



Tales of the **Cocktail** Foundation

ANNUAL REPORT



2021

CONTENTS

4

Letter from TOTCF

6

Overview

8

Mardi Gras Gives

10

Full Hands In / Full Hands Out

12

Partner Programs

14

Tales of the Cocktail®

16

Dame Hall of Fame®

18

Spiited Awards®

20

2021: At a Glance

22

Financial Overview

24

Acknowledgements

26

Future Plans

28

Thank You





Letter



FROM TALES OF THE COCKTAIL FOUNDATION

For the second consecutive year, Tales of the Cocktail Foundation (TOTCF) focused on virtually connecting with the global drinks industry, bringing our programming and initiatives to audiences over 100 countries. TOTCF improved on tools new tools of communicating as we all learned from and connected to one another in a digital landscape,

This tenacious spirit to nurture connection -- not only within the industry but by continuing to give social aid to your local and national communities -- inspired TOTCF to embrace COMMUNITY as its theme in 2021.

Many systems broke in the advent of COVID-19. The incorporation of new and changing guidelines and restrictions, lack of government resources, supply chain issues, lockdowns, and continuing health concerns drastically impacted the ways we do business.

However, the global drinks industry did not break; it adapted. Nearly two years later, you continue to support your communities and find groundbreaking ways to keep your bars open and your staff employed. The road to recovery is long, and it may seem relentless, but together we remain resilient.



Being able to share information across time zones has been truly remarkable. We have seen the beginnings of the removal of barriers to entry for education with complimentary programming. Digital education may not be an equalizer but it has allowed us to *listen* and then *educate* ourselves on the experience of those around us who have had their voices suppressed; including the LGBTQIA+, BIPOC, neurodivergent, and disabled people of our community.

PROGRESS does not come without modification, dedication, and serious reflection.. Each action that we are making to pivot and adapt benefits our growth; regardless of the initial outcome. As Tales of the Cocktail® moves towards 2022 and celebrating 20 years, TOTCF acknowledges that the community we serve is evolving and that we, as an industry, are collectively moving in a forward progression.





Overview



TALES OF THE COCKTAIL FOUNDATION

VISION

To be the global voice of the drinks industry.

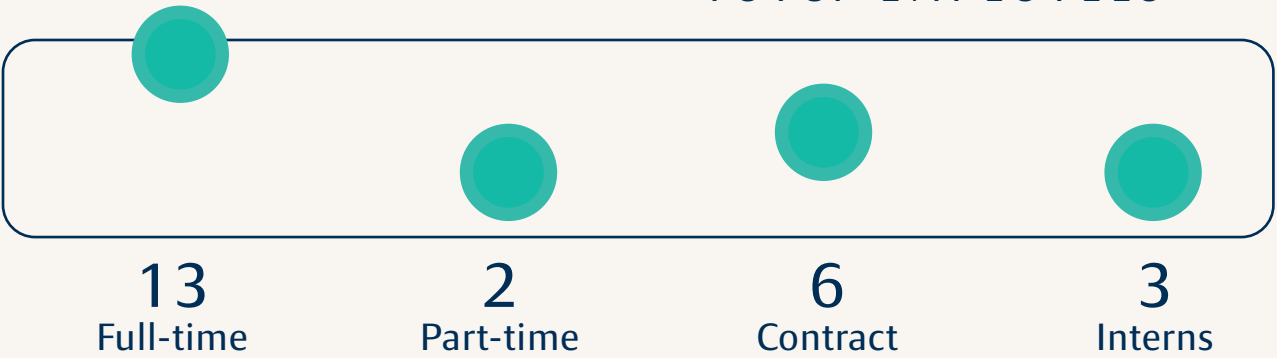
MISSION

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.

2021 THEME

Community exemplifies how the global drinks industry is coming together to share knowledge and compassion. The tenacious spirit of our industry inspires the Tales of the Cocktail Foundation to embrace this theme in 2021, communing thought leadership to focus on the future. To be innovative, collaborative, and nimble with the goal of true advancement of not only our craft, but our culture.

