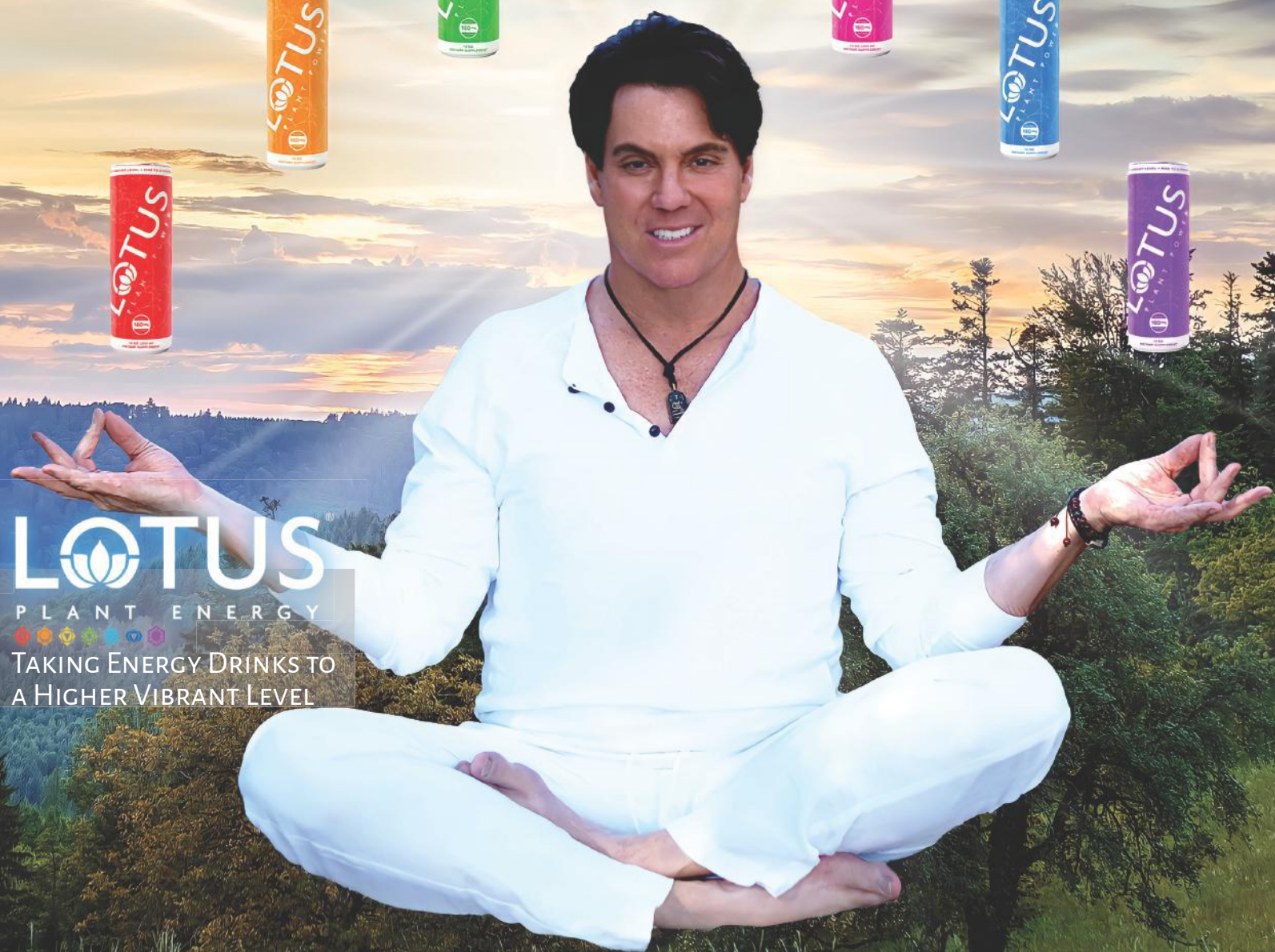


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FOOD & BEVERAGE[®]

MAGAZINE

OCTOBER 2022



LOTUS
PLANT ENERGY
TAKING ENERGY DRINKS TO
A HIGHER VIBRANT LEVEL

NFL ENTREPRENEUR HIGHLIGHT

DIA DE LOS MUERTOS

UNLV: CREATIVE ECONOMY



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OCTOBER 2022

COVER IMAGE

Scott Strader, Founder of Lotus Energy

PUBLISHER

MICHAEL POLITZ Michael@fb101.com

DIRECTOR & EDITOR-IN-CHIEF

LAUREN KANE Lauren.Kane@fbmagazine.com

DIRECTOR OF CPG PARTNERSHIPS

TERRY HART Terry@fbmagazine.com

DIRECTOR OF STRATEGIC PARTNERSHIPS

SHELBY POLITZ Shelby.Politz@fbmagazine.co

DIRECTOR OF PROGRAMMATIC SALES

BARB ROGERS Programmatic@fbmagazine.com

PUBLIC RELATIONS

THE INFLUENCE | ALI LASKY Ali@TheInfluence.com

SENIOR ACCOUNT MANAGER

SUSAN GOLD Susan.Gold@fbmagazine.com

ACCOUNT MANAGERS

ABIGAIL TRACY Abigail.Tracy@fbmagazine.co

ELISA BROWN Elisa.Brown@fbmagazine.co

COLLIN MILLINGTON Collin@fb101.com

CONTRIBUTING EDITORS

DEBBIE HALL

LAUREN MCINDOO

TERRY HART

KAIULANI DELGADO

SUSAN GOLD

ELISA BROWN

KRISTI HILL

ABIGAIL TRACY

We honor and remember the support of

**Chef Kerry Simon, Gary Cantor, Robin Leach,
Chef Paul Prudhomme, & Gary Coles**

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COVER FEATURE



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Cover
Feature



LOTUS[®]

P L A N T E N E R G Y

It's The Feeling[™]







LOTUS[®]

P L A N T E N E R G Y

Taking **Energy Drinks** to a **Higher Vibrant Level**

Lotus Plant Energy is the original plant-based energy concentrate in the United States and one taste explains why it is No. 1 in sales. Just add soda water, pump, stir, and enjoy.

Lotus Energy's proprietary blend, Plant Power 7™, features coffee fruit (Cascara) elevated with nature's elite organic adaptogenic botanicals, super fruits, amino acids, B vitamins, prebiotic (sugar substitute), natural flavors and sweeteners.

Building a Brand the Old-Fashioned Way

Once upon a time, over 100 years ago, a pharmacist and chemist named John Stith Pemberton introduced a patented medicinal concentrate at Jacob's Pharmacy on Peachtree Street in Atlanta, Georgia. The secret formula syrup served fountain style and mixed on the spot with soda water would become the first functional beverage. This delicious beverage sold for a nickel a glass. A few years later, no one knows which soda jerk came up with the brilliant idea to add cherry and vanilla flavored syrup to the drink but there it was, a made-to-order flavored twist on this brand-new beverage. An iconic beverage brand was born with a craze in popularity across the world.

“

Plant Power 7™, features coffee fruit (Cascara) elevated with nature's elite organic adaptogenic botanicals, super fruits, amino acids, B vitamins, prebiotic (sugar substitute), natural flavors and sweeteners



“

Lotus' products and colors coincide with the **7 chakras** which are fundamental to our wellbeing and signify the interconnection of mind, body, and spirit.

The Age of Aquarius

The Lotus Brand is based upon the lotus flower, which signifies rebirth and awakening. It is the very symbol of life rising to its highest vibrant level. Lotus Plant Energy's creator, Scott Strader, implements mindful use of the imagery of the lotus flower, signaling the coming era of functional beverages. The lotus flower is deeply woven historically into Asian, Indian, Mayan, and Egyptian Cultures. The line of products not only contain lotus for efficacy but also for the mental, physical and spiritual aspiration it is revered for.

Lotus' products and colors coincide with the 7 chakras which are fundamental to our wellbeing and signify the interconnection of mind, body, and spirit. The 7 chakras are always depicted as lotus flowers throughout history. The lotus flower and chakras combined form the foundation for this delicious plant-based concentrate in order to meet the demands for a healthier alternative energy drink. With Lotus, companies and consumers are able to personalize for color, flavor and style. The possibilities are vast and exciting.



He Played Among the Stars with an Ethereal Style

Strader grew up in California and demonstrated his destiny as a natural-born entrepreneur with a fascinating background that includes raising racehorses, creating beverage brands (not only Lotus), and acting in film and television. This fall, he is prospected to join the cast of Netflix's Cobra Kai, reprising his role as Eddie from the original Karate Kid movie.

Reincarnation of an Iconic Business Model

Vibrating at his highest level but remaining with his feet on the ground, Strader is taking a page from an iconic soda brand's playbook: fill the beverage channels by building his brand as a concentrate that can dispensed fountain-style or efficient self-dispensing jugs and frozen drink machines, etc. Strader has provided his many retailers with the

option to serve a personalized functional beverage, made-to-order at dispensed beverage margins. This was instrumental in building brand awareness by creating a solid distribution network before entering the RTD retail channel.

Made-to-order energy drinks are rising in popularity and beginning to dominate the specialty coffee channel. Successful drive-thru coffee chains cater to younger consumers who grew up on energy drinks. Consumers are looking to get caffeinated from energy drinks that are personalized to their preference without the taste of coffee, driven by color and a wide variety of flavors. Lotus has created a loyal following with its unique, versatile flavor profile that allows it to be enjoyed as a stand-alone energizing beverage or mixed with colorful flavored concentrates.

Consumers are looking to get caffeinated from **energy drinks that are personalized to their preference** without the taste of coffee, **driven by color** and a wide variety of flavors.



“

...Lotus checks all the boxes for us. It is a great-tasting plant-based functional beverage. The product's versatility has endless applications across multiple channels...

Morgan Harris, Founder of Mercurys Coffee Co., a gourmet Coffee Bar Chain and 100% Organic Coffee Roaster in the Pacific Northwest, embraced the made-to-order energy drink from the start.

"Lotus Plant Energy has been the perfect addition and Partner to our cold beverage offerings because it contains natural and plant-derived ingredients like cascara (the coffee cherry) and green coffee beans for caffeine allowing our customers to enjoy another stimulating part of the coffee plant. Lotus provides an upscale energy drink experience and upholds the excellent Mercurys Coffee Co. standards we are known for."

Building a Network of Distributors

Going straight to market with an RTD can in a heavily crowded space did not appeal to Strader, so he decided to build the brand in reverse.

"It takes a great deal of patience to build a successful beverage brand and may take at least 10 years and millions of dollars. Entrepreneurs are disillusioned when they think they can simply introduce a new magic formula concept with flashy packaging from an A-list agency and become an instant success. I learned that the hard way! It's about real estate; getting on those crowded shelves isn't easy and staying there is even harder. As the larger beverage companies' products decline in sales, they must find and buy new brands to fill the void to keep the valuable space," explains Strader. Lotus has been able to utilize many of the Pepsi bottlers in their distribution network across the US on their dispensing systems. That is some serious real estate.

"Lotus checks all the boxes for us. It is a great-tasting plant-based functional beverage. The product's versatility has endless applications across multiple channels, with the ability to utilize our dispensing systems for the concentrate/syrup as an on-premise product and the potential of an RTD option that can be leveraged through our distribution ability at retail accounts. The feedback we are getting from our customers has been outstanding! We see a long runway for this brand and its potential," **says Mike Bartel, President at Refreshment Services Pepsi.**



Disruption Creates Consumer Demand

"You must first create a demand for the product. There must be a consumer need to have success in retail. In this case, consumers want the benefits of energy drinks but not the health concerns associated. Taste is also paramount; you cannot lose sight that it is still a beverage, not a bottle of medicine. In our case, what differentiates Lotus from any other energy drink: it's the feeling™. And that is why it's our tagline," Strader says.

"We have been able to disrupt market-leading energy drinks head-to-head in the highly contested specialty coffee channel while listening to what our customer wants and fulfilling their expectations. It was necessary to build a loyal customer base before entering the retail beverage channel with an RTD can."

“

Taste is also paramount; you cannot lose sight that it is still a beverage, not a bottle of medicine. In our case, what differentiates Lotus from any other energy drink: it's the feeling™. And that is why it's our tagline," Strader says.

Taking Functional Beverages to a Higher Level

Gold Lotus, featuring Gold Geisha coffee fruit (cascara), will be the initial offering from Lotus Energy at retail from the colorful lineup, raising the bar as the gold standard for better-for-you functional energy. The liquid gold will feature a proprietary blend of Earth's seven most powerful plants (Plant Power 7™). These plants address a full range of functional benefits which includes antioxidants from the coffee cherry, adaptogenic botanicals for stress, echinacea for immunity with stimulating natural caffeine, key amino acids, a prebiotic sugar substitute for gut health, and calorie burning from green tea extract (EGCG). Lotus is available sweetened with cane sugar (regular) or zero sugar (skinny) editions. Both regular and skinny are vegan, and GMO-free.





Branding a Lifestyle Functional Beverage as an Accessory

Strader explains, "It all comes down to our mantra: Rise to your highest vibrant self. Nowadays, people are judged by how they dress, what they carry, what they drive, what they eat, and even what they drink. The pillars of your brand must reflect what it is in its entirety. Color, vibrance, style, health, and wellness are all part of Lotus. The vibrant colors and flavors that Lotus affords consumers radiate a certain perception. This is how our customers identify with us and want to be perceived. What you are seen drinking can be perceived by how you live your life; perception is reality. If you could be perceived by your peers as happy, healthy, and full of life, then what could be better than drinking a Lotus?"

