

**FOR IMMEDIATE RELEASE**

## **FESTIVITES ANNOUNCED FOR NEW ORLEANS BOURBON FESTIVAL PROCEEDS TO BENEFIT ST. MICHAEL SPECIAL SCHOOL**

*Friday, March 24 – Sunday, March 26 at The Sugar Mill and Marriot Convention Center*

Bourbon lovers can join together and celebrate at the inaugural **New Orleans Bourbon Festival**. From **Friday, March 24 – Sunday, March 26, 2017** food, spirit and culture will converge at the **Sugar Mill and Marriot Convention Center** in the historic Warehouse District of New Orleans. Festivities include a marketplace featuring an array of Bourbon-centric products; two grand tasting events from the world's finest distilleries; live panels with some of the greatest names in the bourbon industry, and a bourbon jazz brunch. Central to this year's kick-off event is attention on "Women in Bourbon", one of the fastest growing segments in the industry. A portion of the festival proceeds will benefit **St. Michael Special School**; an educational facility that teaches students ages six through adulthood with special needs.

### **EVENT SCHEDULE**

#### **Pre-Festival**

**Dinners:** **Thursday, March 23<sup>rd</sup>** – To whet your whistle before the festival, **Legends of Bourbon Series** will feature five exclusive **four-course pairing dinners** at top local restaurants. Dinners will be hosted by the best Master Distillers in the country: **Fred Booker Noe III** of Jim Beam at **The Foundation Room at The House of Blues**; **Eddie Russell** of Wild Turkey & Russell's Reserve at **The Bourbon House**; Trey Zoeller of Jefferson's Bourbon at **Salon by Sucre**; Diageo Brands at **Morton's Steakhouse**; Sazerac at **Cochon**; and Heaven Hill at **Kenton's**. Dinners are **\$130 per person**, all inclusive, and feature bourbon pairings with each course, as well as an amuse bouche and welcome cocktail. Guests of the Jim Beam, Jefferson's Bourbon and Wild Turkey dinners will receive a complimentary signed bottle of bourbon.

**Grand Tastings:** **Friday, March 24<sup>th</sup>** and **Saturday, March 25<sup>th</sup>** from **7:30PM – 10:30PM** at The Sugar Mill. VIP doors open at 6:30PM. Festival goers and bourbon aficionados can roam about a marketplace adorned with Bourbon-centric products; taste the finest bourbon in the world; and nosh on New Orleans best bites by 20 local restaurants while enjoying live entertainment provided by local jazz pianist **Matt Lemmler**.

## **PARTICIPATING RESTAURANTS**

*Including but not limited to*

Kenton's  
Salon by Sucre  
Maypop  
Morton's Steakhouse  
Primitivo  
Galatoire's  
The Creole Creamery  
Congreso Cubano  
Old School Eats  
Cochon

## **BOURBON LIST**

1792 Port Finished  
1792 Single Barrel  
1792 Small Batch  
1792 Sweet Wheat  
Baker's  
Basil Hayden's  
Bird Dog 10 Year  
Bird Dog Small Batch  
Blade and Bow  
Boone County Eighteen 33  
Booker's  
Breckenridge  
Buffalo Trace  
Bulleit  
Bulleit 10 Year  
Bulleit Rye  
Calumet  
Clyde Mays 5 Year  
Clyde Mays 6 Year  
Clyde Mays Special Reserve  
Cooper's Craft  
Devil's Cut  
Eagle Rare  
Elijah Craig Barrel Proof  
Elijah Craig Small Batch  
Evan Williams 1783  
Evan Williams Bottled-In-Bond  
Evan Williams Single Barrel  
Four Roses

Henry McKenna Single Barrel  
Herman Marshall  
Herman Marshall Rye  
High West  
High West American Prairie  
High West Double Rye  
High West Rendezvous  
Rye Hudson Baby  
Hudson Four Grain  
Hudson Manhattan Rye  
Hudson Maple Cask Rye  
IW Harper  
Jack Daniels Single Barrel Rye  
Jefferson's  
Jim Beam  
Knob Creek  
Lexington  
Maker's 46  
Maker's Mark  
Minor Case Rye  
Old Forester 1870  
Old Forester 1897  
Old Forester 1920  
Old Forester Mint Julep  
Old Forrester Classic 86  
Old Granddad  
Old Overholt Rye  
Pikesville Rye  
ri1 Rye  
Rittenhouse Rye  
Russel's Reserve  
Russel's Reserve Rye  
Russel's Reserve Single Barrel  
Russel's Reserve Single Barrel  
Rye  
Sazerac Rye  
Templeton Rye 10 Year  
Templeton Rye 6 Year  
Virgil Kaine Ashcat Blended  
Virgil Kaine Ginger-Infused  
Virgil Kaine High-Rye  
Virgil Kaine Rye  
Wild Turkey  
Wild Turkey 101 Rye  
Wild Turkey Decades  
Wild Turkey Forgiven

Wild Turkey Kentucky Spirit  
Wild Turkey Rare Breed  
Wild Turkey Rye  
Woodford Reserve  
Woodford Reserve Double  
Oaked  
Woodford Reserve Rye  
Yellowstone Limited Edition  
Yellowstone Select

**Live Panels:**               **Saturday, March 25<sup>th</sup>** – starting at **9AM** – **live panels** will be held all day at the Marriott Convention Center, with top speakers like Trey Zoeller, Founder of Jefferson’s Bourbon; Fred Booker Noe III of Jim Beam and Eddie Russell of Wild Turkey Distillery. The featured “**Women in Bourbon**” panel will bring out some of the industry’s most recognized females including Carla Carlton – The Bourbon Babe; Susan Reigler – author, professor and executive bourbon steward; and Peggy Noe Stevens, master taster, author and brand strategist.

For a full list of available seminars, please visit  
<https://neworleansbourbon2017.sched.com/>.

**Awards Brunch:**   **Sunday, March 26<sup>th</sup>** – Beginning at **11:30AM** at the Marriott Convention Center, the celebratory brunch will announce winners of the bourbon tasting and will feature craft cocktails, culinary delights and live music from the **New Orleans Jazz Revival Band**.

**Ticketing:**               Tickets range from **\$59 - \$490** (Ultimate VIP) and can be purchased at [Bourbon Festival Tickets](#). Stay up to date on information and schedule at [www.neworleansbourbonfestival.com](http://www.neworleansbourbonfestival.com) or download the event app at [Bourbon Fest ios App](#) or [Bourbon Fest Android App](#).

**For media registration, please contact [bcpr@brustmancarrinopr.com](mailto:bcpr@brustmancarrinopr.com)**