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FOOD & BEVERAGE MAGAZINE

NOVEMBER 2024



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NOVEMBER ISSUE 2024

COVER IMAGE

Cardi B
Owner, Whipshots®



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We honor and remember the support of
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FEATURE**

FOOD & BEVERAGE MAGAZINE

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Cover Feature





DO NOT REFRIGERATE

**WHIP
SHOTS**

VODKA INFUSED
WHIPPED CREAM



PEPPERMINT

Ultra Premium Vodka with
Natural Flavors, Certified Color,
and Caramel Color

10% ALC. / VOL

200ml





Kahlúa Introduces Deliciously Creamy Kahlúa Chocolate Sips In Collaboration With **Cardi B's Whipshots[®]**

Savor the Rich Flavors of Kahlúa's Chocolate Sips,
Available in Smooth Chocolate Flavor & White Chocolate Flavor

Kahlúa, the number one selling coffee liqueur in the world¹, is continuing its tradition of premium quality with its latest innovation: **Kahlúa Chocolate Sips**. This limited-edition offering marks the brand's first foray into the cream liqueur category, a strategic move to provide chocolate lovers with a deliciously easy way to stir up an indulgent drink – without the need for a complicated recipe.

To celebrate the launch of Chocolate Sips, Kahlúa is teaming up with Whipshots®, the innovative vodka infused whipped cream brand co-founded by global superstar Cardi B to help take the all-new innovation to the next level.

Kahlúa Chocolate Sips are available in two irresistible flavors: **Smooth Chocolate Flavor** and **White Chocolate Flavor**. Smooth Chocolate Flavor blends Kahlúa Rum & Coffee Liqueur with real cocoa to deliver a rich and velvety mouthfeel of chocolate flavor, while White Chocolate Flavor combines Kahlúa and real cream for a delightfully creamy drink experience with a balanced hint of coffee.

“You know I’m all about keeping things fun, festive and simple – that’s why Whipshots teaming up with Kahlúa Chocolate Sips was a no brainer for me,” said Cardi B. “Combining Kahlúa Chocolate Sips with Whipshots is the perfect way to get the party started.”

The best part, Kahlúa Chocolate Sips launches ahead of the holidays, a time when roughly 50% of households start stocking up on chocolate². Perfect for the festive season or a simple at home treat, Kahlúa Chocolate Sips has an ABV of 16% and can be enjoyed neat or over ice, making it the ideal choice for those looking to level up their experience. Kahlúa Chocolate Sips Smooth Chocolate Flavor and White Chocolate Flavor were awarded 93 points and 94 points, respectively, at the 2024 New York International Spirits Competition.

“This first-of-its-kind offering from Kahlúa is designed to encourage consumers to ‘Stir Up’ their typical cocktail experience and savor the moment,” said Sarah Killeen, Kahlúa Brand Director. “Kahlúa Chocolate Sips bring a new level of ‘deliciously easy’ convenience to chocolate lovers, ensuring a premium quality experience that is both exceptional and indulgent.”

To celebrate the launch of
**Chocolate Sips, Kahlúa is
teaming up with Whipshots®,
the innovative vodka infused
whipped cream brand
co-founded by global superstar
Cardi B to help take the all-new
innovation to the next level.**





Whipshots' Mocha, Vanilla, Caramel and Peppermint flavors are deliciously perfect toppers or pairings for Kahlúa Chocolate Sips. With a suggested retail price of \$24.99 for a 750ml bottle, Kahlúa Chocolate Sips will be hitting shelves at retailers nationwide this October, and starting mid-November, consumers will be able to purchase this dynamic duo to create signature serves, including the Mocha-tini, Nutty Surprise, Cardi Cane, and Gingerbread Delight.

"We are incredibly proud to be partnering with Kahlúa on the launch of Chocolate Sips," said David Dreyer, CMO of Starco Brands. "The two brands pair perfectly together this holiday season – simply whip, sip, sleigh. Whether you're seeking a more playful departure from your regular drink of choice, or simply looking to stir up a little drama, Kahlúa Chocolate Sips are an ideal choice. "



Food & Beverage Magazine Sat Down With Kahlúa's Brand Director Saragh Killeen for additional expanded insight into the collaboration:

Why did Kahlúa want to partner with Cardi B and Whipshots?

Whipshots' innovative product line and delicious flavors created the perfect recipes to stir up fun drama with our latest innovation, Kahlúa Chocolate Sips. Together, we're crafting a sip-worthy experience that's all about indulgence and simplicity.

How does Cardi B. and Whipshots embody the Kahlúa brand?

Cardi B's vibrant and authentic personality aligns with our mission to bring fun – and a little drama – to everything we do. Together, we are focused on making moments big and small a little extra special, especially as we head into the holiday months which are always full of indulgent treats.

Do you see this as a continued partnership beyond the holiday season? Perhaps a fun Valentine's Day Collaboration next?

While we can't share specifics at this time, we are always looking for ways to innovate and bring new experiences to our consumers.

Is it safe to say the Cardi Cane will be the hero cocktail from this holiday season collaboration?

The Cardi Cane is one of the standout recipes from the collaboration with Whipshots. The Peppermint Whipshots' bold and festive flavor profile coupled with the richness of Kahlúa Chocolate Sips makes it a must-try for anyone looking to elevate their holiday celebrations. But that's not the only recipe worth mixing up! All of our Kahlúa Chocolate Sips and Whipshots pairings help consumers to 'Stir Up' their typical cocktail experiences this holiday season." Adds Kahlúa Exec



Kahlúa Chocolate Sips hit shelves nationwide at retailers in October, and starting mid-November, consumers will be able to purchase this dynamic duo - Kahlúa and Whipshots - to create signature serves, including the Mocha-tini, Nutty Surprise, Cardi Cane, and Gingerbread Delight. Consumers can purchase Kahlúa Chocolate Sips nationwide, including at Total Wine & More, BevMo, Walmart, Kroger, Meijer, Giant Eagle, ABSCO and many more.

To learn more about Kahlúa, or where to buy near you, head to Kahlua.com. Make sure to follow @Kahlúa for dramatic recipe ideas and more.

ABOUT

WHIPSHOTS®

Developed by Starco Brands (OTCQB: STCB), Whipshots® is a first-of-its-kind alcoholic whipped cream that is a party in a can and launched in 2021 with co-founder and global artist Cardi B. Whipshots is a playful shot of sophistication that will indulge your curiosity and senses. Whipshots was most recently recognized with Silver, Gold, and Double Gold medals in the New York World Spirits Competition and the John Barleycorn Awards. It is also a Double Gold medal recipient in the 2022 SIP Awards, a Gold medal recipient in the Los Angeles International Spirits Competition and a Rising Star Growth Brand in the 2023 and 2024 Beverage Dynamics Growth Brand Awards. The boozy whipped cream is non-dairy (contains caseinate), does not require refrigeration, and can be found next to other spirits at retail, hospitality, and entertainment locations. Follow Whipshots @ whip_shots and visit whipshots.com for more information.

SOURCE

¹IWSR CY 2023

²Euromonitor International Dec 2023

ABOUT



Originating from Mexico in 1936 and made with 100 percent Arabica coffee beans, Kahlúa remains the world's leading coffee liqueur. Its global popularity was inspired by the famous Kahlúa Ladies, the game changing women-only management team that began to spread the word of this rich-tasting drink to the US and beyond in the 1960s. Every bean of coffee used to make Kahlúa is grown in shade plantations of four remote farming communities in the Mexican coastal region of Veracruz and handpicked. It's a relationship the brand has nurtured and continues to do so. We work closely with farmers to help them adopt more sustainable farming methods and improve their living conditions. Today, the 300 tons of premium-grade green coffee used every year for Kahlúa is sourced following our partner Fondo Para la Paz's three-pronged approach to sustainable development.

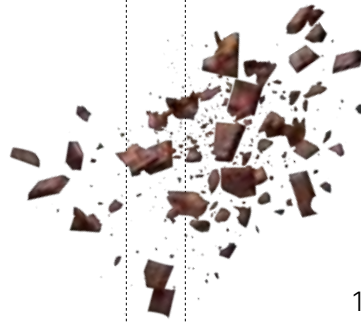
Kahlúa Chocolate Sips x Cardi B's Whipshots Collaboration Recipes: (2024)

Nutty Surprise

1 Part Kahlúa Chocolate Sips Smooth Chocolate Flavor

1 Dollop Caramel Whipshots

Garnish with Peanut Butter & Caramel Candy Bar Pieces



Mocha-tini

1 Part Kahlúa Chocolate Sips Smooth Chocolate Flavor

1 Dollop of Mocha Whipshots

Garnish with Milk Chocolate Shavings & Fudge Rim



Cardi Cane

1 Part Kahlúa Chocolate Sips Smooth or White Chocolate Flavor

1 Dollop Peppermint Whipshots

Garnish with Candy Cane Pieces



Gingerbread Delight

1 Part Kahlúa Chocolate Sips White Chocolate Flavor

1 Dollop Vanilla Whipshots

Garnish with Gingerbread Cookie Pieces



EST. 1936 MEXICO
KAHLÚA
CHOCOLATE SIPS
COFFEE & CHOCOLATE LIQUEUR
SMOOTH CHOCOLATE FLAVOR

EST. 1936 MEXICO
KAHLÚA
CHOCOLATE SIPS
COFFEE & WHITE CHOCOLATE LIQUEUR
WHITE CHOCOLATE FLAVOR

COFFEE & CHOCOLATE LIQUEUR

WHITE CHOCOLATE LIQUEUR

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Chef Sterling Buckley

A Los Angeles native, now residing in Las Vegas, Nevada since 2000, Chef Sterling Buckley came from a family with an immense passion for music as both his parents had music backgrounds. He spent much of his adolescent years writing, recording and performing music, but he has always had a passion for culinary. He expressed his interest and creativity with various foods and flavors, and spent his teenage years creating his own unique meals with his brother, Steven Buckley, who is also a local Las Vegas chef.

When Chef Sterling relocated to Las Vegas, he pursued his passion for culinary, landing an entry job at the Stratosphere high school and enrolling in Le Cordon Las Vegas in 2006. Over his educational and professional culinary career, Sterling has honed his artistry with focus in Southern Cuisine with Latin American, Asian and European influences. Through the years, Chef Sterling has made his mark in the Las Vegas community by working at Le Cave at the Wynn (Executive Chef), Gordon Ramsay Steak (Executive Chef), Honeysalt (Executive Chef) and Momofuku (Executive Sous Chef), as well as being seen nationally on "Chopped" by Food Network.





Now impacting the community of the Las Vegas Arts District at Palate as Executive Chef, Chef Sterling says, "I love being located in the Arts District, it's a growing and historic part of the city. We get a lot of cool customers that come in and enjoy the food, the drinks, the ambiance and the live music and it means a lot when we have satisfied customers that leave full, happy and wanting to come back." Recently opened earlier this year in Spring 2024, Palate serves modern Americana cuisine with cultural influences, and an amazing cocktail menu created by local hospitality group, Bar-Kada Hospitality.

Chef's late night secret menu (Friday and Saturday from 10 p.m. - midnight) And a recently launched Friday special (served 5 - 10 p.m.) where guests can enjoy an individual serving of Chef Sterling's customer-favorite fried chicken, with a chilled glass of Telmont Champagne. This special can be elevated with a bump of fresh caviar to further enhance your culinary experience at Palate.

Throughout the week, guests can look forward to enjoying:

- **Sunday brunch (with bottomless mimosas and rosè)** from 10 a.m. - 3 p.m.
- **Happy hour** (from Wednesday - Saturday, 3 - 6 p.m.)
- **Live music** (Friday and Saturday from 7 - 11 p.m. and Sunday from 10:30 a.m. - 2:30 p.m.)
- **Chef's late night secret menu** (Friday and Saturday from 10 p.m. - midnight) And a recently launched **Friday special** (served 5 - 10 p.m.) where guests can enjoy an individual serving of Chef Sterling's customer-favorite fried chicken, with a chilled glass of Telmont Champagne. This special can be elevated with a bump of fresh caviar to further enhance your culinary experience at Palate.

Chef Sterling carries a compassionate, joyous and welcoming presence to all of those around him and can often be seen interacting with his customers throughout the restaurant. As a surprise to diners during nights with live music, he'll occasionally come up and showcase his musical talent with singing. In addition to being a humble chef, Chef Sterling is also a husband to his beautiful wife, father to his three sons and a major sports fan and singer while in the kitchen. For more information on Palate and to book a reservation, visit their website at www.palatelv.com.



PALATE Saganaki



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BEATBOX

BEVERAGES

HITS WHEN WE WERE YOUNG FESTIVAL IN LAS VEGAS, PLUS CHARITY BOMB WWWY PRE-FESTIVAL KICK OFF EVENT AT BROOKLYN BOWL HEADLINED BY SUM 41

Unite The United and Charity Bomb presented **When We Were Young - A Benefit for MusiCares**, a standout event that took place during the highly anticipated **When We Were Young Music Festival** on October 18th, 2024.. The event was hosted at Brooklyn Bowl and featured stellar performances from **SIMPLE PLAN**, **BOYS LIKE GIRLS**, and **Madina Lake**. The event which featured BeatBox Beverages and incredible performances, raised significant support for Charity Bomb and MusiCares, while delivering an unforgettable night of music and philanthropy.

In addition to this, BeatBox Beverages activated an exciting presence at both the benefit and the larger festival, hosting a meet-and-greet with **Dashboard Confessional**. Serving their signature Party Punches and Hard Teas across the festival grounds, BeatBox continued to be a fan favorite and the #1 festival RTF throughout the weekend.

Photo credits : Matt Tighe and Marshall Skeeters / Boys Like Girls

Jamel Hawke of **Boys Like Girls** was seen cooling off with a refreshing BeatBox at Brooklyn Bowl backstage in the green room, While Dashboard Confessional posed with fans backstage.

The **When We Were Young Music Festival**, a celebration of emo and pop-punk's golden era, drew fans from all over to experience iconic headliners such as **My Chemical Romance**, **Fall Out Boy**, and **Jimmy Eat World**. The festival also featured beloved acts like **Simple Plan**, **Dashboard Confessional**, and **The All-American Rejects**, giving attendees a nostalgic journey through early 2000s alternative rock. With its emotionally charged performances and energetic atmosphere, the festival delivered an experience that transported fans back in time.

BeatBox Beverages was a hit at the festival, drawing large crowds to their activation of the Beatbox Bus, where fans could enjoy their unique, bold flavors while soaking in the music. BeatBox's vibrant presence helped fuel the party spirit throughout the weekend, contributing to the festival experience.

About BeatBox Beverages:

Born in Austin, Texas, BeatBox Beverages was inspired by a love of music and a commitment to innovation. After landing a \$1 million investment from Mark Cuban on **Shark Tank**, the brand quickly became a leader in the ready-to-drink category. With backing from notable figures like Rob Dyrdek and **DJs Party Favor** and **Louis The Child**, BeatBox has expanded to over 45,000 retail locations nationwide. Known for its appeal to Millennials and Gen Z, BeatBox reached over 6 million festival attendees in 2022 alone. Follow them @beatboxbeverages on social media.



MUST-HAVE KITCHEN SAFETY ITEM:

INTRODUCING HALT!

**THE MOST REVOLUTIONARY FIRE
SAFETY DEVICE - HANDHELD FOAM SPRAY**

**THE BEST ALL-IN-ONE HANDHELD FIRE EXTINGUISHER, EASY-TO-USE
AND HIGHLY EFFECTIVE AT STOPPING SMALL FIRES**



Halt! Fire Fighting Foam Spray is an innovative, handheld fire-fighting spray solution designed for rapid fire suppression. Its revolutionary triple-action formula is highly effective, yet safe for use around children and pets. Plant-based, it leaves no harmful residue for easy cleanup after extinguishing a fire. With a simple “aim, point and shoot” action, users can use one hand to tackle multiple fire types, including grease, electrical, lithium-ion battery fires, and more, making it highly effective in hot spots around the home, especially the kitchen. HALT! Handheld is aiming to become the leading fire safety innovation,

with its easy-to-use, easy-to-store, highly effective Fire Suppressor technology—all Made in the USA.

