

Tales of the Cocktail: Raising The Bar Professional Series

An important focus at Tales of the Cocktail, is providing business value for the attending professionals. To specifically address this need we've designed a special track of sessions that we call "Raising The Bar". Each individual session will address specific needs in the restaurant and bar industry that will help attendees enhance their cocktail programs and improve their business.

Thursday, July 19th

Title: Chains committed to using fresh and quality ingredients and how they do it!

Led by: Ryan Magerian Liquid Relations/Aviation Gin with Panelists Eben Klemm, B.R. Guest,

2:30 p.m. - 3:50 p.m., Hotel Monteleone Riverview Room

\$45.00 per person

While fresh-squeezed juices, just-ground spices and muddled herbs are trends in upscale bars and independent restaurants, most chain restaurants are still reaching for sugary mixes in lieu of fresh ingredients at the bar. Chain operators -- tethered by price restrictions, operational challenges and sales considerations -- often lack the flexibility to embrace new trends and improve the quality of their bar menus. Here, chain-based mixologists and culinarians speak about their challenges and successes, and explore what's to come.

Friday, July 20th

Title: Cocktails on the Curve: The Future of Mixology

Led by: StarChefs CEO Antoinette Bruno

Panelists: Bret Thorn from *Nation's Restaurant News*, James Meehan from *Food & Wine*, Andrew Knowlton from *Bon Appetit*, Todd Thrasher from *Restaurant Eve* and *The PX*, John Kinder from *The Pump Room*

10:00am – 11:30pm Hotel Monteleone Vieux Carre Room

\$45.00 per person

Join a panel of experts including Andrew Knowlton from *Bon Appetit*, James Meehan *Food & Wine*, Bret Thorn from *Nation's Restaurant News* and Rising Star Mixologists Todd Thrasher from *The PX* and John Kinder from *The Pump Room* to explore the future trends of cocktails moderated by StarChefs.com CEO Antoinette Bruno . Behind the bars across the nation, high quality, seasonal and exotic ingredients are still a must, with new trends popping up like wine-inspired cocktails, savory flavors, techniques from the culinary side and dessert drinks that go beyond the Chocolate Martini. We will discuss upcoming trends and developments in the cocktail culture as well as the future of the bar business.

Title: Designing Cocktails to Pair with Food: Creating Blueprints on Paper to Test in the Glass

Led by: Andrew Dornenburg and Karen Page, co-authors of the award-winning book WHAT TO DRINK WITH WHAT YOU EAT: The Definitive Guide to Pairing Food with Wine, Beer, Spirits, Coffee, Tea -- Even Water -- Based on Expert Advice from America's Best Sommeliers

2:30 p.m. - 3:50 p.m., Hotel Monteleone Riverview Room

\$45.00 per person

Join James Beard Award-winning authors Andrew Dornenburg and Karen Page for a workshop in cocktail design. Covering a range of dishes and cuisines, they will walk through the steps of designing the perfect cocktail and take participants through several food-and-cocktail pairing scenarios. You'll learn to deconstruct dishes to analyze their components, and to compare and/or contrast flavors in the food with flavors in the cocktail. Bring a notebook, pen and paper, and copies of CULINARY ARTISTRY and WHAT TO DRINK WITH WHAT YOU EAT.

Saturday, July 21st

Title: Make Your Cocktail Program Work For Your Restaurant/Bar Presented by Hendrick's Gin Reyka Vodka

Led by: Charlotte Voisey, Mixologist

2:30 p.m. - 3:50 p.m., Hotel Monteleone Riverview Room

\$45.00 per person

This discussion on the business opportunity that cocktails offer for a restaurant/bar covers the ability of how a good cocktail program can increase spend per head or recruit new customers. Cocktails demonstrated during the seminar will illustrate the concept of added value, selling the theatre, showmanship, presentation, fresh ingredients of a cocktail as well as the all-important personality of the bartender. The seminar includes thoughts on the menu, understanding the profit contribution of different cocktails, profitability, cocktail trends, non-alcoholic cocktails and staff motivation.