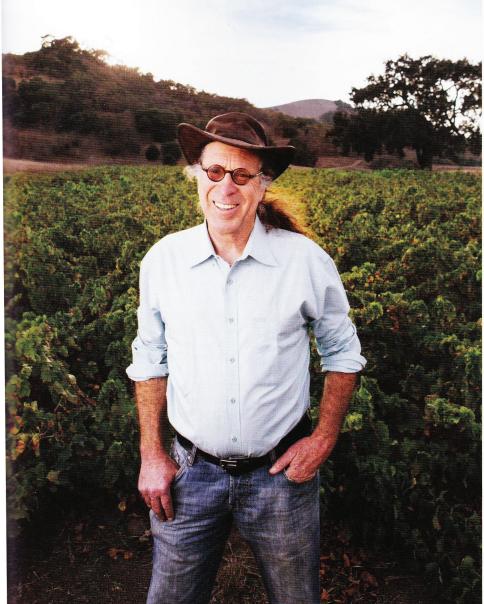## The IMBIBE 75

People, Places and Flavors that will shape the way you drink in 2016.

Here at *Imbibe*, we like to kick off every new year with not just one or two toasts, but rather 75 reasons to celebrate the months ahead. Following are our picks for 75 of the people, places, destinations and flavors that we think will be shaping the drinks world in 2016. We've got some fresh faces among the brewers, bartenders, cafés and wineries in this mix, but we're also proud to highlight some of the established veterans in the drinks world who are building legacies that will last for years. And this selection of favorites is just the start—be sure to visit us at imbibemagazine.com to learn more about the 2016 Imbibe 75.

By Penelope Bass, Joshua M. Bernstein, Paul Clarke, Karen Foley and Emma Janzen

PEOPLE | The IMBIBE 75

« RANDALL GRAHM

Bonny Doon Vineyard founder Randall Grahm long ago cemented his reputation in the California wine industry as the original Rhone Ranger, but Grahm isn't finished influencing the state's wine scene. Last year Grahm launched via Indiegogo a mightily ambitious project to define a New World grand cru—dedicating his Popelouchum Estates in San Juan Bautista to a mission to breed 10,000 grape varieties in pursuit of a wine perfectly evocative of the region. In the process, Grahm hopes to discover which varieties are best geared for California's terroir and best equipped to thrive in the region's warmer, drier future. With multiple variables at play—grape genetics, soil science and the moving target of climate change—Grahm admits the project could be a failure, but he also asserts that the possible outcomes make the effort worthwhile. "The most important thing for me, and for wine drinkers, is to make the differentiation between wines that matter and wines that don't," he says. "There are certain wines that I believe nourish us on a deeper level—they're richer in terms of meaning and complexity. Those are the wines that I've admired—I've just never figured out how to produce something like those wines. I've been hesitant and even fearful of trying and failing, but at the very least, I want to give it the old college try." —*PC*