

MARCH
20-23,
2019



NEW ORLEANS,
LOUISIANA

ABOUT THE FESTIVAL



Laissez les bon temps rouler. Let the good times roll. The motto of a city that knows how to host a party. Couple that with a historic relationship to Bourbon, world-renowned food, music and culture. The result – the third annual New Orleans Bourbon Festival.



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OUR MISSION

New Orleans Bourbon Festival's mission is to provide our attendees with an opportunity to enjoy exceptional bourbon and cuisine, surrounded by the charm and culture of New Orleans.

We will do this by:

- + Inviting the finest bourbon distilleries and restaurants.
- + Working with the distilleries to bring to life our 2019 theme - "Legends."
- + Providing the most experienced and relevant speakers.
- + Continuing to highlight "Women in Bourbon."
- + Recruiting event sponsors with missions similar to our own.



VENUE

The venue for the the Grand Tastings will be The Contemporary Arts Center, located in the historic Warehouse Arts District of New Orleans. It will feature a marketplace of bourbon-centric products, two grand tastings of bourbon from the country's finest distilleries, traditional New Orleans cuisine, and live jazz music. Continuing with this year's event is our attention on "Women in Bourbon." We will be adding to that a new focus on Bourbon Legends.



CONTEMPORARY ARTS CENTER
WAREHOUSE ARTS
DISTRICT



JUDGING AND SEMINARS

Our judging event, educational seminars, and our Partron Welcome Reception will be hosted by one of our corporate partners and will act as our Festival Headquarters and, along with associated properties, will be the preferred lodging for festival revelers.



INDUSTRY QUOTES

"It was a great weekend of Bourbon, food and friends. The passion and professionalism on display for an event that is only in its second year was truly incredible. Bring on NOBF 2019."

Denny Potter, Master Distiller - Heaven Hill

"The New Orleans Bourbon Festival is a great event showcasing great products produced. It gives you the opportunity to meet the people that create these great products and to taste the best Bourbons in the world."

"I have enjoyed coming down to participate and look forward to coming in 2019."

Fred Booker Noe III, Master Distiller -- Jim Beam

"I was truly impressed with the turn-out and how the series of events went off without a hitch, or at least any hitches that I could see. Great venues, great seminars, great participants and a great crowd. I look forward to participating next year and many years to come. It does not hurt that the festival happens to fall in late March in New Orleans."

Trey Zoeller, Founder and Master Blender -- Jefferson Bourbon

"The New Orleans Bourbon Festival is one of the premier events of the year for Maker's Mark, serving up the distinctive culture and cuisine of New Orleans. That's a perfect setting to bring knowledgeable fans together with our handmade whisky in a meaningful way."

Rob Samuels, Master Distiller -- Maker's Mark

"I travel the world, and have attended many whiskey festivals, but the New Orleans Bourbon Festival is one of my favorite because of how it runs, who attends, and the industry king pins and fans it attracts"

"The only Bourbon Festival outside Kentucky, and what a natural since it's held just a few blocks from Bourbon Street.

I'll be back, and bring more friends each and every year."

Bernie Lubbers, Brand Ambassador -- Heaven Hill

"The New Orleans Bourbon Festival showcased true southern hospitality with great people, food, music and classes for all levels of bourbon enthusiasts, and of course Great Bourbon!"

Bobby Gleason, Master Mixologist -- Jim Beam

CHARITABLE GIVING

It is the mission of the New Orleans Bourbon Festival to give back to our community. We will do this by partnering with Kids Can NOLA as our permanent charitable beneficiary.

Kids Can NOLA is a not for profit organization designed to benefit the welfare of children. Whether it be educational, medical or the general well-being of a child, Kids Can NOLA wants to be there to make that child's life better.

All proceeds of the New Orleans Bourbon Festival will be donated to the general fund of the Kids Can NOLA



WOMEN IN BOURBON

A FOCUS ON WOMEN IN BOURBON

***WOMEN NOW MAKE UP OVER 38% OF THE BOURBON
DRINKERS IN THE WORLD***

At the New Orleans Bourbon Festival, we continue to recognize the importance of the women who enjoy their brown water. Our schedule of events will include multiple seminars focused on and led by women in 2019. Brown Water Productions is proudly over 50% female owned and operated.

"I'm not sure what is better? The culture that surrounds the NOLA Bourbon Festival and the myriad of things to do, or the engaging, bourbon loving people who attend the event and make me feel so very welcome each year. Hands down - pure fun. "

Peggy Noe Stevens, Master Taster and Founder, Bourbon Women Association



SCHEDULE OF EVENTS



MARCH 20:

+ Bourbon Brawl

MARCH 21:

+ Patron Welcome
Reception

+ Bourbon Dinners

MARCH 22:

+ Grand Tastings

+ Seminars

MARCH 23

+ Grand Tastings

+ Seminars

+ After Hours Party

SCHEDULE OF EVENTS



BARTENDER COMPETITION

March 20, 2019

Referred to as the "Bourbon Brawl", we will host local bartenders competing for bragging rights (and a beautiful trophy) for the best bourbon cocktail in the city that created cocktails.

PATRONS WELCOME RECEPTION

March 21, 2019

Let the party begin! Kickoff the New Orleans Bourbon Festival experience with a welcome reception. Enjoy food, drinks and music, and take the opportunity to meet with your fellow distributors, distillers, vendors and other industry members. Who knows a 1920s-style Burlesque show may just break out!



BOURBON SEMINAR SERIES

March 22-23, 2019

Our Bourbon Seminar Series will take place at our Festival Headquarters. It the perfect place to relax, network with fellow festival-goers and learn some new things. Topics will include Bourbon History, Master Distiller Talks, Women in Bourbon and Food Pairings, to name a few.



GRAND TASTINGS

March 22-23, 2019

The Contemporary Art Center is the scene for sampling the finest bourbon, eating the best traditional New Orleans cuisine and shopping for bourbon-inspired goods. There will live music by Matt Lemmler's New Orleans Jazz Revival Band. Need a cigar with that bourbon? We have you covered with an outdoor smoking lounge sure to satisfy your cravings, sponsored by Don Juan Cigars,.





2019 DISTILLERY/ DISTRIBUTER AGREEMENT

VENDOR INFORMATION

Company Name

Contact

Address

City State Zip

Phone Fax

Email Website

Facebook/ Twitter/ Instagram

BusinessType:

____ Goods and Services
____ Other

Please provide a brief description of you company, product or service.

FOR OFFICE USE ONLY

Date: _____

____ Full Payment Received ____ Deposit Received ____ Balance Received

RETAIL VENDOR BOOTHS

____ Tasting Venue Booth -- \$350
____ Tasting and Seminar Venue Booths -- \$500

____ Power to Booth -- \$100

Payment:

____ Visa ____ Mastercard ____ American Express ____ Discover ____ Check
____ Paypal

Account # _____ Exp.: _____ CVV Code: _____

Name as it appears on card: _____

Payment Terms

Pay in Full Now Amount \$ _____
Pay Half Now Amount \$ _____

Description	By 11-1-2018	Before 2-1-2019	On or Before 3-20-19
Tasting	\$350	\$375	\$400
Tasting and Seminar	\$500	\$525	\$550
Power in Booth	\$100	\$100	\$100

Please submit payment to :

Brown Water Productions, LLC.
4407 Canal St
New Orleans, LA 70119

Signature _____ Date: _____

RETURN TO:

Tracy Napolitano, Executive Director, New Orleans Bourbon Festival, 4407 Canal Street, New Orleans, LA 70119
Phone: (504) 561-5051 Email: tracy@neworleansbourbonfestival.com