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**SIXTH ANNUAL SAN FRANCISCO COCKTAIL WEEK ANNOUNCES
MORE EVENTS, UPDATES AND PARTNERSHIPS**

*Official cocktail, new parties, cocktail dinners, award winners and details
added for the week-long soiree*

SAN FRANCISCO—September 6, 2012—[San Francisco Cocktail Week](http://www.sfcoktailweek.com), a weeklong celebration of the Bay Area's liquid culture, cocktail heritage, bar talent and industry, today announces new additions, updates and partnerships for the highly anticipated September 17-23 event. Tickets are on sale now through www.sfcoktailweek.com, continuing the opportunity for Bay Area patrons to experience, imbibe, enjoy and educate themselves on all things cocktailian from some of the country's best bar experts. Providing easy access and information to all of the week's festivities, San Francisco Cocktail Week has partnered with Sōsh, which created a beautiful new [interactive mobile guide](#) that allows guests to share their favorites, get directions and buy tickets.

Guests will also be able to enjoy the 2012 official cocktail at events throughout the week: the [Black Lily](#), named in honor of one of San Francisco's original eccentrics, Lillie Hitchcock Coit (1842-1929), who was an avid gambler, drinker and firewoman, and who donated significant funds to the city to build Coit Tower. The *Black Lily* was created by Remy-Cointreau mixologist Kyle Ford and includes only three ingredients as a nod to the city's appreciation of blissful simplicity: Fernet Branca, Remy Cointreau and fresh lime juice, shaken on the rocks and served with an orange peel.

NEW EVENTS

H2O Infused Cocktails with MAVEA

Wednesday, September 19, 5:30-7:30 p.m.

Tickets: \$20 in advance, \$25 at the door

Location: 15 Romolo (15 Romolo Place, San Francisco)

Guests are invited to learn, sip, savor and hydrate with botanically-infused water as the main ingredient in deliciously exquisite cocktails without added sugar. To enlighten and delight, MAVEA is hosting an experiential evening of H2O cocktails

and hors d'oeuvres. All guests will also receive a complimentary MAVEA water filter pitcher.

COCKTAIL AND SPIRIT CLASSES

The Boothby Center presents...

Bottle-Ready Beer Distilled Into Whiskey: The story of R5 Whiskey, Clear and Aged Styles

Wednesday, September 19, 5-8 p.m.

Tickets: \$25 available for purchase [here](#)

Location: The Beverage Academy (501 Jones Street, San Francisco)

Thirteenth Generation Master Distiller Marko Karakasevic has been changing the way whiskey is made since 1999 when he released Charbay Hopped Whiskey, Release I, which was distilled from bottle-ready Pilsner beer. Now for San Francisco Cocktail Week, The Boothby Center presents this seminar unveiling his newest innovation: R5 Whiskey, distilled from bottle-ready Racer 5 IPA Beer. At this seminar, guests will taste ice cold Racer 5 IPA, then Charbay R5 Clear Whiskey (aged in stainless steel, no oak) and finally the R5 Aged Whiskey (aged 22 months in French Oak).

SPIRITED SUPPERS

Produced in collaboration with an elite roster of San Francisco and East Bay restaurants and chefs, Spirited Suppers will feature cocktails created by the area's best bartenders highlighting one artisan spirit.

Akvinta Vodka Spirited Supper at Michael Mina hosted by Bar Manager Carlo Splendorini

Monday, September 17, 6 p.m.

Location: Michael Mina (252 California St., San Francisco)

Tickets: \$100 (tax and gratuity not included); call 415-397-9222

Akvinta Vodka has partnered with San Francisco Michelin-rated restaurant MICHAEL MINA for an amazing dinner pairing of food and spirits. Named Restaurant of the Year in 2011 by *Esquire* magazine, MICHAEL MINA has been a culinary destination since its inception and at this event, Bar Manager Carlo Splendorini will create original cocktails to match the three-course dinner.

Art in the Age Spirited Supper at Millennium

Thursday, September 20, 6 p.m.

