

PR%F the Magazine

Volume 02. August 2022

ISSUE 4



HIGH ROCK VODKA
Dale Jr. & Amy Earnhardt

spirits. wine. potations and libations. beverage industry news.

ISBN 80-247-1514-7



9 788024 715148

PR%F the Magazine

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PR%F the Magazine

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What Our Winners *have to say...*

“

”



Anna Scott
Owner/Founder
Anna's Kitchen Shrub
annaskitchenshrub.com

“The PR%F Awards is a true competition designed to elevate worthy brands. The professionalism of the organizers and the extensive exposure of my brand has far exceeded my expectations.”

PR%F
MEDALS





Dear Readers,

We are thrilled to feature racing great Dale Earnhardt Jr. and his wife, Amy Earnhardt with the launch of High Rock Vodka in partnership with Sugarlands Distilling Company. Sugarlands produces over 20 varieties of craft moonshines and its Mark and Digger's Rye Apple Moonshine was presented the Gold PR%F Award in 2021. Sugarlands launched its line of Sippin' Creams and Butter Pecan Appalachian Sippin' Cream, which received the Double Gold PR%F Award in 2021. Its Jim Tom Hedrick's Unaged Rye was given the Silver PR%F Award in 2021. We welcome them to PR%F Awards and PR%F Magazine.

Stephanie Blitz writes the resurgence of gin and spirit infused garnishes—these categories showcase the best of the spirits industry. George Manska, CSO, CR&D of Arsilica, Inc., sensory researcher, inventor, and entrepreneur dispels more myths about nosing spirits. Renée Korbel Quinn explores the magic of pizza and cocktails.

PR%F Awards Bar Essentials & Gadgets with our bar gear and gadgets reviewers, Hayley Maxwell and Daniel "DD" de Anda Fast are seasoned hospitality experts, buyers, and innovators in the beverage and hospitality industries who will be debuting and reviewing the latest "must-haves" behind the bar.

There are more than 50 different categories to enter: barware, gadgets, wine accessories, and even more. Our entire judging staff will review all bar gadgets —beverage buyers from across the United States. Enter your bar, beverage, and wine accessory at www.proofawards.com.

Our November issue of PR%F the Magazine will highlight incredible brands that give back to a cause of their choice. If you give to a special cause or highlight a special organization as a recipient of some of your proceeds, we want to hear about you. Drop me a note at Michele@proofawards.com.

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

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

Cheers & Namaste!

Michele D. Tell

Executive Director, PR%F the Magazine

Founder, PR%F Awards

Accessorize

Your Drink

BY STEPHANIE BLITZ

THE ARCHITECT OF WORDS



Like any stylist will tell you, the accessories make the outfit. The same holds true in the world of cocktails. People don't just take note of what's inside the glass; they also care about what's on the outside. By definition, a garnish is a decoration or adornment. However, bartenders have begun experimenting with up-and-coming trends that have added layers of complexity and value to its meaning.



The garnish has the ability to provide visual appeal, flavor enhancements, and even marketing opportunities. Although there will always be an appreciation for the simple cocktail, creativity is making a grand entrance. The concept of accessorizing a cocktail is no longer a canned olive on the end of a plastic stick. It has become a bold extension of the drink itself that foreshadows and complements the experience that awaits inside the glass.

Salt That Adds Sophistication

Salt has reinvented itself. Adding custom flavors to this seasoning makes it anything but basic. Bartenders are able to grind coarse salt with an herb or citrus zest of choice using a food processor. Margaritas are just begging to be rimmed with this innovative addition of lavender or lime-infused salt. This garnish is guaranteed to be a real palate pleaser during those hot summer days and nights.



Photo by Olena Sergienko



Flavor That Freezes Well

Making Vanilla Ice proud, this garnish proves that ice is the master of multitasking, keeping your drink cold, adding aesthetic appeal, and enhancing the flavor. All you have to do is freeze different juices or sodas into your ice to incorporate a pop of color and taste into any cocktail. And if you want to add a layer of sophistication to the fun, consider freezing an herb or flower inside an ice cube. Large, spherical ice molds make it easy to create this artistic element.

A Stir Stick Treat

Stir. Sip. Eat. Repeat. The creation of a cocktail is an art form. Every element must be taken into consideration, including stir sticks. Bartenders are opting to replace straws with delectable ingredients that were made for mixing and consuming. A sprig of rosemary or thyme is perfect for spearing berries or citrus slices. This garnish is guaranteed to garner praise. There are equally enticing ready-to-buy options for those who may consider this process tedious. Holly's Lollies sells alcoholic edible cocktail drink stirrers in flavors such as raspberry gin, strawberry bellini, and mulled wine.



Photo by La Partida Eterna



An Extra Burst of Booze

What happens when you soak beloved, classic garnishes with some of your favorite spirits? You end up with a drink accessory that's guaranteed to be a real crowd pleaser. Let maraschino cherries bathe in a batch of bourbon or allow olives to soak up some high-end vodka. When the glass is empty, these little additions will serve as the perfect, spirited encore. Simple yet sophisticated - we'll raise our glasses to that!

All About the Aesthetic Appeal

Some drinks don't just give you a buzz; they also get some buzz (we're talking publicity). We're referring to what Ripples bev-top media calls the "naked drink gap." Having honed in on a marketing and experiential opportunity, their product, the Ripple Maker, prints on any foam-based drink. This machine prints personalized designs in just 10 seconds per drink turning cocktails into canvases. Made from natural ingredients that are safety-certified, the purpose is not to add flavor but to appeal to consumers with a high-end taste for product presentation.

The Power of the Garnish

When done right, a garnish can take a drink from good to great. The amount of creativity and care that goes into making a drink should also pour over into the category of garnishes. Where the art of bartending and mixology meet, one will find cocktails that elevate the drinking experience.



Stephanie Blitz was born and raised in Milwaukee and currently resides in Las Vegas with her husband and two children. She is a proud #boymom and the founder of Architect Of Words. Stephanie is a freelance writer and marketing maven who believes in the power of coffee, values experiences over things and recognizes the ability words have to connect people.