TOTCF EMPLOYEES



DIVERSITY, EQUITY & INCLUSION

Beginning in Fall 2020, TOTCF partnered with TMI Consulting Inc to offer diversity, equity, and inclusion (DEI) training to the internal TOTCF team and over 75 leaders and decision-makers within TOTCF stakeholder community.

TMI Academy is a series of online learning modules, created by TMI Consulting Inc's veteran DEI practitioners and covers 4 101 courses that were completed by TOTCF stakeholders in 2021:

- DEI
- ALLYSHIP
- UNCONSCIOUS BIAS
- LGBTQIA+



TOTCF COMMITTEE MEMBERS





Mardi Gras Gives

RELIEF GRANTS FOR NEW ORLEANS HOSPITALITY WORKERS

Tales of the Cocktail Foundation (TOTCF) was honored to announce “Mardi Gras Gives,” in partnership with Gambino’s King Cake Rum Cream, Gambino’s Bakery, Tequila Tromba USA, Republic National Distributing Company, Don Q Rum, Tito’s Handmade Vodka, Rémy Cointreau, Edrington, and 375 Park Avenue Spirits. The grant initiative was established to provide \$62,500 in immediate relief funds to New Orleans’ furloughed and laid-off bartenders and barbacks affected by the COVID-19 pandemic.

Eligible bartenders and barbacks were invited to apply for first-come, first-served relief funds. To be eligible for a one-time, \$250 grant; bartenders or barbacks needed to be working in Orleans Parish at a standalone bar or nightclub (not restaurant or hotel) and able to demonstrate loss of employment or furlough status between February 2020 and February 2021.



DISTRIBUTION OVERVIEW

207
Grants Distributed

31%
BIPOC

52%
Woman Identifying

45%
Aged 18-35

67%
State of Financial Emergency

121
Unique Bars Represented

Full Hands In / Full Hands Out

FREE WEBINAR SERIES








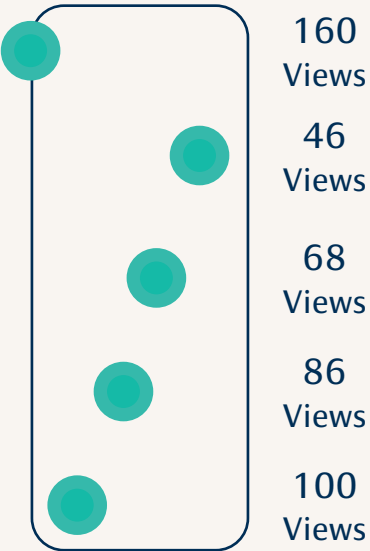
Full Hands in /Full Hands Out is a free webinar series hosted by Tales of the Cocktail Foundation that brings together a panel of experts to discuss topics mirroring the Foundation’s three themes of education: Business, Culture, and Beyond the Bar.

Derived from a service industry term, “full hands in” embodies the feeling of “all hands on deck”. This free webinar series began in 2020 in an effort to bring the voices of all service-related communities (bar, restaurants, etc) together to assist in the relief efforts for COVID-19.







In 2021, this free webinar series was a part of a year-long initiative to continue amplifying voices, ideas, and solutions within the drinks industry as we continue to navigate the state of our industry. FHI/FHO programming in 2021 featured a heritage month series and Cocktail Apprentice Program (CAP) programming.

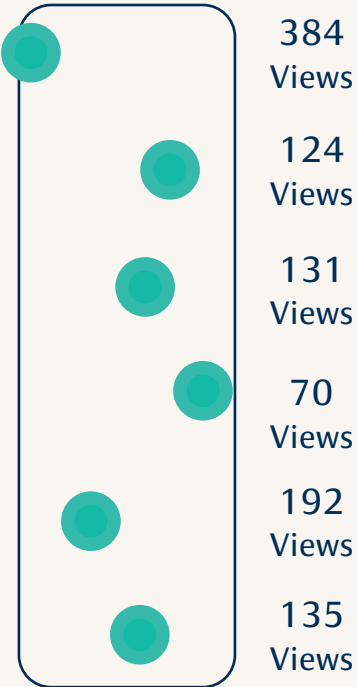
HERITAGE MONTH SERIES

-  [Cheers to Black-owned Spirits](#)
-  [Level Up! Career and Finance Savvy from the Pros](#)
-  [Across Oceans: AAPI Intersections in Hospitality](#)
-  [Rainbow Panel: Being You in F&B](#)
-  [Hechos en México](#)



