

# in the Mix<sup>©</sup>

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***BUILDING BETTER BEVERAGE BUSINESS™***



Celebrating the life of  
“Big Jim” James Flaherty

JUST ANNOUNCED!  
Inaugural Event

# TAG GLOBAL SPIRITS AWARDS

October 27-30, 2021  
Mandalay Bay Resort  
and Casino Las Vegas  
Nevada USA

  
TAG  
GLOBAL  
SPIRITS AWARDS

A GLOBAL COMPETITION  
Four days. Over 100 spirits categories.

## TAG Global Spirits Awards Taking Submissions Beginning April 30, 2021

Las Vegas, Nev. (March 19, 2021) – 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, has announced that it will begin accepting product submissions on April 30, 2021, at 7 a.m. PT, and will close on September 1 at 11 p.m. PT. Spirit companies looking to take part in this inaugural, world-class event, will be offered a 10% discount for all early entries received before May 30. All entries can be created by visiting the TAG Global Spirits Awards website here. The TAG Global Spirits Awards will take place October 27-

30, 2021 at Mandalay Bay Resort & Casino in beautiful Las Vegas, Nevada.

TAG Global Spirits Awards has partnered with Steelite International, a world leading manufacturer and supplier of award-winning tabletop and buffet solutions for the hospitality industry to create the Ultimate Universal Spirits Glass, developed specifically for this competition. Abou-Ganim and Steelite worked together with RONA, one of the most renowned crystalline glassware manufacturers in the world, to develop and design the ultimate glass for serving all spirits— from whiskey, brandy, and rum to vodka, tequila, and mezcal—showcasing the spirit exactly as the manufacturer intended it to be tasted.



Click here for a video of the glassware production process presented by RONA 5 Star Glass.

“When David, Julio and I designed this glass we considered each aspect that affects how a spirit presents itself from bowl opening to diameter and height. We also considered the foot and stem of the glass to ensure ease of use and overall comfort in the hand,” Abou-Ganim said. “The glass that Steellite and Rona created is the best universal tasting glass I’ve ever seen in my decades of tasting spirits and judging events and we couldn’t be happier with the results.”

The four-day experience will include the most comprehensive global spirits competition in the world, judged by an array of experts from four continents who will crown the best-in-class Grand Finale award winners.

In addition to the category judging rounds, the TAG Global Spirits Awards will also feature consumer enthusiast educational events in various spirit categories that will be led by industry experts in a socially informative setting over world class food and cocktails. Each of these ticketed events will offer limited participation with VIP tickets going on sale in late May 2021, ahead of general ticket sales which will be available in late June. 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 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 in Port Huron, Michigan, 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.

For additional information, sponsorship opportunities and to stay updated on all TAG Global Spirits Awards news, visit [www.TAGSpiritsAwards.com](http://www.TAGSpiritsAwards.com) and follow along on Facebook, Instagram and LinkedIn @TAGSpiritsAwards. For questions about entries, please email [info@TAGSpiritsAwards.com](mailto:info@TAGSpiritsAwards.com).

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# TEAM NEGRONI

As an enthusiastic cyclist & prolific Negroni maker, Tony Abou-Ganim, founded the [Helen David Relief Fund \(HDRF\)](#) at the USBG National Charity Foundation, and is the driving force behind the Team Negroni program. The goal of this extremely active & well-respected program is to raise funds to support the HDRF & to encourage bartenders & spirits aficionados, to choose a healthier lifestyle, all while building camaraderie & community.



## THE EXPERTS



**Tony Abou-Ganim**

Bartender; author; mentor; widely-regarded as one of the pioneering & leading bar professionals in the world.



**David Grapshi**

A force in the production, distribution and importation of Mexico's oldest and finest tequila labels; a champion in elevating tequila to new heights.



**Julio Bermejo**

Consummate beverage manager at San Francisco's famous Tommy's Mexican restaurant; highly-regarded tequila expert, with multiple industry and lifetime achievement awards.