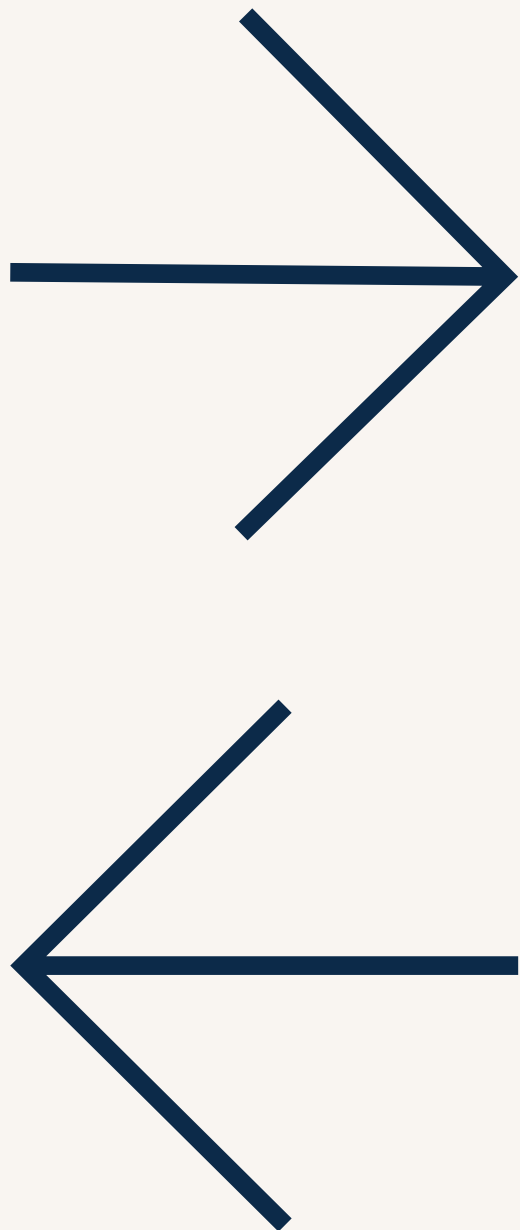


Years
of
Tales



**Tales of
the Cocktail
Foundation**

ANNUAL REPORT 2022



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Letter

FROM TALES OF THE COCKTAIL FOUNDATION

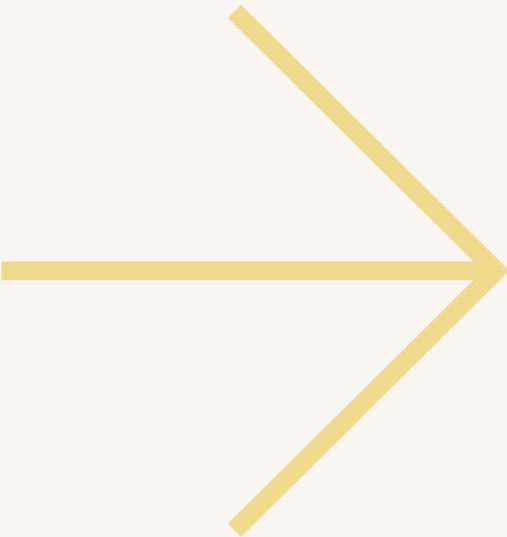
Undoubtedly, our community has been faced with many challenges these past few years; but in 2022, the drinks industry channeled its energies into creativity, ingenuity, and compassion for each other. If we had to sum up this year in one word, it would be “PROGRESS.” And, as we learned this year, progress happens on its own timeline– sometimes quickly, other times haltingly– and, sometimes, the fruition of years of effort comes together in a magical moment of community.

For the first time in two years, Tales of the Cocktail Foundation was able to invite the global drinks community back to New Orleans for its 20-year anniversary from July 25-29, 2022. And return it did. During this year’s event, we welcomed back over 25,000 attendees from 47 countries.



The feeling of community and joy was palpable, and attendees were able to foster connections, old and new. Tales of the Cocktail® 2022 returned with a curated lineup of seminars, Beyond the Bar® activities, events, and, of course, imbibing all in the name of industry progress.

