



## Beverage Journal(Maryland Edition)

November 2010

Hanover, MD

Circulation: 4,600 monthly

**BEVERAGE JOURNAL (MARYLAND EDITION)**

### Pub Page



#### Charmer Sunbelt Wins Award From *InformationWeek 500*

The Charmer Sunbelt Group (CSG), one of the leading distributors of fine wines and spirits, was honored to be included in this year's *InformationWeek 500*, an annual listing that identifies and honors the nation's most innovative users of information technology.

With this annual list, *InformationWeek* tracks the technology, strategies, investments and administrative practices of America's leading companies. The ranking is unique among corporate rankings as it spotlights the power of innovation in information technology, rather than simply identifying the biggest IT spenders.

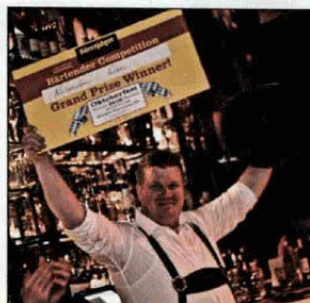
"This award is a testament to CSG's application of technology to innovate across our organization. By recognizing us on their prestigious list, *InformationWeek*, acknowledges us as a leader. I am extremely proud of our IT organization and the support they receive from our business units," said Paul Fipps, CSG's CIO and VP of Business Services.

"I am thrilled at this accomplishment," said **Charles Merinoff**, CSG's CEO and Chairman. "It is great to see The Charmer Sunbelt Group recognized among technology innovators from other industries and to be recognized as a leader in the application of IT. Our commitment to innovation will continue to make CSG the distributor of choice for our suppliers and customers."

With this award, The Charmer Sunbelt Group joins a select group of organizations such as Hilton Hotels, National Semiconductor, and Kimberly-Clark, all past winners.



by  
**A. Stephen Patten**



#### Brendan Dorr Named Grand Prize Winner in Bärenjäger Competition

Bärenjäger Honey Liqueur has recently announced that the grand prize winner of the brand's first-ever national bartending competition is **Brendan Dorr** of the Kimpton Hotels and Restaurants **B&O American Brasserie** which is located in the historic B&O Railroad Building in Baltimore.

For his efforts Brendan won an all-expense-paid trip for two to Oktoberfest 2010 in Munich, Germany and \$1,000 to sweeten the pot because he was the "audience favorite."

Judges based scores on taste, appearance, creativity and overall delivery in the final competition which featured five other of the nation's finest bartenders in the national contest.

For Brendan's winning entry, he mixed up "El Oso," a perfectly balanced cocktail that according to the judges "highlighted Bärenjäger beautifully and created an instant classic."

#### Cocktail: El Oso (The Bear)

3/4 part Bärenjäger Honey Liqueur  
1 3/4 parts Partida Anejo Tequila  
1/3 part Luxardo Maraschino Liqueur  
2 dashes Bitter Truth Jerry Thomas "Own Decanter Bitters"

Garnish: Dehydrated Orange Wheel  
Combine all liquid ingredients in a mixing glass. Add ice and stir approx. 40 times. Strain into a lowball with the dehydrated orange wheel on the bottom of the glass and 2 large (tovolo) ice cubes on top.



[www.tequilapartida.com](http://www.tequilapartida.com)