



Tales of the Cocktail Foundation

2020 Annual Report



Tales of the Cocktail Foundation

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A MESSAGE FROM TALES OF THE COCKTAIL FOUNDATION

For the past eighteen years New Orleans has been the home of Tales of the Cocktail™, and in 2020, you welcomed us into your homes instead. An unprecedented moment in a time that pushed our global beverage community and the world to its limits, 2020 was a fitting year to explore the theme “Catalyst.” While the theme was chosen prior to widespread global shutdowns resulting from the pandemic, there was never a more appropriate time to celebrate those fostering innovation within our industry and, in turn, to spark change from within.

We adopted all the “pivots.” From the expected ones - our teams went remote, our Zoom meetings went into overdrive, we were forced to cancel Tales on Tour in Puerto Rico, and our year-round programming went digital—to some innovations that changed the way our organization engages with a diverse bar community spanning the globe.

Our nimble team worked tirelessly to open up our programming to the world on an entirely complimentary basis—something we have never accomplished in our near two decades of Tales of the Cocktail. We increased our global audience by 137%, with over 100 countries being represented in our conference. Our seminars saw a 47% spike in attendance, equating to thousands of bartenders and spirits professionals around the world gaining access to high-quality educational resources at this pivotal time.

That said, we recognized access to programming alone would not be enough to sustain our industry, as the bars that serve as the fabric of our communities in every pocket of the world continued to suffer. As we grappled with a global pandemic, we also witnessed the beginning of a much needed reconciliation of the racial injustices and inequalities that

permeate all aspects of society with the murder of George Floyd and subsequent BLM protests. We did not want to just bear witness to this moment in time; we needed to actively engage in it in keeping with our professional and personal values. We enlisted Dr. Khayti Joshi to host a moving keynote on Diversity, Equity and Inclusion (DEI), and partnered with TMI Consulting to offer free DEI training to our Education, Grants, and Spirited Awards committees.

Through partnerships with BACARDI, Bombay Sapphire Gin and Rabbit Hole, The Foundation was able to award nearly 100 grants to provide immediate relief for our colleagues, many of which were furloughed and unemployed. In partnership with Grey Goose, we were able to award an additional \$25,000 in Great Bar Race Inclusion and Representation Grants to organizations furthering meaningful DEI efforts for our industry.

We have long known that the Foundation’s job isn’t to singlehandedly enact the change our industry so desperately needs, but rather, it is to create a space for our community to convene and move the industry forward. We rapidly explored ways we could use our platform to shine a light on the many leaders and organizations who have stepped up to support an industry in crisis.

In a move many of our peers did not take during a precarious year, we held our annual awards programming. The Spirited Awards® are more than red carpets, engraved plates and praise for luminaries. The Awards empower us to celebrate the accomplishments of our peers while inspiring us to grow our craft and our community. They allow us to honor the trailblazers who have shaped the industry while simultaneously giving a global stage to those who are starting to leave their own indelible mark on it. So many of you have told us this unconventional decision was a reason to focus on the light and choose optimism during dark times. In turn, you have reminded us how much we have to celebrate and how much stronger we are together.

The pages that follow provide a snapshot of the 2020 we’d like to remember—a year of resilience, strength, hope and innovation—and the catalyst leading the Foundation to a brighter tomorrow.



Vision

To be the global voice of the drinks industry.

Mission

As a local, national and international non-profit organization, the Tales of the Cocktail Foundation platform seeks to act as a catalyst to Educate, Advance and Support the communities we touch.



2020 OVERVIEW

Theme: **CATALYST**

CATALYST is the spark of change. In 2020, Tales of the Cocktail Foundation will celebrate how growth is fostered within the drinks industry—from craft to people. CATALYST communicates the Foundation's desire to facilitate innovation and transformation by providing a platform to collaborate and influence the drinks industry collectively.

6

Interns



Part Time Employees

2

11

Full Time Employees



Contract Employees

10

238

Spirited Awards Judges



14

Grants Committee Members



23

Education Committee Members





YEAR OF THE PIVOT

TALES ON TOUR

Tales of the Cocktail Foundation's annual Tales on Tour® was scheduled to return to Old San Juan, Puerto Rico from April 19-22, 2020 in an effort to stimulate economic rebuilding following the devastating earthquakes throughout the southwestern region of the island beginning at the end of 2019. Working alongside Discover Puerto Rico, TOTCF collaborated on programming to aid the community, including Beyond the Bar sessions with a focus on mental health and wellness in the wake of disaster. The four-day festival would have taken place at Hotel El Convento, as well as participating bars throughout San Juan. Programming included a Day of Service, a Day of Education, Beyond the Bar sessions, Spirited Dinners, and the organization's signature Cocktail Apprentice Program. However, given the international audience of this event and the threat of COVID-19, the Foundation made the decision to cancel the event with the safety of attendees and the host city as the Foundation's top priority.