The Lotus brand architecture has been designed for maximum exposure. Lotus' versatility has been key for attracting major partners across all foodservice channels with the ability to fill in the distribution channel gaps. The brand's positive consumer response reflects the upcoming success for their exciting new functional beverage offerings in the RTD Channel.

TESTIMONIAL

"Consumers are excited about flavor-infused energy drinks. They have tremendous appeal for people who don't care for coffee but want that boost. In fact, research found that 33% of consumers have purchased a made-to-order flavor-infused energy drink in the past three months. And Mintel's recent research showed that 50% of energy drink consumers purchase once per day or more and flavor plays a key role in those purchases. Farmer Brothers' partnership with Lotus Plant Energy brings a high quality, total energy beverage solution to our customers – one that also leverages the surging popularity plant-based foods. There's great opportunity in this sweet spot."

- Mo Moragne, Chief Sales Officer, Farmer Brothers.

For more info, visit lotusenergydrinks.com and follow on social media on Facebook and Instagram @lotusenergydrinks.

SUSHI
LIKE NEVER
BEFORE.



Chef–Restaurateur Richard Sandoval Unveils Second–Annual Global Campaign Honoring “*Día de Los Muertos*”

Culinary campaign delves into Sandoval’s Mexican roots, introduces all-new limited-time food and drink menus in 28 concepts to celebrate the holiday and its significance

Richard Sandoval Hospitality proudly presents its second-annual iteration of *Día de los Muertos*, a global, limited-time, hospitality-focused campaign honoring the famed Mexican holiday and Chef-Restaurateur Richard Sandoval’s heritage.

From Tuesday, October 4 through Sunday, November 6, several Richard Sandoval Hospitality concepts worldwide will offer guests the chance to learn more about the Mexican holiday and partake in a lively celebration through a limited-time menu including holiday-inspired dishes and specialty cocktails (featuring traditional ingredients and recipes central to the holiday, such as the aromatic *Palo Santo* and the gold-toned Marigold flowers) as well as a series of immersive culinary experiences (inclusive of Tequila & Copal ceremonies featuring Chef Sandoval himself) in select locations.

“Since the start of my career, I’ve set out to connect families and friends through elevated Mexican cuisine,” said Chef Sandoval. This campaign, which is centered around my absolute favorite holiday, is truly an extension of this labor of love. *Día de Los Muertos* is a celebration that calls on us to remember our family and friends, to bring their stories back to life through food, drink, and sharing. Throughout October, I am inviting our guests to do just that with all of us at Richard Sandoval Hospitality.”

Chef Sandoval launched his first *Día de los Muertos* culinary campaign in 2021, with dozens of his restaurant concepts taking part in the celebration. Now back for the second year in a row, the *Día de los Muertos* celebrations will take over 28 concepts globally.

Culture:

Día De Los Muertos, or “Day of the Dead,” is a two-day festival that originated in Mexico. The festival unfolds in an explosion of color and life-

affirming joy aimed at demonstrating love and respect to the past while setting intentions for the future.

Having grown up in Mexico-City, Chef Sandoval’s entire career – and, surely, his 60+ restaurant concepts – are deeply rooted in his Mexican heritage and passion for introducing Latin cuisine to the world, which continually inspires him to create new and unexpected concepts.

Central to this year’s campaign will be the *Palo Santo* or “Holy Wood.” Native to South America and Mexico, the wood is commonly used in rituals and *ofrendas* (altars) during *Día de los Muertos* celebrations for its healing properties. Healers and shamans of South America believe *Palo Santo* has a strong spirit that bursts through long-after the mystical tree is cut-down and can assist with restoring physical and energetic wellbeing. Channeling these wellness properties, *Palo Santo* will make its grand debut throughout the campaign as a key ingredient in exclusive menu and cocktail offerings and more.

Mayan Tequila & Copal Ceremony:

Taking center stage at this year’s *Día de los Muertos* campaign will be an exclusive and wildly interactive Tequila & Copal ceremony led by Nataline Ruth Cruz, a practitioner of Ancestral Medicine and Sacred Teachings. Only available at select locations – including Toro Denver, Tamayo Denver, DLeña DC, Toro Fort Worth, RAYA Ritz Carlton Laguna California and more – the Tequila & Copal ceremony will lead guests through a sensory experience of healing and manifestation

Immediately following Nataline’s ceremony, Chef Sandoval will lead guests through an intimate four-course dinner as he unlocks each flavor that captures the holiday and connects family and friends through shared plates, stories, and memories in true spirit of the *Día de los Muertos* traditions and celebrations. Tickets for this master tequila healing activation can be purchased here.

Food & Beverage Specials:

Throughout the campaign, gastronomes will be in for a treat with five new exclusive dishes adorning the menus of participating Richard Sandoval



Hospitality restaurants. Each recipe has been carefully curated by Chef Sandoval and his world-class culinary team to bring about bold flavors and sensory pairings that all hold a cultural significance to the celebration.

The Tortilla Talavera – an interactive and savory appetizer – features green pipian white mole, grilled cheese, shimeji mushroom al ajillo and cherry tomato salad with each ingredient presented family-style on the table to build the perfect bite. Representing the *ofrenda* (altar) for the holiday, the Tortilla Talavera holds various grains like sesame, amaranth, almond, marigold, quinoa, and pumpkin pressed into the tortilla creating an almost ceramic tile pattern with ingredients from the Earth.

“Since the start of my career, I’ve set out to connect families and friends through elevated Mexican cuisine...”

said Chef Sandoval

The Seafood Verde Pozole - crafted with baby squid, shrimp, clams, white corn and marigold cempazuchil oil will serve as one of two entrees central to the campaign. The Seafood Verde Pozole is elegantly composed tableside with a mouth-watering pour-over presentation. Originally invented by the Aztecs, Pozole is greatly remembered during the day of the dead festivities for its history of being made from human meat whose hearts had been ripped out in ritual sacrifice before cannibalism was banned in the 1500s and the meat in this dish was replaced with pork.

Passion Fruit - Aloe Santo



Dessert - El Ritual



Appetizer - Tortilla Talavera



Palo Santo Margarita



The Mole Coloradito – one of the most revered, mysterious and treasured recipes in Latin American cuisine will serve as the second exclusive campaign entrée. A historic and time-honored recipe passed down from generations, the Mole Coloradito is a staple Mexican base sauce made up from a variety of dried chilis, a fruit, a nut dark chocolate and more.

Desserts include two selections crafted with the rich, smoky essence of *Palo Santo*. **El Ritual**, which features pumpkin flavors cooked with smoked sugar cane, and is layered with mandarin chocolate sauce and caramelized phyllo, is served beneath a cloche filled with *palo santo* smoke. The serving of the dish will be ritualized tableside for guests to capture the *palo santo*'s purifying essence as well as citrus-infused aromas before digging in.

In collaboration with the country's most authoritative voice on Mexican sweets, Chef Fany Gerson of the famed Brooklyn bakery La Newyorkina, Chef Sandoval will offer a limited-edition **Richard Sandoval x La Newyorkina Palo Santo Pan de Muerto** for guests to enjoy in select participating U.S. locations or to purchase exclusively via Goldbelly – available for nationwide shipping throughout the campaign.

Festive Patron-centric specialty drinks will include a **Palo Santo Margarita**, **Pineapple Mezcal Sour**, **Smoked Bees Knees**, **Passion Fruit & Aloe Santo**, and a **Vanilla Smoke Cocktail**.

Chef Sandoval's 2022 *Día de los Muertos* campaign encompasses 28 participating Richard Sandoval Hospitality locations in 10 states including California, Colorado, Florida, Pennsylvania, New York, and Texas, and 5 countries including the United States of America, Mexico, Morocco, Qatar, and the UAE. To find a participating location near you, visit <https://www.richardsandoval.com/ddlm/2022>.



Entertaining made easy thanks to Creminelli

Creminelli loves food. Discovering it, making it, and sharing it with those who matter most. That love for sharing delicious food is at the core of all of the products that they craft, making their artisan salami the obvious choice for hosting friends and family. So whether you're hoping to turn your home into a holiday hotspot or you're inviting your crew over for the big game or a calm night around the fire, Creminelli has got you covered with charcuterie-grade snacks to elevate any occasion and make your next shindig a success.

One of the best things you can do when entertaining is to keep things simple. Rest assured, simple does not mean boring – it simply means not overthinking or overcomplicating anything so that you can focus on spending quality time with your guests. When it comes to serving up a simple snack, look no further than Creminelli's Casalingo, a hard salami made with just sea salt, cracked pepper, and a hint of garlic. By keeping the ingredient list short, the flavor of the pork is able





to stand alone. The result is that you and your guests can experience the real taste of curing and aging salami without any interference from more dominant spices. That simplicity also makes Casalingo incredibly versatile, which means you can serve it on its own alongside some alpine cheese or as a delicious addition to any of your favorite appetizers from chopped salads to frittatas. To take the flavor experience to the next level, Creminelli recommends pairing their Casalingo, which they've been making the same way for over 100 years, with different marmalades or honeys. That unbeatable (and timeless) combination of savory and sweet is certain to make Casalingo a crowd pleaser.

If you're looking to add a more distinctive flavor to your snack spread, try Creminelli's award-winning Sopressata. Made with organic garlic and Sangiovese red wine, it's the perfect for crafting a quick antipasto (the traditional first course of an Italian meal). If you're looking to serve something a little heartier for a main course, try it in a sandwich with a semi-soft cheese or dice it up and toss it in with fresh spaghetti. And because it's made with red wine, you can't go wrong pairing it with a glass (or two) of your favorite cabernet.



Crunched for time? Coming soon, Creminelli will offer entertaining trays that come pre-sliced and ready to serve, ranging from 4.5 oz of paper-thin prosciutto to combo packs featuring prosciutto, finocchiona (salami inspired by the wild fennel fields of Tuscany made with organic fennel and space) and varzi (a versatile salami made with organic nutmeg and sea salt).

No matter how you slice it or serve it, all Creminelli products are made from 100% US heritage pork raised in open living conditions with no added nitrates and no antibiotics. They're also packaged in 80% PCR trays, which means that 80% of the plastic used to make their sliced charcuterie trays is made using recycled plastic (which is the highest PCR content in the charcuterie industry). That commitment to being at the forefront of sustainable practices in food manufacturing makes Creminelli not only a delicious choice, but an environmentally-friendly one you can feel good about.

To add Creminelli to the menu for your next soiree, go to creminelli.com/locate to find Creminelli near you.

CRUNCHED FOR TIME?

Coming soon, Creminelli will offer entertaining trays that come pre-sliced and ready to serve



**YOU PUT
PUMPKIN
CARVINGS
IN RAVIOLI,
NOT THE
TRASH.**

WE'VE GOT A SNACK FOR PEOPLE LIKE YOU.



FLAVOR OF SOCIAL MEDIA

By Debbie Hall

Grays Banana Pudding combines excellent taste, passion, ingredients, memories, and history. The specialty dessert shop of the same name, owned and operated by Sharif Grays, breaks the mold (so to speak) with a brick-and-mortar location making, selling an assortment of different flavors of banana pudding and pudding pies.

While dessert shops in Southern Nevada feature pastry, ice cream, and other goodies, Grays Banana Pudding only features eight flavors of the pudding, including a monthly flavor. But with his strong presence on social media, Grays has built quite a following with residents and tourists. The shop will sell out well before closing, and people have posted videos of themselves crying because they can't purchase Grays Banana Pudding.

Grays left a 17-year career in finance and insurance and moved from San Diego to Las Vegas to open Grays Banana Pudding during the COVID-19 lockdowns in August 2020.

This is just not any pudding.

His grandmother Agnes' recipe is used as a base and, from Mississippi, definitely can be classified as Southern cuisine and a staple of soul food. As the seventh of nine children (youngest boy), Grays admits he never cooked as a child. His grandmother taught him the recipe before her passing. Grays gives credit to his oldest sister, Constance, who taught him the original recipe since she helped their mother with the cooking. She also helped him develop different concepts, including vegan, gluten-free, sugar-free, custom orders, and adding a twist on this timeless recipe, keeping it traditional but adding different flavors.

"While working in my previous career, I would make pudding at my home, and people knew me as the pudding guy. Whenever we did parties and celebrated the holidays, everyone would beg me to bring my banana pudding. Then co-workers and neighbors would ask me to make my banana pudding, and they offered to pay. I discovered that over time, I could create a small business," he explains. "I wanted to create a family-owned business to pass it down to the next generation, my daughter, and leave a legacy." While his daughter is only five years old, she does help dad and knows all of the pudding

GRAYS BANANA PUDDING CELEBRATES TASTE, HISTORY, AND THE FUTURE.



flavors. "I find it exhilarating to run a business doing what I love: serving a wonderful dessert to people."

As for labeling it part of a particular cuisine such as soul food, "I feel soul food is underrated. I love soul food like catfish, baked mac and cheese, and yams. One of the desserts offered is banana pudding which complements the meal."

However, he has discovered that while soul food originates in the Black community, other nationalities love banana pudding, which pairs well with other cuisines. Even with the sales of banana pudding by national brands, there are those who try Grays Banana Pudding because of the reviews and the different flavors. He can offer other options for those who are allergic to bananas.

