

NORTHERN LIBERTIES

Business Improvement District

For immediate release
September 30, 2020. Philadelphia, PA
Press Contact: Kory Aversa
kory@aversapr.com

NORTHERN LIBERTIES RESTAURANTS PRESENT MONSTER MASH BLOODY MARY CHALLENGE TO USHER IN SPOOKY SEASON

Philadelphia, PA—Bartenders were working in their restaurants late one night, when from their bars to their streeteries they beheld an eerie sight. The city's top Bloody Mary began to rise, and suddenly to their surprise the top foodie neighborhood did the mash. Neighbors and visitors are doing the Monster Mash. The Northern Liberties Bloody Mary Challenge will be a true spooky-season smash. With tons of great brunch spots all in a row, the competition caught on in a bacon-infused flash!

From restaurants lining North Second Street and even Jerry's to the East, one by one from Urban Village and El Camino, did the vampires crave a feast. With SET and Añejo newly debuting their humble abodes, the neighborhood will get a jolt from the winner's red-hot electrodes.

Zombies over 21 will be having tons of fun, but as the locals know brunch season only just begun. The scene has been rockin' with tables six feet apart, but as sweater weather takes over remember to tip well and then depart. Guests will include Wolfman, Dracula and anyone in your COVID pod. No matter who you bring, though, don't forget masks for everyone in your squad.

Northern Liberties Business Improvement District is doing the Monster Mash. This new event is a not-so-spooky Halloween smash. Look for garnish, bacon, hot sauce and pickles too. Get ready for a twist on the Bloody Mary unlike any you ever knew.

Monster Mash: Northern Liberties Bloody Mary Challenge is set for an October 10th debut. This new event will help restaurants recover with an idea fun and brand new.

Make a brunch reservation and get ready to vote for the winner. Don't forget to order food with your drink, as all beverages must be accompanied by a form of dinner.

Northern Liberties Business Improvement District presents the Monster Mash with help and support from each participating restaurant and bar. Each eatery will feature one themed Bloody Mary as they compete head-to-head in this fun and light-hearted neighborhood spar.

Participating competitors will include the following, while there can be just winner, the other restaurants will be wallowing. They are all doing the Monster Mash. Come and join them in the new Northern Liberties Monster Mash:

Añejo Philly
El Camino
Germantown Garden
Germantown Garden Grill
Heritage
Jerry's Bar
Ortlieb's
Set NoLibs
Standard Tap
The 700 Club
The Abbaye
Urban Village Brewing Company

Visit www.explorenorthernliberties.org for a full list of details and updates. Plus find a list of other retail shops to share with your mates. They are doing the mash. The new Northern Liberties Monster Mash.

###

ABOUT NORTHERN LIBERTIES BUSINESS IMPROVEMENT DISTRICT

Northern Liberties Business Improvement District was formed in 2018 to provide supplements to the municipal services of the City of Philadelphia; maintain a safe, clean and vibrant commercial district for the benefit of the residents, users, and owners within the district, and to citizens of Philadelphia and the region; to create opportunities for the business and residential communities to come together to make improvements to the district; and develop and implement programs and services that ensure that Northern Liberties continues to be a desirable place to live, work, shop, invest and visit. For more information, see explorenorthernliberties.org.