

The background features a repeating pattern of pineapples. Each pineapple is decorated with a stylized American flag, showing the stars and stripes. The pineapples are arranged in a grid-like pattern, with some partially visible at the edges of the frame.

A Condensed 5-Part History of the U.S. Alcoholic Beverage Industry: Colonial Times to the Present Day

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Student Learning Outcomes

- *Gather, retain, and synthesize information to understand an overview of the history of the alcoholic beverage trade in the United States of America (HMGT: Skill; Gen Ed: Skill)*
- *Communicate in diverse settings the role history has played in shaping current and past beverage law and customs in the USA (HMGT: Skill; Gen Ed: Skill)*
- *Gather, interpret and apply information about the factors that continue shaping USA beverage trends based on current and past events (HMGT: Knowledge; Gen Ed: Integration)*

Content (each part should take an estimated 10 minutes to cover)

- PART I
 - Colonial through Antebellum Times
- PART II
 - Immigrant Influence on American Beverage
- PART III
 - Prohibition & the Three-Tier System
- PART IV
 - Raising & Lowering the Bar: Trends in Spirits & Bartending & Why They Came to Be
- PART V
 - Second Wave Phylloxera, The Parkerization of Wine, and the Present Day

PART I: Colonial through Antebellum Times

- Pre-British colonial times (the 1600s), Catholic Spanish missionaries brought the “Mission grapes” from Mexico up to New Mexico to plant at the degree of Conquistador Hernán Cortés for the purpose of making sacramental wine
 - Why do we historically drink more beer than wine? Climate, Know-How
- Boston Tea Party of 1773
 - Sentiments Shaping Americans Preference of Coffee > Tea
 - Opportunities for sourcing of base material
- Effects of Slave Trade Triangle
 - Rum (how and why did those stills get to the Caribbean?), Coffee (is it grown in the U.S.?)
- Why Rye & Bourbon and not Gin or Vodka (until recently)?
 - Base materials & customary drinking preferences

PART II:

Immigrant Influence on American Beverage

- Eberhard Anheuser, Adolphus Busch & Adolph Coors Walk into a Bar...
 - Bavarian Brewery Co, Miller (Lite), Pabst (PBR), and others!
 - Mid to late 1800s
 - Mostly west/midwest—why?
- What is Malört, where is it popular, & what does it signify about how & what certain groups of people in America drink?
- What spirit is known as “Mother’s Ruin?”
 - Gin!
 - Hang tight! We’re almost to the Roaring 20s and why it was made in bathtubs!
- But first! Fast Forward, then Rewind, for a Discussion on Immigrant Influence in Wine
 - Haraszthy (1850s) & Martini (1922)
 - 1860s-1880s many California wineries built & vineyards worked by Chinese immigrants
 - Mondavi-->father started as a grape shipper from CA to East Coast (1940s) & Grgich (1960s)

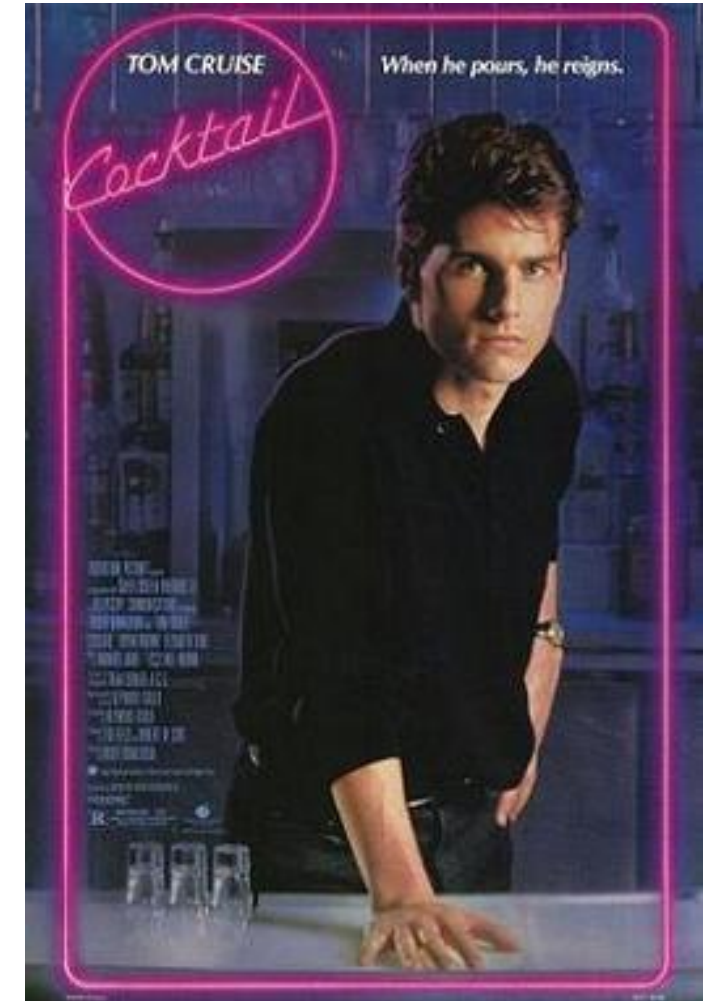
PART III: Prohibition & the Three-Tier System

