

INDUSTRY LEADERS • TRENDS • BEVERAGE • CUISINE • CHEF • RESTAURANT • HOSPITALITY

FOOD & BEVERAGE MAGAZINE

FEBRUARY 2021

VALENTINE'S DAY:
CHOCO PIZZA
HEART + MALLET

MONGIBELLO
JUICES OF SICILY

BLACK HISTORY MONTH:
CELEBRATING
BLACK-OWNED
BRANDS, CHEFS,
& BUSINESSES

KOSELIG
NORWEGIAN
SEAFOOD
RECIPES



EXCLUSIVE INTERVIEW

NICK JONAS + JOHN VARVATOS
FOUNDERS OF VILLA ONE TEQUILA

— ATTRACT MORE CUSTOMERS —

INCREASE PROFITS

WITH CRAFT BEER BREWED ON SITE

530-802-5023 • BREWBILT.COM

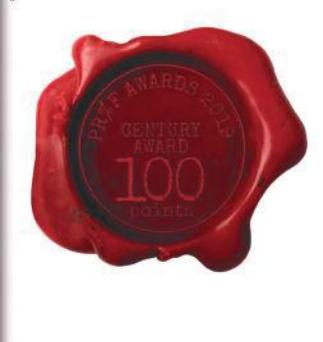


**TAP INTO THE RESTAURANT BREWING
EQUIPMENT & EXPERTISE OF BREWBILT.**

Offer craft beer brewed on site. BrewBilt will design and build your brewing system that will successfully take your business to new levels.



MADE IN
CALIFORNIA



FEBRUARY 2021

COVER IMAGE

Nick Jonas + John Varvatos, Founders of Villa One Tequila

PUBLISHER

MICHAEL POLITZ Michael@fb101.com

EDITOR-IN-CHIEF

LAUREN KANE Lauren.Kane@fbmagazine.com

EDITOR AT LARGE

JENNIFER ENGLISH SpiritsKitchen@gmail.com

NATIONAL SALES DIRECTOR

COLLIN MILLINGTON Collin@fb101.com

NATIONAL SALES MANAGER

JEFF TIMM Jeff.Timm@fbmagazine.co

NATIONAL SALES MANAGER

RON STERN Ron.Stern@fbmagazine.co

DIRECTOR OF PROGRAMMATIC SALES

BARB ROGERS Programmatic@fbmagazine.com

PODCAST ENGINEER

BRAD JONES Brad@marque.media

CORPORATE EXECUTIVE CHEF

KEVEN LEE Info@chefkevenlee.com

CONTRIBUTING EDITORS

LAUREN MCINDOO

MICHELE TELL

TARRY HART

KAIULANI DELGADO

MATT FROHMAN

VEDO PITNJAKOVIC

DEBBIE HALL

We honor and remember the support of

**Chef Kerry Simon, Gary Cantor, Robin Leach,
Chef Paul Prudhomme, & Gary Coles**

Food & Beverage Magazine® is owned and published electronically by Beautiful People, LLC. Copyright 1995-2016 Beautiful People LLC. All rights reserved. Food & Beverage Magazine® and distinctive logo are trademarks owned by Beautiful People, LLC. "fb101.com" is a trademark of Beautiful People, LLC. No part of this electronic magazine may be reproduced without the written consent of Food & Beverage Magazine. Requests for permission should be directed to: Lauren.Kane@fbmagazine.com. The information contained has been provided by such individual, event organizers or organizations. The opinion expressed in each article is the opinion of its author, organization or public relation firm. Food & Beverage Magazine is not affiliated with any other food and beverage or hospitality publication.



p. 15
COVER FEATURE STORY

FOOD&BEVERAGE MAGAZINE

Contents February 2021

Inside this issue

- 05 **The Stars Align** for London's Leading Ladies
- 09 **Mongibello** - Enjoy the legendary Juices of Sicily
- 12 **Sustainable, No-Waste Seafood - Honolulu Fish Company**
- 13 **Choco-Holics Rejoice** - Sugar Plum's New Valentine's Day Collection

VALENTINE'S DAY

p. 13

BLACK HISTORY MONTH

p. 28



- 25 **Spark Your Desire** - F&B Magazine's Guide to Restaurant Success
 - 28 **Black History Month - A Collection of Black-Owned Brands, Chefs, & Businesses**
 - 36 **Social House** - A true gem in Manchester, VT
 - 37 **Seafood From Norway** - Norwegian Koselig Recipes
- Back Cover** - Danica Patrick, Founder of Danica Rosé

DOUBLE COVER FEATURE

Click Here to Consume



#TRENDING PRODUCTS

p. 24



p. 22





The Stars Align for London's Leading Ladies

By Hugo McCafferty, *Fine Dining Lovers*



In a year that has been the most challenging in generations for the restaurant industry, the Michelin Guide has announced two new three-star restaurants in its guide to Great Britain and Ireland 2021. It was an unprecedented event, and what is more, both of the restaurants were run by female chefs.

The call for greater gender equality in gastronomy has been getting louder and louder in recent years. It is not before time that the incredible work of female chefs has received the recognition it so richly deserves, but even in the midst of uncertain times for the industry, it is an achievement to be celebrated. When the industry regroups - maybe this year, maybe next - the landscape will have shifted for young female chefs in Great Britain and Ireland thanks to these two leading ladies of London's gastronomy – Clare Smyth and H el ene Darroze.

When H el ene Darroze was awarded her third Michelin star in a live-streamed event, the chef was genuinely shocked and elated, momentarily lost for words. It was the culmination of a lifetime's work.

As is so often the case with chefs of her calibre, Darroze would not allow her gaze to drift upwards to the stars for too long, instead coming back to the moment and the plate in front of her. Yet to the gastronomic community, it was no surprise that she would join the top tier of chefs in the world. H el ene Darroze at The Connaught has long been acknowledged as a bastion of gastronomic elegance and impeccable taste. It felt like only a matter of time

before the chef would receive the highest recognition at the pinnacle of gastronomy.

The last year saw unprecedented challenges for the restaurant industry, but Darroze's culinary journey has been long, and one peopled by some of the world's outstanding culinary talents, including Alain Ducasse, who trained her at his 3-Michelin-star Le Louis XV at the Hotel Paris in Monaco. Indeed, when Darroze received her third star, it was accompanied with a personal congratulations by her former mentor.

In 1995, Darroze departed Monaco to return home and to take over the kitchen in her family-run restaurant in Villeneuve-de-Marsan where she remained for four years. At the age of 32, she left for Paris to found her own restaurant, Restaurant Hélène Darroze in the heart of Saint-Germain-des-Pré on the Left Bank. It opened to international acclaim receiving its first Michelin star in 2001 and a second this year.

In 2008, the Connaught Hotel in London's Mayfair, was searching for a French chef to run its kitchen and reconnect with the tradition of French cuisine and turned to Hélène Darroze. The hotel was able to entice the chef away from Paris and to London. It proved a propitious appointment by the hotel and acclaim came quickly with a first Michelin star in 2009, six months after opening, and a second in 2011.

"It is with immense emotion and honour that I receive this award. My first thoughts are with my teams, especially Kirk Whittle, my pastry accomplice for the last 17 years, Executive Chef Marco Zampese and Restaurant Manager Mirko Benzo, who have been working with me at The Connaught for over 8 years. My thoughts also go out to Paddy McKillen, co-owner of The Connaught, who has trusted me to take the reins of the gourmet restaurant since 2008. My appreciation particularly goes to the small suppliers who have helped us, especially the wonderful and emerging British producers, without whom good cooking would not be possible and need support at this time. I am also particularly proud to receive this award alongside my friend chef Clare Smyth. Believe in your dreams – everything is possible, and stay true to your femininity."

Faithful to her philosophy both in Paris and London, Hélène Darroze creates a cuisine that gives pride of place to produce, whether sourced in her native Les Landes and



the Basque Country, regions where she grew up, or in the British Isles. This signature cuisine - inspired not just by her roots, but also her travels, the people she has met and of course her strong link with the United Kingdom.

The other big announcement of the night, of course, was the awarding of a third star to Clare Smyth. The Northern Irish chef was another culinary talent destined for greatness. Her star has seen a meteoric rise over the last few years, claiming World's Best Female Chef 2018 by the World's 50 Best Restaurants. When accepting the award Smyth said: "I want to be a great chef, just because I am one, not because I am a woman," but accepted the accolade in the hope it would inspire her peers. Today, Smyth sees all that she has achieved in her culinary career recognised by the highest standards there are in the industry.

