



As Seen On  
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## Party Pics

### Ultimate Cocktails, Spirits & Wine Blast

On October 15, 2010, the founders of the **Ultimate Beverage Challenge**, **F. Paul Pacult**, **Sue Woodley** and **David Talbot**, hosted *more than 1,600 of their closest friends and fans* at their first ever **ULTIMATE COCKTAILS, SPIRITS & WINE BLAST** at the **Marriott Marquis** in New York City.



The Ultimate Beverage Challenge/Ultimate Blast team: founders David Talbot, Sue Woodley, F. Paul Pacult with Assistant Judging Chairman Sean Ludford of BevX

*The hotel's grand ballroom was completely transformed into the city's largest nightclub featuring spirits, wines and cocktails prepared by some of the best bartenders in town.*



The jazz band and the floor of Ultimate Cocktails, Spirits & Wine Blast

Guests entered an elegant, dramatically lit space to the sounds of a *live jazz band* and were free to roam the *more than 55 tables and five cocktail lounges* that featured *tastings of more than 250 spirits, 95 cocktails and 60 wines.*



The Broker's Gin table

Guests could choose from **artisanal single malts, well-aged cognacs, single estate vintage wines** or indulge in a **Mai Tai** or perfectly chilled **Manhattan** made by *some of the city's hottest mixologists* (**Jim Meehan/PDT** and **Ryan McGrale/Flatiron Lounge, Charlotte Voisey** just to name a few)



Meghan Balser from Pegu Club at the Remy Cointreau Lounge

And if you wanted to sit back with friends and share in some communal toasting, you didn't have to go further than one of *five ultra-swank lounges* hosted by **Chatham Imports, Diageo, Pernod Ricard, Rémy Cointreau** or **US-SINO Liquor Group**, who presented a *portfolio of Chinese spirits many of which have never been tasted in the United States.*

MARK YOUR CALENDARS FOR NEXT YEAR'S ULTIMATE BLAST:  
FRIDAY, OCTOBER 14, 2011  
at the Marriott Marquis, New York City.

[See more images here.](#)

Photos by: Michael Gold/TheCorporateImage

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