

JUNIOR LEAGUE OF NEW ORLEANS AWARDS WOMAN ENTREPRENEUR FELLOWSHIP TO COCKTAILS & SONS

March 28, 2018, NEW ORLEANS, LA – The Junior League of New Orleans (JLNO) is proud to award the 2019 [Woman Entrepreneur \(WE\) Fellowship](#) to Cocktail & Sons, a local company who makes a line of all natural, handcrafted syrups for the home and commercial bar.

“I can’t believe it was us. There were five contestants and the women in this competition brought it and gave it their all. I was so excited to compete with them,” stated Lauren Myerscough, cofounder and CEO of Cocktail & Sons. “This grant gives us the opportunity for expansion and growth which we probably wouldn’t have had otherwise.”

Myerscough, along with four other finalists, pitched their ventures before an audience and panel of judges on March 25 at [New Orleans Entrepreneur Week \(NOEW\)](#). JLNO’s WE Fellowship selection committee selected the five finalists from applications representing a variety of industries and identified the applicants that could receive maximum benefit from the award.

“All five of our finalists gave spectacular pitches, creating a tough decision for our standing room only audience and the judging panel,” said JLNO president Alice Glenn. “We’re thrilled to begin work with Cocktail & Sons and give them the resources they need to grow and thrive.”

Collaboration with Cocktail & Sons will determine focused goals for a plan addressing their specific needs. Then, resources and expertise will be sourced from within JLNO’s membership. The WE Fellowship also provides a \$7500 grant, access to work/meeting space, nonprofit board training, and marketing opportunities with JLNO’s membership. The WE Fellowship is supported by a generous donation from Fidelity Bank, Vinson Guard Service, Inc. and Trepwise.

In addition, Girls Gone Buff was this year’s audience winner and will receive a prize of \$1,000 of in-kind accounting services provided by LaPorte CPAs and Business Advisors.

The five WE Fellowship finalists were:

- **Cocktail & Sons** is a line of all natural, handcrafted syrups for the home and commercial bar. Made by bartenders using Louisiana sugarcane and produce, they make complex syrups for simple drinks.
- **FAIT | NOLA** is a plant design studio with New Orleans’ first mobile plant store and design studio. They believe in helping people connect with nature using plants as a creative medium.
- **Girls Gone Buff** is a performance-based gym that is aimed at teaching proper functional movement patterns, building strength, and improving cardiovascular endurance. Their goal is to lead the community to a lifestyle of health and wellness and empower all women to become strong and independent
- **Southern Swings Nail Bar and Spa** is the most unique and relaxing nail salon in the world with porch swings for pedicure chairs and outdoor pedicures.
- **Visionary Entertainment Media Group (VEMG)** is a multifaceted marketing company that utilizes the power of social interactions to execute non-traditional marketing campaigns that drive sales, increase brand awareness, and create long-term buzz

The WE Fellowship also has an Alumnae League which highlights women-owned businesses, increases access to knowledge and resources for women entrepreneurs, and creates a network of female business owners to support one another. The WE Fellowship Alumnae League is hosting a Networking Night on April 25 from 6:30 to 8:00 pm at JLNO’s Headquarters. This event is free and open to female business owners. Registration is available at www.jlno.org/networking.

The Junior League of New Orleans is a 501(c)3 not-for-profit organization committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.