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## **FIFTH ANNUAL SAN FRANCISCO COCKTAIL WEEK ANNOUNCES FIRST SET OF EVENTS FOR SEPTEMBER 19-25, 2011**

**Record number of partners for seven days and nights of events includes Premier Partners OXLEY™ Gin, CORZO® Tequila, Rémy Cointreau USA, Inc., Pisco Portón™, Liquor.com and Yelp**

SAN FRANCISCO—August 8, 2011—**San Francisco Cocktail Week**, a weeklong celebration of the Bay Area’s liquid culture, cocktail heritage, bar talent and industry, announces its first schedule of main events for September 19-25, 2011, plus a special CUESA Farmer’s Market Happy Hour SF Cocktail Week Preview Night on August 24. Tickets are now on sale for the fifth annual event, which has set a new bar both in its scope of events and its record number of spirit and media partners.

“We’ve grown, the culture has grown and the momentum has grown since our first-ever Cocktail Week in 2007,” said H. Joseph Ehrmann, co-founder of San Francisco Cocktail Week and president of the Barbary Coast Conservancy of the American Cocktail. “For our fifth annual celebration we have engaged a broad team of professionals to make our little fête even better. We’ll promote the talents of the bartenders that have honed their skills and become shining new stars, while we honor the leaders that have gotten us here. An array of venues, bars and restaurants are embracing the energy with grand cocktail parties, dinners, seminars and, of course, the requisite amount of revelry.”

Equal parts soiree and symposium, shaken with a lot of fun and presented by the non-profit Barbary Coast Conservancy of the American Cocktail (BCCAC), San Francisco Cocktail Week events will be held in venues, bars and restaurants throughout the Bay Area. Additional Main Events, Seminars and Cocktail Dinners will be announced in the coming weeks.

New this year is the **Gold Pass**, which allows its bearer entry into every San Francisco Cocktail Week Main Event, After Party and Seminar, as well as a Cocktail Dinner and exclusive VIP perks and events. A limited number are available now (\$600 through August 31; \$700 after Sept. 1). Single tickets, Gold Passes, and additional information are available at [www.sfcocktailweek.com](http://www.sfcocktailweek.com). Early bird ticket prices are available through August 31.

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Co-producing the event with the founders of the BCCAC and San Francisco Cocktail Week, H. Joseph Ehrmann (Elixir), Duggan McDonnell (Cantina) and Jeff Hollinger (Comstock Saloon), are several other key players in San Francisco's cocktail community, including Aaron Gregory Smith (15 Romolo), Kevin Diedrich (Jasper's Corner Tap), Scott Baird and Josh Harris (The Bon Vivants and Trick Dog), as well as Chelsea Bahr (Encanto Pisco), Jennifer Seidman (Acme Bar & Co., Berkeley), Jessica Maria (Hotsy Totsy Club, Albany, Calif.) and WDFM Marketing, Dominic Phillips Event Marketing and Ellipses Public Relations.

San Francisco Cocktail Week would not be possible without the generous and enthusiastic support of its partners, including Premier Partners OXLEY Gin, CORZO Tequila and Rémy Cointreau USA, Inc. (Rémy Martin® V, Highland Park®, Zu®, Brugal Rum® and Cointreau®) as well as Pisco Portón, St. George Spirits, Distillery No. 209, Pernod Ricard USA, Charbay, The Perfect Purée of Napa Valley, Cognac Spirit Board/EU, Belvedere Vodka, 10 Cane Rum, Grand Marnier, Michael Collins Irish Whiskey, Bärenjäger Honey Liqueur, Don Julio Tequila, Bulleit Bourbon, Zacapa Rum, Solerno Blood Orange Liqueur, Hendrick's Gin, Casa Noble Organic Tequila, Tequila Corralejo, Zaya Gran Reserva Rum, Carpano Antica Formula, Fernet-Branca, Crystal Head Vodka, Templeton Rye Whiskey, Anchor Distilling (No.3 Gin, The Kings Ginger Liqueur, Luxardo, Chinaco Tequila), Skyy Spirits, Hangar One® Vodka, Herradura Tequila and MAVEA Inspired Water - Premium Water Filtration Pitchers. Liquor.com is the premiere media partner for San Francisco Cocktail Week, and *Imbibe* is the national magazine sponsor. Additional media partners include Yelp, *Drink Me Magazine* (Official Guide), *East Bay Express*, *San Francisco Bay Guardian*, *Tablehopper*, and *7x7*. Venue and community partners include the Center for Urban Education about Sustainable Agriculture (CUESA), Exploratorium, Yerba Buena Center for the Arts, Sir Francis Drake Hotel, The Old Mint, Big Daddy's Antiques and Tessera.

