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# PATTERSON'S BEVERAGE JOURNAL

NOVEMBER  
2004

THE WINE, SPIRITS, & BEER MAGAZINE FOR PROFESSIONALS

## INDUSTRY DYNAMOS

BREATHING  
NEW  
ENERGY  
INTO THE  
BAR  
BUSINESS

Miki Tractenberg  
Takes Ownership of  
Nicholby's in  
Ventura

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## As Seen On T.V.

Emmy-nominated shows inspire simple-but-winning cocktails

By Elyse Glickman

**E**ntertainment Weekly magazine teamed up with **The Hollywood Athletic Club** and premium spirits at a special pre-Emmy party camera-ready with celebrities, Wolfgang Puck delectables, real and candy cosmetics provided by co-sponsors Revlon and Ethel M. Chocolates and D.J.s keeping the party going into the wee hours. However, the art direction and spirited bartenders made it clear that the cocktails were the real headliners, with such big names as **Patron Tequila, Citronge, Pyrat Rum, Belvedere Vodka, Hpnotiq and Pom Wonderful** pomegranate juice infusing them with winning star power. With that explained, we now present Entertainment Weekly's nominees for best cocktails:

### Ready for Primetime picks:

*The Entertainment Weekly:* **Hpnotiq, Pom Wonderful** and Pineapple Juice.

*The Gilmore:* **Belvedere Vodka, Pom Wonderful, Grapefruit and Lime** juices, simple syrup and orange zest.

*Everyone Loves a Mojito:* **Pyrat Rum**, lime juice, soda, mint leaves and simple syrup.

*24 With a Twist of Apple:* **Belvedere Vodka** and **De Kuyper's** Apple Liqueur.

*A Drop of Will & Grace:* **Belvedere Vodka** and lemon juice.

*Curb Your Cosmo:* **Belvedere Vodka**, cranberry Juice and lime juice.



### T.V. Time Tequila Drinks:

*The Must-Drink Margarita:* **Patron Tequila, Citronge** and splashes of fresh lime, lemon and orange juices.

*The Shaw Shot:* **Patron Tequila**, salt and lime.

*The SD-6:* **Patron Tequila**, cranberry juice and lime juice.



■ Patron Tequila helped Entertainment Weekly make their Emmy celebration one of the week's most buzz-worthy gatherings

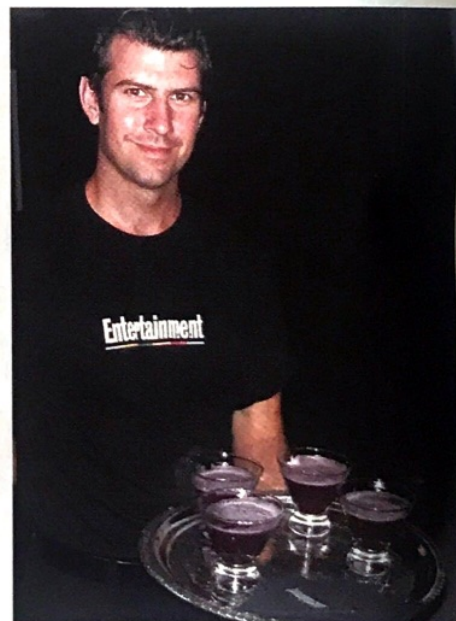
### Belvedere's Beauties:

*Paparazzi Pink Cosmo:* Belvedere Vodka, cranberry and lime juices.

*The Fire and Ice Martini:* Belvedere Vodka and De Kuyper Strawberry Liqueur

*The Raspberry Bite Martini:* Belvedere Vodka and De Kuyper Raspberry Liqueur

*The Toast of New York:* Belvedere Vodka and watermelon liqueur



■ A server greets patrons at the party's entrance with a sweet hello, via the Entertainment Weekly signature cocktail with Pom Wonderful and Belvedere Vodka.



# THE LOVE "BELOW"

Although 42 Below Vodka by most industry standards with its 2003 launch qualifies as an overnight success, the journey from Founder and CEO Geoff Ross' garage in New Zealand to some of Los Angeles and Las Vegas' most trend-setting bars involved several years of planning and scaling some obvious obstacles in an already competitive market.

Though 42 Below launched stateside in 2003 via Las Vegas and Los Angeles, its origins date to the mid-1990s. Ross, eight years into an advertising career at a major global agency, was growing weary of watching great ideas and inventions die at the hands of bureaucracy and office politics. During a flight on a U.S. business trip, inspiration came in the form of an ad for an American vodka brand. Ross was taken by surprise, based on his prior conceptions of American tastes. In his mind, the perfect vodka needed to come

its borders," says Ross. "Los Angeles and Las Vegas were the perfect places to start for a variety of reasons. Las Vegas is a compact town, making it a great match for our approach as it is a close-knit community where everybody knows what everybody else doing. This enabled us to get the buzz going very quickly. Though Los Angeles is potentially a tougher place to get the word out because of its size, we found that bartenders here really respond well to our personal approach, message and quality of our product."

With the help of 42 Below West Coast Manager Joshua King, Ross's approach entails a team of well-informed professionals developing long-term relationships with carefully selected bars. Once they are formed, the reps work with bartenders and bar managers to develop recipes, stage informative taste tests, and assist them with promotions that in turn will put 42 Below in the

hands of visible tastemakers, both at the chosen venues and special events like pre-award show parties and charity functions.

On the other hand, Ross is also specific in pointing out that celebrity affiliations, though welcome, are not central to his success. "It's more important to us to have credibility, and build relationships before we go deeper with other things. The support and trust has to be in place, otherwise the (liquor community) would find our premise hollow."

For Ross, key restaurants that got the ball rolling included The Beverly Hills Hotel, The Standard and W hotels, Fat Fish, The Spider Club and The Highlands in Los Angeles and Pearl, Studio 54 and Seablue in Las Vegas. After the spell was cast in our part of the U.S., distribution destinations were established in key cities like New York and Miami, with Boston and Chicago soon to follow suit, using Ross' slow-but-sure strategy to capture the imaginations of discerning bars and their patrons.

