



January 26-29, 2012

www.sacocktailconference.com

27 Classes ♦ 31 Presenters ♦ 5 Parties ♦ 1 Contest ♦ 1 Yoga Class

**Opening Night Soiree: Thursday, Jan. 26,
7 p.m. – midnight**

Kick off the conference with a big night at Bohanan's. Ambassadors of the select spirit brands will host eight bars, crafting and serving 16 specialty cocktails. Circulate in the bar and courtyard, enjoy and learn about the brands, and celebrate the start of something big—the inaugural San Antonio Cocktail Conference. Salud!

Classes: Friday, Jan. 27, 11 a.m.

Making Cocktails in the Home, Part 1

Sasha Petraske, Proprietor, Milk & Honey, New York and Matty Gee, Bartender, Milk & Honey; Partner, The Randolph on Broome

Sasha and Matty will explain basic techniques for making world-class drinks at home and how to make bulk quantities of cocktails and punch for parties at home or by the pool. Everyone will receive a 25-page booklet of techniques and recipes.

Sponsored by: Bacardi

Jan. 27, 11 a.m., Sheraton Gunter Hotel

Why the Rum (and Other Spirits) is Always Gone

Brian Miller, Bartender, Lani Kai, New York

A Tiki pirate/evangelist takes a closer look at the past, present and future of Tiki cocktails and culture.

Sponsored by: Mount Gay Rum

Jan. 27, 11 a.m., Sheraton Gunter Hotel

The Science of Flavor

Don Lee, Sherpa, Cocktail Kingdom, NYC

Explore the science behind your senses and learn how biology, genetics and psychology affect your perception of flavor in cocktails.

Sponsored by: Barbancourt Rum

Jan. 27, 11 a.m., Sheraton Gunter Hotel

EVENTS SCHEDULE

Thursday, Jan. 26 – Bohanan's

7 p.m. – Midnight, Opening Night Soiree
Bohanan's Restaurant & Bar

Friday, Jan. 27

Classes throughout the day beginning at 11 a.m.,

Tasting Rooms open from 10:30 a.m. – 4 p.m.

Noon – 7 p.m., \$5 cocktails in Bohanan's Courtyard

7 p.m. – Midnight, Party at Soho, downtown's original

Craft Cocktail Bar and Ocho Lounge at Havana Hotel;

complimentary Rio Taxi between two parties provided

to ticket holders by Rio San Antonio Cruises

Saturday, Jan. 28

Classes throughout the day beginning at 10 a.m.,

Tasting Rooms open from 10:30 a.m. – 5 p.m.

Noon – 7 p.m., \$5 cocktails in Bohanan's Courtyard

7 p.m. – Midnight, Closing Celebration

The Esquire Tavern

Sunday, Jan. 29

10:30 a.m. – 12:30 p.m., CINCO Vodka Bloody Mary
Brunch at Sheraton Gunter Hotel

The Pros and Cons of Consultants: How to Grow Your Bar Business

Anthony Schmidt, Partner/Bartender, The Noble Experiment, San Diego

An overview of Mr. Schmidt's experience using a consulting bartender to open a top flight bar in a city new to the industry.

Sponsored by: Espolon Tequila & Famous Grouse

Jan. 27, 11 a.m., Sheraton Gunter Hotel

Classes: Friday, Jan. 27, 12 p.m.

How It All Started In Texas: Tito Beveridge

Tito Beveridge, Founder and Master Distiller, Tito's Handmade Vodka

Master Distiller, Tito Beveridge, tells his story of how he started the first legal distillery in Texas. Using 19 credit cards to finance it, Tito sought out to make the world's finest vodka at a fair price. Taste this award-winning handmade vodka alongside Tito himself.

Sponsored by: Tito's Handmade Vodka

Jan 27, 12 p.m., Sheraton Gunter Hotel

Classes: Friday, Jan. 27, 1 p.m.

Ice the Old Fashioned Way, Part 1

Amanda Boccato, Lillet Brand Ambassador, USA; Eric Alperin, The Varnish, Los Angeles; Zachary Gelnow-Rubin, Hundredweight, NY

Amanda, Eric and Zack will lead a demonstration of techniques to create ice cut by hand from large blocks. A tasting of cocktails with a variety of ice will demonstrate the importance of an often forgotten ingredient.

Sponsored by: Lillet

Jan. 27, 1 p.m., Sheraton Gunter Hotel

The Thinking Man's Margarita

Theo Liebermann, Head Bartender, Lantern's Keep at the Iroquois Hotel, New York

Theo explores the Caipirinha and other peasant style cocktails.

