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**SAZERAC HOUSE WINNER OF TWO “ICONS OF WHISKY” AWARDS
IN NATIONAL COMPETITION FROM WHISKY MAGAZINE**

*The immersive spirited experience in the heart of New Orleans was recognized for excellence in
visitor experience and management*

NEW ORLEANS, LA (February 18, 2021) – The Sazerac House was recognized for its unique visitor experience and exceptional general manager during an online awards ceremony for the “Icons of Whisky, America” on February 1, 2021. The awards, which recognize excellence in the whisky industry across the United States, are presented by Whisky Magazine, which is the industry’s leading publication on the subject of whisky. Sazerac House won the “Visitor Attraction” category and General Manager Miguel Solorzano won “Visitor Attraction Manager.”

“In our first year of operation we have been so thrilled to welcome happy guests both in-person at the Sazerac House and virtually through our tastings and events online,” said Miguel Solorzano, general manager of the Sazerac House. “We are honored to be recognized for the creativity and ingenuity represented in our visitor experience, and for the team we have created here to tell the story of New Orleans through our cocktails.”

The awards come in the midst of a very challenging year for the industry, and honor those who have worked tirelessly for the growth of the industry, celebrating the best and brightest people and places in the sector. The winners of the Icons of Whisky awards for America, will go on to compete in the Icons of Whisky Global competition, held virtually in Spring 2021.

About Sazerac House

Standing proudly in a historic building at the corner of Canal and Magazine, and just a short stroll from the original 1850s era Sazerac Coffeehouse, the Sazerac House is an immersive exploration of the spirited culture of New Orleans. Featuring three floors of interactive exhibits across 48,000 square feet, including private event venues, an on-site Sazerac Rye distillery, and Peychaud’s Bitters production facility, the Sazerac House welcomes visitors to experience New Orleans history through the stories of its cocktails. For more information on the Sazerac House, please visit www.sazerachouse.com

About the Icons of Whisky

First introduced by Whisky Magazine in 2007, the annual Icons of Whisky awards aim to celebrate the achievements of outstanding people and places in the global whisky industry, including distilleries and staff, retailers, bars and industry communicators. The awards are now split into five regions: America, Australia, Scotland and Rest of World. The Icons of Whisky form part of the annual Whisky Magazine Awards, along with the World Whiskies Awards and Hall of Fame.

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