

MUSEUM OF THE AMERICAN COCKTAIL ANNUNCES OPENING OF WHISK(E)Y GALLERY

MOTAC'S First Permanent Los Angeles Exhibit to Debut at Seven Grand

LOS ANGELES, CA, June 5, 2015—The Museum of the American Cocktail (MOTAC) today announced that its first permanent Los Angeles exhibit will debut Monday, June 22, 2015.

Curated by Joe Keeper, [The MOTAC Whisk\(e\)y Gallery](#) will be located inside Seven Grand Whiskey Bar in Downtown LA. The gallery will feature rare and funky whiskey artifacts, a range of "lost spirits" and "noble experiments," a selection of rare books and menus, and a few surprises.

Join SoFAB Institute President Liz Williams, MOTAC Director Philip Dobard, and Curator Joe Keeper for a spirited evening in what is regarded as one of LA's premier whiskey bars. Be among the first to see a singular new collection of whiskey and cocktail artifacts and memorabilia, all while sipping specially priced cocktails featuring whiskeys (and whiskies) provided by MOTAC's generous family of sponsors.

Who: The Museum of the American Cocktail

What: Opening of The MOTAC Whisk(e)y Gallery

When: Monday June 22, 2015, 6:30 PM – 8:30 PM

Where: Seven Grand Whiskey Bar (515 West 7th Street, Los Angeles, CA 90014)

How (much): FREE admission

Please find more information on this event at sofabinstitute.org/events/motac-whiskey-gallery-opening.

ABOUT THE MUSEUM OF THE AMERICAN COCKTAIL

The Museum of the American Cocktail (MOTAC), a division of the nonprofit SoFAB Institute, celebrates a singular cultural icon and develops its craft, field, and market through exhibits, programming, and a range of media. Founded by craft cocktail pioneer Dale DeGroff and a group of cocktail authorities and historians, MOTAC advances the profession and expands consumer knowledge of mixology while stressing the importance of responsible drinking. Led by Director Philip M. Dobard, MOTAC maintains permanent collections in New Orleans and Los Angeles and regularly presents both consumer-focused and trade-oriented programs in Los Angeles, New Orleans, New York, and Washington, DC. MOTAC also works to boost career opportunities in the spirits industry and encourage greater participation by women and others under-represented in the field.

For more information, visit sofabinstitute.org/cocktail-museum.

ABOUT SoFAB INSTITUTE

[SoFAB Institute](#) (Study of Food & Beverage, or SoFAB) is a tax-exempt, 501(c)(3) nonprofit cultural enterprise. It documents and celebrates the food and drink of all cultures through

exhibits, programming, and a range of media. Because everyone eats, all aspects of food and drink—culture and geography, anthropology and history, economics and politics, law and policy, media and the arts, science and technology—reveal the state of the world. SoFAB, home to the [Southern Food & Beverage Museum](#), [The Museum of the American Cocktail \(MOTAC\)](#), [Pacific Food & Beverage](#), the [John & Bonnie Boyd Hospitality & Culinary Library](#), and SoFAB Media, is among the nation's most comprehensive cultural institutions studying food and drink.

Please visit sofabinstitute.org/about for more information.

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