For more information, visit 42 Below's cool and creative web presence, <http://www.42below.co.nz>. For more information about California and Nevada distribution, contact Joshua King at [josh@42below.co.nz](mailto:josh@42below.co.nz) or 310-309-9196.

— Elyse Glickman

## 42 BELOW FOUNDER GEOFF ROSS APPROACHES KEY DECISION MAKERS IN LAUNCH CITIES WITH CARE AND PERSONAL ATTENTION.



from a cool, pristine environment like Sweden or Russia (minus acid rain). It then hit him that New Zealand was the South Pacific's answer to a much cleaner Sweden - a benchmark for air purity situated on the 42nd parallel. Excited about the prospects, he and his wife bought a still and put it in their garage. After three years of distilling, the first bottles hit the shelves in 1999. The next step was to develop the brand, but on his person-to-person terms.

"Our strategy in entering the U.S. is to influence the influencers, and do that in cities with a wider circle of influence beyond

■ Geoff Ross' 42 Below Vodka puts him on top of the premium vodka world



**T**hough the “big dance” for Hollywood is the winter award show season spanning the Golden Globes, Grammys and Academy Awards, Hollywood had its mid-year fix with the 2004 Emmy Awards’ compliment of pre-parties to get people into the celebratory spirit. While liquor and wine companies got nominees and other “talent” into the mood, there were also plenty of non-alcoholic goodies on hand to quench the late summer heat.

■ **But it IS Shakespeare!:** Young’s Market Account Specialist Brett Petler, MTV Personality Chris Pontius (“Wild Boys”) and **Shakespeare Vodka** owner Henry Ruschel add a little attitude to the Style Lounge at the Chaz Dean Studio (staged by Kari Feinstein with Phil Viardo), offering a lovely Zen setting, fabulous designer clothes and accessories, great pampering services (haircuts, makeup, shaves and more) and psychic readings from Michelle Morgan. If you needed an energy pick-up after the reflexology treatments, **Red Bull** was also on hand.



■ In the civilized non-alcoholic sphere, **Jeff Selwyn** representing **Harney & Sons** fine teas, offered up great flavor (iced or hot), along with beautiful tins of teabags for VIPs.



■ **Cool Drinks, Hot Event:** As usual, the Silver Spoons Hollywood Buffet was one of the hottest pre-Emmy tickets around...figuratively and literally. Editor at Large Elyse Glickman cools off with a tropical treat (and a little eye candy on the side) at the **Whaler’s Original Rum** booth. Another great way to chill out was via the **Damrak** lemonade stand.

**Making a name for themselves:** **Alexa Savelle** and **Chris Cutler** of Napa-Based **Canvas Wines** used the star power of the Silver Spoons Hollywood Buffet to promote their custom label and special event services. Celebrities that have had their name immortalized in grapes and glass include **That 70s Show’s** Danny Masterson.

■ **My Big, Wonderful Day of Browsing:** **Nia Vardalos**, breakout star of **My Big Fat Greek Wedding**, cools off with **Solé Natural Mineral Water** (also distributed by Young’s Market) after receiving the royal treatment from up-and-coming designers like Akiko, CoCoPlumb, Tail Bait, Pink Polkadot, Gergé and Allison Burns.





# FA-LA-LA-LA-LUSCIOUS!!!

*Giving customer's holiday spirits a boost with sexy seasonal specialties*

By Elyse Glickman

There will be lots of glasses clinking between now and January 1. But to really keep spirits bright (or at least more interesting), several restaurants and bars throughout California and Nevada are bolstering their already-festive settings with special "limited-time only" concoctions that are sure to infuse their seasonal menus with additional cheer and creativity.

**Spago's** signature offering for the 2004 Emmys—Cosmopolitans made with **Belvedere** (Vodka, white cranberry juice and edible gold flakes—in our opinion would also be a fantastic way to ring in 2005. At the Macy's Passport 2004 event at Barker Hangar, **Bacardi Razz** set the stage for sophisticated holiday sipping with their Runway Razz (with Triple Sec, Lime Juice, Red Cranberry juice and a lemon slice on the edge) and the Razz Fashionista (adding Blue Caraco, Rose's Lime Juice, White Cranberry Juice and a lemon accent).

Forget about Halloween. You are more likely to spot the "Great Pumpkin" at **Mastro's**. Their decadent **Pumpkin Crème Brulee Martini** is pure dessert bliss, thanks to 2 parts **Just Desserts Crème Brulee** liquor, 1 part **Bols Pumpkin Smash** liquor and a dash of nutmeg. The ingredients are shaken with ice, then strained into chilled martini glass that has been cinnamon rimmed.

In the Bay Area, meanwhile, the Great Pumpkin turns up at **Paragon**, via their lighter **Pumpkin Martini**, composed of **Captain Morgan's Spiced Rum**, **Bol's Pumpkin Liqueur** and Half & Half.

To bring out this pumpkin, shake the ingredients well and strain into a cinnamon/sugar rimmed martini glass.

**Rande Gerber's Midnight Oil Company** (which includes **The Whiskey** in Las Vegas and **Stone Rose Lounge** in New York) has created a bit of his own stylish holiday cheer with the **Cran-Apple Holiday Tini** (after all, he is Cindy Crawford's husband). Gerber's specially-designed creation is fashioned from 3oz Stoli Cranberry, 1 1/2 oz Sour Apple, 1 Sugar Rimmed

Martini Glass and finished with a peppermint candy cane. To make some magic, shake Stoli Cranberry & Sour Apple rigorously over ice, then strain into sugar rimmed martini glass and hook the candy cane onto the rim.

