

INDUSTRY LEADERS • TRENDS • BEVERAGE • CUISINE • CHEF • RESTAURANT • HOSPITALITY

# FOOD & BEVERAGE MAGAZINE

MAY 2023



## TOM COLICCHIO

AND THE JERSEY TOMATO CO.  
INTRODUCE THE COLICCHIO COLLECTION

INDUSTRY STUDY:

**THE POWER OF MUSIC IN RESTAURANTS & BARS**

**ROVAGNATI**  
THE AUTHENTIC ITALIAN EXPERIENCE

EDITOR'S TOP PICKS: **WINE & SPIRITS**



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## MAY ISSUE 2023

### *COVER IMAGE*

Tom Colicchio - Brand Partner, Collaborator and Chief Culinary Consultant of The Jersey Tomato Co.

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We honor and remember the support of  
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Chef Paul Prudhomme, & Gary Coles

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# COVER FEATURE



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# Tom Colicchio

and The Jersey Tomato Co.





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WITH SPICY OLIVE  
AND GARLIC  
AND BALSAMIC VINEGAR

JERSEY TOMATO  
Colicchio COLLECTION  
SICILIA  
WITH SPICY OLIVE  
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# THE COLICCHIO COLLECTION

The result of a perfect pairing

By Stephanie Blitz

Some things in life are just meant to be and Tom Colicchio joining forces with The Jersey Tomato® Co. just happens to be one of them. At the time, Colicchio wasn't looking to do any branded products. The opportunity fell into his lap or rather, onto his plate.

The story began when Colicchio received a sample of The Jersey Tomato Co. sauce over the Fourth of July weekend. Colicchio's family was staying with him and started asking questions about the unopened jar of sauce sitting on the table. He told them how a guy sent some sauce for him to try. The next thing you know, the sauce was opened and the taste testing had begun. Everyone loved it!

"I immediately took note of how clean and fresh the sauce tasted. It wasn't overcooked or over pureed like most tomato sauces on the market," said Colicchio. "This particular product brought out the finest flavors of the Jersey tomato."

Colicchio is a New Jersey native with an innate appreciation for the Jersey tomato. His grandfather used to grow tomatoes in the summer that his grandmother would then use to make what the grandchildren referred to as "the summer sauce." It was made from freshly picked tomatoes that were simply peeled, cut and seeded. Drizzled with a bit of olive oil and seasoned with just the right amount of garlic, Colicchio's grandmother would cook the tomatoes for about thirty minutes, resulting in perfection.



“The Jersey Tomato Co. Sauce brought back memories of my childhood. I had never tasted anything that came as close to my grandmother’s sauce as this product did,” stated Colicchio. “The quality, the story, and the timing – everything just seemed to align for me to become the brand ambassador and culinary consultant for The Jersey Tomato Co.”

### **EXPANDING UPON AND ENHANCING THE ORIGINAL.**

Building off the original Jersey Tomato Co. sauce, The Colicchio™ Collection is a line of ultra-premium cooking and pairing sauces inspired by Italy’s most beloved culinary regions. Each sauce is intended to complement a range of dishes including recipes developed by Colicchio that are designed to highlight the sauces’ distinct flavor profiles. From tomato baked sea bass with fennel and orange salad to eggplant shakshuka – you can’t go wrong.

“I wanted to capture the exciting variety of cuisines throughout Italy in a collection that home cooks could use to elevate and enhance their everyday cooking,” says Colicchio. “The inherent brightness and balance of these sauces allows the regional ingredients to shine through, taking stews, braised and grilled meats, seafood, even pizza to another level of flavor and vibrancy.”

“

The inherent brightness and balance of these sauces allows the regional ingredients to shine through, taking stews, braised and grilled meats, seafood, even pizza to another level of flavor and vibrancy.



As with all The Jersey Tomato Co. sauces, the Colicchio Collection is made with 100% vine-ripened New Jersey Tomatoes, which are prized for their sumptuous flavor and delicate balance of sweetness and acidity. These sauces are also lower in sodium, gluten-free, non-GMO, and have no added sugars or artificial preservatives. The six sauce flavors include:

**Liguria:** This sauce captures the spirit of Liguria with its vibrant Mediterranean notes of white wine, lemon zest and provençal herbs. It is perfectly paired with fish, steamed clams, chicken thighs, or vegetables.

**Trentino:** This hearty sauce was inspired by Trentino's unique mountain ranges bordering Central Europe. The substantial flavors of wild mushroom, parmesan, rosemary pair perfectly with braised chicken, meatball, and sausage dishes.

**Sicilia:** This sauce delivers an enchanting twist on traditional Italian flavors with zesty notes of orange, Kalamata olive, and white wine. True to the festive nature of Sicilians, it is recommended with seafood, shellfish braising, and lamb stews for sharing with friends.

**Piemonte:** Hints of Barolo wine and sage showcase the elegance of Piemonte and classic Italian cuisine. This sauce lends style and dimension to any dish, especially braised beef, chicken, mushroom ragout, and vegetable gratin.



**Abruzzo:** Notes of saffron, fennel, and sambuca capture the fortitude and vitality of Abruzzo in the superlative sauce. Abruzzo's vibrance pairs well with chicken meatballs, braised fish, scallops, and fennel gratin.

**Calabria:** Locals are known to split open the little red peppers found throughout the Calabria region to add spice to their dishes. This sauce follows their lead with Calabrian chilis, eggplant, and zucchini.

Tomato sauce is typically thought of as something you pour on top of pasta. These particular sauces are great for that but they also work really well as cooking sauces, offering versatility and the ability to mix and match. The high quality and original seasonings found in the Colicchio Collection is guaranteed to save time without sacrificing flavor.

"These sauces invite individuals cooking at home to let their intuition take the lead," said Colicchio. "It's not about being perfect or following recipes to a tee. As long as you're cooking the ingredients properly, the end result is going to be good."

Colicchio is not the kind of chef that has an R&D department going through 20 iterations of a recipe. He tries something out as a meal one evening and the next day it's on the menu or, in this case, up on The Colicchio Collection site. As showcased in his book, [Think Like A Chef](#), Colicchio believes it's about fine tuning the cooking techniques and that confidence comes with experience. When someone can go to the farmer's market, buy a bunch of stuff and make a meal with whatever they have on hand — that's cooking.

"These sauces invite individuals cooking at home to let their intuition take the lead," said Colicchio. "It's not about being perfect or following recipes to a tee. As long as you're cooking the ingredients properly, the end result is going to be good."



## A PERCEPTIVE PACKAGING ALTERNATIVE...AND MORE TO COME.

Convenience and combating food waste is important to Colicchio and were major factors when creating 12 oz. pouches for The Jersey Tomato everyday sauce line. The product creates a solution for those instances where a jar of tomato sauce is used once and put on the back shelf of the refrigerator only to be forgotten and eventually thrown out.

"We thought it would be really great to offer our sauces in single-use pouches perfect for one or two people," said Colicchio. "It's a practical solution for enjoying a meal without worrying about leftover ingredients going to waste."

In addition to being conscientious about packaging, there are plans in place to expand upon the Colicchio Collection and introduce Colicchio Kitchen. New products such as vinaigrettes, sauces and more will be released annually. In the meantime, experienced home cooks and newbies in the kitchen can consistently serve up palate pleasing dishes with the Colicchio Collection cooking and pairing sauce jars and The Jersey Tomato Co., soon to be Colicchio Kitchen, jars and pouches.

The Colicchio Collection is available on [colicchiocollection.com](http://colicchiocollection.com) as a subscription with unique member benefits and as a one-time purchase of \$48.00 for a set of three 16 oz. jars.

The Jersey Tomato Co. fresh taste of summer sauces are available on [jerseytomatoco.com](http://jerseytomatoco.com) and at select retailers nationwide.

### GET TO KNOW TOM COLICCHIO

Chef, restaurateur, food activist, brand ambassador and culinary consultant for The Jersey Tomato Co., and Head Judge on Bravo's Top Chef. Driven by his belief that everyone can cook authentic cuisine and inspired by unique ingredients native to Italy, Chef Tom Colicchio created the ultra-premium sauces and complementary recipes found in the Colicchio Collection. The Colicchio Collection is for anyone who shares his passion for cooking and who wants to create elegant dishes with ease.





# ABRUZZO LAMB MEATBALLS

## SPICE MIXTURE:

- ¼ Teaspoon Allspice
- ¼ Teaspoon Cinnamon
- ¼ Teaspoon Star Anise
- 1 Teaspoon Fennel Seeds
- 1 Teaspoon Coriander
- 1 Teaspoon Aleppo Pepper

## MEATBALLS:

- 1 Egg Yolk
- 1 Medium Onion, Finely Diced
- 3 Cloves Garlic, Minced
- 1 Pound Ground Lamb
- Kosher Salt And Freshly Ground Black Pepper
- ½ Cup Bread Crumbs
- ¼ Cup Chopped Parsley
- Olive Oil
- 1 Jar Abruzzo Sauce

## DIRECTIONS:

1. Preheat broiler. In a large bowl, mix together the egg yolk, onion, garlic, and spice mixture.
2. Add the lamb in the bowl and season with Kosher salt and pepper.
3. Add the breadcrumbs and parsley, and combine the mixture well. Shape the meat into balls that are a little smaller than golf balls.
4. Grease a baking pan with olive oil, and put the meatballs onto it, spaced evenly. Place beneath the broiler, and cook, turning once or twice, until the meatballs are well-browned, approximately 5 to 7 minutes, then set meatballs aside. Lower the oven to 400.
5. Pour the Abruzzo Sauce into a baking dish that will fit the meatballs. Transfer the meatballs to the Abruzzo Sauce, putting them about ½ inch from each other. Bake for 15 or 20 minutes, until the Abruzzo Sauce is bubbling and the meatballs are cooked through.

# TRENTINO

## Sauteed Mushrooms with Tomato & Polenta



### FOR POLENTA:

- 6 Cups Chicken Or Vegetable Stock
- 2 Cups Polenta
- Kosher Salt And Pepper
- 1 Stick Butter

### FOR MUSHROOMS:

- 3 Tablespoons Olive Oil
- 1 Pound Mixed Mushrooms, Cut Or Torn Into Similar Sized Pieces
- 3 Cloves Garlic, Minced
- 1 Shallot, Minced
- 3 Tablespoons Fresh Mixed Herbs, Such As Rosemary, Parsley, Tarragon, Or Thyme, Minced
- 1 Jar Trentino Sauce
- Kosher Salt And Black Pepper

### DIRECTIONS:

1. Bring stock to a boil over high heat in a large saucepan. Whisking constantly, add the polenta in a thin stream. Whisk until the polenta comes to a simmer, then reduce the heat to medium/low.
2. Season with Kosher salt and pepper and gently simmer, stirring frequently with a wooden spoon, until the polenta is no longer grainy, about 45 minutes.

#### WHILE THE POLENTA IS COOKING, PREPARE THE MUSHROOMS:

3. Place a large saute pan over medium heat. Once preheated, add olive oil and allow to heat.
4. Place a test mushroom in the pan. If it sizzles, add more mushrooms, being careful not to overcrowd the pan. You can do this in two batches. Add a sprinkle of Kosher salt to the mushrooms to help draw out more of their moisture.
5. Raise the heat slightly and allow the mushrooms to become brown and crisp all over, turning every so often. This should take around 5 to 7 minutes total.
6. Combine garlic, shallot, and herbs and add to the pan, lowering the heat.
7. Allow the aromatics to cook for 1 minute, taking care not to let them burn. Finish with Kosher salt and fresh ground pepper to taste. If working in two batches, repeat steps one through six.
8. In a medium pot, cook the Trentino Sauce until warmed through. Add mushrooms and coat with sauce.
9. Place polenta in serving dishes and top with tomato and mushroom mixture.



Exploring  
International  
Foods & Nutrition  
with Attilio Borra

# EXPLOITING ALL THE QUALITIES OF LEFTOVER FOOD



Cooking food is an essential part of our daily lives, and it can transform raw ingredients into delicious and flavorful dishes. However, many people wonder whether cooking food affects its nutritional value, and if leftovers are still as nutritious as freshly cooked food. This article will explore these questions and provide some answers.

## THE EFFECT OF COOKING ON NUTRITIONAL PROPERTIES

Cooking can alter the nutritional properties of food in several ways. For example, cooking can destroy some vitamins and minerals, especially when food is cooked for too long or at high temperatures. However, cooking can also enhance the bioavailability of certain nutrients, making them easier for our bodies to absorb.



One study published in the Journal of Food Science found that cooking tomatoes increased the levels of lycopene, a powerful antioxidant that can help protect against certain types of cancer. Similarly, cooking carrots increases the bioavailability of carotenoids, which are essential for maintaining healthy skin, eyesight, and immune function.

Overall, cooking food can affect its nutritional properties in both positive and negative ways, depending on the cooking method and the type of food being cooked.

**ARE LEFTOVERS STILL NUTRITIOUS AS FRESHLY COOKED FOOD?**

When it comes to leftovers, many people assume that they are less nutritious than freshly cooked food. However, this is not always the case. In fact, some leftovers can be even more nutritious than their freshly cooked counterparts.

For example, when certain foods are cooked and then left to cool, the starches in them can convert into resistant starch. Resistant starch is a type of fiber that can help to promote healthy digestion, lower blood sugar levels, and reduce the risk of certain types of cancer.

Similarly, some leftover foods can actually increase in nutritional value over time. For example, fermented foods like kimchi and sauerkraut can become even more beneficial for gut health after they have been left to ferment for a few days.

Of course, not all leftovers are created equal. Leftover pizza or fried chicken may not be the healthiest option, as they tend to be high in fat, salt, and calories. However, leftover cooked vegetables, soups, stews, and other healthy dishes can provide a nutritious and convenient meal option.

Using food leftovers is also an excellent way to reduce food waste. Food waste is a serious problem, it has been estimated that 1.3 billion tons of food is wasted each year. One way to combat this issue is by using food leftovers in creative and resourceful ways.





## HERE ARE SOME SUGGESTIONS:

### 1. PLAN AHEAD

One of the best ways to minimize waste is to plan your meals ahead of time. This allows you to buy only what you need and use up any leftovers from previous meals. Plan to use leftovers for lunches or dinners later in the week, or even freeze them for future meals.

### 2. GET CREATIVE

Leftovers can be used to create new and exciting dishes. For example, leftover roasted vegetables can be blended into a soup or puree, or added to a salad or stir-fry. Leftover rice can be turned into fried rice, or used as a base for a hearty soup or casserole. (contact me for some fanciful recipes)

### 3. FREEZE IT

If you have leftovers that you don't plan on using within a few days, consider freezing them. This allows you to preserve the food for later use and can help to stretch your food budget. Simply label and date the container, and make sure to use the frozen leftovers within a few months.

### 4. USE IT AS A SNACK

Leftovers can make for a quick and easy snack. For example, leftover roasted chicken can be chopped up and used in a sandwich or wrap, or used as a topping for a salad. Leftover cooked vegetables can be added to a hummus dip, or used as a topping for crackers or bread.

### 5. MAKE HOMEMADE FERTILIZER FOR HOUSEPLANTS

Do not throw away the remains of your daily dose of caffeine – coffee grounds are another natural fertilizer. This is a cheap source of nitrogen, potassium, and phosphate. How do you know if your plants need it? A lack of potassium can often be identified by yellow, discolored, and weak leaves.

### 6. DECALCIFY NATURALLY

The natural acidity of many types of foodscraps is really helpful for cleaning purposes. Lemons are wonderful for cleaning, especially when it comes to fighting calcification and hard water spots. When a recipe does not require the juice of a whole lemon, turn the remainder of your sour citrus fruit into this little kitchen helper. I prefer this method to chemical decalcifiers, because it's 100% natural.

### 7. CLEAN SINKS AND MIRRORS

Let's get back to another product we've already discussed, potato skins. Not only can these be turned into crunchy crisps, they can also help to get your mirrors and sinks clean. The high amount of starch found in this vegetable is great for this kind of work. Simply rub the dirty surface of your sink with the moist side of the skin, let it set for a minute, and then wipe clean with a moistened towel. For sparkling mirrors, ditch that blue spray and rub them with potato peels instead, then polish the surface with a soft, dry towel.

As briefly explained, many of the food items that we use on a regular basis can be used in more ways than we may think, so please, before you put those peels down the garbage disposal or scrape those food remains or through the coffee grounds into the trash can: consider your options, there are so many to choose from.

**What is your experience with repurposing food scraps as household helpers? Do you have another great idea that is not listed here? Let me know about your favorite tips and tricks write me: [attilio.borra@fbmagazine.co](mailto:attilio.borra@fbmagazine.co)**

**This is it for now, until next time, I'll see you in the Kitchen. Ciao.**

*Attilio Borra*



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# EAT TO THE BEAT

## The Compelling Power of Music in Restaurants & Bars

New Study Confirms Music Can Increase Revenue and Build Customer Loyalty



It sounds simple but it's highly effective. Playing music in your restaurant or bar is likely to get your patrons to stick around longer and, more importantly, spend more money in your establishment, as confirmed by a new survey conducted by BMI and NRG (National Research Group). As a business owner, by providing a compelling soundtrack to your customers' dining or drinking experience, you stand a better chance of increasing your revenue. This is because, put simply, people genuinely enjoy hearing their favorite music. If you play it, they'll stay longer, fondly remember the experience, and most likely come back for repeated visits. It's that easy.

And this isn't limited to simply having music playing while your customers are dining. The very fact that your business features music can be a major factor in patrons choosing your place over another. Beyond the benefits of creating ambiance, playing music in your restaurant or bar can be profitable for you while enhancing your customers' experience.

Let the facts speak for themselves. According to BMI and NRG's quantitative online survey among 1,000 nationally representative people ages 21+ who regularly visit eating and drinking establishments (at least three times per month), atmosphere and music play a major role in what keeps them returning to their favorite establishments. The survey also reveals, for Millennials especially, that music is the second most important factor when it comes to selecting a restaurant or bar. But the numbers of the study drive the point home. Before your customers have even been seated, music can benefit your business. Of those surveyed, 81% suggested that good music can convince them to wait for a table – as long as 20 minutes. Ideally, they would wait at the bar where they can start spending money.

80% of those surveyed say they would stay longer at a bar or restaurant if good music was playing, while 60% say that they'd spend more money on food and drinks to continue enjoying the music. For Millennials, that percentage was even higher – 70%.

Taking this a step further, why stop with just playing music? By hosting live music, bars and restaurants create other revenue opportunities. Providing live music in your establishment, differentiates you from your competitors and selecting a specific type of music can help solidify your brand. Additional survey results found, that 82% said the experience at a bar or restaurant that features live music is more enjoyable, and Millennials admitted they're likely to visit an establishment's website to see if they feature live music before deciding where they want to go. And they'll happily pay for a two-drink minimum to hear live music.

To add some context to the findings, in addition to speaking with consumers, NRG also spoke with restaurant and bar owners, operators and managers, and each supported the survey results. An owner with breweries in Colorado and Utah confirmed that customers stay longer and spend more money when a band or DJ performs, commenting, "check averages tend to go up 5-10% ... and revenues have jumped almost 25% on the nights that we have live music." Another restaurant owner from Atlanta said, "Going out to dinner is an event, it's an experience. With live music... there were more liquor sales, and that's a 75% margin." That's music to our ears.

