BULKY DOCUMENTS

(Exceeds 100 pages)

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DEPOSITION OF JUSTIN AMES

Part 4 of 5

Burrelles Luce

Wednesday, November 1, 2006
Circulation: 1,780,427
Location: NEW YORK, NY

IN STYLE

PRODUCTPREVIEW

InStyle

COACH WATCHES

Coach Watches Legacy Sport – a chic chronograph featuring a dial beautifully styled with laser-etched Coach lozenge logos. A captured case crystal and captured crystal crown tinted to match the dial enhance this distinctive design. Visit coach.com.

ETIENNE AIGNER

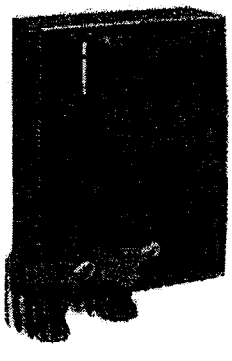
Exquisite styling with an eye for detail, the shapes of this collection bring out the incredible softness of the leather. Our hallmark hardware is designed for Aigner's Cosmopolitan woman. No matter how big, her entire world will be carried with great personality. Available at fine department stores nationwide. Visit us at etienneaigner.com.

GAP

The GAP (PRODUCT) RED™ collection is designed to help eliminate AIDS in Africa. Half the profits from GAP (PRODUCT) RED™ items go to the Global Fund to help women and children affected by HIV/AIDS in Africa. Find out more at Gap.com/RED.

HPNOTIQ®

Just in time for the holidays, HPNOTIQ has introduced its signature gift set, complete with two hand-blown victor martini glasses. This perfect holiday gift is available at select retail outlets for a limited time at $24.99. Visit hpnotiq.com for more information on this exquisite blend of super-premium vodka, natural tropical fruit juices and a hint of Cognac. IT'S HPNOTIQ.



Wednesday, November 1, 2006
Circulation: 948,321
Location: NEW YORK, NY

MARIE CLAIRE (AMERICAN EDITION)

THE MEAN GREEN

IT'S YOUR MONEY, HONEY

A special section on that slippery substance we love having but hate thinking about

PHOTOGRAPHED BY KARIN CATT

DRESS: ELIE TAHARI; RING: GUNHAN

THE MILLION-DOLLAR QUESTION

We're better educated, better read, and better at launching a business. So why, when it comes to managing money, do women lag behind? Serial debter MEGHAN DAUM *explains the complex state of women and wealth*

I KNOW THIS SOUNDS positively sick, but I've never been more anxious and miserable than during the two years when I had a surplus of cash. I won't bore you with the numbers, but let's just say that in my early 30s, after years of financial struggle, I suddenly landed a gig that earned me a sizable chunk of money. Now, before you get all jealous or take offense at my bringing up the subject, I must emphasize that prior to this windfall, my income was so pitiful (the year before that I grossed $12,000—you heard right, grossed) that if you added my new bundle of cash to my previous decade's earnings, the yearly income would probably average out to the salary of an entry-level postal worker. The money was life-changing, and after paying off my considerable debt and opening a retirement account, I had enough leftover to burn a hole in my pocket the size of a lunar crater.

Problem was, I felt like my skin was charring off from the stress of financial success. After more than 10 years of worrying about money on a daily, if not hourly, basis—we're talking collection calls, electricity shutoffs, waiters sheepishly informing me of "a problem" with my credit card—the experience of handling an ATM receipt with a robust positive balance was not unlike the pressure (I imagine, though I can't verify) of running a small, industrialized nation. Too paralyzed to either invest it or buy a big-ticket item, like a sports car, I splurged on a lot of sushi and expensive hand cream. Depression ensued.

I tell this story only by way of trying to figure out what it is about money that makes women so uncomfortable. That's not to suggest that women are genetically incapable of handling financial matters (for the record, one in five women feels "solid" in her investing skills, according to a new study by Allianz Life Insurance—they just don't happen to live in my >>

KELIS AND HUBBY NAS dropped $36,000 on his-and-hers removable gold tooth caps. His upper grill reads "Nasty"; hers, "Tasty."

KIMORA LEE SIMMONS spent $30,000 on buying and decorating her Christmas tree to celebrate the holy holiday.

neighborhood). Nor do I mean to imply that I crave the salad days of my 20s (though salads might not be such a bad idea, considering the average American woman will be outearned by her male counterpart by $500,000 by the time she retires). But as time goes on, I realize that, for me, financial insecurity has itself been a kind of security blanket. Sure, I hated being broke, but I was more comfortable developing an identity around fiscal irresponsibility than I was running with the big dogs with even bigger bank.

It was only two years after my influx of funds—when I bought a house, drained my accounts, and signed a mortgage three times the size of all my previous debts combined—that I realized how insidious this pathology was. With a bank balance back at zero, I began to feel like myself again.

Granted, I may be in the upper tier of recklessness. Not only can I overspend with the best of them, I've also had the distinction of avoiding steady jobs for the better part of 10 years, which makes my monetary life something of an extreme sport. But when I look around at the women I know, it seems that along with the sofas and ottomans and shabby-chic lamps we purchase with our hard-earned income, there's a very large elephant in the room (no, that's not a footstool) that we'll do anything to avoid talking about. That's right—according to a poll in *Money* magazine, only 22 percent of us want to discuss investment decisions; a mere one in four is willing to broach retirement savings with our spouses. As willing as we are to gab about plastic surgery, urinary tract infections, and sex, we just don't like to talk about money.

DONATELLA VERSACE never leaves home wearing less than $190,000 worth of jewelry (Versace, of course).

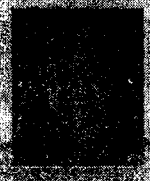
Like a meteorologist trying to explain why high-fashion pumps and dresses [illegible]

issues head-on belies the degree to which we've become experts on managing almost every other aspect of our lives. Let's face it: In a lot of areas, we're leaving men in the dust. We go to college and graduate school in greater numbers, we read more novels, we're starting our own businesses at twice the rate of men. We've always lived longer, which you'd think might motivate us to take a projectional view when it comes to money. But instead, many of us remain willfully clueless about the whole enterprise.

We've all found ourselves out to dinner with a group of intelligent, articulate women who ably dissect political poll numbers and debate the *Sunday Times* book reviews over grilled salmon and chardonnay—and then, when it's time to split up the check, transform into silly girls who'd rather repair to the ladies room than participate in a very public money moment (looking cheap being the one sin worse than looking poor). It's a powerful contradiction—almost as if our ability to handle our own money represents the final frontier of feminism—and perhaps we're more afraid of crossing into that frontier than we realize.

ON THE OTHER hand . . . maybe we're just bored by the whole subject. Unlike men, for whom money is an extension of masculinity and therefore a source of endless fascination, some of us would rather be home feeding our fish than talking about stock options and interest rates. As banal—and even insulting—as it sounds, we (OK, I) would often rather spend our money before we have a chance to think too hard about what else we might do with it. And while there's some evidence that the bulk of our spending tends to be on smaller items—manicures and shoes and fish [illegible]

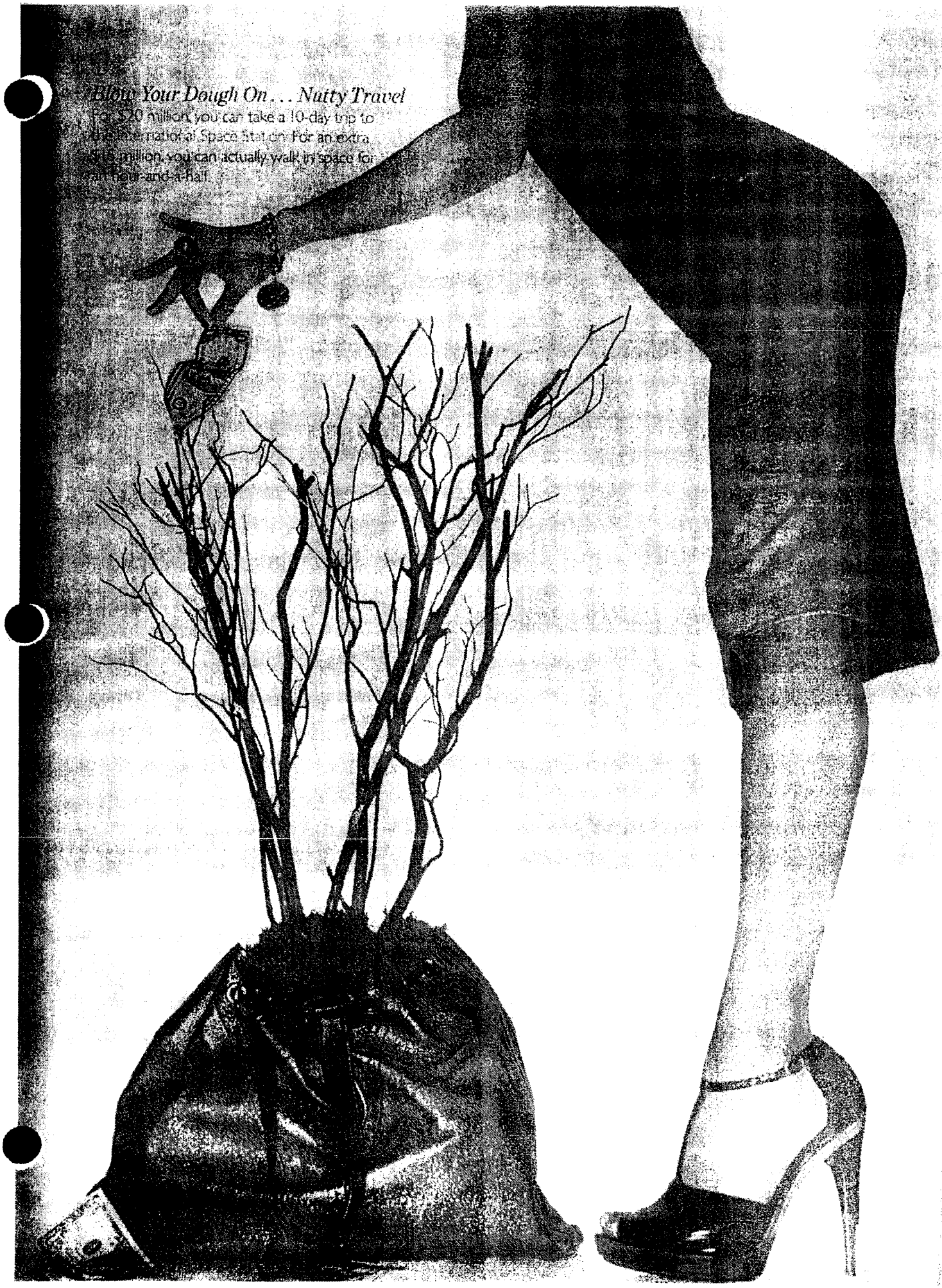
How We Spend . . .



CHRISTINA PIOLA

AGE: 25
JOB: Graduate student
LOCATION: Blacksburg, VA
SALARY: $2,000—assuming I'll find a decent-paying job.
DEBT: $100,000 in student loans
TYPICAL ATM WITHDRAWAL: I rarely go to the ATM. I do $20.
LAST SPLURGE: $130 for my share of a Tiffany serving bowl and matching candlesticks for my older sister's wedding present. I split the gift with my younger sister.
PRICIEST DINNER: $150 at an Italian place. I took my ex-boyfriend there for his birthday. I ruined it well because I didn't realize how nice it was until the check came!
NUMBER OF CREDIT CARDS IN WALLET: Just one.
NICEST LINGERIE IN DRAWER: A $35 bra.
BIGGEST MONEY SECRET: I don't have any—money, I mean, not secrets.
STEEPEST SALON BILL: $60. Bad move; it wasn't even a great haircut.
MONTHLY RENT: $340 for my share of the house. I have two other roommates. We have a porch and a yard, too.
WORDS TO SPEND BY: It scares me that I'm building up so much debt in yet school without building up any savings. But as long as I keep passing classes while maintaining some kind of social life, I'm happy.

When letting the plastic take care of everything under the Tuscan sun, be sure you take into account the nasty bit about the foreign currency conversion fee—up to 3% extra can be tacked on to your cappuccino tab.


Blow Your Dough On . . . Natty Travel
For $20 million, you can take a 10-day trip to
the International Space Station. For an extra
$15 million, you can actually walk in space for
an hour-and-a-half.

Blow Your Dough On . . . A Crazy Cocktail

Chicago hot spot Reserve garnishes its Ruby Red Martini (Grey Goose L'Orange, Hpnotiq liqueur, pomegranate juice, orange juice, and Dom Perignon Rose) with a one-carat ruby. Your bar tab? $950.

JILLIAN STARR ORRICO

AGE: 27
JOB: Internet account executive
LOCATION: San Francisco
SALARY: $125,000
DEBT: $12,000 in credit-card debt, but I'll pay it off with my next commission check.
TYPICAL ATM WITHDRAWAL: $60. It feels like a safe amount—not $100, but still enough for a cab ride and dinner.
LAST SPLURGES: A condo in downtown Chicago for $300,000, with a $17,000 cash down payment; a $2000 French bulldog; a $1200 plane ticket to Brazil to visit my guy.
FAVORITE WAY TO CUT CORNERS: Clothes. I have some nice things, but I wear T-shirts and the same two pairs of jeans every day to work.
BIGGEST DINNER CHECK: $1800. I was 23 years old, and it was my first client dinner. The VP of sales yelled at me for 15 minutes straight when he saw the bill. It's the only time I've ever cried at work. Apparently, I still hold the record for most money ever spent on a client dinner at that company—at least it wasn't my own money!
LINGERIE HABIT: $100 on each visit to Victoria's Secret—it sucks me in every time.
BIGGEST MONEY SECRET: I'm in sales—we have no money secrets!
STEEPEST SALON BILL: $350
DINNER WITH FRIENDS—SPLIT CHECK OR ITEMIZE? Just split it.
WORDS TO SPEND BY: Money is just paper—it's not worth anything unless it's used to get what I want.

than hold our own against the boys when it comes to unleashing our load on the largest investment most people make in their lives. Single women now purchase homes in far greater numbers than men—21 percent of homes in 2005 were bought by single women versus 9 percent by single men, according to a National Association of Realtors survey.

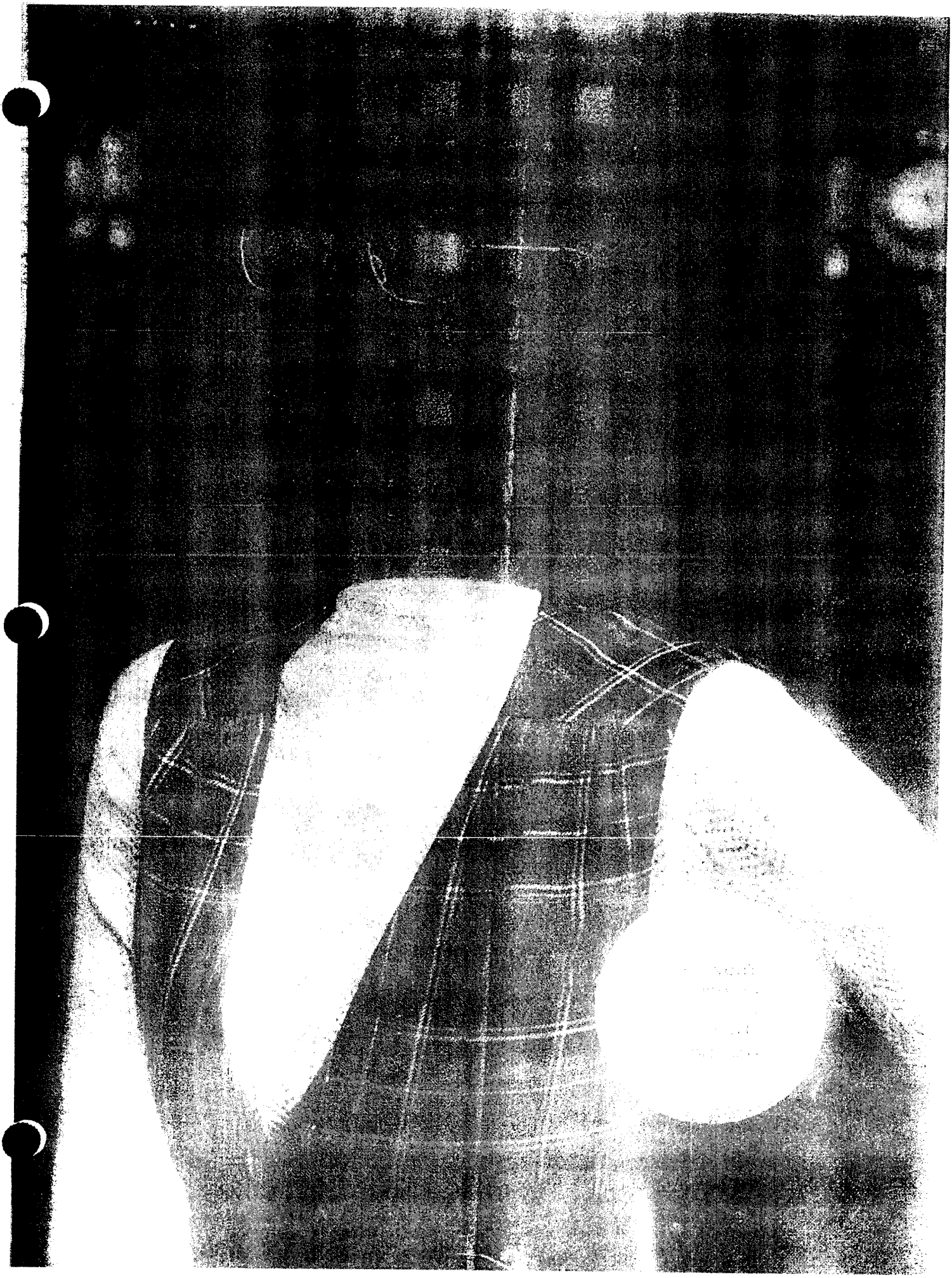
Wordly goods–renouncing POPE BENEDICT XVI reportedly wears Gucci sunglasses and Prada loafers, which retail for $550 and $540, respectively.

It goes without saying that you've got to pile up more money to spend more money, so it's a peculiar phenomenon that many of us would rather witness our own invasive surgery on cable TV than gaze into the abyss of our IRAs and stock portfolios. Moreover, how can we be so famously "detail oriented" while shying away from crucial financial details that directly impact our well-being?

I offer as an explanation the fact that some details (nail-polish colors, types of olive oil) are inherently more entertaining than others (see "stock portfolios" above). It's also possible that we suffer from something you might call Cinderella-Syndrome Backlash. Not so long ago, many women—including those who read Erica Jong novels and wore shoulder-padded blazers to work—operated (sometimes unconsciously) under the mind-set that keeping a balanced checkbook was less important than finding a man to balance it for us. Today, even those of us who scoff at such retrograde thinking are still aware of its implications: If I take an active role in my financial future, does that mean I'm no longer banking on meeting my prince? Can an act of self-preservation become a self-fulfilling prophecy?

This is not something most of us express out loud. I'd deny it if you asked me, but I'd also be lying if I said I didn't imagine my future as something that will be at least partially funded by [illegible]

FAST CASH TIPS Live like money-honey Maria Bartiromo—on cash only. Return your library books! After 186 days, they might appear on a credit report (depends on library branch). Friends don't let friends buy presents. Give the gift of fiscal responsibility by enforcing a no-gift rule.



JODI GOLDBERG

AGE: 28
JOB: saleswoman
LOCATION: San Francisco
SALARY: $350,000+
DEBT: none
TYPICAL ATM WITHDRAWAL: $80
LAST SPLURGE: $545 for the new fall Paige Kooba bag and $1800 for a month-long sublet in New York City
I KNEW I'D MADE IT WHEN... I stopped asking taxi drivers for my coin change back.
MOST ELABORATE SCRIMP: While on a company trip at the Ritz Carlton, I didn't want to buy lunch, which wasn't paid for, so I packed a peanut butter and jelly sandwich from the breakfast buffet. I just couldn't bring myself to pay $20 for a sandwich for lunch!
WORST MONEY ADVICE EVER RECEIVED: A friend told me to take my bonus to Vegas and try to double it.
DEBIT OR CREDIT? Credit. I get one percent cash back on all purchases.
WORDS TO SPEND BY: I try to live as if I make only $50K a year. Since my dad is a financial planner, I've been saving for retirement since I was 16.

FAST CASH TIPS | Put the entire contents of your storage space on eBay . . .

Every three months, write "FOR EMERGENCIES ONLY" in permanent marker on a new $100 bill, and watch them pile up . . .

LAYLA MASRI

AGE: 34
JOB: owner of Bean Creative, a Web development [illegible]
LOCATION: [illegible]
SALARY: $[illegible]
DEBT: A $950,00[illegible]
FANCIEST WINE: [illegible]
PRICIEST DINNER: [illegible] couple for a birthday [illegible] The bill at Urth, Santa [illegible] ordering dessert and [illegible] arrived to the [illegible]
LINGERIE SPLURGE: [illegible]
SAVING STRATEGY: [illegible]
MOST EMBARRASSING PAIR: [illegible]

someone else. (Though I'm nothing if not realistic; by "partially" I mean "part of an ice-cream cone.") It's a psychological need as much as a practical one. Even women with high incomes are more likely to get a divorce if their paychecks exceed their husbands'. (Of course, that's largely because women in bad marriages are better able to get out of them if they have the means to do so—but there may be other, subtler factors at work, too.) Moreover, in 60 percent of households where women are the primary earners, men still make the financial decisions, according to a CNN survey. How's that for irony?

Susan Stewart, chairman and president of Chartier Financial Group Inc., a Washington, D.C., investment firm, says [illegible] of clients [illegible] "It's not [illegible] a professional [illegible] "The [illegible]

MARIAH CAREY copped Marilyn Monroe's piano from a Christie's auction in 1999. The white baby grand set Mimi back more than $600,000.

stantial amount of the household income, plus taking care of children and quarterbacking the household duties. That can emasculate men. It's not so much that the women are outearning their husbands, but that they're also doing everything at home." In fact, once women have money, says Stewart, they become self-sufficient machines in ways men never could. "At a certain point, it's easier for women to do it themselves than ask their husbands to help out." So, by leaving men in charge of the finances—even when those finances are largely generated by the women—it softens any potential threat to the species known as "house husbands."

For [illegible] money issues [illegible] I think our uneasy relationship with our finances has a lot to do with our self-image [illegible] the pressure [illegible] on keeping up the external image of success. From a very young age, »

DRESS: AMY DO; WRIST BAND: SWAROVSKI

women are given the message, in a way that men just aren't (by parents, advertisements, movies), that being successful means looking successful, and the older we get, the more money we think we have to spend in order to meet the standard. Forget about feeding our [illegible], it's the expensive haircuts and personal trainers that are the real investments with immediate payoffs—namely, earning us our rightful place in the social pecking order. And while we know it's not such a great idea to tap into our overdraft-protection lines of credit to buy a new pair of calfskin boots that are only slightly different from the pair already in our closet, there is still that niggling question: What if the new pair is the perfect thing to wear to the high-falutin corporate blah-blah? What if attracting the right people at the blah-blah could lead to a long-awaited promotion and a raise?

And so the cycle continues: We earn a bit, we spend a lot, we soothe our guilt by buying even more (new boots, new briefcase, new pair of breasts?), with the vague idea that these accoutrements will land us the job or the husband or create the momentum that will save us from ourselves. I would like to tell you I've discovered the solution—but even as I write this, I can't bear to open my Visa bill (though I really, really dig the brocade coat I bought with my card). But I can share with you an epiphany I've had during my roller-coaster ride through the world of money: Everyone tells you that they are afraid of being poor. And that makes sense, logically, but it's not really true. The women I know (and I consider myself leader of the pack) are afraid of money itself. We are ballsy go-getters in our careers and our social lives, not afraid to pursue the best title in the company or reservations for the toughest table in town. But deep down, success that arrives in the form of a fat paycheck is cold comfort. Easier to spend it all the way down to a familiar zone of zero and focus on the things we've been raised to think matter—good looks, rich man, right job. As determined as we are to have it all, maybe it's time we learn what it means to have enough. MC

NAOMI CAMPBELL threw herself a three day, $1.8 million blowout at Burj Al Arab (the seven-star Dubai resort) for her 36th birthday this year; spent $25,000 on a custom-made line called Spiritual Lingerie that promises to heal her soul.

EMILY STEEN

AGE: 26
JOB: product and furniture designer
LOCATION: Portland, OR
SALARY: $40,000
TYPICAL ATM WITHDRAWAL: $20 to $60
LAST SPLURGE: A $300 vintage road bike I also splurge on things like organic or local produce.
WHERE I CUT CORNERS: On things I can get for free elsewhere, like bottled water and plastic bags, and on restaurant meals I can make at home.
HIGHEST AMOUNT BORROWED FROM FAMILY: $3500 recently for a car loan.
MOST CASH LENT: $200 to two friends for tickets to a music festival
MONEY SECRET: I actually enjoy not having a ton of money. Just getting by is fine with me.
RECENT REALIZATION: My dad told me not to worry too much about money, because debt is a part of life; you dig yourself out of debt just to fall right back in.
STEEPEST SALON BILL: $60
DINNER WITH FRIENDS—SPLIT OR ITEMIZE? I tend to order items under $10; I wouldn't mind splitting, but typically my friends like to itemize.
FANCIEST KITCHEN APPLIANCE: A $125 retro mint green–chrome toaster
WORDS TO SPEND BY: I try not to buy too many things; I spend more of my money on experiences, like traveling or going to shows.

FAST CASH TIPS: Keep a spending diary. If you have to write, "bejeweled genie slippers: $600," you might reconsider. . . . Use appliances only at night—some utilities charge a "demand fee" during peak hours (Dick Cheney's idea!)

WHAT $100 IS WORTH IN...

NEW YORK CITY USA
Seven hours' rent in a one-bedroom condo with full hotel service at The Carlyle in Manhattan

GREENEVILLE, IN USA
Eight days' rent in a two-bedroom house

REAL OF CATALOG HEALD
One weeks rent for a [illegible] house in the country

10 [illegible] gets [illegible] America Burger [illegible]

Two months [illegible] school [illegible]

MADRID SPAIN
Five flamenco lessons

MOSCOW, RUSSIA
Cover plus two drinks at Dyagilev nightclub

XINXIANG, CHINA
200 chickens

HONG KONG, CHINA
A pair of Levi's

MARRAKECH, MOROCCO
30-minute steam bath with body scrub, 30-minute massage, and 40-minute manicure at La Sultana [illegible] Experience Spa

[illegible]

One private [illegible] lesson on Bond, Bond

Burrelles Luce
Wednesday, November 1, 2006
Circulation: 16,500
Location: MISSISSAUGA,ON, CN
ONTARIO RESTAURANT NEWS

Big bucks cocktails in Toronto

TORONTO—A couple of years ago, one of the culinary trends was the outrageously-priced hamburger. Now it appears cocktails are heading for the financial stratosphere.

Last month, Tundra restaurant in the Hilton Toronto began offering the Ambrosia cocktail for $150. This one has Louis the XII Cognac in the glass, along with Vidal Icewine, champagne and fresh lime juice. It is served with a side of fresh strawberries drizzled in chocolate.

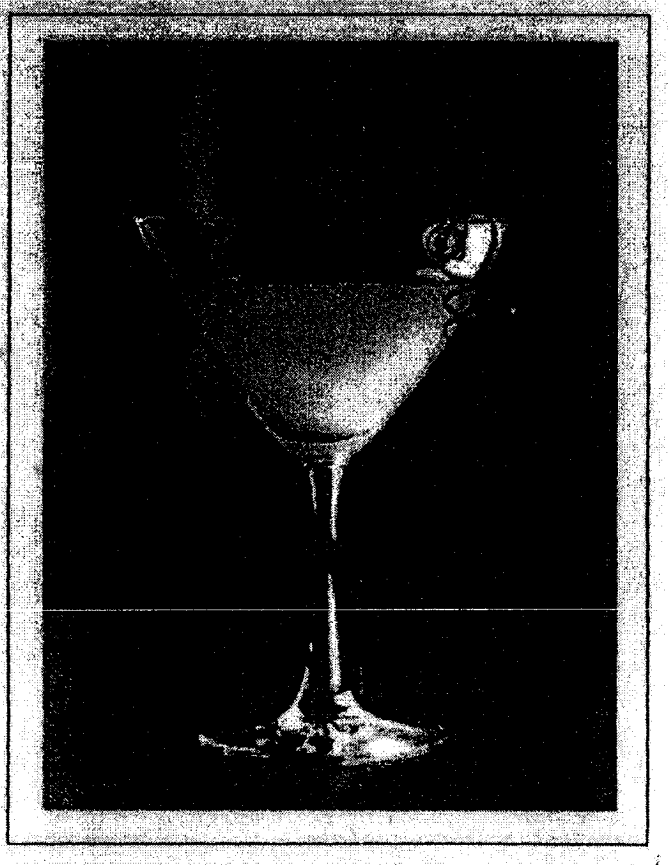
The drink is featured on the hotel restaurant's fall tapas menu.

Highballs for high rollers actually started being poured in Toronto during the Toronto International Film Festival. At that time, the $100 Vitality Margarita at the Boiler House restaurant made the $50 Artini at the Avenue Bar in the Four Seasons Hotel and the $30 V Martini at Club V look like bargains.

The Vitality contained Patron Añejo tequila, Grand Marnier 150 liqueur and bar supervisor Dan Leberg's own lime juice, all topped with juice from a red agave cactus. It was served in a glass rimmed with fleur de sel sea salt and garnished with an agave wedge.

The Artini was poured from a shaker made of ice into a stemless glass sitting in a block of ice. It was made with black cherry vodka, Hpnotiq liqueur, blue curaçao, white cranberry juice and Champagne (brand not revealed).

The V Martini is made by mixing Grey Goose vodka, Alizé Red Passion, strawberry juice and Moët et Chandon champagne, and garnishing it with a pineapple slice.



Ambrosia cocktail comes with a large bill.

Burrelles Luce

Wednesday, November 1, 2006
Circulation: 1,124,471
Location: NEW YORK, NY

VANITY FAIR

745

vanity fair agenda

advertising • promotion • events • opportunities

HPNOTIQ Holiday

Just in time for the holidays, HPNOTIQ has introduced a signature gift set, complete with two hand-blown victor martini glasses. Available at select retailers for a limited time, the gift set is perfectly priced at $24.99. Visit hpnotiq.com for recipes using this unique blend of super-premium vodka, tropical fruit juices, and a hint of Cognac. It's HPNOTIQ.

Don't Miss a Beat

You're invited to get the fifty Latin GRAMMY® look, only at Clinique. Walk away with flirtier lashes and a free six-week supply of the new High Definition Lashes Brush Then Comb Mascara with your Latin GRAMMY® consultation. For more information, and for participating stores, visit clinique.com/latingrammy2006. Clinique is a proud sponsor of the 7th Annual Latin GRAMMY® Awards. Watch them live on Univision, November 2, at 8 P.M. Eastern/7 P.M. Central.

PHOTO BY PAUL KOLNIK

Fame Becomes Me

Martin Short is hosting Broadway's most riotous party, and you're invited. The uproar: our new comedic musical from the composer and lyricist of Hairspray has audiences in hysterics. Part variety show and part celebrity send-up, Fame Becomes Me provides Martin Short with the perfect outlet to display his comedic genius. Critics agree that Fame Becomes Me is hilarious while WNBC-TV proclaims it's "the best time on Broadway!" For more information, visit marthershortthemusical.com.

Burrelles Luce

Friday, December 1, 2006
Circulation: 50,000
Location: ATLANTA, GA

ATLANTA PEACH

MidCity Cuisine

MidCity Cuisine features European influenced contemporary American cuisine. Chef Robert Phalen has crafted a menu of exquisitely crafted favorites that keep the fashionable restaurant goers of Atlanta coming back for more. Considered by many the most cosmopolitan bar in the city, you'll find an alluring wine and cocktail list but not nearly as impressive as the Champagne & Sparkling Wine list that boasts more than 160 selections and is rumored to be the most extensive in the country. **404.888.8700 midcityculsine.com**.

Office of Champagne

Celebrate the Holidays with a Touch of Rosé! Turn your next soirée from festive to fabulous by surprising guests with Rosé Champagne. The original comes only from the Champagne region of France and is quickly gaining popularity in the United States, as Champagne lovers discover the wide spectrum of pink hues and exceptional flavors of Rosé. This style of bubbly makes the perfectly chic companion for the holiday season. For more information on Rosé Champagne, visit Office of Champagne, USA at **champagne.us**.

tastes of the Season

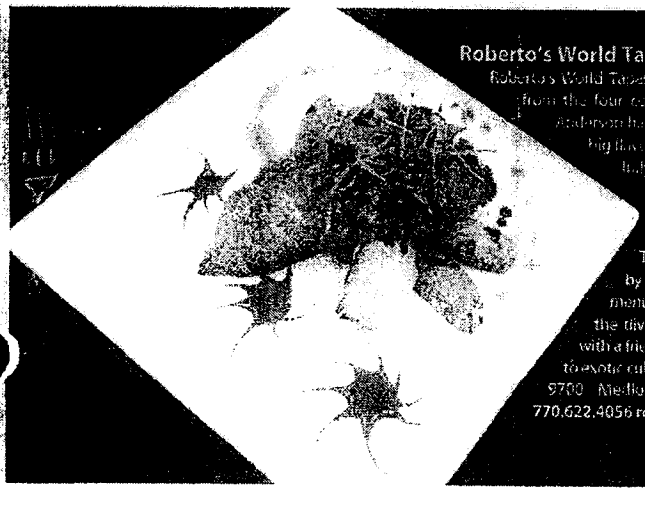
– Special Advertising Section –

Hpnotiq

HPNOTIQ is a blend of super premium vodka, natural fruit juices and a hint of cognac. For the perfect holiday drink, we suggest a Snowflake Martini.

1 oz. HPNOTIQ.
1 oz. super premium vodka.
2 oz. lychee juice.

Shake with ice, strain into a martini glass. Garnish with a lychee fruit.
For more recipes visit **hpnotiq.com**.

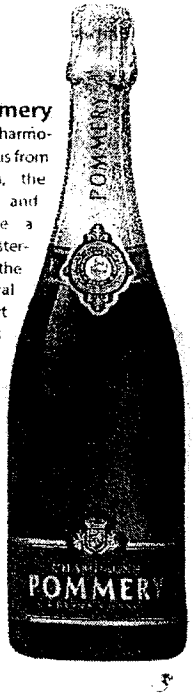


Roberto's World Tapas

Roberto's World Tapas features fine food, fun and fancy cuisine from the four corners of the world. Executive chef Chad Anderson has created a menu of small plates that [illegible] big flavors influenced by the cuisines of Asia, Africa, Italy, Hawaii, South America and the Caribbean. An extensive cocktail list offers over 100 cocktails including Roberto's World Bar specialty cocktails and martinis. The wine list, with many selections available by the glass, complements the eclectic tapas menu. Enjoy the experience of tapas – celebrate the diversity of the food – and share your plate with a friend. Roberto's World Tapas is your passport to exotic culinary destinations. Roberto's World Tapas, 9700 Medlock Bridge Road, Duluth, GA 30097 770.622.4056 robertosworldtapas.com.

Champagne Pommery

Pommery Brut Royal. A harmonious blend of nearly 40 crus from the Champagne region, the Chardonnay, Pinot Noir and Meunier crus constitute a palette which, used in masterful strokes, will produce "the Pommery style," a natural elegance. Pommery Brut Royal requires three years of aging in cellars to allow it to reveal its finesse, spontaneity and charm... the very qualities that make Pommery unique. The end result is a champagne with a bright and fresh nose, resoundingly dry on the palate and mellowing into a balanced, supple fruitiness. Slowly it reveals itself until the airy finish, which leaves a desire for more.



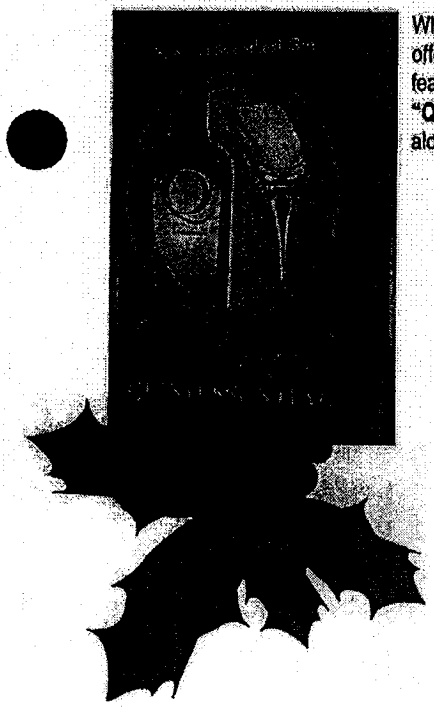
BEVERAGE DYNAMICS

Date: Friday, December 01, 2006
Location: NORWALK, CT
Circulation (DMA): 50,000 (N/A)
Type (Frequency): Magazine (6Y)
Page: 44,46,47,48,49....
Keyword: Pama Pomegranate Liqueur

Burrelles*Luce*

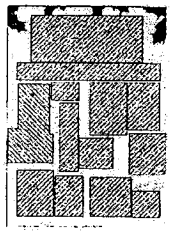
Holiday MERCHANDISING

Here's a selection from this year's holiday-themed value-added packaging and other merchandising materials available to retailers. They can be used to help create a festive atmosphere in the store, as well as spur added sales.



White Rock Distilleries is offering this holiday gift set featuring its superpremium **"Q" Quintessential Gin** along with a Martini glass.

Bacardi is featuring an upscale, high-grade holiday frosted box for its **Bacardi Limon** and **Bacardi Grand Melon** flavors. Each box has festive cocktail recipes for entertaining a crowd and contains two etched rocks glasses — great for gift-giving. Sizes available are 750 ml for Bacardi Limon and Bacardi Grand Melon and a 1.75 for Bacardi Limon only.



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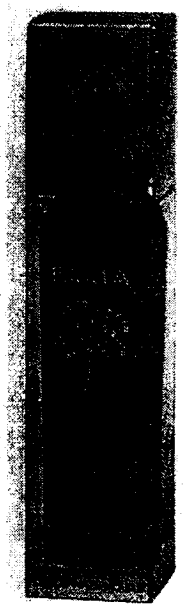
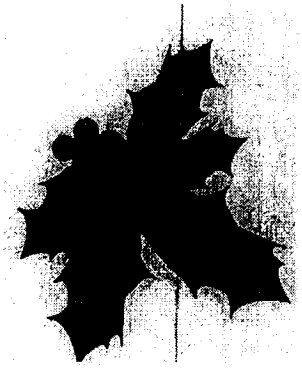
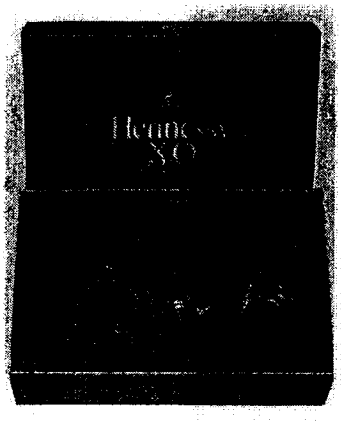
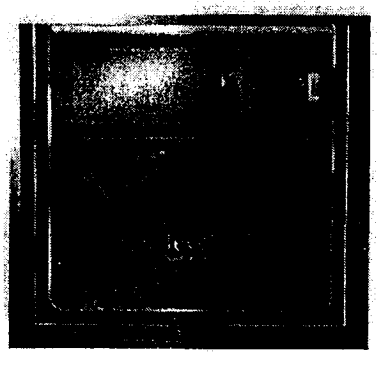


PAMA Pomegranate Liqueur, from Heaven Hill Distilleries, made with California pomegranates is clearing the way for a bright holiday season with its clear-packaged gift carton for gift-giving. The packaging includes the brand logo across the top and bottom.





This luxurious holiday gift pack for **Hennessy X.O** includes two unique glasses designed by Thomas Bastide, formerly of Baccarat. The exterior of the box showcases metallic red X.O patterns on a matte finish, using Hennessy's trade colors and complementing the holiday season.



Absolut's Level Vodka scores with Martini lovers and connoisseurs this holiday season with a gift pack that includes a 750 ml and two Martini glasses.

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BEVERAGE DYNAMICS

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Page: 44,46,47,48,49....
Keyword: Pama Pomegranate Liqueur

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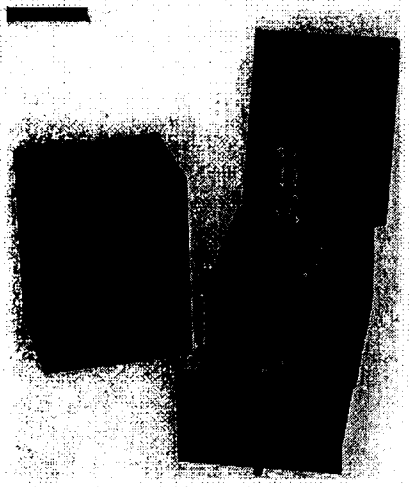
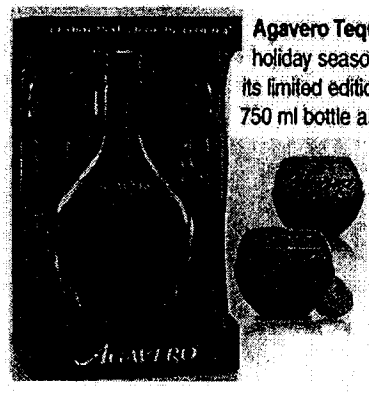


Ultra-premium **Remy XO Cognac** is featuring this classy gift set for the holidays, including a 750 ml of the renowned cognac, as well as 2 logoed snifters.



Agavero Tequila turns up the heat this holiday season with the introduction of its limited edition gift pack, featuring a 750 ml bottle and two hand-crafted agave "caballitos" — also known as tequila sipping glasses. Agavero is the 100 percent blue agave tequila blended with the Damiana flower, said to have aphrodisiacal properties.

Value-added packs from **Chivas Regal** display the Chivas 12 Year Old 750 ml with two rocks glasses, the Chivas 12 Year Old 1.75 liter with four coasters; the Chivas 750 ml holiday tin and the Chivas Royal Salute 750 ml wood valet box and are designed to appeal to a wide range of holiday shoppers. A 3-D Chivas case card is available to enhance the holiday display.

Jack Daniel's Tennessee Whiskey is prompting consumers to "Celebrate the Season" for the holidays, with this pole topper. The brand also has several other themed point-of-sale materials available.

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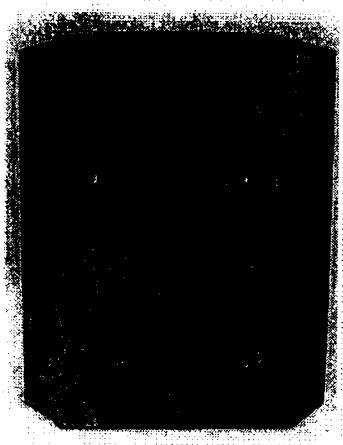
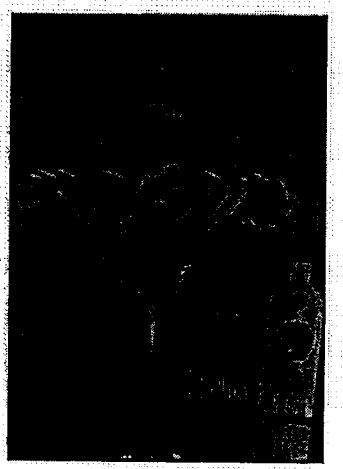
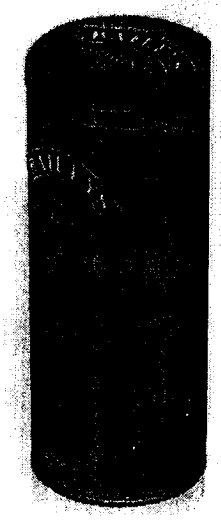


Pernod Ricard USA is featuring a range of holiday materials for **Kahlúa**. The brand has a gift set with a 750 ml bottle and two White Russian glasses. It also features a holiday 750 ml gift box. Supporting the value-added packaging is a pole topper, shelf talker and a two-sided, acrylic case card with recipe tear pad that features delicious holiday drink recipes made with Kahlúa. **Kahlúa Especial** is offering a special gift pack that includes a Martini chiller.

Three Olives Vodka, imported from England by White Rock Distilleries, is featuring this "Sweet Dreams" holiday case card as well as a selection of gift sets for its popular flavored vodkas.





Baileys Original Irish Cream is featuring this gift tin for the upcoming holidays. The brand is also offering a holiday gift box that includes a 750 ml bottle and two swirl design rocks glasses.

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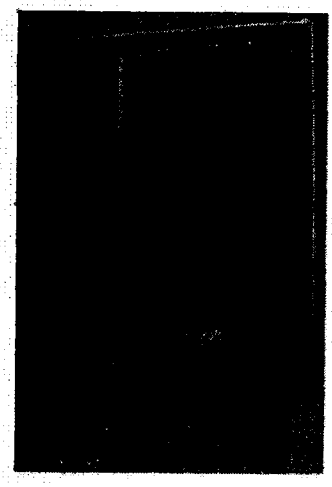
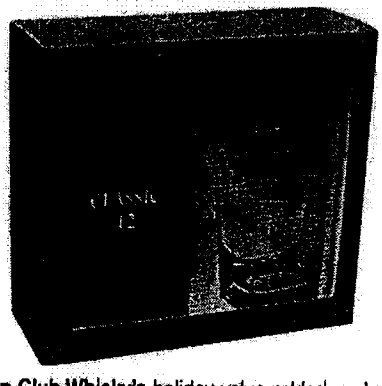


Hpnotiq is featuring stylish gift sets with a pair of Victor Martini glasses along with a 750 ml bottle. Outfitted in a silver box with a clear front, the gift set is an eye-catching centerpiece for displays and a compelling gift purchase off the shelf.

Absolut is showcasing its portfolio of flavored vodkas this holiday season with striped gift boxes that match the vibrant colors on the bottles. Take your pick from seven varieties: **Absolut Mandrin, Absolut Citron, Absolut Ruby Red, Ansolut Vanilia, Absolut Apeach, Absolut Raspberri** and the traditional **Absolut.**

Glenmorangie Single Malt, from Moet Hennessy, has a holiday treat for Scotch connoisseurs with this handsome gift pack that includes a 750 ml of the brand as well as two tapered tasting glasses.



Canadian Club Whisky's holiday value-added packaging will carry the tagline "The Spirit of the Season." With purchase of a 750 ml bottle of Canadian Club 6 Year, comes a Canadian Club branded rocks glass; a 750ml bottle of Canadian Club Classic 12 Year provides two branded rocks glasses.

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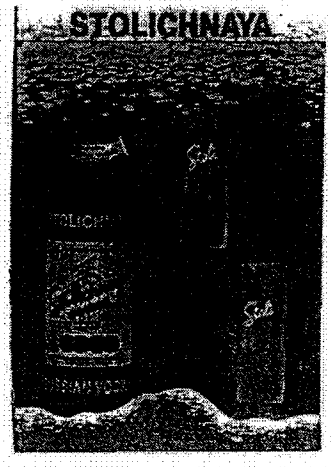
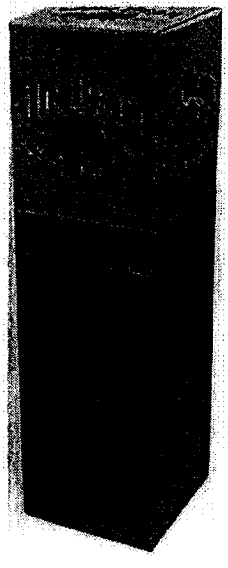
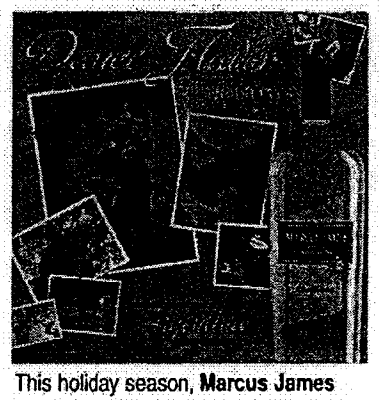
Stolichnaya Vodka is offering two special gift packs; one that features a 750 ml of Stoli with two frosted shot glasses and one that features a 750 ml of Stoli packed with four 50 mls of popular Stoli flavors. A Stoli snow angel case card and an acrylic Stoli Flavors case card adds another dimension to the Stoli holiday offerings.





Jim Beam Bourbon is celebrating the holiday season with this festive gift box, along with other seasonal point-of-sale materials.



This holiday season, **Marcus James** wines from Argentina is running a promotion to capture interest through colorful, POS materials, including a case card, a mail-in rebate neckhanger, featuring a traditional Tango theme. The neckhanger will offer $3 off any bottle of Marcus James 750ml or $5 off any 1.5L.

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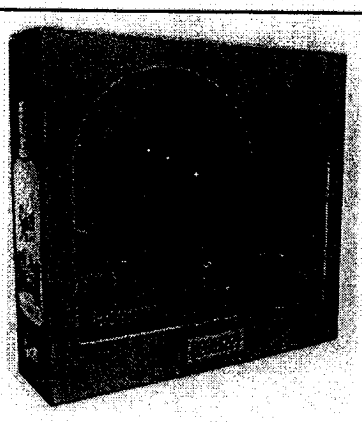
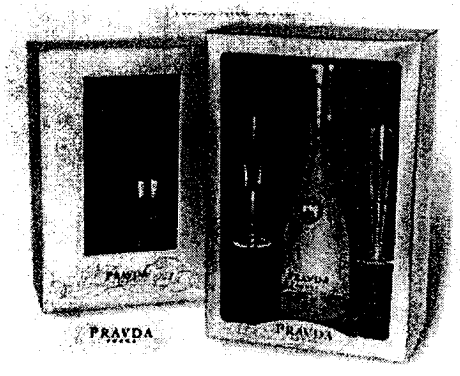
Sauza Tequila is ready for the holidays with gift wrap packaging for its Tres Generaciones line of tequilas: Sauza Tres Generaciones Reposado, Plata and Anejo. With purchase of a 750ml of Sauza Hornitos come two Sauza branded shot glasses and recipes for the Sauza Chilled Shot and the Sauza Perfect Margarita.



Chopin Extra Olives "C.E.O." Martini gift set features a 750 ml bottle of **Chopin Vodka**, a striking platinum stemmed branded Martini glass and recipe booklet, and a complimentary mail-in offer for three additional Martini glasses. Each 750 ml bottle of Chopin Vodka is distilled from 40 potatoes from farms in Poland that are "practicing organic."

Crown Royal, the high-end Canadian whisky, features holiday gift sets that include either two or four rocks glasses.



Pravda Vodka, from Maison Délan et Cie, is launching holiday gift sets, with a choice of either a 375 ml or 750 ml bottle. Each gift set comes with two elegant vodka flute glasses, making ideal gifts for every vodka connoisseur.

Boru Vodka, from Castle Brands, is showcasing its Boru Iceless Chiller, designed to keep Boru perfectly chilled during the holidays — just store in the freezer until ready to serve. The chiller is clear lucite and is branded with the Boru sword and shield logo, packaged in a royal blue and silver box.

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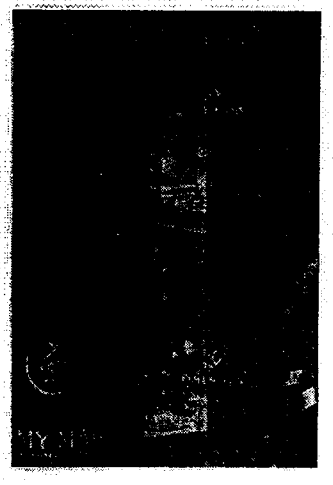
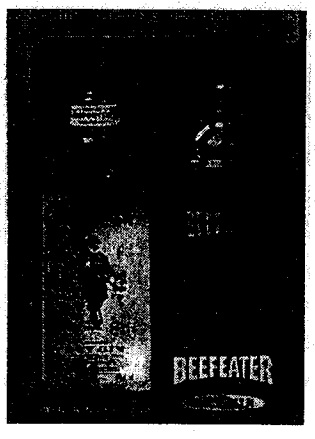
Francis Coppola Diamond Collection wines are featuring a do-it-yourself gift wrap for the holidays. A neck-hanger around each bottle holds a gold-shimmering gift bag. It's available for all seven Diamond Collection varietals.

This **Johnnie Walker Black** holiday gift pack features a 1.75 liter bottle along with a pouring cradle. Johnnie Walker Black, as well as **Johnnie Walker Red**, are also offering holiday gift sets featuring two classically styled rocks glasses, as well as gift tins.



Remy VSOP Cognac is offering this stylish gift pack for the season, with two logoed glasses along with a 750 ml of the popular cognac.



Beefeater London Dry Gin enters the holiday season with two value-added packs including a gift set of Beefeater 750 ml with two Collins glasses and a Beefeater 1.75 liter bottle with a cocktail shaker.

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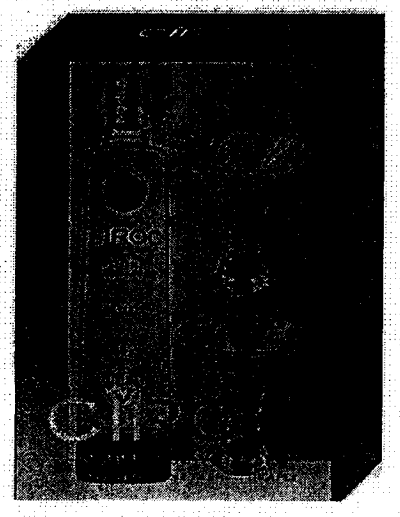
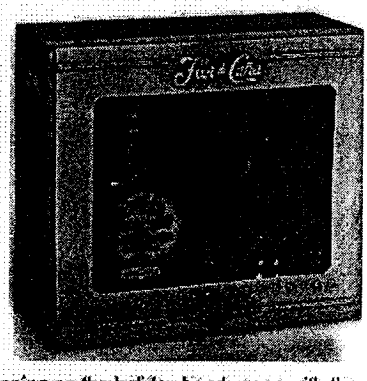
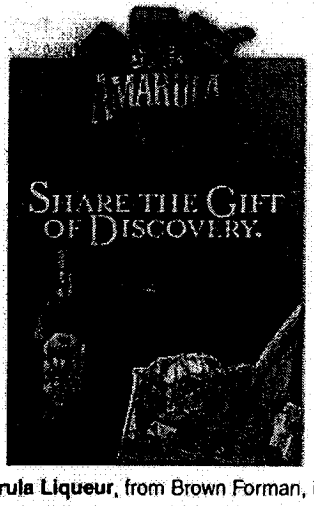


Ciroc, the superpremium vodka made from grapes, imported by Diageo, is highlighting this holiday gift set including a pair of short-stemmed Martini glasses.

Finlandia Vodka offers fun, cocktail-themed gift kits this holiday season. The brand provides the ideal base for sophisticated cocktails; its portfolio includes Finlandia Wild Berries Fusion, Finlandia Mango Fusion, Finlandia Lime Fusion, and Finlandia Cranberry Fusion.



Flor de Caña Rum is hopping on the holiday bandwagon with these specialty gifts — the Flor de Caña Grand Reserve Signature Mojito Pack and the Flor de Caña Centenario Decanter Pack. The Mojito Pack contains Flor de Caña's Gran Reserve 7 year-old, a glass and a mojito muddler. The Decanter Pack consists of Flor de Caña's Centenario Gold 18 year-old and an exclusive rum decanter.



Amarula Liqueur, from Brown Forman, is featuring this festive case card for the holidays, themed, "Share the Gift of Discovery."

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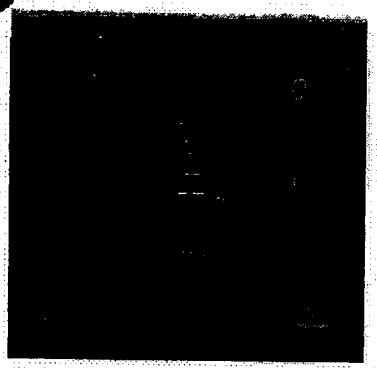
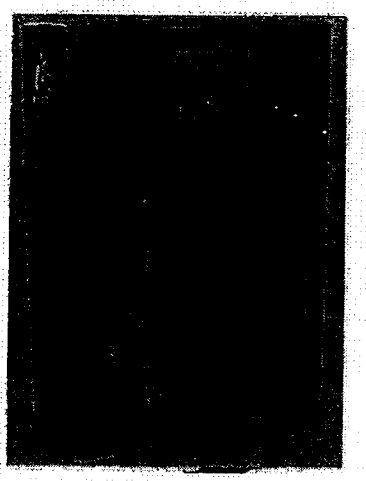
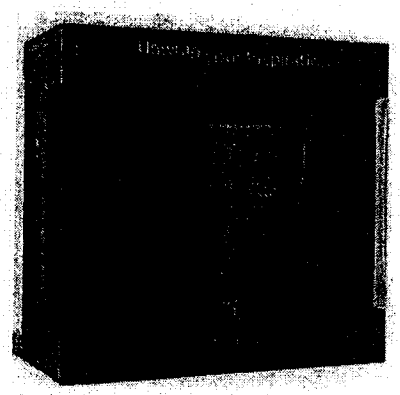


Landy XO Cognac is getting into the seasonal spirit with this holiday gift set, featuring two logoed snifters along with a 750 ml bottle.

A holiday gift set from **Gosling's Black Seal Rum** features a 12 oz. jar of New Hot Buttered Rum Toddy Mix, with brown sugar, butter, Madagascar vanilla, cinnamon, nutmeg and cloves. The set is perfect for sipping a warm drink sitting by the fire on cold winter nights.

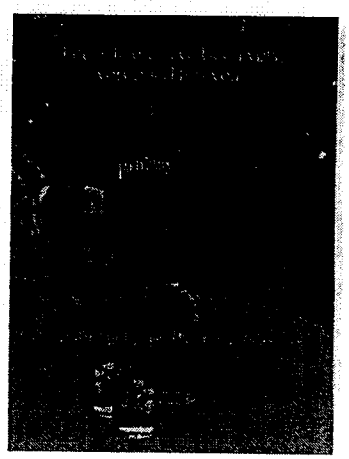


Moet Hennessy USA is offering this elegant transparent blue plastic holiday box for **Belvedere Vodka**. Belvedere gift packs are available in 750 ml or 1.75 liters, and each comes with a recipe booklet, and either one or two hand-blown frosted stem Martini glasses.



Starbucks Liqueurs help consumers warm up this winter by offering a branded coffee mug as a value-add with a purchase of a 750 ml Starbucks Coffee Liqueur or Starbucks Cream Liqueur. This mug is perfect for enjoying holiday warmers such as a Starbucks' Café Nieve.

Early Times is featuring this "Looks like you've been very good" case card for the holidays this year.



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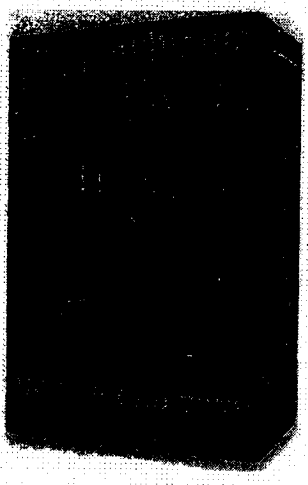
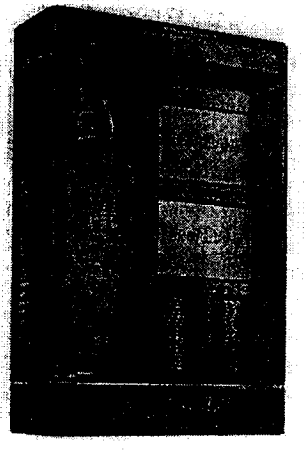
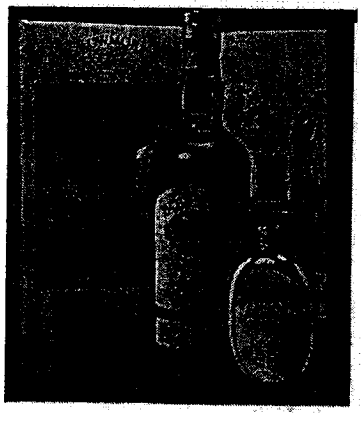


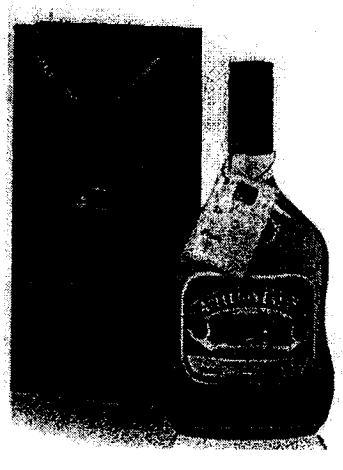
Pennsylvania Dutch Hot Spiced Wine is offering its new 2006 holiday gift sets, complete with a 750 ml bottle of Hot Spiced Wine and two handsome glass mugs.



Get lucky this holiday season with **Cutty Sark Scotch Whisky**'s poker set gift box. The box includes two sets of playing cards and colorful poker chips that complement the bottle's new smaller, more elegant, two-part label.

Bowmore Single Malt, from White Rock Distilleries, is offering holiday gift sets for both its 12-Year-Old and 17-Year-Old Scotch, with each including a classy hip flask along with a 750 ml bottle.





Appleton Rum is offering consumers this gift bag, with a 750 ml bottle that also has a gift card neck hanger attached.

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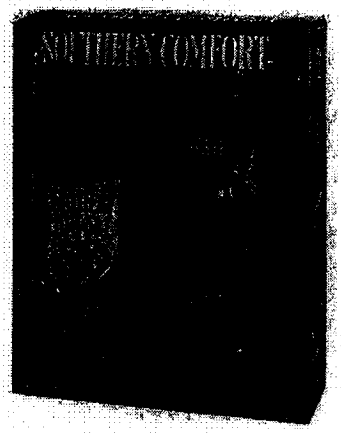
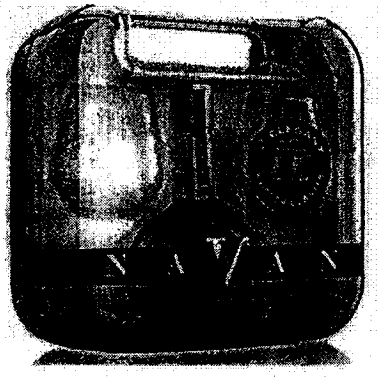
Southern Comfort is debuting its 375 ml gift package, which includes two glasses with SoCo etched on the side. The packaging is metallic purple and is decorated with colorful artwork by New Orleans artist Matt Rinard. Also part of SoCo's holiday offerings is a 750 ml collectible holiday tin with a gold background, vibrant colors and a festive holiday scene.

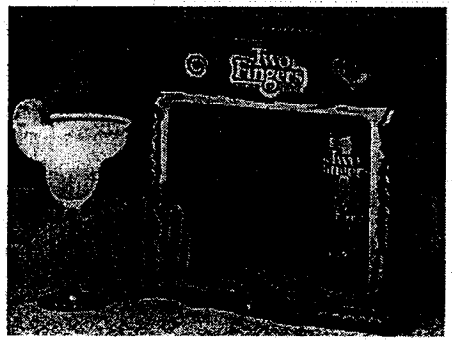


Top-selling **Smirnoff Vodka** is boasting this red holiday gift box this year.



Navan, the imported liqueur from Moet Hennessy USA, is offering a holiday gift pack featuring two premium elegant snifter glasses in a reusable clear carrying case made of high-density plastic, with a gold base and a built-in handle.

From Heaven Hill comes **Two Fingers Tequila's** 750 ml bottle, showcased for the holiday season through a "Master the Margarita" gift set that includes a logoed Margarita glass and recipes for four different varieties of Margaritas. Whether mixing up a Peach Margarita, or the classic Original, the gift package will make it a Merry Mexican Holiday.



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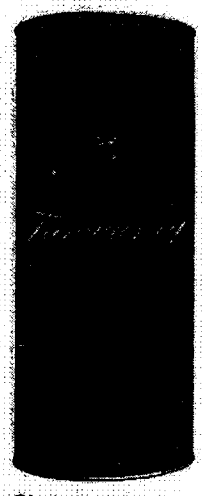
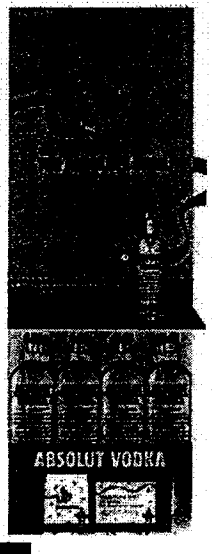
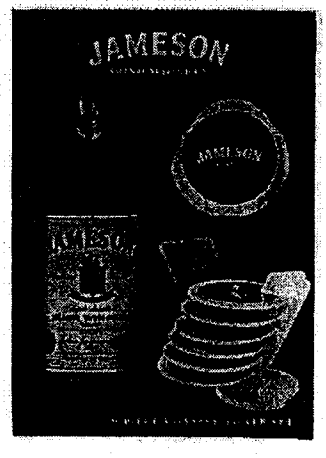
Luna di Luna, from A.V. Imports, Inc., announces its largest promotion ever with its 10th "Diamond Anniversary" sweepstakes. Supported by POS materials, such as case cards with tearsheets and bottle neckers, encouraging consumers to enter the sweepstakes via mail or its redesigned web page.



Absolut Vodka will be displaying holiday POS materials, including end aisle displays and case cards, featuring its "Absolute Wish" sweepstakes involving a prize of $5,000, which Absolut will also match as a donation to the winner's choice of charity.



Tanqueray Gin is featuring a green-for-the-holidays gift tin and gift box this year. Sister brand No. Ten by Tanqueray has a holiday gift pack with a 750 ml bottle and a glass shaker.



Jameson, the number one selling Irish whisky in the U.S., is offering a six-coaster gift pack with a 750 ml bottle to enhance seasonal celebrations.

Evan Williams Single Barrel Vintage Bourbon enters the holiday season with a holiday gift set that pairs a 750 ml. bottle with an engraved silver "tipping jigger" and logoed rocks glass. The tipping jigger is a traditional way to chill whiskey by suspending it over ice on the rim of the glass.

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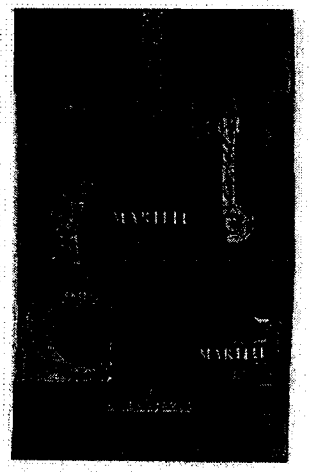
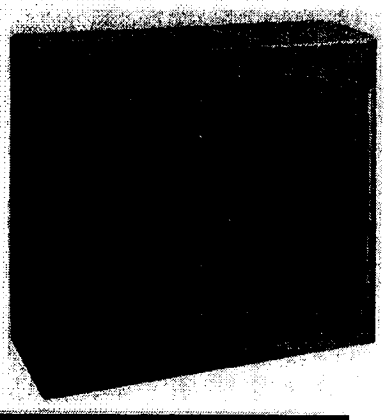
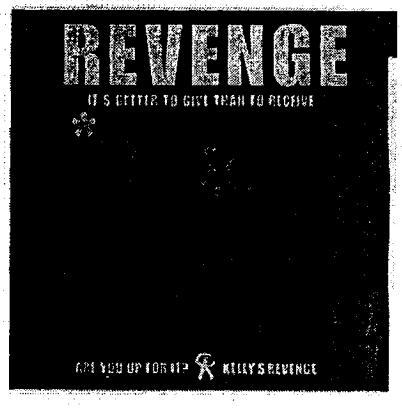
Martell Cognac has a range of holiday value-added packs including Martell VS with two glasses, Martell VSOP with two glasses and Martell Cordon Bleu with two shifter glasses. Martell VS will also be available in an elegant holiday gift carton. Martell Noblige — the newest marque from Martell that is a step above VSOP — will offer point-of-sale materials including holiday-themed case cards and danglers.



Chambord Liqueur, recently acquired by Brown Forman, is featuring two classic gift sets: both the 375 ml bottle pack and the 750 ml bottle pack include two Martini glasses.



In the best of holiday traditions, **Kelly's Revenge** is trying to spur the holiday spirit of gift-giving by offering a special promotion on its Chardonnay, Cabernet Sauvignon and Shiraz. The holiday materials for the Australian import include a case card and mail-in rebate neckhanger; the Revenge promotion offers $3 off any 750 ml bottle and $5 off any 1.5 liter bottle.



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BEVERAGE DYNAMICS

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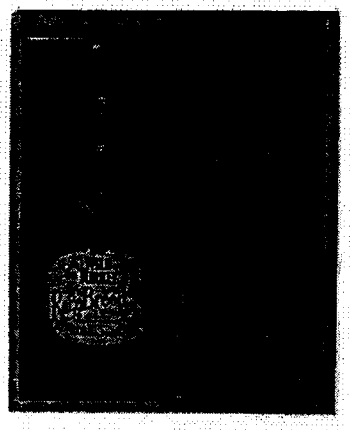
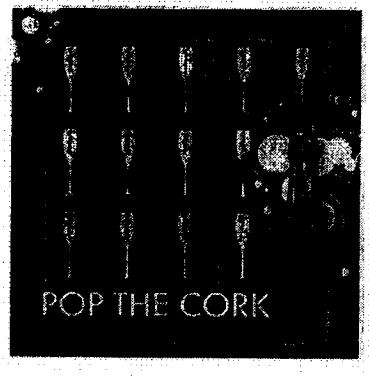
Wild Turkey Kentucky Straight Bourbon comes to the holiday table with a range of gift packs that include a Wild Turkey 101 with two rocks glasses, Wild Turkey Rare Breed with two rocks glasses and a Wild Turkey 101 750 ml gift carton.





J. Rogét is saying "Pop the Cork" on fun this holiday season. The promotion includes colorful point-of-sale materials, including a case card and a mail-in rebate neckhanger. The neckhanger will offer savings of up to $20, with $3 off two bottles, $8 off six bottles and $20 off a case.

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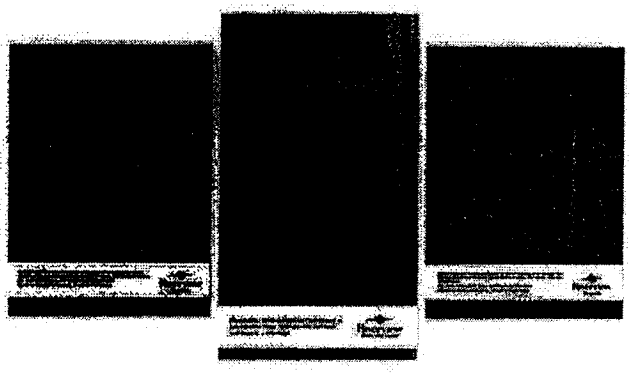
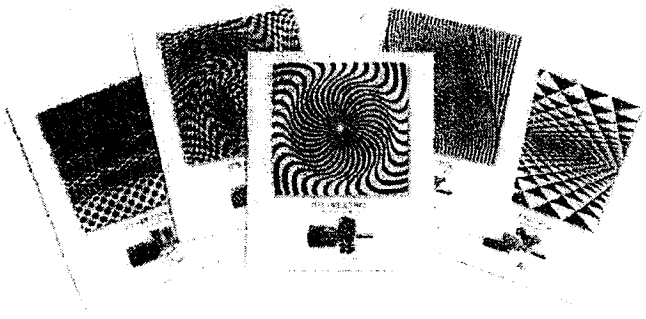
Burrelles Luce
Friday, December 1, 2006
Circulation: 30,154
Location: NEW YORK, NY

ADVERTISING



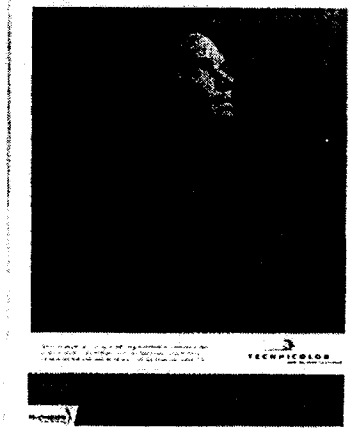
Design Firm: Keller Crescent, Evansville IN Client: Riverview Hospital
Title: Road Trip Executive Creative Director: Randy Rohn Art Director: Lee Bryant
Designer: Randy Rohn Illustrator: Carson Catlin Copywriter: Randy Rohn

Design Firm: Keller Crescent, Evansville IN Client: Heaven Hill
Title: Pomegranate Perfected Trade Ad Executive Creative Director: Randy Rohn
Designer: Gerry Ulrich Illustrator: Lynne Vitady

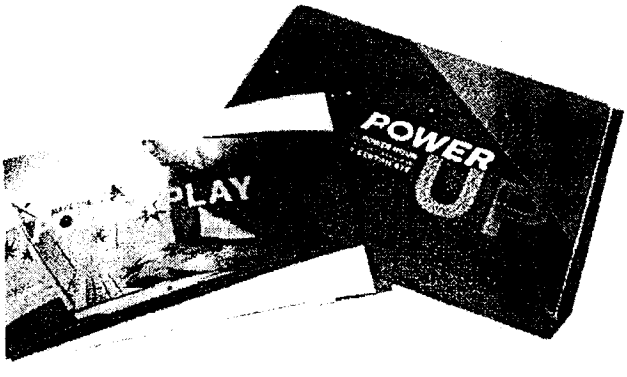


Design Firm: Keller Crescent, Evansville IN Client: Heaven Hill Title: It's Hpnotiq
Executive Creative Director: Randy Rohn Art Director: Gerry Ulrich
Designer: Randy Rohn Illustrator: Keith Rios Copywriter: Randy Rohn

Design Firm: Modern Postcard, Carlsbad CA Title: HOW Magazine Ad
Designers: Ben Freemire, Soudabeh Mehrazadeh Copywriter: Desiree Jeffrey



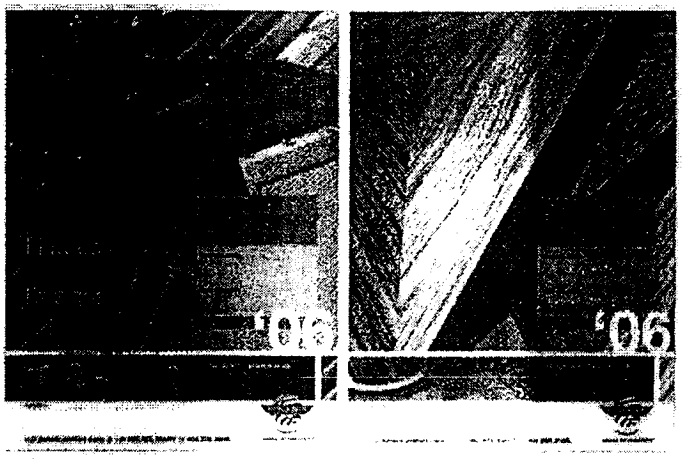
Design Firm: On Target Advertising, Los Angeles CA Client: Technicolor
Title: Your Vision. Our Tools Creative Director: Pam Patterson
Designers: Jeremy Sutherland, Benjamin Nicolas Photographer: Erik Dreyer



Design Firm: Origin Design, Houston TX Client: Time Warner San Diego
Title: Power Up With Time Warner Business Class Art Director: Jim Mousner
Designer: Saima Malik

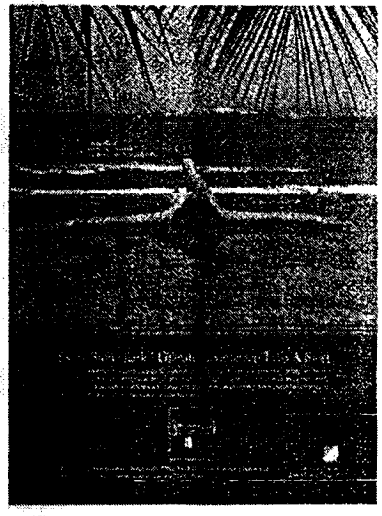
ADVERTISING

Design Firm: Grizzard Performance Group, Atlanta GA Client: Americas Mart
Title: The Atlanta Fall Immediate Delivery Show Art Director: Kim Sundling
Designer: Kim Sundling Illustrator: Kim Sundling



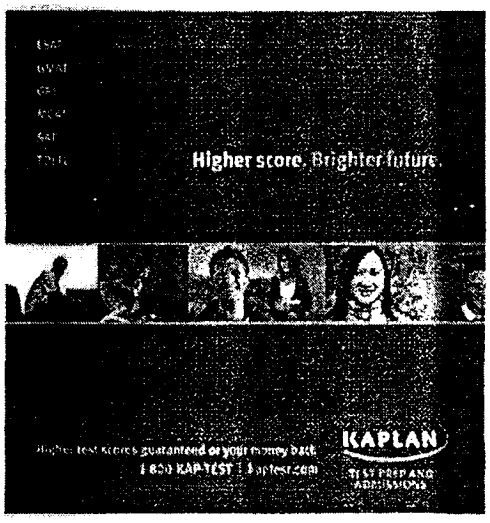
Design Firm: Grizzard Performance Group, Atlanta GA Client: Americas Mart
Title: Fall Gift & Home Furnishings Market Art Director: Kim Sundling
Designer: Aaron Holz

Design Firm: Henderson Shapiro, Roswell GA Client: AIG Agency Auto
Title: Motorcycle Insurance Campaign Designer: Jim Lewis



Design Firm: Innovative Stone, Hauppauge NY Title: Stonemark Beach Ad
Art Director: Elaina Sawitsky Designer: Elaina Sawitsky Illustrator: Elaina Sawitsky

Design Firm: Integrated Marketing Services, Princeton NJ
Client: Republican-American Title: "I Know" Advertising Campaign
Designer: Heather Mutter Copywriter: Lois Kaufman



Design Firm: Kaplan Creative Group, New York NY Client: Kaplan
Test Prep and Admissions Title: "Higher Score. Brighter Future."
Creative Director: Maria Nicholas Art Director: Scott Powell
Designer: Scott Powell Copywriter: Margaret Barry

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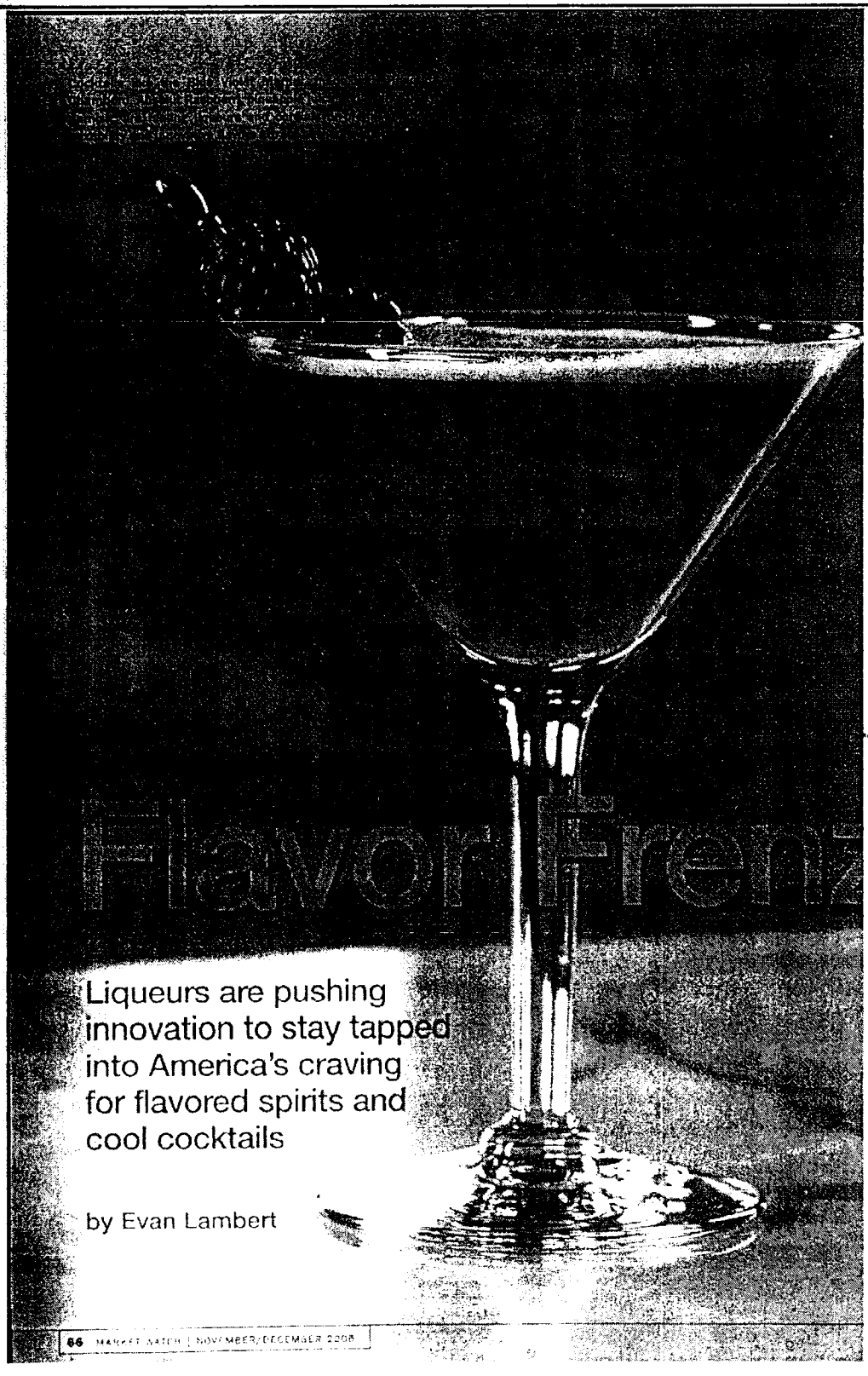
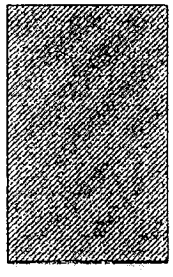
BurrellesLuce



Flavor Frenzy

Liqueurs are pushing innovation to stay tapped into America's craving for flavored spirits and cool cocktails

by Evan Lambert



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Burrelles Luce

Bold, innovative cocktail ingredients are in demand now more than ever before. The desire to remain ahead of the flavor curve has driven spirits companies to become increasingly creative as they develop and market new offerings. With the American cocktail palate in transition, emerging brands and old standbys alike are clamoring to keep up.

San Francisco-based cocktail consultant Duggan McDonnell is at the sharp end of the flavor craze. "It's all about fruit-forward activity," he says. "There's just this glut of flavor in the marketplace." Today, elaborate cocktail menus are the norm in most new San Francisco restaurants, providing a welcome financial boon. But McDonnell notes that the addition of new, exciting flavors doesn't guarantee a successful menu. "It's almost too much now," he says. "I look at these new products and flavor combinations and I have no idea what's going to be good." At O'Reilly's Holy Grail in San Francisco, McDonnell has devised a list of cocktails that incorporate liqueurs but aren't overly sweet—like the Damn Yankee ($9), made with Plymouth Sloe Gin, bacon-infused Woodford Reserve, and Laird's Applejack Brandy.

The trend is also visible in the off-premise. The 14-unit Bottle King, based in Livingston, New Jersey, has seen sales of liqueurs and cordials grow this year "for the first time in a long time," says general manager Larry LaScola. Still, Bottle King's 350 liqueur and cordial SKUs (ranging from $6.99 to $200) represent less than 5 percent of the stores' total sales.

Mix It Up

"When you look at our competitive set, we're not just competing with cordials and liqueurs," says Hpnotiq senior brand manager Justin Ames. "We're also competing with big brands like Patrón and Grey Goose. It's extremely difficult." Owned by Heaven Hill Distilleries, Hpnotiq—a fusion liqueur of Cognac, vodka and tropical fruits—enjoyed a quick ascent to popularity, topping 615,000 nine-liter cases in 2003, its second year on the market, according to Impact Databank. In 2004, the brand slumped to 475,000 cases, causing some in the industry to speculate that its star had faded. But Hpnotiq rebounded last year, growing 16.8 percent and reasserting its dominance within the category. While Hpnotiq's flavor might be difficult to describe, its upscale packaging and high-end image are attractive, and "that makes the biggest difference in the world," says Ames.

Phil Costner, T.G.I. Friday's vice president of research and development, notes that premiumization and flavor proliferation have been central trends in liqueurs and cordials in the on-premise for the last five years. "Consumers want a cleaner, better cocktail made with fresher ingredients, and they're willing to pay a premium for it," he says. In response to these

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rends, the 562-unit national chain restaurant launched two new drinks this year that incorporate Starbucks liqueurs—the Mudslide Martini ($7.29), made with Starbucks Cream Liqueur, Absolut Vanilia, Kahlúa and cream, and the Espresso Martini ($7.29), which mixes Starbucks Coffee Liqueur, Absolut Vanilia and DeKuyper Crème De Cacao. Both quickly became top sellers.

"Drink recipes are a critical element in educating both bartenders and legal-drinking-age consumers, especially now that home entertaining has become more of a focal point," says Stacey Simmons, Starbucks Liqueurs brand manager at Jim Beam Brands Co. Launched nationally in February 2005, Starbucks Coffee liqueur surpassed the 100,000-case shipment mark in its first year on the market, according to the company. Starbucks Cream liqueur was released in October of the same year.

Simmons says it's important to highlight the brand's mixability when marketing Starbucks Coffee and Cream liqueurs both on- and off-premise. This May, the company invented two cocktails inspired by the film "The Break-Up," starring Jennifer Aniston and Vince Vaughn: The Make-Up ($9), made with Starbucks Cream Liqueur and Sauza Tres Generaciones Plata, and The Break-Up ($9), made with Starbucks Coffee Liqueur, Absolut Vanilia and Godiva Chocolate Liqueur, were served at numerous bars across the country, with the hope that consumers would also make them at home.

"Drink recipes push liqueurs a lot," says Bottle King's LaScola, adding that the Internet is a great resource for them. LaScola also reports cordials have begun to overtake Ports and high-end Cabernets as the chic after-dinner drink, which benefits rich products like his top-seller, Godiva Chocolate Liqueur ($25.99 a 750-ml. bottle). Another popular item at Bottle King is Kahlúa, owned by Pernod Ricard USA. Kahlúa became the No. 3 imported liqueur brand in the United States in 2005 with a 4.2-percent decline equaling 55,000 case depletions, according to Impact Databank. This September, the brand added Chocolate Latte to its line of ready-to-drink cocktails, available in both a 1.75-liter bottle ($13.99) and in a four-pack of 200-ml. bottles ($5.99).

New Kid on the Block

With exotic flavors driving the category, the challenge for liqueurs is locating the next hot taste. "People have been clamoring for pomegranate for years, and now there's a good liqueur to meet that demand," says McDonnell, referring to Pama from Heaven Hill Distilleries. Pama launched at the beginning of this year and reached national distribution in May. Retailing at $24.99 a 750-ml. bottle, Pama mixes vodka and all-natural pomegranate juice with a touch of Tequila. According to Pama brand manager Reid Hafer, the

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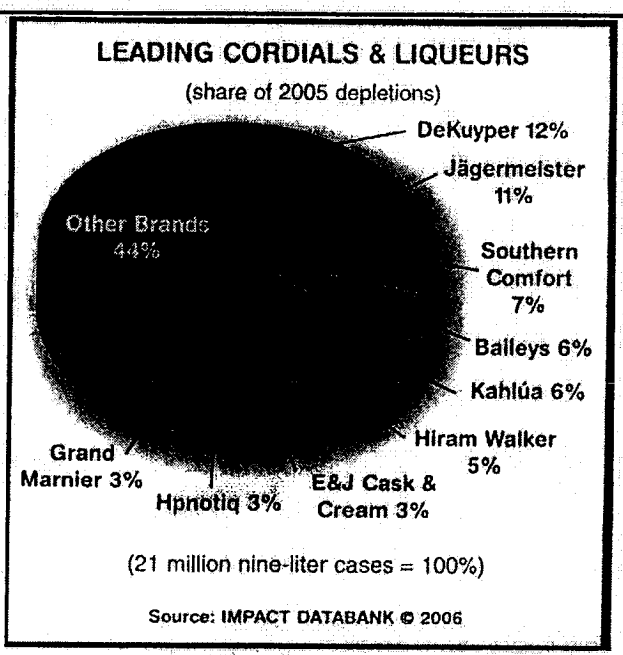

liqueur's growth tripled the company's expectations in its first year. She credits this quick success partially to the flavor trend, but also to a growing consumer interest in all-natural ingredients.

Promotions, such as back bar displays and on-premise events, have helped Pama's growth, and Hafer reports strong success at placing Pama on drink menus. T.G.I. Friday's Costner says liqueurs like Pama are positioned to clobber the flavored syrups category.

Pernod Ricard USA entered the pomegranate liqueur market this July with the launch of Hiram Walker Pomegranate Schnapps. The liqueur is the 36th entrant in the Hiram Walker line and is available in 50-ml., 750-ml. and 1-liter bottles (750-ml. bottles retail for $10.99). As with Pama, Pernod Ricard is quick to highlight the product's all-natural ingredients. According to Hiram Walker brand director Ron Zussman, developing a pomegranate flavor was an obvious step. "Cocktail culture remains in full swing, and consumers are always looking for the next big taste," he says.

An apt symbol of the flavor revolution, X-Rated Fusion Liqueur from Daucourt Martin Imports continues its successful run in 2006, with depletions projected to top 200,000 cases by the end of its second full year on the market, representing 100-percent year-on-year growth for 2006, according to the company. The fusion liqueur—a vibrant pink mix of super-premium vodka and blood orange, passion fruit and mango flavors—will finish rolling out in all 50 states by the end of this year. Daucourt Martin Imports CEO Todd Martin says the brand's success has come by way of its unique ability to target women—and women exclusively (see sidebar). "Women are driving cocktails, yet they're underserved," says Martin.

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Unique Branding

Jägermeister continued its astounding growth this year, bucking the flavor trend with its own, unique identity. In 2004 and 2005, the brand grew by 38.5 percent and 29.4 percent, respectively, adding more than 1 million cases in that period, according to Impact Databank. By the end of this year, Sidney Frank Importing Co. president and CEO Lee Einsidler predicts the bitter will grow an additional 20 percent, topping 3 million cases in the United States.

The No.-2 domestic cordial brand, Brown-Forman's Southern Comfort, also continues to grow steadily, topping 1.4 million case depletions in 2005, according to Impact Databank. Tim Rutledge, vice president and director of Southern Comfort Americas, says on- and off-premise promotions have boosted awareness of the cordial's mixability.

Cointreau also continues to grow, adding more than 100,000 cases in depletions since 2000. Consumers are attracted to the orange liqueur for its flavor, but also for its high-end appeal. T.G.I. Friday's Platinum Margarita ($6.99), made with Jose Cuervo Silver 1800, Cointreau and the chain's signature Margarita mix, illustrates this trend to move upscale.

Meanwhile, DeKuyper brand manager Amy Underwood believes that continued interest in new flavors will propel the cocktail craze into the off-premise. "Beer and wine will always remain popular staples at at-home gatherings, but I think cordials and liqueurs will become an increasingly bigger part of that environment," she says. In 2006, DeKuyper added two new extensions to its Pucker line—Strawberry Passion and Berry Fusion. To boost off-premise awareness for Pucker, DeKuyper launched the "Bump up your party!" advertising campaign this April on the party-planning Web site Evite.com. Party hosts and attendees are encouraged, through banner advertisements, to enhance their regular drinks by adding a splash of Pucker. "It's so easy," says Underwood. "It's like 'salt to taste,' 'no recipe needed.'"

Baileys also promotes the simplicity of its Irish cream liqueur. "I'd love bartenders to shake Baileys, put it in a Martini glass and garnish it—and then have people ask for the recipe," says Baileys brand ambassador Peter O'Connor. Following a modest 0.4-percent growth in 2005, according to Impact Databank, the brand launched two line extensions this year—Baileys Caramel and Baileys Mint Chocolate. O'Connor hopes these extensions will reawaken the Baileys franchise.

Both flavors are performing well thus far, O'Connor says, and their success continues to build awareness of Baileys

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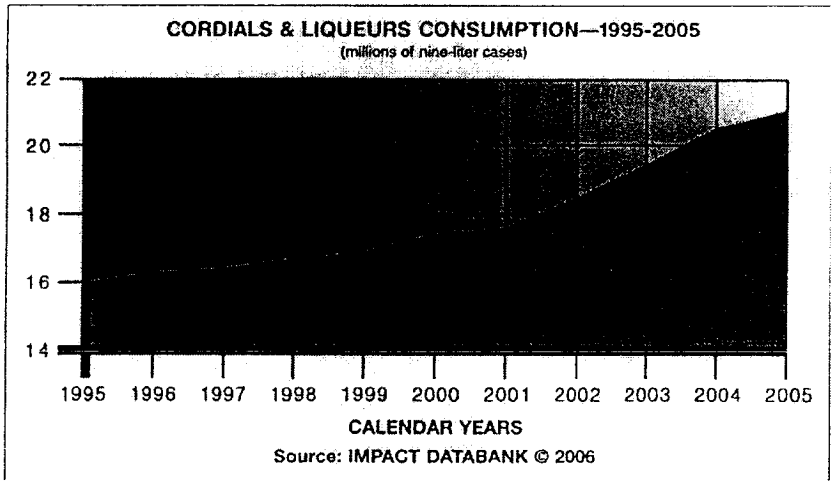
Original. "Consumers are looking to different occasions to drink the flavors," says O'Connor. "It's created a halo effect." The new flavors have been huge performers at Bottle King this year, where they are line priced at $24.99 a 750-ml. bottle. The New Jersey stores' LaScola attributes their success partially to product recognition. "If those flavors were somebody else's, I don't think we'd have that success," he says. In fiscal year 2007, Baileys will increase its ad budget by 50 percent to promote the new flavors and attract more year-round consumers to the brand overall. But despite this goal, the holiday season is still a critical time for Baileys' success; this year a slew of print and outdoor ads, as well as a new television ad, will promote the brand.

Flavor Future

With the flavor race at full throttle, the door is wide open for adventurous marketers hoping to woo the public with the next hot product. Though the category might seem crowded, the current inundation has likely made it easier for truly innovative products to separate themselves from the sea of competitors—both on- and off-premise. "Anyone can come up with a flavor," says Hpnotiq's Ames. "But to succeed, you need the complete package." mw



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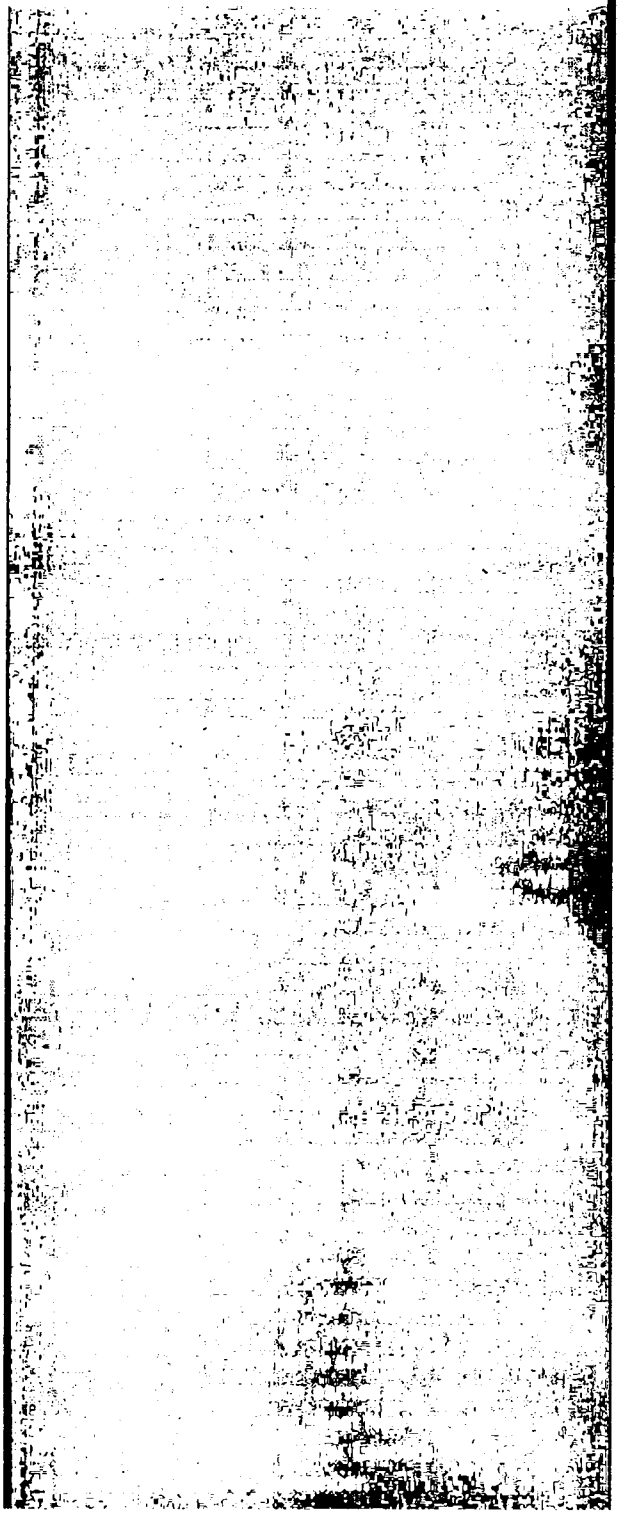
WHAT WOMEN WANT



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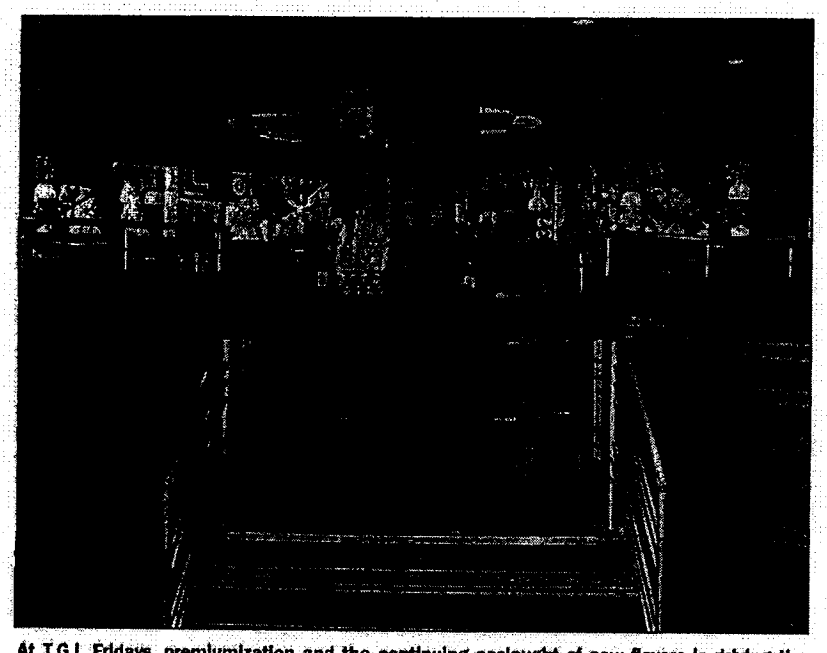

At T.G.I. Fridays, premiumization and the continuing onslaught of new flavors is driving the success of liqueurs and cordials.

