



Seminar and Event Schedule

Jan. 16-19, 2014 |

www.sacocktailconference.com

San Antonio Cocktail Conference – modeled after the wildly popular Manhattan Cocktail Classic and New Orleans' Tales of the Cocktail event – was the first of its kind in Texas. Every year, we bring together top bartenders and cocktail aficionados for four days of educational seminars, guided tastings and cocktail parties. Conference proceeds benefit HeartGift San Antonio and ChildSafe.



NEW! Pre-conference Events

Tuesday, Jan. 14

The Macallan Scotch Whisky Dinner || Biga on the Banks, 6:45 p.m.

Biga on the Banks, owned by James Beard award nominee, Chef Bruce Auden, plays host to this special, limited dinner on Tuesday, January 14, with a welcome reception beginning at 6:45 p.m. and a multi-course dinner beginning 7:30 p.m. This pre-conference feast will feature The Macallan Scotch Whisky paired perfectly with cuisine from this famed Riverwalk eatery.

Wednesday, Jan. 15

Herradura Tequila Dinner || Mariachi Bar at Mi Tierra Café & Bakery, 7 p.m.

La Familia Cortez of historic Market Square offers San Antonio Cocktail Conference participants a sneak peak at their newest restaurant, Viva Villa Taquería, with a very special tequila-centric dinner. The pre-conference pop-up dinner features a variety of Herradura tequilas, all paired with uniquely prepared foods from this San Antonio landmark family's kitchen. Get an insider's view of the new space, design and menu that will open as Viva Villa Taquería in March 2014.

BBQ & Bourbon Kickoff || Two Bros. BBQ Market, 7 p.m.

Kick off San Antonio Cocktail Conference on Wednesday, Jan. 15 with BBQ & Bourbon at Two Bros. BBQ, as only Jason Dady can do it. This pre-conference dinner will include assorted BBQ stations serving Texas Brisket with Bourbon Peach BBQ Sauce, Bourbon & Honey Glazed Baby Back Ribs, Smoked Porchetta with Pear Mostarda and Smoked and Fried Crispy Chicken Wings with Cumin Dust. All served with BBQ side dishes and paired with Buffalo Trace, W. L. Weller, and W. L. Weller 12 year bourbons. Oh, and did we mention Bourbon Pecan Banana Puddin'?

Thursday Events

Imbibe Magazine Happy Hour || The Esquire Tavern, 5 p.m.

Imbibe Magazine and Anchor Distilling invite you to The Esquire Tavern for a Thursday-afternoon happy hour toasting to the release of the Imbibe 75: The People, Places, Flavors and Destinations that will define the way we drink in 2014! Bartender Houston Eaves will be mixing up delicious cocktails, so come by for a drink on your way to Opening Night at the Majestic Theatre, toast to the start of San Antonio Cocktail Conference, and see why Imbibe included San Antonio on its destinations to watch list.

Opening Night || The Majestic Theatre, 7 p.m.

Party all night with friends as we kick off the third annual San Antonio Cocktail Conference with a spectacular night at the Majestic Theatre. The ornate landings and alcoves of this historic theatre play host to 25 bars, where ambassadors of select spirit brands will serve up their own signature drinks. Meanwhile, you'll move throughout all three levels of the theatre to enjoy food stations with unique treats, live music, and a benefit auction.

SEMINARS || Friday, Jan. 17

Hot off the Sugar Can Press – Agricole Rhum || Friday, Jan. 17, 11 a.m.

Benjamin Jones, Martinique Rhum Expert

Christopher Morales

Wyatt Peabody

* Location: Sheraton Gunter Hotel - Mahncke Room

Take in a rich history lesson and category tasting rolled into one exciting seminar. Learn about the deep complexities of fresh run can rum as you discover the importance of terroir to these world-class spirits. This isn't a blind tasting to determine the best brand; it's a finely tuned education on the category, styles and craft of the agricole rhums.

Making Cocktails for Your Home Cocktail Party || Friday, Jan. 17, 11 a.m.

