



Professionals Emerging as Business Leaders

What's new? What's hot? The Organic Happy Hour!

Gone are the days of artificially flavored and colored syrups that once made hard liquor more palatable. Today health conscious drinks are the latest rage. A new generation of organic liquor brands has arrived, built around herbal extracts and antioxidant-rich ingredients so smooth and flavorful that they require no mixers at all.

Cutting edge eating establishments are mixing organic fruits, vegetables, herbal extracts, and organic alcohol in every new way possible to tantalize the adult palate. Cocktails now regularly come vitamin-rich with muddled cucumbers or pomegranate juice, and research seems to support this trend as a healthy one. Researchers at the U.S. Department of Agriculture recently reported that adding alcohol to strawberries and blackberries increases their antioxidant qualities.

While the one minor downfall of this hot trend might be its impact on the pocketbook, organic connoisseurs can find these healthy concoctions offered at discounted prices during Happy Hour at a select few locations. Nonetheless, before balking at what may seem to be the inflated cost of eco-friendly cocktails, consumers should be aware of the

added benefits stemming from this movement towards natural, certified ingredients. By choosing to buy an organic distilled spirit, you support sustainable agriculture and fair trade practices. The extra money you invest in the purchase:

- *Ensures that you will receive a higher quality and healthier product
- *Benefits farm workers who are paid a fairer price for their efforts and are provided with safe working conditions
- *Allows you to make a positive environmental contribution by supporting organic farming methods which leaves a smaller ecological footprint
- *Helps build a brighter future and ensure similar pleasures are available for future generations to come



So, clearly, as a country, we like to drink. When we do, small choices like drinking organic cocktails can have a big impact on our environment and workforce. As a bonus, since many organic spirits are handcrafted by small artisan makers, there's a good chance they also taste better. And that's not hype . . . those are just the good, clean facts.

-Megan Sheehy, General Manager, Locanda del Lago