If you are really into the taste of mint, meanwhile, **Luna Park** in San Francisco and L.A., meanwhile goes all out with their **Candy Cane Martini**. If your guests want candy, give them a generous dose of it by swirling Red Mint syrup around the glass, then bring together **Godiva White Chocolate Liqueur**, a premium vodka like **Ketel One**, **Crème de Menthe** and serve up in a martini glass that has been rimmed with crushed candy cane, with a small candy cane hanging from the side of the glass. Luna Park, ever the generous gift-giver, also adds a sidecar.

And finally, Viviane Amyoony, owner of the newly-opened **Les Voyous** in Hollywood toasts her restaurant's first Christmas with a cheery red martini composed of **Bacardi Razz**, **Chambord**, cranberry juice and a splash of **Pom Wonderful** pomegranate juice.





# Industry Perks

Innovative flavors, presentations and gadgets brew up new excitement in the coffee world

By Elyse Glickman

In the 80s, David Bowie and friends told trendy Americans in a splashy MTV-style ad campaign to "Hold on Tight to Your Drink." In the early 90s era of Seattle, college rock and pared down chic making news, coffee houses became the new "it" bars. When chains like Starbucks brought the scene in to the mainstream, the exciting scene that was once "sacred grounds" cooled off.

Though coffee—an American standby—will never go away, how will coffee brands keep their images hip and enticing? One thing's for sure—they need to think outside the Krupps.

## Lavazza and Aroma Café Culture: Family Affair

What started in 1895 as a leap of faith by an entrepreneurial grocer named Luigi Lavazza evolved into one of the world's first commercial coffee blends in the early 1900's, and later, Italy's #1 coffee and the largest family-owned coffee roaster in the world. Thinking along the same lines, **Aroma Café Culture** came to life, thanks to Nisim Levy, who aspired to bring quality Italian products to American consumers. While at the National Automatic Merchandiser Association) scouting new business opportunities, he was introduced to Michaeli Mortellini (then President of the Lavazza Espresso Point Division). After tasting Lavazza's brew and seeing the machine in action, Levy with a handshake assumed the role of "Master Distributor" for California, Nevada and Arizona.

Like Lavazza, Aroma Café Culture is focused on family. Daughter Lili came on board shortly



after September 11, 2001 to lead Sales and Marketing and son Avi joined in June of 2003 to head Operations. While Lavazza concentrates on coffee blends and brewing methods, the Levys are spreading the word about a new single cup brewing system they hope will merge classic espresso taste with an eye-pleasing futuristic look and rapid, high-tech delivery. Although mid-to-high end hotels and restaurants are natural customers, the Levys are consistently seeking marketing and product placement opportunities unique to California and Nevada to reach trade and consumer markets.



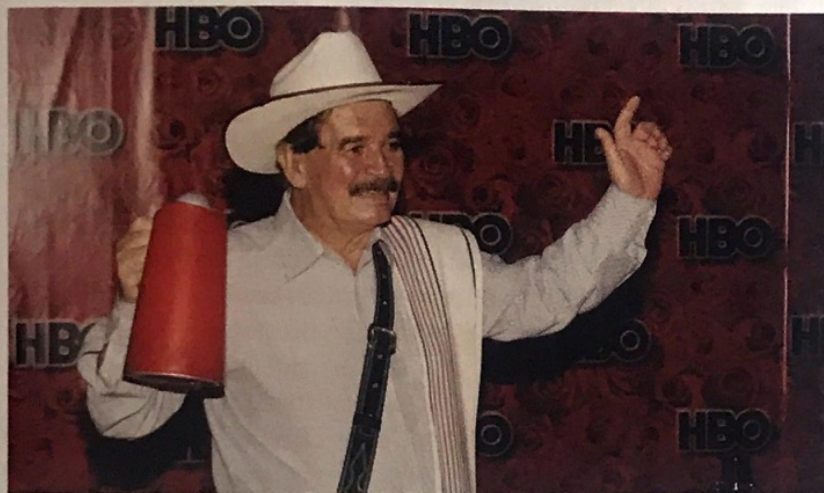
"We are taking different approaches to educating the coffee consumer on the quality and prestige of Lavazza," notes Lili Levy. "(We've taken on) everything from sponsoring gallery openings and fashion shows to running the coffee concessions at entertainment events such as the Latin Grammy's and Golden Globes to positioning ourselves at high end salons such as Fred Segal Beauty. Local marketing includes wrapped delivery trucks, cross promotions with local food service businesses, and involvement in local chamber of commerce organizations,

Each strategy is intended to reverse the sales cycle by bringing the consumer to us, via their palettes."



## Juan Valdez gets his own HBO Special...

We all remember Juan Valdez from those iconic and (later) slightly kitschy ads from the 70s and 80s promoting fine Columbian coffee. However, though people remember the novelty of the spots, they also may forget Juan Valdez was not a fictional character, but an actual coffee grower. To shift the public's paradigm again to a more upscale but socially conscious place, Juan Valdez is now moving into the gourmet coffee market again through a line of exclusive gourmet coffees and a chain of cafes (the first of which recently opened in New York City).



■ Juan Valdez makes his presence known among HBO's cadre of Emmy-nominated stars.

Cumbre, the coffee being served at HBO's Luxury Lounge, was previously not marketed outside of Colombia, and was specially flown in so the Juan Valdez name could be re-launched via an exclusive cadre of celebrities and media professionals (Kim Cattral, Edie Falco and Lorraine Bracco were particularly impressed). The Cumbre has a rich but mild taste along with a full, smooth body with subtle green and fruity notes great served hot or iced. The National



Federation of Coffee Growers of Colombia, the coffee's parent company, is one of the largest non-profit organizations in the world. The Federation invests profits from the sale of Colombian coffee in social programs that benefits the people of its country, helping to develop and maintain schools, roads, electrical power supplies, housing and medical clinics.

