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Professional Experience and Curriculum Vitae
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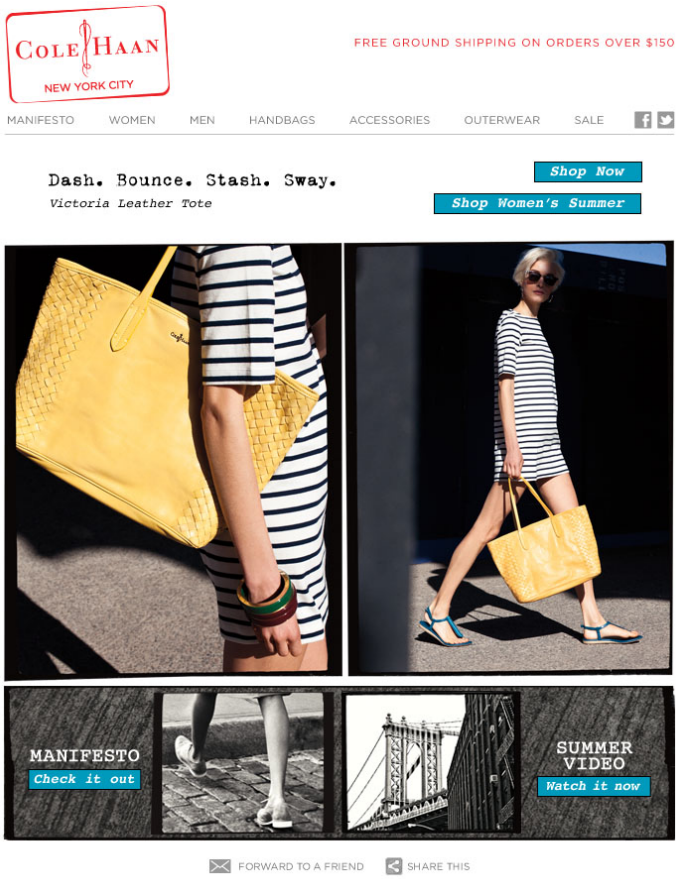
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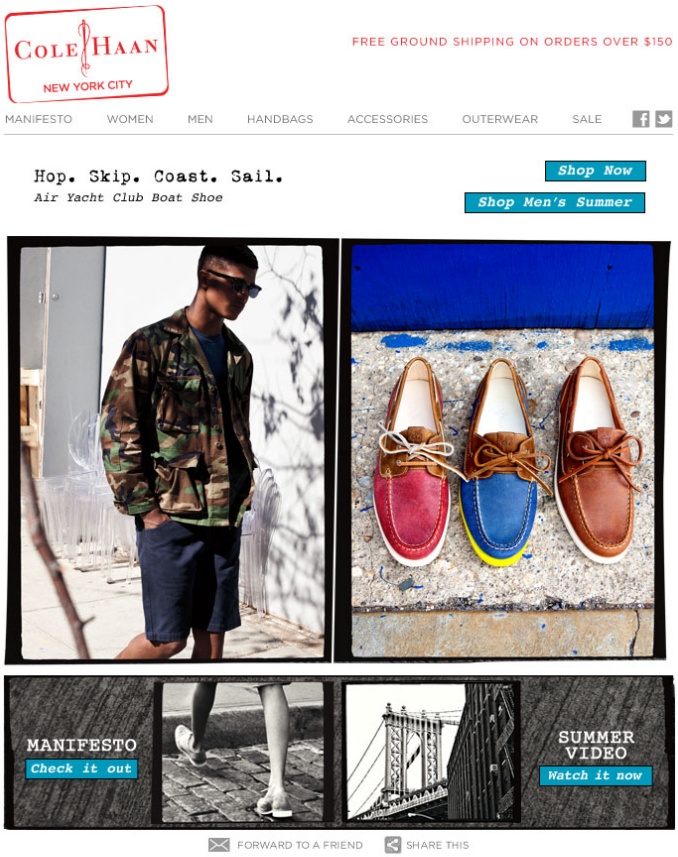
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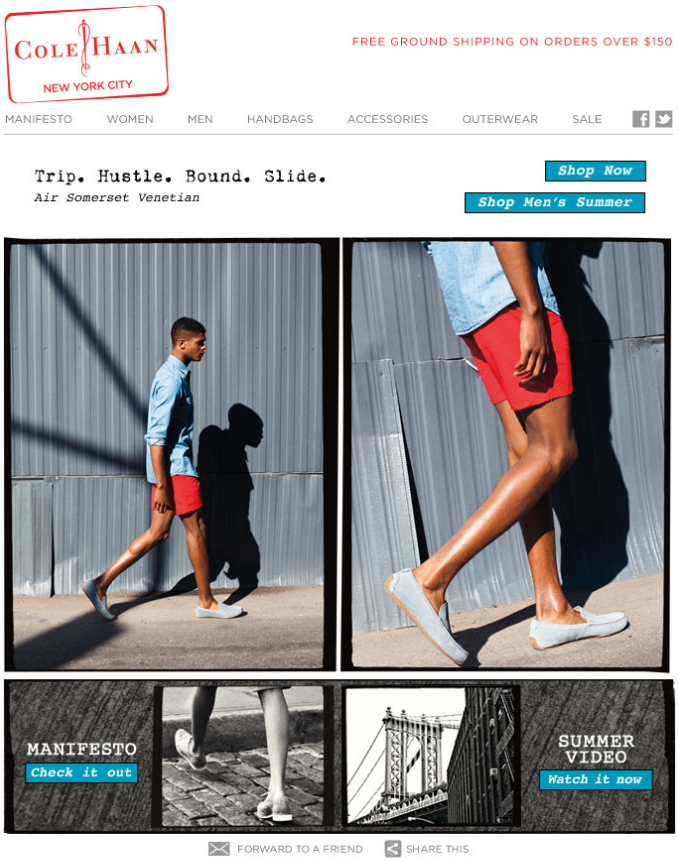
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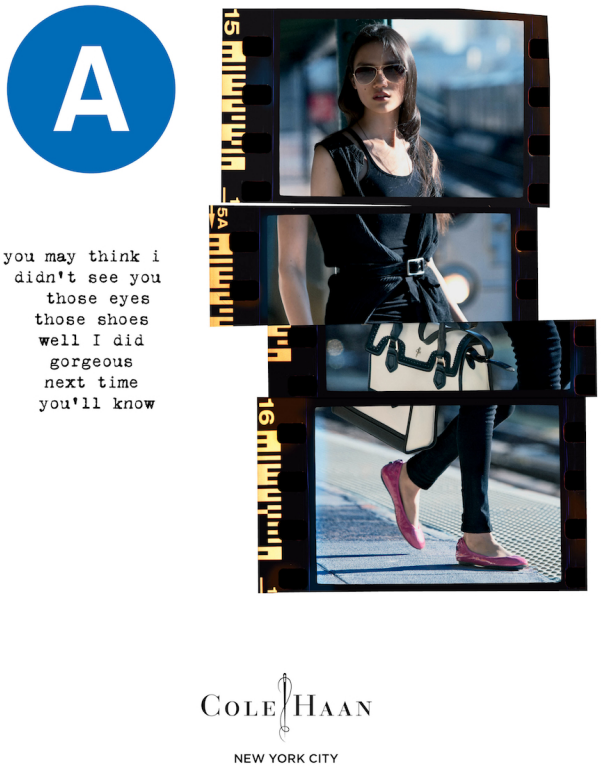
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you uptown
me downtown
passing
check
check
wink