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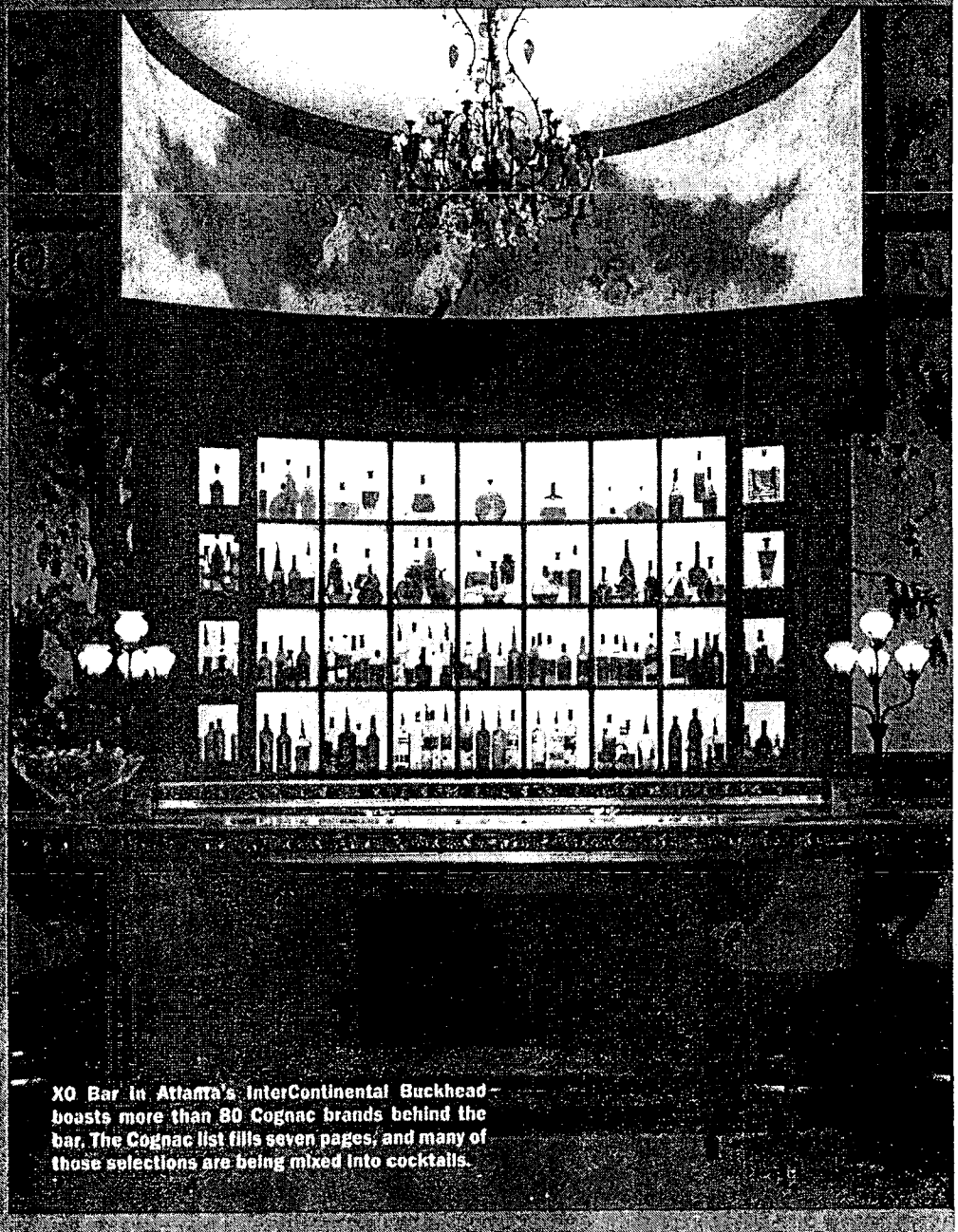

XO Bar in Atlanta's InterContinental Buckhead boasts more than 80 Cognac brands behind the bar. The Cognac list fills seven pages, and many of those selections are being mixed into cocktails.

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Sipping a Cognac beside the fireplace, often accompanied by a fine cigar, is a time-honored remedy against the rigors of winter and a way to savor a special night. But Cognac has leapt beyond its traditional role into the thriving cocktail culture, finding new uses the stalwarts of old would never have imagined.

Even as its role expands, Cognac isn't about to surrender its lofty status and premium positioning. "Cognac is often experienced after a great bottle of wine," notes Bill Ghodbane, bar manager at Le Cirque restaurant in Manhattan. "It's the natural choice for people who've just had a great bottle of wine and a nice meal."

But Ghodbane is also trying an unusual approach, putting Hennessy Paradis Extra Cognac in the freezer. Known as Hennessy Givre ($22 per 2½-ounce snifter), it's often served with foie gras and has many devotees. "It's especially popular with women because of its aromas, and the cooling makes it smoother," he says.

Other popular high-end Cognacs at Le Cirque include Hennessy Ellipse ($500 per 2½-ounce snifter), Richard Hennessy ($250), Rémy Martin Louis XIII ($230) and Delamain ($240). In all, Le Cirque offers 16 different Cognacs. Ghodbane concedes the spirit is still primarily enjoyed in cold weather, but that's changing. "We've been promoting the mixability of the product—either in a cocktail, any long drink, or with coffee—for a while," says Marc Hoellinger, Hennessy Cognac's international marketing director. "Its mixability allows it to overcome a taste barrier and drive consumption."

America's hottest spirits trends—trading up and fancy cocktails—are contributing to Cognac's growth. While Cognac depletions increased 2 percent to 3.61 million nine-liter cases in the United States last year, the category's shipments value jumped more than 10 percent to $640 million, according to Impact Databank. Consumers are drinking slightly more Cognac and are trading up from the VS quality level.

Indeed, Rémy Martin is performing extremely well in the United States because of solid growth from both its VSOP and XO segments. Chris Willis, vice president of marketing for Chivas & Martell at Pernod Ricard, says Martell's value growth has been strong because of good performances from higher quality Cognacs. Martell XO was repackaged and relaunched last year, and Noblige—a step above VSOP—was launched in May to attract more Asian and African-American drinkers. VSOP is Martell's biggest seller in the United States, followed by Cordon Bleu.

ASPIRATIONAL OFFERINGS

Tapping into the trends, XO Bar at the InterContinental Buckhead in Atlanta boasts 87 Cognac offerings, ranging in price from $18 for 2½-ounce servings of Courvoisier Napoléon, Martell Cordon Bleu, Rémy Martin XO, Landy

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XO No. 1, Pierre Ferrand Réserve 1er Cru, Delamain XO and Frapin XO to $450 for the same size of Hardy Perfection Water, Fire or Air.

Although there are 17 InterContinental Hotels in North America and 180 worldwide, there is only one XO Bar. With seven pages of its drinks menu devoted to the spirit, customers are inspired to experiment. "Since we have so many different Cognacs, people want to try different ones," says Bixente Pery, director of food and beverage and executive chef at the InterContinental Buckhead.

Most of the Cognac procured at the XO Bar is in the $50-$250 range, and the category accounts for about 40 percent of the establishment's spirits sales. The extensive XO Bar's drinks menu also offers some pricey cocktails, three of which cost $400 or more: Les Fleurs du Roi ($400), made with Rémy Martin Louis XIII topped with Perrier-Jouët La Belle Epoque Fleur de Champagne, a dash of brown sugar syrup and Angostura bitters; L'Esprit XO ($450), mixed with chilled Courvoisier L'Esprit and Extase XO orange liqueur; and Le Rève des Anges ($500), which tops Hennessy Timeless with a dash of Chambord and Dom Perignon.

These cocktails are beyond the average person's economic reach, but Atlanta's community of music stars—including influential hip-hop artists who love Cognac and these chic concoctions—are contributing to the category's allure. "A few years ago, Cognac was mostly considered a digestif. People are now drinking it as an aperitif and a cocktail," observes Pery. "People are experiencing it in different ways now."

At Eve's Lounge in Riverdale, Illinois, Cognac accounts for about one-third of all spirits sales. General manager James Blass says he wouldn't have been able to open without Cognac behind the bar. The biggest selling brands at Eve's—which features an array of live music nearly every night of the week—include Hennessy VS ($6.75 a $1\frac{1}{4}$-ounce), Rémy VSOP ($7.25), Courvoisier VS ($6.25) and Courvoisier VSOP ($6.75). Cognac consumption at Eve's is split evenly

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MARKET WATCH

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Burrelles Luce

between consumers who want it neat and those who call for it mixed with other ingredients. "The Rémy crowd is neat, while the Hennessy crowd often mixes it with cranberry or soda," observes Blass. "The Courvoisier crowd has been drinking Strawberry Lemonade." The CV Strawberry Lemonade ($6.50) cocktail combines Courvoisier VSOP, DeKuyper Strawberry Passion Pucker, DeKuyper Triple Sec, sweet and sour mix and fresh lemons. The drink is topped with club soda and garnished with a strawberry and a floating lemon slice.

Blass also notes that Beam Global Spirits & Wine has aggressively promoted on-premise Cognac consumption in metro-Chicago. "Courvoisier has been working hard with the 35- to 45-year-old house crowd to recruit new drinkers," he says. "And customers are calling for it."

Beam Global is also pushing Courvoisier with myriad marketing initiatives, including the "Earn It" ad campaign, House of Courvoisier (HOC) programming, "Upgrade Your Style" sweepstakes and a cellar master tour. In 2006, the HOC hosted the Black Entertainment Television Awards after party, an NBA All-Star weekend party and a launch party at New York Fashion Week. "Courvoisier exudes an image of luxury, and our brand ambassadors interact with core consumers through specialty cocktails and samplings of rare vintages," says Larry Plawsky, vice president of Courvoisier, Sauza and Starbucks liqueurs at Beam Global Spirits & Wine.

MODERN MIXABILITY

While the older crowd tends to be brand-loyal, younger drinkers are influenced by Cognac-loving celebrities like Jay-Z and Sean "Diddy" Combs. Cognac-infused liqueurs like Alizé and Hpnotiq are usually consumed at Eve's with more Cognac added—like a drink known as the Incredible Hulk ($9, with Hpnotiq).

At mainstream, upscale restaurants like Morton's Steakhouse, Cognac maintains its niche through the occasional Sidecar or as an after-dinner drink. But the category accounts for a small share (approximately 3 percent) of overall spirits sales in the face of the ever-popular vodka-based Martini and Tequila-based Margarita. Morton's offers VSOP, XO and ultra-premium selections (pricing varies depending on location). Rémy is the market leader at Morton's 67 restaurants in 28 states, and Courvoisier and Hennessy are also popular. "Cognac is an after-dinner experience, but in the United States the four-hour meal doesn't exist," observes Tylor Field, vice president of wine and spirits at Morton's Steakhouse.

Cognac sales are fueled by well-heeled customers who enjoy conspicuous consumption. "We'll often get fairly affluent customers or professional athletes into our restaurants, and you'll see a big run on Louis XIII because one

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Burrelles Luce

of the local football teams did a rookie dinner and the rookie had to pay," says Field. "The teammates will order many shots."

Trading up is benefiting higher qualities as well as boutique brands like Cognac Pierre Ferrand and stablemate Cognac Landy. The Ferrand Cognac range has been sold in the United States since the late 1980s, but business has grown in recent years. Jean-François Bonnete, national director of Cognac Ferrand USA Inc., expects Pierre Ferrand to grow 30 percent this year to 10,000 cases, while he projects Landy to more than double from 30,000 cases in 2005 to 75,000 cases this year, with an ambitious goal of reaching 200,000 cases by the end of 2009. "When people ask for a cocktail on-premise, it's almost never Cognac—it's Tequila, vodka or rum," observes Bonnete, who adds that Landy cocktails include the French Orgasm (made with Landy Cognac, Pama Pomegranate Liqueur, Angostura bitters, grenadine and cranberry and lime juices and served in a Martini glass with an orange zest garnish). "With Landy we want to reach out and reintroduce Cognac as a great cocktail base."

Boutique Cognacs are also doing well in the retail sector. Dick Trauner, general manager at Zachys in Scarsdale, New York, says Pierre Ferrand XO Des Anges ($105 a 750-ml. bottle) is the leading boutique Cognac brand at his store, and other small brands currently doing well include Leopold Gorumel Age du Fruit ($55) and Kelt XO ($125).

Zachys biggest sellers are VSOP marques from the four big producers: Rémy Martin ($42.99 a 750-ml. bottle), Hennessy ($41.99), Martell ($37.99) and Courvoisier ($37.99). "There has been a dramatic change over the last 10 years," Trauner says. "VSOP has become the largest Cognac volume category. We're also selling more of the XOs and the higher-end Cognacs each year. We see a lot of activity at the $100 (per 750-ml.) and up level. We also sell a good amount of Louis XIII ($1,375)." While Zachys doesn't normally advertise spirits, the store advertises Cognacs during the holidays when many brands are purchased as gifts and there are seasonal parties. "There will be a lot more consumption this time of year," says Trauner.

CHALLENGES AND PROMISE

Le Cirque's Ghodbane is preparing a winter menu of Cognac cocktails and says the Sidecar remains fairly popular throughout the year. But he admits Cognac sales are tepid during the warmer months. The smoking ban in New York and other states has also hurt category sales over the past several years. "Once cigars were banned at New York City restaurants, we lost a lot of Cognac sales," he notes. "Five or six years ago, cigars were trendy and people were ordering Cognac to sip with them. Cognac still sells, but it was hotter."

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BurrellesLuce

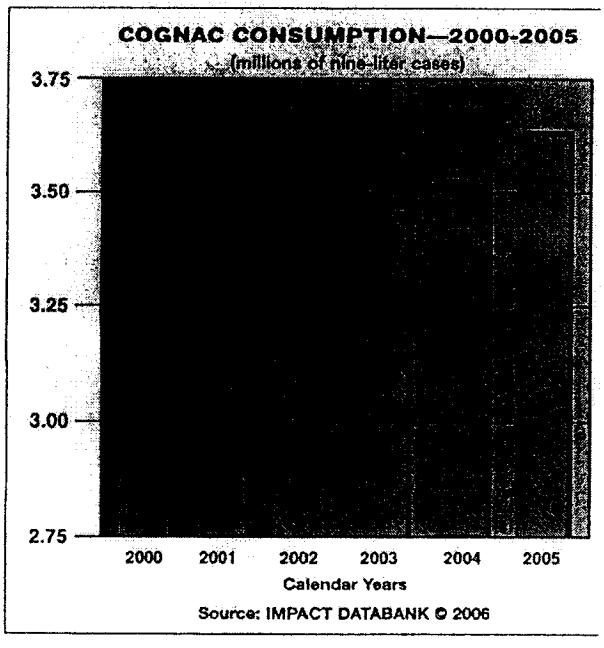
"We've been promoting the mixability of the product for a while. Its mixability allows it to overcome a taste barrier and drive consumption."

— Mark Hoellinger, *Hennessy Cognac*

Field of Morton's says non-smoking policies spreading nationwide pose new challenges for Cognac in the on-premise. "Non-smoking legislation in nearly every state is hurting the category as people have always enjoyed Cognac with a cigar," he says. "Soon they're not going to enjoy that cigar anywhere in the on-premise."

But overall on-premise economic trends bode well for luxury drinks like Cognac, at least for the short term. Says Ghodbane: "If trends continue like this, we'll have a great winter with Cognac." mw

Kevin Barry is a contributing editor of MARKET WATCH.



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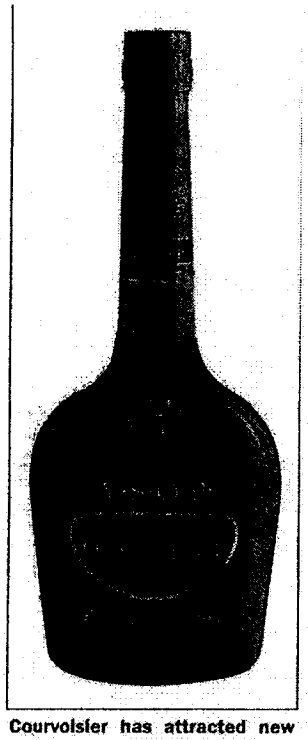
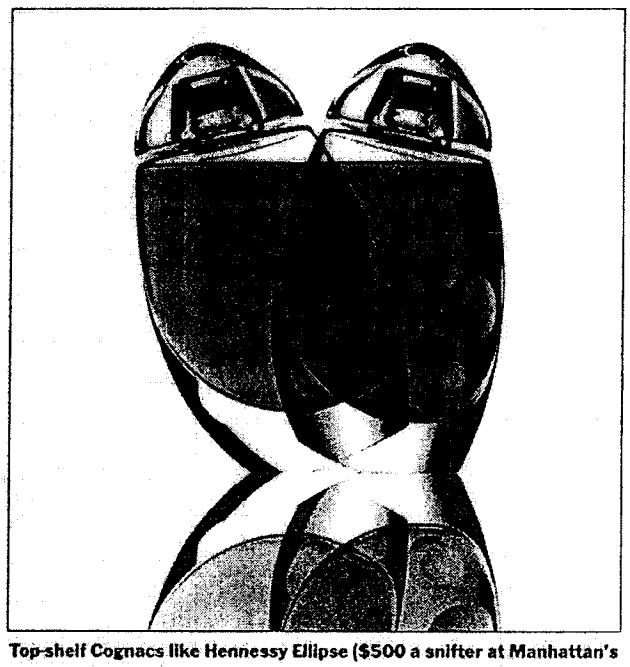
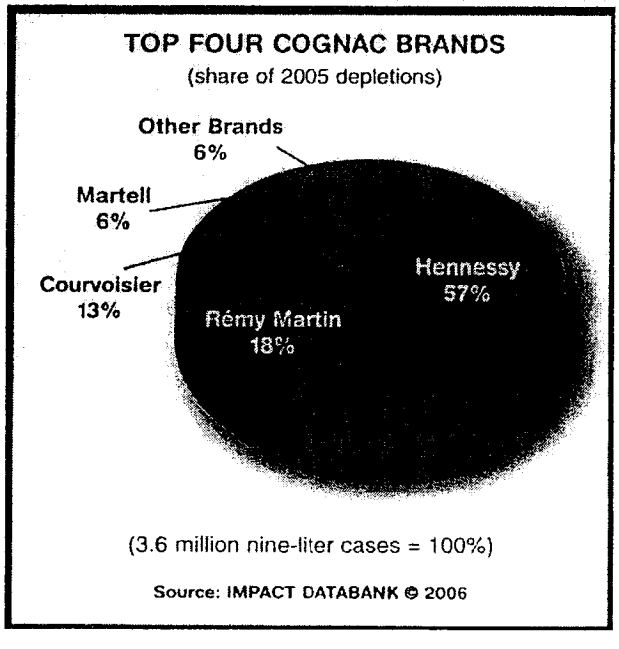


Courvoisier has attracted new consumers by aligning with pop-culture platforms, like the Black Entertainment Television Awards and the NBA All-Star Weekend.



Top-shelf Cognacs like Hennessy Ellipse ($500 a snifter at Manhattan's Le Cirque) are being consumed with food at some upscale venues.



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Burrelles Luce

Even with all the innovative new ways Cognac can be consumed, the spirit is still primarily a cold weather sipping drink.

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Burrelles Luce

Friday, December 1, 2006
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Location: SKOKIE, IL

P-O-P TIMES

Microsoft and Design Phase Take Top Honors

Xbox 360 wins Design of the Times competition.

Arlene Havre (left) of Hewlett-Packard and Maureen Marrone (right) of Hunter Douglas evaluate an entry during phase one of judging.

SKOKIE, ILL. — Brand marketers and retailers cast their votes once again in this year's Design of the Times Awards competition, presented by *P-O-P Times*. Bronze, silver and gold award winners, as well as the Platinum and Best of the Times winners, were selected during the In-Store Marketing Expo in Chicago in September. The winners were announced Sept. 27 at the Design of the Times Awards Reception.

The interactive kiosk display for Microsoft's Xbox 360 game system took home the top award. The kiosk was produced by Design Phase Inc.

This year's other Platinum winners were:

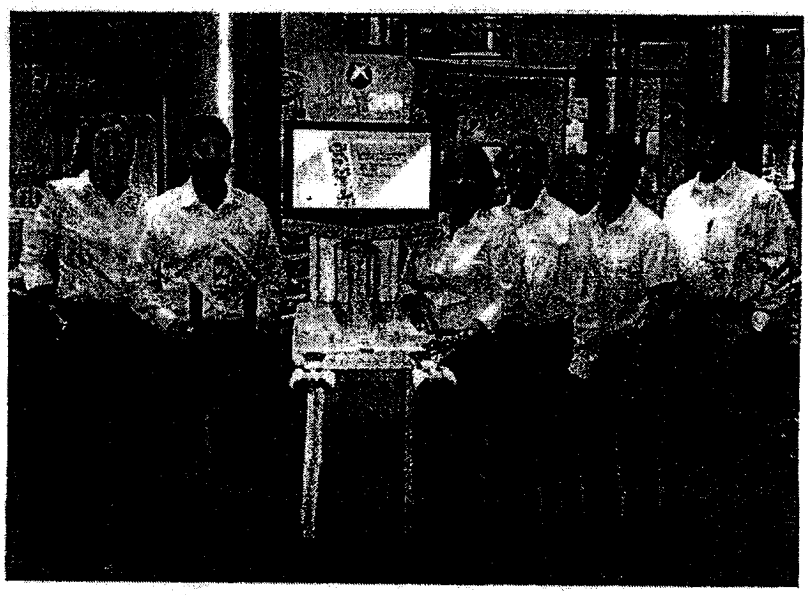
- National Beverage Corp.'s Rip It Energy Fuel Display, designed by Compass Display Group.
- Acushnet's FootJoy GF:II Counter Highlighter, designed by Henschel-Steinau Inc.
- The Home Depot's Scott's Miracle-Gro Display, designed by New Dimensions Research Corp.
- Gatorade's Propel Drip Bottle Glorifier, designed by Rand Display International.
- Timberland Co.'s Timberland Kid's Clubhouse, produced by The Carlson Group.
- Heaven Hill Distilleries' Hpnotiq Acrylic Display, designed by TPH Global Solutions.

Judging took place over two consecutive days prior to and during the Expo. A panel of more than 100 retail and marketing executives from such companies as Frito-Lay Inc., Miller Brewing Co., Nestlé, Nintendo of America Inc., PepsiCo. and Procter & Gamble selected the winning displays. During Phase 1, judges evaluated entries and determined Bronze, Silver and Gold awards.

Final judging took place on Wednesday in the Design of the Times Gallery, located on the show floor. Judges walked the Gallery and evaluated the top-ranked Gold winners to determine the Platinum and the Best of the Times winners.

Sponsors of this year's Design of the Times Awards Competition included Lingo Manufacturing, Mechtronics, New Dimensions Research Corp. and Wetzel Brothers. ■

To see a complete list of winners and contest categories, visit www.instoremarketer.org.



(Left to right) Katie McKillip, Michael Eckert, Mary Beth Hicks, Richard Podolsky, Peter Chow and John Francisco of Design Phase.

Burrelles Luce

Friday, December 1, 2006
Circulation: 19,200
Location: SKOKIE, IL

P-O-P TIMES

Hpnotiq Acrylic Display

Award: Platinum and Gold
Retail Category: Liquor Stores
Display Type: Interactive Displays or Kiosks
Client: Heaven Hill Distilleries, Bardstown, Ky.
Entrant: TPH Global Solutions, Chicago
Size of Run: 2,500
Comments: Brushed aluminum used in this display reflects the wrap on the Hpnotiq bottle cap and the swirl on the slanted top (which keeps unwanted articles off of it) reflects the brand logo.

Burrelles Luce

Friday, December 1, 2006
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Location: MIAMI, FL

SOUTHERN BEVERAGE JOURNAL (AUGUSTA)

holidayshots

National Distributing and Atlanta Wholesale Wine Holiday Trade Show Highlights . . .

by Christine Hoard

National Distributing Company and Atlanta Wholesale Wine joined with Atlanta Foods International for their mega trade show at the Cobb Galleria Center. This marked the 15th annual collaboration where gourmet edibles were provided and live music filled the air.

New beverages included Voyant Chai Cream Liqueur, a tea-based import from Holland made with spices, rum, vodka, tequila and Dutch cream. Rose's introduced new Mojito Cocktail Mixes in attractive glass bottles embossed with a 3D mint leaf pattern. Rose's also has a new Pomegranate Twist Mix for their Cocktail Infusions line. Palm Bay Imports' Grappa Alexander was presented in beautiful hand-blown glass bottles from the Bottega family at Castello Roganzuolo, 30 miles north of Venice, the birthplace of Grappa. Leopold Brothers, distillers of small batch spirits, only makes 30 barches of each type, attendees were able to sample their new peach liqueurs made with Georgia peaches.

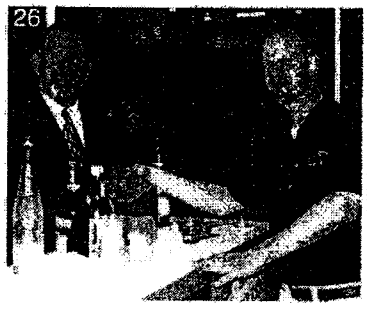
Moonshine is legal, that is 80 proof Catdaddy Moonshine. "We have our permits and we pay our taxes," says representative Joe Michals.

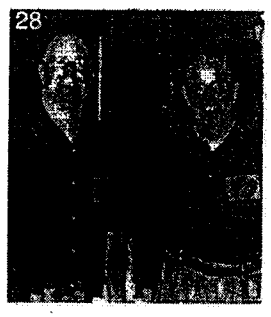
For Vodkas, White Rock has a new watermelon flavor, both Three Olives and Stolichnaya introduced their own blueberry flavored renditions.

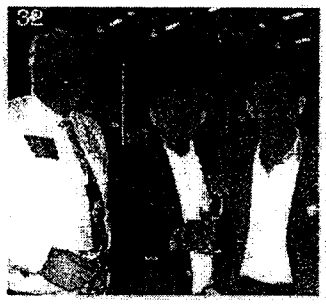
National has a brand new wine supplier company called Vintus which premiered at the show. Also debuting was Jacuzzi wines from California's Carneros region by Cline Cellars. Robert Stemmler wines are now available in half-bottles (375ml). Aral Wine Group's Candoni Wines are new organic wines from Italy. Golden Kaan South African wines from Meridian Mercantile have only been in the Georgia market a few months.

Holidayshots

National Distributing and Atlanta Wholesale Wine Holiday Trade Show Highlights . . .







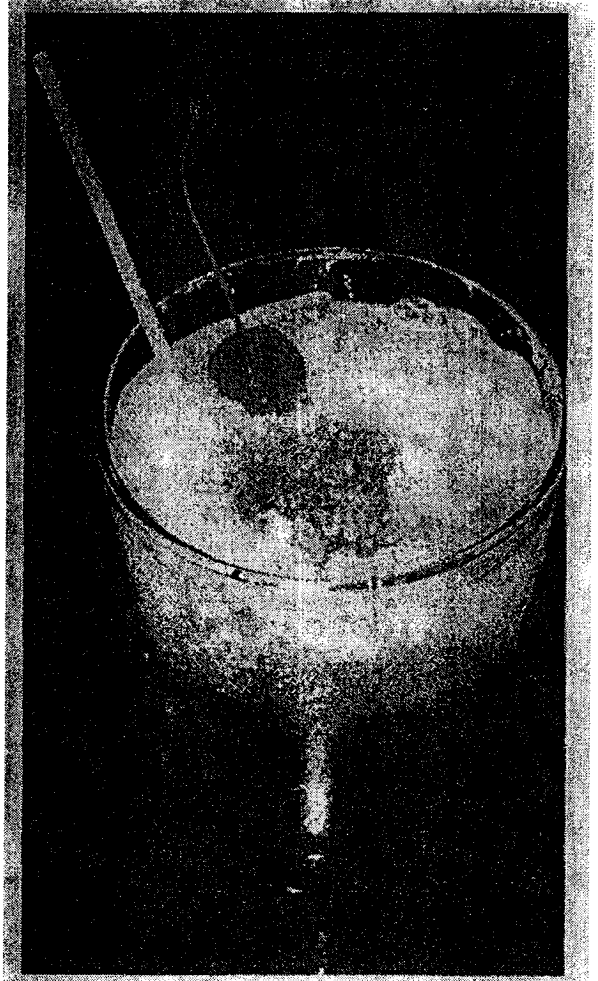
Michael Myers and Rod Tyre for Forest Glen Family of Fine Wines.
lington Imports' Kevin Milliman and Michelle Hodges.
Jeff Bundeschu is President of Gundlach Bundschu Winery in Sonoma.
4. Mark Reese, William Grant & Son, introduces new Altamuda 2005 Pinot Grigio from Italy.
5. Master Distiller Todd Leopold and Distiller Erich Harbowy from Leopold Bros., small batch distillers of fine spirits.
6. Robert Back introduces Voyant Chai Cream Liqueur, a new premium spirit from Holland.
7. "I want my tequila to be known for quality at a reasonable price," says Timothy Boyd, US importer and owner of Oro Azul Tequila.
8. Golden Kaan wines from South Africa have been in Georgia a few months. Glenn Laverick and Wm Laverick are from Meridian Mercantile Company.
9. Deserie Shockley represents Fess Parker Winery and Epiphany Cellars.
10. DS Trading's Ray Corey pours Domaine Du Vieux Lazaret Chat. du Pape Blanc.
11. Reed Kemodle and Cin Alberta for Old Pulteney Single Malt Scotch.
12. Pete Haubenschild for Sky Spirits pours 1800 Añejo.
13. Elizabeth Wright mixes Ketel One martinis.
14. Bill Matthes, Divisional Vice President, Southeast, Beam Wine Estates; and George Briskie, Senior Manager, Sales Training, Beam Global Spirits & Wines, Inc.
15. Frieda Guercio is National Sales Manager for Robert Stemmler Winery.
16. Don Kuebert is National Sales and Marketing Manager at Diamond Oaks Winery.
17. Robert Baker, Director of Sales, Barnardus Winery.
18. Angela Rose introduces new organic Candoni Wines from Azul Wine Group.
19. Rich Bowman, Area Manager, Pacific Wine Partners, promotes Hart's Sconce unwooded Chardonnay and Osmose Shiraz from Australia's McLaren Vale region.
20. Christa Lanos for White Rock Distilleries holds a bottle of new Three Olives Watermelon.
21. Stolichnaya Blueberry is the newest flavored Vodka from Patrick Richards Glen Grimes and Earl Swindle.
22. Freixenet USA's John Lampe.
23. Heaven Hill Distilleries' Steve Alexander, Eastern Division Manager, and Mike Adams, Southeastern Regional Manager, promote Henning Harlequin Liqueur and Christian Brothers Egg Nog.
24. Representing Brown-Forman are Chris Brown, On- Off-Premise Market Specialist; Dana Gore, Georgia State Manager; and Jon Hawes, State Manager, Georgia and Alabama.
25. Michelle Sanchez for Moet Hennessy USA.
26. Robert Camillone, Forty Creek Whisky, and Peter Heeg, Canada's Polaris Importers, Atlanta.
27. Sal Maffettone, Sales Manager, Zaluda Vineyards, and David Shinaberry, Sales for Distributing.
28. Sam Miller, Division Manager, Mid South Southeast Division, Don Schumacher's Specialty Sales with Armando Henry Cardoso, Area Sales Manager, Southeast Three Leaves Screw Wine Company.
29. Rewenda Bowen and the Jose Cuervo 2007 Pocket Magazine.
Seagrave's Kordell Jackson, Rewenda Bowen, and Mark Brennan.
Jim Brancel and Sheldon Nobis represent Lucas Southern Wines, Georgia.
32. Gary Lynn and Michael Kennedy are with the Gary Lynn Winery as they attend Michael Honig's winery Honig Winery in Napa.
33. Vintus, a new wine company represented by Alex Michos, toasted Season's Greetings.
Not Pictured: Larry Nevin, National Director, Chase Limo; Dan Fee, and Chris [illegible] for Kysela Corporate; Jane Tooke for Dan Sue Morton Mexican American Myers, Jr., and Roger Cobb, Southeast region Manager for [illegible]

Burrelles Luce

Saturday, January 6, 2007
Circulation: 74,418
Location: EL PASO, TX

EL PASO TIMES

The drink



Rol Snowcone

1½ ounce Hpnotiq liquor
½ ounce Malibu rum
1 ounce Sprite
Splash of blue curaçao

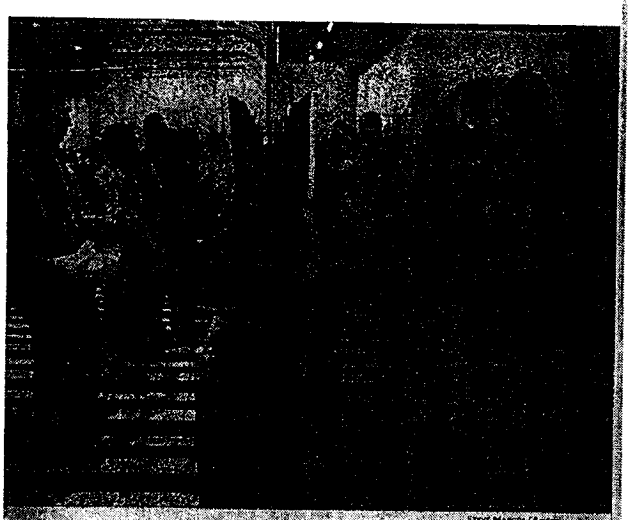
Shake and strain first three ingredients into a short glass. Top it off with blue curaçao. Garnish with a cherry.

Drew Bonney and Tilo Martinez, bartenders at Rol Sports Grill, 2711 N. Stanton.
Information: 313-9765.

Burrelles Luce

Tuesday, January 9, 2007
Circulation: 434,881
Location: SAN FRANCISCO, CA

SAN FRANCISCO CHRONICLE



Steve Marcus / Associated

Guitar Hero II, a game for the Xbox video game system, gets air time Monday at Microsoft's booth at the Consumer Electronics Show in Las Vegas. The trade show runs through Thursday.

Glitz, glamour, gadgets showcased in Vegas

This week's Consumer Electronics Show is an over-the-top extravaganza of digital delights, crowding into Las Vegas and spilling over with tomorrow's must-have tech gear

THE TALKS

Disney and Motorola CEOs eager to discuss plans for digital future

Disney embraces Web 2.0

Walt Disney CEO Robert Iger, appearing at the Consumer Electronics Show on Monday, introduced a revamped Disney Web site that allows users to take advantage of the latest Internet trends to create personal pages filled with Disney games and clips.

Disney's appearance at the show signaled Hollywood's attempt to adapt to new technology, including television and movie downloads for the iPod, streaming clips on the Web, massive multiplayer games, and peer-to-peer technology.

The Web site, which will be launched at the end of the month, reorganizes the site, making Disney shows and characters easier to find.

▸ TALKS: Page F4

THE SCENE

From all over the globe, they come for gadgets — and a week of parties

Long lines, short tempers

The full assault has begun.

More than 140,000 people from all over the world have descended on Las Vegas for the Consumer Electronics Show this week, snarling traffic, filling hotels and overwhelming wireless Internet systems.

The attendees hail from 130 countries. They include journalists and analysts trying to gauge future high-tech trends, buyers from big, national chains and mom-and-pop retailers figuring out which gadgets they must have in their stores, and technology companies hoping to drum up sales for their latest products and services.

The show, in its 40th year, stretches across 1.7

▸ SCENE: Page F4

THE PRODUCTS

New tech gear continues to break old boundaries

The age of ultra-mobile PCs

Laptops are the new workhorse, outselling desktops for the first time last year. But there's a challenger on the horizon.

Ultra-mobile personal computers are starting to make some noise, hoping to cash in on our growing need to be connected at all times. The devices are smaller than laptops yet more powerful than most PDAs and able to plug into the growing number of Wi-Fi networks.

One of the most robust examples is being unveiled at CES by a Nevada company, Seamless Internet. Called the Seamless NeXt Generation, or S-XGen for short, the converged device sports an impressive list of features. It runs on Windows Pocket PC software, includes a fold-out keyboard and runs eight hours on one battery charge. The PC is about 6 inches long, four inches wide and weighs 14 ounces.

The idea is that people don't always want to carry around a laptop but still want to get full PC functions on a mobile device. With the S-XGen, you get a full PC, plus tri-band GSM cellular access, built-in

▸ PRODUCTS: Page F4

Entrance Technologies' WidgetStation, a dual-screen desk clock that allows users to download widgets from the Internet.

Elvis robot busts from Wowee coming the King's hits and are a big hit at the show.

The S-Xgen mobile PC runs the Windows Pocket PC operating system and has a 4-inch screen.

Sharp's 108-inch LCD television is on display at the Las Vegas showcase of new products.

TECH CHRONICLES

[illegible]

They come to Vegas for tech gadgets — and parties

▶ SCENE
From Page E1

[illegible] square feet, filling up the Las Vegas Convention Center and [illegible] to the Sands Expo Convention Center and other hotels [illegible] the Las Vegas Strip. The most [illegible] advice for attendees? [illegible] comfortable shoes.

The other constant: long lines. [illegible] to board the bus. Lines for [illegible]. Lines for food. Lines for [illegible] bathroom.

[illegible] you want to sit and rest, consider getting your shoes shined, [illegible] finding a nice wall and making yourself comfortable on the floor. [illegible] booth, HealthMate, showcased portable saunas.

One person on a shuttle bus said [illegible] took more than half an hour to [illegible] less than 2 miles. Longer if [illegible] included the 20 minutes spent waiting for the bus to arrive and the [illegible] minutes it took to find the stop. [illegible] surprisingly, tempers flare [illegible] people get pushed, shoved, elbowed and jostled, accusing each [illegible], grade-school-style, of cutting in line and saving seats.

But the perks are plenty, too, as [illegible] more than 2,700 exhibitors vie [illegible] attention and try to out-hype [illegible] competitors. At Creative's [illegible] booth, attendees spin a [illegible] wheel and win online music gift [illegible] cards, MP3 players, Webcams, [illegible] headphones or stuffed panda bears.

In the evenings, companies such as Hewlett-Packard and Sony take over Sin City's hottest night clubs and venues, throwing private all-you-can-eat, open-bar parties, sometimes featuring concerts by well-known bands.

There are also plenty of other gimmicks. "Booth babes" dressed in skimpy outfits attract the primarily male audience. A handful of celebrities are making appearances, including the band 3 Doors Down. And then there are the gadgets themselves.

Qualcomm, which makes chips for cell phones, staged an archaeological dig, uncovering past consumer electronic relics such as heavy, brick-like mobile phones.

"I still have one of those lying around," said Kenneth Conde of Ken's Discount Cellular in Phoenix, as he passed the booth. "That's what I started out with 10 to 15 years ago. I'm down to a smaller style now."

— Ellen Lee

Folks love gadgets

If you want to know why there's such a crush of people at CES, consider the money involved.

The Consumer Electronics Association, the trade group behind CES, released some interesting facts showing how Americans spend their time and money in the 21st century.

▶ The average U.S. household is projected to spend nearly $2,000 on consumer electronic devices in 2007. That's up from $1,251 per household in 2005 and way, way up from the average of just $84 spent in 1975. The entire U.S. consumer electronics industry is expected to ship a record $155 billion in products this year.

▶ The average U.S. household has 26 consumer electronic products: TVs, video games, digital cameras, cell phones, iPods and more. That compares with 17.4 products per household in 2000. Back in 1975, before there were cell phones and VHS players, Americans had an average of just 1.3 products, probably a TV and a radio, says the CEA's Sean Wargo.

▶ Today, each household has nearly three TVs, and the growth in sales of new flat-panel monitors is increasing that total. Display technology revenues, led by a spurt in LCD-TV sales, are expected to reach $20 billion in 2007. The higher prices of flat-panel displays are also driving up industry revenue figures.

▶ One category, home audio, is stuck in "the doldrums," Wargo said. The association projects $2.6 billion in radio and audio system sales in 2007, a drop from $3.4 billion in 2002. The category has been hit by a shift in spending to other gadgets such as TV displays and MP3 players.

— Benny Evangelista

CES Monster-style

We caught Noel Lee, founder of Brisbane audio equipment-maker Monster Cable, rolling around on his Segway on Saturday at the Sands Expo Convention Center.

Getting around the show is hard enough — its 1.7 million square feet of space equals 35 football fields. But Lee also has a degenerative hip, so he uses the Segway to get around.

Early attendees at CES might also have picked up the company's red goody box, which included a two-disc collection of music by Benson and Jarreau, a headphone splitter and a small power strip.

— Ellen Lee

The party scene

The real reason to attend the Consumer Electronics Show? The parties.

Although we have to say, at first glance, that this year's lineup doesn't quite measure up to last year's. Last year included private performances by the Goo Goo Dolls, the Killers, Stevie Wonder and the Black Eyed Peas. This year, it's 3 Doors Down, George Benson and Al Jarreau. (Unless there are parties we haven't heard about.)

Hewlett Packard threw a bash Sunday night, taking over the Pure nightclub at Caesars Palace. It featured a cover band and dancers swirling glow-in-the-dark hula hoops, alongside demonstrations of products by HP and its partners.

Held for HP and its friends, the open bar included some specials:

▶ "AOLicious": Hypnotic liquor, Malibu coconut rum, pineapple juice.

Jae C. Hong / Associated Press

The Las Vegas Convention Center is packed Monday as the annual Consumer Electronics Show opens its doors. An estimated 140,000 people are expected to attend.

▶ "AMD Appletini": vodka, apple pucker schnapps, apple juice.

▶ "Disney Dreamwater": sparkling spring water.

▶ "HP Hi-def Hi-ball": vodka, tequila, rum, gin, triple sec, Coca-Cola.

▶ "Rhapsody in Blue": raspberry vodka, fresh sour, Sierra Mist, blue curacao.

▶ "Symantec Screwdriver": vodka, fresh orange juice.

▶ "Voodoo Politan": Mandarin & Citron vodka, Cointreau, fresh sour, cranberry juice.

— Ellen Lee

Keywords for new tech gear at CES: Faster, smaller, mobile

▶ PRODUCTS
From Page E1

Wi-Fi and a 30-GB hard drive.

The device has plenty of company these days, as [illegible], Samsung and even the Bay Area's OQO introduce some form of compact or tablet PC.

At a suggested retail price of $1,395 with Windows Office Suite, the S3Gen will likely first appeal to road warriors. But company officials think it won't be long before we all want our own mobile, do-it-all machine.

— Ryan Kim

108 inches of LCD love

A 65-inch LCD television? Kid stuff. Sharp announced at CES a 108-inch LCD television, the latest in its Aquos line. It blows its own 65-inch Aquos out of the water, still the world's largest available LCD TV, unveiled at CES two years ago.

LCD televisions tend to be smaller, yielding the bigger sizes to plasmas and rear projection sets. But Toshihiko Fujimoto, president and chairman of Sharp Electronics Corp., said at a news conference that LCDs are finally coming of age and ready to be the dominant TV set model.

He said LCDs can beat plasmas on resolution and are equal to their rivals in contrast ratio and response rates. And now they can beat plasmas in sheer inches.

The TV hasn't been priced yet, but should be available this summer. It's unclear who will want to buy one of these giants, but that's what people said about the 65-inch TV when it debuted, according to Bob Scaglione, Sharp senior vice president.

— Ryan Kim

Yahoo

Yahoo Go 2.0 allows expanded and personalized mobile search from cell phones.

Yahoo on the go

Yahoo unveiled a mobile application at CES called Yahoo Go 2.0 that it hopes will come to define the mobile Internet experience.

The service, which is in beta testing and can be downloaded to about 70 kinds of phones, is a newly organized Yahoo home page that delivers a wealth of information and services for mobile phones. It features a search product, Flickr access and a host of other services that have been reinvented for mobile phones.

The big thing will be mobile search, which Yahoo's Marco Boerries said could someday become bigger than traditional PC searches. He said Yahoo has created a service called oneSearch that intuitively knows what kind of search results you're looking for. It's not just a million results, it's cherry-picked information with the mobile user in mind.

The list of services that are available from the Yahoo Go home page (mobile.yahoo.com) includes finance, weather, news, sports, e-mail, music, Yahoo messenger and an address book.

The challenge for Yahoo is to strike agreements with cellular carriers. So far, it has lined up 10 international operators, but none in the United States.

— Ryan Kim

Seagate

Seagate's FreeAgent Go Small (right), shown next to a cell phone, is a portable hard drive.

Seagate's backup plan

Seagate of Scotts Valley has a new line of external hard drives made to appeal to average users, who are just now starting to realize the dangers of losing all their photos and videos and music files.

Seagate unveiled a new line called FreeAgent at CES that it hopes will become more than just a backup device. The storage units, which can hold up to 750 GB, are installed with software that allows a user to plug the unit into a new computer and call up all their usual settings and preferences.

Now, a user can hold onto the palm-sized drive and move from computer to computer without lugging a laptop around. The hard drive won't leave any files or other traces on the third-party computer, and it syncs with your old computer when you return, applying any changes you may have made.

— Ryan Kim

Robotic Elvis head

Wowwee.com got the CES crowd all shook up with a talking, singing Elvis bust.

If you want to channel your inner Elvis, you can also hook up a microphone and sing through Elvis. That is, it's his lips moving but your voice coming out. Robot Elvis is expected to appear later this year, this being the 30th anniversary of the king's death.

Check out our video of the robotic Elvis, online at sfgate.com/blogs/tech.

— Ellen Lee

Samsung's mobile TV

We got a chance to road-test Samsung's new A-VSB mobile television technology Saturday, and despite some technical difficulties, it delivered as promised.

In order to do so, a Las Vegas television station agreed to send us a separate signal full of what appeared to be Chinese gymnastics and table tennis. And that's exactly the way this technology works. A local broadcaster can use Samsung's new technology to section off a new stream of content that is expressly designed for mobile users. Conversely, mobile users can gather in that specific stream, which is expressly coded for transmission on their mobile phones or car-embedded televisions.

The technology allows you to watch television while on the move. Even while our test shuttle bus was whizzing through Las Vegas traffic, the signal came in strong. We had to endure a couple moments of pixelation while the receiver locked onto the signal, but that was nothing considering that traditional receivers can't operate in a moving vehicle.

Who would want this? With the relative low cost of installation for broadcasters, which might result in no fees for users, it might be a good complement for all the DVD players in SUVs and minivans. If all goes according to Samsung's plans, there's no reason that broadcasters won't fall in line.

— Ryan Kim

Value-added video

The Chronicle's Benny Evangelista is on the scene at CES, shooting video on the floor and posting it on The Tech Chronicles (sfgate.com/blogs/tech).

Here's a sample of the videos you can find from Benny:

▶ Rick Clancy, senior vice president of Sony Electronics Inc., talks about the company's plans to offer flat-panel Bravia monitors that connect directly to the Internet without the use of a computer.

▶ If you can't live without the music in your iPod when you hit the beach, or sing in the bathtub, you might want to watch the video of the [illegible] Waterproof Sound Case for the iPod, [illegible].

▶ Watch CNN technology analyst Larry Magid test the [illegible] Flight Sim, a computer-controlled flight simulator made by [illegible].

— Benny Evangelista

Not your average alarm clock

It might look like an alarm clock, but [illegible] new WidgetStation is quite a bit more. The device serves up two LCD screens that deliver simple information like time and date as well as more complicated stuff like weather forecasts, stock quotes and RSS feeds.

You can also browse photos sent from a computer. The computer can be anywhere, so you can send grandma one of these and then keep updating photos of the grandkids for her remotely.

The device, which is being featured at CES, works via Ethernet or a Wi-Fi connection and doesn't require you to have it tethered to a computer. Pricing hasn't been set, but company officials say the device will be available sometime in the first part of this year.

— Ryan Kim

Palm Treo 750 for Cingular

So it's official, though not quite a surprise: The Palm Treo 750 is coming to Cingular, the two companies announced at CES. The cutting-edge Treo is the first to sport high speed UMTS data service and is a counterpart to the 700 lines that have been available on Verizon and Sprint.

Palm

Palm's Treo 750 operates on Cingular's high-speed network.

The phone, available now, sells for $399.99 with a two-year contract and mail-in rebate. Palm said the phone will support Cingular's supercharged HSDPA data service when that comes online later this year.

— Ryan Kim

Texting tricks

The big challenge for a lot of people is learning to speedily type text on conventional cell phones if you don't have the T9 predictive text typing going and you don't want to take on the extra [illegible] that comes with a full keyboard, there aren't a lot of options.

LG Electronics, ever vigilant, is looking for ways to kiss those texting blues goodbye. The company is showing off its LG AX490 at CES after it was recently named a CES wireless honoree for the text-input design of the phone.

The phone features a traditional setup of numbered keys. But at the corner of each button is a raised small [illegible] button that each features a letter. There are four letter buttons per row, all in alphabetical order (QWERTY [illegible]), which makes it a bit hard to get used to.

You can find the phone on Alltel Wireless [illegible] now.

— Ryan Kim

Disney and Motorola CEOs eager to discuss plans for digital future

▶ TALKS
From Page E1

Disney Xtreme Digital is the Mouse House's take on Web 2.0. Users can surf through 27 channels, finding content such as the popular "High School Musical" movie and Disney's fast-rising sensation Hannah Montana. Each site features widgets that users can move around the screen, such as a video player and an instant messaging box. They can also pick their favorite clips and games and move them into a virtual backpack that travels with them as they browse through the site.

Users [illegible] create personal channels, incorporating the clips and games they collected in their backpack, as well as adjusting the background, avatar and skins to suit their taste. They can then share their channel with other members and their friends.

"This is Disney.com on steroids," Iger said.

But Disney, whose primary audience is 14 years and younger, said it does not want to make it possible for users to upload information that could identify them, such as photos or data such as their age and hometown, which is possible on popular social networking sites such as MySpace.

In the future, Disney may also enable users to [illegible] backpack with [illegible] phones and [illegible].

Disney, whose [illegible] Apple Computer [illegible] CEO [illegible] Pixar Animation [illegible] Steve Jobs, [illegible] embrace new technologies. It was the first [illegible] shows, and many [illegible] deals with Apple. And it was offering [illegible] episodes of shows such as [illegible] "[illegible] Attorney" on the Web last year.

— [illegible]

Motorola's future

[illegible]

[illegible] Motorola [illegible] a [illegible] that [illegible] within a new [illegible].

[illegible] "Follow Me" technology, which allows viewers to [illegible] working on the ability to show television programming live on a cell phone [illegible].

Zander also [illegible] headsets [illegible] and phone calls. And he also talked about [illegible] partnerships with [illegible] Technology, the [illegible] it bought last year, and new agreements with Yahoo [illegible].

[illegible] special [illegible] about phones. He [illegible] new Z8 slider phone available later this year that will use Microsoft's digital rights management technology and will [illegible] Media Player.

Speaking of music, Zander [illegible] announced a partnership with Warner Music to [illegible] music-based products and experiences for mobile phones. [illegible] tangible thing that will [illegible] photo [illegible] on album tickets [illegible] events.

[illegible] conference for the tech giant, but it included [illegible].

— [illegible]

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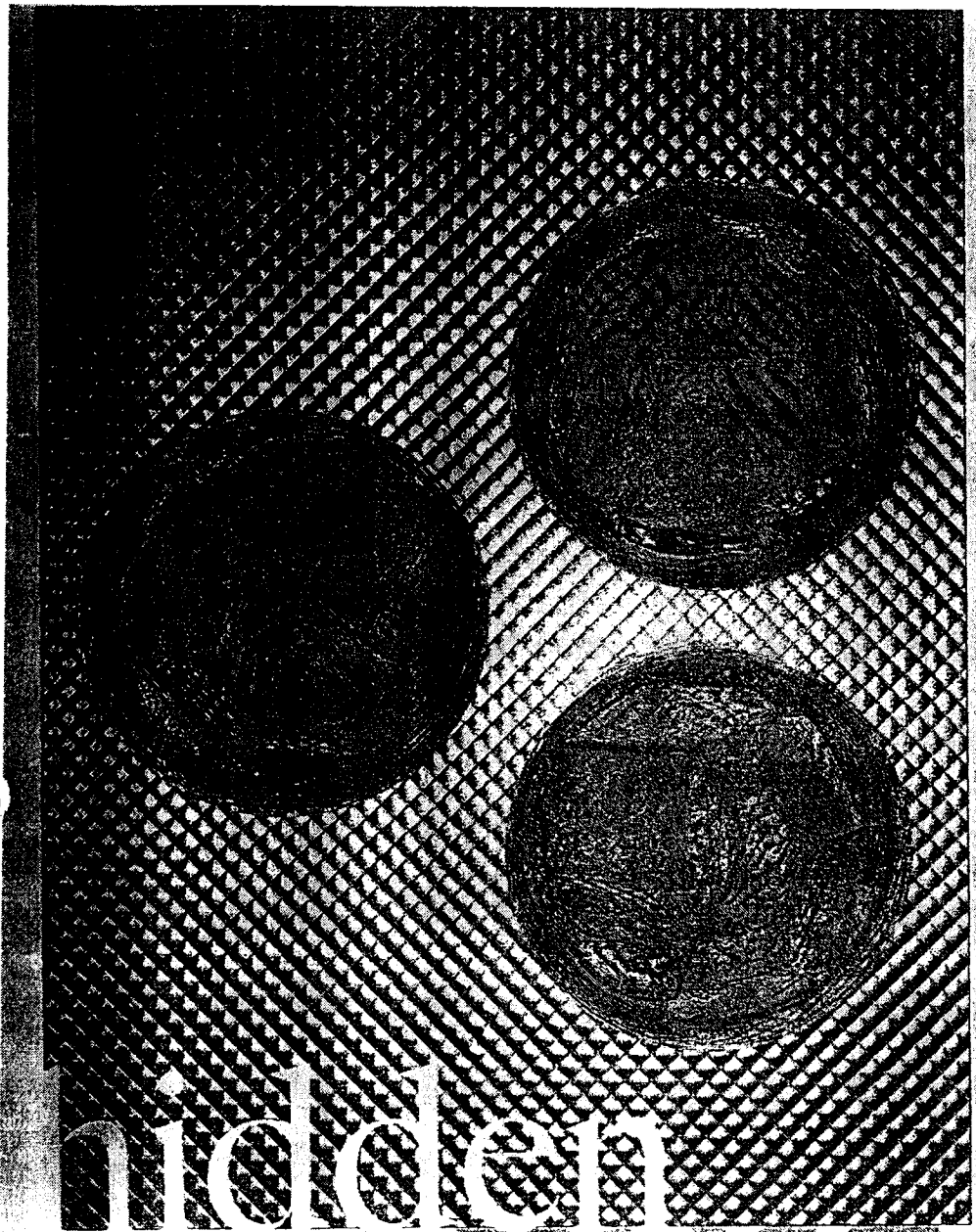
SCOTTSDALE TRIBUNE



hidden gems

PUT THOSE FORGOTTEN SPIRITS TO USE ONCE AGAIN

About the same era Santa was delivering Cabbage Patch dolls to your niece, you hosted a holiday party and bought a few of those flavored liqueurs like amaretto, Kahlua and crème de cassis.

Come on, you know who you are.

RECIPES ON PAGE D4

It was about the same time Mateus and Cold Duck were the wines of choice.

Let's face it. We all have a cabinet full of dust-covered bottles of peach schnapps, chartreuse and Drambuie that, at the time, sounded like fun to buy, but then we forget that they are there or the spirit falls out of fashion. I mean, when was the last time you mixed a black Russian (Kahlua and vodka on the rocks) in this martini-mad world?

Sometimes we simply forget what the spirits taste like. It's hard to keep track with some of the obscure, often European, names like Chambord, Frangelico, Campari and the previously mentioned elixirs. Plus, you've heard of a lot of these liqueurs, but don't know what to do with them. What you need is a glossary of flavors and a few sure-fire recipes to put them to use.

You can even update your favorite classic cocktails such as the margarita by adding a splash of, say, Chambord and turn them into raspberry margaritas. Your friends and neighbors won't see it coming, but it will surely add some flavor to your next dinner party.

SEE GEMS • PAGE D4

FROM THE CELLAR

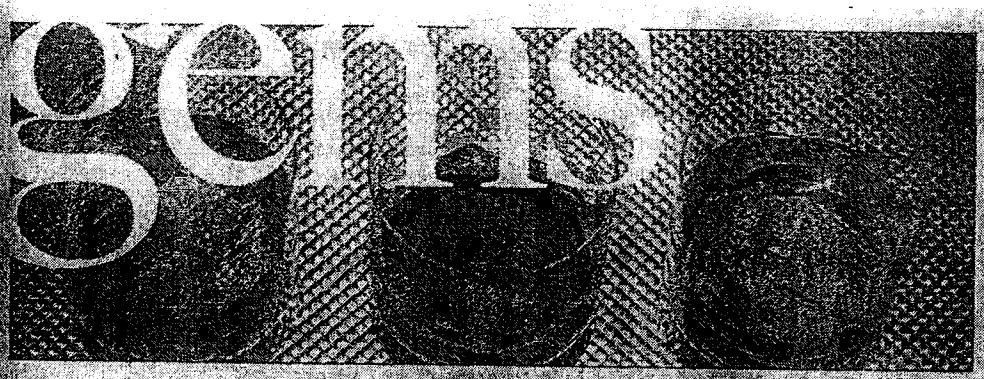
MARK NOTHAFT
FOR THE TRIBUNE

On TV

Mark Nothaft will discuss specialty liqueurs and mix a few recipes today on "Sonoran Living Live!" which begins at 9 a.m. on KNXV-TV (Channel 5).

JUST ADD ICE: Chambord, Hpnotiq and amaretto liqueurs lend their jewel-like tones to mixed drinks like, clockwise from left, the Spring Fling, Blue Breeze and Cosmo Milano (served here over ice).

PHOTO BY TORU KAMANA, TRIBUNE


gens

FROM PAGE D1

WHAT'S IN YOUR PANTRY?

Amaretto: Originated in Italy in the 16th century. Sweet, almond flavor. Di Saronno is the most famous brand.
Bailey's Irish Cream: A sweet, creamy mix of Irish whiskey, cream and coffee flavoring.
Chambord: Raspberry-flavored liqueur made in the Loire Valley of France for 300 years.
Campari: Proprietary bitter herb-fruit infused liqueur from Italy. A splash with orange or grapefruit juice is a nice combination.
Chartreuse: A powerful and aromatic herbal liqueur. Good as a digestive or thinned out over ice with tonic or soda water.
Cointreau: Famous orange liqueur from France. Versatile ingredient in many cocktails, including margaritas.
Crème de cassis: A liqueur made from black currants. Became famous after the mayor of a town in France mixed it with white wine, making a Kir cocktail.
Drambuie: Scotland's great contribution to the world of liqueurs. A flavorful mix of Scotch whisky, herbs and honey.
Frangelico: Premium hazelnut liqueur from northern Italy dating back 300 years.
Galliano: Another proprietary herbal liqueur with more than 80 ingredients. Impressions of licorice, vanilla and anise. Known from yellow color and long, narrow bottle.
Godiva Chocolate Liqueur: As its name implies, this stuff is silky smooth and chocolatey. White and dark varieties.
Grand Marnier: Part II of the French orange liqueur juggernaut. Between this and Cointreau, the French own the orange segment. Gran Gala is a lower-cost Italian equivalent.
Hpnotiq: A new entrant but one that will stick. Nice, flavorful mix of French vodka and brandy with loads of citrus. Vibrant colors make it well-suited for martinis.
Kahlua: Famed coffee-flavored liqueur from Mexico. Great in coffee and baked items.
Malibu: Coconut-flavored rum from Barbados. Considered a liqueur since it's sweeter and lower in alcohol than most coconut rum spirits.
Midori: Japanese word for "green," and the main selling point of this melon-flavored liqueur.

Got a wine- and spirits-related question you'd like to see addressed in a column.
Contact Mark at mknethaft@cox.net.

WHAT YOU CAN MAKE

SPRING FLING

1/2 ounce vodka
1/2 ounce rum
1/2 ounce gin
1/2 ounce Cointreau
1/2 ounce Chambord
1/2 ounce simple syrup
1/2 ounce fresh lime juice
Soda water
Ice
Lime wedges

Preparation: Combine ingredients in a collins glass filled with ice and stir. Garnish with lime wedge.

FRANGELICO COCO

2 ounces Frangelico
5 ounces hot chocolate
Whipped cream

Preparation: Combine Frangelico and hot chocolate in a mug and stir. Top with whipped cream and garnish with chocolate sprinkles.

DOUBLE ESPRESSO-WHITE CHOCOLATE MARTINI

3 ounces espresso coffee-flavored vodka such as Van Gogh
3 ounces white chocolate Godiva liqueur
White chocolate shavings
Ice

Preparation: Add vodka and chocolate liqueur to shaker with ice. Stir or swirl to avoid foaming. Strain into martini glass and garnish with shavings.

BLUE BREEZE

2 ounces Hpnotiq blue liqueur
1 ounce Malibu coconut rum
Pineapple juice
Ice
Lemon and orange slices

Preparation: Pour Hpnotiq, Malibu and pineapple juice over ice in a cooler glass and stir. Garnish with lemon and orange slices.

COSMO MILANO

2 ounces amaretto
2 ounces citrus vodka
1 ounce cranberry juice
Ice
Maraschino cherry

Preparation: Combine all ingredients except cherry into shaker with ice. Shake until chilled and strain into martini glass and garnish with a cherry.

MIDORI MOJO MOJITO

12 mint leaves
1/2 lime
2 tablespoons simple syrup (or 4 teaspoons sugar)
Ice
1 1/2 ounces light rum
3/4 ounce Midori melon liqueur
Club soda
Lime wedges
Sprigs of mint

Preparation: Muddle mint leaves and lime in tall glass. Cover with simple syrup and fill glass with ice, add rum, Midori and top off with club soda; stir well. Garnish glass with lime wedge and sprigs of mint.

Burrelles Luce

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BEVERAGE

CORDIALS+ LIQUEURS

From exotic to mainstream, the number of cordials and liqueurs in today's marketplace is enough to make anyone's head spin. The word 'choice' has been taken to uncharted territory as flavors sprout up like multi-colored flowers, ready to be picked and poured into a variety of concoctions. That said, another fruitful year is on the books for this kaleidoscopic category. THE ADAMS LIQUOR HANDBOOK reports that the numbers for both domestic and imported cordials and liqueurs rose to 20.7 million 9-liter cases, up 3.3% from the previous year. Sales in domestics went up by 1.7% with 10.2 million cases showing while imports earned even better bragging rights with a volume increase of 4.8%, which brought them to 10.5 million cases sold. This growth has been propelled by the continued success of household name brands, brands that have been reinvigorated and the celebrated arrival of some new contenders. At this point it's almost passé to even mention the continued momentum of the cocktail craze – but when looking at this category one would be remiss not to. Bartenders love the fruity spirits for their versatility and consumers – from Baby Boomers to Gen Yers – love them for the countless cocktails they have been a part of. Here's a look at what's happening in the world of cordials and liqueurs.

by AIMEE PONTI

THE IMPORTS

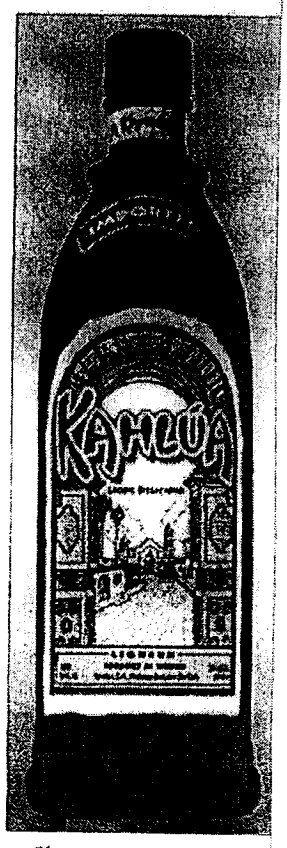
JAGEMEISTER's brownish red pulls in major green. The number one import, again, Jagermeister grew almost 28% in 2005. Amanda Lechner, Marketing Brand Manager of Jagermeister for The Sidney Frank Company, chalks the success of Jagermeister up to several things. "Perseverance over the years as well as innovation and creativity in our marketing and promoting has been key," she says. This has been helped by the advent of the Jagerbomb, a Jagermeister with Red Bull cocktail. In fact, Lechner calls its popularity nothing less than tremendous. The presence of the Jagermeister Tap Machine continues to be another valuable tool for the brand. Jagermeister continues its presence in the music industry and at last count is sponsoring over 60 bands around the country. They also sponsor Naylor Racing, one of the National Hot Rod Association's (NHRA) pro-stock teams. Jagermeister's fans continue to be between the ages of 21 and 31, and the ice-cold shot is still the preferred way to drink it. She wasn't giving anything up in terms of what's in store for 2007, though she did allude to some major surprises.

BAILEYS goes beyond the original. The "if it's not broke then don't fix it" is an adage that doesn't fly with a brand the size of Baileys who realized they could only rest on their laurels for so long. So they took the logical approach and talked to their consumers. The end result was the creation of Baileys Mint Chocolate and Baileys Caramel. "Those are the flavors that, for our consumers, were most relevant to them and that's why we're launching them," says Ami-Lynn Bakshi, US Brand Director of Baileys for Diageo. Bakshi explains that the duo of new flavors is being supported via stand-alone advertising in addition to consumer sampling. One of the latest trends that has caught Bailey's attention is consumer's attraction to the Drinkable Dessert. "Chefs and mixologists are really experimenting with flavors and ingredients and looking to create innovative liquid desserts – it's a fantastic fit," remarks Bakshi. Baileys has also started to offer, on-premise, Baileys Chocolate Cups – a one and a half ounce chocolate cup to fill with Baileys Original, Caramel or Chocolate Mint. Plans are in motion to have the cups available for the off-premise consumer in time for the '07 holiday season.

DRAMBUIE's spirit lives on. Drambuie is the fabled liqueur created in the eighteenth century as the personal drink of Prince Charles Edward Stuart of Scotland. After a number of declining years, the brand is again experiencing growth. Giles Hanson, a representative from Maloney & Fox Public Relations, theorizes that many forces converged from both the business and promotional side to put Drambuie back in the limelight. "When the brand decided to re-launch about a year and a half, quite a few things were brought in," he notes. For one thing, TV ads have been running since October of 2005. "A lot of their commercial budget has gone into TV and it's been very successful," says Hanson. Drambuie also ran a series of private events called "The Drambuie Den", which consumers obtained invitations to via the brand's website. The location was kept secret and revealed via e-mail. "We ended up having something like 300 people a night come in and sit down, lounge and relax," remarks Hanson. "The Den events offered things like shoe shines, massages, on-the-spot shaves – all geared toward a more modern interpretation of something classic." Hanson adds that the goal for Drambuie is to embrace its history and legacy, while also familiarizing a whole new generation of drinkers with it. "I know that sounds cliché, but it's traditionally been seen as that dusty bottle on the shelf and as only ever being drunk on the 19th hole on a golf course by people who are my father's age," he quips. Hanson also states that Drambuie is not interested in being positioned as a drink for pounding or doing shots of. "It's definitely retained the kind of refinement towards a male audience between the mid to late 20s to late 30s, that's where the focus has shifted to." As for the popular way to consume Drambuie, Hanson points to the Drambuie & Soda, which is served as a long drink. This past year the Drambuie Fizz was introduced, it's a shorter cocktail and is a take on the Caipirinha, a cocktail made with Brazilian rum, limes and sugar syrup. "We feel that one of the things that people like about Drambuie, and probably the thing that unites everybody regardless of how they like to drink it, is the fact that is has a very unique taste they haven't necessarily had elsewhere," surmises Hanson.

HPNOTIQ is still casting its spell. Few brands in the cordials and liqueurs category have seen such a meteoric rise to fame as France's Hpnotiq, which is imported by Heaven Hill Distilleries. It's the cool blue magical liqueur that arrived like a super nova in 2002 and within a year of that had sales numbers through the roof. Since then the numbers have leveled some, but they still maintain an impressive fourth place position among imports. Although falling slightly this past year, Justin Ames, Brand Manager at Heaven Hill Distilleries, isn't losing any sleep. "We knew there was no way we were going to keep expediential growth continuing," he says. Ames explains that Heaven Hill chose to reinvent the brand while continuing to feed the Hip-Hop world. "It seems to be working," remarks Ames. The popularity of Hpnotiq stems a lot from the younger generations fixation on flavor and their, as Ames puts it, "sweeter palette". He states, "You can see that generation as it progresses really embracing flavored liqueurs which has been very good for us." Ames underscores the three-tiered message that Hpnotiq aims to convey: "We've been talking about mixability, the broad appeal of the brand and awareness." What's surprising however is that Hpnotiq actually has a very low awareness and Heaven Hill's been addressing this through a national ad campaign in magazines such as ROLLING STONE and IN STYLE. 2007 brings with it the "Sip the Ocean Blue" campaign, which centers on a mermaid theme. "We go into an account with the theme for a promotion where it adds a little more memorability and also a little bit more interaction with the consumer," says Ames. "The data that we have on our awareness is that even though Hpnotiq is selling lots and lots of bottles, our awareness is still very low, and what that means is there's huge upside potential for this brand," explains Ames.

KAHLUA's headed toward a comeback. While still the number one coffee based liqueur in the world, Kahlua's numbers went down slightly in 2005. Presently it is number three in the imports category. Time will tell to see what impact its acquisition by Pernod Ricard USA will have on the brand. Patrick Carroll, Senior Brand Manager for Kahlua, comments that there's a lot in store for the brand, saying, "Kahlua has a full plate of advertising and marketing initiatives in store for 2007 including a very aggressive broadcast schedule for three new 'Everyday Exotic' TV ads." Something that will certainly help the brand is its longstanding name brand recognition. Carroll remarks, "Kahlua is unique in that it is not just another ingredient but rather the base in many popular cocktails including the White Russian, Black Russian and Mudslide." On the local front, Kahlua will be a primary sponsor of New England Flower Show in March.



A DISTRIBUTOR'S PERSPECTIVE

The Martignetti Company carries most of the brands mentioned in this article. During a recent conversation, Assistant Vice-President David Boyle spoke about the category from several angles. First up was the subject of Kahlua. "Kahlua itself is down in cases, they had their spike a few years ago and there was a really heavy focus with the brand on-premise," explains Boyle. However, he also says there's no need for alarm. "There are some knockoffs but Kahlua is the category leader. I know they're down in Massachusetts but still, for a coffee liqueur there's nothing that touches it." Moving on to Jagermeister, Boyle says that it's a freight train that's showing no signs of slowing down. He gives credit to Sidney Frank for taking the brand to where it's at in part by the introduction of the Jagermeister Tap Machines, which are as commonplace as cash registers in many college area bars. "That's Sidney Frank – he was the ultimate marketing guy; a very smart guy." Grand Marnier, Boyle reports, has started a flight program. "Flights are a new popular thing for people that want to try a little bit of everything," he says. Grand Marnier offers flights of their Cordon Rouge with the Centenaire and the Cinquantenaire, which translates to the regular Grand Marnier, the 100th anniversary and the 150th anniversary. Continuing with imports, Boyle says that Cointreau is still in the thick of things due to the on-going martini trend. "There's a new martini every month, but the traditional Cosmo is alive and a traditional Cosmo is made with Cointreau." Boyle does notes that Cointreau has taken a hit in some of the margarita business because it's a fairly expensive cordial so people are using substitutes. That aside, he maintains that numbers are up; they're doing great and have recently hired, in this market, a Cointreau specialist, Danielle McAuliffe, who is involved with a promotion called "Be Cointroversial". Turning to domestics, both Southern Comfort and the De Kuyper line were examined. "Southern Comfort, depending on who you talk to, wants to be a cordial but they also want to be a bourbon," says Boyle, adding that you can often find it in 2 to 3 locations in liquor stores. "Whether that's right or wrong, I don't know," he remarks. He also contends that Brown-Forman focuses most of their attention on Jack Daniels, and that Southern Comfort doesn't seem to have the same on-premise presence that they did a few years ago. De Kuyper is a shining star for the Martignetti Company. "De Kuyper came out with those Pucker flavors and has just done great things with them," he concludes. Interestingly, when the top 20 states are ranked by their share of distilled spirits spending on cordials and liqueurs, Massachusetts is number one – with 20.3% – which translates into $305 million dollars.

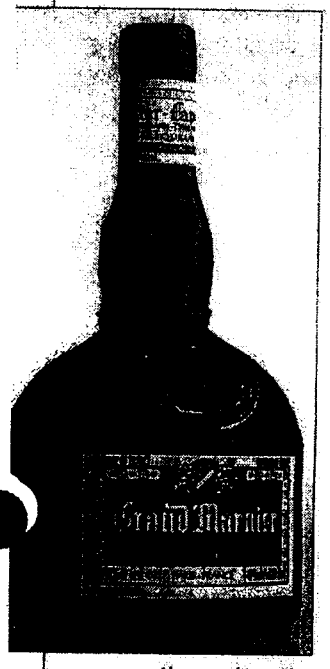
TUACA was heaven sent from Italy. Tuaca, a vanilla citrus liqueur, has been around since 1958 and is produced in Liverno, Italy. There's a US military base over there and after World War II, or so the story goes, American servicemen discovered the brand and brought it back with them. Brown-Forman began importing Tuaca in 1999 after purchasing a 45% stake in the brand. In 2003 they finished the deal and are now the sole owners. Erin Schlader, Managing Director for Developing Brands for Brown-Forman, says, "The brand, when we began importing it, was about 38,000 cases. In the US over the last twelve months it's sold 125,000 cases. It's grown quite well." In fact, Tuaca has won the Adams Media Fast Track award twice. As for the best way to consume it, Schlader recommends just chilled straight up. He also mentions the Tuaca Lemon Drop and Tuaca & Pineapple as other popular drinks. In terms of growth, Schlader says, "Bartenders have been really responsible for the growth of the brand." Their one major PR push is The Tuaca Body Art Ball, which ran in 18 cities around the country. These are private industry events that feature local artists in each city body painting Tuaca performers who in turn perform a choreographed runway show set to synchronized lights and music.

AMARULA is the exotic import from South Africa. The folks at Brown-Forman also mentioned their Amarula, which they began importing four years ago. "Amarula is one of the few premium brands that has a different product story to tell," says Erin Schlader. It is of South African origin and is made from the exotic marula fruit. Schlader remarks that it's been growing in double digits.

DISARONNO goes from the Renaissance to retail success. Invented in 1525 as a gift of love during the Italian Renaissance, Disaronno Originale had a superb year with close to a 5% increase in sales. Why such an impressive year? Emil Jattne, Brand Manager for Disaronno for Bacardi USA, has a pretty good idea. "People have always enjoyed the rich, smooth taste of Disaronno on the rocks, often as an after-dinner sipping liqueur. Now, through advertising and promotional efforts, people are discovering new ways to enjoy it and more occasions where it can be served," he explains. On that note, Jattne refers to the "Ice Cube" TV spot, which he says has been particularly effective in promoting the brand's versatility. This year look for some

Valentine's specific programming from Disaronno as well as year 'round cocktail suggestions and holiday specific packaging. Disaronno is yet another beneficiary of the up-drink phenomenon and Jattne is aware of this. "People have expanded their epicurean world and are continuing seeking out new and different taste experiences. The cocktail craze combines this pursuit with a social aspect," he says.

GRAND MARNIER and **COINTREAU** are cocktail ingredient royalty. Driven by the everlasting popularity of mixed drinks, particularly margaritas and Cosmos, Grand Marnier and Cointreau both posted substantial increases this past year. Consumers and bartenders alike embrace both brands for the aforementioned mega drinks while also finding them homes in other cocktails and, in the case of Grand Marnier, a snifter by the fire. Ian M. Crystal, Senior Brand Manager for Grand Marnier at Moet Hennessy USA, highlights several contributors to his brand's performance. "Growth has come from both the retention of existing consumers as well as the recruitment of new ones. Both initiatives require the use of advertising, on- and off-premise brand building tactics and steady investment," he says, adding, "Grand Marnier has continued to talk to and engage bartenders, retailers, distributors, and others in the industry. There is recognition that these people are the gate keepers and an important component in the success formula for the brand." Building on the popularity of the Cosmopolian and consumers gravitating towards high-end spirits and liqueurs, Grand Marnier has teamed-up with Belvedere Vodka to promote the Grand Cosmo. Over 200 sampling events have been conducted throughout Boston. To encourage at-home mixologists, the Grand Cosmo is supported with a range of off-premise POS. Turning to Cointreau, Roberto Cruz, Senior Brand Manager for Cointreau at Remy Cointreau USA, also gives a nod to the omnipotent margarita and Cosmo. In terms of their approach, Cruz operates from two angles. "Cointreau engages in a two-prong strategy to promote the brand, starting with building brand image and awareness through advertising, PR and numerous sampling events at premium venues across the country," he states. To that end, Cointreau rolled out their "Lips" campaign which featured four ads each depicting a set of lips matched to a Cointreau cocktail. Furthermore, a series of "Be Cointreauversial" parties have been hosted by VOGUE with celebrity hosts in trendy hot spots. "The other important prong to the strategy is to engage bartenders and bar owners in order to drive recommendations and menu listings in lounges, restaurants, clubs, and bars," comments Cruz. This past year saw the introduction of a 1.75L size and plans for big distribution for 2007 are in place.



CHAMBORD has new owners with new goals. Chambord was purchased by Brown-Forman in June of 2006 from Charles Jacquin et Cie. "It's an interesting brand," says Erin Schlader. Schlader went on to tip his hat to Charles Jacquin for a job well done, and says that Brown-Forman plans to further develop it. "There's a tremendous amount of equity that we think is yet to be really leveraged. We've been doing a lot of research and, to be honest with you, we're trying to understand who the brand lover is, how they adopted the brand and how they consume it," he explains. Therefore the immediate task at hand is to educate their distributors as well as their own people on how to mix and drink it. "It can be a pretty empowering brand. Once you put a bottle in someone's hands and a few recipes, the creativity really just begins," notes Schlader. One of the mainstays of Chambord has been the Chambord & Champagne cocktail which Schlader says will continue to be leveraged as well as the Chambord Vodka Soda. They also hope the Chambord French Martini will spark some new interest. "The flavor profile tends to get into a lot of different drinks, everything from shots to after dinner drinks," he adds.

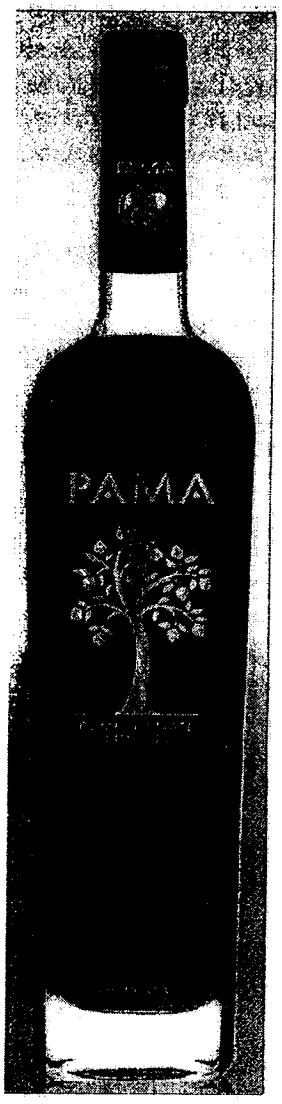
B&B/BENEDICTINE enjoys a long reign. Believed to be one of the oldest continuously made liqueurs dating back to 1510, Benedictine is made with 27 plants and spices in a cognac base. In 1863 it was acquired by Alexander le Grand, the company that still produces it today. Part of the intrigue of this liqueur is that at any one time, only three living people are privy to the secret recipe, though many have tried to crack the code. B&B is Benedictine that has been diluted with brandy resulting in a less sweet taste. A chat with Monica Garaitonandia, Marketing Manager for Bacardi USA, reveals the appeal in the US to both brands. "Americans have become interested in robust and complex flavors. They have also become interested in rediscovering classic cocktails such as the Sidecar and creating them with a new twist. Both trends are positive for B&B as well as Benedictine," she says. "B&B marries the vigor of fine cognac with the subtle bouquet of Benedictine," she adds.

De KUYPER's on top. With the launch of two new flavors and their "Bump it Up" program, De Kuyper is way out front as the number one selling brand of domestic cordials. They offer upward of 60 flavors, including the two latest in the Pucker line: Strawberry Passion and Berry Fusion. Amy Underwood, De Kuyper Brand Manager for Beam Global Wine & Spirits, shares details on the two new rollouts. "Response has been very positive. I think with the strawberry it's sort of the very mainstream, mass appeal flavor that we just didn't have in the Pucker line. With Berry Fusion, it's being received very well for the opposite reason. Its flavor profile is very unique and the color is unique," she says. The "Bump it Up" program was launched at the beginning of 2006 and its premise is: if you know how to use one Pucker flavor, you know how to use them all. "With 'Bump it Up', we sat down with every standard cocktail we could think of, then we splashed in every single Pucker flavor and taste tested them," says Underwood. The ultimate goal of "Bump it Up" is to give people home bartending confidence. "It's overwhelming, which I think is one of the reasons people often rely on their standard safe drinks for at-home entertaining like beer and wine. I think more people would offer flavored martinis if they knew how easy it is to make them. It's really about mixing at home and educating consumers on how to mix at home. We need to demystify it," she states. Underwood says that one of the plans this year is to group the De Kuyper products into families based on taste profile in order to make the extensive cordial section of most liquor stores more manageable for consumers. She wouldn't reveal any other specifics for 2007, other than to say expect more than one flavor launch.

HIRAM WALKER is making some noise. The 36 flavor line of Hiram Walker cordials holds the number three spot for domestics. "We've had an interesting year because Pernod Ricard purchased Allied Domecq, so the past year has really been a transition for the brand," says Ron Zussman, Hiram Walker Brand Director. Zussman is however quite optimistic about the change. "Pernod definitely views Hiram Walker as a key product line in its portfolio and we all recognize that with cocktail culture, a lot of the flavored schnapps and other bar essentials and flavored brandies are really driving that culture." The brand went through something of an overhaul recently, during which there's been repackaging, the reformulation of some of the flavors and the introduction of new ones, including Pomegranate Schnapps. "It was launched in September and the response has been overwhelmingly positive in the trade and we think that we are really solving a need," says Zussman. "There's a consumer demand for pomegranate flavored cocktails," he adds. Tangerine and Mango are the two other recent additions to the collection. "We think these are future flavors. If you look at some of the research, tangerine and mango are up and coming flavors and we're the only company today that puts out a tangerine and mango schnapps with all natural flavors," says Zussman. "We don't have a candy taste; we're very much true to what's on the label," he adds. For 2007, expect the brand to release at least one new flavor while keeping a close eye on flavor trends. "Our job is to really understand what flavors are going to blossom into popular flavors. Consumers are always looking for the next flavor, the next big thing, so we wouldn't be doing our job if we weren't listening for what the consumers want and make them want to try new flavors, try new cocktails," says Zussman.

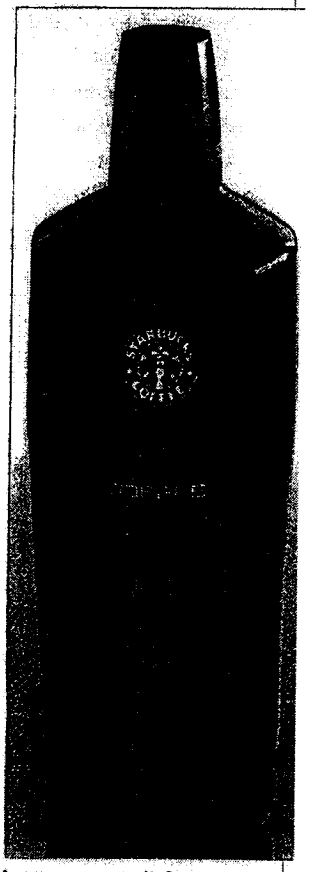
SOUTHERN COMFORT is starting things up. Southern Comfort saw a 4.2% increase in sales in 2005, marking its seventh straight year showing growth. Brown-Forman spent over four and a half million dollars in advertising in 2005 and 2006, keeping the ball rolling with TV, print, billboard, and internet advertising. Tim Rutledge, Southern Comfort Brand Director for the Americas for Brown-Forman, says that the main reason for this success is a little cocktail known as the SoCo & Lime, which is served in both a shot and a long drink format. "It's one of the hottest drinks in the marketplace," he comments. Rutledge was quick to point out the power of the SoCo nickname. "Through this cocktail, younger LDA folks are starting to call Southern Comfort 'SoCo'." The TV ads, aimed at consumers from LDA to 29, has the tagline of "Start things up with SoCo". To help promote the drink off-premise the brand does displays of Southern Comfort alongside club soda and Rose's Lime Juice. Because of Southern Comfort's New Orleans roots (created by M.W. Herron, a New Orleans bartender), Brown-Forman shifted its charitable efforts in response to Hurricane Katrina – donating to three different relief organizations. Elizabeth Conway, Southern Comfort Public Relation Manager, explains: "The SoCo Music Fund was created to help awareness and funds for the musicians in New Orleans. We also partnered with Habitat for Humanity as well as the New Orleans Musicians Hurricane Relief Fund."

PAMA's a ruby red phenomenon. Pomegranate has been in high fashion for the last few years. Whether it's the bottled juice, a cosmetic ingredient or the scent of a candle, pomegranate is hot. Martinis made with pomegranate juice have won many people over and it was just a matter of time before a pomegranate liqueur was introduced. Heaven Hill Distilleries took the lead with Pama. It's made with tequila, vodka and California grown pomegranates. Few fruits have as much historical presence or mystique as the pomegranate; it has a tie to just about every major religion in the world. Anyone who's ever read Greek mythology knows that Persephone, daughter of the goddess of harvest, Demeter, was lured to Hades' underworld kingdom when he offered her a pomegranate. Though saved by Zeus, Persephone had eaten the seeds of the pomegranate, so she was bound to return to the underworld each year. That time when her mother grieved became winter, and the seasons were created. The cocktail possibilities with this in mind are endless.



Brand Manager Reid Hafer comments on the creation of the brand: "We read the spirits journals and all types of consumer publications and we started to see pomegranate juice popping up in cocktail recipes and we could start to see the trend of pomegranates getting hotter," she explains. "We were the first to market, but something that makes our product so unique is that it is made with all natural fruit juice so that when you taste it, you really feel like you are eating a pomegranate," says Hafer. From a mixability standpoint, Hafer points to Manhattans, margaritas and mojitos as three examples of where Pama has found a home. The Pama Martini and the Pama & Champagne have also made their presence known. In terms of demographics, Hafer remarks, "I think it is a bit sophisticated for the 21-year-old crowd, but the 25- to 35-year-olds are really enjoying flavorful cocktails and the natural fruit juices so I think that is really our core." As for a tagline, Pama is going with the two word approach of "Pomegranate Perfected". They'll also be employing the phrase "The world's first true pomegranate liqueur". At present, the brand is advertising in VANITY FAIR, VOGUE, GQ and IN STYLE. Upcoming issues of some of these magazines will feature "scent strips," similar to perfume samples.

STARBUCKS asks, "How do you like it, black or with cream?" In February of 2005, Starbucks launched its Coffee Liqueur and followed this up with Cream Liqueur early in 2006. "We've been very happy with both. The coffee liqueur in its first year surpassed the 100,000 case mark and it won numerous awards including the best new spirit product introduction from MARKET WATCH," says Stacey Simmons, Brand Manager of Starbucks Liqueurs for Beam Global Wine & Spirits. Cocktail wise, they've taken a two tiered approach first by taking some traditional cocktails and then elevating them to a more premium level. Drinks like the White Russian have become the Ultimate White Russian. Starbucks is also looking to make their mark with original recipes. Last summer they did a promotional tie-in with the Jennifer Anniston film "The Break-Up", which was inspiration for the Break-Up Martini and the Make-Up Martini. This being Valentine's month, it's only fitting to mention such drinks as the Broken Heart Martini and the White Chocolate Kiss Martini. Simmons says that the target demographic for Starbucks Liqueurs is 25- to 39-year-olds. "We're skewing a bit towards women, but also the men who drink with these women," Simmons comments. She went on to say that the age demographic is really just one part of their approach: "We're really looking at our consumer in terms of psychographics; what they do, where they go, where they get their inspiration from on a daily basis." As for the overall success of the brand, Simmons attributes it mostly to quality, saying, "The fact that both liqueurs are made with 100% Starbucks coffee and then blended with the finest spirits is a key selling point." Simmons finishes the conversation with an official prediction for next summer: "The hot drink will be the Starbucks Mojito, which instead of using rum, you use Starbucks Coffee Liqueur." Incidentally, the base spirit of Starbucks Liqueurs is rum so it might not be that far of a stretch.



GODIVA is decadence defined. Godiva liqueurs, with its four variations of chocolate flavors, went up by an impressive 9.5% last year. America's sweet tooth played no small role. "The chocolate martini is increasing in popularity and with Godiva as the ultimate ingredient it has contributed to our incredible year," says Jeff Parrott, Senior Brand Manager of Godiva for Diageo. Godiva Chocolate's relaunch also helped drive consumer awareness, and Parrott says this drove

ON- and OFF-PREMISE INSIGHT

I took to the streets of Boston and visited Beacon Hill Wine & Spirits, Ruth Chris Steak House and Jer-Ne at Ritz Carlton Boston Common Hotel. At all three locations, I showed up unannounced and was allowed to stick a tape recorder in someone's face and chat about the category while they rang up sales or mixed cocktails. Over at Beacon Hill Wine & Spirits on Charles Street, manager John Gamble took me around his small but carefully stocked store. Speaking on the best selling liqueurs that his shop has seen, Gamble pointed to the tall, thin and elegant 375ml bottles of Mathilde's framboise (raspberry) and peche (peach) liqueurs. "A lot of people are using them in their mixed drinks because they're higher quality liquor. They'll also help out with Champagne, which is really the appealing factor," he explains. As for other popular cordials that the store stocks, Gamble rattles off Campari, Chambord, Sambuca, as well as Sogno-Sorrento Limoncello. My next stop was at the Ruth Chris Steakhouse on School Street. Bartender Kevin Bradley was quick to mention, and pour me some, Belle de Brillet, the cognac infused pear flavored liqueur from the Alsace region in France. Bradley says it's usually served neat. Belle de Brillet is a super premium and Bradley says he's seen drinks priced between $9 and $15. In terms of other cocktails, Bradley says the Cosmo is still big, as is the Nutty Irishman and the espresso martini made with Godiva's White Chocolate Liqueur. As I was savoring the last sip of the Belle de Brillet, Bradley said that it's the younger generation that is steering the cocktail ship. "The older crowd is set in their ways; they know what they want. They come in and they order the cocktails that they've been drinking for thirty years. It's the young drinkers that want to try all the new things." The last stop of the night was at Jer-Ne Restaurant and Bar, located on the street level of the Ritz-Carlton, and senior bartender David Phelan was able to steal a few moments. "Mojitos are very big here. Cosmopolitans have been big for a while – thank you, Sex and the City – and apple martinis are big," he reports. With regard to the cocktail frenzy, Phelan sees no end to it. "I thought the change in smoking laws might slow it down. It did a little bit, but only for a while." Other popular drinks that Phelan whips up on a regular basis are the Posmo, which is a pomegranate martini, Baileys on the rocks, White Russians, and the Nutty Irishman. In the spirit of Valentine's Day, Phelan says he mixes something called The Big Kiss, which is made with White Godiva, vodka and grenadine. A short time after the Bostonian interview stroll, I rang up Rich Daly, the manager of Andover Liquors to see what he could say on the category. His best sellers came as no surprise. "The top selling one is obviously Baileys. Baileys, Grand Marnier and Kahlua are probably the top selling ones," he says. Daly adds that the two new Bailey's flavors, chocolate mint and caramel, are doing quite well. "They're very good, they're being very well received. They were one of the test markets here last year and then they went national," he comments. Daly also speaks of martinis and the ever-widening variety of flavors, including chocolate. Sorrento's regular and cream limoncellos also continue to perform well at the Andover store as does Hpnotiq. As for recent chatter on a new flavor, Daly says key lime has been on people's minds. "We just got in this stuff called Ke Ke Beach Key Lime Liqueur. Somebody asked me to get it for them, they're using it for key lime martinis," he says. Daly's customer says he rims the glass with graham crackers and it's "awesome".

excitement for both the chocolate and the liqueur. As for demographics, Parrott says they're targeting females between the ages of 25 and 35 and that's across all four flavors. (Original Chocolate, Milk Chocolate, Mocha, and White Chocolate.) Moreover, the trend of dessert-oriented martinis becoming mainstays on menus continues. "These martinis are a new twist on traditional desserts. The Truffletini is well positioned to take advantage of this," remarks Parrott. In fact the Truffletini is one of the cornerstones of Godiva's current advertising campaign. They're also looking at some new packaging ideas for 2007.

VOYANT CHAI has plenty of spice and everything nice. Chai is the multi-spiced tea that's been a staple in southern Asia for centuries. It worked its way into American coffeehouses a few years back as consumers become enamored with its unique taste that comes from cinnamon, cardamom, ginger, nutmeg, and a number of other spices. From the chai latte to the chai iced tea, US consumers love their chai. So it seemed only natural that someone would produce a chai spirit. Voyant Chai liqueur, launched in late 2004, has made its way into over 40 US markets. Robert Back, Vice-President of Operations for Bacmar International LLC, explains that Voyant Chai has gotten the attention of several national restaurant chains. "In the past six months we've gotten into Il Fornaio and Tavistock Restaurant Group, we're on the recommended list at P.F. Chang's and we're a featured cocktail in Bubba Gumps," Back says. So far, Voyant is the first and only chai liqueur on the market and hopes to set the precedent. "I have this theory; the first on the market controls the market. Hazelnut is Frangelico, raspberry is Chambord, melon is Midori, and Irish cream is Baileys. So I always tell people you have got to create a high quality product that stands on its own," surmises Back, adding, "Nowadays there's a plethora of brand introductions. It's very important for brands to stick to quality because in the end, the consumer will always buy for quality.

IN THE FINAL ANALYSIS, the unwavering thirst for cocktails by a myriad of consumers continues to keep the industry on its toes. The bar is being constantly raised with consumer expectations – and cordials and liqueurs are smack dab in the center of it. Brand managers were falling over themselves when speaking about the "cocktail craze" and America's preoccupation with it. It transcends the word "trend" and enters into a whole other realm; a place where flavors are being dreamed up, cocktails are being invented and the next big thing lies in wait around the corner. This does raise an interesting question: *When does something stop being a trend and just become part of everyday life?* The answer is one that no one is in any hurry to find. ▶

RICH RECIPES

DISARONNO BED of ROSES

1 part Disaronno Originale
1 part orange juice
Drizzle of triple sec
Champagne
SHAKE first three ingredients with ice.
STRAIN into flute glass.
TOP with champagne.
PRESENT on a tray sprinkled with rose petals.

POM ROYAL

1 part Hiram Walker Pomegranate Schnapps
5 parts Perrier Jouet Grand Brut Champagne
POUR schnapps into champagne glass.
FILL with champagne

THE MAKE-UP

1ounce Starbucks Coffee Liqueur
1 ounce Absolut Vanilla
1/2 ounce chocolate liqueur
1/4 ounce De Kuyper Peppermint Schnapps
SHAKE and
STRAIN into a martini glass.
GARNISH with mint spring.

THE GODIVA TRUFFLETINI

1 ounce Godiva Original Liqueur
1/2 ounce Godiva White Chocolate Liqueur
1/2 ounce Ciroc Vodka
1/4 ounce De Kuyper Peppermint Schnapps
SHAKE with ice.
STRAIN into a martini glass.
GARNISH with a Godiva truffle or chocolate shavings.

HPNOTIQ LOVE POTION # 9

1 ounce Hpnotiq
1 ounce watermelon liqueur
1 ounce super premium vodka
SHAKE well.
STRAIN into a martini glass.
GARNISH with a heart shaped stir stick.

PAMA KISS

1 ounce PAMA Pomegranate Liqueur
3/4 ounce sour apple liqueur
1/2 ounce cranberry juice
SHAKE well.
STRAIN into a martini glass.

CHAMPAGNE COBBLER

1ounce Cointreau
1/2 ounce lemon juice
Piper Heidsieck Champagne
POUR first two ingredients into flute.
TOP with champagne.

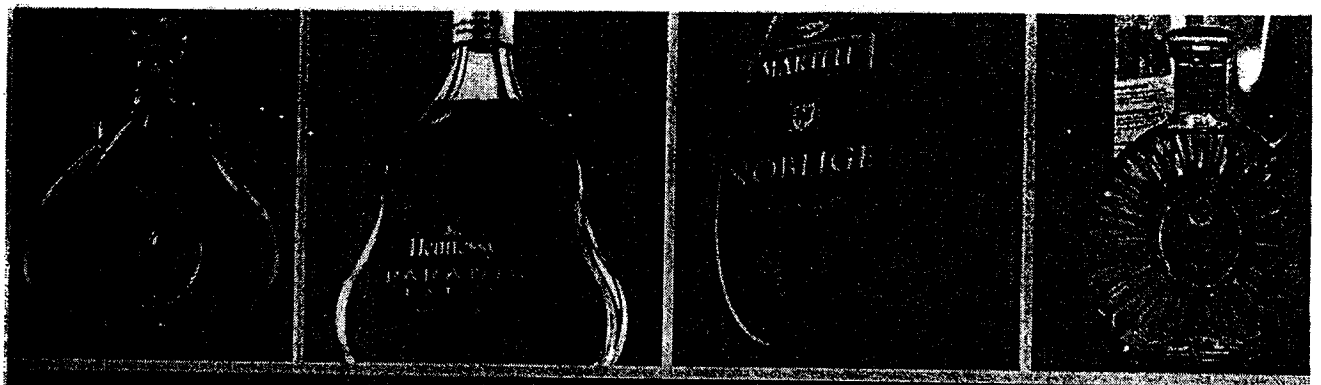
DRAMBUIE FIZZ

1 ounce Drambuie
6 to 8 lime wedges
Crushed ice
Splash of club soda
MUDDLE lime wedges in a rocks glass.
FILL with crushed ice.
Drambuie and a splash of club soda.
with a lime wedge.