Halt! Handheld Foam Sprays are consumer-friendly and designed to be kept within arm’s reach of where fire risks are most prevalent. This ensures that consumers can act swiftly to prevent a manageable mishap from escalating into a disastrous blaze. Halt! is easy to store and deploy, and offers high-tech fire suppression with a simple point-and-spray mechanism.

“Halt is committed to increasing fire safety awareness and providing innovative, easy-to-use solutions for everyday safety challenges. With HALT! Handheld, we are making fire safety more accessible, intuitive, and effective for everyone.” says Founder and CEO Jerry Bello. “Our handheld fire suppressors are easy to store due to their lightweight and small size, so you can keep them near where fire risks are most likely (e.g. store under the kitchen sink not far from the oven/stove) They are easy to find because of our high lumen bright safety-green colored can and easy to use, because it sprays like familiar household cleaning products. We have a very effective triple-action formula used by fire departments across the country, and it comes in an aluminum spray can, which ensures it will NOT rust for outdoor storage. Our patented “knockdown power” propellant helps put out small fires within seconds.”

Halt! is ideal for kitchens, outdoor grills, fire pits, garages, and more offering effective fire protection in a sleek, ergonomic design. The bright safety-green color ensures quick identification during emergencies, and its small size allows for convenient storage in key areas like under the sink or the grill. According to the NFPA.org “Cooking causes over 150,000 home structure fires per year.”

Backed by advanced technology, Halt! offers peace of mind without the bulk of traditional extinguishers, making it the perfect upgrade

for modern fire safety. The Fire Fighting Foam Spray is an essential addition to any kitchen safety kit. Accidents happen, and Halt! is specifically designed to tackle grease, oil, and electrical fires that are common in the kitchen. Compact and easy to use, it’s perfect for quick access when people need it most.

For the adventurer and outdoor explorers who love camping, grilling, or road-tripping, Halt! Fire Fighting Foam Spray is an essential addition to their gear. Designed to handle multiple fire types, it is a key portable

companion for campfires, RVs, and outdoor grills. Lightweight and easy to use, Halt! serves as an assurance for outdoor activities, offering quick action in the face of unexpected fire hazards. With its versatility and ease of use, it's a must-have safety tool for anyone who enjoys the great outdoors.

“We are excited to introduce HALT! Handheld, a revolutionary advancement in fire safety that is set to transform how we handle fire emergencies in the Incipient Stage. Proudly 100% Made in the USA, HALT! Handheld features a highly effective, non-toxic commercial-grade formula. It’s designed to be incredibly easy to use, simple to store near high-risk areas in the home, and quick to locate, thanks to its bright, luminous color in critical moments. With HALT!, you can confidently be prepared to protect your loved ones.”

– Co-Founder, Anthony Fallon.

Unlike traditional fire extinguishers, HALT! Handheld offers unparalleled convenience and portability, making it a simplified solution for personal and household fire safety. With its sleek design and user-friendly functionality, HALT! empowers everyone, from homeowners to outdoor enthusiasts, to handle fire emergencies with confidence and ease.

“At Halt!®, we believe that safety should be simple and accessible. Engineered for ease of use, these extinguishers are as straightforward to use as familiar household spray products — just point and shoot to quell flames fast. Engineered for effectiveness, these extinguishers use a state-of-the-art, commercial-grade foam spray with ‘triple-action’ technology that is used in high-risk industrial settings, and at fire departments all across the USA.”, Co-Founder, Marc Portney.

The Halt! Mission:

Halt!'s mission is to empower individuals to effectively manage fire emergencies with easy-to-use, foolproof products, to solve fires with unprecedented speed, ease, and reliability. They are dedicated to providing innovative, user-friendly fire safety solutions that are designed for quick response and immediate control of potential dangers. They aim to provide consumers with effective products that are not complicated, not clumsy to use, nor intimidating - but rather products that they can use more calmly, with high confidence and a sense of familiarity and simplicity. **Their ultimate goal is to help drive household penetration of at least one fire suppressant device from today's 43% of homes to 100% of homes.**

Visit online at www.haltfire.com

Tag and Follow at [@haltfireofficial](https://twitter.com/haltfireofficial)



Key Features of HALT! Handheld:

Easy to Use: No complicated instructions or bulky equipment. Simply aim, point, and extinguish.

Easy to Store: Compact and lightweight, HALT! Handheld fits seamlessly in your kitchen, car, or camping gear.

Easy to Find: The bright, high-visibility design ensures it's always easy to locate in an emergency.

Highly Effective: Commercial-grade, triple-action formula cuts off oxygen, seals the fuel, and quickly lowers the heat.





REDEFINING HOT FOOD PACKAGING

Inline Plastics continues to pioneer food packaging innovation with groundbreaking advancements. As the trailblazer in tamper evident and tamper resistant solutions in the PET market, Inline Plastics consistently elevates the bar for safety and quality. Since its 2022 debut, Safe-T-Chef® has redefined industry standards by introducing patented tamper protection technology to hot food packaging.

Safe-T-Chef® stands out as the first all-clear polypropylene packaging family to incorporate this cutting-edge technology, specifically engineered for hot food applications. Building on this foundation of innovation, Safe-T-Chef® now evolves further, unveiling two game-changing features: anti-fog and versatile flat lid options.





CRYSTAL CLEAR: THE ANTI-FOG REVOLUTION

Safe-T-Chef® has always stood out for its exceptional clarity, offering a 360° view of the contents. Now, Inline Plastics raises the bar by incorporating anti-fog technology across all vented Safe-T-Chef® SKUs. This breakthrough ensures that heat-induced moisture no longer obscures the view of hot prepared foods. Whether under heat lamps or in hot display cases, customers can clearly see the freshness, color, and appeal of their meals—potentially boosting sales.

Carrie Cline, Senior Brand Manager for Inline Plastics, emphasizes, “Our customers stress the importance of visibility, especially for hot foods. By mitigating fog effects, we enhance the visual appeal of packaged foods, directly impacting sales by making the food more enticing and easier to assess for quality.” The benefits of anti-fog extend beyond aesthetics. It contributes to reduced food waste through easier quality assessment.

“Our customers stress the importance of visibility, especially for hot foods. By mitigating fog effects, we enhance the visual appeal of packaged foods...”





FLAT LID: FLEXIBILITY MEETS FUNCTION

Inline Plastics has expanded its Safe-T-Chef® line with a sleek, flat-lid option for 5×5 and 9×6 packages, directly addressing market needs. This innovative design caters to foods that don't require additional headspace, enhancing product presentation by creating a fuller appearance. The streamlined profile maximizes shelf efficiency, allowing retailers to optimize their limited display space while maintaining the superior food protection Safe-T-Chef® is known for.

"The flat lid option expands the versatility of Safe-T-Chef®" Cline notes. "Customers can now choose between the original dome style or the flat lid design based on their specific packaging needs."

This addition enhances the Safe-T-Chef® range, providing solutions for everything from individual side dishes to family-size meals, while maintaining key features like leak resistance and tamper protection.

"Customers can now choose between the original dome style or the flat lid design based on their specific packaging needs."

INNOVATING FOR THE FUTURE

The evolution of Safe-T-Chef® exemplifies Inline Plastics' dedication to consumer-driven innovation. By combining these new features with the established benefits of the Safe-T-Chef® line, Inline Plastics ensures packaging that not only protects food but enhances its presentation.

With the introduction of anti-fog technology and flat lid options, Safe-T-Chef® is set to maintain its position at the forefront of hot food packaging solutions, offering unparalleled clarity, functionality, and versatility in the market.

For more information on the Safe-T-Chef® product line, visit [InlinePlastics.com](https://www.inlineplastics.com)





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Embrace the power of great flour with pure organic flour and semolina from Europe and turn your next pasta, pizza, pane or dolce into a knockout dish.

Find out more during the in-store promotion which will take place at
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REVOLUTIONIZES ON-THE-GO SNACKING

with New 7" Rounds

In a move set to transform portable snacking, Inline Plastics has unveiled its latest innovation: a family of Safe-T-Fresh® 7" Rounds. The new additions to the portfolio address the growing demand for convenient, secure food packaging in today's fast-paced world.

Carrie Cline, Senior Brand Manager at Inline Plastics, explains the driving force behind this development: "We've listened carefully to consumers. Whether they're heading to a sports event, catching a flight, or simply managing a busy day,

people need packaging that keeps up with their lifestyle. Our 7" Rounds do exactly that. Inline doesn't just react to trends—we proactively seek out the next big thing."

The new 7" Rounds showcase Inline Plastics' commitment to meeting evolving consumer needs. Featuring patented tamper protection technology and a leak-resistant seal, these packages are designed to make contents look great and help keep food fresh. The product line includes 24, 32, and 46 oz sizes, as well as a unique 4 × 6-oz compartment option.



“WE’VE LISTENED CAREFULLY TO CONSUMERS. WHETHER THEY’RE HEADING TO A SPORTS EVENT, CATCHING A FLIGHT, OR SIMPLY MANAGING A BUSY DAY, PEOPLE NEED PACKAGING THAT KEEPS UP WITH THEIR LIFESTYLE. OUR 7” ROUNDS DO EXACTLY THAT. INLINE DOESN’T JUST REACT TO TRENDS—WE PROACTIVELY SEEK OUT THE NEXT BIG THING.”

Carrie Cline, Senior Brand Manager at Inline Plastics





The multi-compartment option is particularly noteworthy. Cline emphasizes the versatility of the new design: “Shoppers today crave convenience and portability, especially for snacks, dips, and other grab-and-go items. One compartment can house a medley of crunchy, roasted chickpeas, while the other two guard a sweet chocolate treat and spicy peanuts, keeping the three flavors separate.”

This latest innovation continues Inline Plastics’ 55-year legacy of leadership in the food packaging industry. By consistently adapting to evolving consumer demands and environmental concerns, the company remains at the forefront of packaging solutions that prioritize functionality and safety.

For more information about Inline Plastics’ 7” Rounds and other innovative packaging solutions, visit inlineplastics.com.

“Shoppers today crave convenience and portability, especially for snacks, dips, and other grab-and-go items. One compartment can house a medley of crunchy, roasted chickpeas, while the other two guard a sweet chocolate treat and spicy peanuts, keeping the three flavors separate.”

Carrie Cline, Senior Brand Manager at Inline Plastics



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Restaurant
of the Month



Etta Scottsdale

Etta Restaurant in Scottsdale, AZ has reopened under new ownership, introducing fresh culinary vision to Scottsdale. A new menu, renovated ambiance, and elevated vibe dining experience await guests.

etta, a beloved dining establishment in the heart of Scottsdale Quarter, is thrilled to announce its grand reopening under new ownership. The new management, RDM Hospitality LLC, brings a wealth of experience in the restaurant industry and a fresh vision for revitalizing the culinary experience. Located at 15301 N Scottsdale Rd, Scottsdale, Arizona, 85254.

"Our goal is to preserve the charm of etta while introducing innovative new dishes and providing exceptional service to our guests," says George Martin, COO of RDM Hospitality. **"We're excited to welcome the community back and look forward to delivering memorable dining experiences."**

An updated menu was introduced to guests featuring locally sourced ingredients with an Italian flair, curated by the talented Chef Todd Mark Miller. Additionally, the newly renovated dining room offers a modern, elegant ambiance with live DJ performances that reflect the restaurant's commitment to creating a social, vibe-driven dining experience. VIPs such as Kevin Durant have already dined at the newly relaunched etta, a burgeoning new and welcomed hotspot in the Scottsdale scene.







About Chef Todd Mark Miller

Executive Chef of etta Scottsdale and sister restaurant, The Guest House Austin.

Chef Todd Miller's career, spanning over 25 years, is marked by collaborations with some of the world's finest chefs and contributions to prestigious restaurants across globe-spanning locations, showcasing a leading edge in culinary trends, styles, and service excellence. Raised in Utah with a deep-seated passion for food, Miller's early culinary experiments alongside his grandfather were significantly influenced by cooking shows. This interest deepened during his tenure at Utah's Deer Valley Ski Resort, prompting a serious commitment to the culinary arts and service industry. Miller's professional narrative includes international roles, spearheading the launch of multiple restaurants and hotels, managing teams up to 200, and driving revenues between \$7 million to over \$40 million, all while ensuring food quality and consistency. Notably, his journey includes being on the opening culinary team for John George's Prime Steakhouse at the Bellagio, the opening culinary team for the Four Seasons Hotel in Las Vegas and serving as the founding corporate executive chef for STK, to name a few achievements.

His culinary philosophy, deeply rooted in Modern American Cuisine, alongside a profound wine knowledge and adherence to contemporary service standards, has positioned him as a pivotal figure in the operational success of several high-end steakhouses, including securing one of the initial five-diamond awards in Las Vegas. Recognized in esteemed publications like *Gourmet*, *Bon Appétit*, and the *New York Times*, and awarded *Restaurant Hospitality's* "2005 Rising Star," Miller's influence extends beyond the kitchen. He has graced television screens on *The Today Show*, *Good Morning America*, *Beat Bobby Flay*, *New York Housewives*, and *Chopped* showcasing his culinary expertise.

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Reservations are now available. etta will be featuring **live music**, **signature cocktails**, and a **reimagined menu** featuring the **new dishes**. For more information, visit <https://www.ettarestaurant.com/scottsdale/about> and follow them on instagram @ettarestaurant



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 **AUTECH**



By: Nicole Schumacher, CMO, Pre Brands



BUCKING TRADITION

Survey Shows Millennial and Gen-Z Thanksgiving Hosts are “Flipping the Bird” This Year

“

According to recent research, two-thirds of all Thanksgiving hosts and nearly 3 in 4 Millennial and Gen-Z Thanksgiving hosts said they are open to serving beef instead of turkey for their Thanksgiving meal this year...

In many families, there is no greater rite of passage than the transfer of holiday hosting to younger generations. As the elder generation hangs up their apron and passes the carving knife on, it comes with big changes. These changes are reflective not just in the location of the holiday gathering but also in the Thanksgiving feast itself, as Millennial and Gen-Z hosts are looking for ways to shake up their holiday tables and incorporate new recipes into their holiday meals.

The biggest sign of this culinary shift? Turkey isn't necessarily the “go-to” main for Thanksgiving dinner. According to recent research, two-thirds of all Thanksgiving hosts and nearly 3 in 4 Millennial and Gen-Z Thanksgiving hosts said they are open to serving beef instead of turkey for their Thanksgiving meal this year - something 44% of hosts 55 and older are not. The generational divide here is clear: when it comes to loosening the ties on food traditions, younger hosts are willing to add twists to holiday classics. In fact, 50% of hosts cited the long cooking time of turkey as the reason for considering an alternate protein as a main dish this Thanksgiving, while 38% said turkey makes too many leftovers that often go to waste.

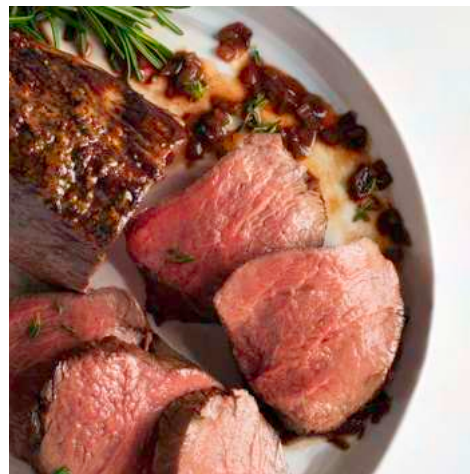
The great culinary divide of incorporating new items on the Thanksgiving dinner table isn't confined to just the main protein. Hosts willing to shake up the main dish are also much more likely to try other new recipes; of those willing to consider serving beef instead of turkey, 46% said they'd be trying at least 2-3 other new recipes this year, as well. For many, side dishes are a fun, low-risk way to play with new flavors and fresh palate combinations, like adding Indian spices to green beans or showcasing newfound sourdough skills on homemade rolls.

