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ANCHOR DISTILLING COMPANY ANNOUNCES SCHEDULE FOR TALES OF THE COCKTAIL 2012

From Tales of Two Cities: Beantown and Barbary Coast Cocktail Showdown to Better with Age Tasting, Anchor Brings its Worldly Portfolio to New Orleans

(July 17, 2012, San Francisco) – San Francisco-based distiller and importer, [Anchor Distilling Company](#) announces a full schedule of events for the **Tales of the Cocktail** festival next month in New Orleans, La. From Wednesday, July 25 to Saturday, July 28, **Anchor Distilling** will showcase its diverse portfolio of award-winning brands in a variety of tastings, seminars and cocktail parties.

Wednesday, July 25

From 5:30 to 7:00 p.m., **Anchor Distilling** will celebrate aged spirits from around the world at the [Better with Age Tasting](#). Learn from distillers like **Chinaco**, the original ultra-premium tequila, which is aged in used Scotch barrels, providing part of its unique taste profile. Plus, sample the 51st Annual World 'Monde Selection' **Gold** award winner, **Luxardo Maraschino Cherries**. This seminar will show attendees the rewards of great patience, and how such rich and complex flavors can only come from years of restraint.

Thursday, July 26

From 10:30 a.m. to 12:00 p.m., **Anchor Distilling** will feature a showdown of the best mixology talent from the East and West coasts. At [Tales of Two Cities: Beantown and Barbary Coast](#), two teams will compete to craft original cocktails inspired by each other's cities – Boston and San Francisco. **Jackson Cannon**, 2011 Bartender of the Year and owner of The Hawthorne, will lead Team Beantown, along with **Joy Richard** of Franklin Restaurant Group, **Misty Kalkofen** of Brick and Mortar, **Will Thompson** of Drink, and **David "Cousin Dave" Cagle** of Deep Ellum/Lone Star. Team Barbary Coast, led by 2012 Bartender of the Year, **Russell Davis**, consists of **Carlo Splendorini** of Michael Mina, **Morgan Schick** of Rio Grande and Jupiter Olympus and **Brooke Arthur**. Attendees will sip and vote for the team who best represents cocktails that pay homage to the other's home city.

And from 5:30 to 7:00 p.m., **Anchor Distilling** will dive into the world of aromatized and fortified wines, a specialized category quickly gaining popularity among bars and bartenders. The [Aromatized and Fortified Wines Tasting](#) will explore a range of brands, including the **Gonzalez Byass** line of products, including Port, Sherry, Madeira, Marsala and Vermouth, all of which provide a vast palette of creative choices. And as a special treat, Gonzalez Byass will be offering guests tastes from its spirits portfolio as well, including **Lepanto Brandy PX**, the 2012 New York World Wine and Spirits Competition **Double Gold, Best in Show Brandy** and **Best Brown Spirit** winner.

Later in the evening from 7:00 to 10:00 p.m., **Anchor Distilling** offers a taste of creole hospitality at the [Pink Pigeon Picnic](#). Hosted at the historic Degas House, guests will cool down with **Pink Pigeon Rum** specialty cocktails including the Bird on a Wire, Ju-Ju Hurricane, and That Voodoo That You Do, created by bartenders **Kate Grutman** and **Lynette Marrero**. Live music from **Joe Hall and the Louisiana Cane Cutters** and bountiful food stations in a relaxed courtyard will replace traditional sit-down formalities. Guests will feast on Katie's Restaurant's famous roasted chicken & andouille sausage jambalaya, stuffed bell peppers, creole collard greens other classic New Orleans fare from rising star chef, **Scot Craig**. Special guests, all the way from London, include **Ian Burrell**, Global Rum Ambassador and **Ryan Chetiyawardana**, award-winning Bartender and Creative Director of Mr Lyan.

Friday, July 27

From 12:30 to 2:00 p.m., [The Dame Hall of Fame](#) will honor today's most influential female mixologists. There was a time when women weren't even allowed in bars, let alone behind them. In partnership with Tales of the Cocktail and Ladies United for the Preservation of Endangered Cocktails (LUPEC), this event will honor the first class of inductees into the Dame Hall of Fame, shining a light on countless women who have continued to show how the art of making cocktails has nothing to do with gender. **Anchor Distilling** will be serving its **Pink Pigeon Bird on a Wire** cocktail, created by bartender **Kate Grutman**.

Then Friday afternoon from 3:00 to 4:00 p.m., join **Anchor Distilling Company** at [The Making of Liqueurs](#) workshop. **Alain Royer, Matteo Luxardo, Dale DeGross** and **Jim Meehan** present the step-by-step production of **Pages** and **Luxardo** liqueurs, as well as demonstrate how to use them. Touch and see the raw materials, sample infusions, and experience the processes of maceration and sweetening. The workshop will add deeper value to this staple in the mixologist's artillery.

Friday evening from 5:30 to 7:00 p.m., **Anchor Distilling** will participate in [Meet the Craft Distillers](#), bringing together 24 of the world's top craft distillers as they sample their handiwork and discuss artisan techniques in making spirits, including **Junipero Gin** - a NY World Wine and Spirits, **Best in Gin** and **Gold** winner, **Hirsch Small Batch Reserve Kentucky Straight Bourbon Whiskey**, **Hirsch 3 year Canadian Rye Whiskey**, and more.

Saturday, July 28

From 11:00 a.m. to 5:00 p.m., escape the heat with **Anchor Distilling** at [Pig & Punch](#) in Washington Square Park. Guests will enjoy refreshing gelato made from **The King's Ginger** - rated **Exceptional** by the Beverage Tasting Institute, **Luxardo Amaretto**, **Luxardo Maraschino** - rated **Excellent** at the Ultimate Spirits Challenge and **Luxardo Amaro Abano**, the winner of the **Double Gold & Best Liqueur in Show** at the 2012 New York World Wine and Spirits Competition.

Saturday afternoon at 3:00 p.m., **Anchor Distilling Company** will help applaud the rich 4000-year history of anise, a popular ingredient in fashionable cocktails today. The [Anise: The Treasure of the Mediterranean](#) seminar, led by **Francesco Lafranconi** will take a look at the fascinating role of anise in Mediterranean culture, with an exclusive tasting of anise-based liqueurs and aperitifs, including, **Pastis Prado**, **Chinchon Seco** and **Pontarlier Anis**.

About Anchor Distilling Company

Anchor Distilling Company aims to provide the bridge between discerning buyers and the world's finest spirits. A privately owned distiller and importer, Anchor boasts an artisanal portfolio with more than 300 specialty products from nearly 20 countries. All products are from multigenerational, family-owned companies and are sought by connoisseurs for their superior handcrafted artisanal qualities. From a distilling perspective, Anchor is dedicated to creating very small batches of traditionally distilled spirits. For more information, please visit www.AnchorDistilling.com.

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