## **EVENT SCHEDULE**

### **CUESA FARMER'S MARKET HAPPY HOUR - SF COCKTAIL WEEK PREVIEW NIGHT**

Wednesday, August 24

5:30 to 8 p.m.

Location: [San Francisco Ferry Building](#)

Tickets: \$45 (available through [CUESA](#))

Produced in partnership with the Center for Urban Education about Sustainable Agriculture (CUESA), this happy hour, walk-around tasting of farmers market cocktails has been one of the most successful and lasting programs of SF Cocktail Week. This year the event is also a special Preview Party for many of the seminars, soirees and cocktail dinners slated for mid-September. Attendees will enjoy two full-sized signature drinks crafted with late summer produce (think peaches, plums, pluots, blackberries, heirloom apples and tomatoes, peppers, fennel and more) as well as tasting 14 sample-sized cocktails, while talking with more than 20 of the Bay Area's best bartenders who are behind the programs and parties of SF Cocktail Week. Small bites are provided from local restaurants. Guests are encouraged to vote for their favorite drinks, and five names will be selected from the votes to win advance tickets to SF Cocktail Week's opening night party. Proceeds support CUESA's Schoolyard to Market program, a youth entrepreneurship project in which students grow produce in local high school gardens and sell it at the Ferry Plaza Farmers Market.

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### **BAR CRAWL WITH CHARBAY AND THE PERFECT PUREE OF NAPA VALLEY**

Monday, September 19

5 to 8 p.m.

Location: [Rye](#), [Cantina](#), [Otis Lounge](#), [Rickhouse](#) (Union Square area, San Francisco)

Tickets: \$35 (through Aug. 31); \$45 regular, \$55 at the door (maximum of 30 tickets available)

Kick-off San Francisco Cocktail week in style with a lively bar crawl through the City's Downtown District. Pamper your pallets with your hosts: Napa Valley's [Charbay Distillery](#) and [The Perfect Purée](#). Indulge in delectable small bites and libations created by some of the best cocktail bars in the area, starting with Rye (688 Geary), followed by Cantina (580 Sutter St.) and Otis Lounge (25 Maiden Lane). Then close it down as we visit our final stop, Rickhouse (246 Kearny), for one last cocktail, one last story and live music. Additional bars may be added, and each 30-minute stop includes a full cocktail. (The Crawl is limited to 30 tickets.)

### **OPENING NIGHT PARTY: AROUND THE WORLD WITH ANCHOR**

Monday, September 19

6 to 9 p.m.

Location: [Anchor Brewing Company](#) (1705 Mariposa St., San Francisco)

Tickets: \$35 (through Aug. 31); \$45 regular; \$55 at the door

Anchor Distilling invites you to explore their World of Spirits and experience a diverse and artisanal line of spirits and liqueurs, shaken and stirred by San Francisco's top mixologists. The Anchor portfolio is one of the finest collections of spirits from around the world. All products are from family-owned companies (most of which are multigenerational) and are sought by enthusiasts for their superior handcrafted artisanal qualities. Don't miss the opportunity to learn the history and heritage of The Anchor Distilling Company portfolio directly from the Anchor Team. Join us as we bring you a Global cocktail experience, with tasty libations paired with delicious bites from around the World.

### **SHAKER & FLASK**

Wednesday, September 21

6 to 9 p.m.

Location: [Big Daddy's Antiques](#) (1550 17th St., San Francisco)

Tickets: \$55 (through Aug. 31); \$65 regular; \$75 at the door

Join us for an evening of molecular gastronomy meets mixology in an event that showcases the science behind cocktails. Produced by San Francisco Cocktail Week in collaboration with Cocktail Lab, this event will be dedicated to the geekier, scientific side of cocktails, with guest bartenders who specialize in molecular mixology. Era-specific scientific equipment from decades past will be on display as bartenders show off their skills with techniques including using liquid nitrogen to craft the perfect cocktail, pressure-infused botanical vodkas, frozen cocktail popsicles and herb-infused raw egg white fizzes. Guests will be able to visit a variety of cocktail stations to interact with the "experiments" and sample the libations. A portion of the proceeds will be donated to SF Cocktail Week's community partner, the Exploratorium, for their educational programs.

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### **EAST BAY SHOWDOWN**

Thursday, September 22

6 to 9 p.m.

Location: [Tessera](#) (1225 A 7th St., Oakland)

Tickets: \$45 (through Aug. 31); \$55 regular; \$65 at the door

Produced in partnership with the U.S. Bartenders' Guild, this event collects the best mixologists from the East Bay, who will face off to create the tastiest cocktails at their bar for the month of September. Guests can taste and place their votes at each participating bar and then join the finale party to sample an array of creations for the ultimate cocktail showdown! A portion of the proceeds will also be donated to East Bay charities, such as East Bay SPCA, Oakland Community Pools Project, ALS Therapy Development Institute and the Women's Initiative. The special SF Cocktail Week menu will be available in all of the participating bars the month of September, including Acme Bar & Co., Hotsy Totsy Club, Adesso, Dogwood, Easy Lounge, Bar 355, Flora and Radio.

