



# THE QUARTERLY MIXER

4th Quarter 2009

## EXECUTIVE VIEWPOINT: THE ALLIANCE DIVISION



Joe Marotta,  
Executive Vice President,  
Alliance

Premier Beverage Company has aligned with two key wine and spirits suppliers, Bacardi USA and Brown Forman Corporation, to form a new sales division solely dedicated to their respective portfolio of brands. As the new Executive Vice President of the Alliance team, Joe Marotta shares his vision of the future.

“My vision for the Florida Alliance Division was to build the best Alliance Division in the country. In order to do this we had to recruit, hire and train the best possible candidates we could find. In order to accomplish this we envisioned everyone we interviewed to have the skill set to be promoted to a position of greater responsibility. We held job fairs in three markets and interviewed over 700 people state wide to fill 70 positions. The company is made up of a good cross section of current experienced employees and new hires. The new hires were a nice mix of experienced industry professionals, recent college graduates and talented sales people from other diverse industries. We are very pleased with the results we have achieved none of which would have been possible without the hard work and dedication of our Human Resource Department. We started the interview process in May and had all employees processed and hired by July 1st.”

## HR CONNECTIONS: INVEST IN THE BEST...YOU!

Now more than ever it's important to have a personal savings plan for retirement and not rely solely upon Social Security and pensions. Premier Beverage Company and the Charmer Sunbelt Group offer employees the option to participate in a 401(k) retirement savings plan. Full time associates over the age of 21 are eligible to enroll in the 401(k) plan at their time of hire. Associates can save from 1% - 16% of their salary and on the first month following one year of service Sunbelt contributes a 50% match for the amount you save, up to 6% of your pay. So, if you contribute \$100 per month to your 401(k), Charmer Sunbelt will contribute an additional \$50 for a total of \$150 savings for the month.

Associates are always 100% vested in their contributions to the 401(k) plan and will be fully vested in the company matching contributions and any earnings after 3 years of continuous service from their date of hire. Setting up a plan is easy and contributions are automatically deducted from your payroll pre-tax (which can actually increase your take home pay).

For additional information about retirement savings and 401(k) plans visit [www.401k.fidelity.com](http://www.401k.fidelity.com) or contact your Human Resource professional.

Information sourced from [fidelity.com](http://fidelity.com).

### In the Mix!

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# A LOOK AHEAD:

**NOVEMBER**  
**Benefits**  
**Open Enrollment**

**NOVEMBER 12**  
**Key West**  
**Holiday Show**

**NOVEMBER 13**  
**Riverwalk**  
**Get Downtown**

**NOVEMBER 25**  
**Thanksgiving Day**  
**Potluck**

**DECEMBER 5**  
**Premier**  
**Holiday Party**

# RECIPES TO NOTE:

## “The Ultimate Margarita”

2oz Cazadores Tequila

1oz B&B Liquor

1oz Fresh Lime Juice

## “Double Bubble”

Three Olives Bubble Vodka  
& Champagne  
(Korbel or M&R Asti)

## 3 TIPS TO GREAT THANKSGIVING PAIRINGS

By Andrew McNamara, Master Sommelier



What to drink for Thanksgiving Dinner; the question that always plagues us. Working for a distributor, our families and friends assume we know exactly what works and what doesn't with the myriad of flavors, smells and colors that abound on Thanksgiving. Hopefully I can help shed some light.

Get a red and a white. There is simply no way to match all of the flavors with either one separately, so try both. White to start, red to finish.

The old standby White with White, Red with Red still works...

White wine with white meat, red wine with dark meat...the old standby still works, but the flavors might change based on the cranberry sauce.

Pick a wine that you like. At the end of the day, no wine will be perfect with all of the flavors, so pick one you've tried and really enjoy. Chances are, you'll enjoy it with your Thanksgiving meal too!

*Some specific types of wines I like with my Thanksgiving dinner...*

*Champagne/ Sparkling Wine* – Bubbles make some of the best food wines because of their high acidity. It makes them very food-friendly and will go well with a wide variety of foods.

*Riesling* – Goes well with so many flavors, whether it's dry or sweet. Another great food wine.

*Pinot Noir* – if you want to drink red, try something lighter as it won't over-power all of the lighter flavors on the table.

## NEW BEGINNINGS FOR TAMPA

Premier's Tampa location started the groundbreaking for their new office back in November. In under a year, an amazing state of the art building is up and running. The big move was on Friday, September 25 .

*A few fun facts...*

- Tampa's size increased from 270,000 sq ft to 570,000 sq. ft . 520,000 sq. ft of the building is warehouse space, which amounts to over 12 acres under one roof!
- You can fit 37-747 airplanes in the warehouse.
- There is enough cabling/wiring to go around the world four times.
- It is the largest LEED (Leadership in Energy and Environmental Design) building in the state of Florida.
- It is a state of the art “green” building, meaning every aspect of design and construction takes into account the most energy efficient and environmentally friendly way to design and build.
- The building has natural lighting, recycling and electric forklifts in the warehouse.



## COMPANY PROFILE: AUGUSTAN

By Brian Kerney

Proal Perry and Connie Miels-Perry founded Augustan Wine Imports in 1993 with the goal of providing Florida's finest restaurants and retailers with the world's most iconic, distinctive wines. The company has grown tremendously over the years, as evolving supplier relationships and a strong reputation for customer service have kept Augustan on the short list of the state's top distributors. Today, it is evident that Proal and Connie's original passion for truly unique domestic and imported wines has succeeded in making these wines integral to the business models of the state's savviest wine buyers, fostering a dynamic wine culture for Florida in the years to come.



