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## Successful Saké Secrets Revealed

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## Michael Mina's XIV: Staying Ahead of the Curve with Rock Saké

Now with a completely revamped menu that emphasizes both individual and chef's choices, **Michael Mina's XIV** —a Sam Nazarian SBE/Mina Group partnership— is once again kick-starting the L.A. dining scene into passing gear. And honing this cutting edge is the decision to add Rock Saké cocktails to the West Hollywood hotspot's bar menu.



At Michael Mina's XIV, Rock Saké's Seth Podell (left) and Boe Trumbull, Senior Director of Operations for SBE Entertainment, opt for Seth's favorite drink, Rock Saké chilled and straight up. PHOTO: RICHARD CARLETON HACKER

"I work with mixologists and sommeliers of our different divisions to create unique and special profile cocktails to insure SBE is ahead of the market curve," says Boe Trumbull, Senior Director of Operations for SBE Entertainment. "I found Rock Saké to be a very innovative and approachable product: versatile, high-quality and with a very fresh approach to the saké category.

"We're constantly looking for ways of providing a well-rounded beverage program that can expand beyond vodka, gin and tequila. We want drinks that mix well with natural ingredients, sit well by themselves or be combined with non-traditional formats. One of the things that Seth and Rock Saké offer is a dual set of products that does all these things. As a result, we're creating innovative cocktails with Rock Saké for SBE properties that nobody else will have.

"I deal with a lot of companies and buy millions of dollars worth of product a year, and I believe Rock Saké is going to be one of the country's hottest new products. Will it ever overtake vodka? No. But will it be the next sub-culture leader of mixology? I think it will be." —R. C. H.