As Tales of the Cocktail enters into 2023 and celebrates coming of age at 21 years old, we will explore ways to VITALIZE the drinks industry through trends, techniques, and education as we move forward into the future.

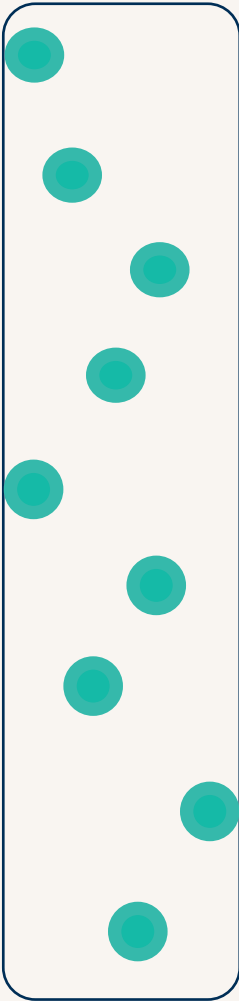




Overview

TALES OF THE COCKTAIL FOUNDATION

2022 MILESTONES



- Expanded Board of Directors
- 20-Year Anniversary of Tales
- Cosmos for a Cause
- Meet at Tales
- Most Imaginative Bartender
- Rum Shakers
- New Orleans Spirits Competition
- Sustainable Cocktail Challenge
- Virtual New Orleans Cocktail Tour

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.

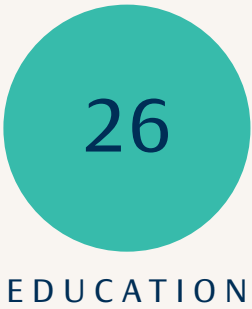
2022 THEME

PROGRESS illustrates the adaptive change of the drinks industry. Tales of the Cocktail Foundation was inspired to embrace this theme in 2022 to showcase the transformative atmosphere and nature of our community. This theme galvanizes the intention of the year.

TOTCF EMPLOYEES



TOTCF COMMITTEE MEMBERS





TALES OF THE COCKTAIL FOUNDATION BOARD OF DIRECTORS

Board of Directors

2022

Tales of the Cocktail Foundation's Board of Directors serves to promote and implement the Foundation's mission, while also serving as global ambassadors for the organization. The Board of Directors oversees the Foundation's operational activities including strategy development and execution, policy, and serving as a fiduciary.

In further efforts to promote growth and community in the cocktail industry, TOTCF is proud to share developments with its leadership team as they implemented a rigorous recruitment process to welcome new board members to the TOTCF Board of Directors: John Gakuru, Tess Posthumus, Perry Sholes, and Claire Warner. Following an extensive search and selection process conducted by TOTCF leadership and committee co-chairs, the four candidates were chosen based on their deep professional experience, diverse industry perspectives, and alignment with the goals and values of the Foundation. The new board members join current TOTCF Board of Directors Co-Chairs Gary Solomon, Jr. and Neal Bodenheimer, Treasurer Gary Solomon, Sr., and CEO Eileen Wayner in leading the Foundation.

"We are honored to welcome John, Tess, Perry, and Claire to Tales of the Cocktail Foundation's Board of Directors," said Board of Directors Co-Chair Gary Solomon, Jr. "Each of these individuals brings a dynamic and impressive perspective to the board and their collective experience will be indispensable in helping us further the Foundation's mission to Educate, Advance, and Support our global cocktail community."



Neal Bodenheimer



John Gakuru



Tess Posthumus



Perry Sholes



Gary Solomon Jr.



Claire Warner



2022

AT A GLANCE

JANUARY

- 1 **Date & Theme Announcement**
- 13 **FHI/FHO**
Future CAP Part III: Red Coat 2022 Reminders
Presented by Perrier
- 15 **Education**
Co-Chair Announcement

FEBRUARY

- 1 **Heritage Series**
Black History Month

MARCH

- 1 **Heritage Series**
Women's History Month
- 29 **CAP Alumni Networking Session**

APRIL

- 5 **FHI/FHO**
How Can We Bring Humanity Back Into Hospitality? Presented by Focus on Health
- 26 **CAP Alumni Networking Session**

