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Campari Red Diaries

Campari will repeat for 2018 the *Campari Red Diaries*, a series of short films focused on the notion that “every cocktail tells a story.” The 2018 release, *The Legend of the Red Hand*, stars actress Zoe Saldana, known for her roles in *Avatar* and *Guardians of the Galaxy*, and is directed by Stefano Sollima, known for his work in Italy on *Gomorra* and the upcoming movie, *Soldado*. In its second year running, *Campari Red Diaries* celebrates bartending talent as well as the film’s “Red Hands, masters of the world’s best cocktails.”



This year’s film is a mystery that tells the story of Mia Parc, played by Saldana, and her search for the perfect cocktail. Her journey begins in Milan, the birthplace of Campari. Italian actor Adriano Giannini is the male lead who portrays Saldana’s love interest.

The Legend of Red Hand will be digitally released globally in 2018 and will also be available on Campari’s YouTube channel. Along with the short film and a premiere in Milan, *Campari Red Diaries* will be supported with cocktail recipes from bartenders from around the world as well as a coffee table book.

Constellation Brands to Acquire Minority Stake in Canopy Growth Corp.

Constellation Brands in New York has signed an agreement to acquire a minority stake in Ontario, Canada-based Canopy Growth Corporation, a public company and leading provider of medicinal cannabis products.

“This investment and relationship is consistent with Constellation Brands’ long-term strategy to identify, meet and stay ahead of evolving consumer trends and market dynamics, while maintaining focus on its core total beverage alcohol business,” according to a company statement.

Constellation has no plans to sell any cannabis products in the U.S. or any other market unless or until it is legally permissible to do so at all government levels.

“Canopy Growth has a seasoned leadership team that understands the legal, regulatory and economic landscape for an emerging market that is predicted to become a significant consumer category in the future,” said Constellation Brands President and CEO, Rob Sands. “Our company’s success is the result of our focus on
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Craft Beverage Modernization and Tax Reform Update

From the Distilled Spirits Council:

“We expect House Ways and Means Chairman Kevin Brady to introduce an initial tax reform bill November 1. As this process gets underway, I wanted to let you know that the Distilled Spirits Council is engaging its membership to participate in a nationwide Call Your Representative effort on November 2 to request support from all members of Congress to pass the Craft Beverage Modernization and Tax Reform Act (H.R. 747/S.236) as a part of the tax reform package: www.discus.org/assets/1/7/Support_Reduction_of_FET.PDF

“Our distillers have been meeting with their representatives throughout the year, and this timely push will help to ensure that federal excise tax reduction is included in any tax reform discussion. The legislation currently enjoys 52 sponsors in the U.S. Senate and 285 sponsors in the U.S. House of Representatives.

“The Council, working with the Beer Institute, Wine Institute, American Craft Spirits Association, WineAmerica and Brewers Association, is committed
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Value of Scotch Exports Grows in First Half of 2017

Scotch whisky exports increased in value by 3.4% in the first half of the year to £1.8 billion, according to the Scotch Whisky Association (SWA), boosted by the continuing growth in popularity of single malts across the world, including the U.S., the industry’s largest market.

This growth benefits the entire U.K. economy and its export performance. Scotch remains Britain’s biggest food and drink export, making up almost a fifth of the sector’s overseas shipments.

The analysis of official HMRC figures published by the SWA shows consumers are continuing to sample more single malts with exports up 7% to £479 million in the first six months of the year. Single malts now make up more than a quarter of the value of all Scotch shipped overseas.

This trend was clear in the U.S. where total Scotch exports were up 8.6% to £388 million and single malts jumped 14% to £123 million.
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