

FOR IMMEDIATE RELEASE

Premier Beverage Company Partners with Rosen College

Company will work with college to enhance fine wine and spirits curriculum

Orlando, FL April 7, 2011 - Premier Beverage Company of Florida and the Rosen College of Hospitality Management at the University of Central Florida announce a “Partnership for Fine Wine & Spirits Education”. The partnership will enhance the present curriculum to educate students of the hospitality college on fine wines and spirits from around the world.

The education will offer a well-rounded approach which will include the historical, geographical and technical components of fine wines and spirits. Student knowledge will be reinforced with a series of guest lecturers from industry notables and trips to wine producing regions. “Premier Beverage Company is proud to partner with this institute of higher learning and we look forward to taking an active role in the education of these future leaders,” states Eric Pfeil, Executive Vice President Premier Beverage Company. The partnership will kick off just in time for the start of Rosen’s Summer Term in June 2011.

Rosen College Professor, Dr. Frank Juge, shares, “Approximately one third of the profit from restaurants comes from wine sales. In order to become effective managers of such restaurants, it is essential that students appreciate and understand fine wines and food pairings. The Premier gift will provide students with the opportunity to learn about an expanded selection of quality wines that are served in fine dining restaurants.”

Premier Beverage Company is the premier wholesale distributor of fine wines and spirits in Florida. The company sells and distributes to licensed retailers throughout the state from facilities in Jacksonville, Orlando, Pensacola, Miramar, and our new state-of-the-art facility in Tampa. Premier Beverage is a member of The Charmer Sunbelt Group, one of the nation’s leading distributors of fine wines, spirits, beer, bottled water and other non-alcoholic beverages. The company’s mission is to be recognized as a superior and socially responsible distributor of alcoholic/non-alcoholic beverages everywhere it conducts business.

The UCF Rosen College of Hospitality Management is dedicated to the values of professionalism, leadership and service. Its mission is to develop future generations of global hospitality and tourism leaders representing all industry segments in the hospitality capital of the world, Orlando, through innovative academic programs, cutting-edge research and strong industry and community partnerships. For more, please visit www.hospitality.ucf.edu.

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