



Explore Gwinnett Launches 'Gwinnett & Tonic' Cocktail Contest

Campaign Invites Community to Celebrate the Unique Flavor of Gwinnett County with Competition to Create the Destination's Signature Beverage

GWINNETT COUNTY, Ga. (October 29, 2025) – [Explore Gwinnett](#), the destination marketing organization for Gwinnett County, Ga., has launched a new marketing initiative, the 'Gwinnett & Tonic' Cocktail Contest. Designed to engage local beverage professionals and community members alike, the contest invites participants to create and share their own signature cocktail or mocktail recipe that captures the flavor and diversity of Gwinnett County.

"We are fortunate to have such a dynamic food and beverage scene in Gwinnett County, and we are eager to see how our talented locals craft a beverage that encompasses the uniqueness of our community," said Kami Clements, marketing and communications manager at Explore Gwinnett Tourism and Film Office. "The winning drinks will be served at locations across the county and added to the menus at our event venues, giving groups a unique way to sip and savor the flavors of Gwinnett County."



Entries will be reviewed and tasted by an esteemed panel of media professionals and influencers representing the food and beverage industry. Following the judging, the winner will be announced via Explore Gwinnett's social media pages on Wednesday, November 12.

To participate in the contest, entrants must be 21 years of age or older. Each submission must include the recipe name, a complete list of ingredients (limited to five, excluding ice) with approximate measurements, the preparation method, and a garnish listed separately. If submitting a mocktail, the recipe must clearly indicate that it is non-alcoholic, and all ingredients must comply. Entries can be submitted [online](#), with a submission deadline of Tuesday, November 4.

The winning beverage will be featured at participating locations across Gwinnett County. In addition, the winner will receive a \$250 Visa gift card, recognition in the 2026 edition of *Explore Gwinnett Magazine*, credit for the cocktail or mocktail on Explore Gwinnett's website and social media channels, and a professionally filmed, three-minute video showcasing them and their creation. Explore Gwinnett will also celebrate the winner during a community-wide Happy Hour sponsored by Old Fourth Distillery, taking place at Politan Row on Friday, November 21 from 4–7 p.m. Guests are encouraged to RSVP in advance, and early registrants will receive a swag bag filled with exclusive Gwinnett & Tonic-branded items.

For any questions regarding the contest, please reach out to Kami Clements, by emailing kami@exploregwinnett.org. To RSVP to the Happy Hour, please visit

<https://www.eventbrite.com/e/gwinn-tonic-cocktail-contest-happy-hour-tickets-1858249557449?aff=oddtcreator>.

For more information on Explore Gwinnett, visit [ExploreGwinnett.org](https://www.explore-gwinnett.org). Stay up-to-date on the latest news by following [@ExploreGwinnett](#) on Instagram or [ExploreGwinnett](#) on Facebook.

About Explore Gwinnett:

Explore Gwinnett serves as the official tourism organization of Gwinnett County, which consists of 17 suburban cities northeast of Downtown Atlanta. Gwinnett County offers award-winning dining ranging from authentic Asian fare to southern delights, an abundance of shopping, arts programming, outdoor activities and more. Locals and tourists alike can explore various culinary offerings with special year-round events including Sippin' in the Suburbs: Food and Cocktails Tours and Seoul of the South Food Tours. Gwinnett County is a flourishing community for artists which benefits from the Explore Gwinnett-managed Gwinnett Creativity Fund. Explore Gwinnett works to increase economic impact and promote Gwinnett County as a tourism destination by serving over 100 hotels and over \$1 billion in annual visitor expenditures. In addition to its booming tourism industry, Explore Gwinnett also leads the Gwinnett Film Commission, supporting Gwinnett County's thriving production ecosystem for film/television.

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