

June 25, 2014

The Melting Pot launches cocktail competition

Winning drink to land permanent spot on menu



The Melting Pot has introduced a line of cocktails for the summer, and is asking guests to vote on one to be added to the permanent menu.

The 135-unit casual-dining fondue chain's "Top Cocktail" promotion taps into the popularity of televised cooking competitions. It calls each of the five cocktails a "competitor," and gives each one a personality. They are:

- Tiki Girl: Hendrick's Gin, Monin South Seas Blend and pineapple juice, topped with ginger ale. This drink is described as an "island native" that is "free spirited, beachy and mellow."
- The Baller: Muddled cherry and orange with Fireball Cinnamon whiskey and ginger ale, described as young, bold and adventurous. "This cocktail will take you out for a night you'll never forget," according to promotional materials.
- Zen Master: Muddled cucumber and lemon and Stoli Razberi topped with Sprite. "This new age guru will put you on the path to enlightenment as he captures your mind, body and spirit."
- Sophisticated Sailor: Sailor Jerry Spiced Rum, Stoli Vanil, Monin Blackberry and cranberry juice topped with ginger beer and Angostura bitters, described as a "sea dog" that will take guests on a voyage to "discover fruits and spices from across the globe."
- Sassy Señorita: Avión Silver Tequila, pomegranate juice, lime juice and muddled blueberries topped with Sprite. "This Latin lady is feisty, upbeat and full of energy."

Each drink is around \$8, though prices vary by location. All of the drinks are available through July 31.

During that time, guests can vote on their favorite at www.meltingpottopcocktail.com or by texting "Vote" to 68255. To encourage voting, guests are entered for a chance to win a \$250 gift card for the chain. The winning cocktail will be added to the chain's core beverage menu.

The Melting Pot is among a handful of chains heeding customer demands, whether solicited or not.

Wendy's this month said it will bring back its popular Pretzel Bacon Cheeseburger and Pretzel Pub Chicken menu items as of the Fourth of July weekend. The move is directly related to the viral social media buzz generated when Wendy's dropped the items. The chain has not said yet whether it will become a permanent item on the menu.

And Wingstop, after getting social media pushback when it removed its limited-time mango habanero sauce, in December launched a "Flavor Fight" that invited guests to vote for their favorite flavor via social media. Contestants could win gift cards for a WWE2K14 video game, as well as a grand prize of free wings for a year.