



SIP & SPEED

THE STORY BEHIND THE COTA FLAME

There's an undeniable parallel between The Circuit of the Americas and the W Austin. Both are the Austin components for their respective internationally recognized brands; brands that exude, style, sophistication and know how to throw a great party. And so it seems a partnership between the two was meant to be. Coming together in time for the 2013 Formula 1 United States Grand Prix at the COTA, they are pleased to debut the official drink for the track: The COTA Flame.

Wanting to provide its race fans, out of town visitors and local cocktail connoisseurs alike, with a signature drink that embodies the spirit of the race, COTA turned to W Austin and the hotel's award-winning libationist, Joyce Garrison. Known for its exceptional drinks and unparalleled cocktail culture, W Austin accepted the challenge and aimed even higher, conceptualizing and executing a craft cocktail that could be to this race what the Mint Julep has become for the Kentucky Derby. Comprised of only local spirits, The COTA Flame is the perfect embodiment of the electrifying race and its fervent fans with a great nod to Texas. Using local spirits and ingredients like Tito's Vodka, Paula's Texas Orange, and Bad Dog Fire and Damnation Bitters the drink accomplishes its goals, literally providing "a taste of Austin" to guest both at COTA and W Austin's Living Room bars.

Setting out to craft a signature cocktail that would appeal to all tastes from the novice to the aficionado, with a flavor profile that could be enjoyed year-round, Garrison's most basic inspiration was the flame from the COTA logo. The color of the cocktail comes from its fresh squeezed juices and a "flame" from blood orange puree, lights up the fruit forward cocktail that gets its bite from the local bitters. The flame can be seen through the frosted collector's glasses that it is served in both at the track and hotel. As for Garrison's guests at W Austin's bars, their drinks will be topped with a flaming orange peel.

WHOTELAUSTIN.COM/COTA-FLAME