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PHOTOS AVAILABLE

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## Competitors in SIP-tember Cocktail Bracket Challenge Unveiled to the Public. Voting is Live Online at [www.pasadenarestaurantweek.com/vote](http://www.pasadenarestaurantweek.com/vote)

64 drinks vie to be named favorite during six-week cocktail bracket  
challenge throughout Pasadena

Pasadena, CA- Patrons decide which cocktail is Pasadena's favorite during *SIP-tember: a celebration of the cocktail* in Pasadena. Through September 25<sup>th</sup>, 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, begin the competition that lasts six weeks and culminates in a live taste-off of the four drinks that win their bracket.

Brackets were unveiled on the Pasadena Restaurant Week website on Thursday, August 14<sup>th</sup> at 2pm. Which drinks will work their way through the competition for a chance to vie for the title Pasadena's Favorite Cocktail 2014? Will Roy's Hawaiian Martini or Speakeasy at New York Deli's New Old Fashioned make it through to round 2? Will Green Street Restaurant's Broten Buck advance against the ix-tapa Sunrise?? Will the Orange Julius from Clearman's Galley move forward against SORRISO's Cantaloupe Martini? Will Vertical Wine Bistro's Lolita best the Moscow Mule from Kings Row Gastropub? Will the Frozen Hot Chocolate from Bar 1886 at the Raymond prevail over the Spicy mango Smash from Dog Haus Biergarten?

Drinks are chosen completely at random for the pairings. "I am very impressed with the drinks entered in this year's SIP-tember Cocktail Bracket Challenge," said Pasadena Chamber CEO Paul Little. "The variety, creativity and skill from all the competitors has really enhanced the level of competition this year. Good luck to all the competitors."

The 64 cocktails competing in 32 brackets will be available for viewing at the Pasadena Restaurant Week website at [www.pasadenarestaurantweek.com](http://www.pasadenarestaurantweek.com) on Thursday, August 8<sup>th</sup>, a week before the competition goes live online.

The first challenge takes 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 25th, the four finalists will be matched in a live tasting at The Rose Bowl in Pasadena to determine Pasadena's favorite cocktail. Voting in the cocktail bracket challenge went live online on Wednesday, August 15<sup>th</sup>.

For SIP-tember, lounges and restaurants have entered specialty cocktails, traditional drinks, margaritas, sangrias, and all manner of mixed drink. The full list of those taking part in SIP-tember and the Citywide Julia Child Cocktail Party can be found at [www.pasadenarestaurantweek.com](http://www.pasadenarestaurantweek.com). Voting is live at [www.pasadenarestaurantweek.com/vote](http://www.pasadenarestaurantweek.com/vote).

SIP-tember kicked off with a citywide cocktail party to celebrate the anniversary of the birth of America's first celebrity chef and Pasadena's own Julia Child. Patrons were encouraged to dress for a 1950s, 1960s or 1970s era cocktail party.

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.

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