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January 2011

## Social Media

As the Digital Age  
Cranks Up, Industry  
Players Aim to Keep Pace

plus:  
**Year in Review**

A Look Back at the  
Events & Trends  
that Shaped 2010





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**FOOD AND BEVERAGE ASSOCIATION SERVES UP THANKSGIVING WITH CHILDREN'S AID SOCIETY**

On November 24<sup>th</sup>, Food and Beverage Association volunteers, including members of Southern Wine & Spirits and Empire Merchants, gave their time to The Children's Aid Society's Dunleavy-Milbank Center. The CAS extends its thanks to the efforts of The Food and Beverage Association's members, family and friends who donated the food, decorations and table settings and also prepared food for the 2000 guests. This year marked the 20<sup>th</sup> anniversary of the dinner.

1. Southern W&S Brett Dunne and family with Gladys Mouton Di Stefano and Steven Gattullo of Food & Beverage Association
2. Annette Perry, David Silverman and David Perry, Empire Merchants
3. Cathy Battapaglia, Helena Battapaglia, Bettina Battapaglia, Bob Battapaglia, Chris McCormick, Loren DeNicola, Lea DeNicola, Jeffrey DeNicola, Jeff DeNicola, Viviana Barcia, and Rosalinda Secondini of Southern W&S, with Gladys Mouton Di Stefano and Steven Gattullo



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**FTA HOSTS 19<sup>TH</sup> ANNUAL DINNER**

The 19<sup>th</sup> annual Fred Tibbitts & Associates (FTA) "An Autumn Evening in New York With Very Special Friends" was held at The Union League Club on November 16<sup>th</sup>. The 120 guests present, including FTA 2010 honorees, hotel and restaurant senior executives, presidents, vice presidents, managing directors, industry VIPs, industry press and sponsors enjoyed a trade-show style reception, showcasing products and services of many of the sponsors.

1. John Battista, Italian Trade Commission; Fred Tibbitts Jr., and Michele Capalbo, Italian Trade Commission
2. Sheryl Bailey McAndrew, Anheuser Busch
3. Roy C. Smith, Miller Coors
4. Leah K. Mulvey, Beam Global
5. Bryan Farbisz, Boston Beer Company



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