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4th Quarter 2011

# QUARTERLY MIXER



## Premier Beverage Steps Up for Students

Through a state sponsored program, Premier Beverage was able to fund scholarships for 3500 low-income children



We are proud to announce that Premier Beverage was able to contribute an impressive \$14,450,000 in redirected Alcohol Beverage Excise Tax to the "Step Up For Students" program in 2011. The state sponsored program allows companies to redirect a portion of their tax dollars to support the non-profit, Step Up for Students, which provides educational scholarships to children in grades K-12. Through the donated amount, Premier was able to assist 3,495 low-income children to receive an education better suited

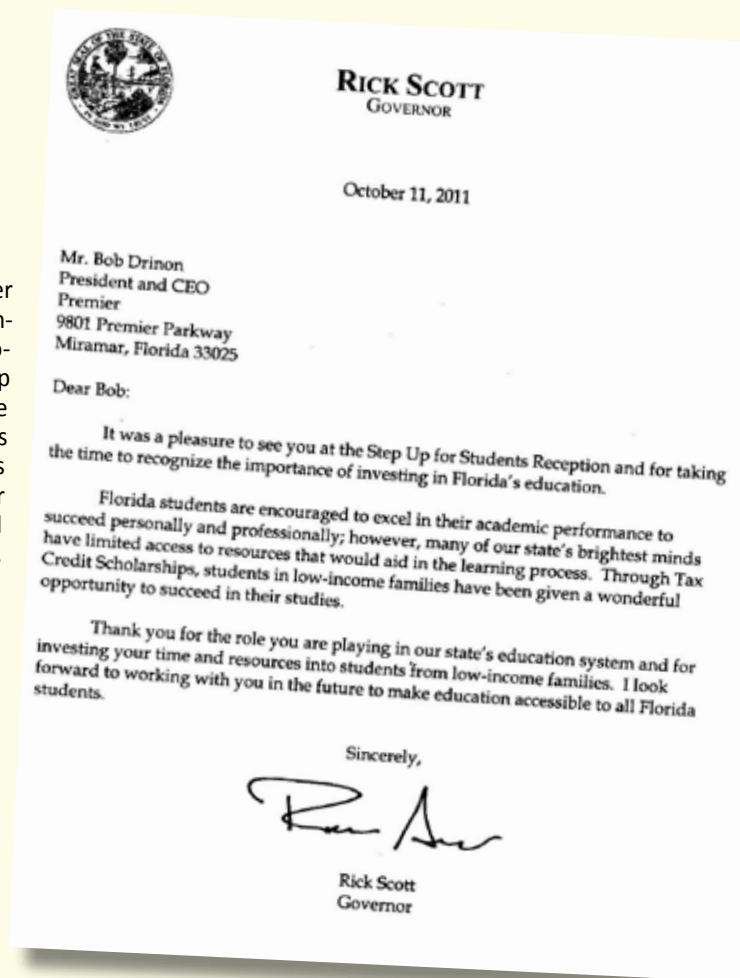
to their needs. "It was a no-brainer to be able to take money we were already going to pay to the state and designate it to such a great organization that supports the education of our youth."

It is well documented that a "one-size-fits-all-education" is not the best approach for every student. Families with the means may choose the perfect school for their child but that is simply not an option for many. Step Up For Students was created in 2001 to help alleviate the enormous educational challenges faced by children in Florida who live in or near poverty. In 2010, the program provided over 33,000 scholarships to low-income children.

The program provides Tax Credit Scholarships which allow the students to consider a private school or an out-of-district public school that may better suit their individual needs, an option which already is available to families of greater financial means. This choice is not based on whether the public school is judged as succeeding or failing. Rather, it recognizes that children learn in different ways and that our collective struggle is to help the students who often are at the greatest disadvantage in modern education.

