

CRASHING OUR

# Red & White Bash

As we approached our 25th anniversary, we at *Wine Enthusiast* were faced with a serious task: Throwing an epic party!

**T**o celebrate our quarter-of-a-century as a magazine, we hosted our first Red & White Bash in May at the Hudson Hotel in New York City. More than 700 loyal readers, notable guests and celebrities drank 90-plus-point wines and liquor in an immersive two-floor set—best described as Belle Époque-meets-sophisticated-circus ring—designed by renowned event artist Adam Aleksander. A 1920s-style, 12-piece orchestra played dance music as aerialists perched in an illuminated crescent moon, dropping wine “love notes” by parachute down on guests. There was a roaming sketch artist, photographers with Polaroid cameras in tow, and a “boudoir photo booth,”

where guests snapped pics with an array of props.

Wines from 74 producers were poured, including Louis Roederer’s NV Brut Premier Champagne, Raymond Vineyards’s 2008 Generations Cabernet Sauvignon from Napa Valley, Bodega Catena Zapata’s 2004 Argentino Malbec from Mendoza and Joseph Drouhin’s 2010 Folatières Premier Cru from Puligny-Montrachet. Best part: The proceeds for the event all went to Wine to Water, a nonprofit organization providing clean water to those in need around the world.

Couldn’t join us? Head to [winemag.com/robash](http://winemag.com/robash) for scores of photos and a video of the big event.



*Wine Enthusiast* founders Adam and Sybil Strum, with Marc Taub, center, president of Palm Bay International.



*Wine Enthusiast*'s Web Editor/Producer Marina Vataj, right, and guests posing with the 25th Anniversary issue.





Laura Catena, of Bodega Catena Zapata, right, and Jackie Strum, manager of communications for *Wine Enthusiast*.



One of our 40-Under-40 stars of the drinking world, Erin Barbour Scala with her husband, Joseph.