



## **MEDIA ALERT**

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### **Cointreau® Liqueur Partners with the 2009 Tales of the Cocktail**

*Cointreau Continues to Inspire the Next Generation of Mixologists Through Cointreau  
Apprentice Program and “Trails of the Cocktail”*

**NEW ORLEANS, LA—April 12, 2009** – Cointreau® Liqueur is proud to partner with the 2009 Tales of the Cocktail, the premier cocktail and culinary festival that celebrates the history and culture of dining and drinking in New Orleans July 8 - 12. At this year's Tales of the Cocktail festival, Cointreau will host a multitude of events, including the Cointreau Apprentice Program (CAP), “Trails of the Cocktail”, and the “Mixologists and their Toys” seminar, among others.

The CAP program was developed in order to give up-and-coming, talented bartenders the opportunity to apprentice with some of the world's most influential mixologists. “*Cointreau has consistently been at the forefront for education and enrichment of bartenders and mixologists*” said Karlyn Monroe, Associate Brand Manager for Cointreau Liqueur at Rémy Cointreau USA, Inc. “*It is only fitting that Cointreau would continue this support through an apprentice program for new yet talented bartenders.*”

Apprentices are selected from around the United States, and will enjoy a cocktail tour of historical New Orleans while joined by master mixologists, before embarking on several days of 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 Cointreau® Liqueur Partnership and the CAPs 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.

Additionally, Cointreau, The New Orleans Culinary and Cultural Preservation Society and Tales of the Cocktail are proud to premier the “Trails of the Cocktail” program, a scholarship awarded to emerging talent in the New Orleans cocktail industry. This year, candidates will be selected from the Cointreau Apprentice Program and winning recipients will receive a trip to the

Cointreau Maison and Distillery in Angers, France. In addition, they will have the opportunity to spend two days with Richard Lambert, the International Cointreau Brand Ambassador.

Each cocktail apprentice was selected based their extensive cocktail and culinary background and knowledge to participate in the seventh annual Tales of the Cocktail

**First, we would like to acknowledge the following Cocktail Apprentices who are returning from 2008:**

**Chris Hannah**  
Arnaud's  
New Orleans, LA

**Jeff Grdinich**  
White Mountain Cider Co.  
Glen, New Hampshire

**Catherine Fellet**  
Beso Restaurant  
Saugerties, New York

**Maxwell Britten**  
Jack the Horse Tavern  
Brooklyn, New York

**Thomas Waugh**  
Death and Co.

New York, New York

**Kimberly Patton-Bragg**  
Clever  
New Orleans, Louisiana

**Jacquelyn Leon**  
Death and Co.  
New York, New York

**LaTanya White**  
71 Proof, LCC  
Tallahassee, Florida

**Jim Kearns**  
Goldbar  
New York, New York

**The remaining, talented twenty-seven are first-time Tales of the Cocktail's Cocktail Apprentices for 2009:**

**Ciaran Donal**  
Barrio Food and Drink  
Tucson, AZ

**Hillary Joy Choo**  
Plunge  
South Beach, Florida

**Eryn Kathleen Reese**  
Bar Milano  
New York, NY

**Franky Marshall**  
Clover Club

Brooklyn, New York

**Dylan Regan**  
Jimmy's  
Aspen, CA

**Janet Kim**  
Bar Milano  
New York New York

**Blair Garrett Reynolds**  
Acadia Bistro  
Portland, Oregon

**Daniel Eun**  
Varnish  
Los Angeles, CA

**Nicholas Jarrett**  
Apothecary  
Philadelphia, PA

**Brooks Kimsey Reitz**  
Proof on Main  
Louisville, Kentucky

**Leo Robitschek**  
Eleven Madison Park  
New York, New York

**Erik Ellstead**  
Egullet  
San Francisco, CA

**David Shenaut**  
Teardrop Cocktail Lounge  
Vancouver, Canada

**Brian Matthys**  
Izakaya Ten  
New York, New York

**Darby Kelly**  
Wynn Casino  
Las Vegas, Nevada

**Corey Bunnewith**  
Drink  
Boston, Massachusetts

**Yael Rebecca Vengroff**

**Alternates:**

**LeNell Smothers**  
Brooklyn, New York

**Jason Littrell**  
Randolph  
New York, New York

Tailor and Pegu Club  
New York, New York

**Chris Ojeda**  
Varnish  
Los Angeles, California

**Eric Alexander Rodrigues**  
SoCal Party Staffing  
Los Angeles, California

**Kyle McHugh**  
Drinks on Dearborn  
Chicago, Illinois

**Damien Windsor**  
Los Angeles, CA

**Mike Ryan**  
Violet Hour  
Chicago, Illinois

**Ashley Green**  
Tailor  
New York, New York

**Kelly Slagel**  
Hearth  
Brooklyn, New York

**Maksym Pazuniak**  
Cure  
New Orleans, Louisiana

**Bradley Epsteyn**  
The Modern Mixologist  
Las Vegas, Nevada

**Lance Mayhew**  
50 Plates  
Portland, Oregon

**Russell Eastman**  
Lounge on 20, Sacramento, CA

### **About Cointreau**

Created more than 150 years ago in Angers, France, Cointreau is one of the world's most famous crystal clear spirits. Cointreau's distinctive square-shaped bottle, with rounded shoulders and warm amber color is recognized worldwide, as well as its subtle taste – a perfect balance of bitter and sweet orange peels grown and meticulously selected for their quality. Cointreau is best known as being a key ingredient in the most popular cocktail in the US; the Margarita. In 1948, socialite Margarita Sames combined Cointreau, tequila and lime to create the original margarita. In addition, Cointreau is an essential ingredient in the Cosmopolitan and other top shelf cocktails, like the Sidecar. Its versatility, defined by its capacity to combine the richness of its flavors and aroma, make it a perfect choice neat or on ice.

Today, more than 15 million Cointreau bottles are sold worldwide and Cointreau remains the authentic choice of many top bartenders in the smartest and most fashionable bars. The average retail price for a 750mL (25.4 oz.) bottle of Cointreau is \$35 to \$40. Cointreau is distributed by Rémy Cointreau, USA Inc., the U.S. subsidiary of Rémy Cointreau in France.

### **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. This 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 the website at [www.TalesoftheCocktail.com](http://www.TalesoftheCocktail.com) or call 504-948-0511. TICKETS ON SALE NOW.