

SPRING 05



PATTERSON'S

# BUYER

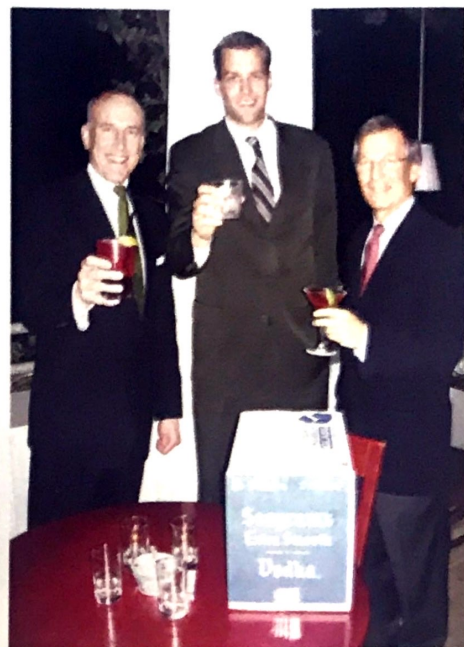
MEGAWINE Area Manager Gina Ortiz (left) offers personalized service to Malena and Jacques Lachkar of LE PETIT JACQUES CAFE in Sherman Oaks.

## MEGA Opportunities

**MEGAWINE** Takes Flight for a New Approach to Wine Marketing



Ted Roman (Senior Vice President of Sales at Pernod Ricard USA), Chris Underwood (Senior Vice President of Sales/California for Young's Market) and Dennis Barnett (Executive Vice President of Sales and Marketing, Young's Market) toast Seagram's milestone millionth case at Sky Bar.



# Thanks a Million, Skybar!

## Seagram's Soar at Sky Bar:

### The Recipes

#### SV Orange Drop

- 2 parts Seagram's Orange Flavored Vodka™
- Splash of triple sec

Pour ingredients into a cocktail shaker with ice. Rim martini glass with raw sugar, and strain drink into glass. Garnish with an orange twist/spiral over edge of glass.

#### SV Black Cherry Bam!

- 2 parts Seagram's Black Cherry Flavored Vodka™
- can energy drink (Red Bull)

Fill a tall glass with ice; add Seagram's Black Cherry Flavored Vodka and pour in energy drink. Garnish with a cherry.

#### SV Cran Razz

- 1 1/2 parts Seagram's Raspberry Flavored Vodka™
- 5 parts cranberry juice

Fill a rocks glass with ice; add Seagram's Raspberry Vodka and pour in cranberry juice. Garnish with a lemon twist.

In just two years, Seagram's did more than just take its place as a competitive brand in premium vodka. It emerged as a major player. And for several reasons, there was no better place to herald the arrival of its mil-

lionth case of premium vodka than at West Hollywood's Sky Bar. Though the cuisine of Asia De Cuba's Executive Chef Joe Ojeda set the stage for a great evening, Seagram's success in a competitive market as well as delicious specialty cocktails (see below) made it the toast of the evening.

"We're really celebrating two major things tonight," said Ted Roman, Senior Vice President of Sales at Pernod Ricard USA, at the February 8 party. "While

we are honoring the astounding success of this vodka in the space of two years, we are also paying tribute to our partnership with Young's Market, which helped launch the brand in October 2002. And because Sky Bar is still hot, and still a great supporter of all of our brands, what better place to present the millionth case."

Concurs Young's Market Executive VP Dennis Barnett, "Two years ago, we saw the partnership with Seagram's Vodka as a tremendous opportunity to cultivate an enduring relationship in addition to develop a great brand that already has had a strong equity with consumers and industry professionals alike. It was Young's Market that sold the very first case of Seagram's Vodka in Southern California, and we couldn't be more proud to carry on this tradition." - Elyse Glickman



# Five Rivers Takes the "Sideways" Route to Oscar Week Glory

**A**lthough Million Dollar Baby was the toast of Hollywood on Oscar Night, for both wine and independent film aficionados, Sideways enjoyed a savory run which culminated with an Independent Spirit Awards sweep in Santa Monica the day before Chris Rock and company took the stage at the Kodak Theater. During the week leading up to Sideways' indie triumph, the event planning company Monkeys In Pants teamed up with Central Coast-based vintner Five Rivers (via Brown-Forman Wines) to celebrate the success of this year's aptly themed "little film that could."

