



The Sazerac House  
Celebrating the Historic Sazerac Cocktail



## The Sazerac House

The Sazerac House takes its name from a New Orleans classic, the Sazerac cocktail. It is also the brand embassy for the Sazerac Company, a liquor industry giant with roots entwined with this drink. It is a multifaceted complex: an interactive museum, an event space, and a production facility for whiskey and bitters.

Housed in a newly-restored historic building on a prominent corner in New Orleans, the Sazerac House's centerpiece is a tower of illuminated bar shelves, lined with liquor bottles and stretching for three stories through the museum's open center.

The Sazerac House tells the story of cocktails through its brands, starting with Peychaud's Bitters. Visitors can take self-guided tours over three floors of exhibits, with tales told by a mix of museum staff and interactive displays.



**Service Offerings**

- Consultation
- Fabrication
- Installation

**Product Applications**

- Illuminated Flag-Mount Aluminum Cabinet
- Halo-Lit Stainless Steel Channel Letters
- ASI Zinc Series Custom Shaped Signs
- ASI Window Series Custom Signs
- ASI Digital Series Prints

**About the Solution**

After being tasked with blending the facility's architecture with the company history, ASI crafted a signage package that would complement the grandeur of the restored building and pay homage to the legacy of The Sazerac House.

On the building's exterior, ASI installed an illuminated flag-mount aluminum cabinet sign and two sets of halo-lit stainless steel channel letters. On the interior, ASI incorporated custom shaped zinc signage, window series custom signs with zinc faces and digital prints.

Sitting on the prominent corner of Canal and Magazine, both outside and throughout the impressive space, signage elegantly blends historic architecture with modern design to celebrate New Orleans' homegrown cocktail, the Sazerac.