For the complete survey, click [here](#), and for more information on obtaining a BMI music license visit [www.bmi.com/ede](http://www.bmi.com/ede).

\*A quantitative online survey among 1,000 nationally representative people age 21+ who regularly visit EDEs (at least 3x per month). To represent the B2B perspective, NRG conducted six in-depth interviews with owners, operators and managers of bars and restaurants.



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MICHELIN-STARRED

# CHEF SHAUN HERGATT

**Announces New Private Oceanfront Restaurant And Speakeasy At The Perigon**

*Miami Beach's First Ever Resident-Only Concept By a Michelin-Starred Chef*

Miami Beach, FL – March 23, 2023 – The Perigon, Miami Beach's premier destination for oceanfront living, announces today a new partnership with celebrated Michelin-starred chef, Shaun Hergatt, curating the food and beverage concept at the property including the private restaurant and speakeasy. Chef Shaun Hergatt, the executive chef and owner behind some of New York's most famed Michelin-starred restaurants both public and private, including Vestry in Soho and 432 Park Avenue respectively, is renowned for his technically precise cooking and painterly presentations. Nota at The Perigon will be Hergatt's first-ever Mediterranean concept, while FiftyThree, a speakeasy cocktail lounge, will have a bold, playful style.

"We are designing more than a condominium at The Perigon, it is a private, highly serviced five-star resort exclusively for the owners," said Camilo Miguel, Jr., CEO of Mast Capital. "The Perigon is offering Miami Beach's first-

ever resident-only Michelin-starred chef dining concept, where residents can enjoy their privacy or mix and mingle with their neighbors. Additionally, our partnership with such a notable chef as Shaun Hergatt further solidifies the commitment to the quality of luxury, The Perigon will offer to its residents."

Taking advantage of the oceanfront location and abundance of rich, local ingredients, Nota at The Perigon is centered around a clean, crisp palate. With seafood anchoring the Mediterranean-inspired menu, Chef Hergatt plans to use woodfire grilling techniques to create dishes that are elevated yet approachable, with health and wellness at the forefront.

"Food brings people together and through this partnership with Mast Capital, I'm thrilled and honored to further elevate the experience for the residents at The Perigon," said Chef Shaun Hergatt. "Paying homage to the regional

flavors and ingredients, our rotating seasonal menus will offer an elevated yet approachable cuisine, exclusive to residents and their guests."

The interiors of Nota were designed by Tara Bernerd to blend into the larger residential concept at The Perigon. The design will incorporate rich materials from intricate stones to linens. The furniture will integrate a unique combination of organic materials with subtle hues that cohesively blend to the environment of coastal living on the sands of Miami Beach. The oceanfront restaurant will accommodate up to 70 guests, with service extending to the pool deck.

The speakeasy, FiftyThree, will experiment with bold colors and patterns, embracing a whiskey-themed palate. Darker browns and greens will set a more intimate mood, featuring bronze fixtures and accents creating the perfect nighttime setting. The cocktails

will also embody the more playful aesthetic, while focusing on fresh ingredients and creative curations.

The Perigon's food and beverage concept represents Chef Hergatt's triumphant return to South Florida. Chef Hergatt first debuted in Miami in 2005 when he was the executive chef at The Setai Miami Beach. Hailing from Australia but having worked at restaurants around the world garnering international accolades for culinary craftsmanship, Chef Hergatt is known for two of his Michelin-star restaurants, Juni and Vestry, and previously SHO Shaun Hergatt, which garnered acclaim for its geographically inspired dishes. Today, one of Chef Hergatt's many restaurants is the Caviar Bar in Las Vegas. Many of his most famed dishes are inspired by his travels and surroundings, an approach he will bring to The Perigon.

Completing the culinary experience at The Perigon will be several additional private amenity spaces for dining and lounging. An indoor-outdoor conservatory doubling as a breakfast lounge and terrace will host residents for their early morning coffee. Here, a barista will be available upon request to serve hot or iced coffee to a resident's liking. Residents can also request meals be delivered directly to their private residence or to their poolside cabana.

Further elevating the experience at The Perigon is a new private concierge partnership with BHB Private Concierge, a premium provider servicing private properties and clients. In addition to offering residents seamless experiences tailored to their individual wants and needs, the concierge at The Perigon will further enhance the programming throughout the amenity suites. To begin living The Perigon lifestyle before stepping foot inside, residents will have access to select services provided by BHB Private Concierge shortly after contract signing.

Located at 5333 Collins Avenue along the tranquil 200-foot stretch of sand between Indian Creek and the Atlantic Ocean, The Perigon



Image Credit: Binyan Studios

comprises 73 two- to four-bedroom condominiums ranging from 2,100 to 6,700 square feet, with eight private guest suites offered to residents only. With an overall 20,000 square feet of amenities that provide both exclusivity and an idyllic setting for connection and socializing, the building is elevating a palatial lifestyle evocative of a five-star hotel. Pricing starts at \$4.15 million with completion slated for 2025.

Sales and marketing are exclusively handled by Douglas Elliman Development Marketing. For more information on The Perigon or to schedule a private preview, please visit [www.theperigonmiami.com](http://www.theperigonmiami.com), call 305.390.5333, or email [info@theperigonmiami.com](mailto:info@theperigonmiami.com). See all legal disclaimers on the project's website.

#### **ABOUT MAST CAPITAL**

Established in 2006, Mast Capital is a value-oriented real estate investment company with integrated development and asset management teams. Mast Capital has made successful acquisitions in the residential, hospitality, office, retail, and land sectors, and targets opportunistic and value-add investments in existing property, ground-up development, distressed real estate, and note purchases. The firm employs a sophisticated approach to structuring its acquisitions, maximizing value to its investors while providing creativity and flexibility to sellers and other third parties to execute highly complex transactions. Mast Capital is led by a senior management team with over 75 years of combined real estate experience and transactions totaling more than \$4.5 billion. For more information on Mast Capital's portfolio, visit [www.mastcapital.com](http://www.mastcapital.com).

#### **ABOUT STARWOOD CAPITAL GROUP**

Starwood Capital Group is a private investment firm with a core focus on global real estate, energy infrastructure and oil & gas. The Firm and its affiliates maintain 16 offices in seven countries around the





world, and currently have approximately 4,000 employees. Since its inception in 1991, Starwood Capital Group has raised over \$65 billion of capital, and currently has approximately \$115 billion of assets under management. Through a series of comingled opportunity funds and Starwood Real Estate Income Trust, Inc. (SREIT), an non-listed REIT, the Firm has invested in virtually every category of real estate on a global basis, opportunistically shifting asset classes, geographies and positions in the capital stack as it perceives risk/reward dynamics to be evolving. Starwood Capital also manages Starwood Property Trust (NYSE:STWD), the largest commercial mortgage real estate investment trust in the United States, which has successfully deployed over \$80 billion of capital since inception and manages a portfolio of nearly \$25 billion across debt and equity investments. Over the past 30 years, Starwood Capital Group and its affiliates have successfully executed an investment strategy that involves building enterprises in both the private and public markets. Additional information can be found at [www.starwoodcapital.com](http://www.starwoodcapital.com)

#### **ABOUT DOUGLAS ELLIMAN DEVELOPMENT MARKETING (DEDM)**

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#### **ABOUT SHAUN HERGATT**

Australian Chef Shaun Hergatt is a Manhattan based classically trained creative modernist. Renowned for his technically precise cooking and painterly presentations, Hergatt is inspired by childhood memories, nature, art and his daily life in New York. His culinary career began at an early age of 17, when he began a four-year apprenticeship in classical French cuisine at Crystal Twig, a fine dining restaurant in Cairns. In 1997, Hergatt moved to Sydney and became chef de cuisine of The Dining Room at The Ritz-Carlton, Sydney where he received critical acclaim for his dishes and was awarded "Best Young Chef." Continuing with The Ritz-Carlton, Hergatt moved to their location in New York City's Central Park as chef de cuisine, the restaurant was awarded three stars by the New York Times and received a James Beard nomination for "Best New Restaurant." Hergatt took his culinary skills to Miami and became Executive Chef at The Setai, a three-star restaurant awarded "Best New Restaurant" from Esquire and in 2008 and 2009, the restaurant placed second in the world on Conde Nast Traveler's "Gold List." In 2009, Hergatt moved back to New York to open his own restaurant, SHO Shaun Hergatt, located in the bustling Financial District. The restaurant received two Michelin stars and a 29 out of 30 Zagat rating and was awarded "Best New Restaurant" by both Esquire and New York Magazine. Hergatt received acclaim for his geographically-inspired dishes and was also recognized as "Best New Chef" by New York Magazine before closing in 2013. Hergatt moved on to open Juni the same year, a celebrated fine dining concept that also received a Michelin star. In October of 2020, Hergatt made his highly-anticipated return to the New York City restaurant scene with the opening of Vestry in SoHo, where he acts as executive chef and owner. An American restaurant featuring seasonally driven dishes, Vestry was greeted with high praise and was quickly awarded a Michelin star. In December of 2021, Hergatt opened his first-ever southwestern venture in Las Vegas, Nevada. Caviar Bar, owned and operated by Hergatt, resides inside Resorts World Las Vegas and serves up New American seafood. With a focus on world-class caviar, the menu offers fresh seafood and shareable bites alongside delectable entrees and rich desserts.



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# The Hottest Snacks and Sips from Coachella

## 2023 EVENTS

We break down for you some of the most buzzed about snack and beverage items spotted around the hottest events at Coachella 2023 festival weekend one. From Camp Poosh by Kourtney Kardashian to The Racquet Club presented by The Kitchen to the infamous Zenyara estate under the helm of CMG, attendees were certainly well fed and hydrated this Coachella festival season.

Produced by Coachella regulars such as powerhouse experiential agency Corso Marketing Group, CMG has been a primary experiential production agency and partner of Goldenvoice since the inception of the **Coachella Valley Music and Arts Festival®**. CMG also remains Goldenvoice and AEG's official annual partner for off-site **Coachella Valley Music and Arts Festival®** events, focused at ZENYARA® luxury estate, while simultaneously producing official on-ground festival sponsorship for over two decades. CMG is the Agency of Record for three Coachella Festival® annual sponsors inclusive of Heineken®, Adidas® and Red Bull® as well as Don Julio, RH, and many more. Their Desert Dreams series with Framework and TAO Desert Nights activations, kept guests fed and hydrated all weekend long.

Over at The Racquet Club, The Trading Post and Lucky Brand Desert Mirage, as well as Playboy's kick off party, Amazon Music and Tao's Heinz activation was production and marketing agency ENTER, while notable event and wedding planner Mindy Weiss produced Kourtney Kardashian's CAMP POOSH. Brent Bolthouse and Jeffrey Best again partnered for their annual NEON CARNIVAL event which takes over land in Thermal, CA for an over-the-top carnival themed experience filled with yummy snacks and flowing liquor. Soho Desert House also held court again in Indio, with their own lavish food spreads keeping members and attendees smiling all weekend long.





## Hot Sips:

### FLYING EMBERS

Flying Embers ([www.flyingembers.com](http://www.flyingembers.com)) celebrated the launch of their new *Birds of Paradise* hard kombucha with "The Racquet Club." Hosted by Rocky Barnes, this was an inaugural pickleball event in partnership with The Kitchen. Guests such as Foodgod enjoyed a fun-filled day of pickleball play, tournament-style pickleball games, a live DJ set, surprise giveaways courtesy of JOOLA who provided the paddles for the day, and more. Flying Embers had pop up kombucha bar stations around the event showcasing the new collection of cans and flavors such as Mango Tango, Jungle Bird and Beach Paradise, for guests to sip on under the sun. Follow [@flyingembers](https://twitter.com/flyingembers) #flyingembers

### HEINEKEN SILVER

For the 2023 Coachella Festival®, CMG partnered with Heineken, the Official Beer Sponsor of Coachella® for 22 years and counting, to produce a top level immersive activation. Heineken®, is focused on buzz around the introduction of its new hero flavor, Heineken® Silver, aiming to elevate the festival for attendees through engaging moments at #HeinekenHouse. Festival goers were among the first in the country to taste NEW Heineken® Silver, a crisp and refreshing, lower-carb, lower-cal beer hitting shelves nationwide as part of Heineken's lineup. The one-of-a-kind Heineken® House was a show-stopping destination where attendees had their own special moments on the dance floor, at the beer garden or by interacting with a variety of highly visual artistic installations. In addition to a focus on its new star flavor Heineken® Silver, the Heineken House beer garden will offer Heineken® Original, Alcohol-free Heineken® 0.0, and offerings from the Dos Equis® portfolio. Guests were able to catch up close musical performances from incredible artists, featuring iconic hip-hop acts and an eclectic mix of genre-adjacent names in music. For Weekend 1, April 14th-16th, Friday featured acts such as Bones, Felix Da Housecat, Walker & Royce presented by Rules Don't Apply x House Heads and continued all weekend

with performances by Dj Pee.Week aka Anderson Paak, headliners Method Man & Redman, Andre Power, Austin Millz, SG Lewis and more plus Space Yacht, Londonbridge, Nghtmre, Whipped Cream, Niiko x Swae. Heineken Silver was also the featured beer at ZENYARA estate all weekend long, with headliners like Rufus Du Sol and Keinemusik. Follow [@heineken](https://twitter.com/heineken) and check out <https://www.coachella.com/heineken-house>.

### RED BULL

Red Bull fueled all of the weekend events at CMG produced Zenyara Estate activations, from TAO to Desert Dreams with Rufus Du Sol to Keinemusik with Framework. During the TAO party, Luke Aikins and Sean MacCormac of the **Red Bull** Air Force team sky dived into the party and skimmed across the water to land on the beach at the impressive 70 Acre ZENYARA grounds. Red Bull was featured at all bars of the lavish estate, a long time partner of Corso Marketing Group. With dancing into the week hours, Red Bull energy is the key ingredient. Follow [@redbull](https://twitter.com/redbull)

### DON JULIO

On Saturday, April 15th CMG and Framework presented Desert Dreams featuring Rufus Du Sol. Guests such as Zoey Deutch, Alessandra Ambrosio, Sofi Tukker, Skeet Ulrich, among many others were in attendance for the Rufus Du Sol performance. Following a captivating set by Cassian, Rufus Du Sol performed an incredible DJ set paired with their own worldwide hits which was next level as the entire estate of partygoers danced into the wee hours under the stars sipping on Tequila Don Julio cocktails and the newest offering in the portfolio, Tequila Don Julio Rosado, which is an exquisite reposado tequila aged for four months in Ruby Port wine casks along with Tequila Don Julio 1942, to ensure an epic night of celebration in the desert. Follow [@donjuliotequila](https://twitter.com/donjuliotequila) / <https://www.donjulio.com/en-us>

### LA CROIX

LaCroix Sparkling Water is carbonated water which is sodium free and contains only natural flavors. Flavors such as Beach Plum, Lime, Black Razzberry, Guava São Paulo and more were



featured at the Lucky Brand Desert Mirage event in Indio, CA on Saturday, April 15th with guests such as Victoria Justice and Paris Jackson, and a performance by Gayle. Follow @lacroixwater

#### NUTRL

Also at the Lucky Brand Desert Mirage, attendees were able to grab A Refreshing NÜTRL Hard Seltzer, "The One With The Umlaut." NÜTRL Is A Refreshingly Tasty Vodka Seltzer Made With Real Vodka, Seltzer & Real Juice. They had a cart set up at the Lucky Brand event entry, to provide a delicious canned vodka seltzer to guests upon entry, such as Madison Brodsky, Skeet Ulrich, Victoria Justice, Natalie Alyn Lind and more that were in attendance. Follow @nutrlvodka

#### 100 COCONUTS

Refreshing and jam-packed with potassium, nutrients, and electrolytes 100 Pure Coconut Water. Their coconut water is harvested from young coconuts pulled from the tree before it has time to age and drop like the more mature white and brown husked coconuts. Inside you'll find a more refreshing juice with a sweeter flavor. 100 Coconuts was featured at the #CactusBrunch produced by The Influence, with guests such as Sergio Farias, Diana Madison, Hannah Linderman, Holly Scarfone and Mackenzie Dipman. Made in Vietnam. Zero added sugar, cholesterol or fat with no preservatives. Follow @100coconuts / <https://www.100coconuts.com/>



#### FREE AF

Free AF makes non-alcoholic expressions of your favorite cocktails that are tasty AF – clean, beautifully refreshing, and enhanced with Afterglow™. AF Drinks was created in 2020 by Lisa King—most well known as founder of New Zealand social enterprise Eat My Lunch. Free AF makes it easier to help the sober curious explore a different relationship with alcohol. Flavors at the Coachella Weekend Cactus Brunch, held in Palm Desert at Casa Blanche, included their PALOMA and VODKA SPRITZ, among others. Follow @sobercurious\_af and visit <https://us.af-drinks.com/>

#### PATH

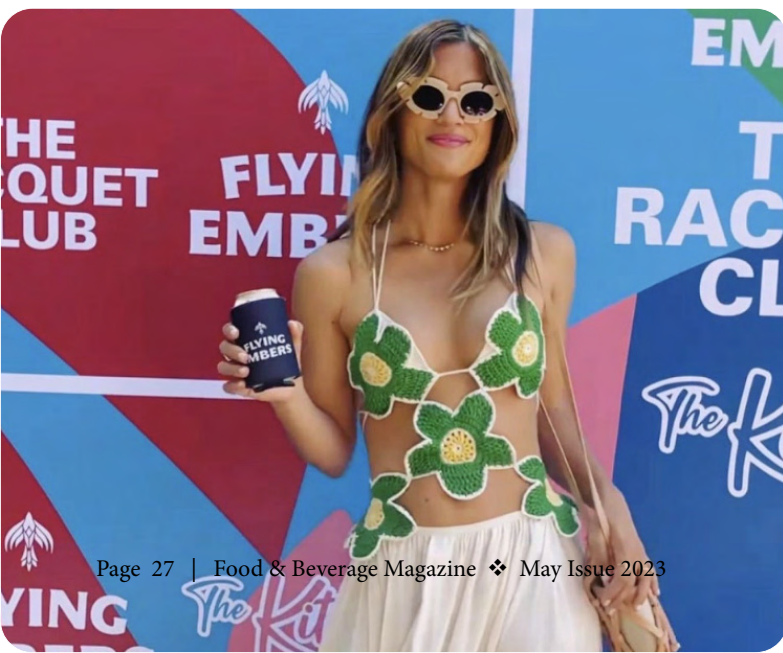
At the annual Neon Carnival event produced by Brent Bolthouse and Jeffrey Best held on Saturday night, April 15th, guests received custom printed reusable Path Water bottles, featuring a neon pink and yellow carnival scene set on a black bottle. Guests were hydrated all evening to quench thirst during the late night desert bash, such as Nina Dobrev, Foodgod and Camila Cabello as well as Jared Leto were in attendance with a DJ set by Kayper among others. @pathwater / <https://drinkpathwater.com/>

#### EVIAN

At TAO Desert Nights, they hosted **evian's Club Hydration** (featuring evian Sparkling Water), the premier destination to maintain the guests sparkle to keep the celebration going all night long. DJ sets included Tale of Us, Ariel Vromen and Diplo during the evening, in partnership with CMG. Guests are the party included Olivia Culpo, Becky G, and more. @evianwater / [https://www.evian.com/en\\_us](https://www.evian.com/en_us)

