





As Seen On
Nightclub.com
September 10, 2011

Nightclub&Bar

Industry Event Calendar

Ultimate Beverage Challenge Hosts Ultimate Cocktails, Spirits & Wine Blast

September 10, 2010

 Like  Sign Up to see what your friends like.

New York, NY (September 8, 2010) - Earlier this year, Ultimate Beverage Challenge (UBC) introduced the public to the most innovative spirits, cocktails and wine competitions ever held. Now, UBC announces its first ever, epic one-night-only spirits, cocktails and wine tasting and seminars for consumers, trade and media: ULTIMATE COCKTAILS, SPIRITS & WINE BLAST to take place on Friday, October 15, 2010 at the Marriott Marquis Times Square in New York City. For more information like a complete list of featured spirits and wines, seminars and book signings as well as to purchase tickets go to www.ultimate-beverage.com/blastinfo2010. All tickets are discounted if purchased before September 30.

Ultimate Cocktails, Spirits & Wine Blast will feature a walk-around tasting of the world's finest cocktails, spirits and wines, many of which won top honors – the Chairman's Trophy – at this year's inaugural and groundbreaking Ultimate Cocktails, Ultimate Spirits and Ultimate Wine Challenges. Guests will enjoy such classic cocktails as the Negroni, Aviation, Mojito, Mai Tai and the Dry Martini, along with other libations served by the nation's best bartenders. Additionally, major spirits and wine brands will welcome Ultimate Blast attendees into their own lounges where guests can savor beverages in the comfort of the brand's captivating atmosphere.

Guests will meet the spirit industry's foremost authorities and superstars at Ultimate Blast's entertaining and educational seminars including: journalist/author Gary Regan on organic spirits and mixology, Scotch Whisky Master Blender Richard Paterson on Dalmore Scotch Whisky, gin authority Steve Olson on Tanqueray, cocktail expert Jacques Bezuidenhout on Partida Tequila cocktails and many more. In between spirited sips and tasty food nibbles, party-goers will also get to meet and mingle with their favorite spirited book authors at the night's multiple book signings including: Gary Regan signing his "Bartender's Gin Compendium," Richard Paterson signing his "Goodness Nose" and many more.

"This will be a night like no others with cocktails, spirits and wine to be enjoyed at one collective, extraordinary event," says UBC founder F. Paul Pacult. "We broke new ground with our Ultimate Challenges this year and we're out to do the same with Ultimate Cocktails, Spirits & Wine Blast. If you want to have fun this fall, you'll come to this party. Period."

EVENT: Ultimate Cocktails, Spirits & Wine Blast

Cocktails, spirits and wine tastings, seminars, book signings, food, live music

VENUE: Marriott Marquis Hotel, Times Square, 1535 Broadway, NYC, Broadway Ballroom

DATE: Friday, October 15, 2010

TIME: VIP 5:00pm – 10:00pm; General Admission 6:30pm – 10:00pm.

TICKETS: VIP tickets - \$95 before Sept. 30; \$110 after Sept. 30
General Admission - \$75 before Sept. 30; \$90 after Sept. 30
Group Discount (6+ tickets) – VIP \$88; General Admission \$72
Tickets purchased at the door: VIP \$110; General Admission \$90

Purchase tickets at www.ultimate-beverage.com/blastreg2010

MORE INFO: For a list of featured brands, seminars, book signing authors, go to www.ultimate-beverage.com/blastinfo2010

Online at: <http://www.nightclub.com/events/industry-event-calendar/news/ultimate-beverage-challenge-hosts-ultimate-cocktails-spirits-win>

savona
communications