

Grand Marnier®



tales of the
COCKTAIL
NEW ORLEANS

MEDIA ALERT

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TALES OF THE COCKTAIL ANNOUNCES 2009 BAR CHEF CHALLENGE WINNER

On Friday, July 10, the 2009 GRAND MARNIER and NAVAN “On the Fly” Competition celebrated the creativity and last-minute inventiveness of eight top bar stars, working exclusively with the ingredients found in Jeffrey Morgenthaler's bag of tricks, which included such items as lollipops, hot sauce, pralines, and many more out of the ordinary ingredients. Confronted with a variety of challenges, the contestants pushed the limits of originality and skill “on the fly” in front of an audience of hundreds of their peers and cocktail aficionados at the W Hotel in New Orleans during Tales of the Cocktail.

The mixologist who executed the most original creation was **Giuseppe Gonzales** of New York, creating *The On the Fly Colada*, a winning cocktail, featuring NAVAN Natural Vanilla Liqueur.

The “On the Fly” Competition was judged by a highly discriminating panel of judges including Bridget Albert, Antoine Gervais, Xavier Herit, Francesco Lafranconi, John Myer and Dale DeGroff. Gonzales worked alongside other contestants, including: Eric Alperin of Los Angeles, Paul Clarke of Seattle, Ricky Gomez of New Orleans, Misty Kalkofen of Boston, Todd Thrasher of Washington, Neyah White of San Francisco and David Wondrich of New York.

Giuseppe Winning Recipe:

The On the Fly Colada

2 oz. Yerba Mate tea infused Glenmorangie

¾ oz. Navan Vanilla Liqueur

1 Funkin Pina Colada Mix

Build in a Snifter and add ice.

About Grand Marnier

Created in 1880 by Louis-Alexandre Marnier-Lapostolle, Grand Marnier® is the flagship liqueur of the House of Grand Marnier: the world's most premium orange liqueur. A blend of exotic bitter oranges and the finest Cognac, Grand Marnier relies on a secret recipe passed down through six generations of the Marnier Lapostolle family. Grand Marnier is the base ingredient of many inspired cocktail creations, and is also enjoyed on-the-rocks and neat. Exclusively imported by Moët Hennessy USA, Grand Marnier retails at \$38.00 per 750-ml bottle, and is also available in two higher marques: the Grand Marnier Cuvée du Centenaire (\$155.00) and the Grand Marnier Cuvée du Cent Cinquantaire (\$240.00). Visit www.GrandMarnier.com for more information.

About NAVAN Natural Vanilla Liqueur

NAVAN® Natural Vanilla Liqueur is the most recent creation from the House of Grand Marnier®, world renowned for its expertise in making ultra premium liqueurs. Benefiting from Grand Marnier's unique heritage and craftsmanship, NAVAN is made exclusively with natural vanilla from Madagascar, considered the world's best. As such, NAVAN adds a natural vanilla twist to classic cocktails such as The Modern Margarita, yet is smooth and complex enough to be enjoyed neat or on the rocks. Exclusively imported by Moët Hennessy USA, NAVAN retails at \$39.00 per 750-ml bottle, and is available nationally at chic night spots, fine restaurants, and wine and spirits retailers in all major US cities. Visit www.NAVANWorld.com for more information.

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 Tales of the Cocktail- 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.

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