

ASHEVILLE WINE & FOOD FESTIVAL

PRESENTED BY

EDISON at The Grove Park Inn

AUGUST 20-24, 2013

MIXOLOGISTS TO SHAKE IT UP AT COCKTAILS COMPETITION

**Contest to discover region's most creative mixed drinks is new feature
at 2013 Asheville Wine & Food Festival**

The Asheville Wine & Food Festival is excited to present ELIXIR, its new signature event in 2013. Locally recognized bartenders are stepping out from behind the bar and into the spotlight for a mixology competition of craft spirits. The search for Western North Carolina's most creative cocktails will be held during the 2013 Asheville Wine & Food Festival. **ELIXIR, is to be held on Thursday, August 22 at the Venue in downtown Asheville, from 6-8pm.**

In addition to regional distilleries providing tastes of their spirits as well as mixed beverages using their product, the Asheville bartending scene will be on display at its best in a cocktail competition. The evening's competition will showcase local bartenders mixing up their creative concoctions using Angry Orchard Hard Cider brand ciders to serve samples to the crowd and a judging panel.

A panel of judges that includes representatives from Asheville's food 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, available at www.ashevillewineandfood.com. Admission is \$45.

ABOUT THE FESTIVAL

Now in its fifth year and named by the New York Post as one of the best festivals of its kind in the country, the Asheville Wine & Food Festival features a smorgasbord of more than 300 wines, creations prepared by Asheville's celebrated and internationally recognized chefs, and samples of local artisan food products, craft beers and spirits. More at ashevillewineandfood.com.

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Scroll down for contest rules & entry form.

2013 ASHEVILLE WINE & FOOD FESTIVAL LOCAL SPIRITS MIXOLOGY CONTEST Rules & Entry Form

OVERVIEW

The 2013 Asheville Wine & Food Festival invites professional and amateur mixologists to step out from behind the bar and into the spotlight for the Elixir competition. This search for Western North Carolina's most creative cocktails will be held at 6 p.m. on Thursday, August 22 at Venue in downtown Asheville.

Contestants will showcase their best cocktail based on a spirit chosen from the attending distilleries, and then prepare to produce six servings of that drink. The cocktails will be judged on six criteria. The top scorer will become the winner. There is no registration fee. You must be 21 years of age or older to enter.

Each contestant will have 7 minutes (judges' discretion) to prepare their cocktails. Maximum number of alcohol and non-alcohol components should not exceed six, including drops, rinses, and dashes. No homemade syrups, tinctures, bitters, etc. will be permitted unless the complete recipe and procedure of each product is listed. You will need to bring all ingredients (except spirits), plus any special ingredients, garnishes or prepping. If you want to be creative in your presentation, you may bring your own glassware (6.)

Asheville Wine & Food Festival will provide:

Troy & Sons Moonshine, Oak Reserve, Blonde Whisky
Cardinal Gin from Southern Artisan Spirits
Apple Brandy from Carriage House Brandy
Rum from Muddy River Distillery
Piedmont Gin from Top of the Hill Distillery

JUDGING

Each Mixology Round judged will be out of 100 points total. Judging will be on the following:

- **Eco-Awareness** (20 points): Bartenders **MUST** incorporate a "green" initiative in creating their cocktail, focusing on the 3 R's: "Reduce," "Reuse," "Recycle." The "greener" you are with making your cocktail, the more points you will be awarded, so be creative! For example: Any fruit, herbs or perishable items bartenders use in making their cocktail should be locally grown. Another example could be something like using an actual twig or recycled item for a muddler. We want this competition to be different from others and, after all is said and done, we want people leaving with a "green" state of mind.
- **Originality** (20 Points): Bartenders will receive points by creating an original signature cocktail showcasing the ingredients.
- **Presentation** (20 Points) Bartenders will receive points for the final presentation of their cocktail as well as the process of its being made.
- **Name of Cocktail** (20 Points): Bartenders will receive points for how creative and appealing their cocktail's name is.
- **Taste** (20 points) - What's the point of having an original, cleverly named cocktail, presented well, with ingredients well-showcased if it doesn't taste good? Bartenders should also be able to make a tasty cocktail and will receive points on how well their cocktail appeals to the judges' palate.

All six competitors will be competing at the same time on . When the round starts, one competitor will open the bottle on their bar. From that point, each competitors will have up to 7 minutes to each make six servings of their cocktail utilizing the selected spirit and their ingredients to the best of their ability. At the end of the 7 minutes, their cocktail will be tasted, judged, and scored by the designated judges and the next contestant will begin.

ENTRY FORM

Entries are subject to the rules and regulations of the Asheville Wine & Food Festival. **The deadline for entering is August 1, 2013.**

A limited number of contestants will be selected to compete in the contest. Contestants will be notified by email shortly after **August 6, 2013** if accepted or not.

Please complete the following – type or print legibly:

I am 21 years of age or older? Yes

I reside and work in Western North Carolina? Yes/No

If you are currently working as a Bartender/Mixologist, please note the name of the establishment where you are working:

Your Name:

Mailing Address:

City, State, Zip:

County:

Phone(s), including area code:

Email Address:

Please provide a brief summary of your mixology experience:

This completed entry form must be received by August 1, 2013. Submit via email with subject line "Elixir Entry" to: bob@ashevillewineandfood.com, or by mail to: 2013 Asheville Wine & Food Festival, ATTN: Elixir Entry, PO Box 2017, Asheville NC 28802.

For questions, call 828-777-8916.