



# Market Watch

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# MARKET WATCH

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**Ruvo Center Partners With Cleveland Clinic....**  
The Las Vegas Lou Ruvo Brain Institute, founded by Southern Wine & Spirits of Nevada senior managing director Larry Ruvo, has formed a far-reaching partnership with the world-renowned Cleveland Clinic. Under terms of the accord, the renamed Cleveland Clinic Lou Ruvo Center for Brain Health will open in downtown Las Vegas on July 1<sup>st</sup>.

Devoted to the research and treatment of neurological diseases, including Alzheimer's, Huntington's and Parkinson's, the new medical center is named for Larry's father, the late Lou Ruvo, a longtime Las Vegas restaurateur who died of Alzheimer's in 1994. Since then, his son, who has run Southern's operations in Nevada since selling his own liquor distributor to the company in 1972, has dedicated himself to the fight against Alzheimer's and other neurological diseases. Larry and his wife, Camille, have spent more than a decade



raising money toward the goal of creating a state-of-the-art research and treatment facility in Las Vegas. Some \$65 million has been raised to date.

While Las Vegas mayor Oscar Goodman has said the Ruvo partnership with Cleveland Clinic will transform Sin City, it also extends far beyond Las Vegas. The Cleveland Clinic's brain health centers in Cleveland; Weston, Florida; Toronto; and the United Arab Emirates will also carry Lou Ruvo's name.

**Mondavi And Kanbar Invest In Partida....**Michael Mondavi, co-founder of Robert Mondavi Winery, and Maurice Kanbar, founder of Skyy Spirits, joined Partida Tequila's board of directors in March. Both industry leaders have also made capital investments in the brand, though the terms of the investments were not disclosed. Along with new distributor relationships, the appointment of Mondavi and Kanbar is part

**Las Vegas Resort Unveils 14 Restaurants And Bars....**  
The M Resort, Spa and Casino opened on the southern end of the Las Vegas Strip in March with nine new restaurants and five bars. The restaurants include Studio B, a live-action cooking destination where guests can watch chefs work; Terzetto, a steak and seafood house with an extensive wine and cocktail

of Partida's goal to gain market share in the United States. The Tequila brand is now distributed by Southern Wine & Spirits in California, Florida, Colorado and New York, and recently became available in Texas through Republic National Distributing Co.

list; Marinelli's, an authentic Italian eatery; and Veloce Cibo, which specializes in sushi and encompasses Bar Veloce, a nightclub with hand-crafted cocktails. M Resort also houses the Hostile Grape, a wine bar and tasting room with more than 120 glass pours, as well as a café, deli and bakery. In addition, the property has 390 guest rooms and suites and more than 1 million square feet of retail space.

**Michigan Brewery Chosen For Kid Rock Beer....**Drinks Americas Holdings Ltd. announced in February that Michigan Brewing Co. in Webberville, Michigan, will be the brewer for the company's new Kid Rock Beer brand. Drinks Americas, which has a varied roster of celebrity-driven products, partnered with singer and guitarist Kid Rock to form Bad Ass Beer Co. and create the value-oriented, easy-to-drink American-made brew. Kid Rock Beer is slated for release this spring.



Las Vegas' M Resort has a bevy of new on-premise venues.

*The Editors*



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