

TALES

OF THE COCKTAIL

20 YEAR ANNIVERSARY

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GENERAL INFORMATION

What is Tales of the Cocktail®?

Founded in 2002, Tales of the Cocktail has grown from an annual walking tour of historic New Orleans cocktail bars into the world's premier cocktail festival. Each year the international bar and spirits industry is welcomed to New Orleans for a week of seminars, tastings, networking and special events. With hundreds of opportunities developed specifically for bartenders, distillers and other bar and spirits professionals, Tales of the Cocktail is the industry's annual meeting place for the exchanging of new ideas, products and techniques. In addition, Tales of the Cocktail Foundation also produces Tales of the Cocktail® on Tour and publishes bartender-focused educational content year-round on [TalesoftheCocktail.org](https://www.talesofthecocktail.org).

What is Tales of the Cocktail Foundation?

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

Tales of the Cocktail Foundation is a 501c3 non-profit organization created as a platform to tackle issues facing the industry. The Foundation produces events, including Tales of the Cocktail, and virtual experiences that further its mission to Educate, Advance, and Support the hospitality industry. Tales of the Cocktail Foundation is the global leader in spirits education.

Who Attends Tales of the Cocktail?

Tales of the Cocktail is an international conference for cocktail and drink industry professionals with the primary focus of educating all levels of the bartending trade. While many of our bar guests (or cocktail enthusiasts) are welcomed attendees, the purpose of the event is to provide a platform to Educate, Advance, and Support the global drinks industry. At Tales 2019, 57.2% of our attendees were returning guests while it was 42.8% of our attendee's first time attending with 18% of attendees being cocktail enthusiasts.

How old do you have to be to attend?

You must be 21 years or older to attend any Tales of the Cocktail New Orleans events. To attend Virtual Tales of the Cocktail, you must be of legal drinking age in your country of residence.

What do I need to pick up my wristband with my tickets on it at Registration?

You will need a photo ID. It can be a driver's license, passport, etc. but it must have a photo of you. Expired identifications are not accepted. Upon arrival attendees will be obligated to show proof of COVID Vaccine or a valid negative COVID-19 PCR test (within 72 hours) or negative Rapid test (within 24 hours) result, to obtain your TOTC2022 wristband.

I do not see my question on the FAQ document:

Please email tickets@talesofthecocktail.org with any questions that are not answered in the TOTC2022 Ticketing FAQ document.

TOTC2022 TICKETING

Ticketing for Tales of the Cocktail 2022

As we did in 2019, we will have a completely digital system. This means that all attendees will have an RFID wristband, and your seminar tickets and tasting room access will be on your wristband. All attendees must pick up and register their wristband at Registration.

What is the cost to attend Tales of the Cocktail New Orleans?

During the 5 days of the festival, Tales of the Cocktail hosts hundreds of events. In order to build your own schedule, all tickets are sold individually.

Virtual Tales of the Cocktail Access is \$15 USD. If you are unable to make it to Tales of the Cocktail in New Orleans this year, you can still join the event on the TOTC2022 Virtual Platform. Virtual TOTC is an interactive app & web browser where you can view the agenda, watch digital and live streamed seminars, plan meet-ups, chat with fellow attendees, view sponsor booths, and networking will again be available on android and iOS via the application partner Whova. Virtual Tales of the Cocktail access ticket is intended for anyone who is not able to attend the event in-person.

Access to the Tasting Rooms requires a Tasting Room Wristband, which can be purchased a la carte for \$125 or complimentary wristband is added to any registered attendee wristband with \$175 (after discounts, not including fees) of event tickets* associated with their account.

TOTC2022 will offer bundled access to the event via packages. Packages are intended to grant attendees access to the event at a discounted rate by providing seminar stand-by tickets and/or bundling event tickets*. There are four packages available for TOTC2022: Beyond the Bar, Bartender Package, Tasting Package, and VIP Package. Visit the TOTC2022 ticketing website to review these package details.

All attendees who would like to attend the TOTCF complimentary events; Beyond the Bar, Keynote Address, or Career Fair but will not be purchasing additional tickets to TOTC2022 will need to purchase (at \$0) and register for the complimentary ticket via the Beyond the Bar Package.