Burrelles

Thursday, February 1, 2007
Circulation: 16,000
Location: PLEASANT HILL, CA

BIN-BEVERAGE INDUSTRY NEWS



Changes Coming to Cognac

By Garrett Peck

The "very special, old and pale" (VSOP) Cognac originally brought back to the King of England by his agents was from the region just north of Bordeaux, France. Cognac has been a beloved spirit, favored by Napoleon Bonaparte, nobles in smoking rooms across the Continent, and of course, kings. But the spirit has fallen on hard times as Europe's nobles faded away, leaving the category as a niche product long forgotten by most consumers. But new minds are at work, and Cognac may be a turnaround play in the years ahead.

A Shifting Category

Although the overall brandy category is barely keeping up with the rate of inflation in the U.S., Cognac sales are edging slightly higher. According to the Adams Liquor Handbook 2005, the category grew 5% to 3.6 million cases, yet this is a niche product compared to whiskey and vodka, each of which sold more than 45 million cases. The top four Cognac brands are:

(Moët Hennessy USA)

(Remy Cointreau USA)

(Future Brands)

(Pernod Ricard)

Hennessy is the category king – both the leading Cognac, as well as the largest growing brand. But senior brand manager Dexter King joked, "Being the biggest Cognac brand is like being the tallest midget." Hennessy is growing by positioning itself differently. "We look at Grey Goose, Patrón, and other luxury brands as our main competition – not other Cognac brands." The strategy is paying off: Hennessy was ranked 83rd on BusinessWeek's top global brand list in 2006.

Although ranked second in the overall category, Rémy Martin focuses on its higher grade VSOP, which was the fastest-growing premium Cognac in 2005. "We've historically been known as a trade-up Cognac," category director Steve Hissam said with pride.

The Changing Consumer

The African-American community has favored and supported the growth of the Cognac category for five decades. Since the early 1950's, many prominent musicians and rappers have come of age with the spirit. Abegail Dymond, brand manager for Martell, notes that the typical consumer is male, African-American, and 35 to 54 years old. Yet importers are now trying to make it more inclusive and seeking a broader range of consumers. Some note that Cognac is experiencing growth in Hispanic and Asian communities as well.

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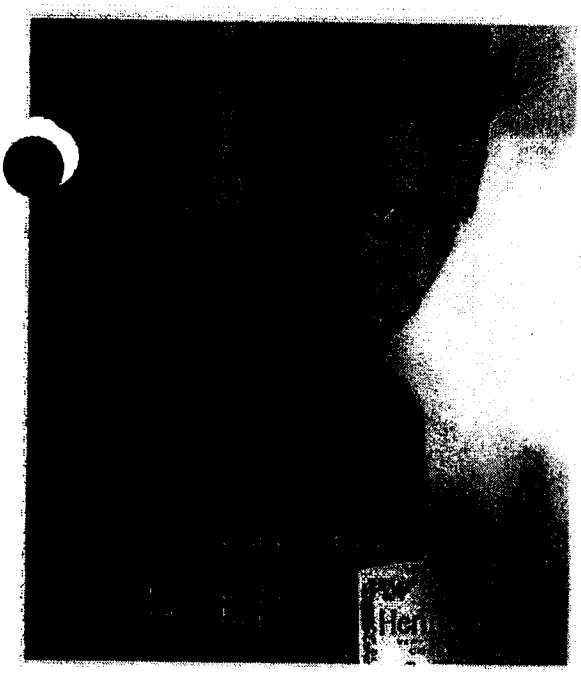

Alizé was introduced in the U.S. over twenty years ago as hip-hop entered mainstream culture, and helped to make Alizé popular. Brand director Michelle Murray said, "It's just a matter of reinvigorating the brand with new messaging and reminding people that we're still here." Alizé is winning new customers by targeting women, and emphasizing Cognac's mixability.

Like Alizé, Hine Cognac appeals to the female consumer. According to R. John Pellaton, president, Hine USA, "Hine is considered more floral and feminine than the major brands and it has always been said to be one of the only Cognacs that women like to drink."

And Cognac makers are positioning Cognac as a trade-up product. "Trading up is what consumers are doing across the board – in fashion, in vodka, in tequila, and in Cognac," said Hissam of Rémy Martin. "The biggest change is that Cognac is now part of contemporary cocktail culture and appeals to younger drinkers. Similarly, the occasions have expanded beyond the traditional sip-and-savor moments to 'guys night out' on the town."

Hine Cognac has recently introduced H by Hine, a "VSOP in a Bordeaux bottle that is more like a contemporary spirit brand than a revered aged Cognac," Pellaton says. "We use the analogy that H by Hine is 'Hine with Attitude' - a bit like the new generation who express their contemporary values *but* stay within the family that have given them their heritage."

Landy Cognac is a new brand working hard to reach younger consumers "by bringing Cognac back into the cocktail and grow it as a category," according to Jean-Francois Bonneté, national director of Cognac Ferrand USA. "For the younger consumer, the number one buying stimulus is price. We need to be fresh, hip, cool, exciting, and also affordable."

Alberto Beraha, VP, BerNiko LLC agrees with Bonneté regarding price being an attractive lure for the younger, more inexperienced Cognac consumer. He says, "Ibis XO is trying to give the consumer a true brandy experience." Since Ibis XO is produced in Cognac, France by true Cognac producers, he adds: "This quality product along with a great price will attract a younger consumer, who might not have the palate yet to begin with Cognac. With Ibis XO, they are able to try brandy first and then grow their taste buds for Cognac."

Marketing Cognac

Many Cognac producers are demonstrating a significant shift in how they are marketing their products. Category leader Hennessy is marketed as an aspirational brand, and its lead over the other producers has widened. "We're positioning ourselves as a lifestyle brand," King explained. "To sell it only as starting and will more and more be featured in some accounts across America."

Hennessy is looking beyond the traditional Cognac market to continue its growth. It sponsors a polo team in the Hamptons, and promoted a major concert in New York in October with Kanye West and the Strokes to stress Hennessy's mixability with music. Hennessy is also hosting local market events, such as mini tours in major markets by invitation-only. "We're pushing the entire range of Hennessy, though VS is the juggernaut," King said. And it has sponsored an ad campaign featuring actor John Leguizamo.

In 2005, Fortune Brands acquired Courvoisier when they split Allied Domecq with Pernod Ricard. The brand manager, Allen Spence, noted Fortune's emphasis in making Courvoisier more inviting to consumers. "Fortune Brands is moving the needle for us," he explained, noting how tastings and training are key to their strategy. Courvoisier brought over a brand ambassador from France. They've found that every person they connect with is not only a new consumer, but will also spread word of the product. Tastings stress Courvoisier's mixability, and women are responding positively.

"Hennessy is looking beyond the traditional Cognac market to continue its growth. We look at Grey Goose, Patrón, and other luxury brands as our main competition – not other Cognac brands."

–Dexter King, senior brand manager, Moet Hennessy USA

Cognac is a mistake. We have to compete against non-Cognac products like Patron Tequila."

Bonneté echoes this sentiment saying, "The marketing action of Landy Cognac is digital and viral. Our goal is to make Cognac a strong alternative to imported vodkas, tequilas and rums in the U.S." By working with renowned mixologists, he says, "We have tailored some fresh and sophisticated cocktails which are already

Courvoisier sponsored two VIP events in 2006: the Official BET Awards After Party on June 27th, and a reception at the House of Courvoisier during the NBA All Star Weekend. They also held an "Upgrade Your Style" sweepstakes to stress the brand's aspirational nature.

Rémy Martin launched a slough of marketing programs. It promoted Black Music Month with XXL Magazine, and awarded Lucy Liu, Dr. David Ho, and Quentin

Continued on the next page

Tarantino at the 5th Annual Rémy Martin XO Honors for their contributions to the Asian community. The event was watched by 15 million households.

Hpnotiq has aggressively positioned itself as highly mixable through trade and bartender education. Justin Ames, senior brand manager, Hpnotiq and Christian Brothers Brandy says "that its most visible demonstration is with the consumer media, which features cocktails and recipes." He also adds that "it's a highly-mixable product, enjoyed in a club or style lounge. 'It's Hpnotiq,' is really a lifestyle message, where consumers are seeking out the Hpnotiq Martini, The Breeze or The Hulk."

The "Rise Above" campaign was Martell's signature program that focused on "enhancing brand image to be more upscale, modern, approachable and relevant," said Domond. Martell XO debuted new packaging, and also launched Martell Noblige – "a stylish alternative that is a step above VSOP." To enhance Noblige's upscale image, they held the Noblige Best Dressed Man contest.

2,000-case Maison Surrenne shakes his head in dismay at the category's status. "Restaurants are far more likely to know what Scotches and Bourbons they carry, but have no idea what kind of Cognac is on the shelf." It has a long way to go before it reaches widespread appeal, and this will take years of highly targeted promotions to reach a new audience.

Those that are having particular success – the Hennessy's of the world – are successful because they are positioning their products against other categories, rather than other Cognacs. Or they are finding new ways of using the product, such as in mixed drinks. The Cognac liqueur Grand Marnier has teamed up with Jose Cuervo Tequila to market the Grand Margarita, noted brand director J.C. Iglesias.

Todd Voigt, marketing manager, spirits, Barton Brands Inc., says that Meukow has recently demonstrated high quality innovation with the first Vanilla Cognac and other flavored products. "The new generation of Cognac drinkers brings their own style and desire for unique high quality products that express individuality." The key to growing the category, he believes, "is in understanding that our drinkers are savvy consumers who need variety. Cognac will continue to grow as we provide different occasions and options for enjoying our fine products."

"Cognac is a clear example of how targeted efforts can transform a product steeped in history and heritage into a contemporary product that appeals to a range of consumers across all demographics while not sacrificing its traditional consumer base."

–Abegail Domond, brand manager, Martell

Martell's Domond is optimistic about the future. "Cognac is a clear example of how targeted efforts can transform a product steeped in history and heritage into a contemporary product that appeals to a range of consumers across all demographics while not sacrificing its traditional consumer base." Allen Spence of Courvoisier agrees with that. "Be on the lookout for us in 2007 and beyond!"

Alizé is heading up a marketing campaign called "Go On! Alizé", and engaged radio personality Wendy Williams as their exclusive national spokesperson. "Wendy will be making appearances throughout our markets to promote the brand and help bring Alizé to life in contexts that are relevant to our consumers," explained brand director Michelle Murray.

Cognac is a niche category, one that most Americans simply ignore. Ansley Coale of

Burrelles Luce

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Plan for nondrinkers when throwing parties

By JURA KONCIUS and ANNIE GROER
Washington Post
1/31/2007

Liz Scott tells the tale of a recent party she attended, where the first thing she noticed was a martini bar, complete with sparkling glassware, swizzle sticks and recipe cards for raspberry martinis.

Scott, a recovering alcoholic, does not drink, and her hostess knew it. But there was scant acknowledgment of this in the party setup. "I have some Diet Pepsi in there," the woman told Scott, waving her into the kitchen to find her own paper cup.

Nondrinking hosts can encounter similar moments of thoughtlessness. Pakistani-born physicians Shahnaz and Hamid Quraishi are Muslims who do not drink or serve alcohol in their Alexandria, Va., home. They like to entertain, giving small dinners and several large parties for as many as 50 guests. "People have brought bottles along with them and they ask if they can have a drink. That is so rude. We say, 'No, you can't,' " says Shahnaz Quraishi.

Across the country, gatherings as laid-back as neighborhood potlucks and Super Bowl parties or as formal as seated black-tie dinners may be fueled by copious quantities of beer, wine and hard liquor. And yet, 36 percent of the U.S. drinking-age population abstains from alcohol, according to a 2006 Gallup poll.

The reasons for abstinence vary: alcoholism, religious beliefs, pregnancy and other medical conditions, drug interactions. Alcohol is also expensive - and fattening. Drinking and driving keeps many people from imbibing when they socialize.

Scott, a freelance chef in Plainfield, N.J., has been alcohol-free for eight years. Three years ago she published her first book, "The Sober Kitchen" (Harvard Common Press, $19.95.). It has become a reference for many in recovery and at treatment centers. Her second book, "Sober Celebrations: Lively Entertaining Without the Spirits" will be published in March by Cleveland Clinic Press ($24.95).

Scott says she wrote the follow-up because "there was nothing to advise the hostess about how to accommodate people who don't drink, just as they do people who don't use salt or eat meat."

The latest book contains her recipe for a memorable party: "Good company, great food and a warm, winning atmosphere. ... The truth is the availability of alcoholic beverages at social events means very little to the majority of people. Surprised? So was I."

In today's society, there is less stigma in talking about dependence on alcohol and drugs. Fortunately, tolerance for nondrinkers has risen, says Joseph A. Califano Jr., former secretary of the Department of Health, Education and Welfare under President Carter and now chairman of the National Center on Addiction and Substance Abuse at Columbia University.

"As we brought the whole issue of alcoholism and alcohol abuse out into the open, it's much easier for people to say, 'No, I don't want to drink,' than it was 10 or 15 years ago," notes Califano, a moderate drinker.

Bill Homan, a co-owner of Arlington, Va.-based Design Cuisine, says his firm caters plenty of "dry" parties. "At large gala events, we try and stay away from using any alcohol in cooking because of certain people's religious beliefs and because of people who are fighting alcoholism." Homan offers alternative versions of specialty alcoholic drinks. Along with this season's "Snoflake Martini" he features a "Pure as the Driven Snoflake Martini" made with white cranberry juice and a splash of Gatorade Glacier Freeze (to make it light blue like the high-test vodka version laced with ice blue Hpnotiq liqueur). Both are rimmed with shredded coconut.

Leonard Bade is vice president of alumni services at the Betty Ford Center, an alcohol and drug treatment facility in Rancho Mirage, Calif. He says alcohol-free functions should be about fellowship and having a good time. If nondrinkers attend parties where alcohol is being served, hosts should give them the courtesy of offering a variety of nonalcoholic drinks. Hosts should also "not make a big deal about it" so guests won't feel self-conscious.

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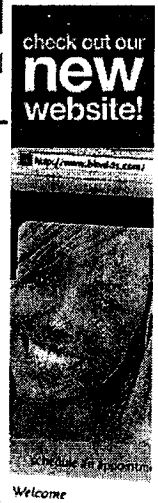

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Burrelles Luce

Liqueurs and eaux-de-vie

Fuel for the fire

The global cocktail craze is igniting interest in liqueurs and eaux-de-vie, and fanning the flames of market growth. Andrew Catchpole reports

At a glance, the worldwide market for liqueurs and eaux-de-vie appears robust with rising sales in established and emerging markets. IWRS data reveal a 1.4 per cent year-on-year volume increase to 2006 in the international liqueurs category, and this follows a steady increase of 3.4 per cent over the past five years.

Many brand owners are bullish about a continued upturn in the immediate future. A heady mix of the booming cocktail market and post-prandial indulgence in digestifs born of the hot restaurant scene is surfing on the back of global economic optimism. Or, as Edouard Griton, marketing and export director of Marie Brizard, says: "Cocktails and liqueurs have become a symbol of a successful way of living, and so we expect this growth to continue spreading worldwide."

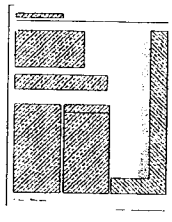
Few in the industry would disagree that the burgeoning cocktail scene is integral to the growth of the category. However, before becoming intoxicated with this glitzy end of the business, it's well worth considering how seemingly unspecific the label "liqueur" actually is. "I always start with a caveat when talking about the sector," says Miranda Rennie, senior international brand manager at Drambuie. "It lumps together many individual and eclectic drinks and is often a catch-all for anything that doesn't fit into other categories."

The point Rennie makes is that liqueurs and eaux-de-vie can essentially be considered as a number of often almost unrelated sub-categories: cocktail and mixer additives, postprandial stand-alone (or with coffee) drinks such as Drambuie as well as eaux-de-vie – what Rennie describes as traditional, high-strength premium liqueurs – and the related but separate cream liqueurs such as Baileys, which have had greater success in capturing the market as a broader occasion drink.

Indeed, for the category overall, big brands such as Baileys or Malibu have driven major growth with year-on-year figures of about 4 per cent in the huge US market, 6 per cent in the thriving UK market and 5 per cent in the rising Japanese market. Representatives for Baileys declined to comment because the company is in a closed period prior to the announcement of its annual financial results, though few would predict a dud year for this strong brand.

Elsewhere, Sandrine Ricard, vice president for communications at Malibu-Kahlúa International in New York, is projecting global growth of 4 per cent for the combined sales of Malibu, Kahlúa and Tia Maria by 2008. She cites year-on-year global growth of 3.4 per cent for coffee liqueurs and 1.2 per cent for cream liqueurs to 2006, revealing the health of these styles of liqueurs.

"Along with the thirst for new flavours, the cocktail revolution has had a significant effect on liqueur consumption as consumers have discovered new ways to drink brands," Ricard says. "We are predicting 4 per cent growth based on our plans to broaden the cocktail repertoire ▶ by promoting signature Malibu, Kahlúa and Tia Maria cocktails, and applying the success of white spirits to the liqueur sector." She adds: "The consumer is not shy about trying new flavours and new cocktails, and we see this trend not just in our major markets such as the US, UK, Canada



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and, increasingly, Japan, but also in emerging markets such as China and Brazil."

Contrast this with Drambuie, which has seen a continuing sales slump from 750,000 9-litre cases sold internationally in the mid-1970s to a sobering 350,000 9-litre cases last year. "We have to be honest and address the fact that this is a dying category and people are simply not drinking the after-dinner drinks that they used to," Rennie admits. "The thing is that we don't see ourselves as part of the cream liqueurs market, and we are not part of the Alizé, Hpnotiq and Aftershock wave of student shooter-style drinks whose sales figures are repeated alongside us."

Indeed, Drambuie's current strategy is to disassociate itself with the liqueurs market entirely and stand alone on its credentials as a drink with heritage stretching back to a 1745 recipe and associations with Bonnie Prince Charlie. "There certainly have been attempts by certain liqueur brands to boost their profile through association with, and mentions by, West Coast rappers and similar strategies," she says. "But we wish to stress the credibility of the Drambuie brand with marketing that plays to this strength, such as the Highland events we organise in April called the Drambuie Pursuit."

However, most liqueur companies are only too keen to ride the global cocktail bandwagon, especially the fruit liqueur producers whose product sales are inextricably linked with mixed drinks. Huub van Doorne, chief executive of Lucas Bols in Amsterdam, reports that the Bols brands are growing at around 5-10 per cent globally year-on-year, ahead of the market. And the fact that Lucas Bols separated from parent company Rémy Cointreau in a management buyout in April 2006 suggests the current team has a firm faith in the future of cocktail-related growth.

"The most important factor in this growth is clearly the cocktail market," says van Doorne, revealing that at least 75 per cent of Bols liqueurs usage is directly related to mixing and cocktails. "For us the European market is stable, with much growth in Asia, led by Japan."

Japan is cited by many as a significant growth market, as young professionals and, especially, women are flocking to fashionable bars and drinking adventurously. Van Doorne also expects to see significant growth in eastern Europe in the mid-to-long term.

"In terms of how the cocktail market itself will develop, I believe there are a few global classics, such as the margarita, plus newer additions like the cosmopolitan, and also a small trend back towards other classics," says Van Doorne. "Most important, though, is the growth of newer, fruit-based cocktails, whether twists on old classics like the martini or new creations."

These trends are sweeping the world, but this is very much an urban phenomenon. He also could have added that the new wave cocktails, unlike their more alcoholic predecessors, have steered away from being a sometimes mind-boggling mix of straight spirits to longer, more refreshing mixed drinks.

"This is not about countries, but cities," continues Van Doorne, "and when the economy is going well people are adventurous and look for new flavours and colour experiences in their drinks." He makes the valid point that whether in New York, London, Amsterdam, Moscow or Budapest, it is very difficult to tell which city you are in when inside these style bars. The same could be added for Taipei, Shanghai, Bangkok, Rio or Buenos Aires.

But a potential concern for brand owners pushing and promoting one or two characterful liqueurs into the cocktail arena is that, by its fashionable nature, tastes in the cocktail world ▶

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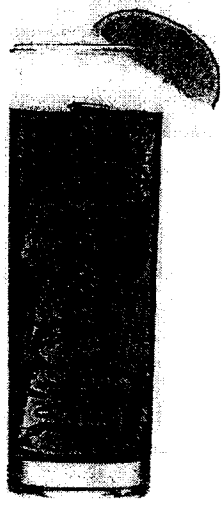

Low country high

Bols Amsterdammertje

Tickles the tonsils

3cl Bols Jonge Jenever

2cl Bols Peach Liquor

Method: Pour into a chilled glass, top up with cranberry juice and garnish with lime

Liqueurs and eaux-de-vie encompass an eclectic range of spirits

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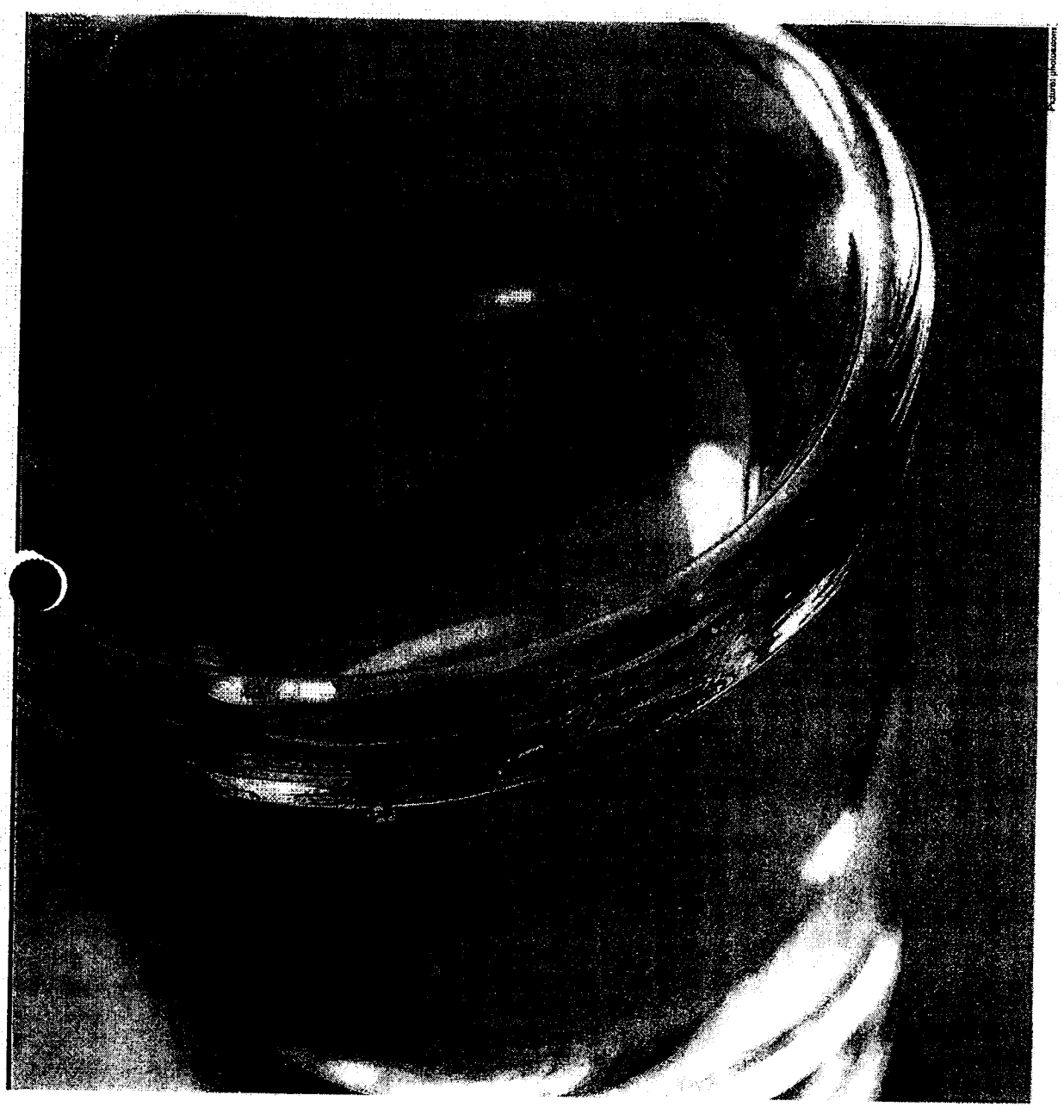

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constantly change. It's a point Jean-Paul Cointreau, director of Page Védrenne in Paris, takes up.

"We have a strong and growing market for our premium cassis in core markets such as the US, Britain and Japan," he says. "There is also a growing demand for our fruit liqueurs in both these markets and emerging markets in Asia and eastern Europe, and the strength here is that the range is flexible enough to encompass changing demand in tastes."

Cointreau describes his business aptly as being "about flavours and colours", adding that this is why the liqueurs sector is well equipped to flex with cocktail fashion. Even the re-emergence of gin as a serious competitor to market supremo vodka simply ensures continued market growth for white spirits, upon which most sales of fruit liqueurs are predicated.

The picture mapped out by these and other successful brand owners is one of steady growth in the major markets of the US, Canada and northern Europe, with markets such as Spain also rising notably fast, plus Japan. Also growing rapidly, though from a low base, are markets including the Russian Federation, the tiger economies of southeast Asia and places like the United Arab Emirates, where the luxury hotel boom centred on Dubai has transformed the country. Eastern Europe, South American countries such as Brazil and, perhaps the greatest potential cash cow of all, China, are all now firmly in the sights of the liqueur industry.

"We are focusing our major efforts on fishing where the fish are," says Kevin Abrook, marketing manager at C&C International, which counts Frangelico, Carolans and Irish Mist among its brands. "Northern Europe, US, Canada and Spain are still coming up fast, with Southeast Asia, Eastern Europe and South America among the best of the emerging possibilities for us," he reports. "China doesn't really do cocktails or liqueurs yet, but it can only be a matter of time and we are seeding both the broader Russian Federation and Chinese markets at the moment, expecting the markets and growth to begin to pick up over the next five years."

These up-and-coming markets are where liqueurs that may not wholly or partially rely on the buoyant cocktail market stand to make positive inroads as stand-alone or after-dinner drinks. Frangelico consumption, for example, is spread roughly at 40 per cent on the rocks, as a stand-alone drink, 40 per cent as an accompaniment to coffee and 20 per cent as a cocktail mixer. "In a fresh market," says Abrook, "there is the opportunity to play to any or all of these strengths."

Dooley's Ruediger Behn agrees that if it is possible to get a toffee cream liqueur in front of palates unjaded by the preconceptions and long established drinking repertoires of the west, then the potential is great for carving out a niche. "UK, the US, Canada and the fast-growing market in Spain continue to account for the bulk of our sales," says Behn. "But we are marketing in Asia, and especially southeast Asia, where there is no doubt about a huge potential for growth."

One may not expect the brand representatives to say so, but it seems clear that these same emerging markets represent an unrivalled opportunity for slower moving and non-cocktail members of the overall liqueur category to establish themselves as straight drinks of choice. Furthermore, for medium-sized and smaller operators, the presence of serious global players such as Pernod Ricard in markets like China is likely to help open doors for more to follow. "There can certainly be a tailwind if you follow a big operator into an emerging market," says Abrook. "But this same situation can also create a lot of headwind," he reflects.

Another point to be clear on is that, like the liqueur category itself, the many emerging ▶

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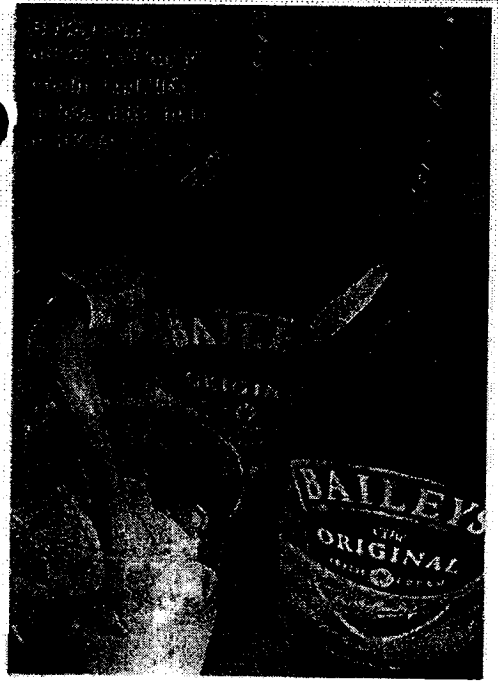

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markets are a very mixed bag. Richard Ridley, export manager for the Dutch company Wenneker, compares the drinking habits of Spain and the US to illustrate this theme, set against the broad fruit liqueur, eau-de-vie and genever-style products within the company's extensive portfolio.

"The Spanish like their drinks straight or with coffee, except for whiskey and Coke, whereas in the US a far higher proportion of drinks consumed are mixed," he says. "We do see the Asian markets as having great potential for growth, but without preconceptions about the liqueur market there is room for creating new drinking habits." Ridley sounds a note of caution, though, following these optimistic words.

"Korea is an interesting example of how trends can change, but also change fast," he says. "Five or so years ago, there was an explosion in cocktail drinking in Korea; and then almost overnight those same trendsetters decided that whiskey was the thing to be into, and the cocktail boom died a sudden death."

The unpredictability of consumer choice and fashion is also highlighted by ongoing fads such as the pomegranate juice craze that has engulfed the States. It is a new flavour that has risen to sky-high sales in just a couple of years. Pomegranate juice is obviously not a liqueur, but suffice to say that fashion can be as fickle in the world's largest liqueur market as it seems to be in Korea.

On a totally different tack, one sub-category – either from the spirits or liqueurs category depending on your view – that has been experiencing modest growth is that of eau-de-vie. Any lingering suspicion that eau-de-vie is simply a by-product of the leftover waste from other alcohol manufacture has been consigned to the past by a constant and ongoing emphasis on premium quality raw materials and careful production among the better producers.

Figures are difficult to extrapolate from the broader spirits and liqueur categories, but on an individual company basis eau-de-vie seems to be quietly ticking along.

Page Védrenne's Jean-Paul Cointreau describes his company's high-quality eau-de-vie range as very niche, but nonetheless successful in terms of global sales. "These products are always likely to remain in the connoisseur end of the market," he says. "But we export our eau-de-vie to more than 25 countries with sales doing well in both traditional and some new markets."

Grappa, perhaps the most famous eau-de-vie, is certainly experiencing a resurgence in its native Italy, where often elaborately styled bottles contain expensive spirit from high-end producers such as Nonin and even renowned winemakers such as Angelo Gaja. The fashionable drinkers and diners of Milan, Rome and elsewhere have elevated these top-end products way above the humble shot of firewater once reserved for labourers and the like. Italy's best-selling premium grappa brand, Nardini, was launched in the UK last year as part of a broader global roll-out including the US and certain European markets. These grappas boast single grape varietal origins, with wood aged variants, and are aimed at high-end restaurants. Leading London mixologists such as Tony Conigliari have been setting a trend, also witnessed in New York, Tokyo and similar cosmopolitan cites, by introducing and experimenting with grappas and eaux-de-vie in cocktails. It's a further sign that consumers are becoming ever more adventurous and demanding when it comes to their drinks.

There seems little doubt that the potential for continued cocktail market growth is immense. Couple this with emerging market consumers with a developing thirst for conspicuous, high-end, adventurous consumption and the future for the liqueur and eau-de-vie categories looks set to roll and roll. Perhaps to the point where this varied sector of the drinks market emerges from its feint shadow of also-ran spirits and becomes more frequently celebrated in its own right.

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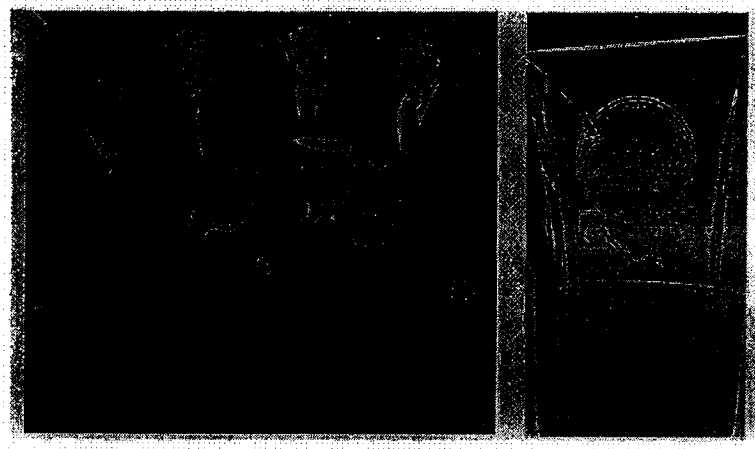

Wenneker-inspired Sloe Motion is a Drinks International Cocktail Challenge trophy winner

Dutch treats

Djakarta Kiss (by Ron de Preter)

Exotic flavours
2cl Wenneker Caribbean Coconut
2cl Wenneker Amaretto
2cl Wenneker Pisang Bagoes
8cl banana juice
2cl cream
Method: Mix with ice in a blender and pour over crushed ice. Garnish with star fruit, two red cherries and two banana slices on a cocktail stick
Glass: Cocktail

Sloe Motion (by Ron de Preter)

A slow embrace
3cl Wenneker Sloe Gin
3cl Wenneker Curaçao Orange
8cl apple juice
½ lime and ¼ orange
Method: Cut the lime and orange into pieces. Shake the ingredients with crushed ice and pour into a tumbler. Garnish with orange slice, star fruit slice and physalis on a cocktail stick
Glass: Tumbler or highball (35cl)

MKI collection

Malibu Cranberry Splash

A perky sundowner
1 part Malibu
2 parts cranberry juice
1 part club soda
Method: Serve over ice and garnish with a lime

Tia Maria Black Russian

Seductive and slippery
1 part Tia Maria
1 part vodka
Method: Pour over ice

Kahlúa White Russian

Creamy decadence
2 parts Kahlúa
1 part Stolichnaya vodka
Milk or cream
Method: Pour over ice

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Burrelles*Luce*

Urban consumers are seeking new colour and flavour experiences

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Burrelles

Sunday, February 4, 2007
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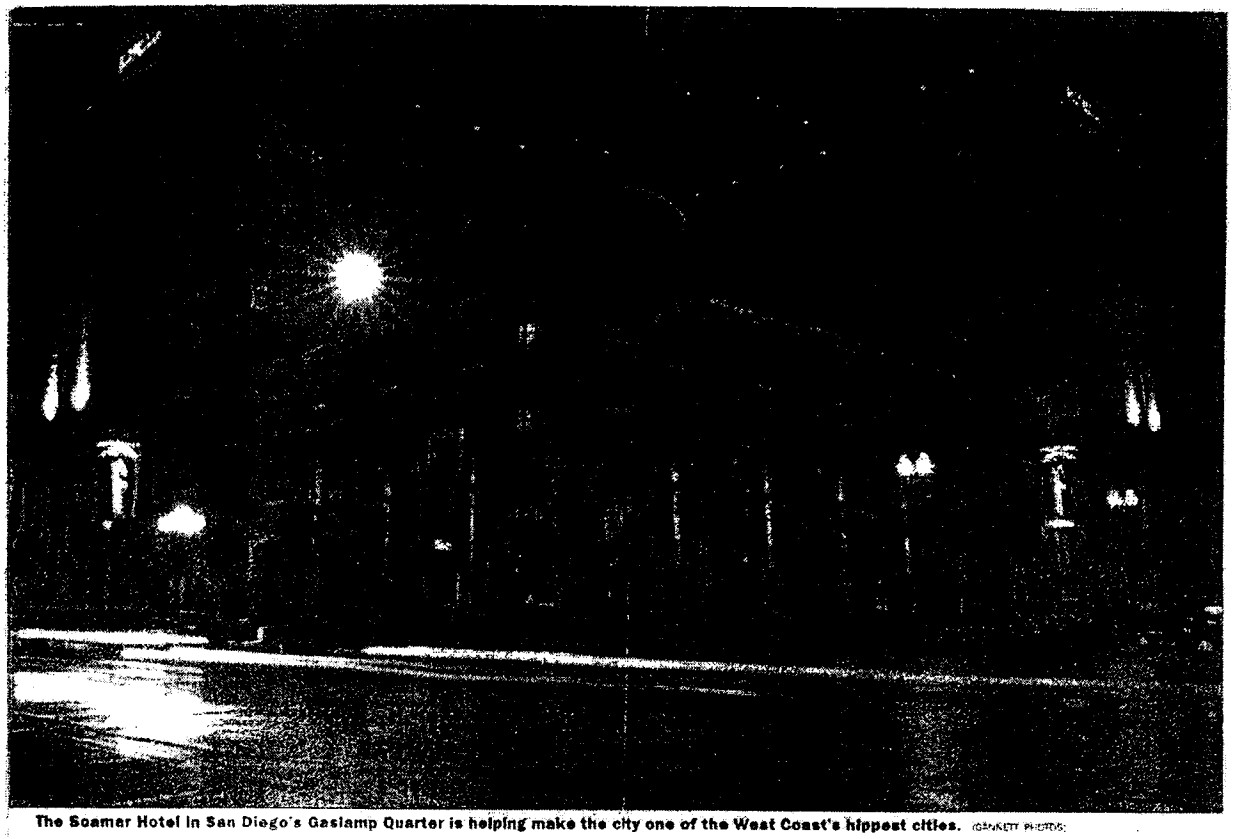
HOME NEWS TRIBUNE



The Soamar Hotel in San Diego's Gaslamp Quarter is helping make the city one of the West Coast's hippest cities. (GANNETT PHOTOS)

SAN DIEGO

"San Diego used to be more of a surfer town. There's more of a cocktail culture now. Diners are becoming foodies."

Alex Thaw, restaurant owner

Revelers let loose at Stingaree, a three-story club in San Diego's Gaslamp Quarter.

As it undergoes an extreme makeover, this California port city is morphing into a [illegible]

By KITTY BEAN YANCEY
USA TODAY

A guy in shorts and flip-flops zig-zags his skateboard around revelers on Fifth Avenue in this city's historic Gaslamp Quarter.

There's no way he'd get past fashion-police doormen at the multimillion-dollar clubs and rooftop bars that have sprouted downtown in this formerly laid-back beach town.

But Erin Chambers — a 24-year-old in jeans and bell-sleeved smock top for a Friday night on the town — is waved in everywhere.

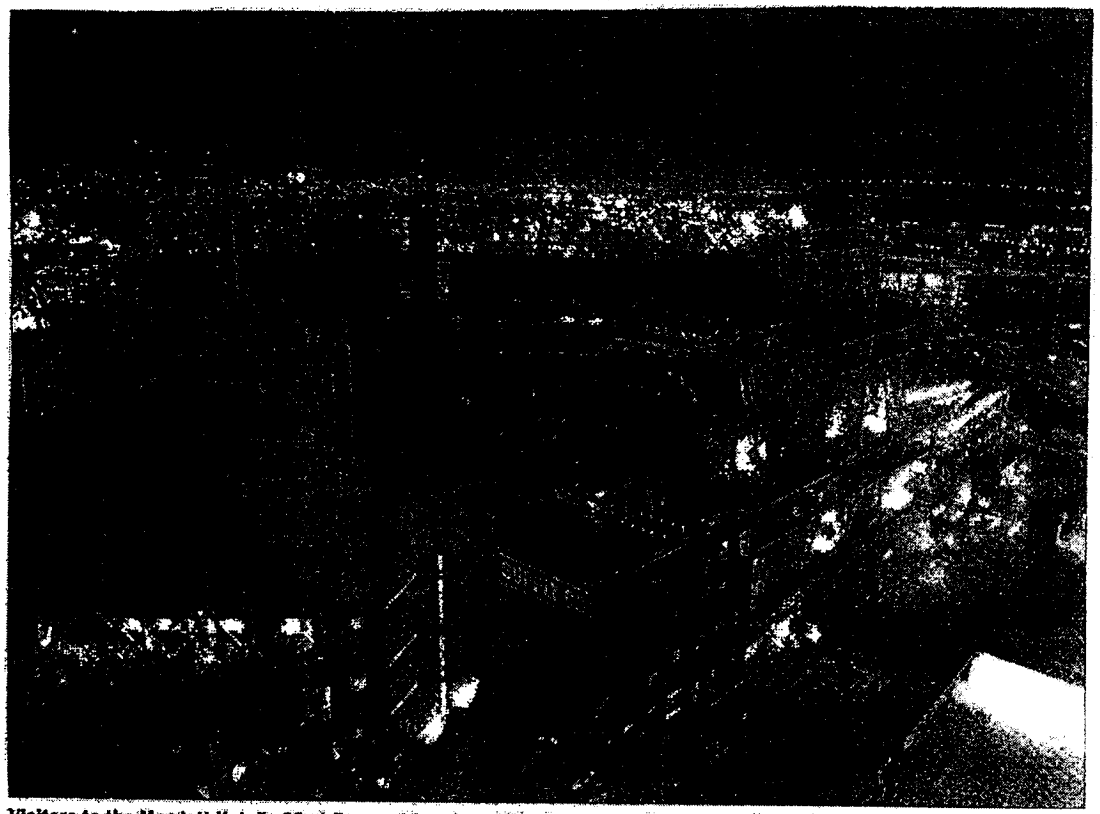
"Welcome to the velvet rope of San Diego," Chambers says. She's San Diego editor of Citysearch.com, and her job is to [illegible] the hot and happening. Tonight, she's leading a visitor on a tour of "in" night spots, all of which require a bouncer's nod to get in.

Stop to apply lip gloss, and a new hot spot seems to pop up.

The nation's eighth-largest city (pop. 1.3 million), known for naval bases, Sea World and its zoo, is undergoing an extreme makeover that has made it a magnet for hipsters. Its once-seedy downtown is going uptown, as tacky tattoo parlors and dive bars move out and affluent condo-dwellers, trendy clubs, hotels and restaurants move in.

First stop on the tour: Rama, a 2-year-old Thai restaurant in downtown's Gaslamp Quarter with a velvet

See San Diego, Page F5



Visitors to the Marriott Hotel's 22nd-floor outdoor bar, Altitude, can see this view of Petco Stadium in San Diego. (GNS PHOTO)

San Diego

FROM PAGE F1

rope at the door to assure that only members of its $1,500-a-year private club and diners with reservations sink into pillow-strewn suede sofas under the gaze of a gold Buddha-style statue in its dimly lit 30-Two lounge.

"San Diego used to be more of a surfer town," says Rama owner Alex Thao. "There's more of a cocktail culture now. Diners are becoming foodies."

Inside the high-ceilinged dining room, with a waterfall spilling down one wall and gauze curtains that swathe booths in privacy, the decor trumps the food this evening. Beef drunken noodles are fine but not divine.

Next stop is the 1-year-old Stingaree nightclub. Chambers breezes by the velvet rope of the three-story restaurant/disco, past a two-story waterfall to the rooftop bar.

She orders a $12 Get Wet cocktail — lemon Grey Goose vodka, turquoise Hypnotique liqueur, white cranberry juice — as women in skirts sashay past.

Stingaree, named for San Diego's 19th-century brothel district, once was a warehouse. Its outdoor cabanas with orange couches are as look-at-me chic as anything you'd see in Las Vegas, South Beach or Los Angeles.

The cabanas are VIP territory, Chambers explains. Your party must order at least two $325 bottles of booze to loll there.

"It's hard for people to understand that this level of sophistication is here," she says.

Says Stingaree owner James Brennan: "We've definitely become a party destination. We see it in our credit-card receipts. San Francisco, Arizona, New York."

Standing room only

The San Diego Convention & Visitors Bureau says 24 percent of 32.7 million visitors last year were ages 18 to 34.

The downtown hotel scene is rejuvenating accordingly. First came the W San Diego boutique hotel that made waves four years ago with the Beach bar. Its cabanas, fire pits and heated sand draw standing-room-only crowds.

Two years ago, the Kimpton boutique chain moved into the Gaslamp Quarter with its Hotel Solamar.

The fourth-floor pool bar has the ubiquitous velvet rope at the entrance, fire pits plus king-size day beds.

There are no "do not disturb" signs on the doors of its guest rooms. Rather, the signs read, "Shhhhhh. I'm finding my inner self."

Traditionalists and conventioneers are lining up to book at a just-reopened grande-dame hotel — the 96-year-old U.S. Grant, with 270 rooms and suites. It's managed by Starwood after a $52 million renovation that left its pillars and high ceilings intact but brought in contemporary furnishings, modern art and flat-screen TVs.

The Keating, a 35-room ultra-modern loft-style lodging, recently opened. It's furnished with platform beds with storage drawers that replace bureaus, bathtubs in bedrooms and stainless steel on walls.

Its design is by Pininfarina, the Italian firm that designs Ferraris.

An old hotel called The Pickford was reborn as the boutique-style The Sofia Hotel in December. The Hard Rock's first condo hotel is due in 2007.

"It's 24-hour decadence and you're invited," promises its Web site. Sales literature includes a testimonial from Hard Rock San Diego general manager Robert Todak, formerly of the star-magnet Delano Hotel in Florida's South Beach.

"San Diego is like South Beach a decade ago," Todak says. "It's ready to explode."

Even convention hotels such as the Gaslamp Quarter's Marriott and Hilton have modern minimalist lobbies that look more South Beach than Southern California.

Marriott's 22nd-floor outdoor bar, Altitude, is the place to sip a Sun Drop margarita at sunset and take in a panoramic view of the Pacific and the infield at Petco Park, home of the Padres baseball team.

IF YOU GO

SAN DIEGO

LODGING:

- Hotel Solamar is in the Gaslamp Quarter. Rates start at about $250; (800) 546-7866.
- The Keating, which opened in December, has 35 rooms, featuring modern minimalist designs. Introductory rates start at about $270; (877) 753-2846.
- At historic Hotel del Coronado, rates start at about $300; (800) 582-2595.

DINING:

- Red Pearl Kitchen serves modern Asian cuisine in seductive surroundings under red lanterns. Entrees cost $10 to $18; (619) 231-1100.
- Entrees at Cafe Chloe range from $10 to $21, including the $13 smoked trout salad with almonds, apples and fingerling potatoes; (619) 232-3242.
- At Rama Thai restaurant, entrees cost $12.50 to $26; (619) 501-8424.

INFO: Call the San Diego Convention & Visitors Bureau at (619) 232-3101.

"We've definitely become a party destination. We see it in our credit-card receipts. San Francisco, Arizona, New York."

— *Stingaree owner James Brennan*

Burrelles Luce
Thursday, January 4, 2007
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STATEN ISLAND ADVANCE

NIGHT LIFE

STATEN ISLAND

ADDER BLUES, 53 Lafayette Ave., New Brighton, 718-720-2583. **Tribe Old Bonise, Friday. Joe Taino, Saturday. The Wolfpacks, Wednesday. 9 p.m.-midnight. No Cover.**

THE BALLROOM, Hilton Garden Inn, 1100 South Ave., Bloomfield, 718-417-2400. **Chazz Palminteri, Jan 19. Tickets are $99, includes four-course dinner, tax and gratuity; $125 premium seating. Pat Cooper, Feb. 24, 7:30 p.m., $99 includes four-course dinner, tax gartuity; $125 premium seating.**

BEER GARDEN, 1883 Victory Blvd., Castleton Corners, 718-876-8900. **Wednesday Wonder Wheel, drink specials all night, 50 cent wings, $6 large pizzas or bartender's choice of shots, Kitchen open Sunday through Wednesday 11 a.m. to 10 p.m. Late night menu Thursday through Saturday till 2 a.m., open daily.**

BIG NOSE KATES, 2484 Arthur Kill Rd., Rossville, 718-227-8282. **Ladies Night, $1 corona's to 10:00PM Kids, Thursday $5 and under, Dave Vinyl 3rd Monday**

CARGO CAFE, 106 Bay St., St. George, 718-816-0606. **Open mic, sign up at 9:30, Tuesday, 9:30 sign up/concert**

CHEERS, 2710 Richmond Ave., Manor, 718-370-0000. **Monday, $700 Bill at Ante; Friday, 10 p.m. 40 cent wings, $2 day, Sundays, Mondays and Tuesdays, All you can eat pasta, $6 domestic pitchers, every Sunday. $5.95, Monday to Special, half rack $5.95, full rack $9.95. Five for $12 hookah of Bud., every Monday, Karaoke, ladies drink free 9-11 p.m. 3 wise guys special $4 all night., Wednesday, 10:30 p.m.**

CUP, 388 Van Duzer St., 718-816-8100, thecupsi.com. **Joey Figgiani, solo acoustic, Thursday, 7:30 p.m. Eyes of Argus with Mae Landgraff Art Showcase, Friday, 8 p.m., no cover. Caroline Contreneo's Runaway Trains, Saturday, 8 p.m., no cover. Musician's Open Mic, Monday, 7:30 p.m., free. Rob Carey, Acoustic Rock, Wednesday, 8 p.m., no cover.**

DUGOUT PUB, 1614 Forest Ave., Port Richmond, 718-273-4480. **Joey C - The one man party band, Friday, 4:30-8:30 p.m.Group Therapy, Friday, 10:20 p.m.-2:30 a.m.No Standard, Friday, 10:30 p.m.-2:30 a.m., $5. Stace, Saturday, 10:30 p.m.-2:30 a.m., $5.**

EVERY THING GOES BOOK CAFE, 208 Bay St., Tompkinsville, 718-447-8256. **Anna Bezilla and Tioka'sin Ghosthorse, Friday, 8 p.m.Bluegrass Three Pickers from the East, featuring Tom Daily, Saturday, 8 p.m.**

FRESCA'S ON THE BAY, 225 Ellis St., Tottenville, 718-605-8506. **"Staten Idol," every Wednesday. Wednesday, 9 p.m.**

HILTON GARDEN INN, 1100 South Ave., Bloomfield, Sunday Jazz Brunch with **Jill McCarron, $29.95/person. Seatings at 12 p.m. and 2 p.m.**

HISTORIC OLD BERMUDA INN, 2512 Arthur Kill Rd, Rossville, 718-948-7600. **Dine & Dance,** Prix Fixe four-course menu, Saturday, 8 p.m.-midnight, $30 per person.

HUSH, 20 Ellis St., Tottenville, 718-227-1500. **"Thursgays"** live DJs, dancing, 10 p.m. Thursday, $5 cover. **Swank lounge dance floor,** Friday. **"Saturgays,"** 10 p.m. Saturday, $5 cover.

ILLUSIONS NIGHT CLUB, 3995 Amboy Rd., Great Kills, 718-984-1015. **Hot & Sexy Thursdays,** DJ John Mazzella & Tony B. open bar 10p.m.-11 p.m., Thursday, no cover. **Karaoke Sunday,** drink specials, Sunday, 9 p.m.

KARL'S KLIPPER, 40 Bay St., St. George, 718-720-4442. **Rock N' Roll Karaoke,** Tuesday, 10 p.m., no cover.

KILLMEYER'S OLD BAVARIA INN, 4254 Arthur Kill Road, 718-984-1202. www.killmeyers.com. **The Happy Tones,** Oom-Pah band, Sunday 2-7 p.m.

LIEDY'S SHORE INN, 748 Richmond Terr., New Brighton. **Skeets Williams & 69 Merger,** 10:30 p.m. Friday and Jan. 12 no cover. **Jimmy Mack,** Saturday, Jan. 13, Jan. 20 and Jan. 27, no cover. **Hot Monkey Love,** 10:30 p.m. Jan. 19, no cover. **Blue Meanies,** 10:30 p.m. Jan. 26, no cover.

KRAVE, 1389 Bay St., Fort Wadsworth, 718-720-3158. **Thursday 2 for 1 drinks all night. Thursday $1 drinks till 11 p.m.,** classic disco & '80s pans. **Friday $1 drinks** till 11 p.m., dance music. Saturday, $5. $1 drinks till 11 p.m. The only all gay bar on Staten Island. Wednesday

LOBBY LOUNGE (Hilton Garden Inn, 1100 South Ave., Bloomfield, 718-417-2400. Dancing and live music will resume Jan. 12 with Shannon Grace. Sister Venus, Jan. 19. Thursday

LORENZO'S CABARET, (Hilton Garden Inn, 1100 South Ave., Bloomfield, 718-417-2400, www.lorenzosjazz.com. **Hiroshi Yamazaki,** Thursday and Friday, 8:30-9:30 p.m. **Greg Murphy,** Saturday, 9:30-10:30 p.m.

MAGIC LOUNGE (1[illegible] Richmond Ave., [illegible] Saturday's [illegible]

STATEN ISLAND ADVANCE/NICHOLAS TEVELO

Kamal Hosein of West Brighton is one of the bartenders at Martini Red, a haven for indie music in Stapleton.

Barkeep of the week

John Grecsek, 45, Liedy's Shore Inn

Juggling the drink orders of a crowd. A survivor of several strokes. He's been known to mix a cocktail. But it takes an extraordinary bartender to get it right every time — especially when a band with deafening volume is playing in the background.

John Grecsek, that's the bartender say patrons at Liedy's Shore Inn (748 Richmond Terr.).

"He's like Batman — he's everywhere. He's always there when you need him," says Charlie Frickenson of New Springville, a retired firefighter who hits the New Brighton tavern every Saturday for blue-eyed soulman Jimmy Mack's set.

Grecsek's secret? He reads lips. Just as impressive is the empathy he exudes, say regulars. No matter how busy the place is, the soft-spoken barkeep, with his unruly blond mane, seems to look his customers in the eyes. A fan asked, "Does that not look like Jesus Christ with a little weight on?"

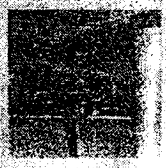
The barkeep does know difficulty. A survivor of several strokes, he still battles residual problems. But he's never asks "Why me?" Instead, he says he's grateful to be alive. "I got lucky. I take one day at a time."

Grecsek, who is a fan of area theater, often recommends community theaters or off-Broadway plays to patrons who express an interest. Plus, he golfs.

Still, working may be his greatest joy. Toward the end of the night, Grecsek usually moseys up to the mic and breaks into Johnny Cash's "Folsom Prison Blues" or Bob Dylan's "Knockin' on Heaven's Door."

"I love to come in," says Grecsek, who got into the business nearly 20 years ago when a friend who owned a tavern needed a substitute drink slinger. "I get to hear Jimmy Mack play. Where else can you go to work and hang out with a band and sing?"

—Jodi Lee Reiter, AWE senior writer



Apple Cosmopolitan
Shot and a half of Kettle One vodka
Shot and a half of sour apple mix
Shot and half of triple sec mix
.5 ounce lime juice
1.5 ounce cranberry juice

Plug your favorite bartender at AWE@siadvance.com

West Brighton [illegible] Don Leon bardi, Friday, [illegible] Soul Station day. Kayka, [illegible] brunch, noon-3 p.m. 7 p.m.

RHYTHM AND BREWS, 1671 [illegible] Road, Dongan Hills, 718-980-[illegible] **Live Bands,** Friday, 11 p.m. **Lala's dancewear** 56. Sunday Pajama Party, 5 p.m.

STEVEN DOMINICK, [illegible] 727-2700. DJ Flava. Live [illegible] Saturday.

BROOKLY[illegible]

BARRE[illegible]

[illegible] Happy [illegible]

BRAZEN HEAD, [illegible] 718-966-0406. Select Brews Night, 8 beers [illegible] Irish [illegible] Irish Day, [illegible]

CATTYSHACK, 249 Fourth Avenue, 718-[illegible]710. (Bleep)kickers, Country dance party with lessons every week., Thursday, 8 p.m.-3 a.m., $5 after 9/$3 w/ flyer. Poison Ivy, glamorously dirty Rock 'n' Roll, Thursday, 9 p.m., $3 w/ flyer. R.P.M., you request it the DJ plays it. DJ Jay Nut & Satisfaction Pony has over 20,000 songs to choose from. Drink specials galore! Friday, 11 p.m.. No cover. Sports Shack, Watch all the sports games on projection screens and three large screen TVs. Drink specials, Shark snacks and BBQ Specials, Saturday - Sunday, noon-10 p.m., No cover. Trivia Night & 2 For Tuesday, Categories include: geography and history to Pop Culture. DJ Sancho spins fun, hint-filled songs between each question. $2 well drinks & $2 Miller Lite or Cattyshack Shots. Pot Luck Chicken, and lucky draw beer, Tuesday, 7 p.m.-2 a.m., No cover. Karaoke & Oink Boys Party, with Sherry Vine accompanied by DJ Satisfaction Pony. Wednesday, 9 p.m.-3 a.m., $5 after 10.

GALAPAGOS, [illegible] Bedford Ave., 718-[illegible]. Heroine Chic, free before 11 p.m., Thursday, 10 p.m., $5 after 11 p.m., the Modern Temper, Shock Cinema, The Mystic Underground, Dear dead City, Friday, 10 p.m., $8. Open Wide Staff Show Off, Saturday, 8 p.m., $10 suggested donation. Smut, Monday, 8 p.m., free. Monday Night Burlesque presents: Girls on Film! A celluloid Tribute, Monday, 9:30 p.m., $5. DJ Ease and DJ Sicroc, Wednesday, 10 p.m., free.

MAGNETIC FIELD, 97 Atlantic Ave., 718-834-0060. Live Band Karaoke, The New Originals accompany participants on their road to rock glory, Thursday, 7:45 p.m., No cover. Live Band Karaoke, Thursday, 7 p.m., Free. Live music, Lungs of a Giant and The Exotic Pro Bios, Friday, 8 p.m., [illegible]

NORTH SIX, 66 North St. 6th St., Williamsburg, 718-599-5103. Slingshot Dakota, Peter Toh, Vila Vina, Milagro, Bettie After Midnite and Bear Hands, Saturday, 7 p.m., $8.

MANHATTAN

APOCALYPSE LOUNGE, 189 E. 3rd St, 212-228-4811. East Village throwback, with Basquiat art and fruity sake dispensed from LV bags hanging from the ceiling, open daily.

BAR 13, 35 E. 13th St., eventsatbar13.com. "2 for1" drinks until 8 p.m, absorb the mood and tunes of the '70s, '80s, Brit-pop, new wave, glam and electro, get there early for happy hour and stay all night long, roof deck available weather permitting, open daily.

BROTHER JIMMY'S, 428 Amsterdam Ave., 212-501-7515, brotherjimmys.com. Southern-fried sports bar, Saturday: 35 cent wings washed down with $8 pitchers of Bud and Coors Light, noon - 4 p.m., Sunday: All you-can-drink Bud and Coors Light, $22; Wednesday: "White Trash Wednesdays," all you-can-eat hot dogs and Pabst Blue Ribbon, $5, and ladies drink $1 margaritas and $1 domestic draft beers, open daily.

CIELO, 18 Little West 12th St., 212-645-5700. Heaven, Willie Graff, Friday, 11 p.m.-4 a.m., $20/$10 before midnight.

JEREMY'S ALE HOUSE, 228 Front Street, 212-964-3537. The Eye Opener, buckets of Original Coors $1.75 at Seaport location, Thursday - Friday, Monday - Wednesday, 8-10 a.m.

LUKE & LEROY, 21 Seventh Ave., 212-674-0004, lukeandleroy.com. Two-story club, for trend conscious folk, popular indie dance party every first and third Friday of the month, open daily.

STATEN ISLAND ADVANCE/JOSHUA CARP

Eltingville native John "JE" Englebert co-owns Myst, a 4,000-square foot Miami-beach inspired nightclub at 511 W. 28th St. in Manhattan's Chelsea district. "We have the only fog machine on the East Coast where condensation comes out like fog initially and drys before it hits your skin," says Englebert.

MANITOBA'S, 99 Ave. B, myspace.com/manitobasnyc. One of the best jukeboxes in town, East Village bar owned and operated by Handsome Dick Manitoba, ex-lead singer of the Dictators and part-time fill-in vocalist for the MC5, happy hour from 2-8 p.m., open daily.

MARS BAR, 5 E. 1st St., Super cheap dive bar, with an equal mix of regulars, punks, and emo newbies, a welcome alternative to all of the new boutique bars on the Lower East Side, Thursday - Sunday

PROVIDENCE, 311 W. 57th St., Open bar from 10-11 p.m. Ladies free Fridays until 1 a.m. on guest list (RSVP at fridays@robdiesel.net) Doors open 10 p.m. hosted by Playboy Model Samantha Cole. DJ Finesse Spins Hip hop, Rock and 80s, Thursday - Sunday

QUO, 511 W. 28th St., 212-268-5105, Status Saturdays, music by DJ Ric and DJ Sebastian. Dress code., chic and sexy, Saturday. Status Sundays, with rotating DJs (Lucho, Wreck & Michael Kuilan). Open bar 10-11, $95 bottles of Moet, Hpnotiq and Alize; $150 Grey Goose., open daily., Ladies free $15 men after 11:30.

SPLASHNYC, 50 W. 17th St., splashbar.com. Musical Mondays, big screen clips of your fave showtunes, 9 p.m., gay dance club open daily.

STILL, 192 Third Ave., stillnyc.com. "Thirsty Thursdays," $3 Buds and well drinks from 5-9 p.m. with 25 cent wings. Saturday: board games galore, "Sunday Funday:" football on six plasma screens and 92-inch projection, "Monday Disco Bingo:" with great prizes from 7-10 p.m., "Taco Tuesdays:" two Bud mugs for $2 and all-you-can-eat tacos for $9.95, "Wind Down Wednesdays:" $10 all-you-can-drink from 6-8:30 p.m., open daily.

NEW JERSEY

THE ANNEX, 65 Chestnut and Forest streets, Montclair, 973-746-6631. www.montclaircooperativeschool.com. Swinging with Simone's Jersey Bounce, includes 8:30 p.m. Swing dance lesson. Refreshments included; no partner needed, Montclair Cooperative School, Friday, 8:30-11:50 p.m., $15; $10 students with ID.

BAYWAY POLISH CLUB, 625 Pulaski St., Elizabeth, 908-355-3131, www.baywaypolishhome.org. Polka Dancing, with music by The GB'S, Saturday, 8 p.m.-midnight, $10.

THE STRESS FACTORY COMEDY CLUB, 90 Church St., New Brunswick, 732-545-4242, www.stressfactory.com. Ted Alexandro, Thursday, 8 p.m.; Friday - Saturday, 8 and 10:30 p.m., $12.

Patricia Limato compiles the calendar. She may be reached at alive@statenislandadvance.com

CHEERS

Date: Thursday, March 01, 2007
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Burrelles*Luce*

Signature Stylings

LA TEMPESTA

Mixologist David Nepove developed this drink for Il Fornaio, an Italian chain with 23 units.

1 ½ oz. Ten Cane Rum
½ oz. grenadine
½ oz. pineapple juice
½ oz. orange juice
½ oz. fresh lime juice
¾ oz. Funkin passion fruit puree

In a mixing glass, add all ingredients over ice. Shake and strain over fresh ice in a tall glass. Garnish with a lime wheel.

ABSOLUTLY COOL MARTINI

Les Hemingway, mixologist at Hyde Park Golf and Country Club, in Cincinnati, Ohio, won an Absolut Vodka cocktail contest with this Martini.

1 ½ oz. Absolut Ruby Red Vodka
½ oz. Absolut Mandrin Vodka
¼ oz. DeKuyper Triple Sec

Pour all ingredients over ice in a tall mixing glass. Sugar the rim of a chilled Martini glass. Shake a few seconds and strain into Martini glass. Garnish with a slice of pink grapefruit.

PLATINUM BRUNO'S MARTINI

Agenor Macaluso, mixologist, and Bruno Jamais, owner of Bruno Jamais Restaurant and Club in New York City, co-created this signature libation.

Four orange slices
2 oz. Patron Platinum Tequila
¾ oz. peach schnapps

Muddle orange slices in a Boston shaker. Add the tequila and schnapps and shake well. Serve up in a chilled Double Martini glass.

SHANGHAI LEMON DROP

Chad Harder, mixologist at Sungari on First Avenue in Portland, Ore., adds this refreshing cocktail to his spring menu.

1 oz. Yazi Ginger Vodka
2 oz. Italian limoncello
4 splashes peach bitters

Shake all ingredients over ice in mixing glass. Pour into a chilled glass. Garnish with a narrow fresh peach slice.

JOHNNY APPLE SLING

Chad Solomon, mixologist at Milk & Honey and Pegu Club, both in New York, offers this apple-flavored drink.

2 oz. Laird's 100 Proof Apple Brandy
¾ oz. freshly squeezed lemon juice
½ oz. Velvet Falernum Liqueur
½ oz. simple syrup
1 dash Angostura Bitters
Club soda

Combine first four ingredients in a mixing glass, then add ice. Shake vigorously and strain into a Collins glass; top with club soda. Garnish with an apple slice and grated cinnamon.

BALMORAL LONG ISLAND

Richard Schmidt, general manager, food and beverage, Coast To Coast at Balmoral Park in Chicago, created this concoction.

1 ½ oz. Finlandia Vodka
¾ oz. Finlandia Fusion Mango Vodka
¾ oz. Finlandia Wild Berries Fusion Vodka
½ oz. Grand Marnier
3 oz. sweet and sour
2 oz. cranberry juice

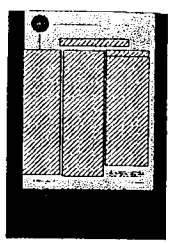
Fill a 22-ounce Frankfurt mug with ice and add the first four ingredients. Add ice to the top of the glass, add sweet and sour and cranberry juice. Empty contents of mug into a shaker and shake, then transfer back into the mug. Garnish with an orange wheel and a blackberry.

KAMA SUTRA

Ryan Gartner, manager at the N9NE Group's Ghostbar in Dallas, created this flavorful libation.

1 ½ oz. Level Vodka
1 ½ oz. peach sake
½ oz. Cointreau Orange Liqueur
½ oz. mango puree

Combine all ingredients in a shaker, shake once and pour over ice in a wine glass. Garnish with a small edible orchid. ●



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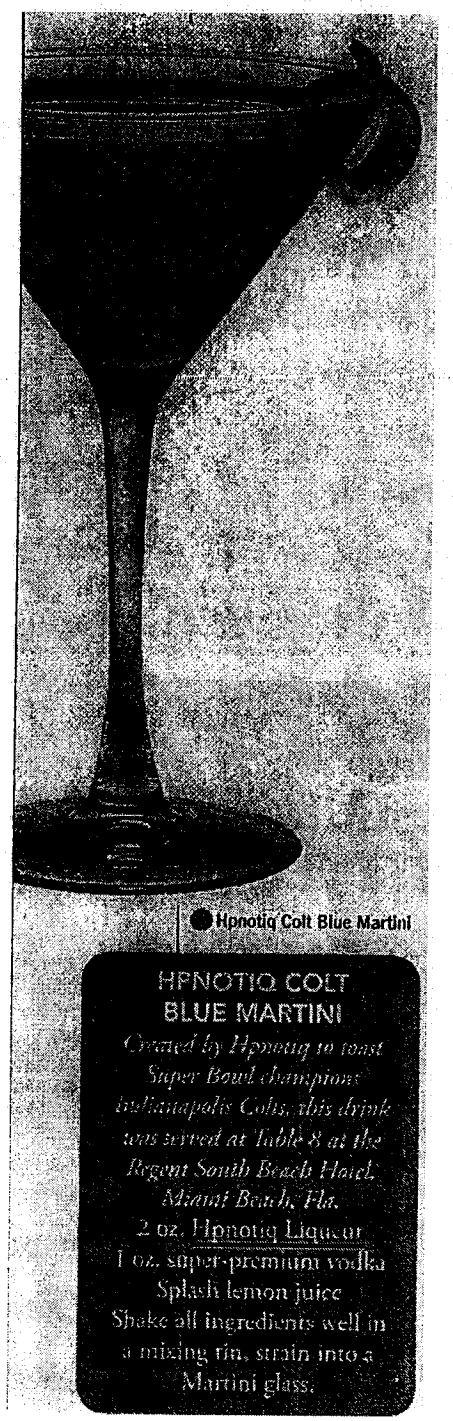

Hpnotiq Colt Blue Martini

HPNOTIQ COLT BLUE MARTINI

Created by Hpnotiq to toast Super Bowl champions Indianapolis Colts, this drink was served at Table 8 at the Regent South Beach Hotel, Miami Beach, Fla.

2 oz. Hpnotiq Liqueur
1 oz. super-premium vodka
Splash lemon juice
Shake all ingredients well in a mixing tin, strain into a Martini glass.

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Burrelles Luce

Wednesday, March 14, 2007
Circulation: 432,230
Location: CHICAGO, IL

CHICAGO SUN-TIMES

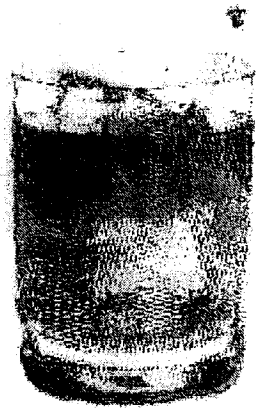
Paddy's Day drink

On St. Patrick's Day there are drinks beyond green beer.

Here's one from Bushmills called Raven's Blood. Combine 1½ ounces of Irish whiskey, 1½ ounces of grenadine and 1½ ounces of lemon-lime soda. Serve in a tall glass with a lime wedge.

Raven's Blood

Hynotiq has another, the Pot of Gold. Pour 2 ounces of Hynotiq and 2 ounces of Hennessey over ice and stir.



Pot of Gold >>

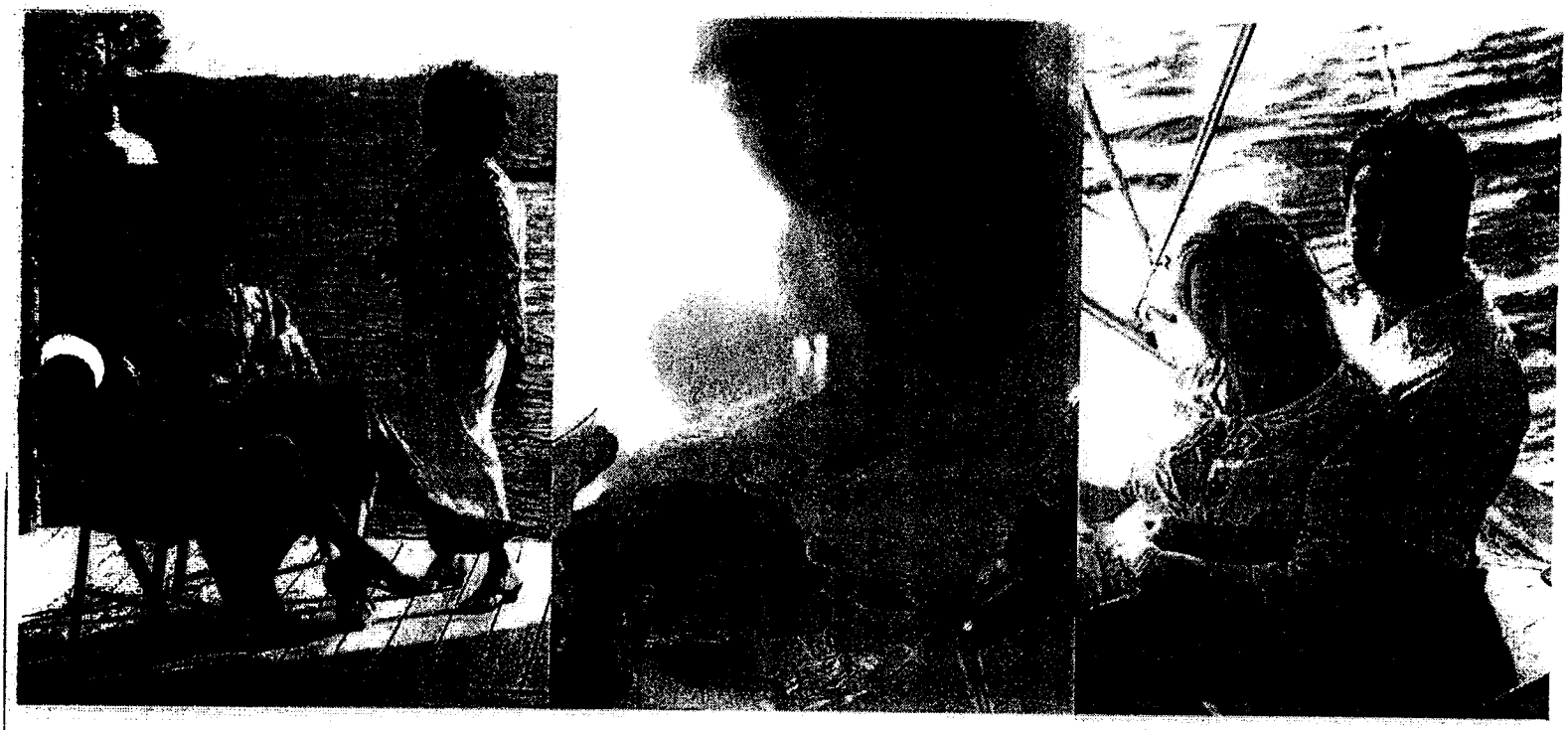
Burrelles

Thursday, March 1, 2007
Circulation: 450,000
Location: BIRMINGHAM, AL

COASTAL LIVING

happy hour

Deborah Blue and George Adley stir up cocktails with style at their home by Tampa Bay.



most people in the fast-growing Tampa Bay area have never heard of Snead Island, and that's fine with Deborah Blue. This offbeat isle—located near the Gulf of Mexico, where the Manatee River flows into the bay—remains largely rural, with enough wildlife and lush foliage to evoke faded postcards of Old Florida. When Deborah and her husband, George Adley, bought property here, they found "true sanctuary," she says.

The couple's move from bustling Siesta Key meant "a less frenetic social life," says Deborah. "But we still love to entertain." Preparing for today's party, she takes a tray of drinks out to the garden shed she turned into a tiki bar. Trimmed with palm thatching and nautical gear, it's more *Gilligan's Island* than Snead Island. And Deborah—whose relaxed manner and visual flair don't fit the stereotype of a trial lawyer—seems part Mary Ann, part Ginger.

Turn to page 124

"George concocted the Bluetini in my honor after we moved here in 2004. Typically, martini night is Friday or Saturday, celebrating the end of the week with friends." —Deborah Blue

Deborah's favorite get-together, a cocktail party, goes well with her "martini modern" style, which blends mostly midcentury design and art with a splash of color, a dash of wit, and a twist of tropical hedonism. "These are all vintage things I've collected over many years," she says of her furnishings. "The decor is eclectic and kind of unusual, but somehow it works, because it's almost all from the '50s and '60s."

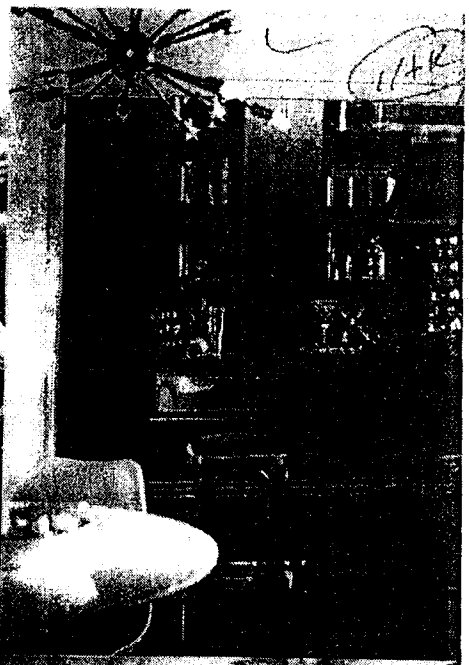
The mix includes spare modern designs, spiked with more-sensual pieces. Under a gilded, starburst clock, a round cabinet displays sleek ceramics. Curved, crushed-velvet sofas circle a bronze coffee table beneath a crystal-inlaid chandelier—"a bit of Liberace, with a Moroccan influence that adds an exotic touch," says Deborah.

A dining area focal point, the gleaming Art Deco bar once propped up elbows in a South Beach hotel. The couple removed the doors from a cedar-lined closet to create an alcove for the piece. Now, with friends and family members starting to arrive, "Mixmaster G" (as Deborah calls George, a mortgage banker by day) shakes a batch of Bluetinis. Inspired by Deborah's surname and colored by Hpnotiq liqueur, this libation suggests a South Seas lagoon, or liquid sky.

Guests gather in the living room and lounge in the tiki bar or on the deck, beneath a canopy of live oaks swagged with Spanish moss. Cocktail attire for this lively crowd is casual yet elegant—the men in breezy Tommy Bahama mode, the women dressier, down to their designer shoes. (They make it look easy to stride in heels across shell paths and St. Augustine grass, never missing a quip or spilling a drop.)

The lowering sun draws people down to the dock, where some go for a ride in *Stormy*, the couple's 1972 wood runabout. During a contemplative lull, an osprey cries, which prompts talk of the many birds on the island. The wood ducks that flock to the pond in front of the house could use some company, and Deborah wonders, "Wouldn't it be great to get a pair of flamingos?" She's half-joking, but her friends know their hostess. At her next bash they may well find leggy pink birds stalking the shallows. And who knows? These fine specimens of Florida wildlife may inspire a blushing new cocktail.

More info: page 168



Deborah's namesake drink, the Bluetini (opposite), looks as refreshing as a swimming pool on a hot day. Party guests include daughter Katherine Scott (above), who's taking a break from law school in nearby St. Petersburg. Above, right: A "Sputnik" chandelier, mercury-glass lamp, and anodized-aluminum tumblers suit the streamlined bar. The living room (below) features retro 20th-century furnishings. The eclectic decor banishes modern austerity with curvaceous forms and eye-catching elements, such as the crystal-inlaid chandelier. Deborah and her sister, Charlsie Shine (below, left), share a passion for vintage finds. Left: "Mixmaster G" shakes up a batch of Bluetinis.

Deborah Blue

Burrelles Luce

In searching the publicly accessible web, we found a webpage of interest and provide a snapshot of it below. Please be advised that this page, and any images or links in it, may have changed since we created this snapshot. For your convenience, we provide a hyperlink to the current webpage as part of our service.

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Not Your Mother's Martini

Try out jazzed-up versions of this classic cocktail.

Text by Kimberly Turnbull

Bluetini

(Photo: Colleen Duffley)

BT's Ringmaster Lime Martini

(Photo: Blake Pearson)

Key Lime Pie Martini

(Photo: Jean Allsopp)

Sour Apple Martini

(Photo: Charles Walton IV)

"Classic" Dry Martini

(Photo: Courtesy of Cooking Light)

The iconic martini features a conical, stemmed glass cradling large green olives submerged in a chilly bath of gin and vermouth. Preferred by purists, the classic gin martini remains a cocktail staple, but many of today's martini-style drinks begin with vodka rather than gin.

With the dozens of flavored vodkas on the market come a multitude of creative drink combinations. We offer a few of our favorites—perfect for either a poolside party or an elegant event.

Bluetini

The aquamarine color of this cocktail comes from the Hpnotiq liqueur—a blend of vodka, tropical fruit juice, and a splash of cognac. Hpnotiq can be enjoyed on the rocks or with vodka for an electrifying martini. Read about the creators of this recipe.

Crushed ice
3 ounces (1/3 cup) vodka
1 ounce (2 tablespoons) Hpnotiq liqueur
Lemon, lime, and orange slices to garnish

Fill shaker with crushed ice. Add liquors. Shake vigorously, and strain into a martini glass. Garnish with sliced citrus. Makes 1 serving.

BT's Ringmaster Lime Martini*

The fragrant leaves and juice of southeastern Asia's kaffir lime give this infused vodka an exotic, refreshing taste. When combined with the lemon-grass syrup, this cocktail becomes intensely aromatic and soothing.

** Chef BT Nguyen-Batley of Restaurant BT in Tampa created this unusual cocktail.*

Key Lime Pie Martini

Straight from the Florida Keys, this cocktail combines the sweet, creamy decadence of a key lime pie with vodka and fresh lime juice. This dessert-in-a-glass should garner the approval of every Floridian.

Sour Apple Martini

Making other drinks green with envy, apple martinis have become a favorite cocktail at happy hours everywhere. With its slightly sour flavor, this recipe makes your mouth pucker as you anticipate the next sip.

"Classic" Dry Martini

Yes, we know purists prefer gin, but try this version of the landmark cocktail. With vodka, dry vermouth, a lemon twist, and a stir, this take on the timeless drink proves that sometimes even classics can be enhanced.

Pass the Flavored Vodka

The essential ingredient in these drinks is vodka, and whether you are re-creating one of our recipes or inventing your own, you'll need to pick up a bottle or two. Flavors range from apple to espresso, so research your options before heading to the store. Some states allow you to buy online and have spirits shipped directly to your door. Check out vangoghvodka.com for martini recipes featuring flavored vodkas.

For a primer on Bond's preferred beverage, check out *Mastering the Martini*.

ALSO
Check out our favorite martini merchandise.

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CareerLink JOB

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Monday, March 12, 2007

Hats and Hpnotiq Party

Posted on March 8, 2007

ARTICLE TOOLS
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The Kentucky Museum of Art and Craft will host Hats & Hpnotiq, sponsored by Heaven Hill Distilleries Inc., on Thursday, April 19th from 5-8pm. Party goers will browse the exhibitions and shop for one-of-a-kind Derby hats and accessories while enjoying hors d'oeuvres and a variety of cocktails made with Hpnotiq. Guests will also have the opportunity to win raffle items such as a Lukas Racing Jacket by D. Wayne Lukas, signed Derby memorabilia and fabulous Derby hats.

In addition to the large variety of hats, scarves, purses, and ties in the Gallery Shop, the Museum will feature trunk shows by four hat designers. Ann deVuono from Seattle, Washington, Rebecca Nalley from Louisville, Polly Singer from Lexington, and Angie Schultz from Louisville will be featured.

Clothing designer Fiddlin' Joy Sibcy will also be unveiling her new clothing line entitled Teepee Hieroglyphics. Inspired by Native American garments, Fiddlin Joy designs original clothing from vintage fabric, ribbons, shells, silver, beads, horn buttons and deerskin. Fiddlin' studied under designers such as Dior and Worth, and her clothing has been featured in shops in Jackson Hole, Santa Fe, New York City, Chicago and Los Angeles.

"The launch of Fiddlin' Joy's new clothing line is very exciting, and we are thrilled and honored that such an accomplished designer will be unveiling her work at KMAC," says David McGuire, Gallery Shop Manager.

The happy hour party will also feature live music and specialty drinks made with Hpnotiq, a chic blue liquor from France, distributed by Louisville's Heaven Hill Distilleries. Hpnotiq is an exquisite blend of premium vodka, natural tropical fruit juices, and a touch of cognac.

The event is free for KMAC members and $10 for non-members. No RSVP required. There will be a free gift for those who join or renew their membership that evening.

About the Kentucky Museum of Art and Craft

The Kentucky Museum of Art and Craft is a nonprofit organization founded in 1981. Its mission is to promote the art and craft heritage of Kentucky. The Museum is supported in part by the Fund for the Arts and the Kentucky Arts Council, a state agency in the Commerce Cabinet, that provides operational support funding for KMAC with state tax dollars and federal funding from the National Endowment for the Arts, which believes that a great nation deserves great art. It is open Monday through Friday, 10:00 a.m. - 5:00 p.m., Saturday 11:00 a.m. to 5:00 p.m., or by appointment. Admission is free. For more information, please call 502.589.0102 or log on to www.KentuckyArts.org.

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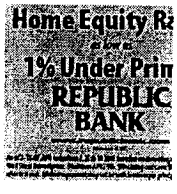

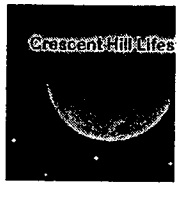

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Burrelles

Wednesday, March 14, 2007
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Location: WILKES-BARRE, PA

TIMES LEADER

Ellen Smaka, a bartender at Dugan's Pub in Luzerne, is prepared for St. Patrick's Day. She has recipes for green drinks and Irish drinks, if you feel like drinking festively.

being GREEN just got easy

By LISA SOBOLOWSKI

Everyone seems to be Irish on St. Patrick's Day. And what better way to celebrate than dressing in green and heading down to the pub — or the "local" in Irish parlance — for a couple of matching drinks?

You have your Irish beers, such as Guinness or Harp lager, or green beer (which requires a few drops of food coloring).

But if you want the Luck O' The Irish, you're probably better off going down the mixed-drink route.

We asked a couple of local bartenders to weigh in with their favorite drinks to serve on St. Paddy's day. But if alcohol isn't your thing, take heart.

You can take some hints from stpatrickstraditions.com. The Web site suggests making limeade, a milk shake with lime sherbet or green punch with green Kool Aid and 7-up or Sprite.

For those who wish to dabble in adult-only drinks, the Web site suggests Old Mr. Boston's Irish Shillelagh or a shot of Bailey's Irish Cream in a dark cappuccino.

Or just find Ellen Smaka at Dugan's Pub in Luzerne or Doretta Shelley at Keenan's Irish Pub in Wilkes-Barre. Those two seem to know their stuff.

Make your own mean green

Green Napper
Ingredients:
1 ounce Green Crème de Menthe
1 ounce White Crème de Cacao
Cream

Incredible Hulk
Ingredients:
1 1/2 ounces Hennessy
1/2 ounce Hennessy Cognac

Old Mr. Boston's Irish Shillelagh
Ingredients:
Juice from 1/2 lemon
1 1/2 ounces Irish whiskey
1/2 ounce sloe gin
1/2 ounce rum
Directions:

Appletini

1 ounce Vodka
1 1/2 ounces Apple Pucker
Splash of pineapple juice
Directions:
Chill and strain into a martini glass.

Irish Flag (shot)

Ingredients:
Equal parts Green Crème de Menthe, Bailey's and Brandy
Directions:
Layer in order of ingredients.

Nutty Irish

Ingredients:
Equal parts Frangelica and Bailey's
Directions:
Pour in a glass.

Irish Angel

Ingredients:
1 ounce Irish Whiskey
1/2 ounce White Crème de Cacao
1/2 ounce Green Crème de Menthe
Cream
Directions:
Fill a glass of ice, and [illegible]

Washington Apple (shot)

Ingredients:
3/4 ounce Apple Pucker
1/4 ounce Crown Royal
Directions:
Pour in a shot glass.

Green Kamikaze

Ingredients:
Equal parts lime vodka, triple sec and sour mix
Directions:
Pour in a glass.

Ellen Smaka, bartender at Dugan's Pub in Wilkes-Barre

THE ATLANTA CONSTITUTION

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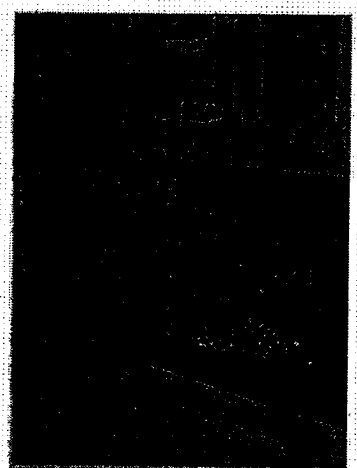
BurrellesLuce

SPIRITS

IN BLOOM

When Ansley Park resident Lynda Hill hands over her business card, the job description is eye-catching. "I Specialize in Everything," it reads. But, according to neighbors, her real specialty is martinis. On April 14, she's unveiling the **Bloomin' Dog** at the Rhythm & Blooms party, the Atlanta Dogwood Festival's annual bash. First came the name, an obvious nod to the festival and its imbibing soiree. Then came the ingredients. "Peach had to be a part of it," she says. So after mixing vodka, peach schnapps and organic apple juice, she opts for a splash of grenadine to help add a peachy hue. And party guests will pair her creation with food from Eno, Taurus, the Globe and other Atlanta eateries. Rhythm & Blooms takes place 6-9 p.m. on April 14, day two of the Atlanta Dogwood Festival. Look for the tent in Piedmont Park's Meadow. Tickets are $100.



Lynda Hill specializes in martinis. She'll unveil her peachy Keen concoction at the Dogwood festival's Rhythm & Blooms shindig April 14.

A GLASS OF POLLEN?

When we're not coughing, we can't help but laugh at the insane pollen count. So Spirits got a good giggle after hearing about the **Loblolly Folly**. This pollen-inspired martini is available at the Lobby Lounge at Ritz-Carlton's Atlanta and Buckhead locations. The name comes from Georgia's Loblolly pine tree, which accounts for its fair share of the yucky yellow stuff. Bartenders line the rim of a martini glass with fine yellow sugar or powdered lemonade. After shaking citron vodka, limoncello, lemon juice and Cointreau over ice, they strain it into the glass.

WEDDING BELL BLUES

You're getting hitched. You have something old, new and borrowed. What about the blue? Try pouring it in a glass. The folks behind Hpnotiq liqueur are pushing the **Something Blue** recipe this wedding season. It's basically a fancy spritzer with white wine, ginger ale and Hpnotiq in a champagne flute.

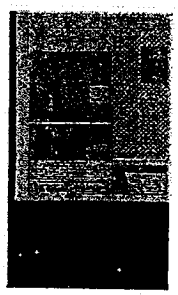
Jon Waterhouse

IN THE DRINK

The Bloomin' Dog

One part premium vodka
One part peach schnapps
One part Knudsen organic apple juice
A splash of grenadine.

Shake ingredients with ice. Strain into a martini glass.



INTERACT

WHAT'S YOUR FAVORITE DRINK? Best deal? Smoothest bartender? Fill us in on your swingin' cocktails: access@ajc.com.

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BUSINESS FIRST

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Location: LOUISVILLE, KY
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Burrelles*Luce*

Caring Calendar lists events or fund-raisers that pertain to nonprofit associations or those with corporate sponsorships. Please submit items at least three weeks before publication to Corporate Caring Calendar, Business First, P.O. Box 249, Louisville KY 40201; or fax to (502) 587-1703; or e-mail to ahiggs@bizjournals.com. Business First reserves the right to choose the items published. Publish dates also depend on space considerations.

p.m., 4938 Brownsboro Road. Derby Divas games and apparel will available for purchase, with 10 percent of sales going to Norton Healthcare Foundation. Contact Paula Rolfes, 629-8058 or paula.rolfes@nortonhealthcare.org by April 16 to RSVP.

Kentucky Museum of Art and Craft: Hats and Hpnotiq Party, Thursday, April 19, from 5 to 8 p.m. Sponsor is Heaven Hill Distilleries Inc. The event includes one-of-a-kind Derby hats and accessories for sale, a raffle, hors d'oeuvres, live music and cocktails made with Hpnotiq. The event is free for KMAC members and $10 for nonmembers. Visit www.kentuckyarts.org.

Kentucky Derby Festival Foundation: The 49th Fillies Derby Ball, Friday, April 20, 6 p.m. to 12:30 a.m., Galt House Hotel & Suites east tower Grand Ballroom. Sponsored by Anthem Blue Cross & Blue Shield, the event features music by Pat Patrick Band, dinner and ceremonies crowning this year's Derby Festival Queen. Tickets are $300 per couple. Corporate tables are $1,500 for eight and $1,875 for 10. Contact Benita Long at 425-0406.

Cardinal Hill Rehabilitation Center/Easter Seals of Louisville: Thunder Riverboat Dinner Cruise, Saturday, April 21. Includes all-you-can-eat appetizers, dinner buffet, an open bar, musical entertainment and a spectacular view on the river in front of the Belvedere of Thunder Over Louisville fireworks show. Tickets are $200 per person. A reserved table for 10 or more is $205 per person. Call 584-9781.

Bridgepointe Goodwill: Second annual Thunder Cruise, Saturday, April 21. Guests will watch the Thunder Over Louisville fireworks show from a chartered riverboat. The boat will dock and leave from the Indiana side at Duffy's Landing in Jeffersonville at 7 p.m., with a shuttle from the Jeffersonville Aquatic Center. Ticket are $150 and include a buffet dinner. A cash bar also is available. Call 283-7908, Ext. 125, for reservations.

Thomas Edison House: Annual ThunderFun! Barbeque, Saturday, April 21, beginning at 1:30 p. m. The event features food from Pepperwood BBQ, Kern's Kitchen and the Bluegrass Brewing Co. Doors open at 1:30 p.m. for the air show, and appetizers will be offered at 4 p.m. The barbecue buffet, served in the backyard of historic Butchertown's Thomas Edison House, will begin at 6 p.m. Tickets are $50 for adults, and $25 for children 18 and under. Limited reserved parking is available between 1:30 and 4:30 p.m. for $10 per spot. For more information, call the museum at 585-5247.

Wellspring: Ninth annual Derby Preview Party, Tuesday, April 24, 6 to 9 p.m., MillionairesRow at Churchill Downs, with University of Louisville football coach Steve Kragthorpe and Churchill's John Asher. Tickets are $150 and include cocktails, a buffet, and live and silent auctions. Handicapping tips will be provided by Bill Doolittle. Contact Nancy Doctor, 637-4361, Ext.12, or doctorn@wellspring-house.org, or visit www.wellspring-house.org.

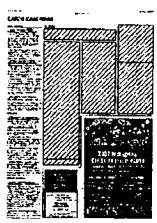
Louisville Visual Art Association: Boat Race Party, Wednesday, May 2, from 3:30 to 8 p.m. at the Water Tower. The event features food, rides, art activities, games, contests. Admission price includes food, two adult drinks for the adults or two ride tickets and unlimited soft drinks for kids. Cost is $35 per adult, $20 for kids age 7 to 15 and $5 for kids 6 and under. Call 896-2146.

Louisville Visual Art Association: Unstable Barn Party, Thursday, May 3, 7 p.m. to midnight. Guests are asked to come dressed as their favorite celebrity or be a part of the paparazzi. The cost is $10 per person, which includes admission and one drink ticket. Music will be provided by Sativa Gumb and DJs Woodrow on the Radio and Matt Anthony. Call 896-2146.

Cardinal Hill Rehabilitation Center/Easter Seals of Louisville: Celebrity Golf Scramble, Thursday, May 3, 9 a.m. at Oxmoor Country Club. The event will feature sports personalities and stars of stage and screen playing with each team. Only spectator tickets are available at $15 per person. Call 584-9781.

Cardinal Hill Rehabilitation Center/Easter Seals of Louisville: Taste of the Oaks Celebrity Party, Thursday, May 3, 6 p.m. at the Brown & Williamson Club at Papa John's Cardinal Stadium. This casual dress event will have live music and dancing; tastings of bourbon, wine, beer, cola, coffee and cuisine; and silent and live auctions. Tickets are $50 per person. Call 584-9781.

Kentucky Museum of Art and Craft: 21st annual Oaks Brunch fund-raiser, sponsored by AT&T, Friday, May 4, at The Brown Hotel. The event begins at 9:30 a.m. with cocktails, Kentucky crafts and a silent auction in the hotel's South Lobby. Brunch will be served at 10:30 a.m. in the Crystal Ballroom. Tickets are



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BurrellesLuce

$125 each, or $1,250 for a corporate table of 10. Contact Stephanie Mayfield at 589-0102 for reservations.

American Lung Association of Kentucky: 13th annual Derby Eve Gala "Fiesta," Friday, May 4, 8 p.m., Seelbach Hilton Hotel, 500 S. Fourth St. Sponsored by Kindred Healthcare Inc., Jewish Hospital Heart and Lung Institute and Bluegrass Oxygen. It will feature hors d'oeuvres, dinner, cocktails, dancing and a performance by a New York theatrical troupe. Tickets are $300 per person. Visit www.derbyevegala.org.

Cardinal Hill Rehabilitation Center/Easter Seals of Louisville: Kentucky Oaks and Derby Easter Seals Supporter Suite at Churchill Downs, Friday, May 4, and Saturday, May 5. The three- story suite includes a panoramic view of the racetrack, an observation deck, climate controlled environment, private restrooms, open bar, fine-dining catered meal, table seating, private betting machines and celebrities. Call Easter Seals for ticket prices and availability, 584-9781.

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Location: FANWOOD, NJ
KANE'S BEVERAGE WEEK

Diageo Takes Minority Stake in Nuvo

Diageo plc said it made a minority investment in **Nuvo**, a new ultra-premium effervescent blend of French vodka, French sparkling wine and exotic fruit nectar, created by **Raphael Yakoby** of **London Group**, who developed **Hpnotiq**.

"Women are willing to spend more to pamper themselves," said Yakoby. "Nuvo is the first of its kind among alcohol beverages that allow women to pamper themselves with something truly luxurious." Packaging is crucial to the product, Diageo said. The bottle design is inspired by perfume: sleek, elegant with a unique square shape.

Nuvo launches in New York (**Empire Distributing**) and Miami (**Southern Wine & Spirits**).

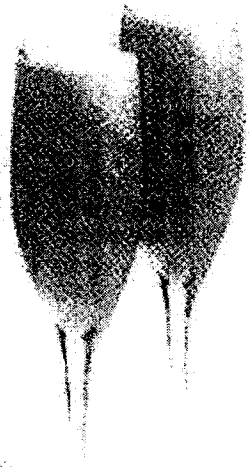
Burrelles Luce
Sunday, April 1, 2007
Circulation: 2,850
Location: DENVER, CO
NEBRASKA BEVERAGE ANALYST

Hpnotiq's Toast to the Modern Bride

Whether your dreams of the perfect wedding include a lavish fairytale reception, an intimate island getaway or anything in between, indulge in your ultimate fantasy

by toasting with something blue. With a twist on something old, something new, something borrowed and something blue, sophisticated brides and grooms are opting for unique and stylish ways to integrate these old traditions into their modern vows. One way to do this is with the latest cocktail that has been gracing reception bars on the nuptial scene from coast to coast.

Aqua blue in color, this ultra premium cocktail has guests celebrating with Hpnotiq. The bridal cocktail, aptly named "The Something Blue," is quickly becoming the must-have cocktail among newlyweds wanting to toast to something new and blue.