## Coffee Bean & Tea Leaf: They've "Bean" Really Good in 2004

Though the Los Angeles-born and bred The Coffee Bean & Tea Leaf® percolated to life in 1963, nearly three decades before the coffee bar craze blasted off, it is best known for frothy, fabulous Ice Blendeds®. The little coffee company that could, the oldest and largest privately held chain of specialty coffee and tea stores in the U.S., now serves more than 100 million beverages annually. In the wake of a global success of 270 stores in California, Nevada, Arizona, Singapore, Israel, Indonesia, Brunei, The United Arab Emirates, China and the Philippines, they recently topped themselves with their largest retailer (10,390 square feet) in Seoul, Korea.

To amplify their efforts to give back to the communities that supported them, they went Green on a major scale by becoming the largest company certified by the National Green Restaurant Association. The 31 (so far) certi-

fied outlets will recycle more than 320,000 tons of garbage, save 389,604 lbs of carbon dioxide, and 500,000 gallons of water (among other things) by establishing recycling programs, integrating green product procurement and using more environmentally safe cleaners.

Now, back to those Ice Blendeds®. In addition to packaged gift baskets to bring the Coffee Bean experience home during the holiday season, they are adding two new flavors for the holidays: Peppermint Ice Blended®, and White Chocolate Raspberry Ice Blended®.



■ People all scream for the Peppermint Ice Blended®, White Chocolate Raspberry Latte and Winter Dream Tea Latte.



# Hanging Out with Bob Reider

By Elyse Glickman

When we caught up with Bob Reider, the President and Founder of the Hang Loose Beverage Company (officially launched this past September), we found his storied 30-year career in the beverage industry to continue getting interesting, even since our April 2004 profile. Although he has scored some exceptional achievements in the field, from his service as one of Seagram's first wine marketing personnel to a prestigious post as Senior Vice President for Jim Beam Brands to starting the Millennium Sales Organization

(which brought Belvedere Vodka to an enthusiastic national market and Whaler's Rum to the mainland), he is clearly living in the present as his dream—bringing the rum distillery business back to Hawaii—emerges gradually but vividly to life on the island of Oahu.

Although Hang Loose Rums are distilled and bottled in Northern California, and the state has been very, very kind to

the brand, he clearly points out that the product is 100% Hawaiian in its content and in its distilling process (with the molasses cultivated by a Kauai-based company) and that as 2005 surfs on, the product will ultimately be 100% Hawaiian in spirit as well. Ground was recently broken on a “destination” distillery in Kapaoli, seven miles northwest of Pearl Harbor, and on the outskirts of Hawaii's first fully functioning movie studio.

Reider has big plans for the new distillery, which is slated to open in the Fall of 2005 and

projects will emerge as one of the most popular attractions in Hawaii. He even discusses his recent talks with a major Chinese airline planning to coordinate special tours to the island which will include the distillery as a focal point.

“(The Distillery) will be a theme park in the sense that the surroundings will educate, entertain and even enable visitors to interact with distiller Dave Classick, who is a very instrumental part of bringing the art of making Rum back to Hawaii,” says Reider. “With the induction of this distillery, we want to distinguish Hang Loose as authentically Hawaiian, complete with the island's unique growing culture, which in turn results in one of the most flavorful and highest quality rums in the world.”

Turning his thoughts back to the business of rum, he sings the praises of Young's Market, which already has Hang Loose in 18 states, with a particularly strong presence throughout the west in states like Hawaii and California (naturally!) as well as Alaska, Oregon, Washington and Idaho. By January 2005, full national distribution is projected.

On the business end of things, Reider also discussed a simple but ambitious marketing plan which includes forging distribution relationships in Europe and in the Pacific, as well as separate promotional competitions inviting both bartenders/industry people and consumers to submit creative recipes to vie for trips to Hawaii and a continually evolving web presence ([www.hanglooserum.com](http://www.hanglooserum.com)) that will be equally informative and user friendly for business and consumer users. He also stressed the range of flavors (Mango, Coconut, Vanilla, Pineapple, Kauai Light and Kauai Dark rums) makes Hang Loose all the more accessible, inspiring and functional for both professional and consumer users.



Western Regional Sales Director Ben Farber spreads the attitude of “aloha” with Maurice Shevah, owner of Santa Monica liquor store Duck Blind.



## Cover Story

# Margarita marvels

By Elyse Glickman | Photos by Bob Delareuelle

Emcee/KLSX "Film Freak" radio personality Leo Quinones and cute male bartenders aside, I found there was plenty of gorgeous eye candy to evaluate during my stint as a judge for the "Best Margarita in California" competition staged at Hollywood's Velvet Margarita Cantina. The semi-finalists and finalists, who got very creative with El Tesoro's Platinum, Agave and Reposado tequilas, were downright inspiring with their mix of showmanship, presentation approaches and risk-taking when it came to creating drinks that tasted as good as they looked.

A couple of the concoctions were interesting interpretations of manly margaritas and margarita/mojito hybrids—simpler in their appearance and stronger in flavor and impact on the palate. Case in point—Herbert's "Tesoro Platinum" (the name says it all), Velvet Margarita's Rich's "Velvet Ché," and the highly-imaginative concoction of Fat Fish's Joshua—The "Cila-rita," featuring his own cilantro-infusion with El Tesoro tequila, fresh lime juice, a dash of orange juice and a side of salsa and Terra vegetable chips to remind one about how integral an ingredient cilantro is in Mexican and Asian cooking.

Tami Tsukashina of Hollywood & Vine Bar/Restaurant got lots of cheers for her "Pulp Fiction Classic," thanks to a basic mix of ingredients and El Tesoro Platinum classed up with Grand Marnier.

A favorite was "The Pumpkin Patch," a seasonal delight dreamed up by John Peres of the Velvet Margarita, blending El Tesoro Reposado, fresh pumpkin, Triple Sec and pumpkin schnapps into something that was pure desert.

