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Drinking The World  
A Journey to Enjoying Libations

## Ultimate Blast NYC

By Jonathan M. Forester on Aug 15, 2011 | In [Spirits](#), [Mixologists & Cocktailians](#), [Wine](#), [Cocktails](#), [Events](#)



Where do you want to be on Friday October 14th? At the Blast!

The Ultimate Beverage Challenge's second annual Ultimate Blast media and trade tasting event returns to New York City. Friday, 2011 at the Marriott Marquis Hotel, 1535 Broadway @ 45th St.,

Ever dream you could go to an amazing tasting where you would sip the world's best spirits, cocktails and wines? Where the host entertains you with a little something from the rarest bottles on his bar – whether it's spirits – AND he has trays of the most delectable specialty cocktails to sip and savor? That dream becomes reality when the second annual ULTIMATE BLAST consumer, media and trade tasting event returns to New York City.

Hosted by Ultimate Beverage Challenge (UBC), the country's foremost spirits and wine evaluation company founded by beverage expert and author F. Paul Pacult, this gala tasting event featuring spirits, cocktails and wines will take place on Friday, October 14, 2011 from 5:30pm - 9:30pm at the Marriott Marquis Hotel in Times Square, New York City. Tickets to this can't-be-missed event are available now at [www.ultimate-beverage.com/blast-info](http://www.ultimate-beverage.com/blast-info). **Through September 15, a 30% Advance Purchase Discount applies to all tickets.**

This year at ULTIMATE BLAST, guests can once again look forward to not only being educated about the finest products the beverage alcohol world offers, but also a high-spirited party in a nightclub-like atmosphere. The famed Broadway Ballroom at the Marriott Marquis hotel will feature tables brimming with the best libations as well as branded lounges hosted by major spirits and wine companies that will be decorated to create special and unique ambiances – like a party within a party! Many of the beverages at Ultimate Blast are UBC Chairman's Trophy winners and finalists from the trio of Ultimate Beverage Challenges held earlier this year. All guests will enjoy:

- o SPIRITS – hundreds of world-class whiskies, brandies, vodkas, tequilas, rums, gins and more, produced by the world's finest mainstream and craft producers
- o COCKTAILS – scores of thrilling cocktails, created by an array of the world's best bartenders
- o WINES – a bevy of the world's most acclaimed Champagnes, wines and sparkling wines
- o BOOK SIGNINGS – by some of the world's pre-eminent spirits and cocktail authors
- o LIVE MUSIC and FOOD

Says UBC founder F. Paul Pacult: "If you want to have fun this fall, you'll come to Ultimate Blast and learn about world-class beverages. Period."

Online at: <http://drinkingtheworld.com/2011/08/15/ultimate-blast-nyc>