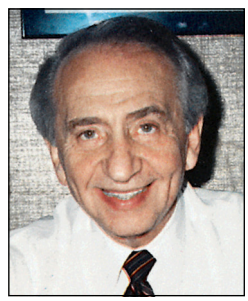
BURTON NOTARIUS '93

Premier Wine & Spirits (Premier Liquor Corp.)
Amherst, NY
(1943-2014)



ALAN FREIS '92

Applejack Wine & Spirits
Wheat Ridge, CO
(1935-2014)



HAROLD BINSTEIN '91

Gold Standard
Skokie, IL
(1926-1995)

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THANK YOU FOR YOUR SUPPORT



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GLOBAL SPIRITS



MARKET WATCH LEADERS 2025

LEADERS ALUMNI



MICHAEL AARON '91

Best Website Award '05
Formerly of Sherry-Lehmann Inc.
New York, NY



SAM AARON '85

Sherry-Lehmann Inc.
New York, NY
(1912-1996)



STEPHAN ABRAMS '23

The Liquor Store
Jackson Hole, WY



BILL ABRAMSKY '93

Formerly of Crossroads
New York, NY



SAURABH ABROL '15

Best Marketing Award '17
Wine Chateau
Metuchen, NJ



ADAM ACQUISTAPACE '18

Acquistapace's Covington Supermarket
Covington, LA



ERIK ACQUISTAPACE '18

Acquistapace's Covington Supermarket
Covington, LA



STEVE ACQUISTAPACE '18

Acquistapace's Covington Supermarket
Covington, LA



CHRIS ADAMS '11

Retailer of the Year '18
Formerly of Sherry-Lehmann Inc.
New York, NY



KEN ALSBACK '06

Shore Discount Liquors
(Super Cellar Warehouse Liquors and Bloomfield Discount Liquors)
Deep River, CT



ANNETTE ALVAREZ-PETERS '08

Retailer of the Year '11
Formerly of Costco Wholesale Corp.
Issaquah, WA



DAVID ANDERSON '07

Formerly of France 44 Wines & Spirits
Minneapolis, MN



RICK ANDERSON '07

Best Website Award '14
France 44 Wines & Spirits
Minneapolis, MN



BILL ANDRONICO '00

Formerly of Andronico's Markets Inc.
Albany, CA



DARRELL ANSEL '94

Formerly of Chicago Lake Liquors
Minneapolis, MN
(1937-2023)



SID APPLEBAUM '14

Big Top Liquors
St. Paul, MN
(1924-2016)



JIM ARNOLD '00

Formerly of Kahn's Fine Wines
Indianapolis, IN



JACK BACKMAN '00

Best Advertising Award '08
Cheers Liquor Mart
Colorado Springs, CO



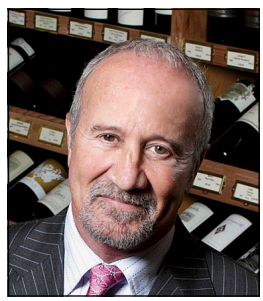
CHARLES BAILES III '94

Community Service Award '24
Best Advertising Award '06
Best Merchandising Award '04
Retailer of the Year '97
ABC Fine Wine & Spirits
Orlando, FL



JESS BAILES '94

Community Service Award '24
Best Advertising Award '06
Best Merchandising Award '04
Retailer of the Year '97
ABC Fine Wine & Spirits
Orlando, FL



TONY BANDIERA, JR. '11

Formerly of Sigel's Beverages L.P.
Dallas, TX



JOSE BARRIOS II '16

Vintage Liquor & Wine Bar
Miami, FL



JOSE BARRIOS III '16

Vintage Liquor & Wine Bar
Miami, FL



BRUCE BASSIN '87

MacArthur Liquors
Washington, D.C.
(1957-1998)



RUTH BASSIN '05

Community Service Award '09
Addy Bassin's MacArthur Beverages (MacArthur Liquors)
Washington, D.C.
(1927-2016)



ADITHYA BATHENA '13

Best Website Award '20
Super Buy-Rite Wine & Liquor
Jersey City, NJ



JACK BATTIPAGLIA '91

Grand Wine & Liquor
Astoria, NY
(1924-2013)



STEPHEN BEBIS '16

Formerly of Liquor Stores N.A.
Edmonton, Alberta, Canada



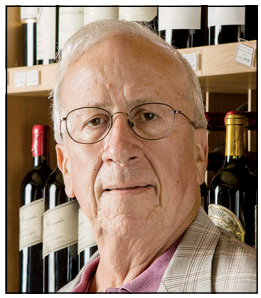
RICH BERGSUND '22

Wine.com
San Francisco, CA



J. SCOTT BECKENDORF '96

Formerly of Western Beverages
San Antonio, TX



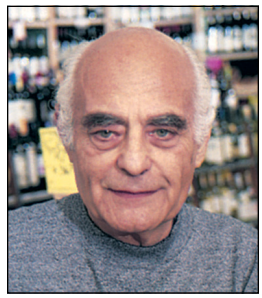
CLYDE E. BEFFA, JR. '96

Best Website Award '04
K&L Wine Merchants
Redwood City, CA



BETTE BEHRENS '98

Formerly of Liquor Square Inc.
Syracuse, NY



SONNY BELLMAN '93

Paul's Wine & Liquor
Washington, D.C.
(1927-1998)



JOHN BELTRAMO '85

Formerly of Beltramo's Inc.
Menlo Park, CA



DAVID BENNETT '01

Formerly of Mollie Stone's Markets
Mill Valley, CA



JACK BERBERIAN '96

Jons International Marketplace
Los Angeles, CA



MICHAEL BERKOFF '92

BevMax
(Warehouse Wines & Liquors)
Stamford, CT



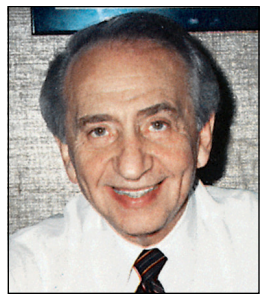
KEVEN BERNARD '97

Formerly of County Line Liquor
Littleton, CO



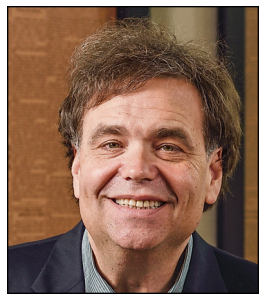
ANN BERTA '95

Formerly of Arrowine
Arlington, VA



HAROLD BINSTEIN '84

Retailer of the Year '91
Gold Standard
Skokie, IL
(1926-1995)



MICHAEL BINSTEIN '97

Best Advertising Award '14
Best Website Award '07
Retailer of the Year '99
Binny's Beverage Depot
Niles, IL



A Paso Robles Classic

J. LOHR ESTATES
SEVEN OAKS
CABERNET SAUVIGNON

J. LOHR
VINEYARDS & WINES

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Cheers to the 2025 Market Watch Leader Honorees!



HEAVEN HILL
BRANDS

Heaven Hill Brands, Bardstown, KY © 2025
Think Wisely. Drink Wisely.



MICHAEL H. BITTEL '89

Community Service Award '05
Sunset Corners
Fine Wines & Spirits
Miami, FL



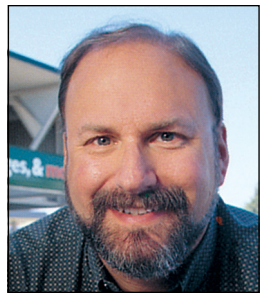
JONATHAN BLUE '20

Blue Equity (Liquor Barn, Party Mart, DEP's Fine Wine & Spirits)
Louisville, KY



JACK BONDON '87

Formerly of Berbiglia Inc.
Kansas City, MO



STEVE BOONE '95

Formerly of BevMo
Concord, CA



STAN BOROW '92

Northside Wine & Spirits
Ithaca, NY
(1937-1997)



MICHAEL H. BOSSI '00

Formerly of Dierbergs Markets Inc.
Chesterfield, MO



CHRIS BOUDOURIS '12

McNamara Liquors
Bridgehampton, NY



LAWRENCE BOYCE '23

Liquor Barn
Louisville, KY



DAVID BREITSTEIN '90

Best Merchandising Award '09
Formerly of Duke of Bourbon
Los Angeles, CA



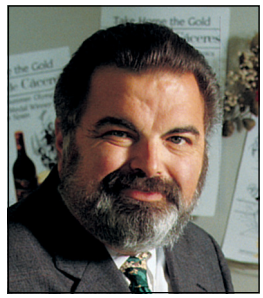
JUDY BREITSTEIN '90

Best Merchandising Award '09
Formerly of Duke of Bourbon
Los Angeles, CA



BARRY BROUDY '24

Broudy's Liquors
St. Augustine, FL



DON BROWN '92

Formerly of Lucky Stores Inc.
San Leandro, CA



MAURICE BROWN '90

Town & Country
Supermarket Liquors
Cheyenne, WY
(1933-2023)



JOHN W. BYRNE '97

Best Merchandising Award '06
Formerly of the New Hampshire State Liquor Commission
Concord, NH



PATRICK "CHIP" CASSIDY '93

Retailer of the Year '00
Formerly of Crown Wine & Spirits
Fort Lauderdale, FL



ANDREW CHAFOULIAS '01

Andy's Liquor
Rochester, MN



GUS CHAFOULIAS '01

Andy's Liquor
Rochester, MN
(1935-2020)



ED CHIDESTER '93

Formerly of Mt. Moriah Liquor
Memphis, TN



DON CIMINI '96

Yankee Spirits
Sturbridge, MA
(1941-2013)



MICHAEL CIMINI '09

Best Advertising Award '11
Formerly of Austin Liquors
(Great Spirits)
Worcester, MA



JEFFREY CIRACE '89

V. Cirace & Son Inc.
Boston, MA



LISA CIRACE '89

V. Cirace & Son Inc.
Boston, MA



GERRY CLIFFORD '90

House of Bacchus
Rochester, NY
(1943-2018)



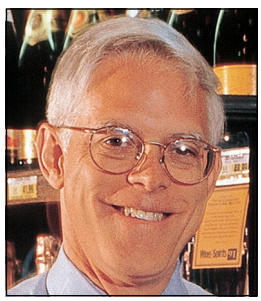
RED COLEMAN '87

Formerly of Red Coleman's
Dallas, TX



ALLAN COOK '12

Formerly of The Kroger Co.
Cincinnati, OH



EDWARD T. COOK, JR. '02

Harris Teeter Inc.
Matthews, NC



PETER COOK '95

Formerly of The Liquor Store
Jackson Hole, WY
(1946-2017)



CHAN COX '18

Community Service Award '20
Wine World
Destin, FL



KIM CRAWFORD '10

Formerly of Liquor World
Fayetteville, AR



EDDIE CRUZ '19

Jensen's Liquors
Miami, FL



DON D'AMOUR '87

Table & Vine
(Big Y Foods Inc.)
West Springfield, MA

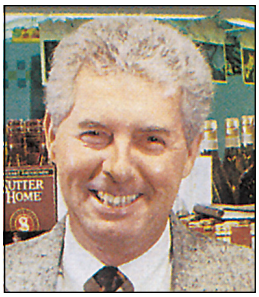


DENNIS R. DAVENPORT, SR. '93

Formerly of Popatop
Wine Merchant
Little Rock, AR
(1936-2015)



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NOAH DEAL, JR. '96

Formerly of Kash n' Karry
Tampa, FL



SHERWOOD I. DEUTSCH '86

Formerly of Century Liquor Inc.
Rochester, NY



CARLO DICARLO '95

Retailer of the Year '01
Formerly of DiCarlo's Armanetti
Willowbrook, IL



BRUCE DIERKING '14

Retailer of the Year '23
Best Website Award '17
Hazel's Beverage World
Boulder, CO



RON DIETZ '92

Formerly of Ray's Liquor
Wauwatosa, WI



DENNIS DINSMORE '13

Community Service Award '21
Formerly of Wilbur's
Total Beverage
Fort Collins, CO



MAT DINSMORE '13

Community Service Award '21
Wilbur's Total Beverage
Fort Collins, CO



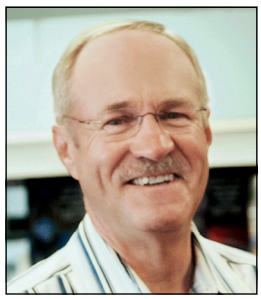
JOSEPH DOUST, JR. '01

Best Advertising Award '15
Cap n' Cork
Fort Wayne, IN



STEPHEN DOWNES '15

CT Beverage Mart
Newington, CT



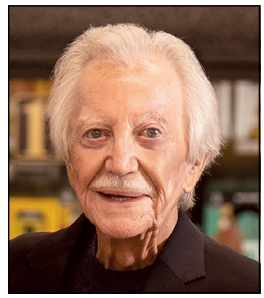
TOM DOYLE '11

Formerly of Canal's BottleStop
Marlton, NJ



ANTHONY DRAEGER '98

Retailer of the Year '08
Draeger's Markets
San Francisco, CA



THOMAS DRULEY '91

Community Service Award '23
Belmont Beverage Stores of Indiana
Fort Wayne, IN
(1939-2025)



DAVID DURAN '94

H-E-B
San Antonio, TX



WALTER EISENBERG '89

Formerly of Pearson's
Wine of Atlanta
Atlanta, GA



CHRISTINE ELDER '16

Blanchards Wine & Spirits
West Roxbury, MA



BRUCE EMMONS '14

Formerly of Bottle Barn
Santa Rosa, CA



Congratulations 2025 Market Watch Leaders!

RNDC Proudly Toasts You

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THE WINE GROUP

Cheers to the 2025 Market Watch Leaders!



Cupcake VINEYARDS

MEIOMI®

CHLOE WINE COLLECTION

ROBERT MONDAVI® PRIVATE SELECTION

IMAGERY WINE COLLECTION

BENZIGER

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JOE FAIRCHILD '99

Formerly of Dean & DeLuca
St. Helena, CA



BEAU FARRELL '24

Haskell's
Minneapolis, MN



JACK FARRELL '89

Retailer of the Year '19
Best Website Award '16
Community Service Award '10
Haskell's
Minneapolis, MN
(1942-2024)



TED FARRELL '24

Haskell's
Minneapolis, MN



CHUCK FERRAR '21

Bay Ridge Wine & Spirits
Annapolis, MD



MARCIA FINE '95

Formerly of Atlas Liquors
Medford, MA



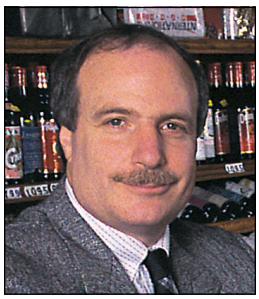
GARY FISCH '99

Retailer of the Year '14
Best Advertising Award '12
Best Merchandising Award '05
Gary's Wine & Marketplace
(Shoppers Discount Wine & Spirits)
Wayne, NJ



MARK FISCH '99

Formerly of Shoppers Discount
Wine & Spirits
Madison, NJ
(1948-2022)



ELLIOTT N. FISHBEIN '90

Town Wine & Spirits
Rumford, RI



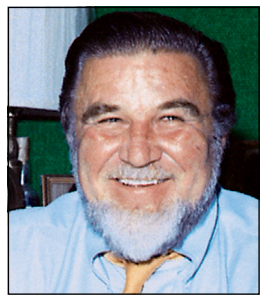
ANDREW FISHER '89

Astor Wines & Spirits Inc.
New York, NY



JIMMY FLANIGAN '21

Flanigan's Enterprises Inc.
Fort Lauderdale, FL



JOSEPH FLANIGAN '84

Flanigan's Enterprises Inc.
Fort Lauderdale, FL
(1930-2005)



PETER FLETCHER '11

Formerly of Canal's BottleStop
Marlton, NJ



GENE SCHAEFER FLYNN '86

Community Service Award '04
Formerly of Schaefer's Wines,
Foods & Spirits
Skokie, IL



ROGER FOSTER '91

Formerly of Vons
Arcadia, CA



MICHAEL FRANK '94

Arrow Wine & Spirits
Dayton, OH



RICK FREDE '98

Formerly of Schnuck Markets Inc.
St. Louis, MO



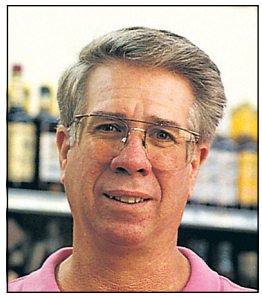
ALAN FREIS '85

Retailer of the Year '92
Applejack Wine & Spirits
Wheat Ridge, CO
(1935-2014)



JASON FREMSTAD '13

Best Marketing Award '20
Walmart
Bentonville, AR



DENNIS FREYVOGEL '94

Arrow Wine & Spirits
Dayton, OH



KEN FRIEDMAN '95

Bottle King
Livingston, NJ



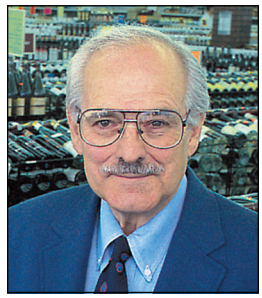
JOHNNY GABRIEL '90

Gabriel's
San Antonio, TX



JOHN GALLAGHER '87

Liquor Depot Inc.
New Britain, CT
(1941-2008)



BYRON GAMBULOS '90

Formerly of Byron's Liquor Warehouse
Oklahoma City, OK



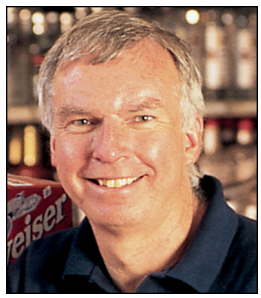
BRUCE GARFIELD '22

Garfield's Beverage
Barrington, IL



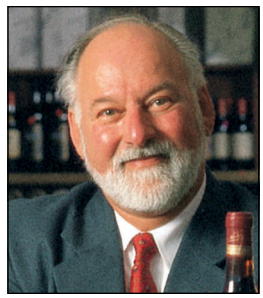
DAVID GARFIELD '22

Garfield's Beverage
Barrington, IL



HOWARD GARDNER '98

Formerly of West Vail Liquor Mart
Vail, CO
(1948-2019)



LOMBARD GASBARRO '99

Gasbarro's Wines
Providence, RI
(1940-2002)



MARK GASBARRO '07

Formerly of Gasbarro's Wines
Providence, RI



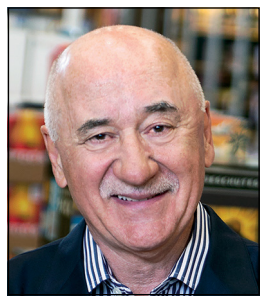
JON GENDERSON '96

Best Website Award '08
Schneider's of Capitol Hill
Washington, D.C.



RICK GENDERSON '96

Best Website Award '08
Schneider's of Capitol Hill
Washington, D.C.



HAL GERSHMAN '90

Community Service Award '18
Best Advertising Award '05
Happy Harry's Bottle Shops
Grand Forks, ND



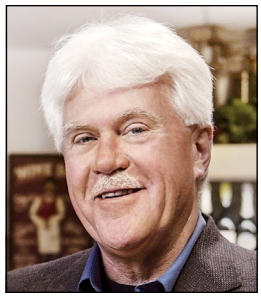
BOB GIBSON '12

Formerly of ABC Fine Wine & Spirits
Orlando, FL



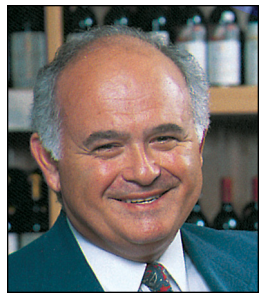
ROBERT M. GILBERTSON '02

Bob's Liquor & Wine
(Bob's Package Store Inc.)
Knoxville, TN



ROGER GILDEHAUS '06

Retailer of the Year '16
Best Merchandising Award '12
Macadoodles (Gild Corp.)
Pineville, MO



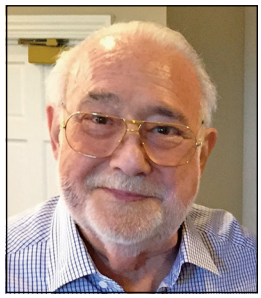
LOUIS GLAZER '89

Retailer of the Year '94
Sigel's Beverages L.P.
Dallas, TX
(1932-2009)



BRUCE GOLDBERG '91

Formerly of Crazy Bruce's Liquors
West Hartford, CT



MICHAEL GOLDSTEIN '90

Park Avenue Liquor Shop
New York, NY
(1942-2016)



JONATHAN GOODING '90

Gooding's
Apopka, FL



DAVID GORDON '19

Gordon's Fine Wines & Liquors
Waltham, MA



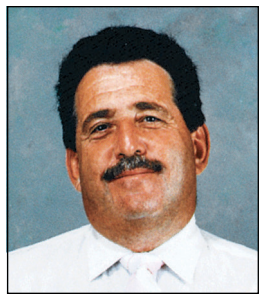
KENNY GORDON '19

Gordon's Fine Wines & Liquors
Waltham, MA



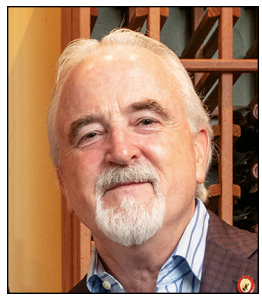
RICK GORDON '19

Gordon's Fine Wines & Liquors
Waltham, MA



HERB GOTTLIEB '86

Formerly of Liquor Locker
Edison, NJ



PETER GRANOFF '20

Ferry Plaza Wine Merchant & Wine Bar, Mission Bay Wine & Cheese, Oxbow Wine & Cheese Merchant
San Francisco and Napa, CA



JERRY GREENBAUM '84

Formerly of Green's Discount Beverage Stores
Columbia, SC



MICHAEL GREENBAUM '92

Tower Liquor
Doraville, GA



TED GREENSTEIN '87

Liquor Square Inc.
Syracuse, NY
(1938-1995)



LEE GUENTHER '10

Formerly of Cellar 70
Minocqua, WI

DOES YOUR TEQUILA HAVE THIS?



- ONLY 3 INGREDIENTS; AGAVE, YEAST, AND WATER
- ESTATE GROWN AGAVE
- 4 UNIQUE OWNED DISTILLERIES
- MEXICAN OWNED
- 100% WATER TREATMENT
- LARGEST SUPPORTER OF THE TEQUILA COMMUNITY
- FAMILY OWNED FOR 11 GENERATIONS
- 100% OF AGAVE MATERIAL RECYCLED
- AWARD WINNING

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THOMAS S. HAGGAI '01

Formerly of IGA Inc.
Chicago, IL
(1931-2020)



JON HALPER '23

Best Marketing Award '25
Top Ten Liquors
Minneapolis, MN



J. FRED HAMILTON '90

Formerly of the Pennsylvania
Liquor Control Board
Harrisburg, PA



JOSHUA HAMMOND '00

Best Website Award '15
Buster's Liquors & Wines
Memphis, TN



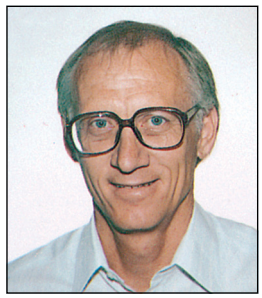
MORGAN HAMMOND '00

Best Website Award '15
Buster's Liquors & Wines
Memphis, TN



ROMMY HAMMOND '89

Best Website Award '15
Buster's Liquors & Wines
Memphis, TN
(1940-2017)



HAROLD HANSON '86

Formerly of Hi-Time Wine Cellars
Costa Mesa, CA



JOHN HARONIAN '21

Wine & Spirits Retail Marketing
North Providence, RI



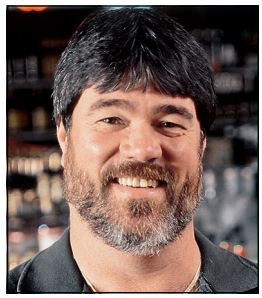
KATHY HARONIAN '21

Wine & Spirits Retail Marketing
North Providence, RI



LISA TOBIN HEALEY '13

Lisa's Liquor Barn
Penfield, NY



DAVE HENDERSON '02

Service Liquor & Wines
Hot Springs, AR



SHERRY HENDERSON '02

Service Liquor & Wines
Hot Springs, AR
(1963-2008)



TOM HENRY '84

Formerly of Ralphs Grocery Co.
Compton, CA



DAVE HERRIMAN '85

Formerly of SVP Grocery
Pharmacy & Beverage
Washington, D.C.



JOHN HERRMANN '96

WB Liquors of Texas
San Antonio, TX



BILL HESTER '00

Formerly of the Mecklenburg
County ABC Board
Charlotte, NC
(1945-2023)



STEPHEN HIGGINS '09

Formerly of BevMo
Concord, CA



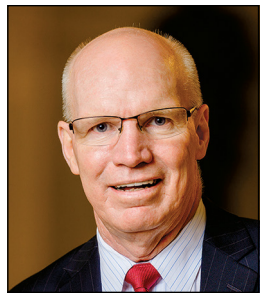
DIANA HIRST '15

Hi-Time Wine Cellars
Costa Mesa, CA



JOHN HOGAN '87

John Walker & Co.
San Francisco, CA
(1914-1999)



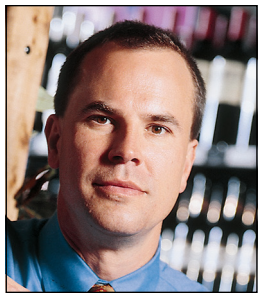
TIM HOLDEN '20

Formerly of Pennsylvania Liquor Control Board
Harrisburg, PA



BRIAN HUE '01

Formerly of Cork 'n Bottle
Crestview Hills, KY



TIMOTHY HUE '01

Formerly of Cork 'n Bottle
Crestview Hills, KY



DANIEL GLENN HUGHES '85

Safeway Stores Inc.
Oakland, CA
(1945-2004)



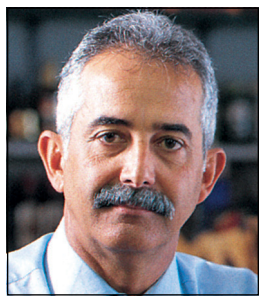
SANDRA HUTCHINS '91

Formerly of Ben's Discount Liquors
Reno, NV
(1937-2010)



MICHAEL D. HYATT '01

Wells Discount Liquors
Baltimore, MD



PETE IZAGUIRRE '98

Pantry Liquors & Wine Merchants
Miami, FL



DAVID JABOUR '99

Best Marketing Award '18
Community Service Award '08
Retailer of the Year '04
Twin Liquors
Austin, TX



MARGARET JABOUR '99

Best Marketing Award '18
Community Service Award '08
Retailer of the Year '04
Twin Liquors
Austin, TX



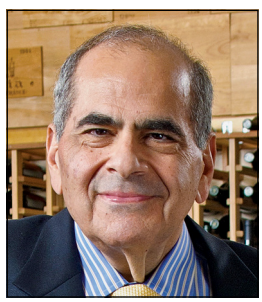
JAN H. JACKSON '95

Formerly of Jax Package Store
Atlanta, GA



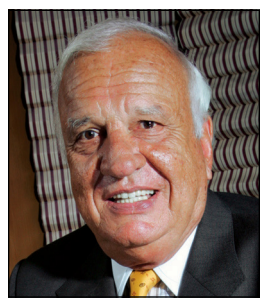
SPEC JACKSON '84

Spec's Wines, Spirits & Finer Foods
Houston, TX
(1930-1995)



TOM JACOB '03

Community Service Award '11
Jacob Liquor Exchange
Wichita, KS



JIM JAMES '84

Retailer of the Year '05
21st Amendment Inc.
Indianapolis, IN
(1935-2021)

CHEERS TO THE 2025 MARKET WATCH LEADERS!