COVID PROGRAMMING

FULL HANDS IN / FULL HANDS OUT
36 Honorariums to industry professionals

HEALTHY POUR
9 Psychoeducation episodes

COVID RELIEF GRANTS

Finding a way to immediately assist bartenders at the beginning of COVID-19 shutdowns, Tales of the Cocktail Foundation partnered with Bacardi Limited to benefit Most Imaginative Bartender participants and Rabbit Hole to benefit the Cocktail Apprentice Program (CAP) alumni. Both partnerships provided grants to **95** bartenders in **7 countries**, **23 states**, **Puerto Rico**, and **Washington, D.C.**

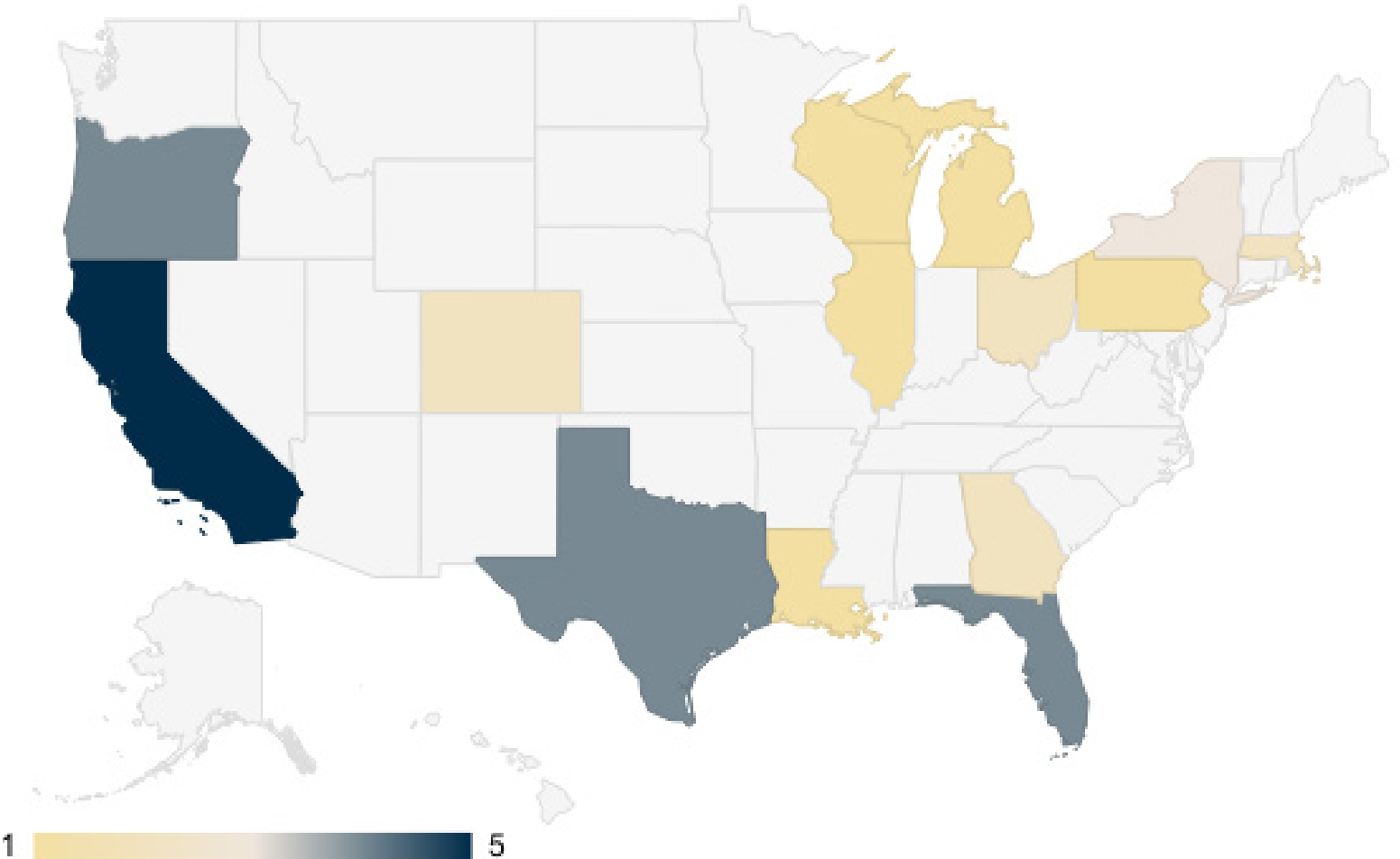




Through Tales of the Cocktail Foundation’s Most Imaginative Bartender presented by Bombay Sapphire Gin, contestants were given grants donated by Bacardi Limited in March 2020. Mahesh Madhavan, CEO of Bacardi, said: “Bacardi is a family company, and for us, business is personal. We always say that love for our brands is built-in bars, and now it is our turn to show them our love.”

