

BLACK LEADERSHIP IN SPIRITS

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**Brown &
Balanced**



“Say it loud, I’m Black and I’m Proud”

- James Brown

Welcome to Black History Month 2024.

2024.. It feels like just yesterday we were in the pits of 2020... Uprisings, Social Justice, Black Bartenders using their voice in the world.. And here we are in 2024. SO much progress has been made but we still have SO FAR to go.

NOW, BLACK HISTORY MONTH IS SUPER IMPORTANT, BUT TO ME, BLACK HISTORY HAPPENS EACH AND EVERY DAY OF THE YEAR. BUT MY ATTEMPT, AS I DO EVERY DAY, IS TO AMPLIFY BLACK FACES, VOICES, AND STORIES. FOR THE LAST FEW YEARS, I’VE PARTNERED WITH LUSH LIFE PRODUCTIONS EACH FEBRUARY TO DO JUST THAT. I’VE TRIED TO HIGHLIGHT EVERY PERSON, PLACE, AND THING I COULD TO SHOWCASE BLACK TALENT ON THE PORTLAND COCKTAIL WEEK AND CAMP RUNAMOK FB AND INSTAGRAM PAGES. THIS YEAR IS SPECIAL BECAUSE WE WILL BE SPENDING TIME WITH SPIRITS BRANDS WHO PUT BLACK LEADERS TO THE FRONT YEAR ROUND. TO PUT INTO CONTEXT HOW IMPORTANT THAT IS, THE 1ST BLACK PERSON IN THE UNITED STATES TO BE GRANTED A LICENSE TO MAKE LIQUOR POST-PROHIBITION WASN’T UNTIL 2012 (JACKIE SUMMERS, ANYONE).

I NORMALLY SPEND ALL MY TIME ON BROWN AND BALANCED (MAKE SURE YOU ARE FOLLOWING THERE FOR SOME SPECIAL BLACK HISTORY MONTH CONTENT), BUT I COULDN’T BE MORE EXCITED TO SPEND SOME TIME ON PDXCW AND SHARE BLACK STORIES!!!

“ CUZ I’M BLACK YALL, AND I’M BLACK YALL, AND I’M BLACKITY BLACK AND I’M BLACK YALL” - ALLEN PAYNE AS DEADMIKE IN THE MOVIE CB4

Josh Davis
Founder of Brown and Balanced

TABLE OF CONTENTS

About Our Host: **4**
Josh Davis

Appleton Estate **5-7**
DAVID MORRISON | SAY IT LOUD, IM BLACK AND I'M PROUD

Heaven Hill **8-10**
HENRY WIESLEY & DANTE WHEAT | THE REVOLUTION

Hotaling & Co. **11-13**
ALEKA ROSS | THE 5 HEARTBEATS

Ardbeg **14-16**
CAMERON GEORGE | I HAVE A DREAM

Our Black Leadership in Spirits host
for the month of February

Josh Davis

Founder of Brown & Balanced



Brown & Balanced is a community organization that celebrates and highlights Black hospitality professionals. It draws over 10,000 hospitality professionals annually and has over 300k views online.

Founded by Josh Davis, Brown & Balanced started as a series of pop-up bartending events to showcase unseen talent. Currently, B&B hosts in-person events, and produces virtual live shows & social media spotlights on Black talent; all while addressing social issues and celebrating Black culture. B&B has also expanded to apparel to prioritize the conversation to Normalize Black Bartenders.

JOSH DAVIS AS A PROFESSIONAL HAS ALWAYS WORKED TO CREATE OPPORTUNITIES FOR BARTENDERS OF THE DIASPORA. AN 18-YEAR VETERAN OF THE HOSPITALITY INDUSTRY, JOSH HAS LITERALLY STARTED FROM THE BOTTOM AND WORKED ALL THE WAY TO BEING NAMED THE 2022 BARTENDER OF THE YEAR. HE BELIEVES IN GOING TO HOMETOWNS, TRADE SHOWS, AND LOCAL GEMS TO MAKE SURE THAT THE DOORS HE HAS PUSHED THROUGH REMAIN OPEN FOR FUTURE GENERATIONS THROUGH HIS WIDE REACH AND UNWAVERING ENERGY FOR CHANGE.