- Prohibition “The Noble Experiment”
 - National Prohibition Act (aka Volstead Act) to carry out the 18th Amendment to the Constitution
 - Banned the production, importation, transportation, and sale of alcoholic beverages
 - 1920-1933 (13 years...how lucky!)
 - Exceptions for Science/Medicine/Religion
- Rum Runners & the OGs
- The Rise of the Megacorporation, Vertical Integration, & Trust Busting
 - Antitrust laws & the development of the 3-Tier System (pg 208 in your textbooks)
- Various Laws that Vary by U.S. State, City, & County
 - 21 as the nationwide (but not technically federal) legal drinking age
 - Tied-House Laws
 - Blue Ribbon Laws
 - Dram Shop Liability Laws



PART IV: Raising & Lowering the Bar: Trends in Spirits & Bartending & Why They Came to Be

- In 1929, “A Guinness is Good for You” and Coca-Cola “invents” Santa Claus in 1931 (what a time to be alive!, except for that Prohibition part)
- The Seagram Company looks to history when branding its new rum, Captain Morgan in 1944
- The soda gun changes bartending, with its launch in its current iteration in the early-1960s
- Corporate-funded 3 martini power lunches—woohoo!
- Cocktail (the 1988 film starring Tom Cruise)
- Dale Degroff, King Cocktail
- The birth of mixologists & bartenders giving a damn again
- What is the difference between a cocktail & a mixed drink?



PART V: California Phylloxera, The Parkerization of Wine, and the Present Day

- 1980s Phylloxera hits CA
 - Decimating ARx1 rootstocks, which were previously thought to be immune, causing massive replantings on newly developed rootstocks
- Robert Parker, Jr & the Wine Advocate
 - 1997 Napa Vintage
- Trump-Era Tariffs
 - Retaliatory 25% tariffs levied on certain EU goods, including alcohol, effective Oct 2019
 - Threats of retaliatory 100% tariffs on EU goods, including alcohol, spook wine & spirits industry in late Dec 2019/early 2020
 - What implications would that have on wine & spirits importers, distributors, bars, hotels, restaurants, etc?
 - How would beverage programs change as a result of this?
 - Is this a positive move for U.S.-based wineries and distilleries?
- Novel Coronavirus (COVID-19)
 - Mass layoffs of restaurant workers & other food & bev professionals
 - State Unemployment Benefit Systems overwhelmed by volume and unable to keep up with demand of recently unemployed
 - Effective 22 Mar 2020 at 8pm EST, NY Gov Andrew Cuomo deems restaurant & alcohol shop employees “essential personnel,” and thus not subject to his PAUSE executive order banning people leaving their homes except for: recreation, to commute to/from work at a business deemed essential, or to seek medical treatment (when commuting to/from work)
 - SLA rules bent to allow on-premise alcohol licenses to take-away/deliver alcohol
 - Will this be rescinded, post-COVID? Why or why not?
 - What other implications does this have for the restaurant & beverage import workforce in the future?