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FOR IMMEDIATE RELEASE

Raised by Wolves, San Diego’s Award-Winning Bar and Boutique Fine Spirits Retail Shop by Bar Stars Erick Castro and Chris Patino, Celebrates Its First Anniversary

A Litany of Achievements Includes 310,000 Cocktails Served in First Year and Transplanting Craft Libations to a Suburban Mall

SAN DIEGO, August 10, 2019—Raised by Wolves, San Diego’s award-winning bar and boutique spirits retail shop, today announces its first anniversary. Combining an elegant spirits retail shop and an opulent hidden bar, Raised by Wolves is a crowning achievement of Aرسالun Tafazoli’s Consortium Holdings, an innovative hospitality group that is firmly placing San Diego on the global drinks and dining stage. It is led by Co-Owners Erick Castro, who spearheads its cocktail program, and Chris Patino, who curates its unique spirits offering.

A Game-Changer for San Diego, a Beloved Hometown

Guests are initially intrigued by Raised by Wolves’ bottle shop, which sells 1,200+ curated spirits. The refined design marries Art Nouveau, Art Deco and French provincial influences. But the pièce de résistance is a jaw-dropping revolving wall with a fireplace, inspired by a “Scooby Doo” episode, that transports awed guests into an opulent, hidden bar.

Once inside, guests luxuriate around a 22-foot circular marble bar with a towering fountain under a stained glass hemispherical ceiling. The interior design conjures a fever dream of a 19th century London club, with shelves upon shelves of antique books, knickknacks, curios, wolf figurines and doggie portraits.

Raised by Wolves is the latest salvo by Consortium Holdings in its mission to position its mother city, San Diego, not only as a beautiful beach and convention destination, but also one for world-class cocktails and dining. Tafazoli, Castro and Patino are all San Diego natives who are committed to transforming its gastronomic culture.

Winning Awards and Accolades

Raised by Wolves is one of the most ambitious and successful craft cocktail bars in California. Critically acclaimed, this year the bar was:

- Winner of *Imbibe Magazine's* "Cocktail Bar of the Year, 2019"
- Named among *Esquire's* "The Best Bars in America, 2019"
- A Top Four finalist for "World's Best Spirits Selection" at 2019 Tales of the Cocktail

It is one of the only venues in the U.S. that combines a bar and a boutique fine spirits retail operation under one roof and is located in the Westfield UTC outdoor shopping mall outside of La Jolla, Calif.

An Impressive Array of "Firsts"

Raised by Wolves has achieved being first in numerous ways:

- It is the first time that Consortium Holdings is combining on-premise and off-premise licenses.
- Moreover, it is pioneering in its approach where every spirit used in the bar's cocktails is available for purchase, including rare and one-of-a-kind vintage bottles, from among the 1,200+ on offer in the boutique retail shop.
- It breaks new ground for the group by taking craft cocktails beyond the urban core of San Diego and embracing the suburban setting of La Jolla.
- Most importantly, it marks the debut of Consortium Holdings activating in a shopping mall, which is usually reserved for retail and hospitality chains.

A Staggering 310,000 Cocktails Sold in Year One

Raised by Wolves sold a mind-boggling 310,000 cocktails in its first year of operation. The most popular 11 quaffs include:

- ***Island Old-Fashioned*** - A riff on the classic *Old-Fashioned* with coconut oil fat-washed Irish whiskey, banana liqueur and bitters
- ***Trap Queen*** - An *Aperol Spritz* variation with Cappelletti, lychee liqueur, seltzer and Champagne
- ***Rattlesnake Venom*** - An ode to the *Jungle Bird* with Jamaican rum, dark rum, lime, medjool date syrup, pineapple and Amaro Nonino served in a skull mug
- ***Kentucky Buck*** - A *Buck* reimagined with *sous-vide* infused strawberry Bourbon, lemon, ginger syrup, seltzer and bitters
- ***Sonora Señora*** - A Mexican take on a *French 75* with reposado tequila, bacanora, lemon, pineapple cider, cinnamon and bitters
- ***Iron Ranger*** - A *Rum Swizzle* marrying Bourbon, lemon, pineapple, falernum and bitters served in a Hurricane glass
- ***Rainbow Cup*** - A *Pimm's Cup* homage with housemade Pimm's, raspberry and strawberry-infused gin, Aperol, Cocchi Rossa, lemon and seltzer
- ***Painted Lady*** - A *Vodka Collins* with vodka, lime, aloe liqueur, muddled snap peas, bianco vermouth and a pinch of sea salt
- ***Mr. Famous*** - For Orange Julius fans, a *Pearl Diver* variation with white rum, rum agricole, lemon, orange and housemade butter liqueur

- ***The Best Mexican Coffee You Will Ever Drink*** - A frosty take on *Mexican Coffee* with reposado tequila, coffee liqueur, chili liqueur, cold brewed espresso, cream and spices
- ***Tom Ka-llins*** - A classic *Collins* reconfigured with gin, coconut liqueur, ginger, makrut lime leaves, lemon, Thai chili and seltzer

