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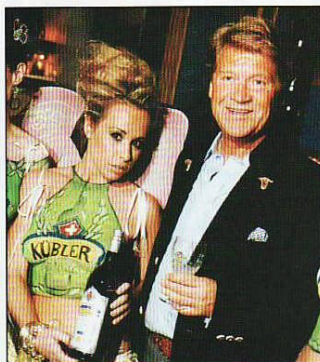
TEQUILA
Gear Up for
Cinco de Mayo

PUB PAGE

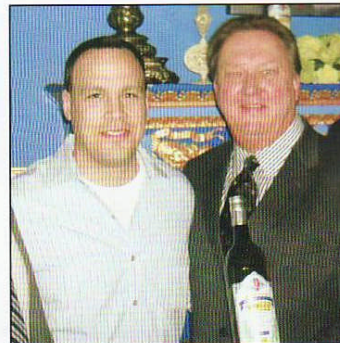
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And This is Really New – Not Since 1912

Kübler Absinthe Superierue is a well-known brand of absinthe, distilled in the Val-de-Travers of Switzerland, also known as the birthplace of absinthe. Kübler Absinthe was first produced in 1863 and was the first brand to be sold legally in Switzerland after the national ban on absinthe was lifted in March, 2005. The legalization of absinthe in Switzerland was largely due to Kübler's lobbying efforts. The Alcohol and Tobacco Tax and Trade Bureau approved the formula for Kübler Absinthe in 2004, and approved the product for sale in the United States in May 2007 after three years of discussions among Kübler, FDA, TTB, and US Customs. These discussions between Kübler and federal agencies proved to be instrumental in opening the door for many brands of absinthe to be legally sold or produced in the United States. Absinthe has been banned in the United States since 1912. Artemisia Absinthium—more commonly known as wormwood—is the primary ingredient in a formula that also includes coriander, mint, anise and fennel among other herbs and botanicals. I was honored to be a guest at a recent media event celebrating the launch of Kübler here in Maryland. I enjoyed a couple of different cocktails that were quite tasty. I definitely recommend everyone try it. It is now 106 proof as opposed to the good old days when it was 150 proof. Kübler is being distributed by **Reliable Churchill**.



Here's Peter Karl export manager, for Blackmint Distillerie, the producers of Kübler with one of the "fairy angel" models at the Kübler media event at iXia.



At the Kübler kickoff at iXia Restaurant in Baltimore were (l-r) Rich Dorkin, a co-owner of Altamarbrands, the importer of Kübler and Tim Williams, vice president/general sales manager, Reliable Churchill.

ABL Convention

I had a fun and educational time in Las Vegas recently at the 6th Annual **American Beverage Licensees (ABL) Convention**. There were many interesting speakers at the event and all the Maryland members that I spoke to were impressed with the planning and execution of the convention. Maryland



At the ABL Convention's Retailer of the Year award ceremony, **Beverages Worldwide** were (l-r) Ralph Aguera, publisher, **Beverages Worldwide**; Lee Murray, publisher, **M Laffey's**, recipient; Mary Kutlick, president, **MSLBA**; Jane Springer, executive director, **MSLBA**.



Here's the Maryland contingent celebrating at the ABL Convention.