

MARCH  
20-23,  
2019



NEW ORLEANS,  
*LOUISIANA*

## ABOUT THE FESTIVAL



**L**aissez 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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**MARCH 20-23, 2019**  
**NEW**  
**ORLEANS**  
**LOUISIANA**

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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,.



# MARKETING

## INTERIOR SIGNAGE

### *Blimp Ring*



- Basic Signage - 8' x 3' -- \$2,000
- Intermediate Signage - 10' x 3' -- \$2,500
- Premium Signage - 12' x 3' -- \$3,000



Blimp Motor - \$500



Gobo Light Projection -- \$1,000



# 2019 RESTAURANT 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.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## RESTAURANT OPPORTUNITIES FOOD BOOTHS

- \_\_\_ Food Booth Friday
- \_\_\_ Food Booth Saturday
- \_\_\_ Food Booth Both Nights

- \_\_\_ Interested in Hosting Bourbon Dinner
- \_\_\_ Interested in participating in Seminar Series
- \_\_\_ Interested in purchasing Marketing Materials/Sponsor NOBF
  
- \_\_\_ Need Power to Booth

## ACCEPTANCE OF TERMS AND CONDITIONS

I agree to the terms and conditions set forth in this Food Vendor Agreement

Agreement at the 2019 New Orleans Bourbon Festival.

### FOR OFFICE USE ONLY

Date: \_\_\_\_\_

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](mailto:tracy@neworleansbourbonfestival.com)