

For Immediate Release  
Tricia Manzanero  
[Tricia@Rosengrouppr.com](mailto:Tricia@Rosengrouppr.com)  
636.695.7046



**Starbucks' Howard Schultz, PepsiCo.'s Indra Nooyi, MADD's Debbie Weir Among**

## **The Daily Meal's First Annual 30 Most Powerful People in Drink**

New York, NY (April 24, 2012)—Dedicated to covering the true tastemakers in the food and beverage world, [The Daily Meal](http://TheDailyMeal.com)—Spanfeller Media Group's mega food site—has unveiled its first annual list of the **30 Most Powerful People in Drink**. More than a roundup of high-profile bartenders and barristas, the list highlights the most influential corporate heads, critics, government officials, entrepreneurs, and other notable figures across the beverage industry—from wine, beer and spirits, to coffee and non-alcoholic drinks.

"We drink liquids of many kinds every day, from our morning coffee to our bottled water, our soft drink to our glass of wine or cocktail, with little thought about the people who had a hand in creating or selling them," said Colman Andrews, Editorial Director, The Daily Meal. "This list looks at the individuals who wield the power to impact what and how we imbibe, whether through enforcing policies, instigating trends or controlling market shares."

Among the 30 Most Powerful People in Drink are:

- **Howard Schultz (CEO, Starbucks)**—Since starting as Director of Marketing in 1981 and later buying the company for \$3.8 million in 1987, Schultz has grown Starbucks into an international coffee conglomerate with over 17,000 stores in 58 countries. Now a billionaire, Schultz has changed the way consumers view coffee, and also holds a significant share in the smoothie franchise, Jamba Juice.
- **Charlie Papazian (President, Brewers Association)**—Educated as a nuclear engineer, Papazian founded and serves as president of the Brewers Association, the not-for-profit trade association dedicated to small and independent American brewers, their craft beers and the community of brewing enthusiasts. The Brewers Association represents more than 70 percent of the brewing industry, and its members make more than 99 percent of the beer brewed in the U.S. Papazian is also the author of *The Complete Joy of Home Brewing*, the first (and for a decade, the only) American mass-market book that offered in-depth information on how to brew beer in the home.
- **Zoe Sekoutis (Founder, BluePrint Cleanse)**—A former communications professional, Sakoutis first started BluePrint Cleanse—the three-day juice cleanse craze that has spread across the country—to help busy people counteract the effects of periodic overindulgence. The liquid regimen is now favored by everyone from dieters looking to lose weight to celebrities striving to get red-carpet-ready.
- **Debbie Weir (CEO, MADD)**—As the chief executive officer of Mothers Against Drunk Driving, Weir leads MADD's efforts to provide support services to drunk and drugged victims across the country. Since its inception in 1980, MADD has nearly saved over 300,000 lives and counting.

- **Robert Parker, Jr. (Wine Writer/Expert)**—This leading American wine critic—known for his 100-point scale wine ratings and his newsletter *The Wine Advocate*—boasts an international influence. Despite controversy over his scores and reviews, Parker has a significant impact on American wine buying and pricing.
- **Indra Nooyi (Chairman and CEO, PepsiCo.)**—Consistently ranked among the world’s most powerful women, Nooyi is the powerhouse behind PepsiCo., the second largest food and beverage business on the globe. Named president and CFO in 2001, Nooyi has directed the company’s global strategy for over a decade.
- **Marvin Shanken (Founder, M. Shanken Communications)**—Shanken started his career in real estate and investment banking before launching M. Shanken Communications. The company’s publications include *Wine Spectator*, one of the top consumer and business publications considered a benchmark by some in the wine industry.
- **David Wondrich (Cocktail Historian/Author)**—Wondrich is the world’s foremost expert on the history of the American cocktail. He serves as Esquire’s Drink Correspondent, and authored *Imbibe! From Absinthe Cocktail to Whiskey Smash*, the first cocktail book to ever win a James Beard Award.
- **Jason and Todd Alström (Founders, BeerAdvocate)**—This brother duo owns and operates BeerAdvocate (BA), a global, grassroots network that links beer enthusiasts and industry professionals from around the world. In addition to overseeing BeerAdvocate.com, Jason and Todd publish *BeerAdvocate* magazine—the only monthly beer magazine of its kind—as well as organize several beer-centric events annually.
- **Commissioner of Your State’s Liquor Authority**—Although not as high profile as some government figures, these commissioners regulate the sale and distribution of alcohol throughout their respective state. Responsibilities range from overseeing allegations like sales to minors to deciding which establishments receive liquor licenses.

For the full list, visit: <http://www.thedailymeal.com/americas-30-most-powerful-people-drink>.

#### About The Daily Meal:

[The Daily Meal](#) covers all things food and drink, creating a complete epicurean experience for cooks, food lovers, wine, beer and spirit connoisseurs, discerning diners and everyone in-between. Comprised of original content and video from Award winning editors, industry insiders, tastemakers and the user community, features range across the site’s multiple channels: Cook, Eat/Dine, Drink, Travel, Entertain, Best Recipes, Holidays, Lists and Community. The Daily Meal also produces much-anticipated annual reports including the 50 Most Powerful People in Food, America’s Most Successful Chefs, 101 Best Restaurants in America and 150 Best Bars in America. Additionally, The Daily Meal Shop, an online cookware store, offers over 7,000 kitchenware and specialty foods tailored specifically to The Daily Meal’s hungry following of savvy food enthusiasts. Helmed by editorial director Colman Andrews, The Daily Meal is one of the largest food sites on the Web and the first property of Spanfeller Media Group, founded by Jim Spanfeller. Visit The Daily Meal on [Facebook](#); follow us on [Twitter](#).

###

*Editor’s Note:* Colman Andrews—The Daily Meal Editorial Director, James Beard Award-winner, and noted culinary authority—is also available for interviews on the “30 Most Powerful People in Drink.”