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ESPOLÒN® COCKTAIL FIGHTS BRING OUT THE CONTENDERS

Looking for Knock-Out Cocktails, Espolòn Tequila Ignites Friendly Bartender Rivalries

SAN FRANCISCO (April 8, 2014) – “Are you a contender?” and “Them’s fighting words!” were the rallying cries to some of New York City’s best bartenders at last night’s kick-off to the 2014 Espolòn Cocktail Fights, a multi-city tour of bartender events hosted by [Espolòn Tequila](#) to crown the most creative and skilled bartender of the city. As the final round was fought and the ringside bell rang, it was Brett “The Inebriater” MacDonald who was left standing and crowned the champ of New York City.

This year, Espolòn Tequila, one of the fastest-growing premium tequilas on the market, is challenging top notch local bartenders in ten cities to square off against each other to present their most creative and daring Espolòn cocktails for the chance to be crowned the king cocktail poobah of his or her city. Last night’s battle held in Brooklyn, NY brought out top talent including Elijah “Shotgun of Harlem” Carroll, James “The Alabama Slamma” Lombardino, and Jose “Rocket Man” Ibanez who went blow-for-blow in the finals. In the end, Brett “The Inebriater” MacDonald earned the Espolon Cocktail Fight belt with his final cocktail which included the New York-themed challenge ingredients of parmesan cheese, chili flakes, and local Brooklyn spicy pickles.

“Bartenders are the lifeblood of the spirits industry, so they deserve to be supported and celebrated. We are thrilled to be able to bring to the industry a fun night out full of high-energy, adrenaline-pumping matches while showcasing the skills and creative chops of some of the best bartenders in the business,” said Kathleen Schuart, Senior Director of White Spirits at Campari America.

Bartender coach and Espolòn brand advocate Justin Noel said it best when he proclaimed: “Yeah we crowned a champ, but more than that, this event celebrated awesome bartending, which is what Espolòn Tequila is all about. Cocktail Fights are about having fun, being creative, stirring things up and drinking some delicious Espolòn Tequila.”

Inspired by the works of classic Mexican artist José Guadalupe Posada and the iconic rooster, a symbol of Mexican national pride, Espolòn imparts true stories of life in real Mexico. Handcrafted with 100% Weber Blue Agave, these heralded premium tequilas are distilled in the Los Altos region of Jalisco, Mexico, and made at the artisan San Nicolas Distillery under the guidance of Master Distiller Cirilo Oropeza. Two marques are available in the U.S., Blanco and Reposado, both represent an outstanding value at a suggested retail price of \$24.99 for a 750ml.

Additional Espolòn Cocktail Fights will take place throughout the spring and summer in Austin, Dallas, Houston, San Francisco, Los Angeles, San Diego, Seattle, Atlanta, and Chicago. Watch out for your Espolòn Cocktail Fight Champ at a bar near you <http://www.facebook.com/EspolonTequila>.

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Editor's Note: Photos and recipes available upon request.

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