

Shake, Blend & Pour to Win!

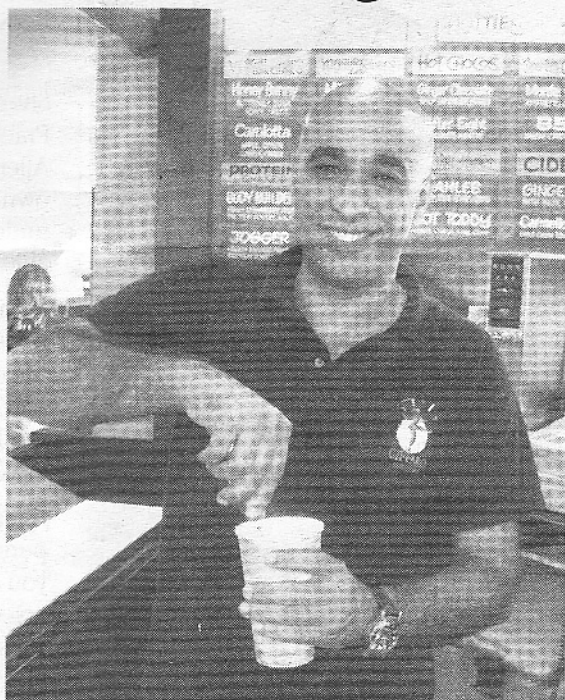
taking the mocktail challenge

They're very popular throughout Europe. And there's a lot of prestige associated with winning a Mocktail competition. Most bartenders worth their keep will compete for mocktail supremacy.

On June 18th, a little of that competitive spirit will pervade Granville Island with the first annual Giffard's West Coast Mocktail Challenge. From 11 am to 4 pm, the Market Courtyard will be transformed into a fun and fierce bar competition featuring the best and quickest bartenders from Vancouver, Victoria, Whistler and the Okanagan. Watch and learn as these seasoned bartenders drink up the challenge of improvising a special mocktail recipe using one Giffard's fruit syrups. This French-based family owned and operated company known for its specialty liqueurs and one hundred percent fruit purees, is challenging adults to say "non" to its full flavourful and fun cocktail suitable for all ages to drink.

"In Europe the whole family goes to the bar and enjoys drinks that are both alcohol based and then those that are for the kids, that look like what their parents are drinking," says Sherif of Nons Drinks To Go, co-sponsor of the event with CMHC - Granville Island, Giffard, Choices Wholesaler, Lentia and North Leaf. "In Canada, the hospitality industry is slowly catching on to the creative juices required to make a tasty mocktail," he adds wryly.

Consistently recognized as Frankfurt, Germany's top bartender he left all that



Sherif serving smiles and Granville Island Coladas at Nons Drinks To Go and now he is challenging other bartenders to concoct the best tasting mocktails on Father's Day.

acclaim behind when he moved to Vancouver with his new wife, Christa.

He opened Nons Drinks To Go seven months ago, and is slowly building a budding clientele from the budding dancers at Arts Umbrella, the students at Emily Carr and the merchants and staff on Granville Island. But he would like to see everyone living in False Creek go Nons as the healthier alternative to sugar-laden drinks.

Hence the challenge to contestants to be independently judged for recipes that use up to 5 ingredients only. Gentlemen and Gentlewomen start your blenders!