



MEDIA ALERT

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SPIRITS WILL LIVE AT
TALES OF THE COCKTAIL 2010
Spirited ticket packages on sale March 1, 2010

NEW ORLEANS, LA—February 22, 2010 - Tales of the Cocktail, the premier global cocktail and culinary festival that celebrates the history and culture of dining and drinking in New Orleans celebrates their eighth anniversary event, **July 21-25, 2010**.

This summer, the international cocktail community will converge on the city where spirits live 24/7. Shaken from their slumber within the bottle, the spirits will take on a life of their own in New Orleans at Tales of the Cocktail 2010.

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.

With more than 125 events that cover a wide-variety of subjects, Tales of the Cocktail entertains amateurs and experts. In 2010, new events include, One Night Stand theme party presented by Beam Global, Bar Room Brawl Bartender Competition presented by Grand Marnier, USBG Milagro Tequila Margarita Competition, Spirited luncheons on Cognac, Paris, Texas, Meals from Soil to Glass and Eco Celebrations and the 4th Annual Tales of the Cocktail Spirit Award® Ceremony that recognise the best in the industry. Dinner pairings, cocktail parties, tastings and hands on workshops and demonstrations fill the schedule.

Beginning March 1, 2010 Special ticket packages for our guests go on sale.

Native Spirits Package-New in 2010
\$135.00

The true spirit of our city lives in those that call New Orleans home so we're inviting locals to join us at Tales of the Cocktail 2010 with the Native Spirits Package. This locals-only package will take you to the weekend's best parties so you can mix with cocktail lovers from around the

world, giving them a taste of what New Orleans is all about. Native Spirits Packages are limited so reserve yours today.

Package Details:

- 1 Ticket to Cocktail Hour Presented by Diageo
- 1 Ticket to USBG Milagro Tequila Margarita Competition OR Bar Room Brawl Presented by Grand Marnier
- 1 Ticket to One Night Stand Presented by Beam Global
- 1 Invitation to Sunday Brunch hosted by Mr. and Mrs. Cocktail (value of \$45.00)
- Official Tales of the Cocktail 2010 T-Shirt (value of \$15.00)
- Official Tales of the Cocktail Recipe E-Book, Where Spirits Live Edition (value of \$20.00)

Founders Day Package

\$595.00 (savings of \$100.00)

The Founders Day is the complete Tales of the Cocktail package. By day you will feast on 14 spirited seminars filled to the brim with cocktail history, techniques and tastings. By night you will sample the handiwork of the world's best mixologists with unfettered access to Tales of the Cocktail parties and competitions. A limited number of Founders Day Passes are available, so reserve yours today.

Package Details:

- Tickets to 14 seminars of your choice
- 1 Ticket to Cocktail Hour Presented by Diageo
- 1 Ticket to USBG Margarita Competition OR Bar Room Brawl Presented by Grand Marnier
- 1 Ticket to One Night Stand Presented by Beam Global
- 1 Invitation to Sunday Brunch hosted by Mr. and Mrs. Cocktail (Value of \$45.00)
- Limited edition signed and numbered "Where Spirits Live" Silk Screen Poster (Value of 30.00)

Taste of Tales Package-New in 2010

Actual Cost (ranging from \$105.00 to \$135.00)

For those that want to enjoy Tales of the Cocktail in moderation, we offer the Taste of Tales Package. Purchase tickets to any three Tales of the Cocktail 2010 events you'll receive a limited edition Sazerac blueprint poster, valued at \$10.00.

Tour of Tales Package-New in 2010

Actual Cost (ranging from \$210.00 to \$270.00)

If you have a slightly larger appetite for all things cocktail, try the Tour of Tales Package. When you purchase six tickets to any Tales of the Cocktail 2010 event you'll receive *The World's*

Drinks and How to Mix Them by William Boothby (a reproduction of the 1908 edition) with a new introduction by John Burton compliments of CocktailKingdom.com and MudPuddle Books, valued at \$20.00.

Reserve your packages now, as will be sold for a limited time only.

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.

For information and email updates on what's sure to be the most spirited event of summer, visit TalesoftheCocktail.com.

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