*Exclusive Tasting Seminars and Spirited Dinners are not included in any package offerings. Tasting Room Wristbands and all packaged access levels cannot be discounted and cannot be credited towards complimentary Tasting Room Wristband.

How to qualify for a Tasting Room Wristband:

All registered attendees with a NET ticket value of \$175 or more in event tickets (after discounts, not including fees; excluding Spirited Dinners, Pig & Punch, and ticket packages) linked to their RFID wristband will receive one FREE Tasting Room Wristband. If you wish to only visit tasting rooms and not purchase any specific event tickets, you can add the Tasting Room Wristband or Tasting Ticket Package to your cart.

Is there a general admission or all-access pass I can purchase?

No, there is no general admission pass for Tales of the Cocktail. All tickets sold are individual seminar tickets and special event tickets.

TOTC2022 will offer bundled access to the event via packages. Packages are intended to grant attendees access to the event at a discounted rate by providing seminar stand-by tickets and/or bundling event tickets*. There are four packages available for TOTC2022: Beyond the Bar, Bartender Package, Tasting Package, and VIP Package. Visit the TOTC2022 ticketing website to review these package details.

All attendees who would like to attend the TOTCF complementary events - Beyond the Bar, Keynote Address, or Career Fair but will not be purchasing additional tickets to TOTC2022 will need to purchase (at \$0) and register for the complimentary ticket via the Beyond the Bar Package.

*Exclusive Tasting Seminars and Spirited Dinners are not included in any package offerings. Tasting Room Wristbands and all packaged access levels cannot be discounted and cannot be credited towards complimentary Tasting Room Wristband.

Where do I get my wristband for the event?

You can pick up your wristband at REGISTRATION. General Registration is located at the Iberville entrance of the Ritz-Carlton New Orleans, 910 Iberville Street, New Orleans, LA 70112, beginning Sunday, July 24th through Friday, July 29th.

Registration will be open daily from 1:00 PM to 5:00 PM on Sunday, July 24th; 9:00 AM to 5:30 PM Monday, July 25th through Thursday, July 28th; and 9:00 AM to 5:00 PM Friday, July 29th.

Can I transfer my wristband during Tales of the Cocktail?

Yes, TOTC2022 attendees will be able to transfer any seminar tickets using the QR code after registration begins on July 6th, 2022.

Can I Pick Up a Wristband for My Friend/Colleague?

No, each individual person will need to come to registration as it is required for us to check each individual ID, receive proof of vaccination and place the wristbands on each person.

How can I view my tickets?

An itemized list of your ticket purchases will be sent via email confirmation following your purchase. Your ticket QR codes will be emailed to you on July 6, 2022 with a prompt to register

for TOTC2022. Once registered, you will see the tickets associated with your account and be able to access the Virtual Tales of the Cocktail: an interactive app & web browser.

Attendees will be able to access their tickets, view the agenda, plan meet-ups, chat with fellow attendees and network, view sponsor booths. This will be available on android and iOS via the application partner Whova.

Once I'm on the ticketing site, how long do I have to decide how many tickets?

You will have 30 minutes to make your selections before the ticketing site will reset and your tickets may become available to another purchaser.

Can I buy a ticket without using a credit card? (e.g. cash, check or invoice)

No. We only accept debit and credit cards. We are unable to accept cash, checks or invoice for tickets. We accept Discover, American Express, Mastercard and Visa.

What will the name of the charge be on my credit card?

The charge will appear as "TALES TICKETS" plus the ORDER NUMBER

How will I know that my order and payment were received?

You will receive an email from noreply@talesofthecocktail.org within 10 minutes of ordering.

Why was I charged multiple times for an event?

A "pending" charge can either be successful and complete on your statement or unsuccessful and the result of entering incorrect credit card information. In the case of the latter, the charge should drop off within 7 business days. If you have multiple unexpected charges or don't recognize the charge(s), please get in touch with us. Any questions can be directed to tickets@talesofthecocktail.org.

Can I get a refund on my ticket order?

No, unfortunately we are unable to provide refunds.

Can I transfer my ticket to a friend?

Yes, you may transfer your ticket to a friend. If the ticket was just purchased and has not been registered to your account, you can email the PDF ticket to a friend and they can associate it with their account. If an unused ticket is already registered to your account, you can transfer it via QR code within the Tales App by going to 'My Tickets'.

