

PR%F the Magazine

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Danielle Goss - KUL MOCKS

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

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PR%F the Magazine

Michael Politz

Publisher

Michele Tell

Founder, Executive Director

Jennifer English

Editor-At-Large

Debbie Hall

Editor-in-Chief

RJ Dixon

Creative Director, PR%F Awards & PR%F the Magazine

Terry Hart

Director of Competitions

Colleen Banks

Director of Business Development

Contributors:

Stephanie Blitz

Daniel "DD" de Anda Fast

Jena Domingue

Jerry Hammaker

Hayley Maxwell

George Manska

Renée Korbel Quinn

Contributing Photographers:

Marina Abrosimova

Louis Hansel

Jacqueline A Hernandez

Aleisha Kalina

Ales Maze

Renée Korbel Quinn

Dennis Vinther

Contact the Team at

editor@proofawards.com

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BEYOND BOLD





Dear Readers,

We are thrilled to feature KUL MOCKS as our cover story in June. The award-winning brand was created to give consumers the experience of drinking a delicious craft cocktail, minus the alcohol by Nate and Danielle Goss. Consumers want adult non-alcoholic beers, cocktails and wines to moderate or cut back. The brand has been awarded the PR%F Award 2020 and PR%F Award 2021 Double Gold for its Mock Mule, PR%F Award 2021 Gold for Strawberry Mock-arita, PR%F Award 2021 Silver for Blackberry Mock-jito. & PR%F Award 2020 Silver for Strawberry Mock-arita & Blackberry Mock-jito. We welcome them to PR%F Awards and PR%F Magazine.

Stephanie Blitz writes about the growth and demand for gin in this issue. She is a proud #boymom, founder of Architect of Words and believes in the power of coffee, values experiences over things and recognizes the ability words have to connect people.

PR%F Awards Bar Essentials & Gadgets with our bar gear and gadgets reviewers, Hayley Maxwell and Daniel “DD” de Anda Fast, share their views on iSi products—spoiler alert—they **** them (read the article). They 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.

Jena Domingue of UrbanVino House of Brands writes about the brains, beauty, creativity, and celebrity of Nana Meriwether, Miss USA, 2012. Nana is founder and winemaker of Navina Wines made in California and Jena shares Nana's background and her amazing wine, low in calories and made from herbs and flowers.

Another category to the PR%F Awards are Functional Beverages for the waters, teas and other nonalcoholic drinks that also provide health benefits.

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

PR%F Awards is heating up, with many, many entrants. 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

Photo by Aleisha Kalina

HOW GIN GOT ITS GROOVE BACK

BY STEPHANIE BLITZ
THE ARCHITECT OF WORDS



Whiskey. Vodka. Rum. These alcoholic beverages have been known to win the popularity contest among consumers. However, there's a new contender in the mix—gin. It's no longer "our grandfather's drink." Gin has become multi-generational and is garnering the attention it has always deserved. The increase in demand for gin is not in question. What we really want to know is *when* and *how* it happened.

A STORY FILLED TO THE BRIM WITH SPIRIT

In the most basic terms, gin is a liquor that is approximately 80 proof or greater. Derived from grain distillation, the prevailing aroma and flavor of Juniper is what puts gin in a category of its own. The layered complexity of its flavor palate aligns perfectly with its history—a journey through time filled with culture and the right amount of tradition mixed with innovation.

There are records of people using juniper to cure stomach ailments dating back to Roman times. After that, the Dutch perfected jenever, which became known as "Dutch courage" since it helped invigorate their soldiers on the battlefield. The British then contributed to the storyline by refining the London dry gin we know today. The various chapters in this timeline eventually led to the creation of the infamous gin & tonic, which at that time supported the Royal Navy in India. So, in a way, history itself has helped contribute to gin's appeal among current mainstream society.



Adam von Gootkin, co-founder and CEO of **Highclere Castle Spirits** (highclerecastlegin.com), agrees that gin's past has impacted its growing popularity. He said, "I think anything that is relatively ancient is bound to fascinate. What other spirit has had such an adventure through the centuries? Today, we honor this history in the very liquification of Highclere Castle Gin and around the world through the art of the cocktail." The evolution of gin in and of itself is intriguing. Gin's rise in popularity has its own story to tell.

ANALYZING THE RESURGENCE OF GIN

Gin sales increased significantly during the last few years, with just under 9.3 million cases sold. From 2020 to 2021, gin showed it meant business with a sales growth rate of 21 percent!

Premium craft gin made up a majority of these purchases, proving the level of sophistication and appreciation these newfound gin consumers possessed. Although, some producers of gin began recognizing these favorable market transformations much earlier.





Alex Munroe, Owner of **Cape Fear Vineyard and Winery, LLC**, (capefearwinery.com) first noticed a rise in the demand for gin in 2014. He believes this resulted from millennials' seeking a smooth and refreshing alternative to vodka and heavier whiskeys. Munroe stated, "By itself, gin has a powerful juniper taste that doesn't necessarily hold universal appeal. However,

when mixed into cocktails, the spirit lends itself to other exquisitely delightful flavors. As such, gin is more relevant today as newcomers discover the benefits of its flexibility."

von Gootkin has also witnessed a significant surge in gin's global uptrend during the past few years. In fact, Highclere Castle Gin falls in the super-premium category, which is the fastest-growing spirits category in the U.S., and has his own theories for why this is the case. Taking note of an overall increased appeal of nostalgia, Gootkin said, "I think consumers, especially the younger generation learning about cocktail culture, are excited to know about the classics our grandparents and great grandparents enjoyed.

They are discovering that gin offers a wide range of sophistication and complexity other spirits can't provide."

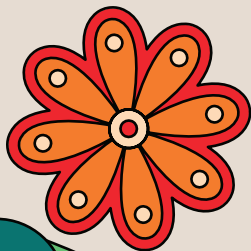
The reason for gin's revitalization doesn't come down to one single attribute. Aside from its versatility, this spirit has many other good things going for it. With an impressive resume of crowd-pleasing traits, all signs point to gin continuing to play a lead role in the alcoholic beverage industry.

DRIVING FACTORS BEHIND GIN'S FAST-PACED GROWTH

Gin has quite a few advantages. And the fact that age doesn't matter is one of them. Unlike a bottle of wine or whiskey, maturity is not a determining factor for the quality or taste of gin. With a shorter timeline from distillation to distribution, gin brands are able to bring a product to market at a much faster rate.

