



# SIZZLE AND SMOKE

**CATSKILL'S INTERNATIONAL BBQ SERIES**



# INTRODUCTION

**"Sizzle & Smoke: Catskill's International BBQ Series"** is the premier culinary event of summer 2024, set in the enchanting Cortina Valley. This series, masterminded by the men behind Catskill Hospitality (Marco Shalma of MHG and David Schnider, a distinguished restaurateur with 30 years in the industry), offers a unique platform for alcoholic beverage brands to connect with an engaged and diverse audience.

**Every Saturday night from July to August**, we invite guests to explore the rich tapestry of global BBQ traditions, paired with an exquisite selection of craft beers, hard seltzers, fine wines, delectable spirits, and artisanal cocktails.

# THE EXPERIENCE

Dive into the world of BBQ, where the tangy, smoked briskets of Texas, the spicy, charred delights of Korean BBQ, and the robust, herb-infused Argentinian asado come alive. Our series also highlights the traditional Cuban La Caja China, the sociable South African Braai, the casual Australian Barbie, the rich flavors of Brazilian Churrasco, the spicy Jamaican Jerk BBQ, the deeply traditional Mexican Barbacoa, and the savory Middle Eastern Kebabs. This flavor-packed journey is complemented by craft beverages, setting the stage for an unparalleled summer adventure.



# THE SETTING

The Catskill Mountains, a premier summer tourism destination, attract an impressive number of visitors each year, drawn by its natural beauty, outdoor activities, and vibrant cultural scene. During the summer months, the region sees a significant influx of tourists, with visitor numbers often peaking to several hundred thousand. These visitors contribute substantially to the local economy, with tourism-related spending in the area reaching into the millions. The Catskills' appeal is broad, appealing to a diverse demographic that includes families, young professionals, and outdoor enthusiasts from the New York City metropolitan area and beyond. The region's accommodations, ranging from quaint B&Bs to luxurious resorts, often boast high occupancy rates throughout the season.

**Additionally,** the Catskills host numerous festivals, concerts, and culinary events during the summer, further boosting visitor numbers. This vibrant tourism industry not only supports local businesses but also creates a dynamic environment for events like "Sizzle & Smoke: Catskill's International BBQ Series," which are perfectly poised to capture the attention and interest of a wide array of visitors looking for unique and memorable experiences.



# THE TEAM

CDFLAN

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**Marco Shalma of MHG is renowned for his innovative approach to producing and promoting food and community events such as the Bronx, Uptown, Brooklyn, Vegan, and the Latin Night Markets, ensuring "Sizzle & Smoke" is a standout summer series.**

**David Schnider brings his vast experience and success in the NYC and Catskill (Oaxaca, Tabla, The Notch) restaurant industry guaranteeing culinary excellence and operational precision.**

# DEMOGRAPHIC APPEAL

The Catskills, especially Cortina Valley, attracts a sophisticated crowd seeking unique summer experiences. Our audience includes:

Urban professionals and creatives from NYC looking for culinary adventures.



Families and groups seeking quality summer entertainment.



Food enthusiasts and BBQ aficionados keen on exploring international flavors.



# WHY PARTNER WITH US?

Joining "Sizzle & Smoke: Catskill's International BBQ Series" as a beer or liquor brand partner offers unparalleled benefits, tailored to elevate your brand's presence and engagement in the industry:



## **TARGETED EXPOSURE:**

Benefit from targeted exposure to an affluent, discerning audience, primarily consisting of urban professionals, culinary enthusiasts, and lifestyle influencers from New York City and beyond. Our attendees are trendsetters, eager to discover and share new experiences.

## **INFLUENCER COLLABORATIONS:**

Leverage our curated network of food, beverage, and lifestyle influencers who will attend, review, and share their experiences at "Sizzle & Smoke" with their followers. This provides authentic content creation opportunities that amplify brand visibility and credibility.

## **BRAND POSITIONING:**

Position your brand alongside an elite culinary event that epitomizes quality, innovation, and community. "Sizzle & Smoke" is not just an event; it's a statement about enjoying life's finer things—perfect for brands looking to enhance their luxury or artisanal image.



## **CUSTOMIZED MEDIA PACKAGES:**

Enjoy comprehensive media packages that include pre-event hype, live event coverage, and post-event highlights across digital, social, and traditional media platforms. Tailored to your brand's goals, these packages ensure maximum visibility before, during, and after the series.

## **EXPERIENTIAL MARKETING:**

Create unforgettable brand experiences through tastings, mixology sessions, and interactive workshops. These immersive experiences foster deeper connections with consumers, turning attendees into loyal advocates.

## **NETWORKING OPPORTUNITIES:**

Gain access to exclusive networking events with industry leaders, restaurateurs, and media personalities. "Sizzle & Smoke" provides a platform to build relationships that could propel your brand to new heights.

## **COMMUNITY IMPACT:**

Align with an event that celebrates global cultures, sustainability, and the culinary arts. Show your brand's commitment to cultural appreciation and environmental responsibility, enhancing your corporate social responsibility profile.

## **DATA INSIGHTS:**

Receive valuable insights and data on attendee preferences, engagement levels, and feedback, enabling you to fine-tune your marketing strategies and product offerings for a discerning market.

# SIZZLE **AND** SMOKE

## CATSKILL'S INTERNATIONAL BBQ SERIES

offers a rare opportunity for beer and liquor brands to engage with a premium audience in a setting that promises both delight and discovery. Under the leadership of Marco Shalma and David Schnider, and set against the scenic Cortina Valley, this series is poised to be the highlight of the 2024 summer season. Join us in creating a memorable celebration of global BBQ traditions and the art of pairing them with exceptional beverages.



**FOR PARTNERSHIP INQUIRIES, PLEASE CONTACT**

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