



MEDIA ALERT

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TALES OF THE COCKTAIL PRESENTS THE 2009 GOLDEN SPIRIT AWARD TO FRANCESCO LAFRANCONI AND CHARLOTTE VOISEY

Each year, Tales of the Cocktail awards one presenter with the “Golden Spirit Award” to the presenter who received the highest evaluation scores. This year, there was a tie and each Golden Spirit Recipient will receive the grand prize for a trip for two to Puerto Rico generously provided by Tales of the Cocktail Sponsor Rums of Puerto Rico and the Puerto Rico Tourism Company.

Through this award, Tales of the Cocktail provides recognition to these two individuals and the outstanding talent they have shown for advancing the craft of the cocktail. This year’s winners were Francesco Lafranconi for his presentations titled “Drink Italy” and “Cask Strength” and Charlotte Voisey for her presentations “On 21st Century Gin” and “The Cocktails of Tales”. Through their carefully prepared and well executed presentations, Francesco and Charlotte each embody the ideals with which Tales of the Cocktail was originally founded.

"Tales of the Cocktail has grown to embrace and support the world-wide resurgence of the cocktail. Just as New Orleans is a melting pot of cultures and cuisines, Tales of the Cocktail provides its attendees a similar experience with an integration of the world's best bartenders and mixologists where everyone can learn something new and exciting about the craft." said Robert Hess Host of "The Cocktail Spirit" on www.SmallScreenNetwork.com, and a founder of The Museum of the American Cocktail

This year, each Golden Spirit Recipient will receive on behalf of Rums of Puerto Rico and the Puerto Rico Tourism Company:

- 3 days and 2 nights hotel accommodations*
- Round trip airfare for two**
- A private grounds tour of one of Puerto Rico’s rum plants

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 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.

About Rums of Puerto Rico

The Rums of Puerto Rico Program, a division of the Puerto Rico Industrial Development Company was created in 1948 to administrate the advertising and promotional programs that encourage the consumption of rum and protect its leadership in the United States market. The quality brands produced in Puerto Rico are aged one-year or more by law. This sets the standard of excellence that includes only the finest rums and offers an extensive choice in the rum category including Bacardi, Don Q, Ron Llave, Castillo, Ron Barrilito and Palo Viejo, among others.

About Puerto Rico Tourism Company

The Puerto Rico Tourism Company (PRTC), founded in 1970, is a public corporation responsible for stimulating, promoting and regulating the development of the tourism industry. It markets Puerto Rico as a tourism destination through advertising, public relations and promotional activities; promotes tourism among local residents; provides visitor orientation and technical assistance to investors; evaluates tourism facilities and establishes standards of quality; and regulates and oversees gaming operations. PRTC has offices and representatives in the U.S. Mainland, Canada, Europe and Latin America.

*Since there was a tie there will be different stays for both winners - one at the Rio Mar Beach Resort and Spa – A Wyndam Grand Resort <http://www.wyndhamriomar.com> and the other at the Conrad San Juan Condado Plaza www.condadoplaza.com.

**Domestic flights only (between United States and Puerto Rico)

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