Qualifying parents can use the grants to send their child to the public or private school that best meets their child's needs. The average income of the families accepted to receive scholarship dollars is \$26,504 with a household size of four. As scholarships can only be used for tuition and books, parents must also contribute approximately \$1,100 annually for their child to attend a school where they can excel. According to Step Up for Students, "Despite the challenge of making ends meet to enroll their children in the school of their choice, scholarship parents express that their financial sacrifice is insignificant when compared with the differences they observe in their children's academic achievements and social performance after being placed in an academic environment right for them."

If you or someone you know would like to learn more about the Step Up for Students program, please contact your local HR Department or visit the Step Up for Students website at [www.stepupforstudents.org](http://www.stepupforstudents.org).





## EXECUTIVE CORNER: Ted Love

“What exactly does Ted Love do?” This is probably a question many of you have heard or possibly asked yourself. Here are all the answers you have been looking for....well maybe not all of them.

After graduating from the University of Alabama with extended studies in Seville, Spain, Ted took a job with Flower’s Baking Company in Miami to further his Spanish skills. While working with Flower’s he met Ernie Paredes who talked him into coming to work for Premier Beverage Company. He began working in the grocery division and soon after took a four year hiatus with a competitor running the spirit business in the Florida Keys. Ted confesses that he learned very much during this time, but knew Premier’s business philosophy was the best fit for him. He then had the opportunity to return to Premier as the Area Manager in the Keys and has since spent his time as the H& R Spirits Sales Manager and most recently as the Director of Business Development.

In his current position, Ted focuses on major new account openings while also maintaining 20+ years of relationships throughout the state. He explains that while times have changed, “this industry is still a relationship business and that given most things equal, people still buy from whom they like”. Ted opened new accounts such as The Fontainebleau Resort, W-Hotels, Gansevoort Hotel, Blue Martini’s, Dream Hotel, Il Gabbiano, LIV,

Amnesia, Commander’s Palace (Destin), and Venue (St. Pete), to name a few. Relationships remain strong to this day. He is also consistently working on new account relationships and recently traveled to Toronto, New York City, New Orleans and Charlotte, NC to establish early relationships for potential new business.

Ted has great insight into the industry and I asked him to share some of his best advice to be successful in this industry:

- Understand that this industry is a lifestyle, not a job
- Don’t get caught up in toxic negativity
- Lead by example and don’t demand upon people things in which you cannot accomplish yourself
- Utilize the skills of your team in order to win the street and ensure Premier is the Distributor of Choice.
- If you tell someone you are going to do something, follow through and do it!
- There is no finish line in this business

Over the years, the tide has turned in the streets and Premier has become the Distributor of choice throughout the state. A comparison just fourteen years ago would have shown a disconnect between our top 50 accounts and our competitors. Ted recently did a new comparison which showed, to his excitement, the state’s top 50’s for both Premier and our biggest competitor almost exactly mirrored each other. “It’s been a long hard journey and it’s a testament to all our great leadership throughout the state as well as the entire company. Premier Beverage is truly the best company in this industry, with whom to work and build a career”!

## DRINK CORNER: ZAYA • DOW’S • IRON HORSE

### DOW’S PORTS

Serve with Cheese (Stilton / Blue), Crème Brulee, Biscotti & vanilla ice cream. Ruby with chocolate cake or mousse. Also pairs well with a good cigar.



### IRON HORSE SPARKLING WINES

Classic Vintage Brut: Serve as an aperitif with fresh berries, mushroom risotto or popcorn.



Nose: Caramel, vanilla, buttery, almond, marzipan, nutmeg, spice, black tea. Palate: Butterscotch, cream, hot butter, rich caramel, vanilla, honey, maple syrup. Finish: soft, light, sweet, smooth.

## PREMIER BEVERAGE BUILDS WORLD'S LARGEST WINE DISPLAY

by Adam Fusco

It's turquoise and blue and a little bit orange. It towers above one's head, has 11,550 feet and takes two tractor trailers to transport. It lives in a Wal-Mart store in Deerfield Beach, Florida.