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cold as ice

FROZEN FOOD & WINE PAIRINGS

by Jerry Hammaker

**“You’re as cold as ice.
Cold as ice,
I know you’re as cold as ice.
Oh, yes, I know”**

— Lyrics from *Cold as Ice* by Foreigner

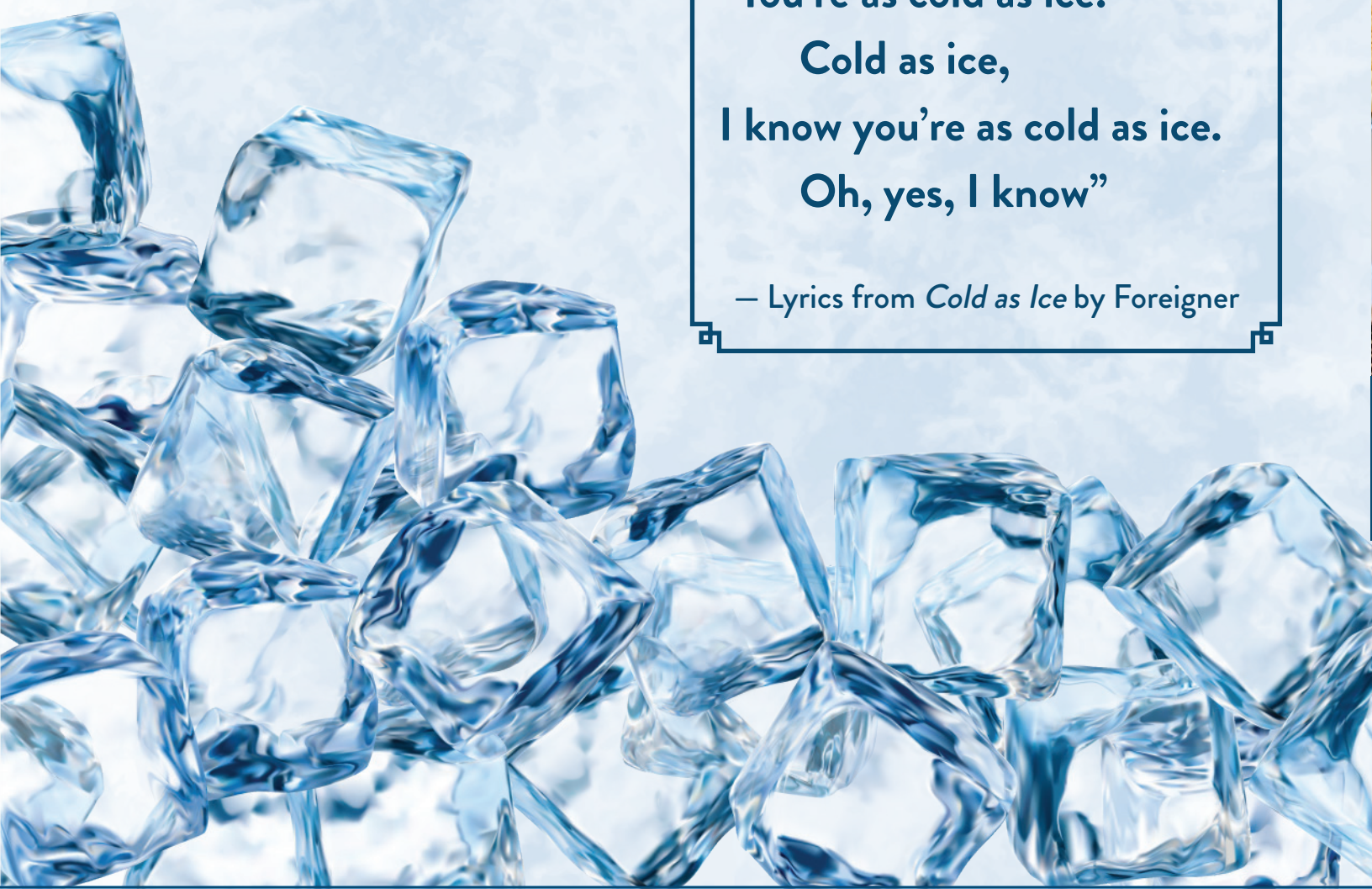




Photo by Jerry Hammaker

**Are you a working adult, homeschooling parent, or tired retiree?
This month, read all about frozen food and wine pairings
with some surprises at the end!**

It is dinner time, and you don't feel like cooking, getting delivery, or going through a drive-thru. You will probably check that freezer and pop that little frozen treasure into the microwave. You can still grab some wine to set the mood and help you relax, whether white, pink, or red. The wines covered can be accompanied by a frozen turkey pot pie (mom would have called it a "pan pie" because a real PA Dutch pot pie is more like Cracker Barrel's chicken and dumplings

dinner), frozen pizza, and frozen chicken tenders (with a side of ranch), all cooked in the microwave.

Busy people tend to grab an affordable wine from a supermarket, convenience store, or box store while picking up a frozen meal for dinner. There are some great box wines that can add to the experience of dining, even with a microwavable meal.



white

For white wine, crack open the plastic lid on the tetra pak for the **Bandit Pinot Grigio** bottled by Rebel Wine with a “label” a scene from Yosemite Park. The box holds 500ml of wine (a regular bottle is 750ml) or three healthy-sized glasses. But after a hard day at work or just being plainly worn out, you might drink the whole box and just count it as one big glass. On the nose, the peach jumps out of the glass along with pear, honeysuckle, and a hint of fresh pineapple. On the palate, the peach and pear follow the nose, along with a touch of coconut and flint. ABV is 13 percent, and the retail price is \$5.89 (at my local supermarket). It pairs really well with the turkey pot pie. While the pizza overwhelms this pinot grigio, the chicken tenders is another good match with this wine.

The **Barefoot Bubbly Pink Moscato Sparkling California “champagne”** is a little 187ml split bottle with an attractive silver, pink, and gold label. The label actually says it was made in the Charmat Method, so secondary fermentation (to get the bubbles) was done in a big tank before bottling. On the nose, grape, apple, and honeydew melon blend well. On the palate, there is the kind of sweet apple Jolly Rancher, a foxy grape, and Grandma’s perfume taste. ABV is only 9.5 percent, so you could probably drink this while still at work or homeschooling the kids, and no one would notice. Just kidding, and please drink responsibly. The price was \$4. On to the food, this is a nice pairing with Marie Callender’s turkey pot pie. The Barefoot pink bubbly is a really poor match with the frozen pizza but tasty with the chicken tenders and a bit of ranch.



pink

red



The red selection is **Woodbridge by Robert Mondavi 2018 Cabernet Sauvignon** from a 187ml mini bottle. The classic Woodbridge label that you often see is located on the shelf closer to the floor. They do a great TV commercial, though! On the nose—wow, this wine offers big aromas of smoke, fried bacon, cedar, tobacco, cigar box, and a bit of dark fruit. It is not as big on the palate as the nose, with flavors of plum, clove, old leather, cigar tobacco, smoke, and rose. All of those aromas and flavors, yet very little tannin, is the drying sensation some say likened to cotton mouth. ABV is 13.5 percent, and the price was \$2. On to the food, this wine is actually a surprisingly decent pairing with the turkey pot pie. But, I would highly recommend this particular frozen pizza and affordable wine pairing! As for the chicken tenders, the ranch doesn't work with the cab. I busted out some chunky blue cheese and Marie's Balsamic Vinaigrette, and dipping the chicken tenders in one of these sauces and pairing it with the wine is definitely much better. In fact, it is SPOT ON with the balsamic, and I might finish those with the balsamic and the cab!

The best pairing for Marie Callender's Premium Turkey Pot Pie is the Bandit Pinot Grigio. If you are a worn-out mom, dad, or perpetually single—this is your go-to combo! Plus, with 10 minutes of microwave time, you can drink more of that 500ml of pinot grigio while you wait. Bonus!

The best pairing for frozen pizza is the Woodbridge Cabernet Sauvignon with the Red Baron Frozen Deep Dish Singles Pepperoni Pizza. Only three minutes of microwave time and a twist of a little cap take you straight to Tuscany or pretending it is Tuscany from your home. Not sure why you are drinking Cali Cab Sauv in Tuscany, but screw that. Just R-E-L-A-X and enjoy the moment! The smoky, earthiness of the cab holds up to and complements the spiciness of the pizza and vice-versa. Good choice... now take a nap.

The best chicken tenders with ranch pairing is Barefoot Bubbly Pink Moscato with Perdue Chicken Breast Tenders. Those little bubbles break up the ranch and cleanse your palate that is just hankering for another bite of that glorious breaded chicken breast. Actually, even if the kids are bothering you (or you doze off on the couch) and the chicken gets cold, it's still a good pairing!

Bonus mention: You need to try the chicken tenders with balsamic vinaigrette and Cab Sauv pairing—strangely, it is really good!

Special secret pairing: I was trying to think what else I had readily available for a dipping sauce for the chicken tenders. Well, local honey on the chicken tenders paired with the Barefoot Bubbly Pink Moscato is also a big winner. It's like an old Calgon bath "take me away" moment for your mouth at the end of a long day. Save this for a really bad day and reward yourself with inexpensive bubbly and artfully combining your dinner and dessert at the same time.

Cold as ice? Just pop it in the microwave and grab some wine!



Jerry Hammaker, Owner
Certain Aged Ventures
www.CertainAged.com
Wine Consultant,
PR%F Awards



ZIGNUMTM

MEZCAL

Debuts Symbolically Rich Packaging

Rooted in Oaxaca, Zignum is one of the leading mezcals in Mexico and Mexican duty-free. Zignum is debuting packaging created by Quaker City Mercantile, best-known for creating Hendrick's Gin. The packaging debuted in duty-free channels last year.

The new Zignum Joven and Reposado labels recall the stepped Zapoteca temples of Oaxaca. Silver and gold embossing pops from the label's rich black fabric, referencing the color of the liquid and paying homage to the region's heritage. On both labels, central roundels surround a spear hallmarked with an agave, referring to the Zignum distillery's leading edge in sustainability programs, such as animal cruelty-free and pioneering agave nursery practices. Detailed geographic patterns flank a "doorway" device, leading to a dark entryway calling to mind the cool, dark, barrel-aging room at the distillery.

The Añejo label also includes the stepped shape, roundel, and metallic detail, which is rose gold in color and almost perfectly matches the liquid within. This label offers additional detail about the liquid itself, including the variety of agave used (Espadín), specifics on the barrel aging (French and American oak), and hand-written notice of the ABV (40%).

All three bottles have wooden closures, once again referencing barrel aging and also honoring the local tradition of hand-carved *alebrijes*. The outer shippers of the six-bottle cases are handsomely designed to allow floor-stacking and in-store displays.

The new packaging is available in all states in which Zignum is distributed. The suggested retail pricing (USD) is \$35 for the Joven, \$40 for the Reposado, and \$60 for the Añejo.

