



# BiZBash

## NEW YORK

### EVENT REPORT

## The Donald Hosts Spirited Vodka Launch

**Trump Tower served up a golden opportunity for the debut of the magnate's new premium liquor.**

If find yourself in the company of middle-aged rich guys, scores of nubile models—some of them inexplicably twins, no less—and a giant gold stage, you pretty much can only be in one place: a Donald Trump product launch.

The Donald's latest foray into merchandising, this time with **Drinks Americas Holdings Ltd**, arrives in liquid form: Trump Super Premium Vodka. Never mind that the mogul himself doesn't drink, now you can imbibe his essence with your favorite mixer. Indeed, the spirit's tagline is "Success Distilled."



Kevin O'Malley made icy interpretations of the evening's signature spirit.



Guests lined up for Trump Vodka cocktails.



Busta Rhymes (right) entertained on a gilded staged.



The crowd gathered in Trump Tower's lobby, which was embellished with a custom-made carpet by Flemington Department Store and an LCD screen from AG Light & Sound.

### Trump Super Premium Vodka Launch Party

Trump Tower  
Thursday, 10.26.06, 8:30 PM to 11:30 PM

Audiovisual Production  
DJ  
Event Design  
Graphics  
Ice Sculptures  
Production

**AG Light & Sound Inc.**  
**DJ AM**  
**RentQuest**  
**291 Digital LLC**  
**Ice Sculptures by Kevin O'Malley**  
**DCM Fabrication Inc.**

"A Trump Vodka?" you might wonder. "Who'd drink that?" For starters, the 1,500 people—among them C.E.O.s, socialites, and distributors—who mobbed Trump Tower Thursday, where RentQuest general manager Rebecca Chase took a cue from the product's streamlined gilded bottle when determining the event's aesthetic. Hence, the 7- by 12-foot gold laminate stage crafted by DCM Fabrication, atop which talent DJ AM, the Blonde Bombshells, and Busta Rhymes entertained. Fortunately for Chase, Trump Tower also happens to feature less-than-subtle gleaming gold fixtures at every turn.

Lines four-people deep bellied up to the bars for Trump and tonic, and chocolate Trumptini signature cocktails, in addition to by-request vodka mixes, and hors d'oeuvres courtesy of Trump Restaurants soaked up the sauce. Among them: Trump Vodka-spiked tomato and herb bruschetta, smoked salmon and Trump Vodka crème fraiche, as well as blue-claw crab cakes and shiitake leek spring rolls.

For guests who couldn't wait to get to the bar, models toting Trump cocktails greeted them in the building's foyer. Nearby, a custom-made red carpet from Flemington Department Store was backed by AG Light & Sound's 8- by 10.5-foot LED screen displaying media spots dedicated to the host liquor.

Of course, the evening wouldn't have been complete without an appearance by the man of the hour himself. Trump took to the stage to graciously thank his guests for attending, and, uh, trumpet his recent successes, like his newly bestselling tome with Robert Kiyosaki, *We Want You to Be Rich*, and, of course, Trump Vodka. Apparently, orders have already reached the 100,000 case mark.

—Mimi O'Connor

Posted 10.31.06

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**BiZBash Media**

21 West 38th Street, 13th Floor, New York, NY 10018  
646.638.3600

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