

Don't miss this exciting event!

This creative challenge will be judged by a panel of highly respected industry experts.



WHOLESALE IRON MIXOLOGIST COMPETITION

WEDNESDAY, APRIL 22, 2020

12:30 pm - 3:00 pm

Octavius Ballroom Exhibit Hall

Caesars Palace Las Vegas

REGISTRATION AND APPLICATION

The competition will be limited to the first EIGHT wholesalers who enter their mixologists. Cocktails are to be created using products in the wholesalers' brand portfolio. Mixologists will be tasked to create an aperitif and a long drink. All drinks will need to include one of the secret ingredients which will be revealed during the competition.

Winners will receive the coveted WSWA shaker trophy, be recognized on the WSWA Convention website, wswaconvention.org, on our convention mobile app, and in the summer issue of *The Tasting Panel* magazine. The Best in Show winner will also receive:

- A complimentary convention registration for the WSWA 78th Annual Convention & Exposition in Orlando. (2021 Convention)
- Round trip coach airfare from home city to Orlando.
- Up to 3 nights complimentary hotel accommodations at JW Marriott Grande Lakes Orlando.

CRITERIA

- Entrant's company must be registered for the **WSWA 77th Annual Convention & Exposition** as either a member or a non-member wholesaler.

- All mixologists will receive one complimentary convention registration. Mixologists must complete both a competition [Entry form](#) and a complimentary mixologist registration form. The registration form will be emailed upon receipt of the Entry Form.
- There is no fee to enter.

Wines and spirits submitted for the Wholesaler Iron Mixologist Competition **MUST** be shipped through a licensed Florida wholesaler following [WSWA's Alcohol Beverage Product Handling Guidelines](#).

Alcohol and non-alcohol beverage product intended for the Wholesaler Iron Mixologist Competition must be boxed separately and labeled with the special Wholesaler Iron Mixologist Competition Destination Label. The Wholesaler Iron Mixologist Destination Label will be provided.



Executive Director & Emcee
Tony Abou-Ganim
THE MODERN MIXOLOGIST

PAST WINNERS INCLUDE

AWARD	COMPANY	MIXOLOGIST	TITLE
2019 Best in Show Best Aperitif Best Long Drink	Martignetti Companies Young's Market Company Martignetti Companies	Troy Clarke Casey Wallin Troy Clarke	Director of Mixology & Spirits Mixologist Director of Mixology & Spirits
2018 Best in Show Best Aperitif Best Long Drink	Breakthru Beverage Martignetti Companies Breakthru Beverage	Natalia Cardenas Troy Clarke Natalia Cardenas	Beverage Development Manager Director of Mixology & Spirits Education Beverage Development Manager
2017 Best in Show Best Aperitif Best Long Drink	Breakthru Beverage Florida Breakthru Beverage Florida Republic National Distributing Company	Nick Nistico Nick Nistico David Ortiz	Beverage Program Specialist Beverage Program Specialist Mixologists and Spirits Specialist
2016 Best in Show Best Aperitif Best Long Drink	Southern Wine & Spirits Breakthru Beverage Florida Southern Wine & Spirits	Max Solano Nick Nistico Max Solano	Beverage Program Specialist/ Whisky & Spirits Educator Beverage Program Development Specialist Beverage Program Specialist/ Whisky & Spirits Educator
2015 Best in Show Best Aperitif Best Long Drink	Premier Beverage Company Premier Beverage Company Glazer's Distributors	Nick Nistico Nick Nistico Caterina Miltenberger	Corporate Mixologist Corporate Mixologist Corporate Mixologist
2014 Best in Show Best Aperitif Best Long Drink Best Dessert Drink	Premier Beverage Company Southern Wine & Spirits Wirtz Beverage Young's Market Company of Arizona	Nick Nistico J.R. Starkus Andrew Pollard Jason Asher	Corporate Mixologist Master Mixologist & Spirits Educator Beverage Development Specialist Beverage Program Development Specialist
2013 Best in Show Best Apéritif Best Long Drink Best Dessert Drink	Wirtz Beverage Illinois Capital Wine & Spirits Click Wholesale Distributing Wirtz Beverage Illinois	Eric Hay Chris Chamberlain John Ueding Eric Hay	Beverage Development Manager Pioneer Team Sales Rep Craft Spirits Manager Beverage Development Manager
2012 Best in Show Best Apéritif Best Long Drink Best Dessert Drink	Southern Wine & Spirits Southern Wine & Spirits Wirtz Beverage Southern Wine & Spirits	Francesco Lafranconi Francesco Lafranconi Andrew Pollard Francesco Lafranconi	Executive Director of Mixology and Spirits Educator Executive Director of Mixology and Spirits Educator Beverage Development Specialist Executive Director of Mixology and Spirits Educator