Is this the latest discovery in exotic paleontology? No, but it's something just as extraordinary and a marvel to all who see it.

Premier Beverage, a member of The Charmer Sunbelt Group, set out to build the world's largest wine display. On Nov. 4, they did just that. Composed of 2,310 cases of Barefoot wine and Barefoot Bubbly, the monster construction took over 12 hours to load, unload and build.

*"This was truly an extraordinary achievement," said Eric Pfeil, executive vice president of Premier Beverage. "When you consider all the different levels within our organization and departments that were involved in this single, one-day event, you have to marvel at the cohesiveness of everyone working together."*



Loading the cases began at 4 a.m. The boxes, stamped with the Barefoot logo on five sides, took up a total of 38 pallets. Several challenges were met along the way to get to the point of actual construction, including acquiring adequate inventory and working out the logistics of the delivery. Several departments were involved, including Pricing/Programming, Inventory, Sales, Marketing, and Merchandising. Field Sales Manager **Ryan Solomon** managed the project. Other team members who worked on the program included **Tyler Moore, Victor Lopez, Steve Lampl, and Blake Liddell.**

It will take approximately four months to sell through this behemoth of wine. To celebrate and support this display, promotional events will be held each week. Jen Wall, Barefoot winemaker, is scheduled to appear at the store in January for a special event.

Meanwhile, we encourage all to stand in awe at a display of Barefoot wines never before seen in the world.

## AUGUSTAN'S WINTER TOUR

Greetings from Augustan! We are excited to report that the enthusiasm and anticipation is building throughout the market as we are just a few short weeks away from hosting the 2012 Winter Producer Tour - Europe on January 23rd – 25th, 2012. We are planning an unforgettable week of events that will connect twenty-four European winemakers and principals from our portfolio with Florida's best restaurants and fine wine merchants, all in a unique, "personalized" tasting format.

This is the second time we have hosted a "Producer Tour"; the first took place in January 2010, with 21 of our U.S. wineries attending from California, Oregon, and Washington. During the 2012 Tour, we will once again feature unconventional venue arrangements, including an historic country club, a charming "Old World" hotel, and an edgy live music hall.

We at Augustan feel a tremendous sense of pride and responsibility in terms of how we present these outstanding wines to the marketplace. In fact, many of the European producers joining us here are newly launching their partnership with Augustan and visiting Florida for the first time. The opportunity for them to connect with over 500 of the state's best fine wine customers, not to mention our sales and management staff, is truly a once-in-a-lifetime experience.

**For more information regarding January's events, please contact Marketing Specialist Brian Kerney at [brian@augustanwine.com](mailto:brian@augustanwine.com).**

In closing, please see below a sampling of the many kind words sent along to us from winemakers who participated in the January 2010 show:

*"I'm sure you all will have positive results both in sales and reputation as a distributor that does cool, high-end, professional events. As always, we here at Shafer Vineyards are so happy to be associated with the Augustan team." - Doug Shafer, Shafer Vineyards (est. 1972), Napa Valley, California*

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*"The Augustan event was the best wine tasting I have ever done. All of the guests had great things to say about the format." - Michael Honig, Honig Vineyard & Winery (est. 1986), Napa Valley, California*

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*"Personally, I have never had a market visit that came anywhere near it in terms of lasting effectiveness. Augustan wins, hands down. You have irreparably stolen my heart." - Robin Lail, Lail Vineyards (est. 1996), Napa Valley, CA*

## Around The State Tampa © Orlando © Miramar © Jacksonville © Pensacola



Miramar: Chef's Helping the Homeless



Miramar: Chef's Helping the Homeless



Miramar: Christmas on Las Olas

**HR CORNER: FOOD DRIVES • HOLIDAY PARTIES**



**MIRAMAR:** On December 10, 2011, over 200 Miramar associates attended a Holiday Gala at the Marriott Harbor Beach Resort. The evening included appetizers and cocktails served pool side with the main event being held in the Grand Ballroom.