MOST IMAGINATIVE BARTENDER

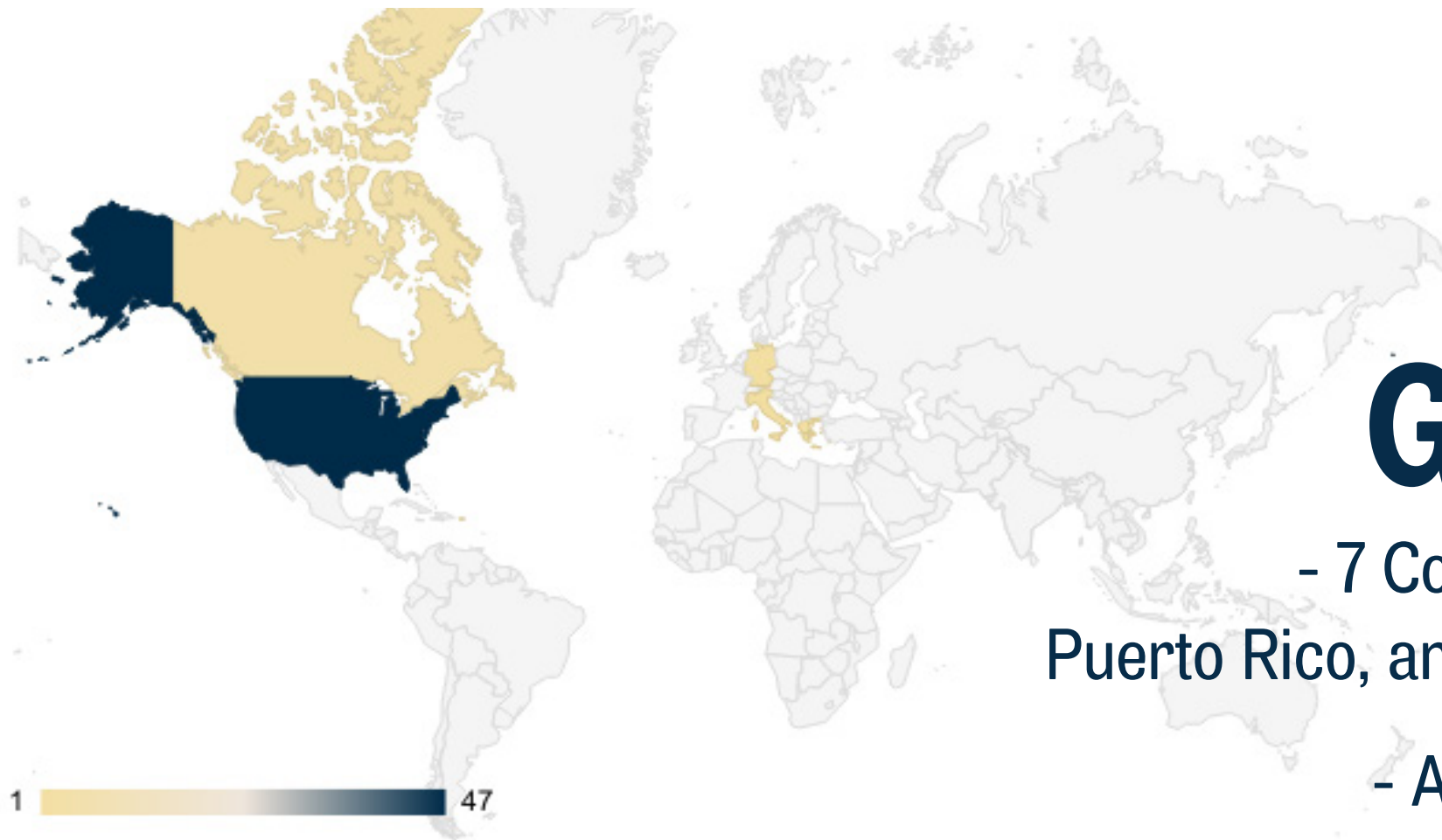
37 GRANTS



- US and Canada bartenders
- Average Gift - \$1,000



RABBIT HOLE #2DREAMINSIDE GRANTS



58
GRANTS

- 7 Countries, 20 states, Puerto Rico, and Washington D.C.
- Average Gift - \$862

Through it's #2DreamInside campaign, Rabbit Hole donated \$50,000 to provide direct relief to the members of the 2019 Cocktail Apprentice Program (CAP) Class. Rabbit Hole Founder and Whiskey Maker, Kaveh Zamanian hoped to learn about bartenders' dreams with the #2DreamInside campaign, inspire nurturing an inner spark, and encourage fueling it. However, creating something fresh and innovative takes guts, passion, and opportunity; which was made possible for the 2019 CAP class by the generous contribution of Rabbit Hole.

FULL HANDS IN / FULL HANDS OUT debuted as a weekly webinar session bringing together a panel of experts to discuss topics mirroring Tales of the Cocktail Foundation’s three themes of education: Business, Culture, and Beyond the Bar, in an effort to support the global drinks industry through community and best practices in the wake of the COVID-19 pandemic. Derived from a service industry term, “full hands in” embodies the feeling of “all hands on deck” - this inclusive term brings the voices of all service-related communities (bar, restaurants, etc.) together to assist in the relief efforts for COVID-19. Ten episodes aired from March through June 2020 tackling a range of topics from bar recovery to being Black and Queer in the industry.