#### ARROWHEAD

Over at The Trading Post produced by ENTER which featured Vince Camuto and Frye Boots interactive gifting stations, Arrowhead water hosted a "Camp Arrowhead" activation with a water hydration station all day for guests, lounge seating by LoveSac, and Arrowhead merchandise. Influencers like Holly Scarfone, Paris Jackson and Mackenzie Dipman stopped by for the Arrowhead water sips to keep cool under the hot sun. @arrowheadwtr / <https://www.arrowheadwater.com/>



## Hot Snacks:

### CEREAL POP

Cereal Pop, Snax-Sational Brands latest launch flavor in both **Fruity Pebbles** and **Cocoa Pebbles**, the favorite snacking and cereal-coated popcorn treat, was featured at CAMP POOSH held in Indio, which kicked off on Thursday, April 13th with an intimate welcome dinner and campfire event. Fruity Pebbles sunnies were also given to the campers. (Fruity Pebbles was a trend at Coachella, with Jared Leto seen rocking a bright pink Fruity Pebbles hat on the first night). The popcorn at CAMP POOSH was also highlighted as a “bedtime snack” for campers on their “bunk” pillows each night. POOSH, founded by Kourtney Kardashian, hosted influencers at their camping themed estate all weekend long, such as model Marta Pozzan and reality star Nicole Williams who were guest campers for the weekend. In addition to Cereal Pop, Cookie Pop and Candy Pop were offered in the campers’ snack station with flavors such as Oreo, Nutter Butter, M&Ms Minis and Sour Patch kids. The popcorn is available at Ralphs, Stater Bros, Walmart, Costco and Sam’s Club, among others. Follow [@cookiepop\\_candypop](https://www.instagram.com/cookiepop_candypop) #cerealpop

### UNCLE FLUFFY

Uncle Fluffy was seen all over Coachella weekend, from the Geojam party with LA Weekly to the Lucky Brand Desert Oasis and Cactus Brunch, to name a few. The Japanese style fluffy cheese cakes, which appear like mini pound cakes, were an instant favorite to guests at the events. The Light and fluffy, Japanese cheesecake, is a deliciously mouthwatering taste that melts in your mouth. Featuring custom logos, the Uncle Fluffy cakes are actually refreshing due to their light and fluffy texture. The brand recently expanded to the U.S. and partygoers like food authority Foodgod and *Yellowstone’s* Kai Caster and *The Gifted* star Natalie Alyn Lind, to influencers like *Too Hot To Handle’s* Holly Scarfone, were all excited to indulge. Visit their cafe in Riverside, California, open daily 9am-7pm and Follow at [@unclefluffyusa](https://www.instagram.com/unclefluffyusa) #unclefluffyusa

### DREAM POPS

The Plant-based ice cream treat Packed with superfoods was featured at The Trading Post in Indio held on Saturday, April 15th, produced by ENTER The Vince Camuto ice cream cart circulated the event giving out delicious Dream Pops all day long. The snack is dairy-free, gluten-free and soy-free. All under 100 calories with no artificial additives or stabilizers. The ice cream treat coated in chocolate was the perfect refreshment for guests at the daytime desert bash like Delilah Belle and Victoria Justice. Follow [@dreampops](https://www.instagram.com/dreampops) / <https://dreampops.com/>

### HEINZ

To keep attendees fed all night at the CMG and ZENYARA activations featuring TAO Desert Nights on Friday, April 14th, Kraft Heinz brands Heinz and Philadelphia provided late night bites including Thai BBQ Chicken Satay with Heinz 57 Collection™ Chili Pepper Crunch, Triple Grilled Cheese Sandwiches with Heinz 57 Collection™ Truffle Infused Honey and Hot Chili Infused Honey, Philadelphia® Cheesecake Mousse, French Fries, Burgers and Chicken Fingers, as well as a Heinz ketchup bottle toss for guests. Follow [@heinz](https://www.instagram.com/heinz) / <https://www.heinz.com/> #Heinz

### CAPTAIN CRUNCH

To celebrate its 60th anniversary, cereal brand Cap’n Crunch hosted a birthday party during the Coachella Valley Music and Arts Festival weekend. The Cap’n’s Cove birthday bash took place on April 15 during the first weekend of the festival at the Lone Palm Pool at Margaritaville Resort Palm Springs. On site was a bar, experiential art installations and exclusive merchandise. The Quaker Oats Company mainstay is the latest brand to engage with consumers around culture by making a connection – even unofficially – to Coachella. Those not in the Coachella Valley



area have an opportunity to join in the festivities by purchasing a limited-edition box of the product in birthday cake flavor. [@realcapncrunch](https://www.instagram.com/realcapncrunch) <https://www.capncrunch.com/>

### THRIFTY

The ice cream brand activated also at CAMP POOSH with a pop up store showcasing their ice cream exclusive to Rite Aid. Guests at the desert bash by Kourtney Kardashian enjoyed the treat while at the H.Wood pop up party on Saturday, April 15th. Their ice-cream is an 80 year old award winning brand. <https://www.riteaid.com/thrifty>

We look forward to breaking down Coachella’s sips and snacks year after year, for the latest in food and beverage buzz.

# EL CRISTIANO, ULTRA PREMIUM AWARD-WINNING TEQUILA, BORN IN THE HIGHLANDS OF JALISCO, MEXICO, CONTINUES TO INNOVATE WITH THE INTRODUCTION OF XR AND EXPANDS FOOTPRINT

*XR Marks A Brand New Category  
For Tequila, Extra Reposado*

---

El Cristiano, the world's leading tequila brand known for its pure and additive-free tequilas made from the finest Jalisco Highlands Blue Weber Aged Agave, is excited to announce the addition of its newest creation, Clase Reposado XR, the first-ever Extra Reposado tequila. El Cristiano XR is an Extra Aged Reposado, aged for 11 months in ex-bourbon American and ex-red wine French oak barrels, creating a unique and delicate blend of complexity and sweetness. El Cristiano sources only the finest and properly matured 100% Blue Weber Agave from the highlands of Jalisco, and uses a traditional distillation method with copper still pots to create its tequila.

In addition to rolling out XR, El Cristiano has also expanded its market footprint into Australia, Puerto Rico, Colorado and Georgia. They recently hosted a dinner in Aspen at Caribou Club to mark the Aspen roll out, and can be found in a variety of venues and retailers in both Aspen and Denver.



El Cristiano's dedication to producing pure and additive-free tequila is what sets them apart from other brands, with a focus on harvesting only mature agave aged for at least five years through sustainable agricultural practices. This process eliminates the need for additives that would alter the true essence of the 100% Highlands Blue Weber Agave.

XR is now available in stores nationwide, and the brand also recently launched a billboard campaign across California to introduce its latest expansion. XR has already won several awards, including the category winner of the PR%F Awards 2022 for both the Double Blind Tasting Competition and the Unmasked Total Package Competition, and the 2022 TAG GLOBAL Spirits Awards.

**THROUGH OUR PROPRIETARY DISTILLATION AND AGING PROCESSES, OUR TEQUILA HAS A DELICIOUS AND PURE TASTE WITHOUT SACRIFICING THE QUALITY OF THE INGREDIENTS**



"We believe that premium tequila drinkers have been searching for ultra-aged options that hold true varietal characteristics of the blue agave grown in the Jalisco region without additives," says Karan Khanna, one of the Founders of El Cristiano.

"Through our proprietary distillation and aging processes, our tequila has a delicious and pure taste without sacrificing the quality of the ingredients."

El Cristiano's mission is not just to create delicious and pure tequila, but also to give back to the communities from which it is sourced. A portion of their sales is donated to the Arandas orphanage supporting 38 children between the ages of 6 months and 18 years, a donation of 50 laptops to the church of Arandas for its schools, and create a new local children's bicycle club.

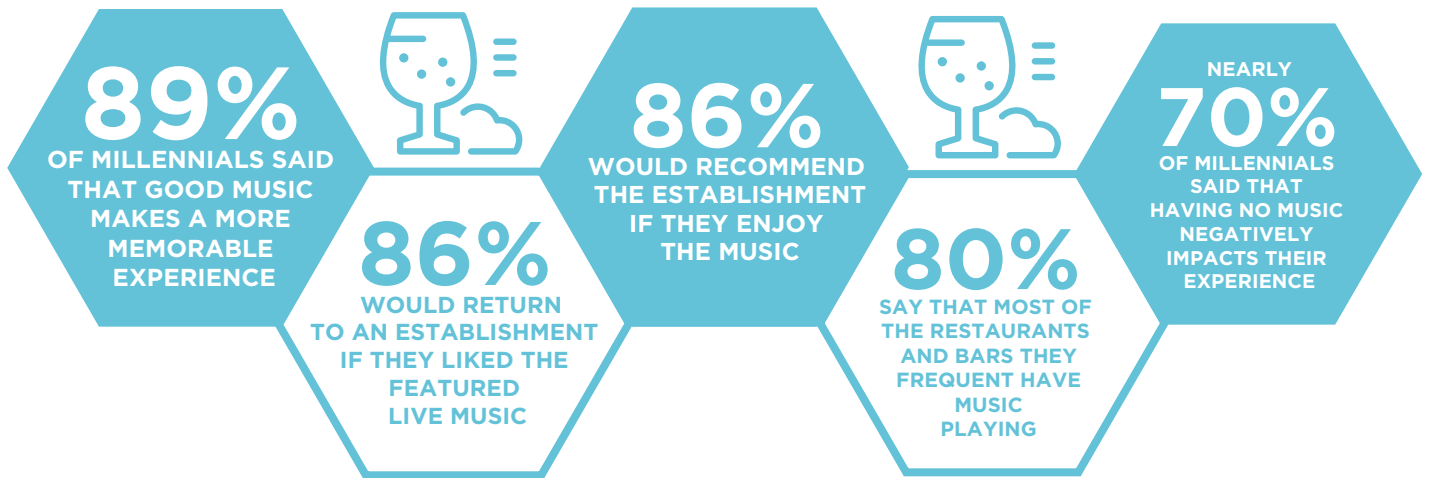
El Cristiano's traditional process has been perfected over generations with zero additives and a commitment to sustainable agriculture. Their tequila has already developed a loyal following amongst top, well-respected restaurants, hotels, and venues in Los Angeles, Las Vegas, Miami, and New York, and private members-only clubs, adding cities like Denver and Aspen Colorado, and Atlanta, Georgia to their location offerings.

*For more information on El Cristiano, the entire portfolio of flavors, and where to purchase XR, visit [www.el-cristiano.com](http://www.el-cristiano.com). Follow on social media platforms @ElCristianoTequila #ElCristianoLife*



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63% GEN X  
56% GEN Z

## BAR AND RESTAURANT OWNERS WEIGH IN

CHECK AVERAGE TENDS TO GO UP 5 TO 10% JUST BECAUSE PEOPLE ARE GETTING THAT 2ND OR 3RD DRINK. REVENUES HAVE JUMPED ALMOST 25% ON THE NIGHTS THAT WE HAVE LIVE MUSIC.

-BRIAN  
BREWERY OWNER, COLORADO AND UTAH

WITH LIVE MUSIC (...) THERE WERE MORE LIQUOR SALES, AND THAT'S A 75% PROFIT MARGIN.

-THOMAS  
OWNER, FAMILY ITALIAN RESTAURANT  
ATLANTA, GA

THE MORE UPBEAT, THE BETTER CHANCE FOR AN UPSSELL, THE BETTER CHANCE THEY WANT TO STAY A LITTLE LONGER.

-CHRISTOPHER  
VINEYARD OWNER AND TASTING ROOM OPERATOR  
LOS ANGELES, CA

TO VIEW THE COMPLETE SURVEY, VISIT <https://www.bmi.com/pdfs/publications/2023/bmi-value-music--research-analysis.pdf>

\* A QUANTITATIVE ONLINE STUDY BY BMI AND NATIONAL RESEARCH GROUP (NRG) WAS ANSWERED BY 1,000 NATIONALLY REPRESENTATIVE PEOPLE AGE 21+ WHO REGULARLY VISIT EDES (AT LEAST 3X PER MONTH). TO REPRESENT THE B2B PERSPECTIVE, NRG CONDUCTED SIX IN-DEPTH-INTERVIEWS WITH OWNERS, OPERATORS AND MANAGERS OF BARS AND RESTAURANTS.



# Food Venture Program

*Leaders in food entrepreneurship education!*

# Question



*Dear Food Venture Girls*

I own a small bakeshop specializing in gluten-free bread and gluten-free keto snacks. I've been starting to sell my products in some local grocery stores but they are asking if I can extend the shelf-life. I don't want to start adding a bunch of preservatives because my customers won't like that. Is there any other way to extend the shelf-life?

Sincerely,

*Busy Baker*



# ANSWER



*Dear Busy Baker,*

First off, congratulations on having such a demand for your products! Bringing a product to retail stores can certainly be a learning curve. You're absolutely right that when it comes to packaged goods, consumers are looking for clean labels with only a few ingredients that they can recognize and understand. Artificial preservatives have gotten a bad reputation and consumers are looking for brands to provide natural alternatives. Fortunately, there are several ways to extend a product's shelf-life without artificial preservatives.

## **INNOVATIVE PACKAGING**

Microbial growth is one of the factors to consider in terms of how long a product can last. Products like bread tend to have a low water activity, meaning that there is not a lot of free water available to support bacterial growth (1). The thing is, bacteria are not the only microbes of concern, it's molds that are the culprit. The molds responsible for those moldy slices of bread typically rely on oxygen to grow (1). This is where innovative packaging can save the day!

Packaging innovation has come a long way since paper bags and tin cans. We now have something called Modified Atmosphere Packaging, or MAP for short. Just like the Earth has an atmosphere made up of gasses such as nitrogen, oxygen and carbon dioxide, packaged goods have an atmosphere too. MAP changes the proportions of gasses within a product package to help extend its shelf life (1). For products like bread, this usually involves flushing out the oxygen and replacing it with one of the other gasses that are naturally found in the atmosphere (1). This helps prevent mold growth and slow down fat oxidation which is another thing that can make foods less fresh.

## **NATURAL PRESERVATIVES**

Fat oxidation plays a role in how long your products can stay on the shelf, especially for your keto snacks. Fat oxidation and rancidity occurs when unsaturated fatty acids react with oxygen and it is accelerated in the presence of light or heat. Rancid fats give products an off flavor and odor and may even produce an off color. If the fat in your product has gone bad, it will leave a bitter taste in your customers' mouths - literally. The good news is that antioxidants can be employed to combat oxidation and extend shelf-life.

---

**Anytime you make changes to your product you need to test it again. Whether you've used a new type of packaging or added an additional ingredient, you need to make sure that re-check your shelf life and ensure that your customers enjoy THIS version of your product.**

---

One such antioxidant is rosemary extract. Two compounds in rosemary extract, carnosic acid and carnosol, work to prevent oxidation (2). Unlike other commonly used antioxidants (e.g. BHA, BHT) rosemary extract is naturally derived and would not be considered out of place on a "clean label" (3). The only thing left to wonder about is how it will taste.



Rosemary extract is known to have a strong, bitter flavor which may not lend itself well to certain food products (4). However, there are blends that have been specially curated to minimize its flavor and odor so that it can be applied to a wider range of products (4). It may take some trial and error but there are ways to make it work.

### FINAL WORDS

Anytime you make changes to your product you need to test it again. Whether you've used a new type of packaging or added an additional ingredient, you need to make sure that re-check your shelf life and ensure that your customers enjoy THIS version of your product.

Sincerely,

*The Food Venture Gals*  
Krista Charbonneau, Kiran Bains, Sima Gandhi

## Sources

[https://streampeak.com.sg/food-fruits-packaging/modified-atmosphere-packaging-for-baked-goods/#:~:text=Modified%20Atmosphere%20Packaging%20\(MAP\)%20is,2%3A1%20is%20often%20used](https://streampeak.com.sg/food-fruits-packaging/modified-atmosphere-packaging-for-baked-goods/#:~:text=Modified%20Atmosphere%20Packaging%20(MAP)%20is,2%3A1%20is%20often%20used)

<https://pubmed.ncbi.nlm.nih.gov/28916593/>

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Food Venture Program

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Sima Gandhi



Krista Charbonneau



Kiran Bains

If you're looking for more resources on starting a food business, we can help! Find more information at [www.FoodVentureProgram.com](http://www.FoodVentureProgram.com) or email us at [info@foodventureprogram.com](mailto:info@foodventureprogram.com)

The Food Venture Gals are the founders of FoodVentureProgram.com; a leading organization in North American restaurant, food and beverage business development. We offer online programs to help food entrepreneurs start and grow a food product or service-based business!



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## RESTAURANT HIGHLIGHT

# LOS ANGELES HOTEL ZIGGY'S B SIDE

*Los Angeles' Sunset Strip latest hotspot Hotel Ziggy, the rock n' roll inspired hotel, expands its menu items at B Side Pizza Joint with an extensive selection of gourmet brick oven pizzas and mouth-watering items like Gourmet Meatballs and Thai Chili Ribs, that will satisfy any late night craving, or hangover craving.*

The unpretentious design influenced by grit and rock 'n' roll features a modern counter-culture spin. Located next to Mondrian Los Angeles, **Hotel Ziggy** is the last standing rebel on the block. ([www.hotelziggy.com](http://www.hotelziggy.com)). A tribute to the rebellious spirit of the West Hollywood music scene, **Hotel Ziggy** continues to push boundaries and celebrate differences, as they approach their one year anniversary.

Fusing cocktail lounge, pizza joint, music venue and lobby, **Hotel Ziggy** invites hotel guests to check-in at a sociable and engaging bar lined with hundreds of vinyl albums. A record player behind the front desk fills the communal space with music spanning every progressive genre. A retractable glass garage door partitions one end of the lobby, creating a versatile music venue called "Backbeat," which supports local musicians and invites them to come and share their sound in a new space to rise above the noise. **Hotel Ziggy** boasts the largest saltwater pool in West Hollywood, which is another platform to democratize music with live sets performed by notable and up & coming DJs. With celebrities constantly through their doors like Delilah Belle, Amelia Gray, Zac Efron, Emile Hirsch, Dave Navarro, Matt Sorum, James Kennedy, Ariana Madix, Audrina Patridge, Tori Spelling, Kelly Osbourne and King Bach, **Hotel Ziggy** has created a buzz all its own.

In the playful spirit of LA's first iconic record store and precursor to the original Tower Records, Licorice Pizza, a casual dining concept named "B-side Pizza" fronts Sunset Boulevard. The pizza joint harkens back to mid-century carhops with an old school pick-up window that allows locals to order to-go with concierge service and style. A custom neon-wrapped 9-inch vinyl album solidifies the retro theme.

Available from breakfast till dinner, the new menu at **Hotel Ziggy** includes classic favorites like their signature Breakfast Burrito, Buttermilk Pancakes, to lunch and dinner favorites like Marinated Olives, Rosemary Focaccia, Fried Chicken Sliders, Summer Beet Salad, Thai Chili Ribs, Parmesan Truffle Fries, Smash Burger, Thai Chili Ribs, Hot Cheetos Mac N' Cheese Balls, and Gourmet Pizza (8 different flavors from Cacio E Pepe to Meat Lovers, and 9 if you include their dessert pizza!!) Ziggy also features an extensive specialty cocktail, liquor, wine and beer menu. View here: <https://qr.imenupro.com/tad-u>.

