

INDUSTRYEVENT

**Georgia Crown Distributing Company's
Holiday Trade Show Highlights** BY CHRISTINE HOARD

Georgia Crown held their Holiday Show at the historic Greek Orthodox Church on Clairmont Road in Atlanta. Guests were welcomed with samples of a new cordial, Vodka-based Qream Liqueur in two flavors, peach cream and strawberry cream. Qream was created by rapper and producer Pharrel Williams, who worked with Diageo to make a low-calorie product marketed primarily to women (hence the "Q" as in queen). Cocktails were available featuring some of Georgia Crown's finest spirits and liqueurs including Bulleit Bourbon, Don Julio, and Farmer's Organic Gin. A beer garden was set up with craft domestic and imported brews and ciders. New beers include Napa Smith from Napa Valley, St. Martin from Belgium, Saigon Export from Vietnam and Viru from Estonia. Kopparberg, a premium cider from Sweden, is available in pear and strawberry/lime flavors.

Nuar from Sicilian producer Tenata Rapitala and imported by Frederick Wildman and Sons is new in Georgia. Nine Walks Sauvignon Blanc (New Zealand), Ruta 22 Malbec (Argentina) are new imports from W.J. Deutsch & Sons. Authentic Red is the latest selection from Gnarly Head. Rock & Vine Malbec in California's Lake County is now available at Georgia Crown. New wines from Spain include Mas Fi Cava and Casa Gran Del Siurana Cruor and Gran Cruor. Ivana-B-Skinny is a ready-to-drink low calorie cocktail from International Spirits, LLC and available in Appletini, Margarita and Cosmopolitan.



Anthony Pittman is brand ambassador for Young International Beverage, the largest minority-owned supplier of Beverage alcohol products in the US. Noble Legacy Champagne from France is one of their brands.



Preferred Brands' Randall Roberts represents Touchstone Wines in Georgia. Wines include Ricossa and Ricossa Moscato d'Asti DOCG.



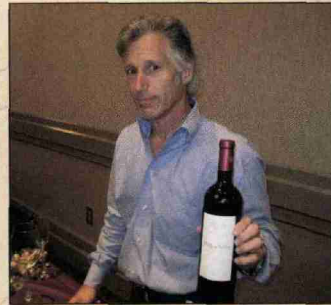
Scot Carter, District Manager, GA, W.J. Deutsch & Sons, Ltd., presents two new wines: Nine Walks Sauvignon Blanc from New Zealand and Ruta 22 Malbec from Argentina.



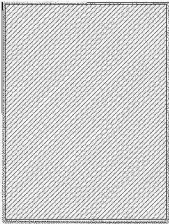
Jack Schneider, Georgia Crown on-premise Sales Consultant, promotes boutique wines.



Ashley Shickora, key customer manager, Fine Dining, Nestle Waters North America, offers Perrier, Panna and San Pellegrino.



Paul Hecht, Eastern Division Manager, Riboli Family Wine Estates. Wines include Riboli Stella Rosa.

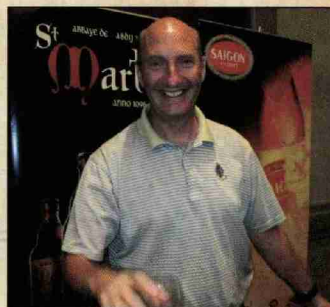




New **Kopparberg Premium Cider** from Sweden comes in pear, strawberry and lime flavors. **Jukka Kohtala** is CEO and **Joonas Kohtala** is Brand Manager.



Tommy Douglas is President of **Dato Brokerage**. His **Napa Smith "Crush" Beer** from Napa Valley is an amber lager brewed with grapes. Suggested food pairings are on the back of the labels.



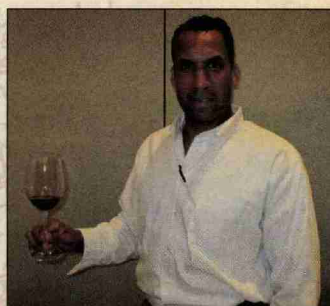
C2 Imports is new in Georgia and represented by **Charles Cindric**. Beers at **Georgia Crown** are **Viru** from Estonia, **St. Martin** from Belgium and **Saigon Export** from Vietnam.



Sean Madden, District Manager, Southern Zone, Georgia, **Constellation Wines**, represents **California wines Estancia, Franciscan Oakville Estates, Mount Veeder, Paso Creek and Simi**.



Jennifer Engel, CSW, **Banfi** Southeast Region Manager, and **Sharron McCarthy**, CSW, **Banfi** Vice President-Wine Education, present **Cadoro Muscato Spumante** by **Maschio** in Trani, southern Italy.



David Almeida, Southeast Region Manager, **Winesellers, Ltd.** Wines at **Georgia Crown** include **Hope Estate** from Australia and **Mas Fi Cava** from Spain.



Goeff Brewer, **Georgia Crown** key accounts Sales Consultant, **Spirits/Specialty on-premise Division**, created cocktails with premium spirits including **Bulleit Bourbon**.



Mark Chirchirillo is Regional Sales Manager for **Sapporo Beer** from Japan.



David Begg is key account manager for **Casa Gran Del Siurana Cruor** and **Gran Cruor** red wines from Spain.