Sasha Petraske, Proprietor: Milk & Honey, NYC

* Location: Sheraton Gunter Hotel - Alamo Room

Learn from a respected pro and pour with confidence! Sasha Petraske will demonstrate basic techniques for making world-class drinks at home, including how to save time by making bulk quantity cocktails and punch for parties.

Mixology 101: Build Your Own Signature Cocktail || Friday, Jan. 17, 11:30 a.m.

Jonathan Pogash, The Cocktail Guru

* Location: Sheraton Gunter Hotel - Quadrangle Room

"The Cocktail Guru" takes you on a fun-filled afternoon of cocktail creation, starting with the basics of bar tools, drink flavor balance, cocktail history and more. Then you'll be let loose to experiment with spirits, liqueurs, seasonal herbs, fruits and juices – all the ingredients you'll need to create a signature cocktail of your own (with Jonathan's help, of course).

F*%# Wine: Cheese & Cocktail Pairings || Friday, Jan. 17, 11:30 a.m.

Bill Norris, Alamo Drafthouse, Austin

Antonelli's Cheese Shop

* Location: Sheraton Gunter Hotel - Baker Room

Quit whining about cocktail pairings for cheese. Bill Norris and Antonelli's Cheese Shop will explore the pairing possibilities of cocktails and cheese. Step away from the corkscrew and pick up the jigger and shaker!

The Evolution of Barrel Aging || Friday, Jan. 17, noon

Wes Henderson, Co-Brand Creator, C.O.O. and Angel's Envy Master Ambassador

* Location: SoHo Wine & Martini Bar (214 W. Crockett)

Join Wes in a discussion of the evolution of barrel-aged spirits, their production methods over the years, and how we've arrived at today's craft spirits craze.

Scotland vs. Mexico || Friday, Jan. 17, 1 p.m.

JP DeLoera, Milagro Tequila

David Allardice, Glenfiddich

* Location: The Worm Tequila & Mezcal Bar (123 Losoya)

Tequila meets single malt scotch with brand ambassadors, JP DeLoera of Milagro Tequila and David Allardice of Glenfiddich. The two will go head to head presenting a lively, informative session highlighting the differences and similarities between the two spirits from the harvest of raw materials to distillation and maturation which will of course include a comparative tasting across various ages of both spirits.

Fortify Your Spirit – Vermouth || Friday, Jan. 17, 1 p.m.

Brian McCullough, Co-Founder: The Standard Pour, Dallas

* Location: Sheraton Gunter Hotel - Mahncke Room

Dry, sweet, bitter or floral – Vermouth and aromatized wines are complex and deep. Learn how to classify the many styles of this alluring spirit class and taste fun and inventive Vermouth-based cocktails in this energetic event.

The Team Equation: Building a Family vs. Hiring a Staff || Friday, Jan. 17, 1 p.m.

Dushan Zaric, Co-Founder: Employee's Only, New York

Co-Author: "Speakeasy: The Employees Only Guide to Classic Cocktails Reimagined"

Jason Kosmas, Co-Founder: The 86 Co.

Co-Founder: Employee's Only, New York

Co-Author: "Speakeasy: The Employees Only Guide to Classic Cocktails Reimagined"

* Location: Sheraton Gunter Hotel - Alamo Room

Dushan and Jason provide a groundbreaking, thought-provoking seminar on how to build a tribal relationship within your service staff, making common service and business objectives clear and attainable. Learn how to hire the right people that fit with your existing staff and your establishment, how to retain the staff you already love, and tips on how to develop a true team that enhances your bar's personality.

Cocktail Branches: How We Got Here From There || Friday, Jan. 17, 1:30 p.m.

Michael Madrusan, Owner/Operator: The Everleigh, Melbourne

* Location: Sheraton Gunter Hotel - Baker Room

Michael will take you on an exciting journey that explores just how far and wide the classic "mother cocktails" have taken modern drinks. You won't leave thirsty, mate.

Under Pressure: Carbonated & Bottled Cocktails || Friday, Jan. 17, 2 p.m.

Kyle Ford, Corporate Mixologist, Remy Cointreau

Co-Founder: Ford Mixology Lab

Evan Wallace, Founder/President: Perlage Systems, Inc.

