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**New 'Artisanal Cocktail Coaching' Teaches
the Art of Mixology with Hands-On Experience**

Riviera Maya, Mexico, July 9, 2012: Learn how to mix Mojitos, Margaritas and other popular cocktails the way expert bartenders do by immersing yourself in the art of mixology with a unique hands-on program introduced at the Viceroy Riviera Maya (www.viceroyrivieramaya.com).

Artisanal Cocktail Coaching teaches professional mixology skills and insights that can easily be applied at home – and incorporates actually working at the resort's Coral Bar to hone your newly acquired knowledge.

"More than a class, Artisanal Cocktail Coaching is an experience where our guests learn mixology from the bottom of the glass up," explained General Manager Pedro Lara. "The full scope of mixology is covered, including understanding the unique characteristic of each ingredient, rules and techniques of blending, putting the perfect final touches on a cocktail, and practical application by working at our Coral Bar as part of the mixology team."

Guests not only learn to make a variety of different drinks like a professional bartender, but also sophisticated specialty cocktails that have been created by the master mixologists at the Viceroy Riviera Maya. These include Mojitos in fruit flavors, including Very Berry and Citric; Popsicle Margaritas, in such flavors as Ginger, Pineapple and Cilantro, and Watermelon Smash, garnished with a popsicle of a complementing flavor; Micheladas, prepared cocktails that are similar to a Bloody Mary; and Carafe sparkling drinks in unique flavors such as Julep (with aged rum, gin, sour orange and mint leaf) and Mango Basil (with rum, prosecco, mango nectar, sour orange and basil leaf). See the attached Viceroy Riviera Maya Cocktail Menu.

Artisanal Cocktail Coaching is available for one guest, a couple, or small groups. Rather than held at a set time, it may be arranged at a time convenient for the guests. It is conducted by the Artisan Mixologist Master at the Coral Bar.

The cost is \$85 per guest and includes all the alcohol, mixers and other ingredients. The training is approximately 1 ½ hours, followed by about 1 ½ hours of working at the bar. In recognition of their new skills and understanding of mixology, guests receive a diploma certifying them as an 'Artisan Cocktailier.'

“By transcending the traditional class concept with a fully immersive, hands-on experience, guests are instilled with the ability and confidence to dazzle their friends back home with the most professional cocktails,” added Mr. Lara.

The Viceroy Riviera Maya is a serene hideaway of sugary-white sands lapped by the warm Caribbean and a jungle ambiance of ferns, palms and guava trees. The resort merges every luxury amenity with dramatic sea and jungle, bringing together the best of the destination. All 41 villas feature a private patio and plunge pool, outdoor shower, and a high-ceiling, thatched-palapa roof that resonates with the jungle environment. Guests enjoy fine dining on the sea-view loft of La Marea, Mexican-Mediterranean fare at beachside Coral Grill, a Maya-inspired spa, and state-of-the-art workout equipment in the fitness center. The resort has its own pier where guests can sunbathe, enjoy massages, savor romantic dinners, and may be conveniently picked up by boat for snorkeling, diving and other excursions. The six-acre resort is on the Caribbean coast of Mexico’s Yucatan Peninsula 40 miles south of Cancun International Airport, and three miles north of popular Playa del Carmen, known for its beach scene, restaurants, boutiques and nightlife. For more information and reservations, contact Viceroy Riviera Maya at 866-332-1672 or reservations@viceroyrivieramaya.com.

About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in **Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia** and **Zihuatanejo** with forthcoming openings in Istanbul and Bodrum, Turkey.