

Features

Wine Outstrips Beer as U.S. Beverage of Preference

By Jessica Brown
Staff Writer

Since 2001, wine consumption has surpassed that of beer in the United States, with sales increasing almost four percent annually. This trend has been particularly pronounced among drinkers aged 21-35 years.

Michelle Dayton, a waitress at Hap's Original Restaurant in Dublin, has experienced this trend, first-hand.

"Hap's serves beer, wine and mixed drinks, although we definitely serve more wine than any other drinks," Dayton said. "Most of the clientele, especially younger people, order wine with dinner, even if they pick a cocktail to start with."

There are numerous factors that contribute to the rise in wine consumption in the United States. One is the accessibility of wine in recent years. This is the case in the Bay Area, especially, which is home to hundreds of wineries, stretching from the Livermore Valley to Sonoma

and Napa. In California alone, more than 450,000 acres are devoted to winemaking.

Many other regions throughout the world are becoming renowned for their winemaking, as well. Places such as Spain, Australia and Chile have gained a lot of recognition in the wine world over the past decade.

This not only expands the volume of wine being produced and distributed but also helps drive the price of wine down. The lower the cost, the more accessible the product becomes.

"I've always preferred wine to beer because I enjoy the taste," said Tressa Borick of San Francisco. "Now, with so many affordable options, it makes

the decision whether to order beer or wine crystal clear."

Despite rising availability and falling prices, however, wine drinkers are not looking for cheap wine but for a good deal on good wine.

As Barbara Insel of MKF Research in St. Helena put it, "Five years ago, wine drinkers were spending \$6 to \$8 a bottle; now the number is up to \$10 to \$15."

Insel called it the "Costco definition of value" and added, "they are not looking for cheap wine. They are looking for a deal on quality."

Although men are typically beer drinkers, Insel said, "younger men are discovering wine. The typical 21-to-35 male is a beer

drinker when he is with other males. But when he is with a woman, he drinks wine, because wine is considered less rowdy."

"These young people also have little brand loyalty," Insel said. "They don't care where it comes from or about the label."

Following this trend, Lew Bryson, a columnist for a beer-industry trade magazine called Cheers, recently lamented that beer had "lost its way."

"Wine overcame beer's lead in the hearts and minds of American drinkers," Bryson said.

"Forty years ago, wine was mired in a swamp of low-margin jug sales," Bryson added, saying he thinks wine has cleaned itself up in recent years.

As a result, wine has not only become more accessible, but has changed some beer drinker into wine drinkers along the way. With low-priced wine like, "Two Buck Chuck" from Trader Joe's, it seems inevitable that wine consumption will continue to gain momentum.



Fine as Wine: Wine is more and more becoming the drink of choice among many, particularly those aged 21-35.

Dancer Says CSU East Bay Has Helped Her Grow

By Miyuki Takahashi
Staff Writer

Marjorie Ortiz is a senior at Cal State East Bay majoring in mass communication with an advertising option. Her roles as a student, member of the university dance team, Eclectic Pulse, and a friend and employee at CSUEB's Welcome Center, all have helped make her who she is today.

"I can't help smiling when I see her," said Corissa Johnson, also a senior and member of Eclectic Pulse. "She is awesome and I love her personality!"

A freshman who also is on the dance team, Marissa Deherrera, said, "She is fun and easy to talk to," and Cameron Williams, a sophomore, said Ortiz "is smiling all the time and motivated."

With her personality, Ortiz wants to have her own talk show in her future career.

"I love making people laugh and encouraging them whether I know the person or not," said Ortiz. "I want to be like Oprah...I want to help people and save the world."

Ortiz ran in the homecoming queen contest on Feb. 8 to make her last year at CSUEB special, but lost the competition.

Though she was disappointed, she says her friends and activities make her stay positive and keep active.

Ortiz fell in love with the campus and people when she first came to the orientation at CSUEB. She said she did not imagine at the time that she would eventually become an employee at the CSUEB Welcome Center and give prospective students campus tours.

The university has opened new vistas for her, she said.

"I would not know mass communication was a major if I had not come to CSUEB," she said. "Neither would I have known about dance."

Ortiz has been dancing modern, hip-hop and jazz for six years, but she did not seriously train or learn technical skills as a dancer until she became a student of CSUEB.

"She is amazing," said Nina Haft, a professor of theater and dance department. "She is an energetic and smart woman."

Ortiz is also one of founders of the CSUEB dance team, Eclectic Pulse.

"I felt the school needed something...more school spirit," she added.

She has been on the dance

team three years in row and thinks that the team has made major steps forward this year by getting a coach, more staff and faculty.

On her weekdays Ortiz is fully active in classes, assignments, dance and work.

Even on weekends, she mostly is occupied with either dance practice or performance. Yet, in her busy schedule, if Ortiz gets a day off, she loves to go out with her friends. On what she calls "Denise nights," Ortiz and friends who are not in at CSUEB get together to talk and catch up what is going on each other from 11 p.m. to around 2 a.m..

"It's my last year in school," said Ortiz. "I have



Photo/Miyuki Takahashi

appreciated everyone in school making me who I am today since I became a student here at CSUEB."

Venues Can Help Make Wedding Bells Ring

By Deanna Sturdevant
Staff Writer

There are numerous locations throughout the Bay Area where someone could have a party, business meeting, conference or wedding reception.

The difficult part is choosing a location as your venue.

People get engaged everyday and soon after begin looking for a place to host their wedding celebration.

Susan Sage, catering manager at Sunol Country Club, has noticed how the Bay Area has expanded in reference to locations people can use to host an event.

"The wedding industry is booming throughout the Bay Area," said Sage.

Sunol Country Club has a steady fee for each of the rooms, but it is seasonal.

"Saturday nights are higher in price than Friday and Sundays. We average three to four events every week until May. It just varies on the season, but May begins the busy season and so the prices do go up somewhat," Sage said.

At Crow Canyon Country Club in Danville, things are run a little calmer than at Sunol Country Club.

"We really only host one or two events during the week. They are usually wedding receptions or family reunions, that sort of thing. Our location is mostly used for the golf course, so we don't go crazy with hosting events," said Tiffany Child, an event specialist at Crow Canyon Country Club.

The cost of having an event like a wedding reception at Crow Canyon Country Club would probably be between \$20,000 and \$30,000.

Child said calls come in almost everyday with people inquiring of the availability of Crow Canyon Country Club.

Event locations in the Bay Area have multiplied in recent years and so have the websites. There are many different websites that serve as directories for event locations in the Bay Area. The website, asouthbaywedding.com, lists locations from Milpitas to Walnut Creek that can be used for wedding or party events.

The Hilton Hotel in San Francisco is a popular place to have an event. Not only are they a hotel, but they have two rooms where events can be held.

Cathy Rokas, the catering manager for the Hilton, doesn't need much advance in order to reserve one of the rooms for an event.

"As long as nothing is booked for that room on that day, we're pretty flexible," said Rokas.

Unlike the Crow Canyon Country Club, rates at the Hilton are much lower and affordable for a wedding reception, costs are between \$3,000 and \$10,000.

The Bay Area has become a competitive market with many diverse locations to choose from and this is what drives the competition in wedding locations.

“ The wedding industry is booming throughout the Bay Area. ”



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You will have your same Horizon e-mail address with the new system. A new log-in page will welcome you to set up your account. Your messages will be forwarded from your old Horizon e-mail to your new Horizon inbox by March 28. Google offers improved storage capacity, tabbed search and other helpful features.

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