



“Citadelle Gin from Cognac Ferrand has introduced its first retail liquor store case card program celebrating the bartenders”



Skinnygirl Cocktails Donates \$100,000 to Dress for Success

Skinnygirl Cocktails and the brand's creator, Bethenny Frankel, donated \$100,000 to Dress for Success during Frankel's new daytime talk show *bethenny* (sp).



L-R: Bethenny Frankel and Skinnygirl Cocktails present a \$100,000 check to Joi Gordon, CEO of Dress for Success Worldwide

Skinnygirl Cocktails has been a supporter of Dress for Success since last year. The organization is an international not-for-profit that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Skinnygirl Cocktails launched its partnership with Dress for Success during last year's "Inspire like a Lady" program, making a donation for every inspirational story shared by fans. Additional support included the "Ladies in Red" program during the 2013 awards season in which Skinnygirl Cocktails made a donation to Dress for Success for every red dress worn on the Oscars red carpet. Most recently, Skinnygirl Cocktails supported Dress for Success during "Meet the New Girls" with four new products: Mojito, Sweet 'n Tart Grapefruit Margarita, White Cherry Vodka and Moscato. The program, *bethenny*, is the exclusive daytime talk show partner for Dress for Success.

Absolut Tune Partners with Icona Pop

Absolut has partnered with Swedish music group Icona Pop to launch Absolut Tune nationwide. Tune is a blend of white wine and vodka released earlier in several markets.

Absolut Tune is featured in Icona Pop's



new video, *All Night*, from the band's debut album, *THIS IS...Icona Pop*.

Your City Drinks Citadelle Gin

Citadelle Gin from Cognac Ferrand has introduced its first retail liquor store case card program celebrating the bartender. Case cards for floor stacks of Citadelle gin cases are in place currently in Boston, Cleveland, Portland, Seattle and Los Angeles featuring a bartender and his Citadelle Gin cocktail. A dedicated microsite, www.citadellegin.com/UScities, has info on each bartender with cocktail recipes.



The five inaugural bartenders, cities and Citadelle cocktails featured are: Joey Fredrickson from Society Lounge in Cleveland, Ohio, with *Blood & Botanicals*; John Gertsen from Drink in Boston, Mass., with *Dejeuner*; Sean Hoard from The Teardrop Lounge in Portland, Ore., with *Mixed Signals*; Jim Romdall from Vessel in Seattle, Wash., with *The Frog Prince*; and Nick Vitulli from The Famous in Los Angeles, Calif., with *Live Young Die Fast*.

The case cards show a picture of the bartender and his cocktail along with the cocktail recipe on a yellow tear-off pad so customers can take the recipe with them and recreate the drink at home. Also included is the name of the bar and the bar's website where each bartender works

"Our goal for this campaign was to promote the profession and the craft of

bartenders to general consumers," said Guillaume Lamy, Vice President of Cognac Ferrand, North America Manager. "We wanted to communicate to shoppers the talent that goes into tending bar and making drinks by showcasing their hometown bartenders. By featuring Joey, John, Sean, Jim and Nick, it's our way of giving back to the bartender community that has already given so much to build the success of our distillery. They are the tops in their field, and we couldn't be happier that they are featured in our first retailer program."

“Toast the Constitution!” Lesson Plan Teaches Rise & Fall of Prohibition

continued from page 1

"It's important for today's youth to learn the important lessons of Prohibition and the history of our nation's alcohol policies," said CAP's Policy Advisory Council Member and Cumberland School of Law Professor Brannon Denning. "No other product in our nation's history has been the subject of two constitutional amendments, the second of which gave each state the right to regulate it as they see fit. The fascinating history surrounding the rise and fall of Prohibition offers a great lesson in federalism, and this new lesson plan presents these important topics in a fun and creative way."

The lesson plan is available at www.billofrightsinstitute.org/resources/educator-resources/lessons-plans/prohibition-download.

return to page 1

OCTOBER 21ST

THE MOST RESPECTED INTERNATIONAL SPIRITS COMPETITION

ONLY REAL TRADE BUYERS ARE THE JUDGES

SPIRITS JUDGED BY CATEGORY AND BY PRICE



JOIN THE WINNERS CIRCLE IN NOVEMBER

Submit online or download form at WWW.NYISPIRITSCOMPETITION.COM



Admin Layer 1: info@nyispiritscompetition.com | P: 412.536.8948 | C: 501.347.7114