"We are absolutely thrilled with the news and want to thank Michelin for recognising our hard work particularly during such an unprecedented time," said Smyth. "This year has been unbelievably challenging, and I am so proud of my team for their resilience and their constant dedication to excellence. I am also immensely grateful for all the support we have received from our guests, and our amazing British farmers, food producers and suppliers, many who have been on the journey with us from the beginning. I would also like to thank the restaurant community who have supported me throughout my career."

When accepting her third star, Smyth spoke about how running a three-Michelin-star restaurant has been her dream since she was 16. She was always ambitious. At just 17, she moved from the farm in County Antrim, Northern Ireland, and went to England to study culinary arts at Highbury College. She honed her skills working and staging in restaurants in the UK and Australia, alongside the likes of Heston Blumenthal and the Roux Brothers.

Stints working for Alain Ducasse at his Le Louis XV and Gordon Ramsay at his eponymous London restaurant, where she successfully retained three stars as Head Chef completed her stellar CV before she opened her own restaurant Core by Claire Smyth in 2017. Core earned two Michelin stars on its first review.

Smyth is a leader in her restaurant, in how she takes care of her staff, sharing her knowledge and creating a free space for creativity and learning. Her cuisine is elegant, understated, yet confident and highly accomplished, much like the chef herself.



About Fine Dining Lover

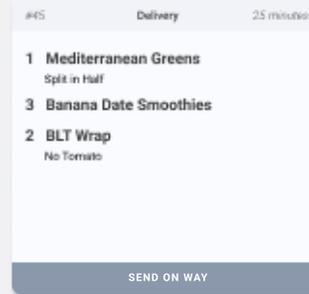
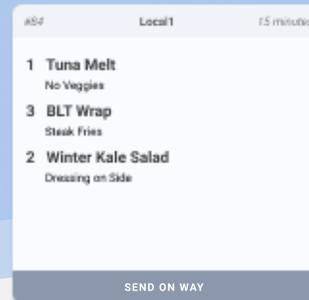
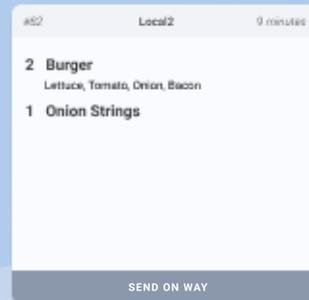
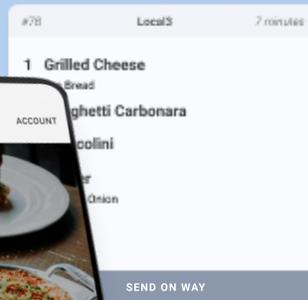
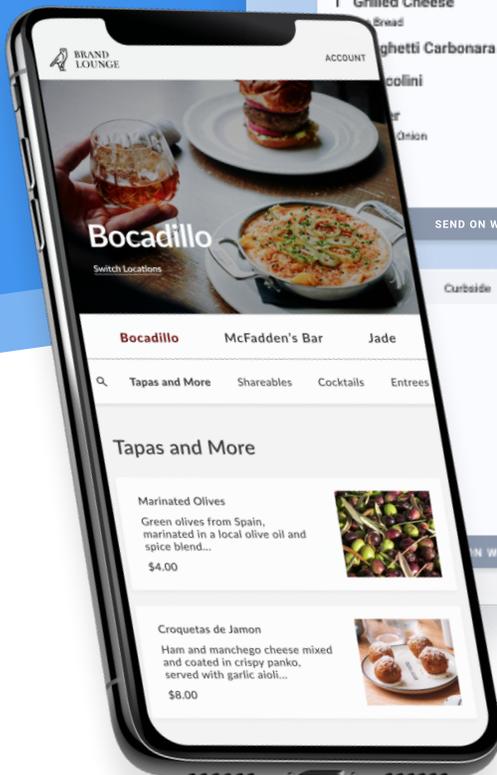
Fine Dining Lovers is an international digital platform that publishes insider information from within the restaurant world, drawing on its unique access to the best the industry has to offer. The online magazine is supported by S.Pellegrino and Acqua Panna, but editorially independent. See www.finedininglovers.com for more news and stories from inside the industry.



Powering the future of hospitality.

Reliable contactless order and payment software built for the food and beverage industry.

MEETBBOT.COM



Enjoy

the legendary juices of *Sicily*



Mongibello is 100% fresh-squeezed Blood Orange and Mandarin Juice made using blood oranges and mandarin oranges grown at the base of Mt. Etna in Sicily. Mongibello Juice is distributed through foodservice channels, Restaurant Depot, and retail. Mongibello works beautifully as a reduction, alone, or mixed with spirits. Receive 25% off plus free shipping on Mandarin Juice with code MANDARIN25 at www.mongibellojuice.com

Blood Orange Dessert Bars



Crust:

1 cup butter, softened
2 cups flour
1/2 cup powdered sugar
Pinch of salt

Filling:

4 beaten eggs
2/3 cup Mongibello Blood Orange juice
1 cup sugar
1/4 cup flour stirred together
Optional powdered sugar for dusting.

[Click here for the full recipe](#)

Spice and Ice by Mezcalogist

Ingredients:

3 oz Mongibello 100% Fresh Squeezed
Blood Orange Juice
1 oz honey ginger syrup
3/4 oz lime juice
1/2 oz Ancho Reyes Chile Liqueur
1 1/2 oz Mezcal



[Click here for the full recipe](#)

Bitter Handshake by TechieBlends



Ingredients:

1 oz Fernet-Branca
1 oz Mongibello Blood orange reduction
1 ounce Rye Whiskey Syrup

[Click here for the full recipe](#)

GRUBBRR®

The Cashier Is Obsolete

Introducing the \$1/Hour Digital Employee

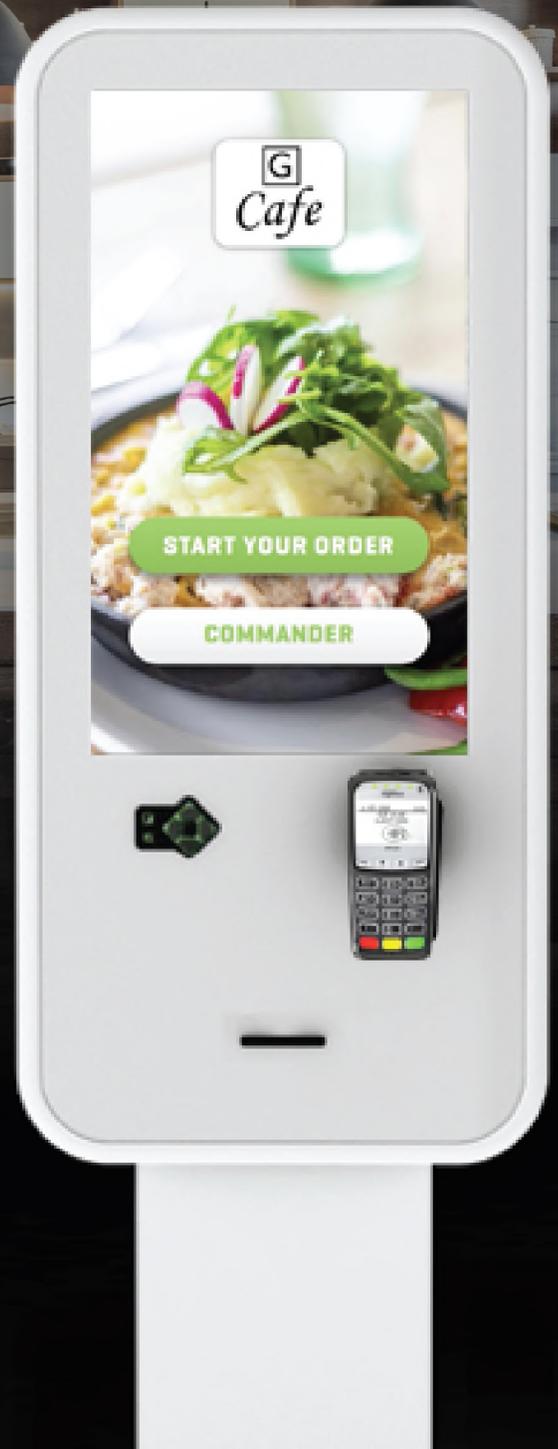
*GRUBBRR's self-ordering
technology increases
our customers' ticket
average by 50%*

Request A Demo

Scan Me With
Your Phone!



grubbrr.com/fb/





Honolulu Fish Company

Sustainable, No-Waste Seafood

Honolulu Fish Company (HFC) prides itself on being one of the top sashimi producers in the world, offering 14 species of sashimi-grade fish from Hawaiian waters to consumer's doors within 24-48 hours, no matter where you are in the United States. With more than 30 varieties of sustainably line-caught fish to choose from, HFC's online market offers up to three pounds of rare seafood selections hard to find elsewhere. Seafood bundle packs and sushi kits featuring authentic Japanese ingredients are also available.