COCKTAIL APPRENTICE PROGRAM (CAP) PROGRAMMING

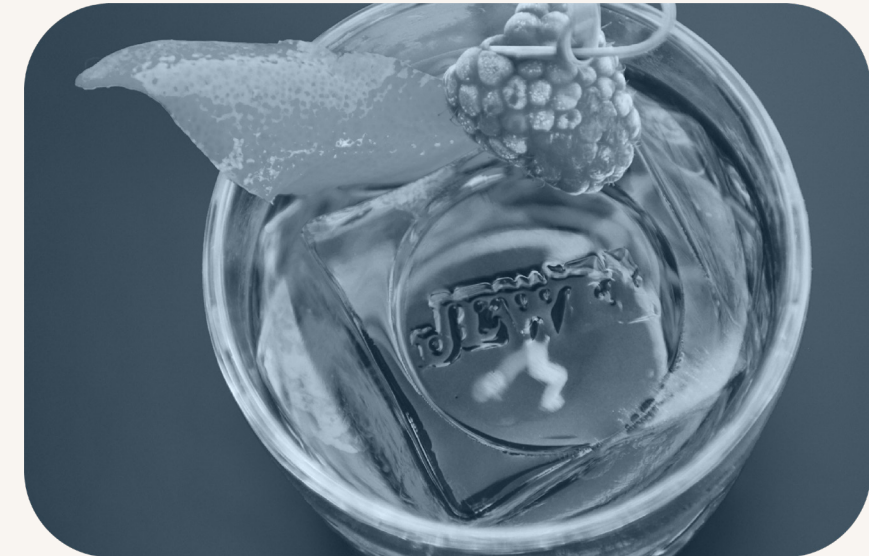
-  [Batching, Part 1](#)
-  [Batching, Part 2](#)
-  [Personal Growth, Part 1](#)
-  [Personal Growth, Part 2](#)
-  [Future of CAP, Part 1](#)
-  [Future of CAP, Part 2](#)





Partner Programs

TEAMWORK MAKES THE DREAM WORK



6 O U R B O N 7 I M E



It's that time, be it at dusk or dawn, when you shake off the shift you just worked. It's that moment when you leave chatting with customers and creating cocktails behind and, finally, take a moment all your own.

Pre-pandemic, this hour came like clockwork. It was built into the end of a shift—a proverbial bookend, propping you up after you'd given all you've got. In 2021, when work-life can invade everyday life, when everything is upside down,

Beam Suntory wanted bartenders to reclaim that personal hour. This program had America's top bartenders share curated '6ourbon 7ime' Playlists on Spotify. Each playlist was paired with that bartender's favorite cocktail—the bespoke drink to sip while tuning in.

The best part? Listeners could have this restorative hour on repeat, any time of day, with an opportunity to give back to a great cause at the same time as Beam Suntory donated \$1 to the Restaurant Workers Community Foundation (up to \$500) for each playlist follow.

CANVAS PROJECT

Bombay Sapphire Gin, in partnership with Tales of the Cocktail Foundation, welcomed Canvas Project back in 2021. This spotlight series of events featured 24 hospitality professionals across North America highlighting their creative passions outside of the bar.

2020 gave the industry a lot of time to explore other interests and passions and now it's time to take these interests to the next level. Canvas Project was not a competition, but a forum for expression across many different mediums.

Canvas Project is about the bartender, their story, and how they express themselves away from the bar.

- 24 Featured Bartenders
- 4 Spotlight Events in Miami, New York, Los Angeles, and San Francisco
- \$2,050 creative grant issued to each bartender (\$49,200 total)
- \$50 provided to all registrants

MEET AT TALES



As the Official Mixer for Tales of the Cocktail® 2021, Q Mixers and TOTCF. came together to inspire and impact the industry, in another transitional year.

