

VIAS IMPORTS LTD. CELEBRATES ITS 25TH ANNIVERSARY

Over 1,000 people gathered at the Marriott Marquis on January 14th as Vias Imports, now in its 25th year of operation in the U.S., was showcasing its rich portfolio from Italy, with over 40 producers in attendance. During the tasting, special events were organized, such as a seminar and open discussion on “Sustainable, Organic and Biodynamic Viticulture,” hosted by Hans Vinding-Diers, winemaker of two leading wineries within the Vias portfolio (Argiano in Montalcino and Bodega Noemia in Patagonia), and NY-based wine educator Charles Scicolone. A number of Vias producers, including Castello dei Rampolla, Pecchenino, Gravner, practice some degree of green farming.



The Management Team (L-R): Michele Ricci, VP, sales, New York & New Jersey; Fabrizio Pedrolli, a founding member & president of Vias Imports; Barry Glovitch, VP, national sales; and Luca



Hans Vinding Diers holding Argiano and Bodega Noemia bottles



Fabrizio Pedrolli with Aldo Vacca of Produttori del Barbaresco



Nicola Abbona of Damilano Winery (Piedmont) proudly shows a bottle of Barolo Carnubi



Charles Scicolone and Hans Vinding Diers during Green Seminar

IMPERIA LOUNGE DEBUTS AT NEW YORK FASHION WEEK

Imperia Vodka, the official vodka of Fashion Week, debuted the Imperia Lounge at the Bryant Park Tents for Mercedes-Benz Fashion Week February 1st-8th. The Imperia Lounge was open to all Fashion Week attendees during afternoon and evening runway shows.



Designer Nicole Miller visits the Imperia VIP Lounge

COCKTAIL OF THE MONTH

Mixologist Jon Pogash serves a Blackberry Fizz at Madison and Vine (299 Madison @41st Street). The unique cocktail, served in a Champagne flute, is made with Funkin Blackberry Purée, which is 100% natural with no preservatives, additives, flavorings or colorings.

BLACKBERRY FIZZ

- 3/4 oz. Premium Gin
- 3/4 oz. Lillet Blonde
- 1 oz. Funkin Blackberry Purée
- 1/2 oz. Simple Syrup
- 1/2 oz. Fresh Lemon Juice
- 1 oz. Champagne

Add all ingredients except for the Champagne in a mixing glass with ice. Shake and strain into a Champagne flute. Top off with the Champagne and garnish with a blackberry on the rim.