To Honolulu Fish Co., zero fish waste is about respecting the land and the creatures that come from it. For over 20 years, HFC has integrated environmentally conscious practices throughout its entire enterprise. From the latest technologies for safe fishing, to establishing wellness systems that keep its seafood fresh and sustainable.

Honolulu Fish Co. combines innovative and modern technologies with the time-tested fundamentals of the Japanese fishing heritage to provide a product that is ready to meet the fast-paced requests of chefs all over the world. The fish sold are caught the old-fashioned way, with lines and hooks. The company, which specializes in midwater species, does not support net fishing. Instead, it purchases fish that have been caught using 45 and 95-foot lines with hooks, which is more selective and less dangerous than net fishing.

Located just minutes from the docks, Honolulu Fish Co. purchases, prepares and packages its product to arrive within 24 – 48 hours. HFC avoids the bulk buying employed by many distributors. Instead, the company's buyers greet the returning boats at 5:30 a.m. each

morning at the renowned Honolulu Fish auction to individually select and purchase fish directly from local fishermen they know and trust. Each fish is hand-selected and inspected to ensure it meets the standards that have made the company one of the highest regarded sashimi distributors in the world.

After the fish are selected, they are loaded into an ice-filled truck and delivered to Honolulu Fish Co. From there a state-of-the-art wash process is used to clean the fish. The fish are then filleted and cut to the clients' specifications and vacuum-sealed using the company's sophisticated technology. Then it is packaged in a custom box designed to keep the products cold, even under the most extreme conditions. Assembled by experienced technicians, HFC offers a 100% guarantee that its product will stay 40 degrees or less for 48 hours.

A member of the James Beard Foundation's Smart Catch Program, in 2018, Honolulu Fish Co. also began purveying sustainable Hawaiian farmed fish including shrimp grown in Kauai, Kanpachi grown in Kona, and Hybrid Sunfish grown in the Big Island. HFC partners with the highest quality aquaculture farms on the islands to source these fish including Blue Ocean Mariculture, Kohala Mountain Fish Company and Kauai Shrimp.

Just as there is an art to cooking and preparing meals, there is also an art to hand-selecting sashimi. A trained marine biologist who once worked for the National Oceanic and Atmospheric Administration (NOAA), CEO and founder Wayne Samiere launched his successful seafood company in his garage with a computer and a fax machine more than 20 years ago.



CHOCO-HOLICS REJOICE!

Experience Sugar Plums collection of new Valentine's Day gifts including chocolate drrenched cookies, crackers and truffles in beautiful heart shaped gift boxes, heart shaped chocolate lollipops, broken heart chocolate pizza with mallet, and their iconic wine box truffle assortment.



CHOCOLATE HEART PIZZA

Chocolate Heart Pizza is a unique treat that you are simply bound to fall head over heels for! This solid milk chocolate heart is topped with a festive assortment of chocolate candies and finished with a white chocolate drizzle. Every Chocolate Heart Pizza comes with a wooden mallet, so you can feel free break this heart into bite-sized bits knowing it'll never return the favor!

Retails: \$35.



VALENTINE'S DAY MILK CHOCOLATE-COVERED SANDWICH COOKIES

Featuring 20 world-class milk chocolate-dunked sandwich cookies, all drizzled in festive pink chocolate and beautifully laid out in a red-and-silver heart-shaped box that will set the mood for a fantastic day and night with your special someone. These Chocolate-Covered Sandwich Cookies are a perfect little treat for anyone who would love a sweet chocolaty treat to melt the heart of their special Valentine! Retail: \$35.



WINE TRUFFLE BOX ASSORTMENT

For those that want to be a little more fun with a truffle assortment look no further than Sugar Plum's Wine Box Truffle Assortment! This assortment features a 12-piece assortment of Sugar Plum's incredible handcrafted chocolate truffles all beautifully laid out in a wine bottle-shaped box that will set the mood for a fantastic day and night with your special someone! Retail: \$35.



VILLA ONE



TEQUILA



Music | Fashion | Spirits

Villa One Tequila - Love in every sip.

By Debbie Hall

Love—of music, family, fashion, and tequila—brought singer and actor Nick Jonas and fashion designer John Varvatos together as friends and collaborators. After creating a clothing line, two fragrances, and the Jonas Brothers' documentary, *Happiness Begins*, collaborating for a new spirit brand was next. Partnering with Stoli Group, Villa One tequilas with three varieties—silver, añejo, and reposado—has been launched.

The decision was made not to include Jonas or Varvatos name in the brand because both felt that the Villa One brand could stand on its own. “The product is the star, and we are the support. As we like to say, the magic is in the bottle,” explains Varvatos.

A chance meeting at dinner in New York City five years ago brought Jonas and Varvatos together.

“We were sitting next to each other and connected over music, family, fashion, and tequila. We didn't talk with anyone else that evening,” says Varvatos. “The next day, Nick [Jonas] invited me to a recording studio to listen to some music he was working on. He had a bottle of tequila waiting, and we had a great afternoon together. Nick

then visited my design studio, and we started discussing the potential for collaboration. It's really been an amazing journey in creativity, learning, passion, and friendship.”

After creating some very successful projects, Jonas thought about starting a tequila brand and creating something truly best in class. Varvatos enthusiastically joined Jonas on this new venture.

Jonas has always been a fan of tequila because he considers it the cleanest of the spirits. As a person with type one diabetes, Jonas focused on trying to live a healthy life and chose tequila because of the agave of it all as well as lower in calories and carb count. Varvatos was introduced to tequila during a trip to Mexico in 1990 and has been drinking the spirit ever since, trying new tequila brands.

While some might call it fate, or the stars aligned just right, but the two of them approached the Stoli Group and presented their idea for the brand and vision overall at the perfect time. Stoli had just purchased the Fabrica de Tequilas Finos distillery in Jalisco, Mexico. Stoli introduced them to Master Distiller Arturo Fuentes (who runs Stoli Group's Fabrica de Tequilas Finos distillery in Jalisco, Mexico) and they were both impressed with his knowledge and expertise.

“In our first meeting, we were thrilled and honored to have such an experienced and brilliant master distiller part of our Villa One team. He’s truly incredible,” says Jonas. “I think all three of the expressions in our portfolio are really approachable, and there’s a softness to them while still having that robust feel.”

The silver offers a clean, slightly fruity taste. As Jonas explains, “There is no aging process for the silver. The key for us was to create something very simple and clean and not mask the alcohol with other flavors, like vanilla, that other brands use to infuse their silver or blanco to make it smoother. Ours is just naturally smooth because of Arturo’s [Fuentes] brilliance and his experience. He comes from a cognac background, so he knows exactly how to create a full-bodied liquid that still has a simplicity and purity to it.”

“It is in Arturo’s blending and his use of the agaves from the highlands and lowlands,” adds Varvatos.

Fuentes also selected American oak barrels for the aging of the reposado and añejo. With the blend of agaves from the highlands and the lowlands, and the notes of each type of tequila, the oak is a key to their smooth finish and color.

“Having the experience of walking through



the distillery with Arturo and specifically going through our barrels was such an amazing thing to experience. Then to actually see that liquid come to life and be out there in the market is a special thing,” says Jonas.

Villa One’s reposado, aged six to nine months, offers subtle fruity notes of butter-scotch and cinnamon. The añejo, aged nine to 12 months, features hints of vanilla, banana, and caramel finished with dark chocolate and honey.

“Our añejo is special for many reasons. It is a robust drink, but it also isn’t overwhelming with some of those sweeter notes, the



life as it should be

chocolate and vanilla, but you also get a great warmth reminiscent of scotch or bourbon. It's a cool thing to see people coming from those preferences coming to the añejo and really loving it," says Jonas.

