



The Polished Palate brought together more than 3,500 aficionados in 'spirit' this year. An impressive 73 Spirits Companies presented 232 varieties of premium and ultra-premium world class Vodkas, Gins, Tequilas, Mezcal, Liqueurs, Rums, Rhums and Cachacas to attendees in New York City, San Diego and Tampa.

From Absolut to XO Vodkas, from Agua Luca to Mae D'ouro Cachacas, from Chaya to Tezon Tequilas, from Bombay to Plymouth Gins, from Appleton to Zacapa Rums, from Clement to J.M. Rhums, from Pallini Limoncello (oh that Limoncello!) to X-Rated Liqueurs and all in between, attendees tasted an alphabet of brands (with the exception of those starting with the letters Q, U and Y)!



We saw a mélange of Scorpions (Mezcal, that is), Idols (Sonic Record's recording artist Ryan Baysden), a Bulldog (Gin), intriguing-shaped bottles (Bong Spirit Vodka & Khukri Rum's Dagger), several Don's (Don Eduardo, Don Julio, Don Q, El Duende de Don Felipe), the World's First Sparkling Vodka (O2), a lot of Rons (Barrilito, Botran, Barcelo, Macuro), some Bambu (Rum), amazing Blue Ice (Vodka), a lot of Spice (Millie Puente Band & Mario Olivares and Latin Spice) and some sweets too (Swecata Melt-in-your-Mouth Chocolate—a sell-out at every event!



There were Peaches (Absolut Apeach) and Herbs (Herbs Vodkas), Single Barrels (Cruzan) and Double Espressos (van Gogh Vodka), Kings (Boru Irish Vodka- after Brian Boru, the first High King of Ireland), Diamonds (El Diamante del Cielo Tequila), Sapphires (Bombay Gin), Silk (SV silken Supreme Vodka), Inner Circles (Inner Circle Rum) and the High Court of St. Petersburg, *Russia, that is* (Imperia Vodka).

It was the League of Nations with brands from all over the world including Antigua, Aruba, Australia, Barbados, Belize, Bermuda, Brazil, Canada, Colombia, Denmark, Dominican Republic, Finland, France, Grenada, Guatemala, Holland, Ireland, Jamaica, Japan (& The Netherlands), Martinique, Mauritius, Mexico, Nepal, Nicaragua, Panama, Poland, Russia, Sweden, Switzerland, Trinidad, the UK, the USA and Venezuela.

It was a heady year for press coverage from the St. Pete Times, North County Times, Cheers, Sante, Wine Enthusiast, Miami Herald, TampaGold, Creative Loafing, NBC, CBS, The Reader, Spirits Review, Market Watch, TBT, SoHoTampa, Tampa Bay Illustrated, Nightclub & Bar, Beverage Industry News, Cocktail Times, Tequila Aficionado, Good Life, PocoTequila, Imbibe, Lets Play Downtown, Tampa Digital and more.

With great thanks and deep appreciation to our participating brands and sponsors, we raised more than \$11,000 for the **Sky Ranch Foundation**, which has been helping troubled youth since 1964.

Shortly we will be announcing our schedule of events for 2007. Some will include Judging Competitions co-hosted by our favorite 'tag team' of renowned Spirits Writers **Jack Robertiello**, Group Editor for Electronic Media of Adams Beverage Group and **Robert Plotkin** of Bar Media. Both Mr. Robertiello and Mr. Plotkin are icons, with decades of experience in having 'raised the bar' on standards of professionalism in the beverage industry.



Jack Robertiello



Robert Plotkin

1st Event of 2007: The **International Cane Spirits Festival (ICS)** takes place in Tampa at Ybor City's Cuban Club on March 24. A Judging Competition for all cane-based spirits (Cachaca, Rhum, Rum...) will take place on March 22 & 23 led by our esteemed colleagues noted above.

Best Wishes for a Safe (Don't Drink and Drive) Healthy Happy Holiday Season