



FACT SHEET

What:

- **Tales of the Cocktail 2009**

The internationally acclaimed festival of cocktails, cuisine and culture returns for its seventh year in New Orleans, July 8-12, 2009.

The event brings together the best and brightest of the cocktail community—award-winning mixologists, authors, bartenders and chefs—for a five-day celebration of the history and the craft of the cocktail. This year, the most spirited event of the summer invites everyone to “Stir Your Soul” with a spirited series of dinners, cocktail demos, tastings, competitions, seminars, book signings, tours and special events all perfectly paired with some of the best cocktails ever made.

To put the event in quantifiable terms you can taste, Tales of the Cocktail 2008 used 85 pounds of mint leaves, 40 pounds of super-fine sugar, 280 liters of lime juice, 350 liters of lemon juice, 1815 lime wedges, 2115 lemon twists, 2340 jalapeño slices, 50 pounds of ginger root, 12 pounds of cherries and satisfied the taste buds of thousands of cocktail lovers from across the world.

Impact:

- **Economic Impact Tales of the Cocktail 2009**

The results of a recent Visitor Profile and Economic Impact Study for Tales of the Cocktail 2008 conducted by the University of New Orleans Division of Business and Economic Research show the **total economic impact produced by the 6th annual event was \$7.6 million**. State and local governments realized over \$560,000 in tax revenue as a result of the five-day festival. Tales of the Cocktail is a global event with the majority of attendees (73.9%) not living in the Greater New Orleans area. International visitors came from Canada (53.8%), the United Kingdom (15.4%), the Netherlands (7.7%), Austria (7.7%) and France (7.7%).

Visitors spent an average of \$1,341 during their trip to the New Orleans area. Tales of the Cocktail attracts an affluent visitor (22.5% with incomes above \$100,000) who spent an average of \$312.70 with the largest proportion on restaurants/meals, lodging, bars/nightclubs and shopping. On average \$103.06 per person was spent on daily meals.

While most of Tales of the Cocktail visitors were repeat attendees (41.4%) the event is continuing to attract new visitors each year (58.9%). Tales of the Cocktail features cocktail events such as dinner-pairings, cocktail demos and tastings, seminars, mixing competitions, design expos, book-signings and much more. Of the respondents who attended seminars, the majority (63.3%) attended 5 or more sessions and the average number of seminars attended was 6.5.

The vast majority (97.3%) of visitors stayed overnight in the New Orleans area and an overwhelming majority of visitors (94.4%) stayed in hotels. Three-fourths of visitors (75%) stayed 4 or more days in the New Orleans area. The average number of nights stayed was 4.5.

Summary of Additional Findings:

94% of visitors were in New Orleans primarily for Tales of the Cocktail

59.2% of attendees were between the ages of 36-64

93.8% of attendees plan on attending Tales of the Cocktail next year

Where:

- **New Orleans**

It's only fitting that New Orleans, the birthplace of the cocktail, serves as the permanent home of Tales of the Cocktail.

The narrow French Quarter streets that gave rise to the Sazerac and the Ramos Gin Fizz, provide the perfect backdrop of history and culture for the annual affair. The historic Hotel Monteleone will again be the official headquarters for Tales of the Cocktail 2009 is an especially historic year for the storied establishment as the hotel's famous Carousel Bar celebrates its 60th year of serving up exceptional drinks with dizzying regularity. Other renowned New Orleans establishments that have hosted events in the past include Galatoire's, Antoine's, Arnaud's, The Ritz-Carlton New Orleans, Harrah's New Orleans Casino, the Napoleon House, Brennan's and many more.

Who:

- **Ann Tuennerman**

Ann founded Tales of the Cocktail in 2003, combining her passions for the history of New Orleans and a well crafted cocktail. Through her leadership, Tales of the Cocktail has not only served as the premier gathering of cocktail lovers from across the world but has attracted thousands of visitors to New Orleans. Ann is involved at every level of planning, implementation and promotion of the event. Through the years, she has established partnerships with premium liquor brands and magazines while garnering extensive national media coverage.

- **Paul G. Tuennerman**

Paul joined Tales of the Cocktail in 2006 as the Chief Executive Officer, bringing a 31-year love affair with food and spirits, not to mention a successful career in the food services industry, to the international festival. Paul also serves as Executive Director of The New Orleans Culinary and Cultural Preservation Society.

How:

- **The New Orleans Culinary and Cultural Preservation Society**

Tales of the Cocktail is made possible through the continuing work of The New Orleans Culinary and Cultural Preservation Society. Founded by Ann Tuennerman in 2006, the nonprofit organization seeks to preserve New Orleans' dining and drinking history, raise funds for the hospitality industry and produce Tales of the Cocktail annually. Ann and Paul's ongoing work with the Society is to further its mission, generate media attendance and coverage for the Society and for Tales of the Cocktail and to encourage a positive image for New Orleans, ultimately attracting visitors and increasing tourism.

Web:

- **www.TalesofTheCocktail.com**

Visit the newly updated [TalesofTheCocktail.com](http://www.TalesofTheCocktail.com) for all the soul stirring details about what's in store for Tales of the Cocktail 2009. At the site, you can revisit the highlights of Tales 2008, buy tickets for this year's Tales of the Cocktail (available Spring 2009), sign up to receive our newsletter and updates, join the Cocktail Krewe, meet our authors, sponsors and specials guests and shop for cocktail merchandise.

More Information

Tickets:

Tickets for the countless Tales of the Cocktail events will be available for purchase beginning Spring 2009 at TalesoftheCocktail.com. Check our website for special ticket packages and exclusive room rates for Tales of the Cocktail 2009.