5 Also quite delightful was the Razzarita, created by Cuban Bistro's Evelyn Grion, folding together El Tesoro Reposado, Triple Sec, De Kuyper's Peach Schnapps and lime. Velvet Margarita-based Alejandro's Llobet's signature Velvet Margarita, whipped the Tesoro Platinum, Triple Sec, Grand Marnier, Rose's Lime Juice and fresh berries and watermelon into a delicious froth.

On the more sophisticated side, Jeremy Schafer of Santa Barbara's "Left at Albuquerque" created a smooth, subtly sweet creation with a base of crushed grapes and El Tesoro Paradiso tequila accented with Citronge and topped with frozen whole grapes.

Huntington Beach-based Renee Cole (Chimayo), who took top honors for the semi-finals and finals in one fell swoop, won the "California's Best Margarita" title for her "Madison's Rolls Royce," perhaps because of its balance and universal appeal. Her secret blend of ingredients made for a drink that was not just pleasing to the eye (thanks to spunky lime sprigs



KLSX radio Personality Leo Quinones with Velvet Margarita Cantina's Owner and event host "Big Daddy" Carlos Adley.



Joshua of Fat Fish concocts while Leo Quinone cheers him on



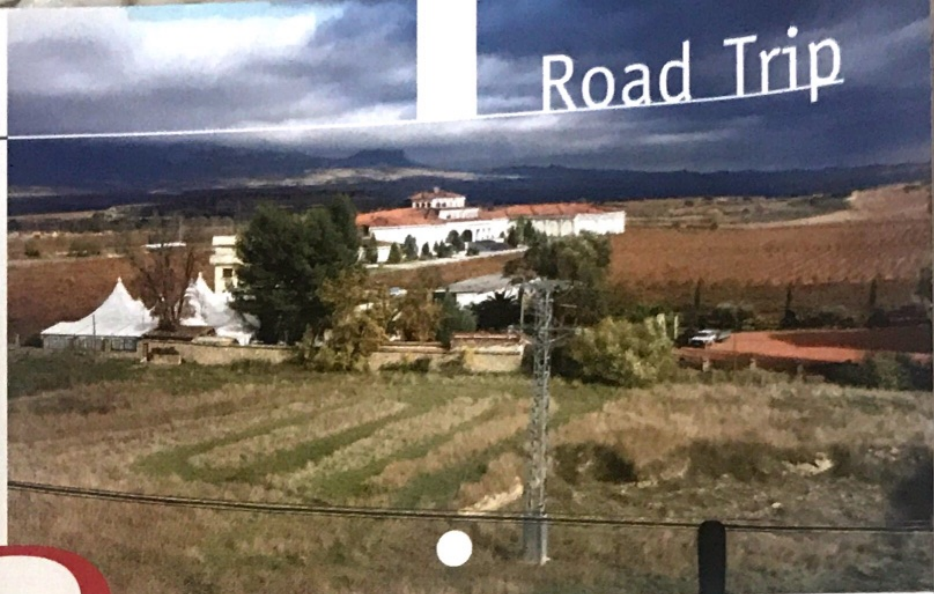
Tami Tsukashina of Hollywood & Vine



John Peres of the Velvet Underground



Meet two of the Basque Region wineries behind a genre of reds from Spain that's starting to reign in the U.S.



# ¡Hola, Rioja!

By Elyse Glickman

“Sangria is for the tourists,” proclaims tour guide Ana Intxausti, a Basque native who resides in Donostia-San Sebastian (one of Basque Spain’s culinary hubs). “Sure you can find sangria where tourists gather, but the locals tend to favor the local Rioja wines, especially with the way they harmoniously mix with foods...pinxtos (say “pinchos”), steaks, and fish. Rioja wines are food friendly, but full of character.”

This is not just an informed opinion from a savvy local, given that the wine business in the Basque Rioja region (Rioja Alavesa/Alava) is booming, with a handful of globally famous wineries and (literally) hundreds boutique vineyards which collectively building a world wide reputation for their mix of flavor, quality and value. Principal wineries of the region are Marqués de Riscal, Bodega Campillo and Bodegas Palacio, with Iverus/Bodegas y Bebidas as an increasingly influential collective of boutique wineries throughout Spain. The dominant regional grape is Tempranillo, or “the little early one,” given its early ripening in the growing season. The Rioja Alavesa is the preeminent growing area internationally for this distinctive grape (believed to be related to Pinot Noir) with its rust red vines and regal blue-purple grape berries.

## Marqués de Riscal

One of the definitive names of Rioja reds in the U.S. market is Marqués de

Riscal. Founded officially in 1860, and regarded as the oldest and one of the most respected wineries in the Rioja Alavesa, its roots extend back a few years before that. Founder Camilo Hurtado de Amezaga, Marqués de Riscal, who previously enjoyed a career as a diplomat and journalist and resided in the Bordeaux region of France, wanted to turn the family vineyard holdings into a fully-operational enterprise focused on producing the highest quality wines possible. To make his dream a reality, he enlisted the help of accomplished winemaker Jean Pineau of Chateau Lanessan to advise the wine producers of Alava. Under the combined direction of the Marqués, Pineau and architect Ricardo Bellasola, cellars and wine production facilities were built in accordance with standards set in Bordeaux. That same year, nearly 40 hectares of land were dedicated to cultivating the Tempranillo grape, as well as Garnacha, Graciano and Mazuelo.

The winery’s early years were marked with success, with the bodega earning wine awards around the world (and you can see it for yourself in the winery’s “Cathedral,” housing vintages dating back to 1862). Today, with Marqués de Riscal focusing almost exclusively on producing Reserva and Gran Reserva wines for international markets (other varieties like Rosés are not currently available to the U.S. market), the standard of quality remains the same. However, the bodega is equally committed to keeping its manufacturing and marketing operations modern and state of the art, from Marzola grape







pressing machines to bottling to newly erected cellars to an impressive computer capable of keeping tabs on all operations throughout the winery.