- ▶ 10 Episodes**
- 1. Lessons from the European Drinks Industry
 - 2. Building and Maintaining Community in Isolation
 - 3. Healthy Coping Mechanisms
 - 4. The Power of Philanthropy and Mentorship
 - 5. Puerto Rico Edition
 - 6. Taxes in Crisis
 - 7. New Orleans Gives Back
 - 8. Recovery and Next Steps for Bar Owners
 - 9. Agave Saves the World
 - 10. Black. Queer. And Still Here.

March 23 - June 26

Viewership Demographics

1,474

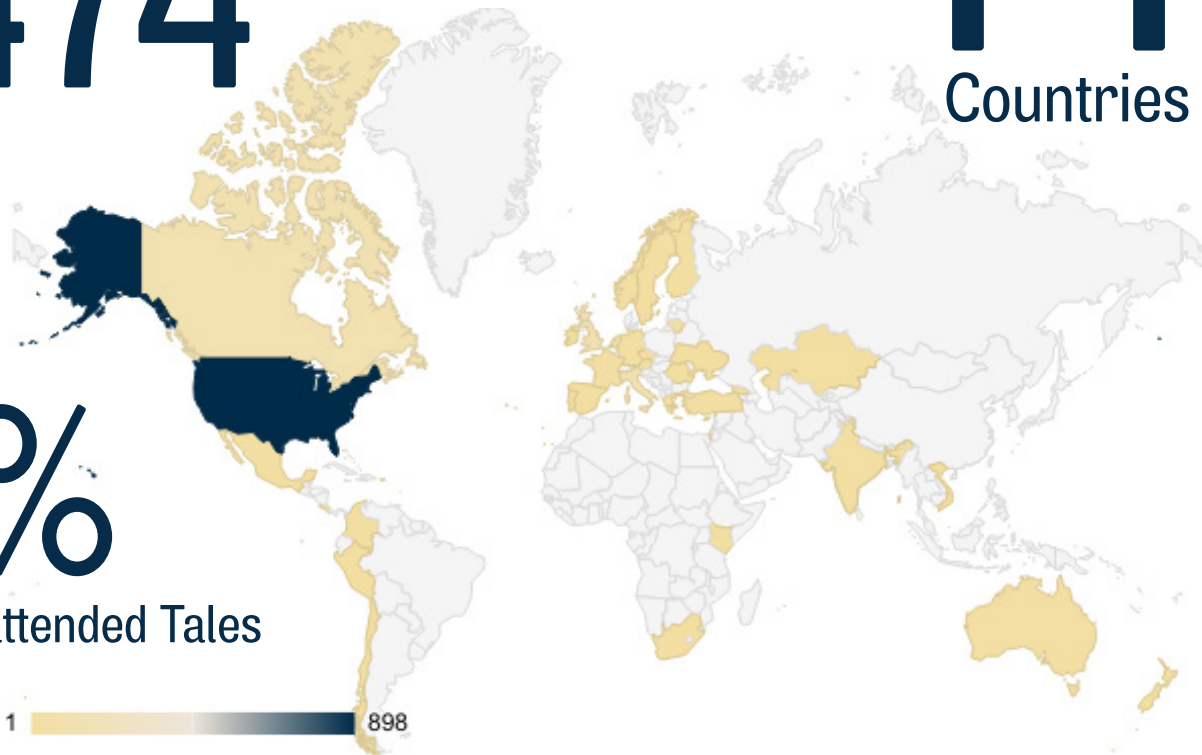
Attendees

44

Countries

61%

Had never attended Tales



HEALTHY POUR

Tales of the Cocktail Foundation presented a webinar series, Healthy Pour, featuring Laura Green, MEd, LPC: a psycho-education series getting real about the state of mental health in the drinks industry. Laura and special guests dove into topics like grief, wellness, anxiety, and emotional burnout in order to give members of the drinks community the tools to get through the challenging year.



Laura Green, MEd (pictured) is a Licensed Professional Mental Health Counselor and Spirits Educator from Chicago, IL. Her passion and work are rooted in understanding and improving the mental health and wellbeing of individuals in the food and drinks industry, particularly through examining the culture of the industry holistically and thoroughly—from seed to service. Whether speaking to booze or brains, Laura believes transparent and responsible education is integral when creating community and organizational change. Laura sits on the Tales of the Cocktail Foundation's Beyond the Bar Committee.

April 9 - May 28

7 Episodes

1. Coping Mechanisms and Substance Use
2. Anxiety + Depression
3. Emotional Burnout
4. How to Talk to Your Friends about Mental Health
5. Guilt + Grief
6. Work + Identity
7. When Work is a Coping Mechanism

Viewership Demographics

63,400 Attendees

Countries 20

For the first time in its 18-year existence, Tales of the Cocktail® was held in an entirely digital format. Tales of the Cocktail continued to host the educational programming, Beyond the Bar activations and the annual Spirited Awards®, hallmarks for which Tales of the Cocktail Foundation (TOTCF) is known. The Foundation was pleased to be able to use this platform to support the global spirits industry during unprecedented times with complimentary programming. The Foundation felt it was paramount to make the conference free for attendees in light of the hardships faced by so many in the hospitality and spirits industry in the wake of COVID-19.

