

2020 HOLIDAY GIFT GUIDE

100+

GIFT IDEAS FOR THE
BUYING SEASON

2020 What. A. Year. As if the tariffs on European imports early on weren't enough, the wine and spirits industry had to deal with coronavirus, forest fires, and restaurant closures as well. But the calendar is wasting no time, and we as an industry are now entering the holiday season—which is reason to celebrate!

Along with the annual influx of holiday trimmings, the retail sector typically enjoys an injection of Value Added Packs (VAPs) to help guide customers with their gift-giving. Granted, this year's "curbside pickup" culture may put a damper on retailers' intent to create storefront displays. And some may plan to put the gift-boxed sets behind plexiglass this year, but overall the the array of holiday offerings for 2020 will not disappoint.

As it has for decades, Beverage Media Group's Holiday Gift Guide serves as a reference point for festive offerings. From bubbly to bourbon, there are

exactly 100 items featured in this year's round-up, and the added value is quite creative in many cases.

A few tips for a successful selling season circa 2020:

- ⦿ **Get virtual.** Now more than ever, people are bound to check the internet first. Make sure you're utilizing available resources—an updated website with accurate holiday inventory and hours will go a long way—and consider using photos of VAPs for gifting promotions.
- ⦿ **Use social media.** Highlight your VAP offerings on Instagram and Facebook to attract buyers. The pictures don't need to be fancy, and they will help get across the message that your store is gift-oriented.
- ⦿ **Safety first.** It is still vital. Make sure safety protocol is being followed to keep customers feeling safe and your workforce healthy.
- ⦿ **Smile!** As people have been starved of social interactions this year, they'll respond positively to excellent customer service and a smile! ■

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PHOTOGRAPHS BY SAMUEL BRISTOW



1 Amarula Cream Liqueur with two branded elephant glasses **2** Hatozaki Small Batch Japanese Whiskey in a beige box with Japanese characters **3** Veuve Clicquot in a nostalgic cassette tape box **4** Moët & Chandon in a "Thankful" Champagne tin that stays chilled for up to two hours **5** Champagne Henriot Blanc de Blancs with two flutes **6** Mossburn Single Malt Scotch Whisky aged 10 years in a white canister **7** Mezan XO Extra Old Rum with two branded glasses **8** Santera Reposado with a hanging neck tassel **9** Tomintoul Speyside 10 Year Old Single Malt Scotch with one branded dram glass **10** Lagavulin 8 year old 200th Anniversary Limited Edition bottle in a cream gift box **11** Disaronno Velvet Cream Liqueur with two branded glasses **12** Jane Walker by Johnnie Walker 10 Year Old Scotch in a gift box signed by master blender Emma Walker **13** Jim Beam Kentucky Straight Bourbon Whiskey with a set of two rocks glasses **14** Old New England Cinnamon Spiced Egg Nog for a toasty holiday season **15** Clyde May's trio of minis including Clyde May's Original Alabama Style Whiskey, Clyde May's Straight Bourbon, and Straight Rye **16** Drumshanbo Gunpowder Irish Gin with matching blue glass **17** Tito's with a fitted and branded bottle sweater **18** Suntory Whisky Toki with branded Toki highball glass **19** Herzog Special Reserve 2017 in a white gift box with Herzog history inside



1 Belvedere Vodka in a gray canister with handle 2 Zaya Rum with an ice ball tray 3 Jameson Irish Whiskey "Love Thy Neighborhood" canister 4 The Glenlivet 12-year-old Single Malt with minis 15- and 14-year-old 5 Buchanan's Red Seal Scotch signed by M. Robinson in a green gift box 6 Proper Twelve Irish Whiskey in an "All for One" gift box 7 Grande Absente Absinthe Originale with traditional spoon 8 Nicolas Feuillatte Reserve Brut in a festive cityscape blue canister 9 The Singleton Single Malt Scotch Glendullan 12 Year Old in a gift box 10 Absolut Vodka with 3 "Absolut Juice" minis in Apple, Strawberry, and Elderflower 11 Benriach "The Original Ten" Three Cask Matured Single Malt in a gift canister 12 Crown Royal XR with signed blue gift box 13 Tullamore D.E.W. Irish Whiskey 12 Year Old in maroon gift box 14 Set of four 50ml Tanteo Tequilas: Blanco, Jalapeño, Chipotle, and Habanero 15 Crystal Head Vodka with four skull shot glasses 16 Courage & Conviction American Single Malt Whisky in a blue canister 17 Belvedere Vodka with a cutting board 18 Heineken festive beer bottles 19 Grand Mayan Tequila Reposado in a gift box 20 Bitter Truth Cocktail Bitters Bar Pack 21 The Bitter Truth Cocktail Bitters Traveler's Set



