

For the On-Premise Innovator

Nightclub & Bar

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A Financial Freakout

Anheuser-Busch's new energy drink, Tilt, is a little different to the market. Combining caffeinated malt beverage with ginseng and guarana, the drink is exotically bold, so it makes perfect sense that the launch party at The Venue in Dearborn, Mich., would be as well.

"We wanted to premiere this product in a venue as unique and fun as Tilt," says Jim Caleca, director of marketing and planning for Central Distributors of Beer Inc.

"Freak Show: The Tenders of Bar Bizarre" featured fire breathers, glass walkers, bearded ladies, palm readers, sideshow performers and the signature libation Tilt for the 500 retailers, waitstaff and bartenders invited to attend.

"Without question, this was the best party I've ever attended," says Rob Trueman of Buffalo Wild Wings in Westland, Mich.

