



**FOR IMMEDIATE RELEASE**

**Contact:** Jenny Keegan  
225-578.6453 / [jenniferkeegan@lsu.edu](mailto:jenniferkeegan@lsu.edu)

**A Celebratory History of New Orleans Cocktail Culture**  
*LSU Press to Publish Lift Your Spirits in May 2016*

**Baton Rouge**—In *Lift Your Spirits*, to be published in May 2016 by LSU Press, **Elizabeth M. Williams**, founder and director of the Southern Food and Beverage Institute, and world-renowned bartender **Chris McMillian** illuminate the city’s open embrace of alcohol, both in religious and secular life, while delving into the myths, traditions, and personalities that have made New Orleans a destination for imbibing tourists and a mecca for mixologists.

The Sazerac, the Hurricane, and the absinthe glass of Herbsaint are among the many well-known creations native to New Orleans’s longstanding drinking culture. But more than vehicles for alcohol, the cocktails and spirits that complement the city’s culinary prowess are each a token of its history. In every bar-side toast or street-corner daiquiri you can find evidence of the people, politics, and convergence of ethnicities that drive the story of the Crescent City.

With over 40 cocktail recipes interspersed among nearly three hundred years of history, a sampling of premier cocktail bars in New Orleans, and a glossary of terms to aid drink making and mixing, *Lift Your Spirits* honors the art of a good drink in the city of good times.

**Elizabeth M. Williams** is founder and president of the Southern Food and Beverage Institute, a member of the Louisiana Folklife Commission, and coauthor of *The Encyclopedia of Law and Food* and author of *New Orleans: A Food Biography*.

**Chris McMillian**, a Louisiana native and descendant of four generations of bartenders, was named one of the 25 Most Influential Cocktail Personalities of the Past Century by *Imbibe* magazine and Best Bartender by *New Orleans* magazine. His passion for bartending has been covered in the *New York Times*, the *Wall Street Journal*, *Bon Appétit*, *Food and Wine*, and *GQ*, among many other publications.

May 2016  
208 pages, 5 x 7, 17 halftones  
978-0-8071-6326-9  
Cloth \$22.50, ebook available  
Foodways / New Orleans

To request a review copy or set up an interview with the authors,  
please contact Jenny Keegan at [jenniferkeegan@lsu.edu](mailto:jenniferkeegan@lsu.edu).

###