Location: Millennium Restaurant (580 Geary Street, San Francisco)

Tickets: \$90 (tax and gratuity not included); call 415-345-3900

Join Art in the Age at Millennium Restaurant for a five-course seasonal dinner designed in concert with Art in the Age cocktails. With a focus on organic produce, local farms and craft libations, attendees will enjoy an avant garde dining experience forged with the best local ingredients.

25 Lusk & Hangar One present an Indian Summer Dinner

Tuesday, September 18, 7 p.m.

Location: Twenty Five Lusk (25 Lusk Street, San Francisco)

Tickets: \$95 (tax and gratuity not included); call 415-495-5875

Chef Matthew Dolan and Bar Manager Brian McKelvey offer three courses with Hangar One cocktail pairings and cocktail intermezzos that utilize herbs, savories and other ingredients from the restaurant's farm.

UPDATES

Best of the West

Wednesday, September 19, 6-9 p.m.

Tickets: \$45 in advance & \$55 at the door; newly-added is the addition of a limited amount of VIP tables for four people available for \$100 per person (includes private space, table service and an opportunity to chat with a visiting bartender)

Location: Tradition (441 Jones St., San Francisco)

Back again for another year with a showcase of the best bartenders up and down the West Coast, Best of the West will bring together guest bartenders from San Diego to Washington State with the best their city has to offer in hand. Coming together at the hottest new bar in San Francisco, Tradition, each bartender will present a signature cocktail that they feel best represents their city. Presenting at the event are: **Kevin Diedrich** of Jasper's Corner Tap & Kitchen from San Francisco; **Annalisa Huante** of Cincin from Reno, Nevada; **J.R. Starkus** of RM Seafood from Las Vegas; **Christian Siglin** of Craft and Commerce from San Diego; **David Shenaut** of Ronin-Mercenary from Portland; **Naomi Schimek** of Spare Room from Los Angeles; **Chris Sinclair** of Red Rabbit from Sacramento; and **Andrew Friedman** of Liberty in Seattle.

The Legends Awards

Friday, September 21, 7:30-10:30 p.m.

Tickets: \$85 in advance (booking a block of 10 will secure a table for groups) & \$95 at the door

Location: The Swedish American Hall, San Francisco (2174 Market Street)

The second annual Legends Awards announces the recipients of the 2012 awards, going to the true innovators, influencers, mentors and historians of cocktail culture in the Bay Area.

The 2012 award winners are:

- **Trailblazer** – Allison Evanow, CEO and Founder of Square One Organic Spirits, for her pioneering efforts in the development of high quality, organic spirits and green business practices in the industry.
- **Mentor** – Erik Adkins, Bar Director at Slanted Door Group, for developing pace-setting beverage programs and the skilled bartenders to execute them across multiple restaurants in the Bay Area over the last decade.
- **Lifetime Achievement** – Miles Karakasevic, 13th Generation Master Distiller at Charbay, for creating and building a family business that produces wine

and spirits that attract worldwide acclaim and help to set a standard in craft production.

- **Renegade** – Martin Cate, Owner, Smuggler’s Cove, for being the torch bearer and leader for a new generation of Tiki cocktail culture and rum connoisseurship.
- **Scribe** – Camper English, Journalist, Alcademics.com, for his steadfast dedication to the craft of investigative journalism in spirits and cocktail culture, and his influence on the new generations of professionals and enthusiasts alike, seeking answers and debate.

Cocktail Melee

Saturday, September 22, 2-5 p.m.

Tickets: \$35 in advance & \$45 at the door

Location: Cigar Bar & Grill, (850 Montgomery St., San Francisco)

Engaging the public to participate in this rare gathering of spirits, the Cocktail Melee will be the easiest opportunity to connect with brands and truly learn about your personal palate and preferred flavor profiles. The event will feature a collection of various spirits from the likes of St. George Spirits, Hangar One Vodka, House Spirits, Craft Distillers and Oxley Gin to name a few; served along-side delicious bites provided by Cigar Bar. The Boothby Center for the Beverage Arts presents a handful of educational spirit and cocktail classes will be given throughout the event, including Marko Karakasevic of Charbay Distillery speaking to folks about the new R5 Aged Whiskey made from Bear Republic’s Racer 5 IPA. From dedicated spirit tastings and perfectly-balanced cocktails to classes and distilling rockstars, the Melee will keep guests intrigued and learning about the spirit-world from start to finish.

