

# EDITOR'S CORNER



If your *Journal* is looking a wee bit plump this month, it's a sign the industry is gearing up for the busiest stretch of the year. I hope you stay on top of your *Journal* reading because the upcoming months will have plenty of editorials to give you an edge on profits.

September is our annual "10 Mixologists to Watch" column. This annual recognition selects industry personnel who take our brands to the next taste level. Many have increased on-premise sales and repeat customers not only with their creative libations, but also with ingenious bar promos. This year we've added a little kick to the story – "Where are they now?" – as we see how a few past honorees have progressed.

We profiled The Dalmore's Master Blender Richard Paterson on the Brand Profile page. I recently attended The Dalmore Whisky Masterclass seminar in Miami, conducted by Paterson. What a character. His comical and never-boring presentation gave me a whole new appreciation for the Scotch category. Even on- and off-premise attendees gained a better sense by learning how to advise, discuss, and sell Single Malts, with a focus on The Dalmore, of course.

Staying on the subject of Single Malts, I was told booze in food was a big hit at the Fancy Food Show. New HappyGoat Scotch Gourmet Caramel Sauce, a combination of vanilla beans, caramel and Aberlour Single Malt Scotch was introduced. Chilean wines had a big presence as well. Foster Fine Foods showcased wine-infused jams from Huerto Azul. Selections were Onion Jam in Merlot Wine and Pear Jam in Merlot Wine. Retailers looking for new products to fill holiday gift baskets may want to give these a try.

Speaking of Chile, our editorial "Chile's New Frontier" reveals how experiments in grape and region are helping to expand wine styles. Sounds like your store will soon need more shelf space in the South American section.

In light of our economy and ongoing industry news, closing out 2011 should prove quiet interesting. Until next month –

Cheers,

Wanda G. Rowe

Editor / Publisher

## BEVERAGE JOURNAL

Volume 67, No 9 (ISSN 0193-0613)

[www.bevnetwork.com](http://www.bevnetwork.com)

### SOUTHERN BEVERAGE JOURNAL

**Editor/Publisher** Wanda G. Rowe  
**Circulation Director** Sharon Mijares  
**Graphic Designer/Illustrator** Kieron A. Harry

### BEVERAGE MEDIA GROUP, INC.

**CEO/Publisher** William G. Slone  
**President** Michael Roth  
**COO/CFO** Jason A. Glasser  
**VP, Sales & Marketing** Jody Slone-Spitalnik  
**Director, Information Technology** Peter Williams

### EDITORIAL

**Managing Editor** Alia Akkam / [aakkam@bevmedia.com](mailto:aakkam@bevmedia.com)  
**Assistant Editor** Cara McIlwaine / [cmcilwaine@bevmedia.com](mailto:cmcilwaine@bevmedia.com)  
**Contributing Editors** Jennifer Adams, Duncan Cameron, Ed McCarthy, Dale DeGroff, Gregg Glaser, John Harris, Christine Hoard, M. David Levin, Rob Lewis, Jonathan Levine, Jeffery Lindenmuth, Mary Ewing-Mulligan, Jean K. Reilly, W.R. Tish

### ART & DESIGN

**Art Director** Larry Lee / [llee@bevmedia.com](mailto:llee@bevmedia.com)  
**Graphic Designer** Josue Romero / [jromero@bevmedia.com](mailto:jromero@bevmedia.com)  
**Graphic Designer** Jeff Tsui / [jtsui@bevmedia.com](mailto:jtsui@bevmedia.com)

### TECHNOLOGY & WEB

**eCommerce Manager** Ian Griffith / [ian@bevmedia.com](mailto:ian@bevmedia.com)  
**Web Programming and Support Manager** Vali Balescu  
**Web Programmer** Aurelian Branesco  
**Web Design and Implementation** James Romaine  
**Wholesaler System Development** Charles Duffy  
**System Engineer** Tom Levison  
**Content Manager** Kevin Duffy  
**Content Support** Brian Hunt

### PRINT AND PRODUCTION

**Print Services Manager** Lee Stringham  
[lstringham@bevmedia.com](mailto:lstringham@bevmedia.com) / 410.519.7034  
**Wholesaler Production** Gina Quesada,  
Joan Mailloux, Ivette Delgado, Jeff Martin, Maria Rodriguez

### ADVERTISING

212.571.3232

#### National & Regional Ad Sales

Jody Slone-Spitalnik / [jslone@bevmedia.com](mailto:jslone@bevmedia.com) / ext. 101

#### Marketing & Business Development

Ariel Boorstin / [aboorstin@bevmedia.com](mailto:aboorstin@bevmedia.com) / ext. 103

### OPERATIONS

#### Client Services & Web Support

Jessica Roszkowiak / [jroszkowiak@bevmedia.com](mailto:jroszkowiak@bevmedia.com)

#### Finance & Accounting

Seth Niessen / [sniessen@bevmedia.com](mailto:sniessen@bevmedia.com)

Randy Benvenisti / [randye@bevmedia.com](mailto:randye@bevmedia.com)

Published monthly by Beverage Media Group, Inc., D/B/A Southern Beverage Journal, 14337 SW 119th Avenue, Miami, FL 33186. Telephone: (305) 233-7230 FAX (305) 252-2580. E-mail: [sobevjrn@bevmedia.com](mailto:sobevjrn@bevmedia.com). Periodicals postage paid at Miami, FL and additional entry offices. Subscription rates: 1 year: \$35.00; 2 years: \$60.00; Single issue \$8.00 (includes postage & handling). Postmaster: send address changes to Southern Beverage Journal, P.O. Box 561107, Miami, Florida 33256-1107. Southern Beverage Journal is an independent publication devoted to liquor, wine and beer licensees in package stores, bars, clubs, restaurants and hotels. Circulation in Florida, Georgia, Louisiana, Missouri, South Carolina, Tennessee and Texas. Nothing may be reprinted or reproduced in whole or in part without written permission from the Publisher. Contents copyrighted 2011 by Beverage Media Group.



#### National Coverage, Local Advantage

The Beverage Network Publications are served by:  
Beverage Media Group, Inc.  
116 John Street, 23rd Floor, New York, NY 10038  
tel/ 212.571.3232 fax/ 212.571.4443  
[www.bevnetwork.com](http://www.bevnetwork.com)