Layers of decoupage walls and ceilings celebrate musicians of past and present. A collection of memorabilia includes framed legal documents highlighting decades of lawsuits between musicians, producers and streamers with the intent of asking the controversial question, "Who really owns the music?" **Hotel Ziggy's** goal is to trigger lively conversations and in doing so, connect people. Its position is clear for all to hear: "Free the music!"

Conceptualized by the international award-winning design team of Dawson Design Associates (DDA), every element of the space is designed to honor and support the rebellious and independent attitude of musicians' fight to be heard. Powerful street murals wrap the front exterior of the building, the courtyard surrounding the pool, and the main lobby spaces, together expressing the vitality and rebelliousness of the music scene. A comfortable and informal mix of modern and vintage furniture sits on top of rustic hardwood floors and worn oriental area rugs, creating a space designed to chill.

**Hotel Ziggy** hosts weekly events at night, including comedy performers and their live music showcase, WFNM ([We Found New Music](http://www.wfnm.com)), which helps introduce buzzed about local talent every Monday and Tuesday. See what events **Hotel Ziggy** has going on now: <https://hotelziggy.com/music-events/>

To book at **Hotel Ziggy**, visit [www.hotelziggy.com](http://www.hotelziggy.com) or follow @hotelziggy on Instagram and Twitter.





# LA BREA BAKERY PLANT-BASED BRIOCHE BUN:

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**The Handheld Operators  
have been waiting for!**

La Brea Bakery, America's #1 artisan bread brand, recently announced a new Brioche Bun that is sure to excite the foodservice and restaurant industry. The company has reimagined its traditional brioche bun into a plant-based bread without sacrificing the signature buttery flavor and tender crumb. This innovative bun is ideal for restaurants and foodservice operators looking to streamline their menus while still satisfying their customers' gourmet cravings and health-conscious needs.

Plant-based foods continue to gain traction with diners. According to Technomic, 27% of Gen Z and 21% of all consumers are integrating plant-based foods/beverages into their meals more routinely now than two years ago, and over 50% of all consumers consider plant-based items slightly or much healthier alternatives.

Brioche, a traditionally sweet delicacy, has European roots tracing back to the early 1400's. Today, it's revered by recipe developers as the "Handheld of the Future." As a format, handhelds are growing in popularity and price point due to more creative recipes and preparations. The food industry is experiencing a renaissance in highly flavorful sauces, as well as texture-forward creations.

These trends demand bread that is sturdy, while maintaining subtle, nuanced flavors that complement bolder ones, adding to the popularity of brioche. Delivery and takeout segments continue to grow with explosive speed, and an artisan bread that can travel well without compromising the eating experience is essential.

The plant-based brioche bun adds to an expansive assortment of elevated artisan breads from La Brea Bakery, which support foodservice operators as they look to increase profitability while catering to diverse dietary preferences. Crafted with high-quality ingredients, the La Brea Bakery Brioche Bun is sturdy enough to hold up to the juiciest sandwich builds. For menu inspiration, La Brea Bakery's Culinary Innovation Lead, Jonathan Davis, has created mouth-watering recipes including a Nashville Hot Chicken Sandwich and a Folded Omelet Sandwich.

La Brea Bakery partners with foodservice and restaurant operators to provide customized solutions that meet their specific needs and build their competitive advantage. This plant-based brioche bun is a prime example of how La Brea Bakery can deliver operational solutions without compromising on their artisan promise. The brand's lineup of primarily plant-based breads are not only delicious but also sustainable and ethically produced.

Revolutionizing the modern artisan bread movement in 1989, La Brea Bakery has continued to innovate. Their breads are sold at select grocery stores, online retailers, and utilized in restaurants throughout the country.

In the words of the late Anthony Bourdain, "Good food is very often, even most often, simple food." But that doesn't mean it can't be emphasized with some artisanal flair. La Brea Bakery's plant-based Brioche Bun is the perfect example of how simplicity can meet sophistication, providing restaurant operators with a delicious and sustainable option to enhance their menu offerings.

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**“Crafted with high-quality ingredients, the La Brea Bakery Brioche Bun is sturdy enough to hold up to the juiciest sandwich builds”**

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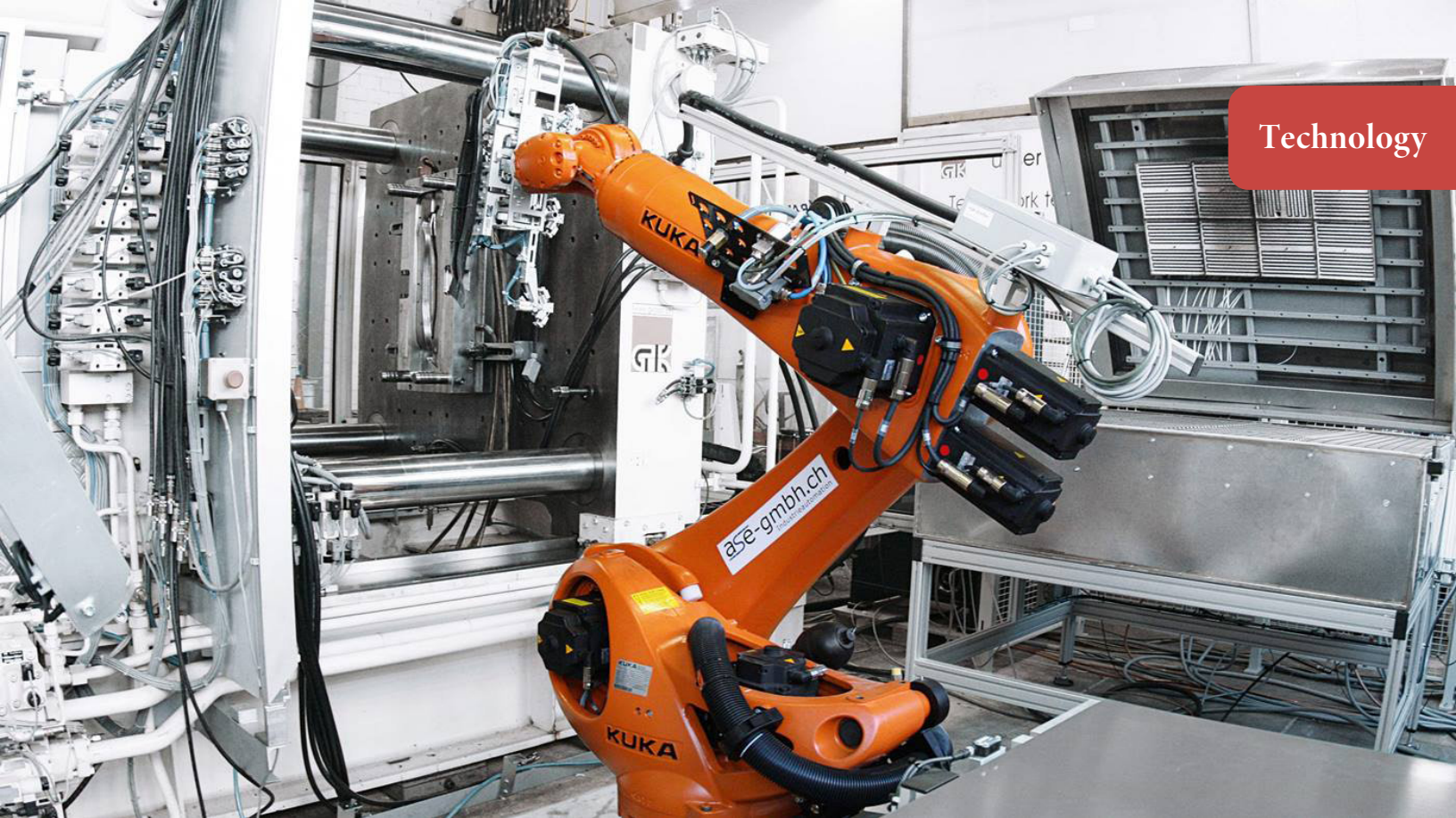
IMAGINE YOUR FAVORITE  
BRIOCHE IS **PLANT-BASED**  
...WE DID!



Our premium bun meets consumers' needs for delicious brioche and trending healthy halos especially important to Millennials and Gen Z

GET SAMPLES





# NEW AUTOMATION KEEPS KEGS MOVING AT AMERICA'S OLDEST BREWERY

At over 150 lbs, a half-keg of beer is strenuous to handle. That's why more than 20 years ago, the D.G. Yuengling and Son, Inc. brewery – known as America's oldest – made its first foray into automation when it incorporated industrial robots on its keg-filling lines.

Fast forward to the present, and Yuengling recently replaced those original robots with new state-of-the-art models. The replacements are faster and even more robust, save time, consume less energy, provide easier maintenance and, like their predecessors, are extremely reliable, while they also reduce the risk of human injuries.

"We basically wore out our original robots. Just their ages and the number of hours on them justified the need for updated automation," said Bill Friedman, Electrical Services Manager at Yuengling's Tampa, Florida, facility. "Plus, people don't want to

handle kegs all day, and there's always a risk of injury."

In 2003, Yuengling installed two industrial robots from KUKA Robotics into the keg line at its Millcreek facility, located in Pottsville, Pa., not far from the company's original brewery, founded in 1829 and still in operation. Then, in 2006, the company added a KUKA robot to the keg line in its Tampa, Florida, plant.

"Through the years after our initial automation investment in both our Millcreek and Tampa facilities, we've had an amazing relationship with KUKA," said Jennifer Yuengling, Vice President of Operations and a great-great-granddaughter of brewery founder D. G. Yuengling. "KUKA's robot technology, along with exceptional service and support, has definitely made the incorporation of automation into our keg line a smooth undertaking, so when it came time to upgrade the robots, we again opted for KUKA."

In her current capacity, Jennifer collaborates with the operations teams of all three breweries. She works alongside her father, Richard Yuengling Jr., to plan the growth and evolution of the company for future generations.

Each of Yuengling's keg lines uses two KUKA robots that are identical in size, reach and payload. Within the lines, they perform depalletization and palletization.

Empty kegs enter the line stacked on pallets – four half kegs (15.5-gallon capacity) and eight quarter kegs (7.25-gallon capacity) per pallet. The first KUKA robot removes empty kegs from pallets and places them on a conveyor, where they travel to a cleaning process and are refilled. Once kegs are removed, the robot stacks the empty pallets in a holding station/table for the second robot to use. Both robots share the pallet station.

Filled half kegs weigh in at 165 lbs apiece, and one KUKA robot handles two at a time during palletization. In operation, this robot first removes a pallet from the holding station, places it on a conveyor and loads it with refilled kegs. From there, the pallets are loaded into delivery trucks for shipping.

Speed and repeatability are the keys to the success of this cell, and all of its elements must be located precisely for each cycle. "The amount of work that the two KUKA robots do and the speed at which they operate is phenomenal," said Friedman. "They can run 24/7/365, handling about 400 full kegs per hour."

The updated robots at Yuengling's Millcreek and Tampa facilities are KUKA KR 360 R2830 six-axis heavy-duty robots that provide the breweries with pose repeatability of 0.08 mm and arm extension of up to 500 mm. KUKA also offers the robots in a version designed for applications that require resistance to heat, dust and water, and with a range of mounting position options that allows for even more adaptability.

Although the number one criterion for the keg line is safety, number two, according to Friedman, is reliable, continuous robot operation with minimal required maintenance. And if there is a needed repair, the fix is fast and easy to make.

"We've stayed with KUKA because we've always had extremely good support, both technical and training," Friedman said. "The other main reason we choose KUKA robots is that they are very dependable, with a simple, practically maintenance-free design. Plus, we've improved our cycle times from about 250 kegs per hour to around 430."

Friedman also noted that for six years prior to its replacement, one KUKA robot in the Tampa facility keg line handled both empty and full kegs. He calculates that it depalletized/palletized about 3 million kegs during its six-year working life – and over that time period, it needed only four repairs, which involved typical wear components.

"If we had been using a traditional palletizer, the number of breakdowns in that same amount of time would have been a hundredfold," Friedman pointed out. "Our original palletizer was limited to 200 kegs per hour and no faster. It was a basic over/under palletizing setup and was an extremely hazardous system that required massive safety caging."

Yuengling's new KUKA robots all feature the latest, most-advanced KRC 5 controller that is compact, capable and consumes less energy compared to its predecessor. The controller slots seamlessly into existing IT and cloud environments while it offers considerably more possibilities and even better results.

Thanks to its modular cabinet system, the KR C5's hardware is durable and futureproof, and can be expanded entirely as required. The highly integrated, compact control modules are easy to operate, and Yuengling can link them to various software products and digital services as needed.

The need for increased capacity was the main reason Yuengling added its Millcreek and Tampa facilities and incorporated KUKA automation. Currently owned and operated by Jennifer Yuengling, her sisters and their father, Richard Yuengling Jr., the company has increased production from 137,000 barrels to more than 2 million barrels, encompassing nine different beer types. Over the past two decades, KUKA has been Yuengling's trusted automation technology partner, and the brewery highlights that partnership as a significant contributor to its continuing growth.



# PayDayPortal: the only Next Generation real-time Payment Hub for the Hospitality and Retail Industry.

In 2023 it's unreasonable to wait days to get paid after a day of work.

Over the years restaurants, retail stores, and hotels have undergone transformations including brand renovations, technological advances, and new marketing strategies. And yet, despite all the innovations, employees are still paid using the same draconian system. Employees deserve more.

## There is a better solution

(psst...it's been around for over a decade)!



Launched in 2012, Gratuity Solutions is a fully patented Cloud platform. While the Company is notably known throughout the country for its ability to completely automate the calculation, allocation, and payout of earnings. The Company's PayDayPortal allows establishments to disburse and employees to receive payouts of their TIPS, Service Charges, Commissions, and earned wages instantly. Gratuity Solutions, a pioneer in digital daily payouts has managed and paid out over \$9 Billion in TIPS, Service Charges, Commissions, and wages.

In 2011, while working in with renown Chef Fabrizio Aielli's SeaSalt on 3rd Street in Naples, Florida, Innovators, Aleksandar and Monika Stepanovich sought to change the way calculations were handled – not only to help restaurants; but also, to help the average employee obtain his or her hard-earned wages. It was an inherent and added benefit that the automated software also helped restaurants save time, comply with newly enacted labor laws, and prevent miscalculations. At the time of creation, there was nothing similar on the market. Monika's financial background and Hospitality back-office management paired well with Aleks' technical background who had previously worked with the U.S. Department of Commerce for over a decade as a Lead Sr. Systems integration Engineer. The duo collaborated with

attorney and entrepreneur, Carlo F. Zampogna and system architect Jovan Sankovic, now the Company's CTO, to take the initial beta version and polish the Company into the revolutionary SAAS platform that has changed the entire hospitality industry.





If you pay an employee,  
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Hotels, fine dining, casual dining and full-service, fast-food service, food delivery, retail stores, nightclubs, resorts, hair salons, spas, and more, Gratuity Solutions has got you covered.

Gratuity Solutions' PayDay Portal is integrated to all leading POS Platforms, timeclocks, and payroll systems through its cloud-based API HUB. Through the Gratuity Solutions' PayDayPortal mobile employee app, employees can see how much they earned, how much they

tipped out to their tipped colleagues and have the capability to transfer their earnings to their own bank account or debit card in real-time. But wait, there's more: employees are also able to transfer additional TIPS to their fellow team members' App in real-time.



**Watch  
Chef José Andrés  
testimony**



*"I support Gratuity Solutions™ because everybody is going to be far more efficient, we're going to provide safety to our employees, and the bottom line is it's a win-win for everybody!"*



**José Andrés**  
Think Food Group

## How about even more CHOICES?

In January 2022, PayDayPortal launched its CHOICE offering, which gives adopting establishment employees the opportunity to receive their earned TIPS, service charges, commissions, and wages to their VISA debit card tied to the bank account.

*“Throughout 2022, we have seen an 86% adoption increase of direct-to-checking account transfer election. We believe the high adoption rate is directly related to the tangible benefits the consumers achieve by their ability to access their earnings faster, instead of waiting 1 or 2 weeks for their paycheck.”*

Aleks Stepanovich, Founder and Chief Information Officer.

Since the cashless society gained momentum with unprecedented speed, multiple PayDayPortal infrastructure systems were put in place to deliver digital dollars to workers around the world. Part of what makes this solution unique and unlike anything else on the market is the combination of the automated management platform integrally tied to and coupled with the CHOICE payday payout offers. By creating an API Hub, the PayDayPortal Marketplace has facilitated the plug-in of numerous integral payday endpoint partners, consisting of Payroll and Pay cards/Digital Wallets. With eight (8) different Pay cards and several digital wallet options, in addition to the Company’s Direct to Checking Account offering with Real Time Payment capability (RTP), Gratuity Solutions ensures that its clients provide their employees a CHOICE of how they get paid and how quickly they get paid, rather than getting stuck with the singular option of pay card or paycheck. CHOICE is already racing to the forefront of payday offerings in the hospitality industry. The PayDayPortal marketplace provides the industry with a real CHOICE to empower workers. Doesn’t everyone deserve a CHOICE?

## Over the past 11 years, we’ve learned a thing or two.

Gratuity Solutions has seen first-hand how its solution can help businesses improve their managerial efficiencies, reduce employee turnover and boost retention by incentivizing both Front of the House (FOH) and Back of the House (BOH) employees, all while mitigating risk and liability, eliminating the cost of managing cash, elevating employee morale, reducing labor cost waste; resulting in increased customer service and satisfaction.

What started out as an idea to better the payroll process for the restaurant industry has flourished into a one-stop-shop, fully automated, software company to improve paying employees.

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THE VERT

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Thé vert classique en toute délicatesse



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ORGANIC HERBAL TEA  
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Pungent - peppermint perfection!  
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Turmeric meets sultry ginger peach  
Curcuma-Gingembre-Pêche 90H  
Curcuma gingembre et pêche voluptueuse  
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The Metropolitan Tea Company Ltd.

www.metrotea.com

# ROADSIDE TACO STUDIO CITY BAR TAKEOVER EVENT

with MARK WAHLBERG  
& ARON MARQUEZ

of Flecha Azul Tequila

Image Credit Michael Simon-Startraks

Roadside Taco Studio City hosted a special guest bartending event featuring Mark Wahlberg and Aron Marquez on behalf of Flecha Azul Tequila on March 31, 2023. Flecha Azul Tequila is dedicated to producing the world's finest ultra-premium tequila while honoring centuries of tradition and heritage. Actor and producer Mark Wahlberg, rocking a Roadside Taco trucker hat and a pink hoodie, played bartender behind the bar for the excited crowd of tequila and taco loving fans for over an hour, pouring up both shots and margaritas for excited attendees. Wahlberg was joined behind the bar by Flecha Azul co-founder Aron Marquez and dear friend Vincent Laresca, owner of Roadside Taco.

