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PRESS RELEASE

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SWEET CRUDE WINS THE SIGNATURE MIDLAND COCKTAIL COMPETITION

*Jamie Rogers with Just Right Cocktails created the cocktail to rein over
the Tall City cocktail title.*

Midland, Texas – On Thursday, Nov. 20, the Midland Convention and Visitors Bureau (CVB) hosted the **Signature Midland Cocktail Competition** at the Homewood Suites by Hilton, 1401 Tradewinds Blvd. A panel of eight judges from across the city were selected to sip, taste and vote to name the Signature Midland Cocktail. Fifteen entries were submitted in advance to compete for the title.

“The Midland CVB works to promote and enhance Midland experiences and we want our city’s restaurants and bars to pick up this recipe and share the sweet hospitality of Sweet Crude’s cocktail with everyone,” said Sarah Marston, communications & sales manager for the Midland CVB. “The purpose of this is to provide an enhanced, packaged visitor experience in Midland, and leave a unique lasting impression.”

Jamie Rogers, owner of Just Right Cocktails and creator of the winning cocktail, said, “Sweet Crude was inspired by the sweet nature of our community, our deep roots in family and values, and the refreshing future to come.”

Competitors were allowed 10 minutes to create a cocktail for each of the eight judges. One by one, each cocktail was announced with their creator to identify the ingredients and why it should be named Midland’s Signature Cocktail. Approximately 75 tourism partners and community business leaders attended the mixer and competition to cheer on their favorite drink while networking at the Homewood Suites.

The competition took a twist near the end and Sweet Crude was originally tied with The Sky’s the Future cocktail created by Paul St. Hilaire. The two top winners were judged on highest “Midland Experience” marks, making Sweet Crude the official Signature Midland Cocktail.

“As you breathe in and swallow you will taste a light, crisp, citrus on the back of your tongue,” said Rogers. “This represents the refreshing newness of Midland. We are growing and expanding in not only size but in the new modern designs of our buildings and companies coming here to make Midland their home. Our expansion in drilling and our new space program, all of these and so much more are paving a fresh and exciting new part of Midland. However, no matter if you are a part of old Midland or new, which is symbolized by the two raspberries on each side, the one thing that has always kept us going is that Sweet Crude.”

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Out of 15 entries, the top five cocktails were:

1. Sweet Crude by Jamie Rogers at Just Right Cocktails
2. The Sky's the Future by Paul St. Hilaire
3. The Fracking Abbey by Carla Holeva at Basin PBS
4. Midland Boom by Maggie Mae at Springhill Suites Midland
5. Mudland- The Soil of West Texas by Clair Nelson, Sarah Luginbill, Michelle Moses and Jenny Wheeler

Winning Cocktail Recipe:

Sweet Crude

By Jamie Rogers

1.5 ounces Raspberry Vodka

1 ounce Chambord

.5 ounce Cointreau

3 ounce Light Cranberry Juice

Splash of lime juice

Splash of simple syrup

2 drops of black food color

In a shaker with ice, shake for 10-15 seconds and strain into a 6-ounce cocktail glass rimmed with brown sugar. Add two drops of black food color in the center of the glass, allowing it to sink to the bottom. Using a long stir stick, garnish with two raspberries one on each side of the food coloring and place it across the top. *Rim glass in simple syrup then brown sugar*

*Rogers notes: Must use Light Cranberry Juice, if you do not have Light Cranberry Juice, dilute regular Cranberry Juice half and half with water.

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination. For more information on the Midland Convention & Visitors Bureau or to request a free Midland Experience Guide and Map, call (800) 624-6435 or visit www.visitmidlandtexas.com/Guides-and-Brochures.

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