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FOR IMMEDIATE RELEASE

Manhattan Cocktail Classic Shakes Up Gotham With Five Days of Libational Revelry, History and Education

*Tens of Thousands of Cocktails Served;
7,500 Tickets Sold for Nearly 100 Events*

NEW YORK, May 24, 2011—The Manhattan Cocktail Classic, New York City’s annual five-day celebration of cocktails and culture that took place May 13 – 17, today announced that close to 7,500 tickets were sold for the nearly 100 special events, seminars and happenings that electrified three of the city’s boroughs and dazzled both Gotham denizens and visitors from across the globe.

By far, the festival’s biggest draw was the opening night Gala, which was an event of truly epic proportions. It was once again held in the hallowed marble corridors of The New York Public Library’s iconic main branch on Fifth Ave. and 42 St., which is now celebrating its centennial anniversary. Some fun Gala facts and figures include:

- 3,333 stylish attendees
- 115 top mixologists from the U.S. and around the world
- 115 participating spirits brands, both marquee and boutique
- 40,000 cocktails, all served in proper glassware
- 20,000 pounds of ice
- 3,000 limes
- 5,000 oysters served up by six shuckers
- 3,000 pork buns
- 500 staff members provided support
- 2 marriage proposals
- 2 trapeze artists
- 1 French accordionist (among the numerous performers and musicians that enchanted the attendees)

“I’m actually pretty ecstatic right now. The second year is notoriously tough—it’s like a band releasing their second album after rocking a best-selling debut: expectations are insanely high, and it feels like everyone is just waiting for you to trip and fall over your shoes,” said Lesley Townsend, Founder and Director of the Manhattan Cocktail Classic. “The fact that we made it through despite the hiccups, the fact that 99 percent of the feedback has been *overwhelmingly* positive—now we know that we’re not just a blip on

the radar, and we can go back to the drawing board and start working on more long-term plans.”

The Classic’s seminars included topics ranging from How to Behave in a Bar to Botanical Bartending to Age: the Final Frontier – Barreling Spirits and Cocktails. Special events included Rum and Pisco-themed bus tours and intimate gatherings at New York’s top artisanal cocktail lairs.

[Note to Editors: Photos from the Classic’s Gala, special events and seminars, as well as a complete listing of events, are available on www.manhattancocktailclassic.com.]

About the Manhattan Cocktail Classic

Part festival, part fête, part conference, part cocktail party — the Manhattan Cocktail Classic is an annual celebration of the myriad points of intersection between cocktails and culture. With nearly 100 events spread across five days and three boroughs, the Classic offers a vast array of unique experiences to enthusiasts and professionals alike, expanding the very definition of what constitutes a “cocktail event.” The third annual Classic will take place on May 11 - 15, 2012. For additional information, please visit www.manhattancocktailclassic.com.

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