Meet at Tales was a virtual opportunity to connect with and learn from leaders in the industry. Tales of the Cocktail 2021 registrants were able to apply for an opportunity to meet one-on-one with some of the industry's most influential leaders, from entrepreneurs and distillers to bar-owners and educators.

Additionally, Q MIXERS hosted a series of Mix at Tales Happy Hour events, opening up this intimate opportunity to get to know each Q MIXERS Industry Leader. These moderated virtual discussions will feature two of the Q MIXERS Meet at Tales Industry Leaders who will share their experience and field questions from the global drinks community, and enjoy a cocktail of course!

- 236 Attendees
- 48 One-on-One meetings
- 81 Applications
- 4 Mix at Tales Happy Hours



Tales of the Cocktail®

DIGITAL CONFERENCE WITH GLOBAL IN-PERSON POP-UP EVENTS

Tales of the Cocktail Foundation (TOTCF) is pleased to report the successful execution of the 19th annual cocktail conference, Tales of the Cocktail® (TOTC), which occurred in a hybrid digital and in-person format from September 20-23, 2021. Featuring more than 166 unique events, TOTC welcomed over 6,700 attendees from 109 countries who joined together as a community to advance their shared craft.

Offering a variety of panels, keynote speakers, interactive discussions, awards ceremonies, and more, TOTC hosted more than 166 unique programs, spanning 74 events organized by the Foundation, 92 sponsor events, and 36 in-person experiences.

Nearly all of the TOTC2021 content is available for streaming and continued education on the [Tales of the Cocktail Youtube channel](#) under the [#TOTC2021](#) and [#CAPAlumniNetworkingSessions](#) playlists. Those who were not able to join the live conference or who would like to re-watch their favorite programming are encouraged to tune in at their convenience.



OVERVIEW

6 7 3 5 REGISTRANTS	1 0 9 COUNTRIES
3 7 1 SPEAKERS	1 6 6 SESSIONS
8 2 SPONSORS	5 9 SEMINARS
8 7 CREDENTIALLED MEDIA	3 6 IN-PERSON EVENTS



OFFICIAL MIXER



OFFICIAL WATER



#TOTC2021

DAY OF SERVICE

On Sunday, September 19th, 2021, the TOTCF team volunteered with World Central Kitchen (WCK) to help prepare food for over 1,000 people following Hurricane Ida. Hurricane Ida made landfall in Louisiana on August 29th and left many with damaged homes and property; without gas, water or power; and took 33 lives in the state.

DIVERSITY DISTILLED CAREER FAIR

Employers and job seekers were invited to register for Diversity Distilled's Career Fair, powered by Tales of the Cocktail Foundation, on September 19th, 2021. Brands, distributors, agencies, and bars posted 40 job postings and were welcome to post and interact with attendees during this five-hour event.

MEET THE DISTILLERS

During TOTC2021, we brought together the greatest minds of each spirit category, and invited attendees to virtually meet with seven Master Distillers, Blenders, and Makers for intimate discussions of distillation techniques, sustainability initiatives, and marketing strategies.



DAME HALL OF FAME
INDUCTION CEREMONY

Dame Hall of Fame®

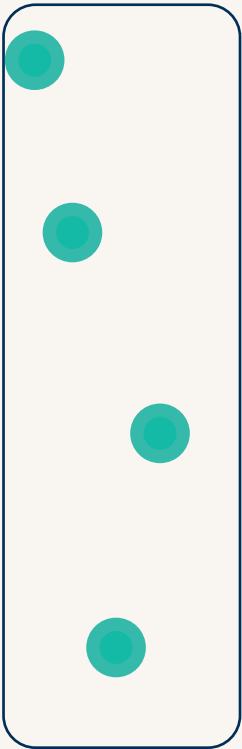
CELEBRATION OF EXCELLENCE

Dame Hall of Fame is a celebration of leaders who have made unique and lasting contributions to accessibility and intersectionality within the global hospitality industry. Established in 2012, it serves to acknowledge and encourage mentorship throughout the beverage and hospitality industries. Past Dames’ groundbreaking accomplishments have shaped the beverage landscape and provide visible models of achievement for tomorrow’s leaders.

