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Will space be the next hot incentive destination?

- Definitely.
- Yes, but actual participation will be limited to a small number of people.
- Maybe — let's wait and see whether they get the technology right.
- No, the liability is too great and the cost is too high.

Home

Something to Drink To

Posted Mar 20, 2007 Around Town

Brown Forman's acquisition of **Appleton Estate Jamaica Rum** was certainly worth drinking to, and **The Red Carpet Events** produced the event where guests could do so in style.

Held at **Classic Car Club** in Manhattan, the "Trading Up" -themed party also celebrated the launch of the **Appleton Estate Reserve Rum** — a "step up" from the current **Appleton Estate Rum**.

To complement the theme, **The Red Carpet Events** took full advantage of the venue's sleek ambience with its impressive display of upscale cars, including **Ferrari**, **Lotus** and **Rolls Royce**. High-end sneakers on display also played into the theme.

The Red Carpet Events enhanced the showcase room with tropical and colorful flowers, as well as black sparkle linens to enhance the contrast. A warm feel was also created with rich colors representing the product, including red, blue and black for the bottles, and amber for the rum.

Guests dined on a Caribbean-inspired menu by **Adam Jacobs Catering**, and washed down the island flavors with specialty cocktails made with **Appleton Estate Jamaica Rum**.

Lighting design by **Evan Morris** of **Aven Works Productions** included illuminated bars and ice cubes in cool glassware, gobos and classic uplighting. A live musician played along with **DJ Sweets**, combining modern hits and traditional Jamaican reggae.

For more information, visit

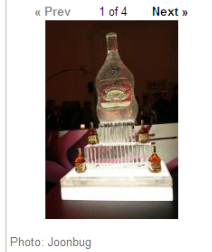


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