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USA

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2025 DOUBLE GOLD
READY TO DRINK COMPETITION

2023 DOUBLE GOLD
READY TO DRINK COMPETITION

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PLEASE DRINK RESPONSIBLY. © 2025 HOCHSTADTER'S, SCOBEYVILLE, NJ



JOE JANSEN '02

Goody Goody Liquor Inc.
Dallas, TX
(1940-2025)



BOB JENNINGS '98

Community Service Award '02
Formerly of Raley's
West Sacramento, CA



ALAN JOHNSON '09

Formerly of BevMo
Concord, CA



RON JOHNSON '96

Formerly of Kash n' Karry
Tampa, FL



ED JONNA '84

Retailer of the Year '95
Formerly of Merchant of Vino
Farmington Hills, MI



MARC JONNA '10

Best Marketing Award '22
Plum Market
Farmington Hills, MI



MATTHEW JONNA '10

Best Marketing Award '22
Plum Market
Farmington Hills, MI



RON JUNGE '87

Retailer of the Year '15
Best Website Award '12
Brown Derby Stores Inc.
Springfield, MO



ALLEN KAM '87

Vintage Wine Cellar Inc.
Honolulu, HI
(1928-2005)



JAY KAM '08

Vintage Wine Cellar Inc.
Honolulu, HI



ALLEN KAMINSKY '96

Formerly of Mink's Package Store
Marietta, GA



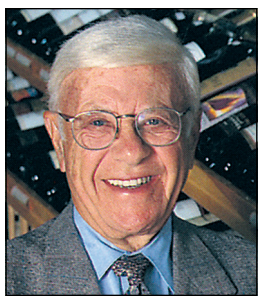
DIETER KANNAPIN '95

Rochambeau Wines & Liquors
Dobbs Ferry, NY



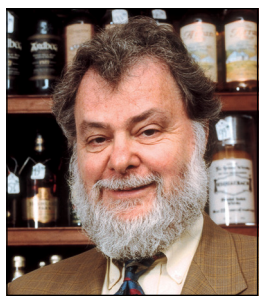
BERNARD KAPLAN '97

Kappy's Liquors
Everett, MA
(1929-2002)



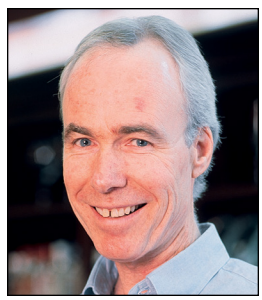
RALPH KAPLAN '97

Kappy's Liquors
Everett, MA
(1925-2016)



MICHAEL B. KAPON '03

Formerly of Acker
Merrall & Condit Co.
New York, NY



ROBERT KEATING '01

Arlington Wine & Liquor
Poughkeepsie, NY



VALERIE KEATING '01

Arlington Wine & Liquor
Poughkeepsie, NY



AUSTIN KEITH '04

Community Service Award '15
Pinkie's Inc.
Odessa, TX



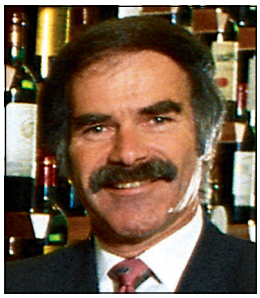
OLIVIER KIELWASSER '08

Best Merchandising Award '11
Formerly of Giant Eagle Inc.
Pittsburgh, PA



DOUGLAS KING '99

Metropolitan Markets
(Admiral Thriftway)
Seattle, WA



BOB KLEIN '88

Formerly of Oaken Keg Spirits Shop
Anchorage, AK



BILL KNIGHT '93

Best Website Award '21
Community Service Award '03
The Wine House
Los Angeles, CA
(1941-2024)



GLEN KNIGHT '17

Best Website Award '21
The Wine House
Los Angeles, CA



JIM KNIGHT '17

Best Website Award '21
The Wine House
Los Angeles, CA



REUBEN KOGUT '95

Formerly of Reuben's Wine & Spirits
Austin, TX



STEVE KOGUT '95

Reuben's Wine & Spirits
Austin, TX
(1953-2000)



DENNIS KOHL '10

Formerly of Cellar 70
Minocqua, WI



BOB KRESTON '05

Community Service Award '19
Kreston Wine & Spirits
Wilmington, DE



DONALD KRESTON '92

Kreston Wine & Spirits
Wilmington, DE
(1935-2007)



ANTHONY KROOT '12

Crown Liquors
Indianapolis, IN



DAVID KUJUS '05

Formerly of Otto's
Beverage Centers
Milwaukee, WI



CHRIS LAMB '24

Indiana Liquor Group
Carmel, IN

CONGRATULATIONS TO THE 2025 MARKET WATCH LEADERS

THANK YOU FOR THE SUPPORT IN MAKING LIFE SPARKLE TOGETHER.



FREIXENET X MIONETTO USA

PLEASE DRINK RESPONSIBLY. @ 2025 FREIXENET MIONETTO USA, WHITE PLAINS, NY



BEN LANFORD, JR. '07

Formerly of Majestic
Liquor Stores Inc.
Fort Worth, TX



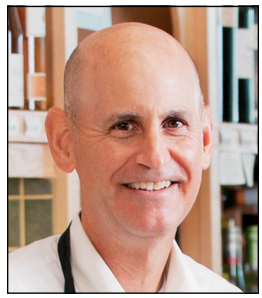
BARRIE LARVIN '99

Formerly of Wine Cellar
Tasting Room
Las Vegas, NV



DAVID LAURENZO '85

Formerly of Laurenzo Brothers Inc.
North Miami Beach, FL



ANDREW LEBAMOFF '01

Best Advertising Award '15
Cap n' Cork
Fort Wayne, IN



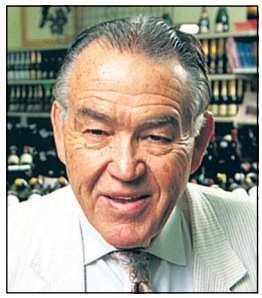
HAE UN LEE '96

Retailer of the Year '02
Lee's Discount Liquor
Las Vegas, NV
(1942-2021)



KENNETH LEE '15

Lee's Discount Liquor
Las Vegas, NV
(1968-2021)



JAMES LEGGETT '94

Majestic Liquor Stores Inc.
Fort Worth, TX
(1929-2003)



SAUL LEIGHTON '89

Bayway World of Liquor
Elizabeth, NJ



DAVID LEON '06

Formerly of Super Cellar Warehouse Liquors
(Bloomfield Discount Liquors and Shore Discount Liquors)
Avon, CT



BLAKE LEONARD '21

Stew Leonard's Wines & Spirits
Norwalk, CT



STEW LEONARD, JR. '10

Retailer of the Year '17
Best Merchandising Award '15
Stew Leonard's Wines & Spirits
Norwalk, CT



KEN LEWIS '91

Best Merchandising Award '13
Formerly of The Party Source
(Liquor Outlet)
Bellevue, KY



VERONICA LITTON '15

Formerly of Crown Wine & Spirits
Fort Lauderdale, FL



DALE LOMAS '14

Atlantic Liquors
Rehoboth Beach, DE



RON LOUTHERBACK '92

Formerly of The Wine Club Inc.
Santa Ana, CA
(1937-2018)



STELLA LOVE '94

Formerly of Love's
One Stop Liquor
Milwaukee, WI

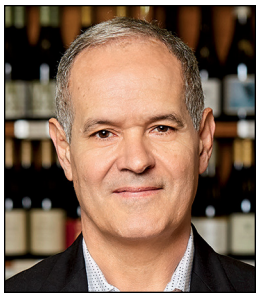
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MARKET WATCH RETAIL LEADERS

THANK YOU FOR YOUR CONTINUED PARTNERSHIP



BROWN-FORMAN

LET'S CELEBRATE RESPONSIBLY. | ©2025 Brown-Forman Corporation, Louisville, KY.



ARMANDO LUIS '19

Sparrow Wine & Liquor Co.
Hoboken, NJ



HARRY LUKAS '92

Lukas Wine & Spirits Superstore
Overland Park, KS



ARTHUR J. LUKE '14

Luke's Super Liquor Stores
West Yarmouth, MA



ARTHUR N. LUKE '14

Luke's Super Liquor Stores
West Yarmouth, MA



MICHAEL MAGLICH '92

MGM Wine & Spirits Inc.
St. Paul, MN



GARY MAIDEN '03

Formerly of Copperfield Liquors
Cypress, TX



EMMETT MALLOY, JR. '96

SavWay Fine Wines & Spirits
(Malloy's SavWay Liquors)
Oak Brook, IL
(1935-2015)



JOHN MALLOY '96

Malloy's Finest Wine & Spirits
(Malloy's SavWay Liquors)
Glen Ellyn, IL
(1941-2007)



RYAN MALONEY '12

Best Marketing Award '16
Julio's Liquors
Westborough, MA



CURTIS MANN '18

Retailer of the Year '22
Albertsons Cos.
Boise, ID
Formerly of Raley's Family
of Fine Stores
West Sacramento, CA



DAVID MARBERGER '21

Bay Ridge Wine & Spirits
Annapolis, MD



GARY MARCALETTI '96

The San Francisco Wine
Trading Co. (Mr. Liquor)
San Francisco, CA



LARRY MARCOM '91

Formerly of Ben's Discount Liquors
Reno, NV



ROBERT A. MARIANO '15

Formerly of Mariano's
(Roundy's Supermarket Inc.)
Milwaukee, WI



PHIL MARKERT '19

Albertson Cos. (Von's, Albertsons,
and Pavilions)
Fullerton, CA



MAX MARINUCCI '97

The Wine Connection
Pound Ridge, NY



ALAN MARSCHOK '95

Formerly of Rochambeau Wines & Liquors
Dobbs Ferry, NY



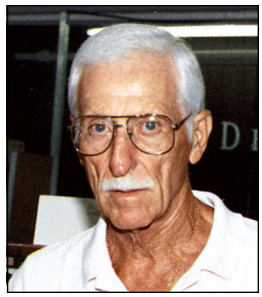
DON E. MARSH, JR. '99

Formerly of Marsh Supermarkets
Indianapolis, IN



CEDRIC MARTIN '97

Retailer of the Year '13
Martin Wine Cellar
New Orleans, LA



DAVID MARTIN '85

Martin Wine Cellar
New Orleans, LA
(1930-2002)



MARK MCALISTER '07

Community Service Award '13
Big Red Liquors Inc.
Bloomington, IN



ELIZABETH MCCABE '17

White Horse Wine & Spirits
Absecon, NJ



ANDREW MCMURRAY '06

Zachys Wine & Liquor
Scarsdale, NY



JAMES MELTON '96

Thrifty Discount Liquor & Wines
Bossier City, LA
(1917-2007)



DYLAN MELVIN '23

Foxtrot
Chicago, IL



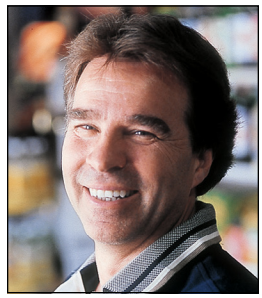
JASON MILBURN '20

The Kroger Co.
Cincinnati, OH



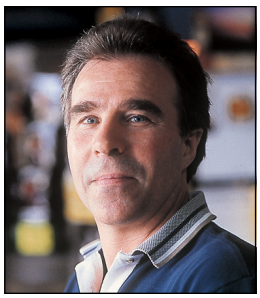
BURTON MILLER '85

Brookline Liquor Mart
Allston, MA
(1928-2015)



JOHN MILLER '04

Formerly of Captain Jack's Liquor Land
Bismarck, ND



TOM MILLER '04

Formerly of Captain Jack's Liquor Land
Bismarck, ND



JOSEPH MOLLICA '18

New Hampshire Liquor Commission
Concord, NH



ROBERT MONTGOMERY '18

Community Service Award '20
Wine World
Destin, FL

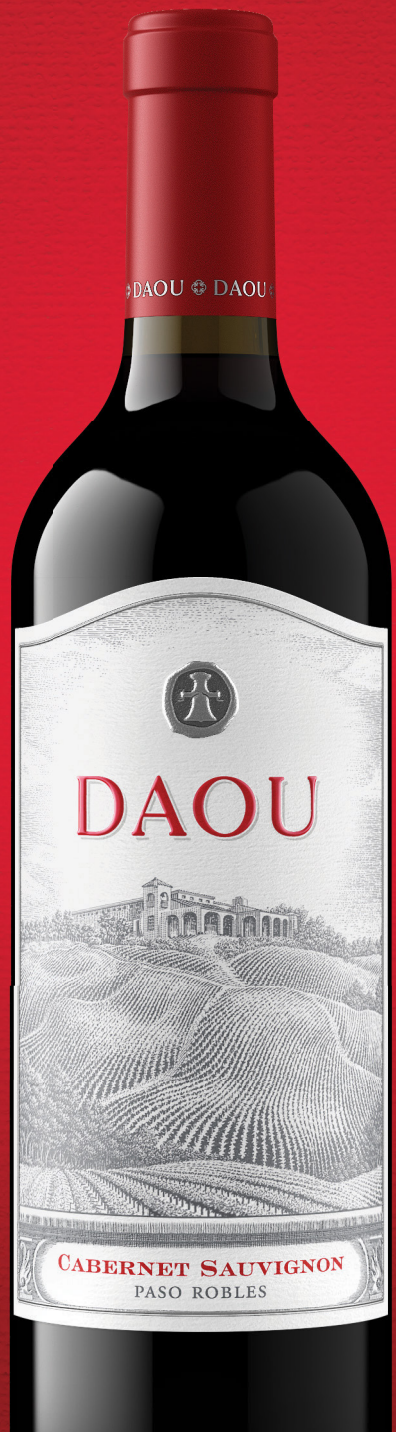


ED MOODY '88

Formerly of Gomer's Fine Wines and Spirits
Kansas City, MO

DAOU

DAOU Cabernet Sauvignon reflects DAOU's founding vision: Paso Robles as California's next great region for world-class Bordeaux-style wines.



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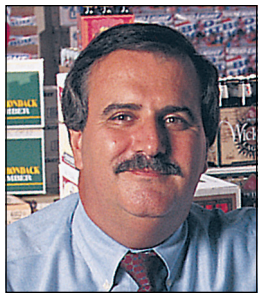
VICKI VANDEVEER MOORE '00

Retailer of the Year '07
Best Advertising Award '03
Formerly of Centennial
Fine Wine & Spirits
Dallas, TX



PETER MORRELL '84

Best Website Award '11
Formerly of Morrell & Co.
New York, NY



MIKE MURATORE '96

Formerly of Yankee Spirits Inc.
Sturbridge, MA



HOWARD NADEL '05

Shoppers Vineyard Discount
Wine & Spirits
Clifton, NJ
(1941-2011)



RUFUS NAGEL '19

Best Website Award '22
Molly's Spirits
Lakeside, CO



CHRISTIAN NAVARRO '16

Retailer of the Year '20
Best Website Award '18
Formerly of Wally's Wine & Spirits
Los Angeles, CA



JONATHAN H. NEWMAN '05

Formerly of the Pennsylvania
Liquor Control Board
Harrisburg, PA



MARK NEWMAN '89

Formerly of Newman's
Liquor Barn
Scottsdale, AZ



NICK NIKKAH '93

Formerly of Red Carpet
Wine & Spirits Merchants
Glendale, CA



BURTON NOTARIUS '85

Retailer of the Year '93
Premier Wine & Spirits
(Premier Liquor Corp.)
Amherst, NY
(1943-2014)



JONATHAN NOTARIUS '07

Formerly of Prestige Wine & Spirits
(Premier Group)
Orchard Park, NY



MARK NOTARIUS '07

Premium Wine & Spirits
(Premier Group)
Williamsville, NY



JEREMY NOYE '20

Best Marketing Award '23
Morrell & Co.
New York, NY



KEITH OBERMAIER '04

Kokoman Wines & Liquors
Pojoaque, NM



MARK O'CALLAGHAN '09

Best Marketing Award '19
Exit 9 Wine & Liquor Warehouse
Clifton Park, NY



GUS OLAH '02

Hokus Pokus Liquors
Alexandria, LA

TWO CRAFTS. ONE VISION. BOUND BY ARTISTRY.

INTRODUCING MT. BRAVE WHISKEY



JOIN THE ADVENTURE AT MTBRAVEWINES.COM/WHISKEY

©2025 MT BRAVE WINES, OAKVILLE, CA



MICHAEL OSBORN '22

Formerly of Wine.com
San Francisco, CA



DENNIS OVERSTREET '85

Best Website Award '13
The Beverly Hills Wine Merchant
Beverly Hills, CA
(1945-2023)



TOMMY OWENS '90

Formerly of Owens Liquors Inc.
Myrtle Beach, SC



FRED PARKHILL '86

Formerly of Parkhill's
Liquor & Wine
(Fikes Center Liquor Mart)
Tulsa, OK



CHUCK PASCALE '22

Pascale's Liquor Square
Syracuse, NY



VANESSA PATEL '24

A1A Fine Wine & Spirits
Palm Beach Gardens, FL



BOB PAULINSKI '06

Formerly of Sam's Club
Bentonville, AR



PEGGY PERRY '20

Willow Park Wines & Spirits
Calgary, Alberta, Canada



DENNIS PHELPS '97

7-Eleven Inc.
Richardson, TX



SAUL POLLACK '93

Formerly of Harry's
Wine & Liquor
Fairfield, CT



BRETT PONTONI '18

Binny's Beverage Depot
Niles, IL



CHRIS POTESTIO '08

Formerly of Central Market
Dallas, TX



NICK POULOS '94

Formerly of Pop's Wine & Spirits
Island Park, NY



PHIL PRIOLO '89

The Jug Shop Inc. (Mr. Liquor)
San Francisco, CA



PETER PROPIS '91

Formerly of Beverage Warehouse
Roswell, GA



TOM QUINN '98

Formerly of A&P Corp.
Paterson, NJ
(1940-2008)



JOHN RAGO '96

Formerly of Mr. Liquor
San Francisco, CA



GEORGE RANDALL '07

Best Website Award '10
Randall's Wines & Spirits
Fairview Heights, IL



TODD RANDALL '23

Randall's Wines & Spirits
Fairview Heights, IL



JIM RANSFORD '15

Formerly of CT Beverage Mart
New Britain, CT



LOCK REDDIC '01

Community Service Award '25
Retailer of the Year '10
Best Advertising Award '09
Green's Discount Beverage Stores
Columbia, SC



THEODORE REECK '11

Formerly of The Cellars Wine & Spirits Maplewood, MN



TROY RICE '21

Formerly of Total Wine & More
Bethesda, MD



DAVID RICHARDS '09

Formerly of BevMo
Concord, CA



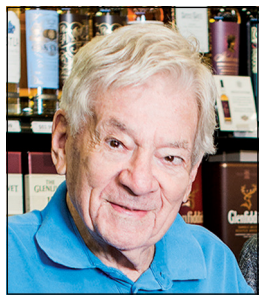
BRAD RIDER '09

Formerly of United Package Liquors Inc.
Indianapolis, IN



LEON RIGGS '09

Formerly of United Package Liquors Inc.
Indianapolis, IN
(1929-2015)



HANK ROBINSON '86

Community Service Award '16
Argonaut Wine & Liquor
Denver, CO
(1921-2018)



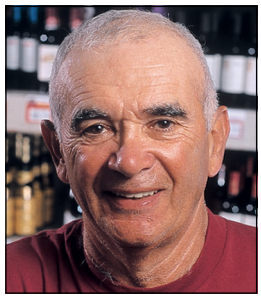
JACK ROBINSON '86

Argonaut Wine & Liquor
Denver, CO
(1929-2001)



BOBBY ROOTH '92

Formerly of Super Cellars
Paterson, NJ



FRED ROSEN '88

Best Website Award '03
Retailer of the Year '96
Formerly of Sam's Wine & Spirits
Chicago, IL
(1937-2025)



JUNE ROSENBERG '95

Formerly of Atlas Liquors
Medford, MA
(1928-2017)



NANCY ROSENBERG '14

Big Top Liquors
St. Paul, MN



ROB ROSENSTEIN '87

Best Merchandising Award '08
Formerly of Liquor Barn
Lexington, KY



GARY ROUNSEVILLE '97

M&R Liquors
Manchester, CT



NEAL ROUNSEVILLE '24

M&R Liquors
South Windsor, CT



STEVEN L. RUBIN '03

Huntington Wine & Spirits
Boston, MA



CARLO RUSSO '88

Wine & Spirit World
Fort Lee, NJ
(1923-2008)



JOHN RYDMAN '97

Retailer of the Year '98, '25
Community Service Award '12
Best Merchandising Award '10
Spec's Wines, Spirits & Finer Foods
Houston, TX



LINDY RYDMAN '97

Retailer of the Year '98, '25
Community Service Award '12
Best Merchandising Award '10
Spec's Wines, Spirits & Finer Foods
Houston, TX



LISA RYDMAN '16

Retailer of the Year '25
Spec's Wines, Spirits & Finer Foods
Houston, TX



ED SANDS '84

Retailer of the Year '12
Calvert Woodley
Fine Wines & Spirits
Washington, D.C.
(1939-2024)



GHASSAN SAWAGED '05

Formerly of Davidsons Liquors
Highlands Ranch, CO



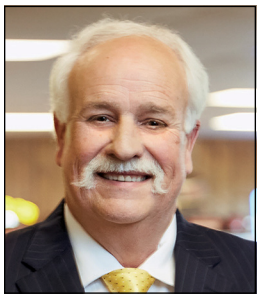
ISSAM SAWAGED '05

Formerly of Davidsons Liquors
Highlands Ranch, CO



GEORGE J. SCHAEFER '86

Community Service Award '04
Schaefer's Wines, Foods & Spirits
Skokie, IL
(1944-2008)



WARREN SCHEIDT '17

Cork Liquors
Columbus, IN



DAVID SCHMERR '04

Best Merchandising Award '07
Formerly of Jungle Jim's International Market
Fairfield, OH



DAN SCHUETTE '17

H-E-B
San Antonio, TX



BUD SCHWARZBACH '99

Formerly of Wine Discount Center
Addison, IL



BOB SELBY '13

Retailer of the Year '21
Kappy's Fine Wine & Spirits
Peabody, MA



RONY SHAMOUN '23

Liquor World
Las Vegas, NV



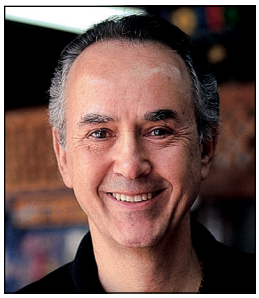
WADE SHANOWER '07

Big Red Liquors Inc.
Bloomington, IN
(1950-2011)



LARRY SHAPIRO '85

Formerly of Marty's
Dallas, TX



STEVE SHERMAN '02

Hokus Pokus Liquors
Alexandria, LA
(1943-2012)



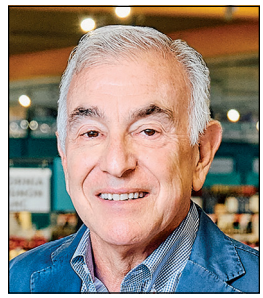
JOHN SHIELDS '91

Formerly of Trader Joe's
South Pasadena, CA
(1932-2014)



LOWELL J. SHINN '00

Community Service Award '07
Formerly of Brown Jug Inc.
Anchorage, AK



JIM SHPALL '11

Retailer of the Year '24
Applejack Wine & Spirits
Wheat Ridge, CO



SCOTT SILVERMAN '98

Formerly of Rice Epicurean
Markets Inc.
Houston, TX



JON SINDER '12

Crown Liquors
Indianapolis, IN



CHAD SOKOL '21

Costco Wholesale Corp.
Issaquah, WA



TRIG SOLBERG '10

Cellar 70
Minocqua, WI



LARRY SOLOMON '89

Community Service Award '05
Sunset Corners
Fine Wines & Spirits
Miami, FL



CHARLES SONNENBERG '88

Community Service Award '22
Retailer of the Year '09
Frugal MacDoogal
Wine & Liquor Warehouse
Nashville, TN



RICHARD SPLAN '17

Westport Whiskey & Wine
Louisville, KY



ROBERT SPRENTALL '91

B-21 Fine Wine & Spirits
Tarpon Springs, FL



BEAU STARKEL '24

Wine, Beer, And Spirits
Omaha, NE



KENT STARR '10

Community Service Award '17
Liquor World
Fayetteville, AR



BUTCH STEADMAN '05

Dorignac's Food Center
Metairie, LA



ANN STEPHENS '94

Formerly of A.J.'s Fine Foods
Scottsdale, AZ



ADAM STERNBERGER '17

White Horse Wine & Spirits
Absecon, NJ



STEVE STERNBERGER '17

White Horse Wine & Spirits
Absecon, NJ



GARY STEWART '09

Formerly of Cellars
Wine & Spirits Warehouse
Aventura, FL



JON STILES '22

The Party Source
Bellevue, KY



JACK STOAKES '91

Formerly of Liquor Mart
Boulder, CO



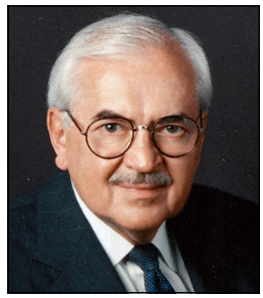
MIKE SUBRICK '14

Atlantic Liquors
Rehoboth Beach, DE



WALT SUMNER '95

Formerly of Harris Teeter Inc.
Matthews, NC



BILL SURDYK '84

Surdyk's
Minneapolis, MN
(1920-2000)



JIM SURDYK '97

Best Website Award '02
Surdyk's
Minneapolis, MN



MELISSA SURDYK '22

Surdyk's
Minneapolis, MN



DAVID SYMMES '12

Crown Liquors
Indianapolis, IN



DORIS SZYMANSKI '96

Formerly of Club Liquors
Menasha, WI
(1933-2021)



MARK TAKAGI '91

Metropolitan Markets
(Queen Anne Thriftway)
Seattle, WA



JIM THOMAS '13

Thomas Liquors
St. Paul, MN



JUDY THOMAS '13

Thomas Liquors
St. Paul, MN



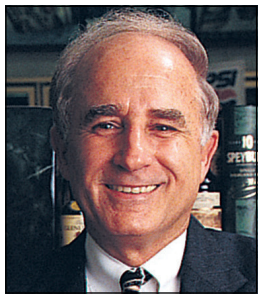
MIKE THOMAS '13

Thomas Liquors
St. Paul, MN



MARK THRIFT '22

Mollie Stone's Markets
Mill Valley, CA



ROLAND TOUPS '96

Thrifty Discount Liquor & Wine
Bossier City, LA
(1936-2024)



RICHARD TRABULSI, JR. '91

Formerly of Richard's
Liquors & Fine Wines
Houston, TX



DAVID TRONE '93

Best Website Award '19
Community Service Award '14
Best Advertising Award '10
Retailer of the Year '06
Total Wine & More
Bethesda, MD



ROBERT TRONE '93

Best Website Award '19
Community Service Award '14
Best Advertising Award '10
Retailer of the Year '06
Total Wine & More
Bethesda, MD



JACK B. TROXELL '00

Formerly of Piccadilly
Beverage Shops
Champaign, IL



TIM TURNER '17

Formerly of Walgreens
Deerfield, IL



JIM VALENTINE '15

CT Beverage Mart
Middletown, CT



RON VAUGHN '10

Community Service Award '16
Argonaut Wine & Liquor
Denver, CO



GARY VAYNERCHUK '03

Best Marketing Award '21
Best Website Award '06
Wine Library
Springfield, NJ



SASHA VAYNERCHUK '03

Best Marketing Award '21
Best Website Award '06
Wine Library
Springfield, NJ



RUSSELL B. VERNON '99

Formerly of West Point Market
Akron, OH



MICHAEL VISCONTI '00

Community Service Award '06
Viscount Wines & Liquor
Wappingers Falls, NY



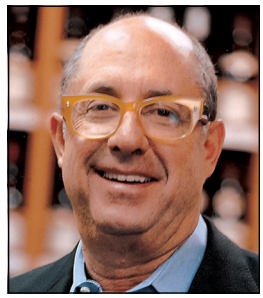
MICHAEL WADE '18

Bourbon Street Wine & Spirits
Lebanon, NJ



CHEVERLY WADE-RICHARDSON '18

Bourbon Street Wine & Spirits
Lebanon, NJ



STEVE WALLACE '87

Best Advertising Award '02
Formerly of Wally's Wine & Spirits
Los Angeles, CA



MARQUES WARREN '19

Best Marketing Award '24
Downtown Spirits
Seattle, WA



NICOLE WEGMAN '08

Formerly of Century Pittsford
Wine & Spirits
Rochester, NY



BERNIE WEISER '94

67 Wine & Spirits
New York, NY



BRAD WEISS '98

Winestreet Spirits
(The Cellars Wines & Spirits)
North Oaks, MN



BUDDY WEITZMAN '08

Formerly of Chevy Chase
Wine & Spirits
Washington, D.C.



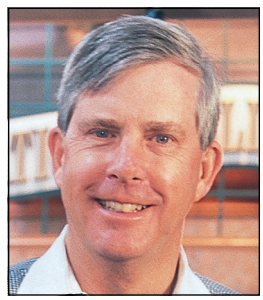
NANCI WEITZMAN '08

Formerly of Chevy Chase
Wine & Spirits
Washington, D.C.



