



# The Museum of the American COCKTAIL

**THE MUSEUM OF THE AMERICAN COCKTAIL PRESENTS**



## **CONTEMPORARY COCKTAILS**

Join Willy Shine and Aisha Sharpe of *Contemporary Cocktails, Inc.* for an exciting presentation sponsored by the Museum of the American Cocktail. Come taste the new flavors that have inspired exotic cocktails from two of the country's most creative mixologists. Several spirits will be demonstrated - two of them cane spirits: Depaz Rhum and Sagatiba Cachacca; the third product featured will be Barsol Pisco, one of the oldest and finest producers of Pisco, produced from grapes grown in the deserts of Peru.



**AISHA SHARPE & WILL SHINE**



**AISHA SHARPE** After having opened numerous cocktail bars in New York City since 1997, Aisha Sharpe founded Contemporary Cocktails, Inc., in 2006 with her partners Willy Shine and Kris Carr. Since that time they have worked with several liquor companies and distributors, as well as bars and restaurants, creating original cocktails and training staff in preparing them. They are known for using an alcoholic beverage's unique flavors, aromas, and colors, and creatively blending them with fresh, seasonal ingredients. Their mixology skills have been featured in several newspaper and magazine articles and on television shows, and last year they won the cocktail competition at World Cocktail Day in Las Vegas. In addition, Contemporary Cocktails Inc. has been giving cocktail and spirit seminars throughout the country.



**WILL SHINE** Willy Shine has been a trailblazer in the hot spot scene in cities such as Boston, Aspen, Nantucket, and most recently New York City. Having initiated his career in the Boston night club scene, Willy's natural talent for cocktail design, execution, and, bar staff training quickly led him to positions at leading national venues. His tenure at the Pearl, an Asian fusion restaurant in Nantucket, is where he created the island's first true cocktail program working closely with the chef learning culinary techniques, balance of flavors and new inventive ingredients to use behind the bar. Most recently, his exceptional beverage program at the Biltmore Room in New York City, a three star

Modern American restaurant, resulted in his recruitment to B.E.D. NYC, to create his vision of a modern take on an authentic cocktail bar, restaurant and lounge. At B.E.D., he met and formed a long lasting partnership with Aisha Sharpe. Together, they initiated and formed the cocktail creation and bar consulting company known as Contemporary Cocktails, Inc.

**About Contemporary Cocktails Inc.**

Contemporary Cocktails Inc. is BAR (Beverage Alcohol Resource) certified and is the supervisor of the Beverage Alcohol Resource (BAR) Program which is the spirits and mixology equivalent of a Master of Wine or Master Sommelier program. It is New York City's premier cocktail consultant company specializing in hand crafted cocktails, spirit education and mixology seminars.

Contemporary Cocktails Inc. is also a cocktail catering company servicing anything from intimate private parties to large scale events. They provide top professional bartenders who have all been trained in the classic styles and techniques of a lost era by using only the best of products and hand pressed juices for the freshest of quality.

Contemporary Cocktails Inc. is a cocktail design company that customizes cocktails to fit any venue, party or event by demographic, flavor profile, or theme, and, is a beverage programming company that will design a profitable and efficient beverage system for any venue. They design efficient bars for speed and ultimate profitability to fit any concept from the neighborhood talk house to 4 star restaurants.