"The Something Blue"
2 oz. HPNOTIQ
2 oz. white wine
1 oz. ginger ale
Serve in a Champagne flute.

"The Something Blue" adds style and flair to any reception by providing an upscale alternative to traditional wedding beverages. Packaged in a stylish and sophisticated frosted bottle, guests may recognize Hpnotiq from headline-making events that have made it the drink of choice with today's A-list celebrities, even gracing Jennifer Lopez's wedding reception.

Burrelles

Sunday, May 20, 2007
Circulation: 176,087
Location: BIRMINGHAM, AL

BIRMINGHAM NEWS

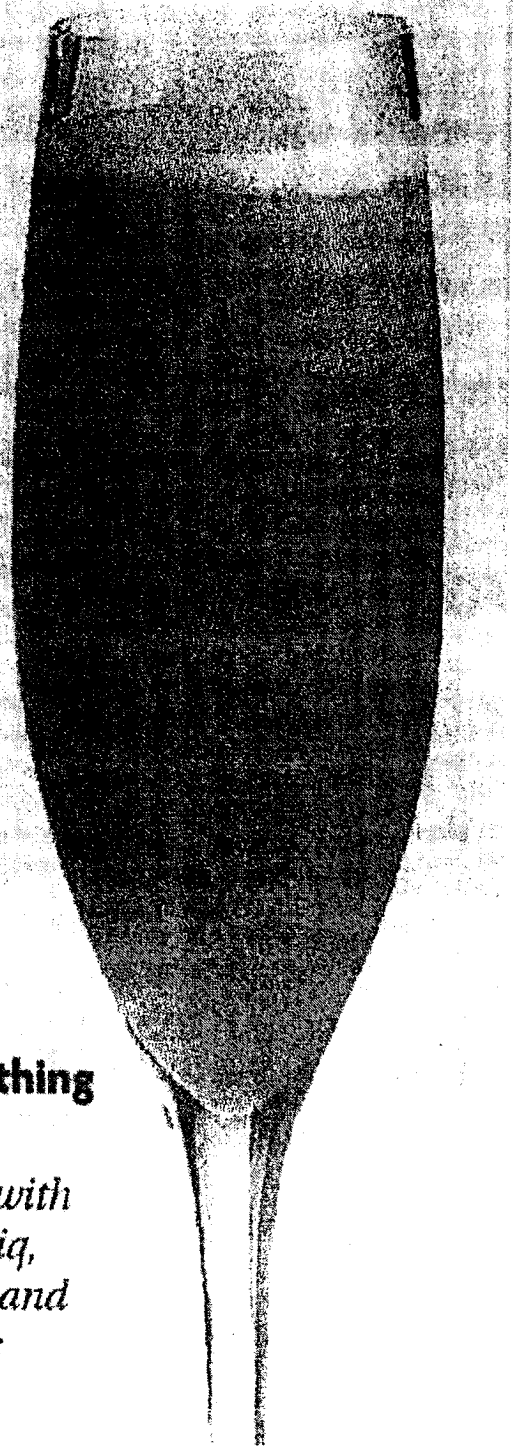
Trendy wedding events opt for more electric potion blend

Newlyweds are toasting with more than Champagne at their wedding receptions nowadays.

The latest trend among the modern bridal set is to use Hpnotiq, an electric blue blend of vodka, tropical fruit juices and cognac, to make "Something Blue" cocktails for various wedding festivities including bachelorette parties, according to Hpnotiq officials. The chilled blue cocktail calls for 2 ounces of Hpnotiq topped with 2 ounces of white wine and 1 ounce ginger ale served in a champagne flute.

Hpnotiq can be found in liquor stores and usually retails for $26 for a 750 ml bottle.

Chanda Temple Guster



Something Blue

made with Hpnotiq, vodka and cognac

BurrellesLuce
Wednesday, May 9, 2007
Circulation: 1,300
Location: CHICAGO, IL
BOOSTER

[illegible] tastes of cocina Latina

[illegible]

[illegible] First courses include a [illegible] fresh corn tamale filled with [illegible] chicken [illegible] and [illegible] with [illegible] for [illegible] salmon with [illegible] quinoa [illegible] and mojo de ajo (a garlic sauce).

The extras: There's a weekend brunch featuring bossa nova music and specialties like the Cuban sandwich on a sweet roll with smoked ham, roasted pork, melted cheese, pickles and a spicy mustard spread.

[illegible]

[illegible] Ave., (312) 842-[illegible]

Carnivale

702 W. Fulton St., (312) 850-5005, www.carnivalechicago.com

The vibe: This vibrantly colored spot with it's rainbow-lit ceiling features dishes from Cuba, Puerto Rico, Brazil, Columbia, Peru, Argentina, El Salvador and Mexico plus the appropriate, exotic libations. The lively place has a well-used dance floor, and appeals to a crowd that's never short on energy.

The food: Starters range from numerous ceviches to empanadas, lobster and salt cod fritters and a Latino antipasto platter. Entrees include a New York strip with potato fries and spring onion chimichurri, a rum-glazed pork shoulder with rice and beans and fried plantains.

The extras: You'll find a great roster of beverages, from a pisco sour to the Laguna Azul with 10 Cane rum, Hpnotiq and splashes of pineapple and orange juices. [illegible] also offers cooking classes for those who want to try it at home.

Mas

1670 W. Division St., (773) 276-8700, www.[illegible]

The vibe: This nine-year-old Wicker Park is still going strong. Its casual look — exposed brick walls, low lights — contrasts with the high-spirited crowd that appreciates Chef John Manion's passion for new tastes from Latin America.

The food: Beginners include a chili-braised chicken tostada with refried black beans, cotija (an aged cheese) and cilantro cream, wild mushroom, walnut and goat cheese empanadas, and beef short ribs with cilantro pesto. An entree might be seared duck breast and leg confit with fig-balsamic reduction, roasted venison with Argentine reggiano gratin and aji Amarillo-mustard sauce and seared-rare yellowfin with chimichurri and yucca frites.

The extras: On Mondays, mojitos, martinis and margaritas are just $5. The restaurant uses products from local farmers whenever possible.

Diners at [illegible] in the South Loop enjoy its Latin-Caribbean fusion flavors. — Jeff Krage/For Pioneer Press

Burrelles Luce

In searching the publicly accessible web, we found a webpage of interest and provide a snapshot of it below. Please be advised that this page, and any images or links in it, may have changed since we created this snapshot. For your convenience, we provide a hyperlink to the current webpage as part of our service.

Libations

Zin Zing: Wave Old Glory for zinfandel, America's wine, made from a versatile grape

Thursday, May 10, 2007

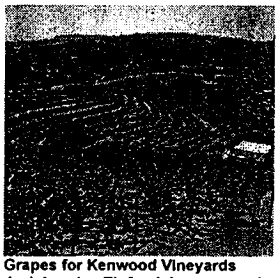
By Elizabeth Downer, Pittsburgh Post-Gazette

The weakened state of the U.S. dollar has begun to bring about a shift in Americans' wine-buying habits. As the dollar falls, the prices of imported wines rise. I predict that in the next few years, as we continue to be plagued by our high national debt, wine consumers will become more interested in domestic wines.

And when it comes to domestic, nothing screams "American" more than California zinfandels.

Zinfandel is almost our national grape. There always has been an air of mystery surrounding its origins; only recently has it been solved. The grape hails from an almost extinct variety found in a single vineyard in Croatia, where only nine vines of the mother vine still exist.

Stock from that vine was brought to America in the 1820s and since the Gold Rush has been a staple grape for California winemakers. The same grape made its way to Italy, where it is called primitivo.



Grapes for Kenwood Vineyards Jack London Zinfandel are grown in the Sonoma Valley in California.

It makes a wine that can range from light and fruity to a strong red with intense fruit and spice flavors. Many winemakers add a tiny percentage of petite syrah grapes to the zinfandel to add a bit more color and structure. The wines are relatively high in alcohol with lots of fruit flavors that develop into a rich spicy stew with age. When grown in cool climates and carefully pruned to keep the yield low, zinfandel produces an impressive wine that ages well.

Good zinfandel is still a bargain. Because the grape does not have the status of cabernet sauvignon or pinot noir, it frequently is overlooked by consumers. There is no doubt that the flood of sweet, white zinfandel has left a stain on the reputation of the grape variety and probably had a negative market impact on good red zinfandels.

If you are looking for quality wine under $20 a bottle and want to keep your wine dollars at home, it's time to get into the zinfandel groove.

To the happy couple

Here's a bridal toast from the makers of Hpnotiq, a French electric-blue blend of vodka, fruit juices and Cognac:

THE SOMETHING BLUE

- 2 ounces Hpnotiq liqueur
- 2 ounces white wine
- 1 ounce ginger ale

Serve in a Champagne flute.

Some zins to try

■ **Cline Cellars,** *PLCB#7250, $9.99:* Cline Cellars is especially well known for its zinfandels. They bottle a number of single vineyard labels but this wine is a blend of grapes from vineyards from different areas in California. It is full of dark berries and spice aromas with a bit of oak and smooth tannins. This is a well-made wine at a great price.

■ **Rosenblum Cuvee,** *PLCB#8537, $ 10.99:* Rosenblum is famous for single vineyard bottlings of zinfandel from California's top growing regions but this bottle is a blend of a number of vineyards and, in fact, even from different vintages. This makes it possible to make a wine with a consistent palate profile year after year. This is an exemplary zinfandel and a great value.

■ **Ravenswood Vintner's Blend,** *PLCB#4068, $10.99:* Ravenswood is recognized as a top producer of zinfandel. This bottle is another blend of grapes from different California viticultural regions. The juice is fermented with natural yeasts, left to macerate for several weeks and then aged in small oak barrels to give this wine lots of fruit and spice aromas, soft tannins and a long finish.

■ **Kenwood Vineyards,** *PLCB#5894, $14.49:* Kenwood Vineyards makes a zinfandel exclusively from grapes grown in Sonoma County. The wine features aromas of blackberries and figs with notes of black pepper and licorice. Aged in oak, it has smooth tannins and full body.

■ **Gallo Family Vineyards Sonoma Reserve,** *PLCB#8339, $9.99:* Many people still associate the Gallo name with inexpensive bulk wines but for a number of years, the Gallo Family Vineyards label has been producing quality wines that they sell at attractive prices. This zin is a good example of a well-made wine, exhibiting blackberries and plums on the nose, medium body and good tannins.

■ **Francis Ford Coppola Diamond Series,** *PLCB#6808, $16.99:* This wine that smells of strawberry jam and spice with touches of vanilla is made with grapes grown in Sonoma, Amador and Paso Robles. Some of the vines are 50 years old. Intense fruit, pleasing acidity and good tannins make this an interesting wine.

■ **St. Francis Old Vine,** *PLCB#7232, $16.99:* Old vine zinfandel is a special treat and this bottle is from grapes grown on vines 50 to 100 years old! As vines age, they produce fewer grapes but the grapes are highly concentrated in flavor, which results in a more complex wine. To add to the dimension of this bottle, the wine spent 12 to 15 months in small oak barrels and eight months in bottle before being released. I definitely recommend that you try a bottle of old vine zinfandel and compare it with a normal zin.

■ **Normal Old Vine,** *$20.99:* You can purchase this wine from Dreadnought Imports (412-391-1709). Robert Parker calls the zinfandels from this small family vineyard in Paso Robles "among the finest zinfandels I have tasted."

■ **Ridge Zinfandels:** Ridge Vineyards makes what is considered the king of zins. Although our state stores do list Ridge products in their catalog, they are so rare in Allegheny County stores that I am not able to recommend one here. But if you are out of state or in Eastern Pennsylvania, do pick up a single vintage bottle of Ridge and taste for yourself the ultimate pleasure this grape variety can provide.

(Elizabeth Downer can be reached at edowner@post-gazette.com or 412-263-1454.)

Kenwood Vineyards Sonoma County Zinfandel

Get home delivery of the Post-Gazette - click here for a special offer.

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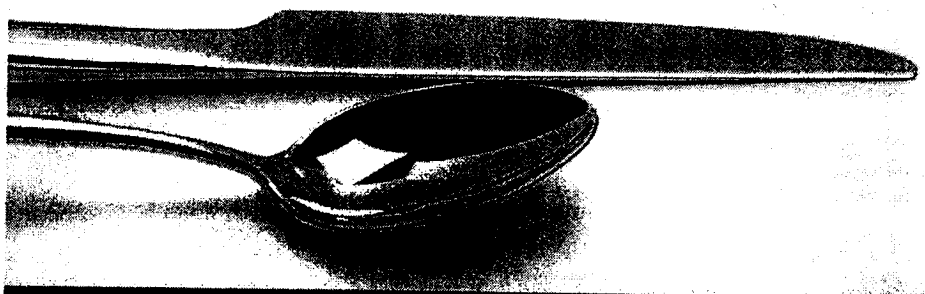
BULLFROG & BAUM

SANTÉ™

FOR RESTAURANT PROFESSIONALS

VOLUME 11.1
ABC 2007

food wine + spirits review



in this issue food | spirits | wine

CACHAÇA

Reviewed by the *Santé* panel.

All cachaça is 40% alcohol.

Água Luca
***Exotic* Cachaça / Brazil**
Agave-like nose with lots of cucumber; sharp citrus flavors with pleasing heat and a hint of smoke in the finish. 🍸 / 🥃
Excelsior Imports LLC, 404-969-3377

Burrelles

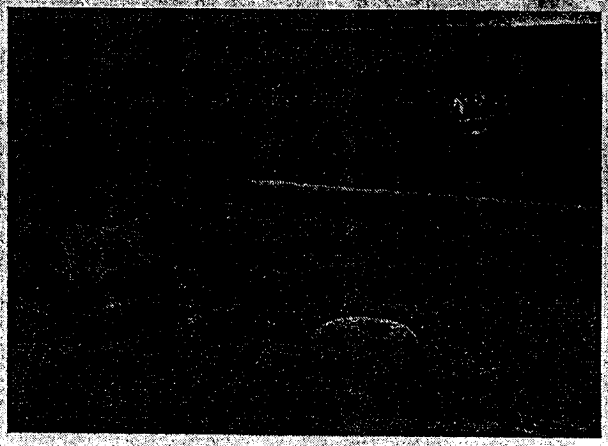
Tuesday, May 1, 2007
Circulation: 45,000
Location: MIAMI, FL

SELECTA MAGAZINE

REVIEW DE RESTAURANTE

POR TERRY ZARIKIAN

ARTURO SANDOVAL JAZZ CLUB



Desde hace más de un año he estado escuchando mencionar el nombre de este nuevo club de *jazz*, que abrió sus puertas en el 2006 en el remodelado hotel Deauville de Miami Beach. En todo este tiempo, ni remotamente me pasó por la mente pensar que este club ofrece también un menú de cena, y más aún, un menú diverso y bien ejecutado. Después de escuchar a varias personas comentar al respecto decidí probarlo y un lluvioso sábado, hace un par de meses, visité el Arturo Sandoval Jazz Club.

El hotel Deauville tiende a estar repleto de huéspedes e invitados que participan en diversos eventos, lo cual pudiera presentar un ligero problema con el servicio de *valet parking*, pero, sin tener que caminar mucho, encontrará estacionamientos cerca, si por casualidad se encuentran en este dilema. El club, está decorado con muy buen gusto en un estilo contemporáneo y acogedor, donde resaltan largas filas de mesas para cenar, con un diseño bien pensado que hace que todas las mesas tengan la mejor ubicación en relación con el escenario. Existe también una lista de creativos *martinis*, donde se destacan el Mambo Caliente (elaborado con Absolut Peppar y Dailys Bloody Mary Mix); el Coquela (que contiene Bacardi Big Apple y guayava, y el Canta Trompeta (con Hpnotiq, Parrot bay coco y Ginebra), nombrando aquí solo tres de los más de veinte. Igual de interesante es la lista de mojitos, la cual recomiendo.

El menú ofrece una amplia selección de aperitivos (mejor categorizados allí como "Picadera"), entre ellos un delicioso adobo de pescado frito, graciosamente referido en el menú como "No Problem", unos calamares fritos con salsa de sofrito de tomate conocidos como "Hot House", unas tiernas y a la vez crujientes masitas de puerco las cuales pueden ser ordenadas individualmente o mejor aún, para compartir en el "Big Band Platter", que incluye todo lo anteriormente descrito y en donde además se añaden camarones a la parrilla y unas mariquitas de plátano y yuca frita con salsa de cilantro. También muy populares esa noche, estaban las tortitas de cangrejo con salsa de pimientos asados, un sabroso plantó que se destaca en el menú como "Populares con Arturo Sandoval." La variedad de sopas en el menú resultó también una buena opción, entre ellas me llamó la atención una Crema de Langosta, una buena y sólida Sopa de Pollo, una Crema de Frijoles Negros, y una Sopa de Lentejas con mariscos.

Hay mucho de donde escoger entre los platos principales que son más de una docena. La diversidad va desde el Filete de Lomo, el Churrasco con Moros bajo el nombre de "Flight to Freedom", el Enrollado de Pollo; relleno con queso de cabra y espinacas conocido como "Trumpet Evolution", y la Langosta rellena de enchilado de camarones que se llama "Lobster Jazz Fest." Igual de interesante está el Jarrete de Puerco servido con puré de papas nombrado "Dream come True". Nosotros optamos por el especial del día, un fresquísimo filete de pargo asado a la parrilla, servido sobre un *carpaccio* de mango con una suave y delicada salsa de mango, que para mi asombro no era nada dulce, y la harina de maíz con huevos y picadillo bajo el nombre de "Sandoval's Favorite", ambos excelentes selecciones. Si al final todavía tiene espacio para un buen postre casero, le recomiendo el Flan o el Arroz con Leche.

Con más de 30 años como artista, Arturo Sandoval se ha convertido en una estrella del *jazz*. Ahora tenemos la oportunidad de disfrutar de su mundo en el Arturo Sandoval Jazz Club que cumplió recientemente un año de abrir sus puertas. Este ambiente insuperable está combinado con un servicio de primera, un impresionante *show*... y algo inesperado, una sólida cocina.

ARTURO SANDOVAL JAZZ CLUB

DEAUVILLE BEACH RESORT
6701 COLLINS AVENUE
MIAMI BEACH, FLORIDA

ABIERTO DE MARTES A DOMINGO PARA CENA, COCTELES Y SHOWS

PARA INFORMACIÓN Y RESERVACIONES LLAMAR
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THE ATLANTA CONSTITUTION

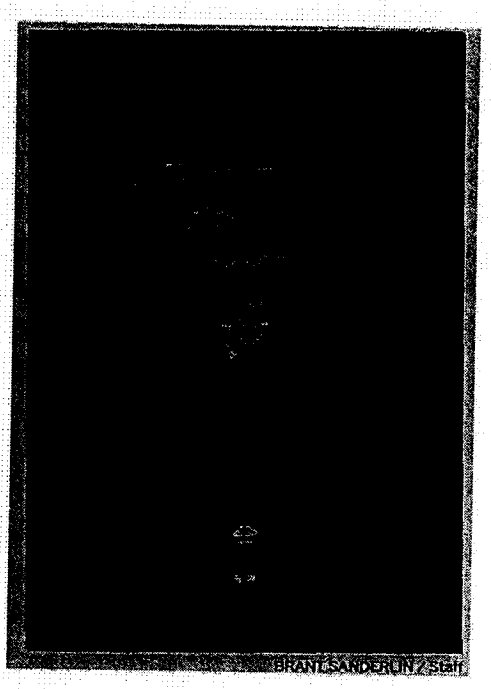
Date: Thursday, June 07, 2007
Location: ATLANTA, GA
Circulation (DMA): 357,399 (9)
Type (Frequency): Newspaper (D)
Page: P26
Keyword: Hpnotiq Liqueur

BurrellesLuce

SPIRITS

THE THREE 'M'S

At M Bar in Castleberry Hill (257 Peters St. S.W., Atlanta), the 'm' stands for music, martinis and margaritas. But don't forget mimosas. The lounge lays out its cocktail menu like a MARTA rail map. The Martini Line features an exhaustive number of "stops" including the **Gummy Bear** (raspberry rum, peach schnapps, sour apple schnapps, and cranberry and pineapple juices). On the Margarita Line, drinkers can get off on selections like the **M Bar Ultimate Margarita**, a mix of Patron Reposado tequila, Grand Marnier, sour mix and lime juice. The Mimosa Line offers a handful including the **Baby Blue**, which mixes champagne, Bacardi CoCo and Hpnotiq.



BRANT SANDERLIN / Staff

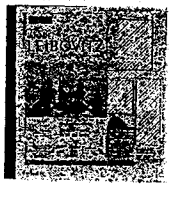
ROADHOUSE RAGE

While recently dining at Roadhouse Grill (2901 Clairmont Road, Suite B, Atlanta), Spirits came across the **Roadhouse Tea**. Kitchen sink withstanding, mixologists seem to pour in everything including Stoli vodka, Bacardi rum, Beefeater gin, Sauza tequila, triple sec, sweet and sour, and a splash of Coke ... whew!

TOUCH THE CACTUS

Agnes & Muriel's (1514 Monroe Drive, Atlanta) may only serve beer and wine, but it gets points for creativity. The specialty drinks menu includes creative wine-based cocktails such as **Cactus Margarita**, which features agave cactus wine, triple sec and lime juice. Order on the rocks by glass pitcher.

— Jon Waterhouse



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BurrellesLuce Express
75 East Northfield Road/ Livingston, NJ 07039 / 973-992-6600

SOURCE: Desert-Sun Online (Palm Springs, CA)
AUDIENCE: 93,390 [provided by Nielsen//NetRatings]
DATE: 06-13-2007
HEADLINE: With this drink, it's easy to be angelic

Source Website

Maggie Downs, The Desert Sun The Smokin' Blue Angel at Dale's Lost Highway in Palm Springs.

The Desert Sun

June 13, 2007

Oh, your life is so difficult here at Dale's Lost Highway!

You're in the new outdoor cabana, red and orange striped fabric blowing in the midday desert breeze, the occasional cloud of fine mist cooling your skin.

You absolutely melt into the cushions.

And then your drink arrives – the Smokin' Blue Angel ($9), a special new libation for summer.

The tangy and crisp cocktail is made with Finlandia Wild Berry Fusion *Vodka*, *Hpnotiq liqueur*, fresh lemon, fresh lime and sugar, shaken and served up with smokin' dry ice.

It's a fabulous drink to sip after surfing, sunning and playing beach volleyball.

If only there were a beach nearby. And if only you could pry yourself off these comfy cushions.

Dale's Lost Highway is located at 125 E. Tahquitz Canyon in downtown Palm Springs.

Site Search

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Highlights: Vodka, Hpnotiq liqueur

HOME NEWS TRIBUNE

Date: Friday, June 15, 2007
Location: EAST BRUNSWICK, NJ
Circulation (DMA): 62,499 (1)
Type (Frequency): Newspaper (D)
Page: 4
Keyword: Hpnotiq Liqueur

Burrelles*Luce*

gimme five

Q *How do you deal with a sloppy drunk?*

A We don't really have that kind of clientele. We get more of an upscale professional crowd. We try not to get people to that point.

Q *What's the weirdest drink request you've ever had?*

A I'm gonna say tequila and Hpnotiq together.

Q *What are the rules of attraction?*

A For me, it's strictly business. I'd say, more for the clientele, it's a place where you can meet people. I've had a bunch of people ask me to send a drink to a girl across the bar.

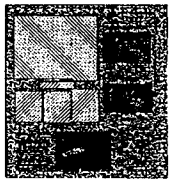
Q *When you first started out as a bartender, what surprised you most about the job?*

A How many people I met. We get a lot of J&J employees, people visiting from out of town. It's more intimate, so I do get a chance to speak to people.

It's almost like networking. When I graduate, hopefully a lot of the people I met I'll be able to get a job through them.

Q *What's the best tip you've ever received?*

A We had a customer come in that really wanted chicken fingers. He was really hungry and he gave us a hundred dollar bill and he said, "Keep the change," just because we kept the kitchen open to make his food.



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HOME NEWS TRIBUNE

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Page: 4
Keyword: Hpnotiq Liqueur

Burrelles*Luce*

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OK!

Date: Monday, May 14, 2007
Location: NEW YORK, NY
Circulation (DMA): 757,538 (N/A)
Type (Frequency): Magazine (W)
Page: 80,81
Keyword: Hpnotiq Liqueur

Burrelles Luce

PARTY PEOPLE
with Jen Birn

Emeril Lagasse, Rachael Ray and Food Bank co-chair Mario Batali.

Helena Christensen

Josh Hartnett

Chelsea and Bill Clinton

David Bowie and Iman

Jamies Rousseau and Kate Bosworth

Steven Schirripa, Jimmy Fallon and The Edge.

The A-list Edge

›› **What:** The Food Bank for New York City's Can-Do Awards Dinner honoring Jimmy Fallon and U2's The Edge. ›› **Where:** Chelsea Piers. ›› **They raised:** Over a million dollars to feed the hungry of New York. The Food Bank provides more than 250,000 meals a day! ›› **Musical guest, traditional:** Elvis Costello provided the encore with a rendition of "Where the Streets Have No Name." ›› **Musical guest, untraditional:** Jimmy Fallon filled the room with laughter with his original tune, "Car Wash for Peace," in which he suggested car washes to fight troubles in the Middle East. ›› **Special guest:** Former president Bill Clinton introduced The Edge. He thanked him "for being my true friend for many years — when it was easy and when it wasn't." He also said he'd like to congratulate all the honorees, except Jimmy, because "I worked so hard for eight long years for peace in the Middle East, and if you hadn't withheld that song from me, we'd have had it." ›› **The Edge:** The U2 guitarist said, "It's difficult to share a stage with a true, great world leader who's been the most powerful person in the world dealing with world leaders — but enough about Bono."

Wicked whispers
Which pictured star arrived late and alone but kept popping up and pacing the hallway on his cell phone all night?

CLOCKWISE FROM TOP LEFT: (FLASH NEWSON-LINE, KEVIN MAZUR/W. BEIMAGE 8)

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OK!

Date: Monday, May 14, 2007
Location: NEW YORK, NY
Circulation (DMA): 757,538 (N/A)
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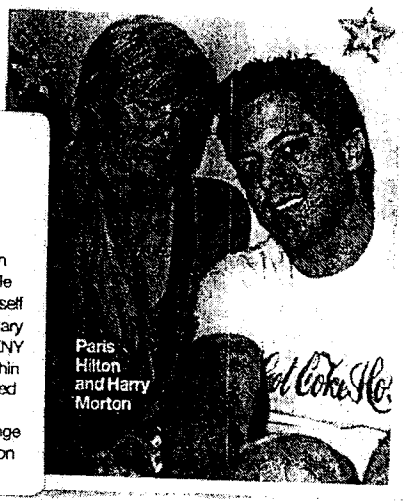
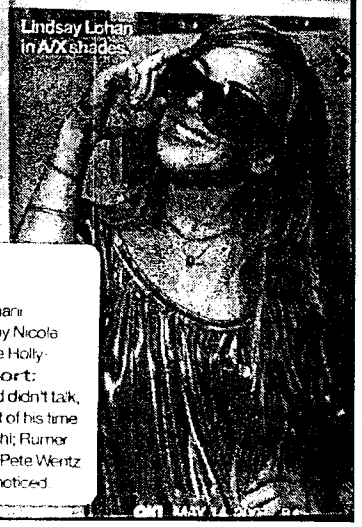
Page: 80,81
Keyword: Hpnotiq Liqueur

Burrelles Luce

Dancing dressed-down in the desert

›› What: Coachella Music Festival. **›› Where:** Indio, Calif., in the 100 degree heat of the desert! **›› Performers:** Drew Barrymore and Cameron Diaz both caught the Red Hot Chili Peppers set, while multitalented Scarlett Johansson took the stage herself and performed with Scottish band The Jesus and Mary Chain. **›› Like a cool drink of water:** DKNY Jeans hosted a VIP respite on a sprawling estate within walking distance from the show where celebs lounged on mattresses or took a dip in the pool. **›› Elsewhere:** Lindsay Lohan checked out the GQ Lounge while avoiding her ex Harry Morton, whom Paris Hilton chatted up at the Hpnotiq-sponsored party.





Night vision

›› What: Exclusive launch party for Armani Exchange's new sunglasses line, hosted by Nicole Richie. **›› Where:** A private estate in the Hollywood Hills. **›› Fly-on-the-wall report:** Rehabbed Lindsay Lohan drank water and didn't talk, again, to ex Harry Morton, who spent most of his time chatting with Genetic Denim's Ali Fatourechi; Rumer Willis looked thinner; Ashlee Simpson and Pete Wentz were happy together and didn't care who noticed.

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Tuesday, May 1, 2007
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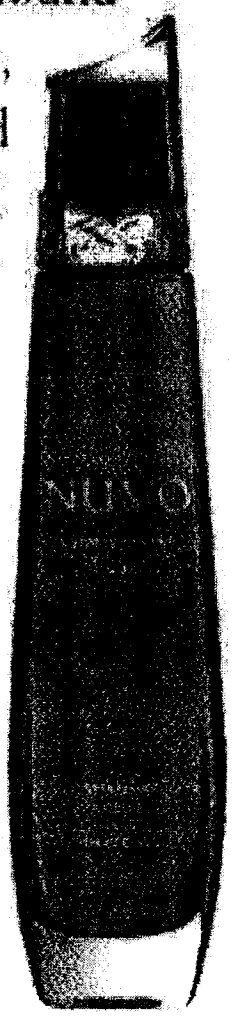
Location: MIAMI, FL
SOUTHERN BEVERAGE JOURNAL (SOUTH CAROLINA)

SPARKLING VODKA LIQUEUR LAUNCH

Nuvo, the first sparkling vodka liqueur, is being marketed to women. Raphael Yakoby, creator of Hpnotiq, wanted to put a product on shelves that was completely dedicated to women. In his research, Yakoby found that 58% of all liqueur purchases, 49% of all vodka purchases, and 59% of all champagne and sparkling wine purchases in the U.S. are made by women. As a result, Nuvo was created incorporating the best aspects of these three traditional liquor categories.



Nuvo's square bottle packaging was inspired by the fragrance industry. Nuvo is best enjoyed over crushed ice in a champagne flute, but can also

be used in many drink recipes. Portions of the proceeds of each and every bottle of Nuvo will go towards supporting women's causes. The suggested retail price for a 375ml bottle is approximately $30.

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BurrellesLuce

Sweet PROFITS

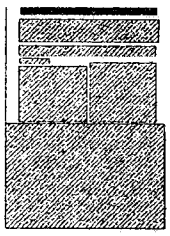
The liqueur category has seen plenty of changes over the past few years... and most would agree, for the better.

By Tom Henry

As recently as the turn of the millennium, cordial shelves in many retail shops were a bit dusty except for the major well-known brands; today, those shelves have been freshened up by an influx of flavor introductions, line extensions and debuts of new and exciting liqueur brands that have awakened consumers to new tastes and new usages. Indeed, retailers today say they are putting in new shelves to pack them all in.

Cordials have lost their staid image, that only-for-after-dinner perception in consumers' minds. As cocktail components, they appear in a dizzying array of drinks, from Martinis and Margaritas to iced coffees and frozen cappuccinos, not to mention the countless number of signature drinks created by bartenders and suppliers far and wide. And as sales results for the fastest-growing major liqueur in the U.S. can attest (Jagermeister, up 23.9% nationwide in 2006, up 12.8% in the control states), liqueurs used in shooters continue to be a powerful element in the category's growth. Then, there are the many different types of cream liqueurs, using a variety of spirits as their base brand (such as Irish whiskey, rum and tequila), and non-cream liqueurs, which also use several types of spirits in the recipe (i.e., Scotch and cognac). And, surprise, the traditional, so-called proprietary liqueurs have re-emerged in new incarnations, to be major elements in an astonishing selection of cocktails. Brands like Cointreau, Grand Marnier, Chambord, Drambuie and many others have found new acceptance, and increased sales, among U.S. consumers. Indeed, there is a buzz electrifying the category, an excitement driven by bartenders, consumers, suppliers and retailers.

Anecdotal evidence aside, the category has undeniably



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undergone a big growth spurt — especially on the top shelf. Premium and superpremium products, according to the Distilled Spirits Council of the United States, saw gross revenues grow the last two years by 15.2% and 20.7%, respectively. After vodka, liqueurs are the largest growth category, according to DISCUS.

It's not surprising that those two flavorful and oh-so-mixable products are climbing hand in hand. The current cocktail craze is driving sales in both. "The cocktail culture is stronger than ever," said Ken Rose, national brand director for Southern Comfort, whose SoCo & Lime is a popular on-premise call. "The popularity of mixed drinks is part of the consumer switch away from beer."

Loyal fans are still buying and drinking their favorite cordials, but now a new demographic — younger and likely to be female — are browsing the liqueur shelves.

Top Liqueurs

And they have a lot to choose from. Among the category's leading brands, the DeKuyper line once again tops the list, registering sales of just under 2.9 million 9-liter cases nationwide last year (a 3.2% increase). The aforementioned Jagermeister is close behind, at 2.85 million 9-liter cases nationwide. Both Southern Comfort (up 6.1% nationwide; 6.9% in the control states) and Baileys (up 4.2%; a whopping 13.6% in the control states) saw significant gains last year. Hpnotiq and Grand Marnier also notched sales increases, while Bols grew its cordial line to a half million cases nationwide (up 7.5%; and an 8.7% increase in the control states). Overall, the category gained 3.7% in 2006, to just under 21.5 million 9-liter cases. In the control states, the category fared even better, up 4.8%, to just under 5.572 million mixed cases.

What's driving the liqueur revival is pretty clear to anyone who has pulled up a barstool anywhere in the country lately. "Cocktail culture" is how the media has tabbed the phenomenon. Bartenders have morphed into mixologists and bar chefs — mad scientists with a shelf chockful of magic elixirs.

There's synergy going on here. Mixologists are looking to new cordial introductions for inspiration; suppliers are inspired by a slew of creative cocktails to introduce even more flavors. And round it goes.

All that experimentation is good for retailers. On-premise experimentation is driving off-premise sales; that concept is echoed again and again by retailers and

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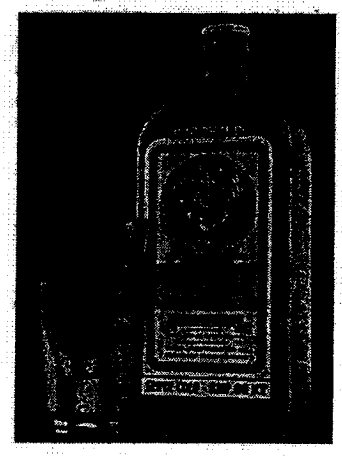
cordial companies alike.

"Quite often, consumers are a lot less likely to try new and different drinks at home without first experiencing them in an on-premise account," said Starbucks Liqueurs' brand manager Stacey Simmons. That's why she emphasizes bartender education about the brand.



The cocktail culture has been one of the driving forces behind the growth of liqueurs, and the Jäger Bomb (one part Jagermeister and three parts energy drink, usually Red Bull) has helped the German liqueur to become one of the fastest-growing spirits in the U.S. market.

"On-premise is the best sampling opportunity in the business," agreed Josh Hafer, corporate communications manager for Heaven Hill Distilleries, purveyor of two of the hottest entries in the cordial category — Hpnotiq and Pama Pomegranate Liqueur. The cocktail boom has been a boon for retailers, too, Hafer insists. "Consumers see the packaging on the bar and try it. Next thing you know they're in the liquor store and see the package again — and they take it off the shelf."

"Customers are more adventurous today," added Deirdre Tarrant, director of corporate communications for Sidney Frank, importer of Jagermeister. "There is definitely a 'flavor frenzy' going on."

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Grand Marnier is one of the venerable, superpremium proprietary liqueurs that through expanded usage, in a variety of cocktails, has maintained healthy sales growth.

Changing Demographics

Perhaps the biggest evolution in the cordial category over the past five years is the profound shift in customer demographics. The buyer stocking up on liqueurs these days is likely to be younger, female and more sophisticated than the average five years ago. And old-time cordial drinkers are trying new brands, as well as, in many cases, maintaining their loyalty to their favorite brands. Indeed, with the many fruit flavors taking turns being the "it" flavor — these days it's apparently pomegranate — retailers and suppliers are able to attract consumers in a variety of ways.

Pama Pomegranate Liqueur inaugurated a new flavor profile, which has since become the "hot" flavor among liqueurs...and vodkas as well.

And let's not forget the power of celebrity in driving sales. One retailer has noted: "When Oprah Winfrey

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had the Pomegranate Martini on her show, using Absolut Citron and Cointreau, sales hit the roof." And customers weren't settling for triple sec or a generic orange liqueur, they wanted Cointreau. "They're looking for premium flavors, not the cheap alternative."

Although the new cordial customer may often be found sipping the latest Martini in a trendy lounge, they are equally likely to be shaking up drinks at their home bar, according to Amy Underwood, senior brand manager for DeKuyper. Their consumer research, she said, indicates that cordial customers are 45% more likely to entertain at home. That's why a recent POS promo aimed to help them set the scene: buyers of two bottles of Puckers or a Pucker and bottle of Absolut received mail-in certificates for music CDs at Amazon.com.

With a lot of the cordial action driven by on-premise, a question arises. Do customers go to their local retail store in search of a particular brand name, a specific liqueur flavor or just browse the section to see what catches their fancy? In fact, it's probably a combination of all three.

"I'm not sure how branded the cordial category is," said Todd Nickodym, director of marketing for Luxco, parent of Arrow Cordials. He makes a distinction between liqueurs and the more brand-driven vodka and bourbon categories. "Cordials are more of an ingredient for cocktails," noted Nickodym.

Still, some customers are specific about the liqueur they're looking for, which has in many cases forced stores to expand their liqueur sections to accommodate consumers, on the theory that you've got to stock the latest brands.

Those cordial shelves have not only seen more action in the last few years, but they've gotten a lot more crowded. With all the new debuts and line extensions, retailers have had to get creative with

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space. In some instances, they've added extra shelving; others have added sections for new liqueur products; others cross-promote in different sections of the store; and still others take advantage of featured display space for end-aisle stackings.

Kahlua just debuted two new flavors: Kahlua French Vanilla and Kahlua Hazelnut.

Merchandising Magic

Of course, the cocktail culture phenomenon only goes so far. To really sustain and build category sales, suppliers and retailers have to get behind the products with merchandising. And there's plenty of activity from suppliers in this arena.

"In and out of aisle, DeKuyper has a lot going on at retail," said senior brand manager Underwood, ticking off shelf talkers, case cards and displays for out-of-aisle. And recipes, of course. "Recipes really drive the cordials world," added Underwood. "Bump It Up" is a big initiative for the Pucker line. "Since a lot of consumers don't know how to mix at home," said Underwood, this usage education takes a standard cocktail and adds a splash of a Pucker to give it a boost. In the coming months, DeKuyper also plans a program in tandem with sister brand Sauza tequila, including sampling, a co-pack and recipes.

Hiram Walker Cordials just added two new flavors to its line-up: this pear-flavored schnapps, as well as a pink grapefruit-flavored schnapps.

Last year DeKuyper launched two new products in its sweet-and-sour Puckers line — a Strawberry Passion and a Berry Fusion. This year DeKuyper debuted its pomegranate liqueur. The company has also just announced a new family of flavors, called the DeKuyper Tropical line. The new line, which "allows

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our consumers to enjoy the taste of summer all year round," features Tropical Mango, Tropical Pineapple Coconut and Tropical Papaya. The 30-proof products are meant to work as ingredients in Martinis, Margaritas, mixed drinks and frozen cocktails. The DeKuyper Tropical line is available nationally beginning this month for a suggested retail of $9.99 for a 750 ml bottle.

Like others, Arrow's line of cordials and liqueurs tries to promote expanding usage opportunities.

At Luxco, marketing director Nickodym noted, "Obviously, Arrow does a lot of the block and tackling that everyone does, case cards, shelf talkers, T-shirts, things like that." And, during this past icy winter, the company supported its big seller, Arrow Peppermint Schnapps, by pairing a 750 ml with a branded ice scraper, a package that stood out in the retail environment.

Pernod Ricard, which acquired the Kahlua brand in late 2005, is launching two new flavors — Kahlua French Vanilla and Kahlua Hazelnut.

The coffee liqueurs will be supported by a TV ad campaign and a sweepstakes, as well as in-store displays and sampling, said Sandrine Ricard, VP of communications for Malibu-Kahlua International. Both new flavors will be available in 50 ml, 750 ml and 1 liter sizes.

Since its impressive debut several years ago, Hpnotiq has become an ingredient in many popular cocktails.

Many of Starbucks Liqueur's initiatives are tied into specific occasions. For a tie-in with that busiest shopping day of the year, Black Friday, the brand had "ambassadors in retail locations in key markets, dispensing advice and info about Starbucks," said brand manager Simmons. And a cocktail called the Dreamgirlsicle, created by an L.A.

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DeKuyper just released a new Tropical line featuring Tropical Mango, Tropical Pineapple Coconut and Tropical Papaya.

mixologist, tied into the Oscars. But, said Simmons, "sampling is key. We've found that with this product, tasting is believing." Southern Comfort runs a range of promotions throughout the year, said national brand director Rose, including seasonal ones like during Halloween and the holidays. Because of its link with New Orleans, Mardi Gras is especially big.

The whiskey-based liqueur also partners with Rose's Lime Juice, with packs and gift tins. In addition, the brand features several music tie-ins, like the SoCo Music Experience; last year there were four of the free events, this year there will be five. The brand also is a sponsor of Jazz Fest, Lollapalooza and Voodoo Fest music events.

As for Baileys Irish Cream, which introduced two variations on the Original — Caramel and Mint Chocolate — last year, the big initiative for this year, says brand director Yvonne Briese, is the Baileys Shiver, which is the cream liqueur blended with ice. The intent, said Briese, is to reposition Baileys from a holiday or after-dinner drink to a more casual occasion. "We will be executing sampling events, where legal, in off-premise locations across the U.S. in July and August, which will be supported by POS and our 'Serve Chilled' advertising."

Southern Comfort, which saw a 6.1% gain in sales nationally last year, is promoting its SoCo and Lime cocktail.

Jagermeister, the relatively strong (70 proof) herb-flavored (the recipe is a closely guarded secret) liqueur has been one of the fastest-growing spirits in the U.S. market. "This year, we will close in on 3 million cases sold per year," said Sidney Frank's Tarrant.

Hip cocktails like the Jager Bomb (a shot of Jagermeister dropped into a glass of Red Bull) over the past few years has introduced the liqueur to more customers. Recent initiatives include the Jagermeister Mobile Stage, which will appear at

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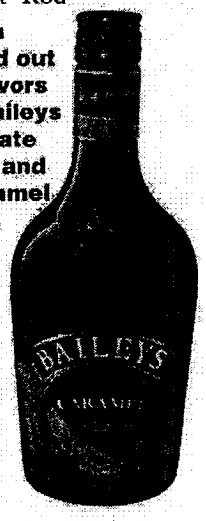
Ozzfest as well as some National Hot Rod Association races. The Mobile Stage, said Tarrant, integrates with other programs such as the Jagermeister Music Tour, Jagermeister Band Program and the Jagermeister Racing Team.



Baileys Irish Cream rolled out two new flavors last year, Baileys Mint Chocolate Irish Cream and Baileys Caramel Irish Cream.

What's Next?

And what will the new pomegranate be? The next "it" flavor? There are plenty of contenders.

For example, a just-released brand with the name X-Rated Fusion Liqueur, a blend of French vodka, blood orange, mango and passionfruit, could appeal to Gen-Xers. At 34 proof, the new brand retails for about $28 for a 750 ml bottle.

And then there's the new St. Germaine, a French liqueur made from fresh, handpicked elderflowers. The elderflowers are married to an eau de vie, and then a secret macerating technique extracts flavor from the elderflowers. St. Germaine Liqueur is now available nationwide and has a suggested retail of $32.99 for a 750 ml bottle.

St. Germaine, a French liqueur made from fresh, handpicked elderflowers, is one of the new liqueurs on the market.

Still, most observers are betting on a version of a fruit-flavored liqueur. And one even predicts that figs might become a popular liqueur flavor, given the latest culinary trends. SW

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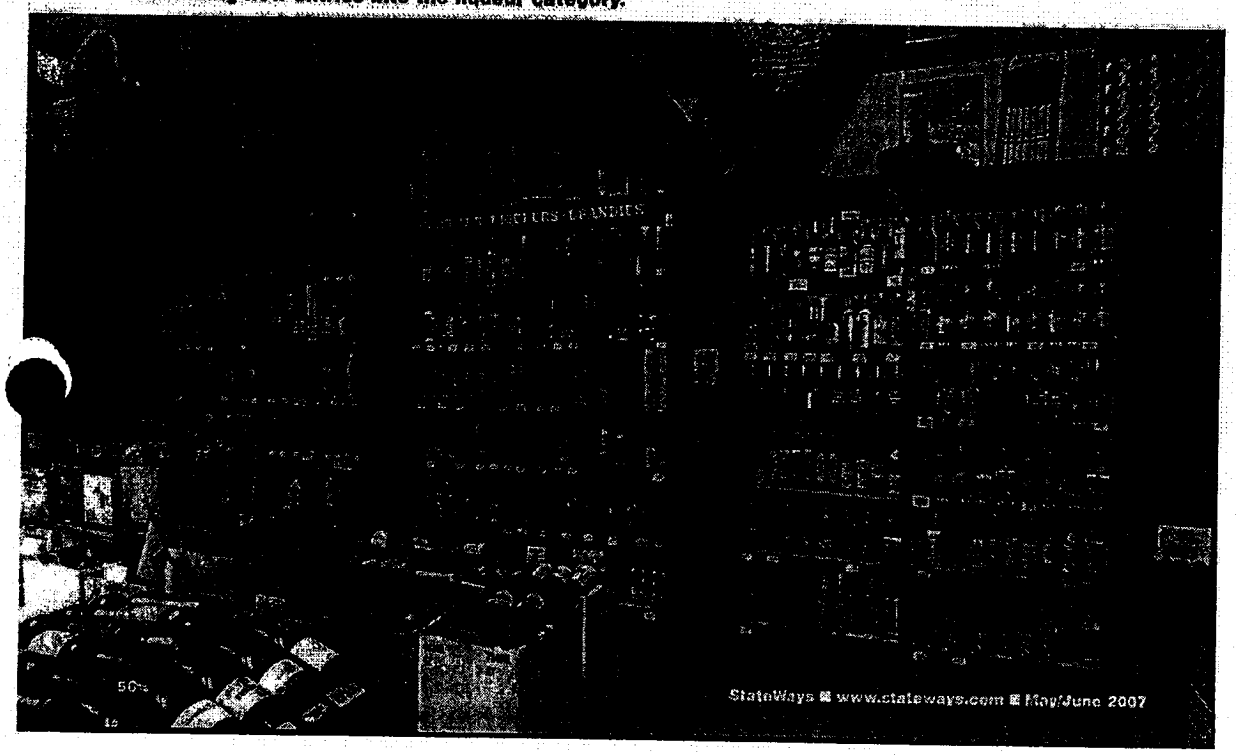
Retailers around the country are constantly trying to find shelf space to accommodate the continuing new entries into the liqueur category.



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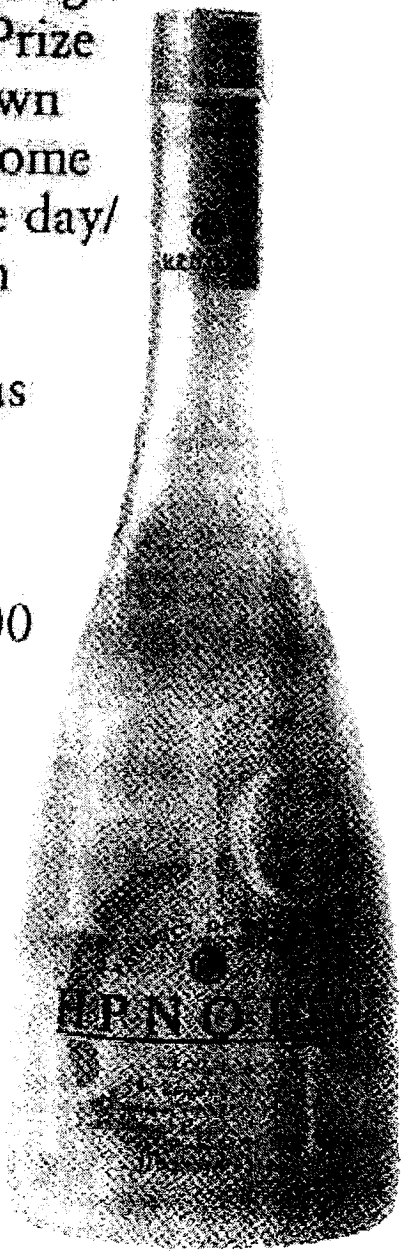
Hpnotiq Launches "Vegas VIP" Sweepstakes 20887

Liqueur is looking for high rollers in the newest "Vegas VIP Sweepstakes." The sweepstakes offers the Grand Prize winner a trip to the Mirage Las Vegas with VIP treatment at the Mirage Nightclub JET. Grand Prize VIP winners will be flown First Class from their home to Las Vegas for a three day/ two night vacation with accommodations at the Mirage on the Las Vegas Strip. In addition, JET Nightclub will host the lucky winner with VIP Table Service and $3,000 in VIP cash.



Five second place prize winners will be awarded VIP Limo Service in their hometowns for a night out with friends. 100 third place prize winners will receive $50 Hpnotiq VIP Cards for

use in the Hpnotiq store at www.hpnotiq.com/catalog.

"The best way to visit Las Vegas is VIP style," said Justin Ames, Hpnotiq Brand Manager. "The best way to enjoy it is with a Hpnotiq cocktail at the hottest place in nightlife. JET Nightclub and Hpnotiq combine to offer a glimpse behind the ropes and a truly stylish experience."

The online sweepstakes is available at www.hpnotiq.com/sweepstakes and runs until Sept. 30, 2007.

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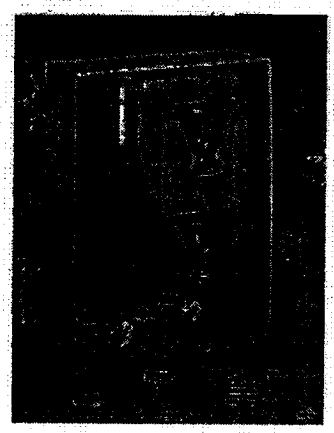
BurrellesLuce

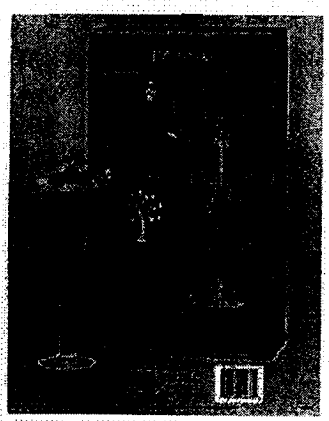
Heaven Hill

Hpnotiq — In-home cocktails are made more sophisticated with two unique Martini glasses from Hpnotiq. For this season, the two come together in a stylish gift set featuring a pair of victor martini glasses along with a 750 ml bottle, outfitted in a silver box with a clear front.

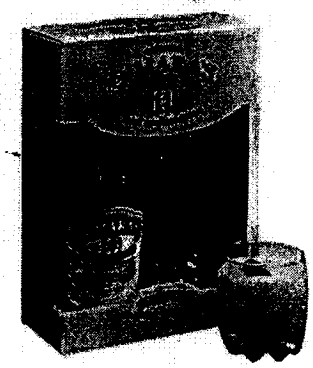


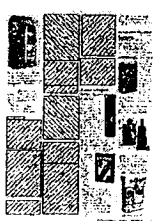
Pama Pomegranate Liqueur, the world's first true pomegranate liqueur, is leading the way with a high value gift pack. For holiday, the industry's hottest new product is packaged with an attractive champagne flute. Champagne cocktails such as the Pama Bellini are especially easy and popular creation with the alluring taste of Pama Pomegranate Liqueur.

Five-time "Whiskey of the Year" award-winner Evan Williams Single Barrel Vintage Bourbon offers a Holiday Gift Package with appeal for aficionados of fine whiskey and cigars. The Evan Williams Single Barrel etched flask/humidor is a traveling companion for those who share their love for cigars and Bourbon among friends or in special locations. The combined gift has a silver tube for cigars and another two ounce tube for one of the finest Bourbon offerings.



From the heart of dairy country, O'Mara's Irish Country Cream, "the richest cream in all of Ireland," offers a 750 ml and 1.5l gift set featuring two sturdy cut-glass logoed rocks glasses with the O'Mara's crest. The O'Mara's holiday gift set package includes a description of the product's quality craftsmanship and recipes. O'Mara's Irish Country Cream, one the best-selling Irish Creams in the market, is imported from Pat O'Mara and Co. in Ableyleix, Ireland. It also is one of the most acclaimed, having recently earned medals at the San Francisco World Spirits Competition for its exceptional quality and lush flavor.





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Nebraska
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LOCAL *Events*

STERLING DISTRIBUTING COMPANY HOLIDAY MEETING

Above: Bill Landorf of Heaven Hill (center) with the Hpnotiq gift set

Above: Maria Megna of Winebow (center)

Above: Shawn Scott of McCormick Distilling Company (center) with 360 Vodka

Left: Britta Gentle of Prestige Wine Imports (3rd from left)

Below: Steve Elliott of Richway Spirits (right)

Above: Burt Stewart (center) of Patr n Spirits Company

Below: Jim Preciado of Nolet Spirits USA (far right) with Ketel One Vodka

Far left: Jason Maxwell (2nd from left) of Delicato Vineyards, Wine Enthusiast 2007 American Winery of the Year

Left: George Romero of Bronco Wine Company (center)

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Burrelles Luce

CREATIVE *Cocktails*

BELVEDERE SPARKLE
1 oz. Belvedere Vodka
2 oz. Cranberry Juice
1 oz. Moët & Chandon Champagne
Shake Belvedere Vodka and cranberry juice with ice. Strain into chilled champagne flute. Top with Moët & Chandon Champagne. Garnish with raspberries.

10 CANE CANITAS
2 oz. 10 Cane
1 Shot of Espresso
Optional Garnish: 1 Teaspoon Fresh Whipped Cream
In small shot or juice glass add 10 Cane and espresso. Add fresh whipped cream if desired.

10 CANE SPICED APPLE MARTINI
2-1/2 oz. 10 Cane Rum
2 oz. Apple Juice
Splash of Amaretto
2 Pinches Ground Cinnamon
Cinnamon/Sugar mixture
Garnish: Cinnamon stick
In a mixing glass, add 10 Cane, apple juice, Amaretto, ground cinnamon and ices cubes. Shake vigorously and strain into a superfine sugar and ground cinnamon rimmed chilled cocktail glass. Garnish with cinnamon stick.

10 CANE PUMPKIN NOG
750ml bottle 10 Cane Rum
12 Eggs
5 Cups Whole Milk
1/2 lb. Superfine Sugar
1 Teaspoon Vanilla Extract
1/2 Teaspoon Ground Cinnamon
1/2 Cup Pumpkin Purée
Whipped Cream
Garnish: Fresh grated nutmeg, dollop of whipped cream
Separate eggs. Place egg whites in the refrigerator. In a mixing bowl, beat yolks until creamy. Gradually add 1/4 lb. of sugar, beating at high speeds until thick. Stir in milk, 10 Cane Rum, vanilla, cinnamon, and pumpkin puree. Place in refrigerator to chill for at least 2 hours. Remove egg whites from the refrigerator and beat until soft peaks form. Add remaining 1/4 lb. sugar, beating into stiff peaks. Fold the chilled 10 Cane mixture into egg whites. Serve in a martini glass, garnish with freshly grated nutmeg and a dollop of whipped cream.

HPNOTIQ'S FELIZ AÑO NUEVO
2 oz. Hpnotiq
2 oz. Champagne
1 oz. Chambord
Pour chilled Hpnotiq and Champagne into a Champagne flute. Slowly add Chambord. Garnish with cherries.

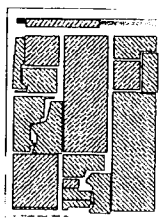
THE BALL DROP
1-1/2 oz. Hpnotiq
1-1/2 oz. white cranberry juice
Champagne
Pour chilled Hpnotiq, white cranberry juice and Champagne into a Champagne flute. Garnish with a cranberry or a strawberry.

HPNOTIQ'S RESOLUTION
2 oz. Hpnotiq
1 oz. lemoncello
1 oz. Champagne
Splash of lime juice
Pour chilled Hpnotiq, lemoncello and Champagne into a Champagne flute. Add a splash of lime juice. Garnish with a lemon twist.

AULD LANG SYNE
2 oz. Hpnotiq
2 oz. Champagne
Splash of Grenadine
Pour chilled Hpnotiq and Champagne into a Champagne flute. Slowly add a touch of grenadine. Garnish with a strawberry.

THE NEW YEAR'S DAY
1/2 oz. Hpnotiq
1/2 oz. super premium vodka
1 oz. orange juice
Top with Champagne
Shake with ice, strain into a martini glass. Garnish with a flaming orange peel.

HPNOTIQ SNOWFLAKE MARTINI
2 oz. Hpnotiq
1 oz. super premium citrus vodka
Splash of white cranberry juice
Shake with ice, strain into a coconut rimmed martini glass.



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Burrelles Luce

AVALANCHE
(Created by Ava at the Mirage Casino in Las Vegas)
1-1/2 oz. Hpnotiq
1 oz. super premium vodka
2 oz. lychee juice
Shake with ice, strain into a martini glass.

DOOLEY'S RUSSIAN TOFFEE
1-3/4 oz. Dooley's Toffee Liqueur
1/4 oz. Vodka
1/4 oz. Coffee liqueur
1/4 oz. Half & Half
Mix and pour over crushed ice. Serve in a Collins glass.

DOOLEY'S CADILLAC
1 oz. Dooley's Toffee Liqueur
3/4 oz. Crème de Cacao
3/4 oz. Half & Half
Mix with ice and strain into a chilled martini glass. Garnish with chocolate shavings and a mint sprig.

DOOLEY'S DOOBADOO
1-1/4 oz. Dooley's Toffee Liqueur
2-3/4 oz. Cranberry juice
3/4oz. Strawberry purée
1/4 oz. Grenadine
half banana
Blend and serve in a tall specialty glass.

DOOLEY'S ESPRESSO MARTINI
3 oz Dooley's Toffee Liqueur
1 shot of espresso
Shake vigorously (creates a foam). Build in a heated glass mug. Top with whipped cream.

DOOLEY'S NIGHT
1 oz. Dooley's Toffee Liqueur
1 dash of Hazelnut syrup
1/2 oz. Plain yogurt
3/4 oz. Apple juice
Mix with ice and strain into a chilled martini glass.

DOOLEY'S SUBITO!
1 oz. Dooley's Toffee Liqueur
1 oz. Espresso
Mix with ice and strain over crushed ice in a martini glass.

HAZELNUT CHAI HEAVEN
2 oz Voyant Chai Cream Liqueur
1/2 oz White Crème De Cacao
1/2 oz Aged Rum
1 oz Frangelica Hazelnut Liqueur
1/2 oz Orgeat (Almond) Syrup
Dip martini glass in chocolate syrup then into saucer with crushed nuts (preferably hazelnuts). Combine ingredients with ice in a shaker. Shake well and strain into rimmed martini glass. Garnish with a little whipped cream and chocolate sprinkles.

VOYANT PUMPKIN CHAI MARTINI
3 oz Voyant Chai Cream Liqueur
A dash or two of Ground Cinnamon
1 oz Vanilla Vodka
(Add some Pumpkin Purée if desired)
Dip martini glass in chocolate syrup then into orange sugar crystals and then chocolate sprinkles. Combine ingredients (including the ground cinnamon) with ice in a shaker. Shake well and strain into the rimmed martini glass. Garnish with ground cinnamon and a cinnamon stick.

CHAITINI
(Seattle Slew if served over ice in an Old Fashioned)
3 oz Voyant Chai Cream Liqueur
Splash of Vanilla Vodka
1 oz Coffee Liqueur
Combine ingredients over ice in a shaker and shake well. Strain into a chilled martini glass and garnish with a few coffee beans.

THE ULTIMATE CHAI ESPRESSO
3 oz Voyant Chai Cream Liqueur
1 oz Espresso Vodka (or Double Espresso Vodka)
Combine ingredients over ice in a shaker and shake well. Strain into a chilled martini glass and garnish with a few coffee beans.

V-56 FLOAT
Voyant Chai Cream Liqueur
Jägermeister
Coke or Root Beer
In a tall soda glass filled with ice, add in equal parts Voyant and Jägermeister and then top off with Coke (or Root Beer).Use a spoon to mix well and then top off with one scoop of vanilla ice cream. Serve with a straw and enjoy.

SHANGRI LATTE
2 Oz Voyant Chai Cream Liqueur
Hot Coffee 1 tsp Chocolate Syrup
Pour Voyant into a mug of coffee. Stir in chocolate syrup and sweeten to taste. Garnish with whipped cream if desired.

VOYANT CHAI CREAM LATTE
2 oz Voyant Chai Cream Liqueur

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Nevada
BEVERAGE ANALYST

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Page: 12,13
Keyword: Hpnotiq Liqueur

Burrelles Luce

4 oz Steamed Milk
Into a mug (or Irish Coffee mug), add Voyant, then the steamed milk. Garnish with a little whipped cream and some ground cinnamon.

BACARDI HOLIDAY MOJITO
1-1/2 oz. Bacardi Superior Rum
12 fresh spearmint leaves
1/2 lime
1 oz. pomegranate juice
2 Tbsp. simple syrup (or 4 tsp. sugar)
Muddle mint leaves and lime in a tall glass. Cover with simple syrup and fill glass with ice. Add Bacardi Rum and club soda; stir well. Garnish glass with lime wedge and sprigs of mint.

BACARDI SELECT EGG NOG
3 parts Bacardi Select Rum
5 parts half & half
1/2 part sugar
1/2 part vanilla extract
Shake ingredients with crushed ice and strain into a mug. Sprinkle with nutmeg

BACARDI LIMÓN PEPPER INFUSION
Fresh peppers, sliced (jalapeño, habañero, chile)
1 L bottle Bacardi Limón
Place 1 part lemon wheels and 2 parts lime wheels in an infusion jar, cover with Bacardi Limón and let stand for 12 to 24 hours.

BACARDI PARTY PUNCH
750ml bottle Bacardi Gold Rum
1 L cranberry juice
2 L ginger ale, chilled
8 oz. orange juice
1 oz. lime juice
1-1/2 oz. lemon juice
Extra citrus fruit for garnish
Ice
In large container, combine rum and fruit juices. Chill. Just before serving, pour into large punch bowl. Add ice and gently stir in chilled ginger ale. Garnish by floating orange, lemon and lime slices on top. Makes16 cups.

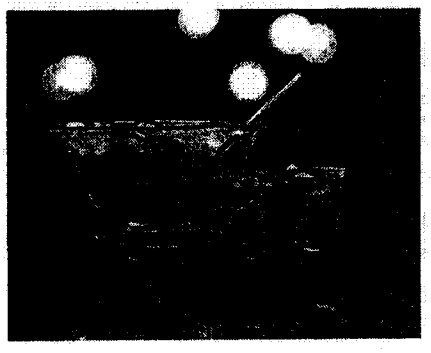
MIMOSA
4-6oz. orange juice
1/2 oz. Triple Sec
4-6oz. of chilled Cordon Negro Brut or Extra Dry, Carta Nevada Brut or Semi-Dry
In a wine glass, pour in orange juice, top with Freixenet, and stir gently. Garnish with orange slice and cherry.

CALIFORNIA JULEP
1-1/2 oz. brandy
1/4 oz. strawberry liqueur
1 tbs. sugar syrup
Chilled Cordon Negro Brut or Extra Dry, Carta Nevada Brut or Semi-Dry
Mint sprigs
In the bottom of a glass, crush the mint sprigs into the syrup. Fill with crushed ice. Add the brandy. Stir in the Freixenet. Garnish with mint sprigs.

SPARKLING COSMO
3/4 oz. Cointreau
1-1/2 oz. Cranberry Juice
1 Lime squeeze (then discard)
3 oz. Freixenet Carta Nevada
Mix together in a 10 oz. (chilled) Martini glass (no ice). Garnish with orange zest.

RED VELVET
3/4 oz. Pomegranate Syrup (Monin)
1/2 oz. Fresh Sour
3-1/2 oz. Freixenet Carta Nevada
Mix together in a 10 oz. (chilled) Martini glass (no ice). Garnish with lemon zest.

POINSETTIA
1/2 oz. orange liqueur
3 oz. cranberry juice cocktail
4-5 oz. Freixenet Carta Nevada Cava, chilled
Orange wedge
In a highball glass or sparkling wine flute, squeeze orange wedge, mix liqueur and cranberry juice. Add cava and stir gently. Garnish with a lime twist.



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Nevada
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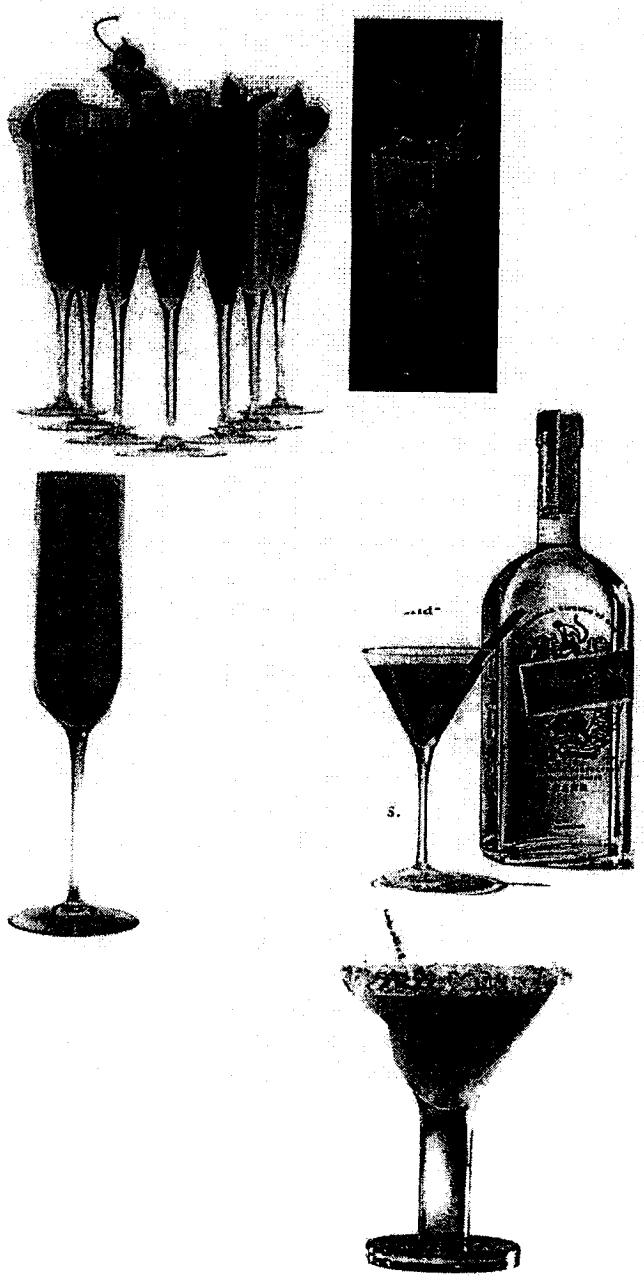

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BEVERAGE DYNAMICS

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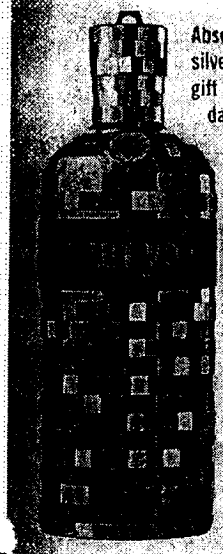
Keyword: Hpnotiq Liqueur

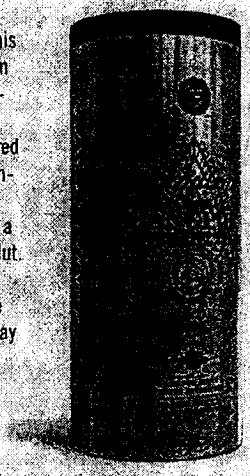
Burrelles Luce

Holiday Merchandising

Here is our annual review of some of the holiday-themed promotions and value-added packaging available to retailers this year. Use them to help create a festive store atmosphere and to help gain added sales.

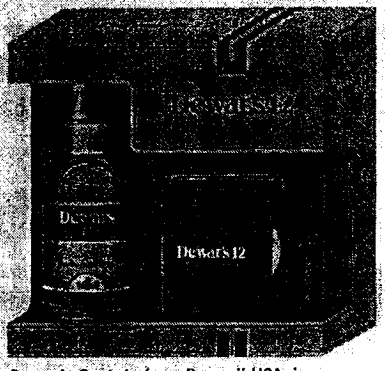


Absolut is offering this silvery, limited edition gift pack for the holidays. Made from dozens of mirrored facets, the clam-shell package opens to reveal a 750 ml of Absolut. Afterwards, the package can be used as a holiday ornament.

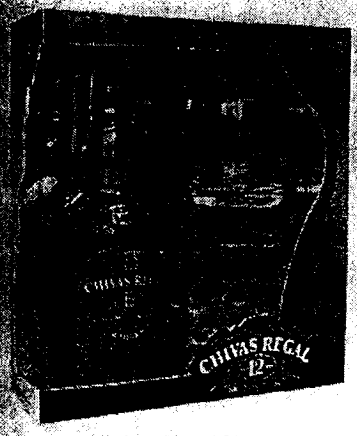


The latest line extension to Tanqueray Gin, **Tanqueray Rangpur** (which highlights the taste of limes and other botanicals), is offering this handsome gift tin for the holidays.

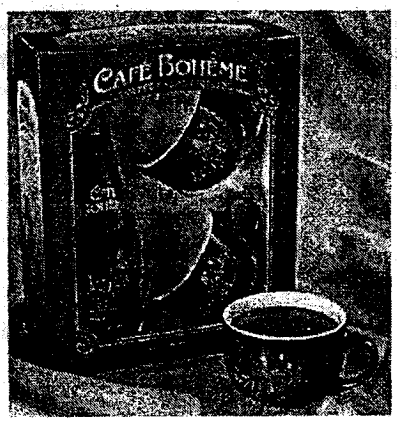
Brown-Forman's **Southern Comfort** is offering this gift pack for the holidays, highlighting a 750 ml of the popular spirit along with a cocktail shaker.



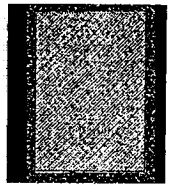
Dewar's Scotch, from Bacardi USA, is offering this gift pack including a 750 ml of the top-selling blended Scotch along with a set of coasters.



Chivas Regal from Pernod Ricard steps up holiday giving with three value-added packages. The Chivas 12 Year Old comes packaged either with a 750 ml and two rocks glasses or, a 1.75 liter with a branded glass decanter. New this year, is the Chivas 18 Year Old with a branded ice bucket in a stylish wood box.



Kobrand is offering a gift set of its new **Café Boheme Coffee Crème Liqueur**. The new brand is made from a blend of gourmet coffee, French vodka, crème and a hint of vanilla. The holiday gift set includes two coffee cups and a 750 ml bottle.



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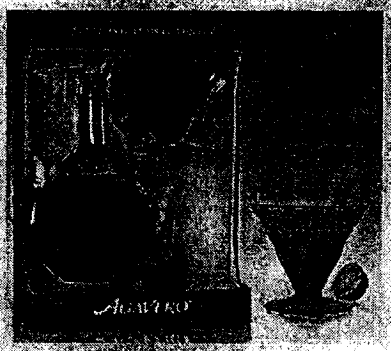
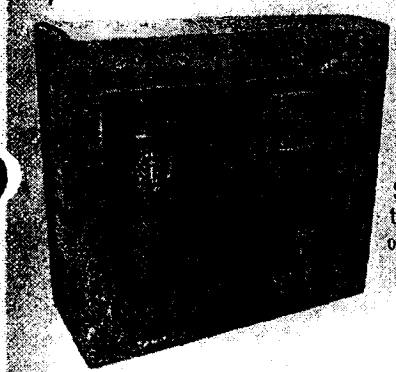
Corona, the best-selling imported beer in the U.S., has this Feliz Navidad display and case card for Corona Extra and Light holiday co-promotion.

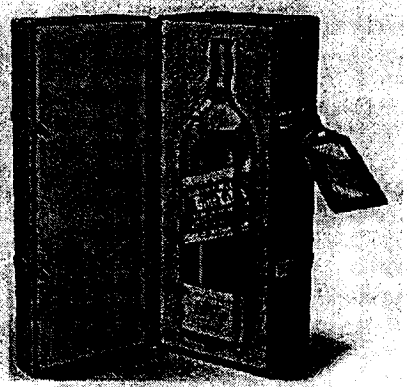


From Crillon Importers, **Agavero Tequila** — made from a blend of 100% blue agave tequila and Damiana flowers — is offering this gift set for the holidays, which includes a 750 ml of Agavero and two handsome cocktail glasses.

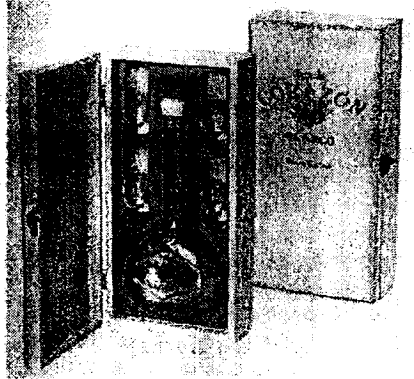
Anheuser-Busch has some enticing holiday gift packs on tap this year. Its **Brew Masters Private Reserve** from **Budweiser**, a rich Doppelbock in a 46.5 oz. swing-top bottle, is offered in a limited-edition red and gold gift box with two pilsner-style glasses.



Starbucks Liqueurs, from Beam Global Spirits & Wine, is helping to keep holiday revelers warm with a Starbucks branded coffee mug as a value-add with a 750 ml bottle of either Starbucks Coffee Liqueur or Starbucks Cream Liqueur. In addition, the brand is offering a co-pack of both flavors in 375 ml bottles.



Diageo's **Johnnie Walker Blue** has a classy holiday treat for consumers — this blue leather case with a 750 ml of the high-end Scotch inside.



Sidney Frank's Corazon Tequila is featuring a limited edition wooden gift box lined in red velvet to kick off the festivities. Each box contains a 750 ml bottle of Corazon Blanco with four logoed shot glasses.

Stolichnaya Vodka, imported from Pernod Ricard, is featuring a variety of value-added packs this year. For example, a bottle of Stoli is being offered with two branded toasting flutes. Also, co-packs will combine Stoli with one of three Hiram Walker Schnapps — Pomegranate, Peppermint or Pink Grapefruit varieties.

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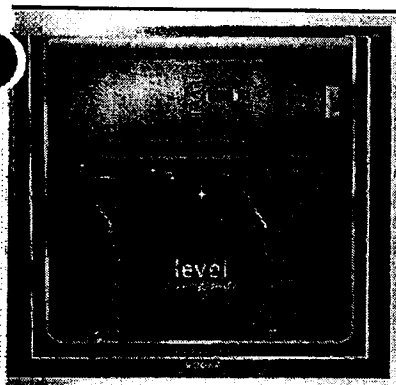


Level, from the Absolut Spirits Company, is comprising this classy holiday gift set, which includes a 750 ml of the superpremium vodka and two Martini glasses.

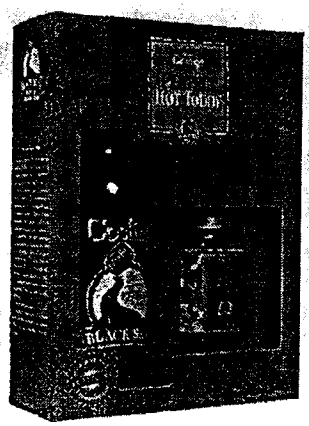
Grey Goose, from Bacardi USA, is highlighting this gift box for the holidays. The superpremium vodka also features a value-added gift pack with a shaker and a 750 ml bottle.

Jim Beam Bourbon is featuring a holiday gift carton with the purchase of a 750 ml bottle. Also, Jim Beam is utilizing pole toppers, ceiling danglers, shelf talkers, case cards and base wraps with its holiday tagline, "If they re-gift this, it better be back to you."

Bacardi Limon is celebrating the holidays with this co-pack featuring a stirrer and mixing glass along with a 750 ml bottle of the best-selling rum.

Hennessy VS Cognac, imported by Moet Hennessy USA, is offering this clever gift pack with a nifty handle for the holidays, including a 750 ml of the cognac along with an ice bucket.

Wild Turkey Bourbon, imported from Pernod Ricard, is offering a 750 ml bottle of Wild Turkey 101 with two rocks glasses. The super-premium Wild Turkey Rare Breed will be packaged with two branded rocks glasses as well.



This year, **Gosling's Black Seal Rum** has two gift packs. Gosling's Black Seal Rum Perfect Hot Toddy gift set includes a 750 ml of the rum along with a 12-oz. jar of Gosling Gourmet's Hot Buttered Rum Toddy mix. Party goers can also mix up Bermuda's celebrated cocktail, the Dark 'n Stormy, with a gift set that provides a mason jar mug along with a 750 ml of the rum.

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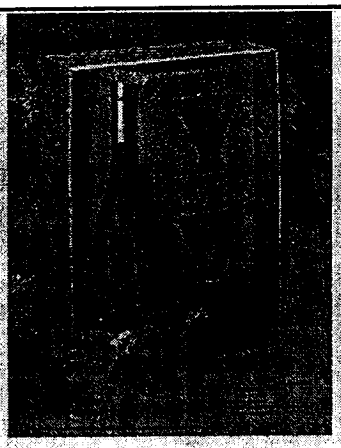
Burrelles Luce

Finlandia Vodka, from Brown-Forman, is featuring this holiday gift set with three shot glasses and a 750 ml of the brand.

Quintessential Gin, from White Rock Distilleries, has a gift set this year complete with a blue teardrop martini glass, in which to savor the accompanying 750 ml bottle of gin.



Hpnotiq, from Heaven Hill Distilleries, is reprising its stylish gift set that includes a pair of stylized martini glasses and a 750 ml of the popular cognac-based liqueur.

Kahlua, from Pernod Ricard, is featuring a fun fondue gift package this year. In addition, the brand is offering its Kahlua Especial 750 ml with a martini glass.

This holiday season, **Robert Mondavi Private Selection** from Centerra Wine Company and Cacao Reserve by Hershey team for their "Dare to Pair" promotion. POS elements include pairing brochure, mass display with header card, case cards and triangle wine gift bag. In addition, a combined purchase nets a $5 MIR or $1 IRC.

Crown Imports is highlighting the **St. Pauli Girl** family of beer with holiday ceiling danglers, easel cards and tuck-in price cards featuring the always festive St. Pauli girl.

Courvoisier, from Beam Global Spirits & Wine, is offering either a set of Courvoisier-branded cufflinks or a 50 ml sample of Courvoisier XO Imperial with a purchase of a 750 ml bottle of Courvoisier VSOP. Also, a bottle of Courvoisier VS comes with either two highball glasses or a 50 ml of Courvoisier VSOP.

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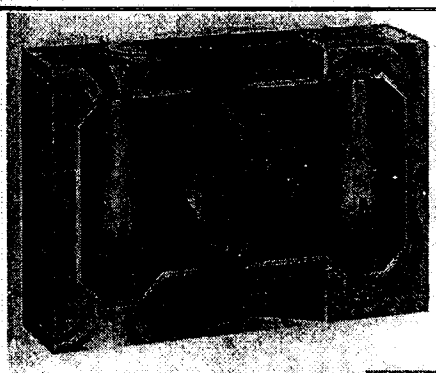
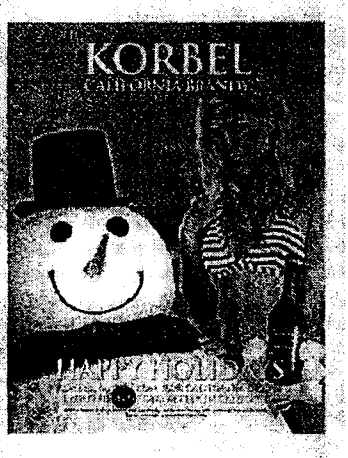
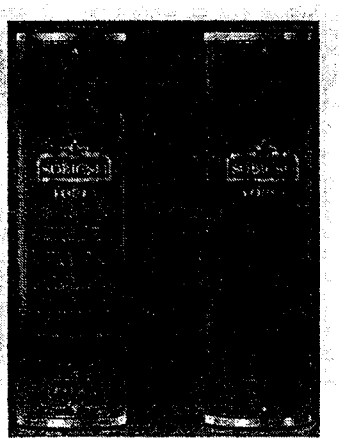


Anheuser-Busch is offering a festive **Michelob Celebrate Chocolate** and **Michelob Celebrate Cherry** Gift Pack, providing a 24-oz. platinum bottle of each with two crystal branded snifters.



Korbel Brandy, from Heck Estates, is tempting consumers with this happy snowman in its holiday POS. The California brandy also offers a handsome gift box for the season.

A deliciously festive drink, **Tequila Rose** from McCormick Distilling, provides a gift set with two cordial glasses and a decorated bottle of the strawberry cream liqueur with a splash of tequila.



Just released in the U.S. for the first time, **Sobieski Vodka**, imported from Poland by Imperial Brands, is featuring a festive, red gift box for the holidays. The vodka is made with high-quality, Polish Dankowski rye, and a 750 ml bottle in the gift box retails for $10.99.

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ADVERTISING & PROMOTION AWARDS 2007

WEB BANNER ADVERTISEMENT

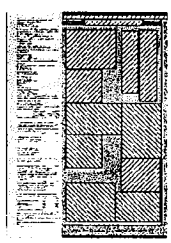
FIRST PLACE
Brand: **Jim Beam**
Company: Beam Global Spirits & Wine
Marketing Director: Keith Neumann
Brand Manager: Brian Addison
Brand Manager: Gary Ross
Agency: Wirestone
Creative Director: Kevin Gilsdorf
Copywriter: Cory Hance
Art Director: Brian Weiss

SECOND PLACE (TIE)
Brand: **Korbel Champagne**
Company: Korbel & Brothers
Marketing Director: Todd Kennedy
Brand Manager: Tom Costello
Agency: Carmichael Lynch
Creative Director: Tim Brunelle
Copywriter: Ryan Inda
Art Director: Bill Lee

SECOND PLACE (TIE)
Brand: **Knob Creek**
Company: Beam Global Spirits & Wine
Marketing Director: Sam Seiller
Brand Manager: Paige Guzman
Agency: Energy BBDO
Creative Director: Derek Sherman
Creative Director: Sean Donohue
Copywriter: Rachel Shindelman
Art Director: Jessica Campbell

THIRD PLACE (TIE)
Brand: **Hpnotiq**
Company: Heaven Hill Distilleries, Inc.
Marketing Director: Kate Latts
Brand Manager: Justin Ames
Agency: Keller Crescent Co.
Creative Director: Randy Rohn
Copywriter: Randy Rohn
Art Director: Adam Siemers

THIRD PLACE (TIE)
Brand: **DeKuyper**
Company: Beam Global Spirits & Wine
Marketing Director: Christine Mahoney
Brand Manager: Amy Underwood
Agency: Energy BBDO
Creative Director: Derek Sherman
Copywriter: Chris Hong
Art Director: Nok Sangdee



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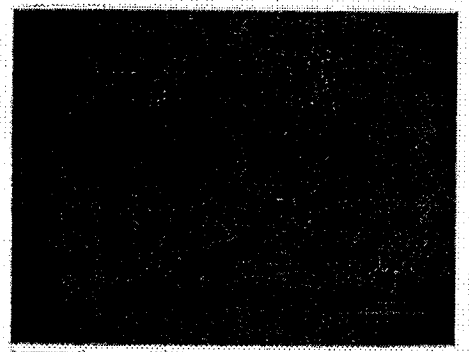

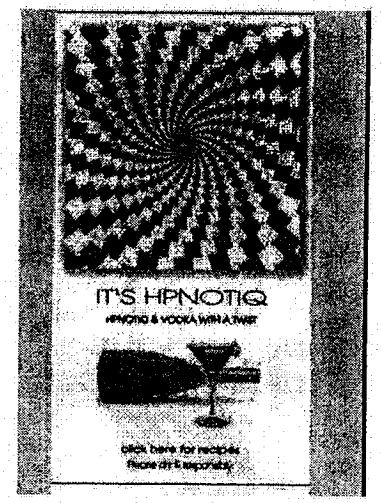

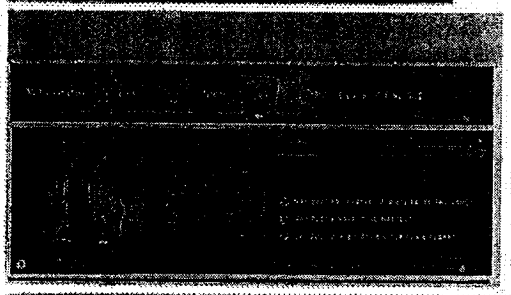

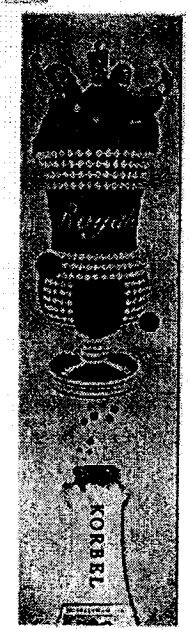

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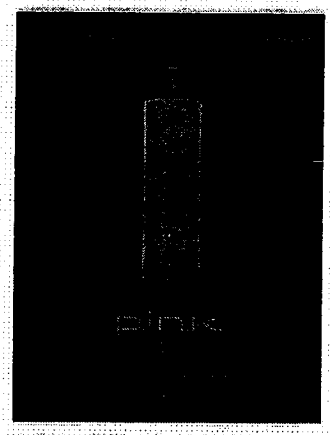
ADVERTISING & PROMOTION AWARDS 2007

PRINT AD, TRADE

FIRST PLACE
Brand: **Jack Daniel's Country Cocktails**
Company: Brown-Forman
Marketing Director: Jeannine Wise
Brand Manager: S.K. Kim
Agency: Drafttcb
Creative Director: Joel Optholt
Art Director: Rob Mulsoff



SECOND PLACE
Brand: **p.i.n.k. Vodka**
Company: The p.i.n.k. Spirits Company
President: David Mandell
Vice President of Marketing: Christy Farias
Agency: The Bailey Group
Creative Director: David Fiedler
Copywriter: Steve DiMeo
Art Director: Steve Perry
Designer: Christian Williamson
Designer: Jessica Glebe

THIRD PLACE
Brand: **Hpnotiq**
Company: Heaven Hill Distilleries, Inc.
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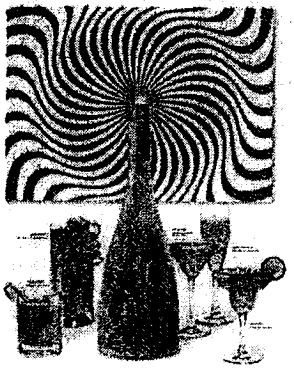
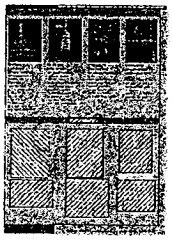
Brand Manager: Justin Ames
Agency: Keller Crescent Co.
Creative Director: Randy Rohn
Copywriter: Lynne Mlady
Art Director: Gerry Ulrich





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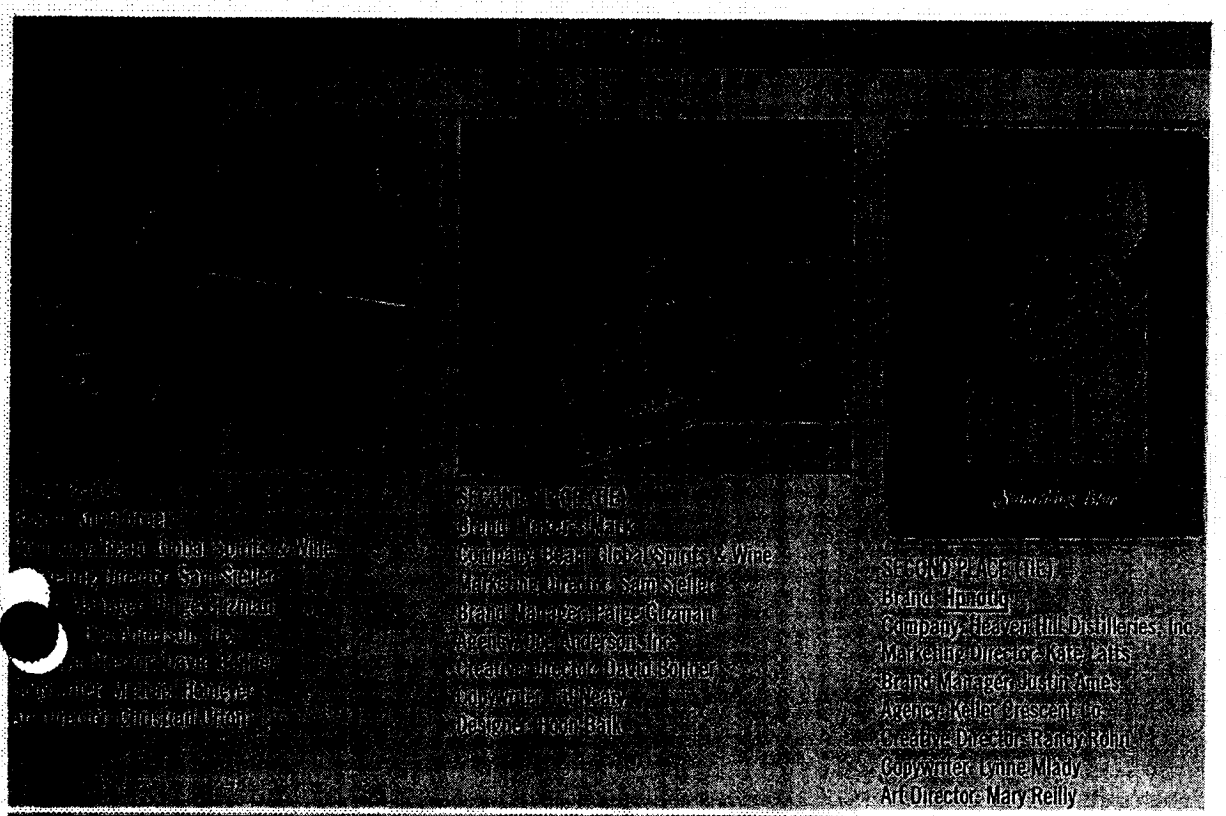
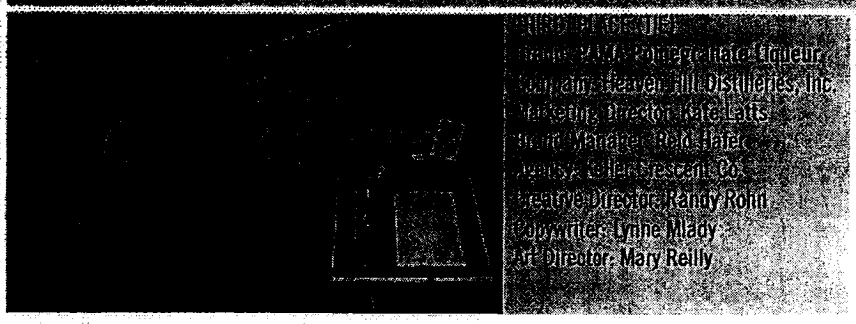
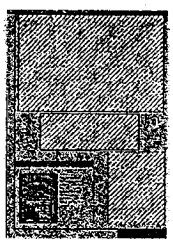
BEVERAGE DYNAMICS

Date: Saturday, December 01, 2007
Location: NORWALK, CT
Circulation (DMA): 50,000 (N/A)
Type (Frequency): Magazine (6Y)
Page: 74
Keyword: Hpnotiq Liqueur

Burrelles *Luce*







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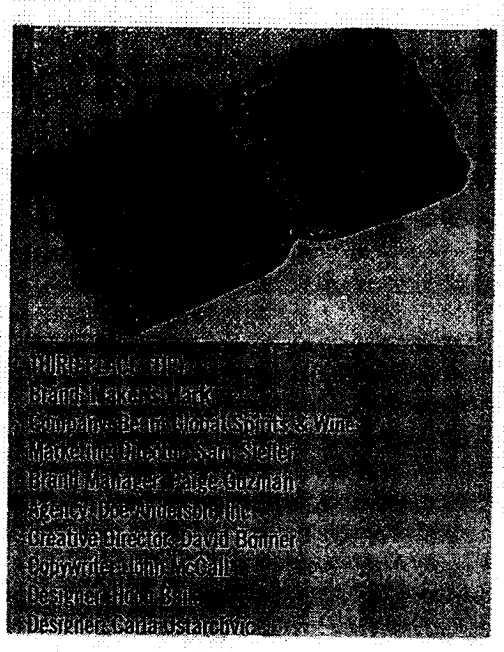

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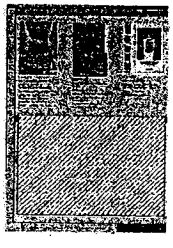
Burrelles*Luce*

SECOND PLACE
Brand: Hpnotiq
Company: Heaven Hill Distilleries, Inc.
Marketing Director: Kate Laits
Brand Manager: Justin Ames
Agency: Synergetic Media
Creative Director: Eric Nugent
Art Director: Chris Bazos

THIRD PLACE
Brand: DeKuyper
Company: Beam Global Spirits & Wine
Marketing Director: Christine Mahoney
Brand Manager: Amy Underwood
Agency: Zipatoni
Creative Director: Steve Kunt
Copywriter: Josh Lebowitz
Art Director: Brian Frost



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MARKET WATCH

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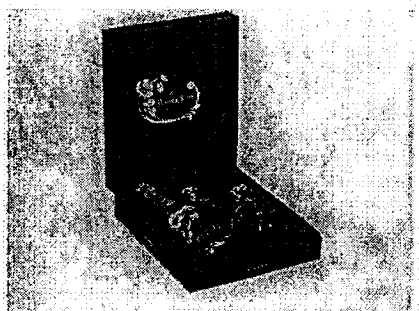
Keyword: Hpnotiq Liqueur

Burrelles Luce

NEWS WATCH HOLIDAY GIFT PACKS

This holiday season, Sidney Frank Importing Co. is offering a Jägermeister Bottle Gift Tin ($19.99) that is a replica of the liqueur's packaging and opens at the top to reveal a 750-ml. bottle of Jägermeister.

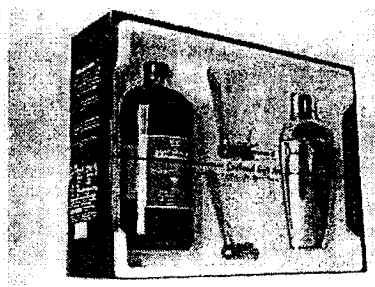


Champagne Perrier-Jouët from Pernod Ricard USA is offering two holiday coffrets. One includes a 750-ml. bottle of Fleur with two hand-painted Champagne flutes ($150) and the other comes with a 750-ml. bottle of Grad Brut and two Champagne glasses ($45).

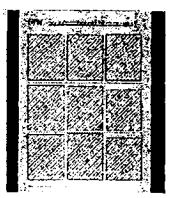
The limited-edition Hennessy XO gift box set ($200) boasts an individually numbered bottle of Hennessy XO adorned with golden crystals that's packaged with an elegant decanter.

The Bombay Sapphire holiday co-pack ($19.99) includes a 750-ml. bottle of the gin and a glass designed by the 2005 Bombay Sapphire U.D. Designer Glass Competition winner, Andrew Wolf.

Hpnotiq's holiday gift pack ($24.99) from Heaven Hill Distilleries features a 750-ml. bottle of the bright blue liqueur and two Martini glasses in a silver box.



Stirrings Cosmopolitan Deluxe Gift Set ($27.99) includes two stemless Martini glasses, a stainless steel shaker and Stirrings Simple Cosmopolitan Mixer.



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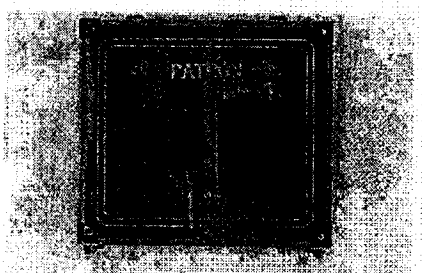
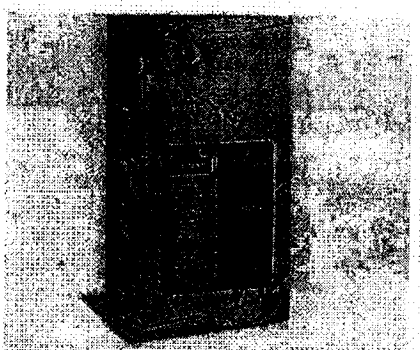
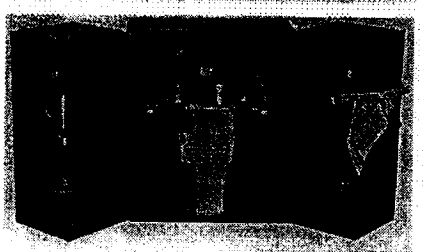


The Patrón Spirits Co. offers a number of gift-giving options: Patrón Reposado comes with either a flask or a poker set ($49); the Reposado and Añejo labels are sold together with a poker set ($94); and the company created a four-pack of 375-ml. bottles that includes the Silver, Reposado, Añejo and XO Café ($84).



Frederick Wildman & Sons' Folonari gift sets ($14) feature combinations of two of the brand's wines—the company makes a Pinot Grigio, Pinot Noir and Chianti—in simple, elegant packaging with a handle on the back.