Noted Monkeys in Pants partner Kim Shimmel, "We thought that the regional nature and fantastic quality of the blends we served at the event made our Sideways Lounge a huge success." Agrees Brown-Forman spokesperson James Caudill, "It was a terrific week, and it was so interesting to be able to chat about wine in a relaxed setting with celebrities,

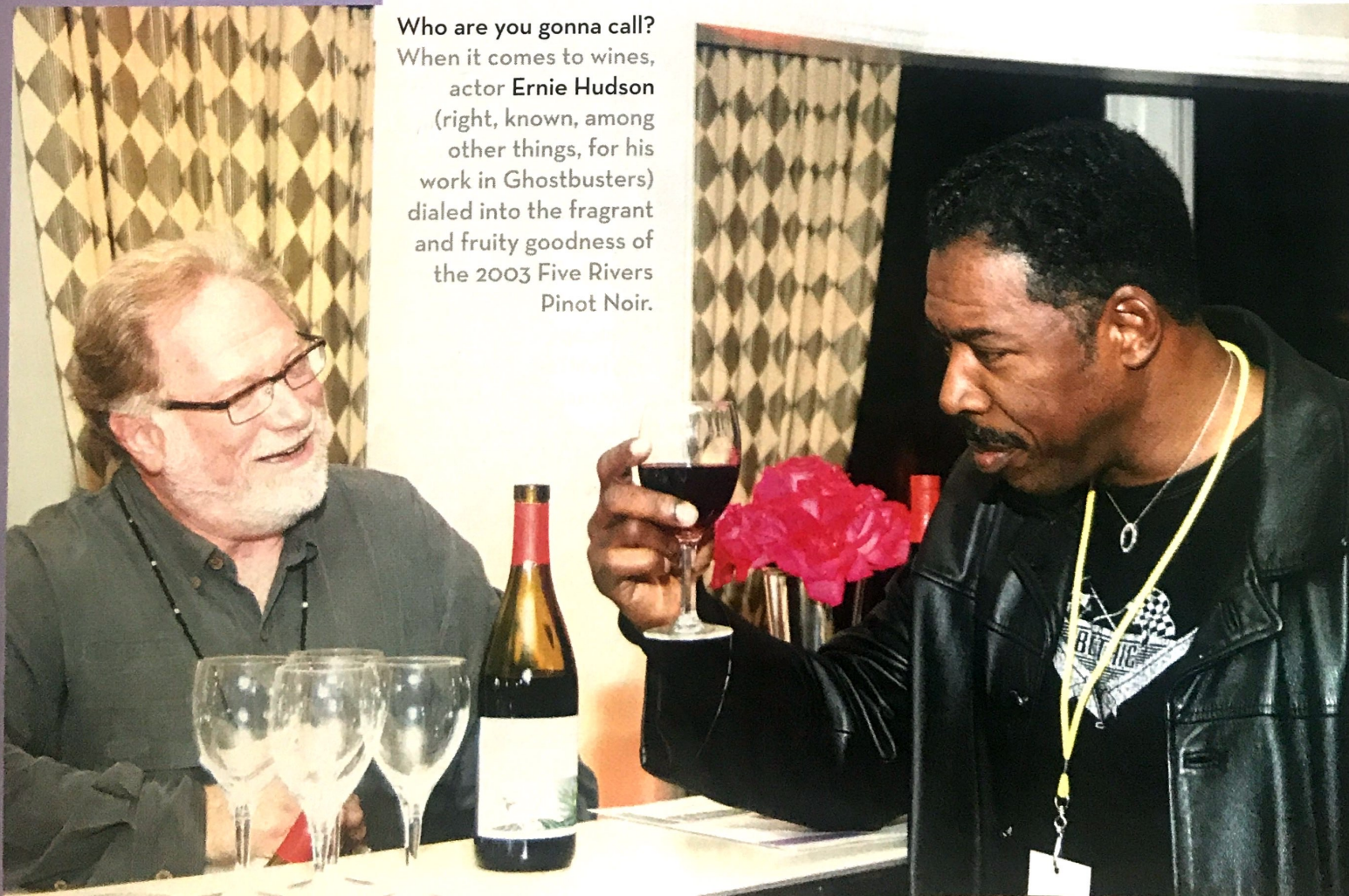
media and other people in the entertainment industry. Even better still, the wines, like the film that inspired our lounge, were well received."

