



Tiffin, a new, unique liqueur made from the world's most expensive tea, Darjeeling at \$50 a pound, is an interesting symbol of the increasingly sophisticated taste in alcoholic bev-

An exciting, new, taste-tingling alcoholic drink sensation now in the U.S. is made from tea. The new beverage, Tiffin Tea Liqueur, is a unique, soothing import with a 70 proof strength. It is distilled not from the ordinary leaves found in the tea bag that Granny uses for everyday sipping, but from select India Darjeeling teas, finest and most expensive in the world which grow only in one small region of the Himalaya Mountains in India and sell for approximately \$50 per pound.

PORTER CONTINUED FROM FRONT PAGE

served on the Circuit Conference Committee For The Delivery Of Health Services as an appointee of Judge David Bazelon, Chief Judge of the United States Court of Appeals for the District of Columbia. In addition to numerous other boards, Attorney Porter presently serves on the Board of Directors of the National Health Law Program and Clark County Legal Services Program.

Attorney Porter, who will continue to maintain his private practice, resides here in Las Vegas with his wife, Marquentta, and their three children, Oran, Marwan and Laronda, who is a freshman at Arizona State University. A member of the National Bar Association, a national organization of Black Judges and Attorneys, Attorney Porter is currently assisting in the coordination of that organization's regional meeting scheduled here in Las Vegas at the Aladdin Hotel for March 31, 1978, to April 2, 1978. Noting that he had served on the Rules Committee of the Superior Court of the District of Columbia and was directly involved in the drafting of the rules of the family division of that court, Attorney Porter indicated that he thought his past experiences would be helpful in his present assignment.

DIRECTOR OF BUILDING & ZONING

Director of Building & Zoning - Clark County (Las Vegas) Nevada - (\$26,412 - \$33,412). Education and experience equivalent to a Bachelor's Degree in structural, mechanical, civil or architectural engineering, and five (5) years of administrative or supervisory experience in building construction, design inspection and zoning. Responsible for organization, direction, and coordination of all programs and activities involving (1) the inspection of buildings and (2) all County zoning functions. Preference will be given to a certifiable structural engineer. Filing closes April 28, 1978. Apply at Clark County Personnel Office, 118 South Fourth Street, Las Vegas, Nevada 89101.

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erages displayed by the Black consumer. Imported Tiffin lends a special zest to tea as a beverage; is a delightful addition to many recipes; and, as in this scene, an exciting touch to many deserts, such as ice cream.

Imported exclusively by Shaw-Ross Importers, Inc. of Miami, Florida, Tiffin is distilled by a world famed distiller, Anton Riemerschmid of Germany, and, in itself, is an interesting symbol of the changing, more sophisticated tastes in alcoholic beverages becoming apparent in the Black communities of the U.S.

The Black community has traditionally been noted as a leader in distilled spirits trends. So too with the new drinks coming up in popularity in the U.S.; among them, imported liqueurs and domestic cordials. U.S. sales of Scotches, Bourbons and blended whiskies have been declining; liqueurs and cordials have been rising. According to the National Association of Alcoholic Beverage Importers, Inc., the liquor trade group, imported liqueurs and cordials rose 17 percent in the first six months

of 1977. In fact trade experts indicate, by the beginning of the next decade, these sweeter liqueurs may well be the third largest selling segment in the distilled spirits industry.

Liqueurs, or cordials as they are more often called in the United States, have been known since the times of the Pharaohs, and trace back to the ancient civilizations in Ur and Chaldea. Commercial production can be traced back as far as the Middle Ages when monks, physicians and alchemists were engaged in a search for the elixir of life and discovered that grapes and aromatic plants could be distilled, coming up with the beverages named after the fraternal orders that developed them, such as Chartreuse and Benedictine.

Through the years, other plants, fruits, flowers, berries and natural products were used -- cocoa, chocolate, almonds, cherries, coffee.

Now, probably the toughest secret of all has been tamed -- and tea, elusive through so many centuries, has been brought to the bottle by a world-renowned German distiller in the Tiffin 70 proof liqueur.

Tiffin is the result of more than twenty-two years of experimentation and development. Creating a true tea liqueur was the personal project of Heinrich Riemerschmid, sole proprietor of Anton Riemerschmid Distillers of Germany, a leading distiller of quality liqueurs for more than one hundred years.

An enthusiastic tea drinker who always has "at least twenty varieties of tea at home and brews a different type every day," Mr. Riemerschmid regarded the development of a true tea liqueur as a major challenge to the distiller's art.

"The fact that in the entire history of the world no liqueur was successfully made from real tea before this proved how difficult the project actually was," he says.

"Although not generally known, tea is a rising beverage in the Black communities of the U.S.; iced tea in the summer; hot tea in the winter", said Harvey R. Chaplin, President of Shaw-Ross. "Tiffin added to tea makes a delightful alcoholic beverage drink because it blends so well and adds to the tea flavor. Just as Kahlua catered to a great segment of coffee drinkers, so Tiffin will appeal to the large and growing group in the Black communities who drink hot and iced tea. In addition Tiffin also goes well with a large variety of drinks, and its use in recipes ranges from appetizers to desserts."



NOTICE of PUBLIC HEARING

BEFORE THE STUDY COMMITTEE:

Commissioner Ron Lurie, Chairman
Commissioner Myron E. Leavitt
(Phone: 386-6405)

MONDAY - MARCH 20, 1978 - 7:00 P.M.

for citizens' input on the proposed Ordinance for

THE FORMATION OF AN ARTS COMMISSION FOR THE CITY OF
LAS VEGAS NEVADA

Las Vegas City Hall Commission Chambers
400 E. Stewart Avenue, Las Vegas, Nevada ..

ALL INTERESTED PARTIES ARE INVITED TO ATTEND