FOR IMMEDIATE RELEASE

Southern Food and Beverage Museum and the Museum of the American Cocktail Announce Ribbon Cutting Date

NEW ORLEANS, LA, May 9, 2014 – The SoFAB Institute is pleased to announce that the Southern Food & Beverage Museum and the Museum of the American Cocktail will reopen to the public with a ribbon cutting ceremony on September 29, 2014.

The Southern Food & Beverage Museum reopens in its own building at 1504 Oretha C. Haley Boulevard in New Orleans. The Museum of the American Cocktail, a unique collection documenting the history of the cocktail, opens as a part of the new museum. We anticipate that the full-service restaurant, Purloo, operated by Chef Ryan Hughes, and the Rouses Demonstration Kitchen by Jenn-Air/Whirlpool will also open. Other new additions to the museum include the Gallery of the South: States of Taste, featuring an exhibit representing every state in the South, including the District of Columbia.

“We could not be more excited about the upcoming opening,” says Liz Williams, president of the SoFAB Institute. “We are honored to have the support of Jenn-Air/Whirlpool, the Julia Child Foundation, Rouses Markets, and Domino Foods, as well as many private and foundation donors. We look forward to many years of partnership.”

“The Southern Food & Beverage Museum is a unique museum celebrating and documenting the food and foodways of the American South. It has been growing since it first opened in 2008,” explains SoFAB Board Chairman Edward Johnston.

“The Museum of the American Cocktail tells the exciting story of the cocktail, explains its important place in history, and looks forward to its future,” says Dale DeGroff, MOTAC founder and SoFAB board member. “We can’t wait to share the cocktail story.”

The SoFAB Institute documents and celebrates the food and drink of all cultures through exhibits, programming, and a range of media. Because everyone eats, all aspects of food and drink—culture and geography, anthropology and history, economics and politics, law and policy, media and the arts, science and technology—reveal the state of the world. SoFAB, home to several entities, among them the SoFAB Center for Food Law, Policy & Culture, SoFAB Culinary Library & Archive, Southern Food & Beverage Museum, Museum of the American Cocktail, and SoFAB Media, is among the nation’s leading institutions studying food and drink. For more information about the opening call (504) 569-0405 or go to www.southernfood.org.