

FOR IMMEDIATE RELEASE:

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NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

MARCH 27 -29, 2017
LAS VEGAS CONVENTION CENTER

2017 NIGHTCLUB & BAR CONVENTION AND TRADE SHOW HOSTS FOURTH ANNUAL SHAKE IT UP COMPETITION IN PARTNERSHIP WITH THE UNITED STATES BARTENDERS' GUILD

The top 20 mixologists in the United States travel to Las Vegas to win a spot to compete in the 2017 World Cocktail Competition

Tweet It: #ShakeltUp w/ top mixologists from around the #USA as they compete @NightclubBar Show 3/28! <http://bit.ly/2kLUg3p>

LAS VEGAS – For the fourth year, Nightclub & Bar Convention and Trade Show has partnered with the United States Bartender's Guild to host the Shake It Up Classic and Flair competitions, hosted on Tuesday, March 28 from 1 to 5 p.m. Mixologists from across the United States will travel to Las Vegas to compete for the chance to represent the United States at the World Cocktail Competition later this year.

Attendees will have the opportunity to witness these expert mixologists as they are challenged to concoct new and innovative cocktails in front of a panel of judges made up of top industry leaders.

The afternoon will feature two competitions; the **Classic Competition**, which will test each mixologist's ability to create a premium cocktail with the ingredients provided; and the **Flair Competition**, which will test each competitor on their ability to entertain guests with a variety of tricks while creating the perfect cocktail.

Classic Competitors include:

- Giancarlo Aversa, Greater Detroit
- Jarmel Doss, Chicago
- Jonathan B. Howard, Nashville
- David Martinez, Greater Detroit
- Conor McDermott, Denver
- Justin Park, Hawaii
- Egor Polonskiy, Chicago
- Ryan Puckett, Indianapolis
- Eli Sanchez, Indianapolis
- Nathaniel Smith, Minneapolis – St. Paul

Fair Competitors Include:

- Ryan Clark, Las Vegas
- Rodrigo Delpech, Las Vegas
- Mariano Gil, Houston
- Colby Ashton Good, Las Vegas
- Michael Guzman, Las Vegas
- Will Isaza, Boston
- Ram Ong, Miami
- Danilo Oribe, Las Vegas
- Luis Ortiz, Las Vegas
- Hector Rangel Marquez, Houston

For more information on the Shake It Up Competition, visit the Nightclub & Bar Convention and Trade Show [website](#).

The Nightclub & Bar Show, March 27-29, 2017, is the world's largest gathering of bar, nightlife and beverage professionals. The show offers industry professionals the opportunity to connect with suppliers, network with new businesses, discover new products and gain critical skills to ensure their success in the dynamic bar and nightclub industry. For those interested in attending the show or for more information, please visit www.ncbshow.com.

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About Nightclub & Bar Media Group:

Nightclub & Bar Media Group, a division of Boston, MA based Questex LLC, is the go-to resource for the on-premise professional. Mirroring the fast-paced, trend-setting nature of the beverage industry, Nightclub & Bar has been providing the specific tools bar professionals, owners and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry for over 30 years. Nightclub & Bar Media Group produces the [Nightclub & Bar Show](#), [VIBE Conference](#), [Nightclub & Bar Top Rated Lists](#), Nightclub & Bar Awards, and produces daily content on www.nightclub.com.

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