

Press Release



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Marina Bay Sands unveils 'Raising the Bar: A Mixologist Series'

Year-long programme to elevate the Bar experience at six outlets in Marina Bay Sands

Singapore (26 Jan 2013) – Marina Bay Sands has introduced its very own 'Raising The Bar: A Mixologist Series' to celebrate the art of bartending and to highlight the diverse cocktails available at its bars, setting the stage for a more exciting cocktail scene this year.

The year-long programme focuses on stirred and shaken concoctions by the bartenders and mixologists from db Bistro; Sky on 57; Waku Ghin; CUT; Pizzeria and Osteria Mozza and Fuse. Above all, it will display the distinctive bar experiences offered at each establishment, ranging from the refined elegance at Waku Ghin to the energetic buzz at Osteria Mozza's Amaro Bar.

The bartenders of each establishment will showcase their unique style, flair and creativity visually through a series of videos to be screened on Marina Bay Sands' Facebook page starting this month. The online campaign will complement the activities at the bar, where each month, a featured cocktail will be available at an exclusive price to guests holding a 'Raising the Bar' card.

With this card, guests are entitled to a stamp if they purchase the featured cocktail of the month. Upon collecting stamps from three different participating bars, guests will stand the chance to win a Marina Bay Sands Mixologist Toolbox (valued at S\$500) in two lucky draws, scheduled to take place in April and July.



(Above) Mixologist Toolbox inclusive of a bottle of Gin and Vodka as the lucky draw main prize

Mr Tamir Shanel, Vice President of Food & Beverage, Marina Bay Sands said, “Apart from offering one of the best dining experiences in town, Marina Bay Sands has been creating an undeniably great bar experience. The “Raising the Bar” programme allows us to reach out to more customers and fans of our Facebook page, and our aim is simple: to give insights on what goes into creating some of the best cocktails in town.”

The videos, which are now live on the Marina Bay Sands Facebook page, allow guests to delve into each bar’s personality and concept. *Waku Ghin’s* The Bar is the pinnacle of refined Japanese-styled cocktail making. Guests can enjoy well-mixed classic cocktails such as the Gimlet and Martini, punctuated by hand-carved ice and the precision associated with Japanese mixology customs. *Osteria Mozza’s Amaro Bar* features Italian aperitivi-style cocktails with an emphasis on seasonal fruits, herbs and spices. Over at CUT, bartenders shake up deliciously potent cocktails like the cheekily named “Rough Love” and “Dance Naked”, with rock n’ roll pizzazz. Located 200 meters above ground, Sky on 57’s Outdoor Terrace sets the perfect backdrop for evening cocktails in the sky while FUSE, the hotel’s lobby bar, showcases fruit-infused cocktails at its best.



(Above) db Bistro Moderne’s signature cocktail: Bloody Corpse will be the first featured cocktail as part of the Mixologist Series

The “Raising the Bar” programme will be launched officially on the second day of Epicurean Market, Marina Bay Sands’ inaugural food and wine celebration for the public. Guests will participate in a cocktail demo session presented by three bartenders from Mozza, CUT and db Bistro Moderne. The session, titled “The Gin Series”, uses the common ingredient, gin, to bring out three different concoctions from each bartender.

Visitors will also receive the ‘Raising the Bar’ card at the participating bar outlet’s booth at Epicurean Market. More information of this programme is available at Marina Bay Sands’ Facebook page: <https://www.facebook.com/marinabaysands>.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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