



CELEBRATE WORLD COCKTAIL WEEK!

The Museum of the American Cocktail®
Commemorates the History of the Cocktail

February 15, 2010 – The Museum of the American Cocktail® and its supporting sponsors will celebrate this year’s World Cocktail Week™ from May 6 – 13, with a toast to the history of the American Cocktail. Celebrations will be held in cities throughout the United States and as far away as Australia.

Founded in 2005, the **Museum of the American Cocktail®** is dedicated to providing education in mixology and celebrating the rich history of the American cocktail. Our unique exhibit, designed by Ted “Dr. Cocktail” Haigh, features 200 years of cocktail history. Since its inception, the founders of this non-profit organization have worked to establish a major tourist attraction and educational institution in New Orleans that serves as a valuable resource for professionals in the beverage industry, while celebrating a wonderful piece of American history. The Museum also offers monthly mixology presentations hosted by renowned experts, at the museum in New Orleans and in other cities.

World Cocktail Week® was established to promote better understanding and appreciation of the art of the cocktail and its history, and responsible drinking. The date commemorates the first definition of the term *Cocktail* in print in the 1806 edition of *The Balance and Columbian Repository*.

This year’s World Cocktail Week Celebration at the Museum will take place on **Thursday, May 13th from 5 to 8 pm**. We are located inside the Southern Food & Beverage Museum at the Riverwalk Marketplace, (Julia Street entrance). Proceeds from this fundraiser will go towards supporting the Museum and its mixology program.

For more information about WCW events in all cities, how your venue can participate, or to purchase tickets, go to: www.museumoftheamericancocktail.org. To inquire about becoming a WCW Sponsor please email info@MuseumOfTheAmericanCocktail.org

SPECIAL THANKS TO OUR SPONSORS!



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