MAY

- 1 **Heritage Series**
Asian American and Pacific Islander Month
- 16 **2022 CAP Class Announcement**
- 23 **Most Imaginative Bartender**
Top 40 Announcement
- 25 **FHI/FHO**
Retention & Prioritization of Staff With Business Development
Presented by Focus on Health
- 27 **Meet at Tales**
Campaign Begins

JUNE

- 1 **Heritage Series**
LGBT Pride Month
- 8 - 10 **Foundation Event Participation**
DISCUS
- 18 **Heritage Series**
Juneteenth

JULY

- 21 - 24 **Foundation Event Participation**
ACSA
- 21 **Most Imaginative Bartender**
Top 24 Finalists
- 23 - 28 **New Orleans Spirits Competition**
- 24 **TOTC2022**
Day of Service
- 25 **TOTC2022**
Begins
- 28 **TOTC2022**
16th Annual Spirited Awards®
- 29 **TOTC2022**
Dame Hall of Fame®
- 29 **TOTC2022**
Ends

AUGUST

- 31 **FHI/FHO**
From "How?" to "Hired!":
Advancement Strategies in the Hospitality Industry
Presented by Lush Life

SEPTEMBER

- 1 - 30 **Sustainable Cocktail Challenge**
Finals
- 15 **Heritage Series**
Hispanic & Latinx Heritage Month
- 19 **Rum Shakers**
Washington D.C. Competition Begins
- 26 **Rum Shakers**
Atlanta Competition Begins

OCTOBER

- 15 **Cosmos for a Cause**
Begins
- 26 **Sustainable Cocktail Challenge**
North American Regional Finals
- FHI/FHO**
Negotiate like a Pro Presented by Lush Life

NOVEMBER

- 1 **Rum Shakers**
Washington D.C. Competition
- Heritage Series**
Native American Heritage Month
- 6 **Rum Shakers**
Chicago Competition
- 7 **Rum Shakers**
Atlanta Competition
- 14 **Rum Shakers**
San Diego Competition

DECEMBER

- 7 **FHI/FHO**
Finances On The Rocks. Straight Up Money Matters for Hospitality Professionals
- 31 **Cosmos for a Cause**
Ends



Full Hands In / Full Hands Out

FREE WEBINAR SERIES








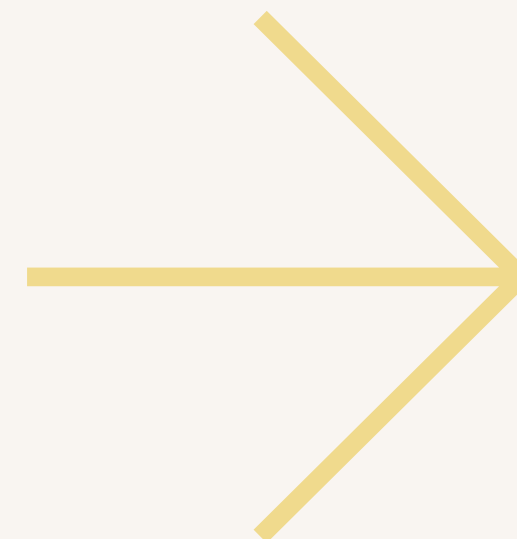
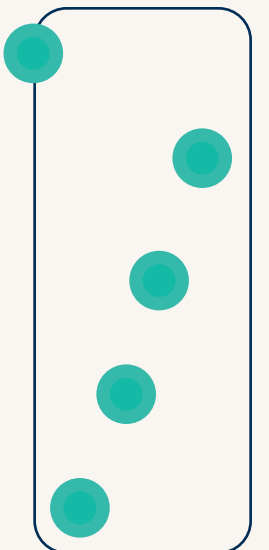
Full Hands In / Full Hands Out is a free digital series hosted by Tales of the Cocktail Foundation that brings together a panel of experts to discuss topics mirroring the Foundation's three themes of education: Business, Culture, and Beyond the Bar®.

Derived from a service industry term, "full hands in," embodies the feeling of "all hands on deck," this inclusive, free webinar series began in 2020 in an effort to bring the voices of all service-related communities together to assist in the relief efforts for COVID-19.

In 2022, the Full Hands In / Full Hands Out Series focused on personal and professional development with partners Focus on Health and Lush Life to bring more vocational and educational training to the industry.

