

MEDIA KIT



ICE & INSTINCT

PRIVATE MIXOLOGY STUDIO
NEW YORK & NEW JERSEY · EST. 2024

*Cocktail omakase, the no-menu evening: a niche Ice & Instinct
defined.*

The story behind the format: www.iceinstinct.com/journal/cocktail-omakase-explained/

Teimuraz Benidze

Founder & Flavor Architect

*The first certified sommelier in Georgia's history.
Two decades of wine and service, now turned to
the cocktail.*

SHORT BIO

Teimuraz Benidze is the founder of Ice & Instinct, a private mixology studio serving the New York metro area and New Jersey. The first certified sommelier in Georgia's history, he brings two decades of wine and service to the craft of the cocktail.

LONG BIO

Teimuraz Benidze spent two decades in wine and service before turning his attention to the cocktail. The first certified sommelier in Georgia's history, he trained at Chateau-Arnoux in France, earned his Diploma in Wines & Spirits at Enotria Wine World in Moscow, completed French Wine Studies with O.N.I.VINS, and holds the Leading Qualified Sommelier title from the Georgian Sommelier Association under ASI.

In 2024 he founded Ice & Instinct, a private mixology studio serving the New York metro area and New Jersey. The studio works the way a sommelier works: it listens first. Every engagement begins with a tasting dialogue and ends as an evening composed around the people in the room.

His signature format is the cocktail omakase, the no-menu evening: a niche Ice & Instinct defined. The studio's standard runs through everything else it does, from crystal-clear ice treated as an ingredient to The Collection, its thirteen signature cocktails.

CREDENTIALS

Certificat Wine & Sommellerie

Chateau-Arnoux, France

Leading Qualified Sommelier

Georgian Sommelier Association / ASI

Diploma in Wines & Spirits

Enotria Wine World, Moscow

French Wine Studies

O.N.I.VINS

Full story at www.iceinstinct.com/my-story/ ·
Interviews and appearances arranged through
the press contact on the last page.

Four ways an evening takes shape

TIER	FROM	GUESTS	DURATION
The Foundation	\$650	up to 15	3 hours
Perfection in Simplicity	\$900	up to 12	4 hours
Bespoke Design & Artistry	\$1,800	up to 30	4 hours
Omakase Improvisation	\$3,000+	an open-ended, no-menu evening	

Team scaling available for weddings and galas. Spirits are not included: the host provides them, or the studio sources at supplier cost.

THE CRAFT

Crystal-clear ice is treated as an ingredient, not an afterthought: it is the studio's standard on every engagement. The repertoire centers on The Collection, thirteen signature cocktails, presented at www.iceinstinct.com/gallery/.

SERVICE AREA

The New York metro area and New Jersey: Manhattan, the Hamptons, Westchester & Greenwich, and New Jersey.

CONCIERGE ENHANCEMENTS

Bespoke Cigar Curator	\$500	Additional Bar Staff	\$350
The Curator	\$350	Glassware & Vessels	\$250

HOW ENGAGEMENTS WORK

- 01 **Inquiry.** A short note through the form at www.iceinstinct.com/contact/ or by phone.
- 02 **Tasting dialogue.** A conversation about the room, the guests, and the palate before anything is poured.
- 03 **The evening.** The studio arrives, builds, serves, and leaves the room as it found it.

DEPOSIT

A flat \$500 reserves the date. Fully refundable until 14 days before the event, and transferable to a new date for 12 months.

Every evening begins with a conversation.

WWW.ICEINSTINCT.COM/CONTACT/

— PHOTOGRAPHY

Selected images for editorial use. High-resolution files at www.iceinstinct.com/press/



TEIMURAZ BENIDZE · FOUNDER & FLAVOR ARCHITECT



WHITE LOTUS · THE COLLECTION



DUALITY · CLEAR ICE



AURELIANO · THE COLLECTION

PRESS CONTACT

INQUIRIES

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