Jan. 27, 1 p.m., Sheraton Gunter Hotel

Preserves and Syrups in the Home Bar

Toby Cecchini, Freelance Wine & Spirits writer, The New York Times, New York

Mr. Cecchini will instruct the audience how to produce homemade versions of lime cordial and quinine syrup, to recreate some bedrock standard drinks in an astonishingly fresh and novel way, as well as opening the door to new uses for these age-old modifiers.

Sponsored by: Tanqueray 10

Jan. 27, 1 p.m., Sheraton Gunter Hotel

The Original Cocktail Competition Sponsored by Fee Brothers Bitters & Red Bull at Bohanan's Bar

Contestants will have 10 minutes to prepare an original cocktail. Each contestant will make two full cocktails, using one or more Republic Brand Spirits. A panel of five judges will award points for taste, presentation and execution. The judging will be blind, with the panel kept in an adjoining room.

Contestants are responsible for bringing their own modifiers including glassware for presentation, bartending equipment and garnish materials. There will be Kold Draft, crushed and large format ice provided, as well as sugar, honey, mint and citrus fruits. Any other fruits must be brought by the contestant. All registered contestants will receive a follow-up email with additional details which will require a response to complete the registration process.

There is no charge for attending as a spectator. Your 'purchase' is your registration as a contestant.

1st Prize: \$2,000

2nd Prize: \$800

3rd Prize: Gift Certificates

The contest will take place on Saturday, Jan. 28 at 4:30 p.m. at Bohanan's. Entry Fee is \$20, with contest limited to the first 40 contests. Contestants can register at www.SACocktailConference.com.

Forgotten Cocktails, Part 1: Forgotten Cognac Cocktails

Michael Madrusan, Veteran NYC Bartender, Little Branch, Milk & Honey; Owner, The Everleigh, Melbourne - and - Sasha Petraske

Michael has spent years scouring as many cocktail books as he can find in search of the great cocktails left behind. This class will bring to light some of the great, not-so-common cocktails and show why they shouldn't be forgotten.

Sponsored by: Remy VSOP

Jan. 27, 1 p.m., Sheraton Gunter Hotel

Classes: Friday, Jan. 27, 2 p.m.

The Rise of Spice Cocktails

Nate Wales and Cesar Aguilar, La Condesa, Austin

The rise of spice in cuisine has been a persistent long-term trend. Craft bartenders and one craft spirits maker are bringing spice into cocktails with great results. Learn about the perception of heat and alcohol's impact on "spice." Taste some of the very best examples, including the Tanteo Jalapeño Margarita. There will also be a discussion of house infusions and the very different methods that spirits makers use to add flavor to their products.

Sponsored by: Tanteo Jalapeño Infused Tequila

Jan. 27, 2 p.m., Sheraton Gunter Hotel

Classes: Friday, Jan. 27, 3 p.m.

The Bitter Truth

Sam Ross, Principal, Attaboy, NYC - and - Michael Mcilroy, Principal, Attaboy, NYC

Sam and Michael explore Amari, exotic bitters, and other bitter ingredients in the context of the Manhattan.

Sponsored by: Sazerac Rye

Jan. 27, 3 p.m., Sheraton Gunter Hotel

Trouble in Tequilaville

David Alan, Topsy Texan, & President, USBG Austin, Austin - and - Bill Norris, Beverage Director, Alamo Drafthouse Cinemas

David and Bill will discuss issues of agave sustainability; the effect of modern technologies on this historic product; how globalization has affected the industry; environmental & human welfare issues. They will also look beyond Texas' National Cocktail, the Margarita, and examine other Tequila and Mezcal cocktails, both classic and new.

Sponsored by: Partida Tequila & Wahaca Mezcal

Jan. 27, 3 p.m., Sheraton Gunter Hotel

The Devil's in the Details, Part 1

Chad Solomon & Christy Pope, Co-Founders, Cuffs & Buttons, New York

Chad and Christy will lead an in depth class on the how's and why's of cocktail making. Topics to be covered include working with essential oils and aromas, pH & alternative acidulates, ice thermodynamics, carbonation, flavor development, as well as challenging classic and current cocktail dogma.

Sponsored by: Laird's Apple Brandy

Jan. 27, 3 p.m., Sheraton Gunter Hotel

Chef Mark Bohanan: A True Leader and Innovator

Chef Mark Bohanan opened his internationally-known restaurant on historic Houston Street nearly 10 years ago. Since then, he has made a name for himself in the community as an extraordinary chef, philanthropist, educator and innovative promoter of Downtown San Antonio.