Another benefit is gin's compatibility in the ever-growing RTD (Ready To Drink) category. With canned cocktails being well received in the beverage market, there is an opportunity for gin-based drinks to make a name for themselves in this particular category. As mentioned earlier, the flavor combinations are endless with their amazing versatility.

In addition to its ability to align with current trends, gin has an innate knack for innovation and creating premium crafts. It is more than an alcoholic beverage—it is an art form. The end product tells a narrative of people, place, and a passion for the process. von Gootkin





pointed out, “Like in wine, well-made gin truly reflects the terroir of the land from which it’s made. In our case, Highclere Castle Gin is citrus-forward as we source our citrus from the Victorian Orangery behind Highclere Castle. We source our lavender from the walled monks’ garden on the castle estate, and our prize-winning oats come directly from Highclere’s soil which has been used to feed the world’s top thoroughbred horses.”

What you put in has a lot to do with the experience consumers get out of a gin. And this acts as the perfect segway to the next attractive characteristic. Believe it or not, gin is one of the healthiest spirits ever created. Juniper berries, the staple ingredient of gin, are a type of “superfruit” that fights infections with significant amounts of vitamin C and flavonoids. Gin is also high in antioxidants and low in calories. With so many health benefits to sip on and so many gins to try, it’s no wonder this beverage is experiencing a boom.

IN GOOD SPIRITS ABOUT THE FUTURE

It is safe to say that gin will continue to follow its current upward trend, especially with innovation on its side. According to Munroe, “The requirements for gin state that its main characteristic must be derived from juniper berries. This leaves room for other aromatics and flavors to be added to make an array of unique gins that complement the juniper.”



You don’t have to look far before coming across the creativity that is already being capitalized within the gin category. Some come in the form of packaging and brand conceptualization, like in the case of **Engine Gin** (engine.land/engine). A hand-crafted London dry gin that stands out with its bold visual

components of oil and fuel cans. Others are playing with ways to please the palate as Sipsmith releases limited editions sipspresso coffee gin and Aldi introduces new fruit-flavored gins to its inventory. Let’s not forget about the low to no alcohol demographic. Gin is producing some delightful plant-based alternatives.

The chameleon of the wine and spirits world, gin has all the makings of a “perfect for any occasion, mixes well with anything, rich in history and in flavor” type of drink. This is a spirit that has proven patient and persistent until it was able to earn its spot in the lime-light. And for those very reasons, Gin is not simply making a comeback. It is here to stay.



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.

UNLVino Grand Tasting Event

UNLV College of Hospitality students raise over \$100,000 for scholarships

The 48th annual UNLVino Presents, the third of its exclusive events, was celebrated with the long-awaited Grand Tasting event. Crafted foods from Africa, Asia, Europe, and the United States was created by the students from William F. Harrah College of Hospitality. Premier Las Vegas restaurants Anima, Chinglish, Todd English, and GYU brought their own show-stopping menu. An exclusive wine list spanning the globe included Rodney Strong Vineyards, Trefethen Family Vineyards, Daou Vineyards, and Winery, Dusted Valley Vintners, Grgich Hills Estate, Gerard Bertrand, Moët Hennessy, and Wagner Family.

The Grand Tasting welcomed about 400 patrons and raised over \$25,000 through a live and silent auction. Adding in the proceeds from the previous Bon Vivant Dining experiences at Mon Ami Gabi and Anima by EDO, the UNLVino Presents series raised more than \$100,000 to support scholarships for Harrah College of Hospitality students. After a two-year hiatus, the UNLVino Class of 2022 said it was nice to provide the hospitality community with a series of events and is looking forward to the 49th annual UNLVino Presents series.





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How Sweet It Is!

by Jerry Hammaker

**"How sweet it is to be loved by you.
Just like honey to the bee baby."**

— Lyrics from *How Sweet It Is (To Be Loved by You)*
by James Taylor

"I only like sweet wines."

"I hate dry wines."

"I don't really know about wines."

"I only drink one kind of wine."

These are statements that I often hear from many wine drinkers.

It makes sense. Most of the “popular” wines are very well marketed, have cute or fun labels, and have some (or a lot) of sweetness on the palate. Most Americans, especially, are drawn to sugar and sweets from the time they are toddlers. You know—that first birthday smash cake, just about every processed snack food, the cola wars, and most of the food advertised on TV and in magazines contains added sugar at levels the rest of the world doesn’t experience. Most Americans don’t realize that milk chocolate isn’t really a thing in the rest of the world. Common candy bars in the US are often re-formulated with darker chocolate and less added sugars for international palates. So, it makes total sense that many of the most popular wines in the US contain palate-pleasing residual or added sugar.

When I hear the statements listed above, I immediately hear about wine causing headaches and hangovers. I hear about how the wine doesn’t taste good with their meals. I hear how they get intimidated when they choose a wine for a special occasion and then revert to their usual bottle regardless.

A function of a wine professional, a sommelier, or a wine consultant is to help the customer or client make their choice of wine an enjoyable (and affordable) experience. So, let’s dive into the giant pool of the wine world and see if we can find some alternatives to the headache-inducing, bad food pairing, and intimidating process of selecting a new (to you) wine.

I only like sweet wines.

A simple alternative to a sweet wine is trying a wine that, while actually dry, tastes sweet. But, wait... that doesn’t make sense! Does it?

