

THE WASHINGTON PANEL

15335 Morrison St., Suite 345, Sherman Oaks, CA 91403 818-990-0350

ACTUAL *UNSOLICITED* TESTIMONIALS FROM OUR MANY FRIENDS IN THE BUSINESS



What an event! ["Cocktail Speed Tasting," September 2010] Thank you so much to you and all at *The Tasting Panel* for organizing an executing a perfect day Looking forward to working more events with you and seeing this event in print!

Very best,
Alex Carlton
Founder and CEO, Funkin



Good day, Meredith,

I wanted to drop you a note thanking you for taking the time to visit (and learn to love!) the Temecula Valley. I know how precious weekends are and your giving so generously of your time means a lot to us.

*Our winemakers were thrilled to have someone of your caliber acting as moderator of the roundtable, and delighted that you chose to visit and interview so many of them on a more individual basis. We so appreciate you supporting our wine region and **we look forward to a long relationship with you and The Tasting Panel magazine.***

Very sincerely,
Peggy Evans
Executive Director
Temecula Valley Winegrowers Association

Hi Meridith,

Paul at Michael-David tells me that they've received the September issue and that it looks great. They are **very pleased with the way that the story turned out.**
Thanks Meridith!

Cheers,
Blythe C. Beaubien
wine Press



Meridith and David,

*We read the interview you did with David Adelsheim today. I want to express our sincere thanks for including us in this article. **It was very well done!***

Best,
Catherine Douglas
Marketing and Communications Manager
Adelsheim Vineyard, Newberg, Oregon



Meridith,

Georgie showed me the proof on the Crown Royal spread. **Love it.**

Fred [Minnick] was fun to work with and has a nice writing style for people in our business. If you use him again, you will get plenty of applause from me.

All the best,
Steve Beal
Diageo Master of Whisky



*I just wanted to take a minute to thank you again for the subscription to The Tasting Panel. **It has become my favorite industry magazine,** and I enjoy reading it every month. Keep up the good work!*

Regards,
Ted Breaux
Master Distiller, Viridian Spirits

It was so fantastic to read Lana [Bortolot]'s recent article in *The Tasting Panel*. It's fabulous! **We've got some very happy people in San Luis Obispo!** Thank you again and again for your support and friendship. Please don't ever hesitate to let me know how I can possibly be of help in your efforts.

BIG hugs,
Linda Parker Sanpei
Alta Communications



Hi Meredith,
*I wanted to drop you a line to **thank you for your treatment of Jordan** in your "Pay Dirt" piece. All of us at Jordan are excited about the direction of the company and grateful that you took notice of our efforts. I hope that you will join us for a harvest lunch or two this fall!*

Sincerely,
John Jordan
Jordan Winery



Meridith,

I've been **hearing a lot of great comments from people about what you guys are doing—in every market** and on both sides of the business. You are now THE go-to resource for the industry!

Regards,
John Hanson
President & CEO
Tequilas Premium, Inc.



*I make a point to read *The Tasting Panel*. I always find an **interesting variety of articles** about the wine industry and it helps keep me updated on new brands.*

Francoise Gouges
International Sales Representative
Tonnellerie Sirugue

David,

Just wanted to say thank you for the glowing review of Pilsener! Not only was the review wonderful but **we all LOVE your writing style**. You easily paint a picture with words. I look forward to reading your reviews to come.

Sincerely,
Jennifer Verdon
Winery Exchange



Hello Meredith!

We just received today our (numerous) copies of *The Tasting Panel* magazine: what excitement! Our client Nicolas Feuillatte will be thrilled, and we will send it to them ASAP so they can share in the joy.

Thank you very much for this **great piece which will help the brand at the trade level**, and more subsequently of course.

Hope to be working with you another subject soon!

Talk soon,
Pamela Wittmann
Millissime PR & Marketing Services



I want to start by saying "Thank you very much." I am very impressed with the article and placement within the June issue. Mr. [Richard Carleton] Hacker does such a fantastic job of writing that I feel you are too nice to me. I appreciate the positive light with which you represent me and the MGM Grand, and I appreciate the opportunity to appear in your magazine.

*As I mentioned to you before, I am **very impressed with the structure and content of your magazine** as it pertains to our industry. *The Tasting Panel* is definitely something I read from cover to cover on a monthly basis and the opportunity to be featured is truly a highlight for me.*

I feel we have established a great relationship through the two articles I have participated in and I hope to work together again in the near future. Once again, thank you to you, your team, and Mr. Hacker for providing me with this opportunity.

