



For Immediate Release
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MMPR Marketing
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Beachbound with Bacardi

The newest addition to the Scottsdale Culinary Festival is a sandy harbor of refreshments

Who: Beachcombers, cocktail aficionados, festival patrons and culinary connoisseurs.

What: The Bacardi Bat has left the cave of nightlife and is taking a vacation at the beach, Bacardi Beach. A new addition to the 32nd Annual Scottsdale Culinary Festival, Bacardi Beach is making a twist on some classic oceanside cocktails. Cocktails include; Limonade (made with Bacardi Limon), Poolside (Bacardi Coco), Cantina Punch (Bacardi Dragonberry), Bacardi Gold & Coke, Bacardi Superior and Diet Coke, Bacardi Mojito, and Bacardi Torched Cherry & Coke. To bring in the coastal tides vibe will be imported sand, a gorgeous fountain, beach umbrellas, along with an entertainment stage featuring steel drum bands and DJ's dropping wave breaking beats. Providing the fare and flare for this event will be local favorite Barrio Cantina. Come kick back and relax with the best in shoreside snacks at Scottsdale Culinary Festival's Bacardi Beach!

When: April 17, 2010, 12:00-9:00pm
April 18, 2010 12:00-6:00pm

Where: Scottsdale Civic Center Plaza
7380 E. 2nd St. Scottsdale, AZ 85251

Price: \$5 plus standard GAP admission

The Scottsdale League for the Arts is a non-profit (501(c)3) charitable organization that raises funds for arts and arts education programs throughout Arizona. Since 2002, the League has contributed more than \$3.2 million to numerous organizations benefiting children, such as The Phoenix Symphony, Scottsdale Center for the Arts, Scottsdale Museum of Contemporary Art, Phoenix Boys Choir and Phoenix Children's Hospital. For additional information about the League or about becoming a member or volunteer, contact SLA at 7309 E. Evans Rd., Scottsdale, AZ 85260 or visit www.ScottsdaleCulinaryFestival.org.

About Bacardi Rums

Founded by Don Facundo Bacardi in 1862 in Santiago de Cuba, BACARDI Superior rum is the world's best-selling premium rum brand. BACARDI is the original, mixable light-bodied clear rum, five times distilled and five times filtered and aged a minimum of 1 year in charred American white oak barrels. For more than 100 years BACARDI rum has been used to craft unique drink recipes that have now become world favorites. Other brands try to mimic the taste, but no brand can come close to smooth, distinguished taste of BACARDI rum.

About Bacardi U.S.A., Inc.

Bacardi U.S.A., Inc. is the United States import, sales and marketing arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDI® rum, the world's favorite and best-selling premium rum, as well as the world's most awarded rum; GREY GOOSE® vodka, the world-leader in super-premium vodka; DEWAR'S® Blended Scotch Whisky, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top-valued premium gin in the world; CAZADORES® blue agave tequila, the number-one premium tequila in the world; MARTINI® vermouth, the world-leader in vermouth; and other leading and emerging brands.