APPLETON ESTATE®
JAMAICA RUM

Appleton Estate is located deep in the heart of Jamaica's lush Nassau Valley, a distinct landscape that is wholly unique and especially ideal for rum-making.

The combination of the climate, soil, and topography of Appleton Estate makes it one of the few rums in the world to claim "terroir" as a point of difference.

FROM THE WIDE VARIETY OF SUGARCANE TO THE PROPRIETARY STRAIN OF NON-GMO YEAST AND THE ETHEREAL BLUE WATER OF THE LIMESTONE SPRING THAT DILUTES THE MOLASSES, APPLETON ESTATE'S TERROIR CREATES ONE OF THE WORLD'S FINEST JAMAICAN RUMS.

APPLETON ESTATE HAS BEEN PERFECTING COMPLEX RUM-MAKING FOR OVER 265 YEARS. ACCORDING TO RECORDS, THE ESTATE'S LONG-STANDING PASSION FOR PRODUCING PREMIUM RUM BEGAN WITH THE FIRST DISTILLATION IN 1749. THIS PASSION CONTINUED WHEN FAMILY-RUN J. WRAY & NEPHEW LTD. TOOK OVER THE ESTATE IN 1916, AND LATER WHEN IT BECAME PART OF CAMPARI GROUP'S GLOBAL PORTFOLIO.

TO CELEBRATE BLACK LEADERSHIP IN SPIRITS, DAVID MORRISON (QUALITY & COMPLIANCE DIRECTOR/SENIOR BLENDER, J. WRAY & NEPHEW LIMITED) JOINED JOSH DAVIS (BROWN & BALANCED) ON PDXCW DISTANCE LEARNING FOR 'IN CONVERSATION WITH DAVID MORRISON, WHERE HE SHARED A BEHIND THE SCENES LOOK AT THE DAY-TO-DAY OPERATIONS AT APPLETON ESTATE AND WRAY AND NEPHEW, AND TALKED ABOUT HIS JOURNEY FROM SENIOR ANALYST TO SENIOR BLENDER.

Watch the 'In Conversation with David Morrison' to hear more from David on:

- HOW RUM AND JAMAICAN CULTURE ARE INEXTRICABLY LINKED. SO DAVID IS, BY DEFAULT, JUST AS MUCH AN AMBASSADOR FOR HIS COUNTRY AS HE IS FOR APPLETON ESTATE.
- HOW RUMS THAT ARE PRODUCED IN JAMAICA ARE A REFLECTION OF THE PEOPLE - FROM BIG AND BOLD TO LUXURIOUS AND SOPHISTICATED. "WE DON'T FIT IN A BOX; WE ARE THE BOX."
- DAVID'S FAVORITE RUM FROM APPLETON ESTATE, THE 8-YEAR RESERVE. "IT'S MY EVERYDAY RUM". IF YOU'RE LOOKING FOR A WAY TO MAKE APPLETON ESTATE 8 YEAR RESERVE YOUR EVERYDAY RUM, HE RECOMMENDS ENJOYING IT WITH COCONUT WATER OVER ICE.
- APPLETON ESTATE'S INNOVATION PIPELINE. DAVID AND JOY ARE WORKING ON NEW EXPRESSIONS TO SHOWCASE THE HERITAGE OF JAMAICAN RUM AND THE DNA OF J WRAY & NEPHEW.



**WATCH ON
YOUTUBE**



**WATCH ON
FACEBOOK**

**"DAVID IS AN EXCELLENT TEAM
PLAYER AND IS ALWAYS WILLING
TO SOLVE PROBLEMS.
HE IS VERY GOOD AT LONG-TERM
FORECASTING, KNOWLEDGEABLE
ABOUT THE MANUFACTURING
PROCESS, AND EXCELLENT AT
BLENDING WHICH ARE CRITICAL
FOR A BLENDER IN THE COMPLEX
RUM WORLD."**

