

FAC COMPANY

THE NEW RIVALRIES

Google vs. Verizon
Apple vs. Xiaomi
Snapchat vs. Twitter
and more

GWYNETH KNOWS BEST

HER BRAND IS POWERFUL
AND DIVISIVE. CAN SHE BUILD
A BUSINESS THAT MATTERS?

The Recommender



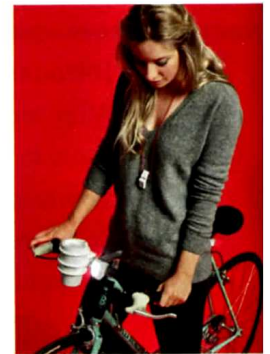
WTSO.com (Wines 'Til Sold Out) sells high-end wines at friendly prices, but only one kind at a time. Free shipping when you buy four bottles or more!

Sheela Maini Søgaard
CEO, Bjarke Ingels Group



Gum Tree L.A. has gifts for kids and adults, and lots of stuff for the house that my husband says we don't need."

Evin Shutt
COO, 72andSunny



"When I commute to work on my bike, the **Bookman Cup Holder** is essential for my morning coffee. The design allows easy mounting on my handlebars and doesn't require hardware."

Adam McDermott
CEO, Linus Bikes



Mike Matola uses handwritten literary text, music lyrics, or film dialogue to create beautiful portraits. I have one of Hermione Granger in my office and it's always a conversation starter!"

Sangita Patel
COO, RRRKidz

WHAT IS YOUR NEW FAVORITE COCKTAIL INGREDIENT?

LA GITANA MANZANILLA SHERRY

"This Spanish sherry, produced by a centuries-old family-run business, epitomizes the blending of tradition and trend."

Jackson Cannon
Bar director, Eastern Standard, Boston

Fall Sherry Cobbler

4	Apple slices
½ oz	Velvet Falernum
½ oz	Cinnamon and black pepper–infused Combier*
2 oz	La Gitana Manzanilla

*For cinnamon and black pepper–infused Combier: Add 75 grams crushed cinnamon sticks and 10 grams crushed black pepper to one 750 mL bottle Combier. Fine strain after two hours.



INSTRUCTIONS

- Muddle apples in the Velvet Falernum and Combier.
- Add La Gitana Manzanilla.
- Dry shake (without ice), fine strain into a rocks glass, and fill with crushed ice.
- Garnish with 2 apple slices, orange moon, lemon moon, mint sprig, and ground cinnamon.