

# BEVERAGEMEDIA



METRO NEW YORK

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April 2010

## HOW CAN ON-PREMISE MAKE A TURN AROUND?

The Answer May  
Rest in Wine

A photograph of a dining area with a wood-paneled wall. In the foreground, a red upholstered armchair with wooden legs is positioned to the left. To the right, a table covered with a white tablecloth is set with four wine glasses, a white napkin, and a small white object. The table has a chrome pedestal base.

also:  
A TEQUILA  
STATE OF MIND

THE BLIZZARD OF OZ

ABSOLUT MISSION



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## FRED TIBBITTS & ASSOCIATES HOSTS 14<sup>TH</sup> ANNUAL SPRING DINNER

The 14<sup>th</sup> Annual FTA "A Spring Evening in New York with Very Special Friends" held at The Union League Club on March 2<sup>nd</sup> proved to be another memorable event for the 120 guests. The reception was trade show style, showcasing the products and services of the sponsors and was followed by a four-course gala dinner, which kicked off with a warm welcome from Fred Tibbitts, Jr., president & CEO of Fred Tibbitts & Associates, Inc.

1. Sheryl McAndrew, Anheuser-Busch; Fred Tibbitts, Jr.; Brad Aldrich, American Hotel & Lodging Association
2. Hugh Williamson-Noble, Prudential Douglas Elliman; John Battista, Italian Trade Commission
3. Joe McInerney, American Hotel & Lodging Association; Eric Long, The Waldorf=Astoria
4. Christina Cacciato, WineWave; Fred Tibbitts, Jr.; Jack Cacciato, WineWave

## LAPHROAIG CELEBRATES SCOTTISH HERITAGE AND CURLING PARTNERSHIP

On February 4<sup>th</sup>, Laphroaig Islay Single Malt Scotch Whisky partnered with the United States Curling Association (USCA) to celebrate their shared Scottish heritage. The event offered guests a curling lesson from the USCA as well as a private Scotch tasting with Scotch malt master Simon Brooking.

Jessica Schultz, USCA and Simon Brooking, whisky ambassador



## NEW YORK WINE EXPO DEEMED A SUCCESS

On February 26<sup>th</sup>-28<sup>th</sup>, the New York Wine Expo took over the Jacob K. Javits Convention Center, hosting a first-class wine and food event for both consumers and the trade. The three-day exposition offered samplings of 600 wines from over 150 winemakers from around the globe in the Grand Tasting.

1. Michael Roth, Beverage Media Group; Debbie Lane, Testa Wines of the World
2. Ed Hurley, director of event, Resource Plus
3. Marilyn Marinelli and Doug Mulnard of Michael-David Winery
4. Barbara Frank, Dr. Frank's Vinifera Wine Cellars
5. Steve Lee, Wagner Vineyards and Steve Shaw, Jr., Shaw Vineyards



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