Beyond the winemaking process itself, Marqués de Riscal, hoping to maintain its global momentum, is expanding the bodega into a hotel and cultural destination in part to international maverick architect Frank O. Gehry, who made another splash in the Basque region back in 1997 with his structure for the Bilbao Guggenheim Museum. The sophisticated complex (known as "Project 2000/City of Wine," will include a hotel, destination restaurant, tours and offices) welcoming industry people and savvy foodie tourists alike is projected to open for business in late 2005 or early 2006.

"We hope the Gehry project will help solidify our brand globally, and get more people interested in wines from the growing and production to aging to pairing with foods," explains Marques de Riscal spokesperson. "Though we are available in 70 countries around the world, we recognize that the U.S. is one of our biggest markets, comprising 20 to 30% of sales. Each bottle is a world of its own, and we hope the presence of the new complex expand on the strong reputation we currently enjoy. We feel so strongly about this development that we are even issuing a Limited Edition vintage named for Gehry to be issued in 2006. Though it is the oldest commercial winery in the area, producing wines under its own label and Baron de Chirel brand, and we are also

bottling Rueda white wines, we are committed to moving into the 21st century bringing the best of the new and the old together."

For more information, contact Mario Vitale, US Sales Manager at 949/831-1513 or e-mail him at [mvitale@marquesderiscal.com](mailto:mvitale@marquesderiscal.com). For general information on travel to Spain focused on wineries, visit [www.okspain.org](http://www.okspain.org) or [www.spain.info](http://www.spain.info).

A few kilometers away, in the shadow of Laguardia (a 13th century village), the young Bodega Ysios Rioja Alavesa (affiliated with Iverus, a luxury wine division of Bodegas y Bebidas, distinguished by their buildings and processes used to make wine) is starting to make its own way in the world and inroads into several U.S. markets including California and Nevada. Housed in an iconic building designed by Spanish architect Santiago Calatrava (emulating Antoni Gaudi's Sagrada Familia School in Barcelona, in turn), its design is as functional as it is beautiful and harmonious with is distinguished by structure. Though they are just releasing their first vintages totally cultivated, aged and bottled "in house" (earlier vintages of the 1998-launched brand were produced in cooperation with other local affiliated vineyards), they are also basing their success on combining new technology and age-tested methods to bring the best out of Tempranillo grapes.

According to Silvia Murillo, represen-

tative for Bodegas y Bebidas, the winery focuses exclusively on two varieties of Reserva wines, one where the wine is aged for fourteen months inside both French and American oak barrels and then aged three years in the bottle, and a more expensive and exclusive selection using a hand-picked selection of the best grapes, maintained for 18 months inside French and American oak and three years inside the bottle. By doing this, Ysios is shaping itself as a boutique winery that will scale the global market in a gradual, but carefully thought-out way.

In addition to winemaking, Ysios is also positioning itself as a destination winery, not only hosting tastings for visitors (they already boast 14,000 visitors annually, ranking them among one of the most visited wineries in Spain), but also sponsoring or having a presence at various high profile events like concerts, expositions and charity and fundraising luncheons and dinners among other things.

California is cited as one of Ysios' first in-roads into the United States, and for more information on how to distribute or sell Ysios, she encourages people in the trade to contact Carolo Dumont (Silvia, address and phone number and e-mail goes here for our trade reader), the export person in charge of exporting Ysios to the U.S.



# Getting to Know Rioja Useful Facts



Marques de Riscal Spokesperson Ruth Sutton guides a tasting of some of the bodega's best.



**CULTURAL LANDMARK:** Some of the Marques de Riscal bodega's original buildings will soon be offset and graced by a new, state-of-the-art facility designed by Frank Gehry.

**W**ines derived from Tempranillo grapes are often distinguished by aromas of cherries and rose petals.

- The quality hierarchy for Rioja wines are based on the amount of time they are aged:
- **Crianza:** Wine in its third year, matured for at least one year in oak cask.
- **Reserva:** Carefully selected wines, aged for at least three years, of which at least one is in oak cask.
- **Gran Reserva:** Belongs to great vintage's wines category, which have been aged at least two years in oak cask and three years in bottle.
- Most Rioja wines headed to the U.S. Market fall into the Reserva and Gran Reserva categories.
- The age of the vines is also an important factor in the bottling and aging process. Young vines (1-15 years old) are harvested for Crianza and Rosé wines, while grapes from middle vines (15-30 years old) are used for Reservas and Gran Reservas. Older vines (30+ years) are tapped for production of the top, most expensive vintages.

Marqués de Riscal uses American Oak barrels almost exclusively, but many of the bodegas will use American or French oak barrels based on the flavors they can

achieve through the aging process.

"Tipicity," maintaining the unique character of Rioja wine by using mainly local grapes to keep the flavor distinctive from wines in other parts of Europe and the world, is a common goal among local bodegas.

Basque country tourism guides and local wine spokespeople alike credit the international success of Rioja wines to its soft aromas and flavors, and mention that 1999 and 2000 were exceptionally good growing years and the wines, which are in or about to hit the U.S. market will age beautifully.

Rioja wines are included in the oldest Denominacion de Origen in Spain. Since 1991, they have earned the maximum quality tag of "Calificada," the highest distinction. There are strict regulations which set limits of the lands which can be used for Rioja wines, the grape varieties that can be cultivated, maximum permitted yields and techniques used for aging wines.

- Though Rioja wines are Spain's best-known wine import at the moment, Txakoli, a fresh, fruity white wine from the Basque region made from the Hondarrivi Zuri grape

has been slowly making its way into the US market for the past decade.





# Living Luxuriously at Orange County's "Riviera"

By Elyse Glickman

## Riviera Restaurant at the Fireside

13950 Springdale Street,  
Westminster, CA  
714-897-0477



General Manager Perry Jehangary says that The Riviera at the Fireside and Young's Market are the perfect match, given the restaurant's discerning clientele and continental ambiance.