If you want a white wine, then try a Riesling from Alsace, a Trocken Riesling from Germany, or a Dry Riesling from the New York Finger Lakes. They are typically drier than many other Rieslings and are usually very fruity. Think aromas and flavors of lemon, lime, green apple,

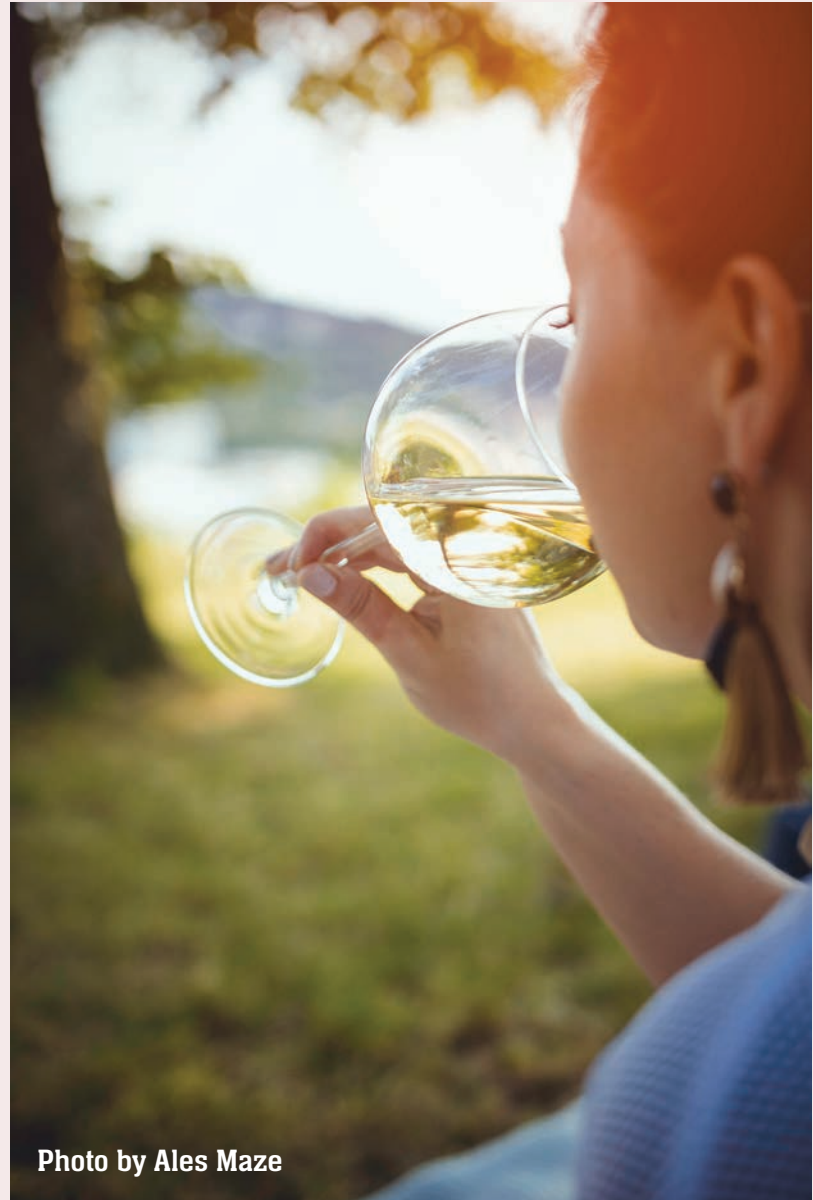


Photo by Ales Maze

and white peach. You may also discover aromas and flavors of white flowers and blossoms, honey, and even petrol (yes, an asphalt-type smell that can lead you to a delicious, quality wine).

Rieslings from these regions can be consumed immediately, or they can age for a very long time (decades), so don’t be afraid to store them correctly for a while before opening. These Rieslings are great for pairing with various foods and will hold up to complicated dishes. Think everything from chicken and turkey to fish and oysters to pork and sausages as great food pairings.



Photo by Dennis Vinther

If you want a rosé wine, then try a pink beauty from Provence near Marseille, France. This region provides some of the most pleasing rosés in the world. Fruity with a backbone of mineralogy, Provence rosé is a pink gem in your glass. This is a serious rosé, not a sweet hangover causer that your parents and grandparents may have drunk like sugary Kool-Aid. Fresh strawberries, melon, and roses will take over your nose and palate in the most pleasant way. While rosé from Provence is a perfect summer sipper on its own, good food pairings include even hard to pair asparagus and artichokes, raw vegetable plates, lamb and veal, salads, goat cheese and brie, and fresh fruit like strawberries.

If you want a red wine, then travel just north of Marseille to Lyon, France. Many of us have heard about Beaujolais Nouveau, which is released on the third Thursday of November each year with much worldwide fanfare. Made from local red Gamay grapes, it is fermented and released for sale just a few weeks after harvesting. This is an enjoyable red wine, especially for those who usually don't like red wine. This is not a wine to hold in your cellar to age. It should be consumed shortly after purchase—weeks, not years. Chill it a bit and take it to your Thanksgiving dinner, and everyone will enjoy this simple red.

While many know about Nouveau, a more significant number do not know about Beaujolais Cru wines. The Cru's are serious, fine wines that are often very approachable to even beginner wine drinkers. Each of the ten Cru (a separate

like red wines." Also, try soaking some fresh strawberries in Beaujolais wine with a splash of orange juice and cassis juice or liqueur for a wonderful early summer adult treat!

Like honey to the bee, you'll find how sweet it is... but it is actually dry and fruity!



Photo by Marina Abrosimova



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

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The logo for Corbin Cash, featuring the brand name in a stylized, elegant script font.

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HISTORY

The Souza Family has been farming Sweet Potatoes and Rye for over 100 years, perfecting the harvest of each crop. Out of a Five-generation lineage of Farmers, David J Souza became the first generation Distiller, turning the family farm's produce into the key ingredients of Corbin Cash Vodka, Gin, Liqueur, and Whiskey's. Being that the Farm and Distillery take place within close proximity, Corbin Cash prides themselves on being true Farm-to-Bottle production, and educators about the flavors derived from the natural production of their exceptional liquor.

SUSTAINABILITY

At the forefront of Corbin Cash production, is sustainable farming. While the commercial farm-to-market chain throws away visually imperfect produce, distilling doesn't. The EPA averages that 30-40 percent of all available food goes uneaten through loss or waste in the United States. With spirits, you're not buying based on the looks of the original ingredients, you're buying solely on taste and what the brand represents. Souza's farm is able to make the most of its produce through distilling. To take it a step further, the spring water used for distilling gets recycled for irrigation, while the spent mash helps fertilize the fields and feed nearby cattle.