The digital conference, themed “Catalyst,” was held from Monday, September 21 through Thursday, September 24. Dr. Khayti Joshi, professor and published author, hosted the keynote for Tales of the Cocktail 2020 on Diversity, Equity, and Inclusion.



TALES OF THE COCKTAIL 2020

47%

Seminar attendance rate increase

137%

Increase in international attendance with 100 countries represented

143%

Increase in credentialed media attendance



[Tales of the Cocktail 2020 YouTube Playlist](#) 

DEMOGRAPHICS

6132

attendees

128

unique sessions

322

speakers

129

mentorship sessions



Tales of the Cocktail featured:

- 28 pre-recorded educational seminars, to ensure a global audience could readily access the content, across Tales' three education streams (Business, Culture and Beyond the Bar), featuring over 80 industry leaders.
- Several seminars were followed up with Live Q&A sessions to allow audiences to engage with the presenters and moderators. The Foundation also hosted 18 live seminars in a panel format.
- 5 Roundtable Discussions tackled pressing issues facing the industry right now, including COVID-19 recovery, race, equity, and inclusion, as well as looking ahead to the future of the industry.
- For the first time ever, Tales of the Cocktail Foundation introduced a mentorship program to its Beyond the Bar programming. More than 60 leading bar and spirits professionals have volunteered their time for 15-minute mentorship sessions.
- Seminar content was added to the [Foundation's YouTube channel](#) for later viewing.
- 44 partner booths on Tales' digital platform, allowing guests to learn about products and brands, [watch videos](#) and chat with the exhibitors.





TALES DAME HALL OF FAME

For the first time in Tales history, the Pioneer Award Winner, historically part of Dame Hall of Fame®, was announced during the Spirited Awards. Dame Hall of Fame is a celebration of leaders who have made unique and lasting contributions to the global hospitality industry. Established in 2012, it serves to acknowledge and encourage mentorship throughout the beverage and hospitality industries. In an effort to make the Dame Hall of Fame more inclusive to the LGBTQIA+ community and other marginalized groups within the global drinks community, Tales of the Cocktail Foundation has chosen to move towards the use of the word “woman” as opposed to “womxn.” In 2020, Tales of the Cocktail Foundation and Ladies United for the Preservation of Endangered Cocktails (LUPEC) made the decision to elevate the Pioneer Award by announcing the individual who has made unique and lasting contributions to the accessibility and intersectionality of the global drinks community on the main stage during the annual Spirited Awards.

The American Inductee and International Inductee were announced earlier in the week, on September 21st, and celebrated in a special ceremony on Thursday, September 23rd prior to the Spirited Awards pre-show and ceremony.

[Dame Hall of Fame Induction Ceremony on YouTube](#) 

SPIRITED AWARDS PIONEER AWARD



Shannon Mustipher

DAME HALL OF FAME 2020 INDUCTEES

American Inductee,
Tiffanie Barriere



International Inductee,
Tess Posthumus



The 14th annual Spirited Awards® ceremony recognized the hard work executed by individuals and establishments in 2019. In support of the Foundation’s commitment to ensuring that the Spirited Awards continue to be equitable and fair, as well as taking into account the difficult year the industry has faced, the Foundation made some categorical changes to champion the community more thoughtfully. With the goal of providing more opportunities for others to be awarded for their work, the Foundation also updated its awards eligibility rules to no longer allow repeat winners in the same category in which they have already won.

The 2020 Spirited Awards celebrated:

- **56% increase of submissions**
- **Submissions from 56 countries**
- **30 Award Recipients**
- **3 Philanthropy Recognitions**

[2020 Spirited Awards YouTube Playlist](#) ▶

[2020 Spirited Awards Playbill](#)



GREAT BAR GRANT WORKSHOP

TOTCF's partnership with Grey Goose over the past year has evolved to become more than the epic bartender challenge known as The Great Bar Race. During the 2020 Grant Submission Period, TOTCF asked its community to submit projects they've been working on that advocate for change and awareness around social justice issues. The Great Bar Race Inclusion and Representation Grants were created to support individuals or projects working to address and tackle systemic problems within the drinks industry. To assist in the grants process, TOTCF and Grey Goose invited four organizations to New Orleans, along with an expert team of hospitality-focused non-profit leaders, for a two-day workshop to provide guidance and tools to assist them in crafting their Phase III: Full Grant Application submission for the TOTCF grant. The Great Bar Race Inclusion and Representation Grant Workshop was structured to give applicants tools for future grant applications, and assist in the overall execution of their project.



During the two-day workshop, applicants worked on branding, proposal feedback, development deep dive with experts who focus on DEI, non-profit finance, grant proposal content, and grant budgeting.