Zignum's Maestros Mezcaleros oversee quality from sustainable agave seed germination to oak aging, carefully guiding the mezcal from harvest through bottling.

Aging is a particular hallmark of the brand. Only American and French oak casks are used for periods far beyond the minimums required by the Denomination of Origin. Zignum Reposado is aged in American white oak for a minimum of 8 months, and Zignum Añejo in a combination of French and American oak for a minimum of 18 months.

The distillery's unique MÉTODO VERDE™ sustainability programs include animal cruelty-free, certified Clean Industry by Mexico's Ministry of Environmental Protection, and Kosher certified, among other designations. This, combined with

the brand's distinctly clean aromas and recognition as a smooth and easy-to-drink mezcal, led to Zignum's tagline "PURO MEZCAL."

All three Zignum expressions—Joven, Reposado, and Añejo—gain consistent acclaim for being exceptionally smooth and easy to drink. The latter two have added flavor complexity from oak aging beyond minimum legal requirements.

Zignum is imported exclusively by Blue Ridge Spirits & Wine Marketing.

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MORE MYTHS OF NOSING SPIRITS

By George Manska, CSO, CR&D, Arsilica, Inc.,
sensory researcher, inventor, entrepreneur

Three types of spirits tasting myths: Glassware design. Sensory and tasting method myths. Corporate marketers twist science with emotional descriptors and “fill-in-the-blanks” science to make dialogue flow quickly and avoid annoying questions. This is not a truthful approach but it’s easy. This summary should set the issues straight.

GLASSWARE DESIGN MYTHS:

In Part 1, we explored the non-functional tulip glass and discussed the many flaws intentionally overlooked to preserve and sustain tulip shapes as the iconic industry glass. More glass myths:

1. Myth: Tall skinny glasses concentrate the aromas.

- **False:** The taller the glass, the higher the rim concentration of low mass molecules (alcohol). Skinny glasses don't swirl well.

2. Myth: Small rims concentrate all aromas, so none escape detection.

- **False:** Small rims concentrate the low-mass alcohol and mask large mass aromas (character). Short, fat, wide rims allow ethanol to disperse and expose character aromas.

3. Myth: Snifters capture and direct all aromas to the nose.

- **False:** Snifters collect all quickly evaporating alcohol at the rim opening, numbing olfactory sensors at the first sniff, obscuring character, and delivering sharp, distracting pungent alcohol. Snifters are for alcohol "huffers," and heating brandy in a snifter is a tool for the depraved.



SENSORY SCIENCE MYTHS:

Misunderstandings inevitably occur when science is ignored, misinterpreted, or purposely twisted. The most common sensory myths:

1. Myth: Legs or tears in a wine or spirit indicate character, body, complexity, residual sugar, and sweetness.

- **False:** Alcohol and water have different surface tensions. Water tends to flow away from high alcohol concentration. Called the Marangoni effect, leg appearance and shape are directly influenced by glass surface adhesion, temperature, ABV, soap, glass quality, and glass coatings, and their formation and behavior cannot be quantified due to all the uncontrollable variables.

2. Myth: The tongue map defines tongue areas where each taste can be detected.

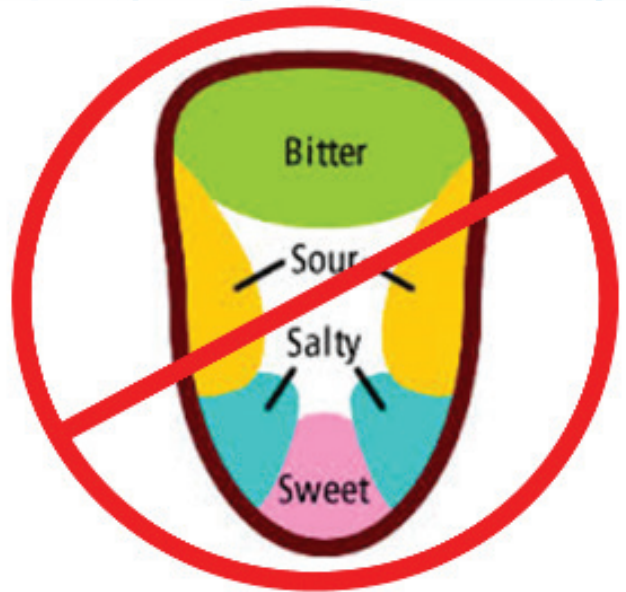
- **False:** 1974 Virginia Collings (University of Pittsburgh) discovered taste sensor distribution is consistent over all tongue areas. The tongue map is invalid. Beware those who suggest otherwise.

3. Myth: I taste raspberries (for example).

- **False:** There are only five tastes, sweet, sour, salty, bitter, and umami. The rest are olfactory aromas (retro-nasal) or mouthfeel (minty, coarse, metallic, dry, etc.). The flavor is 90% aroma plus 5% taste plus 5% mouthfeel. We *smell* raspberries, *taste* sweet, and *mouthfeel* fuzzy berries.

4. Myth: Smell and taste are most important.

- **False:** Finish is most important. The trigeminal nerve sends the total signal, including retro-nasal smell, taste, and mouth feel, to the brain's data bank for final evaluation and comparison to existing taste memories. ***Reserve judgment until after evaluating retro-nasal finish.*** When evaluating, the true purpose of sniffing is to assure drinking safety, seek pleasantness (or not), pique expectations, and discover clues to what it may be.



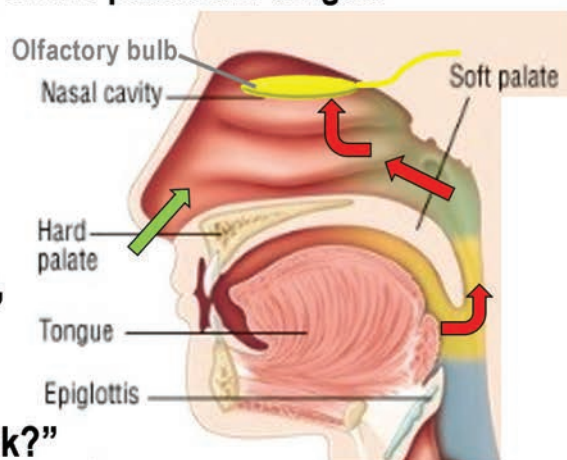
The Oral Cavity – Olfactory Connection

Finish = **NOT** entirely on the palate and tongue

Green Arrow indicates
Ortho-nasal Path Smell only



Red Arrows indicate
Retro-nasal Path Smell, taste,
and mouthfeel



Orthonasal = "Is it safe to drink?"

Retronasal Finish = "What is it?" "Do I like it?"

Single signal packet to brain contains retronasal smell + taste + mouth feel

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TASTING METHOD MYTHS:

Common tasting procedures have been adulterated to lessen the sharp pungency of alcohol in the tulip glass. However, these procedures do little or nothing to solve the problem in any glass.

1. Myth: Nose-numbing alcohol will never be separated from character aromas.

- **False:** Graham's law defines low mass aroma (alcohol) separation using an orifice or constriction.

2. Myth: Do not swirl; swirling releases more alcohol.

- **False:** Originally contrived to avoid strong, pungent alcohol in tulips, avoiding swirling reduces character aroma evaporation. Swirling breaks surface tension and is the "engine" that powers evaporation. No swirl = little evaporation = little smell. Always swirl using fat, wide-rim glasses to get more aromas (just ask a wine guy).