Associates and their guests enjoyed premium Premier Beverage cocktails and an evening of entertainment that included a

DJ, dancing and dining. The event was held to demonstrate the Company's appreciation for all the hard work performed by all of our dedicated associates! Photos of the evening can be found on the R-Drive, in a folder labeled "Holiday Party 12-03-2011."

**PENSACOLA:** Associates and their guests attended their annual Holiday Party on December 2, 2011 at The Grand Marlin, a restaurant known for their outstanding seafood. In appreciation of the associates, Premier held a raffle and gave away prizes.

*"During the holidays, spending time and enjoying family is paramount. Getting together and sharing time with our work family is equally important. Our holiday party gives us a chance to do this. This year's party was enjoyed by all who attended and I believe we are a closer team from the event."*  
David Morgan



Both **Miramar** and **Tampa** held food drives for local charities this Thanksgiving. Miramar held a "Jeans Day" for Big Mama which resulted in 101 Turkeys being purchased from Publix and given to Big Mama for distribution to needy families! Tampa held a food drive and donated 400 lbs of food to "Feeding America – Tampa Bay". The local Human Resources Personnel delivered the massive amounts of food to both charities!

**Around The State** Tampa © Orlando © Miramar © Jacksonville © Pensacola

Miramar: Jeb Bush Golf Tournament



Jacksonville: Three Olives Snow Cone Pub Crawl



Orlando: Battle of the Parks



Miramar: Palm Beach Wine & Food Festival



Tampa: Southern Comfort Firey Pepper Kickoff



Orlando: Battle of the Parks

# WILSON DANIELS



Wilson Daniels recently launched their new website, with great positive feedback. The new site has changed the way that Wilson Daniels distributes news, reviews and press to keep their trade partners up to date on exciting media coverage.

Please follow the below steps to receive news from Wilson Daniels:

Sign up at [www.wilsondaniels.com](http://www.wilsondaniels.com), for any of the following four feeds.

1. All Reviews
2. All Hot Press
3. All 90+ reviews
4. All news

Following signup, each recipient will receive two emails from the website, the first confirming your email address and the second requesting a confirmation of your new subscription to Wilson Daniels news and reviews feeds. Please confirm your subscription in order to continue receiving news Wilson Daniels ([feeds@wilsondaniels.com](mailto:feeds@wilsondaniels.com)). Enjoy!



## KENDALL-JACKSON ON UNDERCOVER BOSS:

In what is sure to be one of the most talked about episodes of the season, CBS today announced Rick Tigner, president of Kendall-Jackson Winery — one of America’s favorite family-owned wineries — will be one of the next bosses to go undercover during the upcoming third season of the two-time Emmy Award-nominated reality series, “Undercover Boss.” The episode will air Sunday, Jan. 29, (8-9 p.m., ET/PT, check local listings). Kendall-Jackson is the first winery to be featured on the show.

In this eye-opening and emotional episode, Tigner went undercover to reveal aspects of the winemaking business rarely seen by those outside of the vineyards. The episode will follow Tigner, who dons a disguise so effective that even his close associates were fooled, as he explores all aspects of handcrafted winemaking, from vineyard to bottle and everything in between. Though Tigner is a 20-year veteran of Kendall-Jackson and has an extensive background in wine sales, the hands-on experience of “Undercover Boss” opened his eyes and his heart.

“I knew it would be an educational opportunity where I could look, listen and learn, but I didn’t know it would be an emotional one as well. Every day was an exciting and new experience — I loved being able to see our business from such a rare perspective,” said Tigner, who was promoted to president in May 2010. “I had an opportunity to see the passion and commitment our employees have for their jobs and this company. A lot

of work and talent goes into making a bottle of Kendall-Jackson wine, and I was honored to witness that first-hand.”