2020 GRANTEES

Tales of the Cocktail Foundation and Grey Goose are pleased to name Made in New Orleans Foundation (MiNO) and Turning Tables as the well-deserving recipients of the Great Bar Race Inclusion and Representation Grants. The collaborative grants were born out of TOTCF and Grey Goose’s shared passion for promoting equity, inclusion, and representation in the spirits industry. Each organization received \$12,500 and the ongoing support of the Foundation’s Grants Advisory Committee to carry out their DEI initiatives.



Made in New Orleans

Foundation (MiNO), is a 501(c)3 non-profit organization that envisions a New Orleans hospitality industry that leads the world in growing, supporting, and financing the success of BIPOC. At the industry level, the organization amplifies the voices of professionals of color and provides support to hospitality companies that are seeking to eliminate bias and disparities in their organizations. MiNO will use their grant to fund their “Equity Program” which provides practical tools to create unified and equitable workspaces.



Turning Tables

advocates for diversity, visibility, and inclusivity in the hospitality industry, specifically for underserved and underrepresented communities of New Orleans. Their vision is to change the face of hospitality by creating a model for equitable access to career pathways through hands-on training, mentorship, industry exposure, and wrap-around support. Turning Tables will apply their funding to their “Fellowship Program” and to further their mission which advocates for equity in the hospitality industry by providing mentorship, educational tools, and platforms to support and sustain the Black and Brown communities of New Orleans.



Farm Distilled

Tales of the Cocktail Foundation is thrilled to award a \$25,000 grant within the Foundation’s Grants Program to Andrea Meriweather for her initiative **FARM DISTILLED** through a donation from Angel’s Envy.