However, amidst change, some hosting habits stay the same across generations. Whether serving turkey or an alternate protein for Thanksgiving this year, most hosts are expecting at least six guests and are seeking entrees that feed a crowd. When looking outside of turkey, the next most popular protein choice is ham, followed by beef. Popular beef entrees for mains include: prime rib (23%), chuck roast (15%), tenderloin roast (13%), and steak (13%). These traditions extend to sides as well - stuffing reigns supreme. Whether it's oyster stuffing in the Northeast, cornbread stuffing down south, or anything in between, stuffing remains everyone's favorite side dish, with 36% of holiday hosts picking it as their favorite, followed by mashed potatoes at 29% and sweet potatoes/yams at 20%.

Another way younger folks are shaking up holidays? Creating new ones entirely. Younger generations also often lean more heavily into the idea of “chosen family” and celebrating holidays with close friends. Case in point: Friendsgiving has become an immensely popular holiday with people sharing a Thanksgiving-style meal with friends, often a week or two before the actual Thanksgiving holiday, creating a perfect time for people to try new recipes that their more traditional, older relatives may not be as open to.

Whether the holidays are a source of comfort or stress (nearly 7 in 10 say Thanksgiving is the most stressful!) and bring traditions new or old, younger holiday hosts are creating tables that serve their diverse, exciting palates—and that may not always include the traditional bird.

Nicole Schumacher is Chief Marketing Officer at Pre® Brands. Contact Nicole at NSchumacher@EatPre.com



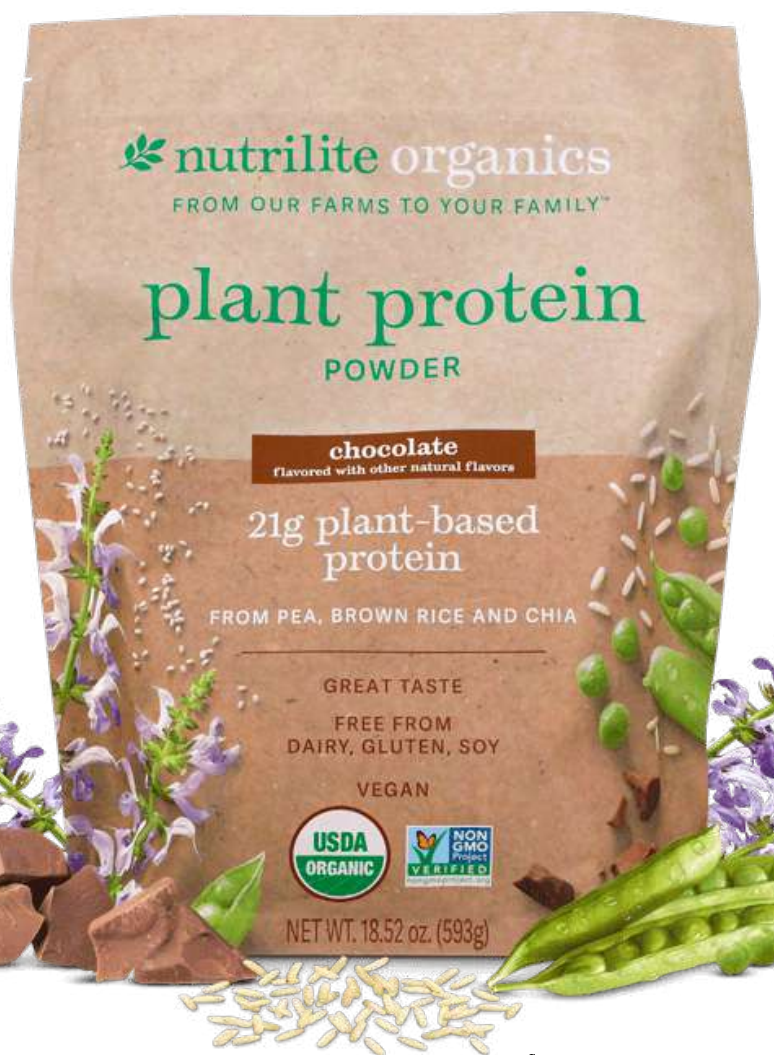


Holiday Durham, PhD, MS, a registered dietitian at [Amway](#)

Satisfy Your Sweet Tooth
and Stay on Track:

HOLIDAY DESSERTS WITH A PROTEIN PUNCH

If you're planning to indulge this season, why not give your holiday desserts a nutritious twist with protein? Protein is an important nutrient that provides energy, helps build and maintain muscle, and keeps us full and satisfied. Holiday desserts have historically been viewed as an indulgence of fats and sugar. Today, more and more people want to enjoy their treats without sacrificing their health goals. To do this, they incorporate ingredients such as protein powder, Greek yogurt, tofu, nuts, and even beans into their favorite recipes to increase their protein without sacrificing taste. Consumers are increasingly interested in ways to add nutritional value to their diet. You don't need to be a serious athlete or adhere to a plant-based diet to want to increase your protein intake. Take it from Holiday Durham, PhD, MS, and registered dietitian at Amway.



Protein Made Easy: Understanding Your Options

Protein has many roles in our bodies. It is crucial for building and repairing muscles and promoting satiety by slowing your digestion and making you feel fuller for longer, which can help reduce the likelihood of overeating. Protein powders are a convenient way to help meet your protein needs. They can provide a quick source of protein and other nutrients whether in a shake or included in your favorite recipes.

Understanding what protein powder is right for you can seem challenging, but there are simple ways to narrow down your options immediately based on your health and wellbeing goals, specific needs, potential allergies and intolerances, and taste preferences.

- **Plant-based protein** options benefit vegans, vegetarians, or those with dairy or gluten sensitivities, as well as those with a variety of dietary restrictions. Plant-based proteins are often easier to digest and a healthy option. Look for blends such as pea, rice, hemp, or chia to ensure a complete amino acid profile. This type of protein often contains fiber and phytonutrients and is generally hypoallergenic.
- **Whey protein** is derived from dairy, specifically a byproduct of the cheesemaking process. It is quickly digested and is one of the best for muscle building and recovery due to its rapid absorption and high biological value, meaning it contains the amino acids your body needs.
- **Casein protein** is made from skim milk. This protein is digested and absorbed more slowly making it ideal for sustained protein release. It also helps prevent muscle breakdown during extended periods without food such as during sleep.

Upgrade Your Holiday Baking

The holiday season can be filled with cakes, cookies, pies, and more, often filled with high-sugar, low-nutrient options. Adding protein to desserts offers a way to enjoy treats while managing cravings and sustaining energy. It's also a simple way to create a healthier option.

Amway, a leading manufacturer of protein powders and products, has seen a growing trend in consumers incorporating protein in their desserts. They launched a [recipe hub](#) to inspire consumers with creative ways to use their protein products in everyday meals. A great example of this is with their [Nutrilite Organics Plant Protein Powder](#) which comes in three flavors: Chocolate, vanilla, and unflavored.

Unflavored protein powder offers a blank canvas, seamlessly integrating traditional recipes without altering taste. This is also a great option for those consumers who prefer savory recipes over sweet ones and need an unflavored option to meet their needs.

When it comes to the holiday season, chocolate and vanilla protein powders both serve as great flavor pairings with typical seasonal ingredients like cinnamon or peppermint. Holiday's favorite is a tofu chocolate mousse, topped with a sprinkling of peppermint candy canes. By adding chocolate Nutrilite Organics Plant Protein Powder, she feels good about serving it to her family.



Festive Sweets, Healthy Choices

Protein powder has become more commonplace outside the gym and continues to grow in popularity for everyday use. Its versatility extends beyond shakes to both sweet and savory dishes. This means this holiday season you don't have to choose between indulgence and working toward your health goals. By incorporating protein into your desserts, you can satisfy your sweet tooth while staying on track. Just remember, while healthier, adding protein does not mean you should overindulge either.

There are many options when it comes to protein powder, so make sure you research and choose the kind that is right for you. With options like Amway's Nutrilite Organics Protein available in flavors that complement classic holiday ingredients, it's never been simpler to balance flavor and nutrition. So go ahead, enjoy the festive season—and do it with a protein punch!



'Tis the Season: Building Customer Loyalty When It Matters Most

Nate Rempe, President and CEO, Omaha Steaks

Sitting around the table over a holiday meal is about many things — creating memories, upholding traditions, and yes, enjoying a delicious meal. It's a beloved pastime that evokes strong feelings. Seventy-six percent of Americans say their holiday childhood memories center around food, according to 2024 Customer Insights research conducted by Omaha Steaks. Holiday memories are made around the table, and when the perfection, value, and convenience of Omaha Steaks is on your side, less time is spent cooking and more time is spent serving up holiday cheer.

Omaha Steaks has been honored to be in the business of bringing people together for over a century, leading the way on holiday gifting longer than just about anyone. It's why Rolling Stone selected it as last year's best meat gift and why it's likely you, or someone you know, have been the lucky recipient of a world-famous Omaha Steaks holiday gift. In the final three months each year, thousands of team members (yes, thousands) are hired to help ensure customers — people gifting family and friends and companies celebrating employees — have a world-class experience.

But the pressure of being world-class is not something the company takes lightly. To ensure the customer is always first, Omaha Steaks relies on a few key principles for doing business:

A Commitment to Quality

Decades before recent gourmet food delivery trends took off, Omaha Steaks established itself as the pioneer in the space. It is the original. But being a pioneer only matters if customers are continually satisfied with the products and value received.

It's a main reason why Omaha Steaks has become synonymous with the holiday season and special occasions — that unmatched quality has persisted for over 100 years and is something customers know they can count on. Just this year, Omaha Steaks filet mignons earned the rare and coveted distinction of USDA Certified Tender, a prestigious designation given to a very small percent of U.S. beef, confirming the brand's legendary filet mignon is among the most tender steaks in the world.

Very few meat companies have the quality and necessary skills to take on the expense and lengthy process of earning this certification. It requires many people across teams collaborating effectively with each other, third-party testing partners, and the USDA. But achieving and maintaining extraordinary quality requires a willingness to go to extraordinary lengths.

Keeping Differentiators Close to Home

Too many companies outsource manufacturing, customer service, logistics, technology, and other operations, creating a disconnect between what is promised and what is delivered. Keeping all these important aspects of business in-house allows Omaha Steaks to not only move fast with solutions, but quickly learn and grow. This impeccable attention to fine detail is enabled



by the ability to control all aspects of the customer experience. This vertical integration also allows Omaha Steaks to create meaningful connections with customers, further adding to the magic of the holidays.

For example, Omaha Steaks' customer support team (all Omaha Steaks employees) is empowered to make swift decisions to make sure all customer experiences are not just good, but stellar. As much as you might try, things happen in this line of business — packages might be late, or phone calls may be dropped — but how a team makes it right by customers matters. At no time is that more amplified than during the hurried holidays when customers want to ensure their Omaha Steaks gifts are being delivered. It is an organization that clearly recognizes, without customers, it would not be able to share its passion for amazing foods!

Delicious Options for Every Palate — and Occasion

When holidays roll around, it's hard to not feel the pressure of finding the right gift for loved ones. Great food experiences are universally beloved. In fact, Omaha Steaks' new research shows three-fourths of Americans would prefer a nice meal with family over other gifts.

That's why it's important to cater to a variety of tastes and preferences that allows people to bring personal touches to the table. Not only does Omaha Steaks offer steaks, but it has perfected the art of great seafood, delicious sides, addictive seasonings, incredible desserts, plus exceptional wines!

Gifting Omaha Steaks is an experience, not just for recipients, but for the gift-giver too. It's an act of love and generosity guaranteed to be perfect every time. That's why customers come back year after year and why Omaha Steaks is more than a gift of food, **it's a Gift of Comfort and Joy.**

Whatever occasion you're celebrating — and whatever dish you'll be serving on your table this year — consider Omaha Steaks to help elevate experiences for you and your loved ones this season.



About Nate Rempe

Nate Rempe is the President and Chief Executive Officer (CEO) of Omaha Steaks. He is the first person outside of the Simon family to serve as President & CEO in more than 100 years.

Nate previously served the company as Vice President and Chief Information Officer. Prior to joining the Omaha Steaks team, he was Senior Vice President and Chief Technology Officer at Nebraska Book Company. He is a graduate of the University of Nebraska–Lincoln and completed his graduate education at Creighton University, where he later joined the Executive Faculty in the Department of Information Science & Technology. He is a board member of the North American Meat Institute, has held various independent advisory board positions, and is a named inventor on four United States patents directed to technology and business process.

Beyond his passion for food (and steak, in particular), Nate has a long track record of nurturing and inspiring others to become better leaders. His unique abilities and strengths motivate high-performing teams and drive business success. Nate balances his professional success with what he describes as his most rewarding role of dedicated husband and father.

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WHAT FLOURS TO USE: A GUIDE TO PERFECT DOUGHS & BATTERS

How to master the art of choosing the right flour for cakes, pizzas, breads, and beyond.

If you've ever attempted to bake the perfect pizza or whip up a light, airy cake only to be met with disappointment, the answer might be simpler than you think: it's all in the flour. Enter the "Pure Flour from Europe" initiative—backed by ITALMOPA (the Italian Milling Industry Association) and co-funded by the European Union—which is here to demystify

the complexities of organic wheat flour and semolina. The program aims to educate bakers and home cooks across Canada and the U.S. on the diverse varieties of organic wheat products and how to use them to achieve the best results, and why Pure Flour from Europe is a better choice.



LET'S BREAK DOWN THE ESSENTIALS OF CHOOSING THE RIGHT FLOUR FOR YOUR BAKING NEEDS

The Types of Organic Flours & What They Do

Organic flour from soft wheat is the goto for everything from cakes to bread, with each type bringing unique properties to the table. Here's a cheat sheet on how to match the right flour to your culinary masterpiece:

Type 00 Flour: The most refined flour, Type 00 is bright white, has a neutral flavor, and is low in protein. Its smooth texture makes it ideal for delicate pastries, fresh pasta, and cookies.

Type 0 Flour: Slightly less refined than Type 00, this flour works well for elastic doughs, which is why it's often used for pizza, bread, and leavened cakes.

Type 1 Flour: A semiwhole wheat flour that retains more bran and wheat germ, Type 1 has a robust flavor and is perfect for rustic breads with a heartier texture.

Type 2 Flour: The closest you'll get to whole wheat flour, this option is rich in nutrients and is often combined with white flours for breadmaking.

Whole Wheat Flour: As the name suggests, this flour contains the entire grain, making it nutrient dense but trickier to handle. Best suited for hearty breads, it's harder to achieve that soft, fluffy texture we love in pastries.

Understanding these **differences in flour types and strengths** is essential if you want to **elevate your baking game.**



The World of Organic Semolina

For those looking to dive into the realm of pastamaking or create a more textured dough, semolina—made from durum wheat—is your best bet. Organic semolina stands out with its yellow hue and higher protein content, making it ideal for dry pasta, cookies, and even pizza crusts.

Semolina comes in different grinds:

Semola (Semolina): Best for fresh pasta and hearty baked goods.

Semolino: Coarser in texture, it's used in Roman-style gnocchi and desserts.

Semola Rimacinata (Remilled Semolina): A finer grind, this is excellent for leavened products like breads and pizza.

Beyond its versatility, semolina boasts a lower glycemic index than soft wheat flours, along with a higher concentration of fiber, vitamins, and minerals. If you're seeking a healthier alternative for your baking, semolina is an excellent option.

Flour "Strength" and Why It Matters

In the baking world, "strength" isn't about lifting weights—it's about the gluten content. The higher the gluten, the stronger the flour. This "strength" influences how much water the dough can absorb and how elastic it will

become, key elements in getting that perfect, airy rise in your bread or a delicate, crumbly texture in your cookies.

Weak Flours: Low in gluten, these are ideal for shortcrust pastry, cakes, and cookies.

Medium Flours: If you're making pizza, focaccia, or sponge cake, a medium strength flour will give you the structure and chew you're looking for.

Strong Flours: Breads with long proving times, like brioche or panettone, demand strong flours that can hold up through lengthy fermentations. These flours absorb more water, retain more carbon dioxide, and result in that pillowy, soft interior.

Making the Right Choice for Perfect Results

Understanding these differences in flour types and strengths is essential if you want to elevate your baking game. Whether you're aiming for a crispy pizza crust, a rustic bread, or a light, fluffy cake, selecting the right organic flour is half the battle.