PETER WELCH '93

Formerly of RSVP Discount
Beverage
Portland, ME



SHANE WILLIAMS '01

Formerly of Albertsons Inc.
Boise, ID



JAY WILSON '09

Best Advertising Award '13
Hy-Vee Inc.
West Des Moines, IA



JOHN WOLF '10

Chicago Lake Liquors
Minneapolis, MN



GREG WONSMOS '00

Retailer of the Year '07
Best Advertising Award '03
Formerly of Centennial
Fine Wine & Spirits
Dallas, TX



JAMES W. WOODARD '06

Best Merchandising Award '14
Cool Springs Wines & Spirits
Franklin, TN

CONGRATULATIONS
TO ALL THE
RETAIL LEADERS AWARD WINNERS



DEUTSCH FAMILY
WINE & SPIRITS

Please Drink Responsibly. ©2025 Deutsch Family Wine & Spirits, Stamford, CT. | deutschfamily.com



PHILIP WOODARD '98

Kirby Wines & Liquors
Memphis, TN



TERRY WOODARD '98

Kirby Wines & Liquors
Memphis, TN



PETER YI '99

Best Advertising Award '04
Formerly of PJ Wine Inc.
New York, NY



CHRIS ZABOROWSKI '17

Westport Whiskey & Wine
Louisville, KY



DEBBIE ZACHAREAS '20

Ferry Plaza Wine Merchant & Wine Bar, Mission Bay
Wine & Cheese, Oxbow Wine & Cheese Merchant
San Francisco and Napa, CA



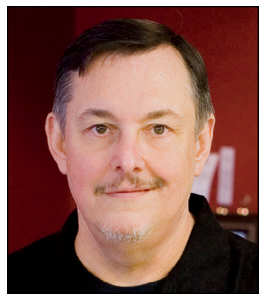
DON ZACHARIA '84

Retailer of the Year '03
Zachys Wine & Liquor
Scarsdale, NY



JEFF ZACHARIA '06

Zachys Wine & Liquor
Scarsdale, NY



STEVE ZANOTTI '97

Best Website Award '09
Formerly of Wine Exchange
Orange, CA



MAX ZIMMERMAN '91

Zimmerman's
Chicago, IL
(1910-1998)



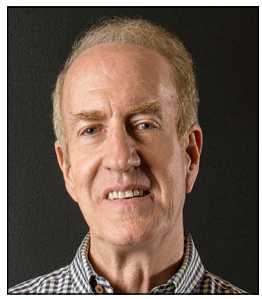
CAROL RIVERA ZONSKI '16

Jubilation Wine & Spirits
Albuquerque, NM



JOHN ZONSKI '16

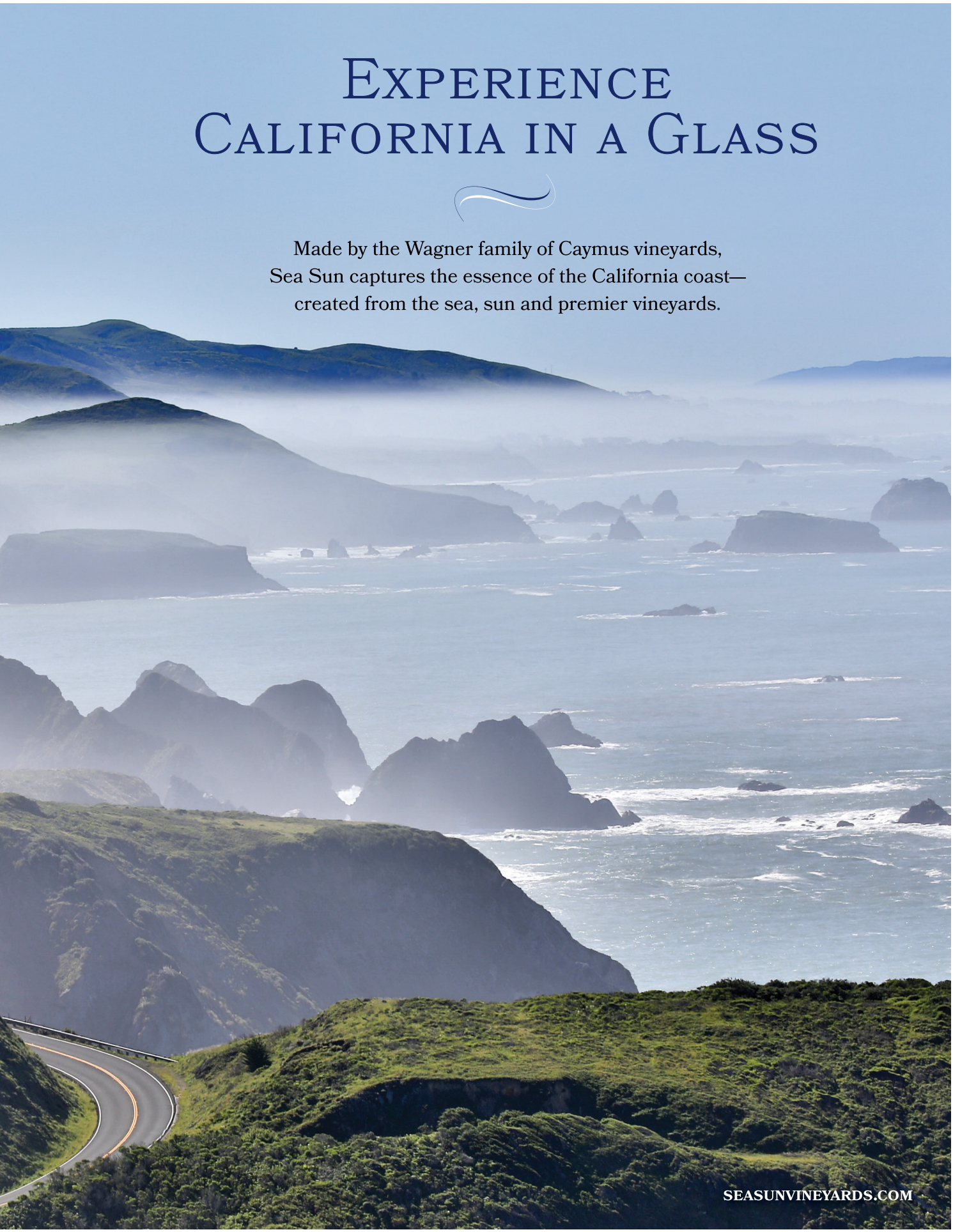
Jubilation Wine & Spirits
Albuquerque, NM



TODD ZUCKER '96

Best Website Award '04
K&L Wine Merchants
Redwood City, CA


2023
Sea Sun
2023
PINOT NOIR
CALIFORNIA


EXPERIENCE
CALIFORNIA IN A GLASS
Made by the Wagner family of Caymus vineyards,
Sea Sun captures the essence of the California coast—
created from the sea, sun and premier vineyards.
SEASUNVINEYARDS.COM

MARKET WATCH LEADERS 2025

RETAILERS OF THE YEAR

Bigger And Better IN TEXAS

SPEC'S WINES, SPIRITS & FINER FOODS CONTINUES TO SHINE IN THE LONE STAR STATE, BENEFITING FROM 60-PLUS YEARS OF FAMILY LEADERSHIP

BY LAURA PELNER • PHOTOGRAPHY BY JULIE SOEFER

The Rydmans never intended to run a beverage retail empire in Texas. While the family today owns and operates 220 Spec's Wines, Spirits & Finer Foods stores throughout the Lone Star State—leading a company that boasts more than $2 billion in annual revenue—none of the family members managing the business had plans to work in a drinks store, let alone own one. Of course, when looking back on a decades-long successful career at the helm of one of the largest retailers in Texas, the Rydmans have nothing but pride for the family business.

"We spend every day trying to get better in every facet of what we do," says Spec's owner and president John Rydman. "I learn something every day and I've been doing this for 53 years."

John works side by side with his wife, Lindy Rydman, who co-owns the business she inherited from her father, Carroll "Spec" Jackson. John and Lindy's daughter, Lisa Rydman-Lindsey, now serves as the company's executive vice president and director of marketing, and Lisa's sons have also recently joined the fold.

"There's something about having your family around you," Lisa says. "No one looks out for you like your family." Lindy adds that working together is all her family knows.

For their incredible run continuing Spec's robust family legacy, all three are being named the 2025 MARKET WATCH LEADERS Retailers of the Year—Lisa receiving the honor for the first time and John and Lindy claiming the first repeat Retailers of the Year honor in the magazine's history.



The Rydmans of Spec's Wines, Spirits & Finer Foods in Texas are this year's MARKET WATCH LEADERS *Retailers of the Year. Lindy (center) worked for her father, company founder Carroll "Spec" Jackson, as a teenager and John (right) joined the fold in the 1970s when the pair got married. Now, their daughter Lisa Rydman-Lindsey (left) serves as executive vice president and director of marketing.*





Spec's boasts 220 stores throughout Texas and some 58,000 SKUs in all. While Chardonnay and Cabernet Sauvignon are among the company's top-selling varietals, Spec's stores have a varied wine portfolio company-wide (wine displays and aisles top and above).

Family First

Jackson opened the first Spec's store in April 1962 and his wife Carolynn joined the business soon after. Lindy began working for her parents' company as a teenager and John came on board in 1972 when he married Lindy. "If Lindy and I hadn't gotten married while we were in college I wouldn't have been in this business," John explains. He grew up in retail, as his family owned several hardware stores in Texas, but it was never his intent to follow that path. Jackson was a member of the inaugural MARKET WATCH LEADERS class in 1984, and John and Lindy followed suit a decade later, earning MARKET WATCH LEADERS honors in 1994. John and Lindy were named Retailers of the Year in 1998 and Lisa continued the family tradition years later, being named a LEADER herself in 2016.

"None of us intended to be in this business," Lindy explains. "I was going to be a high school choir director and John was going to be a band director. But music turned out not to be as lucrative as we hoped it would be. We joined the business as youngsters and luckily we did. Our daughter swore she would never get into this business too, but when she was graduating college she called and said 'I'd like an interview.' I was absolutely shocked and said okay, and she came down and talked to my dad, and she's been with us ever since."

Lisa studied psychology at Southern Methodist University in Dallas and hoped to use her degree in an organizational psychology position, but ultimately decided to return home. Today, Lisa leads advertising, marketing, and charitable giving for Spec's 220-store footprint, and she's been in the family business for 30 years. Lisa notes that she and her parents work hard to keep an eye on most facets of the business. "I hope I have the best qualities of both my parents," she says. "We each have particular roles, but we do other things. We all do a little bit with personnel, wine, and food. We don't really have boundaries. We like to be everywhere within the company."



Lindy now focuses on human resources, though she says her favorite place to be is on the sales floor. "My favorite thing to do is work the sales floor on Fridays and Saturdays," Lindy says. "John is the brains and I'm the heart, and that works well for us. Even though we work together, we still go home and talk about work." John's role is more analytical and strategic. He's involved in monitoring sales trends for purchasing decisions, as well as real estate and long-range planning. "It's more than a full-time job," John says. "The level of detail we all look at wouldn't be believed by a lot of people in our business."

While there are three generations of Rydmans currently working for Spec's, the company has more than 5,000 employees overall, and they're considered family too. John says the people who work for Spec's are what make the stores stand out in a crowded and competitive beverage market. "Our people are knowledgeable and friendly," he explains. "The term is 'Texas friendly'—people down here understand that. We respect people and treat folks right all the time. It's our twist on southern charm."

The Rydmans also make a point of being accessible to their employees, and meeting as many as them as possible. "I had a brilliant idea last October—I thought John and I could visit every store before Christmas," Lindy says. "We made it to 108 of them, and we're still on the quest to get that done. The whole point of the trip was to let employees know how much we appreciate them. We look for the good stuff our people do every single day. And we're going to get to every store."

Massive Selection

With 220 stores spread across the second-largest state in the U.S., Spec's has a huge selection of inventory company-wide, spanning more than 58,000 SKUs overall. Most stores carry from 10,000-30,000 SKUs, and the company avoids a cookie cutter format, choosing instead to tailor units to their city and neighborhood. "We have very few stores that look alike," John says, adding that each retail outlet has its own inventory list and they're not always the same. "We opened a store in Austin last year and hired a graffiti artist to do paintings around the exterior of the building. It's never been done before and it's amazing."

John notes that business has been slower over the last year than some years prior. He points to several factors affecting overall sales, from the economy and recession fears to the general decline in social drinking caused by an increase in health-minded consumers. In addition, he says THC products are stealing sales from alcohol, though he notes that Spec's currently offers THC items where legal, and that has helped offset other losses. The future of



Spirits are the top-selling category at Spec's stores, making up 70% of overall sales. Tequila is the spirits leader, though Bourbons and whiskies also do well (spirits aisles shown top and above).

THC product availability is in limbo in Texas though, as the state legislature has proposed to ban the sale of THC cannabis goods. Governor Greg Abbott, however, vetoed the most recent attempt to ban THC and the products remain available in Texas stores.

"We're not down like some other business," John says. "But sales are shifting from in-store to delivery now, and people tend to buy less that way." Lisa adds that Texas is often behind other parts of the country when it comes to recession, and that has held true for the current economic climate.

Spirits overwhelmingly make up the largest share of sales at Spec's, comprising 70% overall, followed by wine at 13%, beer at 8%, and food and non-alcohol items at 9%. Tequila is the company's hottest category, led by Don Julio Reposado ($44 a 750-ml.), which John says just recently became the stores' No.-1 Tequila SKU. Beyond that, he says Tito's vodka ($32 a 1.75-liter), Maker's Mark Bourbon ($44 a 1.75-liter.), High Noon Sun Sips RTDs (from $12 a 4-pack of



Spec's employs more than 5,000 people across its 220 store locations in the Lone Star State. Staff members are encouraged to be "Texas friendly" and help shoppers whenever possible, sharing knowledge and attending tasting events (store interior above).

355-ml. cans to $24 a 12-pack), Jim Beam Bourbon ($23 a 1.75-liter), Lalo Tequila ($44 a 750-ml. for blanco), Jameson Irish whiskey ($26 a 750-ml.), and Crown Royal Canadian whisky ($24 a 750-ml.) are all strong performers.

"Tequila is king here," John adds. "Some consumers have left Bourbon to go to Tequila, specifically reposado Tequila. They're also dropping Cognac for Tequila. Super-premium Tequila outsells vodka here if you take Tito's out of the category."

Wine is losing customers at Spec's, notably to THC products and lower-calorie offerings. The company's top-selling wines include Kendall-Jackson Vintner's Reserve Chardonnay ($11 a 750-ml.), Oyster Bay Sauvignon Blanc ($10), Josh Cellars Cabernet Sauvignon ($12), La Marca Prosecco ($13), Highway 12 Cabernet Sauvignon ($17), and La Crema Monterey Chardonnay ($12).

Beer is also declining, as seltzers and THC products are stealing share here, too. Popular beers at Spec's include labels from Modelo ($19 a 12-pack of 12-ounce cans), Dos Equis ($17 a 12-pack of 12-ounce bottles), Corona ($20 a 12-pack), Michelob Ultra ($30 a 24-pack of 12-ounce cans), Miller Lite ($25 a 24-pack), and Coors Light ($25 a 24-pack). Along with High Noon, some of Spec's other top-selling seltzers include Nutrl ($14-$15 an 8-pack of 12-ounce cans) and White Claw ($20 a 12-pack of 12-ounce cans). Top-selling THC products include Pamos ($32 a 750-ml. for the cannabis-infused spirit, $17 a 4-pack of 12-ounce canned Spritzes), Buddi ($10 a 4-pack of 12-ounce canned seltzers), and oHHo ($12 a 4-pack of 12-ounce canned seltzers).

Big names dominate sales, but Spec's is also committed to showcasing smaller brands and boutique players. "We love to search out little brands that aren't getting their deserved attention—family brands we can bring to our customers at a better value," John says. He adds that employee education is top-of-mind, to make sure that staff members can guide guests. Though Spec's executives realize that with such a large SKU count, it's impossible for every employee to know every item in stock. To this, Lindy adds that Spec's employees on the sales floor are encouraged to listen to consumer feedback.

KEY FACTS: SPEC'S WINES, SPIRITS & FINER FOODS

Name of LEADERS:
Co-owner and president John Rydman and co-owner Lindy Rydman, executive vice president and director of marketing Lisa Rydman-Lindsey

Founded: 1962

Headquarters: Houston

Number of Stores: 220 throughout Texas

Number of Employees: More than 5,000

Annual Revenue: More than $2 billion

Sales Breakdown:
70% spirits, 13% wine, 8% beer, and 9% food and non-alcohol items

Website: Specsonline.com

Future Plans:
Spec's continues to grow throughout Texas, led by the Rydman family. The company expects to open a few stores this year, though they also plan to close a couple under-performing locations. Next year, the Rydmans expect to add at least five locations in the Lone Star State.



Spec's is based in Houston (flagship store pictured) but now has stores throughout Texas. The Rydmans expect to add several new units in the state next year, but so far say they have no plans to explore new areas of the country.

"We try to find different ways to educate, and we end up having our own people train each other and work together to share what they know so they all learn together," John explains. "You can't have tasted everything in the store. We say, 'I haven't tasted it but my customers say they love this one.' That's the hardest thing—you don't have to have personal knowledge. You can share the knowledge you learn from others." Lisa adds that in-store tastings and sampling events are also a critical piece for both staff members and consumers. Every store throughout the Spec's network offers tastings, sometimes run by staff members and sometimes run by suppliers.

Embracing Change

Of course, Spec's has grown tremendously since the company launched 63 years ago. Jackson started the business in Houston by opening a small family shop with a focus on varied selection and fair pricing. Over the founder's tenure at the helm, he grew the business to 27 stores in and around Houston, and he consolidated that count by selling some units off. After his death, John and Lindy, with Carolynn's approval, began growing the business again. In 2002, Spec's counted 24 stores in greater Houston and in 2007 it made its first moves geographically, debuting a store in Austin, Texas. By its 60th anniversary in 2022, Spec's had more than 180 stores and now, just a few years later, the company boasts 220 locations throughout Texas.

"Spec would be completely blown away," Lindy says of her father and what he would think of the business today. "He never dreamed of us getting out of Houston, much less all over the state. We had 60 wholesalers when he was here. Now we have two major ones. It's mind blowing. People ask why we do it—we're still hungry. We love what we do and we enjoy our business. We have no plans to stop."

John says the business will add a few more units this year, and also close a couple under-performing stores, and he notes there are plans to add at least five more stores in 2026. But so far, the Rydmans are committed to their home state. "We get customers who ask why there isn't a Spec's in their town. It's flattering," John says. "Sometimes they're right and we find opportunity. We're fortunate to have grown our business and stayed within our state. Texas has been good to us. We're doing well here and we haven't looked at other states yet."

Spec's is committed to the communities that house its stores and supports local charities throughout Texas. The company features a Charity of the Month and has raised significant funds for Lone Star State food banks, the Autism Society, and groups like Sky High, which supports the families of children undergoing cancer treatment, among many others. "Charitable giving is a huge part of what we do and who we are," Lisa says. "Being involved in our communities is of the utmost importance. We're not just bystanders but active participants in what's happening in our communities."

The family's goal is to maintain those good relationships, and support and strengthen them as much as possible going forward. That's what builds a successful family business, after all, and it's where the Rydmans excel. "Our goal is to keep strong in our core values," Lisa says. "To put people first, have enthusiastic determination to do our best, have courageous integrity, and show humility and respect for all. Our main focus is to keep our stores looking great, staffed well, and follow what our customers ask for." mw



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MARKET WATCH LEADERS 2025

HOOSIER Superstar

SECOND-GENERATION RETAILER CLAIR MCKINLEY EMPHASIZES CUSTOMER AND COMMUNITY SUPPORT, AS WELL AS EMPLOYEE SATISFACTION

BY TERRI ALLAN • PHOTOGRAPHY BY STEVE VORDERMAN

Consistency and adaptability have been the keys to success for Indiana's Belmont Beverage and Chalet Party Shoppes, now in their second generation of family management. "My father always had a clear business vision—operate with integrity, put the customer first, and adapt with the times," explains president and CEO Clair McKinley. It's that mission that McKinley and her team at the two liquor store concepts adhere to today, a foundation that allows the stores to build upon a decades-long tradition of serving their customers while keeping an open eye to future opportunities.

McKinley joined the family business full time in 1991, though she concedes that it took about ten years for her to commit to staying on long term. Over the years, she's held virtually every position in the organization—ranging from cashier to assistant store manager to human resources manager to liquor and wine buyer to IT manager and vice president. In 2011, McKinley was named president, and today she serves as president and CEO. Her deep knowledge of the business has been an asset. "I'm so thankful that my father had me learn most aspects of the business," McKinley says. "That has set me up for a successful future."

For her guidance and commitment to leading Belmont and Chalet Party through its second generation of family ownership and growth, Clair McKinley has been named a 2025 MARKET WATCH LEADER.



Clair McKinley is following in her father's footsteps as a beverage retailer and MARKET WATCH LEADERS *honoree. McKinley has been working at the family business since 1991 and now leads the portfolio of 34 Belmont Beverage and Chalet Party Shoppes stores in northern Indiana.*





Beer is a big mover for Belmont and Chalet Party, comprising more than 40% of total sales (beer displays above). Meanwhile, wine is a smaller player at less than 8% of sales, but the company is committed to offering a varied selection (wine top).

Customers And Community

Belmont Beverage was founded in Fort Wayne, Indiana in 1933, the first licensed store in the city following repeal of Prohibition. McKinley's father Tom Druley purchased the shop in 1971 and before long started to add more locations in the area. Druley expanded the business into the South Bend, Indiana, market in 1989, and in 2011, he acquired the long-established Chalet Party Shoppe chain based in Elkhart, Indiana. Active in beverage retail trade associations, including the Wine and Spirits Guild of America, Druley was named a MARKET WATCH LEADER in 1991 and was honored with the LEADERS Community Service award in 2023. Druley passed away earlier this year.

Comprising 34 locations under two distinct but united banners, Belmont Beverage and Chalet Party Shoppes span from the company headquarters in Fort Wayne to South Bend, about a two-hour drive north and west, as well as the Elkhart area, just east of South Bend. With annual sales revenue of about $100 million, the company operates 26 Belmont stores in Fort Wayne and South Bend, and eight Chalet Party shops in Elkhart. Spirits account for 43.5% of company-wide sales, followed by beer at 40.9%, wine at 7.8%, and tobacco and other miscellaneous items at 7.8%.

Customer demographics vary in the northern Indiana markets in which Belmont and Chalet Party serve. Elkhart, for example, is home to a few recreational vehicle factories, and sales trends at Chalet Party Shoppe stores can often be tied to sales of RVs. "When RV sales are good—such as earlier this decade, right after the Covid-19 pandemic began—our sales are good," says McKinley. In South Bend, home to the University of Notre Dame, stores can be impacted by college events. "Notre Dame football is huge in South Bend," she continues, so Belmont stores "get pretty crazy during home games." Indeed, one of its stores is located adjacent to the stadium's tailgating section and sees a lot of traffic on game days. Despite the differences in clientele, McKinley and her team aim for some uniformity in design among all the stores. "We use the same color scheme and try to adhere to a consistent layout," she explains. Overall, Belmont and Chalet Party stores range in size from 2,500 to 10,000 square feet.

Top-notch customer service is another constant at the two chains. McKinley is quick to recognize the company's nearly 400 employees for their contributions in expertly serving Belmont's and Chalet Party's customers. With stores far-flung, it can be a challenge to regularly touch base with employees, but McKinley notes that it's her mission to ensure that "they're happy and that we remain consistent with our focus on customer and community service."

Staff members are encouraged to attend the many product training sessions conducted by suppliers, McKinley says, while a series of quarterly customer-service focused classes is expected to launch soon. The classes will inform new employees about Belmont's and Chalet Party Shoppes' history and roots as a family-owned business, as well as general training on how and when to interact with customers. Key members of the company's leadership team include COO Dan Kaczmarek, liquor buyer Josh Nahrwold, beer buyer Zach Swisher, wine buyer Jared Diller, and marketing manager Nick McGovern. And in addition to her roles as president and CEO, McKinley is currently



Spirits are dominant and Belmont and Chalet Party, and the stores stock roughly 3,000 offerings. Whiskies are doing well, especially Canadian labels and Bourbons, though Tequila and RTDs are also showing promise (spirits shelves above).

the third vice president of the Wine & Spirits Guild, and in 2029 she'll assume the role of president, making her the first woman to ever serve the organization in that role.

Strong Whisk(e)y Trends

The Indiana liquor stores carry about 3,000 spirits SKUs, generally priced from $6 for a 750-ml. bottle of Fris vodka to $9,000 for Weller Millenium Bourbon. Among whisk(e)y products, only Scotch is showing decline these days, McKinley says, with Bourbon trending slightly up and Canadian whisky growing at a rate of 8%. "Fort Wayne is a big market for Canadian whisky," she explains, and Crown Royal ($25) is a top performing brand. The stores also do a brisk business with their barrel picks program (generally $30-$100), although there are emerging signs of consumer pushback on expensive releases. According to Nahrwold, "there's still a good market for certain brands that consumers will hunt for. Anything from Sazerac, Four Roses, and Old Forester will sell out within a couple of weeks." He and McKinley see expanded opportunity for both Tequila and RTD cocktails, with sales for both categories up 18% through May. "Pricey Tequila has become a big thing in this market," she notes, with brands like Clase Azul Reposado ($170 at Belmont) aggressively priced, and RTDs and pre-mixed cocktails "a growing category."

Some 1,200 beer SKUs, priced from $5 for a 6-pack of Keystone Light to $266 for a 750-ml. of Samuel Adams Utopias (when available), are offered at Belmont Beverage and Chalet Party stores. While hard seltzers, mainstream domestic, and craft beers are showing declines, flavored malt beverages and imports—including top-selling Modelo Especial ($35 a 24-pack of 12-ounce cans)—are on the rise. "We try to feature as many cooler doors as possible in each store," McKinley says. "Our coolers have gotten larger over the years." Indeed, the stores feature on average 25 to 27 cooler doors, with some locations also boasting beer caves.

KEY FACTS: BELMONT BEVERAGE & CHALET PARTY SHOPPES

Name of LEADER: President and CEO Clair McKinley

Founded:
1933; Mckinley's father purchased the business in 1971

Headquarters: Northern Indiana

Number of Stores: 34

Number of Employees: Nearly 400

Annual Revenue: $100 million

Sales Breakdown:
43.5% spirits, 40.9% beer, 7.8% wine, 7.8% miscellaneous

Website: Belmontbev.com

Future Plans:
While there are no current plans for new stores, McKinley says she won't rule out potential opportunities. A new series of staff customer service classes is expected to launch soon.

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When it comes to wine, mid-tier and regional products perform best at Belmont and Chalet Party stores. Top sellers include releases from Bloomington's Oliver Winery ($8-$17 a 750-ml.), Barefoot Cellars ($6-$12), and Josh Cellars ($14-$22). But McKinley sees lots of potential for wines sourced exclusively through the Wine and Spirits Guild. "These are high quality, exclusive brands, and they've shown a lot of growth for us," she says, pointing to offerings like Greetings from Willamette Valley Pinot Gris ($15). Because the wines are less known to customers than national brands, special shelf talkers help merchandise the offerings. The stores stock about 3,500 wine SKUs, priced from $4 for Porta Vita Trevenezie Rosso to $600 for the 2022 Schrader Cabernet Sauvignon Monastery Block.



Always Up For A Challenge

Advertising and marketing support for the stores encompass both traditional and digital media. Belmont's long-running TV spots on Fort Wayne and South Bend stations touting, "Belmont Beverage goes great with life," are well recognized, McKinley says. In recent years, digital efforts have become just as important, including the stores' mobile app and weekly emails. Ads and announcements about special events and tastings also run on social media platforms like Facebook and Instagram. Small in-store spirits, beer, and wine tastings are held each week across 10-20 locations, supported by supplier representatives.



Both Belmont (exterior above) and Chalet Party offer weekly tastings for wine, spirits, and beer, and the company is also dedicated to giving back. McKinley expects the company's charitable contributions to top $1 million this year.

Belmont and Chalet Party's biggest events of the year, though, are their triannual Pappy Van Winkle Charitable Auctions. First hosted ten years ago, the auctions—featuring allocated products such as various Pappy Van Winkle expressions and the Buffalo Trace Antique Collection—have raised more than $916,000 for area charities. "We anticipate reaching the million-dollar mark in 2025," McKinley says. Charities that benefitted from the auctions last year included Remembering Rowan, an organization that supports bereaved families that have experienced a miscarriage, stillbirth, or infant loss; the Fraternal Order of Police's Santa Elficer program, which provides gifts to children and meals to families; and Ryan's Place, which provides grief support services to children, teens, young adults, and families. Among the organizations slated to benefit from this year's auctions is the Indiana Canine Assistance Network, a Fort Wayne service-dog organization. Belmont and Chalet Party also sponsor an annual golf outing that benefits non-profit groups.

With 34 stores to lead, McKinley says there are no plans for new locations right now, but "if the right opportunity presents itself, we're always up for a new challenge." Indeed, the retailer has made a career of overcoming challenges. "When I started in this business, I thought it would be easy," she recalls. "I quickly learned that it wasn't." Learning to manage a team of nearly 400 employees and more than three dozen stores has "humbled me fast," McKinley adds, but it's also pushed her to excel. She takes pride in knowing that she has learned from every new challenge and expansion and is ever more knowledgeable now about "how to grow my team as the business continues to change and evolve." mw

MARKET WATCH LEADERS 2025

HAPPILY Ever After

DUSTIN MITZEL HAS LED HAPPY HARRY'S THROUGH DECADES OF SUCCESS IN NORTH DAKOTA

BY LAURA PELNER • PHOTOGRAPHY BY ACKERMAN + GRUBER

From a college student to a CEO, Dustin Mitzel turned a part-time summer job into a full-time career at Happy Harry's Bottle Shops in North Dakota. And now, nearly 30 years later, he has successfully led the five-unit beverage retail concept through growth and expansion in an ever-changing landscape, and found much success along the way. Mitzel describes himself as an active CEO who likes to be in the stores regularly, looking at both big-picture and small-picture items with his management team and always staying focused on the core objectives of the Happy Harry's business model: service, selection, savings, and shopping convenience, as well as philanthropy.

Along with his daily involvement within Happy Harry's, Mitzel has also recently been named president of the Wine and Spirits Guild of America, further demonstrating his commitment to the beverage industry. While the original plan had him taking over his father's accounting firm after college, Mitzel says the excitement of drinks retail hooked him early on and he hasn't looked back. Today, he's made a name for himself not only within the store walls at Happy Harry's units, but also via his weekly radio segment and regular television appearances in North Dakota.

"I'm very fortunate that I was given the opportunity at a very young age to have a senior role in this business," Mitzel says. "The thing that energizes me most is walking through the stores and talking with our team in each location about what new category we need to make space for or what move to make so the customer experience is better."

For his continued success at the helm of Happy Harry's, Mitzel has been named a 2025 MARKET WATCH LEADER.



Dustin Mitzel (pictured) turned a part-time summer job into a 30-year career at Happy Harry's Bottle Shops in North Dakota. Under his guidance, the five-unit chain is thriving.







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Spirits are the sales leader at Happy Harry's, comprising 39% of overall sales (display pictured). Canadian whisky, vodka, and rum are top movers, and both ready-to-drink canned cocktails and 50-ml. mini bottles are also doing well.

Advancement Opportunities

Mitzel quickly jumped up the ladder at Happy Harry's, as previous owner Hal Gershman—a 1990 MARKET WATCH LEADER—recognized his potential early on. Mitzel joined Happy Harry's during the summer of 1996, while he was attending the University of North Dakota. The job was only supposed to last a few months, but by August he'd been named a supervisor so he decided to stay with the company while completing his degree in accounting. In 1998 Mitzel was promoted to store manager at the flagship Happy Harry's in Grand Forks, North Dakota and just five years later he was promoted to general manager of the entire company, which at that time spanned three units, two in Grand Forks and one in Fargo, North Dakota.

