



COCKTAIL APPRENTICE PROGRAM OVERVIEW

Tales of the Cocktail, a culinary and cocktail festival, allows the connoisseur or amateur to fully experience (taste, see and learn about) cocktail culture in New Orleans and around the world. The event's annual components are Spirited Dinners, a Seminar Series, Cocktail Hour, Cocktail Luncheons, walking tours of the French Quarter, and classic and contemporary cocktail parties -- all presented by the country's hottest chefs, authors, bartenders and cocktail experts. Tales of the Cocktail will re-convene July 16-20, 2008, for its sixth annual festival.

Tales of the Cocktail along with Phil Brady and Brian Miller have developed a cocktail apprentice program for 10-12 exceptional bartenders who want to work alongside us and gain a tremendous amount of knowledge.

Please review the attached submission form if you would like to apply for the Cocktail Apprentice Program.

If selected to participate in the 2008 Tales of the Cocktail Apprentice Program we will provide you with the following:

- Round trip airport transfer allotment to and from the Hotel Monteleone
- Hotel accommodations at the historic Hotel Monteleone, a literary landmark in New Orleans, for 5 days and 4 nights. Rooms will be shared among the apprentices.
- Additional nights will be billed to you at a discounted rate of \$99.00 per night.
- Complimentary Tales of the Cocktail Founder's Day pass to attend events complimentary, some exclusions apply
- Several complimentary meals while in New Orleans
- A VIP welcome bag
- Gifts and branded merchandise from our partners and Tales of the Cocktail
- Completion certification
- Recognition at the Tales of the Cocktail Spirit Awards
- Recognition on the Tales of the Cocktail website
- Professional event coordination

As a cocktail apprentice what we require from you is the following:

- Work a minimum of hours at Tales of the Cocktail, shifts will be varied to morning and afternoon to allow everyone to attend events throughout the week
- Solicit and communicate with panelists prior to their events
- Follow instruction of your supervisors
- Wear appropriate sponsor/Tales of the Cocktail attire
- Attendance at the Tales of the Cocktail Spirit Awards
- Participate in one to two conference calls prior to the event to review detailed job descriptions
- Use of your name and photo in any appropriate promotional materials
- Submit a current bio and photograph for promotional materials by requested due date

- Include event details in any of your appropriate promotional materials such as your website, newsletter, etc.
- Speak with media if we book interviews on your behalf.
- Create one signature cocktail or food item recipe and submit in advance of the event.
- Not participate in a cocktail related event in New Orleans 30 days before or after Tales of the Cocktail 2007.

Basic Job Duties include:

- Mix ingredients to prepare cocktails and other drinks.
- Wash glassware and utensils
- Slice, dice and pit fruit for garnishing drinks.
- Pour wine and beer.
- Clean up after attendees and presenters and keep a clean work area.
- Maintain liquor and bar supplies.
- Arrange bottles and glasses for display
- Serve guests in a friendly and helpful manner.
- Handle and move objects, such as glasses and bottles, using hands and arms.
- Monitor and maintain an inventory of supplies.
- Mix ingredients according to drink recipes.
- Perform physical activities such as lifting and stooping.

Please complete the application form and mail or email it to the address below:

Attn: Tales of the Cocktail Apprentice Program

538 Louisa Street

New Orleans, LA 70117

ann@talesofthecocktail.com

The New Orleans Culinary and Cultural Preservation Society, a non-profit organization dedicated to raising funds to benefit hospitality industry members, produces Tales of the Cocktail annually. Its mission is to preserve the rich history of the restaurants and bars of New Orleans and the unique culture of dining and drinking famous to the city, while educating locals, visitors, and the hospitality industry about this culinary heritage.

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It's the most spirited event of the summer – and it takes place in the birthplace of the cocktail. Tales of the Cocktail, a dining and drinking extravaganza that explores the "spirit" and "spirits" of New Orleans, is a balanced mix of food, drink, history and fun, shaken with sophistication and creativity, and served up to educate locals and visitors to the city with perfection.



2008 Cocktail Apprentice Program Application

Name:		
Phone:		
e-Mail:		
Address:		

Information about your current jobs held within the last year:

Workplace:		
Position:		
How Long?:		
Phone:		

Please briefly describe why you want to apprentice at Tales of the Cocktail, and what your qualifications are for being a Cocktail Apprentice (use another sheet if necessary):

Tales of the Cocktail hosts the most influential mixologist in the world and this is a once in a lifetime for you to work side by side with the living legends of our time including Dale DeGroff, Audrey Saunders, Julie Reiner, Tony Abou-Ganim, David Wondrich and many more!!

Please complete the application form and mail it to:

Attn: Tales of the Cocktail CAP Program

538 Louisa Street

2nd Floor

New Orleans, LA 70117

Or e-mail the filled in MSWord document to:

ann@talesofthecocktail.com