



Nightclub & Bar

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Inaugural Ultimate Cocktails, Spirits & Wine Blast a Success in NYC

New York, NY (October 2010) – This past Friday, October 15, 2010, founders of 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 hotel’s grand ballroom was completely transformed into the city’s biggest nightclub featuring award-winning spirits, wines and cocktails prepared by some of the best bartenders in town. 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, 75 cocktails and 60 wines. The evening was a celebration of the liquids that, since time immemorial, have enhanced living by mitigating every day ills, celebrating life’s milestones or by improving the dining experience.



Ultimate Blast showcased the ‘best of the best’ spirits, cocktails and wine for the guests’ imbibing pleasure. Many of these beverages were awarded high honors at Ultimate Beverage Challenge (UBC) competitions earlier this year and some were winners of the coveted UBC Chairman’s Trophy naming them the best in their category. 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 McGrath/Flatiron Lounge, Lynnette Marrero just to name a few). 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, Remy Cointreau or US-SINO Liquor Group, who presented a portfolio of Chinese spirits many of which have never been tasted in the United States.



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“Sue, David and I wanted this evening to be all about friends getting together to enjoy some of the best beverages on the market from the world’s best distillers and winemakers,” said F. Paul Pacult, founder of Ultimate Beverage Challenge along with Sue Woodley and David Talbot. “From the feedback we’re getting from colleagues, sponsors, exhibitors and consumers, next year’s Blast on October 14th can’t come soon enough. We won’t let this party end!”

In addition to the tastings, guests attended education seminars led by industry superstars including: Gary Regan on organic spirits and mixology; Scotch Whisky Master Blender Richard Paterson on Dalmore Scotch Whisky; Steve Olson on Tanqueray; Jacques Bezuidenhout on **Partida Tequila** cocktails; Armagnac expert Denis Lesgourgues; Pernod-Ricard’s tasty holiday cocktails; and Remy Martin’s “Heart of Cognac” seminar. In between spirited sips party-goers had the chance to meet their favorite spirited authors at the on-site book signing suite: Dale DeGroff, Jill DeGroff, F. Paul Pacult, Richard Paterson, Gary Regan and David Wondrich.

So many spirits, wines and cocktails! Too many to include here but please visit www.ultimate-beverage.com for a complete list



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