Celebrities stopping by during the week included Henry Simmons (NYPD Blue), Lance Bass, Kelly Hue, Jacqueline Obradors, Kimberly Stewart, Shari Headley, Ryan Starr, Julie Delpy, David Keith (An Officer and A Gentleman), Ernie Hudson (Ghostbusters), Sir Ivan, Andrew Keegan, Desperate Housewives Terri Hatcher & Nicollette Sheridan, Tom Arnold, Elle McPherson, Dany Teeson, Princess Ann Claire, Tava Smiley, Cathy Scorsese and Lauralee Bell and other name talent from the feature film, television and fashion worlds.

The star attractions of this pre-awards lounge included the 2003 Five Rivers Pinot Noir (characterized by a medium body and hints of oak, dried cherry, raspberry and a hint of tomato leaf) and the 2003 Five Rivers Monterey County Chardonnay with bright tropical fruit and spicy oak essences.

*By Elyse Glickman*

**Who are you gonna call?**  
When it comes to wines, actor **Ernie Hudson** (right, known, among other things, for his work in Ghostbusters) dialed into the fragrant and fruity goodness of the 2003 Five Rivers Pinot Noir.





Take a Hip Hotel Property, Add a Creative Mixologist, and You Have the Recipe for a Unique Bar Menu



Jeff Williams, restaurant manager at BOE at the Crescent Hotel, wowed us with his masterful drinks.

# Cocktails at the Crescent



The Naughty or Nice and the Raspberry Mojito were two of the creative cocktails on the Crescent drink menu.

## Martinis and Cocktails:

### The Seratini:

Navan, Kahlua, whipped cream and a chocolate pudding rim

### Naughty or Nice:

Stoli Cranberry, Skyy Spiced vodka, fresh sweetened lime juice, cranberry juice and a cinnamon sugared rim.

### Zen:

Hangar One Citron, Hypnotiq, sweetened lemon juice, sugar rim

### New Fashioned:

muddled blood oranges and raspberries, bitters, Maker's Mar, and a splash of 7-Up

**T**ake a Hip Hotel Property, Add a Creative Mixologist, and You Have the Recipe for a Unique Bar Menu

Casually elegant, the cozy factor at Beverly Hills' Crescent Hotel is off the charts. If you're not dining or drinking on the classy outdoor patio, then you're apt to be charmed in the living-room sized lobby/lounge, surrounded by white comfy sofas, warmed



by a serene fireplace. General Manager Ellen Miller is a boutique-hotel veteran, with 20 years of running such esoteric properties as the Mondrian, Oceana, Shuttters and the Avalon. Ask her what she believes is the most unique aspect of the 35-room property and she immediately responds, "The vibe."

Perfect answer. With a service staff of 31, the hotel thrives on atmosphere, personal service and, what we found: Novel cocktails using some of the hottest spirit brands available.

Jeff Williams, restaurant manager for the hotel's upscale American fare dining spot, BOE, wowed us with his star-quality concoctions. "I go for diversity in creating our drink menu," says Williams, who admits that he learned the business of mixing from mentor Todd Balucci, who now works for Pacific Wine & Spirits.

Diversity strikes in the realm of spirit brands such as the lush and luxurious Navan, the vanilla-infused cognac that's great on its own, but super slick and delicious in the Seratini (see recipe below). According to Williams, his cocktails must have dimension, but also sex appeal and a blast of festivity.