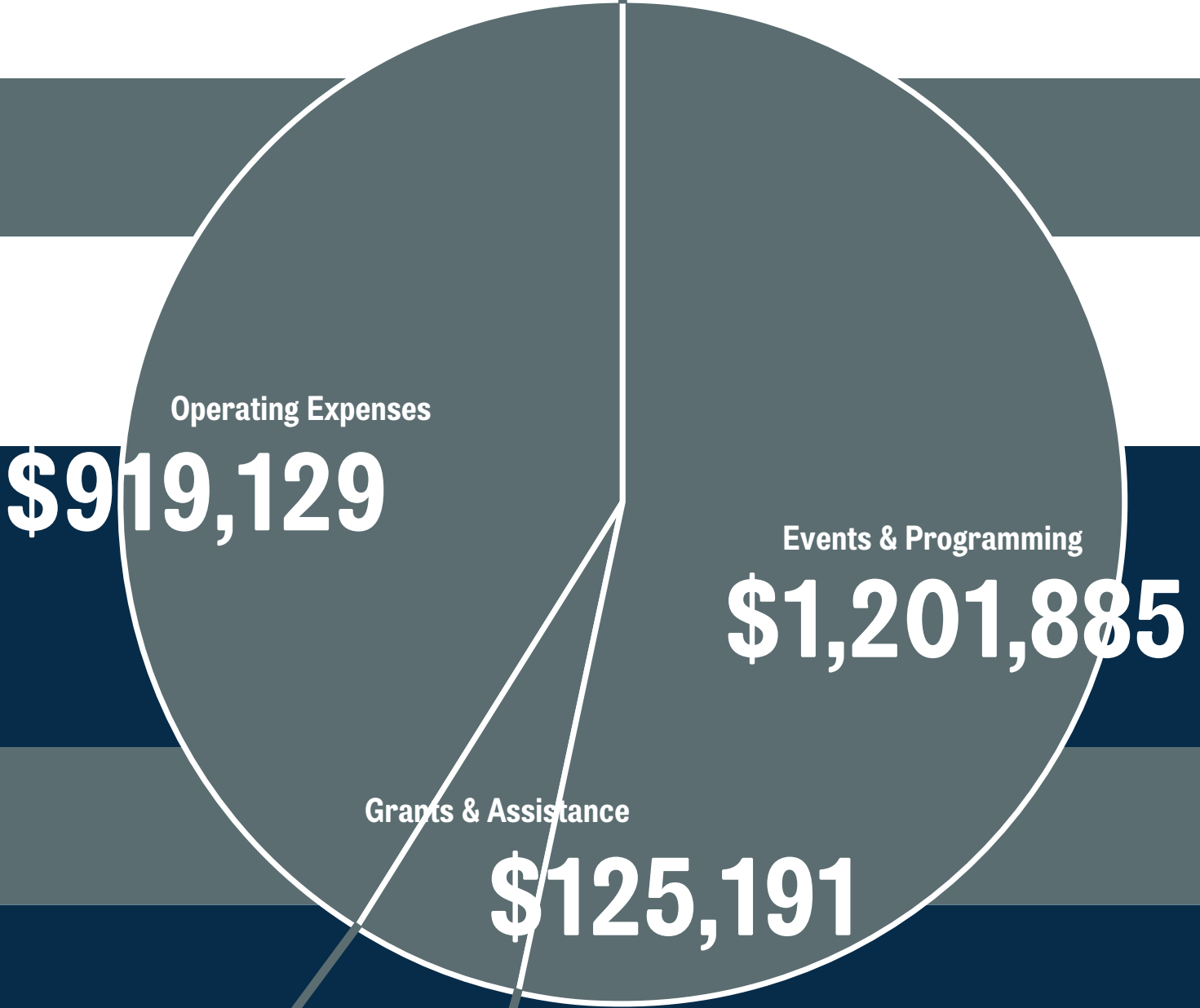
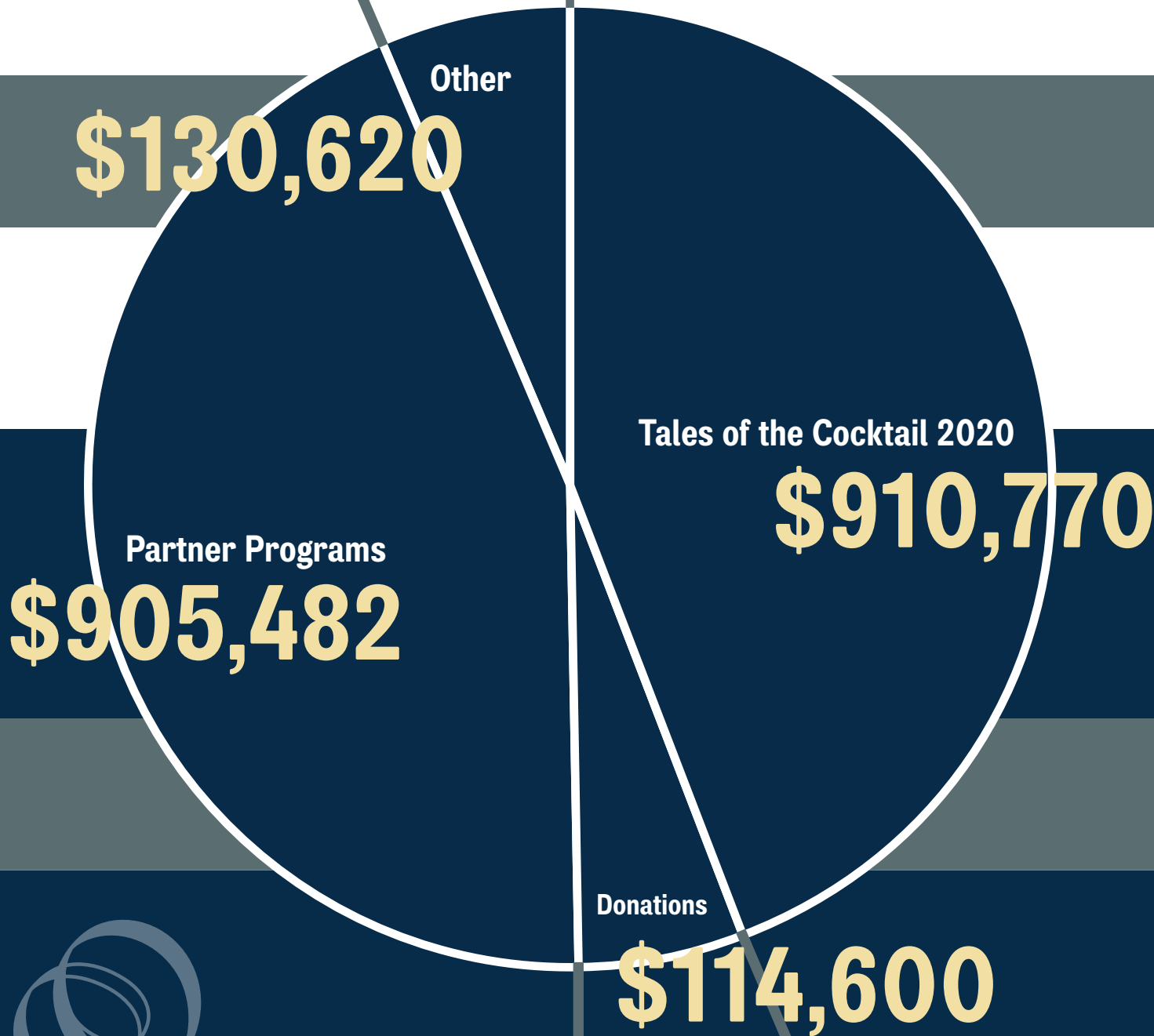
In partnership with Louisville, Kentucky’s Historic Locust Grove, the **FARM DISTILLED** project equips underrepresented food and beverage talent, women and people of color, to explore professional development and entrepreneurship in the spirits industry through the exploration of history and trade. Further, the project aims to advocate for the employment of this talent pool to fulfill projected workforce shortages.



FINANCIAL OVERVIEW

Overview of Key Revenue Sources

Overview of Key Expenses



FUTURE PLANS

COVID/INDUSTRY SUPPORT

The Covid-19 Pandemic has hit the hospitality industry hard, and TOTCF has been a resource dedicated to support for hospitality workers. Throughout the pandemic TOTCF has offered free education, webinars, roundtables, regional best practices, and networking to support the community and rebuild together.