### **BEST OF THE WEST**

Thursday, September 22

6 to 9 p.m.

Location: [The Forum at Yerba Buena Center for the Arts](#) (701 Mission Street, San Francisco)

Tickets: \$45 (through Aug. 31); \$55 regular; \$65 at the door

With guest bartenders from San Diego to Vancouver, this cocktail tour will showcase the mixology talents of bartenders across the West Coast. Showing guests the "best of the West," each guest participant will offer a cocktail that uniquely represents their city and its cocktail culture — be it San Diego, Los Angeles, Las Vegas, Portland, Seattle or Vancouver — and compete with local bartenders to create signature cocktails with mystery ingredients. Throughout the evening you'll have fun cheering on the spirited competition while rolling the dice in lively games of chance, such as blackjack, roulette and poker, with chances to win cool prizes. Take a trip without setting foot on a plane, or be inspired to book your next vacation to visit these stars in their hometowns. A portion of the proceeds will be donated to SF Cocktail Week's community partner, Yerba Buena Center for the Arts.

### **BARBARY COAST BAZAAR**

Friday, September 23

8 to 11 p.m.

Location: [The Old Mint](#) (88 Fifth St., at Mint Plaza, San Francisco)

Tickets: \$75 (through Aug. 31); \$85 regular; \$95 at the door

Celebrate all things bizarre and delicious in a fantastical night of cocktails from San Francisco's best bars, passed appetizers, carnival curiosities and attractions. With entertainment that harkens back to the era of a 1920s traveling circus, the evening will include attractions such as fortune-tellers, stilt-walkers, contortionists, magicians and games in a darkly wonderful and memorable evening. Festive attire encouraged.

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### **THE LEGENDS AWARDS**

Saturday, September 24  
7 to 10 p.m.

Location: [Sir Francis Drake Hotel](#) Ballroom (450 Powell St., San Francisco)

Tickets: \$150 (through Aug. 31); \$175 regular; \$200 at the door (includes admission to Legendary After Party)

Recognizing the true innovators, influencers, mentors and historians in the Bay Area, the first annual Legends Awards will pay tribute to bar professionals who have truly raised the bar. In this feast for the senses, guests will enjoy a plated dinner by Executive Chef Jennifer Biesty, tableside cocktails paired to each course by the City's best bartenders, and performances by an array of sultry burlesque dancers. Who will win the Lifetime Achievement Award? Or the Renegade Award? Six of the Bay Area's best bar professionals will be honored for the roles they have played in San Francisco's, and ultimately, the world's, cocktail culture. Black tie optional.

### **ST. GEORGE SPIRITS BATHTUB GIN BBQ**

Sunday, September 25  
4 to 7 p.m.

Location: [St. George Spirits](#) (2601 Monarch St., Alameda)

Tickets: \$25 (through Aug. 31); \$35 regular; \$45 at the door (food is not included but available for purchase at the event)

Round-trip chartered bus transportation from West Oakland BART station to St. George Spirits is available for \$10 per person.

Join us in saying "St. George, take me away!" Then leave behind your cares and set sail across the Bay for a relaxing bathtub gin party under the sun. Alameda's own St. George Spirits is recapping last year's ultra-chill Cocktail Week BBQ with another round of outdoor fun. Sunshine, three new St. George gins and a view across the shining bay over San Francisco await, so come as you are — shipshape or hungover, in your three-piece suit or bathing suit — and enjoy a lazy Sunday afternoon relaxing among friends.

### **ABOUT THE BARBARY COAST CONSERVANCY FOR THE AMERICAN COCKTAIL**

The BCCAC, a not-for-profit organization co-founded by cocktail entrepreneurs H. Joseph Ehrmann (Elixir), Jeff Hollinger (Comstock Saloon) and Duggan McDonnell (Cantina), is 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. The BCCAC is headquartered at the Boothby Center for the Beverage Arts, which is celebrating its first anniversary this fall in San Francisco's SOMA District and recently won *San Francisco Bay Guardian's* Best of the Bay 2011 Award for "Best Way to Get Smarter by Drinking." The BCCAC founders also founded San Francisco Cocktail Week to "celebrate the dynamic beverage culture of our community and enjoy the best of history with the promise of the future; shaken or stirred, up or over, and always in a chilled cocktail glass."

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NOTE TO EDITORS: Photos available upon request.