As part of that dedication and love for the city, Bohanan has taken on the task of creating, planning and executing the first-ever San Antonio Cocktail Conference, to be held Thursday, Jan. 26, through Sunday, Jan. 29. The event will feature educational seminars, classes, tastings and more, with expert bartenders flying in from across the United States and even as far away as Australia. As the leader and innovator of the San Antonio Cocktail Conference, Bohanan wants to remind locals of what is available to them right in their own backyards, show tourists why San Antonio is a major destination for both the leisure and business traveler, and showcase the art of classic cocktails.

Interactive Cocktail Lab

John Lermayer, Consultant, Contemporary Cocktails, Miami

John Lermayer, 2011 Rematch Champion, will guide ten participants through five stations, where they will make a Margarita, Mojito, Sour and Daiquiri cocktail. (This is a hands-on class.)

Sponsored by Herradura & Ron Flor de Cana

Jan. 27, 3 p.m., Sheraton Gunter Hotel

Friday Night Soiree: Jan. 27, 7 p.m. – Midnight

Rio San Antonio Cruises will serve as a taxi, providing a ride along the beautiful San Antonio River, to and from SoHo Wine & Martini Bar and Ocho Lounge at the Havana Hotel. Cocktails on the boat will be provided by Treaty Oak Rum, Waterloo Gin and Paula's Texas Liqueurs.

Join SoHo Wine & Martini Bar for a cocktail mixer from 7 p.m. to midnight. Guests will have the opportunity to taste fine products provided by CINCO Vodka, Treaty Oak Platinum Rum, Dulce Vida Organic Tequila and Waterloo Gin and have the chance to meet the people who run the distilleries that create these brands.

Join Ocho Lounge at Hotel Havana for a cocktail party 7 p.m. to midnight for a Classic Cuba cocktail party. Guests will enjoy a selection of traditional Caribbean libations sponsored by Bacardi, signature Ocho passed hors d'oeuvres and live entertainment.

Tickets: \$50 for this combined event

Classes: Saturday, Jan. 28, 10 a.m.

Yoga for Bartenders, Waitresses and Drinkers

Courtney Munch, The Varnish Bar, Los Angeles

A course designed to combat the stresses caused by the physical challenges of the industry.

Sponsored by: FIJI Water

Jan. 28, 10 a.m., Sheraton Gunter Hotel

Classes: Saturday, Jan. 28, 11 a.m.

Building a Better Bloody Mary

Kerrin Egalka, New York Moët Hennessy Mixologist, New York

Ms. Egalka will guide the audience through the traditional and contemporary variations on the world's most beloved breakfast libation.

Sponsored by: Belvedere

Jan. 28, 11 a.m., Sheraton Gunter Hotel

Not Too Sweet

Lucinda Sterling, Sr. Bartender, Little Branch, New York

Miss Sterling explores the varying effects of different sweetening agents on the classic Whiskey Sour. From Agave to Honey, she will demonstrate how changing just the sweet ingredient can dramatically change the drink.

Sponsored by: Citadelle Gin & Pierre Ferrand

Jan. 28, 11 a.m., Sheraton Gunter Hotel

The Devil's in the Details, Part 2

Chad Solomon & Christy Pope, Co-Founders, Cuffs & Buttons, New York

Chad and Christy will lead an in depth class on the how's and why's of cocktail making. Topics to be covered include working with essential oils and aromas, pH & alternative acidulates, ice thermodynamics, carbonation, flavor development, as well as challenging classic and current cocktail dogma.

Sponsored by: Elijah Craig Bourbon

Jan. 28, 11 a.m., Sheraton Gunter Hotel

Texas Spirits: Past, Present & Future

David Alan, Tippy Texan, & President, USBG Austin, Austin - and - Bill Norris, Beverage Director, Alamo Drafthouse Cinemas

Bill and David will moderate a panel of Texas distillers on the past, present and future of the Texas spirits industry. What started with Tito Beveridge, has moved on to award-winning whiskeys from Waco and the Hill Country, rums from Austin and Galveston, liqueurs and two gins in Austin and new whiskey in San Antonio. This class takes a look at where Texas distilling has been, where it's going and where it will be in the future.

Sponsored by: Treaty Oak Rum, Waterloo Gin, Paula's Texas Liqueurs, Garrison Brothers and Tito's Vodka
Jan. 28, 11 a.m., Sheraton Gunter Hotel

Classes: Saturday, Jan. 28, 1 p.m.

