



Holland America Line Partners with Master Mixologist and James Beard Winner Dale DeGroff to Create Menu of Unique Libations

January 11, 2016

DeGroff's innovative cocktail recipes debut in bars on ms Eurodam

Seattle, Wash., Jan. 11, 2016 — Whether you like your drinks on the rocks, straight up, shaken or stirred, Holland America Line's new partnership with 2015 James Beard Who's Who Inductee and Master Mixologist Dale DeGroff brings an innovative menu of creative cocktails to the premium cruise line. DeGroff's creations will debut aboard *ms Eurodam* this month and will expand fleetwide by springtime.

Continuing Holland America Line's commitment to offer an exceptional food and beverage experience, DeGroff — known as "King Cocktail," author of two best-selling cocktail books and founding president of The Museum of the American Cocktail — has developed a drink menu to showcase artfully prepared signature classics as well as some unique originals.

"For many guests, there's nothing better than relaxing with a well-made, unique cocktail after a long day of sightseeing or before dinner, and adding a master mixologist to our team gives us the diversity we seek in creating the most robust food and beverage program at sea," said Orlando Ashford, Holland America Line's president. "We're excited to welcome the talents of Dale DeGroff to our family, and we know our guests are going to enjoy his innovative creations."

DeGroff's signature cocktails will be served in the Gallery Bar, introduced on *ms Eurodam* following a December 2015 drydock, and in other shipboard bars and lounges, including Ocean Bar, Explorer's Lounge, Crow's Nest and Tamarind Bar, as well as more casual outlets such as the Lido pool bar. His creations will be served fleetwide by spring 2016.

DeGroff's cocktail menu includes the Gallery Gimlet, Hemingway Daiquiri, Yuzu Margarita, The Ritz Cocktail, Whiskey and Joe, Another Shade of Greyhound, and a "Slightly Less Than Perfect" Perfect Manhattan. Many of these drinks have a storied past. The Hemingway Daiquiri is a unique spin off of Hemingway's favorite drink, the Papa Doble. The Ritz Cocktail is a dazzling champagne cocktail presented with a burst of flamed orange peel and was one of the most popular drinks at the legendary Rainbow Room where DeGroff created it as a tribute to the Ritz cocktails of Paris and Madrid.

In addition to creating exclusive cocktails for all Holland America Line bars, DeGroff also will oversee staff training to ensure his signature cocktails will be crafted to perfection.

About Master Mixologist Dale DeGroff

DeGroff developed skills, techniques and expertise while tending bar for three decades at various notable establishments including New York's famous Rainbow Room. He has received the James Beard Award for Wine & Spirits, was inducted into the prestigious James Beard Who's Who of Food and Beverage in America in 2015 and is author of *The Essential Cocktail* and *The Craft of the Cocktail*. He is a partner in the award-winning Beverage Alcohol Resource bar-training program and founding president of the Museum of the American Cocktail. DeGroff also produces his own Dale DeGroff's Aromatic Bitters brand, which he developed with renowned absinthe distiller Ted Breaux.

Holland America Line's Innovative Culinary Experience

Holland America Line is known for its award-winning culinary innovations. Its Culinary Council, a group of prominent chefs from around the world, provides strategic culinary direction to the line and synergistically create gourmet recipes and meticulously planned menus.

Holland America Line's partnership with Food and Wine magazine powers the Culinary Arts Center, a venue that is featured on every ship in the fleet. At the Culinary Arts Center, guest chefs from around the world present enriching cooking classes, demonstrations, wine tastings and mixology presentations to guests onboard. A "world class show kitchen at sea," the Culinary Arts Center resembles the elaborate show kitchens used by celebrity chefs on television cooking programs.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit hollandamerica.com.

Editor's note: Photos are available at: <https://www.cruiseimagelibrary.com/c/uqyzvi7g>.

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About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 13 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge on board at the Culinary Arts Center, presented by Food & Wine magazine; Explorations Café, powered by The New York Times; and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

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