HOW IT ALL STARTED: VEGAS AND VODKA

David Souza ventured from California to Nevada and spent years in Vegas working in the food and nightclub industry. Through his tenure, he was introduced to many vodka brands low in quality and high in hangovers. David was confident he could create one better than the rest, and so he did with the help of his farming


roots. Through trial and error, he created the renowned Corbin Vodka, distilled at a lower proof so it keeps more flavor. What makes this vodka unique is that the Souza family farm grows 10 varieties of Sweet Potatoes, helping to concoct a vodka using a varietal blend rather than a single type. In total, it takes 10 pounds of raw sweet potatoes to produce one bottle of their Estate-Grown Vodka. Tasters will note a somewhat nutty profile with a subtle sweet caramel-like finish. Vodka Buzz even rated Corbin Cash's Vodka a 5 out of 5 highlighting the "complex flavor gives the vodka a nice characteristic. The vodka is very smooth on swallow, and doesn't need a chaser." To top it off, the vodka is naturally gluten-free. Take that Vegas!

WINTER RYE TO BOTTLED WHISKEY

Those familiar with agriculture know that Rye has historically been planted to help keep the soil rich in nutrients during fallow times. What was once a placeholder crop for many farmers to help eliminate weeds and protect against soil erosion, can be turned into liquid gold by the right distiller. Corbin Cash uses their estate-grown Merced Rye to create their Merced Rye Whiskey and Blended Whiskey. The main difference is the ratio of ingredients and aging in custom-charred American White Oak barrels. Merced Rye Whiskey is made up of 100% ultra-rare California grown Merced Rye aged for up to 6 years creating a bold, robust bite, full of character. The Blended Whiskey has an 80/20 blend of Sweet Potato to Rye, aged for up to 4 years designing a milder, "bourbon-esque" taste, with a mellow, sweet profile.

THE CORBIN CASH DIFFERENCE

Each product is hand-bottled in its unique vessel designed by David Souza himself. While the labor of creating Corbin Cash Spirits is much more than the mass-produced products on the market, Souza believes the end product is worth all the work that has gone into it. Each bottle is a labor of family tradition, farm-to-table approach, with distinguished California flavor that you'd have to taste (without chaser) to believe.

A sepia-toned photograph of two men standing in a field. They are wearing hats and light-colored shirts. One man is leaning against a piece of farm equipment, possibly a tractor or a large wheelbarrow. The background shows a vast, open landscape with some trees in the distance.

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We generally take our sense of smell for granted, yet it is a far more important part of our lives than we realize. Olfactory protects us by detecting smoke, harmful or poisonous chemicals, and weather changes, yet adds a deep dimension of personal enjoyment to our personal experiences with food, drink, and trips outdoors or to new places. For reference, ask a recovered COVID patient what daily life was like without sense of smell.

ORNs (olfactory receptor neurons), are part of the brain's limbic system which processes emotions and triggers memory recall. Smelling an aroma similar to that of Grandma's fresh baked cinnamon-apple pie from years ago may bring on warm feelings and emotions. Experiential memory is triggered by recognition of familiar aromas, and we re-live the emotions stored with that particular experience. Smell, emotion, and experiential memory are inextricably linked.

MEMORABLE EXPERIENCES ARE AT THE TIP OF YOUR NOSE

PERSPECTIVES ON OUR SENSE OF SMELL

By George F Manska, Corporate Strategy
Officer, inventor & entrepreneur, Chief
Research & Development Arsilica, Inc.

FLAVOR IS 90% AROMA, 5% TASTE, 5% MOUTHFEEL:

Imagine eating or drinking our favorite foods and beverages completely devoid of smell, with the only sensations being tasted (sweet, salty, sour, bitter, umami) and mouthfeel (oily, dry, metallic, cool): Food without saffron, rosemary, salt, pepper, or florals; wines without fruit, citrus, or spice; spirits without oak, grain, fruit, caramel, or honey.

A world of eating cardboard and drinking water with different mouthfeels would be as good as it ever gets. No cinnamon-apple pie, no pine forest, no jasmine, and far less vivid memories of the past would truly be a desolate, banal, emotionless existence. Most confuse olfactory with taste. We do not just *taste* raspberries, we *smell* raspberries, *taste* sweet, and *feel* the fuzzy raspberry.



HUMAN OLFACTORY SENSITIVITY IS LOW:

Bloodhounds have a sense of smell 40 times stronger than humans. Grizzly bears smell seven-time stronger than bloodhounds. Salmon travel thousands of miles to return to the place they were hatched. Human social and cultural evolution, division of labor, and domestication of animals as food sources (decreasing the dependency on daily hunting) are major factors that led to the degradation of human olfactory.



WITHOUT QUESTION, FEMALE OLFACTORY SENSITIVITY IS SUPERIOR:

Scientific and medical journal papers abound which quantify the differences between male and female olfactory. Among scientists, female olfactory sensitivity is known to be superior, with lower detection and identification thresholds and more extensive “smell libraries” than males. Microscopic counting of olfactory receptors proves that female olfactory receptor counts average 43% higher than males.

Female superiority may be due to their major role in pre-natal fetus development and greater responsibility to maintain health to nurture young offspring safely. Higher sensitivity adds protection in the form of the question, “Could this be potentially harmful to my child or me?” Females detect pheromones, which are instrumental in choosing a mate. Many males in the food and beverage industry prefer to believe the jury is still out on female olfactory superiority. Scientists know the truth.

AGE AND HEALTH ARE COMMON ENEMIES:

Taste buds can regenerate every two weeks. Olfactory epithelial cells can regenerate as quickly as 24 hours (or weeks for those which must re-establish connections). Age brings irreversible atrophy, and health destroys the sense of smell with allergies, polyps, illness and disease, and sinusitis (inflammation). Proactive health maintenance, nutritious food, exercise, and medical awareness are primary to prolonging and protecting the sense of smell.



WHAT ELSE CAN YOU DO?

Olfactory degradation can be changed by literally stopping to smell the roses (it's never too late). Olfactory training can be self-taught and is the main professional treatment for olfactory dysfunction. Periodically interrupt your usual background thoughts and focus directly on smells and simultaneous emotions. Whether cooking or dining out, visiting a winery or distillery, drinking with friends, gardening, or hiking, for a few minutes of the day, refocus to identify, associate and relate smells with personal emotions, sniff and repeat smell names aloud, verbalize and visualize how smells make you feel. Confidently and deliberately build your smell library of personal experiences.