The episode comes at a unique time for Kendall-Jackson, and an emotional one for Tigner. The Santa Rosa-based winery’s founder, industry visionary Jess Stonestreet Jackson, passed away last April, leaving an important legacy— and a successful company— behind. “This company was built on Jess Jackson’s passionate commitment to quality,” said Tigner. “It was important for me to make sure we are continuing the work Jess started by building on the family legacy of quality, taste and unparalleled winemaking.”

Jackson was a monumental figure in the wine industry and helped to popularize Chardonnay for Americans, turning his company, Jackson Family Wines, into one of the world’s most successful family-owned and operated winemakers. The Kendall-Jackson’s Vintner’s Reserve Chardonnay remains America’s favorite Chardonnay today, more than 20 years in a row. Chairman and proprietor Barbara Banke, along with her and Jackson’s children Katie, Julia and Christopher, were also present for filming.

“This was the perfect opportunity for our new president to go undercover and check in on our founding principles of quality vineyards, family and hard work,” said Banke.

## SUCCESS STORIES:

Bacardi’s initiative the “Mojito Wave” program was in full swing on the west coast. Many accounts are seeing the mojito flying over the bars in record numbers. One of these great accounts is the Daiquiri Deck out of Sarasota. The account has wrapped the drink machines and is pushing the brand everywhere, but the neat hook is they are growing their own mint in house. This is being done in planters built in house by **Jeff Cox** and branded with Bacardi. They make sure the staff harvests the mint at least a few times per shift to draw attention. Congratulations to Account Development Spe-

cialist **Rob Westfall** and Area Manager **Zack Jolly** for putting this program together.

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Account Executive, **Lauren Sanchez**, recently ran a staff incentive at Urban Flatts in Jacksonville in which the staff chose their favorite cocktails and those that would best compliment their menu. The features included drinks from the “nice list” and also from the “naughty list”. This was a creative way to get additional distribution and help with Go To Market goals. Great Job! Try a Tennessee Toddy this holiday season!

### JACK’S TENNESSEE TODDY

- 1 ½ oz JD Tennessee Honey
- ¼ oz Bols Apricot Brandy
- 1 Lemon wedge
- 4 oz Apple Juice
- Ground Cinnamon

**Chilled** – Over Ice pour Whiskey, squeeze lemon wedges, pinch of cinnamon and Apple juice. Shake to mix. **Hot** – Heat Apple juice and add Whiskey, cinnamon and squeeze lemon and serve in mug or heat-resistant glass. Garnish both with lemon wedge and cinnamon stick.

## SUCCESS STORIES:



Chan's Wine World in Sandestin recently held a Banfi Collector's Club dinner that was a great success, thanks to Area Manager **Scott Valenti**, Account Development Manager **Tracy Bawcom** and **Darby Chastain** with Banfi. The team worked extensively together to generate invites, secure the inventory, negotiate the price offering, and to invite the proper group of "wine collectors". As a result of the dinner, the 32 guests in attendance ordered over 200 bottles of wine. Congratulations!

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Field Sales Manager **Will Kilgore** and Sales Representative **Justin Jaret** were able to secure a 100% Premier wine and cocktail list at Armando's Cucina, which opened in Winter Park in late October. In a little over six weeks this restaurant has depleted almost 250 cases of premium wines. Congratulations!

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Orlando Account Development Specialist, **Jenny Watkin**, was able to secure the coveted Wine Club at the Green Turtle Market in Indiatlantic Beach. In November she sold in 25 cases each of Hess Allomi Sauvignon Blanc and Amalaya. Great work!

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After a head scratching session at B-21 Fine Wine & Spirits in Tarpon Springs, FL merchandiser **Chris**



**Rackham** and Sales Representative **Shawn Reynolds** created a Christmas tree-shaped display. With bottles as ornaments, the 50 + case, eleven foot high tree was decorated with forty bells, eighty feet of garland, five strands of lights, and a multi-colored LED star up top. The tree was so popular with store manager Shannon Sprentall, that she asked another wholesaler to mimic it to the letter.

