



Hotel Monteleone

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**A New Cocktail is Born;
*Cognac Summit Celebrates Summer***

New Orleans, LA (July 9, 2009) - The Hotel Monteleone is pleased to introduce its latest cocktail, the Cognac Summit. The name stems from the international Cognac Summit, which was held in Cognac, France last year and brought together 20 of the world's most talented mixologists to create a new Cognac-based cocktail. The new drink is a delightfully refreshing cocktail with fantastic aromatic complexity. This Cognac cocktail appeals to both sexes and will definitely be high up on your list of beverages this summer.

The Cognac Summit has become a favorite throughout Paris since its creation in 2008. The Hotel Monteleone will be giving locals a chance to enjoy the Cognac Summit without crossing the Atlantic. The Carousel Bar's mixologist, Marvin Allen, was personally approached by Pierre Ferrand, the producers of handcrafted, award-winning cognacs, to introduce the drink to New Orleans at this week's Tales of the Cocktail.

According to Andrea Thornton, Director of Sales and Marketing for Hotel Monteleone, "As the Official Hotel of Tales of the Cocktail since its founding, the Hotel Monteleone and its legendary Carousel Bar are privileged to welcome this new addition to Tales of the Cocktail. What an honor it is for the Hotel Monteleone to be personally selected by Pierre Ferrand to offer the Monteleone's version of the Cognac Summit!"

On July 10th and 11th, the Hotel Monteleone will be hosting a Tasting Room and Seminar, sponsored by The Bureau National Interprofessionnel du Cognac (BNIC), during New Orleans' Tales of the Cocktail. The Cognac Tasting Room will take place on **July 10, from 10:30AM-Noon**, in the Discovery Room. Attendees will be greeted with fresh Cognac Summits, made by special guest Jim Meehan of the PDT Bar in New York City. Those in attendance will have the opportunity to taste several different Cognacs and will also have time for questions with acclaimed spirit writer Jack Robertiello.

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On July 11, the seminar, *Cognac: From Vines to Shaker*, will be held in the Hotel Monteleone's Riverview Room, from 2:30-4:30 PM.

All events are open to the public. **For more information about the Tasting Room and Seminar at Tales of the Cocktail, check the Hotel website: www.hotelmonteleone.com.**



The Cognac Summit is simple enough to concoct and enjoy in your own home.

Ingredients:

- 1 slice lime peel
- 4 thin slices fresh ginger
- Ice cubes
- 2 ounces lemon-flavored soda (San Pellegrino Lemonade is highly recommended)
- 1 long cucumber peel
- 1 ½ ounce Pierre Ferrand Ambre Cognac

Instructions:

Place lime peel and ginger slices in a short tumbler. Add ¾ ounce of the Cognac. Lightly press lime and ginger 2 or 3 times using a muddler or the back of a spoon. Fill glass halfway with ice. Stir well for 5 seconds using a bar spoon. Add remaining Cognac, soda and cucumber peel. Stir well for 5 seconds using a bar spoon.

Since 1886, the Hotel Monteleone (www.hotelmonteleone.com) has proudly stood as one of the first landmarks in the famous French Quarter. The hotel is the Quarter's largest full-service hotel, featuring 600 comfortable, luxurious guestrooms and suites. Hotel Monteleone is within walking-distance of some of New Orleans most famous attractions and is conveniently located 11 miles from the Louis Armstrong International Airport. Hotel Monteleone is a four-time AAA Four Diamond award-winner, and has won Successful Meetings Magazine's Pinnacle Award twenty two times.