

## Shake it, Stir it, Love it. It's Austin.

Mixologists, this is your shot. The Austin Cocktail Throwdown returns for its sixth annual contest on Thursday, Sept. 24 at the Gibson Guitar Showroom. The winning cocktail will be named "official drink of Austin" and promoted as such by the City of Austin's official marketing organization (Austin CVB) for one year following the contest.

The Austin Cocktail Throwdown is sponsored by ACVB, Tito's Handmade Vodka, Luna Park Events and Gibson Guitar.

### HOW TO ENTER

So.... what to do? Use Tito's Handmade Vodka to craft an original cocktail – martini, shot, tea, anything goes – that captures the essence of Austin. Name it something clever, and **email the recipe to Beth Krauss, [bkrauss@austintexas.org](mailto:bkrauss@austintexas.org), by 5 p.m. on Thursday, Sept. 3.**

We'll round up the recipes and submit them to a panel of expert judges for a round of blind scoring (i.e. the judges won't know which bar submitted each drink). First-round scoring is based on creativity, menu appeal and incorporation of local flavors/ingredients.

**The five finalists will be announced on Friday, Sept. 11. Each finalist will be invited to serve samples of their entry at the Throwdown on Sept. 24. *One big change from last year – finalists will not be required to do special presentations at the event. Instead, finalists will set up tasting stations for all attendees to sample each cocktail and vote.***

### THE RULES

- Contest is open to any establishment in the Austin metro area that serves Tito's Handmade Vodka. Individuals may not enter independently. Drink must potentially be available to the public, year-round.
- Tito's must be included in the recipe.
- Entry must be a new, original drink – something not already available on your menu (just renaming = not cool).
- Potentially offensive submissions will be disqualified in the first round.
- Recipes submitted after the deadline will not be submitted to judges (hospitality community leaders, food media). First round is blind judging – judges will not know whose recipe is whose.
- No changes can be made to recipes once they're submitted.
- By submitting a recipe, you confirm that your establishment has at least two (2) staff available to serve the cocktail at the event on Sept. 24.
- If you are named a finalist, you will be responsible for bringing all ingredients except vodka, and any special glasses/garnishes needed to present the drink, to the finals on Sept. 24. Tito's will provide vodka.
- If you win, you agree that Austin CVB can re-create your recipe at various events throughout 2009-2010. You will always be given credit, even if you're not present to serve.

### THE PRIZE

- National news release announcing your victory and exclusive rights to serving the "Official Drink of Austin" for one year
- Two one-day passes/media wristbands to the ACL Music Festival (for Sunday, Oct. 4), where you'll serve your drink in the press lounge (and, presumably, rock out)
- Local media coverage from the *Austin American-Statesman*, Edible Austin, KGSR-FM and more
- Inclusion on itinerary for Austin CVB spring press tour and individual press trips
- Your drink served and establishment represented at local events throughout the year:
  - "Austin Music, Vol. 9" CD Release Party
  - Media reception with the Mayor at City Hall during the SXSW Music Festival
  - Austin Film Commission party during the Austin Film Festival
  - National Music Bloggers panel during Fun Fun Fun Fest

**QUESTIONS? CONTACT BETH KRAUSS, [BKRAUSS@AUSTINTEXAS.ORG](mailto:bkrauss@austintexas.org) OR 512-583-7210. HAPPY MIXING.**