



**FOR IMMEDIATE RELEASE**

**New Orleans Culinary and Cultural Preservation Society Honors  
2016 Seal of the Sazerac® Recipients**

*Five New Orleans bars and restaurants will receive their Seal of the Sazerac® at the Tales of the Cocktail® 2016 opening ceremony, July 20 in New Orleans.*

**NEW ORLEANS—June 8, 2016—** The New Orleans Culinary and Cultural Preservation Society (NOCCPS) is proud to announce a group of five spirited New Orleans bars and restaurants as the 2016 Seal of the Sazerac® honorees. Since 2010, the NOCCPS and Tales of the Cocktail® has recognized more than 30 establishments that have proven their commitment to preserving the Sazerac® by strictly adhering to the historic drink’s traditional ingredients, preparation and presentation. The 2016 Seal of the Sazerac® recipients are: Kenton’s, La Petite Grocery, Meauxbar, Revel and Three Muses.

“The Sazerac isn’t just a cocktail in New Orleans. It’s an important part of the history of our city. So preserving it has always been one of our top priorities at The NOCCPS,” said Ann Tuennerman, Founder of Tales of the Cocktail. “With these five new Seal recipients and the dozens of other bars that have been honored in the past, I just know the Sazerac is in good hands.”

Seal of the Sazerac® recipients are selected following a rigorous process of identifying those establishments that create exceptional and historically accurate Sazeracs. Bars and restaurants can be nominated by anyone for consideration. The NOCCPS then sends its expert team of “Sazerac® Secret Sippers” to inconspicuously evaluate each nominated bar’s Sazerac® on its ingredients, taste and presentation. The team has sampled countless Sazeracs® and visits nominated locations three times to ensure the establishments consistently produce a high-quality Sazerac®.

“At Kenton's, we are first and foremost an American whiskey bar and restaurant, and the Sazerac cocktail is a distinctly New Orleans representation of America’s strong whiskey heritage,” said Sean Josephs, owner of Kenton's. “It is an honor to be awarded the Sazerac Seal of Approval and we look forward to welcoming Tales of the Cocktail attendees in to give our version a try.”

The Seal of the Sazerac® program is a continued effort from the NOCCPS and Tales of the Cocktail® to preserve one of the world’s most legendary drinks. In 2008, the NOCCPS and Tales of the Cocktail® successfully lobbied the Louisiana state legislature to have the Sazerac® designated as the Official Cocktail of the City of New Orleans. New Orleans was the first city in the country to have an official cocktail.

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“The Sazerac, to me, is the symbol of both the city and industry that I love so much,” said Kimberly Patton Bragg, bar manager at Three Muses. “I’m so glad my bar family at Three Muses is being honored for doing it justice.”

The Seal of the Sazerac<sup>®</sup> will be presented to the five new recipients at Toast to Tales, the Tales of the Cocktail<sup>®</sup> kick off event, on Wednesday, July 20 at 2:00 p.m. on the front steps of the Hotel Monteleone. Toast to Tales is just one of the 200+ educational, professionally-focused events at the 14th Annual Tales of the Cocktail<sup>®</sup>, being held July 19 through the 24 in New Orleans. For more information about the Seal of the Sazerac<sup>®</sup> program or about this year’s events, visit [TalesoftheCocktail.com](http://TalesoftheCocktail.com)

### **About Tales of the Cocktail<sup>®</sup>**

The Spirits Are Calling. Will you answer? They’re calling you to New Orleans for five days of seminars, tastings, product launches, competitions, networking events and so much more at the world's premier professional cocktail event. By just being a part of this spirited gathering you’ll help your fellow cocktail professionals around the world. Funds from Tales of the Cocktail<sup>®</sup> are invested back into the industry through scholarships, tuition reimbursements, training programs and financial aid. So join us as the international spirits community answers the call, returning for another spirited round of Tales of the Cocktail<sup>®</sup>.

### **About the New Orleans Culinary and Cultural Preservation Society**

The New Orleans Culinary and Cultural Preservation Society (NOCCPS) is a non-profit organization committed to preserving the unique cocktail culture in New Orleans and around the world through education and outreach. Every year the NOCCPS produces a number of events including Tales of the Cocktail<sup>®</sup>, Tales of the Cocktail<sup>®</sup> on Tour, and Tales of the Toddy<sup>®</sup> with proceeds being invested back into the international spirits community through educational programs, scholarships, training programs and financial aid.

For more information on Tales of the Cocktail<sup>®</sup>, visit the website at [TalesoftheCocktail.com](http://TalesoftheCocktail.com).

### **SOCIAL MEDIA:**

WEBSITE: <http://www.TalesoftheCocktail.com>

FACEBOOK: <http://www.facebook.com/talesofthecocktail.com>

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INSTAGRAM: [https://instagram.com/tales\\_of\\_the\\_cocktail/](https://instagram.com/tales_of_the_cocktail/)

YOUTUBE: <http://www.youtube.com/user/TOTCNOLA>

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