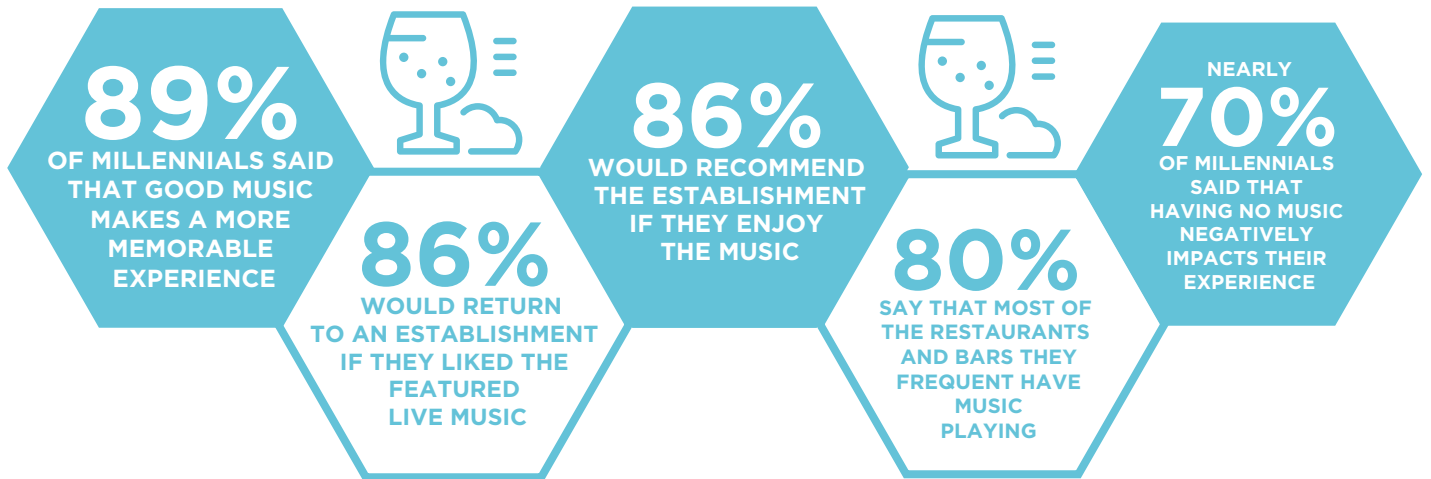
For an extra edge, consider experimenting Pure Flour from Europe with organic semolina—its high protein content and versatility make it an excellent choice for both savory and sweet creations. By learning the nuances of flour, you'll unlock the full potential of your doughs and batters, and who knows?





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“CHECK AVERAGE TENDS TO GO UP 5 TO 10% JUST BECAUSE PEOPLE ARE GETTING THAT 2ND OR 3RD DRINK. REVENUES HAVE JUMPED ALMOST 25% ON THE NIGHTS THAT WE HAVE LIVE MUSIC.”

-BRIAN
BREWERY OWNER, COLORADO AND UTAH

“WITH LIVE MUSIC (...) THERE WERE MORE LIQUOR SALES, AND THAT'S A 75% PROFIT MARGIN.”

-THOMAS
OWNER, FAMILY ITALIAN RESTAURANT
ATLANTA, GA

“THE MORE UPBEAT, THE BETTER CHANCE FOR AN UPSSELL, THE BETTER CHANCE THEY WANT TO STAY A LITTLE LONGER.”

-CHRISTOPHER
VINEYARD OWNER AND TASTING ROOM OPERATOR
LOS ANGELES, CA

TO VIEW THE COMPLETE SURVEY, VISIT <https://www.bmi.com/pdfs/publications/2023/bmi-value-music--research-analysis.pdf>

* A QUANTITATIVE ONLINE STUDY BY BMI AND NATIONAL RESEARCH GROUP (NRG) WAS ANSWERED BY 1,000 NATIONALLY REPRESENTATIVE PEOPLE AGE 21+ WHO REGULARLY VISIT EDES (AT LEAST 3X PER MONTH). TO REPRESENT THE B2B PERSPECTIVE, NRG CONDUCTED SIX IN-DEPTH-INTERVIEWS WITH OWNERS, OPERATORS AND MANAGERS OF BARS AND RESTAURANTS.

WHY MUSHROOM COFFEE IS BETTER FOR YOU

The Health-Conscious Crowd is Reaching for MUD\WTR

MUD\WTR®



In just a matter of a few years, adaptogenic mushrooms have come a long way. They've gone from an interesting concept to a proven, valuable resource. Studies, including one by the Cleveland Clinic, have shown that certain plants and mushrooms contain properties that help individuals deal with stress, anxiety and fatigue improving general wellbeing.

Shane Heath, founder of MUD\WTR, was in on it early. In 2018, Heath set out to find a coffee alternative that suited his own body. MUD\WTR is a no sugar or sweetener blend of mushrooms, organic cacao, herbs and spices that he says, "tastes like masala chai and cacao had a baby."

With just a fraction of the caffeine found in coffee (35 mg), MUD\WTR supplies energy, focus and immune support without the jitters, crash or poor sleep. In addition, it provides pre-biotic fiber to support gut health and digestion.

Now, thousands of businesses are providing MUD\WTR to their customers. Owners like Justen Arnold, who started a personalized fitness and strength training program called **Flexx Mobility & Performance** to help individuals struggling with pain, is a firm believer in MUD\WTR. Arnold says his focus is on providing high-quality products that support a holistic approach to fitness and mobility.



With just a fraction of the caffeine found in coffee (35 mg), MUD\WTR **supplies energy, focus and immune support** without the jitters, crash or poor sleep. **In addition, it provides pre-biotic fiber to support gut health and digestion.**

"I was motivated to add MUD\WTR to our store because of its unique health benefits and the growing trend towards healthier alternatives to coffee," he explains. "It certainly exceeded my expectations, especially with the customer feedback and the repeat purchases we've seen. I was honestly making my own version of this at home for a while, but it was time-consuming and not efficient. MUD\WTR is an efficient better tasting economical approach."

Arnold says the health benefits of MUD\WTR perfectly align with his own business philosophy of promoting wellness and performance. His clients agree and have taken a liking to it requesting it by name. Arnold currently carries the original blend, matcha blend and a couple other popular varieties that our customers love.

"I would tell other business owners that adding MUD\WTR is a smart move," Arnold says. "It's a unique product that stands out in the market and it resonates well with customers who are health-conscious and looking for alternatives to coffee."

For more information on how to become a wholesale customer visit: <https://mudwtr.com/pages/wholesale>. Flexx Mobility & Performance: <https://flexxmp.com/>.

HIC



The Hudson Club Reinvents New York Sophistication in MidTown

The Hudson Club is the latest vision from established restaurateur and Hudson Street Hospitality founder Eytan Sugarman, with the leadership of industry veterans and Hudson Street Hospitality Executive team members Richie Romero, Shaun Rose and Matt Shendell.

Hudson Club has officially opened its doors as of October 25th, 2024. The upscale restaurant and cocktail bar in midtown is designed to pay homage to vintage New York with a fully custom-designed sexy yet sophisticated setting. The goal is to offer New York patrons an elegant and elevated cocktail bar and dining experience with a familial and intimate vibe, inclusive of inviting leather booths accented with deep wooden hues and a rich jewel-tone color palette.





With the kitchen at the hand of acclaimed Executive Chef John DeLucie (Ambra, Paris Cafe, Waverly Inn, Lion), guests will enjoy a hybrid of Classic American and Seafood. With Prime Steaks inclusive of Filet Mignon, New York Strip and Ribeye, items such as Pan Seared Salmon, Eytan's Fried Chicken with Hot Honey, Tonnarelli Cacio Pepe, Fluke Crudo, Crispy Roman Artichoke, Oysters, Lobster Bisque, and many, many more incredible dishes, plus a crispy rice menu of offerings such as Jumbo Lump Crab and Beef Tartare.

The Hudson Club will cater to an elevated clientele, New Yorkers looking for a sophisticated yet fashionable evening, layered with glamor and class, and top-level mixology. They will be presenting classics such as The Sidecar and Manhattan, with new innovations to classic cocktails.

The space is designed and developed by Legear Studio and Opus Interior.

...We tried to create an environment that is sophisticated yet lends itself to a fun and vibrant dining experience that will do justice to the fantastic food and cocktails we are putting forward...

-Greg Grossman, OPUS Interior

“Our design for Hudson Club exudes a playful yet refined atmosphere through the use of jewel-toned colors and luxurious materials. Deep green velvet upholstery adds a lush, inviting warmth, while maroon leather injects a bold sophistication into the space. These rich fabrics are complemented by dark wood finishes, glossy tiles, and soft, ambient lighting, creating an ambiance that is both vibrant and intimate. Brass accents introduce a touch of glamour, enhancing the overall experience without overshadowing the room’s character. Each element was carefully selected to balance elegance with a sense of fun, making the lounge perfect for both relaxed get-togethers and more formal occasions.” Julien Legiard Founding Principal, Legiard Studio

“We tried to create an environment that is sophisticated yet lends itself to a fun and vibrant dining experience that will do justice to the fantastic food and cocktails we are putting forward. The materials we used at Hudson Club are comfortable, yet polished, and make this a place you could go every evening, just as well as for a special occasion.”
-Greg Grossman, OPUS Interior.

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Editor's
Top Pick





Bonnie & Pop

Unwrap the enchantment of the holiday season with our Musical Holiday Popcorn Carousel, a delightful Christmas gift that brings together the joy of music and the delight of gourmet popcorn. This large, ornate tin carousel is more than just a gift; it's a festive experience waiting to be shared. As you unveil the Caroling Popcorn Carousel, you'll discover a splendid tin carousel that gracefully spins in a mesmerizing display of festive charm. It's a stunning centerpiece for your holiday decorations, a conversation starter, and a true embodiment of the Christmas spirit. Not only does the carousel twirl with grace, but it also serenades you with beloved Christmas carols. Let the sound of joy fill your home as the carousel turns, creating a heartwarming atmosphere that celebrates the season. Inside this carousel, you'll find a treasure trove of gourmet popcorn, featuring six distinct and mouthwatering flavors

Astraeus

Inspired by the arid, rugged beauty of desert landscapes, Astraeus is layered with desert botanicals like sagebrush and heather, distilled to evoke notes of arid earth, fresh rain, and savory florals. This powerful 57.5% ABV gin is both a sip-worthy masterpiece and a versatile cocktail component, serving as a true fusion of whiskey and gin. Astraeus challenges traditional gin-making, offering an entirely new sensory experience that transports the drinker to the vast, untamed landscapes of America's deserts. The gin pairs perfectly in cocktails that traditionally feature whiskey or gin, offering a multidimensional tasting experience that whiskey and gin lovers alike will appreciate.



AWAZ Glasses

Stunning hand-blown old fashioned whiskey glasses set of 2 11 oz crystal glasses with timeless "whiskey making production process" engraved with a 24k Gold rim. AWAZ Glasses are for everyone who supports the heroes of whiskey making. The engraving is dishwasher safe making them easy to clean and durable enough to keep for years to come. AWAZ is giving back 1% of proceeds to nonprofits for women's economic empowerment.



Bacan Guaro

The Bacan Aguardiente Gift Box is a perfect gift this holiday season – Bacan Guaro is different from your traditional aguardiente - this super-premium, kosher-certified, sugar-free guaro made with organic ingredients was created to be enjoyed in a myriad of ways – sipped over ice, mixed into a cocktail, and as a celebratory toast or shot. With the introduction of Bacan, co-founders Diana Espinosa March and Ricardo March hope to expose aguardiente to a broader, general audience. Bacan is an aguardiente that is smooth and flavorful and can be enjoyed slowly on its own or to enhance cocktails. It has received several top (platinum, double gold, gold) awards for taste (San Francisco World Spirits, Ascot Awards, SIP Awards, BTI, and more). Vibrantly packaged, this gift box includes both the Bacan 24 (48 proof) and Bacan 29 (58 proof) strengths. This is an ideal gift for those who enjoy exploring the cutting edge of cool! Available online.

Barrelsmith

Barrelsmith makes their own vermouth from California wine, fortified with brandy and sweetened with granulated cane sugar. Their amaro is custom formulated specifically for blending and barrel aging. Base spirits are selected from award-winning distilleries. No artificial flavoring or colors are used. Minimally filtered. Barrelsmith's Negroni, Boulevardier and Manhattan are available in 750 and 100 ml glass bottles as well as these attractive Sampler Pack. To encourage trial of these three barrel-aged and classic cocktails, Barrelsmith has lowered the trade price on the Sampler Pack for this Holiday Season.



Barsys

Founded in 2014, Barsys has been on a mission to make extraordinary cocktail moments accessible to all. The brand is redefining the art of cocktail creation by seamlessly blending cutting-edge technology with the world of mixology. Designed to elevate the at-home drinking experience, Barsys connects cocktail enthusiasts with master mixologists, premium spirit brands, and iconic bars across the globe. Through its innovative products and smart bar technology, the brand brings precision, creativity, and ease to cocktail-making, ensuring that each drink becomes an unforgettable experience. The Barsys 360 is a gateway to unparalleled cocktail mastery at home, revolutionizing the mixology journey and allowing anyone to craft personalized cocktails effortlessly guided by top bars, mixologists, and brands. Whether hosting friends or experimenting with new flavors, Barsys turns every gathering into an interactive, memorable occasion.



Blue Weber Agave

Blue Weber Agave is traditionally associated with tequila, which is why Weber Ranch 1902 Vodka is something truly special – it's crafted not from wheat or corn or potatoes, but from 100% Blue Weber Agave. This incredibly unique vodka begins its journey in Jalisco, Mexico, where its 100% Blue Weber Agave slowly matures under the warm Mexican sun. The agave is then hand-harvested and distilled in Jalisco before being transported to the Weber Ranch Distillery in Muenster, Texas, where it is further distilled in proprietary copper pot and column stills, filtered, and bottled in an eye-catching and distinctive package. Because Weber Ranch Vodka is exclusively crafted from agave, it is naturally 100% gluten, carb, and additive free from garden to glass, and exhibits an extraordinarily unique and clean taste profile that retains all the bright citrus notes from the agave yet creates a velvety smooth mouthfeel unlike any other vodka.

Bluehouse Salmon

Elevate your gifting game with Bluehouse Salmon, the ideal present for foodies who appreciate exceptional flavor and sustainability. With its rich, buttery taste, this versatile salmon shines in everything from roasted dishes to creamy chowders and grilled delights, making it a standout addition to any gathering. Not only is Bluehouse Salmon delicious, but it's also a conscious choice for the environment. Sustainably raised in state-of-the-art, land-based facilities, our salmon is free from antibiotics and hormones, promoting both a healthier planet and a heart-healthy diet. Packed with Omega-3s and non-GMO, Bluehouse Salmon is sushi-grade, ensuring the highest quality and safety for raw consumption.



Breckenridge Brewery

What's better than receiving a 6-pack of beer!? Breckenridge Brewery's Christmas Ale is the perfect holiday gift. It's a full-bodied "winter warmer" with a balanced spicy finish from Chinook and Mt. Hood hops. With a 7.1% ABV, it offers a festive drink perfect for the colder season, making it ideal for beer lovers during the holidays. Its limited seasonal availability adds to its special appeal.



Bubbies Fine Foods

Bubbies Fine Foods has released a shelf-stable gift set that includes three new Bread & Butter Chip flavors and a kitchen-chopped Sweet Relish. With three new flavors – Spicy, Horseradish, and Ginger Apple – Bubbies is offering premium variety to a growing sweet pickle category. Each new Bread & Butter Chip flavor is made with real ingredients clearly visible through the 2.5 oz glass jar, including Fresno chili peppers, horseradish root, ginger pieces, and Granny Smith apples. Bubbies 16-oz Sweet Relish is prepared using premium cucumbers (no ends or pieces), no sticky gums, and using a coarser “kitchen-chop”, creating a lighter relish that’s subtly sweet and perfect on everything from a fresh salad to a ballpark hot dog.

