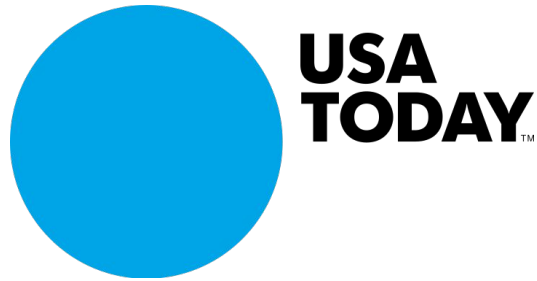




GERBER GROUP

June 23, 2016



45 Beverages You Can Only Taste In One Place

Exclusive and private label sips only found here

Innovative cocktails and spirits are having a moment in the beverage world right now, but the latest trend takes it to a new level. Hotels, bars and restaurants are now offering everything from single barrel spirits to custom wine, beer and sake in collaboration with local distillers, brewers and winemakers.

From single barrel spirits to custom brews, browse the gallery above to see where you can find one-of-a-kind private labels and exclusive offerings around the country.



Gerber Group created an exclusive IPA in partnership with Captain Lawrence Brewing Company, which is currently served at Irvington, Mr. Purple and Kingside. “We all love the Captain Lawrence brand and we thought that it would be very cool to work with them,” says Vinny Mauriello, managing partner and director of operations. “Once we all agreed on the type of hop to use, they invited us to the brewery and we made the beer.”