FOR IMMEDIATE RELEASE

Roaring Social and Solomon Brothers Jewelers Launch Atlanta's First $10,000 Martini Experience

The Martini includes a 5-Carat Natural Diamond Tennis Necklace, Caviar, and a bottle of Champagne

ATLANTA – August 3, 2026 – Forget the olives, this martini comes with real diamonds. Roaring Social and Solomon Brothers Jewelers have partnered to introduce one of Atlanta's most extravagant cocktail experiences: a $10,000 Martini Experience that pairs an expertly crafted martini with timeless diamonds.

The Roaring Jewel Martini is now available for guests to order. The experience features a signature premium martini made with Beluga Gold Line Vodka, a dry vermouth rinse, a float of Billecart-Salmon Champagne Le Réserve, and topped with a spoon of premium Beluga Caviar. Presented with the martini is the signature Roaring Social bottle experience, which includes a custom marquee sign and sparkler presentation, a full bottle of Billecart-Salmon Champagne Le Réserve, and a breathtaking 5-carat natural diamond tennis necklace in 14K white gold from Solomon Brothers Jewelers, valued at $11,700 MSRP.

"Roaring Social is built around creating extraordinary experiences, and we wanted to bring our guests something truly exceptional," said Brian Harper, COO of Competitive Social Ventures, parent company of Roaring Social. "This collaboration celebrates the art of indulgence, pairing our signature hospitality with the timeless elegance of Solomon Brothers Jewelers. Whether marking a milestone, raising a glass for a special occasion, or simply embracing an unforgettable moment, this is an experience unlike anything else in Atlanta."

Known for its glamorous Prohibition-era ambiance, Roaring Social transports guests to a world of sophistication and celebration, where handcrafted cocktails, live entertainment and thoughtfully curated experiences come together under one roof. With a reputation for creating unforgettable evenings, Roaring Social continues to redefine the art of hospitality in Atlanta. Staying true to its commitment to creating one-of-a-kind experiences, The Roaring Jewel Martini

elevates a night out, complete with a timeless piece of jewelry designed to be treasured long after the final toast.

"We're excited to introduce this one-of-a-kind luxury experience in the city we proudly call home," said Jaron Solomon, President of Solomon Brothers Jewelers. "Partnering with Roaring Social felt like a natural fit; not only because we're both rooted in Atlanta, but because we share a passion for creating unforgettable experiences. Together, we're bringing something truly extraordinary to the community that has supported us for generations, combining exceptional craftsmanship, elevated hospitality, and a luxury experience unlike any other."

The Roaring Jewel Martini is available at both Roaring Social Alpharetta and Decatur locations. Upon purchase, guests receive a certificate of purchase, a cubic zirconia replica necklace and pickup instructions. The necklace can be redeemed at any of Solomon Brothers' three locations in Sharpsburg, Buckhead, or Alpharetta.

Launching with The Roaring Jewel Martini is also Roaring Social's speciality martini list which introduces six new martinis. The collection features a mix of classics and modern interpretations including the Classic Martini, Limoncello Martini, Martinez, Metropolitan, Little Italy, and Last Word.

To learn more about Roaring Social, please visit www.roaring-social.com. For information on Solomon Brothers Jewelry, please visit www.solomonbrothers.com.

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About Competitive Social Ventures
Founded in 2020 and headquartered in Alpharetta, GA, Competitive Social Ventures ("CSV") is a hospitality company that creates socially-driven entertainment concepts, including Pickle and Social, Fairway Social, and Roaring Social. CSV creates premier entertainment venues that bring people together to socialize, enjoy premium food and beverages, and create one-of-a-kind shared experiences. CSV currently operates Pickle and Social Gwinnett, Roaring Social Alpharetta, Roaring Social Decatur, Fairway Social Alpharetta, and Fairway Social Trilith (Fayetteville) in Georgia, and Fairway Social Birmingham and The Lodge at Fairway Social in Alabama. Learn more at www.competitivesocialventures.com. For partnership opportunities, see here.

About Roaring Social
Roaring Social is a secret speakeasy that transports guests back to the Roaring '20s in an intimate space filled with thrilling live music and boutique bowling lanes! Complete with signature cocktails and delicious bites, Roaring Social offers an unforgettable experience with family, friends, and cohorts. Roaring Social currently operates locations in downtown Alpharetta, GA, and Downtown Decatur, GA. Learn more at www.roaring-social.com or follow on Instagram @roaring.social. #BeMoreSocial

About Solomon Brothers Jewelry
Founded in 1982, Solomon Brothers is a family-owned fine jeweler with three locations across Metro Atlanta. For more than 44 years, the company has been known for exceptional diamonds, personalized service, and helping generations of couples celebrate life's most meaningful moments. Solomon Brothers is the Preferred Jeweler of the Atlanta Braves, a Proud Partner of the Georgia Bulldogs, and the Official Jeweler of Georgia Tech Athletics. With more than 3,500 five-star Google reviews, Solomon Brothers continues its mission of helping Atlanta say "I do." Learn more at www.solomonbrothers.com or follow on Instagram @solomonbrothers

Media Contact
Qilafi Public Relations
Brooke Qilafi
brooke@qilafipr.com