However, just as important as the taste and quality of the spirit inside the bottle is its design and packaging. It made sense the Varvatos spearheaded the design with his background. Its hallmark logo is glass engraved with a signature artisanal neck ring. He infused different elements of the heavy metal cap, creating the ring detail so that when the cap is taken off, a luxurious and inspirational element is showcased as well as being simple and attainable. The bottle design represents the kind of attention to detail about packaging for the Villa One brand.

As for pairing with food, both had definite opinions and choices. Jonas and Varvatos recommend pairing spicy food and fish with the silver. Jonas suggests that, according to taste, Spanish, Mexican, and Latin cuisines will pair nicely with all three expressions of the line. Varvatos recommends that reposado is amazing with meat and poultry, and añejo is great for sipping late in the evening.

As for launching Villa One, Jonas is philosophical. "I think it was a natural interest for us, this tequila space, and a desire to

learn more. It was fun to think about using all of our experiences in different fields and applying all of that focus and attention to detail to our work with Villa One and creating this brand. There were many examples of times when we could apply a design approach or perhaps the exciting electric energy of the music business, specifically live performance, and take all of that and try to bottle that up into something that can really make people happy. Becoming an important part of their life and being a part of that type of experience is really amazing.

Their mutual love of tequila, the partnership with Stoli Group, and Master Distiller Arturo Fuentes' guidance is summed up by Varvatos. "I think the most important part of our backgrounds that influenced the creation of Villa One is our shared passion for raising the bar and creating things that are best in their class."

For more information and to find Villa One, visit villaonetequila.com.





**MAKE
YOUR
TASTE
HEARD!™**

In 2020 We Cheered With Our Clients

Our clients cleaned up in awards while attracting new customers. In 2021, we can help you make your taste heard and win awards too.

Learn more at TAGMediaGroup.com or [@TAGMediaGroup](https://twitter.com/TAGMediaGroup)

PACKED WITH NOOTROPICS, HOP WTR PROVIDES A BUZZ WITHOUT BOOZE

Hops have been used as a flavoring and stability agent in beer since the 9th century. Yet, using hops to make non-alcoholic beer alternatives is a new trend, and HOP WTR is setting the precedent. HOP WTR isn't just a beer alternative, it's a healthy zero calorie, zero carb, zero sugar refreshing beverage infused with stress reducing adaptogens and nootropics that provide a feel-good buzz, without a drop of alcohol.

"I looked at the market for good alternatives to beer, but non alcoholic beer either tastes bad, has too many calories, or both!" says founder Nick Taranto. "Plus, there is no feeling or function that comes with drinking non-alcoholic beer. When I couldn't find The Healthy Alternative to Beer, I decided to go create it."

To create the mouth-watering taste, reminiscent of your favorite IPA, HOP WTR adds a blend of Columbus and Centennial dry hops to big-bubbled sparkling water. That produces boastful notes of citrus, resinous pine, hints of stone fruit, dank resin, and earthy bitterness on the finish for a thirst-quenching, itch-scratching flavor found in the 'Classic' HOP WTR.

Not resting on flavor profile alone, HOP WTR is infused with a proprietary stack of nootropics, supplements that boost your brain's function by targeting neurotransmitters such as serotonin and dopamine to improve cognitive function, particularly executive functions, memory, creativity, or motivation, in healthy individuals.

"We figured if we could make a delicious drink that gives us a buzz and improves memory, decision-making and creativity, who wouldn't want

that?" says Taranto, adding that the adaptogens and nootropics will feel different for everyone, generally ranging from focused calm to uplifting euphoria. He explains, "The ingredients in HOP WTR adapt to your body. Your unique neurochemistry and hormones, along with sleep quality and stress levels, all have an effect on how adaptogens and nootropics affect you."

In addition to the Classic, HOP WTR comes in Mango and Blood Orange with Lemon Lime on the way. It's available nationwide now at HOP-WTR.com, on Amazon beginning Dec 1 and at all Erewhon locations in Los Angeles, California.



A hand holding a glass of pink cocktail with a pink straw. The glass is a cut-crystal tumbler with a diamond pattern. The drink is a vibrant pink color with ice cubes. The background is dark and out of focus, suggesting a bar or club setting.

airtab

THE SOCIAL DRINKING NETWORK

INCREASE YOUR TRAFFIC.

CONNECT WITH YOUR GUESTS.

LEARN MORE TODAY AT
WWW.AIRTABAPP.COM

Kiss my wine

Besa mi vino – a new, clean and sustainable wine brand that is Certified Organic, Vegan, Gluten free, with zero grams of sugar and low in sulfites. We are one of a small group of wine brands that are SIP Certified (Sustainable in Practice). In addition, all the energy we use to make our wines at our winery in Paso Robles is generated through the solar panels on our vineyards making us a 100% self-sustainable winery!

The company was launched in 2019 by LA-based brothers Michael and Roddy Radnia. Before starting this endeavor, neither knew much about wine but they did know the industry was lacking “ethically responsible” brands and saw an opportunity to create something that better reflected today’s consumers’ values. They realized there was a need for a sustainable and clean label wine that was organic, vegan and sulfite sensitive. They visited over 100 wineries until they found the exact wine that met their standards.

Available in two award-winning flavors: Just Right White and All Day Rosé, Besa Mi Vino is proud to be:



- ▶ Grown from 100% Organic Grapes
- ▶ Vegan (naturally refined without Gelatin, Casein or other animal byproducts)
- ▶ Gluten-Free (we doesn’t use additives like hydrolyzed wheat gluten isolate or flour paste during the aging process)
- ▶ Sulfite Sensitive (We use the lowest level of sulfites possible to prevent spoilage and bacterial contamination. Our wine sulfite level is certified to have less than 100 parts per million (ppm) vs. the limit of 350 ppm in conventional wines.)

Available now at select Northern California Safeways and in 300 stores throughout California; also available at VeggieGrill locations nationwide and online at drinkbesa.com

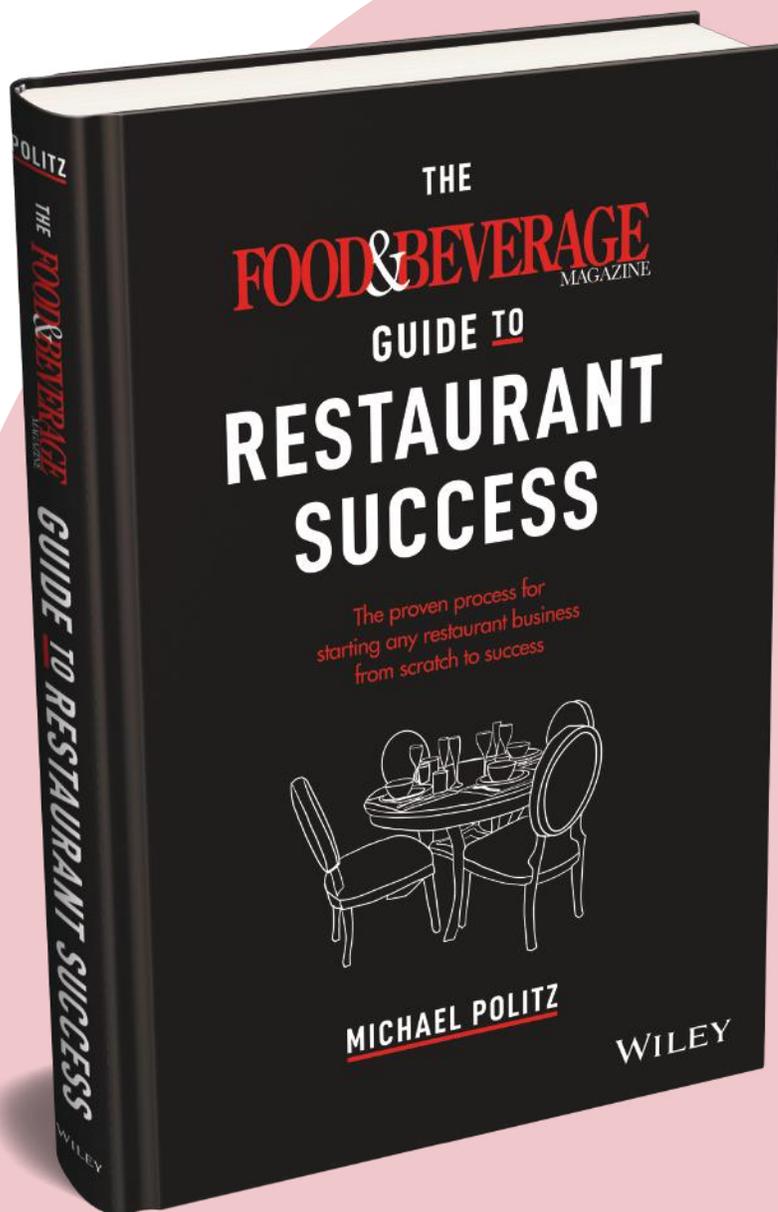
Tasting Notes

ALL DAY Rosé

Refreshing, bright and pink. A crisp and dry finish, with aromatics of ripe strawberry, red berries, and fresh sage.