* Location: St. Anthony Hotel

House-made pre-bottled cocktails are a time-saver during peak service hours – and offer a unique labeling and packaging opportunity to extend and differentiate your brand. Kyle and Evan will take you through the pros and cons, new methods and apparatus for batch carbonation and a how-to on batching up to 10 gallons of carbonated, bottled cocktail mixture.

To Comp or Not to Comp: The Art of the Buyback || Friday, Jan. 17, 2 p.m.

Chris Bostick

* Location: Sheraton Gunter Hotel - Quandrangle Room

A best-practices look at the philosophy of giving away goods for free. Explore the value of building regular business and how/when to offer a proper buyback through industry insight and experience. Delve into the idea of creating a thoughtful guest experience by never subtracting from a guest check.

Beyond Mainstream Trends: Market Segmentation’s Role in the Beverage Industry || Friday, Jan. 17, 3 p.m.

Sly Cosmopoulos, Corporate Mixologist, Republic National Distributing Company

* Location: Sheraton Gunter Hotel - Mahncke Room

The biggest flavor trend is “ethnic” and it continues to spread as consumers travel and share drinks with their multi-cultural friends. Explore the big flavor trends that are popular with African American, Asian and Hispanic consumers, and discover the influencers that are critical to today’s beverage menus.

The Art of Tasting Pisco: A Sensory Experience to Portón || Friday, Jan. 17, 3 p.m.

Johnny Schuler, Master Distiller, Pisco Portón

Dale DeGroff, King Cocktail

* Location: Sheraton Gunter Hotel - Alamo Room

Johnny Schuler, Portón Master Distiller and King Cocktail Dale DeGroff will take you on a sensory journey on the different aromas, tasting profiles of Pisco Portón and its varietals. This is an invitation to dive into the essence of this grape’s based spirit and see for yourself how it can add layers of flavors to your cocktails.

Friday Events

Happy Hour and Sherry Slam || The Monterey, 4 p.m.

Enjoy a genteel introduction to “underappreciated” sherry – then burst into an all-out rowdy happy hour pachanga co-hosted by Virtuoso Selections and The Monterey. Admission is free with the purchase of any San Antonio Cocktail Conference ticket or at the door for a \$20 donation to our non-profit beneficiaries, HeartGift San Antonio and ChildSafe.

Texas Spirits Night || Pearl, 7 p.m.

The evening launches from the Weston Centre with cocktails hosted by Remy-Cointreau. Then board a barge and travel upriver to Pearl for a sparkling showcase of 11 Texas brands creatively presented by some of San Antonio’s finest craft cocktail bars. Enjoy live music from The Rick Cavender Band and chef-driven bites from Pearl area restaurants before being transported back to the Weston Centre. *Boats launch continuously from 6:15 – 8 p.m.; the Pearl event runs from 7 – 11 p.m. and transportation back to the Weston Centre available throughout the evening.*

SEMINARS || Saturday, Jan. 18

Gin is In: The Rise of American Gin || Saturday, Jan. 18, 11 a.m.

Travis Tober

Brooke Arthur, Director of On Premise Education and Outreach, House Spirits Distillery

* Location: Sheraton Gunter Hotel - Mahncke Room

Travis Tober and Brooke Arthur will clear up the history of American gin and what makes it so fun and exciting. Learn new ways to incorporate this classic spirit into your bar menu.

The Cellar Master’s Approach to Creating Elegant Cocktails || Saturday, Jan. 18, 11 a.m.

Olaf Harmel

* Location: Sheraton Gunter Hotel - Alamo Room

Discover just how supple a spirit can be. During the session, Olaf will transform a root spirit into syrups and gastriques, then create a unique cocktail with all three ingredients. Don’t miss the opportunity to see a master’s mind at work as he celebrates the strengths of a spirit’s flavor profile.

The Glory of Grapes: Grape-based Spirits and Why They Kick Ass || Saturday, Jan. 18, 11 a.m.

