



**FOR IMMEDIATE RELEASE**

Christina Thigpen  
The Ballantyne  
704-248-2010  
[cthigpen@northwoodoffice.com](mailto:cthigpen@northwoodoffice.com)

### **THE BALLANTYNE TO HOST BALLANTYNE WHISKEY FEST**

*Exclusive Event Will Feature Whiskey Tastings, Meeting Master Brand Ambassadors, Seminars & Dinner*

CHARLOTTE, N.C. (September 18, 2017) –[The Ballantyne, a Luxury Collection Hotel, Charlotte](#) will present Ballantyne Whiskey Fest, a once-in-a-lifetime event for bourbon and all whiskey lovers, on Saturday, October 21. The day-long event will include whiskeys from around the world tastings from noon to 4 p.m. Educational seminars will be hosted during this time by each of the brand ambassadors and followed by a cocktail reception at 6:30 p.m. and Bourbon Ball Dinner from 7 p.m. to 9:30 p.m.

Seminar leaders include Adam Harris, National American Whiskey brand ambassador; Rachel Ford, Maker's Mark Diplomat for the East Coast, and Bill Samuels Jr., chairman emeritus of Maker's Mark; Michael Egan, national brand ambassador, Irish Whiskey, and Gardner Dunn, east coast brand ambassador, Japanese Whisky; and Bobby "G" Gleason, master mixologist and spirit trainer at Beam Suntory, and Kevin Creasy, Western NC Beam Suntory Ambassador.

In conjunction with the seminars, attendees can enjoy tastings, live entertainment and cocktail demonstrations by local mixologists at The Ballantyne's South Lawn.

"We have wanted to bring an event of this magnitude for years to The Ballantyne. With our extensive whiskey collection and popular Whiskey Club of Ballantyne, we offer the ideal venue to provide the complete whiskey experience," said Peter Grills, general manager at The Ballantyne.

The cost is \$275 per person (inclusive) and includes admission to the tasting, two educational seminars (first-come, first-served basis) and cocktails and dinner. Extend the experience by attending an exclusive Maker's Mark tasting brunch with Bill Samuels Jr. on Sunday, October 22 at 11 a.m. for \$75 per person (plus tax & gratuity).

Twenty percent of the event's proceeds will benefit [Second Harvest Food Bank of Metrolina](#).

Reservations are required at 704-248-4100 or [gallery-restaurant.com](http://gallery-restaurant.com).

Overnight accommodations will be available at a rate of \$179. For reservations, visit <https://www.starwoodmeeting.com/Book/BallantyneWhiskeyFest>.

**About The Ballantyne, a Luxury Collection Hotel, Charlotte**

[The Ballantyne](#), a [Luxury Collection](#) Hotel, Charlotte is a Forbes Four-Star and AAA Four-Diamond award-winning hotel located in Charlotte, NC. Featuring 208 elegant guest rooms and suites, The Ballantyne also offers a four-bedroom Cottage and a Lodge group retreat with 35 spacious guest rooms. Guests can enjoy meeting and event facilities, [spa](#), fitness, indoor and outdoor pools, [golf](#), [Dana Rader Golf School](#), tennis and dining at [Gallery Restaurant](#). The Ballantyne is owned and managed by Northwood Hospitality. For more information and reservations, call 866-248-4824, visit [theballantynehotel.com](http://theballantynehotel.com) or follow [Twitter](#), [Instagram](#) and [Facebook](#).

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