Ceybon AF

Ceybon AF is a woman-founded wellness company that launched its exclusive line of premium, non-alcoholic aperitifs in 2024, aimed at supporting well-being and offering healthier alternatives to traditional drinking habits. These aperitifs create mindful ways to unwind and celebrate in social settings. Ceybon AF’s signature drinks—CHILL AF, BRIGHT AF, and HAPPY AF—are sustainably crafted in a third-generation Napa Valley vineyard. Made without pesticides, each aperitif blends organic, wild-harvested ingredients like reishi mushrooms, damiana, and chaparral bush, delivering the complexity and mouthfeel of a cocktail while promoting wellness through botanical healing. Founded by Dr. Giulietta Octavio, DACM, an integrative medicine doctor with over 20 years of experience, Ceybon AF redefines social drinking by enhancing mood, energy, and digestion. Under her guidance, Ceybon AF has grown from a patient remedy into a beloved brand featured in top hotels, restaurants, and retailers nationwide, and is available online at ceybon.com.



Clif Family

Crafted in collaboration with fellow B Corp certified chocolate maker TCHO Chocolate, this decadent dark chocolate bar embodies the flavors of Napa Valley. Made with a distinctive blend of fruit-forward, Organic Certified and Fair Trade cacao sourced from Africa and South America, it’s elevated by Cabernet Sauvignon-infused sea salt and cacao nibs aged in Clif Family’s red wine barrels for up to eight months. This delicious pairing of wine and chocolate showcases our shared commitment to sustainability, quality, and innovation.



Cospro

COSPRO's new wireless 5-in-1 Salt & Pepper Grinder Set is designed for commercial kitchens, restaurants, catering companies, culinary schools, and more. COSPRO's 5-in-1 Salt & Pepper Grinder Set features five grinders for white pepper, black pepper, green pepper, red pepper, and salt. Unlike other solutions on the market, COSPRO's 5-in-1 Salt & Pepper Grinder incorporates wireless charging technology to eliminate manual grinding, prevents inconvenient battery replacements and is eco-friendly.

Daniel Corpuz Chocolatier

Daniel Corpuz Chocolatier's 2024 Holiday Bonbon Box is a luxurious and festive collection of handcrafted bonbons. This year's box features an exquisite selection of holiday-inspired flavors, including Tonka-Vanilla Bean Polar Bear, Kalamansi, Cookie Butter Crunch, Gingerbread, Hot Cocoa and Cinnamon Roll. A gluten-free box will also be available for purchase. Available in 6, 12, or 24-piece options offering an indulgent treat perfect for gifting or personal enjoyment. Daniel Corpuz Chocolatier is renowned for its commitment to quality and creativity, offering not just high-end chocolates but also unique flavors like ube, pandan, and black sesame, made with authentic ingredients. Each bonbon is a work of art, reflecting both stunning aesthetics and flavors that carry personal stories, making the Holiday Bonbon Box a truly special experience for the season.



DaVero Farms & Winery

Celebrate the essence of DaVero Farms & Winery, a biodynamic, CCOF organic living farm in Healdsburg wine country, specializing in Italian varieties. This all-encompassing set captures the heart of our farm-to-table philosophy. The DaVero logo waiter's wine key is your stylish companion for every bottle, while our 2023 Estate Extra Virgin Olive Oil and 15-Year Balsamic Vinegar highlight the craftsmanship of our estate. Elevate your dishes with our Herb Salt Tin, crafted from garden-dried herbs, and savor the heritage plum jam from our orchards. Enjoy a bottle of Estate Barbera—a revitalized vineyard gem, aged in neutral French oak, with bright notes of sour cherry and juicy strawberry. This set embodies the full spectrum of DaVero's commitment to quality.





Desolas Mezcal

It's the mezcal for people who don't like mezcal. The low smoke flavor profile makes it incredibly versatile in a variety of cocktails from a riff on a negroni to a spritz to a margarita. Desolas Mezcal offers a smooth, non-smoky profile crafted from 100% Espadin agave and distilled using traditional methods, it's a remarkable choice for those who appreciate the nuanced flavors of artisanal mezcal agave-forward flavor and fresh botanical notes.

El Naranjo

El Naranjo's World-Famous, 7 Chile Salsa Macha is made in house. James Beard Award winning Chef Iliana de la Vega's proprietary condiment consists of chiles, oil and seeds. The restaurant also sells pumpkin seed salsa macha and traditional salsa macha. El Naranjo packages and ships nationwide orders weekly.



El Pastor Iberico Curado

El Pastor Iberico Curado is part of the rich heritage and supreme quality of Spanish cheesemaking. This historical gourmet delight promises to elevate your holiday tables, tantalize taste buds, and offer pairing perfection. Crafted with a blend of cow, sheep, and goat milk, this cheese offers an array of flavors, making it a standout addition to any holiday spread. Transform your charcuterie boards into a festive centerpiece with El Pastor Iberico Cheese. Its visually striking appearance and the harmony of milk blends pair splendidly with a variety of meats, nuts, fruits, and crackers, providing a luxurious tasting experience for your holiday gatherings and for your guests to enjoy and remember!



éleuvé

Introducing éleuvé, the only sparkling water brand with organic flavors, no sugar or sweeteners, and a full serving of adaptogens in each can. éleuvé was co-founded by two friends, Dianna Aguilar and Tanya Major, over a shared love of sparkling water and wellness. The adaptogen-infused sparkling water is available in three invigorating flavors: Pineapple Cayenne (Fire), Strawberry Rose (Beauty), and Blueberry Lavender (Dream). Each sip delivers a sophisticated blend of unique taste and the transformative benefits of adaptogens, designed to ignite your senses and elevate your well-being. Experience Fire with its energizing blend of pineapple, cayenne, and turmeric. Indulge in Beauty's sweet strawberry and rose notes, enhanced by rhodiola rosea and milk thistle for a healthy glow from the inside out. Unwind with Dream, a calming mix of blueberry, lavender, valerian, and skullcap. Experience hydration redefined with éleuvé, where every sip is a journey beyond the ordinary.

Esther Price Candies

As the holiday season approaches, Esther Price Candies offers a variety of customizable options to meet diverse gifting needs. The Executive Box (image with pen) features a premium selection of gourmet chocolates, nuts, & candies, carefully curated for a luxurious experience. Lastly, the Champion Box offers a winning selection of decadent chocolates and candies, celebrating excellence with every bite.



Fikabröd

Baking has never been this thrilling and packed with adventure. When you sign up for a subscription to Fikabröd, you receive a themed box of carefully curated gourmet ingredients, products from different global cuisines, and small businesses. With a variety of choices, you can select a month-to-month, six-month, or twelve-month subscription, opening up a world of possibilities in your home kitchen. The idea for Fikabröd was born from the Swedish concept of Fika, or taking a coffee break to commune with those around you. Owner of Fikabröd and baking enthusiast, Becky Clutter, took this idea to a whole new level! By creating an easy and accessible way for people to explore new ingredients and recipes in the kitchen while pausing from the hustle and bustle of life to share time and delicious baked goods with those we care about most.



Fior Scotch

Fior Scotch: It's not just any Scotch; it's the only Black and U.S. veteran-owned Scotch available on the market. Fior Scotch offers a unique opportunity for personalized gifting with custom-engraved bottles here. Imagine the impact of presenting the groom with a bottle of Fior Scotch adorned with a heartfelt message, their name, or a significant date. It adds a personal touch that elevates the gift to a cherished keepsake. Fior Scotch is a testament to resilience and dedication, founded by Marine Major Eric Dominijanni—a father himself. His journey from military service to crafting this exceptional Scotch is truly inspiring. After a 20-year career, which included multiple tours in Iraq and Okinawa, Major Dominijanni embarked on a new mission—to create the perfect blend of Scotch that captured the essence of his experiences.

Flatiron Pepper Co.

Flatiron Pepper Co. offers a diverse range of chile flakes from Europe, North, South, and Central America, and Asia, allowing you to experience the global terroir with varieties like Hatch Green Chile, Habanero, Scotch Bonnet, Jalapeno, Arbol, Calabrian, Wiri Wiri, Charapita, Chipotle, and many more. The Ultimate Gift Set is for the true chile connoisseur, this deluxe set features a full-size bottle of all our signature blends: Four Pepper Blend, Hatch Valley Green, Dark & Smoky, Sweet Heat, Asian Reds, BBQ Rub, "I Can't Feel My Face," and Jalapeno Garlic/Onion.



Fly By Jing

The Fly By Jing Winter in Sichuan Advent Calendar is a perfect holiday gift, beautifully packaged with 12 TSA-approved 2oz jars of curated flavor surprises from Sichuan, offering a delightful mix of beloved chili sauces and exciting new tastes. This advent calendar offers a unique tasting adventure for anyone who loves Chinese cuisine, spicy food, or experimenting in the kitchen. All sauces are vegan and free from MSG, artificial preservatives, and artificial flavors. This limited-edition advent calendar is a thoughtful way to test, taste, and try the vibrant flavors of Sichuan. Whether opened daily or enjoyed all at once, the Winter in Sichuan Advent Calendar is a fantastic way to spice up the holiday season.



Frontera

Pair your exclusive Frontera coffee from Chiapas with the fresh-ground Coco Hot Chocolate mix from Tabasco -- there is no better way to make a Mexican mocha. The bundle includes two red enamel mugs for proper coffee and chocolate sipping. This Chiapanecan blend is roasted freshly by Dark Matter Coffee Roasters exclusively for Frontera - you will not find this coffee anywhere else in the world (except for Chiapas, of course). Huge burlap sacks of cacao arrive at their door direct from groves in Tabasco, Mexico and then the Coco team roasts them, winnows them, and grinds them under a heavy granite wheel -- all handmade, in-house in Chicago.

Garrison Brothers

Garrison Brothers was named the Distillery of the Year by the American Distilling Institute in 2023 and steadily takes home award wins for their bourbon expressions. Their ultimate showstopper, Cowboy Bourbon®, is cask-strength, uncut and unfiltered. It is one of Garrison Brothers' most coveted and awarded expressions. To craft Cowboy Bourbon®, Garrison Brothers Master Distiller Donniss Todd uses his most prized and unique barrels, which he diligently hand selects year over year. These standout barrels are set aside for a further maturation in the extreme Texas climate resulting in some of the boldest bourbon in existence. The 2024 Cowboy Bourbon clocks in at 140.2 proof and embodies the pinnacle of craftsmanship and dedication to the art of bourbon making. For 2024, there were 10,000 bottles released to mark the 10 year milestone.



Goetze's Candy Company

A gift from Goetze's Candy Company is one the whole family will love. Goetze's Candy Company is a 129-year-old family-owned and operated candy brand based in Baltimore, Maryland. Goetze's is loved for their classic Caramel Creams® candies or "bullseyes" as they are commonly known, and Cow Tales®, the elongated version of Caramel Creams®. Caramel Creams® candies are often categorized as nostalgic, and spark sweet memories when shared with loved ones across generations. Their festive gift tins make perfect gifts for the holidays where each family member can enjoy a nostalgic sweet treat.





Grand Brulot

A luxurious blend of fine VSOP cognac and rich coffee, Grand Brulot offers a unique fusion that's perfect for the coffee aficionado who enjoys a touch of refinement. Its smooth, aromatic flavor makes it an ideal choice for after-dinner enjoyment or as a thoughtful gift. Reviving a 200-plus-year-old French tradition, Cellar master Christoph Tardy, a fifth-generation Cognac producer, meticulously selects the finest 'eaux de vie' to craft this unique VSOP Cognac which is blended with 100% Ecuadorian Robusta coffee beans.

Hell's Kitchen Cookware

Hell's Kitchen Cookware proudly introduces its groundbreaking Ceramic Hybrid Cookware line, uniquely free from harmful "forever chemicals" like PFAS and PTFE. Inspired by the esteemed Hell's Kitchen brand, this innovative cookware offers the durability of cast iron, the searing capability of stainless steel, and the easy-cleaning benefits of non-stick—all without compromising health. Key features include tri-clad construction with an aluminum core for even heating, innovative laser-etching that enhances durability, and a diamond-infused, silver-ion charged non-stick ceramic coating that is both PFAS- and PTFE-free. Designed to be the safest and most durable option on the market, this cookware delivers exceptional performance with peace of mind. Withstanding temperatures up to 500°F and compatible with all stovetops and ovens, Hell's Kitchen Cookware is built to last, offering a superior culinary experience. Backed by the trusted Hell's Kitchen name, this line sets a new standard in kitchen innovation.



iichiko Shochu

iichiko Shochu has launched their most luxe expression yet in iichiko Special. The white oak and sherry cask aged shochu boasts spicy vanilla notes and a round, smooth palette, which is set within an ultra-luxe, ribbed, translucent glass bottle that seamlessly blends traditional Japanese craftsmanship with modern elegance, sure to elevate any bar cart. The bottle's sleek silhouette and translucent glass showcase the delicate amber hue of the barrel-aged shochu within, while the minimalist label and precisely etched logo exudes understated sophistication. Each detail enhances the overall drinking experience, making the iichiko Special bottle not just a container for a premium spirit but a work of art that embodies the essence of Japanese beauty and precision.



JOC Goods

Each of these beautiful Oryoki pieces nests perfectly into the next, a stunning example of fine Yamanaka craftsmanship. This style of bowl harkens back to an era when Buddhist monks would use these beautifully made bowls to practice mindfulness in movement and order during mealtimes. In the theme of minimalist living, these elegant bowls each serve an individual purpose. The smallest of the bowls are used as the sauce/condiment dish, and the increasingly sized bowls are used for miso soup, rice bowls, etc. In modern uses, this practical set of bowls has a limitless range of applications and is a perfect gift for the culinary traveler or for anyone looking to upgrade their serveware without taking up space. Every product at JOC Goods is personally curated by Namiko Hirasawa Chen, the creator of Just One Cookbook, focusing on traditional craftsmanship from small kilns and artisan workshops across Japan.



Langers Farms

Langers Farms' Apple Honey is part of their innovative new eco-responsible line of vegan products for consumers who like to enjoy sweet flavors without harming bees, using fresh-picked apples as the sole ingredient for the honey. Each 16-ounce jar of this inventive Vegan Apple Honey made from apples resembles the real deal in texture and color with a beautiful ambrosial flavor that enhances teas, smoothies, toast, baked goods and more. This product addresses the urgent need for sustainable food options amid declining bee populations. With a commitment to providing delicious, plant-based options, Langer Farms' offerings are vegan, dairy-free, and sustainably produced. The Vegan Apple Honey is available on Amazon and online, combining taste, health, and ecological consciousness for the modern consumer.



Liko Lehua

Liko Lehua Tropical Fruit Butter is a line of gourmet tropical fruit spreads that capture the essence of Hawaii. These velvety, smooth fruit butter are handcrafted, and hand poured in Hilo on the Big Island of Hawaii, using only the finest natural ingredients, including real butter, sugar, eggs, and fruit. For over 25 years, Liko Lehua has been a woman-owned family business that has been making its butter in small batches using only farm-fresh ingredients and locally sourced products. Available in a variety of exotic Hawaiian-inspired flavors like Mango, Coconut, Tahitian Lime, Guava, Lilikoi (Passion Fruit), Pineapple, and Vanilla, along with seasonal and gift pack options, Liko Lehua Butters are versatile additions to any pantry. Sweet, tart, and creamy, these delicious butters elevate your favorite breakfast dishes, smoked meats, desserts, charcuterie boards, and mixed drinks, or use them as a drizzle or finishing glaze. Every spoonful brings the aromas and authentic flavors of Hawaii to you. Liko Lehua Butters are packaged in 10-ounce glass jar and gift sets in 2-ounce glass jars with assorted flavors. Small business, BIPOC Woman-owned. Made in Hawaii.





Lucky Iron Fish

Small fish, big wave! The Lucky Iron Fish is a three-inch electrolytic iron cooking tool that comes in a fish or a leaf shape designed to make iron-fortified water to drink or cook with daily. Rice, oats, smoothies, & even ice can now be your source of tasteless iron! To fortify liquid-based meals like soups, stews, sauces & curries add the Lucky Iron Fish in the pot for 10 minutes, which provides >50% of your daily required iron intake. Iron deficiency affects approximately two billion people - over 30% of the world's population according to the World Health Organization - but it affects women at a much higher rate than men, mostly due to blood loss from menstruation. Lucky Iron Life cooking tools release gentle, consistent amounts of iron without causing constipation or nausea. Their bioavailable iron has high compliance rates because it is gentle on the body and effective in helping prevent iron deficiency anemia.