Audrey Fort, Portfolio Director of EWG brands, Domaine Select Wine Estates

Joined by panelist May Matta Aliah

* Location: St. Anthony Hotel

Go ahead. Draw the line between un-aged brandy and vodka, cognac and Armagnac, eau-de-vie and Pisco, grain- and grape-based gin. We dare you. Audrey Fort will broaden your world view of these pours, and explore the glory of grape-based spirits.

SACC Master Class: Rum Ron Rhum || Saturday, Jan. 18, 11 a.m.

Ed Hamilton, Ministry of Rum

* Location: Ocho at Hotel Havana (1015 Navarro St.)

Join the Ministry of Rum's, Ed Hamilton for an intensive shot of all things rum – arguably the most confusing spirit around. Is it made from sugar cane or a sugar byproduct? Does color always determine age? Considering the fact that rum is made in more countries than any other spirit, isn't it time you understood it better?

Yoga for Vampires (aka Bartenders, Cocktail Waiters and People Who Enjoy the Nightlife || Saturday, Jan. 18, 11:30 a.m.

Courtney Munch, The Varnish Bar, Los Angeles

* Location: Sheraton Gunter Hotel - Quadrangle Room

This ain't your mama's yoga class. Courtney Munch silences the "ohms" and leads you through an easy way of finding balance to your party time and health to your life. It won't make you immortal, but you may welcome the blinding light of day with a bit more enthusiasm.

Sexydrinks || Saturday, Jan. 18, 11:30 a.m.

Máté Hartai

* Location: Sheraton Gunter Hotel - Baker Room

Take the high view of garnish and presentation theory by applying elements of graphic design. Máté Hartai will help you relate solid design context and perspective to your cocktail presentation, introducing you to the basic elements of design in varied garnish and presentation materials – from edible, to visual and aromatic.

From Berry to Beverage: The Story of Juniper || Saturday, Jan. 18, 1 p.m.

Kerrin Egalka, District Sales Manager, Nolet's Silver Dry Gin

* Location: St. Anthony Hotel

Peel back the layers of mystery surrounding the berry that makes gin so unique as you taste innovative juniper-based libations and treats. Discover the history of juniper and learn how it evolved from mythical medicinal wonder to spirits-world game-changer.

Libations in the Stream: Hemingway's Favorites from Key West, Bimini & Cuba || Saturday, Jan. 18, 1 p.m.

Philip Greene, Attorney, Writer, Cocktail Historian

Museum of the American Cocktail Co-Founder and Legal Counsel

* Location: Sheraton Gunter Hotel - Alamo Room

Travel back to the 1920s and '30s with Papa's Pilar Rum. Belly up to the bar as Philip shares recipes, anecdotes and rum cocktails that would make Papa happy.

SACC Master Class: Tequila - A Reference Point|| Saturday, Jan. 18, 1 p.m.

John Garrett, David Suro, Tomas Estes and Wyatt Peabody

* Location: Menger Hotel - Menger Bar

In the big scheme of things, tequila is a young buck in the U.S., yet its growth is unparalleled. Industrialization helped keep up with tequila's recent popularity, but at the risk of artisanal production. Join the panel of experts in a discussion and tasting of some of the lost labels, new stewards carrying the torch of tradition, and a fresh look at which brands have maintained their standard of excellence through the growth.

The 5 W's of Drinking || Saturday, Jan. 18, 1 p.m.

Chris Ware, Bar Manager, Arcade Midtown Kitchen

Jake Corney, Head Bartender, Bohanan's Restaurant & Bar

* Location: Sheraton Gunter Hotel - Mahncke Room

"A guy goes into a bar." And stands there, wondering what he wants to drink. This seminar is designed exclusively for bar patrons who want to be able to talk to bartenders and convey exactly what they want. These two seasoned barmen will offer insights into what they listen for, what flavors and aromas mean to different patrons, and how you can plan a successful flight of drinks.

Women Behind Bars: A Spirited History of Women in the Cocktail World || Saturday, Jan. 18, 1:30 p.m.

