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EVENT SCHEDULE

6:00
Sample the culinary and cocktail creations of all competitors and refresh yourself with a juice mocktail or an iced coffee.

Vote inside or on the patio for your favorite cocktail and your favorite appetizer.

Visit the raffle station outside to win exciting getaways and adventures—including Red Sox tickets—all to benefit Hitchcock’s year-round environmental education programs! Purchase a ten-pack of tickets and experience the winning cocktail after the judging!

7:30
Voting ends.

Top three cocktails announced and competition begins, hosted by Joan Holliday with judges Monte Belmonte, Michael Kusek, and Jordana Starr.

Judges deliberate.
A word from Julie Johnson, Hitchcock Center Executive Director.

Raffle prizes announced.

8:15
Judges reveal the appetizer awards and the 2019 Battle of the Botanicals champion.

9:00
Afterparty begins!
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HITCHCOCK AT A GLANCE

Founded in 1962, the Hitchcock Center’s mission is to educate and to inspire action for a healthy planet.

Our educational framework centers on five fundamentals:

- Understanding principles of ecology
- Valuing place
- Promoting resilience
- Demonstrating sustainability in the built environment
- Educating for active citizenship

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HITCHCOCK CENTER CERTIFICATION: 23rd LIVING BUILDING in the WORLD!

“The Center’s new Living Certified Building, and the forward-thinking environmental education it supports, are catalysts for change and examples of the power of culture.”

—Anita Walker, Executive Director, Mass Cultural Council

After meeting strict performance metrics over a year of occupancy, the Hitchcock Center has become the 23rd building in the world to be fully certified under the Living Building Challenge, the world’s highest measure of sustainable design!

Our new Hitchcock Center is a resilient, self-sufficient building that generates more power than it uses, creates potable water on site from captured rainwater, and produces just 35 gallons of wastewater per day.

We worked with the state regulatory environment and the wider building industry to improve building practices to achieve more sustainable outcomes. We used locally sourced, nontoxic building materials, and developed a surrounding site that is restorative and increases biodiversity. Using the building as an educational tool, we demonstrate that it is possible to adapt the ways we build, live and work to address critical issues for our future: climate change, toxins in our environment, habitat loss, species extinction, and energy and water security.

As we engage students in hands-on design challenges and lessons on renewable energy and water conservation, we are preparing the next generation for imagining what a greener tomorrow can look like, and building the problem-solving skills, confidence, and passion to help get us there.

Join us each month for a free building tour on the first Friday at 4pm or the third Wednesday at noon to learn more about our pioneering environmental learning center!
MASTER OF CEREMONIES

JOAN HOLLIDAY has loved music since she was born. She also loves her husband Brian, her son and daughter, and all “her” kids. Her kitty cats. Her home. Friends and family. The Midwestern town where she grew up. The Valley. Reading, movies, wine, cheese. A good cocktail. The sun, the moon, the stars, the petunias on her porch, and this beautiful, beautiful earth.

COMPETITION JUDGES

MONTE BELMONTE is a radio and television host for 93.9 The River, WHMP and WGBY. He’s worked beverage tasting into his radio show and usually operates in the world of wines, but he’s been known to imbibe on a cocktail or two in his time.

MICHAEL KUSEK is the publisher of Different Leaf, a journal of cannabis culture. His first cocktail experience was at a very tender age when his aunt would let him eat the maraschino cherry out of her Manhattan. As an adult, he has the benefit of knowing several exceptional professional and amateur bartenders who have provided boundless information, substantially improving his drinking. The result is that he is really picky about vermouth.

JORDANA STARR is the co-owner of Beerology, Northampton’s homebrew shop and educational center, and the Libations columnist for Edible Pioneer Valley. A fan of well-crafted cocktails since she was a teen—wild keg parties were never her jam—Jordana has a deep appreciation for mixology as both an art and science.
For the past 60 years, we have lived and worked in the communities we serve, so we care about them. We are proud to support local non-profits and community projects throughout the region - because it’s our hometown, too.

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Free Summer Concerts in Amherst

Amherst Community Band
at Sweetser Park, 6:30-7:30 pm

- June 21 - “Broadway Showstoppers”
- July 26 - “Music from the Margins”
- August 16 - “A Night at the Movies”

Thursday Night Concerts
on the Commons, 5:30 - 7:30 pm
Free!

- July 18 - StompBoxTrio & The O-Tones
- July 25 - The Equalites & Dave Noonan’s Green Island
- August 1 - In the Nick of Time & Mister G
- August 8 - The Green Sisters & Eric Lee

More Info: amherstdowntown.com
Head Chef **COREY WEBER** started cooking at a young age with his grandma, making flakey biscuits and yeasted cinnamon rolls. That early passion for connecting through food has driven him through over ten years in the restaurant industry, from dishwasher to head chef. He has been a member of the Alvah Stone team over the past year and was instrumental in their Alvah 2.0 new menu. Continuing the restaurant’s commitment to local food and vendors, Corey has introduced new spins on fan favorites and brought a real international variety to the menu. In addition to building beautiful plates, Corey has also built a solid cohesive team of talented people to execute them. He is driven to seek connections with other cultures to learn about food and considers beets his favorite vegetable.

