



## TALES OF THE COCKTAIL 2009 FACT SHEET Save the Date-Tales of the Cocktail July 21-25, 2010

### THE MOST SPIRITED EVENT OF THE SUMMER

Tales of the Cocktail, a culinary and cocktail festival every July, features award-winning mixologists, authors, bartenders, chefs and designers in the New Orleans French Quarter. The event is a five day cocktail event with dinner-pairings, cocktail demos and tastings, seminars, mixing competitions, book-signings and much more. Measuring some of their success in garnishes, Tales of the Cocktail 2009, used **12,000 lbs** of Kold Draft Ice, **13,884** mint leaves, **14,000** lemons, **192 lbs** of sugar, **12,000 bottles** of FIJI Water, **74 Gallons** of lime juice, **1375** strawberries, **950** Luxardo cherries, **450** cucumber wheels, **640** cocktail recipes, **48,921** items in the Swag Speakeasy and thousands of souls stirred.

It's the most spirited event of the summer – and it takes place in the birthplace of the cocktail, New Orleans. Tales of the Cocktail, a dining and drinking extravaganza that explores the Spirit and spirits of New Orleans, it is a balanced mix of food, drink, history and fun, shaken with sophistication and creativity, and served up to educate locals and visitors to the city with perfection. The event began in August 2003 and celebrates its eighth year in 2010.

### ECONOMIC IMPACT

The results of a recent Visitor Profile and Economic Impact Study for Tales of the Cocktail 2009 conducted by the University of New Orleans Division of Business and Economic Research show the **total economic impact produced by the 7th annual event was \$9.7 million, a \$2.1 million increase from 2008.** The event continues to attract repeat attendees (48%) as well as marketing to new attendees (52%). Tales of the Cocktail is a global event with the majority of attendees (77.8%) not living in the Greater New Orleans area. International visitors came from all over including Canada (34.4%), the United Kingdom (18.8%), the Netherlands (18.8%) and Australia (6.3%) and France. In addition 95% of visitors were in New Orleans primarily for Tales of the Cocktail.

### WHERE

It has been said the French Quarter begins in the lobby of the Carousel Bar. The Hotel Monteleone is Tales of the Cocktail's home base. Through the years, the Hotel Monteleone has played host to some of the world's most famous and colorful characters. Movie stars, dignitaries, royalty and political kingpins are part of their colorful past and present. The Hotel Monteleone has celebrated the history of the cocktail as the host hotel for Tales of the Cocktail since its inception. The best place to start your day or wind it down with a night cap—is the Carousel Bar. The Carousel is the only one you need to be 21 years old to ride. Hop on and take a spin... during Tales of the Cocktail 2010.

However, festival events take place throughout the New Orleans French Quarter. Other fine and historic New Orleans establishments that have hosted events include Antoine's, Arnaud's, The Roosevelt Hotel, Harrah's New Orleans Casino, the Napoleon House, Brennan's, Latrobe's and many more.

### WHO ARE MR. AND MRS. COCKTAIL

Paul and Ann Tuennerman are the first couple of cocktails. Known by many as Mr. and Mrs. Cocktail, Paul and Ann have turned their passions for great food, exceptional drinks and the city of New Orleans into one of the world's premier festival of cocktails—Tales of the Cocktail. Under Ann and Paul's leadership, Tales of the Cocktail continues to grow year after year bringing together the biggest names in the cocktail industry and drawing countless visitors to New Orleans.

In 2006, Ann founded the New Orleans Cultural & Culinary Preservation Society to support the hospitality industry of New Orleans. Paul later joined her as the organization's Business Advisor and the Executive Director of the New Orleans Cultural & Culinary Preservation Society and today they work together to preserve the rich culinary and cocktail heritage of New Orleans through education and celebration at events like Tales of the Cocktail. Paul and Ann continue to spread their love of cocktails over the airwaves, co-hosting "The Straight Pour," a weekly radio show on WIST-690 in New Orleans that's dedicated to all things alcohol.

## WHY WE DO IT

In 2006, Ann Tuennerman formed 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.

## THE COCKTAIL APPRENTICE PROGRAM

The Cocktail Apprentice Program was launched in 2008 and developed in order to give talented bartenders the opportunity to apprentice with some of the world's most influential mixologists. “

Apprentices are selected from around the world and spend several days shadowing, and learning from, some of the most skilled veterans of the cocktail industry.

“There's no better demonstration of what Tales of the Cocktail brings to the cocktail community than the Cocktail Apprentice Program. This truly highlights what the New Orleans Culinary & Cultural Preservation Society is all about” said Paul G. Tuennerman, Executive Director and CEO of Tales of the Cocktail.

In 2009, two candidates from the program were selected from the Apprentice Program, Mike Ryan and Eric Simpkins. The recipients will receive a trip to the Cointreau Maison and Distillery in Angers, France to immerse themselves in French cocktail culture. Once the trip is complete they will prepare to present their global cocktail experience at Tales of the Cocktail 2010.

## WEBSITE AND TICKETS

Visit our constantly updated website for information and details about what's in store for 2010!!! Also, see why we made headlines in 2009, at our 7th annual event. Shop for cocktail merchandise; meet our sponsors, authors and special guests. Sign up to receive our newsletter and updates on ticket sales and more. Tickets are required for Tales of the Cocktail and can be purchased online. Ticket packages are available as well as special room rates on our website. Check [www.TalesoftheCocktail.com](http://www.TalesoftheCocktail.com) for the most current information.

## SPECIAL GUESTS AND PRESENTERS

Since 2003, Tales of the Cocktail has hosted the top mixologists, bartenders, chefs and authors of the cocktail and culinary industry, resulting in the most influential gathering of mixologists in the world year after year. Over the last seven years, these special guests have traveled from across the country and the world.

## SPONSORS

For more information about becoming a sponsor for Tales of the Cocktail, contact Ann Tuennerman at [Ann@TalesoftheCocktail.com](mailto:Ann@TalesoftheCocktail.com) or Christina Gaspari at [Christina@TalesoftheCocktail.com](mailto:Christina@TalesoftheCocktail.com). Our sponsorship packages are customized to meet your goals and specific plans that align with the Tales of the Cocktail brand.

## WHAT PEOPLE ARE SAYING

"Tales was the best yet in 2009; the international bar community was represented like never before and the organization was superb this year."

*Dale DeGroff, King Cocktail*

"Tales of the Cocktail was a great help in exposing my brand to some of the best names in the business. Unlike tradeshow and conventions, Tales is an intimate gathering of a likeminded, cocktail loving community."

*Eric Tecosky President of American Mixers, Inc, [www.DirtySue.com](http://www.DirtySue.com)*

“For anyone serious about their cocktails, the Tales of the Cocktail convention should be your only event of the year.”

*Adam Klappholz, Vanity Fair*

“Just when I thought it couldn't get any better...they brought us another round.”

*Darby Kelly, Cocktail Apprentice*

## MEET THE TALES OF THE COCKTAIL TEAM

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