"This is not just a dessert that only Blacks love. So many other cultures and nationalities also love the pudding. While I am a Black business owner, I need to appeal to a broader consumer base, including the white, Hispanic, and Asian communities. I am out there introducing something new to potential customers." He also selected a location close to the Las Vegas Strip to reach out to tourists as well as locals.

As for opening during the pandemic (August 2020) with restrictions that prohibited businesses from functioning under normal circumstances, he remained committed. Paperwork had already been signed, Grays had made the move, and his two choices were to either move forward or to take a significant financial loss.

He chose to move forward, knowing he would have to incorporate new ideas to attract potential customers and adapt to the challenges.

"It was difficult to find contractors that worked during that time," he says. While Grays rented time in a commercial kitchen, he still needed to replace the flooring and have the walls repainted.

Along with contractors, supplies were limited, such as plastic ware, containers, and other items that people took for granted. A disappointment was that the grand opening had to be limited, so Grays could not include the other tenants, people in the surrounding neighborhoods, and the community at large.

Grays offered curbside pickup when he first opened and then contracted for third-party delivery services.



The hits kept coming (so to speak) when Grays realized that as a small Black-owned business that had just opened up, he did not qualify for the PPP loans offered. He had to use his personal savings to keep his business open. It was frustrating that he did not receive any resources from the community, local, state, or federal governments. Grays had to learn in other ways how to budget, navigate the health department, and other concerns in operating his first business.

"I knew my business had a unique concept and that Grays Banana Pudding was the best out there."

Success came to him by utilizing social media to announce his new business' arrival in Las Vegas.

"It has been a great tool for me to be able to reach great numbers of people inexpensively. I use social media in many ways, and I have a great social media manager. Instagram, in particular, has been a huge part of connecting my business with the community since people follow me, interact with my account, and tag the business. Many of my posts go viral, and in a sense, I am reaching thousands of people instead of just one at a time. We post reels weekly, if not daily, and we get over 10,000 views at times. Maps are also important in Instagram, Yelp, and Google."

Grays can analyze insights, demographics, and locations using social media and invest accordingly to existing trends. Utilizing tools offered by Meta, the parent company of Facebook, Grays has been able to appeal to a mass consumer base and wants to share

their story to help encourage the local Black community to engage and support the idea of starting their own businesses. Grays got his big break when Fox News featured his store for Black History Month. He has also connected with the Las Vegas Review-Journal newspaper, works with The Cosmopolitan, and is negotiating a deal with a grocery chain.

He will have tourists come to purchase his pudding who have read his story on social media months ago and made plans to visit his shop. Still, Grays acknowledges that it is the locals that make up the majority of his business. Once a year, he will select a flavor of the month, and last year he donated those proceeds to Nevada Partnership of Homeless Youth (nphy.org).

On the shop's wall is a framed jersey from the Homestead Grays professional baseball team that played in the Negro league starting in 1912 for 38 seasons. Baseball great Jackie Robinson played for the league before joining the majors, and many baseball enthusiasts come by the shop. In the middle is a painting of his family when Grays was a child, done by an artist using a photograph. His other walls are for Instagrammable moments.

He sells merch such as tee shirts and hats along with pudding and pies. Grays Banana Pudding is located at 4601 W. Sahara Ave. in Las Vegas, offering pickup and delivery (third-party delivery services) with several tables for in-shop dining. For more info, visit graysbananapudding.com. Follow on Facebook and Instagram @ Grays-Banana-Pudding.0+

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October
2022

OPENING DATE

"The restaurant's **sophisticated yet free-spirited design** by Karen Herold of Studio K features rich interiors, exotic taxidermy, and lush greenery, all beneath a signature retractable glass roof"

About

CHEF BRIAN'S MENU BOASTS A GLOBALLY INSPIRED TAKE ON THE CLASSIC STEAKHOUSE WITH SHARED PLATES, ARGENTINE-STYLE WOOD-FIRED MEATS AND SEAFOOD, AND MEMORABLE DESSERTS

From Executive Chef Brian Whalen, Beverage Director Nora O'Malley, and real estate and hospitality entrepreneur Dan Whalen, Jaja is a high-design, modern supper club and lounge inspired by wanderlust.

Located on a premier corner of Cleveland's Ohio City neighborhood, across from the historic West Side Market, the restaurant's sophisticated yet free-spirited design by Karen Herold of Studio K features rich interiors, exotic taxidermy, and lush greenery, all beneath a signature retractable glass roof – the first of its kind in Cleveland. Chef Brian's menu boasts a globally inspired take on the classic steakhouse with shared plates, Argentine-style wood-fired meats and seafood, and memorable desserts.

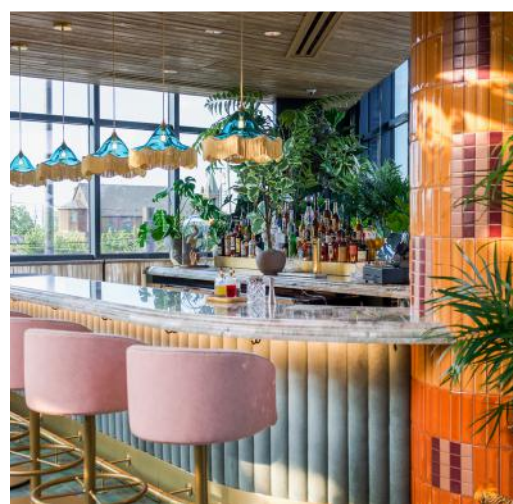
All are found alongside Nora's exciting beverage program consisting of a curated list featuring wines from South America alongside a dynamic sparkling program, as well as contemporary takes on classic craft cocktails. With ample indoor and outdoor seating, the dinner-only restaurant (which features a lively weekend brunch) evolves on Friday & Saturday evenings into a modern lounge, enhanced by a live DJ spinning an eclectic mix including tropical house and French nu-disco as the night unfolds.

The Team

Brian Whalen,
Executive Chef

Dan Whalen,
Vice Principal of Design & Development

Nora O'Malley,
COO & Beverage Director





Space

Designed by Chicago-based Studio K, Jaja celebrates the “wild and free” with eclectic and sophisticated design details.

Evoking a sense of wanderlust, notes of nature are incorporated throughout the space along with the use of texture, lush greenery, and eccentric patterns. Above the dining room lives a retractable glass roof, creating a sense of connectivity with the stars above and welcoming in the fresh air.

JAJA CELEBRATES THE “WILD AND FREE” WITH ECLECTIC AND SOPHISTICATED DESIGN DETAILS

For more information please contact:
harborbayhospitality@sprouthouseagency.com

FIRST IMPRESSIONS

Modern Line Furniture® adds ingredients for success

By Debbie Hall

When people want to enjoy a night at a restaurant, bar, or lounge to sit down, their first visual impression is their focal point. Guests will look around at their surroundings and before they decide to go in and order food and beverages they will definitely look at the ambiance and decor. This is where the décor of a restaurant comes into play, and Modern Line Furniture, a hospitality and contract furniture manufacturer, can create the perfect furniture.

Customers view custom made table tops as well as chairs, and they must be appealing to grab the customer's attention. Laminate finish table tops feature unique characteristics in the unique look of all kinds of wood tops. High-Pressure laminate is considered one of the most durable decorative surface materials with functional performance properties, including wear, fire, and chemical resistance.

Modern Line Furniture presents high-pressure lamination that looks like real wood with natural look, including elm, driftwood, and redwood. If colors need to pop as part of the décor, Modern Line Furniture can design and manufacture the right fit that will dazzle and invite guests to come in and dine. Logos and signatures can be included as well as any other designs.

The thickness of the top can range from 1 to 3 inches. Shapes and sizes can be determined to meet the needs and add to the aesthetic appeal. Table tops can be developed as sets for 2, 4, 6, 9 or 10 people dining arrangements.

The cushion of the chairs is also essential to entice customers to stay and order. For example, if the table top is a shade of red, the upholstered cushion should complement the color. Since the Modern Line Furniture manufacturing plant and factory is located in New Jersey, many details are easy to manufacture in one week or less.

Furniture is an investment that will return revenue and savings for years. Those purchasing furniture for their restaurant will be amazed by the array of colors and collages of beautiful finishes Modern Line Furniture has to offer.



For fine dining establishments, customers' eyes sparkle at the matching décor and will want to order the more expensive meals to match the atmosphere. For family-style restaurants, guests will appreciate the unique design and styles of table tops that are long lasting products for years to come specially for high-traffic areas. The furnishings add to the mood for bars and lounges, and more food and drinks will be ordered as they spend time dining in this environment. Patterns that focus on a neutral palette along with colors to select. Chair cushions can be matched in color.

The same idea and design can be applied to the Wall Mounted Restaurant Table. No more wobbly legs, but a sleek design that will give plenty of space in the restaurant as the tables simply connect the wall and will provide more space. All the finishes include wood grain colors as well as cherry, burgundy, mahogany, walnut and salvage planked elm, or Chesnutt driftwood effect. The wall table thickness with laminate is 1 to 2 inches and can be customized to any thickness and size. All tables are made with 1-inch high-quality industrial-grade plywood.

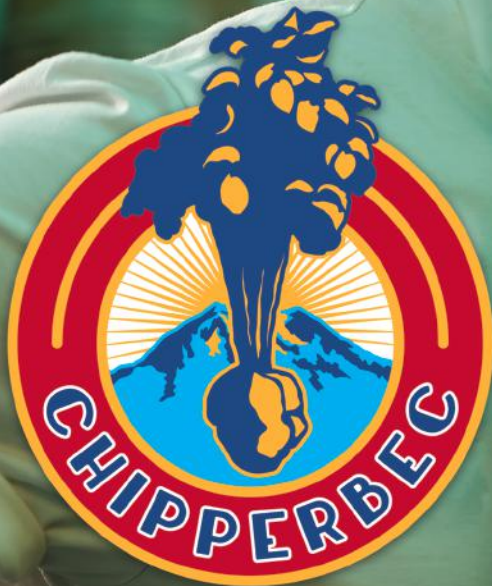
All table tops are created to meet the exact criteria and can be turned around in a short period of time by being manufactured in a facility located in New Jersey.

The idea for today's furnishings translates into a high-end restaurant, an upscale family dining room, or a luxury bar. Laminate table tops dominate the market, and Modern Line Furniture offers brands like WilsonArt and Formica well known in the USA and around the world.

Whether a high-end restaurant, a rooftop lounge, or a trendy bar, furniture with solid functionality and color scheme can add to its success and revenue. Modern Line Furniture offers the best American-made restaurant furniture available.

For more info, visit modernlinefurniture.com and follow on Instagram @modernlinefurniture





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Award-Winning Moreno BHLV® WELCOME TO LAS VEGAS is now available in Southern Nevada

Provided by Luins and Maureen Williams

Moreno BHLV® sparkling wine has won many awards for both taste and packaging. the brand initially started bottling in California in 2010 and has now expanded bottling in upstate New York in 2022. The realization of making a brand viable is to make it recognizable before the customer's first taste. If the product looks unique and taste good, you have a winner. That is what Luins and Maureen Williams, the owners of their African-American, woman-owned business, always kept in mind when creating the brand. Moreno already had a reputation for excellent customer service, winning the prestigious "Diverse Vendor of The Year Award" in 2011 By MGM Resorts International. They took pride in their on-time delivery of tens of thousands of cases of private label bottled water to hotels and casinos throughout Nevada and for Walmart, Sam's Club customers nationwide.

There is nothing in Las Vegas more recognizable than the iconic landmark "Welcome To Las Vegas" sign. Moreno BHLV (Beverly Hills*Las Vegas) has cleverly merged recognizable uniqueness, taste, and price. With the support of Southern Glazer Wine and Spirits, this sparkling wine is now available in Southern Nevada. According to the Las Vegas Visitors and Convention Authority, post-pandemic visitors to Las Vegas reached 32 million. It only stands to reason and good business sense that every hotel, casino, package store, CVS, Rite-Aid, Walgreens, grocery store, convenience store, restaurant, bar, hotel gift shop, and liquor store should offer Welcome to Las Vegas sparkling wine—the beverage of celebration in the city of winners.

The brut is a blend sourced from Alexander Valley, Napa, Sonoma, and Mendocino. It creates a rich expression of balanced ripe exotic fruit, not too dry, not too sweet, with a light honey apple nose and a smooth finish. rose will be available during the holiday season and beyond.

Currently, there is a promotion available Ask a Southern Glazer Wine And Spirits Nevada representative for details or contact: Megan.Moyer@sgws.com or call Moreno BHLV at 888-628-0798 or email Info@MorenoBHLV.com.



It creates a rich expression of balanced ripe exotic fruit, not too dry, not too sweet, with a light honey apple nose and a smooth finish. rose will be available during the holiday season and beyond.