**TREVOR LEBLANC,** Bar Manager, spent his formative years in Ohio and moved to New England in 2007, making his way from Boston to the Pioneer Valley. Trevor has been behind the bar since day one, starting his career as a bar back in 2012 and quickly moving to crafting and creating cocktails on the front lines. Formulating the perfect new drink for a guest or teaching a patron about the history of a classic keeps Trevor engaged and content at his busy bar. Fresh ideas, ingredients, and a steady supply of thirsty clientele build the foundation of the Alvah Stone bar. His end of shift go to is a shot of Amaro Montenegro and a Miller High Life, best enjoyed on the deck while watching the Mill River rush past. When he’s not behind the bar, you can find him outside gardening or pursuing his new craft, fine woodworking.

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**THE ALVAH STONE**

**Beet**

Eat: **Beet Lavash Cracker with Golden Beet Hummus**

Drink: **Beets by Tre with Widow Jane Rye Whiskey**

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Monday–Thursday, 12pm–2pm and 5pm–9pm
Friday, 12pm–2pm and 5pm–10pm
Saturday, 11am–10pm
Sunday, 11am–9pm
Bar open between lunch and dinner
Executive Chef **MICHAEL ADAMS** has more than 20 years of experience in the hospitality industry. His extensive culinary experience began as a sous chef at Pearl’s Saltwater Grille in Savannah, Georgia. From there, Adams honed his skills as a pastry chef while training and working under some of the most prestigious chefs in New York City before returning to Georgia. Most recently, Chef Adams served as chef de cuisine at the Augusta Marriott at the Convention Center in Augusta, Georgia. Adams has served as a culinary instructor for Union Mission Rehabilitation Center, De Gustibus Cooking School, and for Lincoln Center Farmers Market. Additionally, he is the recipient of the Thistle Cup of Excellence Award. Chef Adams holds an Associate of Arts Degree in Culinary Arts from Basingstoke College of Technology in Hampshire, England where he graduated top in his class.

Bartender **VICTORIA TORTI** acquired her considerable expertise with the classic combination of devoted apprenticeship and natural talent. She spent her youth watching the bartenders at her mother’s country club restaurant in Southbridge, Massachusetts, and knew how to make a classic cocktail before she was old enough to serve. Victoria has worked her way through the world of country clubs, into hotels, finally landing at The Lord Jeffery Inn (now the The Inn on Boltwood) as a key player in their 2012 reopening. Victoria’s work has won Best in Show at the Amherst Area Chamber of Commerce’s Margarita Madness in 2012, a Howdy Award in 2014 from the Greater Springfield Convention and Visitors Bureau, and the Service Industry Award from the Hampshire County State House in 2015. Victoria currently resides in Athol with her son Avario.
Chef **RASIF RAFIQ**’S upbringing spanned three different continents before arriving in Amherst to attend college and becoming a part of the community. Beginning as a server at Bistro 63, he worked through every front-of-house and most back-of-house positions before buying Bistro 63 with his brother Rabib (RJ) Rafiq. Despite his experience, Rasif has never worked as a chef or even a line cook, but his love affair with food has been a constant presence in his life and his ideal days are spent in his kitchen creating new dishes, experimenting with flavor profiles and most importantly, learning. His palate was developed by two influential people in his life: his mother, who has spent countless hours with him on the phone from Bangladesh, guiding him in recreating his favorite childhood dishes. The second is his mentor and previous Bistro 63 owner and chef, Mauro Aniello, who not only fed Rasif throughout college, but gave him the necessary foundation to begin his journey.

Bartender **RJ RAFIQ** approaches each cocktail as a journey, often inspired by a certain spirit or flavor profile that has piqued his interest. As a perfectionist, RJ is almost never satisfied, and that fuels his creativity and ingenuity behind the bar. For RJ, the shape of an ice cube, the sugars and acids in a fruit, or simply the carbonation in a drink are all components that can be measured, tested and tweaked. His precision and techniques are matched only by the joy he displays embarking on the journey of creation. Born in Bangladesh, RJ traveled through Europe and Asia before arriving in the US, and his exposure to the mélange of flavors in each culture inspires his creations. He worked at top cocktail bars in New York City, as well as doing interior design for speakeasies and cocktail bars. He and his brother Rasif own and operate Bistro 63.
DENNIS LUPIEN, Esselon Coffee Roasting’s Executive Chef, has been working in the food service industry for 16 years. His culinary career includes restaurants from The Farm Table in Bernardston, The Drift Inn in Yachats, Oregon, and many country clubs in and around Tampa, Florida. Dennis’s menus and specials are influenced by the local farming community and his experiences from across the country. As Executive Chef he enjoys working closely with local farmers to use the freshest ingredients in the Valley at peak season.