Dedicated to making Dame Hall of Fame more inclusive to the LGBTQIA+ community and other marginalized groups within the global drinks industry, the Foundation and Ladies United for the Preservation of Endangered Cocktails (LUPEC) chose to move towards the use of the word individual as opposed to woman.

Dame Hall of Fame induction honors the profound accomplishments of women, womxn, non-binary individuals, the trans community, and all who are working for the accessibility and intersectionality of the drinks. The 2021 Dame Hall of Fame induction ceremony celebrated the addition of International Inductee, Sandrae Lawrence and U.S. Inductee, Lauren Paylor.

NOMINATION STATS



102
Nominations

72
Unique
Individuals

33
International
Nominees

42
U.S.
Nominees

LAUREN PAYLOR
WASHINGTON, D.C.
SILVER LYAN/FOCUS ON HEALTH

Lauren is the co-founder and owner of Focus On Health, a company focused on health and wellness for food and beverage employees. She is a trainer with the Safe Bars organization, the social media coordinator for Speed Rack, a committee member for the RWCF Fund for Social Justice in Hospitality and a judge for the 2021 L.A. Spirit Awards & the 2021 TAG Global Spirit Award and most recently took on the role of R&D Production Chef at Silver Lyan in the Riggs DC Hotel.r, Lauren has been featured on Beverage Academy by Williams Sonoma and was recently inducted into Bar International – Bar World 100 Most Influential Figures (2021).



U.S. INDUCTEE



SANDRAE LAWRENCE
LONDON, ENGLAND
THE COCKTAIL LOVERS

Sandrae is one half of The Cocktail Lovers, the eponymous magazine, website, events, and consumer workshops company she runs with her husband Gary Sharpen. Noted for knowing who’s moving and shaking in the cocktail world, As born and bred Londoners Sandrae and Gary are proud to have been listed on the London Evening Standard The Progress 1000 – London’s Most Influential People in both 2015 and 2017. They are regularly asked to judge cocktail competitions around the world. Sandrae is positioned at number 63 in the Bar World 100 list.

INTERNATIONAL INDUCTEE



Spirited Awards®

15TH ANNUAL CELEBRATION

SPIRITED AWARDS DIRECTORY

There has never been an interactive way to look at the 900+ bars recognized by the Spirited Awards®. To mark the 15th Annual Spirited Awards, TOTCF created a [Spirited Awards Directory](#) presented by Marquee Sponsor Diageo Bar Academy with support from Angostura, Bacardi, Campari, Elijah Craig, Hendricks, Tequila Fortaleza, and The Blend.

The Directory is an interactive map where cocktail professionals and enthusiasts can view each bar and the award or recognition they have been acknowledged for over the past 14 years. One can search the Spirited Awards Directory by award category, city, or bar name to learn more about the establishment.

This resource will be updated year over year, making it an easy-to-use tool to plan which bars to visit at home or when traveling.





EXPLORE THE SPIRITED AWARDS DIRECTORY 



ROUNDTABLE DISCUSSIONS

The Spirited Awards platform also hosted a series of regional discussions to explore both existing themes that have shaped the way the industry has adapted from COVID-19 as well as emerging themes poised to push the spirits community forward.

These roundtables were shared at this year's Tales of the Cocktail digital conference during a special series of Spirited Awards Roundtable Discussions:










-  2021 Spirited Awards Roundtable Discussion: Community presented by Pernod Ricard
-  2021 Spirited Awards Roundtable Discussion: Digital Experiences presented by Pernod Ricard
-  2021 Spirited Awards Roundtable Discussion: Drinks Culture presented by Perrier
-  2021 Spirited Awards Roundtable Discussion: Industry Advocacy presented by Pernod Ricard
-  2021 Spirited Awards Roundtable Discussion: Innovative Pivots presented by CAMPARI

CEREMONY



Due to government shutdowns and travel restrictions across the globe in 2020, TOTCF and the Spirited Awards Co-Chairs made the difficult, but necessary decision that there would be no equitable way to award the majority of the categories in 2021.

