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**FOR IMMEDIATE RELEASE****HIGHWOOD HOSTS FIRST ANNUAL BLOODY MARY FEST:  
CHICAGOLAND PROFESSIONAL AND AMATEUR MIXOLOGISTS  
COMPETE FOR TITLE OF BEST BLOODY MARY**

**HIGHWOOD, IL (JULY 2010)**---The City of Highwood is holding it's first Bloody Mary Fest on Wednesday, August 18th at the weekly Evening Gourmet Farmer's Market. From 3 to 8 pm, market goers can taste infamous Bloody Mary recipes from the best Chicago and North Shore area restaurants and bars. Come witness the mixing of ingredients and the thrill of the competition!

"Bloody Mary's are not just for brunch anymore!" claims Highwood Alderman Eric Falberg, the mastermind behind Bloody Mary Fest. "What started out as a simple drink made of vodka and tomato juice has evolved into a meal in itself with garnishes from celery sticks, pickles, olives, shrimp, pepperoni, pepperocini, pickled asparagus, you name it—a salad in a glass with a kick."

The origin of the Bloody Mary ties back to Chicago, making our city the frontrunner in creating the top Bloody Mary recipes. Throughout the past century the drink has transformed itself from simple to sophisticated. Additional ingredients as well as alternative names for the drink have also become popular. We hope to see a variety of Bloody Mary's at the Highwood Fest!

The City of Highwood is sending a call out to bars, restaurants and professional and amateur mixologists from the Chicagoland and North Shore area to participate in this festival. Sponsored by 4 Rebels vodka (<http://www.4rebels.com>), each competitor will receive a free bottle of vodka to make their recipes with, and is responsible for bringing their own ingredients to mix, concoct, and perfect enough for five Bloody Mary's that will be tasted by local celebrity judges (TBA).

The top three Bloody Mary's will be announced at 7pm. The winner of the First Annual Bloody Mary Fest will be rewarded with a trophy, recognition throughout the local media, and bragging rights for the year! The competition fee is \$25 for both professional and amateur contestants. Application forms are available at [www.celebratehighwood.com](http://www.celebratehighwood.com) or calling Highwood City Hall at 847.432.1924.

Attendees are invited to buy a souvenir Bloody Mary Fest glass good for free samples from Chicago and North Shore establishments that will be exhibiting and selling their own Bloody Mary concoctions. Additionally, the sounds of North Shore favorite Cirrus Falcon (<http://www.cirrusfalcon.com>) will be blazing in the background, for market goers to dance along to the mixing!

## **The History of the Bloody Mary**

The half vodka, half tomato juice cocktail was invented in the early 20s by bartender Fernand Petiot at the New York Bar in Paris. He and his drink came to the US in 1933 and the additions crept in. Pete added black pepper, cayenne, Worcestershire sauce, Tabasco and lemon juice. The legend goes that he named the drink Bloody Mary because it reminded him of the Bucket of Blood Club in Chicago, and a waitress there named Mary.

Most bartenders agree that a great Bloody Mary requires at the very least good tomato juice and fresh lemon juice (and vodka of course). The simplest recipe is just 1 1/2 ounces vodka, 1/2 cup tomato juice, 2 teaspoons fresh lemon juice, Worcestershire sauce, Tabasco and pepper and salt to taste, with one celery stick and one lemon wedge for garnish. Mix it all together with a cup of ice cubes, shake, strain into a tall glass filled with more ice cubes. Garnish.

And everyone's getting schmancy with the garnishes. Beyond the lemon or lime wedge or celery, mixologists use dilly green beans, stuffed green olives, strips of bell pepper, baby carrots, pepperoncini, anything pickled—okra, asparagus, just plain crunchy pickle spears or even pickled fiddleheads curled bashfully over the edge of the glass, shrimp and even smoked salmon all rolled up.

Naturally, there are many variations. With tequila it's a Bloody Maria, with sake, a Bloody Geisha. A Bullshot is with beef bouillon instead of tomato juice and the Caesar is with Clamato juice. A Bloody Biker has a dash of olive juice and habanero sauce and many like to add wasabi or fresh horseradish to the drink. The Russian is 1 1/2 oz. vodka, 3 splashes Tabasco, 1 oz. plain yogurt, 1 t. grated onion, dash of black pepper and a sprig of parsley, shaken and poured over ice with the parsley garnish. It's good, don't worry.

## **About The City of Highwood**

Highwood was founded in 1868 by William Wallace Everts, a Chicago civic leader and world-renown educator. His concept of a family-based community has endured for more than a century. The beautiful Everts Park, in the heart of downtown Highwood, has been named in the founder's honor. Benches and trees in the park celebrate and remember people who, through turbulent times and peaceful ones, built and sustained the community. Many of Highwood's street names recall Everts' family and friends whom the founder encouraged to build homes here. Residents of Swedish, Irish, Italian, Latino and other heritages have since populated the community, each enriching the community through their cultural traditions.

The Village of Highwood was incorporated in 1887. The name briefly became Village of Fort Sheridan and then City of Fort Sheridan. In 1904, the community officially became known as the City of Highwood. Fort Sheridan, a former army base northeast of the City, has had a profound influence on Highwood's development, and it continues to do so today as part of its land, incorporated into the City, nearly doubled Highwood in size. Today, Highwood is blending the past and present with exciting new plans for its future.

The City of Highwood, IL administrative offices are located at 17 Highwood Avenue Highwood, Illinois 60040. For more information, please visit <http://www.celebratehighwood.com> or <http://www.cityofhighwood.com> Tel: 847.432.1924.