The Laurent-Perrier Grand Siècle Coffret ($300) includes a 750-ml. bottle of the prestige cuvée packaged in a three-fold gift box with an ice bucket and two engraved Grand Siècle crystal Champagne glasses. mw

Bridget Eldridge

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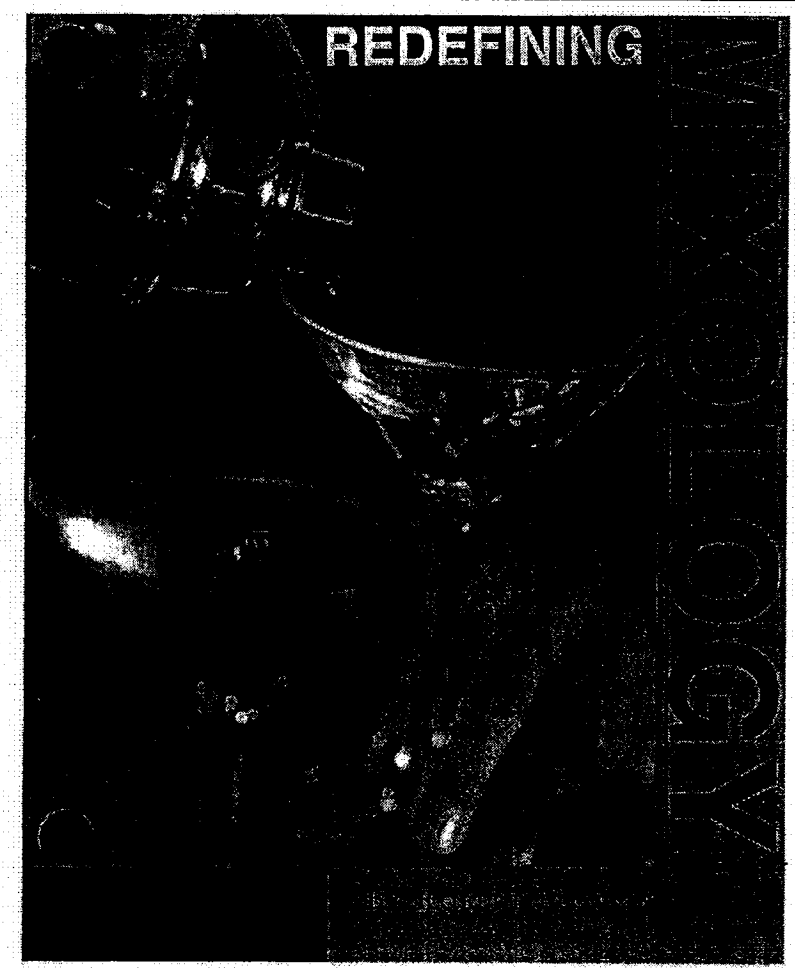

Liqueurs Are At The Center Of Today's Resurgence Of The Cocktail. Their Concentrated Burst Of Flavor Is Redefining Mixology.

Liqueurs have been instrumental in the ongoing resurgence of the cocktail. The reason is that they're formulated to deliver a concentrated burst of flavor, and as any casual lounge observer will confirm, flavor is what consumers are looking for. With few exceptions, liqueurs provide the essential flavor components in most successful cocktails and specialty drinks, making them franchise players in modern mixology. Without a full complement of liqueurs on the back bar your drink making abilities shift into to low gear.

The Cosmopolitan is among a sizeable list of cocktails dependent on a liqueur for their identity. In this case, Cointreau provides the seamless con-

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nection between the base spirit—for citrus-infused vodka—and the lime and cranberry juice modifiers. In addition to the cache associated with Cointreau, the orange liqueur contributes greatly to the Cosmo's bouquet and taste, while leaving the color of the cocktail unaffected.

In mixology there's never a reason to leave well enough alone. For example, the Red Zen is the signature Cosmopolitan at The Original McCormick & Schmick's in Portland, OR. Created by bar guru Geoff V. Helzer, the sensationally delicious cocktail is prepared with muddled limes and sugar, Suntory ZEN Green Tea Liqueur, Stolichnaya Vodka and cranberry juice.

Newcomer PAMA Pomegranate Liqueur has already landed a leading role in the hit cocktail Lady Rose Cosmo. The recipe pairs the flavorful, fiery red liqueur with Absolut Citron, cranberry juice and a sour mix made with fresh lime juice and simple syrup. No mere splash of pomegranate juice could possibly achieve what PAMA is able to accomplish in a cocktail.

The hip Euro Cosmo is a silky blend of Chambord, raspberry vodka, fresh lime and white cranberry juice. Another recent émigré is the Moscow Cosmopolitan, a classically structured Cosmo concocted with Jewel of Russian Wild Bilberry Infusion in place of the cranberry juice. The infusion is made from super premium vodka steeped with fresh picked berries. The combination is marvelous.

Two other popular derivations of the cocktail are the Purple Cosmo, which is made with citrus vodka, blue Curaçao and Chambord, and the Midnight Blue Cosmopolitan, featuring Hpnotiq, Blue Curaçao and white cranberry juice. The possibilities are nearly endless. And that's the point.

Redesigned Classics

When Lauren Dunsworth of Lola's in Hollywood first mixed DeKuyper Sour Apple Pucker and Ketel One Vodka to create the Original Appletini, a new wave of cocktails was born. The Martini is a natural for doctoring with a splash or two of a liqueur. It adds a most welcome blast of flavor, texture and heft to the body, color and a touch of sweetness.

At upscale Rosemary's Restaurant in Las Vegas, the signature of the house is the Kaffir Key Lime Martini. It's a blend of Stoli Vanil, Cuarenta y Tres, Hangar One Kaffir Lime Vodka, KeKe Beach Key Lime, freshly squeezed lime juice and cream. Presented with a rim of crushed graham crackers, the cocktail has become a local favorite. In Ashville,

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NC, the Martini of distinction at the Savoy Cucina Restaurant is the Espressotini, a light, delectable drink made with Stoli Vanil, Baileys Irish Cream, Frangelico, freshly brewed espresso and garnished with a chocolate covered biscotti.

Rickshaw Far East Bistro & Bambu Lounge in Houston is a stylish and contemporary Pan-Asian restaurant and sushi bar. The lounge attracts a well-heeled clientele that has earned a reputation for the quality and creativity of its cocktails. The bar's celebrated signature Martini is the Ruby Red Pom Pom, which is concocted with PAMA Pomegranate Liqueur, Charbay Ruby Red Grapefruit Vodka, grapefruit juice and scratch sweet and sour.

Liqueur-laced Martinis have become a something of phenomenon and creative rite of passage for aspiring mixologists. American-born Southern Comfort is the featured player in the Socotini is a specialty at posh Stone Rose Lounge in Manhattan's Time Warner Center on Columbus Circle, while Suntory ZEN Green Tea Liqueur and Absolut Citron combine to create the Green Tea Martini, a specialty at Michael's Kitchen in Hollywood, Florida. Disaronno Amaretto, Frangelico and vodka are the cast in the Amber Skies Martini. Kahlúa is popularly enlisted for use in Coffee Martinis, Chambord in Raspberry Martinis and Godiva in Chocolate Martinis.

Another classic cocktail getting the makeover treatment these days is the Manhattan. At Indigo Eurasian Restaurant in Honolulu, the bartender's unanimous recommendation is the Nattahnam, a specialty Manhattan featuring Tuaca liqueur, sweet vermouth and Jack Daniels Tennessee whiskey. The staff at Stone Rose Lounge is equally passionate about the Midnight Manhattan that's devised with Grand Marnier, Woodford Reserve Bourbon, white cranberry juice and a splash of sour mix.

Perched atop the New York's Library Hotel is one of the city's genuinely special destination venues—Bookmarks Rooftop Lounge and Terrace. The impeccably appointed lounge lives and breathes in rarified fresh air, a condition that seems to set the tone for the entire experience. It's there that master mixologist Jonathan Pogash plies his craft. Among his creative repertoire is the Tennessee Williams, an elegant variation of the Manhattan made with Southern Comfort, dry vermouth, orange bitters and a splash of pineapple juice.

The Savoy Cucina promotes a reprise of the Bee's Knees, only this version of the cocktail is concocted Italian limoncello liqueur, Jim Beam's Knob Creek

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Bourbon and a few drops of honey. It eloquently illustrates the fact that bourbon loves the flavor of lemon.

Among time-tested variations of the cocktail still in the mainstream is the New Orleans' Manhattan, which is prepared by first coating the inside of the mixing glass with Frangelico. Any excess is discarded before adding the sweet vermouth and premium bourbon. The recipe for the venerable Waldorf Manhattan

Continued on page 50

calls for a splash of Pernod, bitters, sweet vermouth and bourbon. The Loretto Manhattan pairs Maker's Mark Bourbon with a healthy splash of Disaronno Amaretto.

There are ample reasons to plan a tour of the wine country of Sonoma and near the top of the list is Cyrus, a magnificent, world-renowned restaurant situated amidst the vineyards and rolling countryside. Behind the bar mixologist extraordinaire Scott Beattie calls the shots. His specialty cocktails have garnered acclaimed for their innovative use of flavor. A Beattie original is the altogether sensational Charentes Sidecar, which is prepared with Hardy VS Cognac, Luxardo Maraschino Liqueur, Cointreau and fresh Meyer lemon juice. The ingredients are shaken, strained into a chilled cocktail glass and topped with a thin layer of cherry foam and thin segments of citrus.

The crowing touch on the cocktail is the cherry foam. It is a made with real cherry juice, gelatin and Luxardo Maraschino, which are heated together in a saucepan. The contents are chilled down and Thai coconut milk is whisked into the compound. It is then transferred to a whipped cream canister, charged with CO2 and refrigerated. It should be ready for the public in about thirty minutes.

CUBAN CONNECTION

The Mojito has captured the collective American imagination and sparked a boom in restaurants and lounges around the country. The Cuban-borne cocktail is undergoing a transformation at the hands of the country's mixologists, who continue probing for the drink's creative limitations, boundaries that don't seem to exist.

For example, the signature muddled-marvel at P.F. Changs Chinese Bistro is the Asian Pear Mojito. It's a delicious blend of Sour Apple Pucker, Bacardi Limón Rum and a splash of pineapple juice all built on top of muddled limes, mint sprigs and simple syrup. The Watermelon Mojito is one of the star attractions at The Carnegie Club in Manhattan's CitySpire Center. Made with Ketel One Vodka and Marie Brizard Wa-

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termelon Liqueur, the drink is as attractive as it is refreshing. Nearby at the ultra-swank Campbell Apartment in Grand Central Terminal, the specialty is the Robber Baron Mojito, a lively concoction crafted with Midori, Grey Goose Vodka, muddled limes and spearmint.

Rickshaw's Pomegranate Mojito is a superb example of inspired mixology. The recipe begins with muddling fresh mango, mint leaves, fresh lime juice and simple syrup. Add in equal parts of PAMA and 10 Cane Rum from Trinidad, and then finish the cocktail with a splash of club soda and a pomegranate wedge garnish. Another unconventional Mojito masterpiece hails from Backstreet Café, a classy American bistro in Houston. The Prickly Pear Mexican Mojito is an altogether luscious drink made with Cointreau, El Tesoro Silver 100% Agave Tequila, lime juice and fresh prickly pear juice.

Located 25 minutes west of downtown Chicago, Courtright's is a four-star restaurant situated on two acres of woodland preserve. In addition to the singularly breathtaking setting guests can enjoy the Chateau Mojito. Devised by resident mixologist Mario Recio, the cocktail is an attention grabbing combination of blue Curaçao, Bacardi Limón, sour mix, muddled lime and sugar.

The days when liqueurs were popularly served as stprandial digestives have largely come and gone. ut their significance behind the bar has never been more greatly felt than today. It is a category that has reinvented itself. Just ask the legions of Jägermeister and Red Bulls fans if liqueurs are cool.

# # #

ROBERT PLOTKIN is a judge at the San Francisco World Spirits Competition and has recently authored his 16th book, Secrets Revealed of America's Greatest Cocktails - The Hottest Spirits, Freshest Places and Coolest Drinks. He can be reached at www.BarMedia.com or by e-mail at robert@barmedia.com.

KAFFIR KEY LIME MARTINI

Specialty of Rosemary's Restaurant
Created by Michael Shetler. Bernice Matola

Rim cocktail glass with crushed graham cracker
Pour ingredients into iced mixing glass
1 1/2 oz. KeKe Beach Key Lime Liqueur
1 1/4 oz. Stoli Vanil Vodka
3/4 oz. Hangar One Kaffir Lime Vodka
1/2 oz. Cuarenta y Tres Liqueur
1/4 oz. freshly squeezed lime juice
1/2 oz. heavy cream
Shake and strain
Garnish with lime wheel

NATTAHNAM

Specialty of Indigo
Created by Jason Castle. Tim Skelton

3 oz. Jack Daniels
1/2 oz. Tuaca Liqueur
1/2 oz. sweet vermouth
Shake and strain
Garnish with cherry

POMEGRANATE MOJITO

Specialty of Rickshaw Far East Bistro & Bambu Lounge
Created by Melvin Espinal

12 mint leaves
2 oz. fresh lime juice
2 oz. simple syrup
3 pieces fresh mango
Muddle contents and add in ice
3/4 oz. PAMA Liqueur
3/4 oz. 10 Cane Rum
1/4 oz. club soda
Garnish with pomegranate wedge

PRICKLY PEAR MEXICAN MOJITO

Specialty of Backstreet Café
Created by Sean Beck
Rim Pilsner glass with salt (optional)
Pour ingredients into iced mixing glass
1 3/4 oz. El Tesoro Silver Tequila
1/4 oz. Cointreau
3/4 oz. simple syrup
3/4 oz. lime juice
1 1/2 oz. fresh prickly pear juice
Shake and stir
2 oz. soda water
Garnish with lime slice and cilantro sprig

TENNESSEE WILLIAMS

Specialty of Bookmarks
Created by Jonathan Pogash

1 1/2 oz. Southern Comfort
1/2 oz. Dry Vermouth
2-3 dashes orange bitters
1 oz. pineapple juice
Top with club soda
Garnish with large, leafy mint sprig

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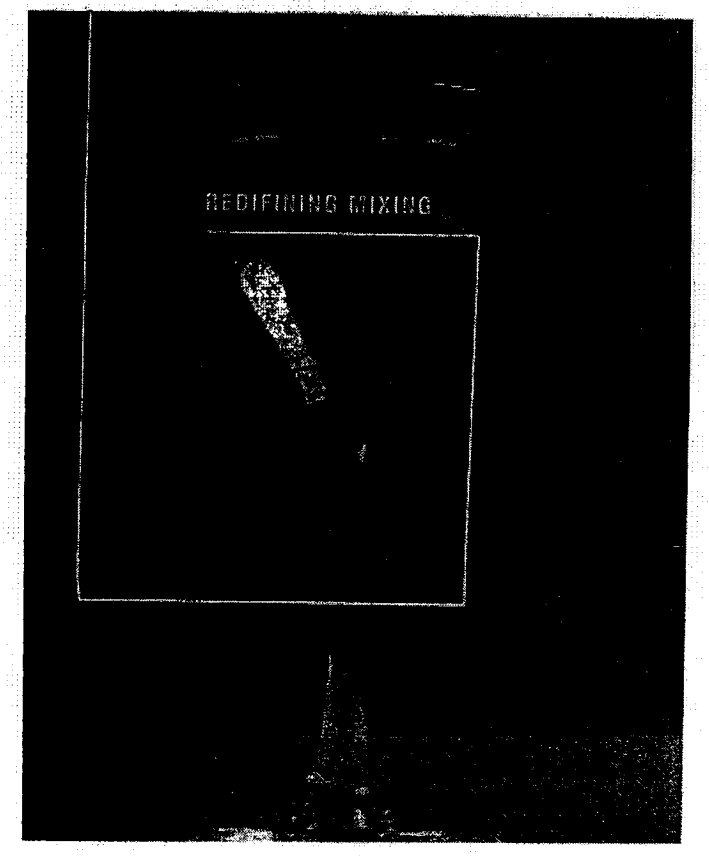

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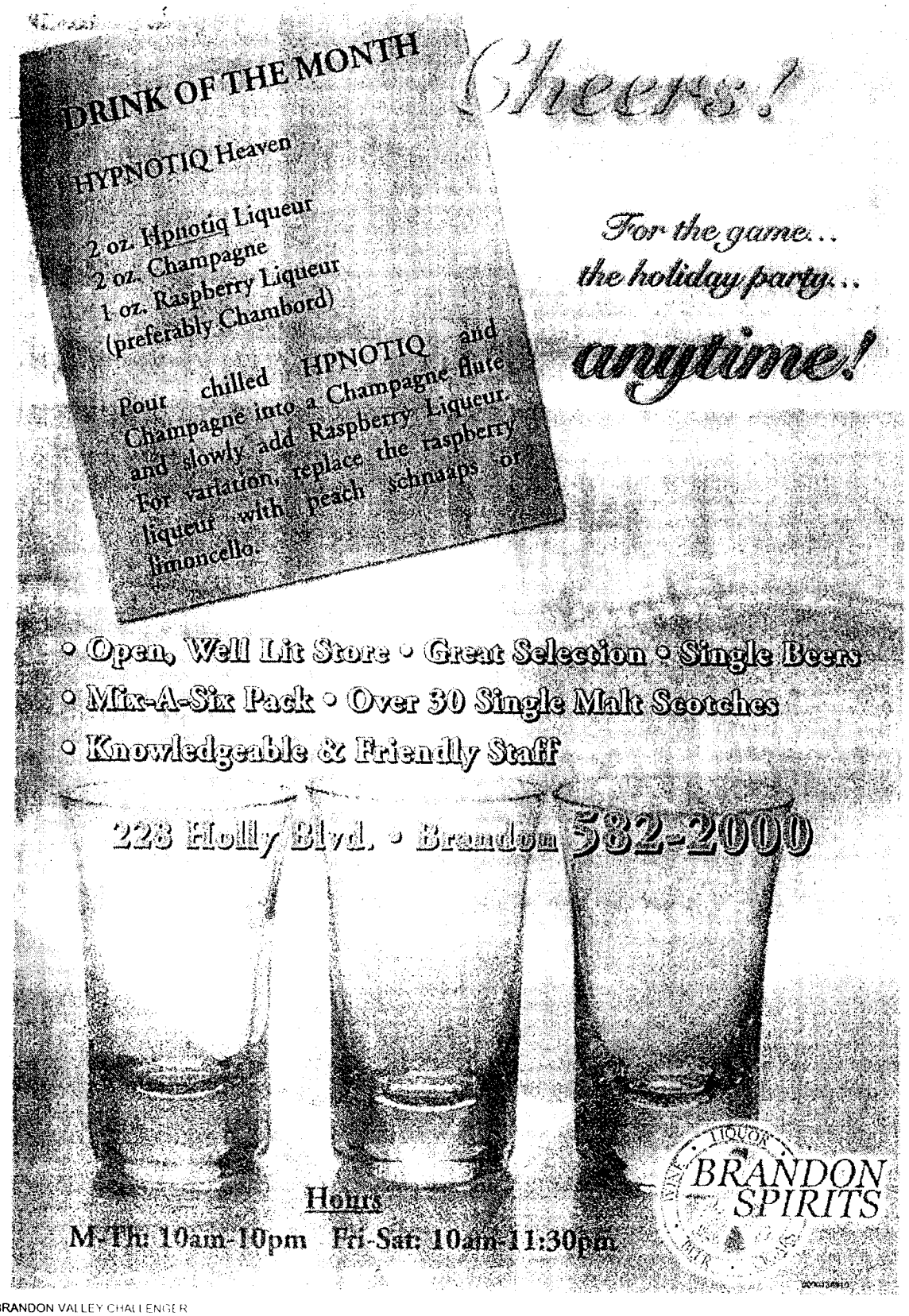

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Burrelles Luce

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FASHION

Most brilliant bling

Statement jewelry for the bride—gemstone-studded tiaras, crystal chokers, chandelier earrings—make Siman Tu our go-to guy for sparkle; simantu.com.

^ A divine design

The elegantly draped goddess look ruled the year's runways; Reem Acra sculpted this stunner; reemacra.com.

Cleverest crowns

For custom tiaras loaded with trimmings—pearls, prisms, preserved flowers—Tigerlilly is queen of the year; tigerlillytiaras.com.

<< Ablest accessory

Lladró's porcelain Magic Forest hair sticks can give your updo an ethereal twist; they can also embellish bouquets and even accent your cake; lladro.com.

Beachiest boy attire

Made of linen and cotton, traditional Cuban guayabera shirts are relaxed yet formal—great options for destination weddings; guayaberashirt.com.

Thriftiest threads

For affordable and chic bridesmaids' pieces—pashminas, headbands, sashes—we salute Isaac Mizrahi's designs for Target; target.com.

Best girl friend

Gal Pal's reusable Garment Deodorant Removers quickly buff out deodorant marks—no more white armpits on the maids' dresses! gal-pal.com.

Most candid camera

Kleinfeld, NYC's mega salon, positions a video cam outside the dressing rooms to film you twirling in your dress, then flashes the footage to your mom in Kansas; kleinfeldbridal.com.

<< Shoes to dye for

No need to sacrifice style for the perfect color match. Blue Tux Shoes offers chic, dyeable footwear (metallic styles, too) that won't break the bank; bluetuxshoes.com.

Pluckiest pearls

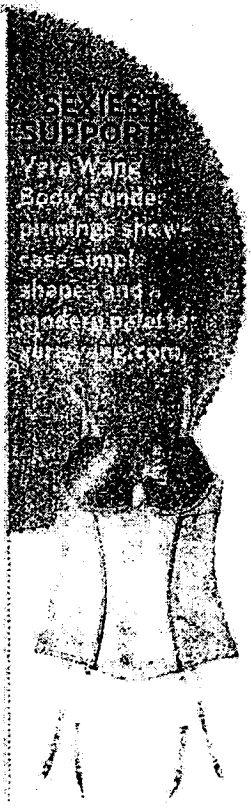
Iridesse's huge collection of designs features magnificent cultured pearls from all over the world at wallet-friendly prices; iridesse.com.

Top gown town

With flagship designer shops (Priscilla of Boston is the latest), deluxe department stores, and stellar salons, NYC is undeniably the center of the bridal universe.

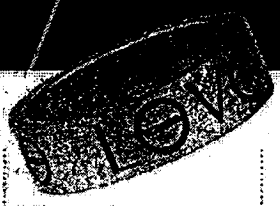
Timeliest groom's gift

The TX Fly-Back chronograph watch's funky features include a compass and six-hand German quartz movement; txwatches.com.



Spot remover supreme

Bring on the Merlot! Fine-couture cleaner Madame Paulette saves the day with easy-to-use Professional Stain Removal Kits; madamepaulette.com.



^ Love-liest ring

Cartier's handsome new Love ring says it all, in 18k yellow, white, or pink gold; cartier.com.

Dandiest dudes

The waterproof tuxedo shirt from Thomas Pink protects your guy from liquid mishaps and wicks away sweat, too; thomaspink.com.

WEDDING PLANNING

Cutest calendar

Since appointments are rarely etched in stone, Post-It's weekly planner includes 52 pages plus sticky notes to move as details change; postit.com.

Merriest mortgage

Buying a home? Sign up with American Home Mortgage, make payments with your American Express card, and earn airline and hotel points (bring on the honeymoon!); americanexpress.com.

Primo planner

Bed Bath and Beyond's Bridal Toolkit makes organizing online a snap. Add and delete tasks; experiment with seating charts—it's a workhorse; bedbathandbeyond.com.

Most unforgettable organizer

The translucent, carry-all handbag insert from Switch It By Nan has

PHOTOS: DAN LECCA (RUNWAY); COURTESY OF CARTIER (RING); DAVIES + STARR (BAG); ALL OTHERS, MALLEY GANGES. PROP STYLIST: MOLLY FITZSIMONS.

mega-pockets to keep things in order; slip it into whatever bag you're carrying and you won't leave a thing behind; switchitbynan.com.

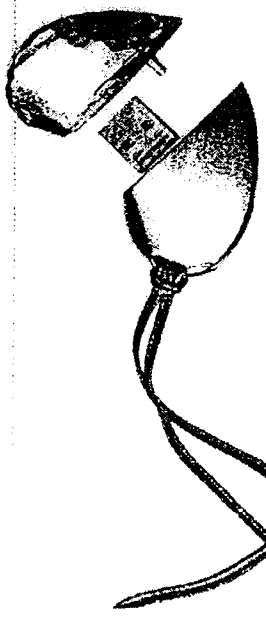
Beefiest insurance

Enroll in Travelers' Wedding Protector Plan and you'll be reimbursed if

items are damaged, vendors go bankrupt, or weather dings your day; protectmywedding.com.

Smartest searcher

Research wedding favors during a pedicure? Apple's übersmart iPhone puts the Web,



an iPod, and standard cell features at your fingertips; apple.com.

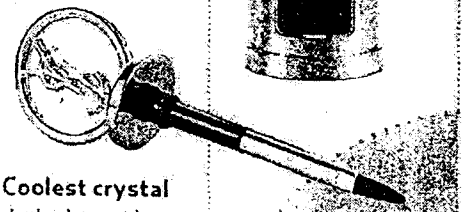
Greenest gatherings

Vibrant Events, in the San Francisco Bay area, will plan your wedding using only organic, local vendors; vibrantevents.net.

BRIDESMAIDS

Best party in a box

Anna Griffin's Bachelorette Party package includes invites, a scavenger hunt, drink tags, a ribbon bouquet kit, a list for keeping track of gifts and, of course, a tiara; annagriffin.com.



<< Coolest crystal

Flashy both outside and in, the Heart Beat USB memory key from Philips and Swarovski's Active Crystals collection doubles as a pretty pendant, making an unforgettable maids' gift; active-crystals.com.

Grooviest gifts

Outfit your girls with the accent of the year—headbands. Our favorites: Jennifer Behr's metallic fabric wraps; jenniferbehr.com.

<< Chicest charms

Understated and totally today, Helen Ficalora's alphabet charms will make your pals swoon; helenficalora.com.

<< Flashiest flasks

The Life Imagined's fun flasks—designs printed on recycled, water-resistant paper—are fab gifts for party-hearty maids; thelifeimaginedonline.com.

LUXEST LIPSTICK

Most rockin' bachelorette party

No experience required to form a band, write a song, and perform it at Ladies Rock Camp, a weekend workshop in Portland, Oregon; girlsrockcamp.org.

Fiercest frocks

Badgley Mischka's bridesmaids' collection celebrates Hollywood style with clean lines, jewel-toned colors, and rich fabrics; badgleymischka.com.

Most valuable player

Portable and incredibly stylish, the Roxy i-P22 mini speaker system from Sonic Impact is the perfect gift for iPod-loving maids; si5.com.

>> Handsomest handbags

Instead of lunch, treat the girls to a build-a-bag party. They choose a style, pattern, color, hardware, and—voilà!—a treasure from Freddy & Ma; freddyandma.com.

Simplest way to chat

"Reply All"s begone! The free social communications service at Circleup.com lets you send an e-mail or IM to a group and get back a single condensed response.

Craftiest custom jewels

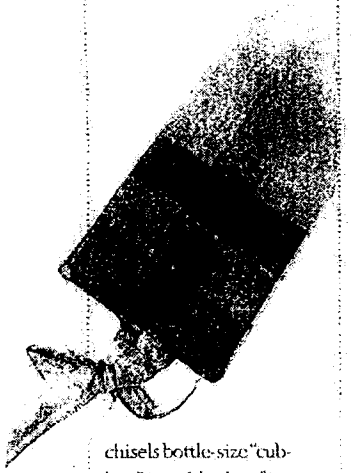
Chemistry Bridal's Custom-Maid jewelry planner invites you to find necklaces, earrings,

bracelets, and rings that complement the bridesmaids' dresses; chemistrybridal.com.

WEDDING DETAILS

Frostiest decor

Okamoto Ice Sculpture Carving Studio, in NYC, chisels bottle-size "cubbies" into blocks of ice—a cool way to chill wine; okamotostudionyc.com.



Most targeted tunes

Wedding Music Central offers songs à la carte, CDs of original wedding music, and sheet music for the band; weddingmusiccentral.com.

<< Most bountiful bouquet

Florist Livia Cetti of the Green Vase wires hundreds of cymbidium orchid petals together and creates someting amazing; thegreenvase.com.

Dreamiest details

Wonderful Graffiti Wedding's Black Tie collection has corset-tied candles, monogrammed transfers, and tons of ways to go formal yet personal; wonderful graffitiwedding.com.

<< Foamiest favors

Glycerin soapsicles from Soapylove are witty gifts for guests at warm-weather weddings—just hope no one nibbles! pinkoliveboutique.com.

Supremo shaders

Ruffled, tiered, or trimmed, Santa Barbara's patio umbrellas are a winsome way to shield guests from the sun (and enjoy at home for a lifetime); sbumbrella.com.

Hippest RSVPs

Instead of asking guests to check off "chicken" or "beef" on the RSVP, request that they name their favorite song—you're guaranteed a packed dance floor.

Trendiest tosses

Trade birdseed and bubbles for freeze-dried rose petals. Natural and biodegradable, they're cheaper than fresh petals, less likely to stain, and require no cleanup; petalgarden.com.

Cleverest charms

Embellish metal candelabrum, sconces, and candleholders with Light Charms magnetic crystal accents; magtrim.com.

♡ Coyest candies

Tarty fruit-flavored candies from Wilton come in the shape of engagement rings and make cute cupcake toppers; wilton.com.

>> Brightest boxes

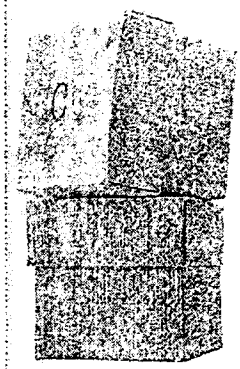
Dress up favors in affordable boxes in your wedding colors; Jean M's assemble-yourself cubes come in sweet shades and designs (we added the initial); myjeanm.com.

Most personal postage

Customize the invites and thank-you's with postage stamps printed with a shot of your dog, your cake, or the two of you; photo.stamps.com.

Dandiest room divider

Decorate doorways or partition rooms with 36" x 90" white rayon fringe panels—a modern take on hippie-dippy beaded curtains; shop wildthings.com.



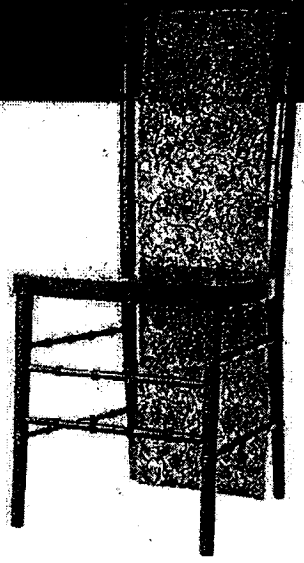
Toniest invites

Feed imprintable papers from Blue Ribbon Design into your computer and get the look of letterpress for the cost of at-home printing; blueribbondesign.com.

Coolest cubes

Bling for your drinks! Cool Jewels Ice Trays make diamond-shaped ice cubes—the cocktail hour never had it so good; spoonsisters.com.

PHOTOS: GAZIMAL/GETTY IMAGES (SCALE); ALL OTHERS, HALLEY GANCES. PROP STYLIST: MOLLY FITZSIMONS.



Punchiest perch

Perk up the party with patterned chair covers from Water Mill Party, a New York rental firm that ships across the U.S.; departuredesign.com.

Chicest canopy

Instead of setting up a tent, shade one long reception table with a custom canopy from Kelly Scott Designs—a fabric swag lofted on giant bamboo poles; kellyscottdesigns.com.

Most enviable envelopes

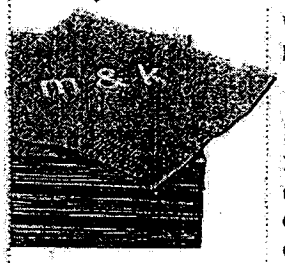
Soolip Paperie & Press finds stockpiles of vintage stamps (U.S. Postal Service–approved) to embellish invites; soolip.com.

Rarest rubber stamp

Fancify plain invites and thank-you's with PSA Essentials' self-inking stamp in your monogram or a personalized design; psaessentials.com.

Neatest napkins

Go to foryourparty.com and personalize napkins with more than 40 colors, 40 fonts, 40 print colors, and 250 clip-art designs!



Bubbliest bowls

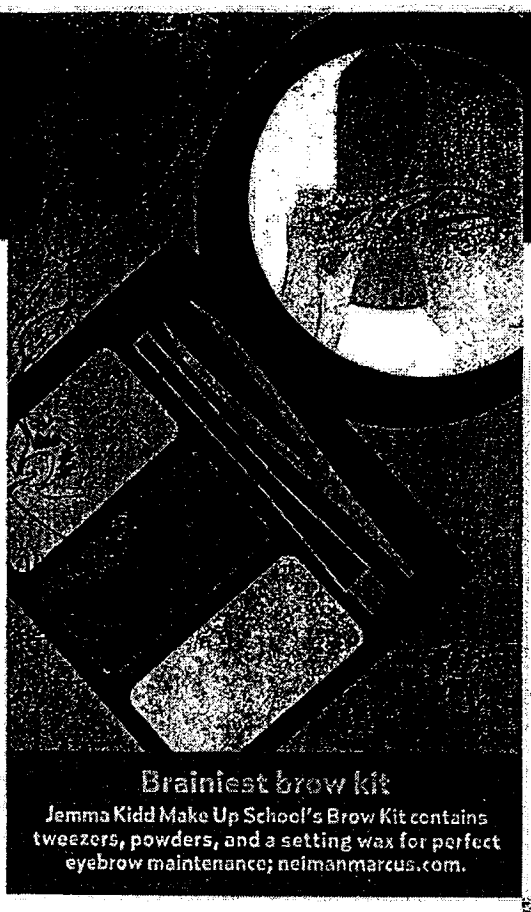
Use them to float candles and flowers, or fill with gumdrops—anything goes with Libbey's giant bubble bowls, adding instant chic to any reception; libbey.com.

Duckiest disposables

For toasting on the patio or by the pool, hand your guests Philippe Starck's plastic champagne flutes from the Lux collection; unicahome.com.

Most dynamic digicam

The pocket-size Ultra camcorder from Pure Digital lets users instantly upload video to YouTube; puredigitalinc.com.



Brainiest brow kit
Jemma Kidd Make Up School's Brow Kit contains tweezers, powders, and a setting wax for perfect eyebrow maintenance; neimanmarcus.com.

BEAUTY

Finest fragrance

Heady as midnight in a tropical garden, Private Collection Tuberose Gardenia is Aerin Lauder's recreation of her grandmother's signature scent; esteelauder.com.

Best bristles

The brushes in Goody's Styling Therapy collection are multitaskers: reducing dandruff, nourishing hair, protecting color; goody.com.

Most flexible fix

Nexxus Comb Thru Natural Hold Design and Finishing Mist freezes your style, not your hair; nexxus.com.

Glossiest glaze

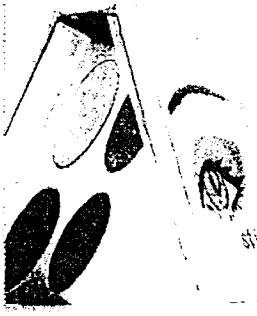
John Frieda Collection's Luminous Color Glaze Clear Shine smooths and revitalizes hair without messing with the color; johnfrieda.com.

Foxiest flatiron

Use Ted Gibson's Professional Flat Iron on damp or dry hair to straighten your mane; tedgibsonbeauty.com.

Savviest shadow

Stila's Smoky Eye Palette comes with four shadows and an audio program that literally talks you through application, step by step; stilacosmetics.com.



Smoothest overnight success

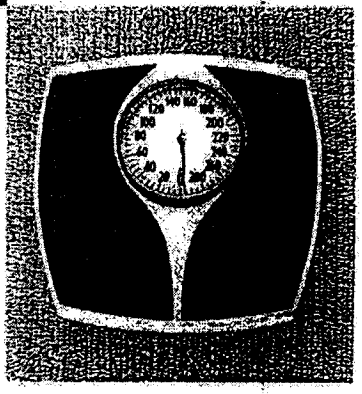
Kiehl's Over-Night Biological Peel works as you sleep—wake to seriously soft skin; kiehls.com.

Gutsiest eye gel

Recharge with Hydro Cool Firming Eye Gels from Skyn Iceland, which soothe and firm undereye skin; skyn iceland.com.

Fastest fitness

Even if the altar is just a few months away, you can tone up and slim down with the 12-week Weight Watchers Buff Brides Fitness Challenge, a super-streamlined plan; weightwatchers.com.



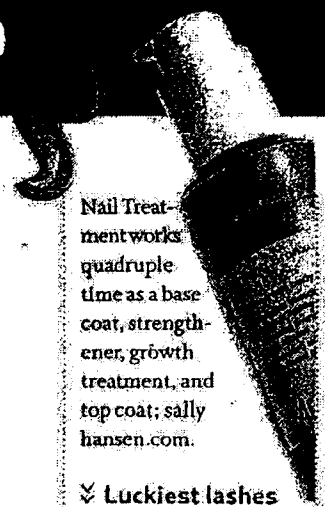
Tiniest nail tool

The compact Folding 4-Way Buffer from Ms. Manicure shapes, buffs, smooths, and polishes; parispresents.com.

Most nourishing nail care

Sally Hansen's Complete Care 4-in-1

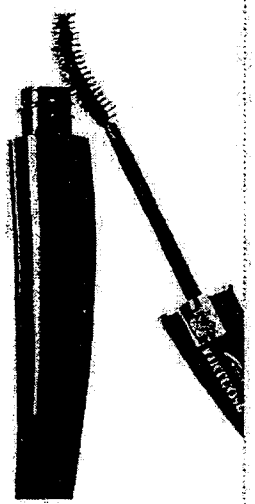
brides Best 2007



Nail Treatment works quadruple time as a base coat, strengthener, growth treatment, and top coat; sally hansen.com.

Luckiest lashes

Lancôme Courbe Virtuôse smudge- and tear-



proof mascara ensures a full day of eye-batting beauty; lancome.com.

Most personal perfume

Let Sarah Horowitz-Thran help you create a custom scent online with her Fragrance Journey tool; creative scent.com.

<< Most beneficial bronzer

Murad's Firming Bronzer SPF15 For Face and Body claims to increase skin firmness by 32 percent in just 15 minutes; murad.com.

REGISTRY

Trickiest toppers

No need to juggle drinks and hors d'oeuvres: Lenox Oxygen Hors D'oeuvre Toppers fit on top of Oxygen stemware and barware, freeing up one hand; lenox.com.

Nattiest knives

The CuliuHome Hibiscus Collection of knives features flowers etched into surgical-grade stainless steel blades that stay sharp even after constant use; kohls.com.

Canniest cookware

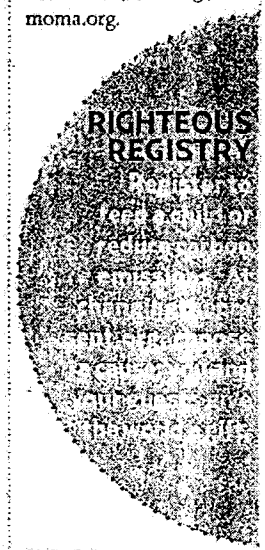
Almost as good as a meal that cooks itself: the Healthy Kitchen Slow Cooker by Dr. Andrew Weil comes programmed with recipes; bloomingdales.com.

Most democratic designer

Vera Wang brings her stellar style to Kohl's with the Simply Vera collection of apparel, accessories, and home items; kohls.com.

>> Poshest pedestal

The etched lace pattern on the Museum of Modern Art's glass cake stand elevates any offering; moma.org.


RIGHTEOUS REGISTRY

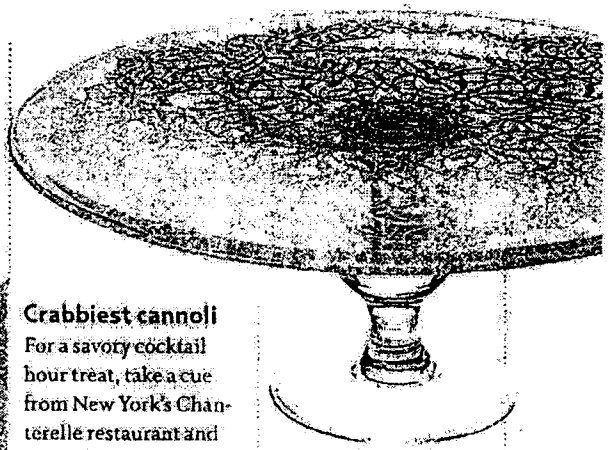
FOOD AND DRINK

Smallest surf and turf

Tempt your guests with skewers of bite-size lobster and filet mignon inspired by a dish at Bobby Flay's steakhouse in the Borgata Hotel Casino and Spa in Atlantic City, NJ; theborgata.com.

Fruitiest booze

Liven up the reception bar by serving sophisticated, fruit-flavored vodkas. We're partial to Finlandia's Grapefruit Fusion (finlandia.com) and the Anjou pear-flavored Grey Goose La Poire; greygoose vodka.com.



Crabbiest cannoli

For a savory cocktail hour treat, take a cue from New York's Chanterelle restaurant and serve the crowd crisp cannolis filled with crab and cucumber; chanterellenyc.com.

Frothiest finish

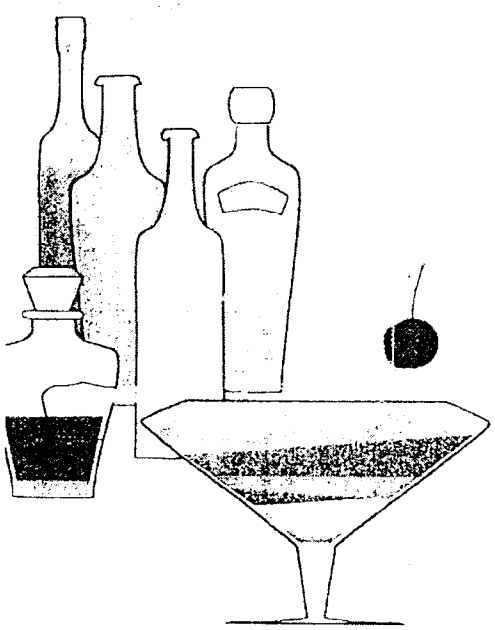
End the reception on a strong note with a catered coffee bar. Hire a barista to whip up caffeinated concotions and set the bar near a lounge area; partypop.com.

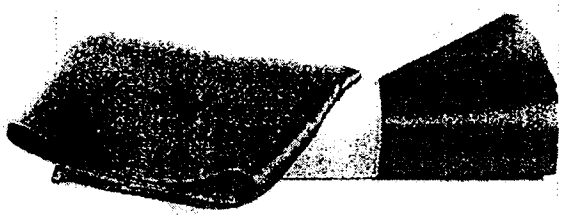
Fizziest bargain >>

For the toasts, have the waiters pop open bottles of budget-friendly Spanish Cristalino Brut Rosé Cava, a sparkling blend of grapes that hints at strawberry and citrus; the pink bubbles look downright gorgeous in your glass; civusa.com.

Cheekiest cocktail

The Something Blue, made with Hpnotiq (vodka, fruit juice and cognac), white wine and ginger ale, adds major kick to a reception; hpnotiq.com.





PHOTOS: ANGELO CAVALLI/GETTY IMAGES (TURKS AND CAICOS); ALL OTHERS, HALLEY GANGES. PROP STYLIST: MOLLY FITZSIMONS.

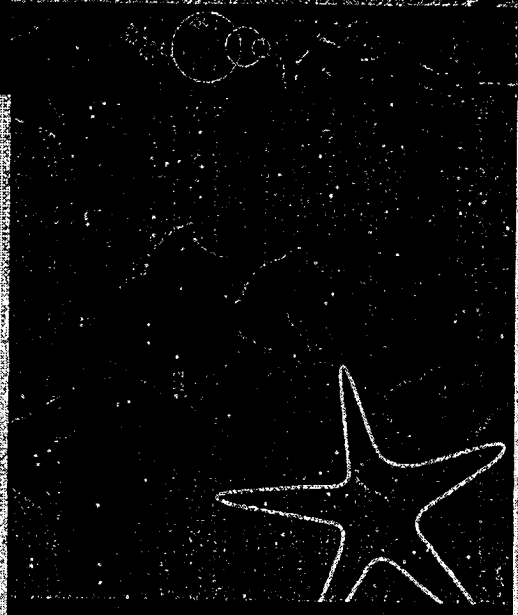
HONEYMOON

Techiest tropics

The humongo overwater villas at the St. Regis in Bora Bora, French Polynesia, feature two large-screen TVs for those who can't leave *CSI* behind; starwoodhotels.com.

Sharpest photo software

Share, back up, access, and sync original, full-res honeymoon photo collections across multiple PCs, the Web, and mobile phones with Sharpcast Photos 1.0.; sharpcast.com.



Hardiest camera

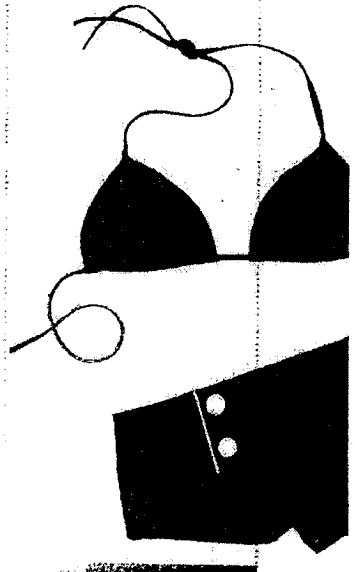
SeaLife's ECOshot digital underwater camera works at depths of up to 75 feet and includes exposure modes for both land and sea; sealife-cameras.com.

Most convenient carry-ons

Laugh at liquid restrictions and stock your purse with wipes: antibacterial cleanser, nail polish remover, bug repellent; minimus.biz.

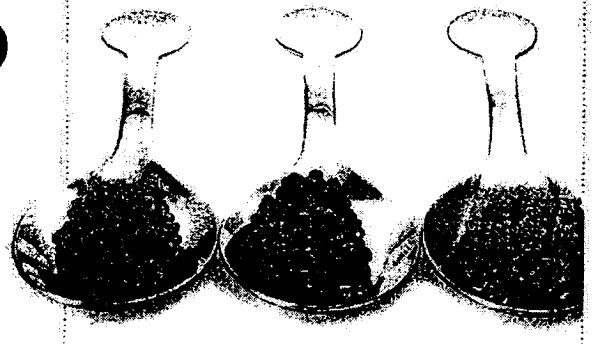
Sleekest suits

Known for luxe lingerie, Eres applies its refined designs to couture-style bikinis; eres.fr.



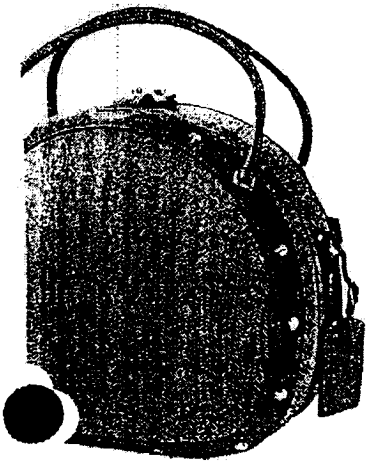
Quirkiest caviar

Healthy, affordable, and fish-friendly (it doesn't threaten the wild sturgeon population), kelp caviar—made from seaweed (!)—mimics the real thing; igourmet.com.



Largest luggage tags

Locate your bags pronto with six-inch laminated luggage tags from Designed Reflections; designedreflections.com.



Fabbest bags

Samsonite's Black Label Vintage and designer collections feature plush interiors, high-tech fabrics, and retro-cool detailing; samsonite.com.

Most aware airline

To demonstrate that aircraft ground emissions can be cut by half, Virgin Atlantic has teamed with Boeing to tow planes from hangars to runways; virginatlantic.com.

Top silent treatment

Tune out cabin noise on your honeymoon flights with the crème de la crème of headphones: V Moda's ear buds (24K gold-plated plugs!); v-moda.com.

First-class find

Victorinox's Swiss Tracker Global Bag Tracking Program uses a unique ID number and a toll-free service line to reunite you with lost luggage; victorinox.com.

Comfiest crossing

For honeymooners with money to burn, the 48 "suites" on Eos Airlines' flights between New York and London come with flat beds and elbow room; eosairlines.com.

Eco-friendliest car rental

Enterprise Rent-a-Car is the first national car rental agency to jump on the green bandwagon with a fleet of Priuses; enterprise.com.

Hottest isles

It's a banner year for The Turks & Caicos, Caribbean isles swimming with world-class hotels and talcum-soft sand; turksandcaicostourism.com.

Easiest check-in

Beat part of the airport system and check in before the masses (snag the best seats!) on check insooner.com and board first.com.

CHEERS

Date: Saturday, December 01, 2007
Location: NORWALK, CT
Circulation (DMA): 75,000 (N/A)
Type (Frequency): Magazine (9Y)
Page: 66
Keyword: Hpnotiq Liqueur

BurrellesLuce

Festive Flavors

RASPBERRY LEMON DROP

Blue Ice Vodka partnered with 82-unit Black Angus Steakhouse chain to create this signature cocktail.

1 ¼ oz. Blue Ice Vodka
⅛ oz. Chambord
1 oz. cranberry juice
½ freshly squeezed lemon

In a mixing glass, add all ingredients with ice and shake at least 10 times. Strain into a chilled Martini glass. Garnish with a raspberry sugar rim and float lemon wheel on top.

TUSCAN TINI

Erin Reilly, mixologist at the Tuscany Grill in Middletown, Conn., developed this signature cocktail for the restaurant.

3 oz. Grey Goose Citron Vodka
1 oz. limoncello liqueur
¾ oz. fresh mint-infused simple syrup
Splash of grenadine

Pour the vodka, limoncello and simple syrup over ice in a mixing tin; shake vigorously. Pour the grenadine in the bottom of a chilled Martini glass. Pour in the other ingredients. Garnish with a fresh mint sprig and a lemon twist.

THE BALL DROP

Hpnotiq offers this festive cocktail to celebrate the holiday season.

1 ½ oz. Hpnotiq
1 ½ oz. white cranberry juice
Champagne

Pour chilled Hpnotiq, cranberry juice and Champagne to taste into a flute. Garnish with a cranberry or a strawberry.

IRISH SHIPWRECK

Jeremy Kehoe and Dan Zachary, mixologists at Sean Kelly's A Public House in Missoula, Mont., concocted this drink together.

¾ oz. Baileys Irish Cream
¾ oz. Captain Morgan Spiced Rum
¾ pint Guinness Stout

Float the rum on top of the Baileys in a shot glass. Drop in the Guinness.

MERRY IRISHMAN

Tullamore Dew Irish Whiskey offers this drink with a coffee flavor.

2 oz. Tullamore Dew Irish Whiskey
1 oz. Kahlua
½ oz. peppermint schnapps

Serve ingredients over ice in a rocks glass. Garnish with a cherry.

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D - THE MAGAZINE OF DALLAS

Date Saturday, December 1, 2007
Location DALLAS, TX
Circulation 70,000
Frequency M

(Special Promotional Feature)

ALL ACCESS

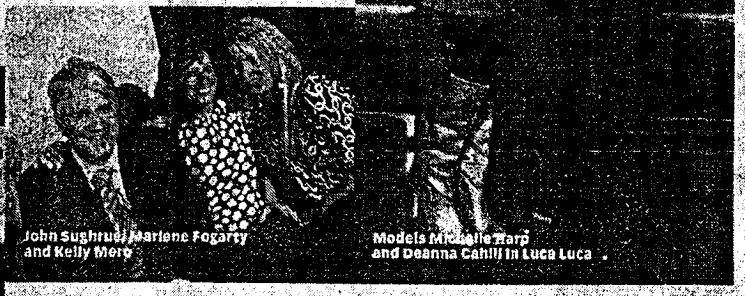
20287 p. 42

D Fashion Strikes Again

D Magazine's fall Fashion magazine unveils with a LIFT.

LIFT Lounge played host to the second annual *D Fashion* party in late September. The Fashionistas 10, all featured in the issue, arrived in style, chauffeured by a fleet of **Cadillacs**, including the CTS, SRX, and the Escalade, of course. As The Fashionistas stepped onto the red carpet, they were greeted with the camera flashes from the paparazzi and flutes of bubbly. Inside, guests checked out the fall line from **Luca Luca** while enjoying cocktails from **Hpnotiq** and **Peroni** beer. The A-list crowd included Sarah Scoffi, Lisa Garza, Jackson, Katy Guttery, and Guillaume Coutheillas. DJ Randy lured hipsters onto the dance floor, and when they needed a dance break, **BoothBOOTH**, the most fun photo booth in town, was the perfect place to pose. The photo ops were amazing, thanks to those bold enough to step behind the curtain. While fashion styles are fleeting, great parties and *D Fashion* are always in vogue.

Kimberly Kroll and Joyce Goss



John Sughrue, Marlene Fogarty and Kelly Mero

Models Michelle Harp and Deanna Cahill in Luca Luca

Cl[illegible] Thompson, Mich[illegible] Garcia and Ye-Hui

Heidi Dillon and Maxine Trowbridge

MANY THANKS TO OUR SPONSORS

Beyond the Box catering, BoothBOOTH.com, Cadillac, The Campbell Agency, FIJI water, Hpnotiq, LIFT Lounge, Luca Luca, and Peroni

MARTY PERLMAN AND ALLISON SLOMOWITZ

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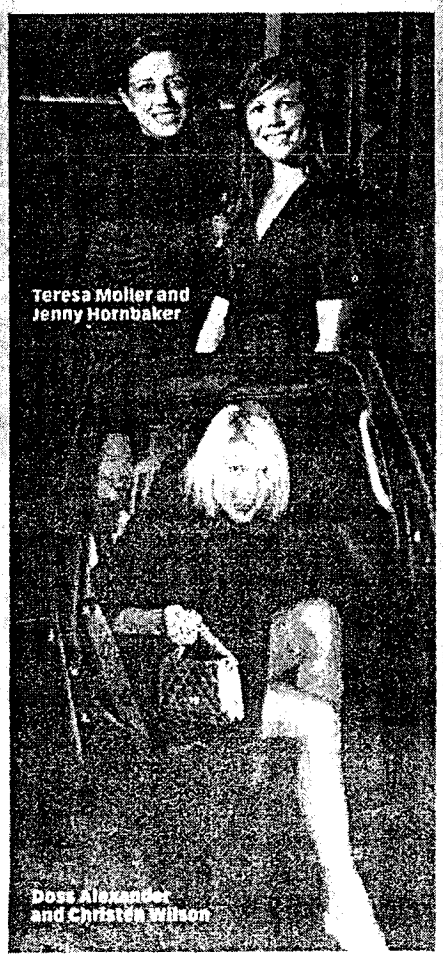
Robyn Wise and Austin Shipman



Teresa Moller and Jenny Hornbaker

Dana Alexander and Christen Wilson

GD GRAPHIC DESIGN USA

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Location: NEW YORK, NY
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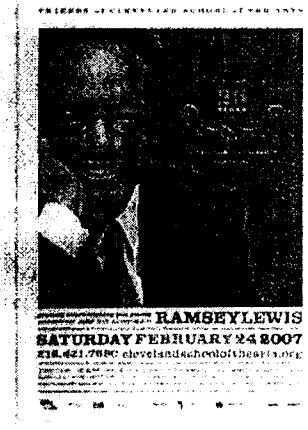
Keyword: Heaven Hill

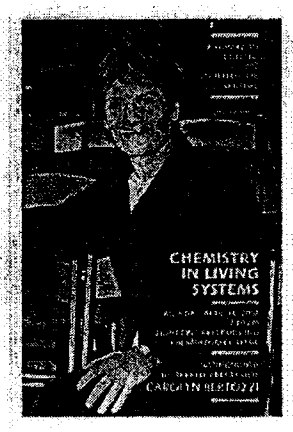
OSTERS

Design Firm: Hollister Kids, Wynnewood PA Client: Detroit Newspapers Title: Hispanic Art & Design Designer: Robyn Platoni

Design Firm: Jamie Burwell Mixon, Starkville MS Client: Alltel Arena Title: Rolling Stones Poster Art Director: Jamie Burwell Mixon Designer: Jamie Burwell Mixon Illustrator: Jamie Burwell Mixon

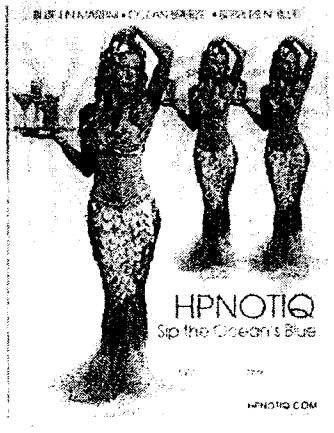


Design Firm: jing inc., Cleveland OH Client: Cleveland School of the Arts Title: CSA Ramsey Lewis Poster Art Director: Jing Lauengco Designer: Jing Lauengco Illustrator: Jing Lauengco Photographer: Flourish

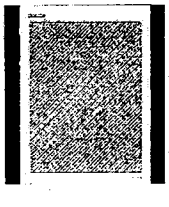


Design Firm: John Townsend Graphic Design, Kalamazoo MI Client: Kalamazoo College Title: 2007 Tourtellotte Lecture Designer: John Townsend

Design Firm: Kate Resnick Design, Great Falls VA Client: Greenberg Theatre Title: I Hate Hamlet Designer: Kate Resnick Illustrator: Kate Resnick



Design Firm: Keller Crescent Company, Evansville IN Client: Heaven Hill Title: Mermaid Executive Creative Director: Randall Rohn Art Director: Naiyana Hardy Designer: Melody Ruffin Copywriter: Lynne Mlady



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IN TOUCH WEEKLY

Date: Monday, December 31, 2007
Location: ENGLEWOOD CLIFFS, NJ
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Type (Frequency): Magazine (W)
Page: 55
Keyword: Hpnotiq Liqueur

SEEN & HEARD

SARAH MICHELLE PRINZE had a girls' night out at Crustacean restaurant in Beverly Hills, where she ate yellowtail sashimi and lava chocolate cake on November 29.

KATHERINE HEIGL was seen out with friends at S Bar in Hollywood on December 11. "She was laughing and having drinks all night," says a witness.

LANCE ARMSTRONG was seen checking out the Hpnotiq-sponsored F.A.M.E. Collective in Miami on December 7. "He was looking to pick up some art for his house," says an insider.

The Hills' LAUREN BOSWORTH hosted the debut of Han Ahn Soon's clothing line at Krisol in LA on November 29.

Hot new couple CHACE CRAWFORD and CARRIE UNDERWOOD partied with JAY-Z and USHER at Marquee's fourth birthday bash on December 13.

My Name is Earl's JAMIE PRESSLY, NICK CANNON and WILMER VALDERRAMA were all seen enjoying the S.K.A.M. Artist holiday party on December 10 at LA's Lucky Strike Lanes.

GEORGE LOPEZ was at Pama liqueur's breast cancer benefit at Opera in LA on December 7.

Food Network host SANDRA LEE helped TYRA BANKS blow out the candles on her birthday cake when she was on Tyra's talk show on December 13.

STEVIE WONDER was at the Hollywood Pop Academy to see the school's students perform on December 1.

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Indianapolis MONTHLY

Date: Saturday, December 15, 2007
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Type (Frequency): Magazine (12Y)
Page: 64,65
Keyword: Hpnotiq Liqueur

BONEFISH GRILL

STARTERS

BANG BANG SHRIMP
Tender, crispy wild gulf shrimp tossed in a creamy, spicy sauce $7.90

SAUCY GULF SHRIMP
Wild shrimp sautéed in a Lime Tomato Garlic sauce with Kalamata olives and Feta cheese $7.90

MUSSELS JOSEPHINE
Prince Edward Island Mussels sautéed with tomatoes, garlic, sweet Genovese Basil and lemon wine sauce $8.50

CAJUN CHICKEN EGG ROLL
Blackened chicken, roasted corn, onions and peppers served with a tangy mustard sauce $5.90

CRAB CAKES
Two thick jumbo lump crab cakes sautéed and served with two delightful sauces $9.90

CRISPY CALAMARI
Tender calamari flash fried and served with marinara sauce and Thai sweet hot sauce $6.90

AHI TUNA SASHIMI*
Sesame seared, sliced thin, with wasabi and pickled ginger Half $8.50 Full $14.90

BACON WRAPPED ATLANTIC SEA SCALLOPS
Tender & crispy and topped with chutney. Served with mango salsa $9.50

COCONUT CRUSTED SHRIMP
6 jumbo wild gulf shrimp served with a tangy sweet dipping sauce $7.90

SOUPS & SALADS

LUMP CRAB AND CORN CHOWDER
Bowl $6.30 Cup $5.20

BONEFISH CAESAR
Crisp romaine, homemade garlic croutons and aged imported Parmesan. Topped with anchovies upon request $4.70

BONEFISH SALAD
Crisp greens, spring mix, hearts of palm, Kalamata olives, ripe tomatoes and freshly roasted pine nuts all lightly tossed with a citrus herb vinaigrette $4.70

* Add Danish Blue cheese or Romanian Feta cheese $1.50

FLORIDA COBB SALAD
"Walkerswood" jerk chicken, crisp greens, avocado, mango, tomatoes, Danish Blue cheese, pine nuts and citrus herb vinaigrette $9.50

SIDES

GARLIC WHIPPED POTATOES
POTATOES AU GRATIN
ANGEL HAIR WITH MARINARA
ISLAND RICE
STEAMED VEGETABLE MEDLEY

GRILLED FISH

All fish is lightly seasoned and cooked over our wood-burning grill

CHOOSE FROM THE FOLLOWING SAUCES:
Virgin Mediterranean, Warm Mango Salsa
Pan Asian, Lemon Butter

ICELANDIC ARCTIC CHARR $16.40
MAHI MAHI $17.90
SEA SCALLOPS & GULF SHRIMP $15.90
AHI TUNA* $17.20
GULF GROUPER $21.00
CHILEAN SEA BASS $22.00
SNAKE RIVER RAINBOW TROUT $14.90
ATLANTIC SALMON $13.90
LONGFIN TILAPIA $13.40
COLD WATER LOBSTER TAILS $26.00

SAUTÉ

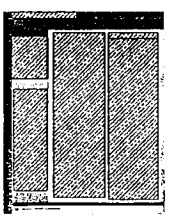
PISTACHIO PARMESAN CRUSTED RAINBOW TROUT
Sautéed and topped with artichoke hearts, fresh basil and lemon butter $16.20

MAHI PICCATA
Sautéed crispy, topped with a lemon caper butter sauce $17.90

CHICKEN PORTABELLA PASTA
Fire roasted chicken, spinach fettuccine, portabellas, and peppers. Sautéed with tomatoes, onions, olives, garlic and capers in a light white wine cream sauce $12.70

DIABLO SHRIMP FETTUCCINE
Wild gulf shrimp with tomatoes, capers, onions, green chiles and spinach fettuccine in a seasoned garlic cream sauce $12.70

SPECIALTIES



TENDERLOIN PORTABELLA PICCATA*
Garlic crumb dusted pork tenderloin, wood-grilled and topped with a flavorful, portabella piccata sauce $13.90

CHICKEN MARSALA
Fire roasted chicken breast finished with mushrooms and a prosciutto marsala wine sauce $12.50

LILY'S CHICKEN
Fire roasted chicken topped with creamy Chèvre Goat cheese, sautéed spinach, artichoke hearts and a lemon basil sauce $12.90

FONTINA CHOPS*

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Indianapolis MONTHLY

Date: Saturday, December 15, 2007
Location: INDIANAPOLIS, IN
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Page: 64,65
Keyword: Hpnotiq Liqueur

hick, boneless pork chops grilled to perfection and topped with imported Fontina cheese and a mushroom garlic wine sauce $13.90

FILET MIGNON*
USDA Choice- "Center cut", seasoned & wood-grilled
6 oz. $18.90
8 oz. $21.00

* Add Garlic Gorgonzola butter $1.50

SIRLOIN STEAK*
USDA Choice- 10 ounce "center cut" seasoned & wood-grilled $13.90

* Add Garlic Gorgonzola butter $1.50

WOOD GRILLED ALASKAN KING CRAB
1 1/4 pounds of Sweet Alaskan King Crab served with drawn butter $26.00

MARTINIS & COCKTAILS

BAR FRESH MOJITOS
Bacardi Rum, lime, simple syrup and fresh mint. Choose from Traditional, Fresh Blueberry or Fresh Raspberry $7.40

POMEGRANATE MARTINI
Fris Vodka infused with the fresh flavors of mango and pomegranate $6.90

SMOPOLITAN
el One Citroen Vodka, Patrón Citrónge, splash of lime e and a splash of cranberry juice $7.40

BONEFISH MARTINI®
Stolichnaya Vodka, champagne, splash of cranberry juice, garnished with an orange slice $6.70

RASPBERRY MARTINI
Stolichnaya Razberi Vodka, Razzmatazz with a splash of Sprite and sour mix. Served with fresh raspberries $6.90

PERFECT PATRÓN MARGARITA
Patrón Silver Tequila and Citrónge, with fresh lemon and lime juice $8.40

CHOCOLATE MARTINI
Stolichnaya Vanil Vodka, Godiva white and dark chocolate liqueurs garnished with chocolate sprinkles $7.30

MANGO SANGRIA
Tropical mango nectar gives a refreshing twist to our classic summer cooler $5.50

GEORGIA PEACH
Stolichnaya Vodka, peach schnapps, a splash of orange juice, and garnished with an orange slice $6.90

ESPRESSO MARTINI
Stolichnaya Vanil Vodka, Kahlua, crème de cacao and espresso. Served with a chocolate sugared rim $6.90

LEMON DROP
Ketel One Citroen Vodka flavored with sugar and fresh lemon juice. Served with a sugared rim $6.90

HPNOTIQ BREEZE MARTINI
Tropical combination of Bacardi Cóco, Hpnotiq liqueur and pineapple juice $7.10

X-RATED PASSION MARTINI
Tropical XR Fusion Liqueur, Parrot Bay Rum, and passion fruit nectar $6.90

SOUR APPLE MARTINI
Van Gogh Apple Vodka combined with DeKuyper Sour Apple Pucker and a splash of Sprite. Topped with an apple cherry garnish $7.10

Prices are subject to change....

* Visit BONEFISHGRILL.COM *

HOURS:

Su	4-10 p.m.
M-Th	4-10:30 p.m.
F	4-11:30 p.m.
Sa	4-11:30 p.m.

HOUSE SPECIALTIES:
Fresh seafood, bang bang shrimp, mussels

DRESS: Casual/ Business Casual

COST: **$$$**

	Y	N
ENTERTAINMENT		•
CREDIT CARDS ACCEPTED	•	
BANQUET FACILITIES	•	
CHILDREN WELCOME	•	
CHILDREN'S MENU	•	
CARRYOUT AVAILABLE	•	
NO-SMOKING SECTION	•	
RESERVATIONS ACCEPTED	•	
WHEELCHAIR ACCESS	•	
BAR SERVICE	•	

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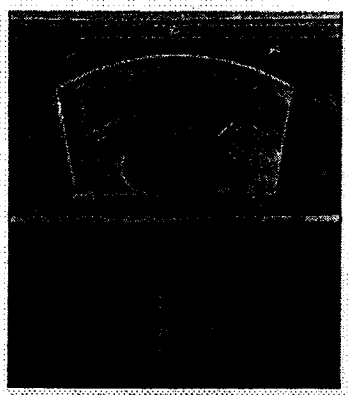

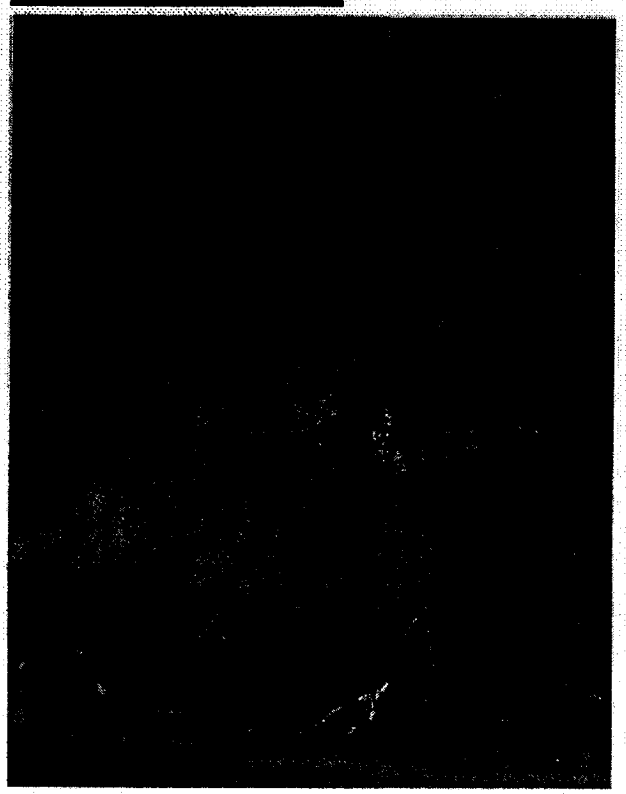

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IN STYLE

Date: Saturday, December 01, 2007
Location: NEW YORK, NY
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Type (Frequency): Magazine (14Y)
Page: 148
Keyword: Hpnotiq Liqueur

Burrelles Luce

ADVERTISING PROMOTION

ONLOCATION

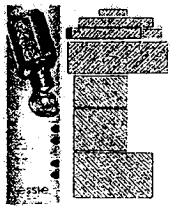
InStyle

GET THE INSIDE SCOOP.
BE AN INSIDER. VISIT **INSTYLEINSIDER.COM**.

RIMMEL U PRIMPING PRE-PARTY

Chicago, IL • August 3, 2007

The latest makeup collection launched by Rimmel was celebrated with an exclusive event at Red No. Five in the Windy City. Beauty lovers and party girls alike sipped on Hpnotiq cocktails while receiving pre-party Rimmel U cosmetic touch-ups. More than 150 guests got down in a cool, club-like atmosphere ramping up for what promised to be a gorgeous rest of the night!



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IN STYLE

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Burrelles Luce

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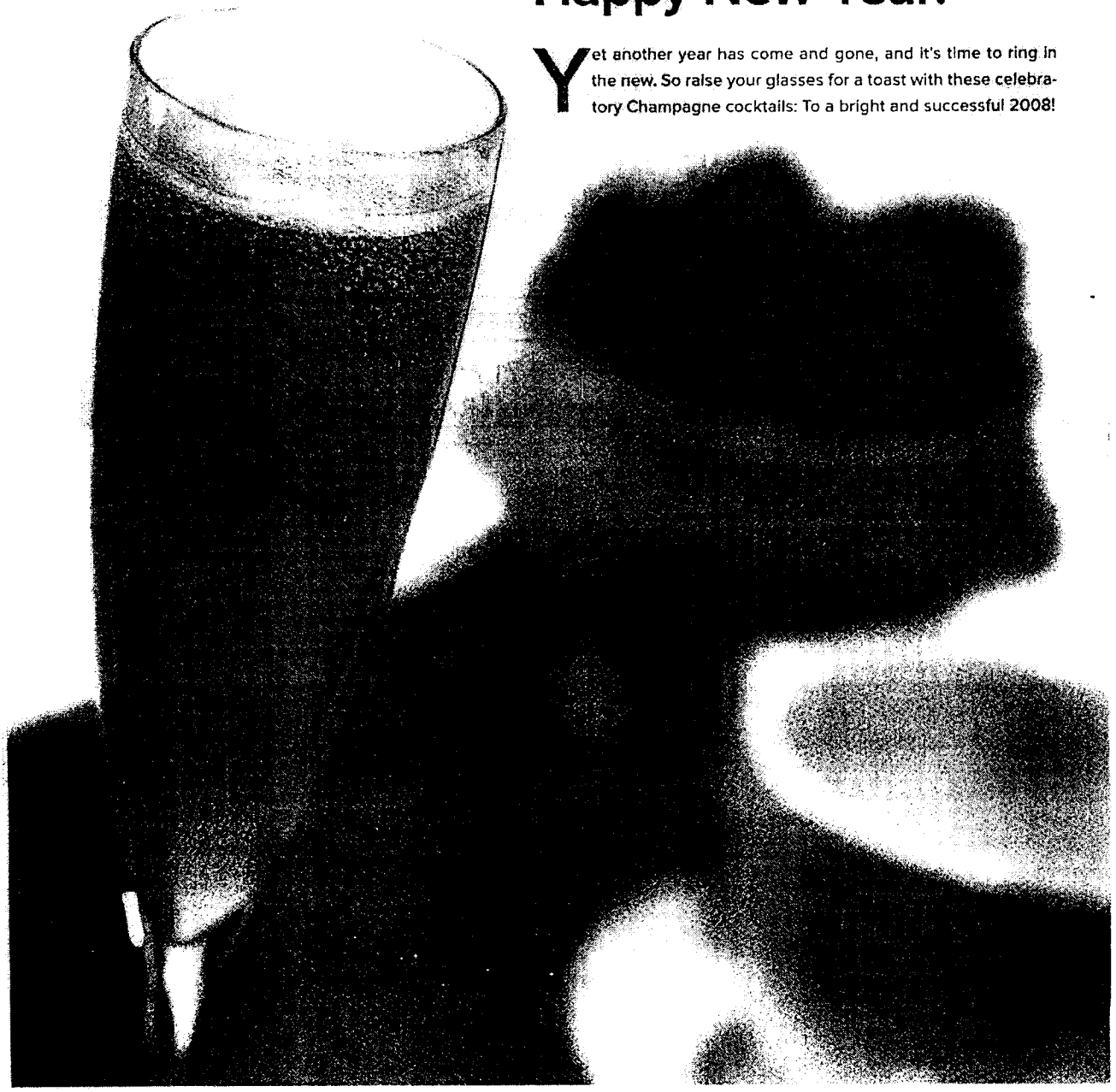
POINTS NORTH

Date: Saturday, December 1, 2007
Location: CUMMING, GA
Circulation: 81,000
Frequency: 12Y

Mix It Up

Happy New Year!

Yet another year has come and gone, and it's time to ring in the new. So raise your glasses for a toast with these celebratory Champagne cocktails: To a bright and successful 2008!



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Account: 20887
P569

Palm Beach Salad with avocado, jumbo lump crab meat, tomatoes, shrimp and egg

served on a brioche bun with delicate Bibb lettuce, which contains less water than Romaine lettuce and therefore preserves the burger's flavor.

"BrickTops serves elevated food with great ingredients and finesse," Tappan said. "The fish are brought in fresh daily; the desserts are homemade; and the dressings are made from scratch, sometimes every four hours."

There's a soup special for each day of the week. The crab bisque is especially tasty. Light and creamy with bits of crabmeat, it makes an excellent starter. The flatbreads are a good choice for groups; in three varieties — smoked salmon, BBQ chicken and beef tenderloin — they burst with flavor and feature a crunchy crust. As entrées go, the sea bass is unbeatable. The way it almost melts in your mouth makes it feel like cotton candy! Just as delicious is the chocolate chip cookie. Not any old cookie, this is The Chocolate Chip Cookie. Like a giant homemade treat removed from the oven before it's fully cooked, this cookie is served warm with a soft center, crunchy edges and vanilla ice cream on top. Order it for your business partners and call it a deal!

— Reviewed by Carly Felton

BrickTops
Terminus Building
3280 Peachtree St., Suite 100
Atlanta
404-841-2212
www.bricktops.com

THE BALL DROP

1 ½ ounces HPNOTIQ liqueur
1 ½ ounces white cranberry juice
Champagne
Cranberries or strawberries for garnish

Pour chilled HPNOTIQ, white cranberry juice and Champagne into a Champagne flute. Garnish with a cranberry or strawberry.

HPNOTIQ'S RESOLUTION

2 ounces HPNOTIQ liqueur
1 ounce limoncello liqueur
1 ounce Champagne
Splash of lime juice
Lemon twists for garnish

Pour chilled HPNOTIQ, limoncello and Champagne into a Champagne flute. Add a splash of lime juice and garnish with a lemon twist.

FRENCH MARTINI

1 ½ ounces Finlandia Vodka
½ ounce Chambord black raspberry liqueur
½ ounce pineapple juice
Champagne

Shake first three ingredients over ice and pour into Champagne flute; top with Champagne.

MEDITERRANEAN MANHATTAN

2 ounces Woodford Reserve bourbon
1 ounce Tuaca liqueur
¾ ounce fresh lemon juice
½ ounce simple syrup
Champagne

Shake first four ingredients over ice and pour into martini glass; top with Champagne.

AND NOW FOR THE TOAST!

The countdown has ended, the ball has dropped and you've welcomed 2008 with a kiss. But what should you say when you raise your glass to an expectant audience ready to celebrate the months gone by and a new year on the horizon? We recommend the following words of wisdom as toasts for the New Year.

"Be at war with your vices, at peace with your neighbors and let every new year find you a better man." – *Benjamin Franklin*

"Here's to the bright New Year
And a fond farewell to the old;
Here's to the things that are yet to come
And to the memories we hold." – *Anonymous*

"In the New Year, may your right hand always be stretched out in friendship, but never in want." – *Irish Toast*

"May all your troubles in the New Year be as short as your New Year's resolutions." – *Anonymous*

"May you have warm words on a cold evening, a full moon on a dark night and the road downhill all the way to your door." – *Irish Toast*

PHOTO COURTESY OF FOX GREENBERG PUBLIC RELATIONS

STATEWAYS

Date: Saturday, December 01, 2007
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Burrelles Luce

Cognac-Based Liqueurs

Just as the urban contemporary scene has its niches, with rap evolving into hip hop and its myriad styles — gangsta, dirty, crunk, bounce, hip house and more — brandy and cognac producers have developed their own specialty products.

The explosion in fruit-flavored cognac liqueurs got its start almost two decades ago with the introduction of Alizé. The brand and its extensions quickly found their way into the club scene and the lyrics of rap songs by major artists. Since then, a dozen or more rivals have launched products of their own.

The sweet, flavorful spirits fit well into the cocktail craze that has swept the country. Younger consumers like sweeter drinks, and cognac-based liqueurs deliver, whether consumed on their own or in cocktails.

"I think it's partly because of the reemergence of cocktails," said Alizé brand director Michelle Murray, "but it's also about individuality. People want to express themselves in the clothes they wear, the cars they drive, and also cocktails."

This year, Alizé's big news is the introduction of Alizé Rose, a lighter and more mixable flavor than the other four in the line, according to Murray. In addition to a $500,000 ad campaign, the brand embarked on a 16-city tour of the "Alizé Rose Rendezvous," a rose-inspired thematic boudoir designed to introduce tastemakers and influencers to the brand. Though the tour wraps up this month, the Alizé Rose "Nymphs" — models from the tour — likely will be making local market appearances to help sample product in key accounts. An updated Alizé website will feature a tie-in with a charitable organization later this fall.

Alizé inaugurated the cognac-based liqueur segment almost two decades ago, and has since expanded its line considerably.

Hpnotiq, introduced in 2001, has seen its core audience extend beyond the African-American community and go more mainstream.

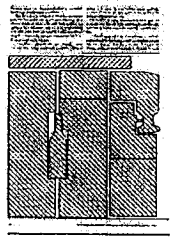
"We've made huge inroads into the female demographic," said brand manager Justin Ames, "and people now recognize cocktails like the Hpnotini, Silver Bullet and Bubbles and Blue."

The blueprint for Hpnotiq, said Ames, is mixability, broad appeal and versatility. To drive home the message, the brand is sponsoring a consumer sweeps for a five-day trip to the Mirage in Las Vegas, advertising it in magazines like *Cosmopolitan, InStyle* and *Rolling Stone* and on websites like People.com.

Off-premise support includes mixing suggestions on bottle-neckers and on-pack glow sticks, which many bars have been using as stir sticks in Hpnotiq cocktails. The brand also is testing an ambassador program in Dallas and Houston.

Other cognac-based liqueurs include:

Remy Red — three "Infusion" flavors include Red Berry, Grape Berry and Strawberry-Kiwi.



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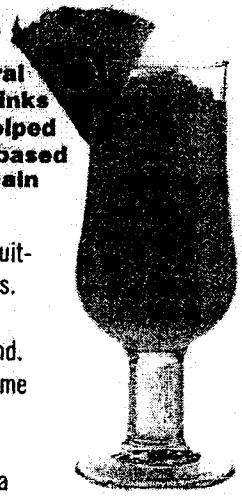

The Hpnotiq Breeze is one of several signature drinks that have helped the cognac-based Hpnotiq to gain popularity.

Intrigue — a line of three tropical fruit-flavored cognac/vodka-based liqueurs.
Destinée — two flavors, Ruby and Sapphire, in a cognac and vodka blend.
XO Liqueurs — fruit liqueurs that come in Apple, Pear, Raspberry and Pomegranate flavors.
Carnivo XO — watermelon and guava flavored tropical fruit liqueur made with Menuet XO cognac.
Envy — cognac, vodka and tropical fruit blend.
Korbel XS — brandy blended with Madagascar vanilla, orange essence and other flavors.

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STATEWAYS

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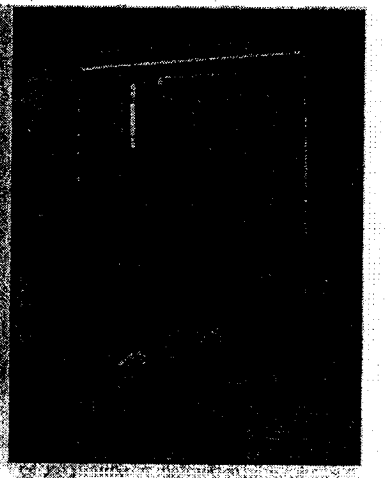
Keyword: Hpnotiq Liqueur

Burrelles*Luce*

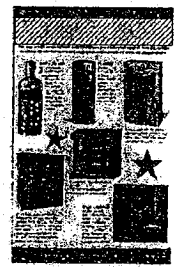
Holiday Merchandising

Finlandia Vodka, from Brown-Forman, is featuring this holiday gift set with three shot glasses and a 750 ml of the brand.

Quintessential Gin, from White Rock Distilleries, has a gift set this year complete with a blue teardrop martini glass, in which to savor the accompanying 750 ml bottle of gin.



Hpnotiq, from Heaven Hill Distilleries, is reprising its stylish gift set that includes a pair of stylized martini glasses and a 750 ml of the popular cognac-based liqueur.



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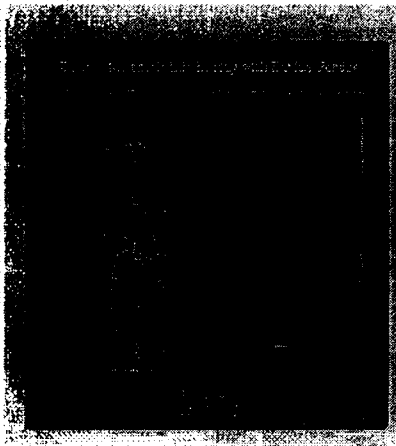
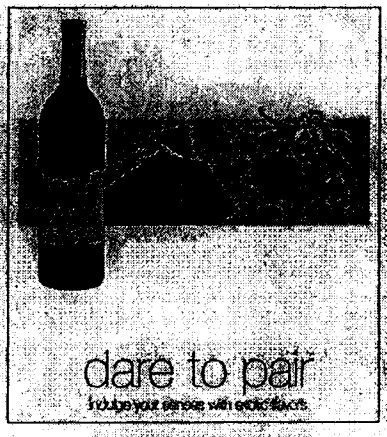
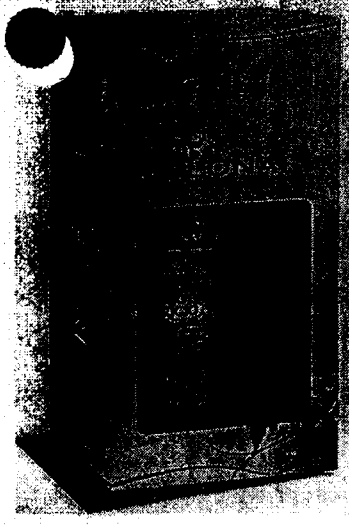


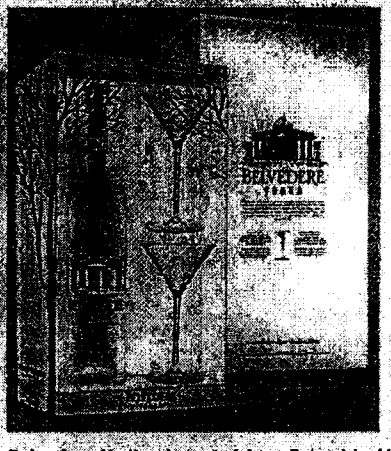
Kahlua, from Pernod Ricard, is featuring a fun, fondue gift package this year. In addition, the brand is offering its Kahlua Especial 750 ml with a martini glass.



This holiday season, **Robert Mondavi Private Selection** from Centerra Wine Company and Cacao Reserve by Hershey team for their "Dare to Pair" promotion. POS elements include pairing brochure, mass display with header card, case cards and triangle wine gift bag. In addition, a combined purchase nets a $5 MIR or $1 IRC.



Folonari is featuring two wines in a holiday gift package (combinations of Pinot Grigio, Pinot Noir, Chianti) with a handle on the back to make the gift box easy to carry. The Folonari holiday packs have a suggested retail price of $14.



Belvedere Vodka, imported from Poland by Moet Hennesy USA, is featuring this handsome gift set that includes a 1.75 ml bottle of the superpremium spirit along with two martini glasses.

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THE ARIZONA REPUBLIC

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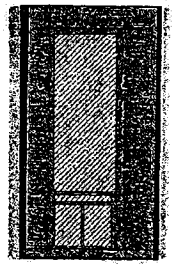
Keyword: Hpnotiq Liqueur

Burrelles Luce



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Burrelles*Luce*

Spread holiday cheer with a plan just right for you

WRITTEN BY SUSAN FELT AND KAREN FERNAU | THE ARIZONA REPUBLIC

Whether you're hosting a decadent holiday party with oysters on the half shell and Dom Perignon or just entertaining friends with hot mugs of cocoa and homemade cookies, it's the thought that counts.

And the dollars you're willing to spend.

But author, television personality and interior designer Christopher Lowell says regardless of the budget, remember a party's purpose.

"The most important people are the guests and not the host," he says.

With that in mind, planning, focus and more of a few things rather than a giant spread is a fail-safe guide.

Lowell suggests you identify the party's purpose. Is it a work-related function to thank clients, reward staff or cultivate prospects? Is it an open house for neighbors? A time to celebrate with your favorite friends and family? Will children be invited? Are you serving dinner or hors d'oeuvres only?

A caroling party where friends bring their favorite cookies to share and you provide the hot cocoa can be as memorable as a three-course sit-down dinner.

INSIDE: Find three entertaining options that carry estimated price tags of $2,000 for eight, $200 for eight and $20 for 10. **FD4, 5**

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BurrellesLuce

PARTY BUDGET: **$2,000**

A sublime frosted fete with a chef

By Jaimee Rose
THE ARIZONA REPUBLIC

In the Valley, it is our privilege to believe in the romance of ice. Here, its absence makes it something we can dream about, long for and celebrate, since our winter wonderland is gloriously frost-free. For one night this holiday season, let's play make-believe.

To inspire us, Valley event maestro Mark Karp of Angelic Grove conjured up a party on the rocks. Snowflake sculptures dangle around the room, flowers are suspended in icy gelee, and even the place cards are frozen. It almost feels like it's cold outside.

For dinner, tiny tastes of elegant, architecturally impressive cuisine delight the palate and warm the soul, created by private chef Rich Hinojosa, formerly of Mary Elaine's at the Phoenician. We've included two of his recipes here: oysters on the half shell with apple, grape and sorrel; and grilled Australian Wagyu beef with endive Valdeon cream and Port reduction.

When it's time to say good night, tuck something extra warm into your guests' hands to thank them for their visit and commemorate the night: a chic tin of tea, to keep them cozy on these barely cold nights.

Join us for this fanciful Valley evening on ice. Plan to spend around $2,000 for a group of eight if you are hiring a high-end private caterer.

Rich tastes

For dinner, indulge in the ultimate luxury: a pedigreed private chef who arrives at your home prepared with wine pairings, linens, fine china, stemware, servers and everything else he needs to dazzle you with a sophisticated, seductive tasting menu. Hinojosa, now of Crave catering, is a delicious Valley secret. For private clients only, he prepares meals focused on the best ingredients he can ferret out, plates his dishes like paintings (on white plates only) and pairs each course with wonderful wines that he provides. His services start at $175 per guest, 24 guests maximum.

Brrrr

Set the table with a polar place setting composed of icy glass dishes and a place-card initial carved from real ice (pictured on the cover). Our initial was created by the sculptors at Innovative Ice in Mesa, about $4 per letter, or you can try it in your freezer at home using alphabet candy molds, $6.49 at www.sugarcraft.com. The square glass charger plate, $14.95, and square salad plate, $9.95, are from Z Gallerie. The Illusion glass dinner plate, $19.95, and small silver Astor appetizer plate, $7.95, are from Crate & Barrel.

Just dreamy

An Art Deco-style ice sculpture doubles as a drink fountain, $275. Pour the martini down a spout at the top, and it arrives in a glass at the bottom as frosty as can be.

Event design from Angelic Grove starts at $2,500: Karp brought in the Lucite chairs, tables and even a cool white carpet to cushion the floor.

Ice, ice baby

Chill your cocktails in the coolest way possible: Pour them down a giant ice luge that doubles as decor. May we suggest a cool blue signature cocktail: the Hpnotiq martini. Mix two parts cherry vodka to one part Hpnotiq (a blue passion-fruit liqueur), chill and serve. Find this Hotel Collection cocktail glass at Macy's, $39.99 for four.

Grilled Australian Wagyu Beef With Endive Valdeon Cream and Port Reduction

From chef Rich Hinojosa of Crave

- 6 Wagyu beef filets, about 8 ounces each
- 12 ounces Port wine
- 6 tablespoons sugar, divided
- 3 heads Belgian endive
- Salt and pepper
- 1 tablespoon canola oil
- 1 tablespoon unsalted butter
- ½ cup dry red wine
- ½ cup heavy cream
- 3 ounces Valdeon blue cheese, or your favorite blue

Preheat grill for beef.

Bring the Port wine to a boil in a small saucepot and reduce to a simmer. The wine should reduce by about two-thirds. When it

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starts to thicken, add about 3 tablespoons of sugar and swirl to dissolve. Taste, and add more sugar if needed; set aside.

Trim the bottom stalk off the endive heads, then split each in half. Season with salt and pepper; set aside. Heat the canola oil in a medium saute pan, lay the endive in the pan cut side down and allow to caramelize. When they begin to brown, add a tablespoon of butter, and sprinkle with 3 tablespoons of the sugar. Turn the endive over and add the dry red wine, simmer for a couple of minutes and set aside.

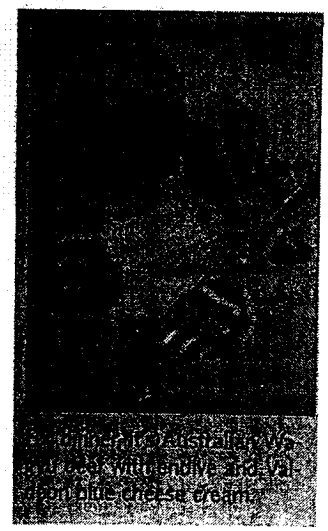
Bring the cream to a simmer in a small saucepot, whisk in the blue cheese, season with salt and pepper and set aside. Thin with more cream if necessary.

Season the beef with salt and pepper, grill to desired doneness, let rest for 5 minutes before serving.

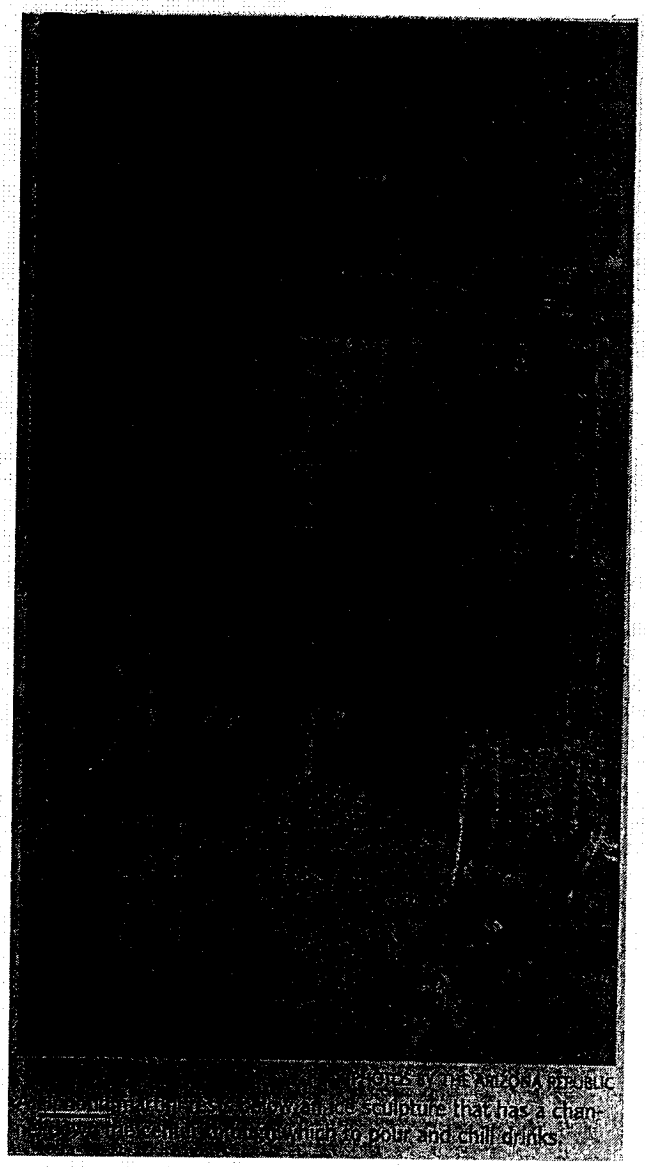
To present, place endive on a large plate and drizzle with the Valdeon cream. Place tenderloin next to endive, drizzle Port reduction in front.

Makes 6 servings.

Approximate values per serving: 986 calories, 68 g fat, 30 g saturated fat, 202 mg cholesterol, 29 g carbohydrates, 47 g protein, 385 mg sodium, 8 g fiber, 62 percent of calories from fat.



[illegible] Australian Wa[illegible] with endive and Valdeon blue cheese cream.



[illegible] PHOTOS BY THE ARIZONA REPUBLIC

[illegible] sculpture that has a chan[illegible] to pour and chill drinks.

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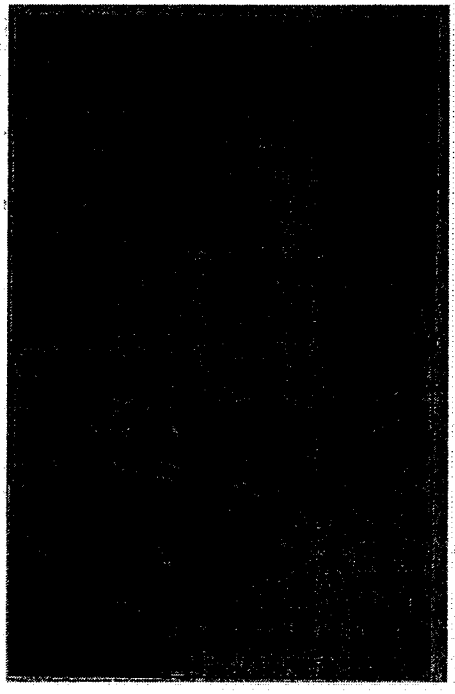

Oysters on the Half Shell With Apple, Grape and Sorrel

From chef Rich Hinojosa of Crave

2 Granny Smith apples, peeled, cored and diced
2 cups fresh seedless green grapes
¼ cup sugar
1 tablespoon lemon juice
2 tablespoons vodka
Salt to taste
18 fresh oysters
6 large leaves of fresh sorrel, cut into chiffonade

Combine apples, grapes, sugar, lemon juice and vodka in a blender and puree until smooth. Strain, season with salt to taste and place in a square Tupperware dish in the freezer. Stir slush with a fork every 15 minutes until frozen.

Shuck oysters and place 3 on each plate. Scrape a tablespoon full of frozen granite mixture over each oyster and top with a sprinkle of sorrel. Serve immediately.

Makes 6 servings.

Approximate values per serving: 114 calories, 1 g fat, trace saturated fat, 13 mg cholesterol, 23 g carbohydrates, 2 g protein, 59 mg sodium, 2 g fiber, 8 percent of calories from fat.

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Burrelles Luce

PARTY BUDGET: **$20**

Sweet fun with cocoa and caroling

By Susan Felt
THE ARIZONA REPUBLIC

People often say the reason they don't throw a holiday party isn't the planning, but the cost.

Here's a party you can do for $20. The key is to spend more time on planning activities than on the menu. Think karaoke with a mug of hot chocolate.

You can call it a caroling party that doesn't require you to leave your home. Or you can gather your neighbors, go door-to-door singing familiar yuletide tunes and then wind up at your home for hot cocoa with cookies that your guests provide.

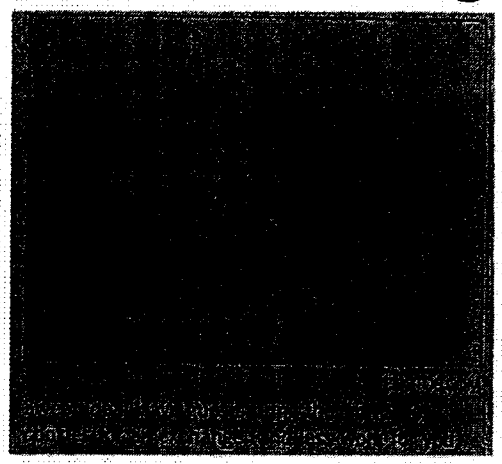
It's caroling and a cookie exchange.

If you prefer your Christmas carols crooned from a CD, then consider a hot-chocolate bar and an evening (or afternoon) of games as the entertainment.

Either way, it's a party that requires a minimum of fuss and doesn't gouge your holiday budget.

The main feature is the hot cocoa (hot chocolate is made with solid chocolate, and hot cocoa is made with cocoa powder). Create a hot-cocoa bar with pitchers of the warm beverage and then a variety of toppings. You can have pitchers of different flavors of hot cocoa (Ghirardelli Hot Chocolate Mix, $5.95 for 16 ounces; $5.99 for the Ghirardelli White Mocha Hot Chocolate mix).

You can make the hot cocoa with either water or milk. Water enhances the chocolate taste and tends to better dissolve the cocoa powder, but milk creates a creamier consistency.



For toppings, let people choose from among chocolate shavings, whipped cream, chunks of peppermint candy and the always popular miniature marshmallows.

