

ELIXIR Shakes It Up: Want to know the secret location and knock?

ASHEVILLE, North Carolina, August 21, 2014 – The Asheville Wine & Food Festival is excited to present ELIXIR, a signature event again for 2014. Locally recognized bartenders are stepping out from behind the bar and into the spotlight for a mixology competition of craft spirits and hosting regional and national distilleries. The search for Asheville's most creative cocktails will be held during the 2014 ELIXIR event on Thursday, August 21 at an Undisclosed Location in Asheville. Think of this as Prohibition!!

This year's Elixir promises to be an exciting craft cocktail experience in its second year. This year's list of renown mixologists will again compete to give you the most creative and flavorful spirits to lift yours. From the aperitif to the nightcap, serving samples will be provided by competitors to give you a taste of regional talent.

Local North Carolina distilleries providing tastes of their products include moonshine from Troy & Sons in Asheville, Cardinal Gin from Southern Artisan Spirits in Kings Mountain, Rum from Muddy River Distillery, Apple Moonshine from Petzold Distilleries, Defiant Whisky from Blue Ridge Distilling, Carriage House Brandy from Carolina Distillery, CAT DADDY Moonshine from Catdaddy Carolina Moonshine, COVINGTON Vodka from Covington Distillery, Mountain Moonshine from Howling Moon Distillery, and TOPO Organic Spirits from Top of the Hill Distillery in Chapel Hill.

A panel of judges that includes representatives from The Asheville Scene will choose the winner during a taste test at the festival. To check out the action and cheer on your favorite bartender, purchase a ticket to the Asheville Wine & Food Festival Elixir event, visit: ashevillewineandfood.com/elixir

BETTER YET! – Only a few dollars more and you get your ELIXIR ticket and a quirky fun round trip on LAZOOM'S iconic purple bus to the secret location! You will enjoy their side-splitting guided tour to Asheville's favorite neighborhoods and landmarks after the event.

Launched in 2009, the Asheville Wine & Food Festival celebrates all that's worth savoring in the mountains. Named as a Top 20 Winning Event for 2014 by the Southeast Tourism Society. This year's festival, August 21-23, 2014 offers several signature events in downtown Asheville full of culinary panache.

Contact:

Kris Kraft, Assistant Director (828) 200-1502; Bob Bowles; Festival Director (828) 777-8916; www.ashevillewineandfood.com

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