Augustan joined Premier Beverage Company in 2003, sharing warehousing facilities and logistical coordination. The company's ten portfolio specialists cover territories throughout the state, from Pensacola to the Keys, with strategic support provided by seven managerial and administrative staff. Augustan works closely with Premier to broaden the scope and impact of the 600 key wine programs in the state, while anticipating new trends in the wine and restaurant industries to ensure long-term success for customers and business partners. This strong bond between Augustan and Premier allows for even stronger relationships with Florida's best accounts and most important customers.

Continued growth and new developments are surely in store for Augustan in the future, including the recent addition of Lizz Cintron as General Manager. Lizz has been with Premier for more than 13 years, most recently as the Sales Manager of the Fine Wine Division which she helped create in 2003.

## ALLSTARS ARE ALWAYS IN POSITION

By Mark Schuetz, Managing Director



Tampa, Florida..February 1, 2009..Super Bowl XLIII, with the Arizona Cardinals poised to take a 14-10 halftime lead, NFL Defensive Player of the Year James Harrison turned the tables by picking off a Kurt Warner pass at his own goal line and rumbling and stumbling 100 yards for a Pittsburgh Steeler's touchdown, giving them a 17-7 lead going into half time. For those of you who remember, it was perhaps one of the greatest defensive plays ever in Super Bowl history, if not NFL history. He read the play as a wide receiver "pick" play, stepped in front of the receiver in perfect position to intercept and was on his way to the goal line. I remember saying to myself at that time, "as prolific as the Cardinals are on offense, they cannot overcome a 14 point swing". I was right.

We are going into the most important selling time of the year, OND (October, November, December). Albeit, it may be a little past half time for us, but it is the time to put yourself in position to make a play. We need to jump out early and hang on to the lead. Like the Super Bowl, you can bet your competition will mount a furious comeback, but if you execute now with your distribution, floors, cold boxes and promotions, we will be the winners. It has to start NOW!

Distribution and Professional Selling are key; there are no short cuts. We have all been inundated by the constant stream of negative economic indexes we see on the news every day. U.S consumers have been impacted and their buying patterns have changed, but they are still buying. We need to be strategic about how we go to market and look for every opportunity to fill price points and categories. There is no substitute for hard work in today's economy and it is imperative that you ingratiate yourself and become a resource to your customer.

The term I consistently hear too often about operating in today's economy is "gee, we are going to have to think outside the box on this one". There are no magic potions. Forget thinking outside and use what you have been taught and OWN the box! Put yourself in position to win NOW!

# SAFETY SPOTLIGHT: SAFE DRIVING

By Tracy Linhart

As we get closer and closer to the holiday season, tourism in South Florida is on the rise, increasing congestion which in turn increases the risk for accidents. We all need to be vigilant and watch our surroundings.

"Nearly 6,000 people died in 2008 in crashes involving a distracted or inattentive driver, and more than half a million were injured, according to the National Highway Traffic Safety Administration. 80% of crashes are related to driver inattention, according to a Virginia Tech study, and drivers that use handheld devices are four times as likely to get into crashes serious enough to injure themselves, the National Safety Council reports." Many Premier Beverage employees are on the road more than the average driver – specifically sales associates and warehouse drivers – which puts you at a higher risk of a traffic incident. Using a hand-held device to text or call while driving is a safety risk that makes it nearly impossible to maintain the focus necessary to safely drive a vehicle. With the increased time on the road, additional OND stress and high levels of holiday and snow-bird traffic, remember to give yourself time and distance to decrease the risk of an accident.

*Information sourced from CNN.com*

## 3 TIPS TO SAFE DRIVING:

- Wear your seatbelt
- Use turn signals
- Don't follow too closely

## SAFETY CALL TO ACTION:

- Use a hands free device in your car
- Only look at e-mails/texts when your car is parked
- Don't put on make-up while driving

## FREE RIDE HOME!

### Get home safely –

Each associate who is attending an event, dinner, etc. and believe they MAY not be able to drive responsibly is encouraged to use a "Free Ride Home Taxi Card". You can pick these cards up in the Human Resource & Safety Offices.

Drunk driving continues to be one of the most common causes of traffic related deaths. In 2008, there were over 22,000 alcohol-related Florida car accidents resulting in over 1,100 traffic deaths and over 15,700 injuries.

*Information sourced from floridainjuryattorneyblog.com*

## TRAINING & EDUCATION: BRILLIANT ON THE BASICS

By: Keith Hathaway

The Training and Education Department at Premier Beverage Company consists of Al Beck, Director of Education; Keith Hathaway, Director of Training; Andrew McNamara, Master Sommelier; and more than 70 certified training coordinators throughout the state.

The mission of the Training and Education Department is to provide our associates and managers the most complete, effective and progressive training in the industry by offering ongoing sales skills training, product knowledge education and courses such as Beverage Essentials, Apprentice and Journeyman. For additional information on any of these programs please contact your local Training and Education representative.



## NEW FLAVORS & PRODUCTS

**SEVEN TIKI LAUNCH** Bacardi's newest label, *Seven Tiki*, is a premium spiced rum from Fiji's volcanic highlands with flavors of fresh sugarcane, fruit, coffee, cherry and chocolate. Premier associates relaxed at the Raleigh Hotel in South Beach while they were treated to traditional Fijian chants and music while sampling the hottest new rum on the market.



### FINLANDIA TANGERINE

Finlandia Tangerine was recently introduced by Brown Forman as the newest flavor in the Finlandia Vodka family. This juicy, citrus tangerine flavor has made quite a splash at events around town, including *PetSet's Pajama Jam*, benefitting the Humane Society of Broward County.



### THREE OLIVES BUBBLE KICKOFF

Proximo Spirits kicked off their newest Three Olives flavor, *Bubble*, at Tarpon Bend in Fort Lauderdale. Guests enjoyed various Bubble cocktails including *Cherrylicious Bubble & Bubble Pucker*.