Just Right White

Light and bright finish with aromatics of jasmine flowers, fresh yellow peach, and a lil fizzy.



Spark Your Desire

“Food & Beverage Magazine Guide to Restaurant Success” book released on June 30

By Debbie Hall

Many trends in the food and beverage industry have emerged during COVID-19, with one confirming that people love to eat at restaurants and will continue to do so. Helping those with a goal of opening (or reopening) a restaurant, Michael Politz, publisher of Food & Beverage Magazine, has released his book this July, Food & Beverage Magazine Guide to Restaurant Success.

The tag line for the book reads, **“Proven process for starting any restaurant business from scratch to success.”** Michael offers decades of expertise and real-life experience of creating phenomenally successful food and beverage ventures, as well as the pitfalls to avoid. As he admits, it has taken years and many failures to be able to write Food & Beverage Magazine Guide to Restaurant Success.

Anyone wanting to open a restaurant now (even during the pandemic) can ignite (or re-ignite) that spark, burning away all negative concerns and quieting the naysayers. The desire to open a restaurant before COVID-19 for many people was strong and should be even stronger now. Potential customers have demonstrated that they want to eat out, try new cuisines, enjoy different menu items, and socialize with others over a meal.

A dream deep in anyone's soul remains, despite what is happening in the outside world. Entrepreneurs (which includes restaurateurs) will persevere, make any necessary adjustments, and find a way to make their dreams happen. Anyone with a passion and goal to open a restaurant (or reopen one) will be guided by this book to become part of the food and beverage industry, regardless of what is changing day by day.

The food and beverage industry remained strong through many global changing events, including wars, recessions, inflation, terrorist attacks, crashing financial markets, and now the pandemic of 2020.

Food and Beverage Magazine's Guide to Restaurant Success combines several books, including how to start a business, succeed in the food and beverage industry, and achieve one's purpose and aspirations.

How will anyone know if they are ready, willing, and able to open a restaurant? Michael writes an entire chapter on how to determine if someone is prepared or should consider another business. He gives details on how to select the best location, menu, and staff. There is a step-by-step plan on how to open a restaurant, market it, and, ultimately, make smart decisions about how and where to invest money to grow the restaurant.

In 2019, Michael was approached by Wiley publishing company to write a book from his perspective on how to open a restaurant with a budget from \$25,000

to \$100,000. Wiley is known for instructional and how-to books, and Michael was thrilled beyond words.

Even with the dramatic changes, the food and beverage industry will survive, grow, and thrive. New products will be developed and implemented for safety, and new procedures will be put into place. The food and beverage industry is one of the cleanest in the world and will show the way to everyone else.

"While writing this book, I found myself flowing in many different directions. I can see that if I had taken a different path, there would be different solutions. That's how a stream flows; the water hits a rock, and flows in a different direction. I have become inspired to write a series of books about this subject," says Michael.

"I learned from being in kitchens with great chefs. All the places that I have been and all of the things that I've experienced has enabled me to write this book. As the process of writing this book became real, it became very challenging to make sure I gave the readers the right information that will help in their inspiration."

The bigger picture is to have entrepreneurs and restaurateurs succeed because of the lessons demonstrated in this book. To preorder "Food & Beverage Magazine Guide to Restaurant Success," visit favorite sites including wiley.com, barnesandnoble.com, amazon.com, and booksamillion.com.

SEE HOW BUSINESS OWNERS LIKE YOU BROUGHT BACK LIVE MUSIC DURING COVID-19

PRESENTED BY BMI IN PARTNERSHIP WITH
COUNCIL OF STATE RESTAURANT ASSOCIATIONS, TEXAS RESTAURANT ASSOCIATION AND
FLORIDA RESTAURANT & LODGING ASSOCIATION

1

Check your city and state guidelines.

It is important to follow city and state guidelines for opening your restaurant safely.

2

Install a stage.

This creates a natural separation barrier between customers and musicians.

3

Encourage musicians to bring their own equipment.

This limits additional sanitation steps for your employees.

4

To discourage dancing, place chairs and/or tables on the dance area as a natural barrier.

5

Offer variable seat pricing.

The tables closer to the stage are more expensive. The further back from the stage, the less expensive the ticket.

6

Maximize outdoor space for additional seating and a performance space.

7

If possible, **have musicians enter through another door** than the ones your patrons go through. This helps limit interaction and encourages social distancing.

8

Offer two musical sets per evening. This helps monetize your space under limited capacity.

9

Instead of flat guaranteed rates for musicians, **offer a percentage of the sales.**

WATCH OUR WEBINAR



Featuring:

Denise and Steve Hollister – Owners, The Twisted Vine Bistro and The Barrel Room

Kyle Noonan – Co-Founder/CEO, FreeRange Concepts

Sheena Brook – BMI songwriter

Dan Spears – Industry Relations, BMI

Suzanne Bohle – CSRA

Moderator: **Jessica Frost** – Industry Relations, BMI



Black HISTORY MONTH

IN CELEBRATION OF BLACK HISTORY MONTH,
PLEASE ENJOY THIS COLLECTION OF
BLACK-OWNED BRANDS, CHEFS, AND BUSINESSES.

*“EVERY GREAT DREAM BEGINS WITH A DREAMER.
ALWAYS REMEMBER, YOU HAVE WITHIN YOU THE
STRENGTH, THE PATIENCE, AND THE PASSION TO
REACH FOR THE STARS TO CHANGE THE WORLD.”*

- HARRIET TUBMAN

CHEF CESARINA MEZZONI



A 26-year-old BIPOC chef with Italian roots, Cesarina Mezzoni is making a name for herself within SoCal's dining scene. Born and raised in Rome, Mezzoni was indoctrinated into the world of food from a young age. Her mother, who immigrated to Italy from the East African islands of Seychelles, was a talented home chef who mastered the intricacies of traditional Italian dishes. Cesarina fondly reflects on the hours she'd spend in the kitchen alongside her mom and attributes these nostalgic memories to

her passion for cooking.

While pursuing a college degree in marketing, Cesarina pivoted her professional trajectory to follow her dream of becoming a professional chef. Soon after, she met Niccolò Angius, who would later become her husband and business partner. Together, they moved from Rome to California in 2015, quickly making their first imprint on San Diego's slow food movement with the launch of their farmer's market pop-up, offering vegan handmade pastas and all-natural sauces. An aspiring restaurateur, the Mezzoni worked tenaciously for several years to grow her roving business before eventually acquiring a brick-and-mortar venue in San Diego's coastal Point Loma neighborhood. Upon opening its doors February 2019, the eponymous restaurant (Cesarina Ristorante)





quickly emerged as one of the city’s “Best Restaurants of the Year.” Just one year later, Cesarina was halted by the industry-wide devastation of COVID-19. Despite the turbulence of the pandemic, the ownership team—including Chef Cesarina—pledged to support their family of employees, raising more than \$22,000 in 2020.

Despite the pandemic, Mezzoni continues to invest in the future of her burgeoning brand. Having recently acquired a space directly across the street from her flagship restaurant, Cesarina is preparing to build-out a commercial kitchen, which will accommodate the restaurant’s ever-growing production needs. Once

completed, the facility will become the epicenter of Cesarina’s high-volume pastificio and bakery, giving way to several exciting subsidiary concepts including gourmet retail, made-to-order cakes and off-site catering. Chef Cesarina’s sophomore restaurant is also in its early stages of development, however additional details on the concept have yet-to-be-announced. Embodying perseverance and determination, this young female chef is an up-and-comer to be watched.



Good Food Brands

A new Discovery Box is launching by Good Food Brands to highlight Black-owned food and beverage entrepreneurs during Black History Month. Curated by Jordan Buckner, the box aims to highlight Black-owned businesses so that people across the country will support them by buying their products on a regular basis.

With the ongoing social and racial justice movement, people want to take action to support black-owned businesses. The Good Food Brands box allows people to discover their new favorite cookies, chips, and more.

As a Black food founder, Jordan wants to highlight other Black-owned food and beverage entrepreneurs who ventured out to start their own business and created amazingly delicious and healthy products.