The Full Hands In / Full Hands Out series will continue in 2021 with a focus on other topical issues and getting back to business for industry support moving forward.

DIVERSITY, EQUITY, AND INCLUSION

In 2020 and 2021 TOTCF committed to creating more equitable programming initiatives throughout the different layers of the Foundation.

In keeping with the goals of the Team and the Foundation to address systemic racism and equity in the hospitality industry, we have partnered with [TMI Consulting Inc](#), an online learning opportunity to engage with topics of diversity, equity, and inclusion (DEI). [TMI Academy](#) was crafted by TMI's veteran DEI practitioners to help organizations, teams, and individuals alike build inclusive and equitable experiences. The internal TOTCF Staff as well as over 50 key decision-makers from the Education, Grants, and Spirited Awards committees will cover 4 courses:

- DEI 101
- Unconscious Bias 101
- LGBTQIA+ 101
- Allyship 101

SPIRITED AWARDS EXPANDED PLATFORM

TOTCF knows that due to COVID-19 bars are temporarily, and dangerously, devoid of traditional on-premise funds, and as such is creating a consumer awareness campaign designed to leverage the retail and consumer audiences to directly support bars. In 2021, TOTCF will launch a global media campaign celebrating 15 years of Spirited Awards excellence. This campaign is designed to build consumer awareness of bars, bartenders, cocktail culture, and cocktail ingredients.

GRANTS AND EDUCATION EXPANSION | GLOBAL FOCUS

TOTCF 2021 Education and Grants committees are committed to increasing their global presence by welcoming new members from key regions around the globe including Asia Pacific, Latin American and Caribbean, Middle East and Africa, and Europe.

The Education Committee will be focused on Beyond the Bar, Business, and Culture content for Tales 2021 and connecting new voices in the industry.

The Education and Grants committees will produce multilingual resource videos and welcome applicants from a variety of countries through accessible and inclusive application processes.

MENTORSHIP

In an effort to provide long lasting mentor relationships that extend past the week of Tales, Tales of the Cocktail Foundation is utilizing its relationships with industry professionals across the globe to establish a Mentorship Program specifically for it's CAP network. TOTCF's Mentorship Program is a 6-month one-on-one program designed to help CAP alumni work towards specific professional development goals. Participants and their mentors will design a personalized goal-driven plan which will be supplemented by group meetings, symposiums, and workshops led by TOTCF and related subject matter experts.

UNDERWRITING

After concluding TOTC2020, the Foundation began working with our partners to establish annual underwriting funds for the Foundation's initiatives. William Grant & Sons was the first Partner to confirm their support.



ACKNOWLEDGEMENTS

TOTC2020 Event Staff

Amanda Anderson
Leila Wagner
Kaleena Goldsworthy
Shannon Thomas
Gavin Jones
Natalia Weil
Levi Vixie

Mover & Shaker Co

TOTCF and Mover & Shaker Co teamed up to bring an official #TOTC2020 Tshirt, benefitting the Cocktail Apprentice Program's Crisis and Education Fund. Even though we could not host a 2020 CAP class, we are committed to supporting alumni and proceeds of this shirt were able to benefit them by adding to the fund used as tuition reimbursement, medical assistance and other financial crises.

Excellence & Presence Communications (EPC)

TOTCF worked with Excellence & Presence Communications (EPC) to provide equity and inclusion consulting for Foundation messaging and programming in 2020. EPC is an integrated communications agency specializing in lifestyle brands and experiences with 20+ years of public relations, marketing, branding, digital, experiential and influencer campaigns.

4th Row Films

4th Row Films has been a Spirited Awards production partner with Tales over the years. In 2020, 4th Row Films expanded their partnership with the Foundation to create seminar prerecorded content as well as a three tiered announcement of the 2020 Spirited Awards. The Spirited Awards announcement on 9.21.2020, Raise a Glass: 14th Annual Spirited Awards Preshow, and the 14th Annual Spirited Awards Ceremony were all created with the expertise and enthusiasm of 4th Row Films.



Here are some “overheard” comments in our digital lobby. This feature of our platform allowed attendees to check-in and “bump into” one another as well as hosted a Twitter feed for #TOTC2020, the official hashtag for the 2020 conference.

“This year would have been my first time at TOTC. So glad I can still experience it online at least.”

“Hi all ! Been wanting to attend a tales since I began bartending! Greetings from Trinidad!”

“Hey y’all! Missing all those dang hugs right now! The seminars have been fantastic so far. Thank you for making Tales accessible with this platform.”

“Missing sharing laughs, conversation, and mini drinks with y’all but appreciate all this amazing content!”

“Greetings from Tulum Tales Gang! Long time fan, first time attending.”

“I’m super excited about attending Tales of the Cocktail this year!!! Thank you Tales for doing this!!!”



www.talesofthecocktail.org