During the bartending session he took a break to walk through the outdoor patio, meet the guests, pose for selfies with fans, and pour shots for them to try. He poured shots of the Blanco, Reposado and Anejo flavors of his Flecha Azul tequila brand, and returned behind the bar rocking white tee shirt for the remainder of his bartending session. After posing for additional photos with fans and patrons, he then enjoyed tacos in a booth with friends, before heading out. He had a great time interacting with fans and guests.



During the bartending session he (Mark Wahlberg) took a break to walk through the outdoor patio, meet the guests, pose for selfies with fans, and pour shots for them to try.

Various influencers and industry were also in attendance for the guest bartending celebration such as Love Island's Mackenzie Dipman and Welcome to Chippendale's actor Maximilian Acevedo, among many others.

Roadside Taco offered Flecha Azul Blanco Margaritas for \$7 from 4-6pm and \$1 Tacos during the celebration. There was a line around the block of patrons waiting to join the festivities at the large Studio City based taqueria restaurant and patio and a packed dining patio. Both the tequila and the tacos were flowing. Roadside Taco Studio City invites LA locals to experience LA Taco and cocktail culture, with a focus on Tequila and Mezcal, featuring chef Lanny Marquez and a large outdoor patio. Roadside Taco Studio City is located at 10628 Ventura Blvd, Studio City, CA 91604





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opsi™

# MANAGING A CLOUD KITCHEN

## Meet Opsi – A Cutting-Edge App That Trims Time and Maximizes Efficiency

By Ryan Slattery

There is little doubt that restaurant kitchens are hectic. So, any possible way to slow things down a bit is a gift from the gods. And that starts well before meal service begins. The ability to be able to ditch recipe book binders and toss the clipboard, is exactly why the chef-friendly Opsi app was created.

Opsi is a new cloud-based workflow application aimed at helping chefs and hospitality teams streamline operations. The management platform keeps staff communications and operational checklists all in one place removing guesswork while making everyone accountable and on the same page. These digitized recipes, prep lists, and tasks can be accessed on the app from any mobile device, tablet or computer.

James Passafaro, a chef who teamed up with his childhood pal and tech guru Matt Luckey to develop the game-changing app, says Opsi is a “hospitality first, tech second” platform.

“We wanted to create a tool that’s easy to use and useful to those that are using it,” Passafaro says. “It’s built from the perspective of people doing these jobs every day. Who better to develop the technology?”

The idea was born out of the need for better organization and time management. So, one day, Passafaro, who has worked as a chef for 20 years, and at times alongside chefs such as Chef Michael Mina and Chef Gavin Kaysen, reached out to Luckey.

“We always had entrepreneurial mindsets and always wanted to start something together, but we went down completely separate paths,” Luckey recalls. “James went to hospitality, restaurant, chef, and I went to the technology side. James always knew that and one day he reached out to me and said there is a big painful void in kitchens when it comes to technology. There was plenty of technology in the front of the house, but it was really lagging behind in kitchens. There wasn’t much to help out the cooks and employees in the kitchen. James was managing paper prep lists and recipe books. A lot of paper, a lot of clutter. So, he reached out to me and said, ‘I really see a need to digitize prep lists and tasks,’ and I was quickly sold on the idea.”

Not only does Opsi do away with paper and document mess, but it also reduces costs and saves time by creating a central point where the team can get their information.

“Once we got Opsi, I stopped printing prep lists. I get hours a week back not having to manage that,” Passafaro says laughing. “You’re not constantly correlating and printing. Think of this as a digital clipboard. We move everything from a physical space to a digital space and give everyone access

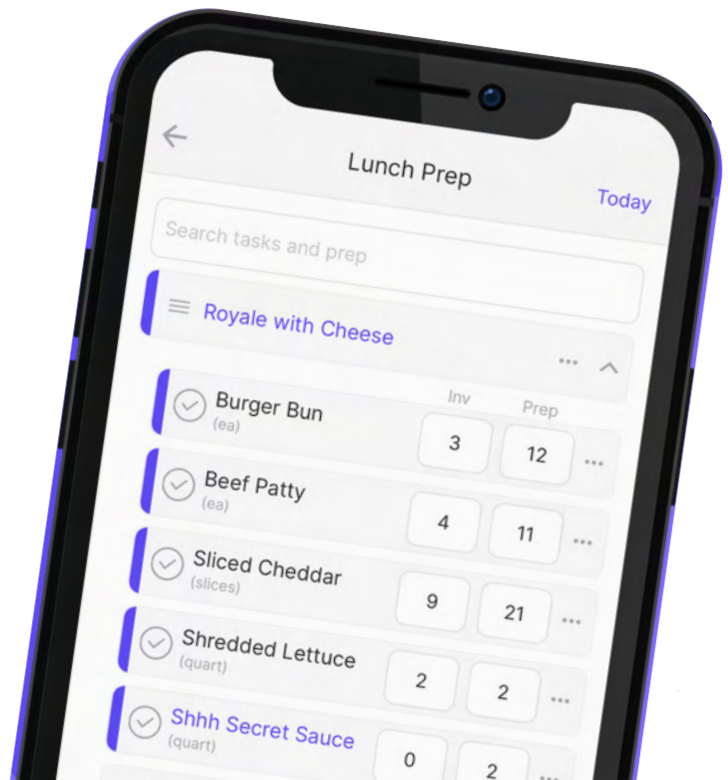
to it. You’re not doing anything different. The only difference is it’s on your phone or a tablet and you’re gaining visibility so the whole team can be involved in the process leading to fewer misses and better results.”

Passafaro says young, tech-savvy cooks have taken to the app right away. He has also noticed that working in an Opsi kitchen helps with morale.

“Systems are culture builders,” he explains. “If you have a great system in place it helps with the culture. When you give people access to things right away and they know it’s always going to be there, some anxiety is gone.” Luckey says chefs will see some familiarity in the app too.

“We wanted recipes to continue to feel and look like recipe cards,” Luckey says. “But the biggest thing is it has to be simple to use. We wanted to make it so the user could quickly hop on, navigate it and find their recipe or task list on the fly.”

For more details, visit the company’s website at [www.opsi.io](http://www.opsi.io).



# Not only does Opsi do away with paper and document mess, but it also reduces costs and saves time by creating a central point where the team can get their information

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## James Passafaro

Opsi Co-Founder

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James has 20 years of experience in the hospitality industry and a strong vision for technology's role in it. His time in the kitchen has taken him from New Jersey to Rhode Island, Washington DC, San Francisco and Minnesota. He has worked alongside industry-leading chefs such as Michael Mina and Gavin Kaysen, giving him a profound understanding of restaurant operations. James' detail-oriented approach helps professional kitchen teams make progress with opsi.

## Matt Luckey

Opsi Co-Founder

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Luckey is spearheading the vision and innovation behind opsi. Luckey got his start in the gaming industry, working for Major League Gaming (MLG) and Activision and comes from a family of chefs in New Jersey. With a decade of experience in technology, design, and marketing for startups, Fortune 500, and nonprofits; Luckey aims to drive opsi passionately throughout the hospitality industry.





# OFF GRID and Luxury Hospitality Partner SLS South Beach Host Formula One Miami Programming Focused at Hyde Beach

*Exclusive OFF GRID Parties At SLS South Beach Headlined By Guy Laliberté And Richard Orlinski, Ruckus, DJ Cruz, and James Hype*  
**May 5th -7th, 2023**

Off Grid, an all new Formula One concept by Peter Klein debuted for Miami's Grand Prix as an exclusive programming lineup with luxury hotel and nightlife partners SLS South Beach and Hyde Beach Miami. SLS South Beach transforms into a race weekend hub, dominating programming with the Off Grid series of events and headlining DJ performances.

The weekend includes Friday with the MAXIM Race Weekend party headlined by Ruckus, with DJ Cruz kicking off the night, then to daytime and evening parties all weekend long with headliners Guy Laliberte and Orlinski Saturday evening, James Hype presenting Hype Beach Saturday daytime, and, leading up to their Race Weekend F1 Viewing Party and Closing Party.

*"Off Grid focused on a unique 24/7 approach to hospitality before and during the race to entertain and cater to every guests' needs. With our partnership at SLS South Beach, the race weekend will offer a level of hospitality beyond the track and Off Grid" - Off Grid Founder & Creator, Peter Klein*

A full schedule of events including daytime viewing parties and evening celebratory parties will be focused at globally renowned hotel and nightlife entities SLS South Beach and Hyde Beach Miami, under the Ennismore umbrella.

Exclusive VIP weekend packages which can also be paired with premiere F1 suite access, are privy to guests, with exclusive access offered to the nightlife events at SLS South Beach. The full schedule of parties at Hyde Beach all weekend long will keep the energy top level.

SLS South Beach hotel stay packages are offered for 2, 3, or 4 nights [www.slssouthbeach.com](http://www.slssouthbeach.com), for a full indulgence weekend complete with all the stops, the aforementioned event lineup, plus police escorting to the track, and premiere suite tickets with an elevated Formula One experience. The police escort is an incremental, premiere offering that guests staying at SLS can layer into their weekend itinerary.

The exclusive parties at Hyde Beach are layered with globally sought after talent such as *Cirque Du Soleil* founder **Guy Laliberté** as guest DJ paired with a special DJ performance by world renowned Contemporary French Artist and Sculptor **Orlinski**, headlining Saturday night, with Saturday day, "Hype Beach" headlined by **James Hype**. Race weekend activations debut on Friday, May 5th with the Maxim Race Week Party, headlined by **Ruckus**, also featuring **DJ Cruz**. Sunday will feature a Race Day viewing party and Miami Race Week Closing Party, with performers to be announced. Also on Friday May 5th, Hyde Beach will host a Cinco de Mayo daytime event as a Race Week kick off.

The daytime event Sunday will offer an extravagant cuisine add-on, **The Winner's Circle Burger**, in limited quantity for \$101.00. *The Winner's Circle Burger* features a charcoal brioche bun, wagyu beef, truffle aioli, moister cheese, pork belly, topped with pickled red onion pickles, frisée, and topped with 24k gold. The perfect winning bite.

Adds Klein, *"Off Grid aims to leave no element unturned to create the most ultra premium experience. SLS, as our premiere hospitality partner, offers the highest level of VIP nightlife and daylife in Miami, so we are thrilled to join forces for F1 weekend."*

**SLS South Beach + Off Grid Schedule of Events:**

**Friday Daytime | 12pm - Sundown**  
*Cinco De Mayo Race Week Kick Off*

**Friday Evening | 10pm - Late**  
*The Maxim Race Week Party Featuring Ruckus and DJ Cruz*

**Saturday Daytime | 12pm - Sundown**  
*James Hype presents HYPE BEACH*

**Saturday Evening | 10pm - Late**  
*Guy Laliberte & Orlinski*  
*Hosted by Sutton Barcelona*

**Sunday Daytime | 12pm - Sundown**  
*The Miami Race Week Watch Party*  
*Poolside featuring The Winner's Circle Burger*

**Sunday Evening | 10pm - Late**  
*Miami Race Week Closing Party - Performer TBA*

Following Miami F1, OFF GRID led by Peter Klein will activate with parties, events and viewing suites at the Spanish Grand Prix, Monaco Grand Prix, Canadian Grand Prix, Austin Grand Prix, Mexico Grand Prix and Las Vegas Grand Prix.

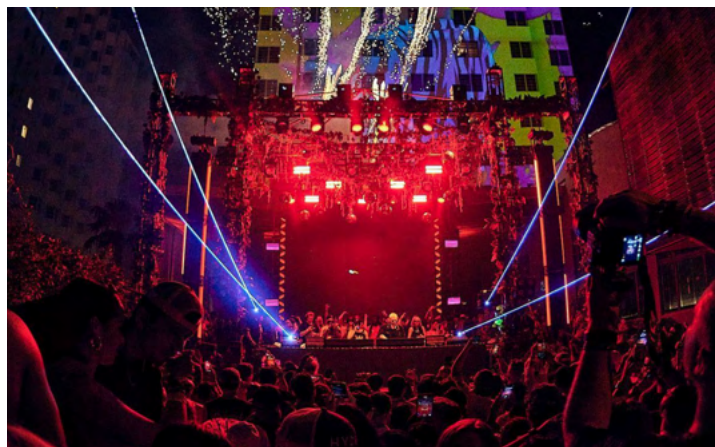
**About SLS**

SLS South Beach presents a revolutionary model of seaside luxury where decadence goes hand in hand with elegance and style. Trendsetting designer Philippe Starck has conjured a world of radical chic that nods to the hedonistic excesses of the 18th century French aristocracy, fusing Old World savoir-faire with high-end contemporary comfort. Boasting the Tower Penthouse and Villa Penthouse designed by Kravitz Design, restaurants by chefs José Andrés and Katsuya Uechi, and an extravagant beach club that could only be Hyde, SLS South Beach has become the go-to destination for a new generation of discriminating pleasure. Hyde's first daylife oceanfront location at SLS South Beach features artful mixology and Katsuya cuisine inspired by the local community, keeping its celebrated style and energy going all day in the heart of South Beach at SLS South Beach. Follow @slssouthbeach @hydebeachmiami on social media.

**Inquiries for all race destinations:** [OffGrid@theinfluence.com](mailto:OffGrid@theinfluence.com)

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# THE EVOLUTION OF THE BREWERY

By Evan Jurgensen, Senior Vice President, Lee & Associates Los Angeles - Downtown

Breweries have had an interesting evolution. As a result of the pandemic, more brewery owners and operators have shifted their operations to create spaces – beyond a simple tap room – that create a sense of space and place. Even if their customers were happy with approaching the counter before just to get a taste of the newly released draft, they know that to stay successful, like any business, they must evolve.

## **OUTDOOR SPACE IS KING**

One of the biggest trends we've seen in brewery retail is the adoption of outdoor space. Beyond creating a place where people want to hang out for several hours, bring their families, their pets and chill, they also want to be entertained. We are seeing more brewery operators curate live music entertainment, DJ sets, and more. Breweries have now become full-time entertainment venues. The brewery is also cementing itself as a go-to option with less people crowding into indoor nightlife venues and seeking a haven to kick back.

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## SPACE DESIGN

Another way we've seen the brewery evolve is a focus on the brewery's retail footprint, separate of its manufacturing. Prior, brewery operators would have their facilities with their tap rooms in the same location as their manufacturing operations. We're seeing less of this now and brewery operators are keeping their warehouse manufacturing facility and adding a more retail-focused location with merchandise as well, for example.

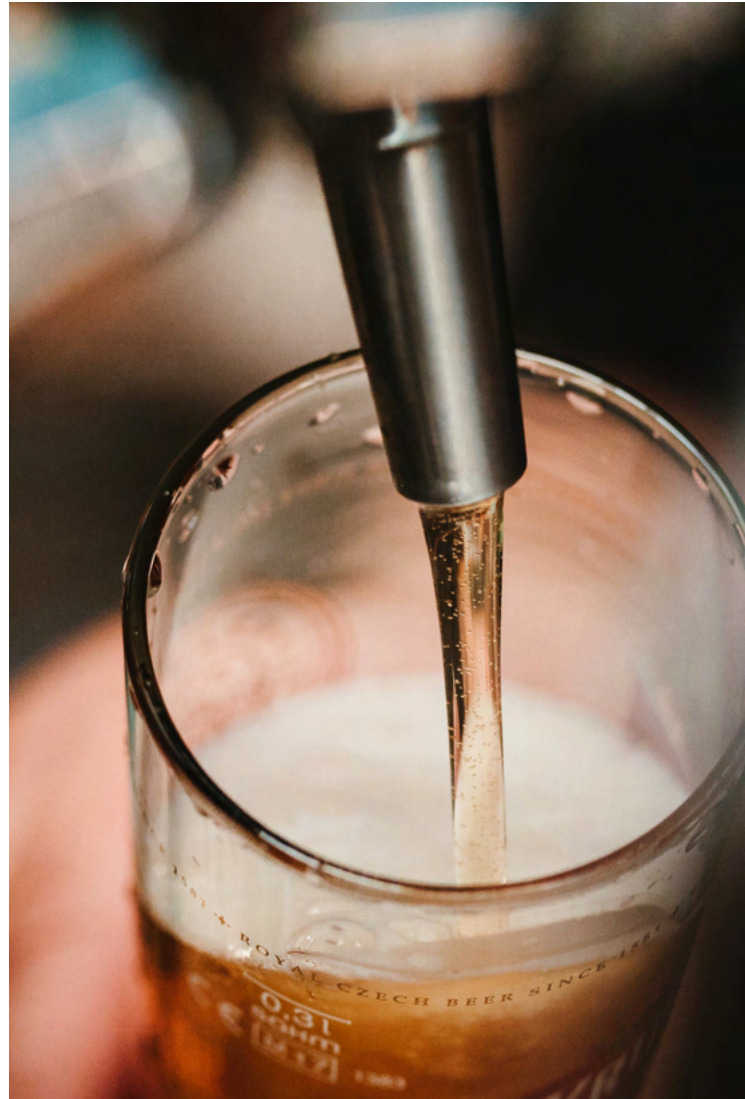
## KEY OPERATORS

A few of the key successful operators we've seen include established brands adopting new outposts like Benny Boy Brewing which boasts a beer garden, pop-up food vendors daily, and live band karaoke, among its features. The venture was recently opened by Diego Torres-Palma, a real estate investor, who saw an opportunity to create the only brewery in Lincoln Heights. With 3,200 square feet (about the area of a tennis court) of indoor and outdoor space, the buildout restored the buildings' 1920 truss ceiling, and the team smartly installed a 55-foot bar from reclaimed wood. The large outdoor area separates the two buildings with the cider and brewery with ample seating.

Another operator that is drawing attention is Highland Park Brewery in Chinatown. The brewery is focused on discovery and adventure with its menu that focuses on a range of hoppy beers, crisp lagers, and bold stouts – evidenced also on their range of cans like "Wowee," "Baseball Lager," "Ocean Pale Ale," and "Hello LA." The team is also focused on collaborations and merchandise for patrons.

No matter the size of the brewery, two key factors for successful operators is a quality product that keeps patrons coming back time and again and the ability for its patrons to kick back without a lot of fuss.

While we can never fully predict what will happen in the market, we know demand is strong for a sense of place in one's neighborhood. As we continue to work with successful brewery operators, I'm excited to see how the next chapter will evolve – and kick back with my favorite IPA, The Nose Job from Boomtown Brewery. It just happens to be my current go-to.



## About the Author Evan Jurgensen

Evan Jurgensen is the Senior Vice President at Lee & Associates Los Angeles – Downtown, a national commercial real estate brokerage. He has established himself as a top broker in the Los Angeles Central market, specializing in the brokerage of industrial and creative properties.

A native Angeleno, Evan graduated from the University of California at Santa Barbara with a Bachelor's Degree in Business Economics and is a member of the American Industrial Real Estate Association (AIR).

*Editor's Top Picks:*

# Wine & Spirits





### 6 O' CLOCK GIN

6 O' Clock Gin London Dry is strikingly smooth to taste and beautiful to behold in its iconic Bristol-blue glass bottle. This London Dry Gin has a soft citrusy flavour, led by juniper, balanced with coriander seed, angelica root, orris root, winter savory, elderflower and orange peel. Elegant and crisp it is distilled in small batches in a 'double sphere' pot still, for a deeply delicious tasting experience. 6 O' Clock Gin was born in 2010, perfected from an old family gin recipe.



