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UP ON THE ROOF

New York City nightlife trailblazer Steven Greenberg doesn't let a little cold weather get him down. Greenberg, owner of the stylish 230 Fifth lounge (and the man behind historic nightlife spots Palladium and The Roxy) has winterized his rooftop deck so patrons can enjoy the splendid cityscape views, even when the temperature drops.

Recognizing an opportunity to capitalize on the cold, Greenberg replaced his palm trees with heat lamps and offers up cozy red fleece robes and blankets for patrons to wrap themselves in as they wrap their hands around some delicious hot mulled artisanal cider cocktails that were created for the season. The cider based cocktails, in flavors such as raspberry, pear and apple, pair well with the Malaysian street food served at 230 Fifth. And the red robes are a hit, democratizing the crowd and providing plenty of conversation.

This brilliant use of space that would otherwise go empty this time of year means that Greenberg's sales are up from last year's numbers. An anomaly in this economy. So keep those little red robed gremlins coming. www.230-fifth.com.

for the USA.
www.italianmade.com/vino2009

SANTA MONICA SEAFOOD REELS IN TOP HONORS

The Seafood Choices Alliance 2009 Seafood Champion award nominations are out and Santa Monica seafood is proud to announce that they have been nominated as a finalist.

Started in 2006, the Seafood Champion Awards annually recognizes individuals and companies for outstanding leadership in promoting environmentally responsible seafood and innovative

eco-friendly ideas within the industry.

Santa Monica Seafood, which recently opened a second location in Los Angeles, offers a rotating selection of freshly caught, sustainable fish and shellfish options for some of the nation's top chefs and restaurateurs who rely on their products on a daily basis. The company—owned by the Cigliano family—has four generations of fishery involvement and is celebrating its 70th Anniversary as a Southern California seafood institution this year. "We are beyond thrilled," said Michael Cigliano. "Sustainability is not a just a buzz word we toss back and forth loosely at Santa Monica Seafood. It is a concept that reflects the commitment of four generations of family involvement in fisheries around the world and something we work hard on in the way we conduct our business every day."

www.santamonicaseafood.com

CALENDAR OF EVENTS MARCH

- **March 1-3** International Restaurant & Foodservice Show of New York
Jacob K. Javits Convention Center, New York City
www.internationalrestaurantny.com
- **March 1-4** Nightclub & Bar Show
Las Vegas, Nevada - Las Vegas Convention Center
www.ncbshow.com
- **March 1-4** International Restaurant Show Las Vegas
Las Vegas, Nevada - Las Vegas Convention Center
www.irestaurantshow.com
- **March 5-9** National Truffle Fest Asheville, North Carolina
www.nationaltrufflefest.com
- **March 6** Zachy's Wine Auction at Le Paulee de New York
auction@zachys.com
- **March 6-8** Natural Products Expo West Anaheim Convention Center, Anaheim, CA www.expowest.com
- **March 6-15** Philly Beer Week, Various locations throughout Philadelphia, www.phillybeerweek.org
- **April 3-5** Saborea Escambrón Beach, Puerto Rico, www.saboreapuertorico.com
- **April 14-18** St. Croix Food & Wine Experience St. Croix, US Virgin Islands, www.stcroixfoodandwine.com



Photo Courtesy of 230 Fifth

ITALIAN WINE FLOWS DURING VINO 2009

According to figures provided by the Italian Trade Commission, the U.S. represents 27.45% of total exports of Italian wines totaling one billion, two hundred and sixty million dollars. Which is exactly why the Italian Trade Commission launched their inaugural Vino 2009 in January - a glorious road show that showed off their exquisite varieties and wine regions to more than 2000 wine industry professionals who flocked to venues in Boston, New York, and Miami to experience the contributions of more than 270 wine producers and importers.

"VINO 2009 underscores the importance of the United States as a wine export market for Italy. The goal of VINO 2009 is to foster business relationships between wine producers and wine buyers and purveyors in the U.S., which is the number one market for Italian wines," said Aniello Musella, Italian Trade Commission and Executive Director