Subscription boxes are \$39.99 per month, with future boxes highlight-

ing Women-owned brands, Asian-owned brands, and Latinx-owned brands. Learn more at Goodfoodbrands.org

Good Food Brands is a platform where people can discover products by diverse founders that are also:

Good For Your Taste Buds.

Good For Your Health.

Good For Your Community.

February's box contains 8 delicious products including:

Partake Foods

Deliciously Crunchy Allergen-Friendly Cookies

A Dozen Cousins

Soulfully Seasoned Cuban Black Beans

Yolélé

Fonio Chips

Paradise Snax

Gluten-Free Pretzels and Icing Dip

Ms. P's Gluten-Free

Gluten-Free Granola Mix

Pat's Granola

Uniquely Delicious Craft Blend of Granola

Amani

Cold Brew Coffee from a cooperative in the DR Congo

Golden Made Kafé

Delicious Dark, Medium, and Light Roast Coffees



Sailor's Brew Coffee

In the face of unprecedented challenges this past year, Trévon Sailor, founder and owner of Sailor's Brew Coffee, did what he always does—he embraced a positive attitude and pursued creative ways to keep his business and community moving forward. Born from a love of great coffee and commitment to helping people to start their day off right, Trévon launched Sailor's Brew Coffee with brothers Travis and Tevin. The concept began two years ago as a side hustle and passion project, featuring online sales and pop-up events. It has since evolved into a beloved coffee concept and motivational lifestyle brand offering single-origin, slow-roasted premium coffees from the world's most notable regions, including Ethiopia's Yirgacheffe region and the exceedingly coveted Jamaica Blue Mountain.

Black History Month is a celebration of the achievements by African Americans and a time to recognize their contributions to our country. A former Army Ranger and civil servant, Trévon is now a successful small business owner inviting customers to start their day off right with quality coffee and a “cup of motivation.” With an ethos rooted in finding positive inspiration to navigate life's rough seas, Trévon leverages his brand to educate people on the nuances of quality coffee while spreading messages of resilience and optimism and giving back to causes near and dear to his heart.

“Life is a vast sea, a balance of calm waters and at times seemingly imminent shipwreck, but the sun always shines brightest after a storm and that's the foundation of our brand,” shares Trévon. “Just as great coffee is a physiological motivator for your body, Sailor's Brew motivates your inner being. Brew strong, sip slow and as always, safe sails.”

This Black History Month, Sailor's Brew Coffee launches their Flagship Selection—a quarterly rotation of rare, high-end coffees that transport drinkers to exotic destinations. This new coffee line debuts with Ethiopian Shenta



Wene, a rare and labor-intensive coffee which goes through a fermentation process called “carbonic maceration” (more commonly seen in winemaking) in which the whole coffee cherries are placed into airtight tanks for a 24-hour period. During this time, the coffee cherries are deprived from oxygen and air circulation which creates a fruity jam environment for the coffee seeds. Once extracted from the tanks, the coffee cherries are gradually dried over a three week process. The resulting coffee is one that embodies a very unique flavor and tasting experience best described after personally experiencing it.

For February, Sailor's Brew Coffee celebrates inclusion and starting the new year off right, welcoming new guests into the “crew” with their Sailor's Brew Coffee Starter Kit inclusive of a travel French press, coffee mug, choice of branded hat or beanie and selection of one coffee from their signature roasts (Flagship Selection excluded from offer).

The Flagship Selection product line is just the start of what customers can look forward to this year. Driven by Trévon's optimism and the support of his family and friends, the brand looks forward to many more exciting announcements in the new year including a motivational app and much more.

Guidance Whiskey



“I want to walk into a bar and see labels from friends and other Black-owned brands on every shelf,” shares Jason Ridgel, founder of Guidance Whiskey. For Ridgel, finding success for himself has never been the end goal.

Instead, he wants to guide

1,000 Black business owners into the spirits industry. As a serial entrepreneur well-versed in transforming dreams and ideas into successful business ventures, achieving this goal is just another Wednesday—a #Whiskey-Wednesday, if you will—and one worth celebrating this Black History Month and every month.

Like many of Ridgel’s endeavors, Guidance Whiskey was born out of a commitment to unite and uplift his community while also increasing the representation of Black-owned businesses across sectors. Inspired by a love of quality whiskey and the Southern spirits culture, Ridgel launched Guidance Whiskey in the fall of 2018 as one of the few Black-owned premium spirits brands in the United States and one of the first in the state of Tennessee.

The brand’s flagship product, Guidance Whiskey, was created for whiskey enthusiasts as well as first-time imbibers. The small batch, craft American whiskey is distilled in Iowa, aged two years, and then bottled at 80 proof with a mash bill of 88% corn, 10.8% rye, and 1.2% malted barley. The final product is bold and unique, with a smokey finish and notes of burnt caramel, maraschino cherry, and vanilla. In 2021, brand fans will want to stay tuned in as Guidance Whiskey prepares to expand its product line.

Today, Guidance Whiskey is more than a spirits brand disrupting a historically homogenous market. As small businesses face unprecedented challenges, Ridgel doubles down on his mission to elevate fellow Black entrepreneurs and amplify their brands. From out-of-the-box pairings to avante-garde collaborations, Guidance Whiskey’s partnerships bring creative products to market and cultivate a community of successful Black-owned ventures. Working with a multitude of brands, Guidance Whiskey is more than a spirits label. It is a hub for small business owners, freely offering consultation, resources and “guidance.”

In 2020, Ridgel teamed up with Black-owned brands like

Timeless Vodka, Twisted Sistuhs Wine, and Chicago’s Alulu Brewery and Turner Haus Brewery. His partnership with the latter included working with a Black-owned Brewery and the only Black Brewmaster in Chicago to age beers in Guidance Whiskey barrels. These limited edition brews are named after influential women in each of the collaborators’ families. The next release will be called “Eula,” an homage to Ridgel’s grandmother. Recently, Ridgel also released cigars imbued with Guidance that serve as a perfect pairing with his whiskey.

This year, Guidance Whiskey teams up with a master coffee roaster to create new whiskey-infused beverages, partners with Southern artisans to develop new Guidance lifestyle products, collaborates with local entertainment artists to build a Guidance culture and creates investment opportunities for brand fans, celebrating Black achievements and stories for Black History Month and beyond. As the spirits industry continues to evolve, pioneers like Ridgel and Guidance Whiskey strive for inclusion to ensure it reflects the true American spirit.





**GOLD & SILVER
AWARD WINNERS**
PRO%F AWARDS



OUTSTANDING OPPORTUNITY

TO BE A DISTRIBUTOR OF THE LEADING
PREMIUM IMPORTED HARD SELTZER
FROM EUROPE.

GET IN TOUCH NOW: CharlieM@BodegaBay.co.uk

PREMIUM IMPORTED HARD SELTZER

‘MADE FOR HEALTHY HEDONISTS’

Social House

A true gem in Manchester, Vermont



Social House is quickly becoming a favorite amongst locals, second home-owners and tourist in the town of Manchester, VT for being a rustic seafood and house-made pasta-based, family-owned restaurant. Husband and wife duo, Debbie and Luis Pazos, paired up with Kyle Garell, their Executive Chef de Cuisine and NECI graduate, to deliver some culinary magic.

Having marked their first year open on July 3rd, Social House (SoHo) has proven itself to be a strong contender surviving, and even thriving, through the ongoing pandemic. “This has always been our dream to open up a place of our own. Finally seeing it happen and watching it not only survive but thrive through a pandemic, only affirms how much people really do love this place,” said Luis.

The Pazos, who hail from New York City, talked about meeting while working at Le Bernardin, a three Michelin-star seafood restaurant in Midtown Manhattan. They moved to Vermont in 2013 and now live in Manchester Center, VT. Luis and Debbie sought out to offer a casual low-key feel with elegant cuisine.

“From the moment the plate is put in front of you, we want you to realize it is not just food we are serving you.. It’s our art. It’s our passion,” says the SoHo group. The food is simple and pure. Each dish garnished with a stunning flower to showcase and elevate. The SoHo group proudly speaks of their goal at Social Hous, to preserve the beautiful products from the local farms and showcase the hard work they put into growing these amazing products.

From PEI Mussels to Sea Bass and Short Rib, the menu offers something to delight every guest. SoHo offers a verbal kids menu and make all desserts from scratch. This includes the ever-popular and highly requested Salted Caramel Gelato.