The 15th annual Spirited Awards Ceremony was broadcast LIVE from Jewel of the South in New Orleans on September 23, 2021. This ceremony was available to view globally on the Tales of the Cocktail® 2021 digital platform. With hosts ms. franky marshall and J'Nai Angelle and in collaboration with Official Media Partner, [FORBES](#); the ceremony celebrated the Spirited Awards winners from the following categories:

-  Best Cocktail & Spirits Publication presented by DIAGEO Bar Academy
-  Best Cocktail & Spirits Writing presented by Tales of the Cocktail Foundation
-  Best Broadcast, Podcast, or Online Video Series presented by DIAGEO Bar Academy
-  Best New Cocktail or Bartending Book presented by DIAGEO Bar Academy
-  Best New Book on Drinks Culture, History, or Spirits presented by DIAGEO Bar Academy
-  Timeless U.S. presented by Q Mixers
-  Timeless International presented by Perrier
-  Pioneer Award presented by The Blend
-  Helen David Lifetime Achievement Award presented by William Grant & Sons



2021

AT A GLANCE

FEBRUARY

- 1 **TOTC2021**
Date Announcement
Seminar Applications Live
- 8 **6ourbon7ime**
Eric Castro Playlist
- 15 **6ourbon7ime**
Josh Davis Playlist
- 24 **Mardi Gras Gives**
Applications Open

JANUARY

- 1 Theme Announcement
- 13 **Education**
Co-chair Announcement

MARCH

- 8 **6ourbon7ime**
Keyatta Mincey Parker Playlist
- 22 **6ourbon7ime**
Chelsea Gregoire Playlist
- 30 **FHI/FHO**
Women's History Month

APRIL

- 5 **6ourbon7ime**
Luis Hernandez Playlist
- 19 **6ourbon7ime**
Christine Kim Playlist

MAY

- 1 **Mardi Gras Gives**
Grants Distributed
- 8 **FHI/FHO | CAP**
Batching, Part 1
- 10 **6ourbon7ime**
Chris Elford Playlist
- 24 **6ourbon7ime**
Shannon Michelle Playlist
- 25 **FHI/FHO**
AAPI Intersections in
Hospitality
- 27 **Canvas Project**
Applications Live

JUNE

- 7 **6ourbon7ime**
Channing Centeno Playlist
- 10 **FHI/FHO | CAP**
Batching, Part 2
- 24 **6ourbon7ime**
Kapri Robinson Playlist
- 29 **FHI/FHO**
Rainbow Panel: Being You in
F&B

JULY

- 5 **6ourbon7ime**
Cat Cannon Playlist
- 19 **Meet at Tales**
Industry Leaders Announced
6ourbon7ime
Steva Casey Playlist
- 24 **Canvas Project**
Application Close

AUGUST

- Canvas Project**
Spotlight Events
- 9 **6ourbon7ime**
Chris Bostick Playlist
- 23 **6ourbon7ime**
Alba Huerta Playlist
Spirited Awards
Digital Playbill

SEPTEMBER

- Canvas Project**
Spotlight Events
- 6 **6ourbon7ime**
Joe Witkowski Playlist
- 19 **TOTC2021**
Diversity Distilled Career Fair
Day of Service
- 20 **TOTC2021 Begins**
Meet at Tales
One-on-One Meetings Begin
6ourbon7ime
Jared Schubert Playlist
- 23 **TOTC2021 Ends**
Dame Hall of Fame Ceremony
15th Annual Spirited Awards
Meet at Tales
One-on-One Meetings End

OCTOBER

- Canvas Project**
Final Grants Distributed
- 7 **FHI/FHO | CAP**
Personal Growth, Part 1
- 12 **FHI/FHO**
Hechos en México

NOVEMBER

- 7 **FHI/FHO | CAP**
Personal Growth, Part 2
- 18 **FHI/FHO | CAP**
Future CAP, Part 1