In 2015 the Gershman family sold the business to its employees through an Employee Stock Ownership Plan, and Mitzel was named CEO during the transition. He was also appointed to the company's board of directors at that time. "Hal Gershman had a lot of faith and trust in me and our young team," Mitzel says. "Hal is a brilliant retailer and it was amazing for me to learn from him, and for him to trust me and our team to take the reins. What I'm most proud of is going from a part-time summer help employee, who was not going to have a position with the company in three months, to managing all operations seven short years later, to eventually becoming its CEO."

Gershman remains on the board of directors for Happy Harry's and Mitzel says he and his mentor talk almost daily. "I'm very fortunate to have the relationship I do with Hal," he adds. "He's a wealth of knowledge and I know I will get an honest opinion from him, and usually some sage advice. He allowed me to take chances and push the company in certain directions when he owned it, of course under his watchful eye. The guidance he's provided really helped shape me as a retailer while allowing me to put my own stamp on the company."

Mitzel's stamp includes being a visible member of the Grand Forks and Fargo, North Dakota communities, as well as an influential part of the beverage retail industry on a larger scale. He has taught classes related to retail and the beverage industry for the hotel and restaurant management programs at North Dakota State University and the University of Minnesota-Crookston. In addition, he has a weekly Friday morning radio show that airs in North Dakota's Red River Valley region, and he's a regular guest appearance on local television programs to discuss wine, cocktails, and home entertaining. Further, Mitzel was president of the North Dakota Hospitality Association from 2003-2005, he was appointed to the board of directors for the Wine and Spirits Guild of America in 2019, and he began his two-year term as president of the guild this past May. He's also following in Gershman's footsteps there, as Hal was president of the Wine and Spirits Guild from 2003-2005.

These days, Mitzel is working hard to uphold Happy Harry's status as a destination beverage retailer in North Dakota. Though he says there are no current plans to add more units, the CEO explains that his goal is to maintain and grow the business while staying flexible to the constant changes within the world of retail. His leadership team, including general manager Greg Rixen and operations manager Nate Honrath, help in that regard.



Beer makes up 36% of sales at Happy Harry's with Mitzel noting that light beers dominate, though the stores also carry a wide selection of imported and craft options (chilled beers pictured).

"I'm a very hands-on CEO in terms of tactile things within our stores, in addition to developing our strategic vision," Mitzel says. "The strength of our management team allows me to move around and visit all our stores on a regular basis. Hal told me early on that you need to walk through the front door of your store and see what the customers see, and then shop the store as a customer. It's really amazing the things that you identify when you do that."

Strong And Steady

Though there are challenges in the current retail landscape, Mitzel says business is strong at Happy Harry's and he adds that the company's employee ownership team feels good about how the stores are faring. Happy Harry's operates three stores in Fargo and two in Grand Forks, North Dakota, with the average store size totaling 16,000 square feet. The three larger units, which the company calls its "south stores" for their positioning in each city, stock fairly similar product assortments, while the north stores, which the company calls its "university stores" due to their geographic location and locale next to the University of North Dakota in Grand Forks and North Dakota State in Fargo, are smaller and have slightly less SKUs.

Company-wide, Happy Harry's boasts a roster of 12,100 SKUs, with spirits ranging from 3,000 to 3,800 SKUs per store, wine spanning 2,500 to 3,300 SKUs per store, and beer ranging from 2,000 to 2,500 SKUs per store. In all, spirits and spirits-based RTD cocktails comprise 39% of total sales, while beer makes up 36%, and wine holds 19%; the remaining 6% is made up of miscellaneous items, including cigars, as each store has a walk-in humidor. The stores are distinctive in design, with four of the five locations situated in buildings designed to evoke a big barn. The interiors boast high ceilings and a low-profile layout, meaning shoppers can see across the entire store from any vantage point.

"Our buildings are iconic, as is our logo, but it's what we offer inside that I believe sets us apart," Mitzel says. "Aside from the best prices and selection in the market, we pride ourselves on customer service. We over-staff to ensure that when guests check out, it's done efficiently and with very short or no wait-times. We also offer carry-out service, which is something nobody is doing in our market."

Even though wine holds the smallest share of sales in terms of beverage categories, it gets prime positioning at the center of the stores. Mitzel says the company's varied wine offerings have been a draw for customers since the 1980s, and he's committed to maintaining a wide array of labels and styles. Sweet wines are currently leading sales, led by Moscato, Riesling, and Moscato d'Asti, though Mitzel says Cabernet Sauvignon, Chardonnay, red blends, Pinot Grigio, and Sauvignon Blanc also do well. The top-selling wines at Happy Harry's include Apothic Red ($8 a 750-ml.), the lineup of Barefoot varietals ($6), Risata Moscato d'Asti ($12), Kendall-Jackson Vintner's Reserve Chardonnay ($12), and Francis Ford Coppola Diamond Collection Claret ($13). In spirits, Canadian whisky,

KEY FACTS: HAPPY HARRY'S BOTTLE SHOPS

Name of LEADER: CEO Dustin Mitzel

Founded: 1944. Mitzel came on board in 1996.

Headquarters: Grand Forks, North Dakota

Number of Stores: 5

Number of Employees: 140

Annual Revenue: Undisclosed

Sales Breakdown:
Spirits comprise 39% of sales, followed by beer at 36%, and wine at 19%. The remaining 6% is split between miscellaneous items, including cigars.

Website: Happy-harrys.com

Future Plans:
An employee-owned business, Happy Harry's has no plans to add units at this time, but Mitzel says his leadership team is always keeping an eye on opportunities. For the near term, Happy Harry's will continue to focus on having a vast selection of products from around the world to create a destination shopping experience in Grand Forks and Fargo, North Dakota.

vodka, and rum lead the charge, and Mitzel says the ready-to-drink canned cocktail segment is also fast-moving, as are mini 50-ml. spirits offerings. The company's top-selling spirits include Windsor Canadian whisky ($14 a 1.75-liter), Tito's vodka ($30), Captain Morgan Spiced rum ($25), Karkov vodka ($10), Black Velvet Canadian whisky ($15), and New Amsterdam vodka ($17). Fireball leads sales within miniature 50-ml. bottles.

Beer is a pillar for Happy Harry's, and Mitzel says the stores have the largest selection of beers in the region. Light beers dominate, though he notes that the company boasts a wide array of craft, specialty, and imported beers too. Top-sellers overall include Busch Light ($22 a 30-pack of cans), Michelob Ultra ($24 a 24-pack of cans), and Coors Light, Bud Light, and Miller Lite (each $20 a 24-pack of cans).

"We were the first retail liquor store in our region to truly bring an international selection of products to this market decades ago, and we're still considered the place to go today," Mitzel says, adding that the store is a destination not only for alcohol but also cigars, bar accessories, and specialty food items. While Happy Harry's is seeing success across the store, Mitzel notes there is one area of difficulty—THC beverages, which are prohibited in North Dakota but not in neighboring states. "THC beverages are available to our east in Minnesota and to our south in South Dakota, but they're not legal in North Dakota," he explains. "It's an extremely fast-growing category that we need to get our arms around legislatively and competitively."





Wine is a smaller player by sales revenue, but Happy Harry's gives the category prime positioning and aims to have a varied assortment of labels. Sweet wines and well-known varietals are well-liked (wine shelves top; store exterior above).

Locally Minded

Happy Harry's aims to be a good community partner throughout its shopping neighborhoods and the company's management is dedicated to giving back in a variety of ways. In 2024 the company contributed to more than 200 events, fundraisers, and sponsorships, totaling more than $450,000, and Mitzel says giving back is one of the company's core beliefs. "An important aspect of our image is being involved in the sponsoring of events and giving back to our communities," Mitzel says. "Happy Harry's has always had a big footprint of generosity, and as our business grew our community give-back did as well, and I believe this has helped tremendously with our success. We took the baton from Hal in terms of how the stores look, the customer experience, our philanthropy, and our marketing. We've put it into another gear as our business grew."

Social media has become a key part of consumer outreach, and Happy Harry's employs most of the mainstream platforms, including TikTok, Instagram, Facebook, and YouTube. Though, as alcohol shipping and delivery is not yet legal in North Dakota, the company hasn't yet created a mobile app or online shopping platform. "We utilize technology for efficiency within our business, and the Internet for messaging and branding," Mitzel explains. "I've really put a focus on technology and infrastructure upgrades."

Going forward, the focus will remain on product selection and service in Happy Harry's stores, and Mitzel says his increasing role with the Wine and Spirits Guild will only further that mission and the retail company's overall success. Maintaining a customer-first mindset while avoiding complacency are always top-of-mind.

"We like to say 'every customer is our best customer' and ultimately we want to make sure our customers feel like they don't need to travel the world for a world class selection," Mitzel says. "We're always striving to find the newest things, whether that be new products or experiences within our stores. We have the mindset that we're second-best, and this has helped us not to settle or lose our drive, but rather encourages us to constantly improve." mw

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MARKET WATCH LEADERS 2025

CONNECTING With Customers

BROWN JUG'S BRUCE ABBOTT SHARES HIS PASSION FOR BEVERAGE ALCOHOL WITH HIS ALASKAN PATRONS

BY TERRI ALLAN • PHOTOGRAPHY BY MONICA WHITT

Even though he's the president of the largest liquor store chain in Alaska, Bruce Abbott still finds time to host wine and spirits dinners organized by his stores. "I got into this industry because I love sharing product knowledge with people and the events allow me to continue to connect with customers," he says. The hosting duties also ensure that "my job isn't just about spreadsheets and inventory," he adds. "This is a business about product and people."

Indeed, Abbott, president of Liquor Stores USA North (dba Brown Jug) is a beverage alcohol retailer with a passion for the products he sells and the customers he serves. A Fairbanks, Alaska native, he's worked in all tiers of the beverage alcohol industry, starting his career as a waiter and immediately "catching the wine bug," he says. "I loved the ability to share my wine knowledge with customers."

In 2011, Abbott, after stints at a craft brewpub and a distributor, ventured into beverage alcohol retailing, opening a boutique wine shop in Fairbanks with a partner. But in 2013, he was recruited by Brown Jug to manage its new store in the interior Alaskan city. With recognition from the Society of Wine Educators as both a Certified Specialist of Wine and a Certified Specialist of Spirits, Abbott was soon named wine buyer for the chain. Before long, he added spirits to his responsibilities, and early last year, Abbott was named president.

For his accomplishments in retailing and commitment to educating consumers about all beverage alcohol products, Bruce Abbott has been named a 2025 MARKET WATCH LEADER.



Bruce Abbott receives MARKET WATCH LEADERS honors for his commitment to consumer education and accessibility. Abbott joined Brown Jug in 2013 and is working hard to modernize the chain while serving a vast area of customers throughout Alaska.



Brown Jug (exterior pictured) has 24 stores in Alaska, including 19 in Anchorage, three in Wasilla, and one each in Eagle River and Fairbanks. The stores have varied customer demographics and product selections, aiming to cater to their local neighborhoods.

Broad-Spectrum Focus

With 24 stores and the ability to sell product statewide, Brown Jug is estimated to have annual sales approaching $100 million. Brown Jug's roots date back to 1937 with the establishment of a tavern and roadhouse business in Anchorage by Harry O'Neill. His son Michael opened the first Brown Jug in 1955, and over the course of the next five decades, new locations were added, with expansion into Wasilla, Eagle River, and Fairbanks. In 2008, the business was sold to a Canadian retailer, and 12 years later, Brown Jug was acquired by Afognak Commercial Group, LLC, a subsidiary of Afognak Native Corp. In his role today, Abbott reports to Ana Fisk, president of Afognak Commercial Group.

KEY FACTS: BROWN JUG

Name of LEADER: President Bruce Abbott

Founded: 1937. Abbott joined the business in 2013.

Headquarters: Anchorage, Alaska

Number of Stores: 24

Number of Employees: 220

Annual Revenue: Approaching $100 million

Sales Breakdown:
45% spirits, 25% beer, 20% wine, 10% miscellaneous

Website: Brownjugalaska.net

Future Plans:
There are no plans for additional locations at this time. Instead, the chain will look at renovating aging stores and bringing them up to its "newer, elevated standards," Abbott says.

Nineteen Brown Jug stores are located in the Anchorage area, three are in Wasilla, one store is in Eagle River, and one is in Fairbanks. Due to the disparity in markets, customer demographics vary, and as a result, product selection and emphasis don't conform store to store. "We service a broad spectrum of folks in Alaska," Abbott says. "We cater to each neighborhood." Brown Jug stores range in size from 1,400 to 25,000 square feet, and with most of the locations leased, "no two stores share the same floor plan," the retailer notes. But the unique configuration of each location gives the company the "flexibility to adjust the selection appropriately," he adds.

Some 220 workers are employed at Brown Jug, and, not surprisingly, Abbott encourages them to educate themselves about the products they sell. The chain's category managers across wine, spirits, beer, and cigars lead weekly classes, which new employees are required to attend so that within a few months they have a basic knowledge of the categories. Employees can also receive performance rewards and raises for various industry certifications. "I've always felt that customer service and sales are two sides of the same coin," Abbott says. "If we can perfect the customer service experience, we'll see the growth in sales."

Spirits Are King

Distilled spirits account for 45% of Brown Jug's sales, followed by beer at 25%, wine at 20%, and miscellaneous items, including cigars, at 10%. "In Alaska, spirits are king," says Abbott. As a result, the chain stocks some 3,500 spirits SKUs, priced from $11 for a 750-ml. of Monarch vodka to $9,000 for Balvenie 40-year-old Scotch. Top-selling brands include Smirnoff vodka ($17), Tito's vodka ($23), Crown Royal Canadian whisky ($30), and Jameson Irish whiskey ($30).



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Though it's a smaller player, wine is not an afterthought at Brown Jug and the company has seen an uptick in sales this year. Consumers are showing interest in domestic wines, and boxed offerings are very popular in Alaska (wine top; wine and beer above).

"The Bourbon boom born of the pandemic has slowed, if not ended," the retailer says. While sales of well-aged products from "traditional distilleries" are strong and demand remains high for allocated products and limited releases, "newer distilleries that don't have aged products and brands that rely on sourced whiskey are having trouble in this market right now," Abbott notes. As with other retailers, Brown Jug is scaling back on single barrels as demand wanes. "We're finding that we have to be more selective of the barrels than we have in the past," he says. "We're looking for brands that have a hype and interest in the whisk(e)y community." The chain sometimes partners with distilleries on short or half barrels, "which makes it a little more palatable to sell through," Abbott adds.

RTDs are another proliferating category that the spirits team at Brown Jug monitors. "The first movers are the winners," Abbott says of brands like High Noon ($24 an 8-pack of 12-ounce cans) and Cutwater ($30 a 12-pack), "while copycat brands are struggling or exiting the market." Locally produced RTDs are also performing well at the chain, the retailer notes, pointing to brands like Denali Spirits' Blueberry Mojito ($18 a 4-pack). "They're competing head-to-head with national brands and a lot of times beating them," the retailer says.

Brown Jug offers about 1,600 beer SKUs, priced from $11 for a 6-pack of 12-ounce cans of Miller High Life to $40 a 4-pack of 12-ounce bottles of Dogfish Head Wakeup Worldwide stout. Top-selling brands include Coors Light ($34 a 30-pack of 12-ounce cans) and Corona Extra ($28 an 18-pack). "Domestic beers have taken it on the chin," Abbott notes, "and Mexican imports are very strong." He adds that the Alaska market "still has a very strong local craft beer scene and many craft lovers come to Brown Jug for those beers." Indeed, King Street IPA ($23 a 12-pack) from Anchorage's King Street Brewing is the No. 4 SKU at the chain. Brown Jug stores feature between six and 30 cooler doors, depending on the location.

Wine On The Upswing

Abbott concedes that the wine category was "challenging" for the chain last year, but he's thrilled that through May of 2025, sales were up. "We're trying to match selection to what customers are looking for," he explains, and that is "less imports and more domestic wines." The retailer laments that the wine business has done a poor job in introducing millennial and Gen Z consumers to classic Old World wines. "They've been gate kept by price and pretension," he believes. "The industry needs to make the category approachable for these consumers." Brown Jug stocks about 3,000 wine SKUs, priced from $7 for a 750-ml. bottle of Redwood Highway Chardonnay to $2,249 for the 2016 Château Haut-Brion. Top selling brands include Kendall-Jackson Vintners Reserve Chardonnay ($16), Veuve Clicquot Yellow Label Brut ($78), and Bota Box ($20 a 3-liter box). Boxed wine accounts for about 25% of the Alaskan wine market, Abbott notes.

While Brown Jug doesn't have an e-commerce presence, per se, the chain has recently launched an e-commerce platform for rural orders—sales to consumers in remote areas of Alaska, including villages that aren't on a road system and where there are no liquor stores. Once an order is successfully placed, it's shipped via prop planes to



common carriers authorized by Alaska's Alcohol & Marijuana Control Office, which arrange for the last leg of delivery. Abbott believes Brown Jug's new e-commerce platform, which allows for the uploading of customer IDs and signatures, versus previous written orders, is the only one of its kind in the state.

Another recent development for the chain and for other liquor store operators in the state is the ability to host in-store sampling. While legislation recently enacted stipulates that retailers must pour the product and that it must come from the store's inventory, Abbott says, "the advantage is that we can chose the products we want to expose our customers to." Among other in-store events promoted by Brown Jug is its Weekends of Whiskey special release series that often find customers camped out overnight to be among the first to gain admittance. Despite the slowdown in Bourbon sales, "we still have a core of people who love the chase," Abbott says. Off-site dinners at local restaurants, meanwhile, which can range from $35 to $250 a ticket, are also frequently hosted by the chain.

Community Minded

To reach its far-flung customer base, Brown Jug utilizes radio and print advertising, including direct mailers. But increasingly, "email is becoming our most impactful tool," the retailer notes. "We have an email database of well over 30,000 subscribers. For Alaska, that's a big number." Abbott adds that the emails have an impressive open rate because "we're sending people information that they're interested in." As a result, events often sell out in a matter of hours.

The chain is also a big supporter of community groups. Noting that Brown Jug's tagline is "Locally Owned and Community Minded," Abbott says that among the organizations to which the chain contributes are the Alaska chapter of the American Cancer Society and the Healthy Alaska Natives Foundation, as well as fundraising for the Food Bank of Alaska.





Spirits dominate sales at Brown Jug (Bourbon top) and the chain stocks upwards of 3,500 spirits SKUs, led by vodka and whisk(e)y. Meanwhile beer (top left) sees movement in big-name domestics, local craft labels, and Mexican imports.

There are no plans for new Brown Jug locations at this point, Abbott says. Rather, "we're always looking at renovating our aging locations to bring them up to our newer elevated standards." The company's largest store, the Brown Jug Warehouse in Anchorage, was renovated earlier this year. Instead of a focus on more stores, the retailer says, "the emphasis will be on dialing in on the in-store experience at the stores we have."

Bringing Brown Jug customers an elevated experience is certainly in Abbott's wheelhouse. "The Brown Jug brand got its start in 1937," the retailer says. "To be a steward for this 88-year-old iconic Alaskan brand, and to bring it into the future, is exciting for me, and I'm honored to do it." mw

MARKET WATCH LEADERS 2025

Thinking Big In WESTCHESTER

SUNIL KHURANA'S FOCUS ON CURATING AN INCREDIBLE WORLDY WINE SELECTION FUELS GROWTH IN WHITE PLAINS, NEW YORK

BY CAROL WARD • PHOTOGRAPHY BY LUCY SCHAEFFER

When Sunil Khurana's father, Ben, founded Westchester Wine Warehouse in White Plains, New York in 2003, he wanted something "bigger, splashier, and more oriented toward wine" than the spirits-focused shops he had run in Manhattan. Sunil was involved from the start, but he was actually practicing law 22 years ago when planning started for Westchester Wine Warehouse. Ben tapped his son to help him bring that bigger, splashier store to fruition. "We did it our way," recalls Sunil. "Our goal was to give the best selection, the best service, and the best pricing available in our area. People really appreciated the wide selection that we could offer—something that wasn't really being done in our area at the time."

Sunil was working at the store part time while running his own law firm. "I helped out as much as I could, working nights and weekends," he says. "Eventually, he got a little older and wanted to retire so I came in full time. That was about 13 years ago."

Despite the career shift, Sunil says he wasn't a reluctant convert. "It seemed like the more attention I paid here, the more fun it was," he says. "I still miss practicing law but that's always there. The store just kept growing, which is exciting. And I've been able to work with a great staff over the years. We have people here who have been involved since the beginning. I [enjoy] the daily challenge that it brings, meeting new people, new customers, new products."

For his enthusiasm in continuing the family business, Sunil has been named a 2025 MARKET WATCH LEADER.



Sunil Khurana (pictured) began working with his father, Ben, when he opened Westchester Wine Warehouse in 2003, but it wasn't until Ben retired in 2012 that Sunil came on full-time to run the family business.





While Westchester Wine Warehouse sells a full assortment of spirits, its focus is on offering a large selection of wines (top; above) from around the world with pricing that ranges from the premium all the way up to the high-end, luxury tier.

Selection, Deals, And Service

From its start, Westchester Wine Warehouse operated under a formula different from the elder Khurana's earlier Manhattan stores, offering a wide selection of wines and spirits from around the world, great deals, and strong customer service. Today, that same formula drives the ongoing success of the 20,000-square-foot store. "We're always going to have the best selection, we're always going to give top notch customer service, and we're always value driven," says Sunil. "With everything that we put out, we want to over-deliver and provide the best experience possible. We're keeping those ideals at the forefront."

With service and selection at the forefront, Sunil relies on a few long-time employees to cater to guests, as well as his broader family, of which many members are also involved. Sunil's wife, Samar, is a partner in the store and handles the financial side of the business, and his brother Rajesh handles e-commerce and digital for the company. About 25 employees—many of whom have a decade or more of service—support the operation, including Rudi Pali, who's been store manager for the past 22 years; Ken Irving, Jr., director of wine; and Olivier Flosse, who is involved in wine education and sales.

Irving has spent "ten years making sure that we put out the best wine possible at the best possible price," Sunil notes. "That leads to staff training. We have another gentleman, Olivier Flosse, who educates our staff on the current wines and what people should pair with the wines. We also teach our staff about spirits. People come in—producers, distillers, people from the industry—to give us the education that's needed so we can translate that to our customers.

"When customers walk in, they're getting staff with multiple years of experience helping them," he adds. "They've been part of the staff now for ten to 20 years, they know the stores, they know the customers, they know the products, and they know how to deliver the top-notch service that people in our neighborhood expect."

Selection is also a top priority. In New York, independent retailers are licensed to sell wine and spirits only. Beer and other products are relegated to the big box, grocery, and related stores. When Westchester Wine Warehouse first launched, the key focus was wine. That's still the case today, although Sunil says spirits have been gaining traction and now make up nearly one-third of sales.

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Sunil and his business partners look to bring the most interesting wines (wine cave pictured) back to New York for their customers to enjoy. The store carries wines from all around the world.

The higher end is the focus. "We have a whisk(e)y wall, which is about 100 feet of whiskies from all over the world," Sunil says. "We have high-end spirits cabinetry where we focus on all the hard-to-get spirits—the Buffalo Trace items, the high-end Scotches, the high-end Tequilas, Cognacs, everything. We're really focused, and we've seen that spirits sales have been growing over the last few years. They've been creeping more as people realize that we do specialize in spirits as well."

Sunil says demand continues to be strong for whisk(e)y, and for Bourbon in particular. Westchester Wine Warehouse has had success with it's proprietary barrel picks. "People get really excited because they get to taste something that's unique just to us," Sunil says. "It's a lot of fun for the customer—it leads to exciting product availability." And not surprisingly, Tequila—particularly higher-end labels—are gaining traction. He also notes a "surge" in gin demand. "There are a lot of people experimenting with making new gins, and customers are realizing 'it's not my grandpa's drink anymore,'" he says.

In general, smaller, esoteric brands and craft labels are in demand. "We're always focused on local and regional," says Sunil. "We have a whole section that just deals with New York wines and spirits. If anyone comes in with, say, a new gin that's local, we give them first preference always, because we want to keep our local businesses supported. We'll bend over backwards to get them in, hold tastings, get them in front of our customers."

Wine makes up about 65% of sales. Westchester Wine Warehouse doesn't specialize in a particular region; instead, a broad selection is the goal. "In terms of wine, we carry everything from the premium market all the way to high-end collector's items," Sunil says. "Ken Irving travels to Bordeaux and elsewhere. I go to Portugal, Spain, all over, to source new things. We go to trade shows. We're always looking for the best value for our customers, and we go the extra mile to make sure we get the best quality product. We make sure we carry products from every part of the world. We have wines from Croatia, from Greece, from Serbia. The funny thing is, we'll get orders from around the country for our Polish wines."

Sunil acknowledges that demand for wine has been shrinking in recent years. "We also see that people may drink a little bit less, but when they do, they buy better," he says. "We're seeing our average bottle price actually go up. Instead of drinking wine at $15 a 750-ml., they skip to $20 or $25."

Trending wines at Westchester Wine Warehouse include a variety of labels from France and Italy "because they offer a lot of value," as well as select wines from Portugal and South America. "California has increased prices—maybe because of natural causes or just a lot of private (winery owners) going into the business there, rather than traditional family based wineries as there are in Europe or South America. Prices have hit a ceiling where we're having a hard time selling."

KEY FACTS: WESTCHESTER WINE WAREHOUSE

Name of LEADER: Sunil Khurana

Founded: 2003

Headquarters: White Plains, New York

Number of Stores: 1

Number of Employees: 25

Annual Revenue: Approximately $15 million

Sales Breakdown: 65% wine and 35% spirits

Website: Westchesterwine.com

Future Plans:
Khurana wants to continue to build and solidify relationships with customers as well as producer and distributor partners. Part of that involves outreach to new, younger consumers through social media efforts.





While wine is king at Westchester Wine Warehouse (exterior above), whisk(e)y also sees a good bit of traction, prompting Sunil to put up a "whisk(e)y wall" (top) that features 100 feet of worldy whiskies for customers to peruse.

Customer Connections

For both wine and spirits, regular tastings and events bring an experiential offering to Westchester Wine Warehouse. Floss leads many of the wine tastings. "He's got a following and we're always selling out," Sunil says. The 15-seat tasting rooms offers a variety of classes and events. "People learn more in one hour than they could if they've taken a long trip to Europe," he notes. "We offer different regions every week." A similar approach is taken for spirits.

"[The tasting events] are fantastic because they bring that experience of traveling abroad here to White Plains, New York," Sunil continues. "People are so excited that literally, at the end of that one hour, people are clapping, they're laughing, they're having a great time. And this is what connects us to the customer."

Westchester Wine Warehouse doesn't have an elaborate marketing effort behind the events, or behind the store in general. The company website announces each event and details are shared on social media sites like Facebook and Instagram, and Sunil notes the store is starting to try TikTok. The events are also posted on Eventbrite. But "we also just do it face to face," Sunil says. "Olivier is selling them and getting people interested. People will also see an event take place, and they're asking, 'what's going on there?'"

While the events are a definite customer draw, as is typical in today's world, not everyone wants to visit the store every time they shop for wines and spirits. For the past 15 years, Westchester Wine Warehouse has been offering local delivery—including to New York City and Long Island in addition to Westchester County and surrounding areas—as well as nationwide shipping. About 10%-15% of business is online. "People love the convenience and they love to shop," says Sunil, adding that his store differentiates itself from online-only options by ensuring everything shown on the website is in stock.

And no matter how the purchase is made, Westchester Wine Warehouse is eager to connect with and give back to White Plains and the surrounding communities. The store has a "cash back to charity" program, whereby a select charity receives a percentage of sales to the charity's members and friends. Other times, organizations inquire about charitable donations. "The normal request is a gift basket," Sunil says. "Instead of doing that, we amp it up 100 times." A typical donation is a private party in the tasting room—charities can raffle off or award all 15 seats for a private tasting, with all proceeds going to charity.

Future Forward

Sunil is looking forward to continuing to build Westchester Wine Warehouse. His parents are retired but his wife and brother remain involved. And he has three children—triplets, age 23—who may or may not join the family business. "They want to prove themselves to themselves—they don't want to just walk into dad's business," Sunil says. "And I want them to bring something to the table if they're going to come in." At the same time, he stresses the importance of "a good, solid, tight family business."

For himself, Sunil is focusing on ensuring his business is ready for future customers. "We definitely want to capture the next generation coming up, as well as keep in touch with our current long-term customers," he says. "We're also going back to the basics, focusing on our relationships to keep the continuity." mw

MARKET WATCH LEADERS 2025

ARKANSAS Destination

COLONIAL WINES & SPIRITS HAS A TOP-FLIGHT INVENTORY, AND PUTS ITS SHOPPERS FIRST

BY CAROL WARD • PHOTOGRAPHY BY JOHN DAVID PITTMAN

Andy Kumar purchased his first gas station in 2001 after working in that retail sector for his family in earlier years. The 2001 purchase, in Orlando, Florida, was his first independent foray and one that helped shape his affinity for the beverage alcohol sector, as his location sold beer and wine. Eager to expand, Kumar "found a good deal" in Arkansas on a set of six gas stations available for purchase, which prompted his move to the state in 2011. In 2017 he added a liquor store to his portfolio. Shortly after, Kumar crossed the state border into Missouri and picked up a franchised Macadoodles store in the town of Joplin. Kumar and his family added seven more gas station-liquor store hybrids in Missouri and a second in Arkansas before purchasing Colonial Wines & Spirits last year from previous owners Clark Trim and Henrick Thostrup. "I was a customer of this store and I really liked how [Trim and Thostrup] ran it," says Kumar. "They wanted to retire so I picked it up."

