



X-TREME FLAIR

@ APRÈS, MALL OF THE EMIRATES, APRIL 4 2009 FROM 3PM

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Media Release

X-TREME FLAIR @ Après – National Platform for Dubai’s Best Bartenders

The long awaited and highly anticipated return of X-Treme Flair to Dubai is fast approaching, as the city’s best flair bartenders prepare to go head to head in the first round of a revamped National competition to be held at Après, Mall of the Emirates, **Saturday, 4 April 2009**.

The X-Treme Flair Competition is a high impact, “extreme sports” style event that will take place throughout 2009, with the series acting as a springboard to position Dubai on the international flair bartending circuit in 2010, alongside the likes of London and Las Vegas.

Organiser, Nick Hancock, Bar Development Manager, Emirates Leisure Retail (ELR) and World Flair Association Ambassador for the UAE, says consciousness of the flair bartending scene was first raised through iconic cult flick Cocktail some twenty years ago.

“While the movement has evolved over the past two decades and now has a worldwide following, the concept remains true as competitors throw bottles and cocktail shakers in complex, stylish moves choreographed to music.”

A great afternoon of action for the public, the event will feature a line-up of thirty of the region’s best flair bartenders who will battle the bottles at the base of Ski Dubai – in contention for the top prize of 10500AED and the title of Dubai’s Leading Flair Bartender.

Last held in September 2006 at Après, this year’s event promises to be a definite crowd pleaser as reigning flair master Daniel Fery, Buddha Bar (Grosvenor House) defends his title – this time against some hot local and international talent who have arrived on the UAE scene to mix at Dubai’s top bars in recent years.

Nick maintains that while this is serious business for the bartenders up on stage, it’s a great chance for people to come down to witness these guys in action, take in the live DJ and enjoy SKYY cocktails all day!

Competitor Entry Information

Entrant’s packs are available at Après, Mall of the Emirates.

For further information contact Nick Hancock on nickh@elr.ae or 0506531029 or visit Facebook - World Flair Association, Middle East.

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