**- DR. JOY SPENCE,
MASTER BLENDER,
APPLETON ESTATE
JAMAICA RUM**



David Morrison

**Quality & Compliance Director/Senior Blender,
J. Wray & Nephew Limited**

A CHEMIST BY TRADE, DAVID MORRISON JOINED THE J. WRAY & NEPHEW TEAM IN 1999 AS A SENIOR ANALYST, WHERE HE QUICKLY CLIMBED THE RANKS AND GAINED PROGRESSIVE EXPERIENCE IN RESEARCH AND DEVELOPMENT, FOOD SAFETY MANAGEMENT, QUALITY ASSURANCE, PACKAGE AND LIQUID DEVELOPMENT, PRODUCTION PLANNING AND PRODUCTION OPERATIONS MANAGEMENT. HE WAS APPOINTED TO HIS CURRENT ROLE AS QUALITY AND COMPLIANCE DIRECTOR IN 2016, WHERE HE OVERSEES STRATEGIC MANAGEMENT OF THE COMPANY'S COMPLIANCE WITH INTERNATIONAL QUALITY AND FOOD SAFETY STANDARDS.

DAVID'S NATURAL APTITUDE, TECHNICAL ABILITY, AND COMMENDABLE INTERPERSONAL SKILLS ALSO EARNED HIM THE TITLE OF SENIOR BLENDER AT APPLETON ESTATE JAMAICA RUM. IN THIS ROLE, DAVID IS THE PLANNED SUCCESSOR FOR MASTER BLENDER DR. JOY SPENCE, AND HE TRAVELS THE GLOBE TO SHARE HIS PASSION FOR THE APPLETON ESTATE BRAND.

Say It Loud,

APPLETON ESTATE
JAMAICA RUM



**Say It
Loud, I'm
Black And
I'm Proud**

1.5 OZ APPLETON RESERVE 8 YEAR

1 OZ GRAND MARNIER

0.5 OZ ESPRESSO

0.5 OZ VANILLA INFUSED DEMERARA SYRUP

I'm Black and I'm Proud

SHAKE WELL AND STRAIN INTO A COUPE.
GARNISH WITH CHOCOLATE SHAVINGS.

IN 1935, TWO YEARS AFTER PROHIBITION'S INGLORIOUS END, THE FIVE SHAPIRA BROTHERS CO-FOUNDED OLD HEAVEN HILL SPRINGS DISTILLERY IN BARDSTOWN, KY. OWNERS OF A SMALL CHAIN OF RETAIL DEPARTMENT STORES THROUGHOUT CENTRAL KENTUCKY, THE SHAPIRAS WERE APPROACHED TO INVEST IN A BUSINESS ABOUT WHICH THEY KNEW LITTLE, BUT ONE IN WHICH THEY ENVISIONED REAL POTENTIAL. AMERICANS CRAVED AND DESERVED A GOOD DRINK OF BOURBON, AND THE BROTHERS WERE DETERMINED TO DELIVER IT TO THEM. AFTER THE INITIAL INVESTMENT, THEIR BUSINESS PARTNERS FELL ON FINANCIAL HARDSHIP, AND THE FAMILY PURCHASED THE ENTIRE DISTILLERY FOR A TOTAL INVESTMENT OF ABOUT \$40,000 - A CONSIDERABLE SUM IN 1930S DOLLARS!

AT THE OUTSET, THE SHAPIRAS BELIEVED IT TOOK PATIENCE AND PERSEVERANCE TO MAKE SOMETHING OF GREAT QUALITY. AFTER YEARS OF OPERATING WITH LITTLE CASH COMING IN AND PATIENTLY WAITING ON THE AGING OF RICKHOUSES FULL OF BOURBON BARRELS, HEAVEN HILL BOTTLED-IN-BOND WAS FINALLY RELEASED IN 1939. THIS 4-YEAR-OLD BOURBON QUICKLY BECAME THE NUMBER-ONE-SELLING WHISKEY IN KENTUCKY. INSPIRED BY THE ORIGINAL RELEASE OVER 80 YEARS AGO, HEAVEN HILL IS PROUD TO BRING YOU THIS 7-YEAR-OLD BOTTLED-IN-BOND SMALL BATCH MADE FROM OUR TRADITIONAL BOURBON MASHBILL.



HEAVEN HILL
BOTTLED-IN-BOND

It is history in a bottle, a complex and delicious example of a multi-generation family commitment to whiskey craftsmanship.

We call it "The Best of the Great Kentucky Bourbons," and when you taste it, we believe you will also.

