

San Diego Spirits Festival 2024 Celebrates Its 15th Anniversary with HIVEO™ as a Platinum Sponsor

October 19-20, 2024 – Museum of Contemporary Art San Diego, La Jolla, CA

SAN DIEGO, CA, UNITED STATES, October 17, 2024 /EINPresswire.com/ -- This weekend marks the highly anticipated 15th annual [San Diego Spirits Festival](#), taking place at the iconic Museum of Contemporary Art in La Jolla, offering stunning ocean views alongside some of the finest spirits in the industry.

The two-day event, known for its blend of creativity, flavor, and innovation in the spirits world, will welcome [HIVEO™](#), a valued patron with a reputation for pushing boundaries in the beverage industry.



HIVEO™, recognized for its Hard Honey™ beverages, will be showcasing its award-winning lineup, including...

“

Winning several medals at the San Diego Spirits Festival is an incredible honor, and we're thrilled about the recognition of our hard work.”

David "Bee" Lolis

Gold: Hoppy Penelope Hard Honey
Gold: Ginger Mule Hard Honey
Gold: Wine Zero Proof
Silver: PB&J Hard Honey
Silver: Ginger Beer Zero Proof

The brand has made waves over the last two years, bringing home multiple medals and establishing itself as a

leader in the spirits market with its unique honey-based beverages.

New Flavor Launch: Red Honey Sangria! Attendees of this year's festival are in for an exclusive

treat as HiveO unveils its latest creation: Red Honey Sangria. This new palate experience combines the natural sweetness of honey with the boldness of sangria, offering a refreshing twist for cocktail enthusiasts. Festival-goers will be among the first to taste this exciting new addition to the HiveO lineup.

“Our mission at HiveO has always been about more than just creating a great product. We’re passionate about sustainability, protecting bees, and delivering clean, natural beverages that our customers can enjoy and feel good about. Winning several medals at the San Diego Spirits Festival is an incredible honor, and we’re thrilled about the recognition of our hard work. The festival is the perfect platform to launch our new Red Honey Sangria and further spread awareness of our mission. We’re excited for what’s to take flight,” said David "Bee" Lolis, Founder of HiveO.

Culinary Representation by Chef Pete Ghione: Adding to the excitement, Director of Culinary Innovation Pete Ghione from Canyon Ranch will be representing HiveO at the festival. Known for his culinary expertise combining his innovative culinary skills with HiveO’s standout beverages, Chef Pete has recently been featured on CBS8 San Diego, where he crafted a Ginger Beer-inspired cocktail using HiveO’s signature flavors.

Listen to David Lolis on Big Ritch, TD, & Fletch Friday 10/18 on 760AM Sports Radio 2pm PST on the "Bar Cart Friday" Segment. Also on iHeart radio.

HiveO’s Growing Presence in the Industry: HiveO’s success continues to grow, with partnerships expanding across various regions. The brand has teamed up with [Keg N Bottle](#), a retailer with 10 locations in San Diego and one both in Santa Barbara and Chicago, with national distribution DTC (direct to consumer) further solidifying its place in the market. Restaurants like Beeside Balcony, known for their craft cocktails, have embraced



Director of Culinary Innovation Pete Ghione from Canyon Ranch



New Flavor Launch: Red Honey Sangria

Hive®O's beverages, with the brand's beverages becoming some of their most popular offerings.

The festival will also feature a number of well-known influencers who are excited to join the celebration, including...

Jodie Alonso (@jodie_alonso) – Instagram influencer and lifestyle blogger

Judy Ha-Guevarra (@judeethefoodee) – Food enthusiast and influencer

Pearl (@travelingwithpearl) – Food, lifestyle, and travel influencer

San Diego Moms (@sandiegomomsco) – Community group focusing on family-friendly events and lifestyle content

Andrew Cole (@iamandrewcole) - Singer-songwriter and multi-instrumentalist

These influencers will be on hand to share their experiences at the festival and to spotlight Hive®O's impressive product lineup.

Looking Ahead: Hive®O at The Proof Awards. As Hive®O continues to grow, the company is already preparing for the prestigious Proof Awards, hosted by Proof Magazine. Known for recognizing excellence in the spirits industry, the Proof Awards will be an exciting opportunity for Hive®O to showcase its hard honey beverages on a global stage and continue building momentum.

For more information about Hive®O and its innovative product offerings, visit Hive®O's website.

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About Hive®O:

Hive®O is a premium beverage brand known for its innovative Hard Honey™ drinks. With a commitment to sustainability and a passion for creating unique flavor experiences, Hive®O has established itself as a leader in the beverage industry. Each product is crafted with care and a deep respect for tradition, offering a luxurious journey through taste, health, and sustainability. Hive®O continuously strives to set new standards in beverage luxury while contributing positively to the environment.

For more information about Hive®O, its new product launches, and ongoing sustainability initiatives, visit <https://hardhoney.com/> or follow @hive2o

About San Diego Spirits Festival:

The San Diego Spirits Festival is an annual event that celebrates the best in spirits and cocktails,

offering a weekend of tastings, competitions, and demonstrations in the heart of La Jolla. Now in its 15th year, the festival has become a premier destination for spirits enthusiasts, industry professionals, and cocktail aficionados alike.

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