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FOR IMMEDIATE RELEASE

# The Cocktail Craftsman's "Titan's Ember" Wins First Place Overall at Bar Hermanita's Astral Tequila Sun and Moon Cocktail Competition

Charlotte-based mixologist Mark Frietch takes top honors with celestial-inspired craft cocktail

**CHARLOTTE, NC – March 2025 Announcement**

The Cocktail Craftsman, LLC, Charlotte's premier craft cocktail consultancy, is proud to announce that their signature cocktail "Titan's Ember" has won first place overall at the highly competitive Astral Tequila Sun and Moon Cocktail Competition hosted by Bar Hermanita. The award-winning cocktail also claimed first place in the Moon Category, making it a double victory for founder and Chief Mixologist Mark Frietch.

"We are over the moon—literally!—to announce this incredible achievement," said Mark Frietch, founder of The Cocktail Craftsman. "Titan's Ember was designed to capture the celestial beauty of the moon and the vibrant energy of celebration, so to see it recognized on such a stellar stage is truly an honor."

The winning cocktail, inspired by the classic Vieux Carré, showcases Frietch's innovative approach to mixology through its unique combination of

Astral Blanco and Reposado Tequilas, Montenegro, house-made pineapple cilantro shrub, and carefully balanced orange and cilantro lime bitters. This cosmic creation represents The Cocktail Craftsman's commitment to pushing the boundaries of traditional cocktail crafting while honoring classic techniques.

"This win wouldn't have been possible without the inspiration of the moon, the art of mixology, and the support of our amazing cocktail community," Frietch added. "A huge thank you to Astral Tequila and the incredible judges who felt the cosmic pull of Titan's Ember."

The Astral Tequila Sun and Moon Competition attracted top mixologists from across the region, making this victory particularly significant for the Charlotte-based business. The competition challenged participants to create cocktails that embodied the celestial themes of sun and moon, with Titan's Ember's lunar-inspired profile clearly resonating with judges.

This latest achievement adds to The Cocktail Craftsman's growing reputation for excellence in craft cocktail creation and consultation. The company specializes in bespoke cocktail experiences for private events, menu development for restaurants and bars, and premium mixology education.

### **About The Cocktail Craftsman, LLC**

Founded by Mark Frietch, The Cocktail Craftsman is a Charlotte-based creative services company specializing in bespoke craft cocktail experiences, consulting, and education. With over 20 years of corporate experience and a passion for mixology, Frietch creates custom cocktail solutions for celebrities, event planners, restaurant owners, and individuals planning significant celebrations. The company offers private event packages, cocktail classes, menu development, and consulting services throughout the Charlotte area and beyond.

For more information about The Cocktail Craftsman and their award-winning cocktail services, visit [thecocktailcraftsman.me](http://thecocktailcraftsman.me).