

2025 Downtown Holiday Competition

Competition Details

Date and Time: Friday, December 12, 2025 | 6:00 p.m. – 9:00 p.m.

Location: El Almacén Creative Space & Venue
1107 E. Adams Street, Brownsville, Texas

Theme: *Downtown Elegance and Holiday Warmth*

Each cocktail should capture the festive character of the season, combining creativity, balance, and presentation.

Drink Service:

- Each team will provide tasting portions of approximately 3–4 ounces per serving.
- Drinks may be pre-batched or mixed live during the event.
- Garnishes or decorative elements are encouraged but optional.
- Each team can expect to prepare for up to 250 participants - Information about attendees will be provided the week of the event.
- Volunteers will be assigned to each team to ensure at least 1 serving is provided for each guest.

Rules and Requirements

1. Original Creation

Each participating venue must present an original holiday-inspired cocktail developed by its team.

2. Ingredients

- **RioProgress will provide all base alcohol** for participating establishments.
- Each bar or restaurant is responsible for supplying its own mixers, garnishes, and other flavoring components.

3. Serving Format

Tastings should be served in portions of 3–4 ounces. RioProgress will provide standard tasting cups, though participants may use their own if preferred.

4. Voting and Awards

Attendees will vote by ballot in the following categories:

- Best Overall Holiday Cocktail
- Most Creative Drink
- Crowd Favorite

5. Timeline and Logistics

- **4:30 p.m.** – Venue access opens; setup begins.
- **6:00 p.m.** – The event begins; all participants must be ready to serve.
- **7:30 p.m.** – Tasting period concludes.
7:30–8:00 p.m. – Ballots are collected and votes tallied.
- **8:15 p.m.** – Award announcements.
- **8:30–9:00 p.m.** – Event breakdown and cleanup.

6. RioProgress volunteers will be available to assist with the **setup and breakdown of event assets** such as booths, tables, and signage. Volunteers **will not** assist in the **serving, mixing, or distribution of alcohol** at any time.

7. Clean-Up

Each participant is responsible for ensuring their space is clean and free of materials following the conclusion of the event.

Recognition and Awards

Winning teams will receive:

- A custom holiday trophy
- A feature on the RioProgress website and official social media channels
- Acknowledgment in the post-event newsletter and media release
- Community recognition as a supporter of college access and educational success in the Rio Grande Valley

Confirmation of Participation

All participating venues must confirm their involvement by **Friday, November 21, 2025**, using the confirmation form provided below.

[Competition Link](#)

Participation is limited. Confirmation ensures inclusion in all official event marketing, signage, and printed materials.

For ingredient coordination or event-related inquiries, please contact:

Phil Donaus - Director Operations, RioProgress

info@rioprogress.org

Cell: (732) 439-9814

CONFIRM HERE