I just found out that I can only stay for part of Tales of the Cocktail. Can I transfer my issued wristband?

You can only transfer tickets that have not been used. If you have attended tasting rooms via your Tasting Room Wristband, you will not be able to transfer your access. You will be able to transfer your tickets via the Tales App.

Will my name be on my ticket?

No. You'll receive an order number and can locate this number in the order confirmation email that you'll receive upon purchase of a ticket.

What if I already purchased tickets and want to purchase more?

You can purchase additional tickets and add them to your account via the app in 'My Tickets' at any time.

What do I do if there's a typo in my email address?

Email us to let us know! tickets@talesofthetocktail.org.

Will my tickets be emailed to me?

Yes, a PDF version of the sessions you have purchased or signed up for via the ticketing site will be emailed to you when registration goes live on July 6th, 2022. Once registered, you do not need to print the tickets or confirmation email as they will live on your RFID wristband.

Attendees *must* pick up their Attendee RFID wristband at REGISTRATION. General Registration is located at the Iberville entrance of the Ritz-Carlton New Orleans, 910 Iberville Street, New Orleans, LA 70112, beginning Sunday, July 24th through Friday, July 29th.

Registration will be open daily from 1:00 PM to 5:00 PM on Sunday, July 24th; 9:00 AM to 5:30 PM Monday, July 25th through Thursday, July 28th; and 9:00 AM to 5:00 PM Friday, July 29th.

Note: If you lose or damage your RFID wristband, you will be charged \$20 for a replacement RFID wristband.

What do I need to pick up my wristband with my tickets on it at Registration?

You will need a photo ID. It can be a driver's license, passport, etc. but it must have a photo of you. Expired identifications are not accepted. Upon arrival attendees will be obligated to show proof of COVID Vaccine or a valid negative COVID-19 PCR test (within 72 hours) or negative Rapid test (within 24 hours) result in order to receive their TOTC2022 wristband.

What if I purchase my group's tickets in one ticket order?

Tickets purchased in groups will need to be assigned out to each individual that tickets were purchased for, by the ticket purchaser. Each individual will still have to come to Registration in order to pick up their wristbands with a valid ID and proof of COVID-19 vaccination. It is strongly recommended that every individual registers virtually. All tickets will be issued when virtual registration begins on July 6th, 2022.

A friend/colleague purchased my tickets for me. How do I claim my tickets?

The ticket purchaser will have the opportunity to input other email addresses for those to claim their tickets. You will receive a welcome email to set up your account and manage your tickets.

How do I register my Attendee RFID Wristband?

Your wristband will be activated when you pick it up at Registration at the Ritz-Carlton New Orleans.

Why do I need to wear my RFID wristband?

Your RFID wristband holds all of your seminar tickets and your tasting access (if applicable); valid for 5-days (Monday through Friday). Note: You must wear your RFID wristband the entire week for the entry into the tasting rooms. The RFID wristband is safe to shower in. If lost, you will be charged \$20 for a replacement RFID wristband.

Am I required to scan my RFID wristband, when entering/exiting seminars and tasting rooms?

Yes.

When should I purchase tickets to seminars and special events?

We suggest purchasing your tickets as soon as you have made a definite decision to attend.

What events will have standby lines?

Standby lines will be available for all seminars, excluding Exclusive Tastings. All other events (Meet the Distillers Happy Hour, Tasting Rooms, Beyond the Bar sessions) will not have a stand-by line. Credentialed Media, Presenters, Sponsors and package ticket holders will have access to use the seminar stand-by lines with their wristband. Admission is not guaranteed for qualified stand-by line individuals. We encourage you to purchase a ticket to any event that you cannot miss.

Can I purchase tickets at the door of the event?

Many tickets will sell out, but if there are seats available, tickets can be sold. Tickets can only be sold at the seminar door, space permitting if there are open seats of guests who could not attend. You are not guaranteed a seat as Credentialed Media, Presenters, Sponsors, and package ticket holders will have first access. At the door tickets are sold on a first come first serve basis. We strongly encourage attempting to purchase tickets at the seminar door if a seminar you would like to attend is sold out.