LUPEC-NYC

* Location: Sheraton Gunter Hotel - Baker Room

Hanky-panky will flow freely as LUPEC-NYC takes a well-researched look back on our fore-broads – from mold-breaking saloon owners to today's cocktail mavens – to understand the vital (though overlooked) impact women have had on the evolution of bars and cocktails. Expect colorful anecdotes, brazen statements and a few toasts to the women who have influenced cocktail history.

Blinded by the Dark: Amaro, Herbal Liqueurs & Ancient Secret Recipes || Saturday, Jan. 18, 2 p.m.

Tad Carducci, Co-Founder: Tippling Bros., a New York

Partner, Mercadito Hospitality group

* Location: Sheraton Gunter Hotel - Quadrangle Room

The bitters and digestifs we now commonly refer to as "amaro" are one of the oldest traditions in distilled beverages. Travel with Tad Carducci back through the ages as "amari" left the monasteries and apothecaries of the Middle Ages to become international business-drivers in the early 19th century. You'll have a sense awakening from a blind taste test of this richly loved category.

The Virtues of Cider || Saturday, Jan. 18, 3 p.m.

Jason Littrell, Bartender: JBird, New York

Gregory Hall

* Location: Sheraton Gunter Hotel - Mahncke Room

It's hard not to love cider (or cidre), another new darling in the drink mix. Jason Littrell and Gregory Hall will teach you how cider is made, its unique qualities and its mixability.

Honey and the Buzzing Bees || Saturday, Jan. 18, 3 p.m.

David Alan, Writer/ Owner, Topsy Texan

President: USBG Austin, Austin

Matt Moody, Bartender

Helped with Topsy Texan's new book, "Cocktails and Spirits from the Lone Star State"

* Location: Sheraton Gunter Hotel - Alamo Room

Honey is an ancient elixir, food, medicine and spirit. It's also a wonderful ingredient that brings modern interpretations to classic cocktails. David Alan and Matt Moody will teach attendees how important bees and their honey are to our world, and how their golden goo can add buzz to your cocktail creativity.

SACC Master Class: Cognac – Taste the History || Saturday, Jan. 18, 3 p.m.

Nicolas Palazzi of PM Spirits

* Location: Bohanan's Restaurant & Bar (219 E. Houston St.)

Take an in-depth look at cognac with Nicolas Palazzi of PM Spirits, and discover how history and economics have shaped its fate. Learn about the unique and traditional barrel-aged production of cognac – and of course – taste, taste, taste the differences.

Creating and Maintaining Standards of Service for Your Bar || Saturday, Jan. 18, 3 p.m.

Claire Bertin-Lang

* **Location: St. Anthony Hotel**

A consistent standard of service maximizes your guests' experience. But how do you get there? Drawing from historical and contemporary examples – from the perspective of both guests and operators – this class, led by Clair Bertin-Lang will help bar owners and managers develop dependable systems and protocols for your staff that won't compromise your bar's unique vibe.

Tasting Room

Tasting Room will be open from noon to 5 p.m. on Saturday, Jan. 18 at the Sheraton Gunter Hotel.

Admission is available with the purchase of any Cocktail Conference ticket or at the door for a \$10 donation to our non-profit beneficiaries, HeartGift San Antonio and ChildSafe.

Saturday Events

Sandeman Pleasure Reinvented || Sheraton Gunter Hotel - Promenade, noon

Sandeman is reinventing pleasure, one Porto cocktail at a time. Guests will have the opportunity to enjoy delicious Sandeman Porto cocktails while relaxing in the Sandeman Lounge. A Chocolatier will be on hand offering a live interactive truffle-making demo complete with sampling opportunities. Before you leave, stop by for a relaxing chair massage or dress up as the "Sandeman Don" and have fun in the photo booth.

Friendly Craft Beer Break || The Friendly Spot, 4 p.m.

Swing by for sampling and information straight from the brewers or brewery reps. Admission to the Beer Break is free with the purchase of any San Antonio Cocktail Conference ticket or at the door for a \$20 donation to our non-profit beneficiaries, ChildSafe and HeartGift San Antonio.

Stroll on Houston St. || Bohanan's Restaurant & Bar and Lüke San Antonio, 6 p.m.

