



## Back Bar USA to Celebrate the Art of Mixology with 3-Day 'For the Love of Cocktails' Event

**& NIGHTCLUB & BAR** JANUARY 28, 2015

"For The Love Of Cocktails," presented by BACK BAR USA in partnership with world-renowned mixologist and author Tony Abou-Ganim, United States Bartenders' Guild (USBG), Delano Las Vegas, Mandalay Bay Resort and Casino, and Herbs & Rye, will be an exciting three-day mixology event kicking off Thursday, Feb 12.

The headlining event will be the "For The Love Of Cocktails" gala held from 7 p.m. until 10 p.m. Friday, Feb. 13, at Alain Ducasse's miX, located on the 64<sup>th</sup> floor of Delano Las Vegas. More than 30 mixology stations with bartenders from Las Vegas and around the world will feature original cocktail recipes crafted with fresh ingredients. Guests will enjoy contemporary live entertainment while tasting passed hors d'oeuvres, charcuterie and other gourmet bites prepared by miX Executive Chef Bruno Riou. Tickets will be priced at \$100 per person and are available on the For The Love Of Cocktails website. Proceeds will benefit the Helen David Relief Fund for Bartenders Affected by Breast Cancer, a charitable organization that assists women in the bar industry by providing pre-screening services for breast cancer.



In addition to the gala, "For the Love of Cocktails" will present an exciting weekend lineup of seminars and mixers to celebrate the craft of mixology. A detailed schedule for the weekend's events can be found below:

### Thursday, Feb. 12

6 p.m. to 9 p.m.: Meet The Masters Wine Dinner will be held at Aureole inside Mandalay Bay Resort and Casino. This event will begin with champagne and wine cocktails by Abou-Ganim, Dale DeGross and Francesco Lafranconi, followed by a five-course meal and wine pairing by Master Sommeliers including Bellagio's Jason Smith, Charlie Palmer's Steven Geddes and ARIA's Nick Hetzel.

9 p.m. to 1 a.m.: Cocktails and Conversation will be held at Franklin inside Delano Las Vegas. Guests may mix and mingle with a number of participating mixologists and enjoy a cash bar. Admission will be complimentary with any For The Love of Cocktails ticket purchase.

Midnight to 4 a.m.: The Life of a Bartender will be held at Herbs & Rye, located at 3713 W. Sahara Ave., Las Vegas, 89102. Attendees will gain insight into the post-shift lives of Las Vegas bartenders. Shuttles will transport attendees between Delano Las Vegas and Herbs & Rye.

Friday, Feb. 13

11:30 a.m. to 5 p.m.: Cocktail Seminars & Interactive Classes will include: "Making Great Cocktails at Home: Hands On With Tony Abou-Ganim," a ladies-only cocktail seminar led by Abou-Ganim, "I'll Take Manhattans" with DeGroff, "Tacos and Tequila" with Julio Bermejo, "Seeds to the Glass" with Bridget Albert and Debbi Peek, and "For The Love Of Rum & Rhum" with Lafranconi. Admission is priced starting at \$50 per person with limited seating available. More information about each seminar or class leader can be found at: [www.fortheloveofcocktails.com](http://www.fortheloveofcocktails.com).

7 p.m. to 10 p.m.: For The Love Of Cocktails Gala will be held at miX, located on the 64<sup>th</sup> floor of Delano Las Vegas. Attendees will enjoy original cocktail recipes from 30 mixology stations, each featuring a different brand or hospitality establishment such as Bellagio, ARIA or Cosmopolitan. Passed hors d'oeuvres and gourmet food stations by miX Executive Chef Bruno Riou will be available, complemented by live entertainment, optional VIP experiences, rare spirits tastings and cigar samplings. Proceeds will be donated to the Helen David Relief Fund.

Saturday, Feb. 14

Noon to 3 p.m.: Bloody Mary Brunch will be held at Della's Kitchen inside Delano Las Vegas. Guests may also take advantage of exclusive room packages at [Delano Las Vegas](#). Additional information about the event, including participating bartenders and mixologists and ticket purchase details, is available at [www.fortheloveofcocktails.com](http://www.fortheloveofcocktails.com).