

# PR%F the Magazine

Las Vegas – April 19, 2021 – PR%F the Magazine launched its inaugural issue today featuring American actress, comedian, author, producer, writer, director and spirits creator Aisha Tyler. Fresh off of her two double gold wins in the annual PR%F Awards spirits, wine and beverage competition, Tyler’s refreshing voice, entrepreneurial spirit and incredible Courage+Stone Manhattan and Old Fashioned pre-mixed exquisite cocktail brands made her the perfect maven and personality for the inaugural cover of PR%F the Magazine.

PR%F the Magazine is an online magazine/digizine featuring refreshing, irreverent content about the beverage industry—a new media outlet to get new brands noticed, a new market for classic brands to be showcase, and for the industry at large to have a voice and place to engage about the latest trends, wins and positive growth within the wine, spirits and beverage industries.

The magazine/digizine inspires to be a hub of beverage stories—from the front of the house, the back of the house, and side alleys in the dark. Stories will cover on premise, off-premise, catering, brand makers, brand shakers, and everything in between. And along the way, PR%F the Magazine hopes to give inspiration as a refreshing new voice, a forum to help each other navigate through the new rules (written or merely understood) in our current environment.

“Our mission is as clear as spring water,” said Michele D. Tell, executive director of PR%F the Magazine and PR%F Awards Competition, “Our goal is to bring the adult beverage industry the most compelling content and become an outlet for all of us to share. We are not afraid of thought-provoking topics; we welcome them and will focus our efforts on making sure new brands have a chance to get out into the conversation,” she said.

PR%F the Magazine is aligned with the mega successful and internationally distributed monthly *Food & Beverage Magazine*, the absolute go-to media source for the restaurant, hospitality and beverage industries with more than 14 million readers each month.

“We are ready to help unite and rebuild our beverage industry and to provide a new media outlet so that every single member of our community from the barback and bartenders to the bar managers, and wine and spirit beverage creators, glass developers, bottle inventors and bar/restaurant supplier can share in the complete understanding that our industry is invincible,” said Michael S. Politz, founder/publisher of the *Food and Beverage Magazine*, and

author of the top selling book: The Food and Beverage Magazine Guide to Restaurant Success, distributed through Amazon and read in college classes across the US.

PR%F the Magazine will be released monthly. For more information about PR%F the Magazine or its sister company, PR%F Awards (spirits, wine & beverage competition), visit [www.proofawards.com](http://www.proofawards.com)

#### **About PR%F the Magazine**

PR%F the Magazine is an online digazine that focuses on the trends of the spirits, wine and beverage industry-worldwide, and is aligned with Food & Beverage Magazine. The magazine welcomes submissions of press releases, and information about everything in the beverage world. Please submit to [proofmagazineinfo@gmail.com](mailto:proofmagazineinfo@gmail.com) or visit [www.proofawards.com](http://www.proofawards.com)

#### **About the PR%F Awards**

PR%F Awards is the premiere spirits, wine & beverage awards program held annually in Las Vegas. Hand-selected judges, all buyers, from across the US rate and merit spirits, wine and beverages to win medals and accolades while giving our judges a chance to be introduced to hundreds of emerging new brands. PR%F Awards and PR%F the Magazine are owned and operated by The Original Brand, LLC. For more info, call 888-959-7260 or visit [www.proofawards.com](http://www.proofawards.com)

#### **About Food & Beverage Magazine**

*Food & Beverage Magazine* is the premiere worldwide destination multi-platform medium for global restaurants and hospitality, ideas trends, and quality, located at 1930 Village Center Circle, #3197, Las Vegas, Nev., 89134. For more info, visit [www.fbmagazine.com](http://www.fbmagazine.com)

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