



As Seen On  
**InsideFandB.com**  
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**INSIDE F&B**  
THE AUTHORITY ON FOOD AND BEVERAGE

## A REASON TO BRAVE TIMES SQUARE

Ultimate Blast discounted tickets for INSIDE F&B readers



There won't be a ball dropping, confetti falling, or Ryan Seacrest trying to fill Dick Clark's shoes as *Auld Lang Syne* plays in the background but you'll still want to head to Times Square on Friday night.

Paul Pacult, Dale Degroff, Doug Frost, Steve Olson, Andy Seymour, Dave Wondrich and other industry leaders have provided us with a solid spirits education illuminating topics from pulque to punches and now it's time to celebrate all we've learned. In just 48 short hours the ballroom at the Marriott Marquis will convert into NYC's most award winning

**"In just 48 short hours the ballroom at the Marriott Marquis will convert into NYC's most award winning cocktail party and it's an event no self respecting quaffer will want to miss."**

Taste award winning cocktails (some made with Fever-Tree mixers), international wines and champagnes that scored high in the Ultimate Beverage Challenge and all sorts of unique bottlings, wine, cocktail and spirit tastings.

The evening doesn't have to end when you head out the door. Visit with the authors of some spirited cocktail books and take a signed copy home with you. Throughout the evening you'll have a chance to buy their books and meet and raise a glass with the following authors:

Taste award winning cocktails (some made with Fever-Tree mixers) from **Macchu Pisco**, new cocktails from **Louis Royer Cognac** and **LiV Vodka**, international wines and champagnes that scored high in the Ultimate Beverage Challenge and all sorts of unique bottlings, wine, cocktail and spirit tastings.

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- **Ultimate Beverage Challenge/Ultimate Blast founder F. PAUL PACULT** – *American Still Life: The Jim Beam Story and Making the World's #1 Bourbon; A Double Scotch: How Chivas Regal and The Glenlivet Became Global Icons*
- **JILL DEGROFF** – *Lush Life 2: Portraits from Behind the Bar*
- **DALE DEGROFF** – *The Craft of the Cocktail; The Essential Cocktail*
- **KAREN FOLEY** – *The American Cocktail: 50 Recipes That Celebrate the Craft of Mixing Drinks from Coast to Coast*
- **JIM MEEHAN** – *The PDT Cocktail Book: The Complete Bartender's Guide from the Celebrated Speakeasy*
- **DAVID J. REIMER SR.** – *Micro-Distilleries in the U.S. and Canada: 2011 Edition*
- **DAVID WONDRICH** – *Punch: The Delights (and Dangers) of the Flowing Bowl; Imbibe!*

For a DEEP discount on this evening that promises to be one of the best parties of the fall INSIDE F&B is proud to partner with the Ultimate Blast to offer industry readers a \$25 ticket. Go to [www.ultimate-beverage.com](http://www.ultimate-beverage.com) and click on get tickets button. Select VIP tickets and add discount code TRD2011 on payment page. This gives \$25 VIP ticket (regular price \$175). Check out – <http://www.ultimate-beverage.com/blast-2011/> <http://www.ultimate-beverage.com/blast-2011/> for a list of everything that will be available to be poured.

The facts:

Date: Friday, October 14, 2011

Address: Marriott Marquis Hotel, 1535 Broadway @ 45th St., NYC, Broadway Ballroom

VIP Tickets: \$122.50 before 9/15; \$175.00 after; 5:30 – 9:30pm

General Tickets: \$87.50 before 9/15; \$125.00 after; 6:30pm – 9:30pm

Purchase Tickets here: [www.ultimate-beverage.com/blast-info](http://www.ultimate-beverage.com/blast-info)

Online at: <http://insidefandb.com/?p=4192&preview=true>

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