SCHEDULE + EVENTS

How can I create my schedule?

The Virtual Tales of the Cocktail interactive app & web browser will allow users to access their tickets and create an schedule from the full agenda of events. Adding items to your agenda from the full agenda will not grant you access to the event. If the event is ticketed or requires an RSVP or invite, attendees will either need to purchase tickets or obtain access from the RSVP or invite process to gain access to the event.

How long are Seminars?

Educational Seminars are between 60 and 90 minutes, 101 Seminars are 60 minutes, and Exclusive Tastings are 90 minutes.

How long are Tasting Rooms?

This depends on the "type" of Tasting Room. In general, they range from 1.5 to 2 hours. Each event and its duration will be listed on the TOTC2022 agenda.

Do attendees need to RSVP for a Tasting Room?

Attendees do not need to RSVP for Tasting Rooms. The Tasting Rooms are an open flow and reception style. Attendees come and go into the Tasting Rooms as long as the guest has qualified for Tasting Room Access.

HOWEVER, some Brand Education events (which falls under the Tasting Room category) do require an advanced sign up as space is limited). The sign up form will be listed on that session's event description.

Who gets to RSVP for by invitation events?

All RSVPs to invitation only events will be on the Tales of the Cocktail 2022 agenda. Please only RSVP to the events that you are certain you can attend as you cannot transfer your access to the event.

What is Meet the Distillers?

Meet the Distillers is one of the largest events during the week of Tales. It is our annual homage to the people behind the spirits that make the world such an interesting place to drink. In 2022, more than 40 distillers from across the country and around the world will be serving up their creations neat so you can appreciate every note. Join us for light bites and some local music as distillers share some of their secrets behind their spirits.

Meet the Distillers Happy Hour is a ticketed event. Tickets will be available for Meet the Distillers on May 9th, 2022. Tasting Room Wristband **does not** include access to Meet the Distillers but a Tasting Package does!

When and where is Meet the Distillers?

Meet the Distillers will take place on Friday, July 29 from 3:00 to 6:00 PM in the level one Ballrooms of the Ritz-Carlton. A preview hour will be open 2:00 to 3:00 PM for distributors, local buyers, national account representatives, as well as Credentialed Media.

Are distributors or media allowed access to Meet the Distillers?

Yes, local distributors and buyers, national account representatives, and credentialed media will be invited to a preview hour from 2:00 to 3:00 PM. At 3:00 PM the event will open to ticket holders.

What is a Spirited Dinner?

Over the years, the Spirited Dinner® series has become a tradition at Tales of the Cocktail. During the week of Tales restaurants located throughout the city will welcome cocktail lovers to enjoy one-of-a-kind dinner pairings of cocktails and cuisine. Each restaurant will combine the talents of at least one of the world's best mixologists with some of the city's most renowned chefs to create a special paired dinner. The Spirited Dinner series is an important part of Tales of the Cocktail and one of our signature events that we have hosted since the first Tales of the Cocktail.

When are the Spirited Dinners?

Spirited Dinners may take place any night during the week of Tales!

How long is a Spirited Dinner?

Dinners can begin at any time, and they are generally two-three hours.

How do I make reservations for a Spirited Dinner?

Reservations for Spirited Dinners must be made directly through the restaurant, all restaurant phone numbers or online links are listed on the event agenda.

How much is a Spirited Dinner?

Spirited Dinner prices are typically all-inclusive and most averaged between \$75.00 a person to \$125.00 per person. This includes tax, tip, and all cocktails.

Who receives the money from the Spirited Dinners?

100% of what guests pay to dine at the restaurant stays with the restaurant.

How many Spirited Dinners will there be at Tales of the Cocktail in 2022?

There will be around 20 Spirited Dinners at Tales of the Cocktail 2022.

What is a Spirited Brunch?

Spirited Brunches are the same type of concept as the Spirited Dinners, except they are held during the day.

What is Spirited Drinking?

When cocktails are your passion, tending bar hardly feels like work. That's why a handful of the world's most renowned bartenders will be picking up extra shifts at bars around New Orleans during Tales of the Cocktail 2022. But they won't be doing it alone. Local bartenders will be joining them behind the stick to form dynamic bartending teams. Spirited Drinking includes Guest Shifts, Happy Hours, and Last Calls.