### 22 SALUTE

In the ever-evolving world of spirits, 22 Salute™ is a trailblazing brand that combines exceptional quality products with a powerful social mission. Their Double Gold winning Vodka 'With A Purpose™' is crafted to perfection, earning its accolades at international spirits competitions. This smooth, premium vodka serves as a testament to the dedication and expertise of the veterans who make it. But 22 Salute™ is more than just exceptional taste. This remarkable brand, a veteran dependent and minority owned company, stands out for its unwavering commitment to supporting veterans and first responders. A portion of each sale goes to a nonprofit that provides mental health and suicide prevention resources, making every purchase a meaningful contribution. Choose 22 Salute™ and become part of a brand that makes a positive impact. Celebrate their commitment to quality and innovation, while backing the brave individuals who keep us safe. Taste the difference and make a difference with 22 Salute™.



### A L'OLIVIER

Looking to elevate your beverage game? Look no further than A l'Olivier raspberry vinegar! This delightful elixir, made from the finest raspberries grown in the lush fields of France, is not just for cooking, but also for drinking. With its tangy, sweet, and slightly tart flavor, French raspberry vinegar adds a refreshing twist to any beverage. Whether you're a cocktail enthusiast or simply looking for a new way to quench your thirst, this raspberry vinegar can be your perfect ally. Mix it with sparkling water for a fizzy and fruity cocktail or add a splash to your favorite cocktail for a burst of bright flavor. Its vibrant red hue and natural sweetness make it a perfect complement to a wide range of libations. So, why not treat your taste buds? With its unique taste it's a must-try for any adventurous beverage enthusiast. Cheers to sipping in style with this exquisite elixir! Santé!



### ABRE OJOS

Abre Ojos Tequila Blanco is a premium spirit that captivates the senses with its smooth, yet robust flavor profile. Made from 100% blue agave harvested in the heart of Jalisco, Mexico, this tequila is expertly crafted by skilled artisans who follow traditional methods passed down through generations. The pristine agave plants are slow-cooked in traditional brick ovens, then crushed to extract their sweet juice which is carefully fermented and distilled to create the finest tequila. Abre Ojos Tequila Blanco boasts a crystal-clear appearance and a bouquet of floral and citrus notes that entice the nose. On the palate, it delivers a rich and velvety texture with hints of sweet vanilla and spice, followed by a long, smooth finish that leaves a warm sensation. This award-winning tequila is perfect for sipping neat, savoring in cocktails, or enjoying as a luxurious gift for the discerning tequila connoisseur.



## BAKER'S BOURBON

Baker's Bourbon is a Single Barrel Kentucky Straight Bourbon Whiskey bottled at 107 proof and aged a minimum of seven years. Created in 1992 by Sixth Generation Beam Master Distiller Booker Noe as part of the original Small Batch Bourbon Collection, Baker's Bourbon is named after Baker Beam – grand-nephew of Jim Beam and a tenured distiller who worked at the Jim Beam Distillery for 38 years. Originally made by mingling a small batch of barrels, Baker's Bourbon re-emerged as a single barrel product in 2019 with a new bottle design to celebrate the individual characteristics inside each and every Baker's Bourbon barrel, while delivering the smooth, medium-bodied bourbon with flavors of oak, toasted nuts and vanilla that fans enjoy.



## BALDACCİ FAMILY VINEYARDS

The Baldacci Family Vineyards 2019 Calistoga Cabernet Sauvignon comes from a special estate-grown site in Calistoga. The grapes grown here are naturally a little smaller with a rich and intense flavor profile and have thicker skins, which result in a welcomed layer of fruit-driven tannin. It is a juicy and mouth watering wine with aromas of ripe black cherry, blackberry preserves, cedar, and sweet earth. The palate showcases notes of cassis, blueberry compote, warm vanilla, dried rose petals, and fresh earth. The wine was aged for 23 months in 75% new French oak. The heavier toast on the oak barrels help support the natural structure of the wine, making it a bold and assertive Cabernet that's drinkable now or ready for cellars. The Baldacci Family Vineyards 2019 Calistoga Cabernet Sauvignon is a well-structured wine with ripe fruit, fine tannins, and a pleasant mineral-driven finish.



## BARR HILL GIN

Founded by a beekeeper and a distiller, Barr Hill Gin is an award winning gin made by Vermont-based distillery Caledonia Spirits. Made with only two botanicals - local raw honey and juniper - it's a uniquely balanced and approachable gin that works beautifully in cocktails or enjoyed on its own as a sipping gin. The use of raw honey, flavored by the nectar of all the plants in the region the bees forage, provides the perfect botanical balance to the resinous juniper. Their minimalist approach to distilling allows the aromas and terroir of the landscape to shine through for a full-bodied, juniper forward gin with hints of citrus and soft, wildflower botanicals. Their sustainably powered distillery is committed to supporting pollinators and beekeepers by using distillation as a tool to support farmers and reconnect the bridge between cocktail culture and agriculture.

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### BARRELL CRAFT SPIRITS®

Barrell Craft Spirits® recently introduced Barrell Vantage, a blend of straight bourbons finished in three distinct expressions of virgin oak: Mizunara, French and toasted American oak casks. Each component whiskey in Vantage is finished separately, then systematically combined according to a blending process fueled in equal parts by a scientific approach, experience, creativity, and experimentation. This process focuses on the wood characteristics and the specific flavor contributions that each cask contributes to the blend. The team used different char levels, toast levels, and oak origins to create a multidimensional blend. Vantage was distilled in Indiana, Kentucky and Tennessee, and then crafted and bottled in Kentucky at cask strength, 114.44 proof (57.22% ABV).



### BARRELSMITH

BarreSmith's award-winning, barrel-aged Negroni is made by hand in small batches. London Dry Gin, Rosso Vermouth, and Martha Outlaw's Liqueur are carefully blended and then aged in 53 gallon oak barrels. After tasting and to determine it is worthy to be labeled BarreSmith, The finished cocktail is bottled at full strength, 30% ABV (60 proof). London Dry Gin is sourced from an award-winning distillery. BarreSmith's own Rosso Vermouth is made from California wine and natural flavors. Martha Outlaw created her unique liqueur specifically for craft cocktails destined for aging in barrels. All-natural ingredients, no artificial flavors or colors added.



### BARTON GUESTIER

B&G's Cotes de Provence "Tourmaline" is recognized for being vegan-friendly and is highlighted for the sustainable farming practices that help contribute to the overall wine-making process. Produced along the coast of the Mediterranean Sea, the name "Tourmaline" refers to a rose gemstone which is conveyed through the rose-like bottle design! An explosion of fruit followed by notes of white flowers upon the first and second sip, making it a perfect pair to light dishes and salads.



### BASBAS

First distilled in the 16th century by monks living in northeastern Spain, hierbas was often used as a remedy. The monks fermented wild anise before extracting essential oils from other medicinal herbs like rosemary, juniper, and sage into the alcohol. To this day, the spirit is present at practically every toast, meal, and celebration in Ibiza but it's relatively unknown outside of the region. As the most awarded hierbas in the world, Basbas is set to change all of that. It just received a 95-point rating and the distinction of Spanish Liqueur of the Year at the New York International Spirits Competition. Batch 003 of this herbal liqueur hits U.S. shelves in May 2023 and, if the previous two batches are indicative, it will sell out quickly. Request to be notified before it goes on sale at [masbasbas.com](http://masbasbas.com)



## BAYOU WHITE RUM

Bayou White Rum is the brand's purest expression of Bayou Rum and imparts a fresh, vibrant taste and aroma for a multi-layered flavor experience. This bottle rests for up to 40 days to allow the crisp, clean flavors to mellow and combine. The pot still rum adds a delicate complexity rare in white rums. Bayou Rum is proofed with triple-filtered fresh local water, delivering the cleanest and purest taste. Bayou Rum's versatility and diversity are among its greatest assets, with expressions ranging from dark rum and white rum to spiced and premium rums – no matter customer preferences, brands like Bayou Rum have something for you. In terms of mixology, Bayou offers their White Rum (\$15), which has light notes of vanilla and banana and is ideal for all classic rum cocktails.



## BIB & TUCKER

Bib & Tucker 6-Year-Old Small Batch Bourbon has been quietly earning top accolades from the most admired competitions around the world. It has a hint of pecan pie taste and chestnut finish and the bottle itself is a symbolic nod to the turn of the century and the perfect conversation starter while entertaining. Best served neat or in whiskey forward cocktails.



## BIG STICK BOURBON

Big Stick Bourbon original mash begins with aged bourbon but they take an extra step and place a charred New American White Oak Stick into every bottle, similar to a "double-oaked" whiskey. However, the stick is made of New Oak, not from spent barrels. This innovation allows the bourbon to gracefully integrate with oak in the bottle, continually adding complexity and evolved flavors to develop while under cap. The bourbon and stick are under seal, the "angels share" that naturally evaporates in the barrel is now captured in every bottle of Big Stick Bourbon to make a smooth, delicious and exceptional whiskey! We make the angels thirsty!

Lastly, Big Stick Bourbon founders' families have a rich history of service in branches of the Army, Air Force, Navy, Marines, and Space Force. Big Stick Bourbon selects and donates 5% of profits to military charities on a quarterly basis.

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## BOISSON BLANC

Boisson Blanc launched in November 2022 and was curated by premier non-alcoholic beverage retailer, Boisson in partnership with winemaker Johannes Leitz of the notable German wine brand Leitz. Leitz has received national and international recognition for his outstanding wines and most recently, is responsible for helping advance the quality of non-alcoholic wine making in Germany. The Leitz x Boisson Blanc is a non-alcoholic white blend from the town of Rudesheim. Pale yellow-green in the glass, Boisson Blanc is a crisp white wine that features clean, fresh flavors. The resulting taste provides a delicate balance of natural acidity, aromatic herbs and bright, citric fruitiness. A classic palate makes it suitable for any variety of mild food pairings. No matter the season, Boisson Blanc pairs well alongside roast chicken and lots of vegetables or enjoyed on its own as a satisfying aperitif at golden hour.



## BOLS

Bols, the World's First Cocktail Brand, now offers the option to bring the magic of cocktails home with Bols Ready to Enjoy Cocktails. The newest addition to the Bols portfolio features four signature cocktails that have been expertly mixed for a convenient, magically simple, and true craft cocktail experience at home or on the go. Bols Ready to Enjoy Cocktails are available in unique 200ml tubes and 375ml bottles; Bols Cocktail Tubes include 1-2 servings and the 375ml bottles include 4-5 servings. With flavors like Margarita Azul, Espresso Martini, Red Light Negroni and Very Old Fashioned, bringing the sophistication of a cocktail home has never been easier, simply chill, pour and garnish.

## BOOZE CHEWS

Booze Chews are one of the first-of-its-kind where, after 2.5 years of Research and Development, this industry disrupting innovation will be available to the public this summer of 2023. Booze Chews are a 12% ABV, all-natural, alcohol-infused gummy. The Founder & CEO, Chris Claffey who is proudly dubbed the "Willy Wonka" of the adult beverage industry, perfectly paired their first flavor offering of wine-based Watermelon Sugar. Booze Chews is able to be produced with any type of base alcohol, as well as endless combinations of natural flavors that will combine for a surreal party experience.





## BRECKENRIDGE DISTILLERY

Breckenridge Distillery is the world's highest distillery and one of the most-awarded craft distilleries in the U.S. Breckenridge 105 High Proof is a wild ride through rich, dark caramel and toasted almonds, burnt Baker's chocolate and dried orange peel, with a lingering finish of vanilla and spice. A masterful combination of mouthful flavors, furnish our Bourbon Whiskey to a deep, burnt orange hue. The blend recently won "World's Best Blended" at the 2023 World Whiskies Awards in London.



## BROKEN BARREL WHISKEY CO.

Broken Barrel Whiskey Co. added a fifth expression to its core lineup of Kentucky Straight Bourbon & Rye Whiskeys. Introducing Americana, a 100 proof (50% ABV) straight American whiskey featuring a mash bill of 80% corn, 14% rye and 6% malted barley. Americana explores blended American Whiskeys with an entirely new Oak Bill™ – a concept unique to Broken Barrel which denotes the combination of barrel staves from different types of barrels used in each expression – of 40% Charred American Oak, 40% Toasted American Oak and 20% American Apple Brandy Cask. The result is a distinctive whiskey displaying a soft honeycomb sweetness with notes of toasted cashew and butterscotch which melts away into more complex oak and marshmallow notes.



## BROKEN SHED

Crafted and bottled in New Zealand, Broken Shed is the fastest growing vodka in the U.S. for the second consecutive year\* and is gluten-free from start to finish, made without additives, sweeteners or GMOs. Made with only three ingredients - setting it apart from other premium vodkas in its class. These include ancient, mineral-rich aquifer water from New Zealand's South Island, filtered, spring water from the mountains of New Zealand's North Island which is a sustainable whey that is sourced from free-ranging New Zealand dairy cows - a unique spirit so pure that it only needs to be distilled 3 times. Because Broken Shed uses whey - a naturally-occurring, sustainable byproduct - versus diverting resources into growing grains, Broken Shed could be the most environmentally-conscious vodka yet. The balance of whey creates an exceptionally silky mouthfeel and flavor - while not overpowering the vodka.



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### BULLCREEK

A bourbon this smooth should always be shared. Bullcreek's 80 proof Distiller's Cut is aged four years and offers a distinctly sweet finish that starts out with notes of candied fruits and eventually fades into an earthy corn grain. Double Gold award winner at the 2022 New York International Spirits Competition.



### BUMBÚ XO

Bumbu XO is distilled and aged in Panama, made using locally grown sugarcane. Aged in bourbon barrels and selectively finished in white oak sherry casks, Bumbu XO offers flavors of toffee, orange zest, peppery spice, and a hint of coffee. Balanced and complex, Bumbu XO is designed to be sipped and savored by serious rum aficionados.



### CANTERA NEGRA

Cantera Negra is luxury tequila handcrafted in small-batch quantities from late-harvest blue agaves. Cantera Negra does not believe in cutting corners and permit only time-honored, traditional methods and the studied art of blending to guide an approach to production. Unlike so many others, Cantera Negra does not add any sugars or colorings to the portfolio, including Silver, Reposado, Anejo and Extra Anejo. The reposado tasting notes are butterscotch, oak and pepper, and it is aged longer than standard for a minimum of 7 months.



### COMPANY DISTILLING

Seismic Rye Single Barrel Finished with Cherry Wood from Company Distilling is the newest offering in their premium spirits portfolio and the first in an experimental product lineup. Seismic Rye Single Barrel opens with aromas of rye grass, black licorice, oak, and vanilla with the addition of dark cherry, black pepper, and leather flavors. It finishes with warm and lingering hints of toasted cherry and oak wood. Company Distilling prides themselves on paying homage to their community roots in East Tennessee and Seismic Rye is no different. It's named after monitoring station AS107, established in 1978. The station was built in the Tuckaleechee Caverns of Townsend, TN, to measure and report seismic activity for the eastern half of the United States.



## CRAFTMIX

A cocktail mix that's health-conscious, conveniently sized, and most of all, tastes delicious! With only 25 calories and 5g of sugar, Craftmix is the go-to for the health-conscious drinker. Craftmix was started when JT, an avid entrepreneur and former bartender, realized there was a void in the pre-packaged cocktail market. After founding various startups, JT received an overwhelmingly positive response to the idea of Craftmix, and he knew this was the one. Now, Craftmix is in over 2,000 doors including Kroger, Wegmans, and many, many independents. Craftmix will also be included aboard all JetBlue flights beginning in July 2023 and all Amazon Fresh stores in September 2023.



## CRYSTAL HEAD VODKA

Multi-award-winning Onyx is a unique new expression of Crystal Head Vodka, crafted from premium Blue Weber agave and sourced from a single farm in Mexico. The bottle celebrates the powerful warrior crystal, Onyx, with its luxurious black finish and matching crest debossed cap. Sharing its powers of intuition, focus, positivity, and protection with those who keep it close. Like all Crystal Head expressions, Onyx is blended with the purest water from Newfoundland, Canada, giving the final product a clean and semi-sweet finish. Staying true to Crystal Head values, Onyx contains no oils, sugars or additives. Onyx offers notes of fresh green grass, nuanced white pepper and hints of citrus on the nose. Soft and smooth with a touch of spice and sweetness, which develop into the subtle yet unmistakable earthy grip of agave. A medium finish of green grass, pepper and citrus.



## CUT ABOVE

Developed in Houston, TX by entrepreneur and artist Andrew Solis, Cut Above is the first portfolio of true zero proof spirits intended to give drinkers control over their drinking experience. Meticulously made with all natural ingredients and flavors to replicate the nose, mouthfeel, taste and finish of a Gin, Whiskey, Agave Blanco and Mezcal, Cut Above provides drinkers the choice to reduce alcohol consumption without sacrificing the enjoyment of a properly crafted cocktail. To do so, founder Andrew spent nearly two years working with flavor specialists and mixologists to create a precise formula of special ingredients from around the world that could not only replicate the reactions that normally occur in distillation, but also consumption. Whether drinkers are in the mood for a fully zero proof cocktail or just decide to make it a "cut" cocktail with a mixture of Cut Above and the real thing, the choice is theirs. To create this mezcal inspired zero proof spirit, Cut Above used a range of natural flavors including: Cubeba pepper extract, chipotle pepper extract, Persian lime oil and then added a touch of smoke. Zero Proof Mezcal 750mL.



## DIXIE PEPPER VODKA

Dixie Pepper Vodka is the must-have staple for any Bloody Mary or oyster shooter, not to mention a variety of creative cocktails produced by ingenious bartenders around the country. Dixie Southern Vodka is steeped with Serrano peppers for a week, then infused with Sichuan and Madagascar black peppercorns, resulting in a perfectly balanced pepper vodka. With just the right amount of savory kick, Dixie Pepper flavored vodka gets its forward flavor from the Madagascar peppercorn, a cooked and dried fruit from a flowering vine of the Piperaceae family. Clear in color, it features aromas of char-roasted and marinated green and chili peppers.



## DOUGH BALL

Launched in 2021 and nationally in June 2022, Dough Ball replicates the flavors of warm cookie dough goodness in a smooth, 70-proof whiskey. Featuring notes of buttery vanilla and rich chocolate, this cookie spiked whiskey can be enjoyed as a shot, sipped or mixed in a cocktail. This award-winning spirit can be sipped, enjoyed as a shot, or mixed in a delicious cocktail.

## FABRIZIA

Fabrizia's Limoncello is crafted by hand in small batches. Their Limoncello is produced with just four simple ingredients: the zest of 100% Sicilian lemons, alcohol, sugar, and water. Gluten-free and all-natural, Fabrizia Limoncello can be enjoyed on its own or added to your favorite cocktail. Made with Sicilian Lemons from their lemon grove in eastern Sicily, Italy, which are grown in a perfect microclimate near Europe's largest active volcano, Mt. Etna. The rich volcanic soil and warm winds from the Mediterranean Sea produce the most fragrant lemons in the world. Fabrizia's ability to source the finest fruit from Italy to produce their Limoncello freshly in the United States, without adding artificial coloring, flavors or preservatives, puts their company in a unique position to provide the USA market with an authentically prepared, outstanding limoncello with a distinct Italian twist.





