

## 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

#### COUNTRY SMOOTH

Country Smooth was born out of a love for country music and the American lifestyle. At the time, the owner had a hard time finding a whiskey that could be savored the way they enjoyed a fine glass of wine. The taste had to be smooth, but not weak or watered down. Their goal was to broaden the appeal of this strong American classic to a modern audience of women and men, whiskey lovers and novices alike. The objective was to create the highest quality experience for all of the senses from the smell and taste of the whiskey, to the look and feel of the bottle, of which all product components are made in America. I pursued my quest to find a smooth, approachable and modern spirit. With the combination of intense research and development, love for the history of whiskey culture and American pride, they arrived at Country Smooth. Contact Chad Adams for distribution at [chad@universitydistributors.com](mailto:chad@universitydistributors.com)



#### TRUJILLO WINES

Trujillo wines represents three distinct explorations of Napa cabs. Their flagship Trujillo Cabernet Sauvignon, our Reserve project, and the very approachable Madelyn wines. After three decades of winemaking experience in all aspects of the business—from vineyard cultivation and irrigation digging, to cooperage selection and blending—Michael Trujillo is proud to now offer his namesake Cabernet Sauvignon. This wine is a realization of his lifelong passion for crafting red wine, an expression of all that he's learned and deeply value about winemaking in the Napa Valley. Contact Dendra Lee for distribution at [dendra@universitydistributors.com](mailto:dendra@universitydistributors.com)

#### July 24<sup>th</sup> National Tequila Day- Scorpion Aneja

Scorpion Mezcal is made from 100% agave, double distilled. Their Reposado and Anejos are aged in French Oak.

#### August 13<sup>th</sup> National Prosecco Day

#### August 28<sup>th</sup> National Red Wine Day

Ettore Germano Barolo Cerretta 2016, 94 points



## JAZZ HANDS WINE

### **EXCLUSIVE TO UNIVERSITY DISTRIBUTORS**

***Jazz hands wine brings together and supports music, wine, art & artists***

**Wine:** Made by acclaimed winemaker, Michael Trujillo, Napa Valley.

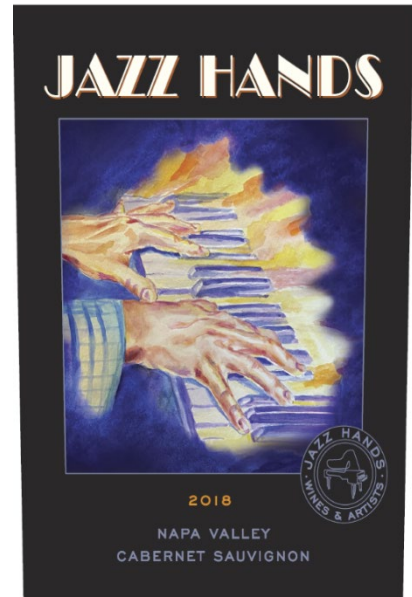
**Music:** Featuring Emmet Cohen, famed Jazz Pianist. Emmet began collaborating with Jazz Hands Wine in fall 2020 with his photographed hands as the model for the hand painted wine label for our 2018 & 2019 Napa Valley Cabernet Sauvignon labels.

**Art:** Wine label was hand painted by Christian Vandehaar- an artist and art teacher from central Iowa. From personal work to commissions he works primarily in chalk pastel using color to reinforce the passion behind the conveyed message.

**Giving back:** A portion of Jazz Hands' wine sales will be donated to fund music education initiatives in the states where it is sold.

Contact Dendra Lee for distribution at

[Dendra@universitydistributors.com](mailto:Dendra@universitydistributors.com)



## CHEERS TO THAT!

**Trione Vineyards & Winery Sauvignon Blanc 2019, 90 Points**

**River Road Ranch Vineyard, Russian River Valley, Sonoma**

Picked just before the Kincaid fires hit Alexander Valley, this white is grassy and herbal, with a hint of matchstick on the nose. It is stony and chalky on the palate, tasting of candied lemon peel and honeydew melon. – VB

**Ettore Germano Barolo Cerretta 2016, 94 Pointes**

Beautiful aromas of ripe fruit and pure roses follow through to a full body with tight, creamy tannins and a long, flavorful finish. Such lovely character and richness. Needs time to soften, but already a joy to taste. Drink after 2022.

**Lonely Oak Distillery**

**Steeple Ridge Bourbon won Gold at the 2021 Denver International Spirits Competition**

Each batch is carefully produced, polished, & matured in charred wooden barrels. Taste the notes of vanilla, cherry, & just a touch of nuttiness to round out the flavor.

## CONTACT

For Product Distribution Inquiries Please Contact

Monique Chittenden at [Monique@universitydistributors.com](mailto:Monique@universitydistributors.com)

Dendra Lee- Global Brands Manager, Wine Division [Dendra@universitydistributors.com](mailto:Dendra@universitydistributors.com)

Chad Adams- State of Iowa Manager, Alcohol Division [Chad@universitydistributors.com](mailto:Chad@universitydistributors.com)