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THE FIRST-EVER MARTINI EXPO DEBUTS IN BROOKLYN THIS SEPTEMBER

Presented By The Mix With Robert Simonson, the Two-Day Event will Spotlight the Cocktail's Cultural Impact, Evolution, and Renaissance

(August 11, 2025, Brooklyn, NY) This September, The Martini Expo—a first-of-its-kind convention dedicated to the culture, craft, and legacy of the Martini—will debut at Industry City in Brooklyn on September 12 and 13. Presented by the award-winning publication *The Mix with Robert Simonson*, the two-day event will explore the Martini's enduring influence through curated tastings, thought-provoking seminars, appearances by leading bartenders, and much more. "The Martini is the greatest cocktail of all time," said Simonson. "Not only does it deserve a convention of its own, it can support one. And there is no better time than now, when the Martini is even more popular than ever."

Kicking off Friday, September 12, 2025, *The Martini Expo* will open with a ticketed dinner and Martini pairing experience at *Confidant*, the acclaimed new restaurant at Industry City. On Saturday, a full day of programming will follow, featuring expert-led sessions on the cocktail's history, variations, and cultural relevance, along with brand showcases from leading gin, vodka, vermouth, and bitters producers. A dedicated book corner will offer author meet-and-greets and Martini literature for purchase, while the evening *Martini Mixer* will spotlight a rotating lineup of top bartenders from premier Martini destinations in New York and beyond. Additional events across the city will be announced in conjunction with *Martini Expo Week*, running from September 7-14.

Notable participants (subject to change) include Dale DeGross, Julie Reiner, Allen Katz, Masahiro Urushido, Kenta Goto, Keli Rivers, Lowell Edmunds, Dave Arnold, and Sarah Morrissey, with a full lineup to be announced soon. Brand partners include *Fords Gin*, *Haus Alpenz*, *Farmer's Gin*, *Sipsmith Gin*, *Tenmile Distillery*, *Second Sip*, *House of Suntory*, *Barr Hill* and *Ten Speed Press*, among others. Hearty food will be provided by *Hamburger America* by George Motz the legendary *Crif Dogs*, and local food offerings from vendors located within Industry City. Caviar will be provided by Tsar Nicoulai Caviar to accompany martinis coming out of the Martini Masters Bar.

Tickets will go live July 18, on TicketStripe. A portion of proceeds from ticket sales will benefit In Service Society, a non-profit organization founded to support the hospitality industry.

More information and updates can be found at martiniexpo.com

The Martini Expo marks the first live event from *The Mix*, the Substack publication created by James Beard Award-nominated journalist Robert Simonson and Mary Kate Murray. Since launching in 2022, *The Mix* has become a trusted voice in cocktail, food, and cultural storytelling—earning a 2023 Spirited Award nomination and winning an IACP Award in 2024. Martini Expo is produced in conjunction with Claire Bertin-Lang of Hero Events Group, a full-service event production group that specializes in high-end brand experiences, product launches, and hospitality, food & wine, and spirits event management.