1 Tequila Chamucos trio of 375mls Blanco, Reposado, and Añejo **2** Kahlua with 50ml of Absolut Vodka, branded glass, and recipes **3** Don Julio 1942 Tequila Añejo in a brown gift box **4** Cava Pere Ventura Gran Vintage in a plush gold gift box with mirror inside **5** Mozart Chocolate Cream with one branded oversized glass **6** Pelotón de la Muerte Mezcal sold with a neck card with pins to wear **7** Bouvard VSOP Calvados with two rocks glasses and recipes **8** Segura Viudas Reserva Heredad Cava in a stylized gift bag **9** Bärenjäger Honey Liqueur with a branded glass and recipes for "hibernation cocktails" **10** Veuve Clicquot La Grande Dame 2012 in a Yayoi Kusama gift box **11** Oremus Luxury Legends: 1972, 2000, and 2013 vintages of Tokaji Aszú 5 Puttynos in a wooden case **12** Gran Duque d'Alba Brandy de Jerez Solera Gran Reserva with branded glass **13** Boondocks American Whiskey aged for 11 years in a wooden gift box **14** Maker's Mark 46 with a limited edition branded bottle stopper **15** Dos Maderas Triple Aged Rum with two branded glasses **16** Dolce Late Harvest Liquid Gold Wine in a gold gift box **17** Templeton Rye Whiskey in a window gift box **18** Jefferson's "Ridiculously Small Batch Wood Experiment Collection" Bourbon in a gift box **19** Hennessy XO Cognac in a Frank Gehry-designed case inspired by the brand's 150th anniversary



1 Cincoro Añejo Tequila in a black gift box 2 Trio of Landmark Vineyards California Pinot Noirs in a custom gift box 3 Tia Maria Coffee Liqueur with two glasses and recipes 4 Casamigos Añejo Tequila with 2 branded glasses 5 Justin Vineyards Sauvignon Blanc, Right Angle Red Blend and Cabernet Sauvignon in a gift box 6 Sangiacomo Vineyards "Roberts Road" single-vineyard wines gift box 7 Jameson Black Barrel with two branded tumblers and recipe 8 Brockmans Gin with branded gin glass and recipes 9 Lanson Champagne Black Label Brut in a black gift box 10 Bunnahabhain Islay Single Malt Scotch 12 year old and two branded glasses 11 Collection of three Heaven's Door whiskeys: Tennessee Bourbon, Double Barrel Whiskey, and Straight Rye 12 1800 Cristalino Tequila in a black gift box 13 Clément Cuvée Homère Rhum Vieux Agricole from Martinique in a black and gold gift box 14 Freixenet Cordon Negro Brut Cava limited edition holiday sleeve with gift bag 15 Six 100ml Dashfire canned cocktails in a custom insulated lunch bag 16 The Hive Blended Scotch in a silver canister 17 Doña Vega Mezcal in a modern black gift box 18 Old Elk Straight Bourbon with custom elk pourer 19 Courvoisier VSOP Cognac with a collectible decanter



1 Cava Pere Ventura Vintage Rosé in a plush gift box 2 Original RumChata with a mini Rumchata Limon and mini Rumchata Peppermint Bark 3 Dry Sack Medium Sherry with a glass 4 Frangelico Liqueur and a branded french press coffee maker 5 GH Mumm Grand Cordon Brut with two branded glasses 6 Grand Marnier with two Glencairn tasting glasses 7 Mionetto Rosé with an ice bucket inside the box 8 RumChata Peppermint Bark in a festive wrap 9 Ruinart Rosé in a decorative gift box 10 Penfolds Bin 389 Cabernet-Shiraz in a classy red box 11 Maker's Mark 101 Bourbon in a holiday gift box 12 Alfred Gratien Brut Rosé in a blush gift box 13 Rhum Barbancourt 16 Year Old Haitian Rum in a colorful gift box 14 Hennessy VSOP Privilege Cognac in a spin-open canister in collaboration with United Visual Artists 15 Mionetto Prosecco "Pop Fizz Clink" box of 12 mini bottles 16 Smirnoff Peppermint Twist Scratch and Sniff (back for the holiday season) 17 Champagne Vollereaux Brut Rosé in a polka dot gift box 18 Redbreast Irish Whiskey Collection: 50mls of Single Pot Still, Lustau Edition, and 15 Year Old 19 Chivas Regal 12 Year Old with 13- and 19-year-old minis in a limited edition Manchester United gift box 20 Mionetto Rosé Party Pack disguised as a purse 21 Syndicate 58/6 12 Year Old Oloroso Cask-aged Scotch in a red gift box 22 Chambord Black Raspberry Liqueur 375ml with two 187mls of Korbel bubbly