People, places and flavors that will shape the way you drink in 2015.

PLUS: 20+ ESSENTIAL RECIPES FOR 2015
SWEET VERMOUTH TASTE TEST
DIY CITRUS-COGNAC MARMALADE
Big changes keep flowing through the drinks world, and 2015 looks like it’ll be one of the busiest years yet. Here at Imbibe, we like to kick off each year by pulling together the Imbibe 75, our list of 75 people, places, flavors and destinations that should be at the top of every drinker’s personal inventory. We’ve got newcomers to the list, with bars, coffee shops, brewers and others who’ll be making their marks in the months to come, but we’ve also got longtime veterans—people and places, and even familiar cities and flavors, that are reaching new levels of bibulous accomplishment. And this roundup of our favorites is just the beginning—be sure to visit us online (imbibemagazine.com) to learn more about the 2015 Imbibe 75.
ELAN LIEBER
Two years ago, Elan Lieber was working on his master’s in public health at UCLA, but he felt a tug of regret at having left his former job behind. “My background is in coffee—my family owns coffee shops, and I’ve worked in them all my life—and after three months in grad school, I missed that environment,” he says. He decided to pick up shifts as a barista, and he landed at the coffee bar at the Venice flagship store and headquarters for TOMS, Blake Mycoskie’s socially conscious shoe-and-eyewear company. TOMS was planning to launch a coffee program that would emphasize quality coffee, while directing profits back to source countries to provide clean water. TOMS’ need? A coffee-literate person also knowledgeable about public health. Lieber fit the bill. Today, Lieber is the product lead for TOMS Roasting Co., which launched in March and now sells single-origins and an espresso blend at TOMS stores, cafés and carts in L.A., Austin, Portland and Chicago, as well as at Whole Foods stores nationwide. Lieber’s leave of absence from grad school has turned into a long-term job, and he has no regrets: “This is what I wanted to do with my master’s, and it’s an amazing opportunity to grow.”

KATIE PARLA
Katie Parla is the best friend you wish you had—the one who grew up in New Jersey so she’s fun and easy to talk to, but she’s lived in Rome for 12 years and knows all the best places to go for food and, more importantly, cocktails. But she’s also got serious chops—sommelier certification, an MA from the University of Rome in Italian gastronomic studies, which means she can tell you what Sicilians ate in the 9th century and the Latin root of just about any word that has one. These days, though, she’s using her knowledge to consider contemporary Roman food-and-drink culture, and to document it for various publications, which will soon include her upcoming book, Really Roman. You can always find her most-recent favorites on her website, ParlaFood.com, and her app (Katie Parla’s Rome), both of which launched at around the same time as the explosion of the city’s modern cocktail scene. Knowing Parla means you can drink like a local in the Eternal City—and it doesn’t get much better than that.

JASMINE HIRSCH
CAZADERO, CALIFORNIA
When your dad runs a 1,000-acre farm that grows Pinot Noir for some of California’s top vintners, and bottles wines that have critics clamoring for more, it would be easy to rest on your family’s grape-stained laurels. Not so for Jasmine Hirsch, the 35-year-old wine phenom from Marin County. She cut her teeth harvesting grapes, sorting fruit and managing the winery’s sales and marketing, but for Hirsch, everything comes down to balance.

In 2011, Hirsch joined lauded sommelier and winemaker Rajat Parr to launch In Pursuit of Balance, an organization that seeks to redefine perceptions of California wine. “A lot of people view California wine as either inexpensive plonk, or really expensive, 100-point, riper-fruit stuff,” Hirsch says. “But there’s some phenomenally interesting stuff going on outside of these boxes, and we wanted to create a forum to showcase and celebrate that.” Instead of the alcohol- and oak-laden wines that regularly garner attention, Hirsch and Parr put out a call for wines that could demonstrate beauty in restraint, and grace in transparency—and by Hirsch’s and Parr’s interpretation, exude balance. Little did Hirsch know that the idea would prove so controversial. As In Pursuit of Balance grew from a single tasting into a series of events, with California vintners pouring their Pinot Noir and Chardonnay selected blind and by committee, so too did a backlash against the notion of defining “balanced” wine. But it’s a conversation Hirsch has been happy to initiate. “Balance is so subjective,” she says. “It’s not directly about alcohol levels or oak or ripeness, but about how those things work together to express a sense of where the wine comes from”—in essence, the wine’s terroir. “Wine and viticulture are so complex, and there’s no one way to get to great Pinot Noir. To me, that’s magic.”

What began as a collection of 22 California wineries has today grown into 9,000 bottles poured at events around the globe—and in April, IPoB will go international with two stops in Japan. But how far will IPoB expand and for how long? “It would be wonderful to get to the point where we don’t need to continue the conversation on balance and authenticity,” Hirsch. “Life is short, and you only have so many liver cells, so you really should drink what you like.”