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# NH HIGH SPIRITS



Shaken, stirred, or on the rocks? These professionals give you a reason to toast.

By Joseph Dumas

Whether as part of a celebration, social gathering, or a quiet moment at home, alcohol consumption in 2003 reached \$145.4 billion, according to the Adams Beverage Group, which publishes the annual *Adams Handbook Advance*—a compendium of statistics on spirits, wine, and beer.

It's a market being driven by new blends, high-end products, and imports, confirms Tiziana Mohorovic, director of information services for Adams. Sales in spirits rose in every category. Beer dipped slightly, but lights, imports, and domestic superpremiums saw increases. In fact, consumers spent \$8 billion more in 2003 than they did the previous year, with imported products outperforming domestic brands in all three segments.

Author Edward Burke once said, "One can drink too much, but one never drinks enough." Consumers seem to be lifting their glasses to that sentiment. And so, too, do the following five professionals, who work hard at bringing the very best in the wine, spirits, and brews to market.





## ANDRÉ MACK

Head Sommelier | Per Se Restaurant  
New York

**André Mack, 32, has earned his stripes.** In 2003, he won the Chaîne des Rôtisseurs Best Young Sommelier in America competition. He was also awarded the prestigious Court of Master Sommeliers' certificate.

Formerly the sommelier at the famed restaurant French Laundry in California's Napa Valley, Mack now advises clients about wine and food at Per Se, Manhattan's newest interpreter of French cuisine.

"I worked as a waiter to support my way through college. At my tables, I realized the more I knew about wine, the more wine the guest would order. I began to read everything I could on the subject. So, what started as a

sales instrument became an obsession."

A typical day for Mack is divided into two parts. "Office time, 10 a.m. to 4:45 p.m., is spent ordering, purchasing, receiving, and recording wine shipments.

"Service time, 5:30 p.m. to 1 a.m., is spent interacting with guests on the dining room floor, selecting and serving wine based on the guest's chosen menu, and directing wine service among the staff throughout the restaurant."

Mack's biggest challenges are keeping the wine list current with its rapidly changing inventory. "The really big one," he says, "is trying to overcome a guest's belief that they must drink only a certain type of wine."