

FOOD AND BEVERAGE

Baccarat, Zacapa Rum host VIP experience at 2023 Tony Awards

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Accented by Baccarat crystal, the Zacapa Rum Tony Awards cocktail collection seeks to honor the Hispanic heritage of the ceremony's first-time Washington Heights venue. Image credit: Zacapa Rum

By LUXURY DAILY NEWS SERVICE

As Broadway's big night kicks off next month, French crystal maker Baccarat and ultra-premium Guatemalan rum brand Zacapa are attempting to reach engaged audiences in new ways.

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The pair are gearing up to host an exclusive activation for event guests, as the Tony Awards move forward at an all-new location. Presenting Zacapa XO x Baccarat Speakeasy in honor of the occasion, a new VIP experience is driven by a shared ethos emphasizing joy, craft, and celebration.

"At Baccarat, we partner only with the best, and we pride ourselves on our pioneering spirit and our ability to bring light and joy to any occasion," said Adam Banfield, president and CEO of **Baccarat** North America, in a statement.

"Our partnership with Zacapa in support of the 76th Annual Tony Awards will honor the spirit of Washington Heights, the city of New York, and the timeless nature of Broadway and the craft of stage acting bringing them together with all that Baccarat represents, to elevate each moment into one of celebration."

Luxury takes to the Tonys

Backstage at the 76th Annual Tony Awards, Zacapa XO x Baccarat will offer attendees a speakeasy lounge space that nods to a 260-year history, featuring lighting, decor and glassware from the House of Baccarat.

On the spirits front, custom cocktails curated by Master Mixologist Lynnette Marrero will be infused with Zacapa XO, the brand's high-end expression.



Creations such as the "XO Cloud" will be served as part of the Zacapa XO x Baccarat Speakeasy experience. Image credit: Zacapa Rum

Titles such as "XO on a Cloud," which combines Zacapa XO, Guatemalan Cold Brew, Pimento Bitters and Spiced Cacao Simple Syrup topped with "a whisper of smoke" and the "Palace Sparkler," a Zacapa No. 23-based creation involving Champagne, lime juice, simple syrup and aromatic bitters, comprise the Zacapa Rum Tony Awards Cocktail Collection.

Drinks inspired by the culture and community of New York City's Washington Heights, the neighborhood in which awards will be presented on June 11, will be incorporated into the first-time affair, hosted on-site at the historic United Palace venue.

Owned by global spirits distributor Diageo ([see story](#)), Zacapa Rum will also join the official Tony Awards after-party, serving additional Zacapa No. 23 expressions.

"Community is the lifeforce of Zacapa Rum and as a brand, we're focused on uplifting those who make our product possible," said Sam Salameh, vice president of breakout growth brands at Diageo, in a statement.

"Our rum is made in the heart of Guatemala and forged by the local community, where we regularly employ 700 female artisans to provide viable pathways towards economic growth [and] like Baccarat, we place the highest emphasis on craftsmanship and attention to detail," Mr. Salameh said. "We're proud to partner with like-minded organizations like Baccarat and the Tonys to celebrate the craft and incredible community that is Broadway in such a cultural cornerstone as Washington Heights."

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