Our tree is the tallest thing at B-21, visible from everywhere but the men's room.

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The Charmer Sunbelt Group and Brown-Forman were pleased to kick off a new and exciting season of **TURF** – 'Tailgaters Urging Responsibility and Fun.' TURF is a multi-media program to raise awareness of responsible alcohol consumption by football fans. The objectives of TURF include promoting responsible drinking and having zero tolerance for drunk driving and underage consumption. As part of Charmer and Brown Forman's TURF plan in Florida, a suite was secured for the Dolphins/Eagles game at Sun Life stadium in Miami, FL.



Florida state officials and Premier and Charmer Sunbelt associates

On November 14th, The Peacock Room in Orlando hosted a Great King Street Whiskey and MAD MEN party. This party was a great success, as over 80 people were able to taste the scotch and The Peacock Room is adding the "Blood and Sand" to their new drink list. Congratulations to Account Development Specialist **Phil King** for working with **Mark Pruckner** to set this evening up!

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Congratulations to **Roger Myers** on his retirement! Roger worked at Premier Beverage for 40 years and held various positions with the company including Driver, Assistant Manager and Driver Check-In. Best wishes in your retirement!

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The Miramar H&R Spirits team conducted a competition during the first three weeks of the most recent Go To Market cycle with the Palm Beach and Martin county teams. The contest was evaluated by team and individual execution versus driver, development, activity and revenue goals and was a great way to show attention to the northern counties. To show how well the teams worked together, the theme for the week was Synergy- "two or more forces working together to produce a result not achievable by any of the forces working independently." The Northern sales representatives and ADS's in the area worked with various members of upper management throughout the competition including **Mark Schuetz**, **Eric Pfeil**, **Tim Sullivan** and **Nick Doyle**. Winners were sales representative **Gail Conde** in 1st place, **Matt Hazel** in 2nd, and **Brittany Twist** and **George Davila** tying for 3rd. The top team award went to Field Sales Manager **Bryen Dennis**. Congratulations and appreciation goes out to all who participated and assisted in setting up this invaluable program. – *Ed Breese*

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The Premier team recently attended the Grand Opening of Bob's Discount in Leesburg, FL, a great Premier partner account. This was a great team effort by Sales Representative **Pat Hoostal**, Field Sales Manager **Ritch Watson**, **John Haupt**, **Joyce Teixeira**, **Richard Nicol**, **Kevin O'Malley**, **Mike Knopp**, **Bryan Dupruis**, and **Jeff Cox**. Great Job!



Walgreens 3162 in Miami Beach was recently home to a 110 case Bacardi display thanks to **Jay Fennel**, State Chain Account Manager and **Alex Raton** with Bacardi. This was a huge success, as half of this area was taken by a competitor for the last year. Congratulations to the Walgreens team!

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After a summer renovation, the grand re-opening of The Loxahatchee Club was the weekend of 11/11/11. On Saturday, November 12th, Noble Wine Estates was chosen as the exclusive distributor to stock the member's lockers with wine! When all was said and done, the buyer ordered 22 different wines totaling over \$10,000 for their next delivery day. La Jota Howell Mountain Cabernet was the top seller with 8 cases sold. Congratulations to Sales Representative **Greg Weinberg** for securing this opportunity!

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An annual occurrence at The Quail Valley River Club in Vero Beach, FL is the "Stock Your Locker" member tasting. Noble Wine Estates has some exciting new imports in their portfolio, so Sales Representative **Greg Weinberg** tasted the buyer on an international mix of Italian and French wines. When the buyer called in the order, we were informed that Noble outsold all other distributors in the room by far!! All six wines shown on November 17th were sold to the club totaling 32.5 cases and over \$4,100 in total sales. The top seller was a new brand from Burgundy: Domaine Talmard with over 100 bottles sold.