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## HISPANIC HERITAGE COCKTAIL COMPETITION 2023

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### EVENT BREAKDOWN

**WHAT:** In celebration of Hispanic Heritage month, CocoWalk is inviting guests to a cocktail competition and tasting event from tenant restaurants and bars. The event will have bartenders from each restaurant create their favorite Coconut Grove/Hispanic Heritage-themed cocktails and have guests vote on their favorite throughout the month. The restaurant then gets bragging rights, and visitors can come to try it for themselves / potentially to keep it on the menu permanently. The event will span across the Hispanic Heritage month to give time for guests to visit, try and vote. Guests should visit each restaurant to try.

CocoWalk will kick-off this celebration on **Friday, Sept. 15**, where we'll invite local influencer's and foodies to be the first to try the cocktails and cast their vote, creating a buzz.

**WHEN: Sept. 15 - Oct. 15, 2023** with an influencer kick-off event on Sept. 13, 14 or 15

### **ASK FROM TENANTS:**

- **Restaurants and bars:** Create a Hispanic Heritage themed cocktail and promote to guests, encourage them to vote throughout Hispanic Heritage month.
  - This could be inspired by Hispanic ingredients, neighborhoods in Miami, a play on very Miami things, Grove things etc - get creative!
  - Consider offering a discount on said cocktail to get people to try it - i.e. put it on happy hour, 2x1, half off etc (restaurant can control timing on this).
  - Add cocktail to Miami Spice menu during Miami Spice
  - Have each of of CocoWalk's participating restaurant tenants host the influencers and foodies to feature their cocktails and offerings; one should host a kickoff spot as meeting point, any speeches or swag bag distribution.

**VOTING:** A QR Code landing page will display on the CocoWalk website with details on the event is and all the different cocktails to choose from / easily vote on.

- Restaurants will need to promote to their guests throughout the month, as well as promote themselves on social media
- Option for restaurant to create a print out / display on tables with their branding so guests have multiple reminders and ways to vote and get in on the action

**PARTICIPATION:** In order to participate in the Hispanic Cocktail Competition, please email [Blawrence@grassrivermgmt.com](mailto:Blawrence@grassrivermgmt.com) no later than **Thursday, July 6th, 2023**.