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Ultimate Beverage Challenge Presents Ultimate Blast!

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

Hosted by Ultimate Beverage Challenge (UBC), the wine evaluation company founded by beverage expert at gala tasting event featuring spirits, cocktails and wine 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 at <http://www.ultimate-beverage.com/blast-info>. Through 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

**TICKET INFORMATION:** Tickets for Ultimate Blast are available now. VIP tickets cost \$175.00 each; entrance at 5:30pm; General Admission tickets cost \$125.00 each; entrance at 6:30pm. Media preview will be 5:30pm - 6:30pm. The Ultimate Blast ends at 9:30pm. PLEASE NOTE: Those who act fast can take advantage of the 30% off ADVANCE PURCHASE DISCOUNT available until September 15, which brings VIP tickets to \$122.50 each and General tickets to \$87.50 each.

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