Ice the Old Fashioned Way, Part 2

Amanda Boccato, Lillet Brand Ambassador, USA; Eric Alperin, The Varnish, Los Angeles; Zachary Gelnaw-Rubin, Hundredweight, NY

Amanda, Eric and Zack will lead a demonstration of techniques to create ice cut by hand from large blocks. A tasting of cocktails with a variety of ice will demonstrate the importance of an often forgotten ingredient.

Sponsored by: Lillet

Jan. 28, 1 p.m., Sheraton Gunter Hotel

I Love You, Man!

Jason Littrell, Bartender, JBird, New York

Jason explores a cultural survey of a bartender's relationship with their community.

Sponsored by: Angel's Envy Bourbon

Jan. 28, 1 p.m., Sheraton Gunter Hotel

Forgotten Cocktails, Part 2: Forgotten Gin Cocktails

Michael Madrusan, Veteran NYC Bartender, Little Branch, Milk & Honey; Owner, The Everleigh, Melbourne - and - Laura Zanella

Michael has spent years scouring as many cocktail books as he can find in search of the great cocktails left behind. This class will bring to light some of the great, not-so-common cocktails and show why they shouldn't be forgotten.

Sponsored by: Bombay Gin

Jan. 28, 1 p.m., Sheraton Gunter Hotel

Lone Star Cocktails: Bridging the Gap Between Texas Drinkers and the National Cocktail Movement

Jason Kosmas, Beverage Director, Marquee Grill, Dallas; Founder, Employees Only, New York; Co-Author, Speakeasy

Texans like to drink, but are they drinking cocktails? How do you tow the line between giving them what they want and making drinks that are innovative and cutting edge? Jason will discuss the fine line between pretention and passion and examine dynamics of the growing craft cocktail movement in the Lone Star State.

Sponsored by: Dulce Vida

Jan. 28, 1 p.m., Sheraton Gunter Hotel

Classes: Saturday, Jan. 28, 3 p.m.

CINCO Vodka

Trey Azar, Founder, and John Shepperd, Master Distiller, CINCO Vodka; David Alan, Tippy Texan; President, USBG Austin

Dispelling the myths of the clear spirits and the 'Cincology' of David Alan.

Sponsored by: CINCO Vodka

Jan. 28, 3 p.m., Sheraton Gunter Hotel

The Old-Fashioned Cocktail

Abraham Hawkins, Head Bartender, Dutch Kills, NYC

Abraham will demonstrate the Old-Fashioned and its variations, telling the story of the so-called "Bartender's Cocktail."

Sponsored by: Eagle Rare Bourbon

Jan. 28, 3 p.m., Sheraton Gunter Hotel

The Wonderful World of Gin

Erick Castro, West Coast Brand Ambassador, Beefeater & Plymouth Gin

Learn all about the rich history of Gin and its origins. Learn everything from how it is made to how it earned its place in the world of cocktails.

Sponsored by: Beefeater & Plymouth Gin

Jan. 28, 3 p.m., Sheraton Gunter Hotel

Making Cocktails in the Home, Part 2

Sasha Petraske, Proprietor, Milk & Honey, New York and Matty Gee, Bartender, Milk & Honey; Partner, The Randolph on Broome

Sasha and Matty will explain basic techniques for making world-class drinks at home and how to make bulk quantities of cocktails and punch for parties at home or by the pool. Everyone will receive a 25-page booklet of techniques and recipes.

Sponsored by: Woodford Reserve Bourbon

Jan. 28, 3 p.m., Sheraton Gunter Hotel

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There is no charge for attending as a spectator. Your 'purchase' is your registration as a contestant.

- 1st Prize: \$2,000
- 2nd Prize: \$800
- 3rd Prize: Local restaurant gift certificates

Saturday Night Soiree: Jan. 28, 7 p.m. - midnight

The Esquire Tavern will be featuring bartenders across Texas mixing it up behind the longest wooden bar in Texas. Come try cocktails from some of the finest booze handlers in the state. They will be utilizing some of the more obscure and popular bartender's spirits.

Location: Esquire Tavern

Tickets: \$50 per person

CINCO Vodka Bloody Mary Brunch: Sunday, Jan. 29, 10:30 a.m. - 12:30 p.m.

Location: Sheraton Gunter Hotel

Tickets: Check box on entry form for attendance and you will receive a free ticket.