Be pro-active, ask the chef for the recipe and try it at home. Learn the distiller or vintner's processes, and experiment when mixing cocktails. Keep the 90% aroma part of flavor foremost during every smell opportunity by building



emotional associations while burning unmistakable identification into memory. Practice improves identification—Google “Improving Sense of Smell” and “Olfactory Training” for more simple ideas. Smell training kits are available online for spirits, wine, and food: purchase and practice.

IT'S ALL UP TO YOU:

Don't voluntarily give up one of your most precious senses by doing nothing. A little focus can avoid cardboard and water and preserve and enhance precious memories. Best of all, you will no longer depend on others' descriptions. Only you can appreciate what you like, and you are the only judge that matters. Make it your own personal adventure in self-development.

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.

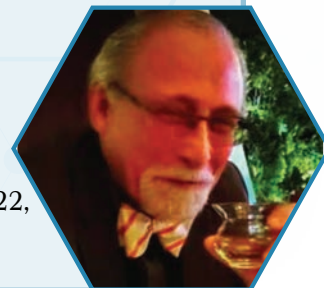
Contact Information:

Phone: 702.332.7305

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Westgate is home to great entertainment with Alfie Boe Showstoppers and added dates for Barry Manilow!

Westgate Cabaret shows include Soul of Motown, The Bronx Wanderers, and The Magic of Jen Kramer.



Binge Broadway in style with all the greatest musical and theatrical hits at **Alfie Boe Showstoppers** June 2-4. Make a vacation or staycation with two great packages—Stay & Dine Package or Let Us Entertain You Package with dinner and a show.

Book two (2) nights with The Stay & Dine Package (with two (2) Tickets to see Alfie Boe and get the party started with a \$50 dining/drinking credit to be used at any of its award-winning restaurants at Westgate Las Vegas Resort & Casino along with the show. The Let Us Entertain You Package includes two (2) Tickets to see Alfie Boe and a \$50 dining credit to use at Edge Steakhouse, Fresco Italiano, Benihana, Silk Road Asian Bistro, or Rikki Tiki Sushi.

GRAMMY®, TONY®, and EMMY® award-winning singer, songwriter, arranger, producer, & 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.

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 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.

The Magic of Jen Kramer turns the impossible into the impossible-to-ignore, wowing audiences with her contagious smile and world-class sleight-of-hand. 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.

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.



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 Torii 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.

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) 732-7117 or log on to WestgateLasVegas.com.



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KUL MOCKS

DANIELLE GOSS





GUILT-FREE COCKTAILS

KUL MOCKS trends as first zero proof RTD infused with spirit notes to keep the party going

By Debbie Hall

INFUSED
WITH SPIRIT
NOTES TO
**KEEP
THE
PARTY
GOING**



After the challenging past years, a big trend has emerged—people are being more mindful of their alcohol consumption and are looking to adult non-alcoholic beers, cocktails and wines to moderate or cut back. KUL MOCKS was created to give consumers the experience of drinking a delicious craft cocktail, minus the alcohol. Nate and Danielle Goss started developing the craft mocktail brand in the fall of 2019. Today, the award-winning brand thrives with refreshing flavors as ready-to-drink

mocktails. The brand has been awarded the PR%F Award 2020 and PR%F Award 2021 Double Gold for its Mock Mule, PR%F Award 2021 Gold for Strawberry Mock-arita, PR%F Award 2021 Silver for Blackberry Mock-jito, and PR%F Award 2020 Silver for Strawberry Mock-arita and Blackberry Mock-jito.

According to Instacart trends expert and Well+Good Wellness Trends Advisor Laurentia Romaniuk (wellandgood.com), non-alcoholic

beverage sales on Instacart rose 37 percent in 2021. In addition, Whole Foods has reported a surge in non-alcoholic beverage sales and will stock up in 2022. Think of plant-based meats that taste like a meat product; instead, it is an actual cocktail without the spirits.

KUL MOCKS ready-to-drink alcohol free cocktails are infused with spirit notes to keep the party going. Uniquely created with health and wellness in mind, KUL MOCKS Craft Mocktails are 50 calories or less without sacrificing any taste. Through their unique Zero Proof Process, KUL MOCKS are 0.00% ABV, gluten free, non-GMO, caffeine free and contain nothing artificial.

The development of these delicious mocktails began with Nate and Danielle discovered they were expecting their first child. The couple enjoyed socializing over cocktails, so they searched for mocktails for Danielle. They quickly realized that spirit-free cocktails and ready-to-drink mocktails were hard to find in stores, bars, and restaurants. Danielle admits she would have a soda or sparkling water, but neither filled the void of having social cocktails. She didn't want alcohol, but wanted something in her hand at gatherings that tasted delicious and felt adult-like, fun and social.

After an extensive market analysis, conducting focus groups, and consulting beverage industry experts, they found the demand for 100 percent alcoholic-free options extended well beyond pregnant women. With the support of close family and friends, they decided to jump in and begin formulating beverages for the KUL MOCKS brand just months before becoming a family of three.

Consumers are continuing to focus on health and wellness and being conscious of alcohol intake is absolutely extension of that. "Moderation is the most common use of no and low alcohol products" according to IWSR. As Americans continue to focus on wellness, they are entertaining new ways to "cut back" and "drink

less alcohol" like never we've never seen before. Mindful drinkers are increasing the demand for low- and no-alcohol beverages. According to Morning Consult, "43 percent of the drinking-age public doesn't drink: 28 percent said they used to drink but don't anymore, and 15 percent said they've never drank alcoholic beverages."

Danielle is a registered dietitian by trade with over 10 years' experience in nutrition and wellness. She is caring and is passionate about helping people live their best lives while embracing a lifestyle that prioritizes health and well-being. In 2016, Danielle started a corporate employee wellness business, Driven Wellness LLC, working with employers to help develop and build employee wellness programs. Her path and philosophy were influential in the creation of KUL MOCKS.

"When we were ready to launch a canned non-alcoholic cocktail, we realized it takes more to mass produce these cocktails than to craft several in your kitchen," she laughs. As for the flavors, Mock Mule, Strawberry Mock-arita, and Blackberry Mock-jito, "We explored what was most popular in the market with consumer purchasing and consumption habits. We sampled



Hearing how our drinks have helped thousands of consumers across the country enjoy life's occasions on their terms, whether taking a break from booze, cutting back, taking a night off or embracing an alcohol-free lifestyle—it's awesome!"

several flavors with focus groups to really nail down three flavors to launch.” And, she jokingly shared how she made Nate drink the traditional alcoholic counterparts at several bars and restaurants for R&D while she was pregnant to assure they were meeting the flavor profile they wanted.