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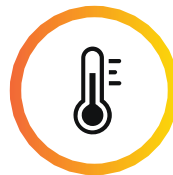
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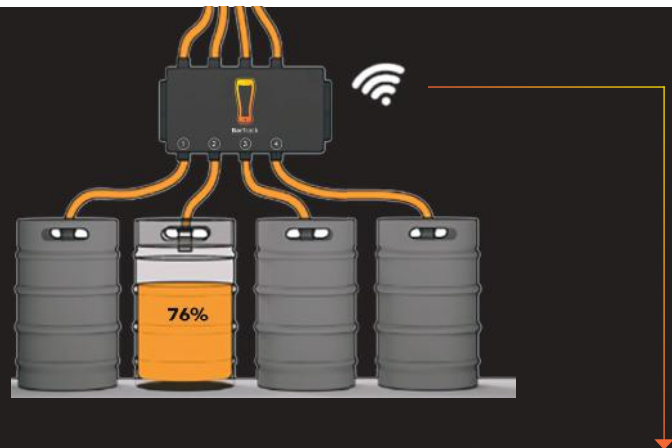


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A top-down view of a kitchen counter. In the upper left, a white bowl contains a bright yellow dressing, possibly vinaigrette, with a silver spoon resting inside. In the lower half, a large white bowl is filled with a colorful salad. The salad features dark purple and green leafy greens, sliced red and yellow apples, blackberries, white cheese shavings (likely Parmesan), and green pumpkin seeds. The background is a light-colored, textured surface.

Fall has always been my favorite season. The time when everything bursts with its last beauty, as if nature had been saving up all year for the grand finale.”

Lauren DeStefano



A TANGY TOUCH

Mr Bing Chili Crisp: China's popular street cart flavors come to the US.

By Debbie Hall

Mr Bing Chili Crisp is a crunchy, umami-packed condiment and cooking ingredient that's a tad sweet and just a bit spicy. Inspired by Beijing street food of jianbing, it's made from crispy garlic, onions, rice, bran, mushroom powder, and a blend of spices. Put it on eggs, rice, pizza, pasta, chicken, and burgers, or eat it straight.

Co-founders of Mr Bing, Brian Goldberg and Benjamin Duvall love Chinese food. After living in China for over a decade and operating street food carts and kiosks in Hong Kong and New York, they made their restaurant's version of Chili Crisp available to everyone.

Inspired by a popular breakfast on the streets of northern China and Taiwan, jianbing is a large, thin, savory pancake batter combining wheat, mung bean, and grain flour. The batter, eggs, and sauces with sesame seeds and scallions are cooked quickly by spreading the batter on a large frying pan or a specialized flat hotplate. Mr Bing captures the most exciting elements of modern Chinese street food like jianbing and interprets them into condiments and ingredients for the foodie and everyday cook.

"Both Brian and I love Chinese food, especially street food, and ate jianbing every morning," explains Duvall.

The Chinese call any flat flour-based food a bing, and a word is added to the front to describe the food, such as jianbing to describe a savory, grilled crepe.

"Jianbing is usually sold off carts or little hole-in-the-wall restaurants, and there was a cart outside our school and offices every morning, making these bings. We ate it for breakfast every morning," adds Goldberg.

Mr Bing captures the most exciting elements of modern Chinese street food like jianbing and interprets them into condiments and ingredients for the foodie and everyday cook.

"I knew this would appeal to a wide spectrum of flavor palates, along with the show and entertainment factor of watching the bing being made, talking to the street vendor, and interacting with them," says Goldberg. "This is comfort food, with the smoke, especially on a cold morning with the smoke, and it is a hand food so you can walk and eat it."

Mr Bing was initially started as a Chinese street food concept with locations in Hong Kong and New York City.

"When I first started the restaurants, I was going to call it Goldberg's Chinese Crepes or Golden Bing, and I was playing with lots of names," says Goldberg. "One night, while having drinks with a colleague, he said, 'Mr Bing' and I knew that was the name. It fit the logo I had created as a symbol of wonderful Chinese food."

Goldberg and Duvall might have met in Beijing, but they both hail from the United States.

Duvall grew up between San Antonio and Boston, and while attending college, he developed an interest in China, including Chinese medicine and its history. He had the opportunity to immigrate to China in the 1990s, living there for years and operating two tech companies.

Born in the Bronx, and raised in the suburbs (Rockland County), north of New York City, Goldberg decided to major in Chinese while attending college. In fact, he was the one to create the Chinese Studies program at his college, which included studying abroad, where he met Duvall.

"At the time, I was really into film, photography, the arts, Chinese literature, and landscape painting. To be able to study this abroad was really an awesome experience," says Goldberg. "I was actually pre-med and very interested in Chinese medicine, including acupuncture."

Duvall would sell his companies, meet and marry his wife, start a family in Shanghai, and live in Spain before moving to New York City to join another tech company. The two friends reconnected, and when Mr Bing's restaurants closed in 2019, they focused on Mr Bing Chili Crisp.

"I decided to do a career transition into the food and beverage industry," explains Duvall. "I always wanted to be involved with food, especially Chinese food, as part of Chinese culture. Brian and I are partners, and I am thrilled to be part of this endeavor."

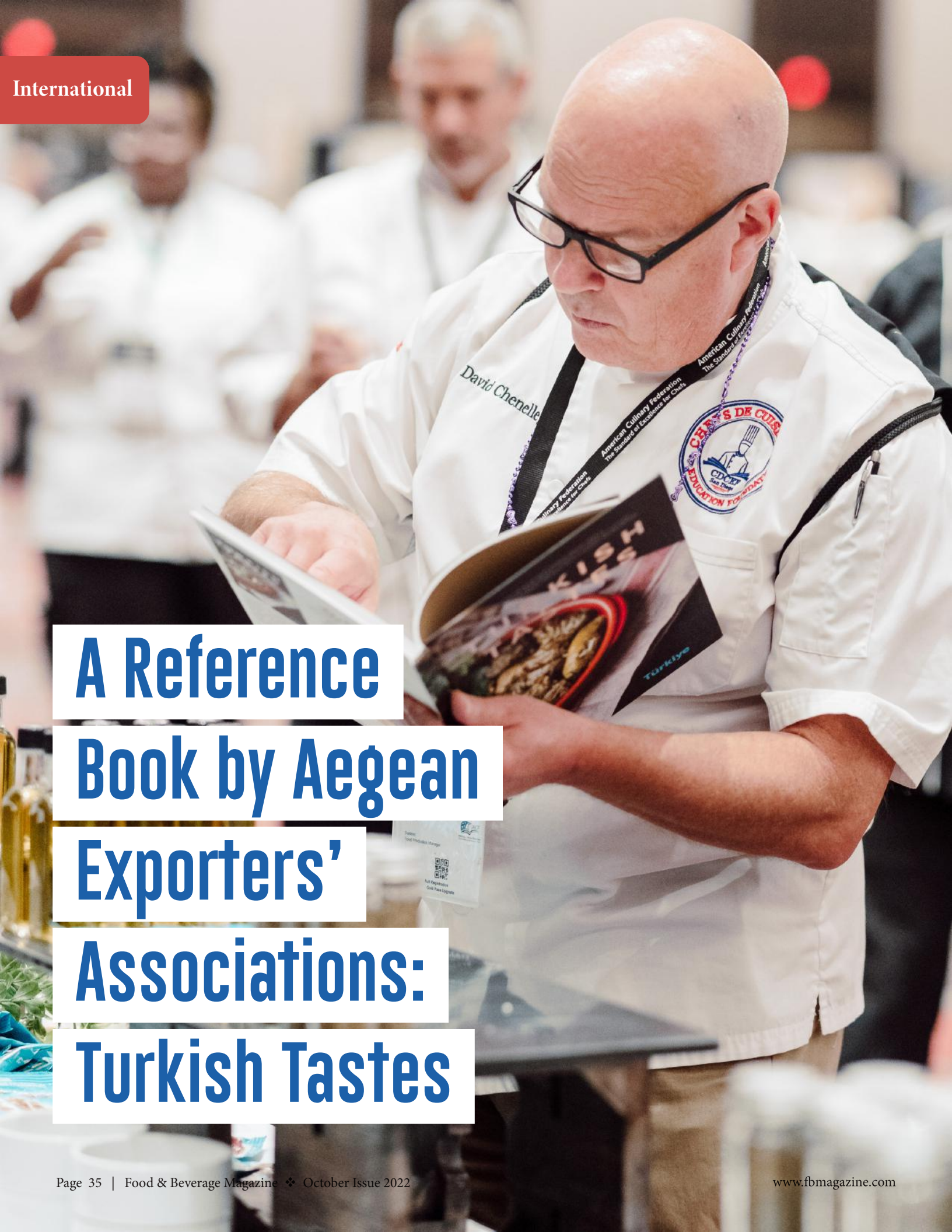
"More people are studying Chinese, especially abroad. There is also a renaissance here in the States of more people searching for stronger and different flavors, including Chinese street food," adds Goldberg.

The Mr. Bing Chili Crisp is made-in-the USA with traditional ingredients but without ingredients such as MSG, preservatives, sesame and peanut (common allergens), or fermented bean paste, which makes it more adaptable to cooking in a larger variety of dishes—one reason it's used by hundreds of restaurants in diverse cuisines across the US. Most recently, Mr Bing has partnered with Celebrity Chef Jet Tila—Chef Jet will assist the brand in many business facets, including original recipe creation and inspiration for everyday meals, support for foodservice partners and brand relationships, as well as ideas for future Mr Bing innovation.

For distribution and other information, visit mr-bing.com and follow on Facebook @ MrBingNYC, Instagram @ mrbingnyc, and Twitter @ MrBingNYC

"I knew this would appeal to a wide spectrum of flavor palates, along with the show and entertainment factor of watching the bing being made, talking to the street vendor, and interacting with them," says Goldberg.





**A Reference
Book by Aegean
Exporters’
Associations:
Turkish Tastes**

Turkish Tastes

Turkish food is a widely used term that is mostly associated with delicious ingredients, street food experience, and positive feelings. Both consumers and professionals may think of a Mediterranean diet, a Middle Eastern cuisine, a variety of kabobs, and Turkish coffee when they are asked about Turkish food. However, while Turkish cuisine is enjoying the country's thousands-year old history and being a cross-path of various civilizations, it has its unique tastes and particular cooking techniques. Therefore, the purpose of this book published by Aegean Exporters' Associations is exactly to address this ambiguity.

The organization desires to bring clarity and give a broader perspective to both consumers and professionals who want to enjoy Turkish cuisine by its richness and authenticity, and nutritious ingredients. In doing so, the organization hopes that consumers will make better food and nutrition choices whereas professionals will deepen their knowledge and compare similar cuisines and ingredients more accurately.

**WHILE TURKISH CUISINE IS
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THE PURPOSE OF THIS BOOK
PUBLISHED BY AEGEAN
EXPORTERS' ASSOCIATIONS
IS EXACTLY TO ADDRESS THIS
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[Click here to download Turkish Tastes e-book](#)



'In this book, which we prepared with the Harrah College of Hospitality at the University of Las Vegas and Nevada Restaurant Association, we included up-to-date and useful information about our sectors, the products we export, Izmir's gastronomy center Urla, and its famous chefs and street delicacies to end consumers, chefs and other professionals with. Considering the importance of cooking at home, which has increased in importance with the pandemic, we also included traditional Turkish Cuisine recipes and recipes that US consumers know and love.'

Jak Eskinazi, Chairman, Aegean Exporters' Associations



'The responsibility of all hospitality education institutions is to instill in its students a strong sense of curiosity, the need to understand the history and culture of an area, and the understanding that one must search far and wide for products and services that will enhance their guests' experiences. Students must also understand that the health and safety of their guests is of the utmost importance – not only in the accommodations they provide, but also in the foods they prepare and serve.

It is for all the above reasons that the Harrah College of Hospitality at the University of Nevada, Las Vegas is delighted to partner with the Aegean Exporters' Associations on this important cookbook. In reading and using this book, we hope the reader comes away with a sense of curiosity and an appreciation of Anatolia, a region that is known for its history, culture, and incredible food products. All the ingredients listed come from the Anatolia region in Türkiye and are available worldwide. The recipes represent the components of the Mediterranean diet, and illustrate that food can be both healthy and delicious.'

Stowe Shoemaker, Ph.D.

Dean, Harrah College of Hospitality, University of Nevada, Las Vegas

'For decades, chefs and restaurant enthusiasts alike have flocked to Las Vegas hoping to take part in the culinary scene. This city is recognized by many to be the premier culinary destination in the world, but these accolades did not come by chance. The success of our chefs and restaurants is earned after years of mastering technique, developing an eye for innovative creations, and using the finest quality ingredients from across the globe.

We are excited to partner with the Aegean Exporters and UNLV to access the highest-quality ingredients and latest in education. Partnerships like this will provide an opportunity to showcase the use of authentic regional ingredients to our restaurant partners, chefs, and students. Proper education on the creative utilization of these high-quality ingredients in our Foundation and ProStart curriculum will benefit our industry and will result in more diverse and innovative dishes. Our association shares a commitment, along with UNLV and other community education establishments to prepare the next generation of culinary professionals and enthusiasts.'

Kathrine Jacobi

President & CEO, Nevada Restaurant Association

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Mediterranean

MAGIC IN FLORIDA

The Many Sides of Tur Kitchen

Delicious, soulful, and elegant are just a few ways to describe the cuisine at TUR Kitchen in Coral Gables, Florida. Since it opened over two years ago in its great space, TUR Kitchen has become a culinary gem. The casually elegant restaurant is equally fitting for a middle-of-the-week night dinner, business lunch, or special occasion indulging in one of Chef Christian Chirino's finely-calibrated, transportive tasting menus.

When Luis and Evelyn Villanueva decided to open a Mediterranean restaurant, they envisioned a casual place that could potentially grow into multiple locations. But just before opening Tur (stylized TUR) Kitchen in late 2020, they changed course, bringing a fine-dining concept with many Med-kissed cuisines to Coral Gables.