A Dream Team Trio Behind a Game-Changing Bar and Retail Shop

Raised by Wolves is the brainchild of Consortium Holdings' Tafazoli, a hospitality visionary, together with Castro, a cocktail virtuoso, and Patino, a spirits expert:

- **Arsalun Tafazoli, Hospitality Visionary**
 - Under Tafazoli's leadership and vision, Consortium Holdings has defied conventional wisdom and grown to 16 bars, restaurants and a barber shop built on 12 distinct concepts and more than 600 employees.
 - Tafazoli believes the group is not really in the business of satisfying hunger and thirst, but rather creating experiences that spark conversation, human connection and community.
 - Each of his venues brings people together and offers things that are worth talking about: food, cocktails, craft beer, art, music, décor, staff and fellow guests.
 - A truly original thinker and iconoclast, Tafazoli is unafraid to slay sacred cows in the service of a better guest experience, be it banning ketchup at his first restaurant (devoted to *burgers*), sidelining vodka at his first bar or banishing televisions.
- **Erick Castro, Cocktail Virtuoso**
 - A beloved figure in the craft cocktail scene, Castro is behind Raised by Wolves' elaborate cocktail menu.
 - Instead of the predictable, the bar's house Old-Fashioned is made with coconut and Irish whiskey, its Tiki tippie is powered by white oatmeal whiskey and one of its top-sellers is bacanora with pineapple cider. At the same time, the program ensures that there is also a sense of familiarity so that guests feel at home.
 - Castro embraces sophisticated mixological techniques, including fat-washing, culinary centrifuges, self-agitating kegs for sparkling cocktails on tap, alkaloids, phosphates and house infusions created via *sous vide*.
 - He initially rose to cocktail fame in San Francisco's seminal mixological bars, Rickhouse and Bourbon & Branch.
 - Castro spearheads a popular podcast, "Bartender at Large," which won "Best Broadcast, Podcast or Online Video Series" at 2019 Tales of the Cocktail; he also produced and directed an award-winning documentary by the same name.
- **Chris Patino, Spirits Expert**
 - A 15-year veteran of the spirits and cocktail scene, Patino curates all of Raised by Wolves' beer, wine and spirits that are served at the bar and sold at its boutique retail shop.
 - His curatorial philosophy is to gather spirits that he would want to serve his friends and family if they were in his own home, with a selection emphasizing a broad range of categories, with Bourbon whiskey, Scotch and Japanese whiskies the most popular bottles.

- The selection includes several proprietary single barrel expressions of Four Roses Bourbon, El Tesoro Reposado Tequila, Russell's Reserve, Kentucky Spirit, as well as Barrel Proof 1792. Prized rare bottles include a Pappy Van Winkle from 1974, Rittenhouse 21 and 23 Year Old Ryes, Yamazaki 18 Year Mizunara, as well as antique vintages of Chartreuse, Cynar, Beefeater and more.
- Previously, Patino was National Brand Ambassador for Pernod-Ricard, where he created intensive programs for Absolut Vodka, Jameson Irish Whiskey, Beefeater Gin, Tequila Avión and The Glenlivet Scotch Whisky, and oversaw 40+ brand ambassadors.

About Raised by Wolves

Raised by Wolves is an award-winning San Diego bar and boutique fine spirits retail shop. It is one of the only venues in the U.S. that combines on-premise and off-premise licenses under one roof. Raised by Wolves is one of the most ambitious and successful craft cocktail bars in California. In 2019, it won *Imbibe Magazine's* "Cocktail Bar of the Year," was named among *Esquire's* "The Best Bars in America," and was a Top Four finalist for "World's Best Spirits Selection" at Tales of the Cocktail.

Bar star Erick Castro spearheads its cocktail program that embraces sophisticated mixological techniques such as fat-washing, culinary centrifuges, self-agitating kegs for sparkling cocktails on tap, alkaloids, phosphates and house infusions created via *sous vide*. Spirits expert Chris Patino curates all of the beer, wine and spirits that are sold in the boutique retail shop, which include rare and proprietary bottlings. The shop sells every spirit and mixological tool necessary to recreate the bar's rarified cocktails at home.

Raised by Wolves is part of Consortium Holdings, an innovative hospitality group led by Arsalun Tafazoli that is placing San Diego firmly on the global stage for outstanding drinks and dining. Located at 4301 La Jolla Village Drive, #2030, in the Westfield UTC Mall, Raised by Wolves' boutique retail shop is open daily from 11:30am to midnight and its bar from 4:00pm until closing. For more information, please visit raisedxwolves.com, call (619) 629-0243, "like" us on Facebook at www.facebook.com/raisedbywolvesspirits/ and follow us on Instagram at [@raisedbywolvesspirits](https://www.instagram.com/raisedbywolvesspirits).

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