The California Altered State Fair by Jupiter Olympus

Saturday, September 22, 8-11 p.m.

Tickets: \$45 in advance & \$55 at the door

Location: Mission Dispatch, (1975 Bryant St., San Francisco)

At this costumes-encouraged outdoor event, Jupiter Olympus creates a celebration of all the Golden State has to offer, the State Fair will feature carnival games, food, contests and, of course, cocktails inspired by local bounty. Cocktail offerings will include a *Salt-Water Taffy Old Fashioned*, a *Manhattan Sno-Cone*, *Smoked Watermelon Punch* and Jupiter Olympus-made vegetable liqueurs in kale, radish/fennel and corn on the cob flavors. Tickets include all food and beverages.

Newly-announced is the addition of a public vote for the featured cocktail at the event. Consumers can vote [here](#) and the winner will be announced at the California Altered State Fair.

Please check back at www.scocktailweek.com and follow SFCW at Facebook.com/SFCocktailWeek and Twitter.com/cocktailweek for future updates.

San Francisco Cocktail Week would not be possible without the generous and enthusiastic support of its partners, including Rémy Cointreau USA, Inc. (Black

Grouse[®], Remy Martin V[®], Highland Park[®], Brugal Rum[®] and Cointreau[®]); Mavea Water; William Grant (Solerno[®], Hendrinks Gin[®], Milagro Tequila[®], Sailor Jerry Rum[®], Monkey Shoulder Whiskey[®]); Hangar 1 Vodka[®]; Infinium Spirits [Zaya Rum[®], Casa Noble Tequila[®], Carpano Antica[®], Fernet-Branca[®]]; St. George Spirits; Lucas Bols USA (Galliano[®], St. Germain[®]); Charbay Winery & Distillery; Old World Spirits, LLC (Blade Gin[®]); Sake One[®]; Akvinta Vodka[®]; The Can Van; Boiron[®]; and media sponsors *7x7 magazine*; *Drink Me* magazine; *Mutineer* magazine; *Liquor.com*; *Tablehopper*; Jupiter Olympus; SOSH.com; Cigar Bar; LUPEC; Cocktail GoGo; Ananas; and Reboot Creative; as well as the planning committee including SF Cocktail Week co-founder H. Joseph Ehrman; Dominic Phillips of DPEM Event Marketing; Aaron Gregory of 15 Romolo; Annie Jesseman for sponsorship and industry relations; Jason Hilton for marketing; Ellipses Public Relations; Jennifer Seidman from Acme Bar & Company; Jessica Maria and Keli Rivers from Hotsy Totsy Club; Justin Lew from Future Bars; Andie Ferman of St. George Spirits; Rick Dobbs from Cocktail GoGo; Chelsea Bahr; Reza Esmaili; Shar Caesar; The Bon Vivants; Jupiter Olympus.

ABOUT SAN FRANCISCO COCKTAIL WEEK

In May 2007, three enterprising bar owners with an idea to recognize World Cocktail Day set out to create the first San Francisco Cocktail Week to showcase the Bay Area's influence on the constantly-evolving cocktail scene. From the Pisco Punch, invented by Duncan Nichol at The Bank Exchange in the late 1800s to the plethora of innovative and artisan concoctions that can be found on bar menus across San Francisco today, the city has been a breeding ground for creativity, appreciation and trend-setting in the cocktail world. San Francisco Cocktail Week Founders H. Joseph Ehrmann (Elixir), Jeff Hollinger (Comstock Saloon) and Duggan McDonnell (Cantina) continued the annual celebration, each year growing it in scope, scale and flavor. SF Cocktail Week benefits the Barbary Coast Conservancy for the American Cocktail (BCCAC)—a not-for-profit organization dedicated to preserving the cultural heritage of saloons and their cocktails in San Francisco while also celebrating California's culinary philosophy and traditions with special events, publications and educational seminars throughout the year. This year co-founder H. Joseph Ehrmann remains working with SFCW in an Advisory Role. For more information, visit www.sfcocktailweek.com.

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NOTE TO EDITORS: Photos available on request.