COLE HAAN
NEW YORK CITY

Alice Calista Cronin

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remember
when we laughed
all
the
way

from soho

to 79th?



COLE HAAN
NEW YORK CITY

Alice Calista Cronin

Copywriting
United States

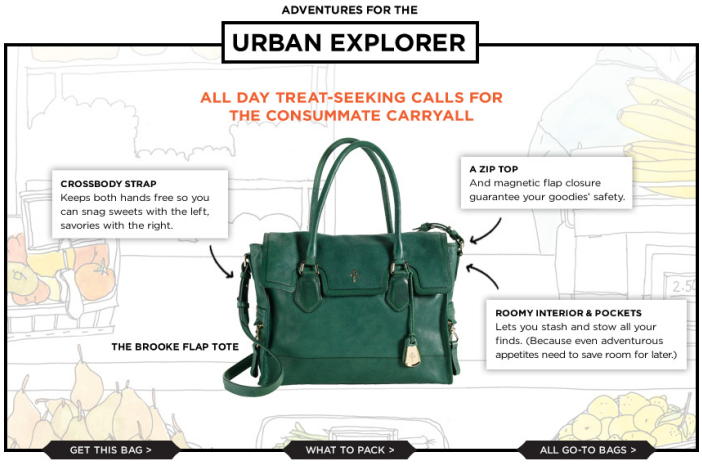
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Sake: The New Wine

by alice cronin
images courtesy of true sake

Thanks to a certain wildly popular indie film about oenophiles in crisis, pinot is already yesterday's news—so what's next? How about a "fad" that's 1,500 years in the making: sake. With one-third the acidity of its grape-born brethren, sake has no sulfites and no preservatives.

Luckily, unlike in the movies, one needn't embark on an ill-fated road trip or suffer snobbish preaching to discover the sake Promised Land. An amazing array of true sakes—not to mention a certified sake sensei that keeps it real—is now within reach at True Sake, America's first store to specialize in sake and only sake.

The brainchild of Beau Timken, True Sake is a warm, inviting shrine to the ancient art of brewing Japanese rice wine, nestled between fashionable clothing boutiques in Hayes Valley, San Francisco. "We understand that most people have only experienced hot sake as an accompaniment to sushi," Timken says. "I want everyone else to enjoy an eye-opening return that's the antithesis of my frustrating experiences over the last 10 years."

After finding out that the warmed-up mixture he'd been drinking was actually inferior, Timken began a journey that continues to this day. Along the way, he attained the status of master sake sommelier and created a shop that would help him share his true love for sake.

Surrounded by bright, uncluttered arrangements of bottles on artfully backlit shelves, one is inclined to agree. The impressive selection (to date, True Sake stocks as many as 178 kinds), flown over weekly from breweries all across Japan, encompasses filtered, unfiltered, aged, unpasteurized, ceremonial, dessert and sparkling sakes with prices ranging from $9 to $200.

Even if you have no idea what your palate is saying, Timken claims the ability to translate, asserting that he can match any customer to the perfect bottle of sake by asking a series of simple questions. In fact, he's so confident in this system of palate "profiling," he's had it trademarked. True TasteMatch™ proved itself up to the challenge: far from stumped by a request for the perfect sake to accompany a "late-night confession," Timken took less than three minutes and only four questions to arrive at my ideal sake: Urakasumi Zen, a robust Ginjo with full, lingering flavor.

"Once people realize that sake is just as versatile as grape wine, or even beer—that it mingles as beautifully with pizza as it does with ceviche—then I'll feel like my job is done and I can go home," says Timken. With True Sake regulars already raving about combinations as personal as Wakatake Naiginsho poured over premium pistachio ice cream, it would appear his years of labor may be at an end rather soon. Something tells us there'll be a bottle of sake waiting for him by the hearth and then again, there's always the movie rights to think of.

True Sake
560 Hayes Street, San Francisco, CA 415_355_9555 www.truesake.com

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