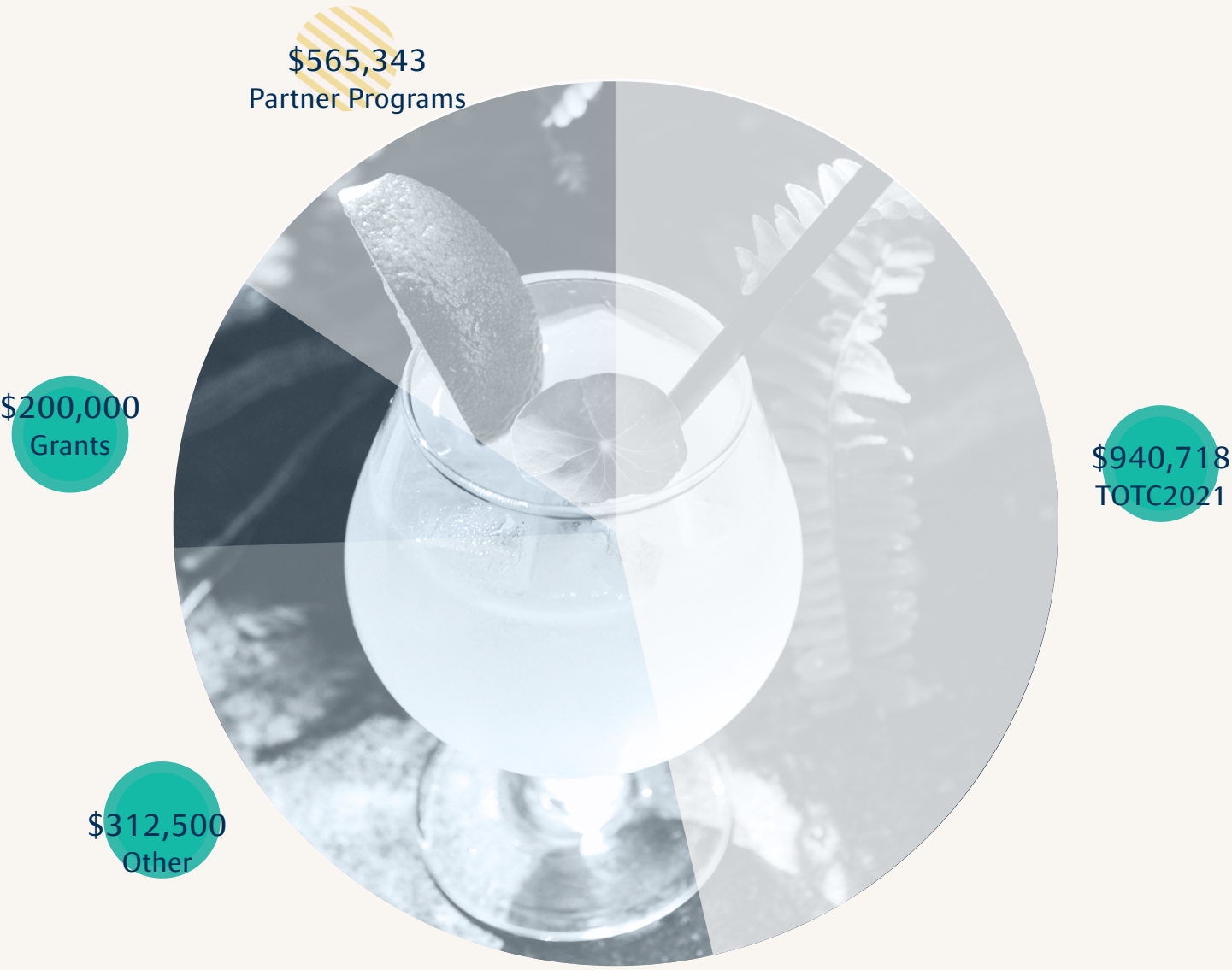
DECEMBER

- 9 **FHI/FHO | CAP**
Future CAP, Part 2
- 15 **TOTCF**
New Orleans Service Project



Finacial Overview

REVIEW OF EXPENSES AND REVENUE



KEY REVENUE SOURCES

\$68,300
Grants + Assistance

KEY EXPENSES

\$771,103
Events &
Programming

\$1,283,241
Operating



UNDERWRITING PARTNERS

In 2021, TOTCF sought partners to underwrite the Foundation’s expenses following a decrease in revenue due to the COVID-19 pandemic. These underwriting partners were instrumental in allowing TOTCF to continue educating, advancing, and supporting the global drinks industry throughout 2021.





