

Nightclub & Bar

MEDIA ALERT

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Nightclub & Bar Magazine Announces Sponsorship of the Professional Series at Tales of the Cocktail

January 16, 2009, Cleveland, OH – Nightclub & Bar Magazine is proud to announce its sponsorship of the Professional Series at the 2009 Tales of the Cocktail event, the premier cocktail and culinary festival that celebrates the history and culture of dining and drinking in New Orleans July 8 - 12.

The Nightclub & Bar Professional Series at Tales of the Cocktail will be held at the Hotel Monteleone on Wednesday, July 8. Developed specifically for beverage and bar management professionals, the seminars will address cocktail trends, training, technique, operations and business practices, each led by a recognized expert in the field. Presenters include Ryan Magarian of Liquid Relations/Aviation Gin, Eben Klemm of B.R. Guest, The Modern Mixologist Tony Abou-Ganim, H. Joseph Ehrmann of Elixir, management expert Paul Tuennerman and Philip Duff of Liquid Solutions.

“The Professional Series ties into our mission to support our reader’s efforts to be The Best in Bar Management,” said Nightclub & Bar Publisher Sean Carr. “We are thrilled to sponsor this outstanding program devoted to advancing the craft of the cocktail and sharpening the bar business skills of today’s professionals.”

"This is an exciting opportunity to further promote the craft and support the ongoing evolution of the spirits industry" said Ann Tuennerman, Founder of Tales of the Cocktail.

Access to the Nightclub & Bar Professional Series at Tales of the Cocktail is available only to beverage industry professionals. Ticket sales for Tales of the Cocktail open in early spring on the event web site, www.talesofthecocktail.com. Look for updates about the Nightclub & Bar Professional Series at Tales of the Cocktail and other Tales of the Cocktail events also at Nightclub & Bar Magazine’s web site www.nightclub.com.

About Nightclub & Bar

Published monthly by Questex Media Group, [Nightclub & Bar](#) serves the innovators and influentials in on-premise bars, nightclubs and restaurants. Readers are the top executives, owners and operators who are responsible for driving growth, innovation and profitability. Other *Nightclub & Bar* media properties include The Hub, *Nightclub & Bar's* enewsletter, www.nightclub.com, and The [Nightclub & Bar Convention and Trade Show](#) which is part of International Hospitality Week in Las Vegas drawing 30,000 professionals in the food, beverage and lodging industries from the United States and 22 other countries.

About Questex Media Group, Inc.

[Questex](#) Media Group, Inc. is a global, diversified business-to-business integrated media and information provider that serves multiple industries including beauty, spa, travel, hospitality, home entertainment, technology, landscape design, building services and natural resources through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing services. Strategically, Questex places a strong emphasis on the hospitality market and publishes *Hotel & Motel Management*, *Hotel Design*, *Luxury Hotelier* and produces HotelWorld Expo and Conference.

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.

For more information on Tales of the Cocktail, visit the website at www.TalesoftheCocktail.com and register your name to receive email updates or call 504-948-0511.