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FOR IMMEDIATE RELEASE

Brooke Goff
(601) 852-3463
brooke@eatcities.com

HELP CREATE THE OFFICIAL COCKTAIL OF THE MISSISSIPPI GULF COAST

MISSISSIPPI COAST - Calling all Bartenders & Chefs! Your help is needed to create the Official Cocktail of the Mississippi Gulf Coast!

Visit Mississippi Gulf Coast has partnered up with Rougaroux Rum and Eat MS Coast to set about the task of creating an Official Cocktail of the Mississippi Coast! The effort will involve recipe submissions, professional judging, tasting parties and more to make sure the winning cocktail has the local seal of approval.

To be eligible to enter a recipe for consideration one must be employed as a chef, cook or bartender at a restaurant or bar located in Mississippi's Hancock, Harrison or Jackson counties. If you'd like to enter a submission, start by simply submitting an "intent to compete" form online at eatmscoast.com/cocktail.

Interested parties may declare eligibility and submit recipes to the competition now thru March 24 using the online form. More information, rules and recipe guidelines may also be found online.

"We are excited to partner with Eat MS Coast and Rougaroux Rum to establish a signature drink for the region. We think this cocktail will become synonymous with the destination, a drink that's laid-back, coastal and pairs well with a beautiful sunset," said Visit Mississippi Gulf Coast Executive Director Renee Areng.

"When the project was suggested to us, we were eager to accept it. It's our privilege to help make this contribution to the culinary culture of the Mississippi coast," said Andy Chapman, founder of Eat MS Coast.

Johnny Culpepper, Vice President of Sales & Operations at Donner Peltier Distillers, the makers of Rougaroux Rum, said, "We are excited to share our premium Rougaroux Rums with the Mississippi Gulf Coast culinary and cocktail community to create a signature cocktail for friends and visitors to enjoy for years to come. We look forward to joining Visit Mississippi Gulf Coast and Eat MS Coast for this venture, and together bringing you tasting parties, future promotions, and ultimately the official cocktail of the Mississippi Gulf Coast."

After March 24, a selection of official cocktail "finalists" will be chosen from the recipe entries by a panel of culinary professionals from outside of the region who will participate in a series of blind taste tests.

Cocktail enthusiasts will have the chance to vote for their favorite of the finalists online or at live tasting parties to be held across the Mississippi Gulf Coast in April. Follow [@eatmscoast](https://www.facebook.com/eatmscoast) on Facebook or Instagram for dates and locations.

(more)

Coastal cocktail history is about to be made. Cheers to the soon to be Official Cocktail of the Mississippi Gulf Coast!
For more information, visit eatmscoast.com/cocktail.

Visit Mississippi Gulf Coast is an organization charged with promoting South Mississippi as a tourism and convention destination worldwide. Its mission centers on attracting ever-increasing numbers of leisure, convention, sports and business visitors to the area. It is dedicated to maximizing the travel and tourism industry for South Mississippi. To learn more, visit gulfcoast.org.

Eat MS Coast (EatMSCoast.com) helps locals and visitors alike discover the best local eats and culinary events on the Mississippi Coast. Eat MS Coast and its sister brands, Eat Jackson (EatJackson.com), The Mississippi List (MississippiList.com) and Eat Y'all (EatYall.com), are locally owned and operated by Eat Cities, LLC, a Gulfport company. Follow Eat MS Coast on social media at [@eatmscoast](https://twitter.com/eatmscoast).

Donner Peltier Distillers is located in the small town of Thibodaux, Louisiana and is the makers of Rougaroux Rums, LA1 Whiskey, and Oryza Vodka and Gin.

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