As for the broader move from gas stations to focused beverage alcohol retail, Kumar says the switch just made sense. "I've been in the retail industry for a long time and this is my passion," he explains. "I love being in customer service, and I really enjoy taking care of the community." Today, Kumar owns the single-unit Colonial Wines & Spirits store in Little Rock, Arkansas.

For his strong business acumen and his commitment and passion for beverage alcohol in Arkansas, Andy Kumar has been named a 2025 MARKET WATCH LEADER.

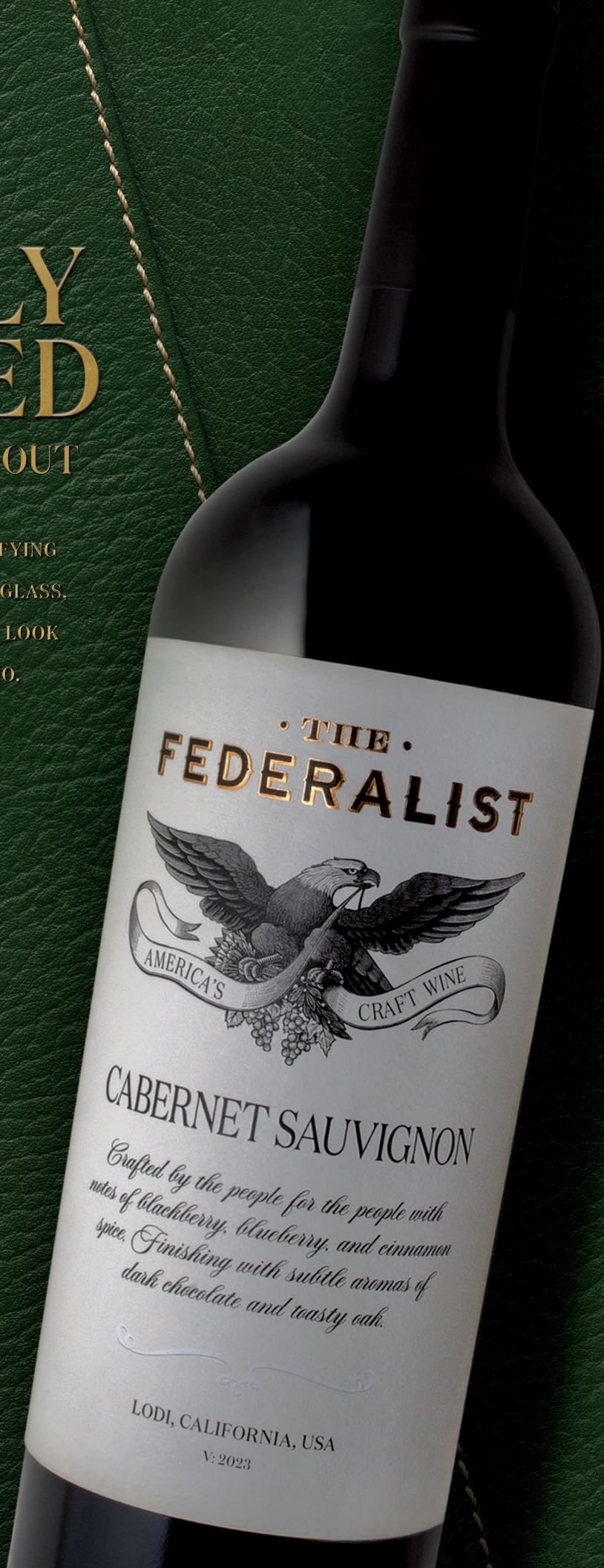


Andy Kumar purchased Colonial Wines & Spirits in Little Rock, Arkansas in 2024, though he'd been in other retail sectors for several years prior. Kumar joins the MARKET WATCH LEADERS *roster for his passion and dedication to beverage alcohol retail.*

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Focus On The Customer

In fact, for Colonial—and for all the stores he operated before it—Kumar says he's laser-focused on customer service. "We have very good staff in the store," he says. "They're very knowledgeable in all kinds of liquor, and specifically in wine."

Colonial Wines & Spirits employs 36 people, several of whom have expertise in various areas of beverage alcohol. They are equipped to guide customers through their purchases, Kumar says. At any given time, the store—which generates $13-$15 million in revenue annually—carries 7,000-10,000 SKUs. Wine is indeed a key focus, and Kumar seeks to differentiate from the competition by offering service and knowledge. "We have a couple of [staff members] who are Level 2 [certified by the Wine & Spirit Education Trust] in wine," Kumar notes. He adds that Colonial strives to offer a much broader selection than rival stores, especially grocery stores with their limited offerings, as a way to ensure customer loyalty.

Wine accounts for about 40% of sales at Colonial. Kumar says a broad selection is key. "We try to bring in the wines that a lot of people don't carry," he says. "It takes a lot of inventory and you need a bigger store, then of course you need [the expertise] to sell it. It's not everybody's cup of tea to do it this way but we try to, and it means we have a huge selection."

The selection is broad enough that Colonial has become a destination store for people all over Arkansas, Kumar notes. "They know if they want a particular wine, it's likely Colonial will have it, and we'll have it at a very competitive price," he says.

Staff at Colonial is happy to make recommendations, which are also highlighted in the store's magazine and blog posts. In June, for example, six staff members shared their



Spirits are a big mover at Colonial, comprising 40% of total sales. Tequila is doing well (shelves above, vodka top), particularly newer additive-free brands, and the store highlights staff favorites in its monthly magazine. A recent staff Tequila pick was Lobos Red 1707 Reposado.



Colonial puts a big emphasis on wine (above), stocking a varied selection of labels that aren't available elsewhere. The company's wine offerings have made it a destination in Arkansas and staff are well-trained on making suggestions for shoppers.

wine picks for the month, including the 2023 Raeburn Sonoma County Pinot Noir, on sale for $20 a 750-ml. (regular $27); the 2022 Decoy Alexander Valley Limited Release Cabernet Sauvignon, on sale for $25 (regular $35); and the 2019 M.A. Monticelli Barolo, on sale for $38 (regular $49). That same month, Jax Vineyards was named winery of the month, with five wines featured and discounted.

KEY FACTS: COLONIAL WINES & SPIRITS

Name of LEADER: Owner Andy Kumar

Founded: 1991. Kumar purchased the store in 2024.

Headquarters: Little Rock, Arkansas

Number of Stores: 1

Number of Employees: 36

Annual Revenue: $13-$15 million

Sales Breakdown:
40% wine, 40% spirits, and 20% beer, RTDs and other products

Website: ColonialWineShop.com

Future Plans:
Having just acquired Colonial Wines & Spirits in 2024, Kumar is focused on solidifying and growing his business in the Little Rock, Arkansas market.

Colonial Wines & Spirits also holds regular wine tastings to expand education and spark interest. The tastings are beneficial "when there are new products, because people are eager to try them. And, of course, if they like it they buy it," Kumar says. Some tastings are offered by winery or distributor representatives while others are led by staff.

Whether tasting or simply shopping, most customers opt to come to the store to make their selections. Colonial offers delivery, although Arkansas state law has some limitations. Colonial can only deliver within the county, and cannot deliver to businesses. The operation also recently added DoorDash to enhance customer options.

Prime Marketing

Each month, Colonial Wines & Spirits publishes a magazine showcasing a wide range of wine and spirits options for its customers. The magazine is chock full of information, ranging from mixology suggestions to wineries of the month, as well as food and wine pairings and staff picks. Called Celebrate More!, it's available both in print in the store and digitally online, and it's the prime marketing vehicle for the 10,000-square-foot store.

"We allocate a good amount of dollars to put that magazine together every month—it takes a lot of time and money to print it and put it on the website," says Kumar. "We try to focus on [highlighting] what's trending and offer suggestions according to the month or the season."

Kumar says it's a great marketing tool—a way to connect with his customer base in the competitive Little Rock, Arkansas market. The magazine is supplemented with extensive blog posts about everything from Elevating Your Tailgate to Spooktacular Party Planning Ideas, complete with beverage alcohol suggestions amidst enticing images. The blog also features a "Getting to Know…" series for wine types and similar approaches for spirits and beer.

Two other big draws are a weekly "Wine Wednesday" and a points-based loyalty program. For Wine Wednesday, the store offers 20% off all wines. "We do pretty good business with that 20% off, with the price becoming more competitive," Kumar says. "The plus for us is getting more people to come into the store. The loyalty program helps convert casual shoppers into loyal customers." With the point system, they get cash back based on the amount of dollars they spend, and it's really brought people in, he adds. The previous owners launched the program, but since Kumar purchased the store in 2024, he's expanded it. "We implemented it on a wide scale and advertised a lot, and it's really paid off," he says.



Shifting Demand

Overall, Kumar says he's seen a dip in wine sales as newer consumers gravitate to other products. "The newer generation doesn't know much about wine—they're more into seltzers and drinks like that," he says, mentioning ready-to-drink spirits-based seltzers and THC-based seltzers. "But our core wine drinkers will drink wine no matter what." Spirits account for another 40% of sales at Colonial, and Kumar says the growth right now centers around Tequila. "There are a lot of additive-free Tequila brands coming out—that's a big category for us," he says. "We see a good amount of new Tequila brands and we try to carry them all for our customers. We do a lot of tastings on those so people can try them."



While beer is a smaller player, Colonial makes an effort to stock popular styles, including IPAs and offerings from nearby craft brewers (beer cooler above, store exterior top).

As it does for wine, Colonial showcases select spirits brands through its "staff picks" section in its magazine. Tequila made the list in June with Lobos Red 1707 Reposado Tequila, available on sale for $36 a 750-ml. (regular $42). Other selections included Bombay Bramble gin (sale price $23; regularly $36) and Planteray Stiggin's Fancy pineapple rum ($35; $42). Colonial offers tastings for spirits as well, and also offers extensive guides for hosting spirits tastings at home in its blog posts.

Beer, RTDs, and other products make up the final 20% of sales at Colonial. Similar to his strategy for wine and spirits, Kumar tries to keep ahead of a constant cycle of new products. "It's hard to keep up with beer, because there's always a new company coming up with a new product," he says, noting that IPAs are "a huge category" currently.

For June, the "Brewery of the Month" was Bike Rack Brewing Co., a craft brewery located in nearby Bentonville, Arkansas. Three of its beers—Epic Trail amber, Slaughter Pen IPA, and Bike Rack lager—were featured at a cost of $10 a 6-pack of 12-ounce cans. Separately, the staff picks for beer included Bell's Oberon from Michigan and Golden Road Mango Cart from Golden Road Brewing in Los Angeles, both priced at $10 a 6-pack of 12-ounce cans.

Next Moves

As it's still early days in his ownership of Colonial Wines & Spirits, Kumar is solidifying his presence in the Little Rock community. The store is a "major sponsor" of Little Rock's Central Arkansas Radiation Therapy Institute (CARTI Cancer Center) and is a long-time sponsor of Ballet Arkansas as well, among other efforts. In addition, "we do take care of the community where needed," Kumar says.

For himself, Kumar is focusing on solidifying and growing his business. "This is a huge operation and it takes a lot of time," he adds.

While further expansion isn't in the immediate plans, Kumar isn't ruling it out either. Opportunities in Arkansas are limited. Earlier this year, a law passed that raised the number of liquor licenses that one person or corporation can own in the state of Arkansas from one to three. However, the law limits the number of liquor licenses to one per county. Nevertheless, the entrepreneur may not be content to stop, whether it be in Arkansas or elsewhere. "I've not decided anything on what we do next," Kumar says. "But definitely, the door is open for opportunities." mw

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- La Aurora
- La Flor Dominicana
- La Palina
- Macanudo
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MARKET WATCH LEADERS 2025

Striking It Big In LAS VEGAS

GREEN VALLEY GROCERY HAS BEEN SERVING NEVADA RESIDENTS AND VISITORS SINCE OPENING IN 1978

BY MADELINE ENDER • PHOTOGRAPHY BY ERIC JAMISON/STUDIO J. INC.

Richard Crawford remembers the day he opened his first Green Valley Grocery store on September 1, 1978 in Las Vegas. "It was Friday, and it was the start of a three day Labor Day weekend," he says. "And at about 4 p.m. that day, all of my equipment froze." With a store full of quickly-thawing refrigerated products and nowhere cold to store them, Crawford called another member of the Las Vegas retail community for help. "I finally wound up calling the local dairy because I knew they sold ice cream and would have freezers. They came out and picked up all of my frozen food and took it away," says Crawford.

Because it was a holiday weekend, it took until the following Thursday for someone to come out and repair the refrigeration system, but when everything was back up and running, Crawford knew he had a debt to repay. "I called David Coons, who was the president of Anderson Dairy, and said, 'David, how much do I owe you?'" Crawford recalls. "He said, 'I want you to continue to do business with me for 50 years.' It's been 45 years now, we still do business with them. All of our dairy products come from Anderson Dairy." While Crawford's business has expanded quite a bit since 1978, his loyalty to those he does business with, his customers, and Las Vegas as a whole, has remained intact.

For his loyalty to the Las Vegas community and his dedication to providing Green Valley Grocery customers with exceptional service and product selection, Richard Crawford has been named a 2025 MARKET WATCH LEADER.



Richard Crawford (pictured) opened the first Green Valley Grocery store in September of 1978. Today, 47 years later, there are 84 Green Valley Grocery stores scattered across Nevada, with two more in the works.



Each Green Valley Grocery (exterior above) is open 24 hours a day, seven days a week and functions beyond the level of an average convenience store, with many offering a large collection of gas pumps, gambling machines, and, in some cases, even car washes.

Viva Las Vegas

When Crawford moved to Las Vegas in 1971, it was not quite the dining and gambling destination that we know it to be today. "Back then, the whole valley had maybe 200,000 people in it," the retailer notes. "Today, there are close to 3 million people." At the time, Crawford was working for 7-Eleven, a job he says was never built to last. "I did not want to work for 7-Eleven. It wasn't that they weren't good; it was that once you were promoted, you would get transferred elsewhere," he explains. "I really didn't want to leave Las Vegas. I had kind of fallen in love with the valley. It was just a nice, small town."

In order to avoid relocation, Crawford franchised his own 7-Eleven store in the area. His plan was to make enough money from owning that 7-Eleven location to open his own store within five years. In the end, it didn't take quite that long to make his plan a reality. "I owned that 7-Eleven store for one week short of five years. I'd already opened my first store by that time, which was the first Green Valley Grocery."

Today, Green Valley Grocery has grown from one 2,400-square-foot convenience store right off Green Valley Parkway to a collection of 84 stores scattered across southern Nevada, with two more locations in the works at press time, set to be finished by the end of 2025. The Green Valley Grocery store located off Grand Teton and Hualapai Way is the largest at 6,100 square feet, with six multi-product dispensers, or gas pumps. The original location is still operating today, nearly 47 years after it first opened. "We've come a long way since 1978," says Crawford. Green Valley Grocery is a family-owned and operated business, with Crawford and his wife, Jeri, at the helm and some 750 employees working across all locations.

KEY FACTS: GREEN VALLEY GROCERY

Name of LEADER: Founder Richard Crawford

Founded: 1978

Headquarters: Las Vegas

Number of Stores: 84

Number of Employees: 750

Annual Revenue: $379 million

Sales Breakdown:
4% wine, 2% spirits, 21% beer and RTDs, and 73% other products

Website: Gvgrocery.com

Future Plans:
Two new Green Valley Grocery locations are currently being built and are set to open before 2026.

No Dark Times

According to Crawford, Green Valley Grocery is not your "typical" convenience store. "We go after business in all realms," he notes. "I wanted to have the word grocery in my name to send a different message to people and to let people know that we're not just a little store—even though our first store was just 2,400 square feet, now we're building stores that are 5,000-6,000 square feet." Green Valley Grocery stores sell a wide variety of goods, from packaged snacks to drinks to beverage alcohol, all of which are available to shoppers 24 hours a day, seven days a week.

Nevada's liquor laws are incredibly flexible, Crawford notes, and acquiring a liquor license there is much easier than it is in some other states with stricter rules and regulations. Of the 84 Green Valley Grocery locations scattered throughout Las Vegas, all of them are able to sell beverage alcohol and eight of them sell full liquor 24 hours a day. "There's no dark times when it comes to selling liquor," Crawford says.



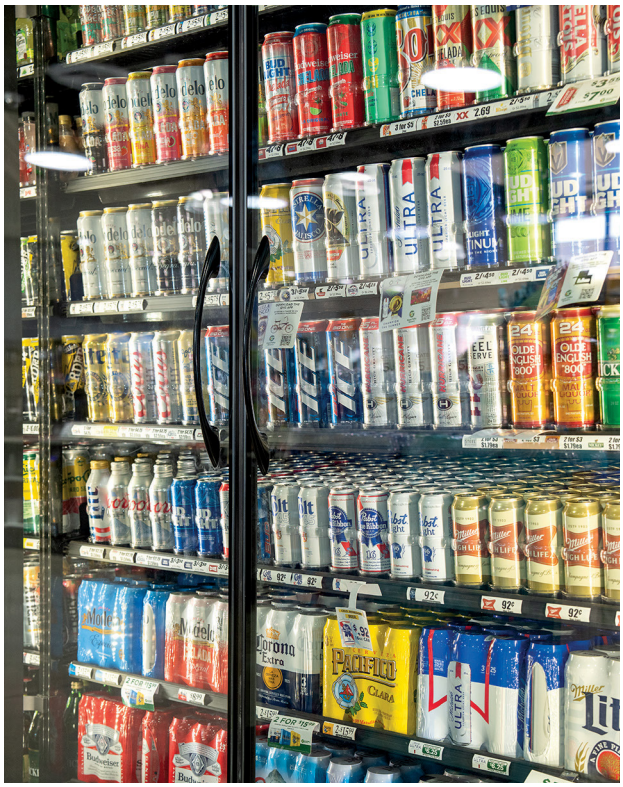
Green Valley Grocery's wine business (shelves above) has evolved quite a bit in recent years, with stores now offering a wide variety of wine. With 567 wine SKUs in its stores, Crawford says Green Valley has become a wine destination in the Las Vegas area.

Spirits account for about 2% of sales at Green Valley Grocery, as just eight stores carry full liquor. Despite that, the chain stocks a whopping 1,031 active spirits SKUs in those eight stores. Some top-selling spirits products at Green Valley Grocery include Tito's vodka ($23 a 750-ml.), Jack Daniel's Old No. 7 Tennessee whiskey ($25), Blanton's whiskey ($99), and Don Julio Blanco Tequila ($50). Green Valley Grocery stores also see a big business with small-format spirits SKUs, such as Fireball flavored whiskey and New Amsterdam vodka, both of which retail for $1 a 50-ml. An emerging product for the chain is Soon Hari soju ($5 a 375-ml.), a Korean distilled spirit offered in a variety of different flavors.

Evolving Offerings

Wine offerings at Green Valley Grocery have evolved quite a bit in recent years according to Crawford, who says that the chain has become somewhat of a destination for wine drinkers in the Las Vegas area. "Over the last five years, I have expanded our wine offerings because typically up until about six or seven years ago, everybody in town, ourselves included, only offered a select amount of wine, but not a whole lot," he says. "I said 'instead of selling these cheap old wines, let's start offering some quality wine labels. Now, over the past five or so years, we have become a pretty good wine destination in the area."





Beer and RTDs (shelves pictured top) do a big business at Green Valley Grocery, making up a collective 21% of sales for the convenience chain. Tall boy cans (pictured in cooler above) are particularly popular among customers looking for an easy grab-and-go option.

Green Valley Grocery offers 567 wine SKUs in its stores, accounting for 4% of total in-store sales. Best-sellers on the value end of the price spectrum include Yellow Tail Chardonnay ($5 a 750-ml.), Starborough Sauvignon Blanc ($12), Menage à Trois red blend ($10), and Josh Cellars Cabernet Sauvignon ($15). On the higher end of pricing, both Caymus Cabernet Sauvignon 50th Anniversary ($75 a 750-ml.) and the 2023 Orin Swift 8 Years in the Desert Red Blend ($49) see strong sales at the chain. In a smaller format, Sutter Home's 187-ml. mini bottles are popular among shoppers who are looking for a more portable option. "We're not afraid to try and sell a quality bottle of wine, because people will buy it. Pricing is a key to it," says Crawford. "We're certainly not giving it away, but we are offering very compelling pricing on quality wine. It continues to grow every year."

More than other alcohol categories, beer and RTDs do a big business at Green Valley Grocery, making up a collective 21% of sales for the convenience chain. Tallboy cans like 16-ounce Miller High Life ($1), 19.2-ounce Voodoo Ranger ($2), and 700-ml. High Noon ($4) perform particularly well. On the beer side, multipack offerings such as Michelob Ultra ($17 an 18-pack of 12-ounce cans) and Heineken ($14 a 12-pack) are popular, while High Noon ($19 an 8-pack of 355-ml. cans) and Cutwater ($11 a 4-pack) take share on the RTD side. Customers also enjoy the 500-ml. Beatbox and 187-ml. Buzzballz, both at just $3 a piece.

Finally, the bulk of Green Valley Grocery's sales are made up by miscellaneous food and drink items, such as energy drinks ($4 a 12-ounce can of Red Bull), sodas, and candy. According to Crawford, total sales revenue for the chain in 2024 was about $379 million, and he expects the 2025 fiscal year to exceed that. The stores also make revenue from in-store gambling machines, with about seven machines in each store operating all day, every day.

When asked what the key to running a successful business like Green Valley Grocery is, Crawford says, "Cleanliness, friendliness, and having complimentary pricing," are some of the most important values behind the chain. "We offer better pricing than some of our friendly neighborhood competitors." Despite Green Valley Grocery's success, Crawford has no plans to expand outside of Nevada. "There's plenty of opportunities here in Southern Nevada in particular," he notes. "Las Vegas is growing, and there's a lot of room for growth here." mw



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MARKET WATCH LEADERS 2025

BEST MARKETING AWARD

Rewarding LOYALTY

TOP TEN LIQUORS BENEFITS FROM A VARIED MARKETING STRATEGY THAT HIGHLIGHTS CONSUMER LOYALTY AND EMBRACES MEDIA IN MANY FORMS

BY LAURA PELNER • PHOTOGRAPHY BY ACKERMAN + GRUBER

The beverage business has always been one that revolves around relationship building, and for Minneapolis-based Top Ten Liquors, consumer connection is critical. At Top Ten, making shoppers feel connected to the business has been a key factor in the company's continued growth, and CEO and owner Jon Halper credits his loyalty program as the tool that best bonds his stores to their local clientele. For Halper, the Top Ten Club is the glue that links his 15 stores to their dedicated consumer base, and it's become one of his primary marketing tools as the business expands, along with social media and advertising to maximize consumer outreach.

Halper, who joined the MARKET WATCH LEADERS roster in 2023, describes the creation of the loyalty program roughly ten years ago as one of Top Ten's biggest milestones under his leadership. "Today, we have more than 150,000 people who are part of the program," Halper says. "To develop a dedicated loyalty program has been a game changer for our business over time. Traditionally, for us, our marketing and advertising has been focused on our loyalty members and on trying to do more with them."

For his efforts to connect with consumers and foster retail growth through loyalty, Halper earns this year's MARKET WATCH LEADERS Best Marketing Award.



Top Ten Liquors CEO and owner Jon Halper wins this year's Best Marketing Award for his continued ingenuity in finding new ways to connect with consumers.

Surfside

#1 SPIRITS GROWTH BRAND WORLDWIDE*



NO BUBBLES, NO TROUBLES™

*Source: from 2022-2024 by IMPACT Databank | Surfside is made with vodka, iced tea and/or lemonade, natural flavors & artificial sweetener. 4.5% Alc. By Vol. (9 Proof). ©2025 Stateside Brands LLC, Philadelphia, PA. All rights reserved. Average Analysis Per 12 fl. oz. Calories: 100; Carbohydrates: 3g; Protein: 0g; Fat: 0g. Party Smart. Must be 21 or older to enjoy.



Top Ten Liquors (exterior above) now spans 15 units in the Twin Cities, with a 16th set to open soon. The company has grown dramatically since Halper bought it in 2014, with total revenues now topping $50 million annually.

Marketing Maverick

Marketing can mean a lot of things. For Halper, there are several elements that make up the company's overall strategy—consumer connection, of course, but also social media outreach and advertising in many forms. Halper notes that modern technology has changed his approach to each of those items. And he adds that he's currently seeking to hire a marketing manager who will be tasked with handling that facet of the business going forward.

"We're trying to balance the use of creative, engaging social media and also look at channels like radio—normal radio as well as streaming and other services," Halper explains. "The relationship with television and commercials has shifted, and there's a focus on social media, but you don't reach everyone through social media. We have to find a balance between many different elements. Paid social media will be a broader part going forward, and our biggest added element will be radio and the development of a radio personality spokesperson, who will go on social media too."

Social media has been a growing component of marketing and advertising for Top Ten for the last several years. Halper says the company is active on platforms like Facebook and TikTok, and he hopes to continue expanding that while also using technology to target specific local consumers. "The paid element of social media will be a growing part of what we do," he says. "We already use and will continue to grow geo-sensing so we can target customers and introduce ourselves to them. As we go forward, to continue to have meaningful growth, we feel we need to look more at customer acquisition as our strategy. We've tried to maximize our reputation and shopping experience for customers. Our next focus will be to do more external marketing than we've been doing."

Top Ten's online profile, through its website and social media, will be a key priority for the company's new marketing manager, whom Halper hopes to hire this year. Along with that, he says driving more sales through the website and online platforms will be a focus. When many beverage retailers were expanding online sales, curbside pickup, and delivery during the pandemic, Halper was focused on store acquisition. That paid off, as he was able to buy out several smaller stores that were struggling, and he grew his portfolio of Top Ten outlets during that time. But now he's catching up on the e-commerce portion, which he puts under the marketing umbrella.

"In 2020 with Covid-19, many liquor stores had better delivery and e-commerce mechanisms than we did. We were late to the party," Halper explains. "We have an e-commerce site and delivery now, and we've been really successful with DoorDash—we're one of their top customers in the Twin Cities and they've been a great partner.

KEY FACTS: TOP TEN LIQUORS

Name of LEADER: CEO and owner Jon Halper

Founded: 2014

Headquarters: Minneapolis, Minnesota

Number of Stores: 15

Number of Employees: More than 200

Annual Revenue: More than $50 million

Sales Breakdown:
Spirits and beer each comprise roughly 30% of sales, followed by wine at 25% and THC products at 15%

Website: Toptenliquors.com

Future Plans:
The company has signed a lease to open its 16th store soon. Halper is also working on a new concept that will be a smaller-footprint version of Top Ten focusing only on the company's best-selling alcohol and THC offerings. He plans to operate these smaller stores in high-traffic areas around the Twin Cities that don't currently have a full Top Ten unit.



Wine comprises 25% of sales at Top Ten, and the high-alcohol wine segment is showing promise. The company's Buyer's Select program highlights both well-known and boutique brands sold at value pricing.

Next, we're adding Uber Eats for our stores, which will give us a new and diversified customer base to go after."

Reaching new consumers is the goal of marketing, and Halper has been getting creative on that front. Last year, he positioned Top Ten Liquors as the "official liquor store chain of the University of Minnesota Alumni Association" and with that, he's aiming to reach the large and always-growing network of university alumni who stay in the Twin Cities after graduation. In conjunction with that effort, he's also partnered with Dinkytown Athletes, a local company that helps University of Minnesota student athletes create and develop NIL opportunities with businesses and sponsorships.

"Our goal is to be able to donate proceeds to Dinkytown Athletes to help make Minnesota sports better," Halper says. "We're connecting with alumni who want to shop our stores and driving dollars to support NIL deals for Minnesota Gopher athletes. We're partnering with the alumni association to tap into their network in a bigger way." Similarly, Top Ten has become an official partner to Minnesota Monthly, a local magazine that hosts well-attended events in the state. The deal allows Top Ten to be present at myriad events, further connecting with consumers and making the store brand accessible on a local level.

Loyalty Driven

Even with all of those efforts, the Top Ten Club and the store's Buyer's Select program remain paramount. The rewards club, boasting more than 150,000 members, is free to join and offers several rewards, including special pricing deals, discounts on case sales, and a points system through which shoppers can cash in points for additional register savings. An email is required at sign-up, and that has helped Top Ten compile a large database of contact information for the company's best shoppers. "Using our email database has been our most effective strategy to drive business," Halper says.

Buyer's Select is a collection of hand-picked wines and spirits that Top Ten sells at value pricing, and labels under that banner span from well-known brands to boutique products. "Today, 30% of our wine sales come from Buyer's Select, and that's happened within five to six years," Halper explains. "It's become really crucial to our business. In developing this program, we've been able to put forth affordable and high-quality products for customers under this umbrella."

Wine is the predominant player for Buyer's Select, though Halper says there are a handful of spirits in the program. He hopes to grow the spirits side and adds that the company is always looking for new opportunities. To promote Buyer's Select, Top Ten uses a dedicated marketing tactic. "The most effective thing we do is our like-love campaign," he explains. "If you like Whitehaven you're going to love The Horologist. We support every brand we sell and we want to build good relationships, but we use like-love to get people to open up to our Buyer's Select brands. It's been hugely effective to grow those brands and build connections with customers."

Overall, business is positive at Top Ten, though Halper notes that sales trends are changing fast. Beverage sales are steady, but THC products have become the real growth driver recently. "We're doing really well, but not in a traditional liquor store way," Halper says. "If we solely look at the alcohol category, we'd be flat to a slight decline. But with the addition in Minnesota of the THC category [in liquor stores], we're doing well and continuing to grow the business. The addition of this new category has been really important for us."