3. Myth: Breathe through mouth and nose simultaneously when smelling spirits.

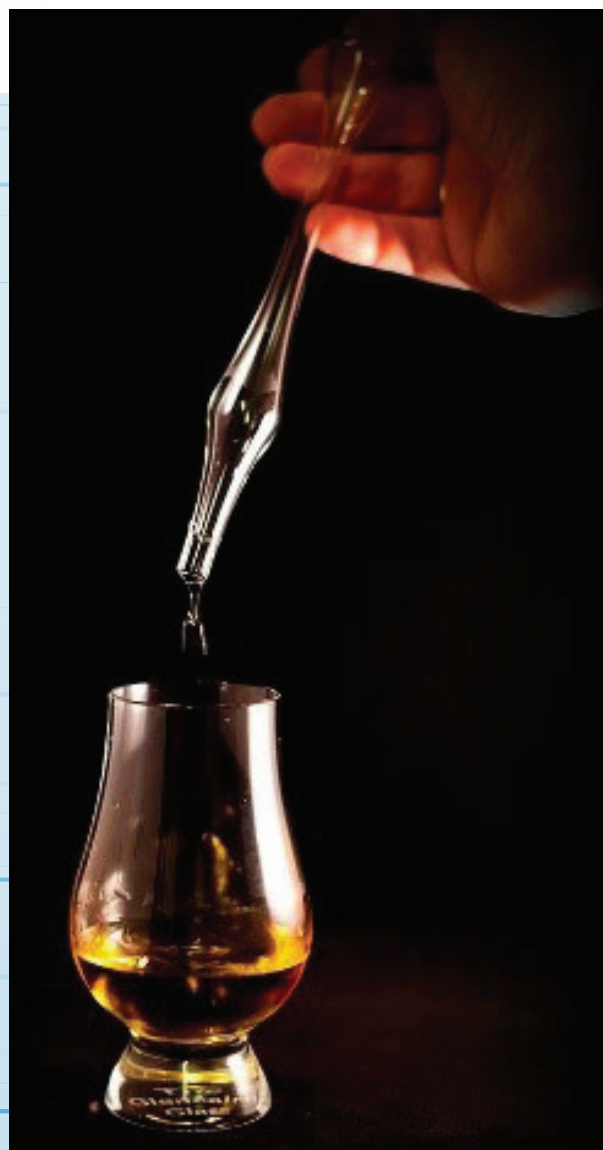
- **False:** Originally contrived to avoid strong, pungent alcohol in tulip glasses, this method significantly lowers airflow into the olfactory cavity and reduces the chances of detecting (smelling) subtle aromas.

4. Myth: Adding water "opens up" the spirit.

- **False:** Originally contrived to avoid strong, pungent alcohol in tulip glasses, this method significantly reduces all aromas. Water increases surface tension shutting down *all* aroma evaporation. The false illusion is due to reduced pungency. The reduction in character aroma intensity is erroneously considered collateral damage by those who insist on adding water.

5. Myth: Sniff sample aromas from about a foot away, then in 3-4 successively closer sniffs until the sample is right under the nose.

- **False:** This may reduce the strong initial pungency and burn but does not reduce alcohol when close enough to sniff for aromas. Alcohol overwhelms receptors leaving few to detect character aromas. Acclimation lowers the initial impact yet works against honest sensory diagnostics.



SUMMARY:

The primary reason we drink beer, wine, and spirits is for the sensations from the alcohol, yet on the nose, the alcohol masks and obscures sensory perception of the flavors created by brewers, vintners, and distillers. The answer? Reduce over-abundant alcohol at the nose to enhance appreciation and understanding. This can only be done with scientifically engineered glassware and a relevant, sensible tasting procedure. For peer reviewed and published journal papers regarding spirits, point the phone camera at the QR code.

Try other glassware, discard “tulip tasting rules,” and release your olfactory from the prison of functionless tradition. There is no substitute for common sense and an inquisitive mind. Enjoy.

QR CODE



George F Manska

Chief of Research and Development, Arsilica, Inc., engineer, inventor of the NEAT glass, and sensory science researcher.

Mission: Replace misinformation with scientific truth through consumer education.

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THE MAGIC OF PIZZA

+

CRAFT COCKTAILS

Spirited Inspiration

By Renée Korbel Quinn - @SpiritedSFL
Photos by Zack Perl - @thebacyard @zackperl



Meet Luis Narvaez Ochoa (Louie Lou)

*Beverage Director & Co-Owner
of Blue Steel Pizza Co*

Sipping cocktails with this seasoned hospitality professional with over 15 years in the bar, nightlife, and restaurant industry.

What are a few highlights of your many years of working in the hospitality industry:

Luis Narvaez Ochoa: I'm behind numerous openings of some of North Jersey's elite restaurants, and at 30 years old, developed a signature program that both executes and delivers proficiency, quality, and a unique modern flair to all his programs and concepts.

With years of training and apprenticeships from New York/New Jersey top bartenders and owners, I quickly fell into the operating side of the business. This led me to start my own consulting company and opened a world of opportunity as the

cocktail industry became such a desirable feature for new restaurants. My reputation has also gained recognition from numerous brands, magazines, and restaurateurs across New Jersey, New York, and South Florida. I use my creative mind with a passion and drive that take my craft to another level with every new project I conquer.

Share the background about how this concept came and the story behind the name:

Luis Narvaez Ochoa: The concept and the name were created by Executive Chef Lawrence Talis and owner Brian Costello in July 2020. I came into the picture shortly after the concept was created and added the missing piece to the culinary masterpiece Chef Lawrence was creating.

The beverage and the cocktails completed the concept we wanted to introduce in North Jersey. Later down the road, after opening Blue steel Bloomfield, New Jersey, I took on another role as creative designer for our Alice in Wonderland-themed speakeasy "the rabbit hole" and other areas of the restaurant with a modern look to match our style of kitchen and bar. Detroit-style pizza restaurant with a full scratch kitchen and an elevated cocktail program already sent people in a loop when the first thing you think of when you read our name is a pizza joint. Fast forward to 2022, we are now on our second location in the beautiful state of Florida, where I felt it would be a great addition to the fast-growing culinary influence.

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EST. 2022

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- **Vinyl Thursday** features DJ Peppa Box, DJ Funktual, and all day Happy Hour
- **Sunday Brunch** features a live DJ, and seasonal menu specials

Check out Blue Steel Pizza Co.
bluesteelpizzaftl.com
IG @bluesteelpizzaftl





What is Detroit Style Pizza?

The name Blue steel comes from the Square Blue steel Pan used to make the pizza.

Detroit-style pizza is a rectangular pizza with a thick crust that is crispy and chewy. It is traditionally topped with tomato sauce and Wisconsin brick cheese that goes all the way to the edges. The most notable quality of Detroit-style pizza compared to other pan pizzas is its cheese. A Detroit-style pie has cheese spread everywhere on top, which gives it a distinct crispy layer of burnt cheese around its edges.

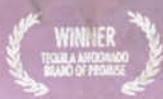


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WE RISKED IT ALL, IT WAS WORTH IT.



Forbes **VICE** SiriusXM **RollingStone** ELLE **Real Housewives** **TMZ** **People** The Telegraph

CELEBRITY NOT REQUIRED



Coconut Cartel Announces New Distribution

Coconut Cartel Special Añejo, the premium Guatemalan rum proofed with fresh coconut water, will be available in 13 states and three international markets.

Coconut Cartel brings the best of Miami to the rest of the world in a bottle. In 2021, its founders became famous for their fresh branded coconuts. Their latest creation, Coconut Cartel Special Añejo, was inspired by their clients' preference for serving their fresh coconuts with a shot of premium aged rum.

The rum embodies a unique blend of Guatemalan Añejo Rum, aged up to 12 years and cut to proof with real, fresh, locally sourced coconut water. The natural minerality in the coconut water makes its blend uniquely smooth, with notes of wood, vanilla, and caramel at first, with subtle coconut notes and salt at the finish. Coconut Cartel is refreshing, delicious, and perfect for easy sipping. Its founders, Dani and Mike Zig, are Miami natives of Guatemalan descent; having spent many years living in Guatemala, they developed a passion for local agriculture and premium rums.

Coconut Cartel's quality comes from decades of craftsmanship, fermentation and distilling methods, and a world-class aging house in Guatemala. Its innovation, however, is in the proprietary proofing process: Coconut Cartel's rum distillate is aged in new, charred American White oak for up to 12 years. Instead of using filtered water to bring the cask strength rum down to bottle proof (40 percent ABV), fresh, locally sourced coconut water is used as the proofing agent. The natural minerals, sugars, and salts found in coconut water smoothen the blend and add a unique viscosity to the rum, making it incredibly smooth and refreshing to sip. Coconut Cartel Special combines traditional, old-school rum artistry and new-school innovation. The result is a truly one-of-a-kind rum that appeals to a wide spectrum of consumers.

Coconut Cartel is now distributed in U.S. markets including Florida, California, New York, New Jersey,



Georgia, Texas, Maryland, District of Columbia, Delaware, Connecticut, Rhode Island, Idaho, and Massachusetts, as well as international markets including the Bahamas, U.S. Virgin Islands and select provinces in Canada this summer.

Coconut Cartel is 80 proof and is available in 750ml bottles at a suggested retail price of \$38.99. It is also available to ship nationwide through the Coconut Cartel website.

For more information, visit coconutcartel.com and follow on Instagram @coconutcartel.



The Color of Wine by UrbanVino



By Jena Domingue

*Creator and CEO of
UrbanVino House of Brands*

The name of this wine alone elevates you.