And for a little salt and crunch to counter the sweet cookies and drinks, have bowls of popcorn.

If your group loves to sing, copy words to favorite Christmas songs so people aren't confined to chiming in on the choruses only.

As for game night, have your friends bring their favorite board game along with their platter of cookies.

Create a tradition and have a traveling trophy (think antler headband or a "coveted" Christmas tree ornament) for the game winner.

Reach the reporter at susan.felt@arizonarepublic.com or 602-444-8246.

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PARTY BUDGET: **$200**

Dazzle at dinner with Cornish hens

By Karen Fernau
THE ARIZONA REPUBLIC

The quintessential holiday party typically revolves around a luxury cut of meat that costs more than a Christmas tree.

But if prime rib, crown roast and rack of lamb are too pricy for this year's bash, consider an inexpensive alternative: Cornish hens.

The miniature hens — each a single serving — cost about $3 each. Serve with a winter apple salad, roasted vegetables, a crisp Viognier to drink and fudge for dessert, and an easy, elegant dinner for eight is less than $200.

"They have all the makings for a party bird: great taste and dramatic presentation. People love being served their own bird," said Laura Marquez, who teaches cooking classes at Plate It Up!, a downtown Glendale cooking school.

A staple in the frozen-food sections of almost all supermarkets, the hens were bred for small size and average about 1 to 2 pounds. They have a firmer, slightly moister flesh than chickens, so they don't dry out as quickly.

Marquez suggests serving hens with roasted carrots, fennel and leeks. The roasted vegetables go well with the hen's slightly gamey flavor, and with a tight budget. They also roast at the same time and temperature, making the main course easy to cook and serve.

Begin with a winter salad with apple slices and a crusty loaf of bread, and end with fudge, a proverbial holiday favorite. Serve a fragrant white Viognier, which sells for $10 to $20 a bottle, with dinner and coffee with dessert.

Reach the reporter at karen.fernau@arizonarepublic.com or 602-444-4779.

Cornish Game Hen With Sage Butter and Roasted Vegetables

From Laura Marquez

8 tablespoons unsalted butter, softened
8 teaspoons crumbled dried sage
4 teaspoons freshly grated lemon zest
8 Cornish hens, 1½ pounds each, rinsed and patted dry
Salt and pepper to taste
4 large fresh fennel bulbs, trimmed and thinly sliced
4 large leeks, white and pale green parts only, thinly sliced
6 cups peeled baby carrots
8 teaspoons dried thyme, divided
6 tablespoons olive oil, divided
1 cup white wine
Kitchen string

In a small mixing bowl, blend butter with sage, zest and 1 teaspoon salt. Loosen the skin covering the breast meat on each hen by slipping your fingers under the skin and sliding them between the skin and meat. Divide the butter mixture between the hens, inserting it under the skin of each. Season hens with salt and pepper. Tie each hen's legs together with kitchen string. Preheat oven to 500 degrees. Combine fennel, leeks, carrots, 4 teaspoons thyme and 4 tablespoons olive oil in two 13- by 9-inch glass baking dishes. Toss to coat. Sprinkle with salt and pepper. Brush hens with remaining oil; sprinkle with 4 teaspoons thyme, salt and pepper. Arrange hens atop vegetables. Roast 15 minutes. Pour ½ cup wine into each baking dish. Continue roasting until vegetables are tender and hens are cooked, about 8 minutes. Serve immediately.

Makes 8 servings.

Approximate values per serving: 1,068 calories, 76 g fat, 25 g saturated fat, 383 mg cholesterol, 31 g carbohydrates, 61 g protein, 301 mg sodium, 9 g fiber, 64 percent of calories from fat.

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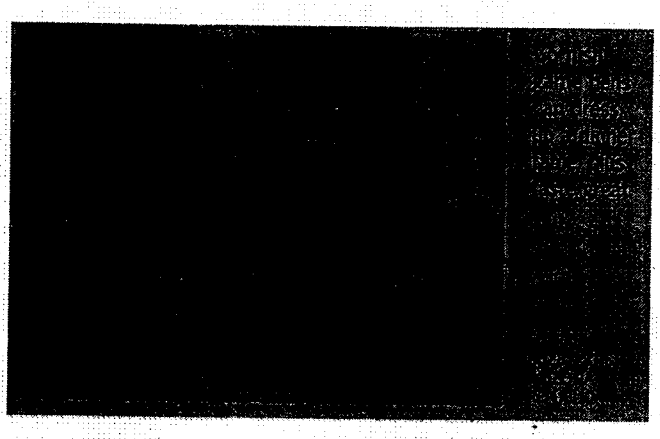

15-Minute Chocolate Walnut Fudge

From *The Best of America's Test Kitchen*

16 ounces semisweet chocolate, chopped fine
½ teaspoon baking soda
¼ teaspoon salt
1 can (14 ounces) sweetened condensed milk
1 tablespoon vanilla extract
1 cup coarsely chopped walnuts

Line an 8-inch-square baking pan with aluminum foil, allowing the extra foil to fold over the edges of the pan. Lightly coat the foil-lined pan with vegetable oil spray. Toss the chocolate, baking soda and salt in a medium heatproof bowl until the baking soda is evenly distributed. Stir in the condensed milk and vanilla. Set the bowl over a 4-quart saucepan containing 2 cups of simmering water. Stir with a rubber spatula until chocolate is almost fully melted, with a few small pieces remaining, 2 to 4 minutes. Remove the bowl from the heat and continue to stir until the chocolate is fully melted and the mixture is smooth, about 2 minutes. Stir in the walnuts. Transfer the fudge to the prepared pan and spread in an even layer with a spatula. Refrigerate until set, about 2 hours. Remove from the baking pan by lifting the foil extensions. Using a chef's knife, cut into squares.

Makes 8 servings.

Approximate values per serving: 493 calories, 29 g fat, 13 g saturated fat, 13 mg cholesterol, 59 g carbohydrates, 9 g protein, 200 mg sodium, 1 g fiber, 53 percent of calories from fat.

Winter Apple Salad

From *Sunset* magazine

6 tablespoons cider vinegar
4 tablespoons chopped shallot
2 tablespoon coarse-grain mustard
6 tablespoons walnut or vegetable oil
Salt and freshly ground pepper
2 heads romaine lettuce, about 10 ounces, leaves separated, rinsed, crisped and torn into bite-size pieces
2 Gala or other sweet red apple, about 6 ounces each, rinsed, cored and thinly sliced
4 tablespoons chopped Italian parsley

In a large bowl, mix vinegar, shallot and mustard. Whisk in walnut oil until blended; season to taste with salt and pepper. Add lettuce, apple and parsley; mix gently to coat.

Makes 8 servings.

Approximate values per serving: 151 calories, 11 g fat, 1 g saturated fat, 0 cholesterol, 13 g carbohydrates, 4 g protein, 69 mg sodium, 5 g fiber, 66 percent of calories from fat.

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Kids for Kids delivers 'cutting edge experience' to guests, and $100,000 to respite centre for families with disabled children JENNIFER CAMPBELL, The GazettePublished: 28 minutes ago

I've said it a bazillion times but I'll say it again – our planet (admittedly mired in serious challenges) is in really good hands. The

Kids4kids raises the cash-bash bar: Kids for Kids is undoubtedly one of the most dynamic youth-driven fundraisers on the circuit. Every year, the choice event (patronized by hundreds of discriminating twenty and thirtysomethings) exudes a distinctive energy and sophistication, all the while maintaining firm focus on the organization's principal goal-generating funds for that event's designated beneficiary.

This year was no exception. Dedicated founders, trendy titan Doug Lewin (attending with hon Brina), Erika Ludwick (with edgy entrepreneur-love Louis) and Catherine Turner (with PM-down-the-line, hub Adam) spun their signature magic (along with a charged committee) collecting $100,000 for Centre de repit Philou while attracting huge numbers of fine young things to hip new venue Marche Bonsecours (650 to be exact).

:

Heady headliners and head-turners (of every age – there were lotsa fab fortysomethings, too!) included: uber eye-candy couple Mark Fletcher (president Fletcher Leisure Group) with wife Caroline (bodyguard worthy in a body-hugging frock that screamed "genetically gifted!"); ...loise Gratton and Stephan Yazedjian; Maisliner's execu-chicest Jojo Maislin (destined for best-dressed and tressed lists everywhere in metallic-edged Michael Kors); surgeon Enrique Flores and lovely wife Adriana; yum-mum/master merchandiser Lisa Singer Miller with yum-hub, SportTV.com CEO Farrel Miller; Brangelina-eat-your-heart-out-they're-cuter Claire and Rob Velan; Lisa Trudeau and bro Shawn; newlyweds Lauren Wolfe and Neil Erlick and soon-to-be-marrieds Danielle Garonce and Eric Berman (clearly love was in the air!); Mark Shannon; Ian (Twinkle Toes) Ruckenstein and wife Heidi Small (newly dripping in Delmar bling she won at the raffle); Lysa and Mark Hornstein (she-designer Grecian gorgeous in an asset-maximizing cobalt mini-dress); plastic surgeon Karl Schwarz (yes, "son of" Gaston, who, rumour has it, nips 'n' tucks like no other!); sizzling sis and bro Satovs – Tracy and Scott; lawyer lovely Isabelle Bensadoun with handsome husband, ALDO top brass David Bensadoun; magnificent MDs Johanna Choremis and John Antoniou; communications ace Barbara Timmins; Louise and Frederick Melling; reams of Reitmans la Julia (in print perfect Blumarine), Stephen (in Reitmans couture) and dazzling daughter Lisa with impressive NY import Ari Himmel; sexy cyclist Stan Lewin with elegance-central wife Elise; Lewin good neighbours and pals Nancy and Johnny Souaid; debonair Ben Dalfen with wife Andrea (the quintessence of expectant-chic); Mark Lutfy and wife Elizabeth Chunga (who – scoop – fell in love at world-wonder Machu Picchu); gorgeous former Miss Peru Liliana Contreras. And no wild and woolly fete would be complete without them: Montreal's own Bennifer (Jen and Ben Briere).

Clearly the peeps were as colourful as ever. Yet there was something else going down at this year's K4K, which event-planners and founders, Erika and Catherine (of Melica Event design) expounded upon. "It was time to refresh," the duo explained. "On this competitive social circuit, it's important to stay current and offer guests a cutting edge experience."

Well, FYI: they cut that edge! The more understated decor of years past gave way to the wildest of nights at the Moulin Rouge replete with tantalizing please–stretch–out tents and bottle–service environments. Entertainment was seamless and constant (thanks to suppliers including Global, Manina Productions and the Pinup Saints), punctuated by such fantastical sightings as fire–breathers, stilt–walkers, and quintuple–jointed contortionists so striking they had all males sporting permasmiles). Finally, victuals and booze were superlative as Java U delivered works of hearty food art and liquid stimulation flowed in all its incarnations thanks to kind–"spirited" suppliers like Red Bull, Ketel One, ***Hypnotiq Liqueur***, Eska Water, Molson, and LCC Wine and Spirits. Yup, this year's K4K was tresgood4thesoul.

Gambling on a good thing: Now it's on to another rocking organization of twenty and thirtysomethings, the Saint George Foundation, which recently hosted its annual casino fundraiser at the upscale Challenger Golf Course. Lead sponsors included Dollarama, Luxury Retreats, C&M Textiles, Stylexchange, Baby's Own, TravelWay, the Howick Foundation, Uniprix, Paris Geneve and Quickstyle.

The fiercely fun fete attracted 300 plus next–gen leaders who couldn't help but revel in the steady stream of 'tails and nibblies as well as the faux–gambling opportunities (made all the more alluring thanks to Les Promotions Magiques and star emcee Stephane Starnino). Among the glammy grown–up juniors who facilitated the collection of an impressive $25,000 for this year's beneficiary, the Autism Federation of Quebec, were committed committee members, including magnificent committee pres Melissa Batchoun; Carl Soueidy; Karen Haddad; PR princess Caroline Nadeau; Jaimie Auger Turk; Mark Turk; Kelly Elian; Michael Elian; Marc Bishara and Rev. Michael Shaheen.

Clearly, in the not–for–profit world, it pays to gamble!

Staggeringly stylish soiree: Finally, we close with Violet en Vogue, a unique fundraiser planned by the students of Hillel Montreal with Save our Women.

Held once again at top trendy resto–bar Time Supper Club, scads of the city's most stylish celebutantes turned out to lend support.

Spotted enjoying the catwalk Olympics (which featured triple–hot volunteer models in creations by DPM Gold and De Puta Madre Italy) and grooving to post–runway spins by international model/celeb DJ Caroline D'Amore, were the lush likes of Rooney Westmount co–owner Barbara Segal; Milk and Roses Fashions top brass Mitch Mihic, Ricardo Vena and Luana Ordonselli; Save our Women co–founder/event co–chair Mara Sofferin; top MTL hairstylists Funky Toque's David Landry and Jose Cano; master musician/photographer Aleks Shurmer; DJs Perry Gilman and Psychology; students/ stylists Jaynee Golden, Jayme Segal and Chelsey Copelovitch; Violet en Vogue co–producers Dara Gallinger and Brandon Marek; and Time Supper Club co–owner Benjamin Bitton.

All proceeds raised support the Live, Laugh, & Learn Foundation. Created by Amanda Dawn Sculnick, an extraordinary young woman recently given a diagnosis of Hodgkin's Lymphoma, the foundation goes the extra mile, raising funds for research, and supporting innovative new projects geared toward recovery, like current initiatives to outfit CHUM's Notre Dame Hospital with televisions for all treatment rooms.

Last minute "gotta knows" to keep you on your social toes: A certain well–established leader of the Electronics' industry (who recently figured prominently on Canada's billionaire list) invited thousands of his employees to the Bell Centre this past Monday to get down with Grammy–winning Roberta Flack. (How "future" fab is that?!)

mtlsocialgal@yahoo.com

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Highlights: Hypnotiq Liqueur

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Tips From Behind the Bar

New Year's Eve is a night for going out. If you go to a bar and you're lucky, you'll get a bartender like one of these veteran drink dispensers. **Fritz Hahn** talked to six of the best in the area and asked them to share their knowledge: Does waving money in the air get you served faster? What makes for a good New Year's Eve? So belly up to our story and enjoy.

Gina Chersevani

Rasika (633 D St. NW; 202-637-1222)
Tuesday-Saturday

If you want the most creative cocktails in the District, visit Gina Chersevani at the mod little lounge Rasika. She could be experimenting with lavender-infused gin or chocolate-infused tequila, creating her own flavored bitters for a new martini, mixing Indian spices into a mojito or cooking persimmon and cinnamon to serve as the base for a new warming winter cocktail.

Chersevani, who says "a lady never gives her age," got her start as "the girl with the beer tubs" in College Park, where she worked at Terrapin Station bar, but became interested in cocktails while working at Penang and 15 Ria. She really came into her own as a bartender at Poste, raiding the restaurant's outdoor herb garden for fresh ingredients for martinis and infusions.

She can also do simple: The Geezy Teezy is a glass of gin with ice cubes made of tonic water. As they melt, the flavor of the drink changes.

How do you come up with ideas for new drinks?

"They come from everywhere. Once, I made a drink to taste like my favorite lip gloss. Here's a story: My mom grew up on Bergen Avenue in Brooklyn. She loves egg creams. She used to get them at this place called Norma's Chocolate Store, and she still talks about the place. So I wanted to make try to make something similar for my mom. She's like 70. So I tried everything. Then I infused tequila with chocolate and added Baileys and topped it with Frangelico whipped cream. Mom liked it, but she's like, 'It's still not as good as Norma's.' "

What's your favorite drink when you're off the clock?

"A shot of Jameson's."

How does someone become a regular?

"There's a difference between being a regular and being a 'liked' regular. . . . Sit at the bar, talk to me, talk to other people, try different drinks, whatever."

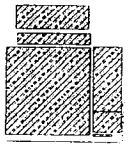
Is there a secret to getting a drink quickly when the bar is mobbed?

See BARTENDERS, *Page 26*

"Patience. The person that stands there waiting, not snapping or shouting at you — they get their drinks first. And being a girl helps. I always serve girls first."

What's a tip for making New Year's Eve memorable?

"If you don't usually drink 47 shots in a night, don't drink them that night. Drink what you know and what you can handle."



Greg Jasgur

Birreria Paradiso (inside Pizzeria Paradiso, 3282 M St. NW; 202-337-1245)
Thursday-Saturday

As the manager of Birreria Paradiso, Greg Jasgur is responsible for selecting the microbrews and little-known imports that flow from the 16 taps, managing the selection of bottled beers and organizing regular beer dinners. So when you find yourself in the Georgetown bar, staring at the daunting draft menu, it's nice to know that the man serving your drinks has tasted "maybe thou-

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sands" of beers, he says, and will offer recommendations.

Jasgur, 25, started waiting tables at Pizzeria Paradiso when he was a senior in college but showed such promise that "the day I turned 21, they made me a bartender," he says with a laugh.

A man walks into a bar but doesn't know what he wants. What do you choose?

"The IPA that's on draft. That's my favorite style of beer."

What's the drink you make most often?

"Unfortunately, the wheat ale that's on draft. It's a safe option. To me, it's a little unadventurous, but, hey, we put on good wheat beer."

How does someone become a regular?

"Seriously, the easiest way is to pony up to the bar. I'm pretty good with faces. If you start talking to me, even if it's not about beer, I'll remember you."

What piece of bar etiquette do you wish people would learn?

"I know you have money. . . . Waving money at me and shouting at me doesn't get you served any faster. Also, if it takes a while to get your beer, it doesn't mean I'm slacking off. It's a busy bar. I'm the only bartender."

What's the most important thing a customer can do to guarantee a good time?

"Try new things. Have an open mind. Converse with people at the bar. Don't be so uptight, which I think is a problem in this city. And don't get too drunk."

What's a tip for making New Year's Eve memorable?

"Don't make a big deal about it. Treat it like any other night with your friends. . . . And learn the words to 'Auld Lang Syne.' "

Jimmy Cirrito

Jimmy's Old Town Tavern
(697 Spring St., Herndon; 703-435-5467)
Most nights

He hosts the bar's "JOTTeopardy" trivia game on Tuesdays and is always in the house when the Buffalo Bills or Sabres are playing.

To hear Jimmy Cirrito tell it, he was born into the bar business. "My father was a bartender, and mother was a bartender," he explains. His first job was in his cousin's bar in Upstate New York at age 15, washing dishes and cleaning tables.

Now 41, he says he has been bartending for 23 years, and for the past 10 it has been at his own cozy neighborhood tavern in Old Town Herndon. He once made it into the Guinness Book of World Records by bartending 24 hours a day for 12 days to raise money to fight muscular dystrophy. (The record has since been broken twice.) In 1994, Cirrito won the annual D.C.'s Fastest Bartender Contest.

The amount of Cirrito's charity work is impressive. He persuades bartenders to collect pledges from patrons and jump out of airplanes, hosts foosball tournaments for the Red Cross, organizes golf tournaments for local arts groups, runs mock-casino nights for the Fisher House nonprofit group, and even buys hundreds of boxes of Girl Scout cookies and sends them to American troops in Iraq. His peers have taken notice. In October, Cirrito was inducted into Bartender Magazine's Hall of Fame. Ask him to show you the ring.

A man walks into a bar but doesn't know what he wants. What do you choose?

"Beer, wine or liquor? Okay, if it's a man, I'd say a Captain Morgan and Coke. And if it's a woman, I'd say a Captain Morgan and Coke. You can't go wrong."

What's your favorite drink when you're off the clock?

"Captain Morgan and Coke."

Is there a secret to getting a drink quickly when the bar is mobbed?

"There are two ways to do it: being a regular and always drinking the same drink, so I don't have to think about what to get you, and holding up a $20 bill. The bartenders will get to you right away."

What piece of bar etiquette do you wish people would learn?

"Give up your barstool for the ladies."

What's the best pickup line you've ever overheard?

"Well, the best one I've ever used was 'Would you like free wings and beer for life?' It worked on my wife, Maureen, 15 years ago."

What's a tip for making New Year's Eve memorable?

"Plan ahead — where you're going, how you're getting there, how you're getting home."

Jin Chong

Love (1350 Okie St. NE; 202-636-9030) and Russia House (1800 Connecticut Ave. NW; 202-234-9433)
Fridays and Saturdays at Love; Tuesdays at Russia House

Some bartenders love working in swanky, high-pressure nightclubs, slinging drinks until 4 a.m. and shouting to be heard over pounding music. Others prefer a laid-back lounge where they can chat with customers

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and take time to craft exquisite cocktails. Jin Chong does both, working at clubby Love and opulent Russia House.

Chong, 30, got his start in the kitchen, attending culinary school in Chicago and working everywhere from the Midwestern chain restaurant Stir Crazy Cafe to Wolfgang Puck's Spago in the Windy City. Then he realized bartenders make more money than cooks and took his talents to the front of the house.

A man walks into a bar but doesn't know what he wants. What do you choose?

"Zubrowka and apple juice. It's unique: Zubrowka is a potato and bison grass vodka from Poland. Together it's almost coconutty."

Is there a secret to getting a drink quickly when the bar is mobbed?

"Have your money ready. Not waving it. Like this [he rests his hands on the counter, money out and clearly visible but not ostentatious]. As a bartender, I know that it's going to be quick. That guy is ready to order."

What piece of bar etiquette do you wish people would learn?

"Order all your drinks at the same time. Not 'Can I have a Heineken?' 'Sure.' I bring it over to you. 'That'll be $6.' 'Oh, and can I get a rum and Coke?' "

What's the most important thing a customer can do to guarantee a good time?

"Be positive. . . . And moderate your drinking. Don't get too banged up. Drinking is the cause of most negative things."

What's a tip for making New Year's Eve memorable?

"Stick to one liquor and hydrate yourself."

Lili Montoya

Black Cat (1811 14th St. NW; 202-667-7960)
Sunday-Tuesday, Thursdays and Fridays

Lili Montoya knows that she reminds some Black Cat patrons of their stern grade school teacher. It's the way she stares over her cat's-eye glasses at those who are being rude or obnoxious, or how she has famously asked people to use their "inside voice" in the bar at one of the city's top rock clubs. Her schoolmarm demeanor, though, generally keeps young punks in line and sometimes even has people tacking a "please" onto the end of their drink orders. It just happens. By the same token, if Montoya thinks someone is disrespecting her or disrespecting other customers, she's not shy about speaking up or having them eighty-sixed.

There's a reason customers sometimes think that Montoya, who is in her early 30s, has that teacher look: She is a former teacher and nonprofit worker. She also was one of the organizers of the first D.C. Riot Grrrl convention in 1992 and is a member of the Peruvian naval reserves. She has been at the club for almost a decade and has developed a large fan base that appreciates that she's a really nice, personable bartender who just wants everyone to have a good time. And you will, as long as you don't misbehave.

A man walks into a bar but doesn't know what he wants. What do you choose?

"The weather really determines my drinks. When it's really cold, I suggest smoky stuff — Woodford Reserve [bourbon], some single-malt Scotches."

What's the drink you make most often?

"It depends on the show and the crowd. Usually Guinness and Jameson shots. When the crowd is barely 21, it's 'Hey! Long Island [Iced Tea] for everyone!' "

How does someone become a regular?

"Tip and behave well. I think a lot of it is developing a rapport with the bartender. A little chitchat. It's built slowly over time — it's a relationship you cultivate. I don't think it can be forced. It has to unfold organically."

Is there a secret to getting a drink quickly when the bar is mobbed?

"You have to look ready and be making eye contact with me. I ignore anyone who's waving or yelling."

What piece of bar etiquette do you wish people would learn?

"Act respectful and not entitled, and not just to me, but to your fellow bar customers. It's something you learn in kindergarten."

See BARTENDERS, *Page 28*

What's a tip for making New Year's Eve memorable?

"Try to avoid the point when you puke into your drink — or your date's drink, which I've seen happen."

Nicole Jones

Tradewinds (5859 Allentown Way, Temple Hills; 301-449-1234)
Tuesday-Saturday at the main bar

We have a lot of great bartenders in Washington, but very few have been immortalized in song. Step forward Nicole Jones, a longtime employee at Tradewinds in Temple Hills, where the go-go/R&B group Familiar

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Faces performs every Saturday. Frontman Donnell Floyd composed a song about "Nicole the bartender / She makes the drinks that you won't remember / She'll have you slipping all over the floor / Still have you asking for more."

"Donnell would joke that I'd get people drunk because my drinks are strong, and people say I'm their favorite bartender," Jones says. The first time she heard the song, she says, "it was so nice. I felt really appreciated."

A petite, soft-spoken woman, Jones is popular with the older crowd at the bar, joking and laughing and turning out drink after drink. Jones, 28, has been at Tradewinds for six years and has built a following. "My favorite part [of bartending] is interacting with customers, listening to their problems, talking to them and making them feel good," she says.

A man walks into a bar but doesn't know what he wants. What do you choose?

"Well, I'd ask about flavors, sweet or strong, light or dark. But if I have to just pick one, most women like a Woo Woo [peach schnapps, vodka and cranberry juice]. Men like a Thug Passion [equal parts Hennessy and Alize liqueur]."

What's your favorite drink when you're off the clock?

"A Grey Goose martini, extra dry, shaken, not stirred."

Is there a secret to getting a drink quickly when the bar is mobbed?

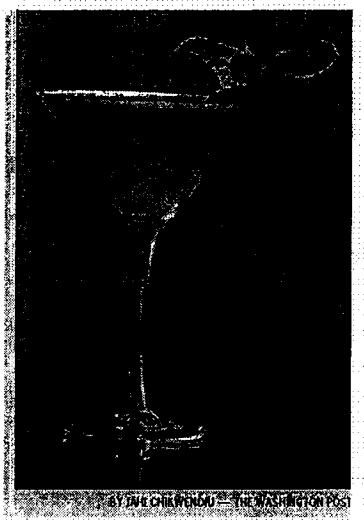
"Knowing the bartender!"

What piece of bar etiquette do you wish people would learn?

"To be very polite and always tip. I want to be treated like you want to be treated."

What's a tip for making New Year's Eve memorable?

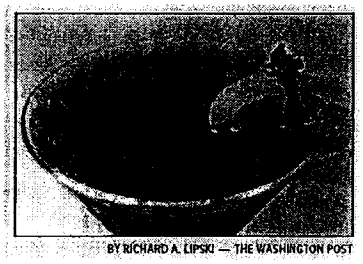
"Have good people around you. . . . And always remember that the way you start your new year is the way it's going to end."



BY JAVIER CHIRINOS — THE WASHINGTON POST

"The Spicy Queen is Snow Queen vodka infused with hot Kashmiri chilies and Winesap apples. If they don't like spicy and I give them the Spicy Queen, they're going to freakin' cry."

— Gina Chersevani



BY RICHARD A. LIPSKI — THE WASHINGTON POST

"The Ozzytini, in honor of Ozzy Osbourne. It's Absolut vodka, Chambord and cranberry juice, straight up with a lemon twist. It's served with a plastic bat on the rim of the glass. You get to keep the bat."

— Jimmy Cirrito

A Few of Their Favorite Things

Our elite crew of bartenders can mix almost anything, but some of them are known for particular libations. Here are three:

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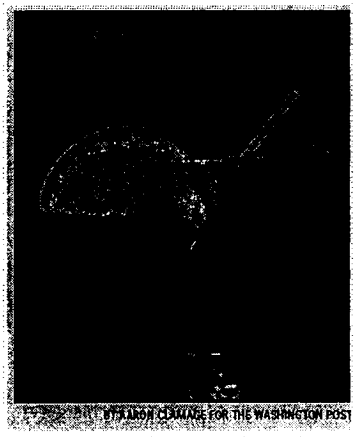
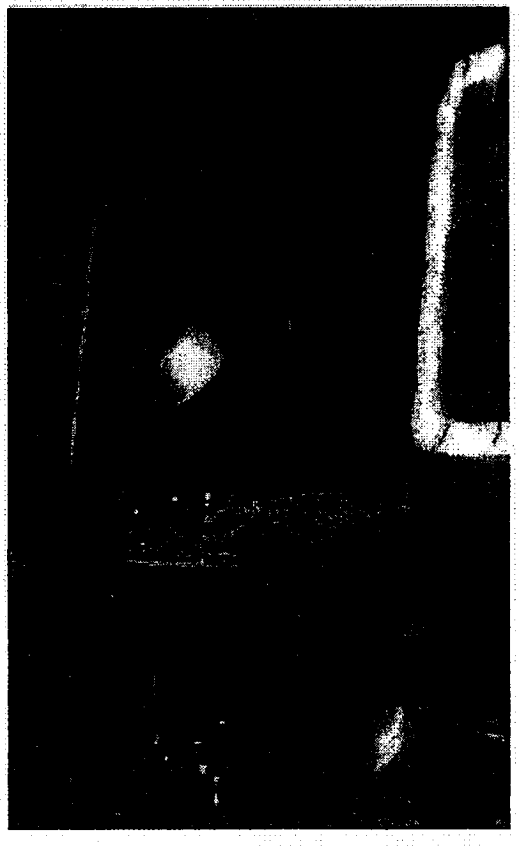


BY AARON CLAMAGE FOR THE WASHINGTON POST

The Blue Light Special, an azure-colored cocktail made with Bombay Sapphire gin, Hpnotiq [a blend of vodka, Cognac and fruit juices], Blue Curacao, sour apple schnapps, peach schnapps and sour mix. It's sweet, tropical and highly potent.

— *Nicole Jones*



Lili Montoya doesn't take any guff from patrons at the

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BY JAHI CHIKWENDIU — THE WASHINGTON POST

Rasika bartender Gina Chersevani serves one of her imaginative cocktails to Kim Minor of Bowie. Chersevani is known for her creative streak when it comes to mixing drinks. "Once, I made a drink to taste like my favorite lip gloss," she says.

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BY LINDA DAVIDSON — THE WASHINGTON POST

Greg Jasgur of Georgetown's Birreria Paradiso says he's pretty good at remembering faces and warns people to be patient when the bar gets crowded. He's only one man, after all.

BY RICHARD A. LIPSKY — THE WASHINGTON POST

A member of Bartender Magazine's Hall of Fame, Jimmy Cirrito once set a world bartending record. For the past decade, he has run Jimmy's Old Town Tavern in Herndon.

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BY JAHI CHIKWENDIU — THE WASHINGTON POST

Jin Chong pulls double barkeeping duties at Love and Russia House. His go-to drink recommendation? Zubrowka, a Polish vodka, and apple juice.

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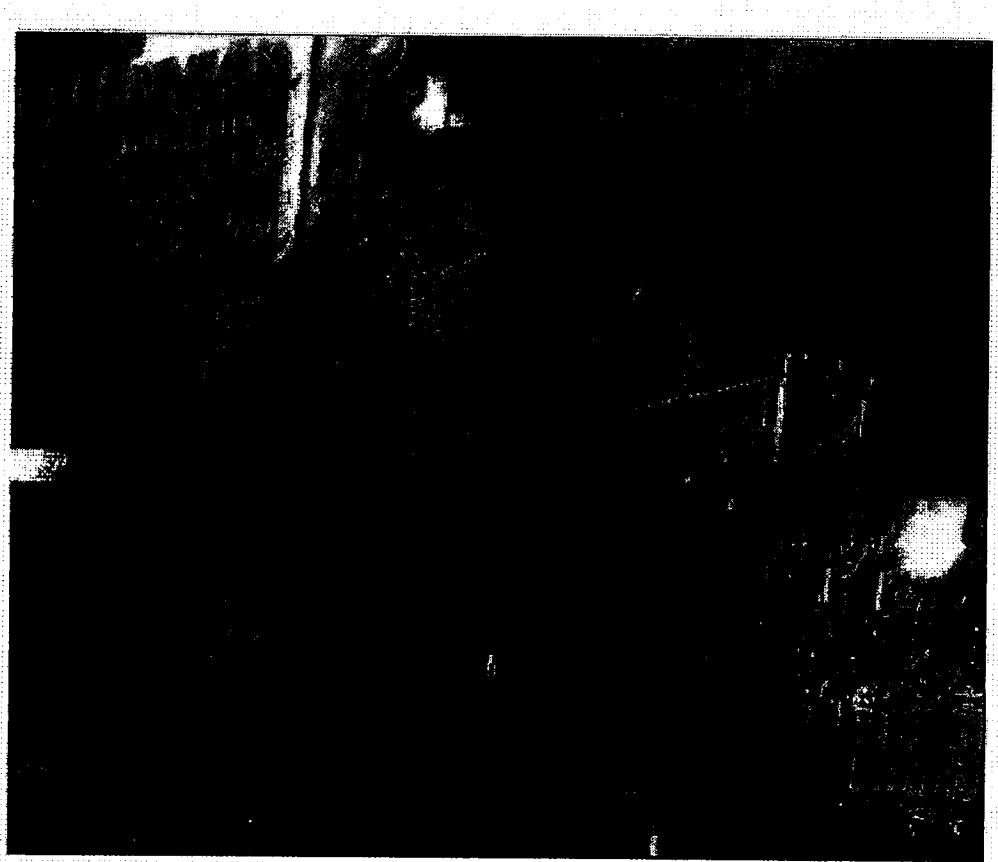

BY RICKY CARIOTI — THE WASHINGTON POST

Black Cat. "I ignore anyone who's waving or yelling," she says.

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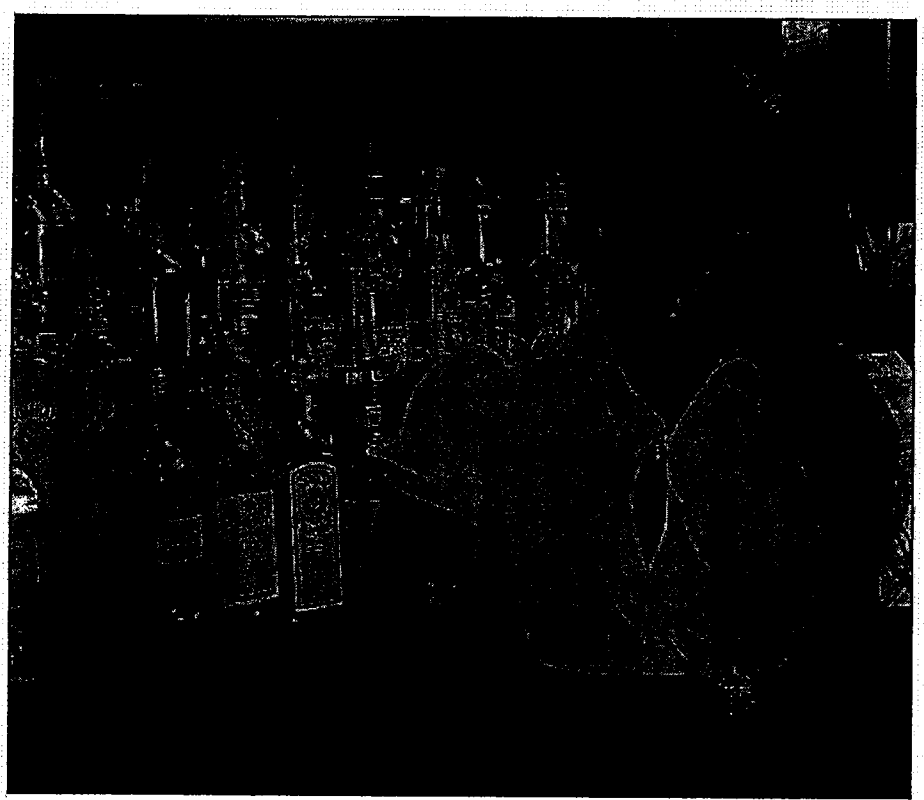

BY AARON LAMAGE FOR THE WASHINGTON POST

Tradewinds' Nicole Jones has a claim to fame that few other barkeeps have: A song immortalizes her bartending prowess. Jones has built a following at the Temple Hills bar.

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OTHER RECIPES

Old Fashioned

1½ ounces whiskey
1 teaspoon superfine sugar
½ teaspoon Angostura (bitters)
Club soda

In an empty rocks glass, combine sugar, bitters and whiskey. Stir to blend. Add ice and fill glass with soda. Add an orange slice and cherry. You can substitute cherry juice for the sugar.

SOURCE: Suki Willison

Manhattan

¼ ounce sweet vermouth
1½ ounces whiskey
Dash Angostura (bitters)

Mix together ingredients in a rocks glass with ice and garnish with a cherry. For a drier drink, use ½ ounce dry vermouth.

SOURCE: Suki Willison

Cosmopolitan

3 ounces chilled lemon vodka
Splash lime juice
Splash Cointreau or triple sec
Splash of cranberry

Stir ingredients over ice. Strain and serve in a martini glass. Garnish with a lemon twist.

SOURCE: Suki Willison

X-Rated Flirtini

1 part X-Rated Fusion Liqueur
1 part X-Rated vodka
Splash of orange liqueur or triple sec
Splash of cranberry juice
Squeeze of fresh lime wedge

Mix first four ingredients together. Add squeeze of fresh lime.

SOURCE: www.xratedvodka.com

Hpnotiq Caramel Appletini

1 ounce Hpnotiq
2 ounces sour apple liqueur
½ ounce butter schnapps

Shake all ingredients with ice. Strain into a martini glass.

SOURCE: www.hpnotiq.com

PAMA Metropolitan

1½ ounces PAMA Pomegranate Liqueur
¾ ounce simple syrup
½ ounce cranberry juice
½ of a fresh lime

Combine ingredients into mixing glass and shake with ice. Strain into a chilled martini glass.

SOURCE: www.pamaliqueur.com

Tickled Pink

⅔ glass champagne
1 ounce X-Rated Fusion Liqueur

Pour X-Rated Fusion Liqueur over champagne.

SOURCE: www.xratedvodka.com

Bubbles 'n Blue

2 ounces Hpnotiq
2 ounces champagne

Pour chilled Hpnotiq and champagne into a champagne flute.

SOURCE: www.hpnotiq.com

PAMA Cosmo

1½ ounces PAMA Pomegranate Liqueur
¾ ounce orange liqueur
½ of a lime, pressed
Splash of cranberry juice

Combine ingredients into mixing glass. Shake hard with ice. Strain into a chilled cocktail glass.

SOURCE: www.pamaliqueur.com

V-56 FLOAT

Voyant Chai Cream Liqueur
Jagermeister
Coca-Cola or root beer

In a tall soda glass filled with ice, add in equal parts Voyant and Jagermeister and then top off with Coca-Cola (or root beer). Use a spoon to mix well and then top off with one scoop of vanilla ice cream. Serve with a straw and enjoy.

SOURCE: Robert Back, creator of Voyant Chai Cream Liqueur

Chocolate Charlie's

3 ounces Voyant Chai Cream Liqueur
1 ounce milk
Chocolate syrup

Add chocolate syrup to bottom of brandy snifter and roll snifter to coat bottom of glass. Add milk and then Voyant; steam in glassware until warm. Froth the beverage and garnish with shaved chocolate (or chocolate sprinkles) and whipped cream.

SOURCE: Robert Back, creator of Voyant Chai Cream Liqueur

Chai Colada

10 ounces Voyant Chai Cream Liqueur
3½ ounces cream of coconut
3½ ounces pineapple juice

Combine ingredients with ice in blender until liquid is at 26 ounces. Mix well in a blender and serve cold (serves about three). Garnish with pineapple and/or coconut.

SOURCE: Robert Back, creator of Voyant Chai Cream Liqueur

Voyant Chai Crème Brule

1 cup Voyant Chai Cream Liqueur
1 pint heavy cream
1 cup whole milk
1 cup egg yolks
¾ cup sugar
2 teaspoons vanilla extract

Bring heavy cream and milk to a boil. In a separate bowl, combine the sugar, Voyant, vanilla extract and egg yolks. Whisk until smooth.

Temper (add in ½ cup of hot cream/milk mixture to bowl while mixing for a few moments then add in another ½ cup and do the same). After tempering the ingredients, pour in the remainder of the hot milk/cream mixture while mixing. Strain and pour this mixture into the

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crème brule dishes and place dishes in a pan where the water in the pan goes up about one-half way up the sides of the crème brule dishes.

Bake in an oven at 325 degrees for about 30 minutes or until the center has a slight jiggle to it. Remove the pan from the oven and let it sit and cool. After it has cooled, remove the crème brule cups and let it cool for about two hours, then place in a refrigerator to cool further.

Before serving, place the crème brule dishes on a baking sheet and sprinkle approximately 1½ teaspoons of sugar on top of each and place the dishes no more than five inches under the broiler until the sugar melts (typically less than two minutes). Remove and cool, and then serve.

Makes 10 6-ounce servings.

SOURCE: Robert Back, creator of Voyant Chai Cream Liqueur

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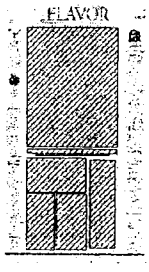
BOTTLED UP

Here's to New Year's

Area bartenders share popular drinks in town

Bartender Erin Fowler mixes drinks at Uncle Bo's Blues Bar at the Ramada Hotel and Convention Center. [illegible] seeing renewed interest in old-school drinks from today's young adults. New brands [illegible] Liqueur, Voyant Chai Cream and X-Rated Fusion Liqueur, are fueling new [illegible]



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Old favorites, new traditions emerging this season

STORY BY ANN BUSH · PHOTOGRAPHS BY ANTHONY S. BUSH · THE CAPITAL-JOURNAL

Ring in the new year with an old drink.

Although a few new liqueurs are emerging into the market, Suki Willison, manager of Uncle Bo's Blues Bar at the Topeka Ramada Hotel and Convention Center, said such drinks as the Manhattan and Old Fashioned are coming back into style.

"Young kids are going back to old drinks," said Willison, who owned Suki's bar and grill in Pauline for 20 years. "Martinis are still popular — all of the martinis."

Beer, such as Bud Light and Blue Moon, remains a big seller, too, she said.

Champagne and sweeter sparking wines also are always popular, said Rick Moody, corporate manager for Glazer's of Kansas, a wine, spirit and beer distributor.

"Wine is a good seller for us this time of year," Moody said.

Red wines tend to be more popular when the weather is cooler outside, he added.

Also popular this year are drinks made with pomegranate, Moody said.

PAMA Pomegranate Liqueur, which is made with pomegranate juice, vodka and tequila, is a popular seller for Glazer's. It can be mixed with champagne or made into a complex drink, such as Pama Metropolitan.

Hpnotiq, a blend of vodka, fruit juices and cognac bottled in France, also is popular.

This blue liqueur can be mixed with champagne to create Bubbles 'n' Blue or with coco- rum and pineapple juice to make Hpnotiq Breeze.

...nch vodka, Provence blood oranges, Brazilian mangos and passion fruit are blended to make X-Rated Fusion Liqueur. This pink liqueur, like PAMA and Hpnotiq, can be mixed with champagne or mixed with vodka, triple sec and cranberry juice to make an X-Rated Flirtini.

For cream liqueur lovers, there's Voyant Chai Cream, a combination of oak-aged rum, dutch cream, black and green teas, pure vanilla, and spices.

"It's very smooth," said creator Robert Back. "For the winter, I love it in hot chocolate. Warm or cold, just try it."

Back pointed out that Voyant can be enjoyed during the winter in coffee, hot cocoa or warm milk. It also can be mixed with Jagermeister and Coca-Cola to make a Chai Freeze. But Voyant Chai Cream also can be enjoyed during the summer in smoothies and other refreshing cool drinks.

"Try it," he said. "Warm or cold, just try it."

Willison said her bartenders use all of these liqueurs to create drinks.

When ordering, women tend to be more willing to go out on a limb and try something new, she added.

"Women love to experiment," Willison said.

If you have plans to go out for a New Year's bash, experiment slowly, she said. Find something that agrees with you and don't mix several drinks in the same night.

"If you want to go out and experiment, find something that tastes good," she said. "It's supposed to be an enjoyable experience."

Ryan McClure, owner of the Double Deuce Bar and Grill, 3701 S.W. Plaza Drive, and MacDaddy's Sports Pub and Grill, 5630 S.W. 29th, said seasonal microbrews, such as Boulevard's Nutcracker Ale, are popular. Tuaca, an Italian liqueur, also is a sought-after drink.

"We go through 18 bottles per week at the Double Deuce," McClure said.

Customers also ask for Red Bull and vodka.

McClure is expecting large crowds at both of his establishments on New Year's Eve. Double Deuce will offer champagne at midnight and several drink specials, as well as a live band.

For those who don't want to venture out on New Year's Eve, Uncle Bo's is offering an Almost New Year's party, featuring Johnny T and the Receders, on Saturday night. The $15 cover includes the band, buffet, hats, horns and champagne.

Ann Marie Bush can be reached at (785) 295-1207 or ann.bush@cjonline.com.

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Recipes of the week

(more on Page 2C and at cjonline.com)

Banana Chai Cream Pie

3 parts Voyant Chai Cream Liqueur
1½ parts Crème de Banana
½ parts Cream
splash of Triple Sec

Combine over ice and strain into martini glasses.

SOURCE: Robert Beck, creator of Voyant Chai Cream Liqueur

Hpnotiq Blue Breeze

2 ounces Hpnotiq
1 ounce super premium coconut rum
Splash of pineapple juice

Pour ingredients over ice in Collins glass. Stir. Garnish with a lemon and orange twist.

SOURCE: www.hpnotiq.com

Voyant Pumpkin Chai Martini

3 ounces Voyant Chai Cream Liqueur
A dash or two of ground cinnamon
1 ounce vanilla vodka
Add some pumpkin puree if desired

Dip martini glass in chocolate syrup then into orange sugar crystals and then chocolate sprinkles. Combine ingredients (including the ground cinnamon) with ice in a shaker. Shake well and strain into the rimmed martini glass.

Garnish with some ground cinnamon and a cinnamon stick.

SOURCE: Robert Beck, creator of Voyant Chai Cream Liqueur

Printing imperfections present during scanning

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75 East Northfield Road/ Livingston, NJ 07039 / 973-992-6600

SOURCE: Topeka (KS) Capital-Journal
AUDIENCE: 155,367 [provided by Nielsen//NetRatings]
DATE: 12-26-2007
HEADLINE: Bartenders share New Year's favorites

Source Website

By Ann Marie Bush The Capital-Journal Published Wednesday, December 26, 2007

Hpnotiq, a blend of *vodka*, fruit juices and cognac bottled in France, also is popular.

This blue *liqueur* can be mixed with champagne to create Bubbles 'n' Blue or with coconut *rum* and pineapple juice to make Hpnotiq Blue Breeze.

Anthony S. Bush / Topeka Capital-Journal

Anthony S. Bush / The Capital-Journal

Bartender Erin Fowler mixes drinks at Uncle Bo's Blues Bar at the Ramada Hotel and Convention Center, 420 S.E. 6th. Uncle Bo's is seeing renewed interest in old-school drinks from today's young adults. New brands of alcohol, including Hpnotiq, *PAMA Pomegranate Liqueur*, Voyant Chai Cream and X-Rated Fusion *Liqueur*, are fueling new inspirations for drinks.

Click Thumbnails to View

French *vodka*, Provence blood oranges, Brazilian mangos and passion fruit are blended to make X-Rated Fusion *Liqueur*. This pink *liqueur*, like PAMA and Hpnotiq, can be mixed with champagne or mixed with *vodka*, triple sec and cranberry juice to make an X-Rated Flirtini.

For cream *liqueur* lovers, there's Voyant Chai Cream, a combination of oak-aged *rum*, dutch cream, black and green teas, pure vanilla, and spices.

"It's very smooth," said creator Robert Back. "For the winter, I love it in hot chocolate. Warm or cold, just try it."

Back pointed out that Voyant can be enjoyed during the winter in coffee, hot cocoa or warm milk. It also can be mixed with Jagermeister and Coca-Cola to make a Chai Freeze. But Voyant Chai Cream also can be enjoyed during the summer in smoothies and other refreshing cool drinks.

"Try it," he said. "Warm or cold, just try it."

Willison said her bartenders use all of these liqueurs to create drinks.

When ordering, women tend to be more willing to go out on a limb and try something new, she added.

"Women love to experiment," Willison said.

If you have plans to go out for a New Year's bash, experiment slowly, she said. Find something that agrees with you and don't mix several drinks in the same night.

"If you want to go out and experiment, find something that tastes good," she said. "It's supposed to be an enjoyable experience."

Ryan McClure, owner of the Double Deuce Bar and Grill, 3701 S.W. Plaza Drive, and MacDaddy's Sports Pub and Grill, 5630 S.W. 29th, said seasonal microbrews, such as Boulevard's Nutcracker Ale, are popular. Tuaca, an Italian *liqueur*, also is a sought–after drink.

"We go through 18 bottles per week at the Double Deuce," McClure said.

Customers also ask for Red Bull and *vodka*.

McClure is expecting large crowds at both of his establishments on New Year's Eve. Double Deuce will offer champagne at midnight and several drink specials, as well as a live band.

For those who don't want to venture out on New Year's Eve, Uncle Bo's is offering an Almost New Year's party, featuring Johnny 1 and the Receders, on Saturday night. The $15 cover includes the band, buffet, hats, horns and champagne.

Ann Marie Bush can be reached at (785) 295–1207 or ann.bush@cjonline.com.

RECIPES OF THE WEEK

Banana Chai Cream Pie

3 parts Voyant Chai Cream *Liqueur*

11/2 parts Creme de Banana

1/2 parts Cream

splash of Triple Sec

Combine over ice and strain into martini glasses.

2 ounces Hpnotiq

1 ounce super premium coconut *rum*

Splash of pineapple juice

Pour ingredients over ice in Collins glass. Stir. Garnish with a lemon and orange twist.

3 ounces Voyant Chai Cream *Liqueur*

A dash or two of ground cinna– mon

1 ounce vanilla *vodka*

Add some pumpkin puree if desired

Dip martini glass in chocolate syrup then into orange sugar crystals and then chocolate sprinkles. Combine ingredients (including the ground cinnamon) with ice in a shaker. Shake well and strain into the rimmed martini glass.

Garnish with some ground cinnamon and a cinnamon stick.

Ring in the new year with an old drink.

Although a few new liqueurs are emerging into the market, Suki Willison, manager of Uncle Bo's Blues Bar at the Topeka Ramada Hotel and Convention Center, said such drinks as the Manhattan and Old Fashioned are coming back into style.

"Young kids are going back to old drinks," said Willison, who owned Suki's bar and grill in Pauline for 20 years. "Martinis are still popular -- all of the martinis."

Beer, such as Bud Light and Blue Moon, remains a big seller, too, she said.

Champagne and sweeter sparking wines also are always popular, said Rick Moody, corporate manager for Glazer's of Kansas, a wine, spirit and beer distributor.

"Wine is a good seller for us this time of year," Moody said.

Red wines tend to be more popular when the weather is cooler outside, he added.

Also popular this year are drinks made with pomegranate, Moody said.

PAMA Pomegranate Liqueur, which is made with pomegranate juice, *vodka* and *tequila*, is a popular seller for Glazer's. It can be mixed with champagne or made into a complex drink, such as Pama Metropolitan.

Old Fashioned

13/4 ounces *whiskey*

1 teaspoon superfine sugar

1/2 teaspoon Angostura (bitters)

Club soda

In an empty rocks glass, combine sugar, bitters and *whiskey*. Stir to blend. Add ice and fill glass with soda. Add an orange slice and cherry. You can substitute cherry juice for the sugar.

Source: Suki Willison

Manhattan

1/4 ounce sweet vermouth

11/2 ounces *whiskey*

Dash Angostura (bitters)

Mix together ingredients in a rocks glass with ice and garnish with a cherry. For a drier drink, use 1/2 ounce dry vermouth.

Source: Suki Willison

Cosmopolitan

3 ounces chilled lemon *vodka*

Splash lime juice

Splash Cointreau or triple sec

Splash of cranberry

Stir ingredients over ice. Strain and serve in a martini glass. Garnish with a lemon twist.

Source: Suki Willison

X–Rated Flirtini

1 part X–Rated Fusion *Liqueur*

1 part X–Rated *vodka*

Splash of orange *liqueur* or triple sec

Splash of cranberry juice

Squeeze of fresh lime wedge

Mix first four ingredients together. Add squeeze of fresh lime.

Source: www.xratedvodka.com

Hpnotiq Caramel Appletini

1 ounce Hpnotiq

2 ounces sour apple *liqueur*

1/2 ounce butter schnapps

Shake all ingredients with ice. Strain into a martini glass.

Source: www.*hpnotiq.com*

PAMA Metropolitan

11/2 ounces *PAMA Pomegranate Liqueur*

3/4 ounce simple syrup

1/2 ounce cranberry juice

1/2 of a fresh lime

Combine ingredients into mixing glass and shake with ice. Strain into a chilled martini glass.

Source: www.*pamaliqueur*.com

Tickled Pink

2/3 glass champagne

1 ounce X–Rated Fusion *Liqueur*

Pour X–Rated Fusion *Liqueur* over champagne.

Source: www.xratedvodka.com

Bubbles 'n Blue

2 ounces Hpnotiq

2 ounces champagne

Pour chilled Hpnotiq and champagne into a champagne flute.

Source: www.*hpnotiq.com*

PAMA Cosmo

11/2 ounces *PAMA Pomegranate Liqueur*

3/4 ounce orange *liqueur*

1/2 of a lime, pressed

Splash of cranberry juice

Combine ingredients into mixing glass. Shake hard with ice. Strain into a chilled cocktail glass.

Source: www.*pamaliqueur*.com

V–56 FLOAT

Voyant Chai Cream *Liqueur*

Jagermeister

Coca–Cola or root beer

In a tall soda glass filled with ice, add in equal parts Voyant and Jagermeister and then top off with Coca–Cola (or root beer). Use a spoon to mix well and then top off with one scoop of vanilla ice cream. Serve with a straw and enjoy.

Source: Robert Back, creator of Voyant Chai Cream *Liqueur*

Chocolate Charlie's

3 ounces Voyant Chai Cream *Liqueur*

1 ounce milk

Chocolate syrup

Add chocolate syrup to bottom of *brandy* snifter and roll snifter to coat bottom of glass. Add milk and then Voyant; steam in glassware until warm. Froth the beverage and garnish with shaved chocolate (or chocolate sprinkles) and whipped cream.

Source: Robert Back, creator of Voyant Chai Cream *Liqueur*

Chai Colada

10 ounces Voyant Chai Cream *Liqueur*

31/2 ounces cream of coconut

31/2 ounces pineapple juice

Combine ingredients with ice in blender until liquid is at 26 ounces. Mix well in a blender and serve cold (serves about three). Garnish with pineapple and/or coconut.

Source: Robert Back, creator of Voyant Chai Cream *Liqueur*

Voyant Chai Creme Brule

1 cup Voyant Chai Cream *Liqueur*

1 pint heavy cream

1 cup whole milk

1 cup egg yolks

34 cup sugar

2 teaspoons vanilla extract

Bring heavy cream and milk to a boil. In a separate bowl, combine the sugar, Voyant, vanilla extract and egg yolks. Whisk until smooth.

Temper (add in 12 cup of hot cream/milk mixture to bowl while mixing for a few moments then add in another 12 cup and do the same). After tempering the ingredients, pour in the remainder of the hot milk/cream mixture while mixing. Strain and pour this mixture into the creme brule dishes and place dishes in a pan where the water in the pan goes up about one–half way up the sides of the creme brule dishes.

Bake in an oven at 325 degrees for about 50 minutes or until the center has a slight jiggle to it. Remove the pan from the oven and let it sit and cool. After it has cooled, remove the creme brule cups and let it cool for about two hours, then place in a refrigerator to cool further.

Before serving, place the creme brule dishes on a baking sheet and sprinkle approximately 112 teaspoons of sugar on top of each and place the dishes no more than five inches under the broiler until the sugar melts (typically less than two minutes). Remove and cool, and then serve.

Makes 10 6–ounce servings.

Source: Robert Back, creator of Voyant Chai Cream *Liqueur*

Paso Robles Wine Tours–The Wine Wrangler We go off the beaten path for you to enjoy some of the finest premium wines in California. Our guided tours can be custom and private or make new friends on a Wrangler tour. Click here. www.thewinewrangler.com ***liqueur*** brooklyn Impress your friends with unique wines. Search for specials here. brooklyn.citysearch.com

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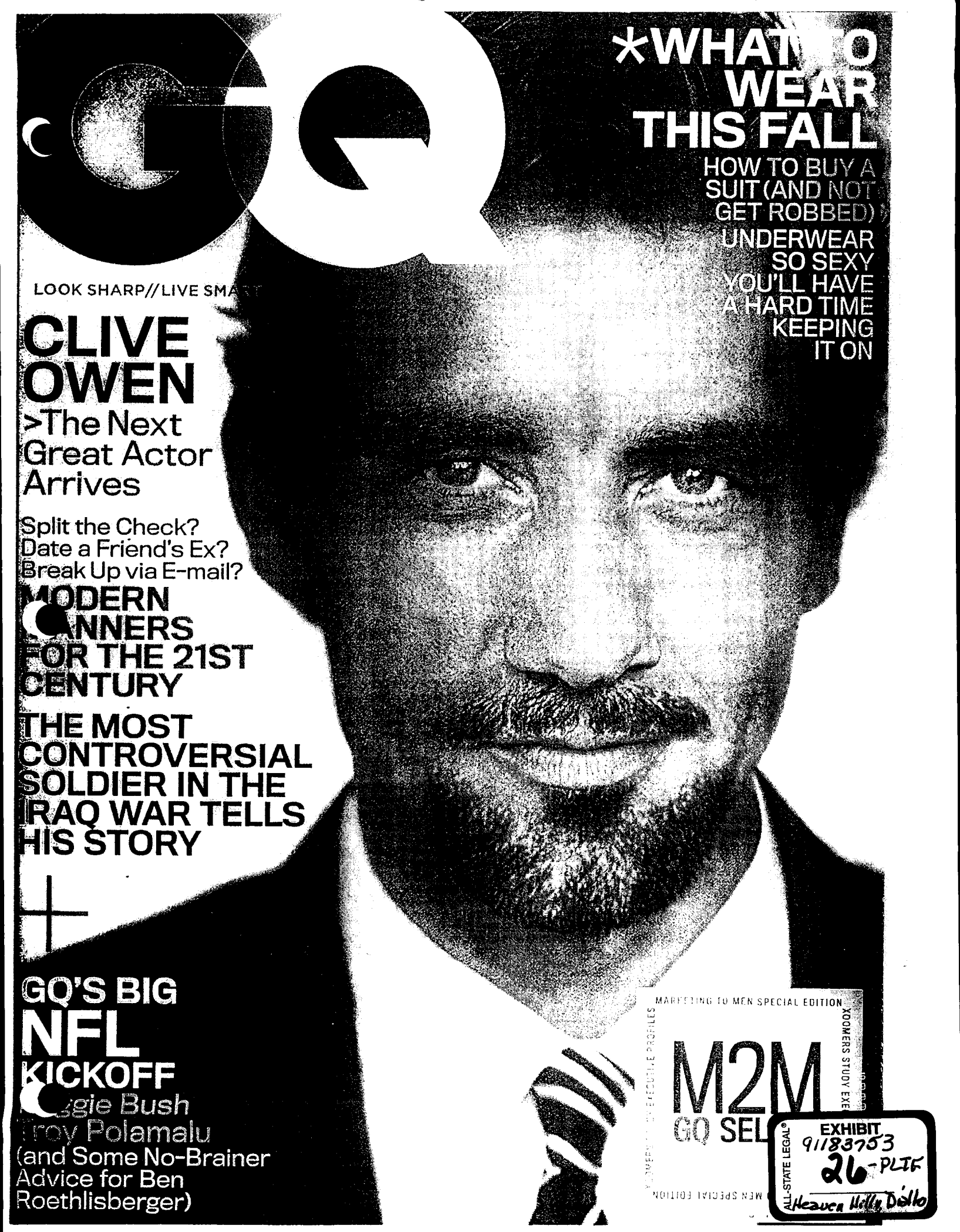
Highlights: vodka, liqueur, rum, PAMA Pomegranate, Liqueur, tequila, whiskey, hpnotiq.com, pamaliqueur, brandy

Heaven Hill Distilleries, Inc. vs. Yassin Patrice Diallo
Opposition No. 91183753

Trial Testimony Deposition Exhibits
J. Ames (Volume 3; No. 26)


GQ
*WHAT TO WEAR THIS FALL
HOW TO BUY A SUIT (AND NOT GET ROBBED)
UNDERWEAR SO SEXY YOU'LL HAVE A HARD TIME KEEPING IT ON
LOOK SHARP//LIVE SMART
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>The Next Great Actor Arrives
Split the Check?
Date a Friend's Ex?
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Troy Polamalu
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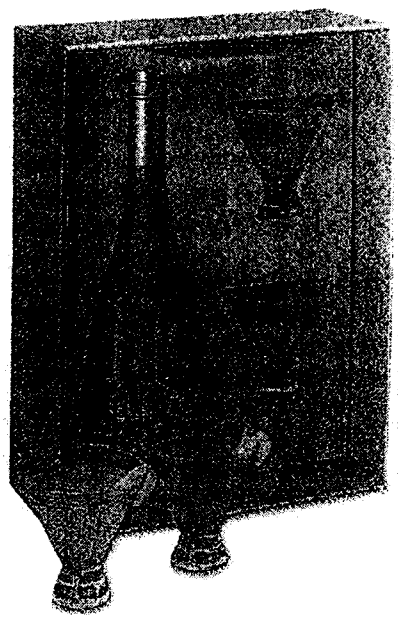
DRINK TO IT **HPNOTIQ STYLE**

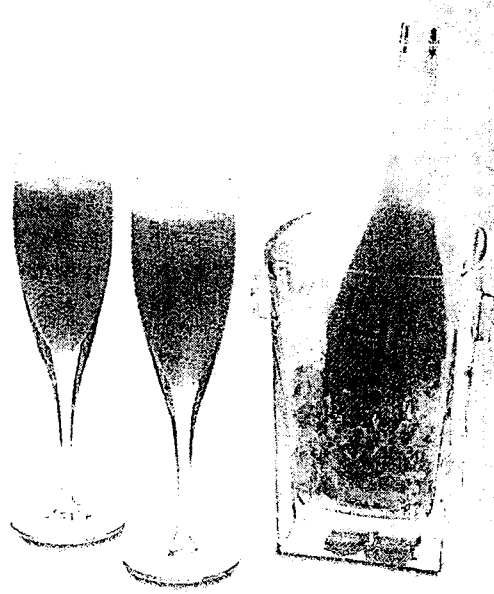
THIS FALL, BLUE IS THE NEW BLACK. HPNOTIQ, WITH ITS UNIQUE BLEND OF SUPER-PREMIUM VODKA, NATURAL TROPICAL JUICES, AND A HINT OF COGNAC, SETS THE RIGHT MOOD FOR ANY OCCASION. STRAIGHT UP OR MIXED, IT'S ALWAYS IN ST



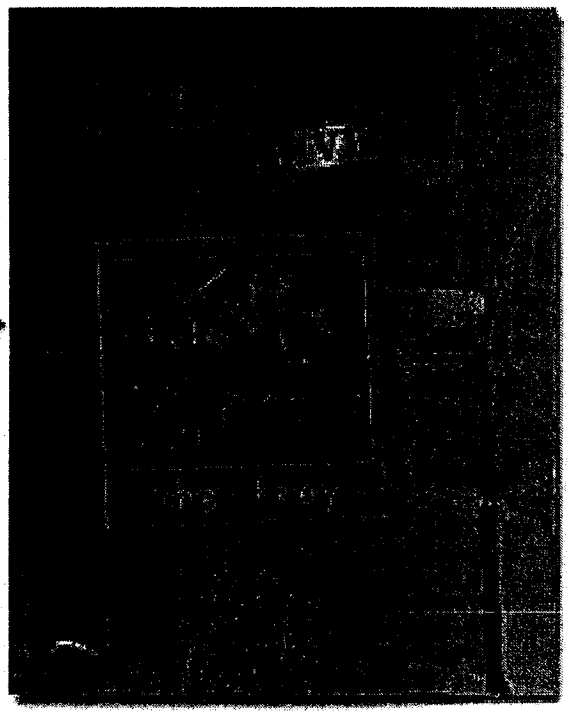
HPNOTIQ **GIFTS**
Give the gift that's always appreciated. The HPNOTIQ gift set is available for a limited time at select retail stores.

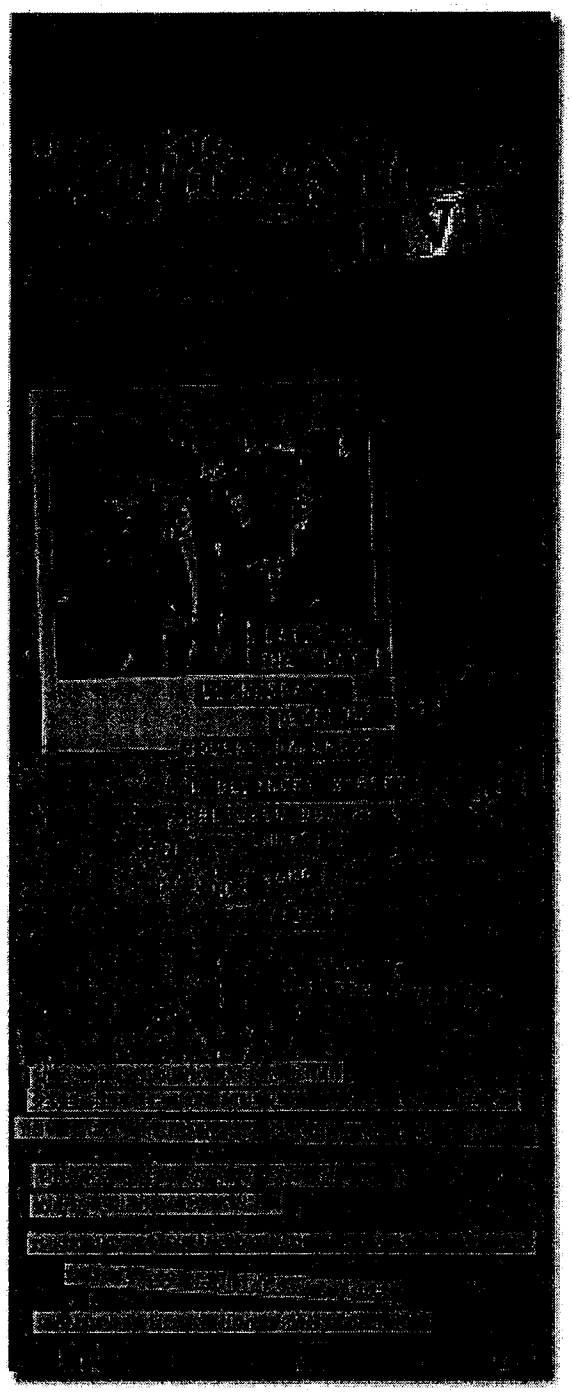
HPNOTIQ **VIP**
Order HPNOTIQ bottle service at these hip Las Vegas clubs: Tao at the Venetian, Pure at Caesars, and Body English at Hard Rock

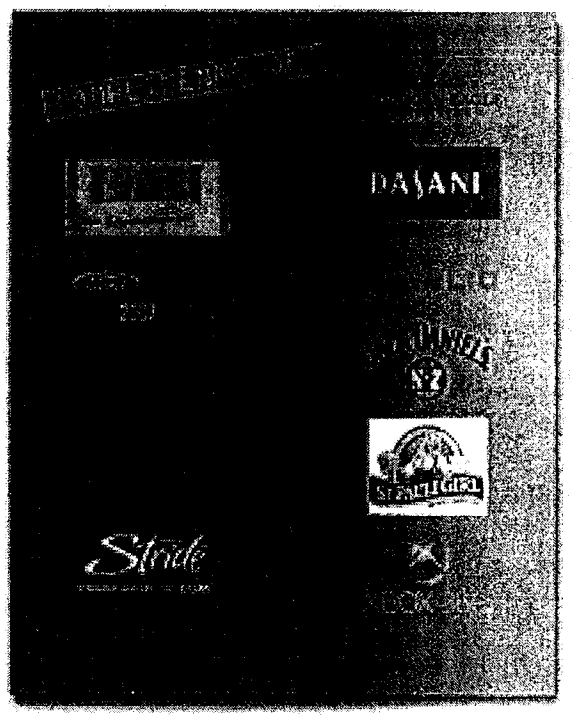
HPNOTIQ **GLOW STICKS**
Lighten up the mood, and your night, with a HPNOTIQ glow stick. Purchase online at www.hpnotiq.com/catalog



HPNOTIQ **TOAST**
Celebrate the evening in style with HPNOTIQ and Champagne.







The Fray invite for *Rolling Stone* Live

HPNOTIQ

HPNOTIQ MERCHANDISING EVENT INFO SHEET

Publication: Rolling Stone

Event: Rolling Stone Live Concert Featuring The Fray

Event Date: Wed. Dec. 13

Event Time: Doors open at 7:30 p.m., Fray will go on about 9:30, play for about 70 minutes, event will end about 11:00 or 11:30.

Event Location: Bowery Ballroom, 6 Delancey St. New York

Attendance: 600 consumers

Audience of attendees (consumer or celebs, which industries i.e. music, film, design) Consumers - subscribers, VIPS, editors and publicists

Contact person, phone, e-mail for event: Keira Ford, Event Marketing Mgr, Rolling Stone; phone 212-484-4311, keira.ford@wennermedia.com

Details of Event: "private" concert with The Fray, Hpnotiq will be pouring. This is part of the HQ/Rolling Stone sweepstakes with one winner (a RS reader) to see the concert. **NOTE**: As part of sweeps, winner will receive a HQ gift basket in hotel room. RS said if HQ wants to send all components of gift basket, they will put it together and have it delivered to hotel room. Gift basket items need to go to: Beth Grady, 1290 Avenue of the Americas, 2nd Floor, New York, NY 10104.

Are we exclusive liquor sponsor? If not, what other liquors will be there? Other liquors are Jack Daniels and St. Pauli Girl. Each will receive equal billing.

If there are other liquor sponsors such as a vodka or champagne, will we be able to use that product to mix in HQ cocktails? No, will either need to use the facility's liquor for mixers, or provide own.

Can we display a framed menu and bottle with our HQ cocktail list? Yes, RS plans on designing and doing this for us.

Can we display POS items on the bar and/or throughout the venue? Need to run by RS.

Will you allow us to have our people there and how many? Yes, Ambassador can be there, and may need cocktail servers too.

Can we photograph the bar set up? Need to check with RS.

Can we photograph guests drinking HQ for internal use only? Need to check with RS.

Do we need to supply bartenders, our HQ Ambassadors, a rep to train your bartenders, etc? Probably need to supply Ambassadors and serves, probably not on the bartenders, but she will get with Ambassador on that.

If our HQ Ambassadors are allowed, is there a dress code (or theme)? RS will get with Ambassador on this.

Is our logo going to be on any materials? Yes, logo on invite that is mailed to 3,000 NY subscribers and also via e-mail blast to RS subscribers. Also sending club loop DVD, per their request. Need loop by Nov. 20, Agency taking care of sending the loop and logo.

How big will logo be? Proportional to other sponsors.

Is there a step and repeat? Is there an invitation? Can the HQ logo be included? No step and repeat, see above for invitation details.

Will there be a news release? No

Can we send any another logoed items such as signage, napkins, POS/etc.? Yes, they have requested plastic branded cups, and serving trays, napkins.

How many bars will be there? 3 bars. Would like to do 1-2 passed HQ drinks via HQ girls, then at the bar would like to feature 3-5 HQ drinks.

Will there be gift bags? Yes. Need to send items for 500 gift bags (mini's are allowed) by **Friday, Nov. 10 to:**
Mail in Motion
64 Outwater Lane
Garfield, NJ, 07026
Attn: Rolling Stone Live # 2 Gift Bag
c/o Liz Lander, 973-478-2282

When do you need product? Need product day of, take directly to venue between 10 a.m. – noon.

Will you need other liquors (for drink recipes) besides HQ? Maybe. May use bar in venue's stock, Ambassador will need to get with Keira on this.

Where does product need to go? To Bowery Ballroom, address on page 1.

What time can we deliver the day of the event? Between 10 a.m. to noon.

Can we get additional invites for HH VIPS/sales force? Yes

Will there be any other press there, such as red carpet press line? No

Will you guarantee in-book photos and editorial exposure after event? Or will event itself get covered? Yes, 1/3 recap with winner of sweepstakes will appear in Feb. 8 issue.

Will we get an event wrap up report from the pub? TBD

Can we get access to the photos after the event for our PR agency to use? And if so will we have to pay for them? TBD

Will there be a professional photographer at the event? Will the photographer be in house or a wire service photographer such as Wire Image, Getty Images, Film Magic or Berliner? Rolling Stone in-house photographer.

Will any drinks be sold at this event?

March 10, 2006

Presents

The Perfect Partnership

High-Impact Opportunity Created Exclusively for ***Hpnotiq***

Rolling Stone magazine is a cultural icon. It's the original--and it's still the number one pop culture reference point for young adults. In addition to its authoritative position in music, *Rolling Stone*'s sphere of influence reaches into entertainment, movies, television, national affairs, and current events—everything that's important, trend-setting, and newsworthy to the thought leaders among young, legal drinking age adults. Leveraging our unique editorial environment, *Rolling Stone* is pleased to offer **Hpnotiq** the following high-impact opportunity.

OBJECTIVES

- Increase awareness for the **Hpnotiq** brand
- Create synergy with **Hpnotiq** and the editorial environment of *Rolling Stone*

STRATEGY

- Create an in-book section supporting the **Hpnotiq**/*Rolling Stone* sweepstakes
- Tie **Hpnotiq** into an exciting live music event

EXECUTION

Based on **Hpnotiq's** '06 advertising commitment of 3 pages, *Rolling Stone* is pleased to offer **Hpnotiq** on-site presence at a *Rolling Stone* LIVE concert event this fall in New York (talent TBA).

Rolling Stone magazine brings the hottest artists to the best venues in New York and LA via *Rolling Stone* LIVE, an ongoing concert series for subscribers and VIPs. Featuring buzz-worthy talent, each *Rolling Stone* LIVE concert successfully reaches an audience of 500-1,000 socially active music fans, *Rolling Stone* subscribers, music industry leaders, "A-list" venue clientele, and press.

Sponsor marketing objectives are met through the creation of a variety of custom on-site sampling, promotion and branding programs in an environment that is pure *Rolling Stone.*

Past *Rolling Stone* LIVE headliners have included The Killers, John Mayer, Modest Mouse, Alanis Morissette, Ryan Adams, Hoobastank, Kaiser Chiefs, Michelle Branch, N.E.R.D., and Rufus Wainwright, among others.

Participation Benefits to Hpnotiq:

- Category exclusivity (other liquor/beer will participate and be served)
- Dedicated **Hpnotiq** pouring area & bartender on-site
- **Hpnotiq** bar back displays and bar top signage
- Quantity of invitations/VIP passes for client entertaining
- Possible gift bag participation

Sweepstakes Tie-In

Rolling Stone and **Hpnotiq** will promote a national sweepstakes whereby one lucky winner and a guest will get to jet-set to the *Rolling Stone* LIVE private concert.

The prize package to include:

- Roundtrip airfare for two to New York
- Deluxe hotel accommodations for two nights
- Two VIP passes
- Winner to be highlighted in a **Hpnotiq** custom unit in a future issue of *Rolling Stone*

Sweepstakes promotion will be facilitated via:

- *Rolling Stone* Sounding Board website at rssoundingboard.com
- Email blast to 30,000+ *Rolling Stone* subscribers

Entries to be facilitated via:

- rssoundingboard.com
- Postcard entry to *Rolling Stone*

IN-BOOK CONCEPT: THE PERFECT PARTNERSHIP

A high-impact 1/4-page custom unit will feature the sweepstakes winner and **Hpnotiq**'s sponsorship of the *Rolling Stone* LIVE event. The special section will communicate that **Hpnotiq** + parties + music + *Rolling Stone* = the perfect partnership.

- We will feature the lucky winner of the sweepstakes in the pages of *Rolling Stone*
  - The winner and a friend will be photographed at the *Rolling Stone* LIVE event in front of **Hpnotiq** signage/logo
- A quote from the winner about winning the **Hpnotiq** contest or attending the party will be highlighted within the layout
- **Hpnotiq** visual elements and a call-to-action URL will be integrated into the design

BENEFITS FOR HPNOTIQ:

- **Hpnotiq**'s presence at the event will be featured within the pages of *Rolling Stone*
- Increased awareness levels due to in-book coverage and special event participation

RESPONSIBILITIES:

Rolling Stone:

- All event pre-promotion
- On-site event management
- Turn-key added value execution
- Turnkey sweepstakes management
- Design and launch email blast to 30,000 consumers
- Collect entries & select winner
- Manage prize fulfillment
- Work with **Hpnotiq** to coordinate sweepstake/in-book logistics
- Write, research and design the custom section

Hpnotiq:

- Provide product visuals, copy points and logo
- Cover the space, production and creative costs (creative costs for ¼ pg design = $765.00)
- Provision of product for pouring
- Branded bar-top materials for on-site signage
- 3-page advertising commitment in 2006

PLEASE NOTE:

- Event opportunity available on first-come, first-served basis
- Event elements and location subject to change and/or cancellation
- Headlining concert performer will not be mentioned in the custom section

Featuring
The Fray

Timing: Wednesday, December 13

Venue: Bowery Ballroom
6 Delancey Street
New York

Timing: Doors open at 7:30pm

Attendees: 600 subscribers, VIPs, editors, and publicists

Participating Advertisers:

Jack Daniel's
St. Pauli Girl
Helio
Hpnotiq
American Eagle
X Box
Old Spice
State Farm
Ford Fusion
Nestle
Dasani
Dentyne
Easy Mac
Bose

PROMOTION

Rolling Stone will publicize *Rolling Stone* LIVE via:

- Subscriber mailing to 3,000 New York metro area subscribers week of week of November 13
- Email blasts to Rolling Stone's promotional subscriber database weeks of November 27 & December 4

ROLLING STONE LIVE
ADVERTISER SPONSOR TIMELINE

Step	Deadline
Rolling Stone to review participation elements with sponsors by	Ongoing
All full sponsor logos (in EPS file format) due to: **keira.ford@wennermedia.com**	Tuesday, Oct. 31
Gift bag participation/inclusion confirmed by	Friday, Nov. 10
Invitations in mail by	Monday, Nov. 13
All gift bag samples (qty. 500) shipped to Mail in Motion by:	Friday, Nov. 17
Email Blasts to Subscribers	Monday, Nov. 27 Monday, Dec. 4
Sponsor guest lists submitted to RS by	Wednesday, Dec. 6
Event Date	Wednesday, Dec. 13

EVENT CONTACT:
Keira Ford, Event Marketing Manager
Phone: (212) 484-4311
Email: keira.ford@wennermedia.com

PLEASE SHIP ALL GIFT BAG SAMPLES TO:
Mail in Motion
64 Outwater Lane
Garfield, NJ 07026
Attn: "Rolling Stone LIVE #2 Gift Bag"
c/o Liz Ann Lander 973-478-2282

ADVERTISEMENT

LONG LIVE INDIVIDUALITY

This Fall, it's all about your story, your spirit, your expression, your voice. Celebrate your individuality as Gap features its most iconic item and everyone's favorite basic – T-Shirts.

Visit **gap.com** or your nearest gap store to find out more.

ENTER THE HPNOTIQ AND *ROLLING STONE* LIVE CONCERT SWEEPSTAKES

Party like a rock star in New York City courtesy of HPNOTIQ and *Rolling Stone*.
Log on to **rssoundingboard.com** for your chance to win:

- Round trip airfare for two to New York City
- Deluxe hotel accommodations for two nights
- Two VIP Passes to a *Rolling Stone* LIVE private concert
- Chance to have your photograph in *Rolling Stone*
- Hpnotiq VIP welcome basket

HPNOTIQ is a blend of super-premium Vodka, natural tropical fruit juices and a hint of Cognac. Instantly recognizable in a striking frosted bottle, HPNOTIQ is the "drink of choice of celebrities."
hpnotiq.com

HPNOTIQ

NOTHING IS MORE TEMPTING THAN CHOCOLATE™ BY LG.

Minimalist-inspired style backed by a glowing, touch-sensitive keypad, a superlative music/video player, luxurious 1.3 megapixel camera/camcorder, V CAST℠ music, Bluetooth®, and a microSD memory port holding up to 1,000 songs.

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SCARFACE: PLATINUM EDITION ON DVD OCTOBER 3RD

Experience Scarface the only way it was meant to be seen and heard! Digitally remastered, the ultimate gangster film is now available with an all-new enhanced audio track for a more dynamic experience. With highly collectible packaging and additional new features, this 2-disc set will appeal to every hard-core fan. **universalhomevideo.com**

Barnstable Brown Party

By Joshua Hammann ■ Photos by Scott Henson

Some years, the Kentucky Derby is a bit of a downer. Maybe the favorite runs away with the race and the payoffs are low. Maybe the field is weak. Horse racing is a fickle sport: you can't avoid having a down year here and there. That, however, is not the case with parties.

For almost two decades, Patricia Barnstable Brown and her twin sister, Priscilla Barnstable, have been attracting national celebrities to Patricia's Cherokee Park home for a Derby Eve gala of almost obscene proportions.

This year was no different, as stars from music, movies, television and professional sports descended upon Louisville for a night in which stargazing meant turning your head in any direction. ✦

Want to see more? Check out the extended photo gallery at www.velocityweekly.com.

▲ From left, Jill Simms, Erin Little, Sarah Veasey and Janell Oliver were armed with trays of booze.

▲ Singer Ashanti smiled for the cameras.

▲ Gilbert Gottfried — yes, Gilbert Gottfried — was a hit in jockey costume.

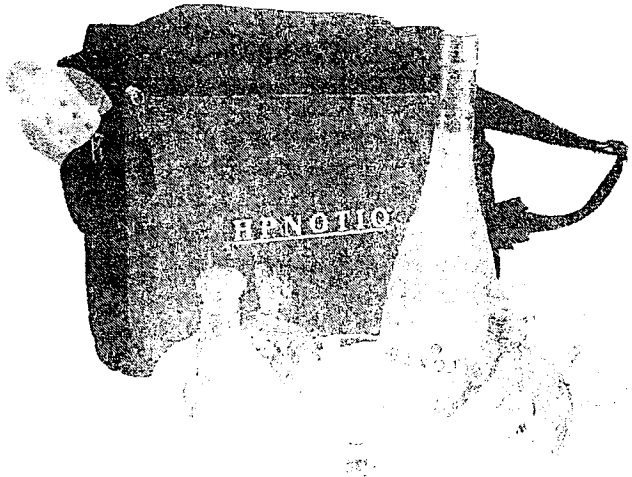
Travis Tritt signed an autograph for Ashley Logsdon, 22, of Louisville.

ame Is Earl" waved to the crowd

Fame goes best with more fame, as Ludacris and tennis star Serena Williams demonstrated.

New England Patriots quarterback Tom Brady was greeted by Tricia Barnstable Brown and Priscilla Barnstable at the entrance of the party.

Supermodel Petra Nemcova was even more beautiful in person.



In the Bag

Guests at the Barnstable Brown Party received this gift bag courtesy of Heaven Hill Distilleries. The booty included:

- A bottle of Hpnotiq
- Two martini glasses
- Body lotion
- Bath gel
- An aromatherapy candle
- A white chocolate jockey from O'Neil's Sweet Shop
- Mixed nuts from Old Kentucky Candies

ESSENCE presents cocktail couture

Make your next party sizzle with the drink that's hypnotizing the nation.

Cool Blue

Create excitement with chic cocktails that are as tasty as they look. HPNOTIQ is the intriguing blue liqueur that's a blend of Premium Vodka, Fine Cognac and Natural Tropical Fruit Juices.

The Fashionable Choice

HPNOTIQ is the drink of choice for many celebrities. Today, HPNOTIQ has exploded across the country as the drink everyone wants in the most fashionable clubs and restaurants. Celebs drink HPNOTIQ at the Oscars, the Grammys and at Fashion Week in New York.

A Crowd Pleaser

HPNOTIQ is so versatile you can use it for a wide variety of cocktails. HPNOTIQ's light, refreshing taste and superior mixability make it a must-have at any party. Mix HPNOTIQ with champagne for a Mimosa that's as enticing as the blue waters of a tropical island. Or head south of the border and mix HPNOTIQ with tequila and a splash of lime juice for a blue version of the Margarita.

Imported from France, HPNOTIQ is the irresistible liqueur that's sure to be the hit of your next party. Pick up a blue bottle today for cocktails that are deliciously different.

Special Advertising Section

What's in Your Glass?

EFFEN

EFFEN which is Dutch slang for "smooth," is a super premium luxury vodka with a smooth, balanced and clean taste. EFFEN Vodka may be relatively new on the scene, but the liquid inside the bottle is not. EFFEN Vodka is made from a 120-year-old recipe, refined by a panel of top bartenders. The bottle has a sleek rubber sleeve to ensure an easy grip while keeping the vodka inside colder, longer. Check out EFFENVODKA.COM

Please Enjoy Effen Vodka Responsibly. 40% Alc./Vol. (80 proof) 100% Neutral Spirits distilled from wheat grain. Effen Vodka is imported by Planet V© Spirits LLC, Chicago, IL.

Svedka

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Raise your glass to the Future of Adult Entertainment.
SVEDKA is the fastest growing imported vodka in the United States. Distilled five times and imported from Sweden, SVEDKA invites you to sample a Future Cocktail designed as an antidote from the sultry Miami heat.

PEEPING ANDROID
2 parts SVEDKA VODKA
1/2 part Mango Juice
1/2 part Lemon Juice
1/2 tsp of Green Tea Powder
For some liquid x-ray vision, place all ingredients into a shaker filled with ice and shake for at least 6 seconds.
Strain and pour into a martini glass.
Garnish with a mango slice.

Ketel One

The Ultimate Ketel One Apple Martini
2 oz. Ketel One Vodka
2 oz. Sour Apple Liqueur
Splash of Sweet and Sour
Shake with ice in a cocktail shaker.
Serve straight up in a martini glass.
Garnish with two Granny Smith apple slices.
For additional recipes, visit www.KetelOne.com to request a complimentary copy of The Ultimate Ketel One Cocktail Guide DVD.

X-Rated Vodka

X-Rated Pink Lemonade mixed with the Double Gold winning X-Rated Vodka, X-Rated Fusion Liqueur, a delicious fusion of French vodka, mangos, passion fruit, and blood oranges:
2 oz Lemonade
1 oz X-Rated Vodka
1 oz XR Fusion
served in a highball glass filled with ice; garnish with a lemon wedge

Stoli

"The Elit Melontini"
20ml Stolichnaya Elit
4 large cubes of watermel
20ml pineapple juice
Dash of simple syrup
Place all ingredients into a cocktail shaker
Shake forcefully and strain into a chilled martini glass
Garnish with a slice of watermelon on the side of the glass.

Hpnotiq

Hpnosia
2 ounces HPNOTIQ
2 ounces champagne
Pour chilled HPNOTIQ and champagne into a champagne flute.

Plymouth Gin

The Original Dry Martini
Plymouth Gin, the first gin of the dry martini, celebrates Casino Royale's upcoming release with an Ian Fleming favorite.

2 1/2 oz. Plymouth Gin
A splash of dry vermouth
2 drops of orange bitters
Add vermouth to a mixing glass filled
and coat with vermouth. Strain
remaining

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HPNOTIQ Holiday
Just in time for the holidays, HPNOTIQ® has introduced a signature gift set, complete with two hand-blown victor martini glasses. Available at select retailers for a limited time, the gift set is perfectly priced at $24.99. Visit hpnotiq.com for recipes using this unique blend of super-premium vodka, tropical fruit juices, and a hint of Cognac. It's HPNOTIQ®.
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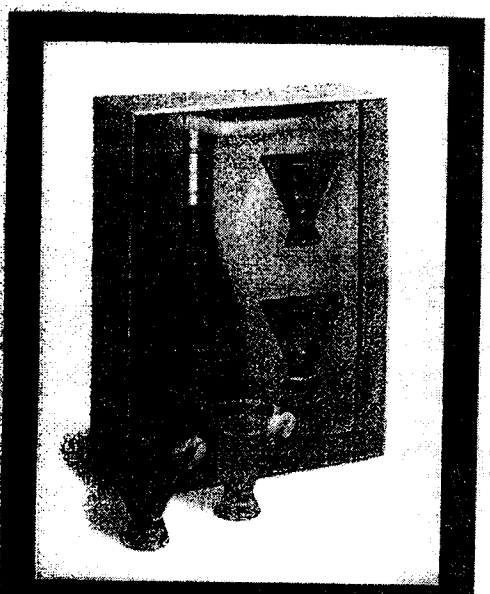

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Don't Miss a Beat

You're invited to get the flirty Latin GRAMMY® look, only at Clinique. Walk away with flirtier lashes and a free six-week supply of the new High Definition Lashes Brush Then Comb Mascara with your Latin GRAMMY® consultation. For more information, and for participating stores, visit clinique.com/latingrammys2006. Clinique is a proud sponsor of the 7th Annual Latin GRAMMY® Awards. Watch them live on Univision, November 2, at 8 P.M. Eastern/7 P.M. Central.

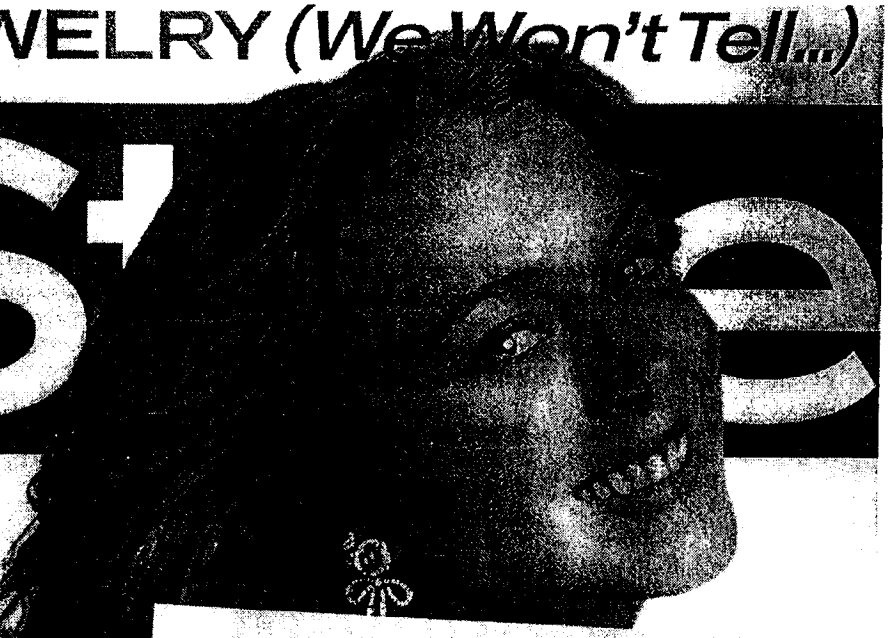
PHOTOS BY PAUL KOSNIK

Fame Becomes Me

Martin Short is hosting Broadway's most riotous party, and you're invited. The uproarious new comedy musical from the composer and lyricists of *Hairspray* has audiences in hysterics. Part variety show and part celebrity send-up, *Fame Becomes Me* provides Martin Short with the perfect outlet to display his comedic genius. Critics agree that *Fame Becomes Me* is hilarious while WNBC TV proclaims it's "the best time on Broadway!" For more information, visit martinshortthemusical.com.

FAB FAKE JEWELRY (We Won't Tell...)

InStyle



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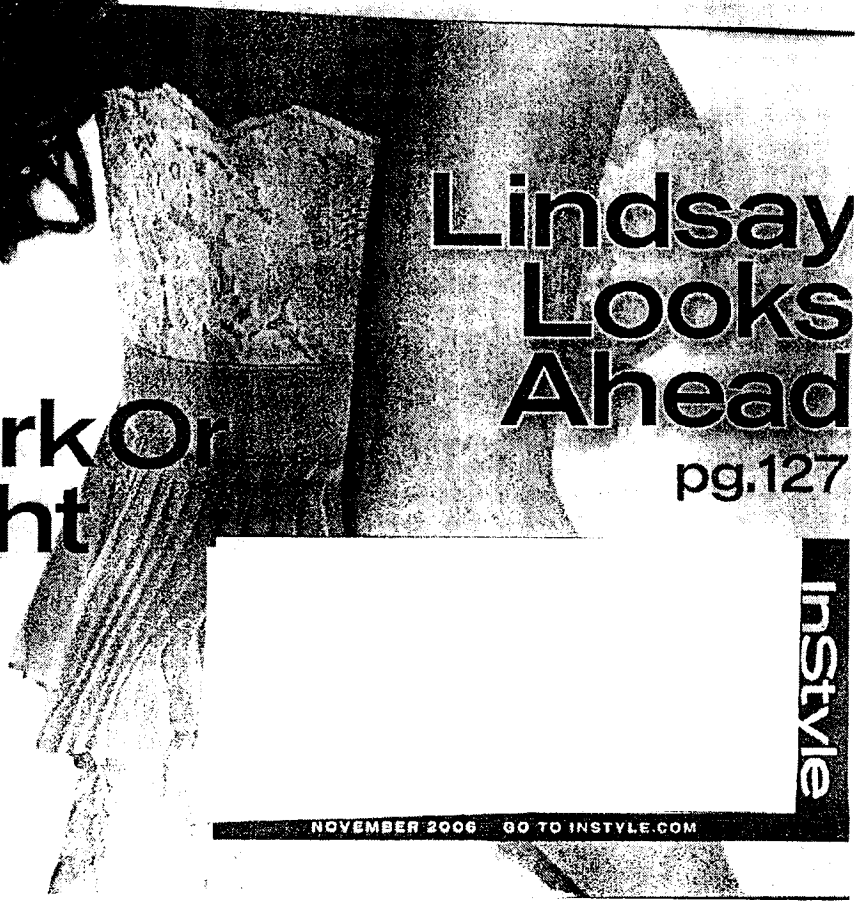

Lindsay Looks Ahead

pg.127

elisa ilana

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PRODUCTPREVIEW

InStyle

COACH WATCHES

Coach Watches Legacy Sport – a chic chronograph featuring a dial beautifully styled with laser-etched Coach lozenge logos. A captured case crystal and captured crystal crown tinted to match the dial enhance this distinctive design. Visit coach.com.

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The GAP (PRODUCT) RED™ collection is designed to help eliminate AIDS in Africa. Half the profits from GAP (PRODUCT) RED™ items go to the Global Fund to help women and children affected by HIV/AIDS in Africa. Find out more at Gap.com/RED.

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Lee, Chris. "Pouring on liquid charm for art crowd." Los Angeles Times 12 Nov. 2006: E3

UPP
ENTERTAINMENT MARKETING
Product Placement, Promotions, Influencer Outreach, Events, Lifestyle PR

Los Angeles Times
CALENDAR
SUNDAY · PART I
November 12, 2006

STREET LEVEL

Pouring on liquid charm for art crowd

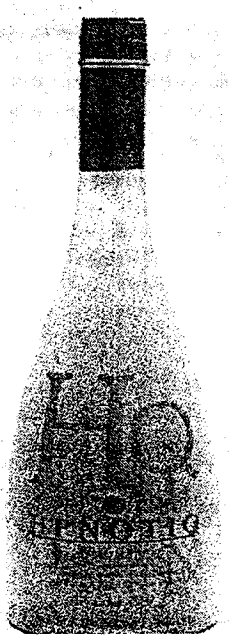
THE quality of free booze at art openings in Los Angeles is on the upswing.

Galleries along Culver City's La Cienega Boulevard art corridor and in and around Chinatown's Chung King Road schedule their openings in tandem, to draw maximum foot traffic. A complimentary cornucopia of designer drinks, often served by uniformed bartenders, has been flowing at recent opening evenings. Grolsch and Peroni Beer, Don Julio Tequila and the Windex-blue cognac-based

Is an effort underway to rebrand these drinks as the cool, arty beverages of choice? "Grolsch started sending us beer a few months ago for some reason," said Jack Hanley, the owner of an eponymous gallery in Chinatown. "We've got crates of it in the back." The nearby David Kordansky Gallery also said it gets free Grolsch.

Drew Heitzler, a co-owner of the Mandrake Bar on La Cienega, has found that it's not bad for his business, either: "Once they get sick of drinking all that Campari, they come over here and get the party rolling."