Their zero proof cocktails use high-quality ingredients and were created to be full in flavor, but without loads of sugar that traditional cocktails and mocktails have.

Nate and Danielle define a power couple, professionally and personally.

“Having my husband be a part of the business as back-of-house is such a help. There are so many positive aspects. We are crystal clear on why we started this business and the purpose-driven life we want to live. Jumping into this venture, we didn’t make this decision overnight. We took time and made certain we really wanted to do it and embrace the craziness of the beverage industry together at each other sides, especially while building our family” explains Danielle. “I wouldn’t want to have it any other way.”

According to Danielle, any beverage entrepreneur would say that the word “balance” is no longer in their vocabulary. “I have a very clear understanding of my priorities. Faith, family, and being focused and driven on building the life that I want for my family are my priorities. I don’t strive for balance, but I put in the time for those areas. We started the company when I was seven months pregnant. We had our first child just months before the onset of the pandemic and brought the KUL MOCKS brand to market that summer. Since then, we’ve had our second child in the summer of 2021. I literally couldn’t have handled the mental load of this journey without Nate by my side.

“Beyond the beverages, we want to make an impact. We are committed to doing good as the



business grows,” says Danielle, “we’re just getting started.”

Since launching the brand in July 2020, they’ve made contributions as the business has allowed. Sponsoring the Sober Mom Squad, a group that offers support groups and helps mothers live extraordinary lives. They’ve made numerous product donations and are excited to be working with Sans Bar this summer. The company also announced a new partnership in April of this year with the Proof Alliance (proofalliance.org) to help promote alcohol-free pregnancies. KUL MOCKS outlines its purpose-driven activities in greater detail on its website as the KUL MOCKS Kares program (kulmocks.com/purpose).

KUL MOCKS, a majority women-owned and operated beverage company, is certified as a Women’s Business Enterprise by the Women’s Business Enterprise National Council (WBENC), the nation’s largest third-party certifier of businesses owned and operated by women.

As for future plans, KUL MOCKS is set to be in over half the country by the end of the year and just launched three new MOCKS! (yes, that's their slang):

- *Classic Mock-arita*
- *Mock G&T*
- *Peach Hibiscus Cider*

"Our mission is to help everyone feel a part of the social drinking experience. The most rewarding part of getting KUL MOCKS out there has been the direct conversations we've had with our customers. Hearing how our drinks have helped thousands of consumers across the country enjoy life's occasions on their terms, whether taking a break from booze, cutting back, taking a night off or embracing an alcohol-free lifestyle—it's awesome! The demand for a product like we brought to market was clear to us when we started our market research back in 2019. Today, we are seeing firsthand the evolution of the no and low alcohol drinks category. We are targeting to be a RTD mocktail market leader by the end of next year. With continued consumer demand, partnering with the right distributors, retailers and investors, we're well on our way." says Danielle.



The KUL MOCKS brand has attracted mindful drinkers, people cutting back on booze, expectant mothers, as well as people who can't or prefer not to drink alcohol. Taking the night off? Planning to be the designated driver? Big meeting in the AM? Got responsibilities? Want to socialize without the effects of alcohol? Whatever the occasion, there's a MOCK for that!

KUL MOCKS is sold by single flavor 4-packs and variety 6-packs (called the Party Box and the Adventure Collection). **For more info, visit kulmocks.com and get social on Facebook @kulmocks, Instagram @kulmocks, and Tik-Tok @kulmocks.**

**For Distribution/Retail/Investment
Inquiries Email: info@kulmocks.com**

KUL MOCKS

SOMETHING FOR EVERYONE

STRAWBERRY MOCK-ARITA

Infused with real strawberry, lime, and agave tequila flavors for the classic strawberry margarita experience, minus the booze.



MOCK MULE

Fresh ginger and lime mixed with a vodka-type flavor infusion. Only a fraction of the sugar and calories found in the traditional Moscow Mule.

BLACKBERRY MOCK-JITO

A refreshing blend of blackberry, mint, and lime packed with a rum flavor infusion to give the classic mojito experience without the booze. Bold, delicious, and only 50 calories.



CLASSIC MOCK-ARITA (NEW! Summer 2022)

Infused with freshly expressed lime, lemon and agave tequila flavors for the classic margarita experience.



PEACH HIBISCUS CIDER (NEW! Summer 2022)

Peach and honeycrisp apple mixed with notes of floral hibiscus. Infused with a vodka-like spirit note for an artisanal drinking experience.

MOCK G&T (NEW! Summer 2022)

Bright and full of zest! Botanicals, gin spirit notes, juniper and fresh citrus mixed to give the classic gin and tonic experience.



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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.

Silver Award

Rated as good and recommended for the public, our Silver award recipients demonstrate a noticeable well-balanced presence between flavor and complexity, taste and finish. Many of our Silver recipients can be found nationally in stores, restaurants, bars, and online.



Bronze Award

Our Bronze award recognizes these brands to be fair, well-crafted, attractive to nose, taste, and finish—worthy of recognition.

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AGAVE DELIGHTS

Wally's inaugural Tequila & Mezcal Festival shines at Resorts World Las Vegas

It was a spectacular evening of drinks and food at the inaugural Tequila and Mezcal Festival, presented by Wally's and Resorts World Las Vegas.

Set on the Rose Rooftop with a breathtaking view of the Las Vegas Strip, this one-night event gave attendees the opportunity to sample some of the very best agave spirits in the world. From small, independent distillers to award-winning international brands, they explored and discovered the best tequila and mezcal Mexico has to offer.

Adding to the experience, Mexican-inspired small bites from some of the best new restaurants in Las Vegas delighted the palate. DJ spinning hot Latin beats and a world-class Mariachi band kept the party spirit alive all night. For future events, visit wallywine.com.