Top Ten's revenue exceeds $50 million annually. The company has 15 stores open, with a 16th unit in the works. Spirits and beer roughly split equal sales at 30% of total revenue each, followed by wine at 25%, and THC products at 15%. The stores average 8,000 square feet and boast more than 8,000 active SKUs. Halper says higher-alcohol wines are doing well with younger shoppers, and he notes that Tequila is still growing. Gin is also improving, though brown spirits have slowed, and of course RTDs are out-shining much of the competition.

"Spirits and beer are healthy, but wine is down a bit more," he explains, adding that the wine segment is lacking excitement, which is contributing to slowing sales. "Over the last two years we've been able to grow

the hemp beverages and edibles segment to approach 15% of overall business. To have a new business come in and grow to be 15% of your sales speaks to how explosive the category is. Alcohol consumption is modestly dropping right now. For us to have THC come along and help drive our business and bring in new customers has been amazing. In 2026, there's a chance THC may become larger than wine in our stores, and eventually it could become the largest category overall."

Building Connections

All of Top Ten's strategies—for marketing, sales, and continued growth—revolve around building and maintaining connections. Halper began his professional career as a lawyer and transitioned to retail to work for his stepfather's company. Along with law, his resume includes stints in real estate, store operations, and merchandising. He never planned to enter the beverage business, but the move has certainly worked in his favor.

"I wasn't looking to get into the liquor store business, but I was looking for a retail business I could operate," he says. "I was working with a broker and bought four Top Ten liquor stores. I had all the key elements to run a retailer, and I had a strong background to help build where we are today. [My law degree] really shaped me and my company, and what we do. I'm more business-minded than legal-minded, but having a legal background makes me better at everything I do."

From his initial four Top Ten units, Halper has expanded the business by buying out existing beverage retail companies as well as buying other types of store concepts and transitioning them to Top Ten. He notes that the beverage retail landscape has changed dramatically in Minnesota since he acquired Top Ten in 2014, but that he's been able to adjust to stay competitive. Marquee changes include both Total Wine & More and Hy-Vee entering the market, along with both Target and Costco greatly expanding their drinks business. Halper's ability to be nimble has definitely helped him succeed.

"When I got into this business 11 years ago, Minnesota was in a major transition period," he recalls. "There was a lot of angst in the market with Total Wine coming in, and retailers didn't know what to do. We immediately began a transformation. We designed the loyalty rewards program to be really competitive on top brands and over the years that's really helped us. We've had mass alcohol expansion over the last 11 years. Our growth came along with mass expansion in the alcohol market in Minnesota."

Further expansion is in the works. Halper says he's working on a new concept that he hopes to debut next year, and he says it'll be tied to Top Ten, but a different format. He expects it to be smaller and focused just on Top Ten's biggest sellers in alcohol, with a heavy lean on THC products too, describing it as a hybrid drinks and THC store designed for convenient high-traffic areas. And of course, marketing will play a key role.

"We're looking at communities where we don't need a full presence, but instead a smaller store with the best liquor and THC," Halper says. "As our brand continues to build, and with the great pricing we can pass on, we think we can be very successful. We plan to focus on brand building over the next couple years." And with that, Halper adds that he expects the beverage business to rebound fully. "Our industry is in a transition point right now, but I don't think the sky is falling—the alcohol industry will be healthy for years to come," Halper says. "We will lean into marketing and advertising in a more material way over the next couple years, and it will be noticeable." mw





Spirits (top) and beer (above) each hold roughly equal 30% shares of sales at Top Ten. The stores are seeing strong support for Tequila and RTDs, though Halper says gin is also showing promise.

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MARKET WATCH LEADERS 2025

COMMUNITY SERVICE AWARD

A Giving TRADITION

GREEN'S DISCOUNT BEVERAGE HAS MADE SUPPORTING THOSE WHO'VE FALLEN ON HARD TIMES ITS MISSION IN SOUTH CAROLINA AND GEORGIA

BY MADELINE ENDER • PHOTOGRAPHY BY JOSHUA AARON

Lock Reddic, president of the Green's Discount Beverage chain, which operates in South Carolina and Georgia, is no stranger to giving back. Throughout his nearly 30 years at the helm of the family business, he has donated to several organizations, giving both product and cash donations where needed. "It was the easiest way to fulfill what I thought was our moral obligation," says Reddic. Still, there wasn't one specific cause that Green's was particularly devoted to until Reddic's son-in-law and Green's Discount Beverage's wine director, Justin Daniels, came to him with a proposition.

"Justin had become friends with a guy that runs an organization in Columbia, South Carolina called Transitions Homeless Center," says Reddic. "They really turn people's lives around." When Justin's father, Chris Daniels, later joined the board of Transitions, Justin and Reddic decided to get involved in a big way.

"We decided to jump right in," Reddic says. "Four years ago, Justin created a wine tasting event, with all the ticket proceeds going to the charity. We had winemakers pay money to run a table and we sold tickets to the public. Then, after a couple years, people wanted to buy the wine while they were there, so we made that happen." The wine tasting event, Taste of the Vine, became an annual occurrence. "I think after four years, we're right at a quarter-million dollars raised for them," he says. "That's transformational."

For his work with Transitions Homeless Center and his leadership behind the Taste of the Vine annual event, Lock Reddic has been awarded the 2025 MARKET WATCH LEADERS Community Service Award.



Lock Reddic (right) has been at the helm of Green's Discount Beverage for nearly 30 years after inheriting it from his father-in-law, Jerry Greenbaum. Now, his son-in-law, Justin Daniels (left), has joined the business with him.





Green's Discount Beverage's sees an annual revenue of around $65 million. Spirits and RTDs (above left) account for a significant piece of the chain's revenue, though wine (above right) has become a growing category at Green's since Daniels joined the team.

Family Business

Reddic jokes that he came into the family business the good, old-fashioned way: "I married into it." In 1937, the first Green's was opened in the heart of Atlanta by Reddic's grandfather-in-law, Leonard Greenbaum. Back then, it was called Green's Package Store and operated as a standalone liquor and grocery store until Greenbaum's son and Reddic's father-in-law, Jerry Greenbaum, came into the business and opened an additional store in Georgia. Jerry Greenbaum is a member of MARKET WATCH'S original LEADERS class of 1984 and led Green's through its expansion into South Carolina.

In 1990, just a year after Reddic had married Jerry's daughter, Tracy Greenbaum, Jerry approached Reddic about joining the family business. "He came to me and said, 'my top two guys just left. I am not active in the retail business anymore. I'm more interested in the restaurant business which I've started, and I'd like for you to come in and work with me.' And I said, 'Well, let me think about it.' And he said, 'You've got 24 hours.'" recalls Reddic, who was working in real estate at the time.

"I'd spent seven years courting Tracy, so I knew my father-in-law very well at that point. He knew me very well and we got along very nicely," Reddic explains. "I said, 'if it doesn't work out, I can always come back to real estate, but I think this idea really does have some legs.'" As it turns out, Greenbaum's proposal did have legs, and Reddic moved to South Carolina to begin his career at Green's. He worked his way up from the cash register at Green's Columbia, South Carolina location, eventually becoming manager of that store, and then managing the whole state, until inevitably becoming president of the company in 1996.

"I'm the third generation, and now my son-in-law, Justin, who I believe is the genesis of this award, has joined the business," Reddic says. Justin came aboard four years ago after a seven-year stint with Gallo.

"It definitely was not an easy decision. Gallo has a reputation for being one of, if not the single greatest company to work for in this industry," says Daniels. "I learned to problem solve and analyze very quickly, while working with some of the brightest minds in the business. Ultimately, the opportunity to work for a family business, [with a family] that I could now call my family, was just too great to turn down. Lock has trusted me with the wine division from day one, and has been supportive of every decision I have made along the way."

Scaling Up

Reddic and Daniels work closely with one another, not just on the five Green's Discount Beverage stores throughout South Carolina and the two locations in Atlanta, but also with Transitions Homeless Center and the Taste of the Vine event. Daniels says the event is structured like any other wine expo, with attendees receiving a booklet and a

KEY FACTS: GREEN'S DISCOUNT BEVERAGE

Name of LEADER: President Lock Reddic

Founded: 1937. Reddic became president in 1996.

Headquarters: Columbia, South Carolina

Number of Stores: 7

Number of Employees: 129

Annual Revenue: $65 million

Sales Breakdown:
61% spirits, 20% wine, 18% beer and RTDs, and 1% other products

Website: Greensbeverages.com

Future Plans:
Reddic plans to continue supporting local causes, including Transitions Homeless Center with the Taste of the Vine event.

AMERICA'S FAVORITE VODKA



FOR A REASON

TitosVodka.com • Crafted to be savored responsibly. DISTILLED & BOTTLED BY FIFTH GENERATION, INC., AUSTIN, TEXAS 40% ALC./VOL. © 2024 TITO'S HANDMADE VODKA.





Giving back has become a key part of the business at Green's (exterior pictured above), with the company donating around $100,000 a year between product (beer aisle top) and cash to several different local charities.

wine glass upon arrival. Guests are then able to sample wines from as many stations as they wish and make purchases to be picked up at Green's in the future. Green's donates all of the proceeds from the event to Transitions, including the funds collected in the event's silent auction.

"The most recent event had roughly 300 guests in attendance. While the first year was much smaller, both in venue and headcount, we learned very quickly that there was a real opportunity to scale the event," says Daniels. "Like any nonprofit organization, the money can help in so many ways. From feeding and housing the homeless, investing in supplies and infrastructure, and paying talented employees, we feel that this event can truly help make a difference."

The event, which is typically hosted in late February, has grown year over year, and Reddic and Daniels say they'll continue with the event for years to come. "Each year, it gets bigger. And we plan on doing it for the foreseeable future," says Reddic, who gives no shortage of praise to Daniels for his work with Transitions. "I'm proud of him for digging in and giving his time and sweat to this, not just writing the check. It's a good lesson for all of us."

Daniels notes that the outpouring of support from the community in recent years has been unprecedented, and sponsorship opportunities have become another key part of raising money for the organization. The staff at Green's participate in the event as well, with several volunteering their time to staff the event and some of the management team even investing financially in it. "No one expected it to evolve into what it has become, but I am glad that it has," says Daniels. "I have grown to know many of the key employees inside of their organization and have made a lot of friends as well."

Transitions is not the only cause Green's gives back to. Reddic says the company donates around $100,000 a year between product and cash to several different charities, as requests for donations pour in all the time. One particular cause Reddic cites as near and dear to him is the grant he and his family instated at the University of Georgia, his daughter's alma mater, that helps aid education students financially as they begin student teaching in the rural communities of Georgia. The fund can be used by any student in the department who is in need of financial assistance for any reason, at any time.

Reddic says he is looking forward to giving back even more in the future. "I'm inspired, you know? I watched my son-in-law put his heart and soul into this. And I'm thinking, you know what? I do that too," he says. "I have a funny feeling I'll find myself very busy raising money for the community and for the projects we hold dear to us."

Tequila On The Rise

Green's Discount Beverage's annual revenue has hovered around $65 million since 2020. The chain's biggest location is located just west of Columbia, South Carolina, and stands side by side with a Frugal MacDoogal, owned by MARKET WATCH LEADER Charles Sonnenberg. The two stores, which each clock in at around 17,000 square feet, operate in tandem with each other but are separately owned and managed. And the very first Green's in Atlanta is still in operation, although the original building was torn down in favor of building a bigger, more modern store.

Spirits make up about 61% of sales at Green's, with an average of 3,600 SKUs in each store. As is the case in most retail stores, Tequila is in high demand, with Don Julio Reposado ($42 a 750-ml.) and both Lunazul Reposado and Blanco ($20 a 1-liter bottle) among the top-selling brands for the category. Other popular offerings across the board are Tito's vodka ($28 a 1.75-liter), Crown Royal Deluxe ($43), and Hennessy VS ($38 a 750-ml.), though Reddic shares that Tequila has particularly taken share from Cognac



Each Green's location stocks an average of about 3,600 spirits SKUs (spirits aisle pictured above). According to Reddic, Tequila is in high demand at the chain, with Don Julio Reposado and Lunazul Reposado and Blanco among the top-selling brands for the category.

in his stores. "Don Julio Reposado has absolutely decimated Hennessey, D'USSÉ, and Rémy Martin especially," he says. "We've seen a transition in that business."

RTDs have stolen share from spirits, and vodka in particular, at Green's according to Reddic, who says, "we're really seeing now that the RTDs have very negatively impacted the vodka business because a lot of our customers used to come in and buy a half gallon of Tito's and a mixer. Well, now they've got that in a can, and it's easier and cheaper. So, why not?" The store's top-selling brand is High Noon Sun Sips, which retail for $27 a 12-pack of 12-ounce cans, followed by White Claw, which goes for $16 a 12-pack.

Wine is the second biggest category at Green's, accounting for 20% of sales and 3,300 SKUs across all seven stores. Some of the store's best-selling labels include La Marca Prosecco ($14 a 750-ml.), Meiomi Pinot Noir ($16), and Kendall Jackson Chardonnay ($12). Pricing for wine at Green's ranges from $4.50 for a 750-ml. of Yellowtail Chardonnay all the way to $11,000 for a 750-ml. of 2020 Domaine de la Romanee-Conti "Romanee Conti" Grand Cru. Daniels manages the wine division across all Green's stores and often finds himself allocating more expensive wines for high-net-worth individuals.

"This started as an opportunity to fill a perceived void in our business and has grown into a legitimate extension to the wine division," says Daniels. "Where it has really benefitted the company is by bringing in a new consumer that normally would not have shopped at Green's. It takes a lot of time and effort to build and nurture these relationships, but generating these sales helps mitigate losses during some of the more challenging years in the business." Reddic says the money from these sales are a boon to the company in a tough time for the wine business. "Our line numbers are holding up very, very well against the industry," he says.

Beer makes up 18% of sales at Green's, with miscellaneous items like ice, chips, and cigarettes contributing the remaining 1% of sales across the chain, although that number is expected to double this year as it includes THC/CBD products. Pricing ranges from $2 for 24-ounce single cans to $60 a 750-ml. of Bzart Lambic. The chain stocks 3,000 beer SKUs, but many are seasonal releases, so the stores stock between 1,800 and 2,000 active SKUs depending on the time of year. The most popular beer offerings at Green's include Colt 45 ($6 a 6-pack of 16-ounce cans), Modelo Especial ($16 a 12-pack of 12-ounce cans), and Creature Comforts Tropical ($20).

Currently, Reddic has no plans to expand Green's Discount Beverage beyond its seven stores. At one point, the retailer thought about expanding outside of Georgia and South Carolina, but that idea has been tabled for now. But he's focused on serving the communities his current stores reside in and giving back as much as he can. For him, it's about duty, and the responsibility that comes with operating a wine and spirits business. "As an industry, I think we really need to be cognizant of the fact that we are responsible for some societal cost," he says. "For example, if I'm selling tennis balls, I don't think the cost to the state of South Carolina is quite what it is with alcohol. There is a cost, and we all know there's a cost. We absolutely need to give back, especially to the organizations that help with the unfortunate but natural outcome of the over-consumption of our product by some people." mw

SPIRITS BRAND OF THE YEAR

SURFSIDE RTD

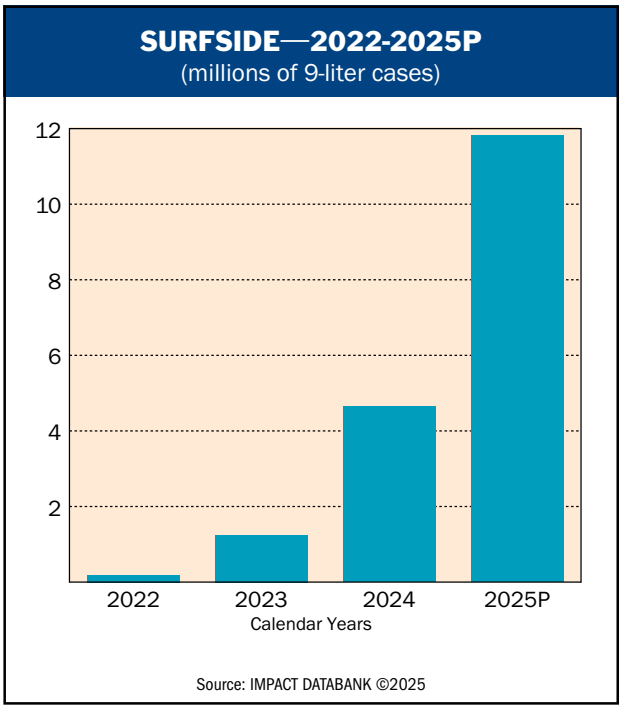
This tea and vodka-based RTD has captured the wave on current trends

Spirits-based RTDs have been experiencing year-over-year growth since 2020, and no brand has seen quite as much momentum as Surfside. Stateside Brands launched the vodka and iced tea offering in 2022, and in just three short years the brand has skyrocketed, becoming the No. 2 spirits-based RTD brand in the U.S. after High Noon, and the No. 9 spirits brand overall, according to Impact Databank. This meteoric growth earns Surfside RTD the LEADERS Choice Spirits Brand of the Year honor.

With extensions like Surfside lemonades and green teas in a variety of flavors, Surfside continues to outpace most of its category mates by a large margin, climbing a whopping 274% to 4.66 million cases in 2024, an unprecedented growth rate that Stateside Brands CEO Clement Pappas says could have been even higher if Stateside would have had the inventory available to meet increasing consumer demand.



First launched in 2022, Surfside tea and vodka RTDs from Philadelphia-based Stateside Brands are now the No.-2 spirits-based RTD in the U.S.



"The Lemonade Variety Pack was a big new launch last year and that took off to a degree that we didn't foresee," Pappas says. Co-founder and president of Stateside Brands Matt Quigley adds, "it makes us realize that consumers are not just here for iced tea. They can identify us in a different lane as well."

The portfolio includes non-carbonated iced teas, lemonades, and green teas in a variety of flavors, all clocking in at 4.5% abv and just 100 calories a can ($10 for a 4-pack of cans). Variety packs are a huge growth driver for the brand, with three different packs on offer: a Green Tea Pack, Iced Tea Pack, and Lemonade Pack, all priced at $20 a variety 8-pack. The company offers 12 different flavors of iced teas and lemonades, with the original iced tea, half and half, lemonade, and strawberry lemonade serving as the brand's best-sellers.

"We've been making a concerted effort to be the least confusing as possible to the consumer," says Quigley. "Some organizations believe they need to have 25 different flavors and 14 different types of variety packs—proliferation is a real thing. We do have 12 different versions, but there's basically four iced teas, four lemonades, and four green teas, and we're pretty confident that we're going to hold that effort for the foreseeable future."

Recently, the brand launched a 700-ml. "Longboard" offering that is available nationwide, most notably in several sports arenas as Surfside partners with 11 teams across the MLB, NHL, and NBA in 2024. Looking forward, the brand expects to double its list of partnerships with sports teams and continue seeing growth in the arena space as Surfside becomes even more visible.

Surfside is taking the whole nation by storm. At the start of 2023, Surfside was only available in seven states. Now, just two years later, the brand is available in all 50 states. According to Pappas, the brand's strongest markets are in the Northeast, but other areas are starting to gain traction. He notes that Surfside performed particularly well in states like North Dakota, Mississippi, and South Carolina in 2024, and Quigley adds that growing sales in Midwest markets such as Ohio, Wisconsin, and Michigan is a priority for the company this year. mw

Madeline Ender

WINE BRAND OF THE YEAR

BONANZA

This label showcases California Cabernet Sauvignon at an economical price

Chuck Wagner began his winemaking career in 1972 alongside his parents, Lorna and Charlie Wagner, Sr. Together, the trio built Caymus—a jewel of Napa Valley Cabernet Sauvignon—from the ground up, and the winery has since stayed a premier destination for wine drinkers everywhere. Its enduring success has enabled Wagner to create a full-blown company, Wagner Family of Wine, and within it, one of the most successful new American wine brands in recent memory: Bonanza. Wagner's ability to spin new wine gold has earned him, and Bonanza, this year's LEADER's Choice Wine Brand of the Year.

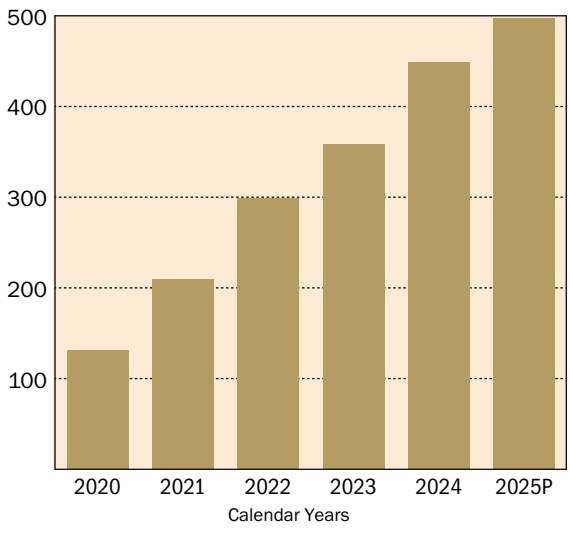


Bonanza from Wagner Family of Wine showcases high-quality Cabernet Sauvignon sourced from Lodi, California at an approachable price point.

Where Caymus sits at wine's luxury end, Bonanza is meant for more quotidian routines, inspired as it is by Wagner's memories of sharing a bottle of wine with his father over lunch or dinner. The workhorse wine in the Bonanza portfolio—and the only one until recently—is a California Cabernet Sauvignon ($22 a 750-ml.) made with grapes sourced from across the Golden State. One region in particular, however, bears responsibility for the majority of the brand's fruit. "There are plenty of good Cabernet grapes in Lodi, and for the most part Bonanza is sourced from Lodi," Chuck Wagner told MARKET WATCH sister publication Shanken News Daily, adding that this heritage means "it's not your father's Cabernet."

Bonanza's flagship Cabernet is, as Wagner says, a modern iteration of the varietal, hitting jammy, juicy notes that are interwoven with vanilla. Combined with an accessible price tag, that flavor profile has won Bonanza fans across the globe, a fact supported by the numbers: The brand has risen from a base of 77,800 cases in 2019 to just shy of 500,000 cases this year, according to Impact Databank projections. There's not been a year since its launch that Bonanza hasn't recorded double-digit growth, all on the back of one single Cabernet Sauvignon label.

BONANZA CALIFORNIA CABERNET—2020-2025P
(thousands of 9-liter cases)



Source: IMPACT DATABANK ©2025

Wagner attributes some of Bonanza's initial popularity to Caymus (and there are fans who have taken to calling it "Baby Caymus"), but notes that chalking up all of the brand's success to its elder portfoliomate would be a mistake. "Bonanza is an example of what can be made inexpensively in the state of California, and it puts a good bottle of wine on the table," Wagner says. "Probably the association with Caymus helped get the wine on shelves [initially], but it's safe to say that's not the reason that customers bought it again and again. People like the wine and they like the price and it's a lot of bang for the buck."

While Wagner was initially intent on keeping Bonanza a Cabernet-only brand, this year saw the release of not one, but two new Bonanza wines, one of which featured a new varietal. The first is The Vinekeeper ($34 a 750-ml.), a new Cabernet Sauvignon label that will highlight different California winemaking regions. Its first edition puts the spotlight on Napa Valley, which is of course near and dear to Wagner's heart. The other is Bonanza Chardonnay ($21), billed not as buttery or oak-driven but, rather, fruit-forward and high in acidity. With two new wines under its umbrella, future growth looks all but certain for this rapidly rising star. mw

Julia Higgins

BEST NEW PRODUCT AWARDS

A new flavored whisky and low-abv wine shine for consumers



CROWN ROYAL BLACKBERRY

Flavored whisk(e)y has historically been a strong and dynamic market, but in 2023 it slipped for the first time in over a decade, with oversaturation causing a sector-wide loss of around 350,000 cases. Last year, the category made a small comeback; though the leading brands still faced headwinds, with nine of the top ten brands in decline for 2024. Despite the challenges, one label—Diageo's new Crown Royal Blackberry—showed impressive resilience, adding enough volume to buoy the top ten to a collective rise of 1.3%.

Crown Royal Blackberry ($27 a 750-ml.) launched in March 2024 as a limited edition offering to capitalize on a growing prevalence of blackberry-flavored products. "We saw blackberry as an emerging flavor trend, and quickly activated our supply organization to launch a limited edition," notes Diageo North America president Sally Grimes. To that end, Diageo marketed it as a base for summertime cocktails at home, recommending the 35% abv whiskey in place of white spirits in cocktails like a Mojito or Tom Collins.

The strategy paid off, with Blackberry reaching an impressive 610,000 9-liter cases by the end of 2024, surpassing popular established brands like Skrewball and portfoliomate Crown Royal Vanilla. The offshoot also contributed to Diageo gaining nearly 10% off-premise volume last year. It's poised for even more growth this year: bucking trends with strong double-digit growth in IRI/Circana channels and control states, with a projected volume of over 700,000 cases, according to Impact Databank.

Danny Brandon



JOSH CELLARS SEASWEPT

Josh Cellars entered the low-abv wine space in 2024 with the release of Josh Cellars Seaswept, a new blend of Sauvignon Blanc and Pinot Grigio that clocks in at just 11.5% abv a 750-ml. The new offering ($16 a 750-ml.), which is available nationwide, is the first low-abv brand to offer a combination of the two beloved varietals. The release of Seaswept bolstered Josh Cellars' already stacked portfolio, leading the brand to exceed the 6 million-case mark in the U.S. last year. According to Impact Databank, Josh Cellars is by far the leading table wine brand in the country by value in the $10-and-above segment.

Seaswept appeals to the growing sector of consumers who are looking to cut down on their alcohol intake. Because of this, Josh Cellars backed the low-abv wine with aggressive advertising in crossover spaces, looking to connect with consumers in beer and RTD occasions, according to Deutsch Family Wine & Spirits chief brand officer Dan Kleinman. He also notes that the wine is designed to connect with younger consumers, with 35% of volume coming from consumers under 40 years old. "Seaswept was the top wine innovation of 2024," he said at WineForward Symposium, an event held by distribution giant Southern Glazer's Wine & Spirits.

As it continues to diversify its portfolio and bring new consumers into the category, Josh Cellars' Seaswept is expected to leap past 300,000 9-liter cases by the end of 2025, up from 195,162 cases in 2024, its first full year on the market. mw

Madeline Ender

INDUSTRY EXECUTIVE OF THE YEAR

STEPHEN RUST

President of U.S. Spirits, Diageo North America

Stephen Rust got off to an interesting start in the drinks business, entering the industry as a tavern owner in Atlanta. After working in the on-premise for a while, he moved over to the supplier side, joining a Diageo predecessor company, Paddington Corp., to work in on-premise sales. It was the start of a long and fruitful relationship, as he's now been with Diageo and its forerunner companies for a total of 36 years.



Stephen Rust has been a key player for Diageo—and its predecessors—for more than three decades. Today, he oversees spirits in the U.S. for Diageo North America.

In 1994 Rust moved to Schieffelin & Somerset, the U.S. joint venture between another Diageo predecessor (United Distillers) and Paris-based Moët Hennessy, where he rose to become executive vice president of national sales. During the final years in that role, Rust became a key figure in the development of Diageo's U.S. business at a crucial time in its history. In the aftermath of the acquisition of the former Seagram brands in 2001, and in the wake of the Diageo merger itself, there was still work to do in organizing all those brands at the U.S. second tier and streamlining overall distribution. Rust helped lead Diageo North America's route-to-market initiative known as Next Generation Growth, putting together the teams across the country that made it all work while also giving Diageo a better voice in determining the destiny of its brands.

This was arguably the industry's most important work in the supply chain during the 2000s, as it helped fuel a remarkably long run of U.S. spirits that no one thought possible at the time. Since 2000, Diageo's spirits case volume has risen from 22 million cases to 40 million cases.

When the Moët Hennessy joint venture was dissolved in 2004, Rust came over full-on to Diageo North America as a seasoned veteran with extensive knowledge of the industry. His work there with sales and route-to-market strategies continued, and he remained the trade's ultimate inside player, fostering relationships throughout the value chain. His most recent responsibility prior to this current role was as president of reserve and new business commercialization, overseeing Diageo's relationships with Ketel One vodka's Nolet family, and he also managed the integration of the Casamigos Tequila brand after Diageo acquired it from George Clooney and Rande Gerber in 2017. In addition, he has served as a governing board member of Pronghorn, whose role is to cultivate the next generation of Black entrepreneurs. And he's also been the executive sponsor for Diageo North America's Pan-Asian Network (PAN) Business Resource Group, whose aim is to cultivate relationships with people who are part of or interested in Asian culture, in order to help drive overall growth for the business.

It's fair to say that no other major executive at Diageo North America has had such a long tenure and accomplished so much as Stephen Rust. Today the spirits business faces slackening demand, as well as difficult comps against the torrid growth rates seen during the pandemic. Once again, Rust is in a crucial role, leading Diageo's 40-million-case spirits business in the United States market—the company's biggest market worldwide, accounting for roughly half its global profit.