The experience of Sapere Aude is simply royal. The winemaker and creative force behind this brand is Pata Airaudi. Her life is full, exuberant, and so Los Angeles—a reach from her roots growing up in Tennessee. You can find Pata gracefully moving between meetings, walking to the beach for a bit of marketing inspiration, or meeting her circle of busy friends for lunch and a glass of Sapere. Then she is off to dance lessons, allowing the samba music to wash away the day's work. For Pata, wine and dance go hand in hand.

Ten years ago, Pata and her husband were living the LA Dream. Pata was in film and television production, and David created a successful music career. They enjoyed travel and developed a palette and appreciation for good wine. Their friends often popped bottles of expensive champagne and sipped rosé from Provence. However, Pata felt as if the brands she had access to were dated; the packaging and production methods were a very old-world traditional style that didn't truly align with her modern energy. So she set off to Napa to build what she wanted: A wine she could sip poolside on any sunny day of the week in Southern California. Her first moment of enlightenment happened.

"If you don't see a space for yourself, you've got to knock down the door and create one."

Pata Airaudi The Queen of Bubbles

Then one day, while driving around town, Pata saw words scribed on a wall that read “Supere Aude.” The words stood out and stuck with her, so she went home and googled to learn it means “DARE TO KNOW” — a phrase from the enlightenment period encouraging one to take up the knowledge. This was a phrase that held deep meaning to Pata and her community and her confirmation to start the wine brand. She had a strong name, a purpose, and a clear vision.

Pata and David have never looked back. However, this is not to suggest it has been all roses for the couple. Pata has demonstrated her extensive insider knowledge, but she admits her confidence comes from her fair share of bruises and closed doors over the years. She willingly encourages entrepreneurs to stay on the ball and be ready to pivot at any point.

When you pick up a bottle of Sapere Rose, you will know you have arrived as a California local. The wines are designed to be perfect for someone who wants a tasty and reliable wine with moderate alcohol point (no sparking headache the next day), a gorgeous label with a cult underground feeling. It’s also an excellent entry-level wine and just the perfect pool sipping sparkling wine.

The wines are organic, vegan, biodynamic, elegant, and simply beautiful to drink. If you’re looking to score a bottle and do not live in California, you can now find



SAPERE

them at your local BevMO. Moving forward, the brand will be optimizing its direct-to-consumer approach to the market.

She will soon launch a Sonoma Coast Sparkling Blanc and a Growers' Champagne from France. There is no slowing this woman down. I admire how she has quietly built this fantastic brand over the last 10 years. I do believe the subsequent releases will only get better. Don't be surprised if suddenly you see this wine everywhere. Sapere is haute, and we should all be so sexy.

Be sure to check out the UrbanVino podcast for my recent interview with Pata to hear more stories and anecdotes about what it takes to build your own wine brand from scratch.

This woman truly owns her space, and I can say you must make time to try these wines and get to know Pata, the Queen of Bubbles.

For more info, visit saperewines.com. Follow on Facebook @ [saperewines](#) and Instagram @ [saperewines](#).

Visit UrbanVino.com or Apple Podcasts to listen to the UrbanVino Podcast, and visit YouTube for the video version. Connect with Jena on LinkedIn @ [Jena Domingue](#) and Instagram @ [urbanvino](#).



Jena Domingue is the creator and CEO of UrbanVino House of Brands and Senior Vice President of Sales and Talent and Culture at WineDirect. She is also US Ambassador (California) for Liquid Icons, a global agency working with ultra-premium wine brands worldwide, offering scholarships and apprenticeships specifically geared to promote diversity and inclusion in wine education and hospitality.

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SUGARLANDS DISTILLING CO. LAUNCHES
HIGH ROCK VODKA WITH RACING LEGEND
DALE EARNHARDT JR. AND WIFE AMY

BY DEBBIE HALL

The spirit of High Rock Vodka embodies the adrenaline rush speeding at triple digits to the roar of the crowd. Craft distillery Sugarlands Distilling Company recently launched this new brand of premium vodka in partnership with racing great Dale Earnhardt Jr. and his wife, Amy Earnhardt. In addition, Sugarlands produce award-winning moonshine, rum, cream liqueurs, and rye whiskey.

High Rock Vodka is distilled seven times, then triple filtered using the Lincoln County Process, with a base of 100 percent corn and crisp, clean water from the Great Smoky Mountains. Made famous by Tennessee whiskeys, the Lincoln County Process uses sugar maple charcoal to remove any impurities creating a smooth and pure spirit. High Rock checks in at 88 proof, the number Earnhardt drove for a decade in the NASCAR Cup Series.

“We’re really excited about High Rock and where we can take that brand. We’d developed a relationship with Dale and Amy through the years and started things off by adding their names to our Electric Orange Sippin’ Cream. From there, it became apparent there was a desire from everyone involved to do something bigger,” explains Founder and President Ned Vickers.



“One of the things I’m most excited about with High Rock is that it’s focused more on me, Amy, and our relationship together,” says Dale. “It allows us to show fans a different side of our personalities. But if there is one way that my racing career has influenced launching High Rock is that it’s an outlet for my competitiveness. The desire to win hasn’t gone away just because I’m not driving every week,



and I'm excited to channel that into making High Rock as successful as possible."

Another important aspect was that Sugarlands also offered an opportunity for Amy to be involved, "which was important for me. I want her to feel like she's as big a part of High Rock as I am and for her to feel like she's invested. Sugarlands gave us that opportunity," Dale adds.

Outside of racing, their expansion into the spirits industry showcases their business savvy with successful business ventures, including restaurants, eyewear brands, a media production company, and a podcast.

"Various spirits companies have approached us over the years, but none of them was the right fit for us," says Dale. "Ned, Sully, and the team at Sugarlands have created a great

“

THE DESIRE TO WIN
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POSSIBLE.”

family atmosphere, which appeals to both Amy and me. We knew this was it when we met and got to know them.”

“We knew Sugarlands from its NASCAR partnership and decided to visit the distillery on a family vacation in Gatlinburg a few years ago,” says Amy. “We fell in love with their Electric Orange Sippin’ Cream, Roaming Man Whiskey, and other products.”

The couple selected vodka as their first brand to launch with vodka’s popularity and versatility in different cocktails and various recipes.

“Vodka was always my dad’s favorite spirit. He used to mix it with Five Alive and make screwdrivers,” laughs Dale.

High Rock is the latest in a growing family of brands under the Sugarlands umbrella. “Entering the vodka category with High Rock opens up Sugarlands to a whole new audience. Hopefully, it will be a way to introduce them to our shines, creams, and Roaming Man as well. For those that are already avid fans of our products, High Rock creates another touch point and opportunity to engage with those consumers,” says Ned.

Sugarlands produces over 20 varieties of craft moonshines, and its Mark and Digger’s Rye Apple Moonshine was presented with the Gold PR%F Award 2021. Jim Tom Hedrick’s Unaged Rye was given the Silver PR%F Award 2021.

“We like to say we keep one foot planted in the past, honoring moonshine’s rich history, with the other focused on the future. For people that appreciate a classic rye or corn whiskey, we have those, while we also produce innovative flavors like Root Beer, Blueberry Muffin, and Maple Bacon,” says Ned.

Sugarlands launched its line of Sippin’ Creams in 2016 with original flavors Dark Chocolate Coffee and Butter Pecan Appalachian Sippin’ Cream, which received the Double Gold PR%F Award 2021. Additional flavors Banana Pudding, Strawberry Dream, and Electric Orange have since been added.

The aged-spirit arena was entered by Sugarlands with Roaming Man Tennessee Straight Rye Whiskey in 2017. “That’s our baby and something Greg, [Greg Eidam, Sugarlands master distiller], myself, and the entire company is really proud of producing,” explains Ned.





Another new area Sugarlands has entered is the ready-to-drink (RTD) market.

“We’re always looking for innovative ways to reach new customers who may not instinctively reach for a jar or our moonshine. The RTD canned cocktail category has experienced explosive growth over the past few years, so we view that as a way to diversify our portfolio further and put Sugarlands products in more peoples’ hands,” says Patrick Sullivan, Sugarlands Chief Revenue Officer.

One-Two Punch was its first RTD to be introduced in 2021. “From there, we’ve used RTDs as the core of our strategic partnerships that have helped us enter into and grow Sugarlands’ presence in new markets,” says Patrick.



“Since last fall, we’ve rolled out co-branded RTDs with the Boston Red Sox, [the 2021 World Series Champion] Atlanta Braves, New Orleans Saints, PGA Championship, and Jammin Peach, an RTD in collaboration with recording artist O.A.R.”