The Velanuevas are residents of Coral Gables and are known for their very successful production and distribution company, Somos Group, and Video on Demand platform Flix Latino. They have always been in the entertainment industry and became restaurateurs, following their love for the Mediterranean culture and passion for great food.

Executive Chef Christian Chirino joined TUR Kitchen two years ago. Chef Chirino brings over 15 years in the industry, working in Michelin Star restaurants in France and Europe. "I need to rely on my team to embrace our culinary vision and create dishes to take diners on a gastronomic journey to Morocco, Spain, France, Italy, Greece, Israel, Turkey, and the Middle East. Ingredients are sourced to emulate the most authentic flavors," explains Chef Chirino. "When developing the menu, I always think of a guest first. The diversity of the products is key to transporting our guests to the remote regions of the Mediterranean. We even named our tasting menus Gezi [Turkish for 'short trip'] and Voyage [French for 'journey']."

The Mediterranean region spans a wide variety of cultures with distinct cuisines, the Maghrebi, Egyptian, Levantine, Turkish, Greek, Italian, French, and Spanish. The historical connections of the region take these cuisines' similarities beyond the core elements of olive oil, bread, and wine, such as roast lamb, meat and vegetable stews, and the fresh fish that abounds across the region.

On any given day, they have over 50 varieties of vegetables, fruits, herbs, and spices in their kitchen that their chefs craft into the most flavorful dishes of the season.

Though classic French techniques are at play in the kitchen, innovation and a sense of play are at the heart of each dish's creation.



"I'm always searching for new flavor profiles while using common ingredients, or the total opposite. Using local ingredients that have similar flavor profile to the ones found in the Mediterranean, used in creating traditional recipes with a modern approach," he says. "The experience of managing large production kitchens allows me to create new recipes that are eye-pleasing, balanced, and easy to execute while maintaining the essential flavors that are at the basis of Mediterranean cuisine."

"Balance is everything! Everything you taste must be balanced in flavor—umami, spicy, acidity, sweetness, bitterness. It must be balanced in texture—solid, liquid, evolving, crispy, and appearance—beautiful, colorful, simple, delicate, and elegant."

Sourcing is a crucial element of its success as a restaurant. One of the benefits of locally sourced products is that TUR Kitchen's chef and staff know where the ingredients are coming from and work closely with local farmers to build a solid business relationship.

According to Chef Chirino, to most Miami consumers, the local label seems to be a more important consideration than the organic label. The perception is that local means fresher and healthier, and consumers are driven by the desire to support their local economies.

"Our relationship with local suppliers has been and continues to be critical in providing our guests with the best experience regarding fresh and healthy products. We constantly seek balance in our menu by providing options to please every palate, dietary needs, and possible allergies," says Chef Chirino. "Creating a recipe with a level of details that is not sustainable for the operation is a frequent mistake in restaurants."

Sourcing locally means a more personal level of relationship within the supply chain. This leads to better control and quick problem-solving. Money spent on local businesses and industries is worth more to the local economy. This creates a ripple effect, keeping jobs and prosperity in the region. Sourcing locally also reduces food miles. The more products are sourced and consumed locally; the less cross-country or international travel is required to transport the same or similar goods from other locations. This means less traffic, reduced fuel consumption, and less packaging.

"Balance is everything! Everything you taste must be balanced in flavor—umami, spicy, acidity, sweetness, bitterness. It must be balanced in texture—solid, liquid, evolving, crispy, and appearance—beautiful, colorful, simple, delicate, and elegant."

The credo of TUR Kitchen is "Think Global, Act Local."

They partner with family-run farms and fishing boats that raise animals humanely, care for chickens, goats, and cows without antibiotics, gather cage-free eggs, and hand-catch seafood in pristine waters. They also embrace local farming and make it their priority when it comes to sourcing their ingredients. They also purchase and consume food that is in season.

At TUR Kitchen, the bar program follows the same journey as its food menu. Cocktails play an essential role in the guest experience and proudly use the same herbs, spices, and fruits sourced locally to prepare signature drinks. All cocktails are "farm-to-glass," and all juices, syrups, and infusions are freshly made using local ingredients. Their wine list recognizes family-owned wineries and small producers who have chosen sustainable, organic, biodynamic, and natural farming paths.



"We are constantly pushing the boundaries regarding flavor profile and presentation. However, we never lose focus on who we are. Some of our cocktails are unorthodox and provide a unique experience to discover flavors typical of the Mediterranean yet unfamiliar in Miami," explains Chef Chirino.

The amazing décor features soaring ceilings, a soothing color palette of gray with accents of royal blue, and deft lighting that adds warmth and a sense of intimacy. A unique design flair, with hanging lights made of elongated whisks framing the open kitchen across from a dramatic crystal chandelier, is part of its attraction. The wall of niches holding glass vessels is filled with oversize fruits and vegetables. Between the product, the walls are punctuated with books and paintings on loan from the Nader Art Museum. Both indoor and covered outdoor seating is offered at tablecloths covered in finely starched white linen.

In finding a name for TUR Kitchen, the Villanuevas wanted to find a word that could be associated with the different regions surrounding the Mediterranean Sea. The word TUR is the name of the Wild Goat (Capra Caucasica), native to the western Caucasus.

Goats have played an essential role in the life and nutrition of the Mediterranean people throughout history and in the Mediterranean countries represent more than 10 percent of the world's goat population. This is how the name TUR Kitchen was born.

While TUR Kitchen is not directly involved with a specific charity organization, local charities and nonprofit organizations are supported through donations and gift certificates. They donate the use of the restaurant for dinners, cocktail receptions, and charity events to raise funds for local organizations.

TUR Kitchen is designed to hit all the comfort spots regarding Mediterranean food, décor, drinks, and atmosphere. TUR Kitchen is located at 259 Giralda Ave. in Coral Gables, Florida. Lunch and dinner are served daily, and Happy Hour is Monday through Sunday from 5 to 7 p.m. To find out more about TUR Kitchen, visit turkitchen.com. Follow on Facebook @ [tur.kitchen259](https://www.facebook.com/tur.kitchen259) and Instagram @ [tur.kitchen](https://www.instagram.com/tur.kitchen).

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Welcome the **JUDGES** of the *PR%F Awards*

By Debbie Hall

Officially named the world's largest spirits and wine competition in the US, PR%F Awards, judges travel across the US to taste and rate spirits, wines, and beverages in a proprietary 100-point rating competition. Each judge is a key buyer and decision maker in the spirits/wine industries and comes from different facets of the industry: distributors, retail, restaurants, bars, nightclubs, resorts, airlines, liquor stores, box chains, and online distributors.

PR%F Awards 2021 launched a new dual adult beverage competition format to include two competitions in one—PR%F Awards-Masked, The Double-Blind Tasting, and PR%F Awards-Unmasked, The Total Package.

After tasting points are accumulated, the distinguished panel of judges (all buyers) will evaluate each brand unmasked, showing their naked contents. Judges will see and feel the bottle, can, or product, read the ingredients, and see the overall marketing package (look, feel, and approach) the brands want to convey to the patron.

This prestigious honor for winners selected by beverage industry buyers is the ultimate competition with more than 300 categories. PR%F Awards thanks all of its judges and showcases the experts that participate.



CHRIS MOTLEY

*Beverage Specialist/Buyer
Liquor World Las Vegas*



Chris Motley has 12 years of experience in retail beer, wine, and spirits sales and promotions in Denver and Las Vegas. As a Spirits Specialist, his areas of expertise are in whiskeys, Caribbean rum, and agave spirits. A big focus of his career has been in single-barrel selections, and he has traveled often to Kentucky and Mexico to make these selections.

"I am also what I like to call a 'Cocktail Historian' and am more into that type of presentation than I am a mixologist, having performed presentations and tasting classes for groups from 25 to 300. I have also created and produced numerous festivals of spirits and beers from capacities of 500 to 1500," explains Chris.

What did you find different during this year's judging?

Chris Motley: I've judged other's competitions across the nation, and although many rate bottles in a similar way, PR%F Awards offers an up close and personal experience to learn about the brands that enter. The biggest difference here is the second day, with all of the spirits on display for all to see, with the packaging. I really enjoyed this part of the judging, but I would have liked a little more time to assess all of the items properly.

What did you think of the uncovered portion of the judging?

Chris Motley: The uncovered portion is really cool. It's great to be able to see the full package, as that's so important in retail. I think, though, to ask all of the judges to attempt to judge all those items quickly is a bit much to do in one day. I tried to check out as many as I could but wound up only gravitating to items that interested me.

What trends did you experience during this year's judging?

Chris Motley: The biggest trends I saw with this competition were special-casked or extra wood-finished American whiskeys. The other, of course, was seltzers and RTDs. Way too many of these on the shelves, but they keep selling, so what do I know lol.



Alice Itsell's current experience with Bashas'/AJ's Fine Foods has extended for 28 years. She started with the Bashas' format as a store department clerk and then expanded to the AJ's Fine Foods format as a Wine Steward. As her education and experience grew, she shifted to the warehouse as a liquor merchandiser and traveled the state of Arizona, visiting stores and doing resets, merchandising, and training. This gave Alice extended experience in each of the formats: Conventional, Gourmet/Specialty, and Hispanic format.

Alice is a graduate of the University of Arizona with a bachelor of science in Business Administration. She has a WAFC certificate from the University of Southern California and an MBA from the University of Phoenix.

"Certifications support my hands-on industry knowledge from the Society of Wine Educators with a CSW, WSET I, and WSET II, as well as the first level course from the Court of Master Sommelier," says Alice.

What did you find different during this year's judging?

Alice Itsell: The 2021 PR%F Awards was my first visit judging experience for the PR%F awards event. I was very excited to be invited to participate in this event. As a retail buyer, we have limited access or ability to be invited to these types of events.

What did you think of the uncovered portion of the judging?

Alice Itsell: I participated in judging the wine portion of the event. I thought the process of tasting the products "Blind" combined with the second day of sampling "Uncovered" was a very revealing experience. The "Blind" tasting section was an education in focusing on the character and elements of the category or varietal. The "Uncovered" sampling was revealing and challenging. During this process, one has to balance their preconceived notions of quality, value, and presentation. How best these products will sell depends on the channel, retail, or restaurant. It is always fun to find that real winner within the mix.

What trends did you experience during this year's judging?

Alice Itsell: The new trends were limited due to the number of selections presented for the wines. The flavored wine category had new flavors, ranging from traditional berry (blueberry, raspberry) to tropical (mixed tropical, Mango). Red Blends continue to fill the market with great success.

The PR%F Awards are heating up and to accommodate top buyers, the date to submit has been extended. Proof Awards 2022 will be held in November and all samples must be in by October 1

Don't lose the opportunity of getting your brand in front of our many judges, all beverage buyers from across the US. Enter your SKU, and you automatically go into two separate competitions—PR%F Awards Masked, the coveted double-blind tasting competition, and PR%F Awards Unmasked, the total package, where our judges taste and rate your product while evaluating your bottle, price point, look, feel and taste to see if it will be a perfect fit for their shelves. Enter today at www.proofawards.com.



ALICE ITSELL

AJ's Fine Foods



Certifications support my hands-on industry knowledge from the Society of Wine Educators with a CSW, WSET I, and WSET II, as well as the first level course from the Court of Master Sommelier," says Alice.

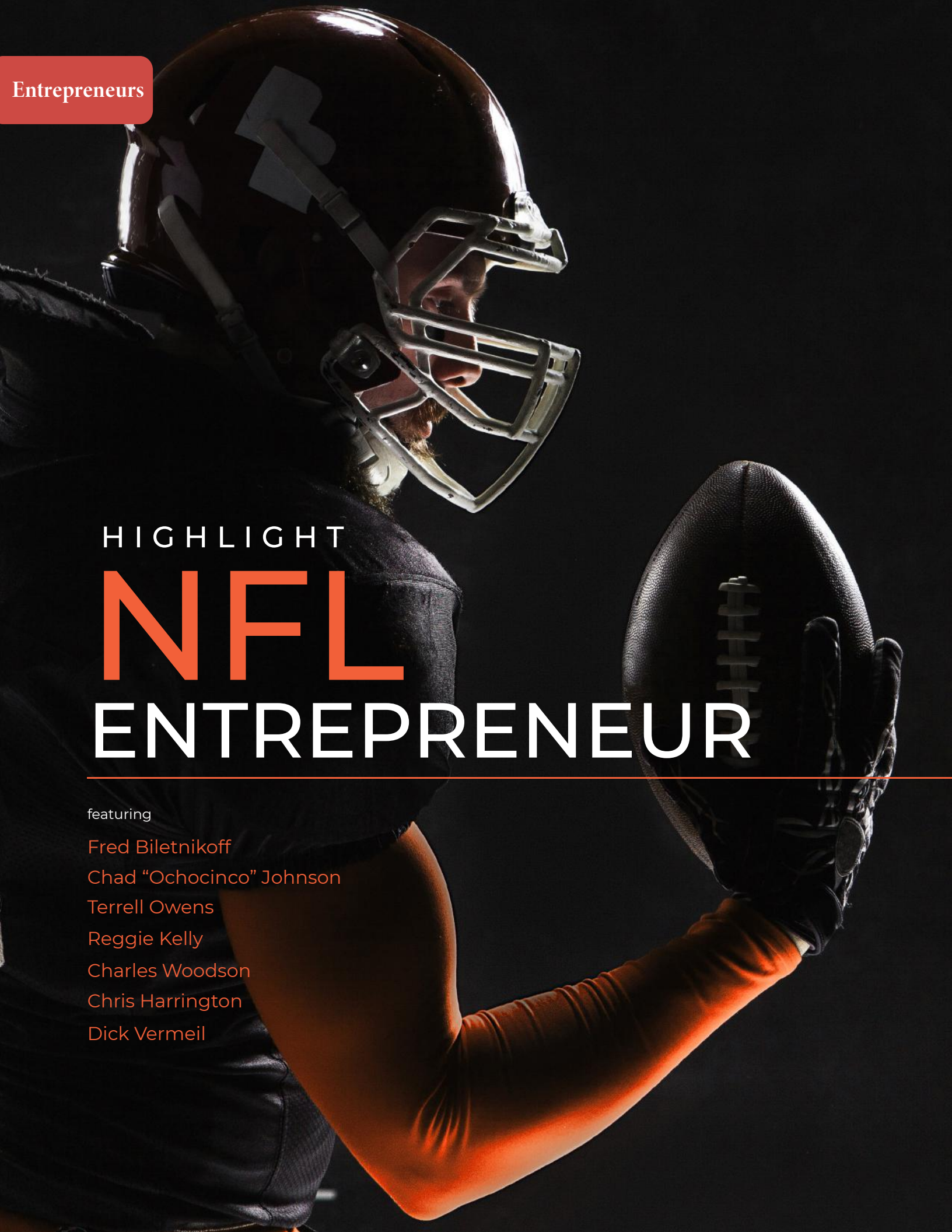


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- Dick Vermeil

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NFL ENTREPRENEUR

THE EVENT

One of the misconceptions about professional athletes that is clear to see is that they only identify as athletes and those are the only shoes they could fill. In many cases, the identity crisis happens after they step off the field, court, or whichever platform; the crowd dwindles to silence and they begin the journey of attempting to find their purpose outside of the sport that has been their identity for so long.

