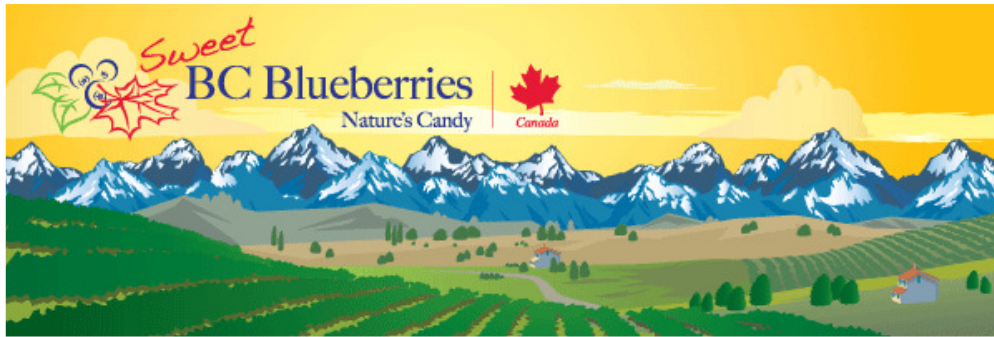


For Immediate Release



**BC BLUEBERRIES MAKE FAMILY MEALS AND LUNCH BOXES SING THE BLUES
*And That's a Good Thing!***

September 22, 2011; Vancouver, B.C. - The "healthy halo" surrounding the consumption of B.C. blueberries gives a green light to adding them to just about everything you enjoy: pancakes, salads, sauces, and yes - even cocktails.

To prove this point, the BC Blueberry Council rounded up some of B.C. and Alberta's top bartenders and challenged them to create a memorable B.C. blueberry-inspired libation. Those emerging victorious from the field were Josh Pape from Vancouver's The Diamond with his "Blue Tuesday," and Calgary's Colin Tait from Hotel Arts who impressed judges with his "BC Noir" cocktail.

A panel of judges taste tested Pape and Tait's recipes, along with submissions from participants Brad Stanton (Hawksworth Restaurant), Graham Racich (The Refinery), Darren Fabian (Alloy Dining). Judges were lead by Justin Taylor, Head Bartender at YEW restaurant + bar, who replicated each recipe for the remaining judges, including:

- Debbie Etsell, executive director of the BC Blueberry Council
- Joanne Sasvari - food and cocktail writer - *Vancouver Sun* and www.onefortheroad.biz
- John Lee - travel and beverage author - *Lonely Planet Guides, Drinking Vancouver: 100+ Great Bars in the City and Beyond*
- Dawn Chubai - host of Breakfast Television

The recipes had to meet two key criteria - first, they had to include B.C. blueberries, and second, they needed to be simple enough to prepare at home without special equipment or difficult-to-source ingredients.

Josh Pape's "Blue Tuesday," named for its ability to revive the spirits after a spectacular long weekend, and Colin Tait's "BC Noir"- made extra *noir* with the addition of a few BC blackberries, earned each of them a \$500 cash prize. Recipes and 'how-to' videos are included below.

"Taste, presentation, creativity and a fruit-forward use of B.C. blueberries were what we were all looking for," says Debbie Etsell of the BC Blueberry Council. "Josh and Colin's cocktails were lovely to look at, delicious and well-balanced. Try these recipes at home!"

The competition was deemed an instant hit. Look for an expanded version of this event again in the summer of 2012. BC and Alberta bartenders are welcome to apply directly!

About the British Columbia Blueberry Council

The British Columbia Blueberry Council represents 700 blueberry growers, located in some of Canada's most rich and fertile farmland. Plantings of premium quality high bush blueberries top 8,100 hectares in British Columbia and produce upwards of 40 million kilograms of blueberries annually. With more than \$1 billion in sales in the past five years, Canada is the third largest producer of sweet and juicy highbush blueberries in the world. Available fresh in BC from July through October, delicious BC blueberries are also frozen, dried, juiced, pureed and powdered, available for year round-distribution throughout Canada and around the world.

Josh Pape - The Diamond, Vancouver

Click [here](#) to watch Josh mix his 'Blue Tuesday'

Ingredients:

15 BC blueberries
45 ml Pisco
10 ml yellow chartreuse
dash Creme Yvette
10 ml lemon juice
5 ml runny honey

Method:

Muddle blueberries
Add all ingredients.
"Shake like hell"
Fine strain into a chilled cocktail glass
Garnish with 3 skewered blueberries and spray with lemon oil

Colin Tait - Raw Bar/ Hotel Arts, Calgary

Click [here](#) to watch Colin mix his 'BC Noir'

Ingredients:

6 - 8 BC Blueberries
1.5 oz Berry Vodka (Absolut Acai Berry, though any berry vodka will do)
3/4 oz Okanagan Blackcurrant Cassis (any cassis will do if not available)
0.5 oz sugar syrup
Juice of half a lime
Heavy dash egg white
0.3 oz white Cacao

Method:

Muddle berries, lime juice and sugar syrup in the base of a mixing glass
Add all other ingredients and dry shake for 10 seconds.
After the dry shake add ice and hard shake for around 15-20 second
Double strain the contents into a chilled cocktail glass.
Garnish with three blackberries on a swizzle stick.

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