Magic Hour

Magic Hour's Queen of the South tea is the perfect way to satisfy all your senses. This sensual tea is a naturally caffeine-free alternative to that early morning cup of coffee, designed to detox your body, balance your blood sugar, and ease inflammation. With bold and delicious flavor notes of chocolate, cinnamon, and coffee (chicory), prepare to lose yourself in the rich, sultry blend of herbs and spices. Crafted to nourish your mind and body, every deeply satisfying sip of this adaptogenic tea will boost your mood and help you feel calm and collected, ready to face whatever the day brings. But this detox tea isn't just for the morning - since it's caffeine-free, you can enjoy the benefits all day (or night) long.



Maui Cookie Lady

The Maui Cookie Lady (MCL) is a distinctive brand of premium, freshly-baked gourmet cookies that feature an array of locally sourced ingredients throughout the islands. Featuring Scrooged Stuck at Home, a delectable gourmet cookie from the island of Maui. This beauty incorporates Kahlúa Coffee Liqueur, Candied Pecan, Browned Butter, Raw Organic Sugar with a Maple Syrup Molten Chocolate Center. The Semi Sweet Drops and Hawaiian Sea Salt cut the sweetness. Topped with Kahlúa Chocolate Drizzle makes for a great gift for someone who has everything.



Mightylicious

Award-winning Mightylicious Gluten Free Cookies Spread the Holiday Joy with Classic holiday flavors in 7 Varieties without the gluten or allergens. Mightylicious hand-crafted cookies truly have it all: amazing flavor, perfect texture, clean ingredients, Certified Vegan, Kosher, Gluten-free and non-GMO. —everything you want in a cookie except the gluten. The Holiday Bundle includes Brown Butter Shortbread, Brown Butter Chocolate Chip, Oatmeal Coconut, and Salted Peanut Butter.

Oishii Sake

Oishii Sake, the fresh face of sake that's making waves with its bold statement: 'Sake, not just for sushi anymore™'. This innovative brand, freshly launched, is setting out to revolutionize how we experience sake with its blend of authentic Japanese craftsmanship and American ingenuity.

The Cloudy Oishii Nigori variety is a delightful, lightly sweet sake with tantalizing notes of banana and melon, perfect for those who love a smooth, fruity profile. The Clear Oishii Sake is crisp and refreshing, with subtle hints of pear and melon, this sake is an elegant choice for any occasion.



Onyx Coffee Lab

Give the gift of adventure and community with Onyx Coffee Lab's 7th Edition Coffee Advent Calendar. This curated collection takes coffee enthusiasts on a global flavor tour, with 24 distinct coffees sourced from regions like Ethiopia and Guatemala. Starting on December 1, each day reveals a new coffee to savor, share, and explore alongside a worldwide community of fellow coffee lovers. From unique origins to carefully crafted tasting experiences, this Advent Calendar is more than just coffee — it's a journey into the heart of specialty coffee culture. Perfect for those who cherish their coffee rituals. Join us as we celebrate the diversity of flavors, the depth of stories, and the connection between coffee lovers worldwide.



oo-Lah Cocktails

Bring the taste of vacation to the holiday season with oo-Lah Cocktails. This veteran-founded brand offers a range of premium ready-to-drink cocktails, including flavors like Island Girl and Spicy Margarita. Convenient and delicious, they're perfect for festive gatherings or as a fun gift for cocktail lovers. Crafted and canned with care in the USA (Hollywood, FL!).

Pampered Chef

Take your pizza night to a whole new level! Pampered Chef's iconic pizza stones are pre-heat and oven-safe up to 550°F (287°C) so pizza crusts are perfectly crispy every time. The raised lip design on the back edge makes transferring pizza on and off the stone easier than ever (and keeps it secure when cooking!) with integrated handles to make the stone easy to grasp. The Pizza Stone features natural clay cookware, made with Pampered Chef's new StoneFusion material, this is the strongest and most durable stoneware yet, which means at home cooks can pre-heat, broil, and even put it in the dishwasher. Use it to make your favorite baked goods, frozen foods, or reheated leftovers that are just as good or better than day one. And it only gets better with age. A nonstick seasoning will develop as you use it—the darker it looks, the better it cooks!



Popsmith

When it comes to gourmet gifts, Popsmith Poppers are a standout choice. Known for their artisanal flair and bold flavors, these handcrafted popcorn treats elevate snack time to a gourmet experience. Made in small batches with high-quality ingredients, Popsmith offers two classic flavor combinations—Oh Sooo Buttery and Classic Kettle. The attention to detail in every bite makes Popsmith Poppers a thoughtful gift, ideal for any foodie or snack lover. Whether it's for the holiday season, a special occasion, or a simple "thank you" gesture, their sleek packaging and irresistible flavors leave a lasting impression. Popsmith doesn't just make popcorn—they craft memorable experiences. In an era where consumers crave authentic, high-quality treats, Popsmith Poppers deliver both taste and style, making them one of Food & Beverage Magazine's top picks for gifting this year.





Primo Water Rolling Cooler

The Primo Water Rolling Cooler is a convenient portable hydration station and is perfect for active people such as campers, tailgaters, outdoor enthusiasts and families on-the-go. The insulated cooler bag holds a 5-gallon water bottle and five pounds of ice. Its lightweight wheeled cart makes it easy to transport water and can also be rolled to water-bottle exchanges and refill stations to quickly refresh a supply. Available in black or blue. (Dispensing pump and water bottle sold separately.)

Purity

Paying homage to the coastal charm of Italy's Amalfi Coast, Purity Citron opens with a radiant nose of bright lemon and a mélange of tangy, fresh-squeezed citrus. With each sip, the unique blends of tart lemon and dry floral sweetness unveil themselves. In the spirit of citrus being winter fruit, the expression offers a unique blend of citrus fruits and herbaceous essences, making it perfect for sipping slowly or mixing into holiday cocktails.



Quadraforce

QUADRAFORCE is a straight bourbon whiskey, blended from four different bourbons originally distilled in four states, from four different grains each aged at least four years in charred new American white oak barrels. In keeping with Filmland Spirits' creative process, this newest expression was inspired by an original B-movie concept. QUADRAFORCE: Behold the Blend of 4 tells the tale of a parallel universe where World War II has ravaged the US. The powers of evil have unleashed a vicious attack, and as the dust from an atomic test gone wrong clears, four Americans emerge – survivors, but each now equipped with impressive super powers. Can these four come together to create a fearsome foursome to battle evil and save the world? Only a sip will tell. This single bourbon is available in four different label editions, each featuring one of the QUADRAFORCE heroes and representing one of the four states of distillation.



Sapphire

Protect, showcase, and dispense your wine collection with the Sapphire 4-Pour Wine Bar. This luxury wine dispensing system stores up to 64 wine bottles and 18 mini champagne or sparkling wine bottles, making it ideal for restaurants, bistros, cafes, and wine bars. With adjustable storage zones ranging from 38°F to 65°F, it preserves your collection at the perfect temperature. The integrated Argon Gas dispensing system taps 2 bottles per zone and keeps open bottles fresh for up to 6 months. Featuring a double-paned, UV-coated glass door, your wine is shielded from harmful light exposure. The sleek black glass exterior with matching doors and smooth-glide stainless steel racks offers a sophisticated look. Perfect for increasing sales of special vintage wines by the glass, the 4-Pour Wine Bar is the ultimate solution for showcasing premium selections and enhancing your customers' experience.

Sausalito Liquor Co.

Sausalito Liquor Co. is a Northern California spirits brand with delicious, bold and unapologetically drinkable gin and whiskey lines. And now it went out and built a killer chocolate liqueur. This ain't your grandma's after-dinner tippie. The Unsinkable Chocolate Liqueur is loaded with lots of exceptional TCHO Chocolate. Whether added to a chocolate martini, used in desserts, or just sipped neat, this creme de cacao is ridiculously drinkable with a spirit that's unsinkable. It's 48 proof / 24% ABV, available in 750 ml bottles for \$33.99, and bottled in 100% recycled bottles. It's available online and in select Northern California restaurants, bars and stores. It's the perfect and delicious hostess gift!



Seven Seals

The perfect gift for whisky lovers who are always in search of new taste experiences. This elegant tasting set includes twelve unique whiskies from the Seven Seals Zodiac Line, all finished with different wood types to embody the individual character of each sign. Each bottle contains 50ml of a unique Single Malt, inspired and named after the Zodiac signs: Age of Aries: Triple Port Wood Finish, Age of Taurus: Peated Double Port Wood Finish, Age of Gemini: Peated PX Sherry Wood Finish, Age of Cancer: Peated Sherry Wood Finish, Age of Leo: Double Sherry Wood Finish, Age of Virgo: Sauternes Wood Finish, Age of Libra: Rum Wood Finish, Age of Scorpio: American & French Oak Finish, Age of Capricorn: Peated Double PX Sherry Wood Finish, Age of Sagittarius: American Oak & Sherry Wood Finish, Age of Aquarius: Peated American Oak Wood Finish, and Age of Pisces: Double Oloroso Sherry Wood Finish.





Sojourn Cellars

The perfect gift for the wine lover on your list. Sojourn Cellars has been crafting elegant Pinot Noir wines since 2004, including their flagship, their Sangiacomo Vineyard Pinot Noir. The vineyard is located at the western base of Sonoma Mountain in the blustery Petaluma Gap region in the Sonoma Coast. This vintage featured long hang times, resulting in robust flavors with depth and complexity. This wine offers an intriguing blend of dark red fruits and forest floor with the signature Sangiacomo creamy texture. This Pinot offers excellent acidity with silky tannins that are enjoyable now yet will age well in your cellar. Ideal for those that like to drink now, as well as those that like to age their wines before drinking.

Spice Madam

Spice Madam boxes are a fun way to connect with family & friends around a themed dinner night with music, food and discovery about other countries. In each box are themed destination spices, matching recipes to make a full course meal for 6-8 people and a Spotify music playlist from a different destination every month, as well as a welcome care with fun facts and travel tips from the destination country. Each box comes with a menu plan and a shopping list (organized by store category) to help with planning. This helps busy customers save time on trying out cuisines from other countries, searching for the spices, looking up recipes & finding a way to tie it all together. Every box sold supports a non-profit that impacts youth education. Spice Madam's mission is to bring people together through food.



Steeped Coffee

The perfect gift for the coffee aficionado in your life from Steeped Coffee. The Complete Coffee Collection includes 24 servings of their best-selling. The Variety Pack includes: The Lineup, two Steeped Coffee snowglobe mugs and a must-have Fellow Stag stovetop pour over kettle.





Sun Moon Rising Wine

Uncork the magic of the cosmos this holiday with a bottle of Sun Moon Rising - the world's first astrology-inspired wine brand. Curious, adventurous and outgoing, Sagittarians enjoy meeting new people, telling stories, and connecting deeply with those around them. Playful and brave, this Fire sign enjoys trying new things and bringing light and humor to the mundane. Cabernet Franc is easygoing and refreshing with an aroma of mint that matches a Sagittarius' honest and inquisitive personality. This medium-bodied wine is bright and smooth with accents of ripe raspberry and violets. Like the long finish of the Cabernet Franc, Sagittarians leave a lasting impact. As a mutable sign, they love to travel and see new sights, like this grape, which grows across the globe. Sun Moon Rising Wine makes a great gift for any host or holiday party! Varietal: Cabernet Franc; Appellation: Finger Lakes; Alcohol: 12.8%

Tamalitoz

Hold onto your sombreros for Divine Watermelon Tamalitoz! These handcrafted candies are not your typical watermelon treats; they are pillows of sugary bliss that capture the sweet, juicy essence of a Mexican summer. Each bite transports you to sun-drenched days, bursting with vibrant flavor. But there's a twist! Each candy is dusted with a sprinkle of chili-lime magic, creating a tantalizing fusion that ignites your taste buds and sends them dancing. This delightful combination of sweetness and spice creates a flavor fiesta that will have you exclaiming "Ay caramba!" and reaching for more. It's no surprise that Divine Watermelon Tamalitoz is a top seller; they offer an irresistible escape to tropical bliss with every bite. Perfect for sharing or indulging solo, grab a bag (or three) and prepare for a flavor explosion more fabulous than a mariachi band in sequins! Experience the joy of Divine Watermelon Tamalitoz today!



The Brew Shucker

The Brew Shucker is a convenient, two-in-one tool that efficiently opens oysters and bottles. Its ergonomic design makes shucking oysters easier and safer than conventional tools. Its built-in bottle opener adds convenience and practicality to barware tools - the perfect gift for the entertainer!



The Caviar Co.

Indulge your caviar dreams with a curated caviar tasting set for 12 days of luxury with The Caviar Co. "12 Days of Caviar" Essentials Collection – enough for each night of Hanukkah or the countdown to Christmas. Packaged in a chic and festive box which fits directly into your home refrigerator with mini drawers to open each day, this collection is made to indulge. It is the perfect gift to treat at-home entertainers, caviar lovers, or foodies alike to days and nights of indulgence. Each set includes 1oz jars of all 12 roe and caviar product The Caviar Co. offers (perfect for two), mother of pearl spoons, a gold caviar tin key, and an exclusive recipe book catered to each caviar/roe variety providing all the essentials for full tasting experience!

The Family Jones

The ideal gift for someone who loves a mixed drink yet always seems to be on the go, The Family Jones Automatic Jones Early Grey Negroni is the classic cocktail, on demand. This bitter and sweet concoction is made with house-made liqueurs and the brand's Early Grey Juniper Jones Gin, a barrel-aged gin enhanced with Earl Grey tea. It is perfectly balanced with notes of citrus, juniper, and bitter herbs. As easy to drink as it is to prepare, simply pour over ice and stir (add a twist of orange for bonus points!). The Earl Grey Negroni makes the perfect hostess gift, or save for your own holiday hosting this year.



The Mala Market

Recreate the defining taste of Sichuan food — má (the numbing of Sichuan pepper) and là (the heat of chili pepper) — in your Chinese home cooking with the help of The Mala Market. This mother, daughter importer is bringing Sichuan heritage products from China's time-honored brands to the US for the first time so you can take your home cooking to the next level. Discover small batch, artisanal ingredients from peppers and chilis to soy sauce and vinegar. Source hard to find Sichuan ingredients like: Starter Sichuan Collection - Dip your toe into the world of Sichuan food with this collection of must-have ingredients and recipe cards for five beloved dishes, Sichuan Pepper Sampler - Savor three different peppercorns with their own distinct flavor profiles, Sichuan Dried Chili Collection - Find your favorite heat level and fragrance from a range of freshly harvested chilies.





Tocabe Indigenous Marketplace

Tocabe Indigenous Marketplace, with a mission to bring native foods to the mainstream, recently launched their Harvest Meals and Little Harvest™ Meals—a line of nutritious, Family-friendly, and ready-made meals featuring Indigenous ingredients sourced from local and Native producers. Inspired by childhood favorites, Little Harvest™ offers 14 yummy options for breakfast, lunch, and dinner. And for parents, Tocabe's Harvest Meals features elevated, ready-made meals like the Bison Sonora Bowl. The best part, there's no subscription required! Tocabe is breaking barriers by championing Native farmers, ranchers, and food producers, creating a fair and sustainable food system that benefits American Indian communities.

The Republic of Tea

A crisp autumn day isn't complete without a warming cup of tea in hand. To fulfill your fall fix as we approach the cozy season, beloved tea purveyor The Republic of Tea presents an array of healthful, spiced blends that embrace the quintessential flavors of the fall – pumpkin, apple, cinnamon, cranberry, chai, and beyond. With premium, great-tasting ingredients, the teas are the perfect guilt-free treat that boast wellness-boosting herbs and botanicals for the cooler temps. We've rounded up some top blends that we'll be sipping this season with images and descriptors, below, for consideration in any gift guides, wellness-focused product roundups, or similar coverage. The Harvest Stackable Tea Tin features three individual airtight compartments, each containing 12 natural, unbleached, round tea bags. The stackable contains Hibiscus Cranberry, Hot Apple Cider, and Pumpkin Spice.



