

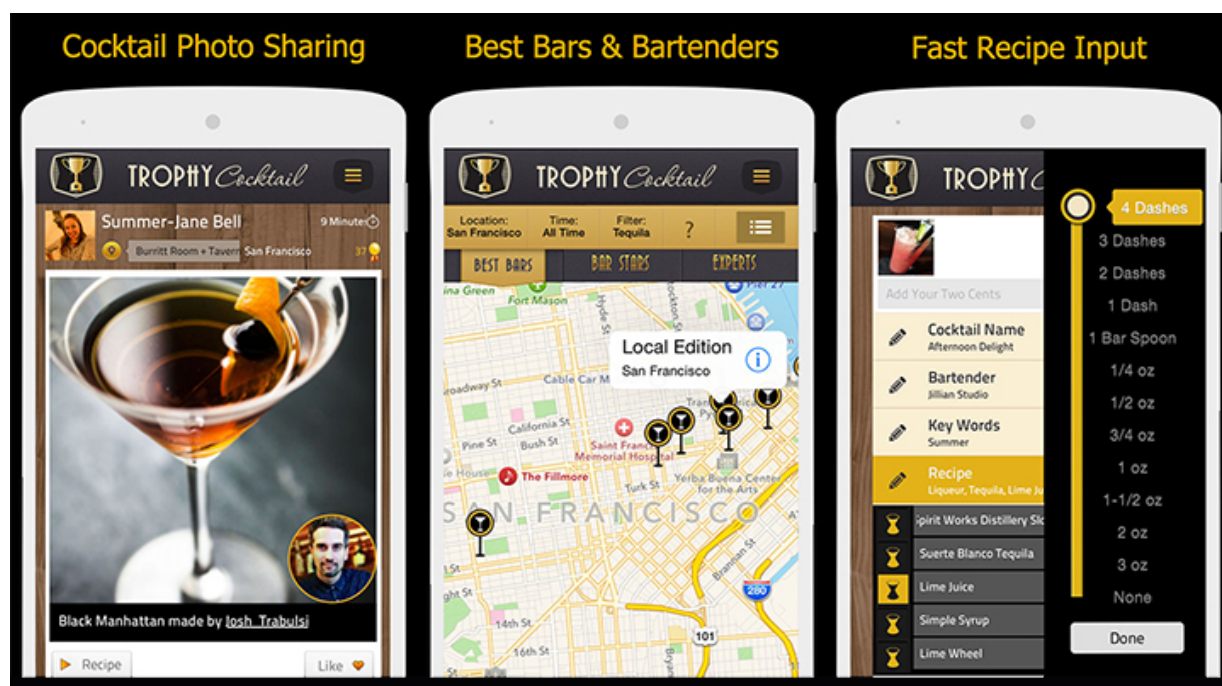
FOR IMMEDIATE RELEASE
Summer-Jane Bell
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TrophyCocktail Highlights the Best in Craft Cocktails

Where Will You Drink Next?

San Francisco, CA — TrophyCocktail, the free mobile app for iPhone and Android, is the world's first, at your fingertips, visual guide to bars across the world and their respective drinks. Available now for download, TrophyCocktail is a photo sharing app focused exclusively on cocktails. However, when you add powerful search capabilities, drink tagging, and an all-star list of experts, it becomes a powerful and highly engaging bar and drink discovery tool. By incorporating crucial details like the spirits, brands, keywords, custom ingredients, flavor profile notes, and garnish details, users are able to create insightful posts all while giving credit to the bartender who mixed the drink.



Near a bar and wondering what the cocktails are like? Check out the bar's profile and instantly retrieve a list of drinks along with the recipes and bar staff. Like a particular bartender's mixing style? View their profile to get an up-to-date glimpse of their most recent cocktails and where they're being served. Looking for negative reviews and long rants? Not here! TrophyCocktail is all about showcasing the best.

Sharing the news of a fantastic new cocktail is easy! Just snap a photo with TrophyCocktail or choose an existing one, tag the bar and bartender, and input the recipe and you're ready to go. Don't worry if the drink calls for something special, our custom spirits database was made with a focus on craft. And if you want to tell the world, TrophyCocktail can add your post to Facebook, Twitter, Pinterest, and Tumblr.

Follow like-minded cocktail enthusiasts, bartenders, drinks media, and industry aficionados in a community dedicated to exposing the best drinks globally. This includes over 30 amazing experts providing their insider perspective. TrophyCocktail is the only app to become a certified national partner with the USBG (United States Bartenders' Guild). Tapping into the knowledge of the TrophyCocktail collective is easy with powerful filters that lets you search by bar, bartender, spirit, keyword, timeframe, and geographic location.

Download TrophyCocktail for iPhone or Android today at www.trophycocktail.com.

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About TrophyCocktail:

TrophyCocktail was developed and co-founded by a husband and wife team uniquely positioned to the task. Summer-Jane Bell is an award winning bartender in the San Francisco Bay Area as well as President of the SF Chapter of the U.S. Bartenders' Guild. Bill Stephens is a 20 year veteran of the tech industry. Both appreciate excellence in all it's forms.

Links to TrophyCocktail:

iOS: <http://apple.co/1XQ81Fw>

Android: <http://bit.ly/1NrQOiB>

Founders and Titles:

Bill Stephens

CEO and Founder, TrophyCocktail

Summer-Jane Bell

Co-Founder and VP Marketing, TrophyCocktail

All-Star Expert Panel includes:

Sother Teague

Bar Manager Amor Y Amargo
New York City

Justin Lavenue

The Roosevelt Room
Owner Operator, Austin

Suzanne Long

Tiki Expert and Educator
Owner of Longitude, Oakland

Philip Dobard

Producer, Educator, Cocktail Judge
VP of the SoFAB Institute and Director of the Museum of the American Cocktail

Eric Quilty

Co-Founder Jupiter Olympus
Bar Manager at Bon Marché, SF

Matt Pietrick

Rum Cocktail Enthusiast
Cocktail Wonk Blogger, Seattle

See website for a full list: www.trophycocktail.com

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