Acknowledgements

A ROUND OF APPLAUSE FOR...



TOTC2021 EVENT STAFF

A special thank you to the individuals that joined the team to help execute and host the 19th annual Tales of the Cocktail. We would not have been able to have such a smooth execution of digital events without your time and dedication to facilitating our live and prerecorded digital content.

- Levi Vixie
- Jared McMullin
- Amanda Anderson
- Holly Graham

TOTCF2021 INTERNS

Thank you to the individuals that chose Tales of the Cocktail Foundation internships to help round out their education and experience. TOTCF Internships include an attention to detail, diligence, and confidence that allows each of our interns to really grow and feel accountable for tasks to execute not only our largest fundraiser of the year, Tales of the Cocktail, but these year-long interns also work on many projects to support our internal teams.

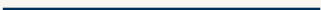
- Grace O'Connor, Nonprofit Management Intern
- Paige Blanchard, Partnerships Intern
- Natalie Holderbaum, Marketing Intern

JEWEL OF THE SOUTH

The staff at Jewel of the South was so incredible, making their space available to host the 15th annual Spirited Awards Ceremony shortly after Hurricane Ida. Jewel of the South was chosen by the Foundation to host this milestone event that took a new format -- but their team rose to the challenge of hosting us during recovery, We appreciate you and being so hospitable during a difficult time.

4TH ROW FILMS

Every TOTCF seminar, Foundation video content, and entire Spirited Awards Ceremony was made with the guidance and production of 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 and expand the release of Spirited Award Content. TOTCF appreciates the continued partnership with 4th Row and the expertise their talented team brings to our content.





Future Plans

WHAT TO EXPECT IN 2022

TALES OF THE COCKTAIL 2022

Laissez les bon temps rouler! And the good times shall roll as Tales of the Cocktail Foundation is thrilled to announce the 20th annual Tales of the Cocktail conference which is set for an in-person, New Orleans return July 25-29, 2022.

Back in the city’s beloved French Quarter, TOTCF is proud to partner with the 2022 official venue sponsor, [The Ritz-Carlton, New Orleans](#), to host the much-anticipated, on-premise festivities.

To toast this momentous occasion, TOTC will return with a curated lineup of seminars, events, and, of course, imbibing all in the name of “progress” — the festival’s official 2022 theme. Chosen for its recognition of the nimble and adaptive development of the drinks industry, “PROGRESS” showcases the transformative atmosphere and nature of the resilient cocktail community.



NEW ORLEANS SPIRITS COMPETITION

[New Orleans Spirits Competition](#) determines the best craft spirits and legacy brands being produced today.

Presented by the Tales of the Cocktail Foundation, each spirit is sampled without identification by a panel of industry experts from preeminent craft bartenders, distillers, spirits journalists, and others with decades of experience in the industry.

New Orleans Spirits Competition Awards will be presented during Tales of the Cocktail, with winners recognized through award presentations and during a special tasting event during Meet the Distillers.

NEW BOARD MEMBERS

In further efforts to promote growth and community in the cocktail industry, TOTCF is proud to share developments with its leadership team as they’ve begun a rigorous recruitment process to welcome new board members to the TOTCF Board of Directors, beginning early 2022. Working alongside a small network of stakeholders, drawing from the Education, Philanthropy, and Spirited Awards Committees, and local New Orleans community, TOTCF is developing specific criteria to select and onboard these individuals. The intentional goal is to ensure that the Tales Board of Directors grows to better reflect and engage with the global drinks industry and that the new Board Members will help steer the Foundation for future development.





Thank you

KEEP IN TOUCH