Special Guests and Presenters:

Since 2003, Tales of the Cocktail has hosted the top mixologists, bartenders, chefs and authors of the cocktail and culinary industry, resulting in the most influential gathering of mixologists in the world year after year. Over the last five years, these special guests have traveled from across the country and the world (such as Australia, Holland, Russia) and have included:

- Ted Allen, Emmy Award winner and star of Bravo's "Queer Eye for the Straight Guy" and "Top Chef"
- Kevin Brauch, host of "The Thirsty Traveler"
- Dale DeGross, "King Cocktail" and author of "The Craft of the Cocktail"
- Tony Abou-Ganim, "The Modern Mixologist"
- Audrey Saunders, owner, of The Pegu Club, New York
- Charlotte Voisey, award-winning international bartender
- Julie Reiner, co-owner and creative director of the Flatiron Lounge, New York
- Georg Riedel, 10th generation glassmaker and president of Riedel Crystal
- Andrew Dornenburg and Karen Page, James Beard Book Award-winning authors
- Ted Haigh, "Dr. Cocktail" and cocktail historian
- Robert Hess, creator of Drinkboy.com
- Anistatia Miller and Jared Brown, co-founders of The Museum of the American Cocktail

What People Are Saying:

"Tales of the Cocktail is the premier cocktail event of the year"

"This event ROCKS – and everybody loves it...especially me!" **Diego Loret De Mola, President of BevMax International Inc.**

"It's the #1 don't miss event, worldwide, for those serious about cocktails." **Philip Duff, Liquid Solutions Bar & Beverage Consulting**

"Above all, Tales is a singular opportunity for friends and colleagues to convene over the noble pursuit and celebration of great cocktails." **Allen Katz, Director of Mixology-Southern Wine & Spirits of NY**

"Tales of the Cocktail is my favorite event of the year. It is the only convention where beverage experts, consumers and cocktail geeks come together to celebrate the art of

mixing fine cocktails!” **Bridget Albert, author of *Market Fresh Mixology: Cocktails for Every Season***

“If you are a professional or home Mixologist you have to attend Tales of the Cocktail.”
Tony Abou-Ganim, The Modern Mixologist

“Forget about the fact that Tales of the Cocktail is the world’s premier gathering of people interested in quality cocktails. Focus on the fact that it’s an out-and-out blast!”
David Wondrich, author of *Imbibe*

“Tales of the Cocktail is a gathering of the spirit and mixology community like no other, where passionate people from all angles of the business connect and clink glasses. It is a win win” **Charlotte Voisey, Hendrick’s Gin Brand Champion**

Sponsors:

For more information about becoming a sponsor for Tales of the Cocktail, contact Ann Tuennerman at ann@talesofthecocktail.com. With an expert marketing plan that includes outreach programs of ads in major local and national publications, radio promotions, television commercials, e-mail marketing, web banners, e-newsletters and direct mail campaigns, Tales of the Cocktail generated **\$1,515,368 in earned media value and 126,180,000 in media impressions in 2008**. Our sponsorship packages are customized to meet your goals and specific plans can be developed to meet the individual sponsor needs for media outreach.

The New Orleans Culinary and Cultural Preservation Society:

Tales of the Cocktail is just one of several productions of The New Orleans Culinary and Cultural Preservation Society, all developed to help preserve the rich history of restaurants and bars in New Orleans each in their own unique and engaging way. The nonprofit organization seeks to raise funds to benefit hospitality industry members while spreading the unique culture of dining and drinking in New Orleans to locals and visitors alike.

Culinary Cemetery Tours – In 2007, the New Orleans Culinary and Cultural Preservation Society combined two of New Orleans’ most distinctive attractions: Restaurants and Cemeteries. Partnering with another nonprofit organization, *Save Our Cemeteries*, the Society developed a course on the history of prominent New Orleans restaurant proprietors buried in historic Metairie Cemetery and continues to underwrite and promote the complimentary tour.

“Behind the Bar” – In 2008, the Society sent out a call for entries to photographers from across the country to capture their own unique vision of the New Orleans cocktail culture. A collection of photographs selected by a panel of judges became the “Behind the Bar” exhibit at the W Hotel – New Orleans. Sales of the unique and distinctive photographs benefited the New Orleans Culinary and Cultural Preservation Society.

“Trails of the Cocktail” – In an effort to both cultivate the talent of New Orleans’ top bartenders and spread the unique cocktail culture of New Orleans to the rest of the world, The New Orleans Cocktail Culinary and Cultural Preservation Society founded “Trails of the Cocktail.” In 2009, the Society will award “Trails of the Cocktail” scholarships to 3-5 of its annual group of Cocktail Apprentices. The scholarship includes a trip to the Cointreau Maison in France where they will study France’s cocktail culture while meeting with local bars, restaurant owners, chefs and historians. In this time they will also share New Orleans’ cocktail culture with their French counterparts.

Contact Us:

Ann R. Tuennerman

Founder
Tales of the Cocktail
538 Louisa Street
New Orleans, LA 70117
504-948-0511 (office)
504-948-0514 (fax)
ann@talesofthecocktail.com

Michelle Dunnick

Event Coordinator
Tales of the Cocktail
538 Louisa Street
New Orleans, LA 70117
504-948-0511 (office)
504-948-0514 (fax)
michelle@talesofthecocktail.com

Christina Gaspari

Event Coordinator
Tales of the Cocktail
538 Louisa Street
New Orleans, LA 70117
504-948-0511 (office)
504-948-0514 (fax)
christina@talesofthecocktail.com

Melissa Young

Event Coordinator
Tales of the Cocktail
538 Louisa Street
New Orleans, LA 70117
504-948-0511 (office)
504-948-0514 (fax)
melissa@talesofthecocktail.com