According to General Manager Perry Jehangary, who has been with the Riviera since its early days in Costa Mesa's South Coast Plaza area, Young's Market is an essential part of the formula that has created repeat business for the restaurant since 1967, along with elegantly prepared Continental cuisine, tableside food preparation and knowledgeable waiters who treat customers new and existing like family. Although it has been at the current "Fireside" location for a mere six years (the building once housed a restaurant named "Fireside," hence the name), it feels like the kind of place where your family may have staged birthday and anniversary parties for years, or the surefire place to bring business associates you want to impress because your father did, too.

"About 90% of our customers are regulars with us, and many have been with us since we were in Costa Mesa," notes Jehangary. "Given our reputation for personal service and carefully prepared Continental fare, our customers—including some of Orange County's most elite people—are aware of the finest brands of spirits. For this reason, we count on Young's SuperWell to bring us the kind of selections that will satisfy our customer's sophisticated palates. Moreover,

Frank Fiorentino (Vice President and Division Sales Manager at Young's) and sales representative Brett Winslow give us the kind of service we give to our diners—personal and attentive."

Jehangary says that Finlandia Vodka is one of the most requested spirits from the SuperWell, while scotches, including Dewar's White Label,



Elaine Meyers, Riviera's Day Bartender, is in the enviable position of offering the restaurant's loyal clientele only the best and including Margaritaville Tequila Oro, Christian Brothers Brandy, Bacardi Light, Bombay Dry Gin, Finlandia Vodka, Dewar's White Label and Early Times Private Stock.

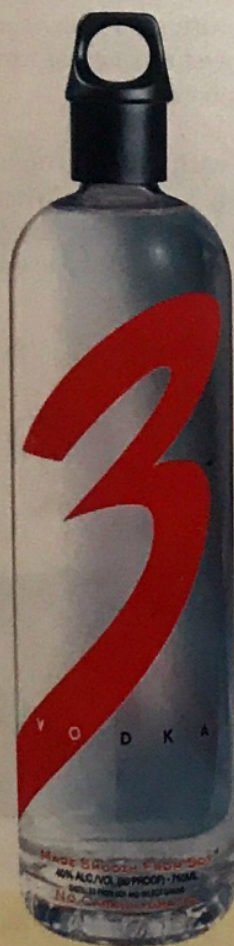
create almost as much of a stir. Other favorites with this consistent crowd include classics like Christian Brothers Brandy, Bacardi Light and Bombay Dry Gin. This makes for simple, classic martini's and cocktails that pair nicely with their filet mignon, seafood, scampi, pasta, an exceptional house salad, decadent Crepes Riviera and some great conversation from the waiters and your fellow diners.



# Heart Smart, Stomach Wise

*A look at creative cocktails with 3 Vodka that love you as much as your customers will love them!*

BY Elyse Glickman



There is nothing that says Valentine's Day romance more than a sexy cocktail served against the backdrop of a sensuously appointed lounge/restaurant like Sutra in Newport Beach. While stunning stemware and vibrant hues are seductive elements, extra calories, carbs and concerns could be heart-breaking for bar sales. This is where distilled from soy-based 3 Vodka can play Cupid, thanks to its mainstream appeal and smooth flavor and body.

Soy, the key distillation component of 3Vodka, is a superfood among foods thanks to its nutritional value and versatility. While it has been known for years as an excellent source of protein, it also contains iron, calcium, zinc, vitamin E, amino acids and B-complex vitamins, benefiting heart function and aiding digestion. And while humans have naturally-occurring chemicals triggered by love and other emotions, soy has chemical elements that work with the body and protect it against disease. So when you prepare a cocktail with 3Vodka and other ingredients (fruit juices, digestifs) intended to stir emotions, you are also bringing together a mix



Sutra Managers James Vold (left) and Jim Richardson (right) with bartender "Rebecca," see 3 Vodka an indispensable ingredient for romantic-yet-sensible drinks.

of things that will keep the physical body in gear as well.

With this in mind, the smoothness of the soy also compliments Sutra's sexy-but-heart-smart food. Says Executive Chef Stephane Beaucamp, "Our menu is clean, and we're all about food with nothing to hide, from the fresh fish to organic produce to our commitment to using ingredients that are neither frozen or processed. It makes sense that 3 Vodka is emerging as a spirit of choice." Adds Manager Jim Richardson, "In a market like Orange County, where people are very health conscious, 3 Vodka has emerged as one of the most requested things on our bar, even in some cases requesting 3 Vodka be used in one of our signature cocktails."

*For more information on 3 Vodka you can contact Youngs Market Company or 3 Vodka Distilling Co. directly at (312) 942-9999.*

## Recipe Sidebar

Sutra is all heart when it comes to stirring up something special for Valentine's Day with 3 Vodka. Their first creation is the **Cupid's Arrow**, which seduces with the following ingredients:

- 1 1/2 oz 3 Vodka
- 1/2 oz Campari (a digestif)
- 1/2 oz Cranberry Juice
- 1/2 oz Orange Juice
- A splash of peach juice or puree

For those who like a little more bite, the **Heartbreaker** just may fit the bill:

- 1 1/2 oz 3 Vodka
- 1 1/2 oz Bacardi Razz
- Fill up remainder of glass with regular or Diet 7UP
- Shake and pour
- Drip Grenadine down side of glass to layer and add a cherry to garnish.



# Ma'Kai

*Tahitian ambiance and adventurous food makes waves in Santa Monica*

By Elyse Glickman

In Hawaii, the word Ma'Kai translates to "toward the ocean," and thanks to the six month-old restaurant's prime location at Broadway and Ocean Boulevard in Santa Monica, the name and the Polynesian theme could not be more fitting. However, if you come expecting something along the lines of a Trader Vic's, you are in for a surprise...as well as many treats. This new and very hip entry into the oceanfront dining scene was carefully planned by a young, on-the-pulse team of owners—Mike "Money" Cymerman, Christian "Elvis" Warren, Robert "Hap" Greene and Mark Jeanetta—steeped in the bar, restaurant (i.e. Baja Cantina, Hal's Bar & Grill, James Beach and Shane) and real estate fields to bring the tropical dining experience into the 21st century.

