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GIN'S MOVEMENT

Classic or Controversial?

SPEAK EASY

A Visit with Patrón's John McDonnell

AROUND NY



Jerry Leeman, CEO, POS Strategies; Ted Clark, channels executive, Retail Store Solutions, IBM Americas Group and recipient of the Hospitality Award for IT Innovation; Fred Tibbitts, Jr., president & CEO, Fred Tibbitts & Associates, Inc.



Joseph McInerney, president & CEO, American Hotel & Lodging Association; Fernando Salazar, vice president of Food & Beverage, Wyndham Hotels & Resorts; Fred Tibbitts, Jr., president & CEO, Fred Tibbitts & Associates, Inc.



Dick Rivera, immediate past chairman, National Restaurant Association; Dawn Sweeney, president & CEO, National Restaurant Association; Michael Kaufman, chairman, National Restaurant Association



Sam Williams, past president, Saint Nicholas Society of New York City; Fred Tibbitts, Jr.; Lori Tieszen, executive director, Wines of Chile USA



Don Opici presenting Zin 91



Hubert Opici addressing New York and New Jersey sales force

FRED TIBBITTS & ASSOCIATES HOLDS NEW YORK SPRING DINNER

The 13th annual FTA “A Spring Evening in New York with Very Special Friends” held at the new Vanderbilt Suites welcomed over 100 guests, who included FTA 2009 honorees, hotel and restaurant senior executives, presidents, vice presidents, managing directors, industry VIPs, industry press and sponsors. Held on March 10th, the event honored outstanding individuals in the hospitality industry. This year’s winners included: IBM Retail Solutions as the recipient of the 2009 FTA Hospitality Award for IT Innovation; Fernando Salazar as the recipient of the 2009 FTA Hospitality Award for Excellence as a North American Operator; and Michael Kaufman as the recipient of the 2009 FTA Hospitality Award for Lifetime Excellence.

OPICI WINE COMPANY KICKS-OFF ZIN 91

The kick-off for Zin 91 took place on March 6th in Glen Rock, New Jersey. Hubert Opici was in attendance to personally address the New York and New Jersey sales force. Zin 91 was created to celebrate Hubert Opici’s 91st birthday and to honor his legacy in developing the Zinfandel grape variety. The launch of the new wine also coincides with the group’s 75th anniversary.

HANNA LEE COMMUNICATIONS HONORED FOR SOBIESKI CAMPAIGN

Hanna Lee Communications, Inc., the agency of record for Sobieski Vodka, was awarded an “Honorable Mention” for *PR Week’s* Best Consumer Launch Campaign of the Year for its “Truth in Vodka” campaign for Sobieski Vodka. The panel of 77 judges included journalists and top communications executives who reviewed several hundred entries and chose Hanna Lee Communications as first runner-up. Sobieski was the only spirit brand to be nominated for its PR campaign from among 800 entries. The black-tie gala awards ceremony, which had 900 attendees, was held at Tavern on the Green on March 5th.



The Sobieski Vodka team from Hanna Lee Communications: Carlos Vazquez, Hanna Lee, Jennifer Anderson, Lindsey Dickinson and Marian Goldberg, proudly pose with the “Honorable Mention” plaque