## FIGLIA

Figlia was born out of a desire to have more honest and inclusive conversations around alcohol consumption. The inspiration for creating Figlia is a personal one—founder, Lily Geiger, lost her father to alcoholism when she was 20 years old. Even with society's evolving conversations surrounding alcohol, non-drinkers are still seen as outsiders. Non-alcoholic beverages are, more often than not, left on the back page of the menu. Figlia is setting out to change that—to create a table that always has an open seat for all experiences and stories, where no one is an outsider, and there is something special to sip for all. All natural ingredients, no added sugars, no preservatives, no pressure.



## FREELAND SPIRITS GIN

Freeland Spirits Gin is small batch crafted using a unique blend of traditional heat distillation along with cold vacuum distillation, allowing for the fresh flavors and aromas of the Pacific Northwest botanicals to shine in the finished spirit. Fresh rosemary, mint and crisp cucumber lift the nose. Grapefruit and lemon peel brighten the brisk juniper and bold spice. Pink peppercorn, coriander and star anise mingle with 14 additional dried botanicals in the copper pot still. It's gin straight from Meemaw's garden.



## FRESH VICTOR

Fresh Victor's premium, cold-pressed juice mixers allow customers to create fast, delicious craft cocktails and mocktails with ease. By using the mixers with their favorite spirit or non-alcoholic beverage, both cocktail enthusiasts & beginners can serve up beautiful, great-tasting, and surprisingly healthier-for-you drinks that will leave their guests talking for weeks to come. Fresh Victor's clean-label, fresh-ingredient mixers help customers get out from behind the bar and back to the party, making every cocktail or mocktail a success. With Fresh Victor's juice mixers, every customer can be the victor.



### FRESH VINE WINE

Fresh Vine Wine's 2020 Cabernet Sauvignon is characterized by its dark ruby color with a ripe, expressive nose full of blackberry pie, dark cherry, spice box and a hint of mint. Secondary notes consist of ripe plum and vanilla. This medium-bodied varietal with concentrated flavors of boysenberry, blackberry, and baker's chocolate finishes long with supple tannins and flavor of plum. The Cabernet Sauvignon has received recognition in the "Better For You" category from several influential industry authorities, including a 92 Point rating by The Tasting Panel Magazine, a Double Gold Medal by 2023 Rodeo Uncorked! International Wine Competition, and a Silver Medal by the 2022 Sommeliers Choice Awards. Per 5oz glass, there are 0.4g of sugar, 3.9 carbs, 103 calories, and an ABV of 13.5%.



### GHOST TEQUILA

As one of the fastest-growing new tequila brands, Ghost Tequila has become one of the most innovative brands in the tequila industry. Made with 100% Weber Blue Agave, this spicy tequila is crafted in Jalisco, Mexico and infused with a splash of spice making it the ideal spirit for the perfect spicy cocktail or to be enjoyed on its own. Ghost Tequila is made in small batches and bottled at one of the top distilleries in Destiladora del Valle. Ghost adds the ideal amount of heat to spark your taste buds but never overpower.

### GRAY WHALE GIN

Gray Whale Gin is the fastest growing, award-winning gin. Every bottle of Gray Whale Gin gives back through 1% for the Planet and partnership with Oceana, the largest organization in the world devoted to ocean conservation. Gray Whale Gin is perfected with sustainably sourced and wild harvested botanicals foraged along the migratory path of the California Gray Whale, including Juniper (Big Sur), Limes (Temecula Valley), Fir Trees (Sonoma), Sea Kelp (Mendocino Coast), Mint (Santa Cruz) and Almonds (Central Valley). The result is a unique gin that tastes like California in a glass – a taste profile that is both bold and mixable, a consciously crafted addition to any cocktail. Jan and Marsh Mokhtari founded Gray Whale Gin in 2016 on the simple notion that a spirit can bring people together for good times and while together do some good in the world.





## GREENBAR

This lush and tangy drink is the alcohol-free Californian version of an afternoon Italian tradition. Given true depth through the use of traditional distillation and infusion techniques, followed by boiling off the alcohol in a special dealcoholization process, Greenbar ensures the real aromas, the floral and fuchsia flavors and textures of this drink are captured authentically. Made with hibiscus, lemon, and lavender botanicals, let each sip transport you to an afternoon Italian tradition that lets you chill without a buzz.



## HATOZAKI

Hatozaki Small Batch Whisky is a vatting of 100% malt whiskies which have been aged in imported bourbon casks, imported sherry casks and native Mizunara oak barrels. Rich profile of sweet cereals and malty dried fruit with a light touch of smoke and honey on the finish. The Yonezawa family's experimentation with distilling started over a century ago, in 1917, and has been part of their legacy ever since. In the build-up to their celebration of 100 years of spirit production, the company decided to replace their old stills with new copper twin pot-stills made by the famous Scottish company Forsyth's. The new facility has been named The Kaikyo Distillery after the Akashi-Kaikyo Bridge that lies in front of the distillery. The distillery sits on the coast, swept by sea winds and salty breezes, which gives many benefits for the aging of whisky.



## HIGH GOAL LUXURY GIN

Worldly, but unmistakably American in its approach, High Goal Luxury Gin is a refreshing and modern take on a classic spirit. Utilizing hints of local citrus and mint in its unique blend of botanicals, High Goal is savored by those who have had the pleasure of discovering it. Setting a new, ultra-premium standard for the market, High Goal is American gin, reimagined.



## HÍJOLE!

Hijole! (pronounced ee-ho-leh) is made for the moments you live to remember. Distilled in Jalisco, Mexico with just three simple ingredients – Agave, Yeast and Water – Hijole! is an internationally awarded tequila that is now available in the US. The brand was founded by CEO Carlos Lazo Reyes and owned by Guadalajara-based XOY Capital.



## JERZEY JUNGLE

Jerzey Jungle Juice is the ultimate party drink. Jungle Juice is one of the most popular college-aged beverages of all the time. Jerzey Jungle brand took that delicious nostalgia and mastered the craft of bottling absolutely delicious alcoholic Jungle Juice. The company dominates the Jersey party scene pushing Jungle Juice at all the best bars and clubs around the Garden State. They are finalizing distribution in New Jersey, expanding more Jungle Juice flavors and looking to go nationwide to bring Jungle Juice to everyone across the country.



## KNOB CREEK

Knob Creek has recently announced an addition of an age statement to its flagship straight rye whiskey, Knob Creek 7 Year Old Kentucky Straight Rye Whiskey. This update is a testament to the care and innovation behind the super-premium whiskey inside and reinforces Knob Creek's commitment to continue to produce the world-class whiskeys its fans know and love. Made pre-Prohibition style, Knob Creek 7 Year Old Rye is carefully crafted and patiently aged for seven years in deeply charred barrels, producing a full-flavored rye whiskey with notes of American Rye spice, sweet vanilla and oak, in line with what fans have come to expect from Knob Creek.

## KURVBALL

KURVBALL is making its way into backyards and back bars across the country. Made for the love of BBQ, KURVBALL combines the savory, sweet, smoky heat of slow and low barbecue with American whiskey. Often described as tasting of ribs or BBQ chips, KURVBALL Whiskey is 34% ABV (68 proof), gluten free and proudly made in the USA. KURVBALL is best enjoyed as a cold shot alongside a cold one or straight outta the bottle like BBQ sauce. For the brunch crowd, substitute KURVBALL for vodka in your favorite bloody recipe to make the BBQ Bloody™ (AKA: the bloody to ruin all others). For the Old Fashioned whiskey drinkers, just add bitters and an orange peel to make a BBQ Old Fashioned™. KURVBALL can even be used for cooking to make marinades and glazes. Last but not least, pair KURVBALL with some friends, family and a couple of strangers - because barbecue is a get together.





## LALO

LALO is named after co-founder Eduardo “Lalo” González, the nickname given to him by his grandfather, the father of premium tequila, Don Julio. Lalo continues the legacy of his father and grandfather with a bold new approach to perfecting blanco tequila. After nearly a decade in the industry of seeing tequila follow many different trends, Lalo and his friend David Carballido sought to create a truly pure blanco tequila. What began as a small, private batch for friends & family in Guadalajara quickly became popular for its taste and purity. LALO represents the truest and purest spirit on Earth, with no barrels or additives, boldly presenting the taste of the finest agave from the Jalisco highlands. LALO is distilled twice to maintain the integrity of our agave and has no flavors or additives. LALO is made with agave, yeast and water to honor the complex essence of the agave.



## LARKMEAD VINEYARDS

The Larkmead Vineyards 2020 Cabernet Sauvignon is a singular and distinct wine crafted with 82% Cabernet Sauvignon, 17% Merlot, and 1% Cabernet Franc. In the glass, the Larkmead Vineyards 2020 Cabernet Sauvignon has aromas of perfumed violets, candied cherries, and warm vanilla spice. Red plums and figs fill the bouquet that accompany notes of cocoa, tobacco, and fresh mint. The structure of the Cabernet Sauvignon brings great density and tension to the center of the wine, with the site's natural vibrant acidity balanced by the smooth roundness of Merlot. The grapes are sourced from several of the oldest Cabernet Sauvignon vineyard blocks on the estate. This wine's brooding fruitfulness is offset by the bright mineral and delicate floral notes that are a signature of the vineyard each vintage.



## LISTEL

The vegan-friendly Listel “PET NAT” is a sparkling wine made from the partial fermentation of blended Sémillon and Carignan grapes. This natural wine is known not only for its bright and vivid rosé color but is made popular to the health-conscious drinker through an approach without the use of any additives such as sulfites, conservatives, or added sugar. With a price point under \$20, making it attractive to a more youthful audience and even those unfamiliar wine drinkers.



### LITTLE BOOK

Little Book Chapter 6: "To The Finish," is the latest chapter in Eighth Generation Master Distiller, Freddie Noe's acclaimed Little Book Whiskey series. The name of this year's chapter is inspired by Freddie's passion for both whiskey-making and cooking, and more specifically his curiosity about how flavors come together. The kitchen has always been a place where the Noe family has come together to share traditions from generation to generation. These traditions around family meals, and Freddie's adventures around the grill, inspired his work in the rackhouse for Chapter 6. Freddie uses the traditional method of smoking hardwoods to create different aromas and flavors in food, and he's applied that same method to the whiskey-making process, using unique wood staves and barrel techniques for Chapter 6, resulting in an extremely approachable finished product with flavors of rich toasted grains, with hints of smoke.



### LOBO WULFF VINEYARDS

This 2021 vintage received 80% new French oak and balanced malolactic fermentation to provide extra complexity and body while retaining brightness and lift. Aromas of straw, peeled apples, chrysanthemum petals and nectarine over brioche. Flavors of golden apple, golden peach, D'Anjou pear and toasted hazelnut nutmeg pastry crust. It displays a lovely balance between luscious, ripe orchard fruit and caramelized qualities like crème brûlée, crust. Lifting accents of lemon curd and a suggestion of Jasmine tea provide a floral brightness to the richness in texture. There is a hint of minerality as well to add a lovely Burgundian complexity rather like a Mersault.



### LONGBALL

In early 2023, San Diego's ReBru Spirits released Longball, a hard lemon iced tea that is available at bars, restaurants, and retail outlets throughout Southern California. Longball is fortified apple wine and includes real tea, real lemon, and natural flavors. It can be consumed as a shooter, or it can be used as a liqueur or cocktail modifier. The 750ml bottles have an ABV of 23.5%, and because of its fortified apple wine base and lower ABV, Longball is a cocktail alternative that can be served at restaurants and bars that hold only a beer-and-wine license. Longball is great on the golf course, while relaxing on the back porch with family and friends, and sitting at the bar watching a game.



### MCQUEEN AND THE VIOLET FOG

McQueen and the Violet Fog is made with 21 botanicals and distilled in a single traditional pot still. With the addition of red berries and hibiscus flavors, the new Ultraviolet Edition has a distinctive tart, sweet, and earthy flavor. Complementary notes of rose petals, coriander, and rosemary come to the fore, alongside exotic notes of lemongrass, cranberry, blueberry, and jasmine flower. The finish is smooth and lingering with a subtle sweetness. Ultraviolet's color derives from a blend of natural vegetable juices and carmine - a deep violet when poured neat, it transforms to a beautiful pink color when combined with citrus or tonic. The gin's delicious taste and striking color make Ultraviolet the perfect base for a cocktail. McQueen and the Violet Fog Ultraviolet is distilled in Jundiá, Brazil. Packaged in a heavyweight glass bottle, it features embossed details with the brand's classic 'crowned eye' logo in metallic silver.



## MIDNIGHT SNACK

The King of Rock & Roll might also be the inventor of the most decadent snack this side of the Mississippi, the peanut butter banana and bacon grease sandwich! Legend has it that Elvis' longtime cook, Pauline Nicholson, may have been the first person to serve Elvis this now famous late-night concoction, and we're sure glad she did. Midnight Snack delivers the hunka hunka burning love for peanut butter, banana and bacon flavor you've been dreaming of.



## MOZART

For more than 60 years the Mozart Distillery has been located in Salzburg, Austria, the birthplace of Wolfgang Amadeus Mozart. Mozart Chocolate Liqueur took a spark of creativity, shaped it through years of experience, and blended it charmingly with attention to detail into a unique symphony - a Chocolate Symphony. Mozart's Chocolate Cream liqueur is a full-bodied, creamy milk chocolate liqueur, handcrafted with only natural ingredients, and refined with Belgian chocolate. It is very creamy and smooth to drink neat or in various cocktails. Experience the creamy milk chocolate sensation, a delicately melting indulgence by Mozart Chocolate Liqueur.



## NELSON BROS

The process begins with selecting the choicest lots of well-aged bourbon barrels in the Nelson's Green Brier Distillery inventory. These barrels would craft the ideal foundation of flavor and fragrance to forge this truly premium and balanced expression. Once singled out, the exceptional sources are expertly batched into a superior, high-proof blend, rich with rye, and redolent of dark cherry, caramel, and spice. The result is Nelson Brothers Reserve, a bourbon certain to startle and delight anyone who comes within sipping distance. This 107.8 proof smooth bourbon is warm on the nose with hints of cherry, maple syrup, sweet mint and cinnamon roll. The finish is earthy, with notes of cocoa, allspice and cherry cobbler.



## NINER WINE ESTATES

Niner Wine Estates is a family-owned estate winery. They are a farm of distinct and extraordinary vineyard sites across the Central Coast of California and produce delicious, intentionally crafted wines. They want each bottle to represent the site and vintage, as well as make customers smile each time they pop a cork. Niner Wine Estates goal is to grow high quality grapes and make delicious wines that are intentionally crafted to tell the story of each vintage and vineyard. They aim to express those qualities alongside elegance and balance, using minimal inputs.



## OLE SMOKY®

Might be the best thing to happen to whiskey since, well, whiskey. Savor every sip of this blend of rich, sweet whiskey that tastes like liquid caramel with a hint of salt at the end of it. Whiskey never tasted so decadent.

## ORSOLA

Produced and estate bottled by Castello di Tassarolo, Italy. The large area planted with vines on the Castello di Tassarolo estate, allows them to carry out ruthless selection in the vineyards, aimed at achieving a quality product. The grapes are manually gathered in perforated crates containing a maximum of 19 kg. They are brought to the winery and immediately pressed with the help of a modern pneumatic press. Only the cream of the must is transferred to the thermostatically-controlled vats for the start of the alcoholic fermentation. This is carried out at controlled temperatures without being hurried, and under constant analytical surveillance. With the complete transformation of the sugars into alcohol, the process is complete. We take great care not to damage its intrinsic qualities right up to bottling. It's Fresh, Fragrant, Light, Lively and Persistent- aroma with floral notes of orange blossom and chamomile.





## PA'LANTE

The Pa'lante Dark Rum is a first-of-its-kind Mexican spirit. Fresh aguardiente from sugarcane juice is distilled in a copper pot still and rests in American oak for 3 months. It is then blended with molasses distillate from a column still. The blend is aged in both ex-bourbon American white oak barrels and in Mexican white oak for a span of 8 years. In addition to the vanilla notes typical of American oak, this rum boasts tobacco and leather notes, making for a unique sipping experience.



## PEJU

The new PEJU 2018 Cabernet Franc Reserve is a succulent, well-structured, reserve-worthy wine. Crème brûlée and toasty vanilla support a full-bodied core of layered boysenberry and cherry finishing with hints of green and white peppercorn, leather, and cocoa. A silky palate leads to a long and elegant finish complete with lasting floral and fruity notes. This dark garnet wine is aged in 100% French oak for 26 months. Priced at \$150, this vintage received 92 points from James Suckling and 92 points from the Connoisseurs' Guide to CA Wine.



## PINHOOK BOURBON

Aged more than 3 years, the 2023 vintage of Pinhook Bourbon showcases a warm nose of butterscotch, dried apricot, and graham cracker. These transition to a palate of coffee, roasted peanuts, candied cinnamon, and crème brûlée. It is proofed at 101.4. Each year, Pinhook releases a new vintage of bourbons and ryes. Every expression is the best representation of the barrels at that moment in time and dedicated to a promising young thoroughbred. Through a combination of careful barrel selection, blending in small batches, and meticulous proofing, each Pinhook vintage has a personality as unique as the horse on the label.



## RANCHO LA GLORIA

Rancho La Gloria's Jalapeño Lime Infused Tequila is made with Blue Agave tequila infused with flavors of freshly sliced jalapeño and juicy key lime. Notes of zesty lime peel and ripe green pepper, layered with roasted agave, with the perfect amount of heat on the finish. This award-winning tequila can be sipped, enjoyed as a shot, or mixed in a delicious cocktail.



## RHUM BARBANCOURT

Part of the original collection developed by Dupré Barbancourt, the Rhum Barbancourt five stars, is elaborated from Pure sugar cane juice, and aged in oak barrels for 8 years. This Rum was originally called "La Goutte d'Or", which translates to English as the "The Golden Drop". The color is light gold with copper highlights. Beautiful maturity. Flavors of vanilla followed by light wooden notes.

## ROUND BARN

The smooth, velvety flavors of Round Barn Winery, Distillery & Brewery's Salted Caramel Cream harmoniously blends the sweet and salty. Made from a blend of rich cream, white wine, and natural salted caramel, this one-of-a-kind cream has become a staple for Round Barn fans everywhere. As part of their family of creams – including fan favorites such as Black Walnut Cream and Espresso Cream – Round Barn has mastered the art of blending flavors to create an irresistible combination of smooth caramel and salty goodness in a way that landed this product in their top 5 best sellers for the past three years.





## SALT TEQUILA

SALT Tequila is a culmination of years of determination, innovation, expertise and countless blends that inspired a clear smooth naturally flavored 100% Blue Agave Tequila. The process of creating SALT Tequila is as unique as the tequila itself. It's a process that requires the focus and dedication of a boutique distillery, the skilled and practiced hands of a tequila master and people trained in the art and craft of distilling, naturally flavoring and blending to capture the highest quality drink. The result is a blanco style Tequila nuanced with aroma and a hint of Chocolate flavor so synergistic with the tequila flavor one would think they were always meant to be together.



