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**TALES OF THE COCKTAIL ANNOUNCES FEATURED VIRGIN
COCKTAIL FOR WEEKLONG EVENT**

The Liquid Muse creates alcohol free cocktail to beat the heat

NEW ORLEANS – March 15, 2009 – Tales of the Cocktail, the annual culinary and cocktail festival has collaborated with The Liquid Muse Virgin Mixology® and Fre Alcohol Removed Wines to offer the festival’s second annual official nonalcoholic cocktail. The annual festival will celebrate the history and culture of cocktails and food in New Orleans with five-days of first-class food and drink events on July 8-12, 2009.

The Sassy Southern Belle will be the official nonalcoholic cocktail of Tales of the Cocktail and will be served at several of their signature events. “Like any alcohol based cocktail, an alcohol free cocktail still involves a focus on quality ingredients, fresh seasonal produce and an eye for detail,” said Ann Rogers, Founder of Tales of the Cocktail. “We would like to encourage all large-scale festivals and events to have a signature alcohol-removed cocktail just as you would when entertaining at home or throwing a party.”

With the heat on, a virgin cocktail quenches the thirst of all festival attendees including a great alternative for pregnant women, designated drivers and those feeling a little under the weather.

The Sassy Southern Belle was created for Tales of the Cocktail and Fre® Wines (alcohol-removed wines) by Natalie Bovis-Nelsen, aka: The Liquid Muse (TLM), who is a pioneer in bringing high-end mixology philosophy to liquorless libations. Her book “Preggatinis:

Mixology for the Mom-To-Be” came out in December 2008 and was ranked #6 on about.com’s Top Ten Cocktail Books of that year.

With over 17 years of experience in the hospitality industry, Natalie Bovis-Nelsen keeps an eye on drink trends around the world and blogs about them at TheLiquidMuse.com. She also designs signature cocktails for celebrity-studded events, teaches cocktail classes around the U.S. and has shaken-and-stirred audiences on TV and radio shows. Natalie consults for beverage companies and is the spokesperson for Fre® alcohol-removed wine’s ongoing “Thoughtful Entertainer” campaign.

Fre® Wines were created in 1992 as an alcohol-removed alternative to suit the needs of all wine drinkers. This sophisticated adult beverage allows everyone to have the wine experience without the alcohol. Alcohol is removed from traditional wine via a spinning cone process, by which the aromas and flavors of wine are retained while removing the alcohol. For more information about Fre® products, please visit www.frewines.com.

Sassy Southern Belle

1/2 ounce Perfect or Boiron peach puree
1/4 ounce freshly squeezed lemon juice
3/4 ounce TLM Tea Forte mint tea-infused simple syrup
2 ounces Fre® alcohol-removed White Zinfandel
1 ounce Fre® alcohol-removed Brut

Pour peach puree, TLM mint tea-infused simple syrup and Fre white zinfandel into an ice-filled cocktail shaker. Shake well, then strain into a julep cup filled with crushed ice. Top with Fre brut. Garnish with a sprig of mint and a straw.

TLM Mint Tea-Infused simple syrup: Dissolve 1 cup white granulated sugar in 1/2 cup freshly brewed mint tea in a small saucepan. Bring to a boil, stirring constantly. Once bubbling, lower heat and let simmer for 3-5 minutes. Remove from heat, let cool, pour into a jar and store in the refrigerator.

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.

For more information on Tales of the Cocktail, visit www.TalesoftheCocktail.com and register your name to receive email updates, ticket-sales announcements and to view the exciting line-up of events and celebrity presenters for 2008. TICKETS ON SALE NOW.

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