

Cabo Wabo's Music Conversations

Mick Fleetwood, founder of Fleetwood Mac, and singer-songwriter ingénue Nicole Atkins have been tapped as the first acts to front the Off the Record music conversation series



Off the Record with Mick Fleetwood of Fleetwood Mac and Brooklyn rocker Nicole Atkins.

presented by **Cabo Wabo** Tequila, founded by Rock and Roll Hall of Famer Sammy Hagar. The double act came together in Mick's hometown of Maui, at his new bar Fleetwood's on Front Street (opening early 2012), to share tales of career beginnings, legendary nights on stage and rumored band romances. Their musical journey together was captured on video for Off the Record and was launched through Cabo Wabo's YouTube channel at www.YouTube.com/CaboWabo.

Hagar comments, "Cabo Wabo Tequila's association with rock music is well known and we have always been strong supporters of new artists. Off the Record is aimed at finding the top unsigned rock bands in America and aide in moving them forward to become rock stars."

Industry insiders should also check out Dave Karraker's "Off the Record Behind the Scenes" video, also available on the Cabo Wabo YouTube channel.

NEW READS

Retailers should keep *Unquenchable: A Topsy Turvy Quest for the World's Best Bargain Wines* (Penguin) by Natalie MacLean on the shelves to help customers navigate the expanding world of affordable wine.



Appointments



Jennifer Porter

The Paso Robles Wine Country Alliance Board of Directors has hired a new Executive Director, **Jennifer Porter**. After conducting a nationwide search, Porter, a marketing professional, was selected for the lead role. Porter began her career in advertising, working with brands including LVMH and Reebok, winning the 2001 Cannes Media Lion. This was followed by five years as Director of Marketing & Media for Sony Corporation of America.

Porter just completed a worldwide trip to all the New World wine regions and worked in a Tuscan vineyard. Upon returning to the U.S., she relocated from New York City to California, earning the WSET Intermediate Certificate while learning the direct-to-consumer business in the Napa Valley.



Mark Breene

Rémy Cointreau USA has appointed **Mark Breene** as Senior VP and Chief Marketing Officer to lead the marketing and branding efforts of the group's heritage brands portfolio in the super-premium category. Previously, Breene held a variety of leadership positions at Diageo North America.



Darrell Johnson

Darrell Johnson is Senior Director, Regional Marketing for Heineken USA. In his new role, Johnson will report to Kheri Tillman, VP of Trade Marketing and Sales Strategy, and will be responsible for leading the regional marketing group, as well as driving local programs and sponsorships that support brand marketing strategies.

Johnson brings more than 20 years of marketing and business development experience to Heineken USA. Most recently, Johnson served as Senior Director of Innovation, Sparkling Beverages, for the Pepsi-Cola Company where he oversaw the development of the company's five-year innovation and growth plan.

Lockwood Locked Up

Monterey winery **Lockwood Vineyard** joins the Boisset Family Estates Collection after a strategic partnership was formed in early November. Lockwood's founding partners, Paul Toeppen, Phil Johnson and Butch Lindley, will remain owners of the estate vineyard, while Boisset plans to market the 75,000-case brand. Boisset's California portfolio of terroir-driven estates also includes wineries in Napa Valley (Raymond Vineyards), Russian River Valley (DeLoach Vineyards), Carneros (Buena Vista) and Sonoma County (Lyeth in Alexander Valley). "Monterey's future is only beginning. We are honored to have found a partner with a long history and a commitment to terroir in this fabulous wine region," comments Jean-Charles Boisset of Boisset Family Estates.

