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**TALES OF THE COCKTAIL ANNOUNCES 2009
SPIRIT AWARD WINNERS**

Winners Received the Exclusive Reidel Crystal Award

NEW ORLEANS, LA – July 12, 2009 – Through the Spirit Awards, Tales of the Cocktail provides recognition to those individuals and establishments that have shown an outstanding talent for advancing the craft of the cocktail. To embody the ideals with which Tales of the Cocktail was originally founded, these awards will provide recognition to both national, as well as to local New Orleanians. Pernod Ricard and Beverage Media group sponsored this year's second awards show.

Pernod Ricard is proud to be the sponsor of this year's 3rd Annual Cocktail Spirit Awards - recognizing industry leaders and innovators. For years, Tales of the Cocktail has brought together an incredible group of suppliers, bartenders, writers and the most authoritative experts in the industry- all acting as partners in the celebration and appreciation of cocktail culture. In presenting the Spirit Awards, Pernod Ricard applauds each industry participant and nominee. Also, as part of the evening's celebration, Beverage Media Group, Inc. a 2009 Spirit Awards partner recognized 10 Up & Coming Mixologists, selected from participants of Tales of the Cocktail's Apprentice Program.

The 2009 Tales of the Cocktail awards committee is comprised of the following industry leaders:

- **Simon Difford (Chairman)**
- **Julio Bermejo**
- **Salvatore Calabrese (Best Drinks Selection 2008)**
- **Frank Coleman**
- **Dale DeGroff (Helen David Lifetime Achievement 2008)**
- **Simon Ford**

- **Ted Haigh**
- **Michael Menegos**
- **Sasha Petraske (Best Bar 2008)**
- **Christy Pope**
- **Gary Regan (Best Writer 2008)**
- **Claire Smith**
- **Nick Strange way (Bartender of the Year 2008)**
- **Dave Wondrich (Best Bartending Book 2008)**

The 2009 Tales of the Cocktail Spirit Awards Winners were:

- **World's Best Drinks Selection**
WINNER - Merchant Hotel, Belfast
- **Best American Cocktail Bar**
WINNER - Pegu Club, NYC
- **World's Best Cocktail Bar**
WINNER - PDT, NYC
- **World's Best New Cocktail Bar**
WINNER - Clover Club, Brooklyn
- **World's Best Hotel Bar**
WINNER - Merchant Hotel, Belfast
- **American Bartender of the Year**
WINNER - James Meehan, PDT
- **International Bartender of the Year**
WINNER - Tony Conigliaro
- **Best New Cocktail/Bartending Book**
WINNER - The Essential Cocktail – Dale DeGroff
- **Best Cocktail Writing**
WINNER - Dave Wondrich
- **Best New Product**
WINNER - Bols Genever
- **World's Best Cocktail Menu**
WINNER - Merchant Hotel, Belfast

- **Best American Brand Ambassador**

WINNER - Simon Ford, Plymouth Gin and Pernod Ricard

- **Helen David Lifetime Achievement Award**

WINNER - Peter Dorelli

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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