Social House offers from 5pm – 6pm on Wednesdays and Thursdays 5 courses for \$35. With their executive chef’s experience with Chinese cuisine, they are also

able offer Chinese food as a take-out only option during the week. Some favorites from their Chinese menu are “Bang-Bang” crispy shrimp coated with a creamy and spicy sauce and “Mongolian Beef” slices of flank steak cooked with onions paired with scallions and mixed vegetables. “We want to offer things that are not in the area and allow guests to order Chinese take-out or dine-in for a 5-course menu. We want to offer a night off of cooking dinner and offer a beautiful experience,” said Debbie. Social House prepared for winter with food tasting menus and wine + champagne tastings.

“We want to start a tradition in town and offer our guests a gift for joining us for dinner. Once you make a reservation you are automatically entered to win the prized gift for that evening,” said Luis. SoHo has featured gifts such as a gift basket from Fortuna’s, a purse from Michael Kors, and brunch for two with unlimited mimosas included. Their new tradition is sure to spark cheer.

This ever-evolving restaurant is one to watch. From the impeccable service and their friendly staff, to their top-notch wine list, hand crafted local beers and memorable cocktails. When in Vermont, do as the Vermonters do and dine at Social House!



SEAFOOD
FROM
NORWAY

KOSELIG

ENJOY THIS WINTER,
THE NORWEGIAN WAY



Norwegian koselig activities to enjoy at home this winter:

- Enjoy a comforting Norwegian seafood recipe or stew using Seafood from Norway
- Hike in nature with a thermos of hot chocolate
- Decorate your home or apartment with lots of candles and throws
- Take a technology timeout — leave phones in another room and enjoy some technology-free time together

WHAT IS KOSELIG?

Koselig (pronounced “kooshlee”) is the Norwegian word roughly defined as a cozy and warm atmosphere.





NORWEGIAN STEELHEAD TROUT

with Harissa Butter and Pattypan Squash Hash

Servings: 4 **Prep time:** 15 minutes **Cooking time:** 20-30 minutes

INGREDIENTS

- 2 teaspoons harissa spice
- 4 tablespoons unsalted butter, room temperature
- Kosher salt and ground white pepper
- 1½ tablespoons olive oil
- 4 (6-ounce) pieces Norwegian steelhead trout
- ½ white onion, diced
- 4 yellow pattypan squash, diced (sub yellow squash)
- 4 green pattypan squash, diced (sub green zucchini)
- 1 (15-ounce) can whole kernel corn, drained rinsed
- 6 each oven-dried or sun-dried tomatoes, diced
- ¼ teaspoon fresh thyme leaves, chopped (or a pinch dried)

DIRECTIONS

1. Preheat oven to 350°F.
2. Mix together well the harissa spice and the butter. Season with a pinch of kosher salt and set aside.
3. In a large ovenproof sauté pan, heat the olive oil over high heat until it is very hot and wisps of smoke can be seen. Carefully place the steelhead trout in the pan, skin side down, and sear until golden brown, about 1-2 minutes. Remove from the pan and set aside.
4. Add the onion to the pan. Lower the temperature to medium high, cook the onion, constantly stirring, until soft, about 1-2 minutes.
5. Add both squashes to the same pan and continue cooking until the squashes are slightly golden brown, about 3-4 minutes.
6. Add the corn, tomatoes and thyme leaves to the squash mixture. Continue cooking for another for 1-2 minutes to mix well.
7. Place the seared steelhead on top of the squash mixture. Place the pan in the oven for 6-8 minutes or until fish is desired doneness.
8. To serve, spoon an equal portion of the squash hash on each plate, top with a piece of cooked fish and spoon an equal portion of the harissa butter over top.

SEAFROM
NORWAY
NOD



WHITE BEAN CASSOULET

with Norwegian Haddock and Gremolata

Servings: 4 **Prep time:** 10 minutes **Cooking time:** 25-35 minutes

INGREDIENTS

- 1 teaspoon chervil, minced
- 1 teaspoon parsley, minced
- 1 tablespoon panko breadcrumbs
- Zest of ½ orange
- Zest of ½ lime
- Zest of ½ lemon
- Kosher salt and ground white pepper
- 4 strips bacon, minced
- 2 cloves garlic, minced
- 1 carrot, minced
- 2 stalks celery, minced
- ½ white onion, minced
- 1½ quarts fish stock or water
- 2 (15-ounce) cans white navy beans
- 4 (6-ounce) pieces Norwegian haddock

DIRECTIONS

1. Preheat oven to 350°F.
2. Mix the chervil, parsley, panko and citrus zests together and season with salt. Set gremolata aside.
3. In a sauté pan over medium heat, cook the bacon until nearly crispy. Stir in the garlic, carrot, celery and onion and cook until soft, about 1-2 minutes.
4. Pour the stock into the pan. Cook until the stock is reduced by half, about 8 minutes.
5. Gently stir in the beans.
6. Season the haddock with salt and white pepper and place on top of the bean mixture. Sprinkle the fish with the gremolata.
7. Place into the oven and cook for 4-6 minutes or until the haddock is cooked.

SEAFOOD
FROM
NORWAY
NOD



MAPLE ROASTED NORWEGIAN COD

Servings: 4 **Prep time:** 10 minutes **Cooking time:** 20 minutes

INGREDIENTS

- 1 tablespoon + 2 tablespoons olive oil
- 2 sweet potatoes, peeled, diced
- 4 cups Brussels sprouts, blanched
- 1 red onion, sliced thinly
- 1 yellow onion, sliced thinly
- ¼ teaspoon dried thyme
- 1 tablespoon unsalted butter
- Kosher salt and ground white pepper
- 4 (6-ounce) pieces Norwegian cod
- ¼ cup maple syrup

DIRECTIONS

1. Preheat oven to 350°F.
2. Line a sheet pan with aluminum foil and drizzle with olive oil. Spread the diced sweet potato on the pan. Roast for 15-20 minutes.
3. In a sauté pan over medium heat, cook both onions for 5-7 minutes or until softened. Add thyme and 1 tablespoon butter, remove from heat and season with salt and pepper to taste.
4. Place the Norwegian cod on top of the onions, drizzle with maple syrup and place the pan into the oven with the sweet potatoes. Cook for about 7-9 minutes or until the cod is cooked to desired doneness.
5. While the cod is in the oven, in a small pan over medium-high heat, add two tablespoons of olive oil. Add the blanched Brussels sprouts; stir to warm through and season with salt and pepper.
6. Serve the cod alongside the potatoes, Brussels sprouts and onions.

SEAFROM
NORWAY



FARRO RISOTTO

with Black Garlic, Norwegian Salmon and Roasted Acorn Squash

Servings: 4 **Prep time: 20 minutes** **Cooking time: 25 minutes**

INGREDIENTS

- 4 acorn squash, cut into ½-inch slices & seeded
- 1 tablespoon olive oil
- Kosher salt and ground white pepper
- 2 cloves black garlic (sub regular garlic if black is unavailable)
- ½ cup shallot, diced
- ½ cup leek, diced
- ½ cup zucchini, diced
- ½ cup yellow squash, diced
- ¼ cup red pepper, diced
- 1 cup farro
- 2 quarts seafood stock or water or chicken stock
- 4 (6-ounce) portions Norwegian salmon
- Finishing oil, extra virgin

DIRECTIONS

1. Preheat oven to 350°F.
2. Line a sheet pan with aluminum foil, place the sliced squash on the foil, drizzle with oil, season with salt and white pepper and place into the oven.
3. In a sauté pan, cook the black garlic and all of the small diced vegetables together until soft, 2-3 minutes, add the farro, stir for 1 minute. Add the stock or water, stir until it reaches a boil, reduce heat to low and simmer for 15-20 minutes.
4. Once the farro is simmering, remove the squash from the oven and lower the oven temperature to 300°F. Place the salmon on the same pan as the squash and return to the oven to roast while the farro cooks. Cook salmon to desired doneness.
5. To serve, place the squash on each plate and spoon farro risotto over top. Place the salmon next to the squash and, if desired, drizzle with finishing oil.

