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On Thursday, August 2nd Pasadena Chamber Unveils Competitors in First SIP-tember Cocktail Bracket Challenge

64 drinks will vie to be named the favorite during six-week cocktail bracket challenge at restaurants and lounges throughout Pasadena

Pasadena, CA- Patrons get to decide which cocktail is Pasadena's favorite during *SIP-tember: a celebration of the cocktail* in Pasadena. From August 15th through September 27th, local restaurants will serve cocktails that will be paired against each other in a competition. 64 cocktails, ranging from drinks specially concocted for the competition to margaritas and sangria, will begin the competition that will last six weeks and culminate in a live taste-off of the four drinks that win their bracket.

Brackets will be unveiled on the Pasadena Restaurant Week website on Monday, August 6th at 2pm. Which drinks will be paired against each other in competition? Will Market on Holly's Bellini go head-to-head with Ix-Tapa's La Revolucion? Will a/k/a: an American Bistro's Bistro Bullet face off against Magnolia on Lake's Vinnie Chase? Will Vertical Wine Bistro's Lolita challenge the vintage Broad Street Hurricane at Ruth's Chris Steak House? Will Toro Sushi's Finding Nemo battle The StillRoom's Fit 'n Fabulous? The 64 cocktails competing in 32 brackets will be available for viewing at the Pasadena Restaurant Week website at www.pasadenarestaurantweek.com on Monday, August 6th.

The first challenge will take place over two weeks and pit 32 pairs of cocktails against each other. Each week following the winners will be paired head-to-head with another winning cocktail until, on September 27th, the four finalists will be matched in a live tasting at Paseo Colorado to determine Pasadena's favorite cocktail. Voting in the cocktail bracket challenge goes live on Wednesday, August 15th.

For SIP-tember, lounges and restaurants have entered specialty cocktails, traditional drinks, margaritas, sangrias, and all manner of mixed drink. Those taking part in SIP-tember and the Citywide Julia Child Cocktail Party include Magnolia Lounge, Vertical Wine Bistro, Sushi Roku, California Pizza Kitchen, El Portal Restaurant, Bar 1886 at the Raymond, the Tap Room at the Langham Huntington Hotel, ix-tapa, New York Deli, The Market on Holly, Villa Sorriso, POP Champagne and Dessert Bar, Bar Celona, El Cholo, Toro Sushi Bar Lounge, 300 Pasadena, Green Street Restaurant, Gale's and a/k/a: an American Bistro.

Complete participant and cocktail information will be posted at www.pasadenarestaurantweek.com.

SIP-tember kicks off with a citywide cocktail party to celebrate the 100th anniversary of the birth of America's first celebrity chef and Pasadena's own Julia Child. The Julia Child Pasadena Cocktail Party on August 15th will take place in restaurants all over Pasadena, culminating in a citywide happy birthday toast at 7:00pm. Patrons will be encouraged to dress for a 1950s, 1960s or 1970s era cocktail party. Come out and celebrate the pioneer of Pasadena's culinary claim to fame. Toro Sushi Bar Lounge and 300 Pasadena will host Julia Child look-alike contests with winners receiving delicious and fun prizes.

The Pasadena Chamber of Commerce and Civic Association is a professional business organization. Since the earliest days of Pasadena, the Chamber has played a major role in the development of this internationally renowned city. Since 1888, when the organization was founded as the Board of Trade, the Chamber's primary purpose has been the enhancement of both the business climate and the quality of life in Pasadena. The Pasadena Chamber of Commerce serves 1500 members.