— CHRIS LEE



Also viewable at:
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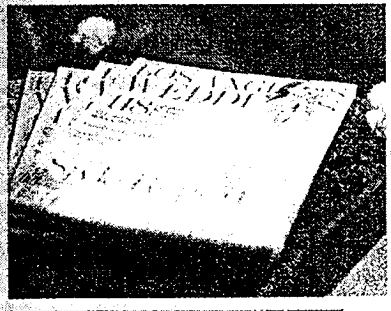
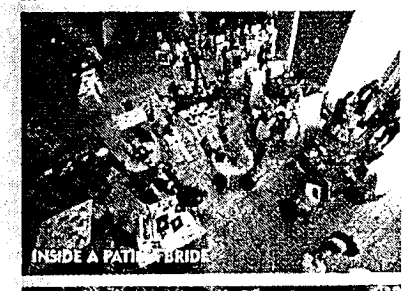
SOMETHING BLUE COCKTAILS BY HPNOTIQ

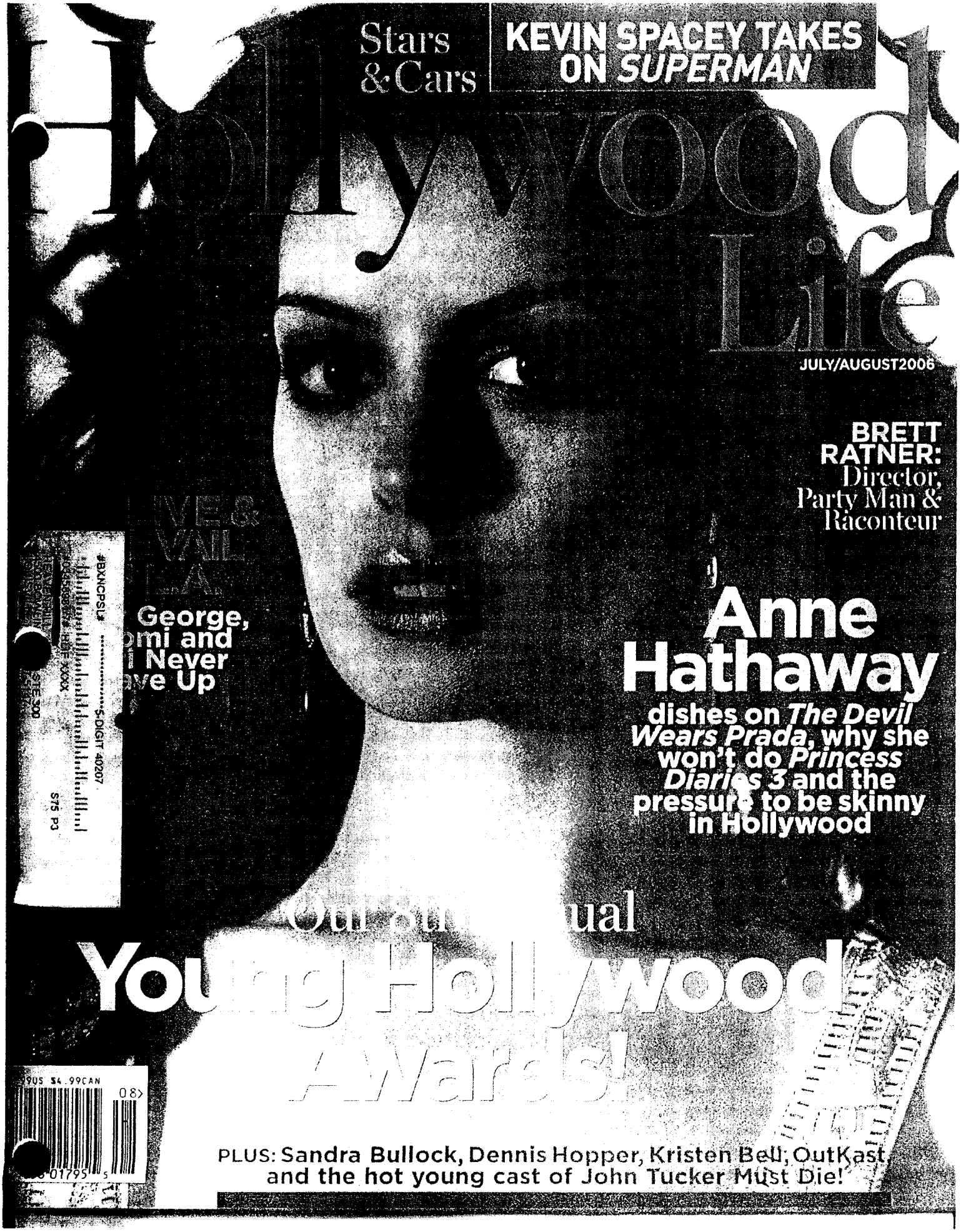



INSIDE A PATINA BRIDE

EXTERIOR OF THE WALT DISNEY CONCERT

The Patina Bride 2006

On February 26, the Walt Disney Concert Hall was home to The Patina Bride, an interactive bridal event hosted by the in-house catering company, The Patina Group, in association with The Bridal Bar and its team of elite event professionals. Brides-to-be and industry insiders were given guided tours of the famous property, now home to some of L.A.'s hippest weddings. With foods from Patina and several of its gourmet restaurants, guests wined and dined on menu samplings fit for a princess bride. Throughout the venue guests perused samples by celebrity florists including Tic-Tock Couture Florals, photographers such as Docuvitae, five-star spas, and cakes by Fantasy Frostings. Also on display were notable custom gowns from R-Mine Bridal and a mother of the bride fashion show by Hanna Hartnell Couture. *Los Angeles Weddings* magazine was the event's media sponsor and guests received the latest issue.



Stars & Cars

KEVIN SPACEY TAKES ON *SUPERMAN*

Hollywood Life

JULY/AUGUST2006

BRETT RATNER: Director, Party Man & Raconteur

George, omi and Never ave Up

Anne Hathaway

dishes on *The Devil Wears Prada*, why she won't do *Princess Diaries 3* and the pressure to be skinny in Hollywood

ual

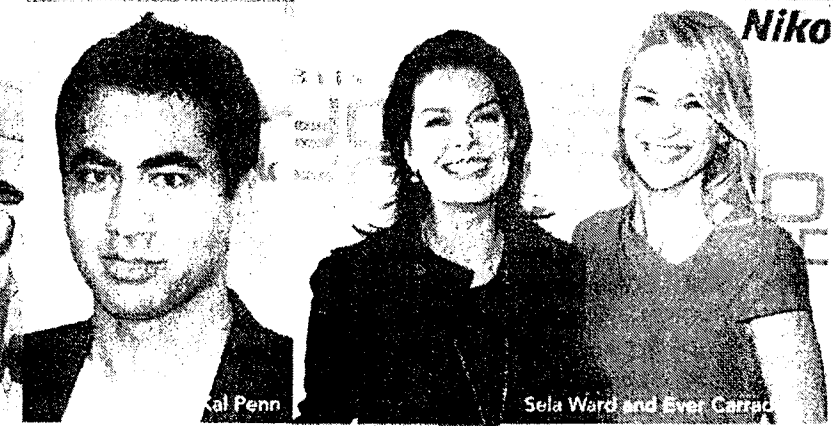
Young Hollywood Awards

PLUS: Sandra Bullock, Dennis Hopper, Kristen Bell, OutKast, and the hot young cast of John Tucker Must Die!

$4.99CAN

Marlo Thomas wearing Roberto Coin earrings

Amanda Bynes in Solstice sunglasses

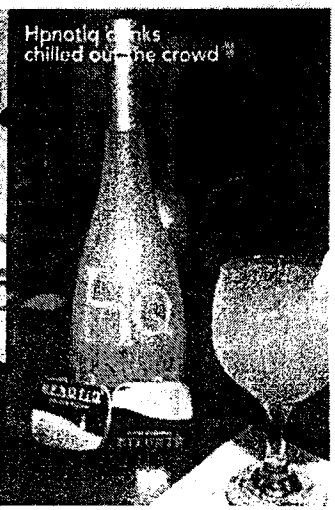


Niko

Kal Penn

Sela Ward and Eva

Jesse



Hpnotiq drinks chilled out the crowd

THE 2006 YOUNG HOLLYWOOD AWARDS

Hosted by Carmen Electra and Craig Bierko

Superstar of Tomorrow:
EMMY ROSSUM
presented by Dennis Hensley

Diesel Superstar of Tomorrow:
BRANDON ROUTH
presented by Kal Penn

Young Hollywood's Role Model:
MICHAEL DOUGLAS
presented by Eva Longoria

Breakthrough Performance:
BEN FOSTER (*Alpha Dog*)
presented by Nick Cassavetes

Master of the Craft:
IAN McKELLEN
presented by Famke Janssen

Hottest Coolest Young Veteran:
AMANDA BYNES
presented by Kelly Preston

Young Hollywood's Dream Director:
PAUL HAGGIS
Presented by Lorenz Tate

Standout Performance:
MIA MAESTRO (*Poseidon*)
presented by Josh Lucas

Ones to Watch:
EVER CARRADINE
Presented by Sela Ward
AARON STANFORD
Presented by Bill Pullman

Exciting New Face:
MIKE VOGEL
Presented by Chris Pratt

Mark. Exciting New Face:
BRITTANY SNOW
Presented by Jesse McCartney

Most Exciting Music Crossover:
BOW WOW
Presented by Lil' J

Young Hollywood Heart:
MARLO THOMAS
Presented by Jamie Foxx

To get a behind-the-scenes look at the YHAs, go to www.hollywoodlife.net

YHA

FREDERICK'S FETE

The evening's cohost Craig Bierko in Solstice sunglasses

Frederick's after-party ambience

Emmy Rossum in the Frederick's photo booth

DJ Michelle Pes

Frederick's of Hollywood setup in the Gift Lounge

Larenz Tate shooting Paul Haggis and Bow Wow in the Nikon Gift Lounge

Bow Wow takes a self-portrait photo with his Nikon COOLPIX S6 digital camera as he's flanked by Nikki N and Taryne Southern, VIP Access correspondents

Hpnotiq and Mark, came together to create the "MARKtini"

Sterling Vineyards wine

When Frederick's of Hollywood hosts a party, you know it has to be a sexy affair. But when the company sponsored the Young Hollywood Awards after-party, it opted for a more modern, classier take on the usual sultry boudoir decor. Red lighting, white leather couches, and large acrylic figures wearing lingerie and gracing the façade of the adjacent gift lounge transformed the rooftop of the Music Box at the Henry Fonda Theater into a chic, but seductive party pad. Guests mingled with one another as they sipped on Hpnotiq drink creations like the Young Hollywood Hpnotini made with Hpnotiq, vodka and a splash of lemon, and the Hpnotiq MARKtini, which added pomegranate and pineapple juice to its signature alcohol blend. Meanwhile, DJ Michelle Pesce beckoned guests to the dance floor with her upbeat hip-hop. YHA participants Ian McKellen, Brandon Routh, Jesse Metcalfe, Brittany Snow, Amanda Bynes and Bow Wow all stopped by to let loose after the party and congratulate each other on their achievements.

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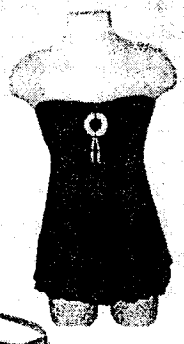
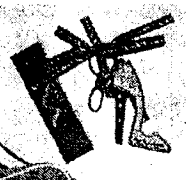
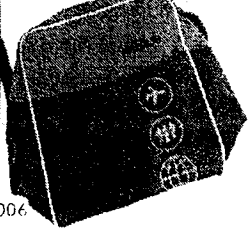
FIJI

GIFTS GALORE

Presenters and YHA winners got a chance to stroll through the gift lounge after the show. There, they had a chance to pick up not just a gift bag loaded with over $2,000 worth of merchandise and services, but could take home any of the goods displayed in sponsors' booths as a reward for their hard work. Here's a look at some of the goodies that just may have enticed them:







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-PORTS 1961 CRYSTAL AND BEAD BELT
-MARK. TOTE BAG FILLED WITH MARK. BY AVON MAKEUP AND CLOTHING
-FREDERICK'S OF HOLLYWOOD LINGERIE AND GIFT CERTIFICATE
-NINA SHOES GIFT CERTIFICATE
-HPNOTIQ BOTTLE AND HPNOTIQ CAP AND KEYCHAIN
-SOLSTICE SUNGLASS BOUTIQUE GIFT CERTIFICATE
-JET BLUE FLIGHT VOUCHER FOR ROUND-TRIP TRAVEL
-YMI JEANS, YMI EMBELLISHED TOPS AND YMI SAFARI CUFFED SHORTS ALL IN A YMI DENIM TOTE
-VARSITY WORLD APPAREL
-OSIRIS SHOES, HAT AND LIMITED-EDITION T-SHIRT
-ED HARDY TRUCKER HAT
-EVA SCRIVO SUN HAT
-KWIGGY BO T-SHIRT FOR DOGS
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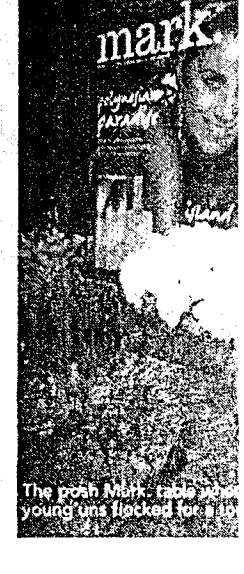
-*MIND OF MENCIA* AND *PATON OSWALT: NO REASON TO COMPLAIN* DVD, COURTESY OF PARAMOUNT HOME ENTERTAINMENT
-*AMERICAN DAD* SEASON 1 DVD, COURTESY OF FOX HOME ENTERTAINMENT
-*ELLIE PARKER* DVD, COURTESY OF STRAND RELEASING COMPANY
-*UNDER THE COVERS, VOLUME 1* CD, COURTESY OF SHOUT FACTORY
-*UNEXPECTED DREAMS* LULLABY COMPILATION CD, COURTESY OF WARNER MUSIC

YES! You too can get your paws on a YHA gift bag. Just log on to www.hollywoodlife.net and enter your info.

A ruby-lit gift lounge pr

Eva Longoria's future's so
she's gotta wear Solstice s

Jesse Metcalf
shoe fits...



The posh Mark. table wh
young uns flocked for a lo

Feb 2007
Ocean Drive

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happy hour

Deborah Blue and George Adley stir up cocktails with style at their home by Tampa Bay.

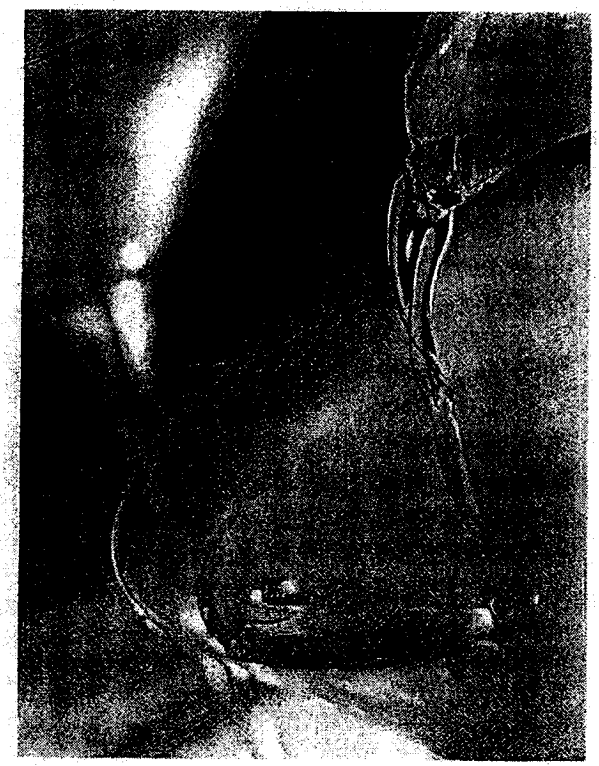
Most people in the fast-growing Tampa Bay area have never heard of Snead Island, and that's fine with Deborah Blue. This offbeat isle—located near the Gulf of Mexico, where the Manatee River flows into the bay—remains largely rural, with enough wildlife and lush foliage to evoke faded postcards of Old Florida. When Deborah and her husband, George Adley, bought property here, they found "true sanctuary," she says.

The couple's move from bustling Siesta Key meant "a less frenetic social life," says Deborah. "But we still love to entertain." Preparing for today's party, she takes a tray of drinks out to the garden shed she turned into a tiki bar. Trimmed with palm thatching and nautical gear, it's more *Gilligan's Island* than Snead Island. And Deborah—whose relaxed manner and visual flair don't fit the stereotype of a trial lawyer—seems part Mary Ann, part Ginger.

Turn to page 124.

TEXT BY JEFF BOOK | PHOTOGRAPHY BY COLLEEN DUFFLEY | STYLING BY MINDI SHAPIRO LEVINE

"George concocted the Bluetini in my honor after we moved here in 2004. Typically, martini night is Friday or Saturday, celebrating the end of the week with friends." —Deborah Blue



Deborah's favorite get-together, a cocktail party, goes well with her "martini modern" style, which blends mostly midcentury design and art with a splash of color, a dash of wit, and a twist of tropical hedonism. "These are all vintage things I've collected over many years," she says of her furnishings. "The decor is eclectic and kind of unusual, but somehow it works, because it's almost all from the '50s and '60s."

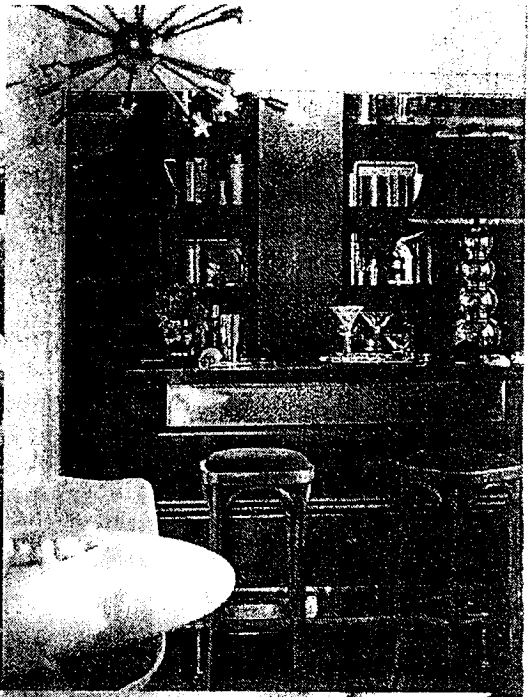
The mix includes spare modern designs, spiked with more-sensual pieces. Under a gilded, starburst clock, a round cabinet displays sleek ceramics. Curved, crushed-velvet sofas circle a bronze coffee table beneath a crystal-inlaid chandelier—"a bit of Liberace, with a Moroccan influence that adds an exotic touch," says Deborah.

A dining area focal point, the gleaming Art Deco bar once propped up elbows in a South Beach hotel. The couple removed the doors from a cedar-lined closet to create an alcove for the piece. Now, with friends and family members starting to arrive, "Mixmaster G" (as Deborah calls George, a mortgage banker by day) shakes a batch of Bluetinis. Inspired by Deborah's surname and colored by Hpnotiq liqueur, this libation suggests a South Seas lagoon, or liquid sky.

Guests gather in the living room and lounge in the tiki bar or on the deck, beneath a canopy of live oaks swagged with Spanish moss. Cocktail attire for this lively crowd is casual yet elegant—the men in breezy Tommy Bahama mode, the women dressier, down to their designer shoes. (They make it look easy to stride in heels across shell paths and St. Augustine grass, never missing a quip or spilling a drop.)

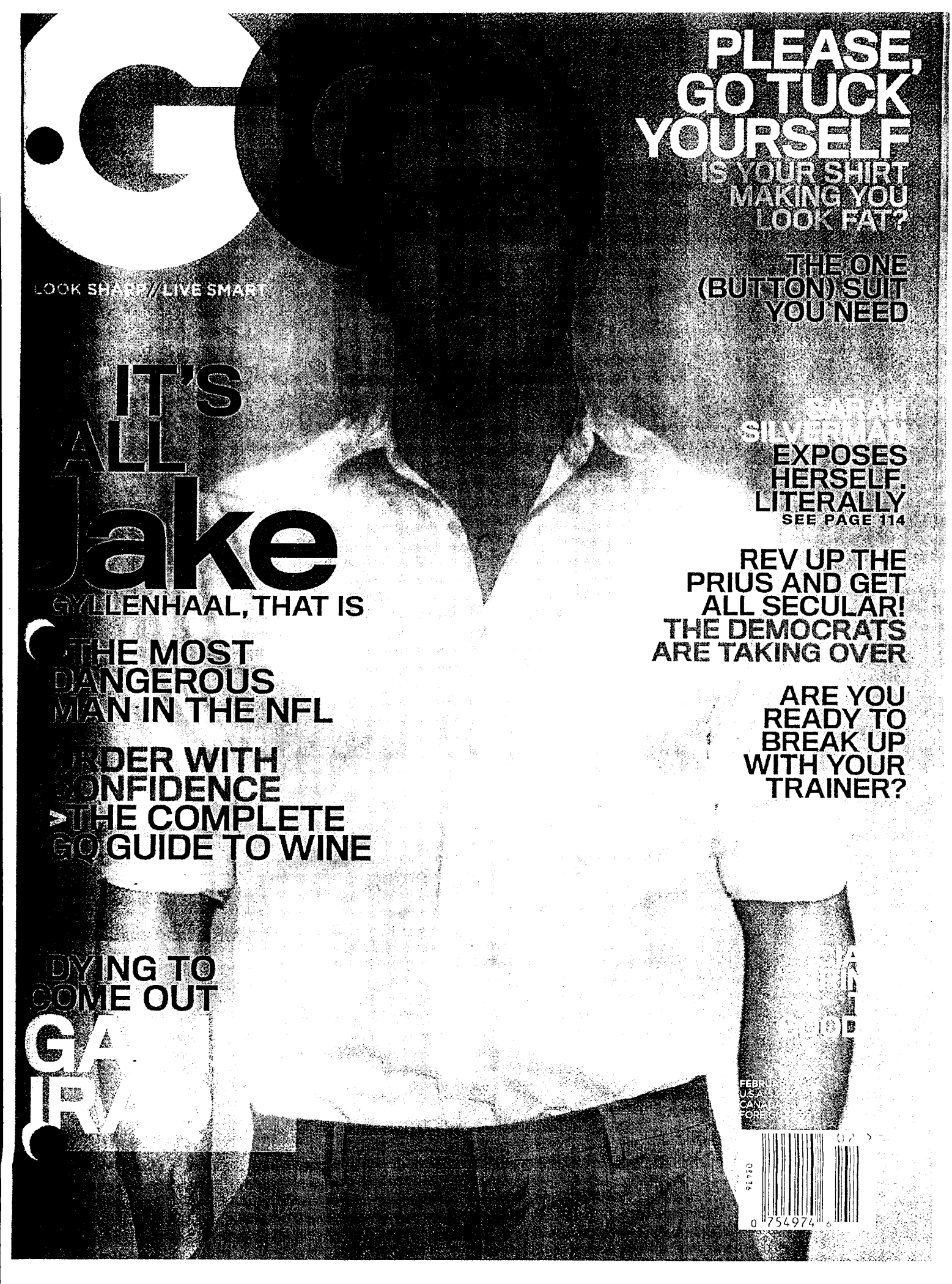
The lowering sun draws people down to the dock, where some go for a ride in *Stormy*, the couple's 1972 wood runabout. During a contemplative lull, an osprey cries, which prompts talk of the many birds on the island. The wood ducks that flock to the pond in front of the house could use some company, and Deborah wonders, "Wouldn't it be great to get a pair of flamingos?" She's half-joking, but her friends know their hostess. At her next bash they may well find leggy pink birds stalking the shallows. And who knows? These fine specimens of Florida wildlife may inspire a blushing new cocktail.

More info: page 168



Deborah's namesake drink, the Bluetini (opposite), looks as refreshing as a swimming pool on a hot day. Party guests include daughter Katherine Scott (above), who's taking a break from law school in nearby St. Petersburg. Above, right: A "Sputnik" chandelier, mercury-glass lamp, and anodized-aluminum tumblers suit the streamlined bar. The living room (below) features retro 20th-century furnishings. The eclectic decor banishes modern austerity with curvaceous forms and eye-catching elements, such as the crystal-inlaid chandelier. Deborah and her sister, Charlsie Shine (below, left), share a passion for vintage finds. Left: "Mixmaster G" shakes up a batch of Bluetinis.

Deborah Blue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DYING TO COME OUT
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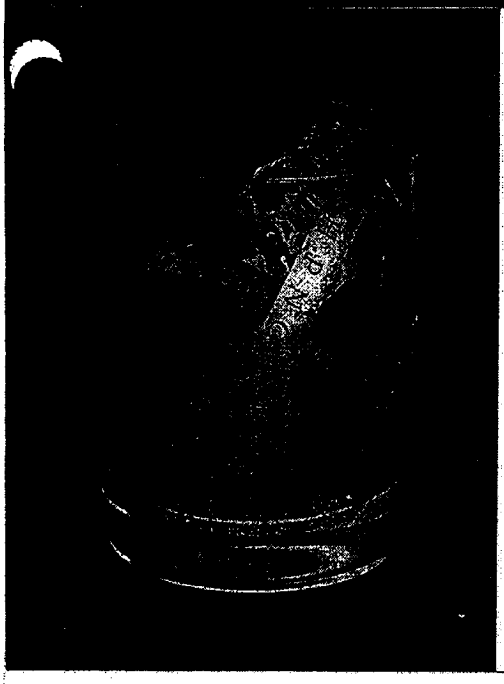

HPNOTIQ ROCKS HOLLYWOOD

On October 26, **Hpnotiq** took Hollywood by storm, landing at the famed Viper Room on Sunset Boulevard for an evening of cocktails and music. Over 150 guests and GQ VIPs enjoyed specialty Hpnotiq drinks while they kicked back to a live performance from the band Big City Rock.

HPNOTIQ

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This winter, combat your cold sores with **Abreva.** Unlike products that just soothe, Abreva is proven to speed healing, going deep within the skin to heal cold sores from the inside out.

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Kicking off its second year, **The Glenlivet City Links** brings the greens directly to the city. This indoor, urban-scaled, nine-hole golf course and driving range, designed by the world-renowned golf course designer Arne Lundmark, is fashioned on a traditional Scottish Links course. In 2007, the course continues its U.S. tour, traveling to Philadelphia, New York, Atlanta, Houston, Denver, and San Francisco.

Visit **www.tglcitylinks.com** for more information.

THE GLENLIVET® CITY LINKS

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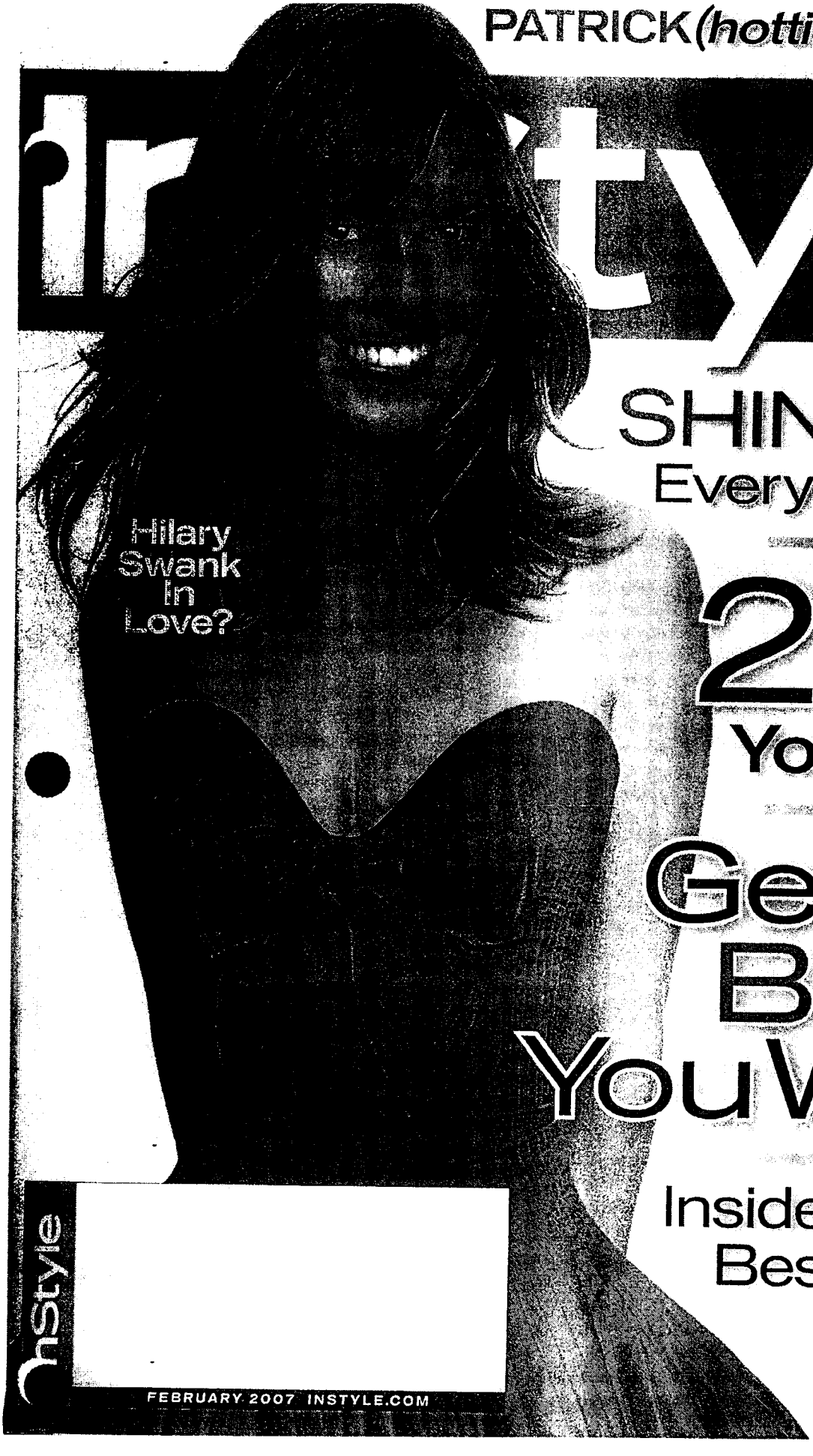
BLOOMINGDALE'S SUITS UP FOR THE SEASON

In September 2006, GQ and Bloomingdale's partnered for a series of fashion-forward events across the country, kicking off on September 9 with Bloomingdale's Denim Day. Deejays provided the soundtrack as **Denim Doctors** in seven Bloomingdale's locations helped shoppers find their best-fitting jeans. Guests who spent $150 or more received a well-stocked gift bag and CDs provided by GQ.

The following week, GQ readers and Bloomingdale's customers in Huntington, New York, stopped by for a Bloomingdale's Suiting Event. Guests who purchased $1,500 of tailored clothing received a $300 Bloomingdale's gift card and a gift bag valued at over $500. Two days later, on Thursday, September 14, GQ readers on the West Coast were treated to another Suiting Event in Sherman Oaks, California.

PATRICK *(hottie!)* DEMPSEY

instyle



SHINY HAIR Every Single Day

Hilary Swank In Love?

27 New Pants You'll Love!

Get The BODY You Want!

Inside The Year's Best Celebrity Weddings

PAGE 205

FEBRUARY 2007 INSTYLE.COM

ONLOCATION

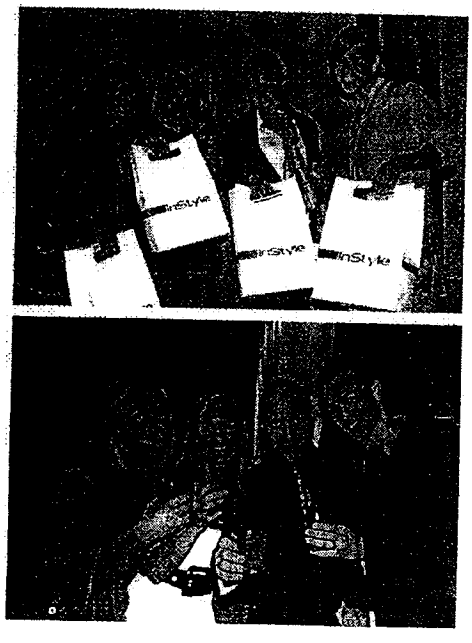
InStyle

PROJECT A.L.S

October 23, 2006
New York, NY

The 9th annual Project A.L.S fundraiser, sponsored by *In Style*, was held on October 23 at Cipriani in New York. Guests enjoyed cocktails, dinner, entertainment and the opportunity to bid on silent auction items that included a custom diamond necklace by Leslie Greene and a Possession watch from Piaget. Project A.L.S is working to find and fund treatments for ALS (amyotrophic lateral sclerosis also known as Lou Gehrig's Disease). For more information visit projectals.org

Top: Lynette Harrison, Publisher, *In Style*; Caroline Rhea, event host; Ashley McDermott, Project A.L.S. board member; and Larry Boland, President, Piaget. Bottom: Piaget 18K white gold quartz Possession watch.



SEXY, SEXIER, SEXIEST 2006

September 14, 2006
Chicago, IL

In Style's signature fall party, SEXY, SEXIER, SEXIEST, brought the hippest and most fashionable readers together for a night of steamy style and wild fun. The club Enclave jumped to life with an array of sexy eye-candy. A full runway show featuring ensembles from GUESS, Pepe Jeans London and TARA jewelry and beauty looks from Nexxus and Max Factor gave guests a taste of what's hot now. Delectable sips from Bacardi Limón, Hpnotiq, Coke BlaK and FIJI Water quenched thirsty guests as they took part in an array of activities from hand massages by Nivea, photo opps and art stations. All went home with a fabulous gift bag filled with treats from our generous sponsors.

Top: Guests receive their complimentary event gift bag with goodies from sponsors including Bacardi Limón, Coke BlaK and FIJI Water. Bottom: Guests enjoy complimentary Hpnotiq cocktails at the Hpnotiq lounge.

Life & Style WEEKLY

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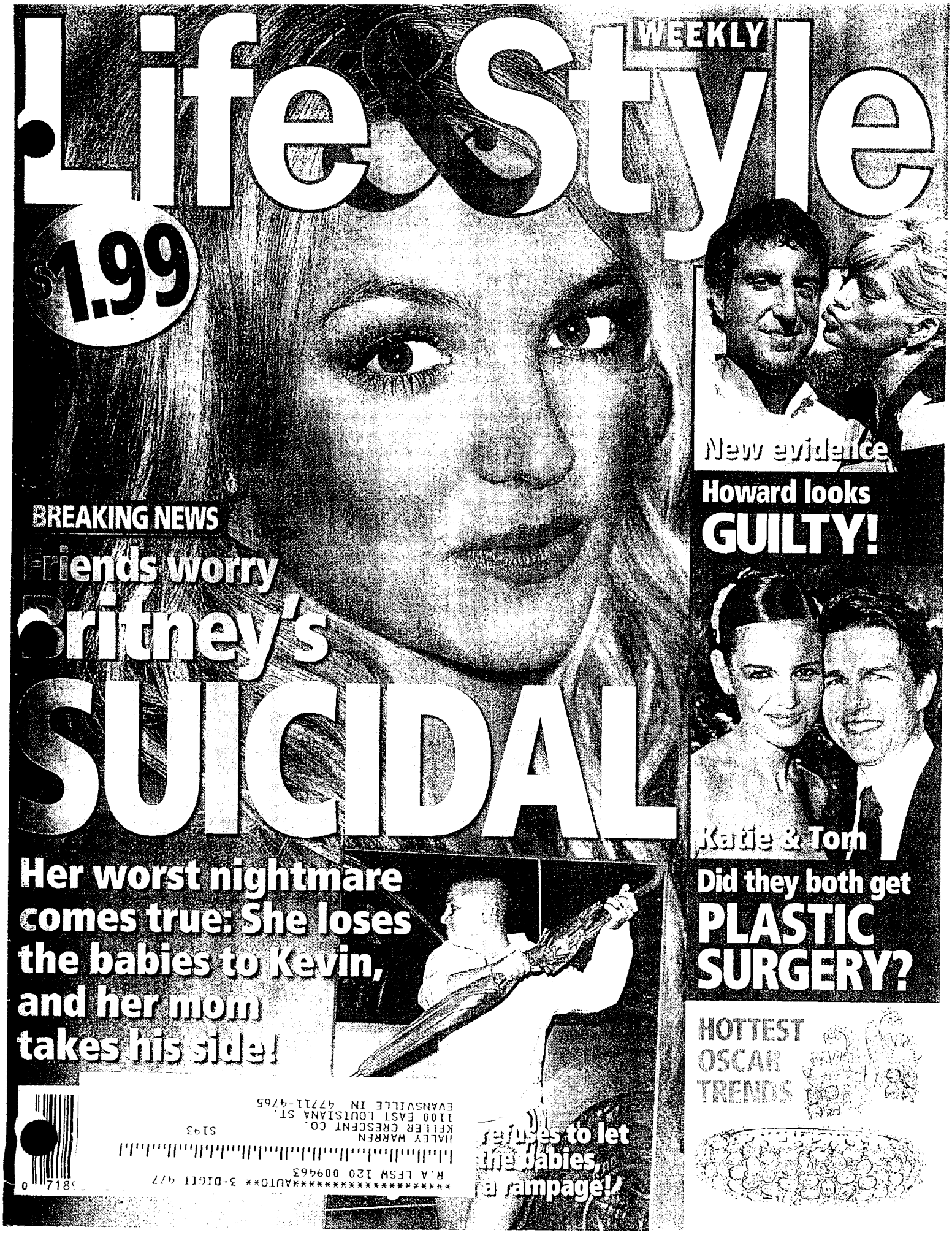

BREAKING NEWS

Friends worry Britney's SUICIDAL

Her worst nightmare comes true: She loses the babies to Kevin, and her mom takes his side!

refuses to let the babies, a rampage!

New evidence

Howard looks GUILTY!

Katie & Tom

Did they both get PLASTIC SURGERY?

HOTTEST OSCAR TRENDS

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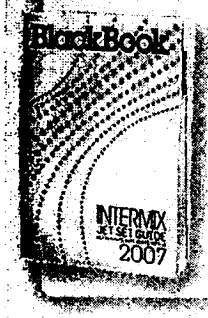
Sienna's shopping secret

What does Sienna Miller do if she breaks a nail in the Hamptons? Or wants to find the best club in Miami? She opens her trusty *BlackBook*, a "jet-set guide" that gives the skinny on where to eat, shop, primp and party in eight of America's biggest cities. The books have become such trusted A-list resources, super-hot chain Intermix can barely keep them in stock!



Having the *BlackBook* is the next best thing to having a 24-hour concierge service!
Intermix, $18; Intermix stores nationwide

er Oscar-inning hone!

Penélope Cruz may not be a diva, but her cell phone *does* get its own dressing room! Before the Oscars, the sexy nominee received the new Motorola Motorizr — complete with a personalized case that has its own miniature door!

There's no such thing as being out of reach — it works almost anywhere in the world!
Motorola Motorizr, 5,300 rel. (more) in Metallic

OUT&ABOUT

Christina Aguilera kicking back, enjoying a night out on the town with fellow partygoers **Zach Braff** and **Danny Masterson** at the Budweiser Select party at Tao in Las Vegas on Feb. 17.

Ontario native **Rachel McAdams** hosting a joint surprise birthday fete for her parents in a private boardroom at Morton's the Steakhouse in Toronto on Feb. 18. Talk about one thoughtful daughter!

Eva Longoria sitting on fiancé **Tony Parker**'s lap while he played cards at the Hpnotiq party at the Empire Ballroom in Las Vegas on Feb. 16.

Nick Lachey and **Vanessa Minnillo** getting a surprise during their Feb. 19 flight with the announcement that the in-flight movie would be *Employee of the Month*, starring Jessica Simpson! Minutes later, due to "technical difficulties," the film was switched to *Bandidas*.

Jennifer Hudson picking up some Taryn Rose by Piperlime.com flats from the *Marie Claire* fashion closet on Feb. 22.

Top Shelf Summe

Start off the season with these concoctions guaranteed to cool you down...

Level Vodka

LEVEL STRAWBERRY SURF

4 parts LEVEL vodka
2 parts Strawberry Syrup
1 part Lemon Juice
Soda Water

Rums of Puerto Rico

For over 450 years the finest rums in the world have come from Puerto Rico.
Sit back, relax and let the smooth taste of a Rums of Puerto Rico Mojito transport you to a tropical paradise. Welcome to Puerto Rico, the Rum Capital of the World.

BACARDI Grand Melón

Pour yourself a slice of the latest flavor from BACARDI – BACARDI Grand Melón. With fresh watermelon flavor in every sip, BACARDI Grand Melón takes a party from cool to ultra chill in two shakes flat. Simply pour it on the rocks, stir it with juices and sodas, or mix it in a bold martini for a big watermelon taste.

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Imported from Sweden, distil five times, and featuring all natural flavors, SVEDKA is vot #1 vodka in the world by the year 2033. To celebrate, we created futuristic cocktails for you to enjoy while you hop fron one global hot spot to anothec To learn more about SVEDKA and Future Cocktail recipes, visit

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PNOTIQ Blue B-eeze
oz. HPNOTIQ
oz. Super Premium Coconut
m. Splash of pineapple juice
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arnish with a pineapple
dge. For more recipes visit
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The Ultimate Pomegranate Martini
1.5 oz. Ketel One Citroen
1 oz. Pomegranate Juice
1 oz. Sweet & Sour
.5 oz. Sour Apple Liqueur
.5 oz. Midori
Shake with ice in a cocktail shaker. Serve straight up in a martini glass. Garnish with an orange twist.

10 Cane

THE MOJITO
2 oz. 10 Cane Rum
1 oz. Fresh Squeezed Lime Juice (Approximately 1 lime)
1 oz. Simple Syrup
8-10 Mint leaves
splash of Club Soda
Garnish: Mint sprig
Select a nice highball glass. Place 8-10 mint leaves in the very bottom. Press leaves with muddler. Add a generous amount of cracked ice. Pour: 10 Cane, lime juice, and simple syrup. Stir in a gentle clockwise motion. Top off with soda.
THE BEST WAY TO DRINK IS RESPONSIBLY
10CANE.COM 10 CANE™ IMPORTED RUM, 40% ALC/VOL (80 PROOF) IMPORTED BY MOËT HENNESSY U.S.A., INC., NEW YORK, N.Y.

Frida Kahlo Tequila

A Passion For Life:
Few people had a greater passion for life than legendary Mexican artist Frida Kahlo
That passion for life inspired the spirit that bears her name: Frida Kahlo Tequila.
Capturing the tastes and traditions of Mexico, Frida Kahlo Tequila is an authentic tequila of outstanding quality and taste, made from 100% Blue Agave. One sip, and you'll know you're enjoying the very essence of originality. Perfect for Holiday

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Roberto C Vodka

Inspired by one of
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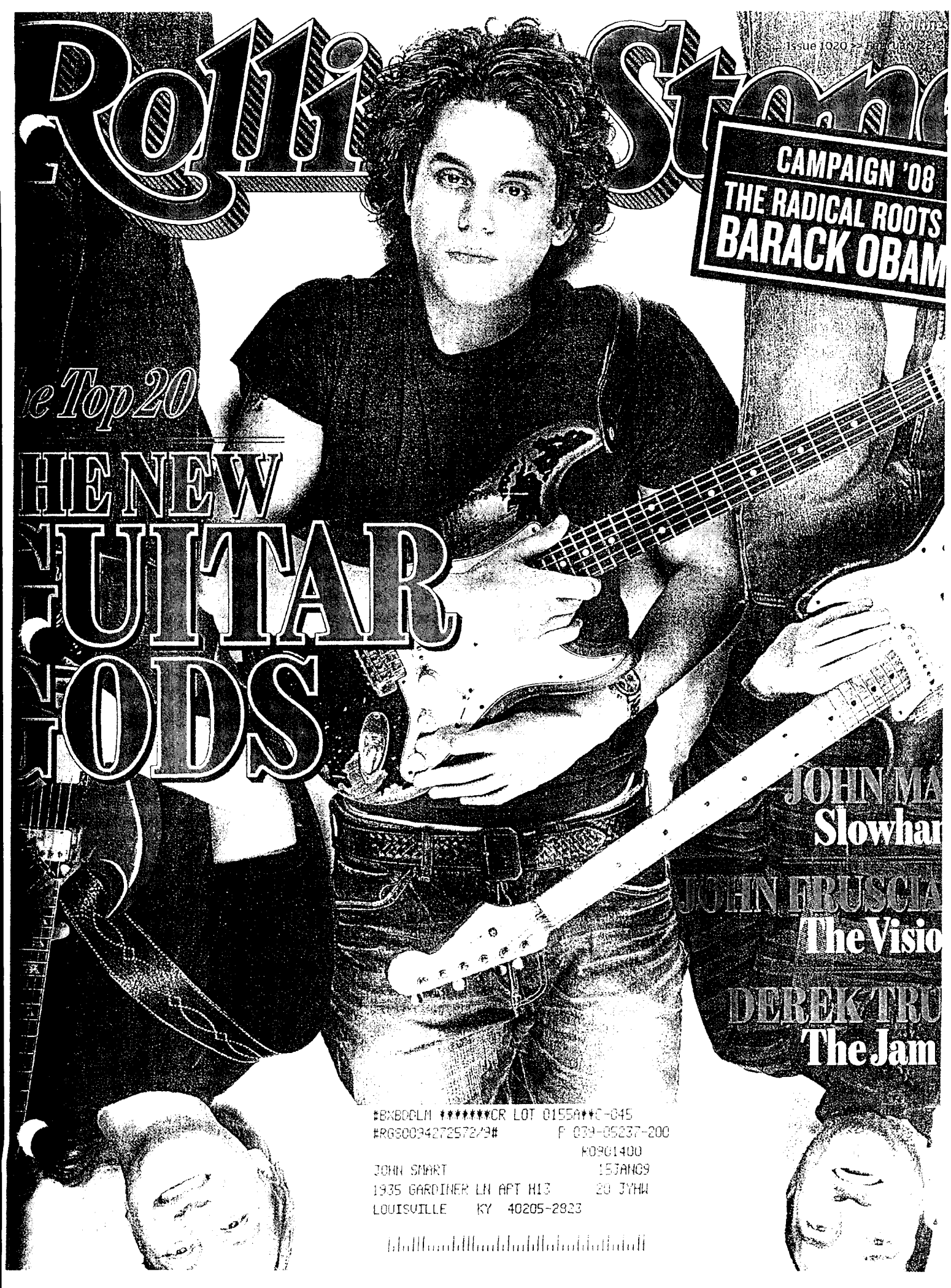
then bottled in smo
Roberto Cavalli Vo
the ultimate fashion
gift. Salute!



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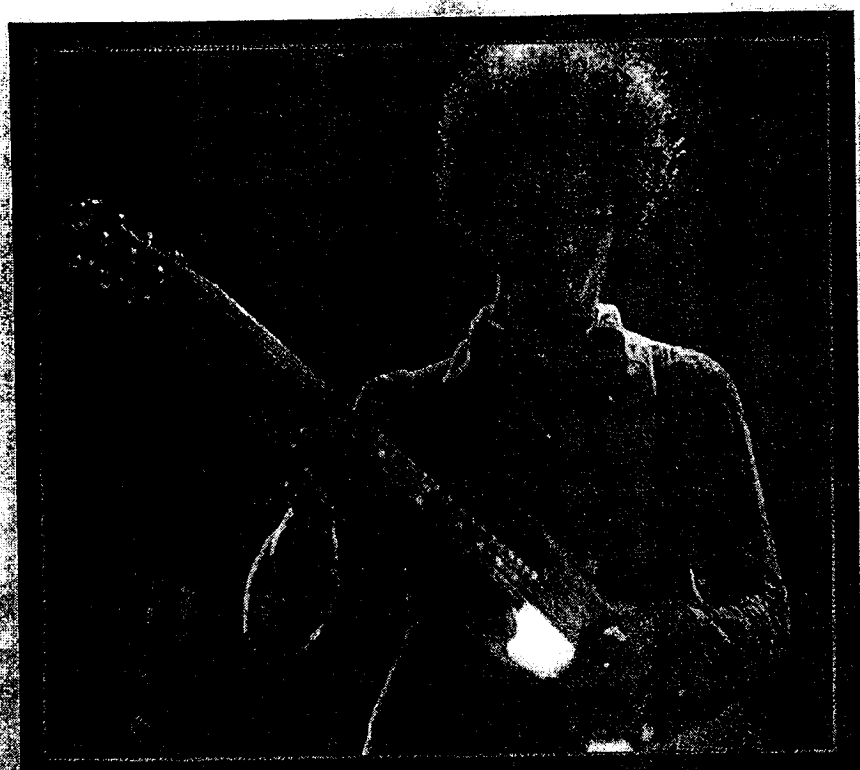


THE EXTREMIST

OMAR RODRIGUEZ-LOPEZ

of

In the Hispanic-American wild bunch At the Drive-In, Omar Rodriguez-Lopez – who was born in Puerto Rico and grew up in El Paso, Texas – was half of a two-guitar dogfight connecting the progressive aggression of King Crimson and the howling malice of Black Flag. Rodriguez-Lopez now pursues an exciting, Latin-tinged extremism: mural-like suites of geometric riffing, melodic deep-breath poise and delirious improvising in alien time signatures. There is no one else like him in hard-rock guitar. No one else dares go there.

ESSENTIAL PERFORMANCE "Cassandra Gemini," *Frances the Mute* (2005)

Machine, his incantatory playing is a thrilling countervoice to that of singer Zack de la Rocha, while the melodic steel in Morello's riffs and breaks pumps up the classic rock in Audioslave.

ESSENTIAL PERFORMANCE Rage Against the Machine, "Calm Like a Bomb," *The Battle of Los Angeles* (1999)

DARK SIDE OF THE MOON EXPLORERS

ED O'BRIEN & JONNY GREENWOOD

of RADIOHEAD

COMPARED TO MOST OF THE PLAYERS HERE, O'Brien and Greenwood are best-selling elders. The impact of their angular knife-edge-treble guitars and the pair's integration of electronics and sampling into their cross talk, especially since 2000's *Kid A*, can be heard in younger bands as disparate as Muse and Deerhoof. But O'Brien and Greenwood, who have played together since Radiohead formed in Oxford, England, in 1987, are still committed explorers, and a few next-album songs in the band's 2006 shows, like "Bodysnatchers" and "Bangers 'n Mash," combined Radiohead's latest spaced rock with the strangled-twang excitement of 1995's

STONER METAL RULER

MATT PIKE

of SLEEP and HIGH ON FIRE

IN A SINGLE POWER CHORD, PIKE SOUNDS like ten Tony Iommis, then zooms into solos of Hendrix witchcraft. In 1995, with the California trio Sleep, Pike made the long-playing apex of narcotic rock: "Dopesmoker" a.k.a "Jerusalem," an hour-long song designed to fill a whole CD, like "Iron Man" on killer weed. In the Bay Area trio High on Fire, Pike now plays intricate riffs that open into action-metal leads.

ESSENTIAL PERFORMANCE Sleep, *Dopesmoker* (2003)

THE CRAWLING KING SNAKE

JACK WHITE

of THE WHITE STRIPES and THE RACONTEURS

THE DETROIT-BORN WHITE MADE OUR 2003 list for his fusion of prewar blues grit and Stooges napalm with the White Stripes. Last year, he found new fun with the Raconteurs, packing his heavy-Delta outbursts into swaggering glam pop. But on tour, in "Blue Veins," White never failed to unleash his inner, electric Blind Willie McTell.

ONE LUCKY READER
and a guest got to party like rockstars, winning a trip to New York City to hear a live concert at the iconic Bowery Ballroom venue, courtesy of HPNOTIQ™!

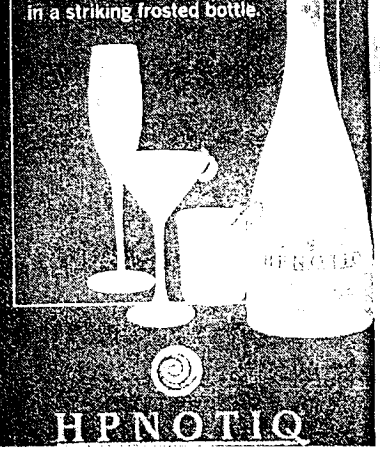
Check out these photos and delicious HPNOTIQ cocktail recipes from the party.

THE ROLLING STONE
2 oz **HPNOTIQ**
1 oz **Vanilla Vodka**
Splash of **Cranberry** or **Lemon-Lime Soda**
Garnish with a **Lemon Slice**

HPNOTIQ BULLET
1 1/2 oz **HPNOTIQ**
1 1/2 oz **Silver Tequila**
Serve with a **Lemon Slice**

HPNOTIQ BREEZE
2 oz **HPNOTIQ**
1 oz **Coconut Rum**
Splash of **Pineapple Juice**

HPNOTIQ
is a blend of super-premium vodka, natural tropical fruit juices and a hint of Cognac that is instantly recognizable in a striking frosted bottle.



HPNOTIQ

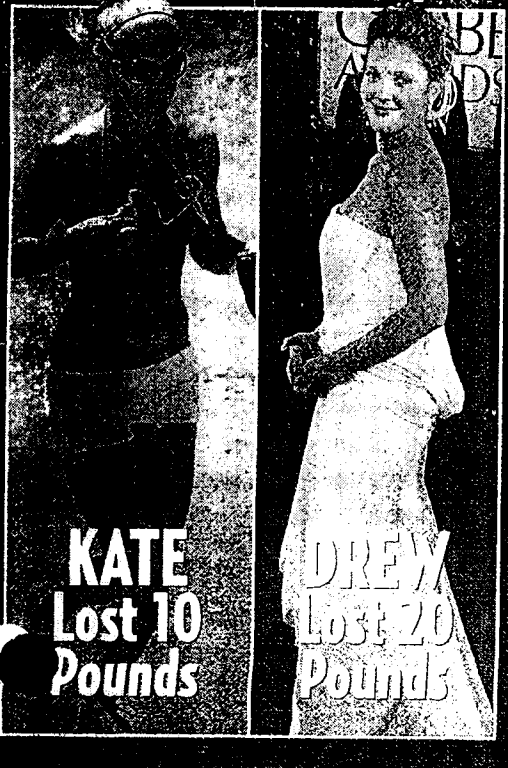
Issue 627
February 19, 2007
usmagazine.com

WEEKLY

US

HOLLYWOOD'S REVENGE DIETS!

Better after breakup!
How newly single stars get slim and sexy fast



KATE Lost 10 Pounds

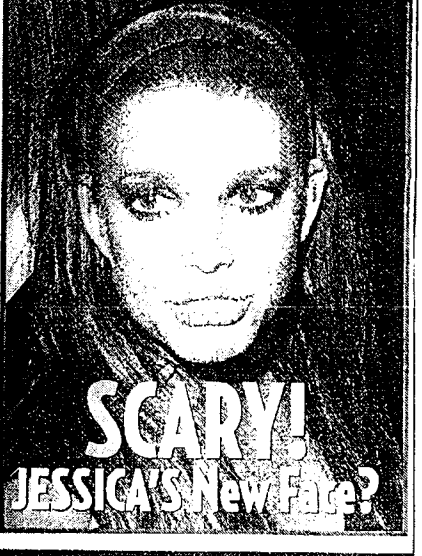
DREW Lost 20 Pounds

REESE 2 Sizes Smaller After Ryan

$3.49US $4.79CAN

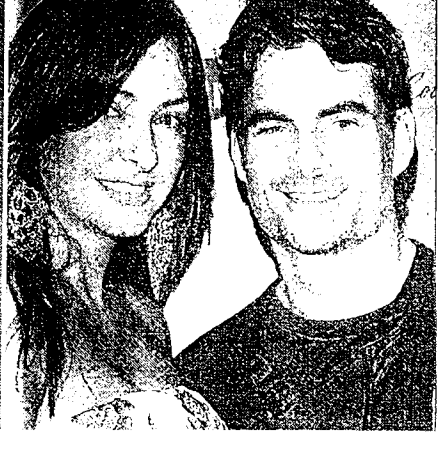
PLASTIC SURGERY

WINNER! JEN'S New Nose



SCARY! JESSICA'S New Face?

JEFF GORDON It's a Girl!



"The sparkle left their relationship," a source says of Minogue (left) and Martinez.

KYLIE & OLIVIER

Split Scoop

OLIVIER MARTINEZ'S MOM, ROSEMARY, just can't get **Kylie Minogue** out of her head. Days after Martinez, 41, and Minogue, 38, announced they were ending their nearly four-year romance, Rosemary told Hot Stuff, "It's very sad. Kylie was like a daughter to us. Olivier is upset." So what went wrong? Simply put, says a pal, "they fell out of love. They'd argue whenever they saw each other." Offers another, "it was complicated. They had been trying to end it for a long time," adding that they were "on and off for a while." A source says they even discussed calling it quits for good in late December. But on February 2 while in L.A., Martinez phoned Minogue in Acapulco, Mexico, and they finally agreed to part ways. He said he "needed some space," says the insider. Will the split get nasty? Not if Mama Martinez can help it. "We wish her all the best, as does Olivier," Rosemary says. "We will all be staying in touch." Martinez's rep had no comment, and Minogue's rep could not be reached.

Brody (left) and Simpson

Ashlee: Dating Adam or Not?

Ashlee Simpson's hot and heavy with **Adam Brody** — at least, according to her. "Ashlee has been telling everyone that they're dating and showing off text messages from him," a Simpson source tells *Us*. Brody, meanwhile, is still "having a good time being single," says a different insider. But a third source says, "it's *not* one-sided. It's been going on for a while and it's mutual." (Both reps had no comment.)

VIP Scene

Dawson

■ **Angie Harmon** and **Jason Sehorn** having pals **Rebecca Romijn** and **Jerry O'Connell** over for a Super Bowl party at their Hidden Hills, California, home and toasting Hpnotiq cocktails.

■ **Rosario Dawson** hanging with a few friends at new West Hollywood hot spot Winston's.

■ **Tom Brady** chilling in the Four Hundred Concierge Services Suite at Boost Mobile Villa in Miami.

■ **Wilmer Valderrama** celebrating his 27th birthday with Veuve Clicquot at Ten Pin Alley in Atlanta.

■ **Kristin Cavallari** eating dinner with her family at the Old Town Tortilla Factory in Scottsdale, Arizona.

■ **Adrian Grenier** taking in the scene at the Mercedes-Benz Fashion Week opening night party in Manhattan.

■ **Pharrell Williams** eyeing and then trying on a Kriëger watch at Casa Casuarina in Miami Beach.

■ **Derek Jeter** spending Super Bowl Sunday in Las Vegas, watching the game from the Playboy Club at the Palms hotel and chowing down on Nove Italiano pizza.

Farrell

■ **Laura Bush** chatting with **Lorraine Bracco** a the *Woman's Day* Red Dress Award Presentation at Stone Rose Lounge in New York City.

■ **Colin Farrell** leaving a big ti after dinner at NYC's Old Homestead Steakhouse.

■ **Kirsten Dunst** dancing with on-again flame **Andy Samberg** at the Three as Fou afterparty in Manhattan.

Got some hot gossip?
E-MAIL
HOTSTUFF@USMAGAZINE.COM

BY JOEY BERTOLINO & PHILIP PECCH

US WEEKLY

Brad's Joy, Jen's Pain

Aniston's heart breaks as Angelina reveals *more* details of her dream family life with Brad and how they fell in love. 'It's killing her,' says a pal

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Issue 620 ◆ January 1, 2007 ◆ usmagazine.com ◆ $3.49

JEFF GORDON BABY NEWS!

NICOLE'S SECRET DRUG BATTLE

BRITNEY WORST DRESSED OF THE YEAR!

MARTHA STEWART
Not to Wed

When Stern asked Stewart (with Simonyi last March) how much her boyfriend's worth, she said, "A lot."

DON'T BREAK OUT THE HOME-made centerpieces just yet. Despite a tabloid report, **Martha Stewart** has no plans to tie the knot with **Charles Simonyi**, 58 — a billionaire former Microsoft employee (he was chief architect of Microsoft Word) — anytime soon. "They are dating only. No marriage is being planned," a source says. But Simonyi — who will spend a reported $20 million to visit a space station in 2007 — might want to get cracking to keep his girlfriend's attention. When Stewart, 65, visited **Howard Stern**'s Sirius radio show December 14, she said, "I don't have a lot of offers to go out on dates. . . . I wish more men would ask me out." (Reps for Stewart and Simonyi had no comment.)

VIP Scene

- **Adrian Grenier** getting some new duds at a Club Monaco in New York City.
- **David Spade** chilling at the Motley Blvd/Alliance Christmas party at Teddy's in Hollywood.
- **Penelope Cruz** talking with friends at new Hollywood hangout Winstons.
- *Dreamgirls'* **Jennifer Hudson** bidding on Maxell items at NYC's Stuff/Caslo party.
- **Leonardo DiCaprio** and girlfriend **Bar Refaeli** stealing kisses over dinner at Crab House at Pier 39 in San Francisco.
- **Mandy Moore** landing an Xbox at ex **Andy Roddick**'s charity poker tournament to benefit at-risk kids in Hollywood, Florida.
- **Reese Witherspoon, Jennifer Garner** and **Lauren Sanchez** bonding over baby talk at City Bakery in L.A.'s Brentwood area.
- **Kristin Cavallari** getting a facial at Sonya Dakar Skin Clinic in Beverly Hills.
- **Wyclef Jean** at the Epic Records' holiday party at Kobe Club in NYC.
- **Mario Lopez** at the Maxim amfAR event at Stone Rose Lounge in L.A.

Cruz

ADVERTISEMENT

HPNOTIZED IN L.A.

Following Us Weekly's special advance screening of Columbia Pictures' "The Holiday," in theaters now, Hpnotiq hosted a post-screening soiree at W Los Angeles Hotel, Sunset and Serrano Lounge. Check out these photos and delicious drink recipes from the party.

HPNOTIQ
is a blend of super-premium vodka, natural fruit juices and a hint of Cognac. Instantly recognizable in a striking frosted bottle, HPNOTIQ is "the drink of choice of celebrities."

Holiday-tini
2 oz. Hpnotiq
1 oz. Premium Vodka
Shake well with ice, strain into a martini glass. Garnish with a lemon slice.

Hpnotiq Icicle
1.5 oz. Hpnotiq
1.5 oz. White Cranberry Juice
Serve over ice in a rocks glass. Garnish with a lemon wedge.

Hpnotiq Kiss
2 oz. Hpnotiq
2 oz. Champagne
Pour chilled Hpnotiq and Champagne in a champagne flute.

HPNOTIQ

For more HPNOTIQ recipes, visit hpnotiq.com.

grace ormonde

WEDDING STYLE

> JEWELRY: Gorgeous diamond rings and their designers

> PRISCILLA PRESLEY: An exclusive interview on her luxury bedlinens.

> TABLETOPS: 25 pages of glamorous reception table designs.

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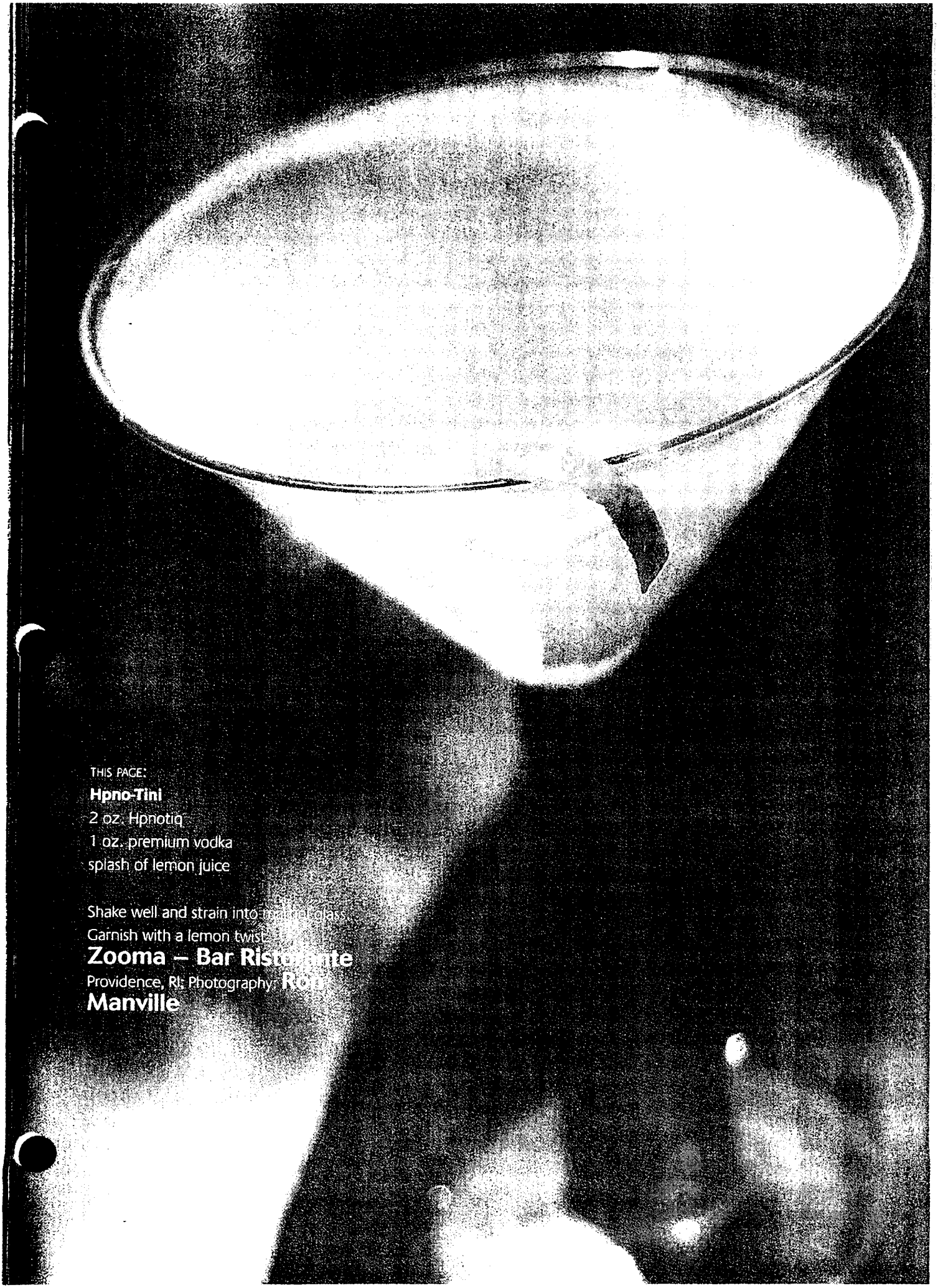


THIS PAGE:

Hpno-Tini

2 oz. Hpnotiq

1 oz. premium vodka

splash of lemon juice

Shake well and strain into martini glass.

Garnish with a lemon twist.

Zooma – Bar Ristorante

Providence, RI; Photography: **Ro**

Manville

bluPRint

NEWS

Hpnotiq
944 Magazine
Circulation 200,000
February 2007

Log onto 944.com to see more pictures from this event

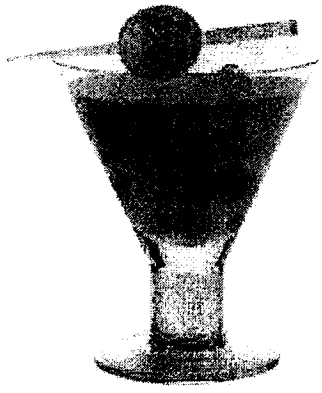
at the Lift

at the Lift hosted numerous gifting suites throughout Sundance including T-Mobile
Lounge and the aerie Spa. The Saturn Outlook hosted the most happening happy
944 Magazine and Hypnotiq. **Photography by WireImage**

About.com.: Cocktails

Mad Eye Martini

http://cocktails.about.com/od/vodkadrinkrecipes/r/mad_eye_martini.htm?terms=hpnotiq+halloween



Mad Eye Martini
Photo Courtesy of: © Hpnotiq Liqueur

The Mad Eye Martini is a fantastic Halloween cocktail with a gruesome eyeball garnish. The drink itself has that beautiful pale blue color, signature of Hpnotiq and the flavor is as pleasant as can be with the lychee accent. Creating the garnish is an art and may take a bit of practice to get the right look, but it's a fun little project to work on and have prepared before your monster mash.

INGREDIENTS:

- 1/2 oz Hpnotiq liqueur
- 1 oz super premium vodka
- 2 oz lychee juice
- -
- For Eyeball Garnish:
- 1 canned grade AA lychee in syrup, drained
- 1/4 tsp cherry, strawberry or raspberry preserves
- 1 blueberry

PREPARATION:

1. Pour the ingredients into a cocktail shaker filled with ice.
2. Shake well.
3. Strain into a chilled cocktail glass.

Lychee Eyeball Garnish:

1. Dry lychee and fill with preserves
2. Place blueberry, blossom end facing out, into the cavity.
3. Skewer with cocktail pick (search for Halloween theme picks or picks that look like a miniature ice pick for the full affect).

Courtesy of FGPR

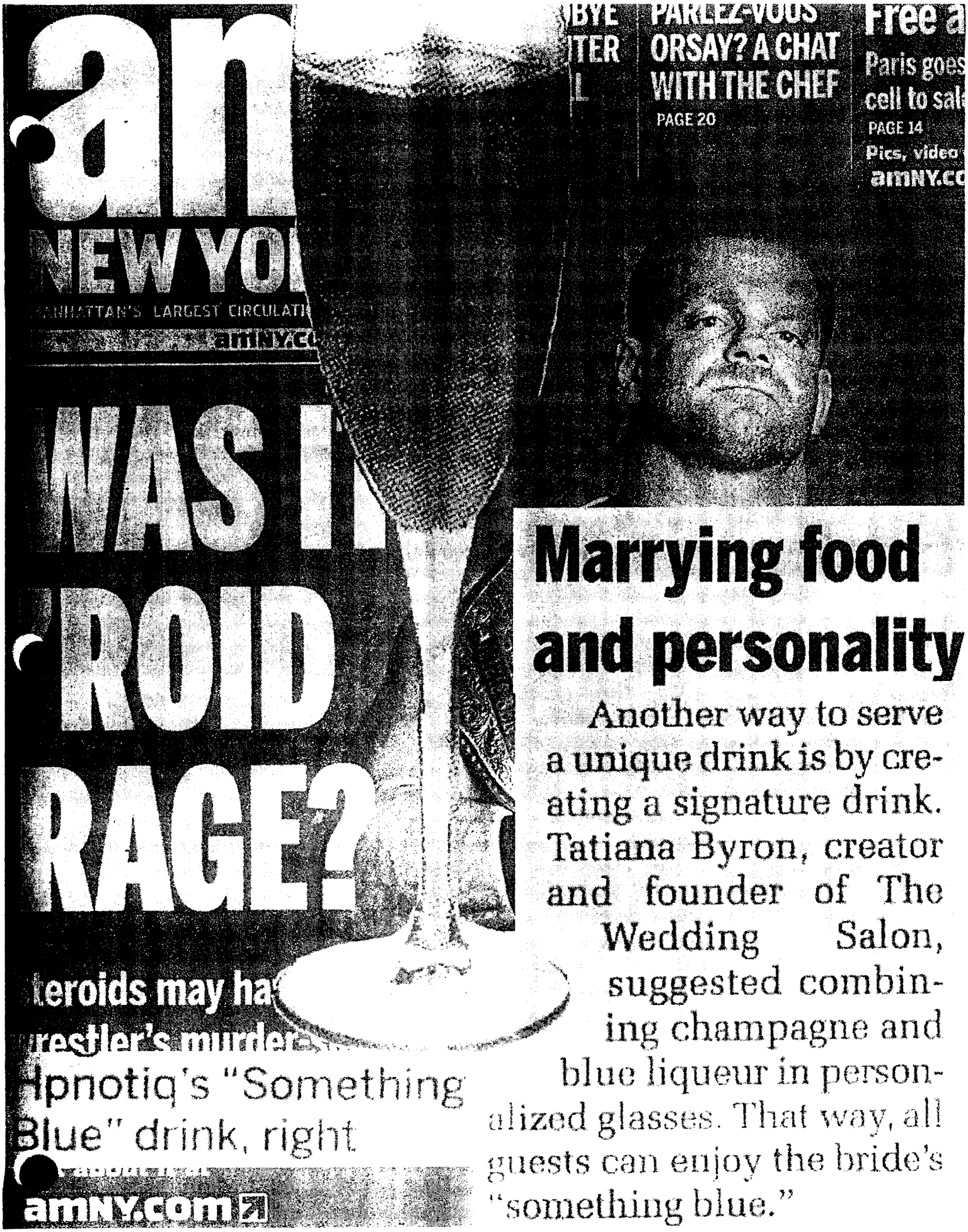
bluPRint

NEWS
Hpnotiq
Access Hollywood Online
Visitors Per Month: 274,444
July 10, 2007

access hollywood

Day's Best Photos: July 10th, 2007

Previous 16 of 26 Next



Marrying food and personality

Another way to serve a unique drink is by creating a signature drink. Tatiana Byron, creator and founder of The Wedding Salon, suggested combining champagne and blue liqueur in personalized glasses. That way, all guests can enjoy the bride's "something blue."

TUESDAY, JULY 24, 2007 // ISSUE 144 // VOLUME 5

am NY
YORK

DRINK, BIKE,

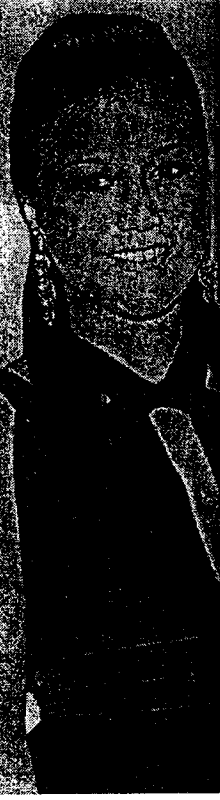
Getting over Harry

Coping with post-Potter

amNY.com/buzz

QUOTE: 'NO ONE CAN

Santana to The Associated Press on his affection for the diva



Spotted...

Danny Masterson chandelling his tiner (add very serious) DJ at the Bridge Hampton Polo match this weekend. The actor stayed focused while former "That '70s Show" co-star **Wilmer Valderrama** rapped to a few tracks (how he kept a straight face, we'll never know). Masterson skipped the booze while Valderrama indulged in Hphotiq. Ah — that explains the rapping.

er

mNY.com
GO
NLINE
OR MORE
BUZZ

men of all time."

Interestingly enough, the former "American Idol" champ told Blender that she and Davis had disagreed so much on the direction of her latest

Baby daddy beware

Heads up, **Eddie Murphy**! **Melanie Brown** means business.

Brown, aka Scary Spice, has hired Hollywood power attorney **Gloria Allred**, the lawyer confirmed yesterday.

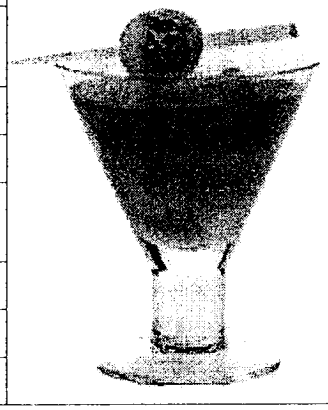
A paternity test determined in late June that Murphy is the father of Brown's baby, despite his earlier protestations that the child

Slashfood AOL

Halloween Happy Hour: Mad Eye Martini

Posted Oct 25th 2007 5:00PM by Bob Sassone

Filed under: Cocktails, Halloween



Since Halloween is now a holiday as much for adults as it is kids, here's something for the grown-ups to drink when the kids are in bed with stomach aches from eating so much Halloween food and candy.

It's the Mad Eye Martini, from Hpnotiq. It's cool because blue cocktails always look great, and it also has an eyeball in it! The eyeball is made from a lychee, though I wonder if you could use something else for the eyeball if you don't have that.

Mad Eye Martini

1/2 oz Hpnotiq liqueur
1 oz super premium vodka
2 oz lychee juice

For Eyeball Garnish:

1 canned grade AA lychee in syrup, drained
1/4 tsp cherry, strawberry or raspberry preserves
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Pour the ingredients into a cocktail shaker filled with ice.
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Strain into a chilled cocktail glass.

Lychee Eyeball Garnish:

Dry lychee and fill with preserves
Place blueberry, blossom end facing out, into the cavity.
Skewer with cocktail pick (search for Halloween theme picks or picks that look like a miniature ice pick for the full affect).

Atlanta Journal-Constitution

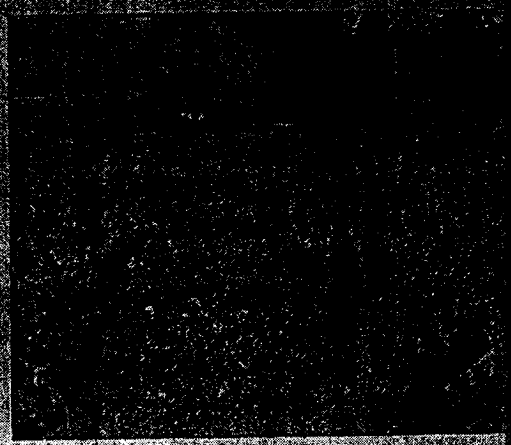
THURSDAY, JUNE 28, 2007

FOOD & DRINK

...nk

...under waves the red, white and blu...

GIL KULES



The gnarly vines in Dry Creek Vineyard's Beeson Vineyard were pla... more than 100 years ago. The 5-acre vineyard is on the western sl... Dry Creek Valley in Sonoma County, Calif.

...ly dramatic a wine with as ... as zinfandel. Fortunately, giving ... loved and wine makers fits ... the end of an American year, you ... so in time to toast and just a ... or more Fourth As hard as ... is to picture in the hands of a ... cabernet sauvignon, it can rival ... the depth and complexity of cab... sauvignon and other great ... grapes. Zinfandels from Paso ... Robles in Southern California are ... coming on strong, and Amador ... County in the foothills of the Sier... has perhaps has the longest his... tory with this grape in the United ... States (dating to the 1850s), but ... those in the county's Dry Creek ... Valley area have more experience ... with this grape than anyone else ... on the planet.

That's why over the past four months I've been squirreling away ... zinfandels from Sonoma. I collected ... bottles for my blind tasting and ... found the overall quality and con... sistency of Sonoma zins to be quite ... of ripeness so the green berries get ... sufficiently ripe," says Bill Knuttel, ... winemaker for Dry Creek Vineyard. ... "Riper grapes mean more sugar, ... which means higher alcohol."

The key to a successful zin, ... according to Knuttel, turns on ... knowing when to call in the grape ... pickers. "More experienced wine... makers have enough confidence ... to pick the zin just as the grapes ... especially Dry Creek ... areas around the Russian ... a ripening pattern that ... for zinfandel."

So as we approach our ... 231st birthday, I'd like to ... President Ronald Reag... have been talking about ... del when he shared his ... America as a shining cit... Zinfandel — however ha...

Cocktail hour

...just as tequila and gin make the ... margarita or dark rum comes alone ... to dig about a shin-unit ... cooled by pirates (it's more fun if you look a little ... like dark brown sugar on the rocks). This drink from Hipnotiq ... highlights the holiday and mai tai's tiki roots.

Hpnotiq

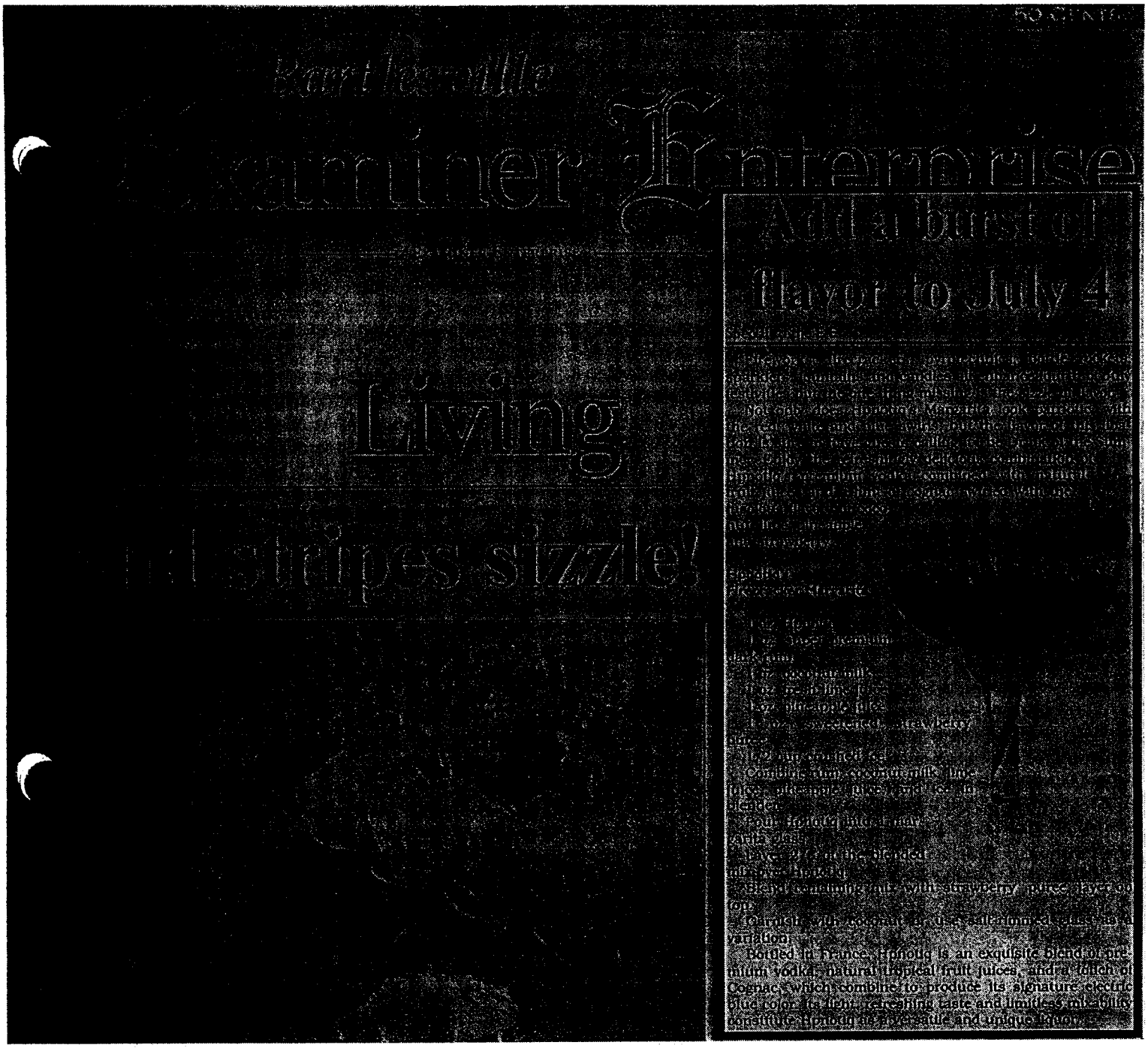
Firecracker Margarita 1 serving

Hpnotiq is a blend of premium vodka, natural tropical fruit juices and a touch of cognac, which combine to produce its signature electric blue color.

1 ounce super premium dark rum
1 ounce coconut milk
1 ounce fresh lime juice
1 ounce pineapple juice
½ cup crushed ice
1 ounce Hpnotiq liqueur
1 ounce sweetened strawberry puree
Coconut flakes, optional garnish

Combine rum, coconut milk, lime juice, pineapple juice and ice in a blender. Pour Hpnotiq into a margarita glass. Layer ⅔ of the blended mix over the Hpnotiq. Blend remaining mix with strawberry puree, layer on top. Garnish with coconut or use salt-rimmed glass as a variation.

Courtesy of FGPR

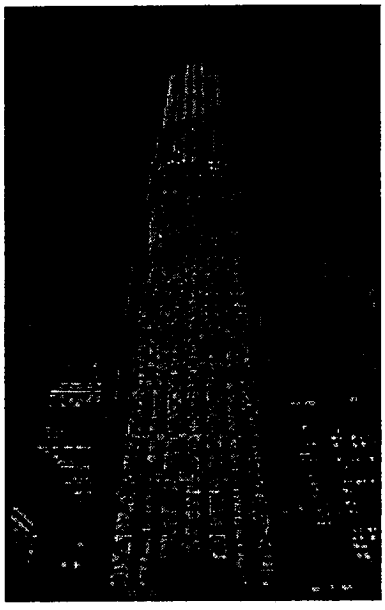


Courtesy of FGPR

The Art of Optimism

By Lili Sarnyai

For those looking to discover their inner *artiste*, a new public art exhibition right in the heart of the Big Apple guarantees not one, but 300 smiles. European artist **Agnes Winter's** first US exhibit promises to be a truly magnificent, inspirational and uplifting homage not only to our great city but also to that too-often neglected idea: the joy of living. So if you're feeling somewhat doubtful about the Zen of Manhattan, or if you seem unable to find that elusive "happy place" within yourself, no matter how many '10 Easy Steps to a Happier You' books you read, then don't miss what promises to be one of the highlights of the cultural calendar for those with a fashionable *savoir-vivre*.



Monument to Smile will take the form of a large-scale projection of photographs of smiling New Yorkers, all of whom the artist randomly stopped in the street and asked to smile specifically for the camera, regardless of their original mood or expression. (A quick word of advice—this type of collaboration with the public is inadvisable unless you are either (a) an authentic, successful artist or (b) prepared to deal with the remarkably colorful characters who roam our streets). The cascade of portraits will be projected 50 stories high onto the facade of **30 Rockefeller Plaza** every night from 8pm until midnight, beginning May 31st and running until June 9th, transforming this New York City landmark into a colorful montage of hope and happiness.

Still not convinced that braving the hordes of art-starved tourists is worth it? Then consider the fact that this public art exhibit is sponsored by **Cartier**...mmm...pictures of gleaming luxury fill your mind, right? Now hold those images, and remember that it's all in a good cause. Yes, that's right. This is no mere celebration of joy and vitality; it also reflects Cartier's philanthropic aims, doubling as a promotion for its second annual **"Love-Day" celebration** on June 8th. On this date, 10% of all sales of its LOVE bracelets will go to charitable organizations, each one supported by a prominent celebrity – we hear Julianne Moore and Faith Hill are involved. So this is art with a message, a purpose and a heart. What more could you possibly ask for?

READ MORE

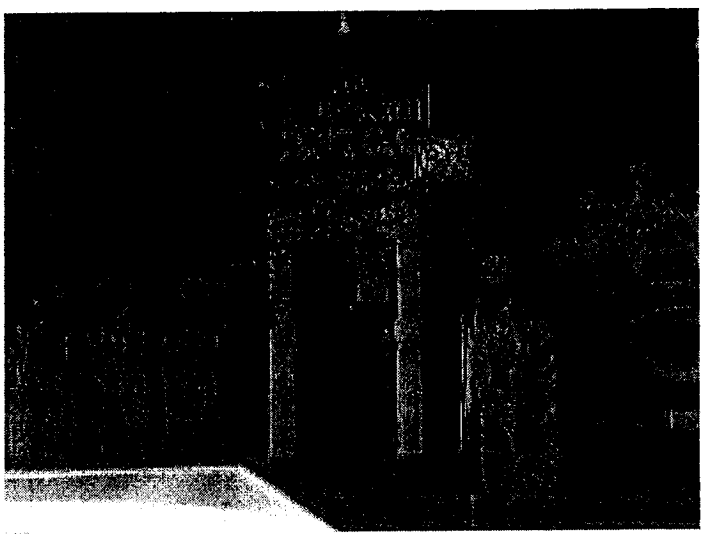
Looking for Love in All the Wrong Places?

Five Cool Places to Meet a Guy

By Simone Carlene Porter

Wishing that someone will throw pebbles at your window in the middle of the night asking for your hand in marriage? Well, sorry to tell you: it ain't gonna happen. In order to find the yin to your yang, the ketchup to your french fries, the cheese in your macaroni, you have to go out and make your presence known. Here are some interesting places to meet a guy.

1. Poetry Cafes



Poetry has come a long way from the finger-snapping, all-black wearing, bongo-drum beating classification. If you want an intellectual guy who has more than one way with words, this is the ideal place. Deep thinkers from every borough converge on Friday nights at historic spots such as the **Nuyorican Poets Cafe** on East 3rd Street.

2. The Village Underground

Talent stains the walls of this well known open mic venue. Only the most amazing singers and musicians visit the "dress to impress" atmosphere, and a countless number of artists have been picked up by major record labels by just getting on the stage. For a guy who's super talented or who appreciates really good music, this would be a good choice. Or if not, maybe you could end up being the next big superstar.

3. School/Classes

READ MORE

Something Old, Something New, Something Borrowed, and That Something BLUE–

Hpnotiq: The Choice Cocktail for Weddings

By Eudie Pak

For all you bridezillas-to-be, you're probably obsessing over the aesthetics of your big day: you're thinking about your hair, your gown, your weight (and that one bridesmaid's weight—*yeah*, I said it), the cake, the décor of the reception hall, and then some.

But lookey here, we all know you want to look glam and for every detail to be just-so, but the truth is, most of us aren't just looking forward to seeing your picture-perfect self prancing down the aisle—we also came for the food, the dancing, possible dates, and the BOOZE. (Actually, if the only good thing you had to offer was the booze, then you'd be good to go in my book).

READ MORE

How to Take Healthy Out and Bring Sexy Back

By Jen Wos

You find yourself staring at yet another take-out menu. You're mid-dial. You catch a glimpse of your gym card lying on the counter. You shout in agony. Defeated again by General Tso and that chicken of his. Damn him.

Lauren Slayton and Caren Feingold Tishfield

Enter ***Mindful Menus***, the brainchild of nutritionists Caren Feingold Tishfield and Lauren Slayton. The idea is simple: break it down, the menu, that is. So before you go hollering, "Over the lips and through the gums, look out stomach, here it comes!" and hope your hips agree with your dinner decision, stop. There's a better way.

While the gray and orange color scheme is less than comforting, the inside information Lauren and Caren gleaned from hitting up and tearing apart the food from dozens of NYC joints ranges, leaving you with responses from "I knew that was bad for me!" to "Heh, heh, oops, but it tastes oh so good!"

BeautyNewsNYC.COM

http://www.beautynewsnyc.com/city-pulse/something-old-something-new-something-borrowed-and-that-something-blue-hpnotiq-the-choice-cocktail-for-weddings/#more-4660

May 31, 2007
By: Eudie Pak

For all you bridezillas-to-be, you're probably obsessing over the aesthetics of your big day: you're thinking about your hair, your gown, your weight (and that one bridesmaid's weight—yeah, I said it), the cake, the décor of the reception hall, and then some.

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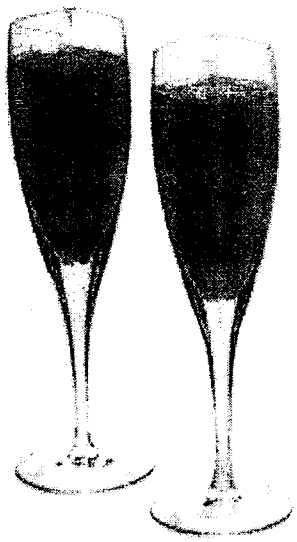
So here comes **Hpnotiq**, all dressed in blue. This French concoction is a heavenly blend of premium vodka, tropical fruit juices, and a hint of Cognac and is quickly gaining a reputation for being one of the most versatile mixable liqueurs on the market. It's such a hot cocktail among A-list celebrities that even Jennifer Lopez clinked to it at her wedding. (With her record, there might more future clinking).

So raise those glasses with that Something Blue and raise a whole lot more if you didn't sign a pre-nup!



"The Something Blue"
2 oz. HPNOTIQ
2 oz. white wine
1 oz. ginger ale
(Serve in a Champagne flute.)

Other recipes:

"HPNO-Tini"
2 oz. HPNOTIQ
1 ox. Super premium vodka
Splash of lemon juice
(Shake well with ice, strain into a martini glass. Garnish with a lemon slice.)

"Bubbles 'n Blue"
2 oz. HPNOTIQ
2 oz. Champagne
(Pour chilled HPNOTIQ and Champagne into a Champagne flute.)

For more info and recipes:
www.hpnotiq.com

Colorado
BEVERAGE ANALYST
April 2007

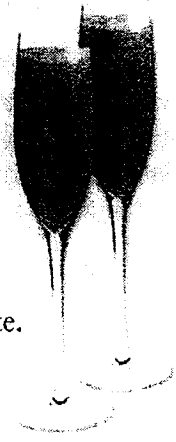
also:
SCO
Tempting American
Taste Buds

Hpnotiq's Toast to the Modern Bride

Whether your dreams of the perfect wedding include a lavish fairytale reception, an intimate island getaway or anything in between, indulge in your ultimate fantasy

by toasting with something blue. With a twist on something old, something new, something borrowed and something blue, sophisticated brides and grooms are opting for unique and stylish ways to integrate these old traditions into their modern vows. One way to do this is with the latest cocktail that has been gracing reception bars on the nuptial scene from coast to coast.

Aqua blue in color, this ultra premium cocktail has guests celebrating with Hpnotiq. The bridal cocktail, aptly named "The Something Blue," is quickly becoming the must-have cocktail among newlyweds wanting to toast to something new and blue.



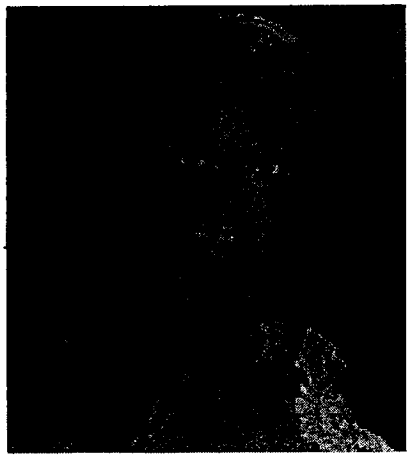
"The Something Blue"
2 oz. HPNOTIQ
2 oz. white wine
1 oz. ginger ale
Serve in a Champagne flute.

"The Something Blue" adds style and flair to any reception by providing an upscale alternative to traditional wedding beverages. Packaged in a stylish and sophisticated frosted bottle, guests may recognize Hpnotiq from headline-making events that have made it the drink of choice with today's A-list celebrities, even gracing Jennifer Lopez's wedding reception.

GLAMSCENE
WHERE GOSSIP MEETS GLAMOUR

Wednesday, May 16th, 2007,

Only the Best (Vodka) for Beyoncé



Is Jay-Z driving Beyonce to drink?...

I'm only asking because the bodacious beauty was *dying* for some Hpnotiq vodka while giving a concert in Germany on Monday night. She requested that a member of her team find a way – any way – to snag her a bottle.

Here poor rep was scrambling to find a way to score a bottle, but didn't have any luck finding it in Hamburg where Beyonce was staying! ... Hours later, after a few phone calls, the folks at Hpnotiq had a few bottles sent her way immediately... They even agreed to keep her stocked for the rest of the tour so nobody would have to go on a desperate-Vodka-quest again!...

Beyonce's next stop?... France! According to the Hpnotiq reps over there, Beyonce was so sweet and gracious that they went to so much trouble over her!

BIZBASH
NEW YORK

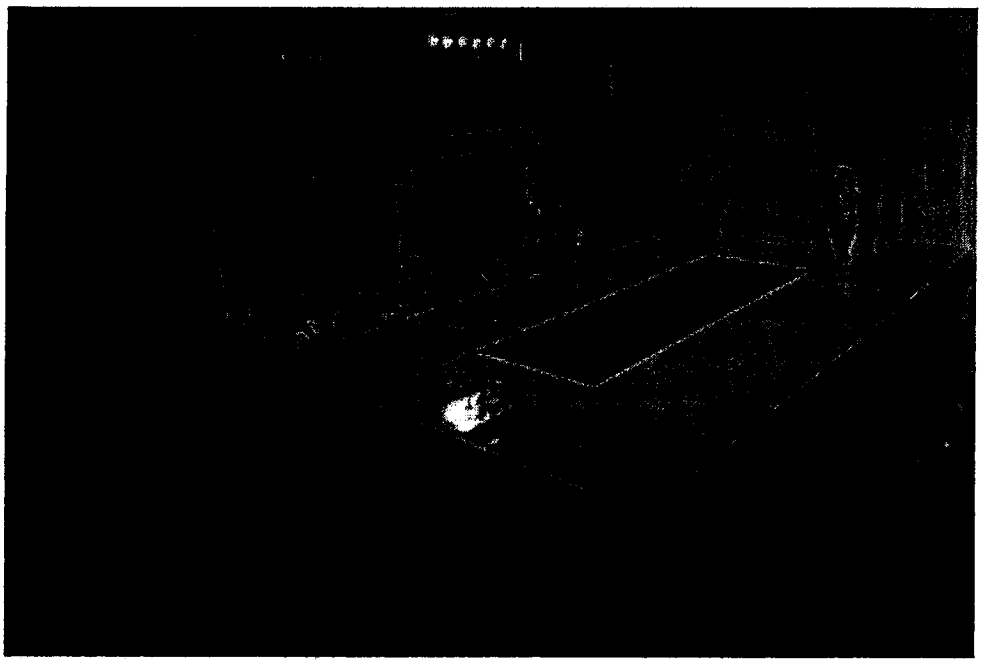
http://www.bizbash.com/newyork/content/editorial/e8914.php

October 11, 2007

Trick or Treat

A full three weeks before Halloween, guests at YMI Jeanswear's fashion show and party got an opportunity to stuff bags with goodies like jeans and beauty products.

FROM LOS ANGELES Stuffing bags full of goodies in October is known to be a thrill, but it's typically discouraged for the post-adolescent set. Not so at YMI Jeanswear's fashion show and party, which gave adult guests their own bag-stuffing opportunities—with pricier loot than candy. About 1,000 guests packed Boulevard3's outdoor space on Tuesday for a party at which the denim brand and its sponsors (including Salon Maxime and **Hpnotiq**) proffered their wares from nine cabanas flanking the venue's fountain. Get Flipped snapped guests' mugs at its lenticular photo booth, and Clothes Off Our Backs reps promoted the charity at another cabana.



This event is a big deal for us—we really entertain our buyers and show all of our spring products at the same time," said YMI Jeanswear International marketing director Dina De Fazio, who oversaw the event. It was the first event for which Primero Media (former BNC-er Brooke Primero's new company) handled PR.

Around 10 p.m., guests moved inside for a standing-room fashion show hosted by actress Brittany Snow on an elevated platform that featured the brand's casual spring 2008 line. The event fell during Young Contemporary Market Week, a week before L.A. Fashion Week at Smashbox Studios. It was the fourth biannual event for YMI. —*Alesandra Dubin*

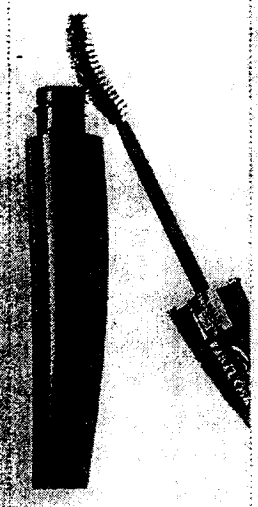
Courtesy of FGPR

brides Best 2007

Nail Treatment works quadruple time as a base coat, strengthener, growth treatment, and top coat; sallyhansen.com.

Luckiest lashes

Lancôme Courbe Virtuôse smudge- and tear-



proof mascara ensures a full day of eye-batting beauty; lancome.com.

Most personal perfume

Let Sarah Horowitz-Thran help you create a custom scent online with her Fragrance Journey tool; creativescent.com.

Most beneficial bronzer

Murad's Firming Bronzer SPF15 For Face and Body claims to increase skin firmness by 32 percent in just 15 minutes; murad.com.

REGISTRY

Trickiest toppers

No need to juggle drinks and hors d'oeuvres: Lenox Oxygen Hors D'oeuvre Toppers fit on top of Oxygen stemware and barware, freeing up one hand; lenox.com.

Nattiest knives

The CulinHome Hibiscus Collection of knives features flowers etched into surgical-grade stainless steel blades that stay sharp even after constant use; kohls.com.