It could be surprising to learn but most athletes have an entrepreneurial spirit that soars inside of them. Many are passionate about creating something of their own, partner on a new endeavor, or launch a philanthropic mission in order to positively impact the world.

Being in the sports world, one as a branding and marketing business owner and one as an athlete himself, Haley Hunt and Jared Green took on the task to create a space for athletes to celebrate their endeavors off of the field.

Hunt and Green both grew up in the heart of football. The two friends threw the first-ever event alongside the NFL Hall of Fame to showcase the endeavors of some of the world's all-time favorite athletes.

The Entrepreneur Showcase is an annual event where Pro Football Hall of Famer's and legends of the game gather to celebrate their successes off of the field as entrepreneurs, business leaders and investors.



"It's so much fun to see these guys create something that has nothing to do with their sport and find pride and joy in the accomplishment."
Haley Hunt

"We believe that these incredibly talented men are more than athletes."
Jared Green

The primary objective for the event is to celebrate former athletes as business professionals, transcending the label of just a player.

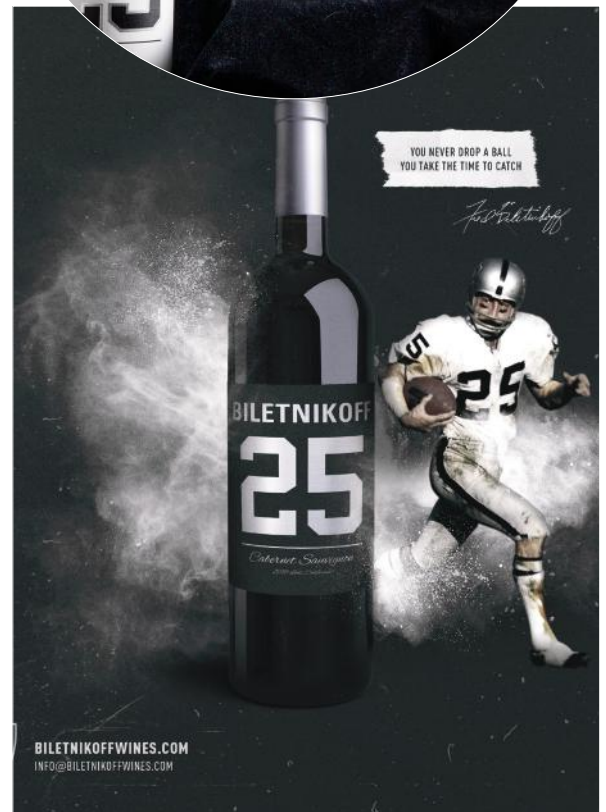
In addition to the celebration, they are establishing a high-value business incubator that will provide business education and resources while expanding each participant's network and future opportunities. During this showcase it is their ambition for the majority of what is seen, touched, or tasted will be owned by an athlete.

FRED BILETNIKOFF

Biletnikoff 25 Wines

Fred and Angela Biletnikoff created The Biletnikoff Foundation in 1999 to commemorate the untimely death of her stepdaughter, Tracey Biletnikoff.

As the Founder and Executive Director of the non-profit foundation, Angela oversees all operations of the program as it funds and supports its various youth organizations, including Tracey's Place of Hope, which provides safe housing and counseling for young women to flourish in the wake of substance abuse, human trafficking, and domestic and gender violence. Angela is also the Owner and CEO of Biletnikoff 25 Wines, featuring her husband, Pro Football Hall of Famer Fred Biletnikoff.



CHAD "OCHOCINCO" JOHNSON

Eighty5 Cigars

Legendary NFL superstar, marketing genius and cigar aficionado, Chad "Ochocinco" Johnson, appreciates two things in life – constantly making everyone he meets feel like one of one, and smoking his favorite cigar.

Chad, who does not drink or smoke anything other than cigars, has been an avid consumer of cigars for many years, so creating his own line of cigars not only made perfect sense, but allowed Chad to immerse himself into his most passionate and personal endeavor outside of his NFL playing days.

Eighty5 was not a hands-off process. Chad himself is not just the "face" of the brand, but he is an owner, curator and partner. He has traveled to the Dominican Republic to source the tobacco, poured over designs to help create packaging, and tested different blends during the ingredient development process.

Partnering with creatives and specialists to craft every detail, from to the cigar bands to the ecommerce experience has allowed Eighty5 to fully represent Chad "Ochocinco" Johnson authentically.

CHAD HIMSELF IS NOT JUST THE "FACE" OF THE BRAND BUT HE IS AN OWNER, CURATOR AND PARTNER...

Simply put, the world knows that Chad puts his heart and passion into whatever he does, and since cigars are his passion, you can rest assured that your Eighty5 Cigar experience will be memorable.

Instagram, Facebook, Twitter and YouTube @eighty5cigars



TERRELL OWENS

loft81home

A five-time All-Pro selection and six-time Pro Bowler, host, fitness enthusiast, entrepreneur, Terrell Owens is a man on a mission. With 1078 receptions, 15,934 receiving yards, and 153 touchdowns during the span of his 15-year career, his extraordinary skills on the gridiron and elite athleticism raised the bar for wide receivers in the league.

Owens is credited with being one of the most exciting and electrifying players to ever play the game. Terrell has garnered countless awards and accolades for his work, on and off the field and was inducted in the 2018 Pro Football Hall of Fame class. Unbeknownst to most, Terrell has always had a love for all things home decor.

DECOR





Just as with fashion which you accessorize with jewelry, he views candles as the accessories to your homes decor. Candles, whether by scent, aesthetics or both, make a house feel & smell like a home.

Each candles fragrance blend is custom created by Terrell himself. The intention behind each candle created in this line was that as you light your chosen candle, that you are able to fill your home with beautiful fragrances that allow you to very intentionally connect with your innermost DESIRES. From there, that your DESIRE brings forth the DEDICATION and DISCIPLINE that it takes to bring your DESIRES to fruition.

www.loft81home.com
@loft81home on all channels

**CANDLES, WHETHER BY
SCENT, AESTHETICS
OR BOTH, MAKE
A HOUSE FEEL &
SMELL LIKE A HOME**

REGGIE KELLY

KYVAN Foods

Reggie Kelly is a former NFL Player for the Atlanta Falcons and Cincinnati Bengals. We specialize in innovative, never-before-seen sauces and seasonings created by Former NFL Star Reggie Kelly. Our products are top quality, many of which are all-natural, that excite consumers with exceptional, mouthwatering flavors! KYVAN Foods is a destination for unique, great tasting food products with a mission to grow our business the old fashioned way with honesty, integrity and hard work. We thrive to service our customers by carefully creating premium, quality food products to nourish the body and soul.

WE PRACTICE DEEP RESPECT FOR THE ENVIRONMENT AND EMBRACES DIVERSITY.

As our motto states: One taste and you will 'Appreciate The Goodness!' The culture of KYVAN Foods is one that stresses energetic, proactive, focused and creative interaction within our team, customers and consumers. We practice deep respect for the environment and embraces diversity. "Doing Good" is our top priority, and trust that this philosophy will enable us to "Do Well" also.

www.kyvan82.com, www.facebook.com/KYVANFoods
IG, Twitter, TikTok: @kyvan82



CHARLES WOODSON

Woodson Bourbon Whiskey

Heisman Trophy winner and Hall of Fame Inductee Charles Woodson built his legend on the gridiron and now is taking that same dedication to his new craft spirit line, Woodson Bourbon Whiskey.

Woodson Bourbon Whiskey has a unique flavor with a light front end of Cabernet berries with a smooth Bourbon middle and a long-lasting caramel finish on the back of the mouth. All finished in his French Oak Cabernet barrels used for his Napa Valley wine. Nevada will be one of the first states to offer Charles' Bourbon to retailers and the silver and black label is a must have for any sports and spirits fan in the region.

BUILD YOUR LEGEND.

woodsonwhiskey.com



CHRIS HARRINGTON

Lonestar Seafood

Retired NFL player, Chris Harrington, was drafted by the Arizona Cardinals in the sixth round of the 2008 NFL Draft as a Defensive End. He played college football at Texas A&M where he started 36 of 49 games and was a two-time All-Big 12 selection.

After a season ending injury in 2010, he found a new calling in the seafood industry. In 2011 he founded Lonestar Lobster, a wholesale seafood company based out of Houston, Texas. He along with his wife, Melissa, and a partner with 20-years experience in the live lobster business, set out to build a distribution business for live lobster servicing some of the most notable retail and food service accounts in Texas.

...HE SET OUT TO BUILD A DISTRIBUTION BUSINESS FOR LIVE LOBSTER SERVICING SOME OF THE MOST NOTABLE RETAIL AND FOOD SERVICE ACCOUNTS IN TEXAS...





Lonestar Tank & Supply was founded by Harrington in 2012 to help support sales by providing handcrafted lobster tanks and service to retail and food service accounts. This business continues to thrive and provides Lonestar customers with the perfect environment to store and market their live crustacean seafood.

By 2016, five years after its inception, Lonestar Lobster had grown sales to over \$9MM in annual revenue. During that time Harrington worked diligently to diversify product offerings and customer base to help provide much needed stability. In 2017, Harrington made the tough decision to part ways with his business partner and to transition Lonestar into a full line seafood processing and distribution company. Lonestar Seafood was founded in 2018 and began processing and distributing fresh fish as well as a myriad of other live, fresh and frozen seafood products to the best retail and food service customers in Texas.

THEY STRIVE TO BE GOOD STEWARDS OF THEIR GOD GIVEN NATURAL SEAFOOD RESOURCES AS THEY CONTINUE TO INVEST IN RESPONSIBLY RAISED AND WILD CAUGHT SUSTAINABLE FISHERIES TO ENSURE A STABLE SUPPLY FOR GENERATIONS TO COME

Harrington has now put in over a decade in the seafood industry and has a proven track record of building successful organizations. Through his efforts in Lonestar Seafood, he has built a dynamic sales organization that is living out its mission as the Premier Supplier of Quality Seafood Products in Texas. He has developed deep relationships with fisherman and fish farmers alike. In April of 2020, only a short time after restaurants closed due to Covid, Harrington along with a Texas aquaculture farmer pushed for Texas Parks & Wildlife to lift a 30-year old ban that would forbid Texas Redfish to be distributed and sold in retail markets. With pressure from Harrington and the industry, the regulation was lifted and provided a much needed outlet for Texas fish farmers to market and sell their products when there seemed to be no hope. These are the types of long term win-win relationships Harrington seeks to build.

In 2017, Melissa and Chris along with partner Emily Castro founded Fish Fixe, a direct-to-consumer frozen seafood company delivering perfectly portioned premium seafood to a national customer base. Fish Fixe was featured on Shark Tank in November 2021, and executed a partnership with Shark Veteran, Lori Greiner. The Harringtons are a powerhouse in the seafood industry. They strive to be good stewards of their God given natural seafood resources as they continue to invest in responsibly raised and wild caught sustainable fisheries to ensure a stable supply for generations to come.

