

AZ Insider: Sanderson Debuts 2017 Lincoln at Exclusive Party

Written by Written by Kathy Shayna Shocket

Kathy Shayna Shocket has the inside view on the stories that make headlines.



The unique ambiance of Rancho Manana's Tonto Bar & Grill was the perfect setting!

It was a grand unveiling of the 2017 Black Label Lincoln and a chance to indulge your senses! Set amidst the desert ambiance of the Tonto Bar & Grill at Rancho Manana, each Lincoln on display boasted a gourmet food station.

Yes, this interactive party hosted by **Sanderson Lincoln**, tempted the 200 guests with that great smell of a new car - - - and the aromas of the culinary delights, from filet mignon, to lobster ravioli.

The gourmet food matched the gourmet curated collection of interior options, highlighted by Sanderson Lincoln Sales Manager, **Patrick Heigl**.



Partygoers indulged in the new 2017 Lincoln - from checking out the under the hood horsepower features - to the the Continental's interior luxuries and unique E-Latch door releases.



The evening also captured the spirit of what's old is new. The 2017 was unveiled just adjacent to a 1956 Lincoln Continental. The '56 Continental is from the **Sanderson Ford Museum** (its 15,000 square- foot collection of classic cars and memorabilia) and is currently at **Sanderson Lincoln on Bell Road**.



In the private area off the Tonto Bar & Grill patio, as the sun was setting, guests mingled between the car-food stations. The experience that had Lincoln's Thoroughbred theme, for example, served up prime filet mignon, bourbon maple aioli, chestnut flour fried onions, and crispy shoestring potatoes with Parmesan-garlic salt Inspiration.



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Also among the favorites was the Center Stage Lincoln car station, featured grilled and chilled shrimp cocktail with Sonoran spiced cocktail sauce, and Arizona citrus and tabasco. Not to mention the dessert station boasting hand made truffles. Partygoers also had the chance to meet Tonto's **Chef Ryan Peters**.



And the libations? There were plenty including the spirits at the Muse car where people enjoyed cognac and triple sec, and they savored Four Roses small patch bourbon at the Thoroughbred

What a regal way to experience the Black Label !



Kathy Shayna Shocket is a freelance Writer, and TV- Field Producer based in Phoenix, AZ. She's a former TV-Reporter who's written for publications such as **TIME Magazine**, **Money Magazine**, **PEOPLE Magazine**, **The Hollywood Reporter** and **The NEW YORK TIMES**. You can reach her at redkarpetgirl@aol.com