At Happy Hours and Last Calls, the host bar functions business as usual, with the potential to create a specialty menu. At a Guest Shift, one guest bartender partners with a local bartender at a New Orleans bar. Stop by for a drink to see these teams work their delicious magic as you drink in a bit of the local flavor. All Spirited Drinking Events are free for the public to attend with cocktails for purchase.

I don't see any tickets for Spirited Drinking or Spirited Dinners. How do I attend?

Spirited Drinking are not ticketed events. Spirited Drinking events are open to the public with cocktails available for purchase. You can find information on each Spirited Drinking event on the TOTC2022 agenda.

Spirited Dinners are booked directly with the individual restaurant, please call to make your reservations and payment. You do not have to be attending any other Tales of the Cocktail events to take part in the Dining & Drinking events and all events can be found on the TOTC2022 agenda.

What are the Spirited Awards?

The Spirited Awards are the annual celebration of excellence in the cocktail industry; honoring the best professionals, bars, brands, and publications around the world. Nominees, finalists and winners are recognized for their contributions to the craft and business of making drinks, helping to push our industry forward into new, exciting and ambitious directions. These prestigious awards serve as a benchmark of excellence and an inspiration for others to continue taking our industry to new heights.

Where and when are the Spirited Awards?

The Spirited Awards will be on Thursday, July 29th, 2022 at the Ritz-Carlton New Orleans. More info to come!

Where do I find the link to buy tickets?

Tickets will go on sale June 9th, 2022.

What is the pricing?

Pricing will be announced on June 9th, 2022.

Will there be a meal provided for guests?

Yes, there will be a meal and drinks available for guests. Spirited Awards Ceremony attendees will have a seated dinner and Spirited Awards Viewing Party attendees will be offered passed plates.

The Tales wristband is going to clash with my outfit; can I cut it off for the event?

No, your ticket for the Spirited Awards will be on your wristband. Your wristband is absolutely necessary for you to attend.

Spirited Awards is the only Tales of the Cocktail event I am attending; where do I get my wristband?

You can pick up your wristband at Registration from 9:00 AM to 5:30 PM Monday through Thursday at the Ritz-Carlton.

CREDENTIALLED TICKETING INFO**How do I get a credential?**

Media must submit an application and be approved. Each media person must apply for their own credential: [Apply Here](#).

Presenters of the educational seminars will be allocated one credential per person.

Sponsors are allocated a set number of credentials based on their sponsorship. The primary contact must assign names and emails to each credential to be picked up.

When do the media applications go live?

Media applications are live and can be submitted [[HERE](#)]. Applicants will be reviewed on a rolling basis. The deadline to apply for media credentials will be July 5, 2022.

What does my media credential wristband get me into?

Your credential wristband will allow different access based on what you have been granted. Please keep your wristband on all week. Lost wristbands may be replaced for a \$20 fee.

Can I get an extra wristband?

Credentials are allocated one per media or presenter. Sponsors will be notified of their allocated credentials in their sponsorship confirmation.

Is the credentialed RFID Wristband different from the Attendee RFID Wristband?

Yes. Depending on the activation you are sponsoring, you will receive a number of Sponsor Credentials (Sponsor RFID Wristbands). The Sponsor Wristbands and Media Wristbands will be

a different color than the Attendee Wristband. Credentialed access will include either Tasting Room Wristbands or Seminar standby Access which includes Tasting Rooms throughout the week. Credentialed Wristbands are not available for purchase.

Where do I pick up my credential wristbands and tickets?

- Media, Presenters & Sponsors will pick up your credential wristbands at CREDENTIALLED REGISTRATION at the Iberville entrance of the Ritz-Carlton New Orleans (910 Iberville Street), beginning Sunday, July 24th through Friday, July 29th.
- Registration will be open daily from 1:00 PM to 5:00 PM on Sunday, July 24th; 9:00 AM to 5:30 PM Monday, July 25th through Thursday, July 28th; and 9:00 AM to 5:00 PM Friday, July 29th.
- To receive your Tales of the Cocktail 2022 credential, you will be asked to present a government-issued ID, proof of COVID-19 vaccination or negative testing. Feel free to ask any volunteers should you need assistance.