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**71 Proof LLC Retains White Book Agency, Tampa Bay PR/Marketing Firm**

TAMPA, Fla. (September 15, 2011) – 71 Proof. has retained the services of White Book Agency to generate publicity, promotion and event partnerships for local and national branding opportunities.

71 Proof was founded by LaTanya White in 2007 and is one of several entities that make up the Tallahassee-based Concept Creative Group. The company offers professional services including bar catering and staffing, bar consulting and bartender training. 71 Proof also specializes in mixology, developing custom cocktail recipes for a wide variety of clients. The 71 Proof staff works on an 'on-call' basis and are professionally trained with exceptional experience in bartending and/or bar services.

"I saw that there was a need for an enhanced level of customer service in the local hospitality industry and I want 71 Proof to be among the catalysts making that happen," says White. "It starts with accepting responsibility for the customer experience and that's what we pride ourselves on."

After mastering her own training in bartending and mixology from the American Bartending School located in Tampa, Florida, White continued to expand her industry knowledge by participating in New York's Beverage Alcohol Resource program and completing an additional degree in Wines, Spirits and Beverage Management at The Art Institute of Tampa. In 2007, 71 Proof founded Tallahassee's first Bartender Training course open to the public.

"We're excited to begin working with LaTanya and 71 Proof. The passion for service and creative mixology provide unique event experiences that are not to be missed," says Nancy Vaughn, Principal, public relations and marketing director for White Book Agency.

White Book Agency will help to increase 71 Proof's brand awareness in both Florida and Georgia markets as well as branding 71 Proof's custom mixology services and bar training program nationally. To learn more about 71 Proof's staffing, services and bar training please visit [www.71proof.com](http://www.71proof.com).

**About 71 Proof**

71 Proof LLC is a professional bar staffing service with expert mixology to customize any event or party theme. Specialties include bar catering, bar consulting and Custom Cocktail Development for private parties, wedding receptions, corporate fundraisers, restaurants and a

host of other social events. 71 Proof also provides public bartender training courses, headquartered in Tallahassee. For more information, visit: [www.71proof.com](http://www.71proof.com).

### **About White Book Agency**

White Book Agency is a full-service public relations, marketing, advertising and special events firm based in Tampa Bay. Specializing in media relations, brand identity and cost effective communication strategies, White Book Agency works with businesses, entrepreneurs and media outlets across the country. For more information about the firm, visit:

[www.whitebookagency.com](http://www.whitebookagency.com).

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