## SILVER SPRINGS

Early American settlers were guided to the pristine waters by the Sirens of the Silver Spring. From this spring the most delicious rye whiskey was created. With the addition of corn in the mash bill, Sweet Rye was born - a descendent of its spicy predecessors. This special edition whiskey is bottled at cask strength. The nose is molasses, burnt sugar, and toffee. The palette is caramel, nougat and hot cinnamon candy. The finish is spicy rye with a long dry finish. Silver Springs Rye Whiskey was produced in Chattanooga by one of the post-Civil War distilleries. Production ran from about 1906 until 1919. The Silver Springs Sweet Rye Whiskey has corn in the mash bill for added sweetness. The rye is housed in charred #3 oak barrels for a minimum of four years. It is finished and bottled in Chattanooga, Tennessee.



## SKREWBALL WHISKEY

Launched in July 2018, Skrewball Whiskey is the original peanut butter flavored whiskey and one of the fastest growing spirits brands in the nation. Bottled in California, it can be enjoyed as a shot, on the rocks or in a variety of delicious, premium craft cocktails. Found in all 50 states Canada and the Caribbean, peanut butter lovers and whiskey enthusiasts alike can indulge in this boozy peanut butter deliciousness. Skrewball was developed by a husband and wife duo, Steven and Brittany Yeng, perfecting the peanut butter flavor, which is unmatched in the spirits industry. Skrewball Peanut Butter Whiskey has already won several awards, including the Best Flavored Whiskey award at the New York World Wine and Spirits Competition. The product is 70-proof and made with premium ingredients.



## SINGANI 63

While filming the movie Che over a dozen years ago, Oscar-winning filmmaker Steven Soderbergh fell in love with singani, the national spirit of Bolivia that had never been out of the landlocked South American country and decided to bring it to the US to share with the masses. Today, Soderbergh's brand Singani 63 is in over 30 markets across the US, not to mention UK, where it is loved by some of the world's top mixologists for its versatility, flavor and cultural heritage. Earlier this year and after an eight year petition, The TTB (Tax & Trade Bureau) officially recognized Singani as a distinct product of Bolivia and a specific type of brandy making it the newest spirits category in over a decade. Made from the white Muscat of Alexandria grape only grown at high altitude in the Bolivian Andes and then twice distilled and stored in copper pot stills, Singani 63 is complete with florals and aromatics that enhance any cocktail or give it enough flavor to be simply drunk with an ice cube.



## SÖMRUS

Imagine a silky, creamy medley of Arabica coffee beans & roasted chicory, enhanced with 5x distilled Caribbean rum and real Wisconsin dairy cream - complemented by the perfect touch of sweetness. Inspired by New Orleans style coffee and Kaapi. All natural ingredients and gluten free. Known as the World's Most Awarded Cream Liqueurs, Somrus is incredibly versatile. Morning. Noon. Night. Splash it in coffee or tea. Sip it on the rocks. Mix it in cocktails. Add it to shots, shakes and desserts.



## SPARKLING POINTE

With a pale golden hue, this lively wine expresses fresh and complex aromas of lemon zest, Honeycrisp apple, and Asian pear. Fine acidity and a persistent effervescence are framed by firm notes of citrus, stone fruit, and baked marzipan. A symphony of tiny bubbles on the palate contributes to a generous and lingering mousse. Elegant and structured, its delicate floral and fruity notes add to its full finish. Released on April 1, 2022, with two years of aging sur lie, a total of 1,839 cases were produced, at 12.5% alcohol. The Sparkling Pointe 2018 Brut is a blend of 52% Chardonnay, 30% Pinot Noir, and 18% Pinot Meunier.

## SPRITZ SOCIETY

Spritz Society is an award winning sparkling wine cocktail brand created by media influencers and entrepreneurs, Ben Soffer, and Claudia and Jackie Oshry. Founded on the idea that taste matters, we take all natural, recognizable ingredients and pack them into convenient sparkling cocktails, because life's too short for drinks you don't love. Made with real white wine and real fruit flavors, Spritz Society comes in five flavors that were crowdsourced by our loyal community - Grapefruit, Peach, Blood Orange, Pineapple and Lemon. Each 8.4 oz can is low sugar, 120 calories, 6% ABV and is gluten-free.





## STELLA ROSA

Stella Rosa's Premium Imported Brandy is hand-crafted in small batches and preserved in a luxury glass bottle to deliver the essence of Italy directly to consumers. Taking special care to appeal to a multitude of palates, Stella Rosa® Brandy features three distinct flavors. Their Smooth Black Brandy features blackberry, strawberry and blueberry, which create a sweet, but tart, finish. Tropical Passion Brandy transports you to an island paradise with a blend of passion fruit, mango and pineapple. Finally, Stella Rosa's Honey Peach Brandy combines two playful flavors to round out a timeless line of flavorful, fruit-forward brandies.



## TABOR HILL

This Lake Michigan Shore AVE Brut Rosé perfectly balances fruit-forward flavors with delicate bubbles making it the ideal sipper for any occasion, big or small. Sporting a beautiful shade of pale salmon, the color alone alludes to the flavors of strawberry and raspberry characteristic of a traditional Provençal Rosé. Tabor Hill's unique varietal of 100% Pinot Meunier grapes comes exclusively from the shores of Lake Michigan. Tabor Hill's unique varietal of 100% Pinot Meunier grapes comes exclusively from the shores of Lake Michigan. As a close relative to Pinot Noir, Pinot Meunier is reminiscent of the delicate flavors of light cherry and pomegranate associated with Pinot Noir.



## THE PATHFINDER HEMP AND ROOT

The Pathfinder Hemp and Root is a fermented and distilled hemp-based non-alcoholic spirit with the intense flavor and aromatic characteristics of a spirit with none of the harmful effects of alcoholic beverages. Fermented from hemp and refined by copper pot distillation, the base liquid is then blended with an alchemy of wormwood, angelica root, ginger, sage, juniper, saffron, orange peel, and wild-crafted Douglas-fir, and natural terpenes, yielding a revolutionary spirit of both character and complexity. The Pathfinder is steeped in the history of the American West with a liquid that is just as wild as the landscape and the people that inhabited it. Inspired by the age of apothecaries and the homemade remedies employed by homesteaders and snake oil salesmen alike.



## TORABHAIG

Torabhaig is a new distillery that blends traditional and contemporary approaches. The first distillery to be built on Skye in 190 years, it is only the second legal distillery ever to operate on the island and has been fully operational since January 2017. Torabhaig distills in beautiful copper stills as you would expect but they choose to ferment in traditional wooden washbacks that add complexity of flavor in the whisky. This is the second expression of Torabhaig Single Malt, under the label 'Allt Gleann - The Legacy Series', bottled in small batches drawn from no more than 30 casks each. Torabhaig developed their own distinctive signature style, a flavor profile referred to as 'Well-Tempered Peat'.



## TRAGICALLY VIDAL

Stag's Hollow Winery's much beloved Tragicallly Vidal has been a fan favourite for over 25 years. Always an absolute delight on the nose, perfumed notes of apple blossom and honeysuckle mingle with tropical and orchard fruit; like walking through an Okanagan orchard in the middle of August. The palate is fresh and juicy, with flavours of stone fruit, honeydew melon, lemon-lime citrus, and a satisfying herbaceousness. The finish goes on and on, with the bright acidity and gentle nudge of residual sugar in beautiful harmony. Recently released for the first time in cans, also available in a 750mL bottle.

## VEUVE DU VERNAY

Known as the #1 French selling sparkling wine brand in the USA, Veuve du Vernay provides premium sparkling wines to enjoy on any occasion. Their best selling Veuve du Vernay Ice Rosé is filled with vibrant, rosé bubbles. Enjoy on its own, or in a cocktail - the fruity aromas found throughout make a great addition to any recipe.





## VILLA ONE

Villa One is an ultra-premium tequila founded by Nick Jonas and John Varvatos. The duo worked side by side with master distiller Arturo Fuentes, the “Godfather of Tequila” who brings more than 30 years of distilling experience. Unlike most tequilas, Villa One sources agave from both the highland and lowland regions of Jalisco, giving it a distinct and rounded profile that is offered in three expressions: Silver, Reposado, and Añejo.



## VILLON

Crafted in the heart of beautiful southwestern France, Villon is an exquisite reimagining of one of France’s oldest and most renowned spirits. Named for the medieval French poet and iconoclast Francois Villon (born 1431), who penned some of France’s most enduring works before disappearing in the late 15th century. Created by time-tested, small-batch traditions according to a closely-guarded family recipe. Villon’s incredible palette of aromas has been created to echo the changing seasons -- toasted oak evokes winter, vanilla and spice represent autumn; notes of orange blossom being spring to mind, and summer is represented with delicate peach aromas. Luxuriously complex yet balanced, Villon can be served neat, over ice, or as the foundation of the perfect cocktail.



## WEEKDAY VIBES

Refreshment in a can. Fresh citrus, bright rosemary and just a hint of sweetness radiate in this liquid sunshine. A delicious non-alcoholic beverage for summer days and winter après alike. Made from premium California dealcoholized sparkling wine, Weekday Vibes Grapefruit Rosemary Sparkling Rosé tastes like summer. With no added sugar, no alcohol and just 5 calories per serving, you can partake all day, guilt-free.



## WHEYWARD SPIRIT

Wheyward Spirit is a first-of-its-kind distilled specialty spirit, handcrafted from upcycled whey for a sippable, versatile, and sustainable offering where customers can taste a difference and make a difference. Wheyward Spirit comes from an authentic pride in being a premium whey-based spirit and from the “Wheyward” mentality to buck the status quo and do things differently for the right reasons.

The 4-time award-winning spirit is proudly woman-owned, certified carbon neutral, and sustainable from farm-to-flask. Sip straight or use in place of a standard base spirit in cocktails for a bespoke twist on classic and modern cocktails. The flavor profile is delicate yet complex, with oaky hints of vanilla cream, warm spice notes, and a subtle pear aroma naturally derived from whey fermentation and distillation to create a versatile flavor with a velvety smooth finish. The spirit has no additives or flavorings and is gluten, grain, and lactose-free.



## WHIDBEY ISLAND DISTILLERY

Summer brings waves of wild blackberries to Whidbey Island. Down every road you'll find sweeping vines teeming with deep purple and black droplets, a sure sign that summer is in full bloom on the Island. In honor of Whidbey Island's blackberry rich summers, Whidbey Island Distillery produces its own Blackberry Liqueur. Each bottle of Blackberry Liqueur starts with perfectly plump and ripened Black Diamond Blackberries. The blackberries are bathed in our world-class brandy distilled from Washington State wines for up to 8 months, producing a liqueur rich in color and bursting with blackberry flavor. Whidbey Island Distillery Blackberry Liqueur is the single highest rated spirit (of any type) produced in North America.



**PURE**



**FLOUR**



**FROM  
EUROPE**

ORGANIC & SUSTAINABLE  
FLOUR EXPERIENCE

## Pure Flour from Europe to Feature Italy's Best at Winter Fancy Food Show

From panettone to orecchiette, organic soft wheat flour and organic semolina flour from Europe are behind the finest baked goods, breads and pastas. The EU initiative Pure Flour from Europe highlights both sought-after flours at **Booth #2267 at the Winter Fancy Food Show in Las Vegas Jan. 15-17, 2023 at the Las Vegas Convention Center.**

Under the banner Pure Flour from Europe, Italian flour companies will feature organic soft wheat flour, a favorite of bakers for delicate cakes, and organic semolina flour, which lends itself perfectly for sturdy breads and pizza. For pasta, each flour lends its own character. Organic soft wheat flour yields a tender and delicate dough. Organic semolina flour results in pasta with a distinctive chewiness.

Europe has strict laws protecting the quality of its agricultural products and a proud tradition of milling expertise which result in an exceptional product that meets all your culinary needs. European organic soft wheat flour is grown to pesticide-free specifics, nourished by the earth and sky. The organic semolina flour, high in protein and gluten, is grown in Italy's sun-drenched south, as it has been since Roman times.

Come see representatives from Pure Flour from Europe and learn more about top-quality organic flours from Italy. We will answer your questions and offer a taste of how European organic flours can make your recipes truly delicious.



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# FOOD & BEVERAGE

MAY 2023

## MAGAZINE



# ROVAGNATI

THE AUTHENTIC ITALIAN EXPERIENCE



# TEQUILA DAME MAS<sup>®</sup>

I am Made Out of



Passion



Love



& 100% Agave



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We honor and remember the support of  
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Cover  
Feature



# ROVAGNATI





# AUTHENTIC ITALIAN EXPERIENCE

*Rovagnati launches its line of charcuterie in the United States*

By Debbie Hall

Italians, whether born in Italy or the United States, love their food, especially its many types of meat and charcuterie. Now Italian charcuterie company and industry leader Rovagnati has launched its new line of gourmet salumi Paolo Rovagnati line in over 3,000 stores in 21 states and growing. The product line features different products for retail (supermarket, specialty grocery stores) for consumers, as well as a food service line for restaurants and chefs.

Rovagnati produces Italy's finest Italian cold cuts of cured meat to create an authentic Italian experience. The Paolo Rovagnati line is highly regarded and is one of the most trusted

brands in the charcuterie market. Rovagnati hams and salamis are the secret ingredients for creating premium quality charcuterie boards, sandwiches, sliders, and more.

In February, Giovanni Quattrone joined as the CEO of the U.S. branch of Paolo Rovagnati based in Vineland, New Jersey.

"We will focus on leveraging the market," explains Quattrone. "For me, to join this company was a no-brainer. This brand is known in Italy, and when I left Italy 15 years ago, I lived in different countries and would look for where their products were sold. I am thrilled we can offer them in the U.S. now."



*“What sets us apart from the others is the big difference in the taste. It is something you can feel when you eat it, and this experience is unique.”*

With Quattrone at the helm, the most important goal is that the product sold in Italy is replicated here in the U.S. with the same care. “We want to be the top in class in terms of product. We want to give the American people who have purchased our product the same experience they could have in the center of Rome or Milano. That’s the mission of the family and everyone who is part of the Rovagnati team.”

The company, with solid leadership, brings authentic Italian products that Americans prefer for retail and a broader line and offerings for food service. The Hot Soppressata is a favorite in the U.S. market, as well as many other products that follow the traditional Italian process, including Prosciutto, Mortadella, Salami, and a mix of cooked or raw products.

“I would say a blend of tradition and the best that we offer in Italy with particular recognition for the taste of the American public would describe our line. We have the privilege of working with several of the best chefs in Italy to develop our top-line products. So, we try to make sure that each of the products from here is the top level to satisfy and retain all the consumers,” says Quattrone.



## *Our mission is to make sure that the product is so great that our consumers become consumers forever*

“What sets us apart from the others is the big difference in the taste. It is something you can feel when you eat it, and this experience is unique. Now, how to arrive today is part of magic. It is connected with tradition and care for detail since it starts with the selection of the meat. The treatment that the experience is connected with aging is also a big part of the process. Our mission is to make sure that the product is so great that our consumers become consumers forever.”

Rovagnati is committed to supporting tried-and-true Italian tradition, prioritizing product and process quality, which results in high-quality products. Rovagnati’s top-quality charcuterie is a celebration of Italian technical know-how. Rovagnati’s American production plant imports the meat produced and imported from Italy, then cut and package it for U.S. supermarket and food service distribution. Rovagnati applies rigid quality controls throughout the entire supply chain to guarantee maximum food safety and ensure top quality.

“The factory in New Jersey has been built with the same technology we used in Italy with the same machinery, freezers, and equipment. Some of the technology here is top in class in the market, especially in the highly competitive Italian market,” explains Quattrone.

There is one part of the factory called the white room where no germ microbe can be found. The team members cover their heads, shoes, and hands, and everything is sterilized. All processes ensure that the products that enter the line will become contaminated by anything that could deteriorate or shorten their shelf life.

The new and luxurious Paolo Rovagnati Line redefines premium deli meat and includes:

**Salame Milano:** A classic with a delicate flavor and unique spice blend

**Salame Napoli:** Lean with a peppery and Smokey flavor  
**Hot Soppresata:** Italy’s most sought-after salami with a spicy flavor

**Classic Mortadella:** A traditional cut of pork shoulder and throat most often recognized by its bright pink color and pearly white spots.

**Prosciutto Crudo:** is cured for a minimum of 14 months and this dry-cured ham crafted with just three ingredients of meat, salt, and time.



**Prosciutto Cotto Classic:** Rovagnati's most beloved cooked ham in all of Italy, also known as Gran Biscotto, made from fresh pork thighs worked by hand and slowly oven steamed.

"We plan to continue with this growth because an increasing number of Americans have started to recognize the quality of this product. Our customers are becoming our ambassadors, sharing this product with their family and friends, because they like other people to taste the quality of what they have experienced," he says. "They start usually using this charcuterie board at the beginning of lunch and dinner, or even for sharing some social times pairing with wine or a good beer."

Rovagnati has developed a trio pack with three different fresh charcuterie meats: Prosciutto Crudo, Salame Milano, Salame Napoli and a Salami trio with three different fresh charcuterie meats that will be unique. It comes with a full patent, is in process, and will be the first product in the U.S. market without nitrates. This will be a big trend during the second semester of this fiscal year.

*We completed the range with the same passion and attention to detail as all the other kinds of salumi. The second generation took over some years ago, and now they are fully involved in the work.*

Founded in Milan, Italy, in 1943, Rovagnati boasts a rich Italian history spanning 80 years. It combines quality, experience, and attention to detail in raw materials enriched by innovative flavors and technologies.



Paolo Rovagnati, the founder, was highly recognized in the Italian market as the one that used to choose personally every pork leg. Then he developed this special technique of taking away the bone and treating and cooking with steam, the product and aroma making the product that made the company famous. After that, the company enlarged the range so that today, with the Prosciutto Crudo, it was the birth of the Gran Biscotto, the No. 1 Prosciutto Cotto in Italy.

“We completed the range with the same passion and attention to detail as all the other kinds of salumi. The second generation took over some years ago, and now they are fully involved in the work.”

Rovagnati is also open to partnerships and business opportunities. “I really believe that is a sector that will grow at this moment at double digits. We are in the 25 percent growth for the segment is an excellent price offering opportunity for good margin for the retailer and the food service that will decide to embrace this opportunity for the U.S. market,” says Quattrone.

For more information about availability, pricing, recommended wine pairings, and historical information, visit [rovagnati.us](http://rovagnati.us).

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**ROVAGNATI**  
SINCE 1943  
*Paolo Rovagnati*  
**HOT SOPPRESSATA**  
SPICY SALAMI  
WITH SMOKE FLAVORING  
PRODUCED IN ITALY  
SLICED IN THE USA  
KEEP REFRIGERATED  
NET WT. 3 OZ (85 g)  
ITALIAN CHARCUTERIE

**ROVAGNATI**  
SINCE 1943  
*Paolo Rovagnati*  
**SALAME MILANO**  
CLASSIC MILD SALAMI  
PRODUCED IN ITALY  
SLICED IN THE USA  
KEEP REFRIGERATED  
NET WT. 3 OZ (85 g)  
ITALIAN CHARCUTERIE

**ROVAGNATI**  
SINCE 1943  
*Paolo Rovagnati*  
**SALAME NAPOLI**  
PEPPERY SALAMI  
WITH SMOKE FLAVOR  
PRODUCED IN ITALY  
SLICED IN THE USA  
KEEP REFRIGERATED  
ITALIAN CHARCUTERIE



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