**2013 is our Year of the Artisan Brand**

We've all seen it coming: Micro-distilleries are popping up like Starbucks across the country; distributors are forming new divisions to market craft brands; adventurous mixologists are seeking out ever more obscure and though-provoking ingredients for their cocktail programs; new categories of spirits are being discovered . . . and even created.

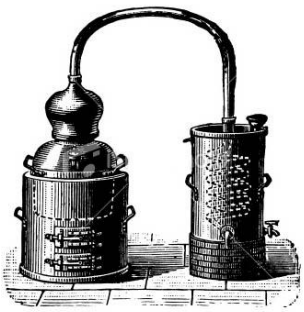
*It is indeed a new era for the little brand!*

We have declared 2013 our *Year of the Artisan Brand*. From artisanal wines to craft beers, from small-batch spirits to farm-fresh provisions, we're going to be looking for all food and drink brands that qualify. That they are hand-crafted and made with real passion are the only prerequisites.

During 2013, in celebration of artisanal brands, THE TASTING PANEL will be taking a tour across the U.S. all year long with events including Arizona Cocktail Week, Tales of the Cocktail and our own, big Holiday Buying Show on Sept 9–10 in New York City. Along the way, we'll introduce our readers to the best and brightest from today's top hands-on producers and share the passion that drives these labels.

**If you have an artisanal spirit, wine or other product that you would like to see featured in the pages of THE TASTING PANEL this year, please contact Sara Deckers at sdeckers@tastingpanelmag.com or 818-990-0350.**

We would love to work with you to bring your handcrafted brand to the attention of our 90,000+ readers, including top bartenders and mixologists, on-premise buyers, retailers, F&B directors, distributors and other important beverage industry decision-makers.



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