THE 3RD ANNUAL MUTINEER MAGAZINE

RED CARPET PARTY

PRESENTED BY CHINACO TEQUILA & LUXARDO

FOR IMMEDIATE RELEASE

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The Mutiny is Spreading to Napa Valley

Mutineer Magazine's Annual Red Carpet Party featuring the 'King's Ginger Cocktail Competition' to celebrate the conclusion of the Mutineer Clean Water Crusader Campaign to bring clean water to children in Nepal.

Napa Valley, CA, October 20, 2011-- Beverage influencers from across the country will come together to celebrate drink culture and the exciting cocktail renaissance in Napa Valley on November 6, 2011 at the 3rd Annual Mutineer Magazine Red Carpet Party at the historic Napa Valley Opera House. After two years in Hollywood, this renowned beverage event moves to the epicurean Napa Valley, whose glamorous food and wine culture needs no introduction.

Mutineer is thrilled to be partnering with two of Anchor Distilling's iconic spirits brands on the event: Luxardo, the legendary Italian distillery now in its sixth generation of production, and Chinaco Tequila, which introduced the United States to ultra-premium Tequila in 1983.

"Luxardo is an iconic brand that has long been embraced by bartenders around the world, and Chinaco Tequila is on the verge of a massive resurgence as Tequila drinkers become aware of its pivotal role in the introduction of ultra-premium Tequila in the United States," says Mutineer Editor in Chief and Publisher Alan Kropf. "These are two very special brands to Mutineer and we couldn't be more excited to be featuring them at this year's Red Carpet Party."

In addition to the hand-crafted premium spirits brands, the Mutineer Red Carpet Party will feature Chinaco Tequila and Luxardo-infused canapés led by Millennial Napa Private Chef, Gary Penir of Cuisine GP. Chef Penir will focus on savory bites alongside rising star Pastry Chef Sara Wurst, who will create sweet and unforgettable cocktail inspired morsels.

For non-alcoholic beverages, Seattle-based DRY Soda will be pouring its line up of fruit, flower and herbal sodas, and Blk. Water will be pouring its unique black water infused with fulvic acid.

Local bartenders will be on hand to showcase their skills in "The King's Ginger Holiday Cocktail Competition." The King's Ginger is an emphatically ginger liqueur originally created for King Edward VII of England (aka "Edward the Caresser") in 1903. The eight battling bartenders will include:

Matt Jerome – Angèle, Napa
Cory Hancock – Bottega, Yountville
Christopher Kennedy – Bouchon, Yountville
Noel Lopreore – Farmstead, St. Helena
Steve Middler – Morimoto, Napa
Melanie Smith – Press, St. Helena
Jason Withrow – Redd, Yountville
Michael Jack Pazdon – Solbar at the Solage Resort, Calistoga

An impressive panel of bartenders, media and cocktail influencers has been assembled to judge the competition, including:

David King – Anchor Distilling Company
Sara Schneider – Sunset Magazine
Kevin Diedrich – US Bartenders' Guild SF President + Bar Manager at San Francisco's Jasper's
Judd Finkelstein – Founder of F.O.A.M. (Friends of Ardent Mixology) + Winemaker at Judd's Hill
Bradley Bolt – General Manager & Mixologist at Bar Deville in Chicago

Video footage from the cocktail contest and the event at large will stream live from MutineerMagazine.com and from ToutSuite Social Club, a virtual space where real life intersects with technology.

"We are excited to partner with Mutineer on this unique approach to a cocktail competition. King's Ginger is fast becoming a staple behind some of the best bars in the U.S. and abroad. We want to highlight the riches of the liqueur with the talent of Napa Valley's finest gems," said Rusti Porter, Director of Marketing, Anchor Distilling.

The event is by invitation only; however, Mutineer readers will have the chance to win a limited number of tickets through social media contests in the weeks leading up to the festivities on November 6th.

Red Carpet Event Details:

WHAT: Third Annual Mutineer Magazine Red Carpet Party // The King's Ginger Holiday Cocktail Competition
WHERE: Napa Valley Opera House - 1030 Main St. Napa, California
WHEN: November 6 // 7:30 - 10:30 p.m.

About Mutineer Magazine: Established in 2008 and currently in its 20th issue, Mutineer Magazine introduces fine beverages to the millennial generation, taking fine beverage culture from niche to the mainstream using a cultural, rather than commercial approach across multiple media platforms. The Mutinous beat encompasses wine, beer, spirits, non-alcoholic beverages and food. The print publication is distributed nationally in both regional stores and national chains such as Barnes and Noble, B. Dalton, Safeway, and Vons. www.mutineermagazine.com

About The Napa Valley Opera House: The Napa Valley Opera House is a non-profit performing arts organization located in the heart of downtown Napa, and is a national historic landmark originally constructed in 1879. The Napa Valley Opera House enriches the cultural experience of a diverse community, offering distinctive performing arts and preserving a unique historic theater. www.nvoh.org

About Chinaco Tequila: Authentically Mexican, Chinaco Tequila embodies Mexico like no other tequila can. Three generations of family tradition go into producing the finest artisanal tequila possible. To this day, Chinaco utilizes exactly the same formula as it did in 1978, and is dedicated to creating a handcrafted product with the same rigorous standards of craftsmanship that have been its trademarks since its inception. As the original ultra-premium tequila introduced to the U.S. in 1983 and the only tequila authorized to produce tequila in the state of Tamaulipas, Chinaco revolutionized the industry with a fiery passion that recalls its warrior heritage. www.chinacotequila.com

About Luxardo: Luxardo is made in the Veneto region of Italy. Established in 1821, and still 100 percent controlled by the founding family, it is one of the oldest European firms still producing quality liqueurs. Luxardo is best known in the U.S. for its Luxardo Maraschino Liqueur, made from the 22,000 Marasca cherry trees in the Luxardo orchards in Torreglia. (This sour cherry variety is exclusively cultivated by Luxardo). However, the company also produces a portfolio of classic liqueurs, including 'Sangue Morlacco' Liqueur, Sambuca dei Cesari, Amaretto di Saschira (which recently won Double Gold and Best Liqueur in Show - New York World Wine & Spirits Competition on June 29th, 2011), and other hi-quality classic liqueurs. www.luxardo.it

About King's Ginger: The King's Ginger is an award-winning ginger liqueur developed in 1903 specifically formulated by Berry Bros. & Rudd Spirits Ltd for King Edward VII. This rich and zesty tonic was created to "stimulate and revivify" his Majesty and has been appreciated by *bon viveurs*, sporting gentlemen and high-spirited ladies ever since. At 41% ABV, The King's Ginger is a high-strength liqueur created through the careful maceration of ginger root and lemon peel. www.thekingsginger.com

About Anchor Distilling: Anchor Brewers & Distillers is the result of the amalgamation of Anchor Brewing Company, Anchor Distilling Company, Berry Bros. & Rudd and Preiss Imports. With a portfolio of brands that is second to none, Anchor Brewers & Distillers aim to be the bridge between the world's finest producers of craft beers and distilled spirits, and the USA's most discerning trade customers and consumers. From a distillation perspective, AB&D is dedicated to creating very small batches of traditionally distilled spirits of many types and styles, and occasionally experiments with completely new products. AB&D is also an exclusive importer of the finest specialty spirits from around the world, representing a diverse portfolio of truly authentic products. www.anchordistilling.com

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