

Changing TASTES

SCHIEDAM, NETHERLANDS: The world was a different place in 1691 when Joannes Nolet established a distillery in Holland. The Spanish Inquisition was raging and, in what would later become the United States of America, the first American colonist was hanged by the British for treason. Over 327 years, 11 generations of the Nolet family tended to the distillery.

“Our NOLET’S Silver Gin utilizes special botanicals like rose, peach, and raspberry that bring versatility in cocktailing,” said Carl Nolet Jr., president and CEO of Nolet Spirits USA.



THE ALBATROSS
The Boulders • Carefree, Arizona



FRENCH 75
Tiburon Golf Club • Naples, Florida



CUCUMBER BASIL GIMLET
Torreon Golf Club • Show Low, Arizona



BEE'S KNEES
Mauna Kea Golf Course • Kohala Coast, Hawaii

The private club industry, with the wind at its back for the first time in a decade, is experiencing growth in both membership rosters and revenue. As clubs shift away from formalities by relaxing dress codes and changing cell phone policies, they’re also establishing new traditions. Craft products, like NOLET’S Silver, are replacing old industry standards. Diners are more conscious about healthy eating and high-quality ingredients. This all culminates into an intense interest in the information surrounding what people eat and drink. Speciality drinks go hand in hand. ■