



MEDIA ALERT

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TALES OF THE COCKTAIL OPENING RECEPTION TO BE HELD AT THE NEWLY RESTORED ROOSEVELT HOTEL TOAST OF THE EVENING TO OCCUR AT THE ORIGINAL SAZERAC BAR

NEW ORLEANS, LA—November 17, 2008 – Tales of the Cocktail, a cocktail and culinary festival celebrating the history and culture of dining and the cocktail in New Orleans, has chosen The Roosevelt New Orleans as the site of the July 8, 2009, opening-night reception for its seventh anniversary event.

Tales of the Cocktail runs through July 12, 2009.

The summer's most *spirited* event, Tales of the Cocktail explores the history and contemporary life of the cocktail at various locations in the New Orleans French Quarter. The event welcomes celebrities, mixologists, chefs, authors and cocktail experts as presenters and special guests from around the globe for seminars, dinners and galas. Top spirits names such as Dale DeGroff, Tony Abou-Ganim, Robert Hess and Kevin Brauch once again will take part in educating industry and consumers alike about the cocktail.

The historic downtown New Orleans property, a Waldorf=Astoria Collection property shuttered since Hurricane Katrina in 2005, opened in 1893 as the Grunewald. In 1923, it was rebranded The Roosevelt in honor of President Theodore Roosevelt and retained its distinctive moniker until the hotel changed hands in 1965 and was renamed The Fairmont. The grand hotel will reopen in late spring 2009, reborn as a Waldorf=Astoria Collection® hotel.

In more than a century of operation, The Roosevelt served as the backdrop for many historic events and often made history in its own right. Key among plans to restore the property to its previous grandeur and appeal will be the reopening of the hotel's famed Blue Room and legendary Sazerac Bar. In the golden era of supper clubs from the 1930s to the 1960s, the Blue Room played host to some of the best-known names in entertainment and big bands – including Tony Bennett, Louis Armstrong and Sonny and

Cher – as well as to elaborate floor shows. The Sazerac Bar, a Roosevelt landmark for decades, again will serve its signature Sazerac cocktail and Ramos Gin Fizz – both invented in New Orleans and made popular worldwide by The Roosevelt – among other delights.

“Hosting our opening night in conjunction with the newly restored Roosevelt is an honor,” said Tales of the Cocktail founder Ann Tuennerman. “Tales of the Cocktail celebrates the history of the cocktail, and what better way to introduce visitors to our city than with the city’s official cocktail, The Sazerac, at the original Sazerac Bar,”

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 Web site at www.TalesoftheCocktail.com and register to receive email updates, or call 504-343-4285.

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