FOR HOSTING AT HOME, HEAVEN HILL BROUGHT IN HENRY WESLEY (LE MOO) AND DANTE WHEAT (NEAT BOURBON BAR & BOTTLE SHOP, SPENT LEMONS) TO SHOWCASE RECIPES FOR YOUR NEXT DINNER PARTY AND SHARE THE HISTORICAL CONTEXT OF SOME OF THEIR FAVORITE INGREDIENTS - INCLUDING HEAVEN HILL BOTTLED-IN-BOND 7 YEAR.

Watch the 'Hosting at Home' to learn:

- BATCHED COCKTAIL RECIPES PERFECT FOR DINNER PARTIES
- THE HISTORICAL CONTEXT OF SOME OF THE FLAVORS FOUND IN THEIR RECIPES
- CREATIVE RECIPES FOR SMALL PLATES TO SERVE AT YOUR NEXT GATHERING
- HOW TO WEAVE STORYTELLING INTO YOUR DINNER PARTY DISHES




CHEF HENRY WESLEY WENT TO SCHOOL FOR PSYCHOLOGY AT THE UNIVERSITY OF LOUISVILLE AND UPON GRADUATING HE WAS ON A MISSION TO MAKE PEOPLE HAPPIER. HAVING WORKED IN A RESTAURANT WHILE ATTENDING COLLEGE, HE WAS EITHER GOING TO SPREAD JOY IN AN OFFICE OR WITH HIS FOOD, AND HE DECIDED THAT HE COULD PROBABLY REACH WAY MORE PEOPLE IN A RESTAURANT SETTING THAN BY APPOINTMENT IN AN OFFICE SO HERE WE ARE. CHEF HENRY WESLEY'S COOKING STYLE WOULD BE BEST DESCRIBED AS UPSCALE-CASUAL, SOUTHERN-INSPIRED FOOD MADE USING FRENCH TECHNIQUES WITH A FOCUS ON STEAKS AND CHOPS. CHEF WAS INSPIRED TO COOK AT A YOUNG AGE BY HIS FATHER, WHO WAS SELF-TAUGHT FROM NECESSITY. BEING ONE OF 5 CHILDREN AND THE ONLY BOY, HE WAS SELDOM ALLOWED IN THE KITCHEN AS A CHILD, WITH HIS DIRTY SHOES AND WORN SLACKS STILL MUDDY FROM PLAYING IN THE YARD ALL DAY. CHEF WOULD OFTEN SPEND TIME ON THE WEEKENDS WITH HIS FATHER WATCHING EMERIL, THEN TAKING TRIPS TO THE GROCERY TRYING TO REPLICATE THE DISHES, OFTEN QUITE SUCCESSFULLY.

CHEF HENRY WESLEY HAS WORKED AT SEVERAL OF LOUISVILLE'S FINEST ESTABLISHMENTS, INCLUDING JEFF RUBY'S, LE MOO, THE VILLAGE ANCHOR, & 8UP. HE HAS MOST RECENTLY REJOINED THE TEAM AT BELLE NOBLE TO BECOME EXECUTIVE CHEF AT LE MOO, WHERE WE WILL CONTINUE TO BRING THE FRESHEST ASSORTMENT OF STEAKS, CHOPS, AND SEAFOOD TO THE LOUISVILLE AREA.



Henry Wesley

Executive Chef, Le Moo



DANTE IS AN AWARD-WINNING BARTENDER, WRITER, PHOTOGRAPHER. HIS WORK HAS BEEN FEATURED IN THE LEO WEEKLY, IMBIBE MAGAZINE, AND AT THE JAMES BEARD HOUSE.

HE CURRENTLY IS THE LEAD BARTENDER FOR NEAT BOURBON BAR & BOTTLE SHOP AND IS THE OWNER OF SPENT LEMONS, A COMPANY FOCUSED ON PROVIDING BARS, RESTAURANTS, & HOTELS WITH CITRUS JUICE AND SYRUPS FOR THEIR DRINK PROGRAMS.