Sincerely,

Kent Bearden, CSS
Master Mixologist

MGM Grand Resort and Casino

Just wanted to say thanks for the editorial! **We are getting a great response and actual orders from that editorial!** I can't wait to see what the ads actually pull . . . you may have a long time customer here :-)

Warm regards,
Mark R. Bates
Principal
Bellasvago, makers of the Torkscrew



Good morning Meridith,

On behalf of the Food & Beverage team here at the Ritz-Carlton, we want to thank you for the story on our event.

*We were all very excited to read about us in your April issue! The staff have a new-found love for what they do. I hear **the servers repeatedly talk to their guests about their event at Thomas Fogarty and their story in The Tasting Panel.***

We look forward to seeing you one day in the near future. If there is anything I can do for you, please do not hesitate to reach out.

Warm regards!
Kristen Dolotina
Ritz-Carleton Half Moon Bay



Meridith,

Thank you so much for your write up in *The Tasting Panel* magazine. **We've posted a link to the article on our Facebook and Twitter pages** as well as emailed a copy to our key contacts.

Thank you for carefully researching and presenting the information on Happy Canyon. Through articles like yours we hope the recognition of this unique growing region and the wines produced here will continue to expand.

Thanks again,
Brooks Parton
Sales and Marketing
Margerum Wine Company

Wow!

Great job and **you kept the passion intact**. [re: Mondavi story, May 2010]

Thanks so much,
Fred Dame, MS



WOW ! This is unbelievable [Whiskies of the World Expo insert]. Congratulations on a wonderful job. I had no idea it would look like this.

I want you to know how much I appreciate the work you put into this. I am very grateful.

*And thank you for thinking to send me some. **You're (collectively) a class act.***

All the best,
Roseann Sessa
President, Savvy Drinks
Brand Management, Marketing & Public Relations



Hi David!

We were **BLOWN AWAY** today when we saw the article you wrote for *The Tasting Panel*!!!!!!!!!!!! THANK YOU SO MUCH!!! Great article!!

Mike Healy
The LAB, Asheville, NC



*We are impressed with the reach of the magazine and **have been hearing from clients around the U.S.***

Saludos,
Andrew Miller
Eco Valley

As for Anthony Dias Blue and his colleagues at *The Tasting Panel*, **I can't thank you enough**. He is quickly becoming the very best cachaça writer that I've encountered outside of Brazil. Kudos to him and his magazine for being such true purists. The love is mutual.

Sincerely,
Cosme L. Gomes
Founder, BOSSA International, Inc.



Hi Meridith,

*Both Rachel and I are constantly impressed at how GREAT a **writer** and **listener** you are. **Thank you so much for getting the info correct and presenting it so well.** We really appreciate what you do.*

Warmest regards,
David & Rachel Cane
David's Pastrami



I am a dedicated reader of your magazine every month. I find it fresh and balanced, always looking for cutting-edge trends. I am always curious to read your reports on the returns of pre-Prohibition drinks and other amazing new and/or old products emerging from every corners of the world are fascinating to me.

Regards,
Franck Vigneron
General Manager
Tessendier USA



Hi Meridith,

*Just wanted to let you know that our copies of the show ["Taste Buds" radio with VeeV] arrived and **they are absolutely great.** Thanks so much for including us and all of your support.*

Have a good weekend,
Courtney Reum
Co-Founder, VeeV

WOW! Thanks for the great work [ChocVine story, Jan-Feb. 2010].

Steve Katz
Founder, ChocoVine



Hi Meredith,

I wanted to thank you for the write-up of Russian Standard and the Moscow Mule in this month's issue.
I have had many clients call me regarding it.

Thanks,
Lisa Hickson
Market Manager
Russian Standard Vodka, USA



Hi Meredith,

*We are so excited about the feature on Carolyn and women in wine! **It is wonderful.***
Many thanks,
Nicole

Nicole Quandt
Senior Marketing Manager
Wente Family Estates



Hi Meredith,

Your article is great. Seriously, I appreciate your very kind, compelling and warm words about my company, my mission and myself.

*And again, thank you very much for this amazing opportunity to be featured in your magazine. **I really do want to work with you to help your cause and that of the small winery and spirit company.***

Cheers,

Mark Crisler

Founder & CEO
Trellis Wine Group

Thank you so much for the article [Sharkwater feature]. Is very nice and we love it! Are you sending **extra copies of the magazine for us to hand out?**

Thanks,

Don Rodgers
President/COO
Sharkwater/JDR Enterprises LLC



*This is an incredibly wonderful article [Peregrine wines story, Dec, 2009] and I appreciate the press. We are really excited about representing these wines. **We would like the PDF so we can reprint it and use it for promotion.***

Thanks so much,
Martha Champaigne
Marketing Director
Vineyard Brands, Inc.