Bartender Clint Johnson and Cocktail Waitress Sonali Bijor provide some of the special vibe unique to the Crescent Hotel.





Damrak promotion staff Christina Anderson, Jacqueline Bishop and Lila Johns helped patrons get their creative juices flowing.

# Spinning a Web of DamIntrigue and Desire at the Spider Club

## DamOriginal™



A groovy kind of pour: The 60s-inspired promotional poster for the DamOriginal Custom Martini Night

**O**n Valentine's Day at the Spider Club, one of Hollywood's most romantic and exclusive night spots, Damrak Gin teamed up with L.A. Confidential Magazine and Suzanne Special Events to host the DamOriginal Custom Martini Night. This unique promotion took the concept of the singles "mixer" one step further by inviting patrons from an exclusive guest list to mix their own drinks with Damrak Gin, thanks to the help of playful "Color-forms"-like stickers that they could adhere to their glass to develop some truly original love potions.

The custom martini night (simultaneously hosted at San Francisco's Matrix night club on Fillmore Street) successfully demonstrated that Damrak, like a well-chosen Valentine, could win over the hearts of even people claiming not to be "that into" gin thanks to its smooth flavor and ability to combine with a variety of

fruit juices, sodas, liqueurs and other spirits. There were some recipes that inspired love at first sight, such as:

White Chocolate Godiva Liqueur + Cointreau + Damrak Gin = A creamy milkshake vibe

Orange Juice + Sour Mix + Damrak Gin = Citrus-y refreshment

There were other patrons, meanwhile, who went for a classic "Dirty" martini, preferring to keep their potions—like their relationships—simple and uncomplicated. Affirmed Jacqueline Bishop, a member of the Damrak promotional team, "What we loved about hosting the event at Spyder Club was the exotic ambience (a Middle Eastern feeling that resembles Rick's Bar in the classic movie "Casablanca") and the fact that it attracts a certain discerning clientele. This was the perfect place to allow people to discover for themselves Damrak's high quality, versatility, and appeal to such a wide variety of people."

**By Elyse Glickman**





"Chicas" Betsaida Pardo Zepeda and Veronica Gaxiola get their smiles, training and Antler Samplers ready for a day of fun and flavor.

# Cazadores Tequila Ushers in the Girls of Summer

By Elyse Glickman



Cazadores and Las Chicas certainly knew how to make an entrance, with their bold red bus pulling into the Sagebrush Cantina's lot. Even bold bikers took notice.

With the launch of Cazadores Añejo, The House of Cazadores created a special traveling show across several U.S. states that will not only get consumers excited about the new tequila but educate them as well. At Calabasas' Sagebrush Cantina (one of the destinations in the San Fernando Valley for serious tequila aficionados), Las Chicas - Cazadores' bevy of goodwill ambassadors—kicked off the summer on May 29 with an event that brought everything great about Jalisco, Mexico north of the border (mariachi music, sexy calendars and posters and the "Antler Sampler" - a deer "shot stand" holding six shots of Cazadores in its antlers).

"We are happy about the great opportunity to share Mexican culture with Americans and teach them about what a good tequila really is," says Tania Os-eguera while teammate Emma Alvarez adds, "What I am looking forward to is

sampling Cazadores to people throughout the U.S."

Make no mistake—Las Chicas are no ordinary pin-ups. The girls from Jalisco holding court, like Cazadores' blue agaves, were painstakingly selected to bring the best of the distillery and visitor center experience direct to consumers. In a fun-filled afternoon, they detailed the history and traditions behind Cazadores, described unique aspects of the distillation process (proper removal of the top core, use of new American white oak barrels, playing classical music during the fermentation process to "soothe" the yeast), and instructed consumers how to distinguish between the Añejo, Reposado and Blanco.

It was Las Chica's primary goal to enable ordinary consumers to emerge as connoisseurs, arming them with the knowledge that the sweetness and soft finish of Cazadores Blanco makes it ideal for cocktails while Añejo is better as a sipping tequila and Reposado can be enjoyed neat or to dress up a classic Margarita.