Dante Wheat

Lead Bartender, Neat Bourbon Bar & Bottle Shop | Owner, Spent Lemons

WHAT DANTE SAYS ABOUT HEAVEN HILL: WORKING WITH HEAVEN HILL IS A PLEASURE DUE TO THEIR CONSISTENT FAMILY OWNERSHIP, WHICH INFUSES THEIR OPERATIONS WITH A SENSE OF TRADITION AND INTEGRITY. THEIR PORTFOLIO BOASTS REMARKABLE OFFERINGS LIKE JTS BROWN AND JW DANT, KNOWN FOR THEIR EXCEPTIONAL QUALITY YET AFFORDABLE PRICE POINTS, MAKING THEM ACCESSIBLE TO BOURBON ENTHUSIASTS FROM ALL WALKS OF LIFE. HEAVEN HILL'S UNWAVERING COMMITMENT TO KENTUCKY SHINES THROUGH AS THEY ACTIVELY CONTRIBUTE TO THE STATE'S RICH BOURBON HERITAGE AND ECONOMIC GROWTH, FURTHER SOLIDIFYING THEIR PIVOTAL ROLE WITHIN THE REGION'S SPIRITS INDUSTRY.

A glass of whiskey with ice and an orange slice garnish, set against a background with the word 'REVOLUTION' and a star pattern.

2 OZ HEAVEN HILL BOTTLED-IN-BOND 7-YEAR
1 OZ CAMPARI
0.5 OZ SOREL
2 DASHES HELLFIRE BITTERS
2 DASH ORANGE BITTERS

HEAVEN HILL
BOTTLED-IN-BOND

HOTALING & CO.

A born and bred San Francisco original, Hotaling & Co. is a leading distiller and importer of artisanal spirits and cocktail essentials.

Our dedication to artisanal spirits first started 30 years ago under the name Anchor Distilling Company - heralding the return to copper pot distilling in the U.S. with the original craft introductions of Junipero Gin & Old Potrero Straight Rye Whiskey.

WE CONTINUE THAT PIONEERING LEGACY WITH THE NAME HOTALING & CO. AS A NOD TO THE LOCAL LEGEND A.P. HOTALING, WHO VENTURED WEST DURING THE GOLD RUSH AND QUICKLY BECAME ONE OF THE MOST REPUTABLE SPIRITS DEALERS IN THE COUNTRY AND A NOTABLE FIGURE IN AMERICAN DRINKING CULTURE. FUELED BY A PASSION FOR BEVERAGE EXPERTISE, EDUCATION, AND HOSPITALITY, HOTALING & CO. CARRIES ON THIS TRADITION OF ARTISANAL EXCELLENCE BY BRINGING TOGETHER A FAMILY OF LIKE-MINDED SPIRITS THAT SHARE OUR COMMITMENT TO CRAFT AND CARE.

THE HOTALING & CO. TEAM IS ALWAYS LOOKING FOR WAYS TO SUPPORT BARTENDERS' CAREER GROWTH, AND COCKTAIL & CULTURE MANAGER ALEKA ROSS JOINED JOSH WITH THE CAREER HOT TIPS EVERYONE NEEDS TO FORGE THEIR OWN PATH IN THE INDUSTRY.

Watch the 'Career Pathways: How To Make The Industry Work For You,' and you'll get tips on:

- DISCOVERING YOUR PASSION
- BUILDING YOUR CRAFT
- TRANSFERRING YOUR HOSPITALITY SKILLS
- BUILDING YOUR BRAND AND EXPANDING YOUR BUSINESS WITHIN YOUR NETWORK FOR COMMUNITY SOLUTIONS TO CAREER ROADBLOCKS



[WATCH ON
YOUTUBE](#)



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Aleka Ross Aleka Ross Aleka Ross



Cocktail Culture Manager, Hotaling & Co.

ALEKA ROSS IS A HOSPITALITY PROFESSIONAL WHO HAS WORKED IN ALL AREAS OF THE INDUSTRY WITH A PASSION FOR BRIDGING PEOPLE TOGETHER THROUGH HER WORK. HAVING WORKED WITH BIG BRANDS, LOCAL DISTILLERIES, AND RESTAURANT GROUPS HER WORK FOCUSES ON THE PEOPLE WHO FUEL THE INDUSTRY. MOST OF HER WORK HAS BEEN IN EXPERIENTIAL MARKETING AND DISTRIBUTOR MANAGEMENT WITH AN EMPHASIS ON EVENT AND PROGRAM EXECUTION/PRODUCTION. WORKING WITH HOTALING & CO.

