



Media Contacts:

Pigs Fly PR
312.636.2028

Amanda Frederickson
pramanda@pigsflypr.com

Roundtable Marketing
816.682.0064

Ryan Maybee
ryan@roundtablekc.com

JUDGE BIOGRAPHY

Doug Frost, MS MW

Doug Frost is a Kansas City author who writes and lectures about wine, beer and spirits. In 1991 he passed the rigorous Master Sommelier examination and two years later became America's eighth Master of Wine. He was the second person in history to complete both exams and sixteen years later he is still *one of only three people in the world* to have achieved both these remarkable distinctions. According to *USA Today*, "Frost likely knows as much as anyone in the world about how to make, market, serve and identify wines."



Mr. Frost's love of wine began in the late 1970's as a waiter and wine steward, although he dates his first interest to a glass of Louis Martini 1968 Special Select Pinot Noir when he was fifteen years old. Frost was a fine wine wholesaler in the Kansas City area for fourteen years and, in that capacity, represented most of the best wineries and estates from America and the world.

His first book, *Uncorking Wine*, was released in the summer of 1996, and is still a staple for many restaurant and retail companies and their staff and management. Frost's most recent book, *On Wine*, published by Rizzoli International, was released in the fall of 2001. The *Washington Post* calls it "fabulous, witty, engaging and wise... conveys more accumulated wine wisdom than most books 10 times as thick." Frost's most recent book, *Far From Ordinary: The Spanish Wine Guide*, was released in October 2005; the second edition was released in early 2008.

Recipient of the 2009 Cheers Beverage Industry Innovator of the Year Award, Frost is also a contributor to the *Oxford Companion of Wine*, *The World Atlas of Wine* by Hugh Johnson and *The Wine Report*, an annual report edited by Tom Stevenson. He writes about wine and spirits for many publications including the *San Francisco Chronicle*, the *Underground Wine Journal*, *Drinks International*, *Practical Winery & Vineyard*, *Wines & Vines*, *Wines & Spirits*, *Cheers Magazine*, *Sante Magazine*, and *Epicurious.com* and is the beverage columnist for the James Beard award-winning food section of the *Kansas City Star*, as well as *Hemispheres Magazine*, *Missouri Life* and *Fine Cooking*.

Frost is the host of *Check Please!*, an Emmy Award nominated weekly public TV show filmed in Kansas City. He also appears as a featured judge on Public Television's *The Winemakers*, PBS's first nationally broadcast reality show. Mr. Frost is also the wine and spirits consultant for United Airlines worldwide, helping to select tens of thousands of cases of wines and spirits each year for service aboard the world's most important worldwide carrier. He is the founder and director of the Jefferson Cup Invitational Wine Competition, a nine-year-old national competition, and is Head Judge and founder of the Mid-American Wine Competition, in its third year.

As a founding partner of a new spirits and cocktail educational organization, BAR (Beverage Alcohol Resource), Frost has created a fantastic resource with his partners: Dale DeGross, Steve Olson, Paul Pacult and David Wondrich. BAR opened for business in June 2006; Cheers Magazine selected BAR and its founders as Innovators of the Year for 2007. Frost was awarded Beverage Innovator of the Year 2009 by Cheers Magazine.

He consults with many retailers, restaurateurs, wineries and distillers in the realms of marketing, merchandising, sales, education and sensory perception. Mr. Frost lives with his wife and two children in Kansas City, where he spends his spare time listening to his massive punk rock, vintage jazz and weird music collection.

###