

Bringing the Tale to life...

Angostura left an indelible mark on this year's Tales of the Cocktail Mixology Convention, held in the effervescent city of New Orleans from the 20th -23rd July. The annual event celebrated its ninth year in existence and continues to be heralded as the premier showpiece in the USA's cocktail calendar, drawing hundreds of professional mixologists and cocktail aficionados from all over the world. From the opening toast to the final bar call, Angostura proved itself to be the 'darling' of the convention.

On Thursday 21st July, Angostura sponsored and hosted the official Tales of the Cocktail Media and VIP luncheon held in the Vieux Carre room at New Orleans' most prestigious and world-renowned luxury hotel, the Hotel Monteleone. Special invitees and members of the media, were treated to a sumptuous meal infused with the unmistakable flavour of Angostura® aromatic bitters created by Angostura's USA Food Consultant, Rita Held. This was complemented by a dazzling array of Angostura® aromatic bitters-inspired signature cocktails prepared by Angostura's USA master mixologist, Jennifer Contraveos. Patrons were also introduced to the ageless classic of coconut ice cream drizzled with Angostura® aromatic bitters, served to them by the Angostura Brand Ambassadors.

A few hours later, in the Hotel Monteleone's ballroom, Jennifer Contraveos continued to serve up marvelous concoctions to the general audience at the Angostura® aromatic bitters tasting event, "Turning Drinks into Cocktails". With only standing room possible, delicious signature cocktails such as the Piña Colada, the Bourbon County Highball and Mason Dixon's Line Punch were enjoyed by all who attended. Angostura also unveiled two vintage art paintings, designed by respected artist Robert Rodriguez, capturing the magic and spectacle of Angostura® aromatic bitters during the "Golden Age of the Cocktail".



(at far left) Senior Manager - Export Angostura Limited, **Alex Thomas**, (2nd from left) Marketing Manager Mizkan Americas, **Teresa Martell**, (4th from left) Account Executive Hill & Knowlton **Betsy Alandt**, (3rd from right) Assistant Account Executive Hill & Knowlton **Beth Florina**, (at far right) Marketing Director Mizkan Americas **David Rotunno**



Senior Manager - Corporate Communications Angostura Limited **Giselle Laronde-West** and the Angostura® aromatic bitters Brand Ambassadors



USA Food Consultant for Angostura® aromatic bitters, **Rita Held**

USA Angostura® aromatic bitters Master Mixologist and Brand Ambassador, **Jennifer Contraveos and her team**

Rum Ambassador, **Ian Burrell**

...in the city of JAZZ

On Friday, the Royal Sonesta's Hotel Ballroom provided the right atmosphere to host the world of Angostura® rums. Here, visitors continued to toast their Tales of the Cocktail adventures with some of Angostura's finest, award-winning international rums- Angostura® 1824, Angostura® 1919, Angostura® Reserva, Angostura® 5 year Gold and Angostura® 7 year Dark. Celebrated mixologist and CEO of the popular drinks blog, Libation Diaries, Carmen Operetta was on hand to craft various luxurious rum cocktails. Along with Angostura's brand ambassadors, they ensured that all who attended left satisfied and well versed in Angostura's rum legacy.

By the end of the week, Angostura had once again charmed its way back into the lives of the many cocktail enthusiasts in attendance, adding even more flavour and pizzazz to the event and in the opinion of many, regarded as having stolen the show.



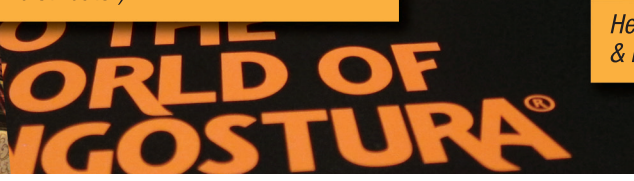
NFL Cheerleaders for the New Orleans Saints mingle with the Angostura® aromatic bitters Brand Ambassadors



Artist **Robert Rodriguez** and his signature Angostura paintings



CEO Libation Diaries and US mixologist, **Carmen Operetta** alongside **Amy Schwartz**, Brand Manager IBC (Angostura's US rum distributor)



Head Bartender at Tujagues Bar & Restaurant, **Paul Gustings**