



FOR IMMEDIATE RELEASE:

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**12,000 POUNDS OF KOLD-DRAFT ICE, 13, 884 MINT LEAVES, 11,250 LIMES AND
640 COCKTAIL RECIPES
TALES OF THE COCKTAIL 2009 BY THE NUMBERS**

NEW ORLEANS – (July 28, 2009) – Tales of the Cocktail, the internationally acclaimed festival of cocktails, cuisine and culture held its annual event in New Orleans, Louisiana from July 8 to July 12, 2009. The event brings together the best and brightest of the cocktail community—award-winning mixologists, authors, bartenders, chefs and designers—for a five-day celebration of the history and artistry of making drinks. Each year offers a spirited series of dinners, demos, tastings, competitions, seminars, book signings, tours and parties all perfectly paired with some of the best cocktails ever made.

In its seventh year, Tales of the Cocktail hosted thousands of sippers, used 12,000 thousand pounds of Kold Draft ice, garnishes and more in the five days... Tales of the Cocktail 2009 by the numbers is below:

- 12,000 pounds of Kold Draft Ice
- 16,000 attendees
- 100,000 5-ounce Tales of Cocktail acrylic cups
- 13,884 mint leaves
- 14,000 lemons
- 11,250 limes
- 192 pounds of sugar
- 1,824 Driscoll's Blackberries and Driscoll's Blueberries
- 12,000 bottles of Fiji Water
- 74 Gallons Lime Juice
- 82 Gallons Lemon Juice
- 45 Gallons Grapefruit Juice
- 21 Gallons Pineapple Juice
- 25 Gallons Tomato Juice

- 75 Gallons Simple Syrup
- 10 Gallons Rich Simple Syrup
- 5 Gallons Honey Syrup
- 3100 Driscoll's Raspberries
- 1375 Driscoll's Strawberries
- 1400 Tropicana Orange twists
- 1200 Lemon Twists
- 1250 Lime Wheels
- 940 Lemon Wheels
- 950 Luxardo Cherries
- 450 Cucumber Wheels
- 400 Lemon Wedges
- 430 Lime Wedges
- 350 Stalks of Celery
- 48,921 items in the Swag Speakeasy
- 640 Cocktail Recipes in the Stir Your Soul Edition of the Tales of the Cocktail Recipe Book
- 25 Spirited Dinners at New Orleans Restaurants
- 10 partner hotel properties

About Tales of the Cocktail

Tales of the Cocktail is an internationally acclaimed festival of cocktails, cuisine and culture held annually in New Orleans, Louisiana. The event brings together the best and brightest of the cocktail community—award-winning mixologists, authors, bartenders, chefs and designers—for a five-day celebration of the history and artistry of making drinks. Each year offers a spirited series of dinners, demos, tastings, competitions, seminars, book signings, tours and parties all perfectly paired with some of the best cocktails ever made.

About the New Orleans Culinary and Cultural Preservation Society

The New Orleans Culinary and Cultural Preservation Society is a non-profit organization committed to preserving the unique culture of dining and drinking in New Orleans and the storied bars and restaurants that have contributed to the city's world-wide culinary acclaim. This organization supports members of the hospitality industry through education and the production of events like Tales of the Cocktail and, most recently, Trails of the Cocktail, a scholarship program for emerging talent in the New Orleans cocktail industry.

Every summer spirits from around the world descend on America's most soulful city. Next summer will be no different as Tales of the Cocktail returns. Join us for a spirited schedule of cocktails, cuisine and culture that will stir even the most idle of souls.

Save the date for next year's Tales of the Cocktail, July 21-25, 2010

For more information, go to www.TalesoftheCocktail.com

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