



Tales of the Cocktail kicks off with a celebration of Herbsaint's 75th Anniversary

NEW ORLEANS – July 8, 2009 – The 7th annual Tales of the Cocktail kicks off its five-day schedule of soul stirring events with a celebration 75 years in the making. On Wednesday July 8th at 2 pm at the Hotel Monteleone, Ann and Paul Tuennerman, Founder and Executive Director of the New Orleans Culinary and Cultural Preservation Society of Tales of the Cocktail, will be joined by authors, chefs, mixologists and members of the media as they toast the 75th Anniversary of Herbsaint and the start of Tales of the Cocktail 2009 with Herbsaint Frappés.

The Sazerac Company of New Orleans will be launching a Herbsaint Absinthe product in the Fall of 2009. It will resurrect the original formula used by J. Marion Legendre from 1934 when his product was called Legendre Absinthe. He later renamed the product Herbsaint after being forced by the government to cease using the word Absinthe.

Further honoring this unique flavor of New Orleans, the New Orleans Culinary and Cultural Preservation Society will unveil a plaque that will be placed at 124 Baronne Street, the site of J.M. Legendre's Pharmacy where Herbsaint was born. In addition to Herbsaint Frappés, the event will also feature the Creole Julep and the Sassy Southern Belle, the official alcoholic and non-alcoholic cocktails of this year's events, as well as Herbsaint and Sazerac truffles.

WHAT:

Toast the official start of Tales of the Cocktail 2009 with Ann Tuennerman, founder of Tales of the Cocktail, and Robert Hess, the 2009 Cocktail Ambassador.

In honor of Herbsaint's 75th Anniversary, complimentary Herbsaint Frappes will be served as well as the Creole Julep, the official cocktail of 2009, and the Sassy Southern Belle, the official non-alcoholic cocktail of 2009. Attendees will also enjoy Herbsaint and Sazerac truffles.

WHERE:

Hotel Monteleone
Main Entrance/Front Steps
214 Rue Royale
New Orleans, Louisiana

WHEN:

Wednesday July 8, 2009
2:00PM – 3:00PM

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 2009. TICKETS ON SALE NOW.

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