In addition to these collaborations, Sugarlands also has strategic partnerships with Grammy-nominated country superstar Cole Swindell, Baseball Hall of Famer Chipper Jones, and multiple Speedway Motorsports properties.

Giving back to the community, 5% of all One-Two Punch purchases will benefit Folds of Honor. This organization provides educational scholarships to the spouses and children of military members who have fallen or been disabled while serving in the United States Armed Forces.

“We’re very committed to giving back through our Moonshare program, where we’ve given away over \$700,000 through the years,” says Ned. “We focus our efforts on charities and nonprofits that benefit first responders and the military, as we greatly appreciate all they do.”

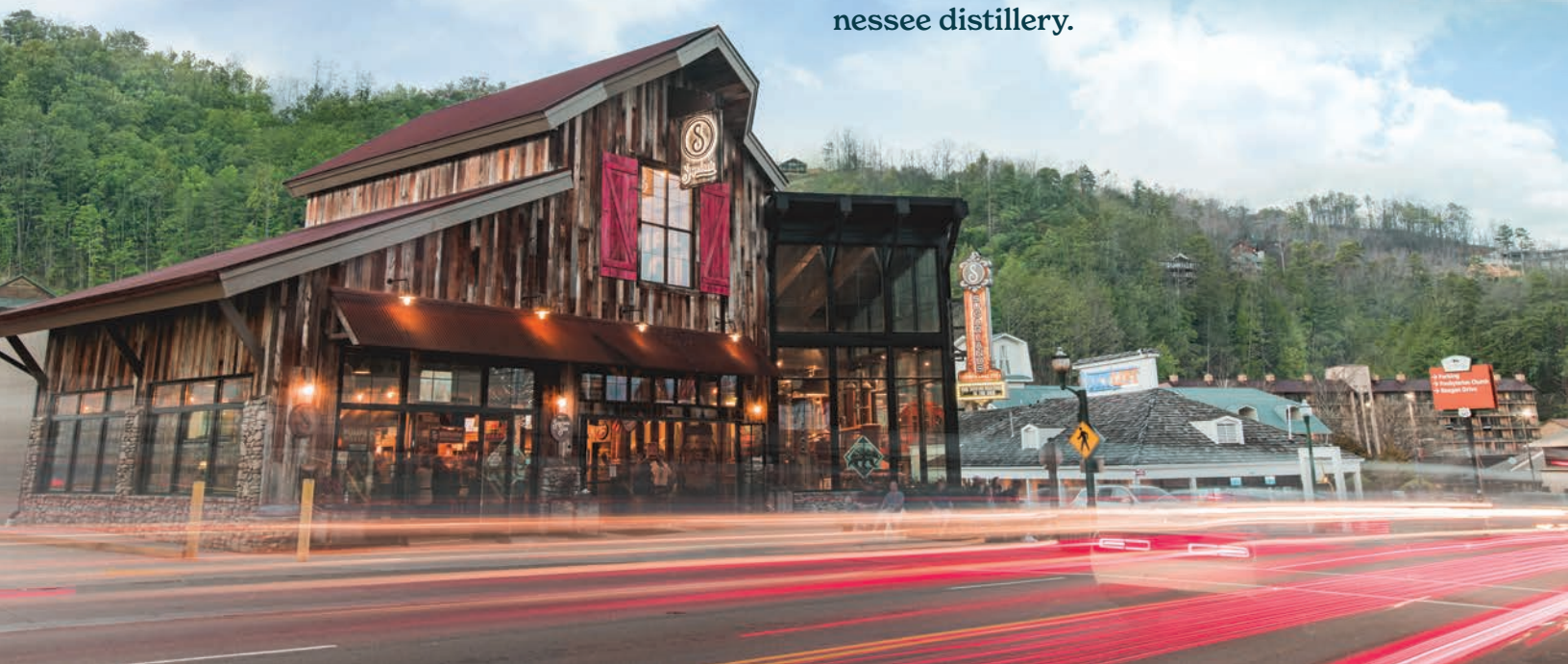
Founded in 2014, Ned credited his wife Jessica as his inspiration to create Sugarlands. He owned the piece of land in Gatlinburg and was contemplating what to do with it. Ned had been

brewing beer at home for some time. He initially thought about a brewery, but knowing the history of moonshine and its importance in the area inspired him to develop the distillery with the support of Jessica.

The original distillery was built on Ned’s land, and in July 2021, a new 58,864 square-foot distillery was opened in Kodak, Tennessee, with the largest copper pot still in the United States, which can hold 4,500 gallons of mash.

“We proudly make our products in East Tennessee, either at our original Gatlinburg distillery or a new production facility in Kodak, just east of Knoxville. This is our home, and being able to impact our community from an economic perspective is very rewarding,” says Ned. Sugarlands currently employs around 125 people, mostly in and around East Tennessee. Still, as the company has grown, they have started placing personnel in important, growing regions like New England and Texas. In 2019, Sugarlands distributed 85,000 cases, and in 2021 distributed 350,000, with sales up 112% over the past year.

The Sugarlands distillery welcomes over one million guests each year, and cocktails and drinks can be enjoyed on its Back Porch located at the downtown Gatlinburg, Tennessee distillery.



Sugarland spirits are distributed in 42 states and available for home delivery via Reserve Bar. Sugarlands' hand-crafted cocktails are available in restaurants, bars, and festivals nationally.



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OUR PRODUCTS IN
EAST TENNESSEE...
THIS IS OUR HOME,
AND BEING ABLE TO
IMPACT OUR
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REWARDING"**

For more information about High Rock, visit HighRockVodka.com or follow @HighRockVodka on Facebook, Instagram, and Twitter.

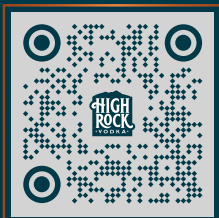
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Gold Award

Great and distinguished with high praise and worthy of celebration. Our Gold award is a high merit of achievement. These are the brands that set the bar beyond standard heights and reach it — at all costs and are classified as some of the best brands in the arena. Hue, Taste, Texture, Power, Length, and Echo all balance to create a superb flavor and moment.

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BEYOND BOLD



Speaking With Gin Spirits

By Stephanie Blitz
The Architect of Words

Here at PR%F Awards Magazine, we have an innate ability to speak with spirits. It is our privilege and honor to share what these otherworldly conversations have revealed with you, our beloved readers. As more people have been introduced to the versatility and sophistication of gin, this spirit has earned its increasing popularity.

Perfect for enjoying neat or as the main ingredient in a bartender's creative cocktail repertoire, gin is making its presence known. In this instance, two exceptional gins had messages to convey. Ginterior was the first spirit to reveal itself to us.





A Taste As Unique As The Territory



Photo by @erikarojasphotos

When did you first know you wanted to produce your own gin?

Ginterior: We started thinking about gin quite a few years ago. We originally crafted handmade, in-house spirits. But we always knew that the end game was to create a premium, game-changing spirit that would be appreciated worldwide for its versatility. Our overall vision for Ginterior by Xedequa involved having the ability to promote the unique fragrance, palate, and intrigue the Friuli Venezia Giulia (FVG) region has to offer.

Tell us a little bit about your process. How do you go about producing your gin?

Ginterior: We collaborate with a highly reputable, niche producer and spirit master to develop our unique recipe. We continue to explore ways to enhance the flavors and overall Ginterior experience. The main narrative of our spirit's story emphasizes our commitment to

using ingredients from select suppliers and nurseries which are environmentally responsible while preserving the distinct qualities of the FVG region. We take great pride in the fact that who we are is a direct result of our place of origin.

What is the meaning behind the name of your gin? How did you come up with it?

Ginterior: Xedequa's neologism means "Equal Presence," as we try to represent the entire FVG region in an equal and balanced way. Handcrafted drinks are designed to enhance characteristic flavors and tastes that define the land itself. We like to say Ginterior is a modern spirit with a vintage soul.

Reflecting Victorian tradition, Ginterior by Xedequa gets its delicacy from a sophisticated combination of various natural botanicals from

our territory, such as:

- Fiumicello City Peaches
- Crambe Tataria Seeds
- Marasca's Cherry Honey
- Infusion of Dandelion

The result is a harmonious symphony of elements never combined together before. It is an "Equal Presence" that goes beyond taste but instead presents an experience that transcends time and space.

What mixes well with your gin?

Ginterior: Every season gin, Ginterior is a spirit made for every season and any occasion. Whether you prefer something more traditional

or want to explore more innovative mixology options, we've got you covered. Working with elite master bartenders, Ginterior by Xedequa has plenty of praiseworthy recipes to share.