UNA Vodka

This holiday season, treat your favorite someone to the botanical wonders of UNA Vodka, a revolutionary premium vodka brand that blends tradition and innovation to deliver a smooth and elegant low-ABV botanical spirit. Boasting a floral taste, botanical nose, and crystal clear appearance, UNA's essence is the artful infusion of 100% pure American corn vodka infused with natural flavors and colors rendered painstakingly from begonias, Florida orange blossom, and vanilla flower from Madagascar. Whether you're celebrating a special occasion or simply want to impress your guests, UNA Vodka is a gift that will be cherished long after the last sip. Dazzle and delight this holiday season with the full UNA Vodka experience and enjoy the brand's lineup of curated cocktail recipes.

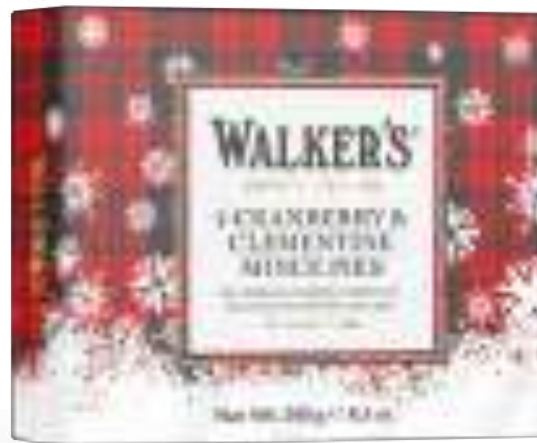


Unicorn Poop Taffy

Bring a touch of magic to your taste buds with our Unicorn Poop Taffy Bag! Bursting with the sweet, nostalgic flavor of cake batter, this whimsical treat promises pure delight in every bite. Made in the USA, each piece is softened through a special 24-hour conditioning process, creating that melt-in-your-mouth texture you crave. Perfect for unicorn lovers and taffy enthusiasts alike, this fun, colorful candy makes any moment feel enchanted. Indulge in a treat that's as fun as it is delicious.

Walker's Shortbread

Walker's Shortbread's Cranberry & Clementine Mince Pies make an ideal gift for hostesses during the holidays for several reasons. While mince pies are a classic holiday treat, the Cranberry & Clementine flavor adds a fresh, fruity twist that feels both festive and special. It's a thoughtful gift that blends tradition with innovation, making it stand out from more common holiday treats. Walker's Shortbread is known for its beautifully designed packaging, which makes these mince pies an attractive, ready-to-gift option. The elegant presentation adds a level of sophistication that is sure to impress any hostess. Made with real cranberries, clementine zest, and Walker's renowned buttery shortbread crust, these pies offer a high-quality, gourmet treat that's perfect for a hostess who appreciates fine food and premium ingredients. This mix of seasonal charm, premium quality, and gift-ready presentation makes the Cranberry & Clementine Mince Pies a thoughtful and delightful holiday offering.



XXI Martinis

XXI Martinis Chocolate Peppermint Martini is a seasonal, limited-edition flavor that offers a festive blend of rich, velvety chocolate and cool peppermint. The first sip delivers a creamy chocolate flavor, balanced by the refreshing kick of peppermint, creating a delightful contrast. The premium vodka provides a smooth, clean finish, while the minty sweetness lingers on the palate, evoking a holiday-inspired treat. XXI Martinis Chocolate Peppermint Martini comes in a beautiful bottle, delivers liquid joy and festive spirits as a dessert-like martini with a twist of seasonal freshness, and it brings the perfect pour every time. It includes 6 ready-to-serve martinis per bottle, is 15% ABV, and is gluten free. Available online and in bars, restaurants, and grocery stores throughout the country.



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The Guest House Austin Held **F1 Race Week Social Club Inaugural Series** in Collaboration with Resorts World Las Vegas, Zouk Nightclub, Inkind and Don Londres Tequila

The series was held in Austin, TX at hotspot restaurant, bar and lounge The Guest House, October 17th-20th, 2024, in partnership with Resorts World Las Vegas, Zouk Nightclub Las Vegas, and InKind, was curated and hosted by Dre London, with DJs such as Cedric Gervais, Chantel Jeffries and Loris Karius, as well as NFL's Jamaal Charles, headlining October 17-19th. Guests enjoyed Ghost energy, Don Londres Tequila and Liquid Death water.

Resorts Worlds' Ron Nicolli and Jared Garcia were on hand all weekend co-hosting the series, along with The Guest House owner Raj Kumar.

The series headlined on Saturday evening, October 19th, with a premiere set by international DJ Cedric Gervais, with guests in attendance such as Jesse Metcalfe, Matt Nordgren and Brooks Nader.

The series is hosted and curated by Dre London, and kicked off on Thursday, October 17th, 2024 with a DJ set by Chantel Jeffries with guests on hand such as Dallas Cowboys' NFL player Micah Parsons, Actor Geoff Stults, TV personality and renowned chef Gordon Ramsey, TV personality and former college football QB Matt Nordgren, Influencer and TV Host Yess Julz, Bodybuilder Justin Mihal, Film Producer Maurice Fadida, male supermodel and footballer Loris Karius, The Influence founder Ali Lasky, and many more industry notables, F1 enthusiasts, models and influencers.

Friday Night the series was DJ'd by notable Italian footballer and male supermodel Loris Karius and guests in attendance included Gordon Ramsay, Brett and Jason Oppenheim from *Selling Sunset*, Mary and Romain Bonnet from *Selling Sunset*, Stacy Keibler and her husband Jared Pobre with a group of friends, actor Josh Hopkins, host Dre London, and more.

On Saturday Afternoon, October 19th, The Guest House hosted an NFL Brunch for F1 weekend, with a special guest DJ set by NFL player Jamaal Charles. Other football players in attendance at brunch to support the much buzzed about game rocking gear from UT (University of Texas) included Mike Griffin, Brian Orakpo, Derrick Johnson, Jermichael Finley, Chykie Brown, Colt McCoy, Matt Nordgren (former QB), and actor Jesse Metcalfe, among others.

Sunday night October 20th for dinner included guests such as Jeannie Mai and the entire F1 ALPINE Racing team, among others following the main race.

A signature tequila cocktail menu for race weekend highlights Dre London's Don Londres Tequila, specifically their Mango Margarita, and Ghost Energy fueled guests all evening.

The Guest House Austin is a recently opened dining destination in downtown Austin, a welcomed restaurant and bar addition to the burgeoning and ever evolving Austin foodie scene. The Guest House brings a new and exciting vibe to Austin, which is why it has become an



“Inviting you to a place where familiar tastes are reinvented, where meals become celebrations, and every guest is family. Experience the crafted simplicity of our cuisine and the thoughtful elegance of our space.”

- The Guest House Team



in-demand hotspot in just a short time with VIP patrons on the regular, inclusive of its popular outdoor dining patio. Steve Aoki, Dasha, Brandi Cyrus, Adrian Grenier, Gary Clark Jr, sports great Michael Jordan, Jamie-Lynn Sigler, NFL players and many more have dined at The Guest House. Located in the heart of Austin, The Guest House brings a blend of comfort and fine dining at the helm of Executive Chef Todd Mark Miller.

Signature Menu Items on The Guest House menu overall since inception include Buttermilk Chicken Tenders, BBQ Bacon Sliders, Steak Tartare, Spicy Rigatoni, Wagyu French Onion Burger, an extensive Raw Bar with items such as Maine Lobster, Hamachi Crudo, and Coastal Oysters, to a Caviar menu featuring Ossetra Caviar Toast, a Traditional Caviar Service, and an abundant selection of large plates such as Seared Diver Scallops and The King Ranch Wagyu Steak. The mixology menu features an assortment of delicious cocktails, rich dessert cocktails, and sangria, to items like jello shots, plus a hot tea and coffee program. The Guest House RaceWeekend menu highlighted other specialties such as Wagyu Sliders, Lobster Rolls, Caviar Cones, Spicy Rigatoni, Kale Caesar, and more.

“Inviting you to a place where familiar tastes are reinvented, where meals become celebrations, and every guest is family. Experience the crafted simplicity of our cuisine and the thoughtful elegance of our space.” - The Guest House Team.

Guest House Austin is Located at 110 San Antonio Street in Austin, TX. Visit online <https://www.welcometgh.com/> and Follow at @welcomeTGH

The Guest House next expands to Las Vegas, more information to follow.



A RETURN TO HER ROOTS

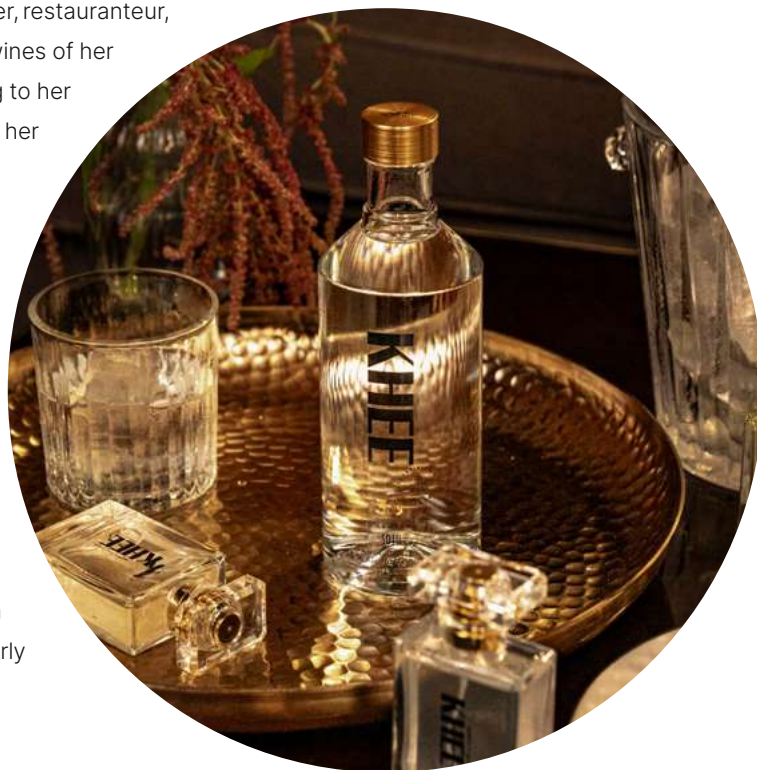
*Eva Chow is Ready to Introduce
the World to Premium Soju*

Entrepreneur Eva Chow is already an accomplished fashion designer, restaurateur, art ambassador and wine connoisseur with a couple successful wines of her own. Now, the hardest working woman in Los Angeles is returning to her roots and getting into the soju business with the introduction of her premium soju KHEE.

Born in Seoul, South Korea, Chow moved with her family to Los Angeles in 1974 as a teenager. She got into fashion and the restaurant business building an empire that allowed her to hobnob with celebrities and fulfill all her philanthropic dreams. She made her life in the U.S. and didn't rediscover Korea until she was an adult.

"I really didn't have any kind of grown-up social experience in Korea until I started going back to recruit Korean artists to bring back their work to the U.S. for the [Los Angeles County Museum of Art]," she explains saying she started going to Korea regularly beginning around 2010.

Header: Photography Credit - Cho Gi Seok



“THERE IS A GENERATION THAT GREW UP DRINKING THIS. I THOUGHT WHY NOT MAKE A REALLY PREMIUM, DISTILLED SOJU, THE TRADITIONAL WAY USING THE BEST RICE AND SPECIAL ROCK WATER FROM THE GROUND. MAKE SOMETHING REALLY GREAT THAT I COULD BRING TO THE REST OF THE WORLD.” *Eva Chow*

On each of her visits Chow says she would be handed a bottle of soju but it just wasn't up to her taste. As a wine lover she wondered how it could be improved and began researching the long history of Korea's national spirit.

“That drink has its own taste and his own culture,” Chow admits of the diluted soju version's popularity. “There is a generation that grew up drinking this. I thought why not make a really premium, distilled soju, the traditional way using the best rice and special rock water from the ground. Make something really great that I could bring to the rest of the world.”

Globally, soju had a market share of \$5.3 billion in 2023. A large portion of that in Korea. Soju is a versatile white spirit that can be enjoyed straight, on the rocks or mixed into cocktails. There are also fruit-infused varieties. While soju appeals to budget-conscious consumers there has been a rise of premium and craft soju offerings coming to market. That's where KHEE enters.

“People are into drinking finer spirits these days. That's the trend, even for the younger generation,” Chow says. “So, I wanted to make a really proper premium soju to my taste. One that is smooth and good on the nose.”

KHEE launched in Korea in August 2022 and Chow began distributing the distilled spirit in the U.S. last year in California, Florida, Nevada and New York with the goal to expand nationally. It's currently served in some of the top hotels and restaurants in the world including at COTE Korean Steakhouses in New York, Miami, Singapore and soon-to-be Las Vegas when it opens at The Venetian in 2025.

The high-end, gluten-free spirit has zero additives—it's produced using only the best rice, water and yeast. To create KHEE, Chow traveled from Los Angeles to Seoul eight times over three years to meet with distillers and perfect the recipe.

“This was a passion project,” Chow says. “When I get an idea, a vision for something, I want to do it right.”



The big question is how America will take to an elevated soju spirit. But with the rising popularity of K-pop, Korean cuisine and Korean television shows and films in the U.S., Chow believes the appetite is there.

"I feel very passionate about it," Chow says. "I would like the world to know what soju, the Korean national drink, is all about. I want to tell them that it is a premium spirit. I want to see Soju as a category of spirit that can be enjoyed with all cuisines and occasions. There is nothing better than enjoying a spirit that is pure, smooth, gluten free, has a delicate flavor and you wake up feeling good (minus the hangover) after a fun night out sipping KHEE."

For more information visit: kheesoju.com.

"... I WOULD LIKE THE WORLD TO KNOW WHAT SOJU, THE KOREAN NATIONAL DRINK, IS ALL ABOUT. I WANT TO TELL THEM THAT IT IS A PREMIUM SPIRIT. I WANT TO SEE SOJU AS A CATEGORY OF SPIRIT THAT CAN BE ENJOYED WITH ALL CUISINES AND OCCASIONS..." *Eva Chow*



Photography Credit - Cho Gi Seok





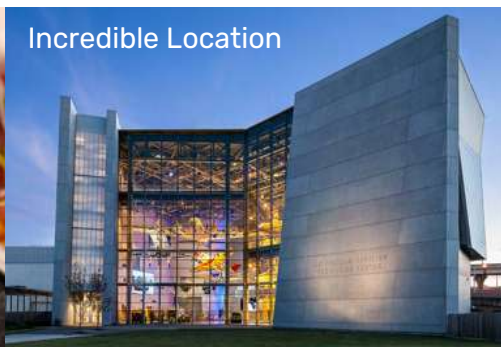
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NOVEMBER 2024

MAGAZINE



**CELEBRATING THE
NATIONWIDE EMBRACE
OF VETERAN-OWNED
FOUR BRANCHES BOURBON**



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NOVEMBER ISSUE 2024

COVER IMAGE

Four Branches Bourbon Co-Founders
Mike Trott, Rick Franco,
Harold Underdown, and RJ Casey
Image Credit: Charlie Shin

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Veterans
from the
Army, Navy,
Air Force
and
Marines.

SERVE HONORABLY.® DRINK HONORABLY.®



Why Chefs & Beverage Directors Nationwide Embrace Veteran-Owned Four Branches Bourbon

With its premium quality and commitment to supporting veteran causes, Four Branches Bourbon is quickly becoming a favorite on menus across the country.

In a competitive market where authenticity and purpose matter as much as taste, Four Branches Bourbon stands as a beacon of both. As a veteran-owned brand with a mission rooted in giving back to those who serve, Four Branches is fast becoming a favorite among chefs, mixologists, and beverage directors nationwide. Its rich, smooth flavor profile speaks to the craftsmanship that goes into every bottle, while its story of service and sacrifice resonates with patrons looking for more than just a quality drink. This is a bourbon crafted with care, steeped in tradition, and driven by purpose.