Indeed, it's in the Tequila category where Diageo has seen its most notable growth in the years since the Casamigos deal. Casamigos rose from 79,000 cases in 2015 to a high of 2.45 million cases in 2023, though it has since slipped to just under 2 million cases. Growth for Diageo's Don Julio brand has been even more remarkable. Back in 2013, Diageo ended its partnership with Grupo Cuervo after long negotiations to buying the Jose Cuervo brand came to nothing. Two years later, in a subsequent deal with Cuervo, Diageo acquired Don Julio in exchange for Bushmills. Since then, the brand, which was once again named an Impact Hot Brand for 2024, has taken off. In 2015, it stood at a mere 347,000 cases, and today it's at more than 3.3 million cases. mw

David Fleming



LEADERS CHOICE WINNERS

INDUSTRY EXECUTIVE OF THE YEAR

2025: Stephen Rust, Diageo North America
2024: Ugo Fiorenzo, Campari Group
2023: Claudia Schubert, Diageo North America
2022: Rick Tigner, Jackson Family Estates
2021: Albert Baladi, Beam Suntory
2020: Alan Dreeben, Republic National Distributing Co.
2019: Wayne E. Chaplin, Southern Glazer's Wine & Spirits
2018: Pete Carr, Bacardi North America
2017: Rob Sands, Constellation Brands
2016: Harvey Chaplin, Southern Glazer's Wine & Spirits
2015: Bryan Fry, Pernod Ricard USA
2014: Max L. Shapira, Heaven Hill Brands
2013: William A. Terlato, Terlato Wine Group
2012: Jim Clerkin, Moët Hennessy USA
2011: Joseph Gallo, E. & J. Gallo Winery
2010: Larry Schwartz, Diageo USA
2009: John Esposito, Bacardi USA
2008: Ray Herrmann, The Charmer Sunbelt Group
2007: Ivan Menezes, Diageo North America

SPIRITS BRAND OF THE YEAR

2025: Surfside RTDs, Stateside Brands
2024: Espolòn, Campari Group
2023: High Noon Sun Sips, Spirit of Gallo
2022: Don Julio, Diageo
2021: Jose Cuervo, Proximo Spirits
2020: Casamigos, Diageo North America
2019: Jim Beam, Beam Suntory
2018: Woodford Reserve, Brown-Forman Corp.
2017: Bulleit, Diageo North America
2016: Tito's Handmade Vodka, Fifth Generation Inc.
2015: Hennessy, Moët Hennessy USA
2014: Fireball, Sazerac Co.
2013: Malibu, Pernod Ricard USA
2012: Maker's Mark, Beam Inc.
2011: Cîroc, Diageo North America
2010: Jameson, Pernod Ricard USA
2009: Crown Royal, Diageo North America
2008: Smirnoff, Diageo North America
2007: Patrón, The Patrón Spirits Co.
2006: Grey Goose, Bacardi USA
2005: Captain Morgan, Diageo North America

WINE BRAND OF THE YEAR

2025: Bonanza, Wagner Family of Wine
2024: Josh Cellars, Deutsch Family Wine & Spirits
2023: Seaglass, Trinchero Family Estates
2022: The Prisoner, Constellation Brands
2021: Bota Box, Delicato Family Wines
2020: Decoy by Duckhorn, Duckhorn Wine Co.
2019: Whispering Angel, Shaw-Ross International Importers
2018: Veuve Clicquot, Moët Hennessy USA
2017: 19 Crimes, Treasury Wine Estates
2016: Kim Crawford, Constellation Brands
2015: Josh Cellars, Deutsch Family Wine & Spirits
2014: Meiomi, Copper Cane Wines & Provisions/ Wagner Family of Wine
2013: Apothic, E. & J. Gallo Winery
2012: 14 Hands, Ste. Michelle Wine Estates
2011: Cupcake Vineyards, Underdog Wine & Spirits (The Wine Group)
2010: Barefoot Cellars, E. & J. Gallo Winery
2009: Ménage à Trois, Trinchero Family Estates
2008: Chateau Ste. Michelle, Ste. Michelle Wine Estates
2007: Barefoot Cellars, E. & J. Gallo Winery
2006: Cavit, Palm Bay Imports
2005: Yellow Tail, Deutsch Family Wine & Spirits

BEST NEW PRODUCT: SPIRITS

2025: Crown Royal Blackberry, Diageo North America
2024: Flecha Azul, WES Brands
2023: Jameson Orange, Pernod Ricard USA
2022: Grey Goose Essences, Bacardi
2021: Teremana, Mast-Jägermeister
2020: Skrewball, Infinium Spirits
2019: Ketel One Botanical, Diageo North America
2018: Absolut Lime, Pernod Ricard USA
2017: Crown Royal Vanilla, Diageo North America
2016: Jameson Caskmates, Pernod Ricard USA
2015: Crown Royal Regal Apple, Diageo North America
2014: George Dickel Rye, Diageo North America
2013: Johnnie Walker Double Black, Diageo North America
2012: Jack Daniel's Tennessee Honey, Brown-Forman Corp.
2011: Skinnygirl Margarita, Beam Global Spirits & Wine
2010: Hennessy Black, Moët Hennessy USA
2009: Skyy Infusions, Campari America
2008: Russian Standard Vodka, Russian Standard
2007: Stolichnaya Blueberi, Pernod Ricard USA
2006: X-Rated Fusion, Daucourt Martin Imports
2005: Starbucks Coffee Liqueur, Jim Beam Brands Co.
2004: Level Vodka, Absolut Spirits Co.
2003: Absolut Vanilia, Absolut Spirits Co.
2002: Grey Goose Le Citron, Sidney Frank Importing Co.
2001: Bacardi O, Bacardi USA

BEST NEW PRODUCT: WINE

2025: Josh Cellars Seaswept, Deutsch Family Wine & Spirits
2024: Meiomi Bright, Constellation Brands
2023: Yellow Tail Pure Bright, Deutsch Family Wine & Spirits
2022: 19 Crimes Snoop Cali Red, Treasury Wine Estates
2021: Unshackled, The Prisoner Wine Co. (Constellation Brands)
2020: The Palm by Whispering Angel, Moët Hennessy USA
2019: Diving Into Hampton Water, Gérard Bertrand USA
2018: Cooper & Thief, Constellation Brands
2017: Prophecy, E. & J. Gallo Winery
2016: Bota Brick, Delicato Family Vineyards
2015: 19 Crimes, Treasury Wine Estates
2014: Thorny Rose, Constellation Brands
2013: The Dreaming Tree, Constellation Brands
2012: Flipflop, Underdog Wine & Spirits (The Wine Group)
2011: Apothic Red, E. & J. Gallo Winery
2010: Colores del Sol, Treasury Wine Estates
2009: Ghost Pines, E. & J. Gallo Winery
2008: Sebeka, E. & J. Gallo Winery
2007: Little Black Dress, Brown-Forman Corp.
2006: Monkey Bay, Constellation Brands
2005: Red Bicyclette, E. & J. Gallo Winery
2004: MacMurray Ranch, E. & J. Gallo Winery
2003: Black Swan, E. & J. Gallo Winery
2002: Yellow Tail, Deutsch Family Wine & Spirits
2001: Arbor Mist Cranberry Twist White Merlot and Blackberry Merlot, Canandaigua Wine Co./ Constellation Brands



LEADERS DIRECTORY

(ALPHABETICAL BY STORE NAME)

21ST AMENDMENT INC.
Indianapolis, IN
JIM JAMES '84
Retailer of the Year '05
(1935-2021)

67 WINE & SPIRITS
New York, NY
BERNIE WEISER '94

7-ELEVEN INC.
Richardson, TX
DENNIS PHELPS '97

A&P CORP.
Paterson, NJ
TOM QUINN '98 ◆

A1A FINE WINE & SPIRITS
Palm Beach Gardens, FL
VANESSA PATEL '24

ABC FINE WINE & SPIRITS
Orlando, FL
CHARLES E. BAILES III '94
JESS BAILES '94
Community Service Award '24
Best Advertising Award '06
Best Merchandising Award '04
Retailers of the Year '97
BOB GIBSON '12 ◆

ACKER MERRALL & CONDIT CO.
New York, NY
MICHAEL B. KAPON '03 ▲

ACQUISTAPACE'S COVINGTON SUPERMARKET
Covington, LA
ADAM ACQUISTAPACE '18
ERIK ACQUISTAPACE '18
STEVE ACQUISTAPACE '18

ADDY BASSIN'S MACARTHUR BEVERAGES
(MacArthur Liquors)
Washington, D.C.
BRUCE BASSIN '87
(1957-1998)
RUTH BASSIN '05
(1927-2016)
Community Service Award '09

A.J.'S FINE FOODS
Scottsdale, AZ
ANN STEPHENS '94 ◆

ALBERTSONS COS.
Boise, ID
SHANE WILLIAMS '01 ◆
CURTIS MANN '18
Retailer of the Year '22

ALBERTSONS COS. (ALBERTSONS, VONS, PAVILIONS)
Fullerton, CA
PHIL MARKERT '19

ANDRONICO'S MARKETS INC.
Albany, CA
BILL ANDRONICO '00 ◆

ANDY'S LIQUOR
Rochester, MN
ANDREW CHAFOULIAS '01▲
GUS CHAFOULIAS '01
(1935-2020)

APPLEJACK WINE & SPIRITS
Wheat Ridge, CO
ALAN FREIS '85
(1935-2014)
Retailer of the Year '92
JIM SHPALL '11
Retailer of the Year '24

ARGONAUT WINE & LIQUOR
Denver, CO
HANK ROBINSON '86
(1921-2018)
JACK ROBINSON '86
(1929-2001)
RON VAUGHN '10
Community Service Award '16

ARLINGTON WINE & LIQUOR
Poughkeepsie, NY
ROBERT KEATING '01
VALERIE KEATING '01

ARROW WINE & SPIRITS
Dayton, OH
MICHAEL FRANK '94
DENNIS FREYVOGEL '94

ARROWINE
Arlington, VA
ANN BERTA '95 ◆

ASTOR WINES & SPIRITS INC.
New York, NY
ANDREW FISHER '89

ATLANTIC LIQUORS
Rehoboth Beach, DE
DALE LOMAS '14
MIKE SUBRICK '14

ATLAS LIQUORS
Medford, MA
MARCIA FINE '95 ■
JUNE ROSENBERG '95 ■
(1928-2017)

AUSTIN LIQUORS
(Great Spirits)
Worcester, MA
MICHAEL CIMINI '09▲
Best Advertising Award '11

B-21 FINE WINE & SPIRITS
Tarpon Springs, FL
ROBERT SPRENTALL '91

BAY RIDGE WINE & SPIRITS
Annapolis, MD
CHUCK FERRAR '21
DAVID MARBERGER '21

BAYWAY WORLD OF LIQUOR
Elizabeth, NJ
SAUL LEIGHTON '89

BELMONT BEVERAGE STORES OF INDIANA
Fort Wayne, IN
THOMAS DRULEY '91
Community Service Award '23
(1939-2025)
CLAIR MCKINLEY '25

BELTRAMO'S INC.
Menlo Park, CA
JOHN BELTRAMO '85 ■

◆ No longer with the company ■ Retired ▲ Business sold

BEN'S DISCOUNT LIQUORS
Reno, NV
SANDRA HUTCHINS '91 ◆
(1937-2010)
LARRY MARCOM '91 ◆

BERBIGLIA INC.
Kansas City, MO
JACK BONDON '87 ◆

BEVERAGE WAREHOUSE
Roswell, GA
PETER PROPIS '91 ◆

BEVMAX
(Warehouse Wines & Liquors)
Stamford, CT
MICHAEL BERKOFF '92

BEVMO
Concord, CA
STEVE BOONE '95 ◆
STEPHEN HIGGINS '09 ◆
ALAN JOHNSON '09 ◆
DAVID RICHARDS '09 ◆

THE BEVERLY HILLS WINE MERCHANT
Beverly Hills, CA
DENNIS OVERSTREET '85
(1945-2023)
Best Website Award '13

BIG RED LIQUORS
Bloomington, IN
MARK MCALISTER '07
Community Service Award '13
WADE SHANOWER '07
(1950-2011)

BIG TOP LIQUORS
St. Paul, MN
SID APPLEBAUM '14
(1924-2016)
NANCY ROSENBERG '14

BINNY'S BEVERAGE DEPOT
Niles, IL
MICHAEL BINSTEIN '97
Best Advertising Award '14
Best Website Award '07
Retailer of the Year '99
BRETT PONTONI '18

BLANCHARDS WINE & SPIRITS
West Roxbury, MA
CHRISTINE ELDER '16

BLUE EQUITY (LIQUOR BARN, PARTY MART, DEP'S FINE WINE & SPIRITS)
Louisville, KY
JONATHAN BLUE '20 ▲

BOB'S LIQUOR AND WINE
(Bob's Package Store Inc.)
Knoxville, TN
ROBERT M. GILBERTSON '02

BOTTLE BARN
Santa Rosa, CA
BRUCE EMMONS '14 ▲

BOTTLE KING
Livingston, NJ
KEN FRIEDMAN '95

BOURBON STREET WINE & SPIRITS
Lebanon, NJ
MICHAEL WADE '18
CHEVERLY WADE-RICHARDSON '18

BROOKLINE LIQUOR MART
Allston, MA
BURTON MILLER '85
(1928-2015)

BROUDY'S LIQUORS
St. Augustine, FL
BARRY BROUDY '24

BROWN DERBY STORES INC.
Springfield, MO
RON JUNGE '87
Retailer of the Year '15
Best Website Award '12

BROWN JUG INC.
Anchorage, AK
LOWELL SHINN '00 ▲
Community Service Award '07

BUSTER'S LIQUORS & WINES
Memphis, TN
ROMMY HAMMOND '89
(1940-2017)
JOSHUA HAMMOND '10
MORGAN HAMMOND '10
Best Website Award '15

BYRON'S LIQUOR WAREHOUSE
Oklahoma City, OK
BYRON GAMBULOS '90 ■

CALVERT WOODLEY FINE WINES & SPIRITS
Washington, D.C.
ED SANDS '84
(1939-2024)
Retailer of the Year '12

CANAL'S BOTTLESTOP
Marlton, NJ
TOM DOYLE '11 ▲
PETER FLETCHER '11 ▲

CAP N' CORK
Fort Wayne, IN
JOSEPH DOUST, JR. '01 ▲
ANDREW LEBAMOFF '01 ▲
Best Advertising Award '15

CAPTAIN JACK'S LIQUOR LAND
Bismarck, ND
JOHN MILLER '04 ▲
TOM MILLER '04 ▲

CELLAR 70
Minocqua, WI
LEE GUENTHER '10 ◆
DENNIS KOHL '10 ■
TRIG SOLBERG '10

CELLARS WINE & SPIRITS WAREHOUSE
Aventura, FL
GARY STEWART '09 ▲
THE CELLARS WINES & SPIRITS
White Bear Lake, MN
THEODORE REECK '11 ■

CENTENNIAL FINE WINE & SPIRITS
Dallas, TX
VICKI VANDEVEER MOORE '00 ▲
GREG WONSMOS '00 ◆
Retailers of the Year '07
Best Advertising Award '03

CENTRAL MARKET
Dallas, TX
CHRIS POTESTIO '08 ◆

CENTURY LIQUOR INC.
Rochester, NY
SHERWOOD I. DEUTSCH '86 ▲

CENTURY PITTSFORD WINE & SPIRITS
Rochester, NY
NICOLE WEGMAN '08 ◆

CHEERS LIQUOR MART
Colorado Springs, CO
JACK BACKMAN '00
Best Advertising Award '08

CHEVY CHASE WINE & SPIRITS
Washington, D.C.
BUDDY WEITZMAN '08 ▲
NANCI WEITZMAN '08 ▲

CHICAGO LAKE LIQUORS
Minneapolis, MN
DARRELL ANSEL '94 ▲
(1937-2023)
JOHN WOLF '10

CLUB LIQUORS
Menasha, WI
DORIS SZYMANSKI '96
(1940-2025)

COLONIAL WINE & SPIRITS
Little Rock, AR
ANDY KUMAR '25

COOL SPRINGS WINES & SPIRITS
Franklin, TN
JAMES W. WOODARD '06
Best Merchandising Award '14

COPPERFIELD LIQUORS
Cypress, TX
GARY MAIDEN '03 ▲

CORK LIQUORS
Columbus, IN
WARREN SCHEIDT '17

CORK 'N BOTTLE
Crestview Hills, KY
BRIAN HUE '01 ◆
TIMOTHY HUE '01 ◆

COSTCO WHOLESALE CORP.
Issaquah, WA
ANNETTE ALVAREZ-PETERS '08 ◆
Retailer of the Year '11
CHAD SOKOL '21

◆ No longer with the company ■ Retired ▲ Business sold

CÔTÉ MAS

THE NEXT HOT WINE BRAND IS HERE



IMPACT HOT PROSPECTS AWARDS 2024

TOP 10
Growth Driver in all French Wine*

TOP 10
Growth Driver in All Rosé >$10**

NEW | **+32%** | **+33%** | **+98%**

STRONG $ GROWTH ACROSS ALL VARIETALS*

CÔTÉ MAS VIN DE FRANCE

PALM BAY INTERNATIONAL

©2025 Palm Bay International, West Palm Beach, FL
*Circana 26 w/e 7-27-25 MULO+Conv+Liq Change in $ Sales vs YA
**Circana 26 w/e 7-27-25 MULO+Conv+Liq Change in $ Sales Vs YA Brands with minimum 5 CWD

COUNTY LINE LIQUOR
Littleton, CO
KEVEN BERNARD '97 ◆

CRAZY BRUCE'S LIQUORS
West Hartford, CT
BRUCE GOLDBERG '91 ▲

CROSSROADS
New York, NY
BILL ABRAMSKY '93 ◆

CROWN LIQUORS
Indianapolis, IN
ANTHONY KROOT '12
JON SINDER '12
DAVID SYMMES '12

CROWN WINE & SPIRITS
Fort Lauderdale, FL
PATRICK "CHIP" CASSIDY '93 ◆
(1947-2019)
Retailer of the Year '00
VERONICA LITTON '15 ◆

CT BEVERAGE MART
Middletown, CT
STEPHEN DOWNES '15
JIM RANSFORD '15 ■
JIM VALENTINE '15

DAVIDSONS LIQUORS
Highlands Ranch, CO
GHASSAN SAWAGED '05 ◆
ISSAM SAWAGED '05 ◆

DEAN & DELUCA
St. Helena, CA
JOE FAIRCHILD '99 ◆

DICARLO'S ARMANETTI
Willowbrook, IL
CARLO DICARLO '95 ▲
Retailer of the Year '01

DIERBERGS MARKETS INC.
Chesterfield, MO
MICHAEL H. BOSSI '00 ◆

DORIGNAC'S FOOD CENTER
Metairie, LA
BUTCH STEADMAN '05

DOWNTOWN SPIRITS
Seattle, WA
MARQUES WARREN '19
Best Marketing Award '24

DRAEGER'S MARKETS
San Francisco, CA
ANTHONY DRAEGER '98
Retailer of the Year '08

DUKE OF BOURBON
Los Angeles, CA
DAVID BREITSTEIN '90 ▲
JUDY BREITSTEIN '90 ▲
Best Merchandising Award '09

EXIT 9 WINE & LIQUOR WAREHOUSE
Clifton Park, NY
MARK O'CALLAGHAN '09
Best Marketing Award '19

FERRY PLAZA WINE MERCHANT & WINE BAR, OXBOW CHEESE & WINE MERCHANT, MISSION BAY WINE & CHEESE
San Francisco, CA
PETER GRANOFF '20
DEBBIE ZACHAREAS '20

FLANIGAN'S ENTERPRISES INC.
Ft. Lauderdale, FL
JOSEPH FLANIGAN '84
(1930-2005)
JIMMY FLANIGAN '21

FOXTROT
Chicago, IL
DYLAN MELVIN '23

FRANCE 44 WINES & SPIRITS
Minneapolis, MN
DAVID J. ANDERSON '07 ▲
RICK ANDERSON '07
Best Website Award '14

FRUGAL MACDOOGAL WINE & LIQUOR WAREHOUSE
Nashville, TN
CHARLES SONNENBERG '88
Community Service Award '22
Retailer of the Year '09

GABRIEL'S
San Antonio, TX
JOHNNY GABRIEL '90

GARFIELD'S BEVERAGE
Barrington, IL
BRUCE GARFIELD '22
DAVID GARFIELD '22

GARY'S WINE & MARKETPLACE
(Shoppers Discount Wine & Spirits)
Wayne, NJ
GARY FISCH '99
Retailer of the Year '14
Best Advertising Award '12
Best Merchandising Award '05
MARK FISCH '99 ◆
(1948-2022)

GASBARRO'S WINES
Providence, RI
LOMBARD GASBARRO '99
(1940-2002)
MARK U. GASBARRO '07 ◆

GIANT EAGLE
Pittsburgh, PA
OLIVIER KIELWASSER '08 ◆
Best Merchandising Award '11

GOLD STANDARD
Skokie, IL
HAROLD BINSTEIN '84
(1926-1995)
Retailer of the Year '91

GOMER'S FINE WINES AND SPIRITS
Kansas City, MO
ED MOODY '88 ◆

GOODING'S
Apopka, FL
JONATHAN GOODING '90▲

GOODY GOODY LIQUOR INC.
Dallas, TX
JOE JANSEN '02
(1940-2025)

GORDON'S FINE WINES & LIQUORS
Waltham, MA
DAVID GORDON '19
KENNY GORDON '19
RICK GORDON '19

GRAND WINE & LIQUOR
Astoria, NY
JACK BATTIPAGLIA '91
(1924-2013)

GREEN'S DISCOUNT BEVERAGE STORES
Columbia, SC
JERRY GREENBAUM '84 ■
LOCK REDDIC '01
Community Service Award '25
Retailer of the Year '10
Best Advertising Award '09

GREEN VALLEY GROCERY
Henderson, NV
RICK CRAWFORD '25

HAPPY HARRY'S BOTTLE SHOPS
Grand Forks & Fargo, ND
HAL GERSHMAN '90
Community Service Award '18
Best Advertising Award '05
DUSTIN MITZEL '25

HARRIS TEETER INC.
Matthews, NC
EDWARD T. COOK, JR. '02
WALT SUMNER '95 ◆

HARRY'S WINE & LIQUOR
Fairfield, CT
SAUL POLLACK '93 ■

HASKELL'S
Minneapolis, MN
JACK FARRELL '89
(1942-2024)
Retailer of the Year '19
Best Website '16
Community Service Award '10
TED FARRELL '24
BEAU FARRELL '24

HAZEL'S BEVERAGE WORLD
Boulder, CO
BRUCE DIERKING '14
Retailer of the Year '23
Best Website Award '17

H-E-B
San Antonio, TX
DAVID DURAN '94
DAN SCHUETTE '17

HI-TIME WINE CELLARS
Costa Mesa, CA
HAROLD HANSON '86 ◆
DIANA HIRST '15

◆ No longer with the company ■ Retired ▲ Business sold

HOKUS POKUS LIQUORS
Alexandria, LA
GUS OLAH '02
STEVE SHERMAN '02
(1943-2012)

HOUSE OF BACCHUS
Rochester, NY
GERRY CLIFFORD '90
(1943-2018)

HUNTINGTON WINE & SPIRITS
Boston, MA
STEVEN L. RUBIN '03

HY-VEE INC.
West Des Moines, IA
JAY WILSON '09
Best Advertising Award '13

IGA INC.
Chicago, IL
THOMAS S. HAGGAI '01 ■
(1931-2020)

INDIANA LIQUOR GROUP
Carmel, IN
CHRIS LAMB '24

JACOB LIQUOR EXCHANGE
Wichita, KS
TOM JACOB '03
Community Service Award '11

JAX PACKAGE STORE
Atlanta, GA
JAN H. JACKSON '95 ▲

JENSEN'S LIQUORS
Miami, FL
EDDIE CRUZ '19

JOHN WALKER & CO.
San Francisco, CA
JOHN HOGAN '87
(1914-1999)

JONS INTERNATIONAL MARKETPLACE
Los Angeles, CA
JACK BERBERIAN '96

JUBILATION WINE & SPIRITS
Albuquerque, NM
CAROL RIVERA ZONSKI '16
JOHN ZONSKI '16

THE JUG SHOP INC.
(Mr. Liquor)
San Francisco, CA
PHIL PRIOLO '89
JOHN RAGO '96 ◆

JULIO'S LIQUORS
Westborough, MA
RYAN MALONEY '12
Best Marketing Award '16

JUNGLE JIM'S INTERNATIONAL MARKET
Fairfield, OH
DAVID SCHMERR '04 ■
Best Merchandising Award '07

K&L WINE MERCHANTS
Redwood City, CA
CLYDE E. BEFFA, JR. '96
TODD ZUCKER '96
Best Website Award '04

KAHN'S FINE WINES
Indianapolis, IN
JIM ARNOLD '00 ▲

KAPPY'S FINE WINE & SPIRITS
Peabody, MA
BOB SELBY '13
Retailer of the Year '21

KAPPY'S LIQUORS
Everett, MA
BERNARD KAPLAN '97
(1929-2002)
RALPH KAPLAN '97
(1925-2016)

KASH N' KARRY
Tampa, FL
NOAH DEAL, JR. '96 ◆
RON JOHNSON '96 ◆

KIRBY WINES & LIQUORS
Memphis, TN
PHILIP WOODARD '98
TERRY WOODARD '98

KOKOMAN WINES & LIQUORS
Pojoaque, NM
KEITH OBERMAIER '04

KRESTON WINE & SPIRITS
Wilmington, DE
DONALD KRESTON '92
(1935-2007)
BOB KRESTON '05
Community Service Award '19

THE KROGER CO.
Cincinnati, OH
ALLAN COOK '12 ■
JASON MILBURN '20

LAURENZO BROTHERS INC.
North Miami Beach, FL
DAVID LAURENZO '85 ■

LEE'S DISCOUNT LIQUOR
Las Vegas, NV
HAE UN LEE '96
Retailer of the Year '02
(1942-2021)
KENNETH LEE '15
(1968-2021)

LIQUOR BARN
Lexington, KY
ROB ROSENSTEIN '87 ▲
Best Merchandising Award '08
LAWRENCE BOYCE '23

LIQUOR DEPOT INC.
New Britain, CT
JOHN GALLAGHER '87
(1941-2008)

LIQUOR LOCKER
Edison, NJ
HERB GOTTLIEB '86 ▲

LIQUOR MART
Boulder, CO
JACK STOAKES '91 ■

LIQUOR SQUARE INC.
Syracuse, NY
BETTE BEHRENS '98 ◆
TED GREENSTEIN '87
(1938-1995)

THE LIQUOR STORE
Jackson Hole, WY
PETER COOK '95 ▲
(1946-2017)
STEPHAN ABRAMS '23

LIQUOR STORES N.A.
Edmonton, Alberta, Canada
STEPHEN BEBIS '16 ◆

LIQUOR STORES USA NORTH
Anchorage, AK
BRUCE AABBOTT '25

LIQUOR WORLD
Fayetteville, AR
KIM CRAWFORD '10 ◆
KENT STARR '10
Community Service Award '17

LIQUOR WORLD
Las Vegas, NV
RONY SHAMOUN '23

LISA'S LIQUOR BARN
Penfield, NY
LISA TOBIN HEALEY '13

LOVE'S ONE STOP LIQUOR
Milwaukee, WI
STELLA LOVE '94 ◆

LUCKY STORES INC.
San Leandro, CA
DON BROWN '92 ◆

LUKAS WINE & SPIRITS SUPERSTORE
Overland Park, KS
HARRY LUKAS '92

LUKE'S SUPER LIQUOR STORES
West Yarmouth, MA
ARTHUR J. LUKE '14
ARTHUR N. LUKE '14

M&R LIQUORS
Manchester, CT
GARY ROUNSEVILLE '97
NEAL ROUNSEVILLE '24

MACADOODLES
(Gild Corp.)
Pineville, MO
ROGER GILDEHAUS '06
Retailer of the Year '16
Best Merchandising Award '12

MAJESTIC LIQUOR STORES INC.
Fort Worth, TX
JAMES LEGGETT '94
(1929-2003)
BEN A. LANFORD, JR. '07 ◆

◆ No longer with the company ■ Retired ▲ Business sold



Congratulations

MARKET WATCH RETAIL LEADERS

Thank you for your partnership.
Curating a collection of standout wines & spirits
around a true masterpiece.

