

THE DROP

CHEERS!

All of us here at University Distributors wanted to send you drops of industry news to fill your glasses. You'll find new products we love, featured vendors we are working with, & more!

UNIVERSITY DISTRIBUTORS SPOTLIGHT TWISTED SHOTZ

Twisted Shotz are ready-made shots that come in many different flavors. With alcohol and flavors separated into two sides, the product mixes in the mouth. Contact Chad Adams for distribution at chad@universitydistributors.com



DAVID ROSS- FULCRUM WINES

A Fulcrum is the point on which an object balances. This was the name winemaker David Rossi chose for his winery when he founded it in 2005—years before the word balance became an essential element in any discussion about great New World Pinot Noir. For David, a Fulcrum represented the style of winemaking he spent years refining. It was also an ideal metaphor for his belief in leveraging the finest grapes to create balanced, complex and age-worthy Pinot Noirs.



At the time David established Fulcrum, there was little talk of harvesting earlier, lower alcohols, or a more judicious use of new oak—things that have become key elements in the evolving discussion about a more balanced style of Pinot Noir. This said, for David, making balanced Pinot Noirs wasn't something that could be boiled down to Brix levels, or alcohol and new oak percentages; it required a more holistic view of viticulture and winemaking. At the heart of David's vision for Fulcrum was the idea that more is not always better, and that a wine should offer a seamless combination of fruit expression, acid, tannin, alcohol, oak influence and age-worthiness.

To make wines that achieve this ideal, David's approach is intimate and exacting. It begins by selecting renowned Pinot Noir vineyards that David is inspired to work—sites that he selects for their quality, without limiting himself to specific regions or boundaries. David is in the vineyards regularly throughout the year, and when necessary, even takes a hands-on approach to pruning. In the winery, every one of approximately fifty barrels of wine aged in each vintage is unique, offering a different combination of vineyard, clone, yeast, oak, toast level, free run or press wine. While David's approach to coaxing the vineyard character from each wine is gentle and thoughtful, it is not hands-off. From harvest decisions to fermentation techniques and oak influence, David is responsible for every one of the countless actions that ultimately shape his wines. **University Distributors has recently brought in Madman White, Landy Vineyard Petite Syrah, and RJB Proprietary red.**

Contact Dendra Lee for more information at Dendra@universitydistributors.com.

LONELY OAK DISTILLERY
STEEPLE RIDGE STRAIGHT BOURBON WHISKEY,
IOWA'S MOST DECORATED BOURBON



2021 GOLD MEDAL-DENVER INT'L SPIRITS COMPETITION-91 POINTS
2021 GOLD MEDAL-AMERICAN CRAFT SPIRITS AWARDS-92 POINTS
2021 GOLD MEDAL-FRED MINNICK'S AMERICAN SPIRITS COUNCIL OF TASTERS (ASCOT) AWARDS

LET'S TALK ABOUT CASE FEES

We don't have them! We don't have split case fees so retailers can bring in special, high end wines in smaller quantities. Learn more by contacting Dendra Lee at Dendra@universitydistributors.com

HOLIDAY WINES WE RECOMMEND FOR ENTERTAINING

BOUNCRISTIANI CHARDONNAY

Green apple, pear, butterscotch and apricot flavors lead to fruit and oak on the finish.

Pairs well with fish, lobster, crab, clams, mussels and shrimp.

STATE OF MIND CHARDONNAY

This wine sees an incredible juxtaposition of style - one in the more Roulot style of reductive, lean Chardonnay and one in the more Lafon style, rounder, elegant and seriously long-lasting. The texture is a constant teeter-totter between style and leaves the palate constantly in motion. 9 months in 50% New French Oak, with rough filtration before bottling. Bottled using

Aquitaine Liège corks.

2019 FULCRUM DRY GEWURZTRAMINER

Wine Enthusiast 92 Points, Editor's Choice

UPCOMING SALES OPPORTUNITIES

October 4th National Vodka Day

Gotcha is a premium product at a value price. Gotcha is proudly made right here in Clive, Iowa. Gluten Free, 5x Distilled from Iowa corn, using the very best processing techniques to make a superior product.

October 16th National Liquer Day

December 8th National Bartender Day

December 31st National Champagne Day



CONTACT

For Product Distribution Inquiries Please Contact

Monique Chittenden at Monique@universitydistributors.com

Dendra Lee- Global Brands Manager, Wine Division Dendra@universitydistributors.com

Chad Adams- State of Iowa Manager, Alcohol Division Chad@universitydistributors.com