SEAFROM
FRONORWAY
NOD



NORWEGIAN COD POZOLE

with Uncured Bacon, Dried Chilis & Creamy Chimichurri

Servings: 4 **Prep time:** 15 minutes **Cooking time:** 20-30 minutes

INGREDIENTS

- 1 teaspoon parsley, minced
- 1 teaspoon cilantro, minced
- 1 clove garlic, minced
- Kosher salt and ground white pepper
- ½ cup Greek yogurt
- ¼ pound uncured bacon, minced
- 2 tablespoons olive oil
- 1 white onion, thinly sliced
- 2 cloves garlic, smashed, peeled
- 2 dried guajillo peppers
- 2 dried ancho chilis
- 1 stick cinnamon, preferably from Mexico
- 2 cups cherry tomatoes, sliced in half
- 2 quarts fish stock, water or chicken stock
- 1 (15-ounce) can hominy, drained
- 4 (6-ounce) pieces Norwegian cod
- Tortilla chips

DIRECTIONS

1. Preheat oven to 350°F.
2. Mix the parsley, cilantro and minced garlic together, season with salt and add the Greek yogurt, set the chimichurri aside.
3. In a sauté pan, render the uncured bacon in the olive oil over medium-high heat until golden brown, add the onion and smashed garlic, stir for 1-2 minutes until beginning to soften.
4. Add the chilis and cinnamon, stir.
5. Add the cherry tomatoes and stock (or water), bring to a boil, reduce to a simmer and cook until liquid is reduced by half, approximately 8 minutes.
6. Add the hominy and cod portions, place into the oven for 6-8 minutes until the cod is cooked.
7. Remove the cinnamon stick, drizzle the creamy chimichurri over top and serve with tortilla chips.

SEAFROM
NORWAY



February Double Feature

Danica Patrick
Exclusive Interview

[Click here to jump to back cover](#)

management.

It was Patrick's love of cooking, food, and wine that brought her to Napa Valley in 2006. Overlooking the bottom of a valley as the morning fog drifted away, eating a sumptuous breakfast, and tasting wonderful white wines, Patrick loved her experience and started to dream of owning a winery. Later that day, she would meet winemaker Aaron Pott and they would bond over aged wines. Later in 2006, Patrick would find the perfect property on the switchbacks of the Howell Mountain in Napa Valley. She would purchase the property in 2009, naming it Somnium, which means, "dream," and developing Somnium Wine (somniaumwine.com). Patrick would produce Cabernet Sauvignon from 2011 to 2014, add Cabernet Franc, and expand the portfolio to include varietals.

As for her latest offering, *"I wanted to produce a personal wine that everyone could enjoy all year round,"* says Patrick.

"I have introduced a rosé for those who love wine, such as myself, as well as for those who enjoy cocktails that will try a glass of Danica Rosé. Its packaging is an extension of me to share with everyone as they raise a glass of my wine."

Danica Rosé wine is available online and in select stores with a national retail expansion slated for Summer 2021. For more information, visit www.danicarosewine.com and follow on Facebook and Instagram at @danicarosewine.



gratitude with a glass of Danica Rosé.

Part of the allure of rosé wines is the packaging, and Danica Rosé entices in an elegant custom glass bottle paying homage to the blends' French origin. The bottle's design captures its flavor profile, the balance of its elements, and the winemaking history. The glass is embossed with a floral design depicting its floral notes as the color of the wine dazzles as if in a prism. Its shape captures the elegance of the presentation. After enjoying the wine, Patrick repurposes the beautiful bottle as a stylish addition at her dinner parties using as water bottles placed for guests. Its exquisiteness can also be transformed as a vase and other purposes.

For her latest offering, Patrick teamed up with Nechio Novak private equity group, including former Budweiser executive Rick Nechio and entrepreneur Damian Novak. The fund offers over 100 years combined experience in the adult beverage and food & beverage industries along with strong business development and



rosé wine as a specialty and a part of its culture to be savored and celebrated. The dry Provençal rosé is produced using the saignée method on the grapes imparting more tannin and color to ferment its pink juice.

Danica Rosé captures the delicate crisp features of this premium wine. Its flavor profiles express luscious flavors of white peach, fresh melon, and tart strawberry with aromas of hibiscus and lime blossoms. The finish delights and tantalizes the palate, whether pairing with food or enjoying its attributes as a delicious drink.

To create this complex flavor palate, Patrick is

collaborating with the Margnat family, with winemaking traditions that span four generations dating back to 1895.

“I wanted to pair up with someone who has a long history and traditions in winemaking with great success. It’s all about quality, and I knew they could produce the best wine bearing my name.”

While her introduction to wine was in England, Patrick would discover that wine with meals is also common in Italy and France. In the US, reasons are different, according to Wine Business News. The number one reason Americans drink wine is for its taste, followed by a way to relax, pair with food, and socialize with others. Patrick followed these reasons when creating Danica Rosé developing a lighter, more palatable wine to fit American’s tastes as well as become part of the world market. She also recognizes that pink is an uplifting color associated with fun and love. Her rosé wine combats any mood and allows people to show hope and

Her path to appreciating wine began when she lived in England during her racing days. World travels took her to four continents, including Asia, Australia (including New Zealand), Europe, and Africa (including South Africa). She visited wineries all over the world and recognized the stunning beauty where her favorite drink was produced. As her passion

for wine grew, Patrick developed her entrepreneurial expression with her Napa Valley winery purchase.

As a wine drinker, Patrick was first introduced to white wine and then incorporated red wines into her experience. She delighted in the bubbles of champagne before tasting sparkling and still rosé wine.

“The well-balanced acidity of rosé wine is part of the experience as it grows in popularity,” she says. “Its vibrant taste, along with its quality, is why rosé wine is much more in demand.”

As the fastest growing major wine category, according to vinepair.com, with a 281% increase in sales over the past four years, Patrick was excited to offer her new authentic French rosé to consumers around the world.

Provence is the oldest winemaking region in France and perfectly suited with its climate, terroir, and grape varieties to produce rosé wine. More importantly, this region embraces



Taste the Passion

Danica Rosé wine delights with refreshing notes and appeal.

By Debbie Hall

Danica Patrick, world-renowned retired race car driver and entrepreneur, demonstrates her life of passion as a journey, not a finish line. With her love of wine, Patrick has cultivated her own brand with her Somnium Vineyard located in St. Helena, California, and now expanded her love of wine by launching Danica Rosé wine from the Provence region in France.





FEBRUARY 2021

COVER IMAGE

Danica Patrick, Founder of Danica Rosé

PUBLISHER

MICHAEL POLITZ Michael@fb101.com

EDITOR-IN-CHIEF

LAUREN KANE Lauren.Kane@fbmagazine.com

EDITOR AT LARGE

JENNIFER ENGLISH SpiritsKitchen@gmail.com

NATIONAL SALES DIRECTOR

COLLIN MILLINGTON Collin@fb101.com

NATIONAL SALES MANAGER

JEFF TIMM Jeff.Timm@fbmagazine.co

NATIONAL SALES MANAGER

RON STERN Ron.Stern@fbmagazine.co

DIRECTOR OF PROGRAMMATIC SALES

BARB ROGERS Programmatic@fbmagazine.com

PODCAST ENGINEER

BRAD JONES Brad@marque.media

CORPORATE EXECUTIVE CHEF

KEVEN LEE Info@chefkevenlee.com

CONTRIBUTING EDITORS

LAUREN MCINDOO

MICHELE TELL

TARRY HART

KAIULANI DELGADO

MATT FROHMAN

VEDO PITNJAKOVIC

DEBBIE HALL

We honor and remember the support of

**Chef Kerry Simon, Gary Cantor, Robin Leach,
Chef Paul Prudhomme, & Gary Coles**



Food & Beverage Magazine® is owned and published electronically by Beautiful People, LLC. Copyright 1995-2016 Beautiful People LLC. All rights reserved. Food & Beverage Magazine® and distinctive logo are trademarks owned by Beautiful People, LLC. "fb101.com" is a trademark of Beautiful People, LLC. No part of this electronic magazine may be reproduced without the written consent of Food & Beverage Magazine. Requests for permission should be directed to: Lauren.Kane@fbmagazine.com. The information contained has been provided by such individual, event organizers or organizations. The opinion expressed in each article is the opinion of its author, organization or public relation firm. Food & Beverage Magazine is not affiliated with any other food and beverage or hospitality publication.

BREAK
EXPECTATIONS.

NEFT

ULTRA PREMIUM VODKA



INDUSTRY LEADERS • TRENDS • BEVERAGE • CUISINE • CHEF • RESTAURANT • HOSPITALITY

FOOD & BEVERAGE

FEBRUARY 2021

MAGAZINE

Exclusive
Interview



DANICA

Rosé



DRIVEN BY EXCELLENCE

DANICA
PATRICK