



2016



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# ASHEVILLE COCKTAIL WEEK

When millions of food and wine lovers chose Asheville, North Carolina among their Top 10 food and wine destinations in the U.S., the secret was finally out: this vibrant and eclectic mountain city is a must-visit, must-taste culinary hot spot. The Travelers' Choice® Food and Wine Destinations awards, announced by the world's largest travel site, TripAdvisor, placed Asheville right up there with New York City, San Francisco, New Orleans and Chicago. Southern Living listed Asheville among the "Tastiest Towns in the South." The 2015 Asheville Wine & Food Festival was named as a Top 20 Event by the Southeast Tourism Society.

Starting on May 1, 2016 Asheville Cocktail Week takes one of the vibrant weeks in the spring and energizes it into a week of dynamite events. A dozen events around distilleries, including an industry expo of the largest gathering of Southeastern Distilleries in one location.

Then coming up next August the 2016 Asheville Wine & Food Festival, brings together the finest regional, national, and international wines, exceptional restaurants, craft beer, spirits, and handcrafted artisanal foods for a weekend of palate-pleasing indulgence.



**May 1 - May 8, 2016**  
**12 Events**  
**Downtown Asheville, NC**

## Asheville FEST

**Asheville Cocktail Week & ELIXIR  
SWEET**

**ASHEVILLE WINE & FOOD FESTIVAL**

### Mission and Goal:

- The Asheville FEST was created to showcase our region's wealth of culinary offerings and promote the chefs, restaurants, vineyards, breweries, distilleries and farms who have elevated our status to a "Foodtopian Society".

### About Asheville FEST

5,000 in attendance over 3 days

- 53% of Festival visitors were from the Buncombe County area while 47% were non-local (50+ miles away)
- 40% of those surveyed came in groups of 4 or more
- 45 was the median age of the Festival visitors
- 60% of the visitors have an annual income of \$100,000+

### Asheville FEST Media Reach:

PRINT .....	9,217,535
RADIO .....	4,890,700
TV .....	278,500
BILLBOARDS .....	1,897,901
E-BLASTS .....	1,210,288
WEB .....	676,389,550
FACEBOOK & TWITTER .....	2,992,499
BLOG.....	99,601

**696,976,574**

# media partnership opportunity

In-kind trade value:

**\$10K**

- May 1-8, 2016 Best Bloody Mary Contest Approximately 15 Asheville Bars will serve a week's worth of their very best Bloody Mary Cocktails to claim the title of Asheville Fest's crowd voted "Asheville's Best Bloody Mary."
- May 4, 2016 Cocktail Theatre with Rob Floyd  
This theater will kick off our week with educational tasting of spirits and libation creation all while sliding into wonderful adult madness.
- May 5, 2016 Book signing with Warren Bobrow at Malaprop's. Asheville's own Malaprop's Bookstore will host a reading and signing with this well known cocktail author.
- May 5, 2016 Spirit Dinner with Warren Bobrow at the Historic S&W Cafeteria. Mixologist, chef and author from New Jersey known as the Cocktail Whisperer will join us with his four cocktail themed books to share his secrets and stories.
- May 5, 2016 Cinco de Mayo After-Party. Get into the Spirit of Asheville Cocktail Week by celebrating in true May 5th Cinco de Mayo style with tequila tastings and an afterhour's fiesta.



- May 6, 2016 Southeastern Distilling Expo. This is the largest gathering of Southeastern Distilleries in one location. An industry expo invite for owners, managers and bartenders. Distilleries share the details of their products while the industry representatives get to sample, see possible uses and develop relationships. Industry luminaries will provide additional value for bar staff with classes and instruction on shrubs, bitters, batching etc.
- May 6, 2016 Asheville Wine and Food Festival ELXIR bar competition at the historic S&W Cafeteria. In its fourth year, ELIXIR promises to bring yet another exciting evening of collaboration between the distilleries and local bar talent. Open to the public, this event provides a fun and gets customers to get in front of bartenders while supporting their current bar tenders and discovering new favorites.
- May 7, 2016 Hangover Brunch with Cathead Vodka Bloody Mary Bar. The best cure for days of celebration with libation is a Bloody Mary Brunch.
- May 7, 2016 Asheville Cocktail Tours guided by Eating Asheville. Specially designed tours to suit your cocktail style and provide day drinking variety at its best.
- May 7, 2016 Asheville "Derby" Party. We are showing off our full Southern Style with the best mint juleps, derby viewing, big hats and the perfect party lawn.
- May 7, 2016 Nightcap Gathering. This is the perfect way to round off a Saturday evening with a lovely nightcap at one of Asheville's classiest bars.
- May 8, 2016 Best Bloody Mary Contest. Ballots will be collected and tallied so that the very best can be named, tasted by all and celebrated.