



TAG Global Spirits Awards Debuts October 27-30 at Mandalay Bay Resort & Casino Las Vegas

SPIRIT ENTRIES WILL BEGIN IN FEBRUARY 2021
VIP TICKETS ON SALE IN APRIL 2021
JUDGES WILL COME FROM FOUR CONTINENTS

Las Vegas, Nev. (October 27, 2020) – The inaugural **TAG Global Spirits Awards**, created by world renowned mixologist, Tony Abou-Ganim, U.S. industry veteran, David Grapshi, and American ambassador of Mexico's National Chamber for the Tequila Industry, Julio Bermejo, will **take place October 27-30, 2021 at Mandalay Bay Resort and Casino Las Vegas** in beautiful Las Vegas, Nevada. The four-day experience will include the most comprehensive global spirits competition in the world, judged by an array of international experts from four continents who will crown the best-in-class Grand Finale award winners. The event will also feature consumer enthusiast educational tracks led by industry experts; spirited dinner soirees which will be hosted at some of Las Vegas' best restaurants; and the Pink Tie Gala, which will celebrate brand participants and Grand Finale award winners, while raising money and awareness for the **Helen David Relief Fund**.

"We are beyond thrilled to introduce the TAG Global Spirits Awards to take place at Mandalay Bay Resort and Casino Las Vegas October 27-30, 2021", said co-founder, Tony Abou-Ganim. "I've called Las Vegas home since 1998 and it's one of the most vibrant cities in the world, and the perfect place for the world's best spirits to be on display for our inaugural event."

The TAG Global Spirits Awards are a culmination of decades of passion and experience displayed by Tony, David and Julio, and are meant to serve as a benchmark award within the spirits industry. The group of esteemed judges will taste and rate over 100 categories. After three days of judging, each category will feature a Grand Finale award winner. All judging will be blind tasted. **Submissions will begin in February 2021 and will remain open until September 2021.** Submission details can be found online at www.TAGSpiritsAwards.com.

"Tony, David and I have been in this business for a very long time and between the three of us have tasted the best spirits the world has to offer," said co-founder, Julio Bermejo. "To be able to work with them and create what we believe will be one of the most coveted honors in the industry is truly special."

In addition to the category judging rounds, the TAG Global Spirits Awards will also feature consumer enthusiast educational tracks in various spirit categories that will be led by industry experts, master distillers and chefs, together in a socially informative setting over world class food and cocktails. Each of these events will offer limited participation with VIP tickets going on sale in April 2021, ahead of general ticket sales which will be available in May. Additional information will be released at a later date and also updated via social media and online.

The TAG Global Spirits Awards will culminate with a Pink Tie Gala on October 30, where the Grand Finale award winners will be featured, along with other brand participants, amidst a celebratory evening featuring some of the city's best food, cocktails and live entertainment. Proceeds from the Pink Tie Gala will benefit the **Helen David Relief Fund**, which honors the memory of Tony's cousin Helen, a beloved bar owner and community leader (Port Huron, MI) who beat Breast Cancer twice in her lifetime. In her name, the HDRF assists those in the bar industry who are fighting breast cancer, and other forms of cancer, with the same dignity and courage that Helen exemplified throughout her battle and life as a pioneer business owner in the bar industry.

"The spirits and the awards are at the center of the TAG Global Spirits Awards, but what we are also creating is a fun-filled four days in one of the best cities in the world, Las Vegas," said co-founder,

David Grapshi. "From the Spirited Soirees, to the consumer education tracks to the Pink Tie Gala, we think this four-day event is perfect for industry and consumer enthusiasts alike."

For additional information and to stay updated on all TAG Global Spirits Awards news, visit www.TAGSpiritsAwards.com and follow along on Facebook, Instagram and LinkedIn @TAGSpiritsAwards. For questions about entries, please email info@TagSpiritsAwards.com.

ABOUT TONY ABOU-GANIM

Tony Abou-Ganim is widely regarded as one of the pioneering and leading bar professionals in the world. He has made dozens of national TV appearances on shows including *TODAY*, *Iron Chef America*, *Good Morning America*, *CNBC*, *Fox News* and more. Abou-Ganim is the author of ***The Modern Mixologist: Contemporary Classic Cocktails*** (Agate, 2010) which offers readers an in-depth look into spirits and ingredients available to today's mixologist, both professional and amateur alike. This entertaining and informative journey will take readers from the early stages of the cocktail to what Abou-Ganim has come to deem "Modern Mixology." Abou-Ganim also has hosted two shows about cocktails including ***Modern Mixology: Making Great Cocktails at Home***, and the Fine Living program ***Raising the Bar: America's Best Bar Chefs***. Abou-Ganim has also won three *Iron Chef America* competitions; pairing cocktails with Iron Chef Mario Batali; with Iron Chef Jose Garces and most recently with challenger Chef Shawn McClain. Abou-Ganim has partnered with McClain Camarota Hospitality to open Libertine Social (inside Mandalay Bay Resort and Casino Las Vegas) and Highlands and Hearth 72 (located on the 71st and 72nd floor of Detroit's most iconic landmark, The GMRenCen). Abou-Ganim he sat as a judge for the prestigious San Francisco World Spirits Competition since 2001, serving as the Director of Judging for the past 11 years. His signature branded line of Modern Mixologist bar tools and his second book, ***Vodka Distilled*** (Agate, 2013), are available at www.modernmixologist.com.

ABOUT JULIO BERMEJO

A San Francisco native, Julio Bermejo is the beverage manager at Tommy's Mexican Restaurant and a highly regarded expert on tequila. Tommy's Mexican Restaurant has made the Top 50 Bars in the world list in the inaugural year of the list 2009 and also 2011, 2013, 2015, 2017 and 2018. NO other bar outside of NY has made the list so often from the United States. In 2016, Tommy's received the Tales of The Cocktail World's Best Spirits Selection award. Julio received his first lifetime achievement award in 2014, the Helen David Award. In 2017, he received his second lifetime achievement award, the first ever Industry Icon Award from Drink International, Top 50 Bars in London. Julio holds a degree in Political Science from the University of California at Berkeley.

ABOUT DAVID GRAPSHI

The owner of Agave Forte, David Grapshi has a true passion for tequila. His dedication to the beverage industry started 25 years ago in positions in both liquor supply and distribution. Since then, David has created a widespread network of contacts both stateside and abroad, especially pushing tequila to new heights. He remains a force in the production, distribution, and importation of Mexico's oldest and finest labels. Grapshi brought the brands of Siete Leguas, Herradura and El Jimador into the fold of nationally recognized household brand names. He played a crucial role with Gemini Spirits & Wine and The Corazon Barrel Expression Project, which barrel aged exceptional blanco tequila using Buffalo Trace Antique Collection bourbon barrels.

MEDIA CONTACT

Allied Global Marketing

Ken Langdon, Senior Vice President of Publicity
klangdon@alliedglobalmarketing.com