"This is definitely not your mom and dad's tiki lounge," explains Mark Jeanetta (the principal owner). "The décor, created by interior designer Ren Blanco, takes the artistry of Paul Gauguin and tropical motifs and woods, but spins them into something that is both young and sophisticated. The menu, created by Christian Warren and executive chef Nobuhiro Hamazaki, updates the concept of Polynesian fare—think Polynesian/California fusion—is designed to stir up some conversation rather than distract from it."

While the menu is expansive, the highlights are the tapas which are tailor-made, appearance-wise and flavor-wise, to meld perfectly with the array of tropical cocktails. The bar and tables, flowing with lots of beautiful young people, come alive with such vibrant fare as the New York Steak Wrapped Asparagus, the Eggplant Dengaku, sweet Black Cod, Salmon Tartare and Albacore Tuna Hawaiian Poke, nicely accessorized with orange, red, and yellow-hued libations to refresh and cleanse the palate.

The drink menu, like the Pacific coast itself, is full of color, liveliness and adventure. While



Ma'Kai bartender Conrad Koulet says he gets more requests for the "Raging Bull" than any other cocktails, including the stalwart cosmopolitan.

tropical fruits popular with women patrons are especially prevalent, bartenders (like Conrad Koulet, pictured) ensure there is plenty of kick to keep the guys happy as well. Case in point: their best-selling "Raging Bull," bursting with flavor thanks to a high-end vodka, Red Bull, Pineapple Juice and a generous splash of grenadine. And for fearless souls who really like to express themselves via the drinks they order, the bar has just introduced the aptly-named "Burt Reynolds," consisting of a raspberry-flavored vodka, Chambord, Red Bull and Pineapple Juice.

This is  
definitely  
not your  
mom and  
dad's tiki  
lounge



# The Morry's Story

*It's the fairy-tale transformation of a stalwart Long Beach liquor store, getting an infusion of adrenaline from a pair of young entrepreneurs in the know.*

By Elyse Glickman



The antique furnishing displays like these are intended to create an inviting ambiance and encourage customers to relax and spend more time in the store.

In 1938, the Rabin Family created Morry's--a clean, tasteful liquor store catering to some of the Long Beach area's most discerning palates as well as the community at large. Explains Ken Rabin, third generation owner of Morry's, "My grandfather was one of the first post-Prohibition importers of fine French wines; more importantly, he set the standard in terms of offering customers the best products at great prices, creating a strong base of ethics and supporting the community."

While Morry's was sailing along with enough profits to survive and continue as it had been, two enterprising young men working at the store--Chris Buddress (25) and Shaun Crowley (27) - had other ideas. "Anybody with a million dollars can open a liquor store," says Rabin. "However, I knew changes were long in coming, even with the roots we set down, and I strongly believe (Buddress and Crowley) have the vision to maintain the traditions while creating excitement that will expand our customer base."

Despite his young age, Crowley is already a five-year industry veteran, having done quality time at the Wine Merchant locations in Beverly Hills and Newport Beach. Though he learned many important lessons about the field from Wine Merchant Founder Dennis Overstreet, he noted that the market had shifted from older

affluent buyers to young people aged 25-45 with disposable incomes and adventurous approaches to buying liquor. Crowley knew that for a good, old-school store to move into the



Chris Buddress

21st century, there had to be a unique approach to customer service and merchandising.

Buddress brought his own experience, youth and enthusiasm to the mix. He studied in Italy for two years and later at the International Sommelier Guild.

Under Buddress' and Crowley's direction, with a firm grasp on the emerging 25-45 market, Morry's transformation is nearly complete, from the store's head-turning new layout, to product-specific displays to the web site



(www.morrys.com). The two General Managers see themselves in a unique position, taking an institution that has been around since 1938 and building upon the traditions established with new concepts and products along with the freedom to get adventurous through displays and cross marketing.

"We're organizing our wines similar to the way restaurants do it, not just with varietals, but also breaking them down by light, medium or full body," says Crowley. "However, customers today want real hands-on service that is also educational as well. We want our customers to grow with us. We know their needs and can get them to take chances because we listen to them. Before they will experience the store itself, we greet them and show our commitment to steering them in the right direction on subjects ranging from individual purchases, to food and wine pairing to more extravagant things like doing a wine tasting menu for a house party or even how to build their own wine cellar. Also, since tasting at the store is not always possible, a visual experience is the next best thing. Instead of just having stacks of product, we use furniture and antiques to create memorable displays."

### Thinking Outside the End Aisle Display

According to Buddress, best selling products include Level Vodka, El Tesoro Tequila and the new Johnny Walker Green. With mixers, they note there has been an increase in demand for De Kuyper products, thanks to unique opportunities to cross merchandise with the cocktail promotions. "We like the way companies like Southern Wine & Spirits allow us to build several brands at once, as well as cultivate different aspects of a single brand, with our own ideas," Crowley agrees. "Given our (approach to) branding, we can even make the toughest sells into superstars."

And thinking outside the box they are. Soon to be unveiled include special custom-organized Venetian-style gondola wine-tasting cruises (educating participants about wine type, countries-of-origin or other topics), special overseas wine trips, a beautifully appointed tasting room, a fun and densely stocked "beer box" room, and participation in high-profile entertainment industry events such as post-Oscar Night parties.



The Morry's staff also likes to read Patterson's Beverage Journal to keep up with the trends. "We read Patterson's for fun," Crowley volunteers. "Though it's a comprehensive industry magazine, it reads like a consumer book and makes obtaining info we need to build Morry's all the more enjoyable."



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