

things up by sprucing up Yahoo's line-up of applications

Google Inc. and Facebook Inc. The additions include a mo-

by the smaller screens of mobile apps.

messages on the blogging service since it started six years

ago by Yahoo. The company also is disclosed.

DISTILLERS

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lays have moved his starting target to 2014.

"New Orleans is not the best city to open a highly regulated business in," he said.

Meanwhile, the distilling team of Tom Donner and Henry Peltier, who opened Donner-Peltier Distillers LLC in Thibodaux a year ago, are working to expand on their portfolio. It features Louisiana-grown ingredients in vodka and gin made from rice, and two rums made from sugar cane.

While it may seem odd that few local distillers have previously set up shop in a region so heavily associated with alcoholic beverage consumption, Jensen, of the distillers' association, said the local reputation may actually have

delayed the growth in production.

"My guess is that people who come from all over to live it up in New Orleans haven't paid much attention to the quality of their drinking," Jensen said. "But I think that's beginning to change."

He said just as consumers have taken to craft beer makers such as Abita Brewing Co., local spirits producers likely will find favor with consumers as well.

One company that bears him out is Bittermens Spirits Inc., an operation founded several years ago by the husband-wife team of Avery and Janet Glasser.

While living in New York, the two teamed up with vermouth formulator Mayur Subbarao to launch the company, which they relocated to New Orleans in 2010. It has become one of the world's

largest artisanal producers of cocktail bitters and flavoring extracts.

With a menu of a half-dozen types of bitters, a handful of extracts, several liqueurs and a popular tonic cordial, Bittermens distributes more than 10,000 bottles of product each month around the United States and to a number of other countries.

Avery Glasser said the company's move to New Orleans met several needs, including a lower cost of doing business and good transportation links.

"Also, New Orleans is the ancestral home of bitters production in the U.S.," he said, referring to the creation of Peychaud's Bitters in New Orleans in the late 18th century. "It's nice to bring it back."

Peychaud's Bitters now is produced by Buffalo Trace Distillery in Kentucky.

Glasser echoes the notion that the cocktail trend, both locally and nationally, is toward higher-quality products. He says Bittermens aims to build a reputation as a top brand.

"Our plan was always to make a great product and put it into the hands of good bartenders," who can influence distributors' product choices, he said.

One of the many New Orleans bartenders who have incorporated local distillery products into drink menus is T. Cole Newton, owner and head bartender at Twelve-Mile Limit on Telemachus Street in Mid-City.

Newton, whose path to tavern ownership included bartending and management at Commander's Palace restaurant, the International House Hotel and Uptown restaurant Coquette, taps the products of

nearly every craft distillery and brewery in the local area. But he says his choices are not based merely on where the items are made.

"I'm not going to use a local product that I feel is not on a par with national brands," he said.

Newton said he's seeing more people interested in craft cocktails, and he enjoys

experimenting with new recipes. One of his recent concoctions combines Atelier Vie's Toulouse Red Absinthe with almond syrup, cream and a splash of strong coffee.

"People used to think absinthe was mostly a drink for older ladies," Newton said. He thinks the cocktail he has dubbed the "Dawn Treader" will prove otherwise.

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