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TEQUILA & MEZCAL
FESTIVAL





The Color of Wine by UrbanVino

By Jena Domingue

Creator and CEO of
UrbanVino House of Brands

Nana was born in South Africa, raised in the Washington DC area, and by age 23, had trained and competed as a world-class athlete in volleyball. She moved to Los Angeles, where she won her first pageant as Miss Malibu and six years later was crowned Miss USA in New York City. Nana is something special, and her light shines as bright as the city she now calls home.

What if I promised to deliver brains, beauty, creativity, and celebrity in one double-take? Meet Nana Meriwether, Miss USA, 2012. Nana is whip-smart, kind, ridiculously down to earth, and now founder and winemaker of Navina Wines made in Napa Valley, California. I am not sure which is more fascinating—Nana's tenacious background or her beautiful adaptogenic wine, low in calories and made from herbs and flowers.



On a recent UrbanVino podcast, I sat down with Nana to discuss Navina wines and why this project is so special to her: She cites the deep roots of winemaking itself as a tradition of women in most cultures.

"This is an herbal wine brand that continues an age-old tradition dating back to ancient Rome, Greece, China, and Egypt. I'm following in the footsteps of these ancient women who brew wine. When I'm product developing, especially in my early days, I often felt like, wow, I'm really channeling something that has been before."

Nana also talked about how herbal wines have traditionally been regarded as healing elixirs. Herbalists would brew herbal wines because of their healing and medicinal properties. Nana enjoys her botanical wines in the evening as mindful aperitifs. "Navina wines are low in sugar and alcohol and so I personally do not feel hungover."

The first releases include organic herbs and botanicals like Hibiscus flower, followed by Marigold Flower Wine. The wines are light-bodied with flavors of dark cherries and wildflowers. Nana created the wines to be a healthier and more modernistic alternative in the wine space. In the future, Nana plans to expand while staying committed to a healthful, low alcohol alternative with natural herbs such as lemon balm, ginseng, rose, reishi, elderberry, and ashwagandha. The outcome is this lovely adult beverage is also designed to support a mindful yet active social lifestyle.

In addition to brewing these amazing wines, Nana works with one of the largest blockchain companies in the world, ConsenSys (created by a co-founder of Ethereum) and co-founder of the Meriwether Foundation (meriwetherFDTN.org). This international nonprofit organization focuses on improving health, literacy, and empowering communities through projects including counties such as Zimbabwe, Zambia, Malawi, Mozambique, and South Africa.



navina

I am sure we are just seeing the beginning of what Nana will bring to the world of wine. She has a passionate commitment to her brand, purpose, and the health benefits of herbal wine. Nana stresses the importance of personal development in business building. She says most challenges for entrepreneurs begin in the mind of the founder, and that is the problem to conquer. Nana's goal is to encourage more women to enter the field of winemaking; her advice is to find a community within the space you are building. We both agreed this is key, and there is more than enough success for everyone to attain and enjoy.

Navina Wines can be purchased at drinknavina.com, and follow Nana's journey on Instagram @ [drinknavina](#) and @ [nanameriwether](#), LinkedIn @ [Nana Meriwether](#).

For more info on the Meriwether Foundation, visit meriwetherfdtn.org.

Visit UrbanVino.com or Apple Podcasts to listen to the UrbanVino Podcast for a complete audio version of the meeting, and visit YouTube for the video version.

Connect with Jena at 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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Spirited Inspiration

By Renée Korbel Quinn
Photos by Renée Korbel Quinn

Meet Bootleg Greg Adventures in Cocktailing

A Sweet and Savory Summer inspired by Spirited South Florida and created by Bootleg Greg Cocktail Company.

Gregory Genias, better known as Bootleg Greg, was born in the hills of Cockpit Country Trelawny, Jamaica. His transformation into Bootleg Greg began at an early age with the help of his father, a self-proclaimed bushman and moonshiner. They exposed a young Gregory to the inner workings of plants and herbs and their benefits to the human body.

Today, he is the co-owner of Bootleg Greg Cocktail Company, a concept cocktail, and health-conscious beverage company. He also serves as the cocktail beverage consultant for the Dean James Max Restaurant Group. He manages and streamlines the beverage programs at various restaurants and bars across the country.



a bit of info...



Years ITB: 24

Known for: the utilization of fresh ingredients in cocktails

Favorite cocktail to make at home:
Daiquiri

Must have garnish: fresh citrus

Best Tip for novices: don't be afraid to try spirits straight

Best three-ingredient cocktail: The Daiquiri

Essential home bar accessories: a sharp paring knife, spring water, and clear ice—the key component to craft cocktails. It will make or break your experience. A balanced cocktail often comes down to the ice. It is important to note that there is no chilling without dilution when talking about ice and chilling. With ice being at least half of the cocktail, drinkers should pay attention to what is in their glass. Here is a simple guide to selecting the right ice.

- **Cube:** used for mixing, shaking, stirring, and drinking on the rocks. The larger surface area makes a cube melt slowly and causes less dilution.
- **Ball:** a spherical chunk of ice commonly used for serving Whiskey and Bourbon. Molds are available to create this unique cocktail accessory.
- **Cracked:** smaller than cubes, cracked ice melts faster and adds more water to your cocktail. Two-thirds to one cup of cracked ice is perfect for one frozen concoction.



Renée Korbel Quinn
Spirited South Florida

cocktailr@spiritedsouthflorida.com
[SpiritedSouthFlorida.com](https://www.SpiritedSouthFlorida.com)
[@SpiritedSFL](https://www.instagram.com/SpiritedSFL)
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Truffle Popcorn Washed Whiskey Sour

Salty Buttery aromas enhance oaky flavors for a special feature cocktail you will sip and savor.

The Ingredients

- 2 ounces popcorn whiskey*
- 1 ounce lemon juice
- 1 ounce honey syrup
- 3 dashes Peychaud's aromatic cocktail bitters

The Cocktail

**Prep: Add 1/2 cup truffle popcorn to 750ml of rye whiskey. Leave at room temperature for 3 hrs, then place in freezer for 5 hrs. Oils will separate from whisky, leaving it with a popcorn flavor.*

- Add all ingredients to the shaker.
- Add ice and shake well.
- Strain over fresh iced Nick & Nora coupe glass.
- Top with 2 dashes of Peychaud's bitters.
- Garnish with lemon twist & side of popcorn.



Pineapple Avocado Mezcal-Rita

Sweet, savory, and smoky packs a punch for this tropical margarita.