We always love when a spirit comes through and allows us to experience its essence from a different perspective. Be sure to keep an open mind and an open palate to ensure you don't miss the chance to discover spirits like Ginterior that are on a higher level. For more info, visit xedequa.com/en/homepage-en.



Capturing Memories In A Bottle

As the presence of this initial spirit had finished conveying its message, another spirit began to come through. This time, it was the husband and wife team of Copperpenny Distilling Company. Instead of taking on a question-and-answer format, it was more of a stream of consciousness.

They painted a picture of the ideal landscape, which they believed allowed them to create one of the world's best gins. Nestled between crystal clear glacial lakes and endless Pacific Ocean coastlines of British Columbia, Vancouver's terrain provided all the necessary ingredients. It also proved to be the perfect location for their 7,500-square-foot facility. This is home to an impressive distillery with state-of-the-art equipment, overlooking a bespoke parlor filled with patrons sipping on brilliantly crafted cocktails.

After setting the scene, they began to reminisce on the not-so-distant past, showing just how far they had come in such a short amount of time. Having released their first batch of gin in early 2022, the Copperpenny Distilling Company won an award, validating their newly



established brand. “We live by the mantra that the art of distillation is an expression of people and place. It shouldn’t be hidden behind closed doors and clever marketing,” said co-founder Jan Stenc.

“As a small batch Canadian distillery, located steps from one of the world’s most important seaports, it felt appropriate that we focus not only on locally-foraged west coast botanicals but also the best international ingredients we’ve discovered from around the world,” added Jennifer Kom-Tong, distiller and self-proclaimed “Mistress of Blending.”

A previous career in the motion picture industry led to adventures for the couple across the globe. Those experiences allowed Jenn and Jan to discover that the spirit of a place was always reflected in its unique expressions of gin and the hospitality of its people. Culture, people, and terroir had shaped the unique flavors housed inside the glass, and the memories made could be taken home and relived again from the back bar. They realized that to share these moments with friends, it was best to capture them in spirit—quite literally.



Developed during a brief era of global constraint, Copperpenny Gin 005, nicknamed “Finding Balance,” combines the purest Canadian water with vibrant exotic botanicals to deliver a versatile cocktail gin rich with citrus and lighter on pine. It is equally enjoyable when served neat, in a classic martini, or the Negrini, a house favorite.

For those looking to taste this award-winning entry for themselves, Copperpenny Gin 005 can be purchased directly from the distillery and select retailers at copperpennydistilling.com.



With that, the spirits faded away, leaving behind a reverberating echo of their presence. As connoisseurs of beverages that are as high quality as they are high passion, PR%F Awards eagerly awaits the next encounter with the ever-growing connections of praiseworthy spirits.



Stephanie Blitz was born and raised in Milwaukee and currently resides in Las Vegas with her husband and two children. She is a proud #boymom and the founder of Architect Of Words. Stephanie is a freelance writer and marketing maven who believes in the power of coffee, values experiences over things and recognizes the ability words have to connect people.

CRISP. CLEAN. KINDLY CRAFTED. ALOHA.

PAU Maui Vodka, from **Hali'imaile Distilling Company**, is set apart from the rest by starting with local ingredients and distilling in small batches, using unique stills. Every part of the distilling process is one of a kind and designed in house. The process is unique because we can achieve purity in one distillation by using fourteen-foot columns made from one hundred percent pharmaceutical grade glass stills.



CRISP AND CLEAN

PAU Maui Vodka is the only Vodka in the world made from **Maui Gold Pineapples**. Why start with **Maui Gold Pineapples**? Production for **PAU Maui Vodka** happens in the middle of Hawaiian pineapple fields that have been harvested for over a century with access to the best pineapple in the world. The extra sweet **Maui Gold Pineapple** is perfect for fermentation due to its high sugar content. Even though pineapples are used for fermentation in **PAU Maui Vodka**, there is no pineapple taste, instead they are left with a very clean and crisp premium vodka. Pineapples in Maui have the benefit of warm sunny days, cool nights, fresh water, and volcanic soil, allowing for clean fruit. Hawaiian pineapples take 18 months to grow but are only ripe in the field for 2 to 3 days. It is essential that pineapples are picked at the perfect time because pineapples will not continue to ripen once they are harvested. They only use pineapples that are picked at the optimal stage of ripeness to give **PAU Maui Vodka** the clean and refreshing finish for which it has become known.

KINDLY CRAFTED

Their pristine surroundings give them access to clean air, pure water, exquisite agriculture, and a wonderful community which allows them to produce ultra-premium spirits like **PAU Maui Vodka**. They are fully immersed in the Hawaiian landscape and culture. Coming from an island with superb but limited resources, they are sensitive to the problems of pollution and the importance of living an earth-friendly life. **PAU Maui Vodka** is making waves in the craft-spirits world with brand ideals that support the environment and a sustainable lifestyle. They are striving toward a zero-carbon footprint and Pau is a plant-forward product using pineapples from our surrounding environment. Its production is crafted from seed to bottle.

ALOHA

PAU Maui Vodka is an authentic expression of aloha, encompassing the gratitude for Maui's agriculture, passion for the Hawaiian Islands and strong love of its people. **Cory Nigbur, Master Distiller**, feels that Pau represents the Hawaiian culture by "preserv(ing) the Maui pineapple industry and giv(ing) consumers a way to enjoy a little Aloha anywhere they may be." You do not have to be in the Hawaiian Islands to experience Aloha. No matter where you are when you enjoy **PAU Maui Vodka**, you are giving a cheers to everything Aloha stands for: love, affection, peace, compassion, mercy.



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Our experts share some of the best ones found.



Hayley Maxwell, General Manager at a Local Gaming Bar in Las Vegas; Marketing, Sales, and Buying

Hayley Maxwell works in the hospitality industry and really understands the bar business. People love gadgets, with new ones being invented, manufactured, and marketed every day for those in the food and beverage industry. Hayley is one of the experts who will share her unique perspective on gadgets.



Daniel "DD" de Anda Fast, Bar & Nightlife Consultant

Daniel "DD" de Anda Fast offers more than two decades of hospitality experience having opened more than 30 venues during that time including bars, restaurants, pool experiences, nightclubs and more. Daniel has created craft cocktail menus on the Las Vegas Strip, worked as corporate mixologist for American Beverage Ventures (ABV) and is one of a select group of lead judges for PR%F Awards.



Bamboo Muddler

Visit pinabarware.com
for more info.

What our experts have to say:

Hayley: The Bamboo Muddler.

DD: Yes, the muddler is a very basic bar tool, but it right away makes you think mojitos. Am I right?

Hayley: Yes, that's what I think.

DD: What I like about it is that it is lightweight and very durable, which you need at a busy bar.

Hayley: I like this tool for home and at work. I keep a muddler at my home bar for when we have company, and I can impress them with some strawberry mojitos by the pool. What other drinks do you use your muddler for?

DD: I use a muddler for an old fashioned, a mint julep (especially around Kentucky Derby time), and Caipirinha.

Hayley: What are the benefits of using a muddler instead of just shaking the ingredients of a cocktail in a tin?

DD: Freshness—muddling fruits, spices, and herbs releases the essence much more than just a shake in a tin. You lightly mash the ingredients to allow their flavors into the cocktail. It truly makes a delicious cocktail.



The Bamboo
Muddler

Brisked
Beer
Chiller
Sticks



Brisked Beer Chiller Sticks

Visit Amazon for more info.

What our experts have to say:

Hayley: Now, let's look at the Brisked Beer Chiller Sticks.

DD: These are great—a very simple design, stainless steel so easy to clean, and they fit snug right into a beer bottle.

Hayley: I had customers at my local bar try them out, and they thought it was really great—especially outside at a pool or barbecue in this Las Vegas heat. You just chill the sticks in the freezer, open your beer and then drop the Chiller Stick right in. There is an opening in the middle of the stick for the beer to flow.

DD: It is a wonderful way to enjoy a beer outside and not dilute your drink by having to add ice to keep it cool. I noticed that the Brisked Chiller Stick was still cold even after I finished my beer bottle.

Hayley: That is pretty amazing how long it will stay cold.

DD: The convenience of it alone sold me on this product. You can even throw a few into your ice chest at the beach or pool and use and re-use all day. This is a fun and innovative product for beer lovers.

Vintorio Wine Aerator Pourer

Visit vintorio.com for more info.