Roast Master and Coffee Consultant Richard Thibodeau has been roasting coffee since 2003 and has been associated with Esselon since its opening. Richard began roasting after retiring from a Federal Agency where he worked in construction and construction project management.

Eat: Mint Chocolate Mousse
Drink: Mint-infused Cold Brew
Iced Coffee
Basil

Jeremy Werther, Chef and owner at Homestead, returned to the Pioneer Valley after shaking pans at some of Boston’s finest, busiest, and tastiest establishments. Always learning and putting out the best plates he can, he’s finally created a Homestead of his own in Northampton where he makes all the pasta from scratch, maintains a seasonal, inventive menu, and listens to rock, all in a warm, friendly and open dining room. Chef’s vision is to welcome everyone into his kitchen the way his family did, always spending time in the kitchen during gatherings and celebrations.

Bar Manager Cody Austin, a Western Mass local raised in Plainfield, is an experienced bartender with years of front and back of house experience. His first job was with Nobel Feast Catering out of Charlemont, MA. He started managing restaurants and bars at a young age, from small venues in Shelburne Falls to the Summit Lodge on Mount Snow (the latter of which required multiple Snowcat runs a week to supply beer, liquor, and food to the top of the mountain). From his father Gary, who brews his own beer and ciders, Cody knows the love required to make a good drink. He’s been a brewer at the small Beer Naked Brewery in Marlboro, VT, helping make maple stouts while working the bar and slinging pizza. He’s worked at Homestead in Northampton since the space was still Seven Strong (fun fact: he was originally hired to be the kitchen manager, but was quickly moved to the bar, which he now manages.) A bit of a whiskey drinker himself, he loves his Bourbon Sours, but has been favoring Mezcal sours with fresh egg whites, a must in any true sour. He is definitely an IPA drinker too—Milkshakes please ;)!! On his off time he enjoys DJ-ing under the name Toon, singing/rapping in his Soundcloud band ДЛИΞИ СЯФΣΣΓЛК, snowboarding, and traveling the world.

Eat: Strawberry
Drink: Switchblade with Mezcal Vago Elote
Eat: **Korean Ginger Chili**
Pulled Pork Sliders

Drink: **Ginger Liberation with**
Bully Boy White Whiskey

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**ELI KOZUKHIN** has been with Johnny’s Tavern for over six years and quickly rose to the role of sous chef. His creative approach and passion for cooking with local ingredients help drive the restaurant’s seasonally inspired menu.

If you’ve sat at the bar on a weekend evening, chances are you know **SCHUYLER EVANS**. She worked her way up from a host to lead bartender over her four-year tenure at Johnny’s Tavern. Always pushing forward, she has brought the restaurant’s cocktail program to dynamic and exciting places.
From Shutesbury, Chef **JEFF STUTSMAN**'S first experience in the restaurant industry was washing dishes at Maplewood Farms in Amherst. Since then he has had 17 years of experience working with food, and is excited to bring that experience back to the area at Kaiju, which he opened with his brother Greg in October 2018. Always eager to learn about food, he holds a Bachelor’s degree in Food Science from UMass Amherst and is a graduate of the International Culinary Center in New York, NY. In his winding career in food service and food product development, he has developed products for numerous companies, traveled to kitchens and food factories across the country, and had the opportunity to work for award winning chefs from the Blue Heron in Sunderland, MA and Momofuku in New York, NY.

A Massachusetts native, Kaiju bartender **BEN PARSON** has worked for the last ten years striving to develop his passion for beer, wine, and spirits in restaurants that share progressive visions for service and food culture. Before returning to the valley to pursue an MFA in Fiction, he worked as the co-bar manager of Spoke Wine Bar in Somerville and on the opening team of Chef Michael Scelfo’s Alden and Harlow in Harvard Square, where he was apprenticed to Seth Friedus. Taking cues from the methods of people like Dave Wondrich, Dave Arnold, and Misty Kalkofen, Ben approaches craft bartending from both a historical and systematic lens—blending tradition with novelty.
FITZPATRICK, Minim Juicemaster, has a background in computer science and art and spent a good deal of his time in San Francisco in graphic and web design. His love of space design led him to tackle a 6,000 sq ft warehouse in the city, transforming the space into a live/work hub for artists with rentable studio spaces. His vision to build out Iconica transformed the building into a functional, multi-use space that highlights the depth what’s possible with industrial materials and an angle grinder. Iconica exists as a platform for ideas, encouraging risks in art – design – performance – culinary consideration – the written word – and educational pursuits. It is a playground for the modern social animal. As curator of Iconica’s events, Fitz creates opportunities for artists, thinkers, tinkerers, performers and avid chess players to explore their pursuits and passions in a social environment. Minim Juicery (Fit’z playground) captures the simplicity Iconica chases. It is Raw, Refined. Minim is an archaic apothecary measurement meaning one drop. The juices and tonics created under this brand celebrate the produce, herbs, and superfoods in them, and nothing else.
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