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NEW CREATIVE BEVERAGE DIRECTOR JOINS THE PUNCH ROOM AT THE RITZ-CARLTON, CHARLOTTE

CHARLOTTE, N.C. – December 19, 2019 – [The Punch Room](#) at The Ritz-Carlton, Charlotte welcomes the new Creative Director of Beverage Operations, Kelly Crawford, to the 15th floor upscale speakeasy. With Crawford's creative flare, The Punch Room menu features fresh signature cocktails and a twist on the traditional.

Crawford brings over a decade of food and beverage experience to Charlotte, NC. Most recently, he was the Lead Bartender at Jack Dusty in The Ritz-Carlton, Sarasota. His experience with hospitality began at the age of 13 when he was a busser and dishwasher at a small café in Florida. Learning the ropes from behind the scenes set Crawford up for a passionate career moving from the kitchen to the bar. Crawford spent time as a beverage distributor and in his role, he was able to sample different liquors from around the world. Finding inspiration from his background Crawford says, "I have to challenge myself every day to learn as much as I can about any product I come across. There is so much out there, there's no reason to ever get bored doing what I do." Inventive craft cocktails from his thirst for experimenting with the new and unexpected fill the menu on the 15th floor. Concoctions like the **Matcha Do About Nothing** highlight the unique flavor combinations created behind the scenes. The Matcha-Infused Coconut Cream shaken with Solerno Blood Orange Liqueur, Lime, Agave, Roasted Pineapple Infused Mezcal and a Hibiscus Tea Ice Cube is the perfect example of the zest for the craft that Crawford possesses.

Visitors to The Punch Room will find creativity as the star of the menu with Crawford's interest in carbonation, foam and exotic fruits. Tropical fruits like Jackfruit and Star Fruit are the current interest for the Creative Director. "I am a culinary minded bar developer. Rather than doing a riff on a classic like an Old Fashioned, I focus on flavor combinations and presentations," says Crawford. The guest becomes the focus for Crawford and his team in The Punch Room with interactive experiences. Greeting each guest personally with a sip of the daily featured punch gives Crawford the opportunity to learn flavors preferences and challenge himself to excite one and all with something new.

About The Punch Room

Nestled on the 15th floor of The Ritz-Carlton, Charlotte, The Punch Room is a modern reincarnation of a sultry drinking den. Offering sophisticated residential-style seating for just 37 guests, the night spot presents spectacular city views and serves renowned punches and cocktails.

The AAA Five Diamond Ritz-Carlton, Charlotte is located at 201 East Trade Street in the heart of Charlotte, North Carolina. To discover further information about the hotel and its seasonal offerings, please call +1-704-547-2244, visit www.ritzcarlton.com/charlotte or engage directly with the hotel at <https://www.facebook.com/ritzcarltoncharlotte>. For room reservations, call 1-800-241-3333 or contact a travel professional.

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