

INDUSTRY LEADERS - TRENDS - BEVERAGE - CUISINE - CHEF - RESTAURANT - HOSPITALITY

FOOD & BEVERAGE

JUNE 2020

MAGAZINE

COVER FEATURE *p. 16*



COVID-19
Reopening Guidance

CASE STUDY:
COVID-19 Buying
Behavior

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MAISON

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Maison No. 9 Founders - James Morrissey, Post Malone, & Dre London



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**COVER FEATURE:
MAISON NO. 9**

**Feature
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Maison No. 9

INTRODUCING MAISON NO. 9: A NEW FRENCH ROSÉ CREATED BY POST MALONE & GLOBAL BRAND EQUITIES

Grammy nominated, multi-Platinum recording artist, Post Malone, announces his latest creation, Maison No. 9, a new French rosé created and developed in partnership with friend and entrepreneur James Morrissey of Global Brand Equities, and Dre London, long-time music manager and Founder of London Entertainment. A thoughtful collaboration designed to break down the traditional perceptions around wine and its barriers for consumers, Maison No. 9 is a light, high-quality, accessible rosé from Provence, France.

Maison No. 9 was born from an idea to bring together a best-in-class winery with Post Malone's love of the Mediterranean lifestyle and rosé. Morrissey, an Irish-born entrepreneur, introduced Post and Dre to the opportunity first over stories at dinner in Los Angeles, followed by a visit to the vineyard in Provence just a few days later. Deep rooted knowledge of the entertainment industry, along with a shared hustle mentality and love of wine, gave the business partners confidence that the venture would succeed.

"Rosé is for when you want to get a little fancy," says founder Post Malone. "It's a nice switch up and I have been thinking about doing my own wine for a while. It was great to work with Global Brand Equities because they saw the vision and we got to do some super cool stuff. Maison No. 9 goes down smooth, and you're all going to love it!"

Working closely with winemaker Alexis Cornu, winner of fifteen gold medals and seven 90+ point rosé wines, the founders spent much of 2019 – in-between Post's sold-out tour dates – traveling frequently to the winery. They tried many grape varietals and sampled over fifty blends until they developed a new blend of premium rosé that they were happy with.

"When the three of us decided to do this, we made it a priority to make something special. Even with hectic travel schedules, we make time to visit the winery frequently as it's more than just a brand to us - it's a lifestyle. We set out to bring the best French rosé to the modern consumer, with a brand that speaks their language," states Morrissey, whose company, Global Brand Equities, creates premium wine and spirits brands in partnership with some of the world's best recognized talent.

Maison No. 9 is a 2019 Méditerranée IGP, 45% Grenache Noir, 25% Cinsault, 15% Syrah, and 15% Merlot, easily identifiable by its soft, light "Provencal Pink" color that shines through the sleek, slender, sustainable all-glass packaging. Intense and inviting aromas of freshly picked fruit, such as ripe pineapple, pear and strawberry, meet hints of sweet French desserts once uncorked. The clean, dry, crisp finish is balanced and round with a texture that is mouthwatering and savory, perfect for drinking on its own or with a variety of dishes.

The name Maison No. 9 was inspired by Post's favorite tarot card, the Nine of Swords, and represents overcoming the daily challenges we all face. The positive message is reflected in the bottle, and no detail was spared in the creative process to ensure the vision for Maison No. 9 came to life precisely as the trio intended. The wine lives in a taller, sleeker extra flint bottle featuring an elongated neck, designed for an easy holding experience while socializing and with a glass in the other hand. Post had an instant vision to create a solid glass custom closure for the bottle with "battlements" inspired by a medieval castle near the vineyard. Following months of intensive prototypes, a fully sustainable glass closure with the signature No. 9 was created to encourage re-use of the bottle.

"We have opportunities to create a lot of new projects with Post, and we are highly selective about what we invest our time and energy into. It has to be something we are really passionate about. With Maison No. 9, we knew immediately that it was the right fit. Between the people, the project and the product, the vision was there to create something authentic on the French Riviera that Post truly loves," says Dre London.

