

Spirits

Boutique Brands
Bust Out Pg. 23



Marketing

Next Gen
Social Media Pg. 32



Music

Digital Systems
Pg. 30

The Best in Bar Management

Nightclub & Bar™

\$5.00

www.nightclub.com

Jan/Feb 2011

Pump Up the Volume

More Products and **More** Business Builders by Day,
More Networking and **More** Parties by Night!
The Nightclub & Bar Convention & Trade Show
Las Vegas, March 7 – 9

Serve Responsibly

The Brew

Events, Promotions & News in Beer and Related Products



■ Narragansett Porter

Narragansett announces the release of its winter craft beer, Narragansett Porter. The Porter is served on draft or in Narragansett's signature 16-ounce tallboy cans at on-premise locations in New England. Narragansett Porter is made with summit hops, black malt, pale malt, roasted barley and ale yeast, and dry hopped with Amarillo hops. The mild chocolate flavor and hints of smokiness and hops give the beer a balanced finish.

www.narragansettbeer.com.

■ Estrella Damm Daura

United States Beverage introduces Estrella Damm Daura, a gluten-free beer, to U.S. markets. Produced in Barcelona by the Estrella Damm Brewery and available in 12

countries, Daura uses barley-malt as a substitute for wheat or grain. The proprietary brewing process strips the gluten protein from the barley malt to give it a light, smooth taste. Daura is available at select on-premise accounts.

www.estrelladamm.com.

■ Guinness Foreign Extra Stout

Guinness Irish Stout introduces Guinness Foreign Extra Stout, a carbonated stout brewed with extra hops for a more intense flavor. The strong roasted aromas and bittersweet taste contribute to the dry finish and roast character of the stout. The Guinness Foreign Extra Stout should be served in a branded Guinness goblet or enjoyed chilled from the bottle.

www.guinness.com.

■ Victoria

Crown Imports is making a new Mexican beer, Victoria, available in Texas and some select Colorado markets including Denver and Fort Collins; it's already available in Chicago. Victoria is a copper-colored Vienna-style lager beer that has a perfectly balanced taste and a smooth, crisp finish. Victoria will expand to Arizona, California, Georgia, North Carolina, New Mexico, Nevada and Washington state in the upcoming months.

www.findvictoria.com.