The Ingredients

- 2 ounces mezcal
- 1 ounce lime juice
- ½ ounce agave
- 1 bar spoon avocado
- 2 grilled pineapple chunks
- Spiced Sea Salt
- Dehydrated Lime wedge

The Cocktail

Muddle pineapple and avocado. Add lime juice, agave, and mezcal, then add ice and shake well. Salt half the glass (use agave). Add fresh ice, double strain, and garnish with dehydrated lime and toasted pineapple bone.



Grilled Apricot Bramble

Delicious apricot and blackberry paired with rye whiskey make a perfectly splendid pairing.

The Ingredients

- 2 ounces Rye Whiskey
- 1 ounce fresh lemon juice
- ½ ounces creme de mure liqueur
- 2 bar spoons DivaQ apricot jam
- 4 grilled apricot slices

The Cocktail

In a shaker, muddle 2 apricot slices, add lemon juice, and creme de mure. Add spiced apricot jam, rye whiskey, and ice and shake. Pour shaken mixture over crushed ice and garnish with grilled apricot.



Vecchio Old Fashioned

My Sicilian heritage gave me a love of roasted garlic and oranges and inspired a savory twist on the Old Fashioned.

The Ingredients

- 2 ounces Whiskey
- ½ ounces honey/garlic Saccharum *
- 2 drops orange bitters

The Cocktail

Add Saccharum*, whiskey and bitters to mixing beaker. Add ice and stir. Strain over a large ice cube and garnish with an orange twist.

**The Syrup: we created Saccharum with orange peels, roasted garlic, and honey sugar:*

- Peels of 3 oranges
- 1 cup granulated honey crystals
- 3 cloves roasted garlic.

Leave at room temperature for 12 hours. Add 1 cup water to the orange/honey/garlic mix. Transfer to a pot and cook for 3 minutes. Strain and cool.



Lemon Hibiscus Gin Flip

Fresh lemon and raspberries create a sublime summer sipper with hints of your amazing smoked hibiscus.

The Ingredients

- 2 ounces Rose Gin
- 1 ounce lemon juice
- 1 ounce smoked hibiscus syrup
- 1 egg white
- 6 raspberries
- Mint Sprig

The Cocktail

Add all ingredients to a shaker and dry shake. Add ice, gin, and shake again. Double strain into couple glasses and garnish with mint and raspberries.

Bar Gear, Gadgets and Beyond

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.



iSiVisit **isi-store.com**
for more info.**What our experts have to say:****DD:** Hayley, did you get to check out the iSi products?**Hayley:** Yes! I was able to try out the soda siphon, iSi Nitro, and the gourmet stainless steel whipped cream dispenser this weekend at my bar! What did you think about the soda siphon?**DD:** I found it easy to assemble and clean after use; it holds 1 liter of liquid, so that's a good amount for an at-home cocktail or just seltzer water for people who like to add a little fizz to their water. It converts water quickly to a seltzer by adding the co2 cartridge and then pressing down on the handle.**Hayley:** I agree; it's a great product to use at your at-home bar for a quick seltzer water. You just add the co2 cartridge and twist the cover over it, and you are ready to serve. I found the bubbles from the iSi soda siphon to be soft, and it added a subtle fizz to the water, which was nice and refreshing.

The packaging for the iSi soda siphon and the other products was very classy. The directions come in all different languages, and the instructions were easy to follow to set up the device.

DD: Hayley, I know you aren't a big coffee drinker, but what did you think of the "nitro" by iSi?**Hayley:** As you explained about the soda siphon, it was easy to assemble and easy to clean, very sleek design and all stainless steel. Nitro coffee is very popular, and I tried it out at my bar and had my customers taste the product; they thought the nitro coffee was great and enjoyed watching the process of how it was made.**DD:** Don't forget you can use it for more than just nitro coffee.**iSi Soda Siphon****iSi Soda Maker Classic****iSi Nitro**

Hayley: What else did you experiment with and make?

DD: Cocktails, teas, different coffees, some I made with alcohol and some I made without the alcohol. The iSi nitro adds a velvety consistency to the drinks, which is nice for a dinner party at home or an upscale restaurant.

Hayley: Oh, that is a great idea to use to mix cocktails! Maybe an espresso martini; we both know how popular that after-dinner drink is!



iSi Gourmet Whip

Hayley: The final product from iSi is the gourmet whip stainless steel whip cream dispenser; I am actually pretty familiar with this one because my mother-in-law uses it to make fresh cream on her pies at dinner parties. Delicious! The first time I saw her use it, I was very impressed. Add in the ingredients and add the co2 cartridge, and it creates a soft cream for desserts or cocktails at home.

DD: I like that your finger doesn't have to be on the tip to get the whipped cream out like store-bought whipped cream. This iSi dispenser is much more sanitary with a handle to press down on, and the fresh cream will last up to 10 days in the fridge for that leftover piece of pie!

Hayley: What a conversation piece to have at the end of dinner! Showing your guests and family how to add the ingredients and put the cartridge in place. I know that when I see someone using it for dessert, it will be good! It's a fun product and a great addition to your at-home bar.

DD: Another idea I tried with the iSi dispenser was to add flavoring to the freshly made whip cream.

Hayley: What did you add? How was it?

DD: I made chocolate whip cream by just adding cocoa powder to the recipe. I also tried cinnamon and peppermint. The ideas you could come up with to enhance the fresh cream are absolutely endless. Just adding the essence of a little peppermint to the whipped cream onto a slice of chocolate pie was heaven. Other ways to experiment would be by adding liquor into the mix, such as a nice bourbon, and top that on a pecan pie or even onto an after-dinner drink.

Hayley: Yum! That all sounds so delicious! I like how you stepped out of the box on these iSi products—what a great way to entertain guests at home or for specialty cocktails at an upscale restaurant. I didn't even think of adding just a few drops of a flavor or liquor; what a great idea.

DD: Well, thank you, I have been a mixologist for a while now and have a few tricks.

Hayley: The iSi soda siphon, iSi nitro, and gourmet whip stainless steel whip cream dispenser are all similar in style, and I like that once you put one together, you will be able to use all of the products. The iSi products are sanitary, simple, and make for quick preparation. Quality and freshness are what these iSi products add at home or your restaurant bar.

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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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