

A Taste of What Happens at Tales

As cocktail culture continues to spread throughout the U.S. and abroad, Tales of the Cocktail is the key event of the year to witness the industry's growth. There are multiple benefits to attending Tales: exposure to hundreds of brands and products; more than 60 educational and informative (and tasty) seminars; meeting thousands of industry members from around the world; seeing old friends and making new ones . . . and, of course, the cocktail parties. Here's a photographic look at this year's event.

photos by Allison Levine

Competitions

Numerous competitions took place throughout the week, with bartenders from around the country competing against each other.

The Amarula Experiment Throwdown



Competitors (left to right) Andrew B. Friedman, Liberty Bar, Seattle, WA; Chris Hannah, Arnaud's, New Orleans, LA; Justin Noel, Pranna, New York, NY; Cesar Romero, V Bar, Miami, FL; Emilio Tiburcio, Fusion Bar at Palazzo Hotel Casino, Las Vegas, NV.

Cabana Bartender Olympics featured teams from the West Coast, Midwest, Northeast, Southeast and Home Team New Orleans



The winning West Coast team: (left to right) Alex Straus, Scott Baird, Josh Harris, Jason Bran and Walter Moore with Matti Anttila of Cabana Cachaça.

Tastings



Tony Abu-Ganim and Francesco LaFranconi mix up cocktails during Diageo's Cocktail Hour, where cocktails from the 1920s to the present were tasted.



Glacé Luxury Ice Company Founder Roberto Sequeira displays his ice balls, which are double-distilled using a proprietary filtration system and then packaged in a resealable pouch with a one-way air valve.



Master Distiller Jean-Sebastien Robiquet unveils two new products: L'Esprit de June, a vineflower liqueur, and Excellia, a new tequila aged in cognac barrels and Sauternes wine casks and then blended.

Bar Visits



Antoine's Bartender Desanae Simms and Arnaud's Bartender Christopher Hannah mix up classic cocktails, such as the Sazerac, French 75 and Pimm's Cup and Thaïs Solano from Pirate's Alley Café serves up absinthe cocktails. ■■