BANFI
SINCE 1919
FINE WINES & SPIRITS MERCHANTS

PLEASE DRINK RESPONSIBLY. ©2025 Banfi Products Corp, Melville, NY

MALLOY'S FINEST WINE & SPIRITS
(Malloy's SavWay Liquors)
Glen Ellyn, IL
JOHN MALLOY '96
(1941-2007)

MARIANO'S
(Roundy's Supermarket Inc.)
Milwaukee, WI
ROBERT A. MARIANO '15 ■

MARSH SUPERMARKETS
Indianapolis, IN
DON E. MARSH, JR. '99 ▲

MARTIN WINE CELLAR
New Orleans, LA
DAVID MARTIN '85
(1930-2002)
CEDRIC MARTIN '97
Retailer of the Year '13

MARTY'S
Dallas, TX
LARRY SHAPIRO '85 ■

MCNAMARA LIQUORS
Bridgehampton, NY
CHRIS BOUDOURIS '12

MECKLENBURG COUNTY ABC BOARD
Charlotte, NC
BILL HESTER '00 ◆

MERCHANT OF VINO
Farmington Hills, MI
ED JONNA '84 ▲
Retailer of the Year '95

METROPOLITAN MARKETS
(Admiral Thriftway and Queen Anne Thriftway)
Seattle, WA
DOUGLAS KING '99
MARK TAKAGI '91

MGM WINE & SPIRITS INC.
St. Paul, MN
MICHAEL MAGLICH '92

MINK'S PACKAGE STORE
Marietta, GA
ALLEN KAMINSKY '96 ◆

MOLLIE STONE'S MARKETS
Mill Valley, CA
DAVID BENNETT '01 ■
MARK THRIFT '22

MOLLY'S SPIRITS
Lakeside, CO
RUFUS NAGEL '19
Best Website Award '22

MORRELL & CO.
New York, NY
PETER MORRELL '84 ◆
Best Website Award '11
JEREMY NOYE '20
Best Marketing Award '23

MT. MORIAH LIQUOR
Memphis, TN
ED CHIDESTER '93 ◆

NEW HAMPSHIRE STATE LIQUOR COMMISSION
Concord, NH
JOHN W. BYRNE '97 ◆
Best Merchandising Award '06
JOSEPH MOLLICA '18

NEWMAN'S LIQUOR BARN
Scottsdale, AZ
MARK NEWMAN '89 ◆

NORTHSIDE WINE & SPIRITS
Ithaca, NY
STAN BOROW '92
(1937-1997)

OAKEN KEG SPIRITS SHOP
Anchorage, AK
BOB KLEIN '88 ◆

OTTO'S BEVERAGE CENTERS
Milwaukee, WI
DAVID KUJUS '05 ■

OWENS LIQUORS INC.
Myrtle Beach, SC
TOMMY OWENS '90 ▲

PANTRY LIQUORS & WINE MERCHANTS
Miami, FL
PETE IZAGUIRRE '98

PARK AVENUE LIQUOR SHOP
New York, NY
MICHAEL GOLDSTEIN '90
(1942-2016)

PARKHILL'S LIQUOR & WINE
(Fikes Center Liquor Mart)
Tulsa, OK
FRED PARKHILL '86 ■

THE PARTY SOURCE
(Liquor Outlet)
Bellevue, KY
KEN LEWIS '91 ▲
Best Merchandising Award '13
JON STILES '22

PAUL'S WINE & LIQUOR
Washington, D.C.
SONNY BELLMAN '93
(1927-1998)

PASCALE'S LIQUOR SQUARE
Syracuse, NY
CHUCK PASCALE '22

PEARSON'S WINE OF ATLANTA
Atlanta, GA
WALTER EISENBERG '89 ■

PENNSYLVANIA LIQUOR CONTROL BOARD
Harrisburg, PA
TIM HOLDEN '20 ◆
J. FRED HAMILTON '90 ◆
JONATHAN H. NEWMAN '05 ◆

PICCADILLY BEVERAGE SHOPS
Champaign, IL
JACK B. TROXELL '00 ◆

PINKIE'S INC.
Odessa, TX
AUSTIN KEITH '04
Community Service Award '15

PJ WINE INC.
New York, NY
PETER YI '99 ◆
Best Advertising Award '04

PLUM MARKET
Farmington Hills, MI
MARC JONNA '10
MATTHEW JONNA '10
Best Marketing Award '22

POPATOP WINE MERCHANT
Little Rock, AR
DENNIS DAVENPORT, SR. '93 ▲
(1936-2015)

POP'S WINE & SPIRITS
Island Park, NY
NICK POULOS '94 ■

PREMIER WINE & SPIRITS
(Premier Liquor Corp.)
Amherst, NY
BURTON NOTARIUS '85
(1943-2014)
Retailer of the Year '93

PREMIUM WINE & SPIRITS
(Premier Group)
Williamsville, NY
MARK NOTARIUS '07

PRESTIGE WINE & SPIRITS
(Premier Group)
Orchard Park, NY
JONATHAN NOTARIUS '07 ▲

RALEY'S
West Sacramento, CA
BOB JENNINGS '98 ◆
Community Service Award '02
CURTIS MANN '18 ◆

RALPHS GROCERY CO.
Compton, CA
TOM HENRY '84 ◆

RANDALL'S WINES & SPIRITS
Fairview Heights, IL
GEORGE RANDALL '07
Best Website Award '10
TODD RANDALL '23

RAY'S LIQUOR
Wauwatosa, WI
RON DIETZ '92 ◆

RED CARPET WINE & SPIRITS MERCHANTS
Glendale, CA
NICK NIKKAH '93 ◆

RED COLEMAN'S
Dallas, TX
RED COLEMAN '87 ▲

◆ No longer with the company ■ Retired ▲ Business sold

GIESEN

IMPACT HOT PROSPECTS AWARDS 2024

0% Alcohol. 100% Impact.



CONGRATULATIONS TO THE

2025

Market Watch Leaders!

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WHAT'S HARD WORK WORTH?

When it fosters collective success across the industry, it's incalculable.
We raise a toast to some of the hardest-working retailers in the business and look forward to our continued collaboration in building a future **Worth Reaching For.**



2025 MARKET WATCH NEW LEADERS HONOREES:

Bruce Abbott
Liquor Stores USA North
Anchorage, Alaska

Rick Crawford
Green Valley Grocery
Henderson, Nevada

Sunil Khurana
Westchester Wine Warehouse
White Plains, New York

Andy Kumar
Colonial Wine & Spirits
Little Rock, Arkansas

Clair McKinley
Belmont Beverage Stores
Fort Wayne, Indiana

Dustin Mitzel
Happy Harry's Bottle Shops
Fargo, North Dakota

Please enjoy our products responsibly.
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Constellation Brands
WORTH REACHING FOR

REUBEN'S WINE & SPIRITS
Austin, TX
REUBEN KOGUT '95 ▲
STEVE KOGUT '95
(1953-2000)

RICE EPICUREAN MARKETS INC.
Houston, TX
SCOTT SILVERMAN '98 ■

RICHARD'S LIQUORS & FINE WINES
Houston, TX
RICHARD TRABULSI, JR. '91 ▲

ROCHAMBEAU WINES & LIQUORS
Dobbs Ferry, NY
DIETER KANNAPIN '95
ALAN MARSCHOK '95 ◆

RSVP DISCOUNT BEVERAGE
Portland, ME
PETER WELCH '93 ◆

SAFEWAY STORES INC.
Oakland, CA
DANIEL GLENN HUGHES '85
(1945-2004)

SAM'S CLUB
Bentonville, AR
BOB PAULINSKI '06 ◆

SAM'S WINE & SPIRITS
Chicago, IL
FRED ROSEN '88 ▲
Best Website Award '03
Retailer of the Year '96
(1937-2025)

THE SAN FRANCISCO WINE TRADING CO.
(Mr. Liquor)
San Francisco, CA
GARY MARCALETTI '96

SAVWAY FINE WINES & SPIRITS
(Malloy's SavWay Liquors)
Oak Brook, IL
EMMETT MALLOY, JR. '96
(1935-2015)

SCHAEFER'S WINES, FOODS & SPIRITS
Skokie, IL
GENE SCHAEFER FLYNN '86 ▲
GEORGE J. SCHAEFER '86
(1944-2008)
Community Service Award '04

SCHNEIDER'S OF CAPITOL HILL
Washington, D.C.
JON GENDERSON '96
(1957-2019)
RICK GENDERSON '96
Best Website Award '08

SCHNUCK MARKETS INC.
St. Louis, MO
RICK FREDE '98 ◆

SERVICE LIQUOR & WINES
Hot Springs, AR
DAVE HENDERSON '02
SHERRY HENDERSON '02
(1963-2008)

SHERRY-LEHMANN INC.
New York, NY
SAM AARON '85
(1912-1996)
MICHAEL AARON '91 ■
Best Website Award '05
CHRIS ADAMS '11◆
Retailer of the Year '18

SHOPPERS VINEYARD DISCOUNT WINE & SPIRITS
Clifton, NJ
HOWARD NADEL '05
(1941-2011)

SHORE DISCOUNT LIQUORS
(Bloomfield Discount Liquors and Super Cellar Warehouse Liquors)
Deep River, CT
KEN ALSBACK '06

SIGEL'S BEVERAGES L.P.
Dallas, TX
LOUIS GLAZER '89
(1932-2009)
Retailer of the Year '94
TONY BANDIERA JR. '11 ▲

SPARROW WINE & LIQUOR CO.
Hoboken, NJ
ARMANDO LUIS '19

SPEC'S WINES, SPIRITS & FINER FOODS
Houston, TX
SPEC JACKSON '84
(1930-1995)
JOHN RYDMAN '97
LINDY RYDMAN '97
Community Service Award '12
Best Merchandising Award '10
Retailers of the Year '98
LISA RYDMAN-LINDSEY '16
Retailers of the Year '25

STEW LEONARD'S WINES
Norwalk, CT
STEW LEONARD, JR. '10
Retailer of the Year '17
Best Merchandising Award '15
BLAKE LEONARD '21

SUNSET CORNERS FINE WINES & SPIRITS
Miami, FL
MICHAEL H. BITTEL '89
LARRY SOLOMON '89
Community Service Award '05

SUPER BUY-RITE WINE & LIQUOR
Jersey City, NJ
ADITHYA BATHENA '13
Best Website Award '20

SUPER CELLARS
Paterson, NJ
BOBBY ROOTH '92 ◆

SUPER CELLAR WAREHOUSE LIQUORS
(Bloomfield Discount Liquors and Shore Discount Liquors)
Avon, CT
DAVID LEON '06 ▲

SURDYK'S
Minneapolis, MN
BILL SURDYK '84
(1920-2000)
JIM SURDYK '97
Best Website Award '02
MELISSA SURDYK '22

SVP GROCERY PHARMACY & BEVERAGE
Washington, D.C.
DAVE HERRIMAN '85 ◆

TABLE & VINE
(Big Y Inc.)
West Springfield, MA
DON D'AMOUR '87

THOMAS LIQUORS
St. Paul, MN
JIM THOMAS '13
JUDY THOMAS '13
MIKE THOMAS '13

THRIFTY DISCOUNT LIQUOR & WINES
Bossier City, LA
JAMES MELTON '96
(1917-2007)
ROLAND TOUPS '96

TOP TEN LIQUORS
Minneapolis, MN
JON HALPER '23
Best Marketing '25

TOTAL WINE & MORE
(Liquor World)
Bethesda, MD
DAVID TRONE '93
ROBERT TRONE '93
Best Website Award '19
Community Service Award '14
Best Advertising Award '10
Retailers of the Year '06
TROY RICE '21 ◆

TOWER LIQUOR
Doraville, GA
MICHAEL GREENBAUM '92

TOWN & COUNTRY SUPERMARKET LIQUORS
Cheyenne, WY
MAURICE BROWN '90
(1933-2023)

TOWN WINE & SPIRITS
Rumford, RI
ELLIOTT N. FISHBEIN '90

TRADER JOE'S
South Pasadena, CA
JOHN SHIELDS '91 ◆
(1932-2014)

◆ No longer with the company ■ Retired ▲ Business sold

TWIN LIQUORS
Austin, TX
DAVID JABOUR '99
MARGARET JABOUR '99
Best Marketing Award '18
Community Service Award '08
Retailers of the Year '04

UNITED PACKAGE LIQUORS
Indianapolis, IN
BRAD RIDER '09 ◆
LEON RIGGS '09 ▲
(1929-2015)

V. CIRACE & SON INC.
Boston, MA
JEFFREY CIRACE '89
LISA CIRACE '89

VINTAGE LIQUOR & WINE BAR
Miami, FL
JOSE BARRIOS II '16
JOSE BARRIOS III '16

VINTAGE WINE CELLAR
Honolulu, HI
ALLEN KAM '87
(1928-2005)
JAY KAM '08

VISCOUNT WINES & LIQUOR
Wappingers Falls, NY
MICHAEL VISCONTI '00
Community Service Award '06

VONS
Arcadia, CA
ROGER FOSTER '91 ◆

WALGREENS
Deerfield, IL
TIM TURNER '17 ◆

WALLY'S WINE & SPIRITS
Los Angeles, CA
STEVE WALLACE '87▲
Best Advertising Award '02
CHRISTIAN NAVARRO '16◆
Retailer of the Year '20
Best Website Award '18

WALMART
Bentonville, AR
JASON FREMSTAD '13
Best Marketing Award '20

WB LIQUORS OF TEXAS
San Antonio, TX
JOHN HERRMANN '96

WELLS DISCOUNT LIQUORS
Baltimore, MD
MICHAEL D. HYATT '01

WESTCHESTER WINE WAREHOUSE
White Plains, NY
SUNIL KHURANA '25

WEST POINT MARKET
Akron, OH
RUSSELL B. VERNON '99 ■

WEST VAIL LIQUOR MART
Vail, CO
HOWARD GARDNER '98 ◆
(1948-2019)

WESTERN BEVERAGES
San Antonio, TX
J. SCOTT BECKENDORF '96 ◆

WESTPORT WHISKEY & WINE
Louisville, KY
RICHARD SPLAN '17
CHRIS ZABOROWSKI '17

WESTSIDE LIQUOR STORES LTD.
Rice, MN
ROBERT J. FEULING '04
Best Advertising Award '07

WHITE HORSE WINE & SPIRITS
Absecon, NJ
ELIZABETH MCCABE '17
ADAM STERNBERGER '17
STEVE STERNBERGER '17

WILBUR'S TOTAL BEVERAGE
Fort Collins, CO
DENNIS DINSMORE '13 ▲
MAT DINSMORE '13
Community Service Award '21

WILLOW PARK WINES & SPIRITS
Calgary, Alberta, Canada
PEGGY PERRY '20

WINE.COM
San Francisco, CA
RICH BERGSUND '22
MIKE OSBORN '22◆

WINE, BEER & SPIRITS
Omaha, NE
BEAU STARKEL '24

WINE CELLAR TASTING ROOM
Las Vegas, NV
BARRIE LARVIN '99 ◆

WINE CHATEAU
Metuchen, NJ
SAURABH ABROL '15
Best Marketing Award '17

THE WINE CLUB INC.
Santa Ana, CA
RON LOUTHERBACK '92 ■
(1937-2018)

THE WINE CONNECTION
Pound Ridge, NY
MAX MARINUCCI '97

WINE DISCOUNT CENTER
Addison, IL
BUD SCHWARZBACH '99 ▲

WINE EXCHANGE
Orange, CA
STEVE ZANOTTI '97 ▲
Best Website Award '09

THE WINE HOUSE
Los Angeles, CA
BILL KNIGHT '93
(1941-2024)
Community Service Award '03
GLEN KNIGHT '17
JIM KNIGHT '17
Best Website Award '21

WINE LIBRARY
Springfield, NJ
GARY VAYNERCHUK '03
SASHA VAYNERCHUK '03
Best Marketing Award '21
Best Website Award '06

WINE & SPIRITS RETAIL MARKETING
North Providence, RI
JOHN HARONIAN '21
KATHY HARONIAN '21

WINE & SPIRIT WORLD
Fort Lee, NJ
CARLO RUSSO '88
(1923-2008)

WINESTREET SPIRITS
(The Cellars Wines & Spirits)
North Oaks, MN
BRAD WEISS '98

WINE WORLD
Destin, FL
CHAN COX '18
ROBERT MONTGOMERY '18
Community Service Award '20

YANKEE SPIRITS
Sturbridge, MA
DON CIMINI '96
(1941-2013)
MIKE MURATORE '96 ◆
MICHAEL CIMINI '09 ◆

ZACHYS WINE & LIQUOR
Scarsdale, NY
ANDREW MCMURRAY '06
DON ZACHARIA '84
Retailer of the Year '03
JEFF ZACHARIA '06

ZIMMERMAN'S
Chicago, IL
MAX ZIMMERMAN '91
(1910-1998)

◆ No longer with the company ■ Retired ▲ Business sold

A CULTURE OF FINE WINE

Rooted in Family, Inspired by Community



CONGRATULATIONS

TO THE 2025 MARKET WATCH LEADERS!

WILSON DANIELS
SINCE 1978

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ALUMNI AWARD WINNERS

(ALPHABETICAL BY STORE NAME)

ABC FINE WINE & SPIRITS
Orlando, FL
CHARLES E. BAILES III '94
JESS BAILES '94
Community Service Award '24
Best Advertising Award '06
Best Merchandising Award '04
Retailers of the Year '97

ADDY BASSIN'S MACARTHUR BEVERAGES
(MacArthur Liquors)
Washington, D.C.
RUTH BASSIN '05
(1927-2016)
Community Service Award '09

ARGONAUT WINE & LIQUOR
Denver, CO
HANK ROBINSON '86
(1921-2018)
JACK ROBINSON '86
(1929-2001)
RON VAUGHN '10
Community Service Award '16

AUSTIN LIQUORS
(Great Spirits)
Worcester, MA
MICHAEL CIMINI '09▲
Best Advertising Award '11

BELMONT BEVERAGE STORES OF INDIANA
Fort Wayne, IN
TOM DRULEY '91
Community Service Award '23
(1939-2025)

THE BEVERLY HILLS WINE MERCHANT
Beverly Hills, CA
DENNIS OVERSTREET '85
Best Website Award '13
(1928-2023)

BIG RED LIQUORS
Bloomington, IN
MARK MCALISTER '07
Community Service Award '13

BINNY'S BEVERAGE DEPOT
Niles, IL
MICHAEL BINSTEIN '97
Best Advertising Award '14
Best Website Award '07
Retailer of the Year '99

BROWN DERBY STORES INC.
Springfield, MO
RON JUNGE '87
Retailer of the Year '15
Best Website Award '12

BROWN JUG INC.
Anchorage, AK
LOWELL J. SHINN '00 ▲
Community Service Award '07

BUSTER'S LIQUORS & WINES
Memphis, TN
JOSHUA HAMMOND '10
MORGAN HAMMOND '10
ROMMY HAMMOND '89
(1940-2017)
Best Website Award '15

CAP N' CORK
Fort Wayne, IN
JOSEPH DOUST, JR. '01▲
ANDREW LEBAMOFF '01▲
Best Advertising Award '15

CENTENNIAL FINE WINE & SPIRITS
Dallas, TX
VICKI VANDEVEER MOORE '00 ▲
GREG L. WONSMOS '00 ◆
Retailers of the Year '07
Best Advertising Award '03

CHEERS LIQUOR MART
Colorado Springs, CO
JACK BACKMAN '00
Best Advertising Award '08

COOL SPRINGS WINE & SPIRITS
Franklin, TN
JAMES WOODARD '06
Best Merchandising Award '14

DOWNTOWN SPIRITS
Seattle, WA
MARQUES WARREN '19
Best Marketing Award '24

DUKE OF BOURBON
Los Angeles, CA
DAVID BREITSTEIN '90 ▲
JUDY BREITSTEIN '90 ▲
Best Merchandising Award '09

EXIT 9 WINE & LIQUOR WAREHOUSE
Clifton Park, NY
MARK O'CALLAGHAN '09
Best Marketing Award '19

FRANCE 44 WINES & SPIRITS
Minneapolis, MN
RICK ANDERSON '07
Best Website Award '14

FRUGAL MACDOOGAL WINE & LIQUOR WAREHOUSE
Nashville, TN
CHARLES SONNENBERG '88
Community Service Award '22
Retailer of the Year '09

GARY'S WINE & MARKETPLACE
(Shoppers Discount Wine & Spirits)
Wayne, NJ
GARY FISCH '99
Retailer of the Year '14
Best Advertising Award '12
Best Merchandising Award '05

◆ No longer with the company ■ Retired ▲ Business sold *Honored as founder

GIANT EAGLE
Pittsburgh, PA
OLIVIER KIELWASSER '08 ◆
Best Merchandising Award '11

GREEN'S DISCOUNT BEVERAGE STORES
Columbia, SC
JERRY GREENBAUM '84 ■
LOCK REDDIC '01
Community Service Award '25
Retailer of the Year '10
Best Advertising Award '09

HAPPY HARRY'S BOTTLE SHOPS
Grand Forks, ND
HAL GERSHMAN '90
Community Service Award '18
Best Advertising Award '05

HASKELL'S
Minneapolis, MN
JACK FARRELL '89
(1942-2024)
Retailer of the Year '19
Best Website '16
Community Service Award '10

HAZEL'S BEVERAGE WORLD
Boulder, CO
BRUCE DIERKING '14
Retailer of the Year '23
Best Website Award '17

HY-VEE INC.
West Des Moines, IA
JAY WILSON '09
Best Advertising Award '13

JACOB LIQUOR EXCHANGE
Wichita, KS
TOM JACOB '03
Community Service Award '11

JULIO'S LIQUORS
Westborough, MA
RYAN MALONEY '12
Best Marketing Award '16

JUNGLE JIM'S INTERNATIONAL MARKET
Fairfield, OH
DAVID SCHMERR '04 ■
Best Merchandising Award '07

K&L WINE MERCHANTS
Redwood City, CA
CLYDE E. BEFFA, JR. '96
TODD ZUCKER '96
Best Website Award '04

KAPPY'S FINE WINE & SPIRITS
Everett, MA
BOB SELBY '13
Retailer of the Year '21

KRESTON WINE & SPIRITS
Wilmington, DE
BOB KRESTON '05
Community Service Award '19

LIQUOR BARN
Lexington, KY
ROB ROSENSTEIN '87 ▲
Best Merchandising Award '08

LIQUOR WORLD
Fayetteville, AR
KENT STARR '10
Community Service Award '17

MACADOODLES
(Gild Corp.)
Pineville, MO
ROGER GILDEHAUS '06
Retailer of the Year '16
Best Merchandising Award '12

MOLLY'S SPIRITS
Lakeside, CO
RUFUS NAGEL '19
Best Website Award '22

MORRELL & CO.
New York, NY
PETER MORRELL '84 ■
Best Website Award '11
JEREMY NOYE '20
Best Marketing Award '23

NEW HAMPSHIRE STATE LIQUOR COMMISSION
Concord, NH
JOHN W. BYRNE '97 ◆
Best Merchandising Award '06

THE PARTY SOURCE
(Liquor Outlet)
Bellevue, KY
KEN LEWIS '91 ▲
Best Merchandising Award '13

PINKIE'S INC.
Odessa, TX
AUSTIN KEITH '04
Community Service Award '15

PJ WINE INC.
New York, NY
PETER YI '99 ◆
Best Advertising Award '04

PLUM MARKET
Farmington Hills, MI
MARC JONNA '10
MATTHEW JONNA '10
Best Marketing Award '22

RALEY'S
West Sacramento, CA
BOB JENNINGS '98 ◆
Community Service Award '02

RANDALL'S WINES & SPIRITS
Fairview Heights, IL
GEORGE RANDALL '07
Best Website Award '10

SAM'S WINE & SPIRITS
Chicago, IL
FRED ROSEN '88 ▲
Best Website Award '03
Retailer of the Year '96

SCHAEFER'S WINES, FOODS & SPIRITS
Skokie, IL
GENE SCHAEFER FLYNN '86 ▲
GEORGE J. SCHAEFER '86
(1944-2008)
Community Service Award '04

SCHNEIDER'S OF CAPITOL HILL
Washington, D.C.
JON GENDERSON '96
RICK GENDERSON '96
Best Website Award '08

SHERRY-LEHMANN INC.
New York, NY
MICHAEL AARON '91 ■
Best Website Award '05
CHRIS ADAMS '11
Retailer of the Year '18

SPEC'S WINES, SPIRITS & FINER FOODS
Houston, TX
JOHN RYDMAN '97
LINDY RYDMAN '97
Community Service Award '12
Best Merchandising Award '10
Retailers of the Year" '98
LISA RYDMAN-LINDSEY
Retailers of the Yea r'25

STEW LEONARD'S WINES
Norwalk, CT
STEW LEONARD, JR. '10
Retailer of the Year '17
Best Merchandising Award '15

SUNSET CORNERS FINE WINES & SPIRITS
Miami, FL
MICHAEL H. BITTEL '89
LARRY SOLOMON '89
Community Service Award '05

SUPER BUY-RITE WINE & LIQUOR
Jersey City, NJ
ADITHYA BATHENA '13
Best Website Award '20

SURDYK'S
Minneapolis, MN
JIM SURDYK '97
Best Website Award '02

TOP TEN LIQUORS
Minneapolis, MN
JON HALPER '23
Best Marketing Award '25

TOTAL WINE & MORE
Bethesda, MD
DAVID TRONE '93
ROBERT TRONE '93
Best Website Award '19
Community Service Award '14
Best Advertising Award '10
Retailers of the Year '06

TWIN LIQUORS
Austin, Texas
DAVID JABOUR '99
MARGARET JABOUR '99
Best Marketing Award '18
Community Service Award '08
Retailers of the Year '04

◆ No longer with the company ■ Retired ▲ Business sold * Honored as founder

VISCOUNT WINES & LIQUOR
Wappingers Falls, NY
MICHAEL VISCONTI '00
Community Service Award '06

WALLY'S WINE & SPIRITS
Los Angeles, CA
STEVE WALLACE '87 ▲
Best Advertising Award '02
CHRISTIAN NAVARRO '16◆
Retailer of the Year '20
Best Website Award '18

WALMART
Bentonville, AR
JASON FREMSTAD '13
Best Marketing Award '20

WESTSIDE LIQUOR STORES LTD.
Rice, MN
ROBERT J. FEULING '04
Best Advertising Award '07

WILBUR'S TOTAL BEVERAGE
Fort Collins, CO
DENNIS DINSMORE* '13 ▲
MAT DINSMORE '13
Community Service Award '21

WINE CHATEAU
Metuchen, NJ
SAURABH ABROL '15
Best Marketing Award '17

WINE EXCHANGE
Orange, CA
STEVE ZANOTTI '97 ▲
Best Website Award '09

THE WINE HOUSE
Los Angeles, CA
BILL KNIGHT '93
(1941-2024)
Community Service Award '03
GLEN KNIGHT '17
JIM KNIGHT '17
Best Website Award '21

WINE LIBRARY
Springfield, NJ
GARY VAYNERCHUK '03
SASHA VAYNERCHUK '03
Best Marketing Award '21
Best Website Award '06

WINE WORLD
Destin, FL
CHAN COX '18
ROBERT MONTGOMERY '18
Community Service Award '20

◆ No longer with the company ■ Retired ▲ Business sold * Honored as founder



RETAILERS OF THE YEAR

(ALPHABETICAL BY STORE NAME)

21ST AMENDMENT INC.
Indianapolis, IN
JIM JAMES '05
(1935-2021)

ABC FINE WINE & SPIRITS
Orlando, FL
CHARLES BAILES III '97
JESS BAILES '97
Community Service Award '24
Best Advertising Award '06
Best Merchandising Award '04

ALBERTSONS COS.
Boise, ID
CURTIS MANN '22

APPLEJACK WINE & SPIRITS
Wheat Ridge, CO
ALAN FREIS '92
(1935-2014)
JIM SHPALL '24

BINNY'S BEVERAGE DEPOT
Niles, IL
MICHAEL BINSTEIN '99
Best Advertising Award '14
Best Website Award '07

BROWN DERBY STORES INC.
Springfield, MO
RON JUNGE '15
Best Website Award '12

CALVERT WOODLEY FINE WINES & SPIRITS
Washington, D.C.
ED SANDS '12
(1939-2024)

CENTENNIAL FINE WINE & SPIRITS
Dallas, TX
VICKI VANDEVEER MOORE '07 ▲
GREG L. WONSMOS '07 ◆
Best Advertising Award '03

COSTCO WHOLESALE CORP.
Issaquah, WA
ANNETTE ALVAREZ-PETERS '11◆

CROWN WINE & SPIRITS
Fort Lauderdale, FL
PATRICK "CHIP" CASSIDY '00 ◆

DICARLO'S ARMANETTI
Willowbrook, IL
CARLO DICARLO '01 ▲

DRAEGER'S MARKETS
San Francisco, CA
ANTHONY DRAEGER '08

FRUGAL MACDOOGAL
WINE & LIQUOR WAREHOUSE
Nashville, TN
CHARLES SONNENBERG '09
Community Service Award '22

GARY'S WINE & MARKETPLACE
(Shoppers Discount Wine & Spirits)
Wayne, NJ
GARY FISCH '14
Best Advertising Award '12
Best Merchandising Award '05

GOLD STANDARD
Skokie, IL
HAROLD BINSTEIN '91
(1926-1995)

GREEN'S DISCOUNT BEVERAGE STORES
Columbia, SC
LOCK REDDIC '10
Best Advertising Award '09

HASKELL'S
Minneapolis, MN
JACK FARRELL '19
(1942-2024)
Best Website Award '16
Community Service Award '10

HAZEL'S BEVERAGE WORLD
Boulder, CO
BRUCE DIERKING '23
Best Website Award '17

KAPPY'S FINE WINE & SPIRITS
Everett, MA
BOB SELBY '21

LEE'S DISCOUNT LIQUOR
Las Vegas, NV
HAE UN LEE '02
(1942-2021)

MACADOODLES (GILD CORP.)
Pineville, MO
ROGER GILDEHAUS '16
Best Merchandising Award '12

◆ No longer with the company ■ Retired ▲ Business sold

MARTIN WINE CELLAR
New Orleans, LA
CEDRIC MARTIN '13

MERCHANT OF VINO
Farmington Hills, MI
ED JONNA '95 ▲

PREMIER WINE & SPIRITS
(Premier Liquor Corp.)
Amherst, NY
BURTON NOTARIUS '93
(1943-2014)

SAM'S WINE & SPIRITS
Chicago, IL
FRED ROSEN '96 ▲
Best Website Award '03

SHERRY-LEHMANN INC.
New York, NY
CHRIS ADAMS '18

SIGEL'S BEVERAGES L.P.
Dallas, TX
LOUIS GLAZER '94
(1932-2009)

SPEC'S WINES, SPIRITS & FINER FOODS
Houston, TX
JOHN RYDMAN '98 '25
LINDY RYDMAN '98 '25
Community Service Award '12
Best Merchandising Award '10
LISA RYDMAN-LINDSEY '25

STEW LEONARD'S WINES & SPIRITS
Norwalk, CT
STEW LEONARD, JR. '17
Best Merchandising Award '15

TOTAL WINE & MORE
Bethesda, MD
DAVID TRONE '06
ROBERT TRONE '06
Best Website Award '19
Community Service Award '14
Best Advertising Award '10

TWIN LIQUORS
Austin, TX
DAVID JABOUR '04
MARGARET JABOUR '04
Best Marketing Award '18
Community Service Award '08

WALLY'S WINE & SPIRITS
Los Angeles, CA
CHRISTIAN NAVARRO '20◆
Best Website Award '18

ZACHYS WINE & LIQUOR
Scarsdale, NY
DON ZACHARIA '03

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