FOR 6 YEARS, HER ROLE HAS EVOLVED FROM SALES TO MARKETING, AND SHE IS NOW THE FIRST COCKTAIL CULTURE MANAGER FOR HOTALING & CO. AS THE COCKTAIL CULTURE MANAGER, SHE CHAMPIONS PARTNERSHIPS LIKE THE ONE WITH LUSH LIFE AND LEANS INTO THE INTRICATE DETAILS TO FIND INSPIRATION AND ROOM FOR IMPROVEMENT FOR THE BETTERMENT OF ALL.

The 5 Heartbeats



2 OZ WRITERS TEARS IRISH WHISKEY
0.5 OZ LUXARDO ESPRESSO LIQUEUR
0.5 OZ CINNAMON SYRUP
2 DASHES ORANGE BITTERS
GARNISH WITH LUXARDO CHERRIES

**ADD ALL INGREDIENTS INTO A MIXING
GLASS AND STIR. STRAIN INTO A CHILLED
COUPE GLASS.**



Ardbeg is a renowned Single Malt Scotch whisky, two hundred years in the making.

Helmed by Master Distiller Dr. Bill Lumsden, our renowned smoky, peaty whiskies are inspired by our home on Islay, and made for the bold discerning drinker.

ARDBEG PRIDES ITSELF ON BEING THE ULTIMATE ISLAY MALT WHISKY AND IS REVERED BY CONNOISSEURS AROUND THE WORLD AS THE PEATIEST, SMOKIEST AND MOST COMPLEX OF ALL THE ISLAY MALTS. DESPITE ITS SMOKINESS, ARDBEG IS KNOWN FOR ITS DELICIOUS SWEETNESS, A SWEETNESS, A PHENOMENON THAT HAS AFFECTIONATELY BECOME KNOWN AS 'THE PEATY PARADOX'.

Cameron George

ESTD 1815
Ardbeg
The Ultimate
ISLAY SINGLE MALT
SCOTCH WHISKY

CAMERON GEORGE IS THE NATIONAL AMBASSADOR AND EDUCATOR FOR ARDBEG HERE IN THE US. GLOBALLY, HE IS THE BRAND'S ONLY SOLELY DEDICATED AMBASSADOR. FOR 5 YEARS HE HAS WORKED WITH AND LEVERAGED THE BRAND'S QUIRKY POSITIONING AND TONAL EXPRESSION TO BRING TO LIFE THE WONDERFUL WORLD OF HEAVILY PEATED WHISKY.

AS THE BRAND'S "MASTER OF SMOKE" CAM CAN REGULARLY BE SEEN REBUKING, CHALLENGING, AND CHANGING THE OLD RULES AND STIGMAS OF THOUGHT OF IN THE SINGLE MALT CATEGORY (HOW VERY ARDBEGGIAN). FOR ARDBEG AND ITS AMBASSADOR, THE SMOKEY SKY IS THE LIMIT.



From his team:

"SINCE CAMERON HAS JOINED THE ARDBEG TEAM, HE HAS BROUGHT INNOVATION, CREATIVITY, PERSPECTIVE AND THOUGHTFULNESS TO THE BRAND. THE US IS A COMPLEX MARKET, AND CAMERON HAS DONE AN INCREDIBLE JOB CONNECTING TO OUR AUDIENCE, PUSHING THE LIMITS OF SINGLE MALT, AND ASKING THE QUESTIONS THAT NEED TO BE ANSWERED. WE ARE SO GRATEFUL TO HAVE SUCH A POSITIVE LIGHT FULL OF CREATIVE ENERGY AND ENTHUSIASM TO PUSH THE NEEDLE." - JUSTINE LANIADO, BRAND MANAGER, WHISKEY, LVMH



Ardbeg
ESTD 1815
The Ultimate
ISLAY SINGLE MALT
SCOTCH WHISKY

1 OZ ARDBEG 10
1 OZ ARDBEG WEE BEASTIE
0.5 OZ GRAPEFRUIT JUICE
0.25 OZ LIME JUICE
0.5 OZ BROWN SUGAR SYRUP
2 DASHES ANGOSTURA BITTERS
MOET & CHANDON IMPERIAL BRUT

I Have A Dream

SHAKE WELL. STRAIN INTO A COLLINS
CLASS OVER FRESH ICE AND TOP WITH
MOET & CHANDON IMPERIAL BRUT.

BLACK LEADER SHIP IN SPIRITS

The Lush Life logo is a red, multi-pointed starburst shape with the words "Lush" and "Life" stacked vertically in a white, cursive font.