What our experts have to say:

DD: Let's talk wine. The Vintorio Wine Aerator Pourer, did you get a chance to try this out over the weekend?

Hayley: You know I did! I tried this product at home and my bar.

DD: What did you think?

Hayley: It's great! It aerates the wine while it pours. As a wine drinker, I appreciate this because it saves time on having to pour it into an aerator or decanter.

DD: For some of our readers, let's talk about aerating wine and the importance and benefits you get from this.

Hayley: Especially for new wine drinkers who are starting out and don't know about this.

DD: A term someone might hear is to let the wine "breathe." This means that you allow for more contact of air in the wine, which releases more aromas, and the authentic flavors of the wine come out.

Hayley: I know when I first started to drink wine, if it was a bottle I didn't think I enjoyed, I could leave it open. I would try it again later, and those aromas of the wine would come out, and it was another flavor entirely.

DD: Yes, red wines become so smooth after aerating. The Vintorio Wine Aerator Pourer system is a great way to have your wine at home or your work and release the flavor of your red wine.

Hayley: I like everything about this.



Vintorio
Wine Aerator Pourer



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OAXACAN APPLE



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A Nights of Duets, Barry Manilow, Cabaret Shows, Great Dining and Expansive Pool.

Westgate Las Vegas is the home for Legendary Vegas Fun, with the excitement sizzling in August.



Powerhouse singing sensations America's Got Talent finalist Daniel Emmet and American Idol finalist Pia Toscano headline together for the first time that will include an exclusive one-night-only premiere of their concert "Simply The Best, A Night of Duets" presented by Monday's Dark at the iconic International Theater at Westgate 7:30 p.m. on August 6.

GRAMMY®, TONY®, and EMMY® award-winning singer, songwriter, arranger, producer, and musician Barry Manilow and his **MANILOW: LAS VEGAS – The Hits Come Home!** has added more shows, including the return of the holiday classic **A VERY BARRY CHRISTMAS**. New show dates include Sept. 15-17 and Sept. 22-24, Oct. 13-15 and Oct. 20-22, Nov. 10-12, and Nov. 17-19. The Christmas shows run Dec. 1-3 and Dec. 8-10. Tickets are on sale now.

Westgate is home to great entertainment in the Westgate Cabaret shows including The Bronx Wanderers, Soul of Motown, and The Magic of Jen Kramer.

The Bronx Wanderers, the father-and-son duo with their top-notch band, pair powerful vocals and musical flair with enthusiasm and genuine love for the music they perform. The Bronx Wanderers recreate the magic of the era and build an energetic bond with their audience while transporting their audiences to the past of legendary music.

Soul of Motown celebrates doo-wop and Motown as its music enveloped the entire world. Audiences will enjoy the music of The Temptations, The Platters, The Drifters, Smokey Robinson and The Miracles, Sam Cooke, The Jackson 5, Marvin Gaye, The O'Jays, Stevie Wonder, Gladys Knight and the Pips, and Aretha Franklin.

The Magic of Jen Kramer, the only female headlining magician in Las Vegas, turns the impossible into the impossible-to-ignore, wowing audiences with her contagious smile and world-class sleight-of-hand. The amazing Jen performed her 500th show at the Westgate Cabaret on June 24. Guests are always amazed at Jen's jaw-dropping illusions; her show is full of unforgettable magic and Fun with a capital F.

Westgate Las Vegas provides a range of culinary adventures.



Benihana is a unique culinary adventure. As guests walk into the restaurant, they are transported into another world with lush Japanese gardens, flowing ponds, exotic statuary, and an authentic Torri Arch. The exhibition-style Japanese cuisine features hibachi tables with master chefs preparing a full range of unique and traditional teppanyaki dishes. Tasty entrees tantalize with hibachi chicken, teriyaki steak, and filet mignon. Enjoying a colorful signature drink at the bar surrounded by the exotic décor makes the drink that much more special.

Edge Steakhouse offers a dining experience close to perfection. Guests can savor an extensive menu that combines American steakhouse favorites with delicious specialty appetizers, creative entrées, and innovative side dishes. Top quality wet and dry-aged Prime cuts, domestic Wagyu beef, and fresh seafood are some of its specialties. Toast with selections from the double Wine Spectator Award-winning wine list with pairing options available.

Fresco Italiano tempts with the perfect blend of menu options that highlight its Italian culinary range and skill. Enjoy Italian-style cuisine defined by freshness and simplicity, like hand-crafted flatbreads baked in a stone-fired pizza oven, produced with imported Italian flour and family recipes. Create custom dishes matching favorite pasta with fresh sauces. Choose from entrées featuring Osso

Buco, Frutti di Mare, or Lemon & Rosemary Roasted Chicken, slowly cooked in natural juices and enhanced with fresh herbs and garden vegetables.



What's more relaxing than laying by the pool, taking a refreshing dip, or enjoying a favorite cocktail under a cabana by the tranquil waters? This is the perfect mix of rest and relaxation. The newly renovated pool deck at Westgate Las Vegas Resort & Casino provides the perfect blend of rest, relaxation, sun, and fun, featuring luxurious pool cabanas and daybeds. The pool also features a 15-seat hot tub, a bar, a retail store, and a grill.

The SuperBook at the Westgate Las Vegas™ features over 30,000 square feet of heart-racing action with a massive 220-foot-by-18-foot 4,000 video wall with over 350 seats. With the exciting sporting events coming up, guests can experience high-action entertainment at the best and largest Race & Sports Book in a smoke-free environment in Las Vegas.

This iconic world-class destination and the home of Legendary Vegas Fun offers a unique blend of amenities and excitement with all your favorite table games, the hottest slots on the market, and more than 225,000 square feet of meeting space

For more information or to book the Las Vegas hotel, call toll-free at (702) 732-5111 or log on to WestgateLasVegas.com.

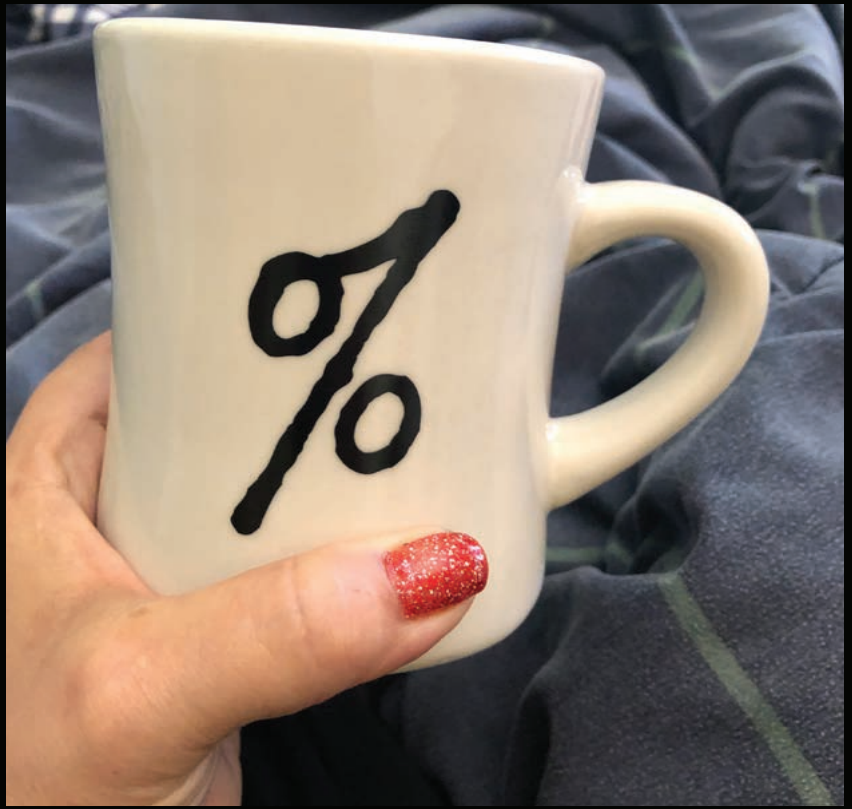


CELEBRATE!

The PR%F Awards

Great spirits flowed together in camaraderie and unique tastings when spirit industry leaders gathered to judge the PR%F Awards 2021, 2020, and 2019. Officially named the world's largest spirits and wine competition in the US, PR%F Awards 2021 encompassed innovation with judging. PR%F Awards 2021 launched a new dual adult beverage competition format including two competitions in one—PR%F Awards-Masked, The Double-Blind Tasting, and PR%F Awards-Unmasked, The Total Package. It has been three years of incredible tastings, new partnerships and the fun of Las Vegas with more to come.







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