Canniest cookware

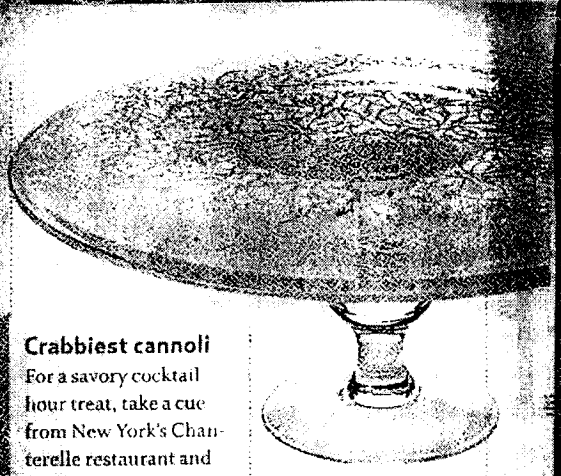
Almost as good as a meal that cooks itself: the Healthy Kitchen Slow Cooker by Dr. Andrew Weil comes programmed with recipes; bloomingdales.com.

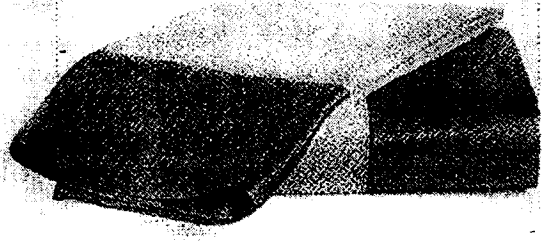
Most democratic designer

Vera Wang brings her stellar style to Kohl's with the Simply Vera collection of apparel, accessories, and home items; kohls.com.

Poshest pedestal

The etched lace pattern on the Museum of Modern Art's glass cake stand elevates any offering; moma.org.





FOOD AND DRINK

Smallest surf and turf

Tempt your guests with skewers of bite-size lobster and filet mignon inspired by a dish at Bobby Flay's steakhouse in the Borgata Hotel Casino and Spa in Atlantic City, NJ; theborgata.com.

Fruitiest booze

Liven up the reception bar by serving sophisticated, fruit-flavored vodkas. We're partial to Finlandia's Grapefruit Fusion (finlandia.com) and the Anjou pear-flavored Grey Goose La Poire; greygoose vodka.com.

Crabbiest cannoli

For a savory cocktail hour treat, take a cue from New York's Chanterelle restaurant and serve the crowd crisp cannolis filled with crab and cucumber; chanterellenyc.com.

Frothiest finish

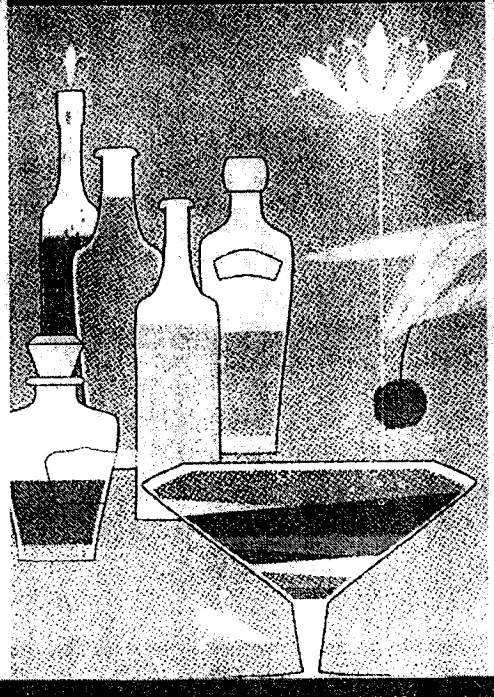
End the reception on a strong note with a catered coffee bar. Hire a barista to whip up caffeinated concotions and set the bar near a lounge area; partypop.com.

Fizziest bargain

For the toasts, have the waiters pop open bottles of budget-friendly Spanish Cristalino Brut Rosé Cava, a sparkling blend of grapes that hints at strawberry and citrus; the pink bubbles look downright gorgeous in your glass; civusa.com.

Cheekiest cocktail

The Something Blue, made with Hpnotiq (vodka, fruit juice and cognac), white wine and ginger ale, adds major kick to a reception; hpnotiq.com.



BRIDES STYLE

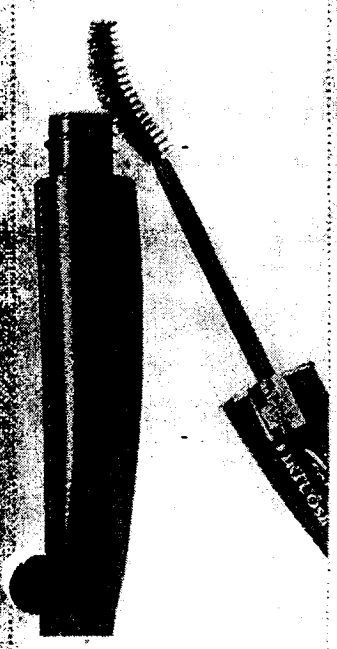
INTRODUCING SOMETHING PINK ...dress,

brides Best 2007

Nail Treatment works quadruple time as a base coat, strengthener, growth treatment, and top coat; sally hansen.com.

Luckiest lashes

Lancôme Courbe Virtuôse smudge- and tear-



proof mascara ensures a full day of eye-batting beauty; lancome.com.

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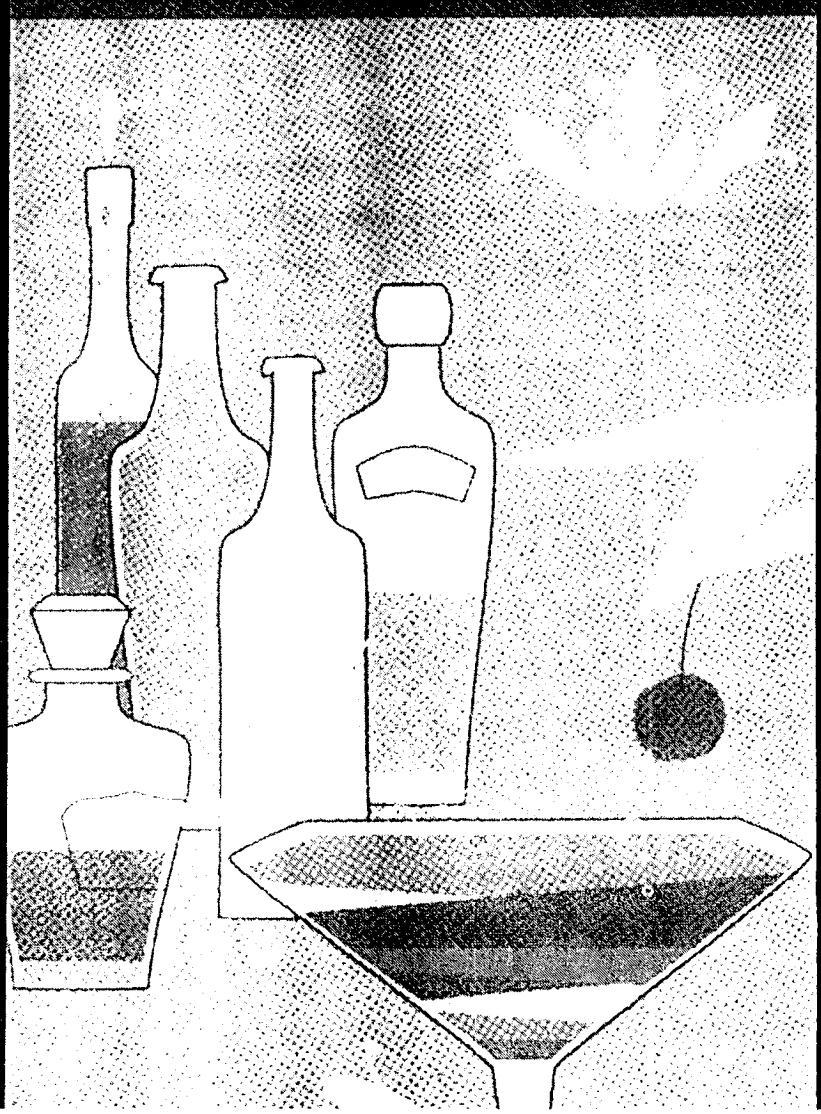
The Something Blue, made with Hpnotiq (vodka, fruit juice and cognac), white wine and ginger ale, adds major kick to a reception; hpnotiq.com.



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PAGE 146

gorgeous hair ideas for every length

50 clever ways to cut your costs

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centerpieces you'll only find here

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VOGUE & GLAMOUR

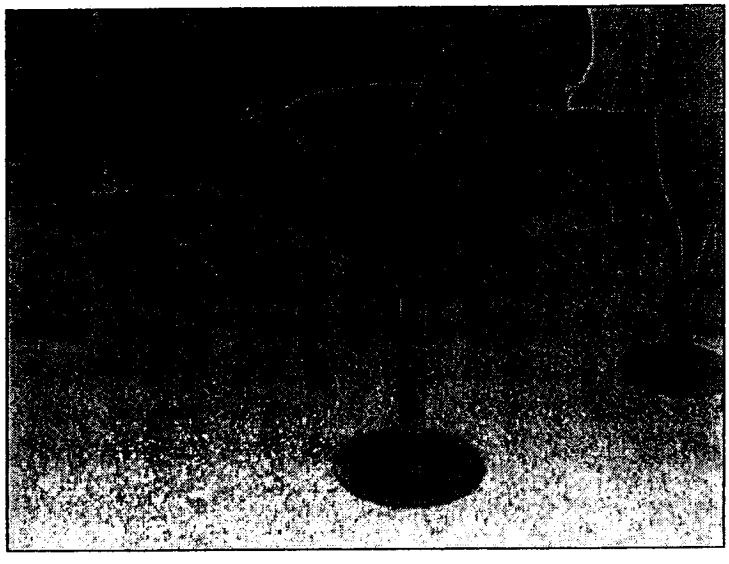
Wedding Salon

http://cbs2.com/slideshows/local_slideshow_271225358

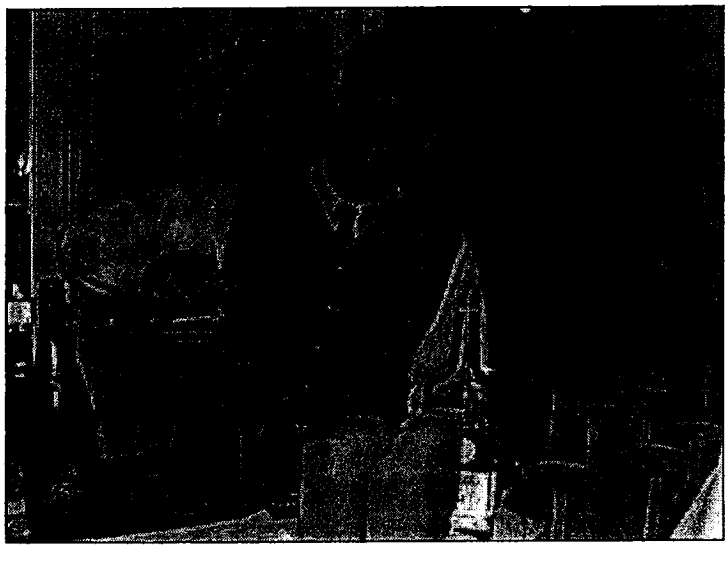
September 28, 2007

The Wedding Salon's event at the Four Seasons - Beverly Hills let brides-to-be, designers and vendors meet and discuss the big day. Champagne, candy, catering and cocktails flowed freely

Brooke Burke enjoyed the scenery and got ideas from the wedding planners and vendors at the Four Seasons.



Hpnotiq offers the bride something she *really needs* in blue... a martini!



Hpnotiq let Wedding Salon attendees sample the goods.

Courtesy of FGPR

Sunday Cape Cod Times

Cocktails to celebrate July 4 party

CAPE COD TIMES

Looking for a summery sip while the grill does its work?

Here are two cocktails that look and taste the part:

• • •

Created by V2 Vodka, a new Dutch spirit distilled five times and infused with taurine and caffeine (be aware of the energy burst) this 4th of July cocktail is called the "Red, White and 2".

Red, White & 2

Muddle (mash or crush) either frozen or fresh raspberries with sugar, to taste

Add ice.

Pour in a shot and a half (3 ounces) V2 Vodka. Top off with Hpnotiq.

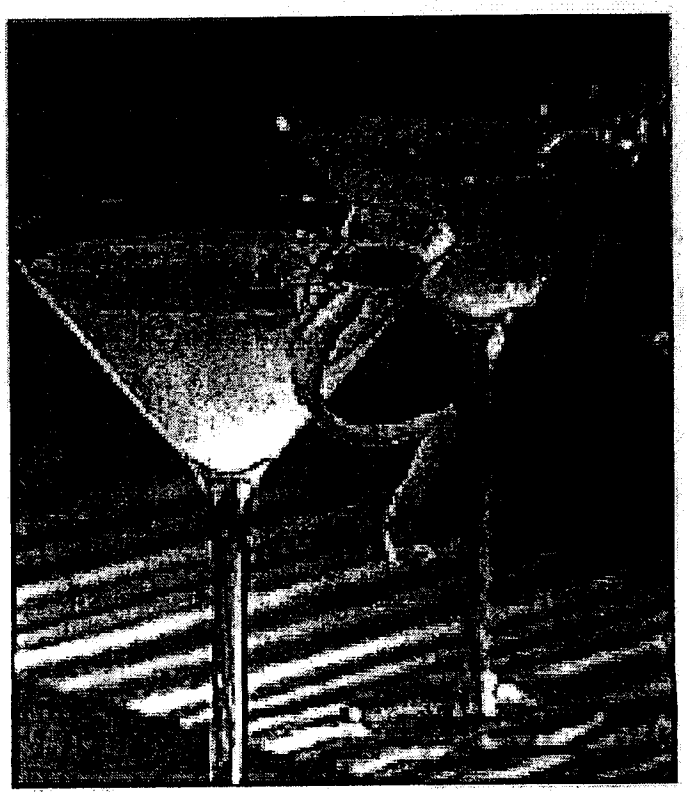
• • •

This "Lemon Sparkler" is made with tart Limoncello and fresh sour mix, but it gets its holiday name from the sparkling wine, Barefoot Bubbly.

Lemon Sparkler

1 1/2 ounces Limoncello
1 1/2 ounces fresh sour mix
3 ounces Barefoot Bubbly Brut Cuvée
Lemon twist
Fresh mint leaves

Combine the Limoncello and sour mix in a cocktail shaker with ice. Shake vigorously and strain into chilled martini glass. Top off with Barefoot Bubbly. Garnish with a long lemon twist and mint sprig.



The Lemon Sparkler provides bubbly fireworks for your party.

TRI-VALLEY DISPATCH

College scholarships

Student's need to apply for help

Casa Grande Dispatch

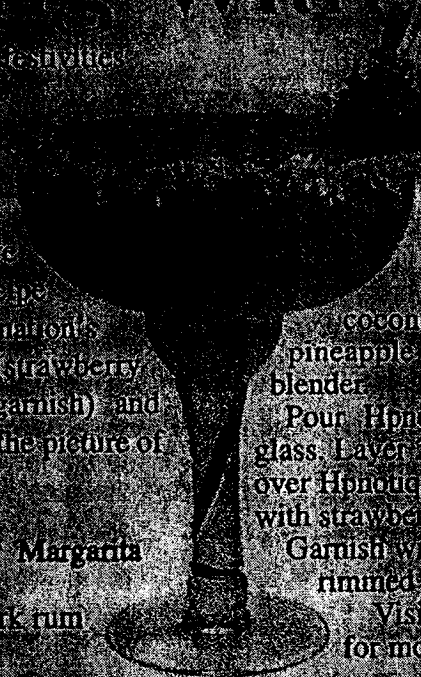
Tuesday

...ley Life

Casa Grande Dispatch

...ing with color!

For your 4th of July festivities Hpnotiq, a blend of premium vodka, tropical fruit juices and a firm of cognac, offers up a burst ...ing with color signature Firecracker Margarita recipe for those celebrating our nation's birthday. With its red (strawberry puree), white (coconut garnish) and blue (Hpnotiq) swirls, it's the picture of patriotism.



Hpnotiq's Firecracker Margarita
1 oz. HPNOTIQ
1 oz. super premium dark rum
1 oz. coconut milk
1 oz. fresh lime juice
1 oz. pineapple juice
1 oz. sweetened strawberry puree
1/2 cup crushed ice

Combine rum, coconut milk, lime juice, pineapple juice, and ice in blender.

Pour Hpnotiq into a margarita glass. Layer 2/3 of the blended mix over Hpnotiq. Blend remaining mix with strawberry puree, layer on top.

Garnish with coconut or use salt-rimmed glass as a variation.

Visit www.hpnotiq.com for more recipes.

...cess at ...erence

...n the Prepared Public ...argeo's Development ...speech about the US ...ve on to represent Ari... ...e national competition ...in Indianapolis, Indi...

...nine Casa Grande ...were given the State ...the highest degree that ...was named "Best Small-Chapter" the Arizona FFA is able to bestow

Courtesy of FGPR

Wedding Salon

http://cbs2.com/slideshows/local_slideshow_271225358

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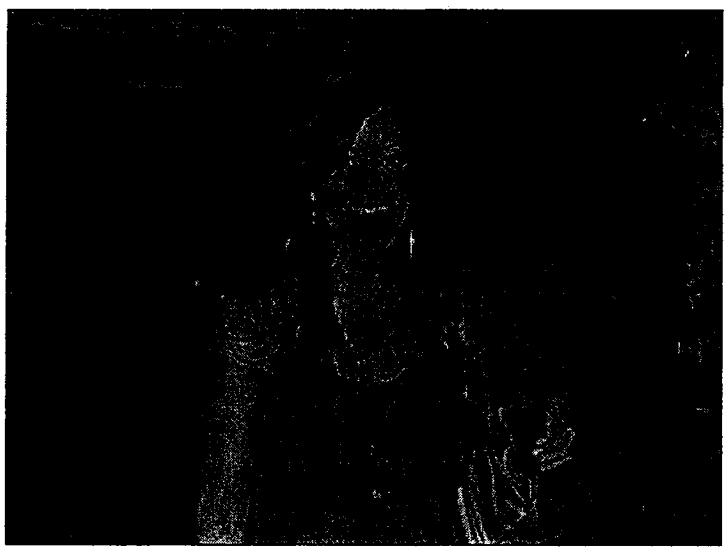

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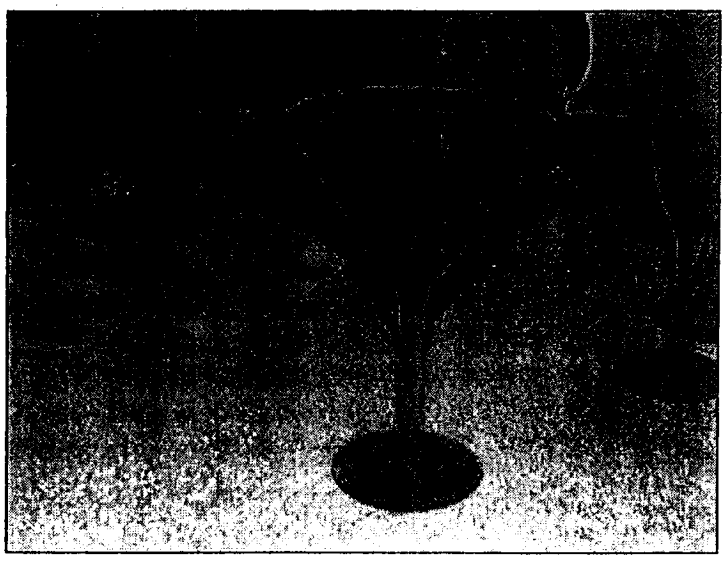

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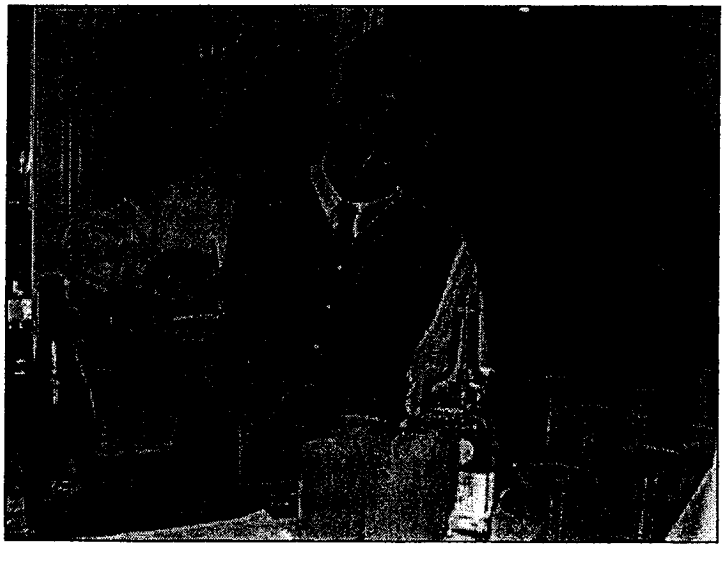


Hpnotiq let Wedding Salon attendees sample the goods.

Courtesy of FGPR

Cheers

M2MEDIA360

New Traditions

THE SOMETHING BLUE

Hpnotiq created this drink as a refreshing alternative to traditional wedding reception beverages.

2 oz. Hpnotiq
2 oz. white wine
1 oz. ginger ale

Combine all ingredients in a mixing glass. Pour into a Champagne flute.

nisticated,

Serve in
t.

g alter-
beverages.

lass.

f Bang-
refreshing

Dice-K-Tini

DICE-K-TINI

Jer-Ne Restaurant & Bar in the Ritz-Carlton Boston Commons Hotel created this to welcome Daisuke Matsuzaka, known as Dice-K, to Red Sox Nation, in April at the start of the baseball season.

1 part sake
3 parts vodka
part passion fruit puree
Combine ingredients with ice in a mixing glass, shake, strain and pour into a Martini glass. Garnish with glowing red "Dice Kube"

Brinleys Rum offers this coconut and fruit flavored drink, especially appropriate for warm weather sipping.

1 oz. Brinley's Coconut Rum
1 oz. Brinley's Mango Rum
3 oz. orange juice
Splash pineapple juice
Splash grenadine

Pour all ingredients into a cocktail glass. Garnish with a pineapple wedge; umbrella is optional.

THE MAJOR BAILEY

Celebrate Kentucky Derby Day with this minty concoction created by Plymouth Gin.

12 fresh mint leaves
2 oz. Plymouth Gin
¼ oz. freshly squeezed lime juice
¼ oz. freshly squeezed lemon juice
½ oz. sugar syrup

To a shaker filled with ice, first muddle the mint leaves with gin, then add lime juice, lemon juice and sugar syrup. Shake and fine strain into a glass half filled with crushed ice. Stir and

ıvation.

2 oz. Absolut Citron Vodka
2 oz. Southern Comfort
Ginger-lemon iced tea

Fill a tall glass with ice; add the vodka and Southern Comfort. Fill the glass to the top with ginger-lemon iced tea. Garnish with a lemon wedge and slice of fresh ginger.

SUNBEAM

Easy Leaf Products and bar chef Sean Bigley teamed up to create this festive cocktail.

1 ½ oz. Cruzan Citrus Rum
½ oz. Marie Brizard Apry Liqueur
2 ½ oz. Dole Tangerine Juice
Oro Fino (edible gold) sprinkles

Combine the first three ingredients into a cocktail shaker with ice and shake well. Strain into an ice-filled tulip or Collins glass. Garnish with three thinly sliced key lime wheels dusted with Oro Fino sprinkles.

Cheers welcomes original drink ideas! Send recipes to:

DARK AND FLAVORED RUMS | WINE: INTO THE WHITE | HMS HOST TOASTS TAKE-OFF | IMPORTED BEER EVOLVES

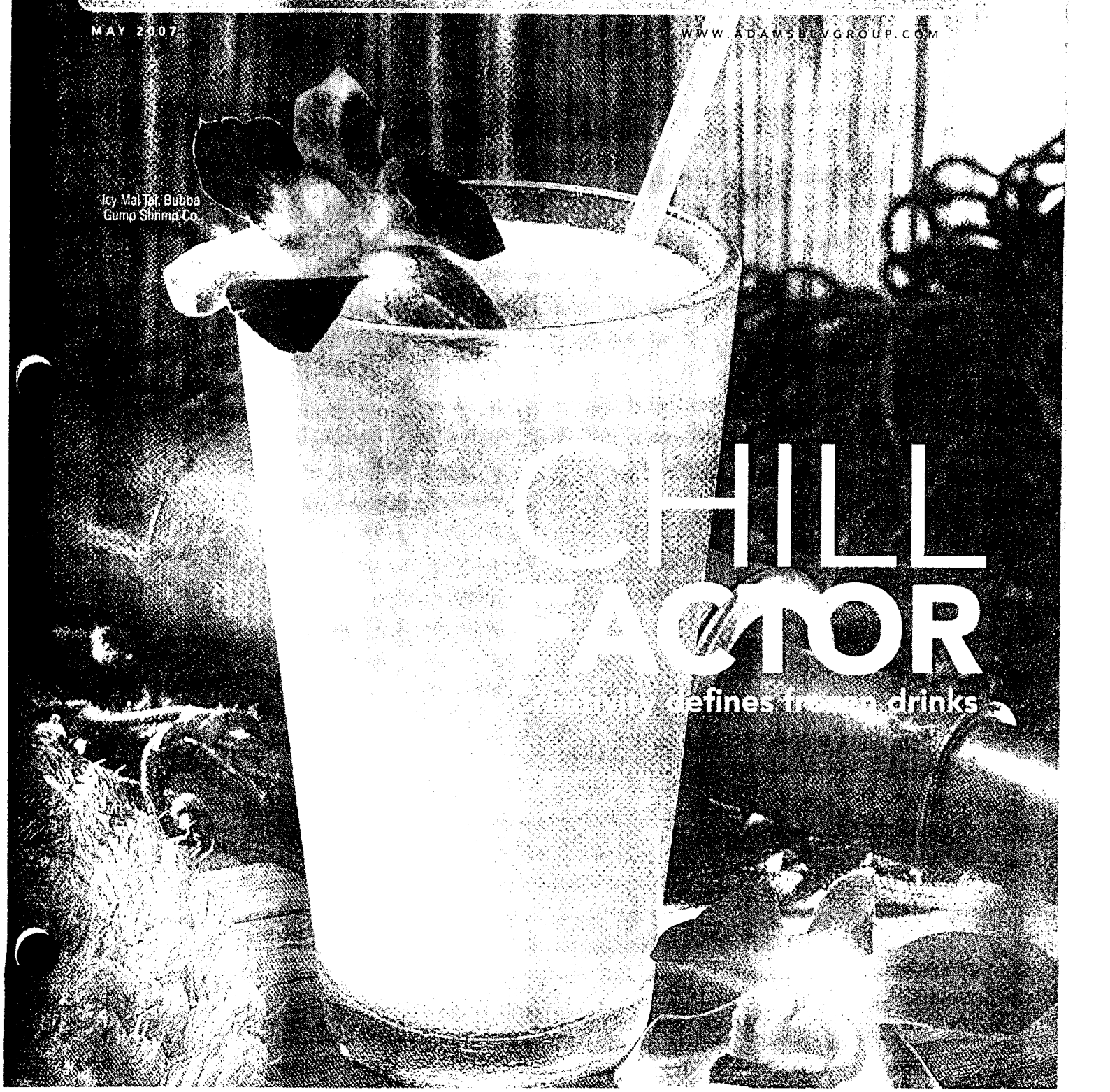
Cheers

M2MEDIA360

MAGAZINE FOR [illegible]

MAY 2007

WWW.ADAMSBEVGROUP.COM



Icy Mai Tai, Bubba Gump Shrimp Co.

CHILL FACTOR

[illegible] defines frozen drinks

bluPRint

NEWS
Hpnotiq
Chicago Scene Magazine
Circulation: 25,000
July 2007

DRINK REPORT

ANCIENT APOTHECA AND LEGENDA LIQUEURS

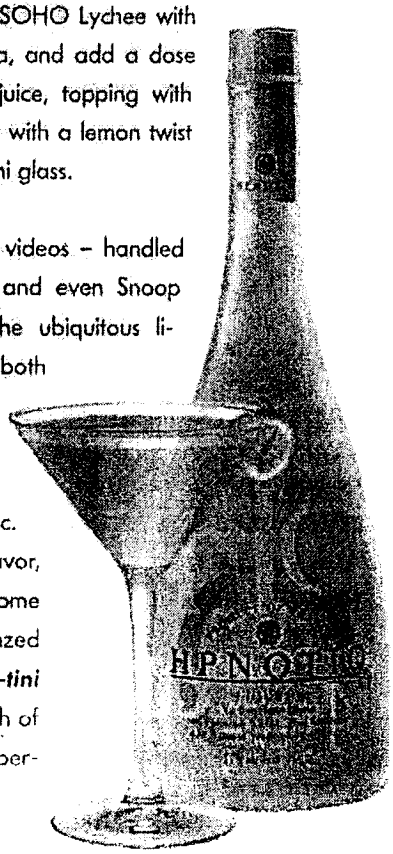
STEPHANIE MILLER

Liqueurs are underrated and too ofte quor. Whiskey and vodka aficionados never see a twenty-something order f formed may argue that liqueurs can't l have to be served with something, and ment other ingredients.

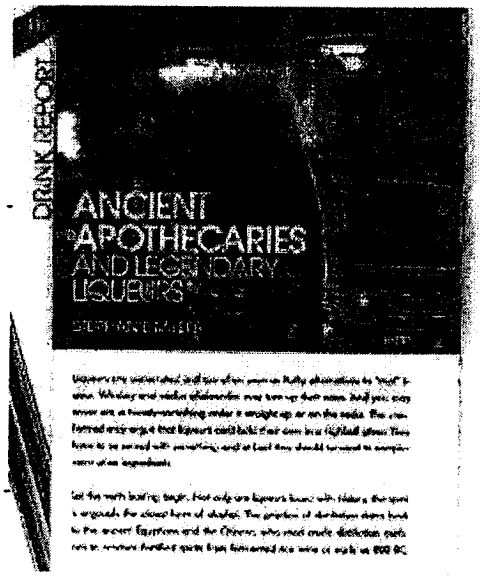
Let the myth busting begin. Not only c is arguably the oldest form of alcohol to the ancient Egyptians and the Chir ods to produce fortified spirits from fe

DRINK REPORT CONTINUED

Also new to the drink scene, **SOHO Lychee Liqueur** is the first of its kind available in the US. Already a huge success in Europe and Asia, the heart-shaped Asian lychee fruit has become a fixture in some of country's trendiest clubs. The exotic blend is distilled from the highest quality of natural lychees and has a distinct smoothness and a light, fresh taste, revealing hints of citrus and rose petal. If you're craving an effervescent drink, the ***Bubbling Lychee-Grapefruit Martini*** is a tasty sparkler. Mix two parts of SOHO Lychee with two parts Stoli Vodka, and add a dose of fresh grapefruit juice, topping with champagne. Garnish with a lemon twist and serve in a martini glass.



Appearing in music videos – handled by R. Kelly, Jay-Z, and even Snoop Dog, **Hpnotiq** is the ubiquitous liqueur: Distinctive in both taste and color, the aqua-hued spirit is a blend of premium vodka, tropical fruit flavors and a hint of cognac. Because of its smooth versatility and refreshing flavor, Hpnotiq allows for easy mixing and is served at some of the most exclusive clubs around the world. Bronzed beauties on the beaches of Ibiza sip the ***Hypno-tini*** – a mix of Grey Goose and Hpnotiq with a splash of lemon juice. Channeling your favorite hip-hop superstar? Pair some Hpnotiq with your Cristal. ▸▸


DRINK REPORT
ANCIENT APOTHECARIES AND LEGENDARY LIQUEURS

PAMA

DRINK REPORT CONTINUED

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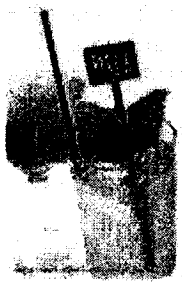
DRINK REPORT CONTINUED



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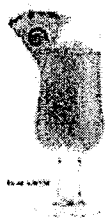
D.i.Y.

Make sure to stock your wet bar with liquor this summer. Be the hostess with the mostess at your soiree by serving up any of these warm weather cocktails.

RED LOTUS
1 ½ oz. SOHO Lychee Liquor
1 oz. Chopin Vodka
1 oz. Cranberry Juice
Shake with ice and strain into a martini glass. Garnish with a lemon twist

PAMA MIMOSA
3 oz. PAMA Pomegranate Liquor
1 oz. Champagne or sparkling wine
Serve chilled in flute



BLUE BREEZE
2 oz. Hyanalia
1 oz. Malibu
Splash of pineapple juice
Ice
Serve blended in a Cobra glass and garnish with pineapple.

Chicago Tribune

Trading firm owner accused of fraud

Anthony Demasi allegedly 'cheated' Tsunami investors

By Becky Yerak
Tribune staff reporter
Published May 3, 2007

A Chicago nightclub owner and philanthropist who runs a commodities firm by day is in hot water with futures regulators, accused of fraudulently soliciting more than $300,000 from investors.

The Commodity Futures Trading Commission last week filed a complaint in U.S. District Court in Chicago against Anthony A. Demasi and his company, Tsunami Capital LLC, both of Chicago.

The commission alleges that from at least December 2004 to the present, Demasi and Tsunami Capital fraudulently solicited and accepted more than $300,000 from at least three individuals for the purpose of trading financial futures as part of a commodity pool called Tsunami Lakeshore.

Demasi persuaded at least one participant to invest by providing him with a false track record showing profits in all but two months during 2003 and 2004, with a high return of 26 percent in April 2003, the complaint states.

In reality, the CFTC alleges, Tsunami Lakeshore didn't have an active account in April 2003, lost money every month it traded in 2003 and didn't trade at all in 2004.

On April 26 U.S. District Judge Robert Gettleman issued a restraining order prohibiting Demasi or his company from destroying documents or denying CFTC staff access to records. The order also froze all assets.

Until now, the Demasi business getting the most attention has been Reserve, a swanky West Loop hot spot known for hosting celebrity DJs and serving up $250 to $6,000 bottles of high-end booze. Reserve got ink a year ago with a $950 scarlet-hued martini made with Grey Goose L'Orange, Hpnotiq, pomegranate juice, orange juice, Dom Perignon Rose and a 1-carat, A-grade ruby garnishing a mint leaf and orange slice.

Demasi also started the Tsunami Foundation, a non-profit mentoring program for high school and college students.

One Tsunami Capital investor's statement from late 2005 showed a 7.7 percent profit, when Tsunami Capital had lost money, the complaint states.

When one investor didn't receive a statement and asked about the status of his investment, he was simply told, "It's up," with no further explanation, the CFTC said.

"By making deceptive statements to pool participants regarding profit potential and risk of loss, defendants cheated, defrauded and deceived pool participants" in violation of the Commodity Exchange Act, the complaint said.

Callers to Demasi's line at Tsunami found a full voice mail Wednesday. Calls to Tsunami Capital's marketing director and to Demasi's lawyer weren't returned. A woman answering the phone at the Reserve nightclub in midafternoon referred callers to Tsunami's office number. A reporter who visited the office of Tsunami at 455 N. Cityfront Plaza Drive was told that no one was available to comment on the matter.

The complaint also outlines how participants had difficulty withdrawing their funds.

One investor requested in January 2006 that Demasi return $200,000 invested in another Tsunami Capital and Demasi business venture, Sugartooth Entertainment, to open a Chicago nightclub. The $200,000 was commingled with funds intended for Tsunami Lakeshore, the complaint said.

After stalling and then bouncing checks, Demasi repaid the entire amount by November, according to the complaint.

Another investor requested his balance in December but still hasn't received it, the complaint said.

The CFTC also asked the court to issue preliminary and permanent injunctions against Demasi and Tsunami and require

a return of ill-gotten gains, repayments to defrauded investors and monetary penalties.

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byerak@tribune.com

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http://www.chicagotribune.com/business/chi-0705020972may03,0,5632372.story?coll=chi-business-hed

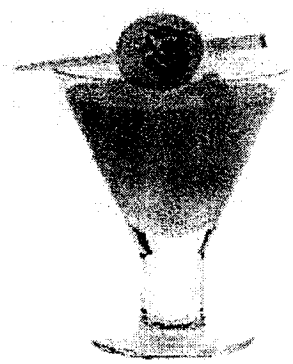
[redacted]

Blacken the mood this year with Hpnotiq's Mad Eye Martini made with an edible eyeball garnish. Disgust your guests with this must-have Halloween concoction.

http://www.cocktailatlas.com/L2Holidays/Halloween/Hpnotiq/Mad_Eye_Matrini.htm

The Mad Eye Martini

½ oz. HPNOTIQ
1 oz. super premium vodka
2 oz. lychee juice



Shake with ice, strain into a martini glass. Garnish with a lychee fruit.

Lychee Eyeball
1 canned grade AA lychee in syrup, drained
¼ teaspoon cherry, strawberry or raspberry preserves
1 blueberry.

Dry Lychee and fill with preserves. Place blueberry, blossomed end facing out, into cavity and skewer

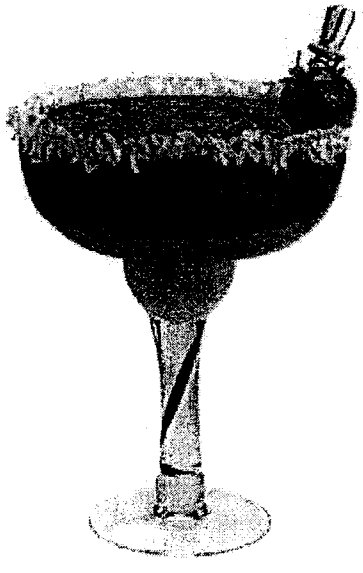
Bottled in France, Hpnotiq is a blend of premium vodka, natural tropical fruit juices, and a touch of Cognac, which combine to produce its signature electric blue color.

Courtesy of FGPR

In the Mix: News, Trends, Recipes, Experts

Fireworks enhance Fourth of July festivities.This year, HPNOTIQ spices up America's favorite holiday with its Signature Fourth of July Cocktail: The Hpnotiq Firecracker Margarita looks patriotic, with the red, white and blue swirls. And the taste has a special zing appropriate for the holiday.

HPNOTIQ's Firecracker Margarita



1 oz. HPNOTIQ
1 oz. super premium dark rum
1 oz. coconut milk
1 oz. fresh lime juice
1 oz. pineapple juice
1 oz. sweetened strawberry puree
1/2 cup crushed ice

Combine rum, coconut milk, lime juice, pineapple juice, and ice in blender.

Pour HPNOTIQ into a margarita glass. Layer 2/3 of the blended mix over HPNOTIQ.

Blend remaining mix with strawberry puree and layer on top.

Garnish with coconut or use salt-rimmed glass as a variation.

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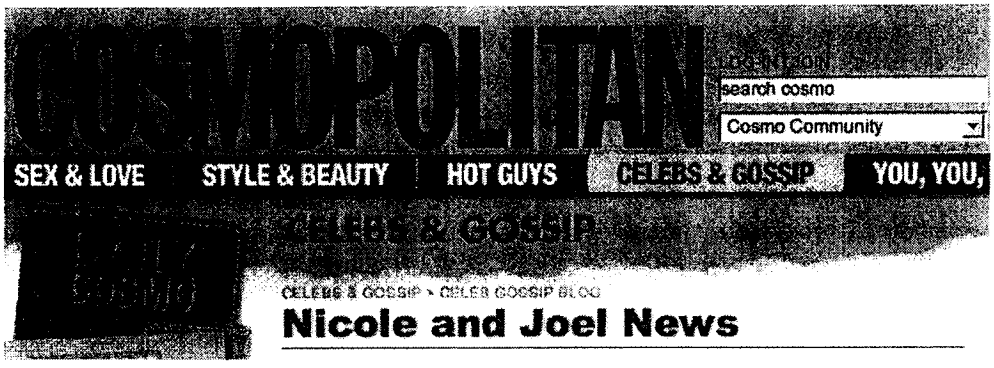
NEWS

Hpnotiq
COSMOPOLITAN.com
Circulation 2,947,220
August 20, 2007



SIGHTINGS:

- "Entourage" stars **Adrian Grenier** and **Kevin Connolly** showing their sophisticated side at an Ecstasy Liqueur-sponsored art gallery showcase last week for L.A. artist Louis Carreon's latest collection, "For the Love of Honey." **Taryn Manning** was also on the scene.

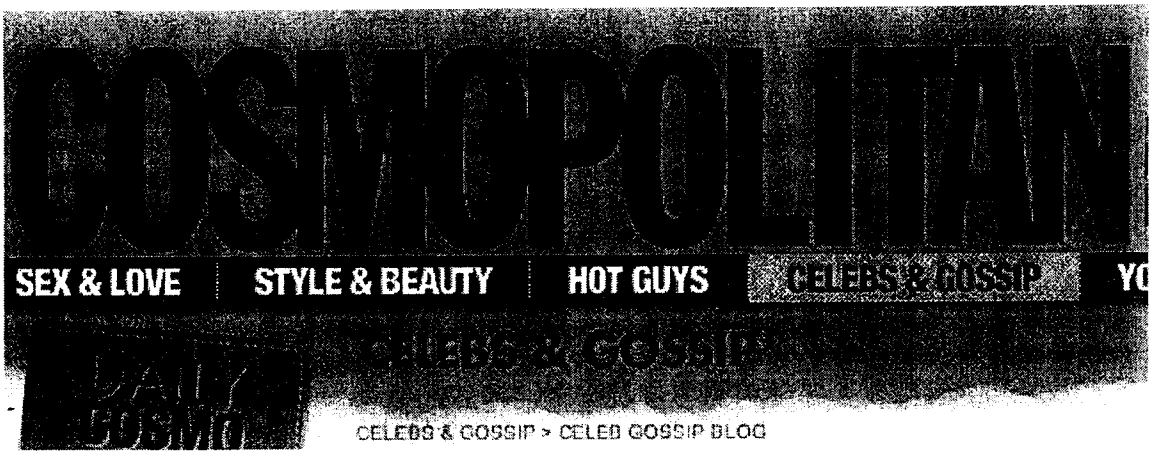
- **Matthew Perry**, "Grey's" McSteamy, **Eric Dane**, and model-turned-actress Amber Valletta at the Mulholland Tennis Club last Thursday night to celebrate Donovan Leitch's 40th birthday party, sponsored by Hpnotiq.

- **Paris Hilton** throwing another major beach bash at her Malibu home on Saturday afternoon, while two doors down, **Wilmer Valderrama** hosted a Polaroid beach House party to celebrate his clothing line Calavena.

bluPRint

NEWS

Hpnotiq
COSMOPOLITAN.com
Visitors Per Month 105,543
June 27. 2007



SIGHTINGS:

- Lindsay Lohan taking a break from her Promises treatment facility to catch an afternoon flick in Santa Monica. This was on the same day her mom, Dina Lohan, told reporters she's planning a low-key 21st birthday bash outside of the Malibu rehab.
- Zoe Saldana sipping "blue" champagne cocktails at the Hpnotiq-sponsored BET Pool Party at the Mondrian Hotel.
- Lance Bass at newly opened One Restaurant over the weekend, having dinner and discussing the menu of the new Sunset Boulevard hotspot, which he is an investor in.

FOX GREENBERG
PUBLIC RELATIONS

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

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TIFF (Uncompressed) decompressor
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January 24, 2007

Hatcher makes a play for her No. 1 football fan

Teri Hatcher isn't about to be a football widow. At the Sundance Film Festival in Park City, Utah, on Sunday, she staged some interference when her new director boyfriend, Stephen Kay, tried to watch the Saints-Bears game at the **Hpnotiq Lounge**. Her method of distraction? Kicking off her shoes and straddling him. The Desperate Housewife also dragged her beau along for swag shopping, including a stop at the Restylane booth in the Marquee suite, where she demanded more than one gift certificate for the wrinkle smoother.

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January 24, 2007

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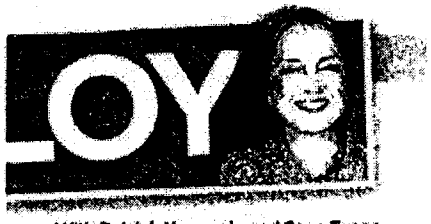
Weather: Hot and humid, 94/74 RACING ★ FINAL Tuesday, July 10, 2007

DAILY NEWS

50¢

NYDailyNews.com

It sure looked like Pete Wentz had a sober weekend — the Fall Out Boy bassist drank only Fuji water during Saturday night's dinner at the Stereo House in Water Mill. "He's never been a huge drinker," said one pal, "but now it's cold turkey." Strange, then, that later as he manned the turntables at the Hpnotiq party at Dune in Southampton, girlfriend Ashlee Simpson decanted Veuve Clicquot into an empty Perrier bottle for him. As Wentz sipped in the deejay booth, a fellow emcee announced, "Look at our man Wentz. He's drinking Perrier; that's all he drinks." Photo by Globe



With Patrick Huguenin and Sean Evans
E-mail: rushmolloy@nydailynews.com

's eco trip

by security when she tried to watch Kanye's set from the front row — even though she'd just presented onstage. Nemcova cooled her stilettos for 10 minutes, rubbing Haas' back, until a group of drunken, sweaty frat boys did a "Don't you know who she is?!" and let the supermodel and Haas through.

They bumped into NBC host **Carson Daly**, who gave the leggy model a big hug as steam shot out of Haas' ears. Later, Nemcova and Haas hit the Absolut/Flavorpill after party, but Nemcova left alone.

When crowd-pleasers **Alicia Keys** and **Keith Urban** performed "Gimme Shelter," it was for the first time in person. "Keith had been in Australia, so they rehearsed the song over the phone," says our source.

Tipper Gore was snapping like a paparazzo backstage, particularly stalking **Roger Waters**, formerly of Pink Floyd, who did a great set.

Even though celebs were criticized for using a whole lotta private-jet fuel to reach the concert venues, Live Earth at least got the message out. Entertainment Weekly reports that more than 2 billion fans watched or listened, including 10 million people on MSN.com alone.

Courtesy of Fox Greenberg PR

Weather: Rain Fleeting 68/60 RACING ★ FINAL Tuesday, August 21, 2007

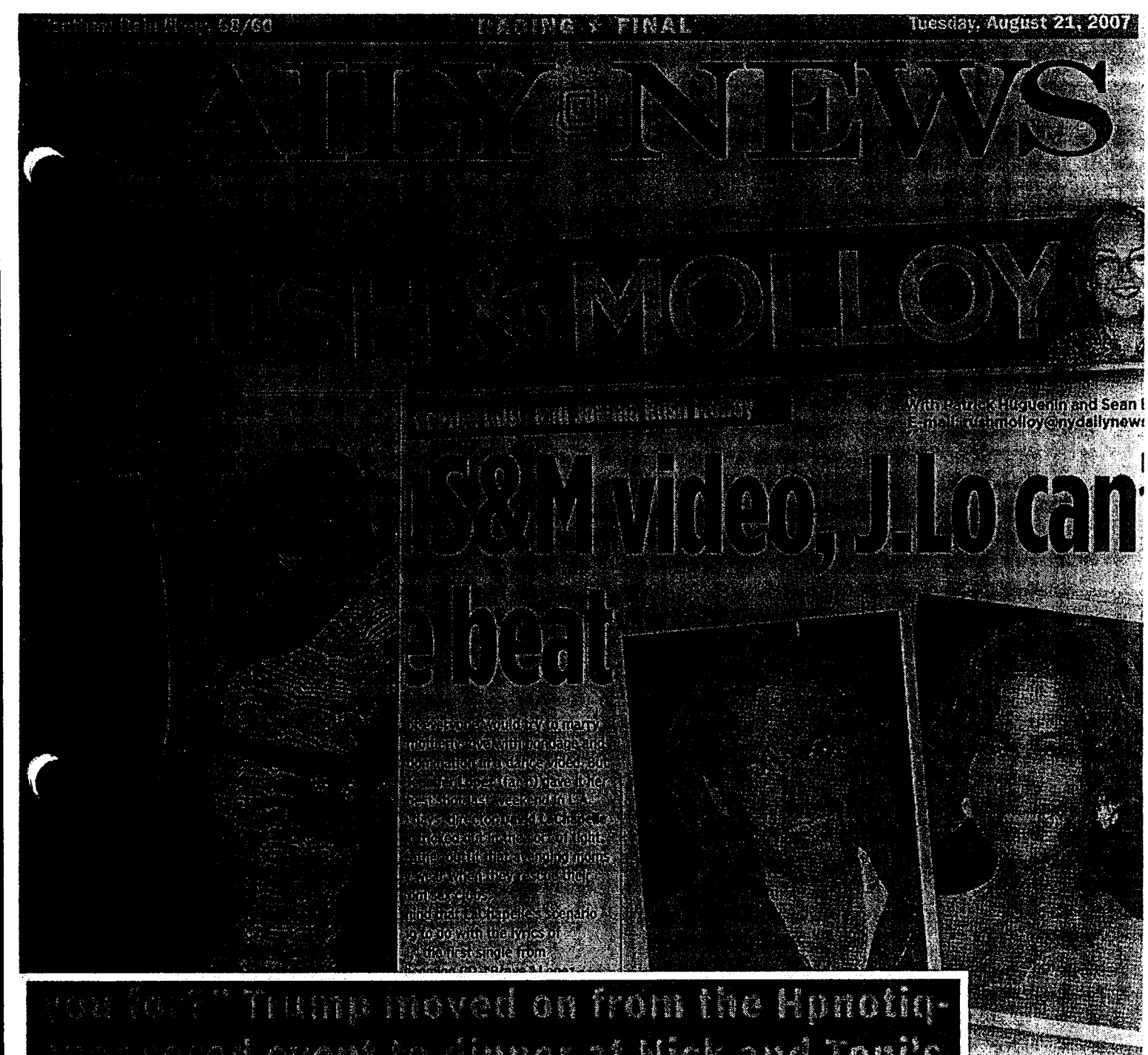
ALLY NEWS

RUSH & MOLLOY

With Patrick Huguenin and Sean
E-mail: rushmolloy@nydailynews

S&M video, J.Lo can
e beat

Would try to marry
with bondage and
dance video. But
(fat, o) have other
last weekend in L.A.
directorial L. Chapelle
in the sort of light
that avenging moms
when they rescue their
sex clubs.
mind that L. Chapelle's scenario
to do with the lyrics of
the first single from



you for?" Trump moved on from the Hpnotiq-sponsored event to dinner at Nick and Toni's, where he let one investment banker know he approved of his "upgrade" in girlfriends.

er boy washing dishes in the
She leads him to safety, toss
ns over the railing along the
amera, a bathrobe-clad Lope
to by hubby **Marc Anthony**.
prompted one set "prostitut
"I need to find a man like tha

Courtesy of FGPR

THE DAILY TIMES

recipes

HPNOTIQ Blue Ice Pops

Ingredients:
[illegible]

How to make it:
Prepare the Kool-Aid as directed. Mix 1/2 HPNOTIQ and 2/3 Kool-Aid, pour into popsicle tray. Freeze and [illegible]

HPNOTIQ's Firecracker Margarita

Ingredients:
[illegible]

How to make it:
[illegible]

Rosemary Chicken and Mushrooms with Mixed Vegetables

[illegible]

Directions:
[illegible]

Patriotic shortcake

[illegible]

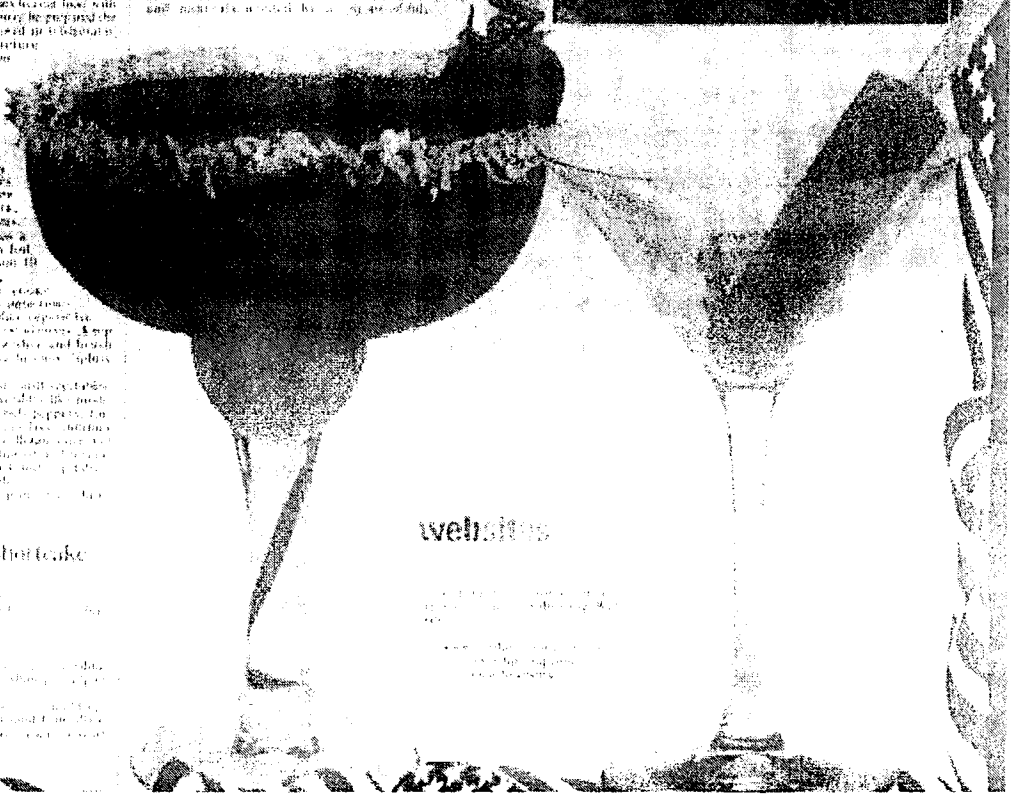
Directions:
[illegible]

Pictures of patriotism

Desserts and drinks spice up 4th of July parties

— By Debra Moran —
[illegible]

[illegible]



MAKE A HPNOchaun: 2 oz. Hpnotiq, 1 oz. Green Crème de Menthe, 1 oz. whipping cream. Combine in a martini shaker with ice. Shake vigorously and pour into a martini glass. Garnish with St. Patty's Day decoration. Metro Toronto

BEAT MARCH BREAK boredom with an indoor picnic. Lay down a blanket in the living room, and enjoy crispy oven-baked chicken, creamy potato salad and homemade rhubarb crisp. SOURCE: Foodland Ontario

Guinness Steak & Mushroom Boxty

Time 65 min (approx.) • Serves 4

BOXTY INGREDIENTS:
Mashed potatoes, day old (1 cup)
1 medium egg.
All purpose flour (1 cup)
Salt and pepper (pinch)

METHOD:
1. In a large bowl mix the potatoes, egg and seasoning until well blended.
2. Add the flour and mix until it sticks together.
3. Portion into four portions (approximately 1 cup each), shape into a ball and place on a floured surface
4. Using a rolling pin, roll to a 12" round. Repeat keeping the boxties floured to prevent sticking.
5. Place boxties into a heavy skillet over med heat, fry the boxties until golden brown on both sides.
6. Keep warm by placing boxties on warm plate and ladle 1 cup of Guinness Steak & Mushroom filling (recipe below) onto the boxty and fold over.

FILLING INGREDIENTS:
Diced Beef (2 cups)
Button Mushrooms (1 cup)
Vegetable Oil (1/8 cup)
Onions, diced (1/3 cup)
Tomato Paste (1/8 cup)
Guinness (1 cup)
Brown Sugar (1 tsp)
Dijon Mustard (1 tsp)
Red Wine Vinegar (1 tbsp)
Beef Cube (2 cubes)
2 whole cloves
Water "A" (2 cups)
Corn Starch (3 tbsp)
Water "B" (6 tbsp)
Salt and Pepper (To taste)

METHOD:
1. Heat oil in large pot until very hot. Add beef and brown on all sides.
2. Add onions and tomato paste, cook 2 min.
3. Add Guinness and reduce by half, then add brown sugar, Dijon mustard, red wine vinegar, beef cubes, cloves and water "A."
5. Bring to a boil, add mushrooms and simmer until beef is tender (1 hour approx.)
6. In bowl, mix corn starch with water "B", add to the simmering beef while stirring. Simmer 5 min. Salt and pepper to taste.

Irish grub gets cool

By ERIC EMIN WOOD
for Metro Toronto

With St. Patrick's Day falling on a Saturday, pubs and restaurants across the country are probably thanking their three-leaf clovers since this means they can expect full crowds late in the morning, rather than late in the afternoon.

Food-wise, of course, the best way to celebrate St. Patrick's might be with a pint of Guinness; the Irish have never been particularly reknowned for culinary genius.

"St. Patrick was an old bugger," says Niels Kjeldsen, executive chef for Fionn MacCool's. "He died in 461 AD. Back then, food service wasn't what it is today. Irish food is fairly basic, and I don't mean to be nasty or anything ... it's good country cooking, that sort of evolved over the years to become something a little bit more sophisticated."

Back then, Kjeldsen says, everything was well done and cooked to death. Today, he says, "tastes and flavours keep evolving and changing as people get, I'm not gonna say smarter, but used to different things."

For those with more discerning palates, Kjeldsen has a couple of suggestions. One is Guinness steak and mushroom boxty, which consists of beef braised slowly in beer, and half-wrapped with an Irish potato pancake. Another is the Galway Bay seafood medley. "Galway, being on the west coast of Ireland ... there's an awful lot of seafood there," says Kjeldsen. "So they obviously cook a lot of it."

Fionn MacCool's chef Niels Kjeldsen serves up Irish boxty and a Guinness for St. Patrick's Day celebrations in Toronto.

CLAUS SPECHT/METRO

Another popular item, believe it or not, is what Kjeldsen and the other chefs call Finnegan's Fibre, basically fish and chips, "a very popular item for St. Patrick's Day.

"Of course the corned beef and the cabbage and all that, yes it is Irish, but I would say the fish and chips would be the more appropriate thing," says Kjeldsen. If anything, he says, it's the easiest to cook at home.

As for his connection to Ireland, Kjeldsen insists he's the original Irishman. "I'm a Viking by nature, by birth, you'd call it, and you may or may not know, but the Irish, pardon me, the Vikings, settled in Dublin around 800 AD, and everyone's a descendent of those terrible Norsemen over there.

"I'm Irish today, let's put it that way."

An Irish staple:

Porter Cake: This fruit cake includes Guinness. Its distinctive flavour makes it a great favourite — so much so it is even exported to Irish expats in North America.

SOURCE: READER'S DIGEST

Great Big Sea front man loves brother-in-law's cooking

CELEB *kitchens*

MARCY CORNBLUM
entertainment@metronews.ca

Lead Singer Alan Doyle of the St. John's -based band, Great Big Sea, their performance DVD and companion CD Courage & Patience & Grit: Great Big Sea In Concert is on store shelves, this award-winning band is known for their high-energy concerts.

Q What is your fondest memory from your family kitchen?

A All the parties in our house happened in the kitchen. For that matter everything but sleeping happened in our kitchen.

At times, due to weather or lack of money our heating oil tank would run dry. Not to be dismayed, my parents would put a blanket up to the kitchen door, turn on our electric oven and open the oven door.

They'd call in the neighbours and have a kitchen card game which eventually led to a few songs.

Q What kitchen aromas bring back fond memories?

A Nothing brings me back home like the smell of my mom's bread fresh from the oven.

Q Who is your favourite cook?

A My brother-in-law Todd is my favourite chef.

He studied culinary arts in P.E.I and apprenticed in some of the larger hotels in Switzerland and worked in many famous restaurants.

He has such a worldly knowledge of food and applies these worldly principles.

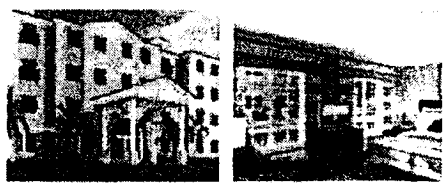
Great Big Sea's Alan Doyle

BOARDING PASS

Escape Winter with metro

Grab your ticket to fly in each day's edition of Metro and you and a guest could Visit Florida! Enter the daily password shown here for your chance to win a trip for two to the Sunshine State!

Week Five Prize is:
Roundtrip airfare courtesy of Flight Centre
Five days' car rental courtesy of National/Alamo
4 nights' accommodation at the Inn At The Springs in Bonita Springs, Florida.
The prize will include a $200 spa credit at the nearby Mahalo Spring & Spa.



Read Metro, collect the daily password, and enter online at www.metronews.ca for your chance to win one of five trips for two to Visit Florida!

Today's password is:
VISIT FLORIDA

FLIGHT CENTRE Alamo VISIT FLORIDA INN

GLAMSCENE
WHERE GOSSIP MEETS GLAMOUR

http://blogs.glam.com/glamscene/2007/08/01/what-stars-sip-in-the-hamptons/

What the Stars Sip in the Hamptons...

Wednesday, August 1st, 2007,

Debra Messing hosts the opening day of the Mercedes-Benz Polo Tournament at the Bridgehampton Polo Club in Water Mill, N.Y., on July 21.

Want to know what the haughty Hamptonites are sipping on this summer? Well, the chichi celebs at the Bridgehampton Polo club are enjoying delicious cocktails courtesy of HPNOTIQ at the Mercedes-Benz sponsored polo tournament. Everyone from **Debra Messing** to **Beth Ostrosky** to **Michelle Rodriguez** to **Wilmer Valderamma** are fans of the fab concoctions.

Mix one up for yourself, and enjoy the celebrity sweet life... even if you don't have a house in the Hamptons!

The Blue Caipirinha

1 oz. Hpnotiq
1 oz. Água Luca
½ lime, quartered
1 oz. Simple syrup

Muddle lime and simple syrup thoroughly. Add Água Luca and Hpnotiq, shake vigorously over cracked ice. Pour everything into a rocks glass.

Bubbles N Blue

2 oz. Hpnotiq
2 oz. Champagne

Combine and serve chilled in a champagne glass

The Blue Breeze

2 oz Hpnotiq
1 oz super premium coconut rum
Splash of pineapple juice

Pour ingredients over ice in a Collins glass. Garnish with a lemon or orange twist.

Spiked Blue Lemonade

1 ½ oz Raspberry Vodka
1 oz Hpnotiq
2 oz Lemonade
Champagne.

Courtesy of FGPR

ON GUARD FOR 176 YEARS

Detroit Free Press

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RELIGION — D'OH!
Oak Park rabbi draws lessons from "The Simpsons."
Spiritual Life with David Crumm, 6C

NOT HIS FAULT
"Grey's Anatomy" star says racism got him fired.
Names & Faces, 5C

RED, WHITE, BOOM
Greenfield Village to host OSO.
The Saturday List, 3C

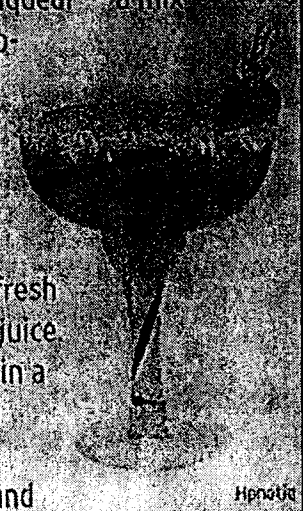
SATURDAY LIFE

... 2007 • Features dept. 800-678-6400 • www.freep.com • Detroit Free

PATRIOTIC COCKTAIL

The folks at Hpnotiq liqueur — a mix of vodka, cognac and tropical fruit juice — suggest a Firecracker Margarita. It's the picture of patriotism!

Mix 1 ounce each of dark rum, coconut milk, fresh lime juice and pineapple juice. Pour 1 ounce of Hpnotiq in a glass. Pour ⅔ of the rum mixture on top. Combine remaining rum mixture and 1 ounce sweetened strawberry puree and layer on top. Add ½ cup of crushed ice.



Hpnotiq

... SHOES

... means you'll see flags

... if you pick up a pair of New Balance Flag 574s.

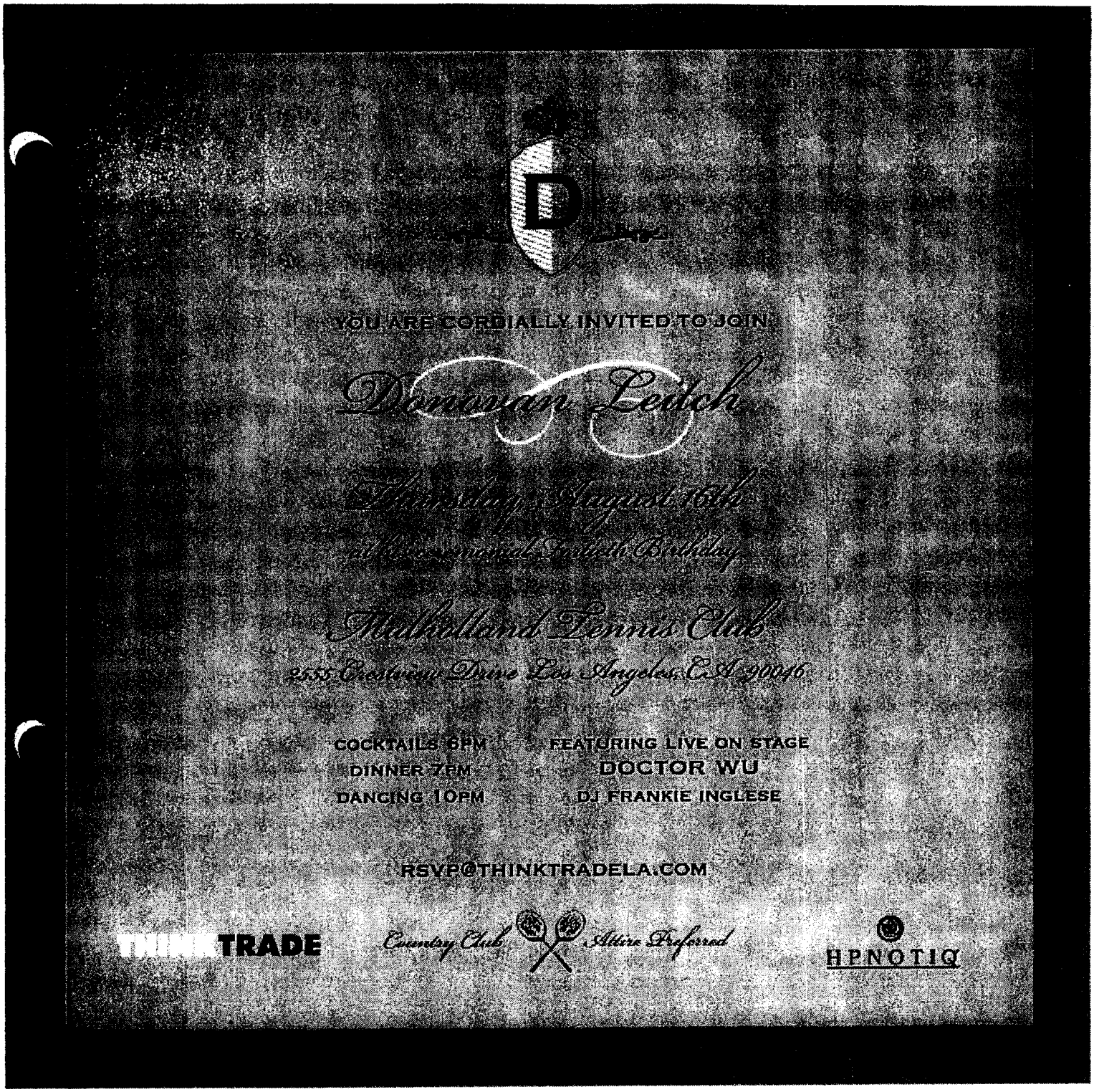
Inspiration for the new athletic shoe comes from the American Football World Cup held every four years. The red, white ... salutes the United States, ... tournay in Kawasaki, ...

... in July, cost $65 at Mr. Alan's ... Foot Action, Footlocker, ... and other outlets.

... BITES, BURNS

... a lazy summer weekend faster ... emergency room. Here's a ... creating the most common ... from Woman's Day:

BY CAROL NEMMOTI



YOU ARE CORDIALLY INVITED TO JOIN

Donovan Leitch

Thursday August 16th

at his ceremonial Fortieth Birthday

Mulholland Tennis Club

2555 Crestview Drive Los Angeles, CA 90046

COCKTAILS 6PM
DINNER 7PM
DANCING 10PM

FEATURING LIVE ON STAGE
DOCTOR WU
DJ FRANKIE INGLESE

RSVP@THINKTRADELA.COM

THINK TRADE

Country Club Attire Preferred

HPNOTIQ

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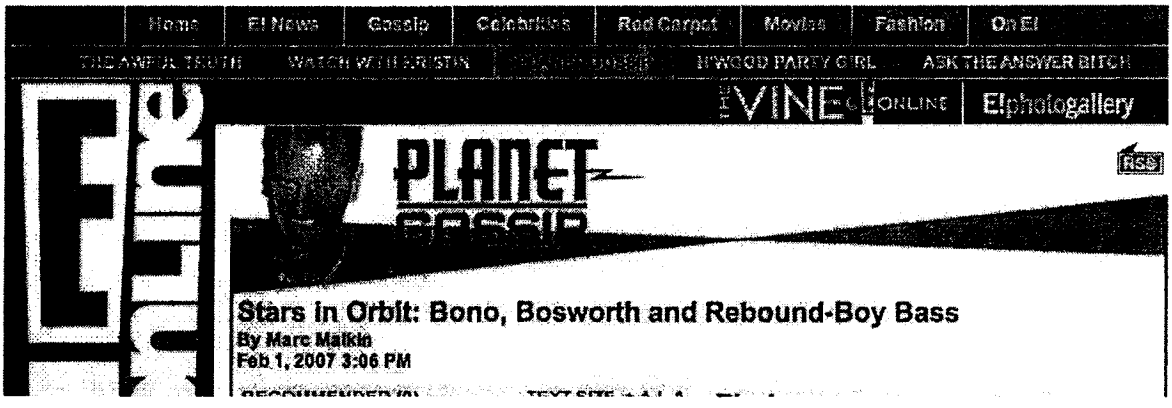
NEWS

Hpnotiq
E! Online
February 1, 2007



LOVEBIRDS: Jamie-Lynn Sigler, canoodling with hottie boyfriend **Scott Sartiano** at Sundance's Hpnotiq Playoff Party.

Hpnotiq and Tao Host *Ugly Betty* Actress Ana Ortiz's Bachelorette Bash Nearly Wedded Bliss: To most people, a girl's pre-wedding party means going crazy with your friends. But Ana is so crazy in love, all she wants to do is smooch her soon-to-be hubby, guitarist Noah Lebenzon.

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NEWS
Hpnotiq
E! Online
June 1, 2007

Stars in Orbit: Metcalfe Sweats, Cruise Whines and Trump Blows

Categories: stars in orbit

The Planet Gossip satellites see everything, and I give you the best sightings from around the world—and occasionally even beyond it.

THE INCREDIBLE HUNK: **Jesse Metcalfe**, working out at 24 Hour Fitness at the ArcLight in Hollywood.

CHEEK TO CHEEK: **Jessica Alba** and **Candy Spelling**, getting facials separately at the über-chic Vida Emanuel European Day Spa in Beverly Hills.

LADIES' MAN: **John Legend**, dancing with a gaggle of female fans at his Hpnotiq-hosted postconcert party at Light in Las Vegas.

ROCK ON: **Tommy Lee**, **Dave Navarro** and **Simon Rex**, catching Whitestarr's show at the Roxy in L.A.

MAKING THE ROUNDS: **Ellen Pompeo**, walking down 57th Street in NYC in black leggings, a black sweater and black shades.

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NEWS

Hpnotiq
E! Online
June 29, 2007

Back to Planet Gossip Blog home

Stars in Orbit: Klum's Candy, Bush's Boy and Foster's Caring Ways

Categories: stars in orbit, nightlife, parties, fashion, shopping, movies, music, premieres

CHAMPAGNE WISHES: Zoe Saldana, enjoying the bubbly at Hpnotiq's pre-BET bash at the Mondrian hotel in L.A.

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NEWS

Hpnotiq
E! Online
February 12, 2007

Grammy Weekend: Beauty, Booty and Bubbly
by Sydne Summer
Feb 12, 2007

Swigging the Swag

In the back studio, musicians like the **Pussycat Dolls** are flocking toward **Gwen Stefani's** L.A.M.B collection, freaking out over the designer's new leather purses. "We had to start taking orders for these," the vendor says, pointing to an adorable white clutch. Can Hollywood Party Girl put her name down?

By the bar, **Katharine McPhee** signs her name on a Swarovski-studded bottle of Hypnotiq, but she sticks to nonalcoholic beverages for her daytime drinking. "Here, you can take this home with you," the bartender says, as he gives the *American Idol* runner-up her own bottle. Smart girl—she knows celebration tastes best *after* the show.

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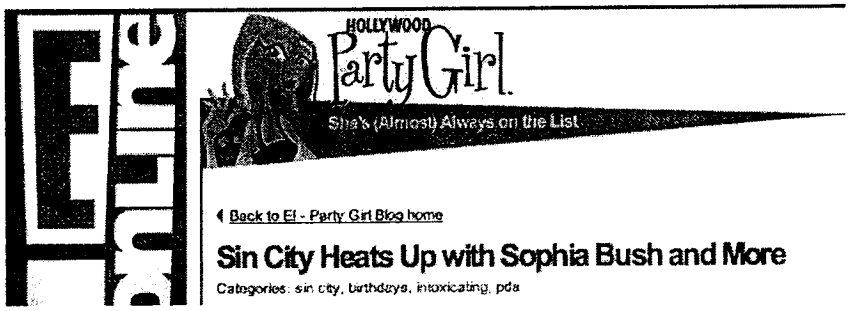
NEWS

Hpnotiq
El Online
Circ: 3,000,000 visitors per month
July 9, 2007



Back to E! - Party Girl Blog home

Sin City Heats Up with Sophia Bush and More

Categories: sin city, birthdays, intoxicating, pda

This weekend 110-degree temperatures weren't the only reason Las Vegas was hot. A slew of hard-partying celebs brought extra heat into the already boiling desert. My Sin City party pals tell me Sophia Bush was in town celebrating her 25th birthday with actor beau **Jon Foster**, fellow Cancer BFF **Morgan Freely** and a group of pals. After a dinner of sea bass and Kobe sliders at Fix Friday night, the two B-day girls blew out candles on a Hpnotiq Blue cake and moseyed over to Light nightclub at the Bellagio for a long night of dancing.

The next day, Sophia and friends kept cool with Hpnotiq ice pops at the Mirage's Bare Pool Lounge. But the celebration didn't stop there. The young actress officially rang in Bush's 25th that evening with Jon in a VIP booth at Jet.

And Sophia wasn't the only one celebrating this weekend. **Brandy** headed to Vegas to drop by a friend's birthday bash at TAO nightclub. The girls sat at a VIP table behind the dance floor and then got down to the beats of **DJ Vice** until the early a.m.

Also in town this past weekend was Kurt Russell, who spent a night at Light sans **Goldie Hawn** to have some fun at this nephew's bachelor party. Meanwhile, David Spade was seen hitting up Jet and enjoying the luscious lips of his friend Pamela Anderson when the new magic star planted a wet one on his cheek. Kisses from Heather Locklear *and* Pam? The funnyguy sure knows how to pick his gal pals.

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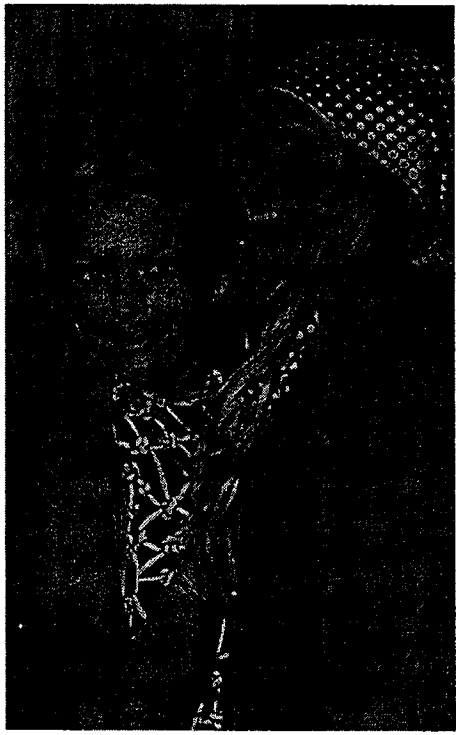
NEWS

Hpnotiq
E! Online
May 3, 2007

HOLLYWOOD Party Girl
She's (Almost) Always on the List
RSS

Party Pics Gallery

2 of 413 ‹ Prev | Next ›

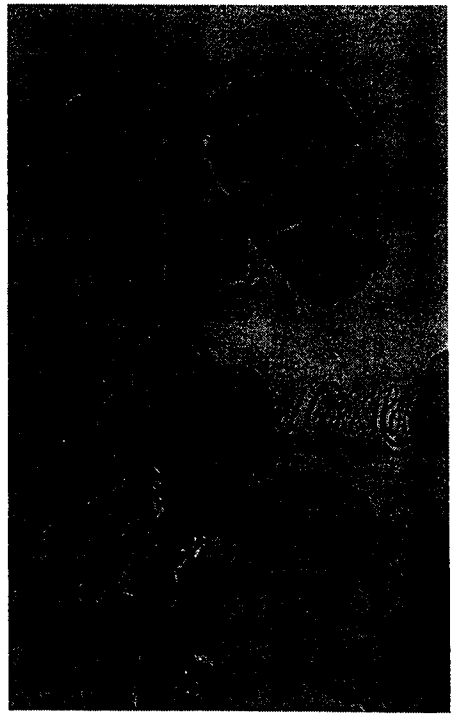


Hpnotiq and *GQ* Lounge at Coachella
Socialite Swap: While Paris hangs with Lindsay's ex, LiLo snatches up the heiress' former BFF Kim Stewart. It's a battle of the blondes.

HOLLYWOOD Party Girl
She's (Almost) Always on the List
RSS

Party Pics Gallery

1 of 413 Next ›



Hpnotiq and *GQ* Lounge at Coachella
Music Man: Paris chooses Hard Rock hair Harry Morton to rock out with in the desert. The way he's looking, we don't blame her.

Party Pics Gallery

3 of 442 ‹ Prev | Next ›

Hpnotiq Hosts John Legend's After-Concert Party at Light Nightclub
Va-Va-Vegas: John-John gets his groove on—hey, it's his night, who can blame the guy?

Patriotic & Potent: Fourth of July Recipes

Categories: tipsdips, intoxicating

Tips & Dips

I'm planning a Fourth of July barbecue for 20 of my closest friends. I want to serve fancy drinks rather than beers. Any suggestions?
—Janice, Brewster , Massachusetts

As a matter of fact, I have *many* suggestions. For an Independence Day bash, the theme is a no-brainer: red, white and blue. Just keep the cocktails in that color scheme, and you're good to go. Here are recipes for some of my patriotic faves...

Hpnotiq's Firecracker Margarita
Hpnotiq fans include Victoria Beckham, **John Legend** and Hugh Grant. The company made this drink especially for America's birthday.

1 oz. Hpnotiq
1 oz. superpremium dark rum
1 oz. coconut milk
1 oz. fresh lime juice
1 oz. pineapple juice
1 oz. sweetened strawberry puree
½ cup crushed ice

Combine rum, coconut milk, lime juice, pineapple juice and ice in blender. Pour Hpnotiq into a margarita glass. Layer 2/3 of the blended mix over Hpnotiq. Blend remaining mix with strawberry puree, then layer on top. Garnish with coconut. You can use salt-rimmed glasses as a variation.

The Angry Dragon
A favorite of **Renée Zellweger**, this innovative cocktail is served at the Grand in New York. Serve it on a blue napkin for that all-American feel.

2 bar spoons of dragonfruit (reserve skin for garnish)
1 bar spoon of yuzu
¾ oz. jasmine syrup
1 oz. sake
1 oz. 42 Below vodka

Put two spoonfuls of muddled dragonfruit in a pint glass, and add yuzu, jasmine syrup, sake and 42 Below. Add ice and shake. Pour into glass, and garnish with dragonfruit skin.

Ginger & Coconut Fizz
Famed restaurateur **Wolfgang Puck** serves this creamy concoction at his brand-new Los Angeles restaurant, Red Seven. The Eurasian taste paired with an American flag napkin makes this the ultimate in melting-pot libations.

1½ oz. Cruzan vanilla rum
2 oz. coconut milk
1 oz. homemade ginger syrup (substitute ginger ale if ginger syrup is not available)
1 oz. lemongrass soda

Combine all in a blender. Add ice cubes and blend until ingredients are combined and ice is crushed. Pour into a highball glass, and garnish with toasted coconut.

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NEWS

Hpnotiq
E! Online
February 16, 2007

E! Online

Ted Casablanca's
The Awful Truth.

Ted Casablanca
Gossip Guru and Writer of the Awful Truth
Feb 16, 2007

Paula Abdul, givin' her John Hancock for a good cause. The *AI* judge signed (but didn't drink from) a Swarovski-studded Hpnotiq bottle to be auctioned off for charity while she swung by the Grammy Style Studio. Paula gave—but also got lots of goodies, like Stetson hats and Tweezerman products. Maybe she can give **Simon Cowell**'s brows a touch-up?

Crisscrossing the Country: Wentz & Simpson in the Hamptons and the Hiltons in Malibu

July 9, 2007

http://www.eonline.com/gossip/planetgossip/index.jsp

Categories: fashion, music, young hollywood, parties, lindsay lohan

The Fourth of July celebrations continued this weekend for some of our favorite celebs.

Fall Out Boy rocker **Pete Wentz** used **Justin Timberlake** to prove his love to girlfriend **Ashlee Simpson** when he hosted a bash with *BlackBook* magazine and Hpnotiq liqueur at Dune nightclub in Southampton, New York.

Wentz was deejay for the evening and dedicated J.T.'s hit, "Summer Love," to Simpson. She responded by mouthing the lyrics of the song, "I can't wait to fall in love with you," in Wentz's direction and blew him kisses.

Courtesy of Fox Greenberg Public Relations

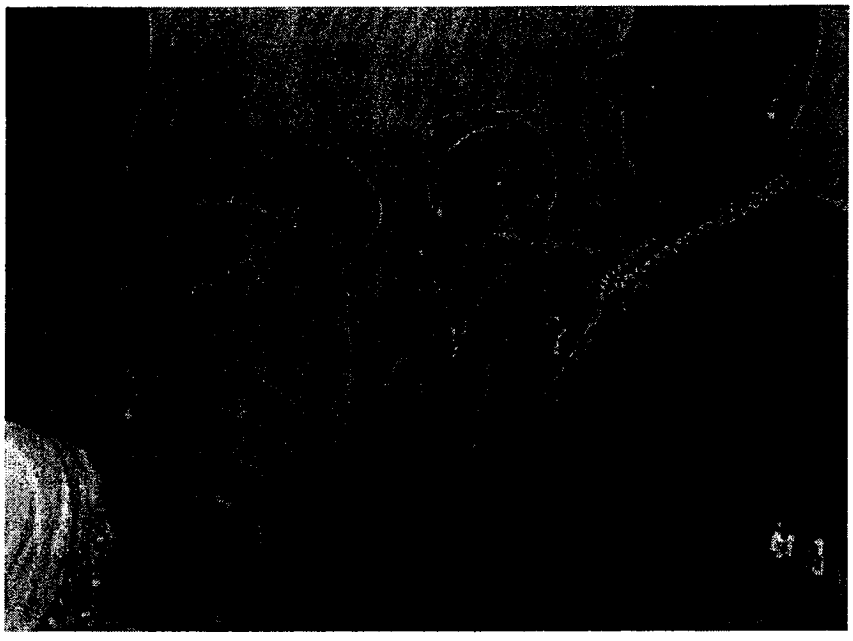
Watch Out, Rosie!

Rosie O'Donnell's ears may be ringing real loud *real* soon. I hear **Donald Trump** is going to be a guest on **Star Jones Reynolds**' new talk show on Court TV. Trump's rep confirms the two have talked, but no "date has been set yet."

Trump and Reynolds were a chummy pair on Saturday afternoon, when they caught up inside the VIP tent at the Bridgehampton Polo Club in New York during the Hpnotiq sponsored Mercedes-Benz Polo Challenge.

Reynolds' show is telecast live. Wouldn't it be great if O'Donnell happened to call in?

Courtesy of FGPR



More for you from Saturday night...

Earlier in the day, **Kate Hudson** and new boyfriend **Dax Shepard** popped by Tao Beach and stopped at the Hpnotiq liqueur table. The lovebirds tried to escape the 110-degree weather in one of Tao's private cabanas.

http://yahoo.eonline.com/gossip/planetgossip/detail/index.jsp?uuid=302f3729-cb7f-430b-9c14-284793141d7f

Courtesy of FGPR

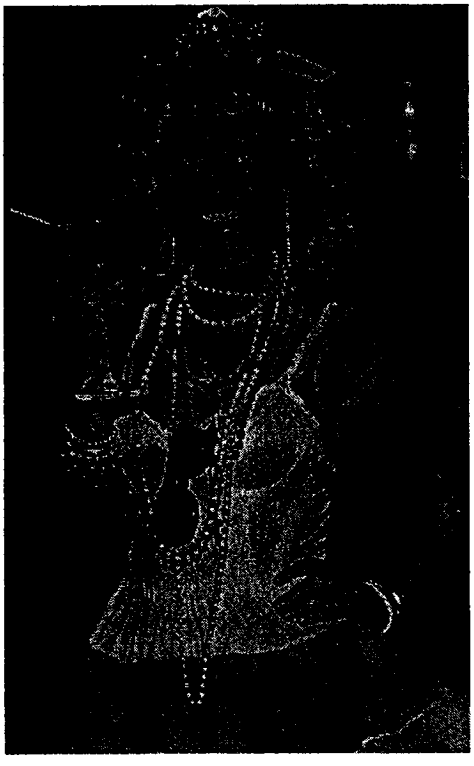
Audrina's Dream Team

http://www.eonline.com/gossip/planetgossip/detail/index.jsp?uuid=6d410476-b235-4507-b103-86572695d167

November 2, 2007

The Hills are alive...with the sound of wishful thinking.

No surprise here, but MTV reality minx **Audrina Patridge** isn't satisfied with simply being a reality-TV boob-tube babe. "I'd really love to do a movie—even a little part," Patridge said the other night at Hpnotiq and *L.A. Confidential*'s pre-Halloween party at Hollywood hot spot **Les Deux**, which she hosted.



The 22-year-old *Hills* star, dressed as **Madonna** from her "Like a Virgin" days, named a slew of other A-listers who are at the top of her dream list of costars. "I love **Charlize Theron**, I love her!" Patridge said. "I love **Kate Hudson**. I love **Matthew McConaughey**. I love **Brad Pitt**." That's a lot of love, but even Audrina knows love's not enough to get her a job with the ones she, well, loves. She admits, "I don't know if *that* will ever happen."

—Additional reporting by Matt Donnelly

Courtesy of FGPR

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NEWS

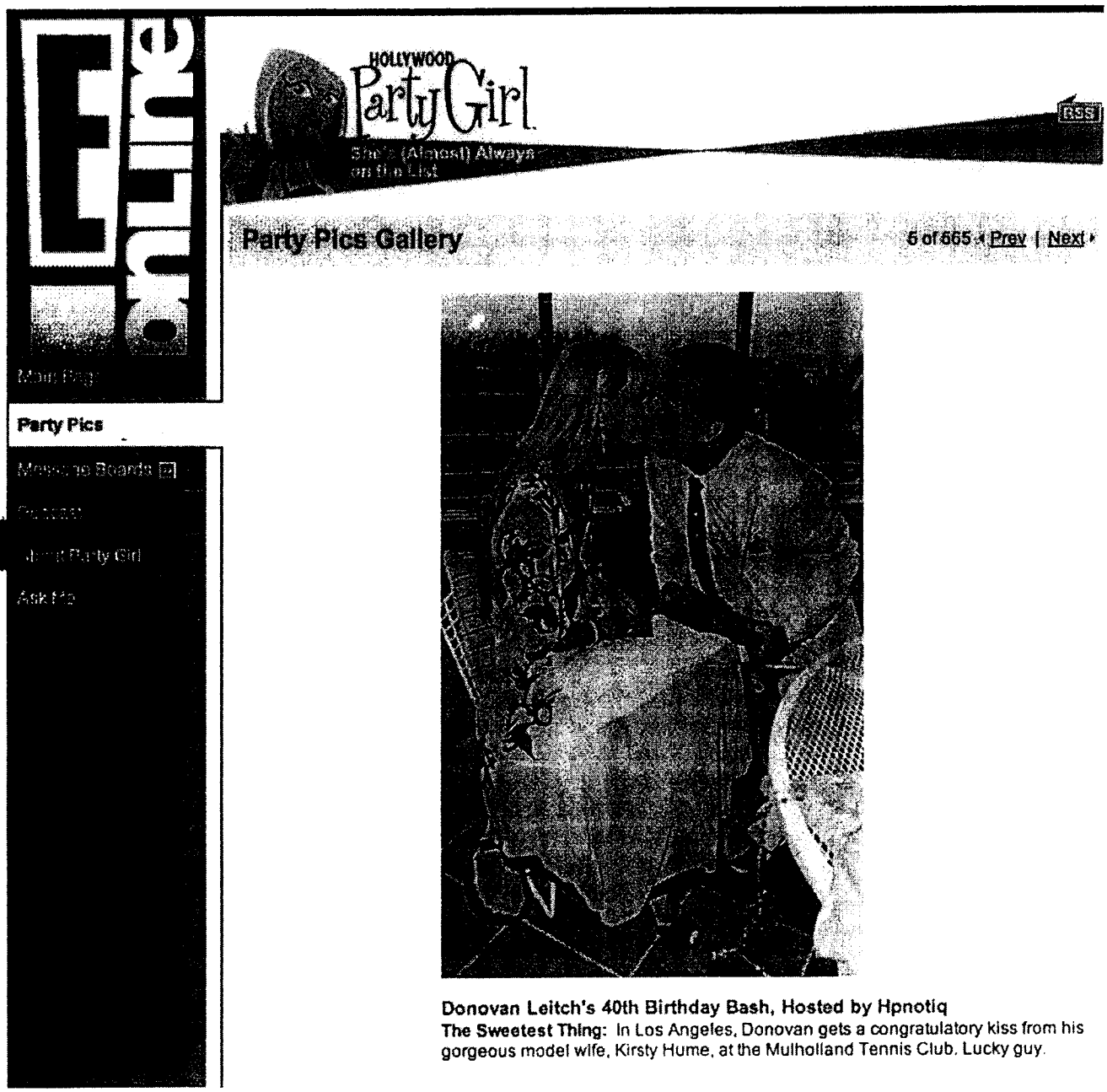
Hpnotiq
E! Online
August 17, 2007

Back to Planet Gossip Blog home

Stars in Orbit: K-Fed, Messing and a Sweaty Reynolds

Categories: stars in orbit, young hollywood, fashion, shopping, music, parties

FORTY-LOVE: Eric Dane, Matthew Perry, Amber Valletta, Kirsty Hume and **Balthazar Getty**, helping **Donovan Leitch** celebrate his 40th birthday at a bash thrown by Hpnotiq liqueur at the Mulholland Tennis Club in Los Angeles.

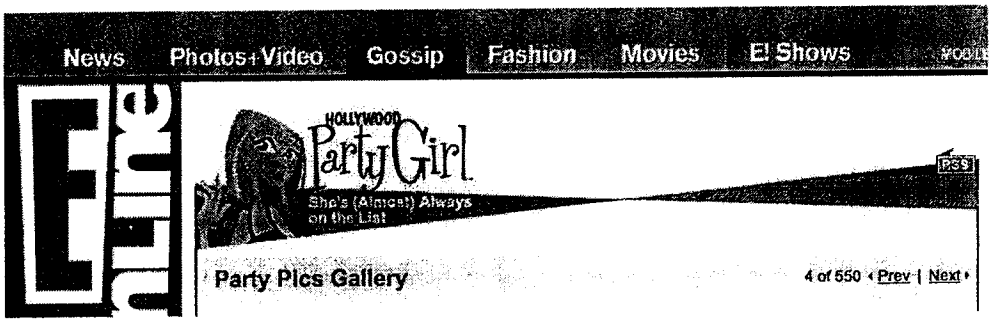


Donovan Leitch's 40th Birthday Bash, Hosted by Hpnotiq
The Sweetest Thing: In Los Angeles, Donovan gets a congratulatory kiss from his gorgeous model wife, Kirsty Hume, at the Mulholland Tennis Club. Lucky guy.

bluPRint

NEWS

Hpnotiq
E! Online
August 7, 2007



2007 Mercedes-Benz Bridgehampton Polo Challenge at JetOne Jets Field
Family Ties: The sporting event may have been sponsored by Hpnotiq, but Brooke Shields forgoes cocktail hour for giggles with gorgeous hubby Chris Henchy and equally adorable daughters Rowan and Grier.

http://www.eonline.com/gossip/planetgossip/index.jsp

Stars in Orbit: Sandler Strips, Simpson Shops, and Mayer Mingles

July 6, 2007

NAKED TRUTH: **Adam Sandler**, doffing his shirt and jokingly asking the hostess about the dress code at Stack restaurant in Las Vegas. Joined by pals **David Spade** and **Kevin James**, Sandler & Co. chowed down on Brooklyn filet, organic chicken, Caesar salad and the spicy wings.

FRONTAL *ANATOMY*: **Ellen Pompeo**, getting a facial at Ronit Falevitch in Beverly Hills.

GREEN DAY: **Jessica Simpson**, picking up two pairs of Grass Jeans at Market in the Brentwood neighborhood of Los Angeles.

PARTY BOY: Fall Out Boy's **Pete Wentz** hosts a party tonight with Hpnotiq and *BlackBook* at Dune in Southampton, New York.

GAME FACES: Kate Walsh, Taye Diggs, Samuel L. Jackson

Courtesy of Fox Greenberg Public Relations

From: Wesley, Drew [DWesley@KellerCrescent.com]
Sent: Friday, June 01, 2007 11:12 AM
To: Justin Ames; khamilton@heaven-hill.com
Subject: Emailing: Columbus Alive -

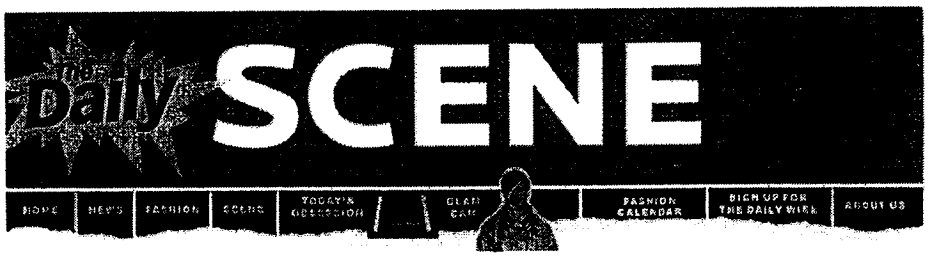
<<Columbus Alive -.htm>>

What's your signature drink?
It's called a Rocky's Peach—a lot of people call me Rocky. It's Stoli peach with Hpnotiq, sour mix, 7-Up and a splash of cranberry.

--
This message has been scanned for viruses and
dangerous content by **MailScanner**, and is
believed to be clean.

bluPRint

NEWS
Hpnotiq
Fashion Week Daily
August 17, 2007



In His 40th Birthday Suit

Donovan Leitch celebrates with friends at Mulholland Tennis Club

Friday, August 17, 2007

(LOS ANGELES) Donovan Leitch flipped the calendar on a new decade **Thursday night, toasting his 40th birthday with family and bold-faced friends at a hilltop fête at the Mulholland Tennis Club. And though the day may have seemed like a milestone to wife Kirsty Hume, to Leitch it started off as just any old day. "I woke up this morning and it didn't feel any different from yesterday," explained the birthday man. "But everyone says that life begins after 40. I think the last couple of years gearing up to it have been worse than hitting it." It was the last couple of months that were harder on Hume. "We were both nervous about it," explained the model-turned-mother, who rejected the preppy theme in favor of a Temperley dress and Costume National heels. "I couldn't believe that I was going to have a 40 year-old husband, because I'm still young—well, relatively young. But we are embracing adulthood now."**

Throughout the party, which he planned as a *Caddyshack* meets *Less Than Zero* reception with a country-club feel, Leitch—decked out in Modern Amusement from head to almost toes, which were covered in brand new, bright white K-Swiss tennis shoes—could be seen literally embracing guests from "different periods of his life" including **Matthew Perry, Amber Valletta, Eric Dane, Shiva Rose, Natasha Wagner, Jenni Kayne, Richard Ehrlich, Nino Muñoz, Josh Charles, Billy Morrison, Brent Bolthouse**, and **Jen Rosero**. In between downing Hpnotiq cocktails, dining on stuffed chicken and risotto, and rocking out to the Steely Dan cover band Dr. Wu at the chic soirée (also sponsored by the blue beverage maker Hpnotiq), guests were gushing about how good 40 looks on Leitch. "The plastic surgery has done wonders and the Botox injections look amazing," joked Valletta, clad in an Ossie Clark dress paired with "cheap sandals" and a J.Crew purse. Friends for 14 years, Valletta, who just finished filming *Days of Wrath*, gifted Leitch with a nice card and flowers because "we don't really need anything."

Hume, however, did surprise her man with something he really wanted: a framed Richard Avedon photo of his parents, **Donovan Sr.** and **Enid Stulberger**, taken around 1966. "It had been MIA for a long time and it's one of the only pictures of his mom and dad together (before they separated)," detailed Hume, who also gave Leitch a vintage Rolex and a photo album that documents his entire life. Those weren't the only photos he received: Rose wrapped up a photography book called *Teenage Days* while shutterbug Muñoz shared a print from his recent Art of Elysium exhibit. Dane came empty-handed but had a good excuse: "What do you get the man who has everything? He already has the model wife, the beautiful kid (daughter **Violet**), great friends, the country club, and those new shiny K-Swiss shoes." But back to those good looks. "He's a good looking guy and he's stylish, and if he can look like that at 40, it's inspiring," noted Muñoz. Leitch may be 40 now and heading towards serious adulthood with an upcoming move over the hill to family-ville in Studio City, but that doesn't mean he's completely forgotten his partying past. "The tennis club is such a throwback," he said in describing his vision for the night. "I wanted everyone to have that soft, cushy L.A. feel on top of the hills. Maybe we will take some Qualuudes later."
CHRIS GARDNER