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Media Release

July 7, 2011 – for immediate release

Event: 13th Annual Irish Whiskey and Scotch Tasting
Date: 7:30pm, September 9, 2011
Place: The Sparkman Auditorium, Mississippi Agricultural and Forestry Museum, Jackson, MS
Cost: \$35 advance online / \$50 at the door, space permitting
Information: www.CelticFestMS.org

THE WHISKEY FLOWS AGAIN

(Jackson, MS) The CelticFest Whiskey Tasting, now in its 13th year, is the only event of its kind in Mississippi. This home-grown Tasting is a benefit for CelticFest Mississippi, and shares the festival's weekend. Because the event tends to sell out, organizers recommend that those interested in participating buy their tickets online through the CelticFest website (www.CelticFestMS.org) before midnight September 7th.

“It just keeps growing, and we’re pushing on the walls of the largest building of the Festival,” says Perry Launius, who co-organizes the Tasting with Nick Lord at Wine & Spirits in the Quarter. “The Tasting sells out every year, and last year, it sold out two days before it ever started. That’s a concrete indicator of how special this event really is.” This year, organizers are holding back a limited quantity of CelticFest Whiskey Tasting for sale at the door on a first-come basis.

The format of the Tasting boasts an array of the spirits and exclusive give-aways at each place setting, a loaded *hors d'oeuvres* table furnished by Fenian’s Irish Pub, and a whiskey industry expert to walk the participants through each sip. The Tasters exit with a firm grounding on the process of distilling and insight into what makes each whiskey distinct... and can enjoy the rest of the inaugural night of CelticFest!

Fenian’s Irish Pub furnishes the Tasting with on-site catered confections to cleanse the palate. Far from their normal pub fare, the *hors d'oeuvres* are fit for the subtle tastes coaxed from the spirits.

The CelticFest Whiskey Tasting has been turning heads since it began thirteen years ago, and is now emulated at the nation’s largest Celtic festivals. It is also an event priced far below its value.

It is important to the organizers of the Tasting and of CelticFest Mississippi that participants drink responsibly. “We always encourage folks to bring a designated driver, and we have tables and soft drinks just for ‘DD’s’ at the Tasting,” says Launius. “Also, there’s plenty going on to entertain, since CelticFest kicks off at the same time with multiple stages running simultaneously until midnight, hours after the end of the Tasting.”

This event is sponsored by **Wine & Spirits in the Quarter** with support from **Fenian’s Irish Pub** to raise funds in support of CelticFest Mississippi. The Tasting starts at 7:30 pm on Friday, Sept 9. Tickets are available online up until midnight Sept 7th for \$35, and limited quantities available at the door at \$50. Tasting participants can enjoy the stage performances of Celtic music and dance for the rest of the evening.

Information about the CelticFest Whiskey Tasting may be found on the CelticFest website (www.CelticFestMS.org), or by calling Wine & Spirits in the Quarter at (601) 366-6644.

To purchase tickets, purchase them online through the CelticFest Mississippi website (www.CelticFestMS.org) before midnight on Sept 7th. Questions about reservations may be directed to Aimee Cole at (601) 812-5470.

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