We're closing the sidewalks and opening up the night to San Antonio Cocktail Conference, with parties at the glittering Bohanan's Bar and courtyard, and overlooking the River Walk at Lüke. Between the two venues? Music, music, music.

After-party with The 86 Co. & The Spazmatics || Charline McCombs Empire Theatre, 10 p.m.

Aylesbury Duck Vodka invites you to The 1980s Redemption Remix After Party for a night of fun and debauchery – '80s style in the historic Charline McCombs Empire Theatre. Come enjoy Texas' best bars and bartenders as they offer redeemed "throwback" 80's cocktails with Aylesbury Duck Vodka, Tequila Cabeza, Caña Brava Rum and Fords Gin. Accompanied by a live performance by The Spazmatics, go back to the decade that brought us skinny ties and big hair. Food trucks will be available for the hungry. Dance if you want to, but don't leave your friends behind.

Sunday Events

Bloody Mary Brunch Hosted by Deep Eddy Vodka || Sheraton Gunter Hotel, 11 a.m.

Brush off the cobwebs at a totally Texas brunch – Deep Eddy style! Start with a shakeup call from a duo of Austin's finest: Deep Eddy 10X distilled vodka and Bloody Revolution mix. Then sidle into the fortifying brunch dishes and enjoy cocktails mixed with all three Deep Eddy Vodka varieties: Straight, Sweet Tea and Ruby Red; plus, get the chance to meet the Deep Eddy Bettys – all in one of San Antonio's most eye-popping landmarks. Use the hashtag #DeepEddyBloodyBrunch while there for a chance to win a Deep Eddy Vodka sponsored party for up to 50 of your friends!

Movie Screening: Hey Bartender || Aztec Theatre, 2 p.m.

The documentary focuses on two bartenders trying to achieve their dreams through the world of bartending. After being injured, a Marine turns his goals to becoming a rock star bartender at the best cocktail bar in the world. A former bank executive who bought the corner bar in his hometown struggles to keep it afloat in a community that no longer values a place where everyone knows your name. Featuring the most famous bartenders in the world along with unprecedented access to the most exclusive bars in New York City and commentary from Graydon Carter, Danny Meyer and Amy Sacco. Sponsored by: William Grant & Sons

Original Cocktail Competition Sponsored by William Grant & Sons || Aztec Theatre, 5 p.m.

Prepare an original cocktail and enter for a chance at a prize of \$2,000! Each contestant will have 10 minutes to make a cocktail for the guest judges from their own original recipe. Each contestant will make five full cocktails, using William Grant & Sons spirits (see website for details). 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. Note: contestant entries and spectator tickets available.

A Tribute to Tequila || La Margarita Restaurant & Oyster Bar, 8 p.m.

Let the joys of hand-crafted, 100% agave cocktails move you as you enjoy a special performance by Grupo Azteca Teokalli, plus tunes from DJ Jarvis at La Margarita Restaurant & Oyster Bar.

Closing Party || The Brooklynite, 9 p.m.

Toast another successful San Antonio Cocktail Conference at one of the city's most popular bars. Jeret Peña opens The Brooklynite to six of Texas' best bartenders and their creative cocktails. Stay inside for the music and drinks; step outside to food trucks for the included chow.

About San Antonio Cocktail Conference 2014

Welcoming cocktail novices and enthusiasts, industry experts, sponsors, and regional and national media to San Antonio from Jan. 16-19, 2014, San Antonio Cocktail Conference 2014 combines education with good old-fashioned fun. With seminars, tastings, evening soirees, after parties and more, the conference benefits HeartGift San Antonio, a nonprofit organization that provides life-saving heart surgery to children from countries where necessary care is unavailable to them, and ChildSafe, a child advocacy center that specializes in providing services to children who have been abused or neglected.

About Houston Street Charities

San Antonio Cocktail Conference operates as a program of Houston Street Charities, a 501(c)(3). The mission of Houston Street Charities is to benefit needy children, increase educational opportunities for the community, provide healthcare for those who cannot afford it, and support and enhance other public charities.

FOR MORE INFORMATION

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