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EVENT FACT SHEET

Date: August 29th, 2010
Time: 6:00 p.m. – 11:00 p.m.

Location: The Uptown Theater
3700 Broadway, Kansas City, MO 64111

Founders: Ryan Maybee - Roundtable Marketing and Consulting
Doug Frost – Strong Water, Beverage Alcohol Resource (BAR)

Website: www.gkcbc.com

Frequency: Annual

Event Description:

The Competition is the largest of its kind in the Midwest. This year, bartenders from all over the country submitted their unique cocktails for consideration in the Competition. The top twelve finalists and their cocktails were chosen for their use of quality spirits, fresh ingredients, proper technique and creativity.

Finalists will perform in front of a live audience and be judged by a panel of industry heavy weights on their use of quality ingredients, proper techniques, and a comprehensive knowledge and understanding of mixology. Finalists will prepare their original cocktails, an impromptu classic cocktail for the judges, and this year they will have the challenge of batching their cocktail for the audience. The judges will also be sampling the batches to look for consistency between their large batch and their individual cocktail.

Co-founders of the competition, Doug Frost and Ryan Maybee are now aided by a committee made up of local bartenders from the Kansas City Bartenders Alliance. The competition was created to showcase the skill, talent, creativity, and professionalism that exist in the bartending industry. Changes to this year's competition include the addition of audience text message voting for a "fan favorite," live music in the Nowhere Lounge at Uptown, catered food from local restaurants, sample tables featuring locally owned businesses in the beverage industry, and a tasting room where all of the finalists' drinks will be available to audience members.

Audience: Open to the public; large attendance from trade industry
(Anticipated drawn attendance at 500 + people)

2010 Finalists:

<i>Jennifer Tosatto</i> , Firefly Lounge, Kansas City, MO	Drink: 9 to 5
<i>Heather Price</i> , Piano Room, Kansas City, MO	Drink: Sloe and Fiddichy
<i>Paige Unger</i> , McCormick & Schmick's, Kansas City, MO	Drink: Socialite
<i>Mark Church</i> , Grunauer, Kansas City, MO	Drink: The Refined Austrian
<i>Chris Muether</i> , Danno's American Pub, St. Louis, MO	Drink: Gateway to the Zest
<i>Travis Stewart</i> , Four Olives, Manhattan, KS	Drink: Tale of Two Fridas
<i>Anthony Beyer</i> , Benton's Prime Chop House, Kansas City, MO	Drink: Remolino
<i>Chris Conatser</i> , Justus Drugstore, Smithville, MO	Drink: Tit for Tat
<i>Van Zarr</i> , Bluestem, Kansas City, MO	Drink: The Light of Day
<i>Valdez Campos</i> , Café Trio, Kansas City, MO	Drink: Copa Jalisco
<i>Jason Kimbrel</i> , JP Wine Bar & Coffee House, Kansas City, MO	Drink: Bobby Burnside
<i>TJ Vytlacil</i> , Franco Restaurant, St. Louis, MO	Drink: Silver & Sand

Judges: Doug Frost - Strong Water, Beverage Alcohol Resource (BAR)
Ryan Maybee - Roundtable Marketing and Consulting
Katie Van Luchene - KC Magazine, Anthem Publishing
Ted Kilgore - Last Word Cocktails

Emcee: Missy Koonce

Music: Live performances by Nuthatch 47 (www.nuthatch47.com)

Presenting Sponsor: William Grant & Sons
Representative Brands: Glenfiddich Single Malt Scotch Whiskey, The Balvenie, Hendrick's Gin, Sailor Jerry, Grant's Blended Scotch Whiskey, Stolichnaya, Galliano, Lillet, Frangelico, Bols, Reyka Vodka, Hudson Real American Whiskeys, Licor 43, and Milagro Tequila

Food Sponsors: Blanc Burgers + Bottles
Grunauer
The Drop
R Bar & Restaurant

Other Sponsors: SodaVie, Original Juan, KC Magazine, The Roasterie, Yelp!, Uber Bar Tools, Boulevard Brewery, BarSmarts, Kansas City Bartenders Alliance, BR5 Labs, Lab 5702, tastebud Magazine, Beverage Alcohol Resource (BAR), Roundtable Marketing and Consulting, and Pigs Fly PR

Award Schedule: *First Place* receives \$1000.00 and engraved plaque
Second Place receives \$500.00 and engraved plaque
Third Place receives \$250.00 and engraved plaque
Audience "Fan Favorite" receives an engraved plaque
All finalists receive complimentary enrollment in Bar Smarts online (www.barsmarts.com) bartending education and certification program.

Past Winners:

- 2009** First Place – Arturo Vera-Felicie of 1924 Main and R Bar & Restaurant
Drink: West Bottoms Social Club
Second Place – Beau Williams of Manifesto
Drink: La Prohibida
Third Place – Chris Conatser of Justus Drugstore
Drink: Vintner’s Daydream
Audience “Fan Favorite” – Anthony Beyer of Benton’s Steak and Chop House
Drink: Art of War
- 2008** First Place – Chris Conatser of Delaware Cafe
Drink: Go Figure Cocktail
Second Place – Jen Nye Johnson of Pierpont’s at Union Station
Drink: The Velvet Rope
Third Place – Jen Tosatto of Bar Natasha
Drink: My Big Fat Greek Cocktail
- 2007** First Place – David Smuckler of Morton’s the Steakhouse
Drink: Meditation Libation
Second Place – Brian Imes of JJ’s Restaurant
Drink: Asian Pear
Third Place – Beau Williams of JP Wine Bar
Drink: Ginger Julep

Tickets: Tickets are \$15.00 per person and include one drink ticket for the tasting room, access to the main theater for viewing the competition, food from local restaurants, and entertainment in the Nowhere Lounge. Tickets can be purchased online at www.gkcbc.com or at the door on the night of the event.

Interview Availability: Bartenders and judges will be available for interviews before the event and after the award ceremony. Interview arrangements should be scheduled directly with Pigs Fly PR.

Image Availability: Photography of previous years’ events and imagery of this year’s event are available for media use. Please contact Pigs Fly PR to make arrangements.

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