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## Ultimate Blast: Ultimate Beverage Challenge 2011

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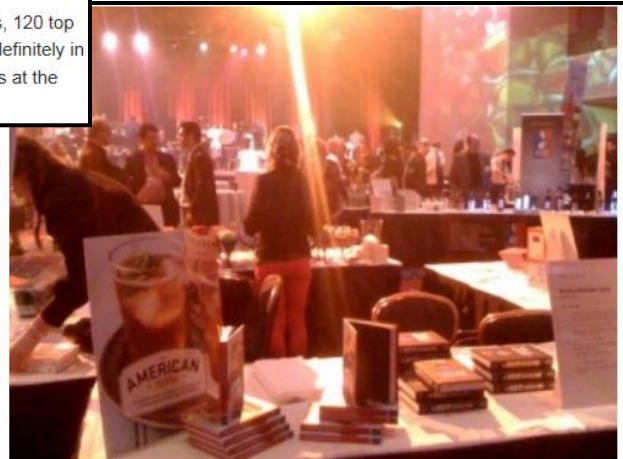


Imagine being able to taste and sample amazing libations from around the world in a single night! That's just what happened on Friday evening when Socially Superlative was invited to **New York Marriott Marquis Hotel** in Times Square for the **Ultimate Blast 2011**.



**Ultimate Blast** is the city's premier tasting event with over 100 incredible cocktails, nearly 300 spirits, 120 top wines, music, food, and world-class bartenders from across the country. The best of the best were definitely in attendance at this year's event! Guests were able to roam the six cocktail lounges and over 70 tables at the beautiful Broadway Ballroom inside the Marriott Marquis.

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There were also book signings and appearances from the top mixologists and bartenders from around the world, along with a live band. Spread out throughout the ballroom were various vodkas, tequilas, rum, gin, whiskey, brandies, etc. to choose from, along with countless red and white wines and champagnes. Thankfully there was also a buffet! Guests were able to nibble on pasta, beef and an array of different cheeses and meats.



A few of the brands I enjoyed was from **SX Liquors**, they had me try a new brand of honey tequila that had a sweet after taste and definitely went down smoother than other well known tequila brands. I also loved the shaped of the bottles as well very sexy hind their slogan "Your drink. Sexier."



I'm not much of a wine drinker but decided to head over to the lounge to sample some of the best wines in the world. The best table was **Mezzacorona** the best imported wines from Italy I sampled the Merlot which was dry and had a hint of peppercorn. I was told this wine goes best with cheeses and red meats. As well as the Cabernet Sauvignon which was also dry but had a hint of vanilla to add to the taste and smell.

I also enjoyed the the **Adult Chocolate Milk** from **W.J. Deutsch & Sons, Ltd** which provided cocktails that was reminiscent of a White Russian. The cocktail was topped off with Hershey's chocolate syrup. Very yummy and sweet!



At the **Remy Cointreau** lounge I enjoyed some 12 year old Highland Park which is a Scotland Whiskey. The bartender made a **Blood & Sand**:

- 3/4 oz Highland Park 12 yr old whiskey
- 3/4 oz Cherry Liqueur
- 3/4 oz Sweet Vermouth
- 3/4 oz fresh orange juice

Just combine all ingredients and shake. Strain into a chilled cocktail glass and your ready to go!



I tend to like sweeter drinks so the **DonQ Rum** table had a new **DonQ Pasi3n** Rum liquor patrons could sample. I had the **Apasionada**:

- 2 oz DonQ Pasi3n
- 2 oz sparkling wine
- 1oz passion fruit pur3e

Just stir rum pur3e and ice until chilled and strain into a wine glass.

Not only was I able to taste the best of the best in the world but each table had a special and unique display to feature their particular brand they were representing. I was also educated about the products as well, reading through a handful of brochures and booklets guests were given to learn more about the products they were tasting.

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- Tranika



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