

L.A. Loves Alex's Lemonade



PHOTO: ALLISON LEVINE

On November 7, 2010, Chef Suzanne Goin and partner Caroline Styne (Lucques, AOC, Tavern), along with Chef David Lentz (The Hungry Cat), brought culinary greats such as Jonathan Waxman, Nancy Silverton, Giada De Laurentiis, Neal Fraser, Joseph Manzare and many others together in Los Angeles for the First Annual L.A. Loves Alex's Lemonade to raise funds and awareness for Alex's Lemonade Stand Foundation. More than 1,000 people attended and enjoyed delicious wine, cocktails and food. Honorary Chairperson, actress Jennifer Garner, and Master of Ceremonies Jim Belushi hosted the event, raising more than \$300,000 to combat childhood cancer.

Alex's Lemonade Stand Foundation (ALSF) was created by Alexandra "Alex" Scott, who was diagnosed with childhood cancer just before her first birthday. When she was four, she decided to set up a front-yard lemonade stand to raise money to give to her doctors to help find a cure. Her first year, Alex raised \$2,000 in one day and continued to set up lemonade stands each year while fighting cancer. Alex passed away in 2004, at the age of eight, but her determination and strength live on through Alex's Lemonade Stand. Children all over the country set up lemonade stands each year and today more than \$35 million has been raised, with more than \$12 million coming from the lemonade stands, to help find a cure for all children with cancer.

As Alex said, "When life gives you lemons, make lemonade." For more information, visit www.alexlemonade.org. —Allison Levine

Dos Equis Variety Pack

The limited edition Dos Equis Winter 24-bottle Variety Pack combines Dos Equis with winter seasonal craft beer Noche Buena. The new pack will be on sale through the beginning of the year.



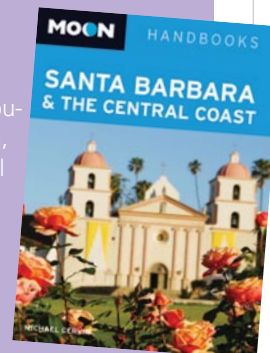
Put the Rock Melon in the Coconut



Bacardi's latest flavor innovation is Rock Coconut, the first coconut rum infused with rock melon and coconut water. With a suggested retail price of \$13.99 for a 750 ml. bottle, the 35% alcohol-by-volume rum also comes in 50 ml., 200 ml., 275 ml., 1 liter and 1.75 liter sizes.

Tour de Central Coast

For TASTING PANEL contributor Michael Cervin, California's Central Coast is home, and his new Moon handbook, **Santa Barbara & The Central Coast** (\$16.95,



October 2010), is one of the most comprehensive travel books to date covering Santa Barbara and Santa Barbara wine country, as well as Ventura and Ojai in Ventura County and Morro Bay, Cambria, San Luis Obispo and Paso Robles. "Having lived in Santa Barbara for over a decade exploring the beaches, mountains, boating on the water, scuba diving on the Channel Islands, running along the water's edge, tasting the food and sampling the wine, my joy is in sharing those experiences with others," Cervin says.