Founded in 2022 by veterans representing four branches of the U.S. military—Harold Underdown, US Navy; RJ Casey, US Army; Mike Trott, US Air Force; and Rick Franco, US Marines—Four Branches Bourbon was born out of a shared commitment to honor their brothers and sisters in arms. For Rick Franco, the vision for Four Branches started during a mission in Iraq. After his time in the Marines and while working for the CIA as a lead contractor, Rick recruited his VMI classmate and fellow Marine, Greg Wright, Jr. to join him at the CIA. On Greg's first mission overseas, his team was caught in an ambush, and while Greg heroically saved the lives of those around him, he tragically lost his own in the attack. Rick was the one who had to bring his friend home. The inspiration for Four Branches began there, with a desire to create something meaningful that would honor the sacrifices made by their comrades.





RJ Casey
US Army

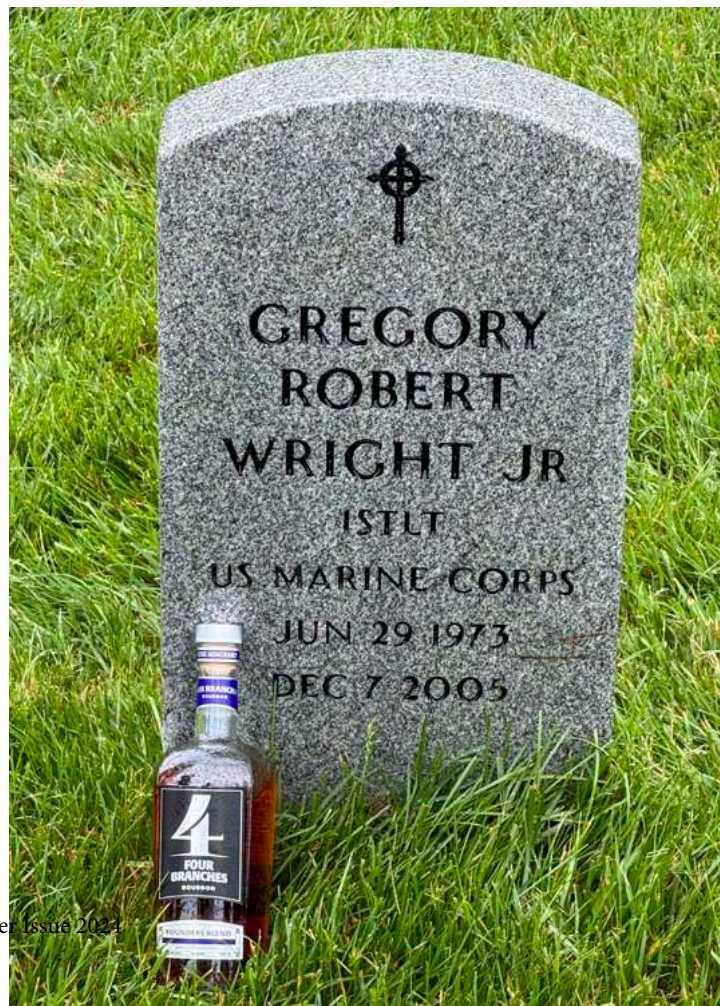
Mike Trott
US Air Force

Rick Franco
US Marines

“

We all have our reasons for wanting to give back, but for me, it was always about honoring the memory of Greg and others like him...

– Rick Franco, Co-Founder
Four Branches Bourbon





Harold Underdown
US Navy



“We all have our reasons for wanting to give back, but for me, it was always about honoring the memory of Greg and others like him,” Rick shares. “That’s why every bottle we make is about more than bourbon—it’s about remembering those who served alongside us, and why we say Sip to Remember®, don’t drink to forget.”

Harold Underdown, a retired Command Master Chief with the Navy SEALs, brings a different perspective, focused on the discipline and precision of crafting a great spirit. “After a career where attention to detail was everything, that’s exactly what we put into every bottle of Four Branches,” he says. “We had the great honor of Hall of Fame Master Distiller Steve Nalley joining us as we blended our initial release, Founders Blend. He’s the one who suggested we try a fourth grain – the wheat – which gave it that truly unique, smooth taste but still retained that element that lets you know you’re drinking bourbon. We like to call it the “Kentucky Kiss.” Man... that was a day none of us will ever forget!”

RJ Casey, a former US Army Special Forces soldier, speaks to the brotherhood that drives the brand forward. “For us, it’s not just about selling bourbon; it’s about supporting those who

have served,” RJ explains. “We’ve all seen firsthand the challenges veterans face when they come home, and we’re committed to making a difference.”

Mike Trott, who served in the Air Force and the CIA, emphasizes the importance of community. “We knew from the start that if we could create something people love, we could also make a real impact on the lives of veterans and their families,” he says. “It’s humbling to see how far we’ve come and how many people believe in our mission.”

Its flagship product, Founders Blend, is at the heart of this carefully crafted 4-grain bourbon, which reflects the founders’ dedication to quality and tradition. Founders Blend boasts an award-winning complex flavor profile that balances richness and smoothness with notes of caramel, vanilla, oak, and a hint of spice that lingers on the palate.

What sets the Founders Blend apart is its versatility. Whether enjoyed neat, on the rocks, or as the base for a sophisticated cocktail, this bourbon offers an experience that is both approachable and luxurious. Its smooth finish and layered flavors have made it a go-to for top chefs and beverage directors looking to elevate their menus.

Forging Connections: How Four Branches Bourbon Partners with Diverse Accounts

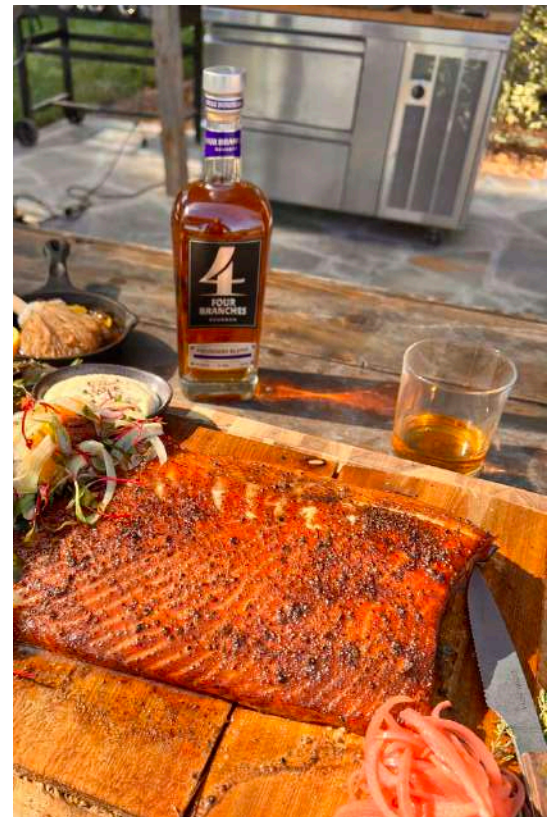
For those in the industry, Founders Blend is more than just a bourbon—it's a story in a glass, merging distilling craftsmanship with the honor of the veteran experience. With meticulous sourcing and aging, it has captured attention from experts like Fred Minnick and everyday enthusiasts alike. Recently, Founders Blend earned a Double Gold at the SIP Awards and a Gold at the ASCOT Awards, securing Four Branches Bourbon's place in the competitive spirits landscape. For many food and beverage professionals, Four Branches Bourbon has become more than just a product—they view it as a partner in their own efforts to offer something unique and meaningful to their guests. The bourbon's story of service resonates with patrons, many of whom are veterans or have family members who served in the military. This emotional connection, paired with the bourbon's exceptional flavor, makes Four Branches a standout choice for menus across the country.

One such supporter is Edley's BBQ, a Nashville-based, family-friendly barbecue chain that has embraced Four Branches Bourbon since its launch. Known for its community-driven spirit, Edley's added the signature cocktail called the Quiet Professional, featuring Four Branches Founder Blend to its permanent menu. "People we like to partner with and bring into our family are groups that support veterans... who embody that sacrifice," says Edley's owner Will Newman, who has several family members and employees who have proudly served. "We want to thank Four Branches for continuing to echo that we all serve a purpose in our country, and we should serve that purpose honorably." Their partnership has become a cornerstone of Edley's offerings, blending the restaurant's Southern hospitality with the bourbon's rich, crafted flavors.

About 30 minutes down the road to the south, Four Branches found a flagship home at The Troubadour, a luxury golf and residential community developed by Discovery Land Company, located in College Grove, Tennessee. Known for its exclusive, high-end lifestyle offerings, combined with an immersive experience, members love the unique combination of a craft cocktail and a curated dinner made with farm to table ingredients. The Troubadour was one of the first to adopt the Quiet Professional cocktail on its menu and then they started experimenting with seasonal offerings. Meanwhile, Executive Chef Anthony Endy was also inspired. "When I tasted Four Branches Bourbon, the notes I picked up were burnt orange and vanilla," says Endy. "I wanted something that could hold up to this bourbon without overpowering it, which led me to pair it with a rich yet lean salmon." The bourbon-brined king salmon, smoked over Oakwood and glazed with a bourbon maple finish, has become a signature dish at the restaurant." The Troubadour has been supporting Four Branches Bourbon since day one, and the patrons love the connection to the brand's mission to support veterans and first responders.



Executive Chef Anthony Endy enjoys making Troubadour's signature dish, the Bourbon Brined King Salmon, smoked over oak wood and glazed with a Four Branches Bourbon maple finish.





Sip to remember,



“

We want to thank Four Branches Bourbon for continuing to echo that we all serve a purpose in our country, and we should serve that purpose honorably.”

– Will Newman, Founder
Edley's BBQ Chains



The Four Branches Quiet Professional is available at all nine Edley's BBQ locations across Tennessee.

A Shared Mission: Supporting Veterans

Further west, The Canal Club at The Scott Resort & Spa in Arizona has made its own mark in celebrating Four Branches. Blending the charm of Old Havana with a New Orleans flair, The Canal Club offers a dining experience like no other.

Brailyn Mowrer, the Beverage Manager, shares how the bourbon's story resonated deeply with her. "Four Branches Bourbon is truly something special. The stories it tells, the love and care poured into its creation by the founders, and the well-balanced taste all come together to create an experience that lingers with each sip. Though I haven't had the honor of serving our country, many of my friends and family have, and it feels extraordinary to support a brand that pays such heartfelt homage to each branch of the military."

Dovid Kurtzman, a Marine Corps veteran and Sous Chef at The Canal Club, adds, "As a Marine Corps veteran, the traditions I value started in a small tavern in Pennsylvania, and I see that same spirit of camaraderie and collaboration in Four Branches. The versatility of Four Branches Bourbon, with its four-grain mash of corn, rye, barley, and wheat, creates a beautiful balance when enjoyed neat and serves as the perfect canvas for a range of cocktails and food pairings."



Marine Corps Veteran Jackson Snedeker, Jazz Henry, Mike Trott, Paul Harris (Sales Manager), Sous Chef Dovid Kurtzman, and Beverage Manager Brailyn Mawrer

A Sweet Alliance

Beyond the bar and the kitchen, Four Branches Bourbon has found a unique collaboration with Sandi Keller of Bomb Confections. A TikTok sensation known for her creative bourbon-infused treats, Keller reached out to Four Branches with a special gift of chocolates as a gesture of gratitude for their service.

"I'm so excited to share the story behind our collaboration with Four Branches Bourbon! I first discovered them on Instagram as they were just getting started, and I reached out, wanting to express my gratitude for their service with a special gift of chocolates. That simple gesture sparked a friendship, and over time, our shared passions led to this incredible collaboration. Their perfectly crafted bourbon blends beautifully with my custom bourbon-infused chocolates, creating a bonbon that's as rich in flavor as it is in meaning. It's a perfect pairing of flavors and people!"



Brand Champions



Four Branches Bourbon has attracted the attention of notable figures like Randy Couture and Ric Prado, both of whom have become Branch Champions for the brand. Randy Couture, a six-time UFC champion Hall of Fame mixed martial artist, and actor, is also a U.S. Army veteran. Known for his fierce competitiveness and dedication, Couture has been a strong advocate for veteran causes, making him a natural fit as a supporter of Four Branches.

Ric Prado, a former Air Force Pararescue Specialist (PJ) and decorated CIA operations officer, spent his career serving in some of the most challenging conditions worldwide. His deep connection to the military and intelligence communities makes his support for Four Branches particularly meaningful. "What these four outstanding veterans have built is more than just a great bourbon; it's a tribute to the sacrifices made by those who serve," says Prado. "It's an honor to support a brand that values those same principles of dedication, honor, and service."

How to Buy

Online:
FourBranches.com
Shipping available to
34 states

**In Select Markets
at Retailers,
Restaurants & Bars:**
TN, KY, FL, AZ, DC, MD

At Select AAFES & NEX stores



Our Giveback

In less than 18 months, Four Branches has helped
raise \$375,000 for veterans and first responder charities
— a testament to the quality of the bourbon
and the support of those who believe in the mission.

Registered Trademarks

Serve Honorably® | Drink Honorably® | Sip to Remember®



THE TEMPEST

INGREDIENTS

2 oz Four Branches Bourbon – Founders Blend
.75 oz Lemon Juice
.25 oz Maple Syrup
Dash of Angostura Bitters
3 oz Ginger Ale
Garnish: Lemon Slice

PREPARATION

Add all ingredients except ginger ale to a shaker with ice
Shake well and strain into a rocks glass over a single cube of ice
Top with ginger ale
Garnish with a lemon slice

MEANING BEHIND THE COCKTAIL NAME

This signature cocktail is inspired by our partnership with Tame the Kraken to support veterans suffering from mental health issues.

GET ON BOARD WITH TAME THE KRAKEN

Join us in supporting Tame the Kraken on an incredible voyage. Courageous Skipper Tim Crockett and his son Harrison will row a 24-foot boat 2400+ nautical miles across the Pacific Ocean, from California to Hawaii, to raise awareness of veterans' mental health issues. This is one of the toughest challenges on earth. Together, we can steer the road to recovery toward its full potential, ushering in a sea of change for veterans in need.

REVEILLE PUMPKIN SPICE ESPRESSO MARTINI

INGREDIENTS

1.5 oz Four Branches Bourbon – Founders Blend
.75 oz Coffee Liqueur
.5 oz Pumpkin Spice Syrup
1 oz Espresso
Garnish: Star Anise

PREPARATION

Add all ingredients to a shaker with ice
Shake well and strain into a coupe glass
Garnish with a star anise

MEANING BEHIND THE COCKTAIL NAME

Inspired by the military tradition of "Reveille," the morning bugle call that signals the start of the day, this cocktail blends the bold kick of espresso with the cozy warmth of pumpkin spice, creating a perfect mix of everything nice!





RANDY COUTURE'S TOLL ROAD

INGREDIENTS

2 oz Four Branches Bourbon – Founders Blend
3 oz Ginger Beer
.5 oz Lime Juice
Dash of Cinnamon Clove Tea Reduction
Mint Sprig
Garnish: Lime Wheel

PREPARATION

Add all ingredients except mint sprig to a mule glass with ice
Clap mint sprig in hands and place in a glass
Garnish with a lime wheel

MEANING BEHIND THE COCKTAIL NAME

This is Randy's signature cocktail, crafted by the man himself! If you haven't caught The Expendables series yet, put them on your must-watch list. Randy's unforgettable role as Toll Road, the tough-as-nails demolitions expert, is packed with the grit and strength he's known for—qualities that make him a true Four Branches Brand Champion.

QUIET PROFESSIONAL

INGREDIENTS

2 oz Four Branches Bourbon – Founders Blend
1 oz Amaro
.25 oz Maple Syrup
2 Dashes Angostura Bitters
Garnish: Lemon Peel & Luxardo Cherry

PREPARATION

Add ingredients to mixing glass
Fill with ice and stir
Strain into rocks glass over fresh ice
Express lemon peel
Garnish with a Luxardo cherry

MEANING BEHIND THE COCKTAIL NAME

In the military context, "Quiet Professional" refers to individuals who conduct their duties with a high level of professionalism, skill, dedication and discretion, often referred to as operating in the shadows. A sophisticated take on the classic Old Fashioned, this cocktail was crafted by the talented Erika Elliot in Nashville, TN, especially for Four Branches.



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