DICK VERMEIL

Vermeil Wines

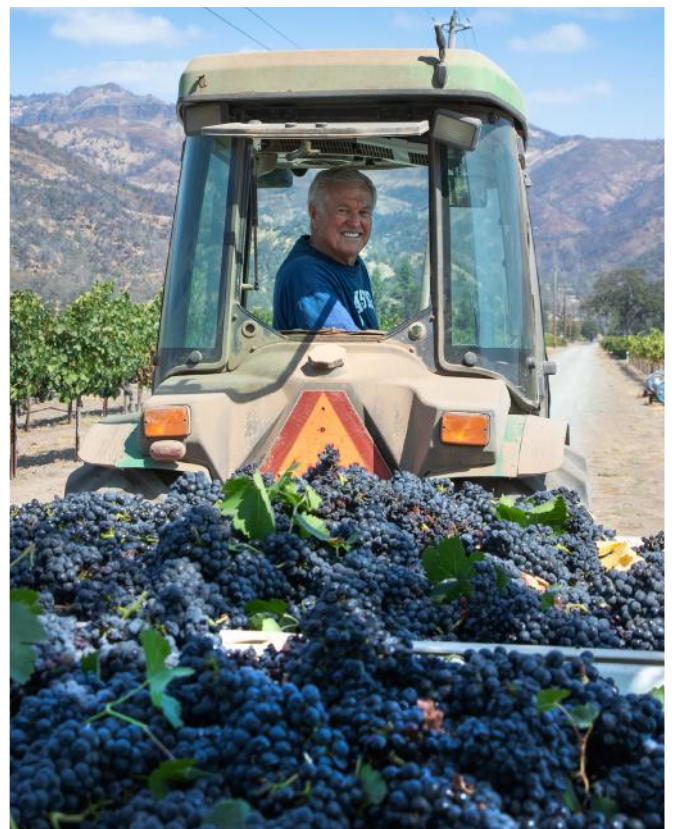
One of the most distinguished coaching careers in National Football League history officially concluded when Dick Vermeil announced his retirement from professional football in January 2006. Vermeil spent 15 seasons as an NFL head coach and was a member of the league's coaching fraternity for 19 seasons. In addition, Vermeil has had a prestigious career as a football broadcaster, analyzing both NFL and college games. In January, 2006, he was portrayed on the big screen by Greg Kinnear in the film *Invincible*, and is now being portrayed by Dennis Quaid in the movie about Kurt Warner, *THE AMERICAN UNDERDOG*!

Vermeil began his coaching career on the high-school level in 1959, after receiving a bachelor's and master's degree from San Jose State. He then moved up into the community college ranks in 1962 – College of San Mateo in 1962, Napa College 1963 – followed by his first position as a NCAA Division I assistant coach at Stanford University in 1965. In 1969 George Allen hired Vermeil to become the first special teams coach in NFL history with the Los Angeles Rams. Following a four-year period as a RAM assistant, he was named head coach at UCLA in 1974, where he led the Bruins to a Rose Bowl Championship over the #1 ranked Ohio State Buckeyes on January 1, 1976.

Vermeil's 15-year tenure as an NFL head coach began when he was chosen to guide the fortunes of the downtrodden Philadelphia Eagles franchise in 1976, a team that hadn't been in the NFL playoffs in 16 years. In seven seasons with the Eagles, Vermeil engineered four playoff appearances, highlighted by an NFC Championship win over the Dallas Cowboys and a trip to Super Bowl XV vs. the Oakland Raiders in 1980. Vermeil retired following the 1982 season.

Shortly after departing the sidelines in Philadelphia, Vermeil began a 14-year broadcasting career, serving as an NFL and college football analyst for CBS and ABC. In addition, he provided color commentary for the Kansas City Chiefs preseason television broadcasts from '89-96.

In 1997, Vermeil returned to the NFL as head coach of the St. Louis Rams, and led the team to its first Super Bowl victory after the '99 season, beating the Tennessee Titans in Super Bowl XXXIV. This trip to football's greatest game made Coach Vermeil just one of four coaches in NFL history to lead



HE GRAPES ARE HARVESTED FROM THE CENTURY OLD FREDIANI VINEYARDS IN CALISTOGA. EIGHTEEN ACRES OF THIS FINE VINEYARD WAS ONCE OWNED BY VERMEIL'S GREAT GRAND FATHER, GARIBALDO IACCHERI

two different teams to the Super Bowl. Vermeil again retired, but then was recruited to return to the arena in 2001, when he was named the ninth head coach of the Kansas City Chiefs. In his third season (2003), the Chiefs won their division with a 13 & 3 record and advanced into the NFL Playoffs, only to lose to the Indianapolis Colts. Vermeil is one of five NFL head coaches to lead three different teams into the playoffs. Following his fifth season with the Chiefs, Vermeil retired for the final time, leaving the Chiefs as the team's third winningest coach.

He annually participates as a broadcast coach in the NFL Broadcast Boot Camp, an initiative designed to assist athletes in their post-playing careers by providing training and hands-on experience in broadcasting and studio work.

While in Kansas City, Vermeil and his wife, Carol were active in a number of charitable endeavors. Most notably, serving as chairpersons for the Chiefs Children's Fund Benefit Game. The 2005, 2006 and 2007 beneficiary of that game was Operation Breakthrough, a day care center for inner-city families in Kansas City, a center that Carol Vermeil remains actively involved with from their residence in Chester County, Pennsylvania.

After returning home to the Philadelphia area, Vermeil has found the time to help many other worthy causes. Numerous Philadelphia-area organizations have benefited from his involvement, including the Boys & Girls Club of Philadelphia, Chester County Food Bank, The Mary Campbell Center, The Ronald McDonald House, C.H.O.P. Wistar, Elwyn Inc. Michaels Way, The Otho Davis Foundation, the Boy Scouts of Chester County, whose golf tournament bearing Vermeil's name annually produced (net) \$165,000 for the organization, over the 27 years in existence! Now, Bournely Special Needs Camp! He is also involved with People for People, Inc., a community



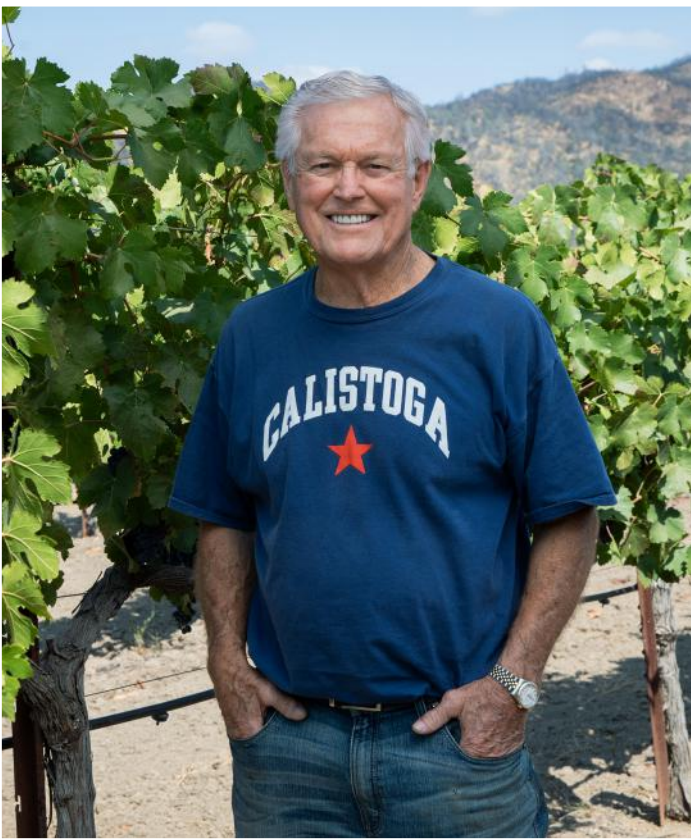
outreach organization founded by Reverend Herbert Lusk, a former Eagles player for Coach Vermeil.

In 2008, Vermeil and friends turned his hobby of making Jean Louis Vermeil Cabernet into a full-fledged business, which now annually produces 2250 cases of quality Calistoga Napa Valley wines, in conjunction with Thomas Rivers Brown, Andy Jones & MENDINGWALL Winery! The grapes are harvested from the century old Frediani vineyards in Calistoga. Eighteen acres of this fine vineyard was once owned by Vermeil's Great Grand father, Garibaldo Iaccheri.

When not involved in his wine business, speaking, or charity work, he enjoys going back to his roots and working on restoring his father's old vintage race cars.

Vermeil is a member of three college sports halls of fame -- Napa Community College, San Jose State and UCLA: two NFL teams Halls of Fame -- Philadelphia Eagles, St. Louis Rams: three states halls of fame -- Pennsylvania, Missouri, and California, and the Rose Bowl HOF. Inductee to Calif. Community College Athletic Association Hall of Fame: He is the only coach to be awarded Conference Coach of the Year honors on four levels of football competition: High School, Community College, Division I college football, and has been selected as the NFL Coach of the Year twice : 1979 and 1999 and NFC Coach of the Year 3 times: (1978,79,99) NFL Hall of Fame Coach in the class of 2022!

Vermeil and his wife, Carol, reside in Chester County, Pennsylvania. They have three children: Rick, David, Nancy and eleven grandchildren (8 boys and 3 girls), and now 2 Great Granddaughters!



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Spirits

Trending *Spirits*





BRECKENRIDGE DISTILLERY RELEASES TWO NEW BRONCOS BOURBON BLENDS

*The World's Highest Distillery teams up
with the Denver Broncos this football season*

For the second year, Breckenridge Distillery – the most-awarded craft distillery in the U.S. – has teamed up with the Denver Broncos to release two new Broncos Bourbon Blends to kick off the season. As the Official Bourbon of the Denver Broncos, Breckenridge Distillery invited Broncos alumni Jake Plummer and Karl Mecklenburg up to Breckenridge to see who can blend the better bourbon. Plummer teamed up with Head Distiller, Hans Stafsholt, while Mecklenburg was paired with founder and CEO of the Distillery, Bryan Nolt, to create the blue and orange blends respectively. The labels of both blends honor the Mile High era of the Denver Broncos, with the team's 1962 logo.

"Last year we released our first collaboration with the Denver Broncos, and the Broncos Bourbon Blends were not only a hit with our Colorado fans, but whiskey fans as well," says Nolt. "We're so excited to continue our partnership with the Broncos and bring Broncos and whiskey fans across the country our latest release of the Mile High Blends to enjoy this season."

The first collaboration of the series, the 2021 Champions Blend, garnered recognition in the whiskey world by being named Best American Blended Whiskey, Limited Release and Highly Commended, Campaign Innovator of the Year by Whisky Magazine at the World Whiskies Awards.



From distillery tours to complimentary tastings to a whiskey blending lab and their modern-American steakhouse restaurant, fans of the distillery have opportunity to tour and taste spirits from start to finish.

Plummer's blend takes a more restrained approach with elegant aromas of honeycrisp apple and Valencia oranges with pleasant creamy quality that waltzes into a honey blossom white pepper finish.

Mecklenburg's Orange blend is characterized by hedonistic heady burnt citrus, brown sugar, and cherry smoke spicy notes that taper off into a racy light black pepper finish.

Breckenridge Distillery was founded in 2008 when Nolt, a doctor-turned-distiller, decided to turn his whiskey passion into a business. By forming Breckenridge Distillery, Nolt's goal was largely to better understand and appreciate the craft of creating a quality spirit loved by so many. Breckenridge Distillery's original offering of Breckenridge Bourbon Whiskey has since made strides in the spirits world, scoring 96 points—one point above Pappy Van Winkle's 23-year-old bourbon—at the Ultimate Spirits Challenge in New York City in 2012 and winning the World Whiskies Awards Best American Blended in 2016. The Distillery went on to win the Icons of Whisky America for Brand Innovator of the Year in 2018. Today, Breckenridge Distillery is the one of the most awarded craft distillery in the U.S. offering a lineup

of award-winning spirits including whiskey, gin and vodka.

Visitors come to Breckenridge Distillery to experience their award-winning spirits at new heights. From distillery tours to complimentary tastings to a whiskey blending lab and their modern-American steakhouse restaurant, fans of the distillery have opportunity to tour and taste spirits from start to finish.

To learn more about Breckenridge Distillery and where to buy its award-winning spirits, visit breckenridgedistillery.com.





SWEET GIN

Puerto De Indias, the original strawberry gin, revolutionizes the spirit.

By Debbie Hall

Puerto De Indias, the original strawberry gin, has revolutionized the spirits industry and from a small town in Andalusia has become the No. 2 strawberry gin worldwide. Consumers are enjoying gin like never before, with Puerto De Indias opening a new universe of flavor that until now was unimaginable. Its smoothness and personality come from the essence of fresh strawberries infusing their flavor in the gin.

The story of Puerto de Indias began in the heart of Seville when the destiny of a family changed by chance and ingenuity. One of the oldest distilleries in Andalusia, Los Alcores de Carmona was purchased by two brothers from Seville. Their intuition, love for the region, passion for tradition, and innovative spirit would begin the revolution of the gin.

The brothers chose the Puerto de Indias name to pay homage to the rich history of their distillery and Seville. The name Puerto de Indias references Spain's discovery of America in the 16th century. At that time, Seville was known as Puerto de Indias, a place of splendor and adventure, and was the main trade port connecting Europe to the "New World."

Travel back to 1880 to discover the origin of Puerto de Indias. Izaguirre, a Basque migrant arrived in Carmona to discover the symbolic enclave

incorporating its history, the Los Alcores estate, previously used for Roman baths and Arab mills. The underground spring from the Roman era created the perfect climate conditions for the construction of the distillery using traditional techniques with copper stills.

In 2003 (120 years later), the founders purchased the distillery. Their gin would embrace the magic of the place, the stills from another era, and the warmth of the land and its people.

One of the greatest innovations in the spirit sector in the past 50 years happened in 2013. The brothers macerated fresh strawberries in alcohol to sell to patisseries.