Honestly , I thought [the Stags Leap District story, Nov. 2009] was **so cool I linked to it from our Facebook page!** Many thanks for such a great piece.

Best,
Andy Demsky
Shafer Vineyards



*I like the way the magazine is going and, unlike most of my other food/bev related magazines, **I actually find myself reading every issue.***

Cheers,
Amy Reiley
Author of Fork Me, Spoon Me: the sensual cookbook

Both Alison (our winemaker) and I are based in Napa. We are the last to see this article . . .
It's wonderful! Thank you again for the opportunity.

Cheers,
Heather S. Taber
Director of Sales & Marketing
Levendi Winery



*I am a HUGE fan of The Tasting Panel, and **always use it as a resource for keeping tabs on our industry.***

Cordially,
Maurice Chevalier IV
Regional Sales Manager
Preiss Imports



I picked up a free copy of your magazine at your booth at Whisky Fest last Friday in San Francisco.
I really enjoyed your magazine and am always looking for up-to-date news, new product info and unbiased reviews, which your publication is filled with. I would love to acquire a subscription if you would be so kind.

I have worked as the wine buyer/liquor manager for Safeway store #1507 in San Francisco for the past seven years. We are the highest grossing Safeway in the company and my department absolutely cranks.

Cheers,
Craig McPhee
Wine Buyer/Liquor Manager
Safeway



*The article looks great! **We were very impressed!** I will forward you the addresses of key distributors that would be interested in your publication.*

Best Regards,

Kelly Wright
U.S. Country Manager
Esporao Wines & Olive Oils, Inc.

Meridith,

I wanted to again thank you for the support and quality of the articles recently. **We truly appreciate the effort and focus you have given Pernod Ricard.**

We will set a date in September or late August to set our January thru June priorities with you. We have many new innovations and opportunities.

Talk soon,
Eric Dopkins
Pernod Ricard USA



*I never realized the look of the article was going to be **so beautiful.***

Great job.

Jeff Miller
Artisan Family of Wines



I am in Scotland at the Ardmore distillery. I printed up your article and presented it to the lads. **They are tickled pink about it.** Thanks very much.

Cheers!
Simon Brooking
Laphroaig & Ardmore



*Being the Zinfandel buyer for Wades Wines in Westlake Village I find your magazine to be **a great asset to our profession.***

Bill Candela
Wades Wines

Meridith,

Thank you very much for the full-page spread in the *Tasting Panel* highlighting the upcoming Grande Marque and All-Stars tastings. **Your publication is about the only voice left in the beverage industry that connects and enlightens the many thousands of us in the beverage and hospitality business**, and the improvement in both the graphics and content since the Anthony Dias Blue/Meridith May reign began has been obviously striking.

The number of people I come across at trade tastings and special events who make reference to an article or photograph they have read or seen in *The Tasting Panel* has definitely grown in number over the past few years.

Wally's, as you may know, has multiple buyers of wines, spirits, beers and sakes, etc., and each of them eagerly looks forward to receiving his or her copy at the beginning of each month. You have definitely enhanced the influence of what had previously had become a moribund publication.

Wally's very much appreciates the opportunity you have given us to play a part in *The Tasting Panel's* renaissance!

Sincerely

Gary Fishman

Domestic Wine Buyer

Wally's Wine & Spirits, Los Angeles



Dear Meridith,

I just wanted to say thank you for all your support.

*The article and pictures look fantastic—you are a star. **It is exactly what we need as a small bespoke brand.***

Warm regards,

Mark Holmes, CEO

U'luvka Vodka/The Brand Distillery Ltd.

“Bar Stars” just arrived. It looks great! Everyone is thrilled. **How do I get my hands on extra copies to send out to all the bar stars themselves and the sales people?**

Thanks so much for helping us out with this. We are very pleased.

Cheers,
Dave Karraker
Director, Public Relations & Events
Skyy Spirits, LLC



*Meridith, the article was great as was the review. Can you sent it to me electronically **so I can send it all around the world for you.***

Edward P. Blinn
Commercial Director, Ultimat Vodka
The Patrón Spirits Company

To find out how we can make **you** this happy, contact Meridith May at 818-990-0350 or mmay@tastingpanelmag.com.

THE TASTING
PANEL