This experiment fulfilled its purpose in winter. When the spring heat arrived in Seville, it brought an unexpected problem that became a great gift. The pressed strawberries melted and were diluted in the alcohol, naturally coloring it pink. While the strawberries had been thrown away and the liquid was kept, it was discovered it was tasty and had a great aroma. By distilling the liquid, the first strawberry gin in history was created.

The brothers, in their pursuits, had discovered a formula for a 20th-century dry gin and decided to distill this apparently unusable strawberry jam using this recipe.

This is how a traditional, British distilled spirit changed its course in the small town of Seville. A bold, original, daring recipe led to a smooth, fruity, and unique gin that would soon win over palates.

Until Puerto de Indias, no other gin had been created with fresh strawberries, which led to its own original, traditional recipe, created by a family with dedication and effort. Innovation and revolution have changed how people drink gin. It is both smooth and bitter simultaneously, beginning on the lips and continuing with an experience of unexpected nuances.

Consumers are amazed by its authentic and original flavor combining the dryness of gin and the sweetness of strawberries a real sweet temptation, as the brand claims.

Bartenders, mixologists, and home connoisseurs can mix cocktails enhanced by the perfect serving of Puerto de Indias Strawberry. The sweetest options blend clear sodas. The classic option is combined with a tonic. Select a balloon glass to allow the penetrating aroma of fresh strawberries. Next, chill the glass, add several slices of fresh strawberry, pour in the gin, and mix with either the clear soda or tonic.

According to recent research, consumers prefer flavored spirits for cocktails. Over 48 percent of respondents purchased berry-flavored spirits, up 4 percent over 2020. They select flavors that are refreshing (46 percent, up 3 percent over 2020) and fruity (42 percent, up 3 percent in 2020). Strawberry flavored spirit is the clear category leader, with 42 percent of respondents choosing this flavor when having a cocktail. Puerto De Indias, the original strawberry gin, is made with real strawberries and is ideally suited to current consumer trends and 37.5 percent ABV.

The history of Puerto de Indias demonstrates the boldness of knowing that new rules are created by breaking the old ones. Today, Puerto de Indias is the No. 2 strawberry gin and among the top 10 gins worldwide. The brand is available in over 60 countries and has revolutionized the history of gin by finding a place in the lifestyle of consumers originally and naturally.

For more info, distribution and purchases, visit ginpuertodeindias.com/en and follow on Instagram @ginpuertoindias_usa and YouTube.

Consumers are amazed by its authentic and original flavor combining the dryness of gin and the sweetness of strawberries a real sweet temptation, as the brand claims.





SUGARLANDS DISTILLERY

A Taste of the Smoky Mountains

By: Kristi Hill

A trip to the Smoky Mountains has been on every southerner's travel plans at one point in time. Luckily, it's a quick drive from many major cities in the southern states.

The beautiful mountains are a sight to behold and the name itself is the perfect description of what to expect to see at any given moment. The mist rises above the mountains, creating a perfectly smoky backdrop to the vacation destination.

While casually enjoying the streets of downtown Gatlinburg, Tennessee, it's clear to see when approaching Sugarlands Distillery. The distinct, sweet aromas of the corn mash will lure customers inside.

Sugarlands Distillery opened its doors in 2014. Since that time, they have earned numerous awards and have been sampled by an endless supply of visitors. Their moonshine is sold in restaurants and retail stores across the United States.

THE SUGARLANDS EXPERIENCE

When guests arrive at Sugarlands, they are immediately greeted by one of many smiling faces. More than likely, there will be a line of excited tourists ready to try samples of their famous moonshine. For the small price of \$5, customers will be able to try at least a dozen of their award-

winning shine varieties. Each will receive a wristband that indicates they are well on your way to sampling some of the best moonshine around.

Customers are assigned to one of three bars, after paying the admission fee. The expert TasteMaker will begin the show soon. Keep in mind this is not a boring, run-of-the-mill tasting. Each customer will be entertained and will certainly have a great time!

At Sugarlands, everyone at the bar will try each sample as a "family". This adds to the camaraderie and atmosphere that only Sugarlands has. Each bar has that day's menu displayed, to lay out what to expect ahead. Customers will try varieties such as 100 Proof Corn Whiskey, Unaged Rye, Blueberry Muffin, Maple Bacon (this perfectly complements a Bloody Mary!), Appalachian Apple Pie, Peanut and Butter, Butterscotch and Blackberry.

After sampling the delicious moonshine, shop around the store or visit the Back Porch. Here, guests will find hand-crafted cocktails made from the moonshine that they had sampled. When guests have made their moonshine purchasing decisions, they may head on over to the cash registers for a great deal. Sugarlands always has a sale and buying more jars will give a greater discount. Pro Tip: Use that wrist band for an automatic \$5 off purchase total.

THE LEGENDS

From watching Moonshiners on Discovery Channel, readers may already be familiar with The Legends. These moonshine professionals have their own line of shine at Sugarlands Distillery. Visitors will taste some of these during their tasting.

Mark Ramsey and Digger Manes Possibly the most famous of the Moonshiners, this duo has made shine in the Tennessee hills for years. While at Sugarlands, be sure to pick up a jar of their Apple Rye Moonshine.

Mark Rogers Mark learned the moonshine trade at a young age. While at Sugarlands, try his American Peach Moonshine. It is the perfect replacement for peach schnapps in any cocktails too!

Steven Tickle Steven Tickle began his moonshine journey as a young child in the Virginia Hills. His Dynamite Cinnamon Moonshine is a popular addition to the Legends Series.

Jim Tom Hedrick Jim Tom is a moonshine legend throughout Appalachia. His moonshine is not for the faint of heart. His 100 Proof Unaged Rye is legendary.

PARTNERSHIPS

Sugarlands Distillery has partnered with several major companies to bring consumers the best moonshine products possible.

Nascar's partnership with Sugarlands is a special one. They have a total of three special edition corn whiskeys that honor different Nascar speedways.

- Talladega 50th Anniversary
- Daytona International Speedway Limited Edition
- Bristol Motor Speedway 60th Anniversary

Country music star, Cole Swindell has two different moonshine varieties, offered by Sugarlands Distillery. Peppermint Moonshine and Pre-Show Punch are both available at local retailers across the country.

Former MLB athlete, Chipper Jones proudly stands behind Chipper Jones Sweet Tea Moonshine. This 40 Proof moonshine is refreshing and perfect for a hot, summer afternoon. It makes a great Arnold Palmer, when pairing with a glass of lemonade.

Last and certainly not least, PGA Championship Lemonade should be on everyone's list. Pair it with Chipper Jones Sweet Tea Moonshine for an extra special treat.

HIGH ROCK VODKA

Recently, Sugarlands Distillery paired with Dale Jr. and Amy Earnhardt to produce High Rock Vodka. This premium vodka is distilled seven times and is 88 Proof. Those interested may purchase a bottle of High Rock at Sugarlands Distillery or at a retail location close to your home.

ROAMING MAN WHISKEY

Starting in 2017, Sugarlands began to distill straight rye whiskey. This craft whiskey is only distilled a few times a year. Be sure to join their Whiskey Club for convenient access to the pre-sale.

Roaming Man Whiskey has won numerous awards in the five years since its inception. Notably, Roaming Man has been awarded multiple gold medals in international spirits competitions.

CANNED COCKTAILS

Want to take a taste of Sugarlands Shine on the road, in a convenient package? Sugarlands Canned Cocktails are the perfect choice. Each cocktail contains 5% alcohol and a variety of flavors. Current flavors include:

- Atlanta Braves Sweet Tea Lemonade
- Jammin' Peach
- One-Two Punch
- PGA Championship Iced Tea Lemonade
- Red Sox Iced Tea Lemonade
- Sweet Tea Lemonade
- Voodoo Punch

Clearly, there is something for everyone at Sugarlands Distillery. For a high-quality liquor to use in at-home cocktails, Sugarlands is the place to be. Offer a premium vodka to your restaurant's customers or canned cocktails at a gas station's store front. The friendly staff at Sugarlands can make any scenario a reality.

Dale Jr's Screwdriver

INGREDIENTS

1.5 oz high rock vodka
2 oz fresh squeezed orange juice
.5 oz soda

INSTRUCTIONS

Combine orange juice, vodka, and soda water into a glass filled with ice. Garnish with slice of orange and enjoy.

All Nighter

INGREDIENTS

1.5 oz Cole Swindell's Pre-Show Punch Moonshine
2.5 oz Lemonade
1 oz Club Soda
Lemon
Cherries

INSTRUCTIONS

Combine Cole Swindell's Pre Show Punch Moonshine and Lemonade in a shaker. Shake vigorously. Pour over ice and top with club soda. Garnish with a lemon wedge and cherries!

Apple Cranberry Mule

INGREDIENTS

2 oz Appalachian Apple Pie Moonshine
2 oz Cranberry Juice
Ginger Beer
Fresh Cranberries
Apple

INSTRUCTIONS

Combine Appalachian Apple Pie Moonshine and cranberry juice in a glass full of ice. Top with ginger beer and garnish with fresh cranberries and apple slices. Garnish with slice of orange and enjoy.

7th

Westside Food-Wine-Spirits Festival

Sunday October 23
2022



Benefiting the
Westside Food Bank



Automobile Driving Museum
El Segundo



All Inclusive Tickets

Access to the Classic Autos in the Museum

Live Entertainment and DJ

25+ Restaurants, Wineries, Spirits and other Beverages

Activities Inside and Outside the Museum

Silent Auction

Complimentary Caricatures

Strolling Entertainers

*Gather your friends and
enjoy the day together*



Buy Tickets:
westsidefestivals.ticketsauce.com



@wfwinefestival



@wfwinefestival

CREATIVE ECONOMY

Students learn and create in Dinner Theatre Program at the University of Nevada, Las Vegas

By Debbie Hall

As the entertainment capital of the world, Las Vegas understands the hospitality industry. One of the staples coming back is supper clubs with career opportunities in culinary, event planning, technical assistance, audio and visual and other endeavors in the creative economy. The highly ranked William F. Harrah College of Hospitality at the University of Nevada, Las Vegas, is part of the food and beverage landscape and is completing the inaugural Dinner Theatre program. The show will be performed Nov. 9, 10, 16, and 17.

Taught by Finley Cotrone, Ph.D., CHE, Associate Professor in Residence, the Dinner Theatre program is a meetings and events culminating class bringing together four years of classroom learning and hands-on practice. The students, selected individually by an interview, create an immersive dining experience. Prerequisites for students in this class are to have completed the experience design class (also taught by Dr. Cotrone). Students learn about the food and beverage components, marketing, how to design a menu and create a cost budget, as well as the community outreach component.



While Dr. Cotrone developed a flexible outline for the show, “the students are really taking that aspect and running with it. They are setting the groundwork for marketing, logos, and how to design the space for the dinner theater experience.”

Kate St-Pierre is working in the program as the creative director, along with her duties as an adjunct professor teaching directing at UNLV. St-Pierre is also Artistic Director of, The LAB LV, an award-winning, experimental, interdisciplinary theatre company based in Las Vegas.

“Since this is the first time this particular class has been offered, we are stepping into some new territory,” explains Dr. Cotrone. “The culminating classes have been part of the curriculum, and I am very adventurous with these types of classes. A couple of years ago, we had a developer of resorts who graduated in the 1970s approach the school about having students work on the groundwork for the next resort he was developing. I got a group of rock star students together, and we created some amazing foundations for his human resources, guest experiences, spa, food and beverage, and hiring plans. Each class is different, but they all reach the same objectives of the learning process.”

The program fits into the creative economy, defined as individuals and organizations using their creativity to drive jobs and develop economic activity.

“We are also working on putting together a master’s program in experience design that brings together the components of the creative economy,” she added. The other colleges involved with this master’s program include engineering, fine arts, and sociology.

Immersive experiences have been trending and growing in the past years, and these involve hospitality, food, and beverage components. Along with the increasing opportunities both on and off the Strip, this aligns perfectly with the creative economy. What the William F. Harrah College of Hospitality is part of creating is using hospitality as its foundation of the entertainment experience. Guests can co-create what they want as an observer or fully participate.

“I tell my students to keep their final projects so they can demonstrate to potential employers that they [the student] understand guest service and how to design the employee experience aligning with the guest experiences which aligns with the target market,” she said explains.

Dr. Cotrone had to brag about her students’ creativity in this program and how excited they are to be a part of something nebulous. The Dinner Theatre program has students use their textbook learning to develop and present an actual experience.

“I started the class with team-building activities, so the students would become accustomed to sharing ideas, dealing with conflict, and learning how to respectfully and passionately debate,” states





Dr. Cotrone. "I am thrilled to watch them have the freedom to be creative. The analogy I would use is a blank canvas that the students will add color and then decide how to incorporate all of the colors. Then, just like the real world, all ideas are combined, and Kate and I decide on the end result of the show based on all of this genius being presented to us."

Dr. Cotrone obtained a Bachelor of Fine Arts in theatrical performance and has been working on incorporating that piece of her education into the immersive experience for the creative economy. She began her career in hospitality while she was producing and performing in improvisational comedy, interactive theater, and scripted plays.

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The William F. Harrah College of Hospitality offers graduate and undergraduate degrees in hospitality management. Named after William F. Harrah, the founder of Harrah's Entertainment, the school is highly ranked in national and international surveys of hospitality programs. For more information, visit unlv.edu/hospitality. Follow on Facebook @ UNLVHospitality, Instagram @ unlvhospitality, Twitter @ UNLVHospitality, and YouTube.



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