PROFESSIONAL SERIES 2022

-  [How Can We Bring Humanity Back Into Hospitality?](#)
-  [Retention & Prioritization of Staff With Business Development presented by Focus on Health](#)
-  [From "How?" to "Hired!": Advancement Strategies in the Hospitality Industry, presented by Lush Life](#)
-  [Negotiate like a Pro, presented by Lush Life](#)
-  [Finances On The Rocks. Straight Up Money Matters for Hospitality Professionals](#)







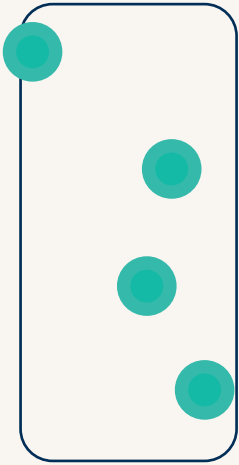


Cocktail Apprentice Program® Alumni Networking Sessions

FREE WEBINAR SERIES FOR CAP ALUMNI

COCKTAIL APPRENTICE PROGRAM (CAP) PROGRAMMING

-  [Personal Development through CAP](#)
-  [Planning & Packing for Tales](#)
-  [2023 Grey Coat](#)
-  [2023 Red Coat Application & FAQs](#)



In 2022, members of the Cocktail Apprentice Program (CAP) alumni hosted digital webinars to which members of the Cocktail Apprentice Program were exclusively invited.

Similar to the style of the nightly CAP seminars in New Orleans, these panel discussions were hosted by fellow CAP alumni and industry professionals and included topics ranging from technical subjects, best practices on trends, shifting gears from bartending to brand work, personal and professional growth, starting your own company, and other social topics.

These closed-door sessions were offered to CAP alumni and those interested in joining the 2022 and 2023 classes.





Partner Programs

TEAMWORK MAKES THE DREAM WORK

COSMOS FOR A CAUSE SPONSORED BY COINTREAU

Cointreau and Tales of the Cocktail Foundation teamed up for Cosmos for a Cause. From October 15 through December 31, 2022, at participating restaurants and bars in select cities across the country, patrons showed their support by ordering a Cosmopolitan from the menu while Cointreau donated a portion of Cosmopolitan sales to TOTCF.

A total of \$100,000 was raised and 1,600 bars participated! As a 501(c)3 nonprofit organization that seeks to act as a catalyst to educate, advance, and support the global hospitality community, the Foundation brings innovative, inclusive, and stimulating content into every facet of its programming. Cointreau's contribution assisted the Foundation's efforts to provide:

- Beyond the Bar® programs that focus on key issues impacting the industry
- Grants to organizations that demonstrate the ability to drive impactful change
- Virtual programming to provide year-round education and engagement of the global trade community



PETER HANNAH, 2023 MOST
IMAGINATIVE BARTENDER WINNER

MOST IMAGINATIVE BARTENDER SPONSORED BY BOMBAY SAPPHIRE

Tales of the Cocktail Foundation partnered with Bombay Sapphire Gin to bring back the Most Imaginative Bartender Competition for a 14th year. Now more than ever, the partners wanted to bring back this platform to show just how truly creative bartenders are and have had to be to navigate the pandemic. The main mission of MIB has always been to provide a platform for bartenders to share their passions and help bring them to life. The competition had 505 applicants.

\$20,000 Creative Grant Winner:

- Peter Hannah, Orlando FL

Top 10 Finalists:

- Aspen Bingham, Phoenix, AZ
- Sungrae Choi, New York, NY
- Orestes Cruz, Atlanta, GA
- Peter Hannah, Orlando, FL
- Loni Lewis, Savannah, GA
- Michael Norbury, Victoria, Canada
- Jonathan Owens, New York, NY
- Kelsey Ramage, Toronto, Canada
- David Yee, Columbus, OH
- Lee Zarembo, Los Angeles, CA

SUSTAINABLE COCKTAIL CHALLENGE SPONSORED BY FLOR DE CAÑA

Tales of the Cocktail Foundation worked alongside Flor de Caña to host the North American portion of the Sustainable Cocktail Challenge, a worldwide competition that celebrates the masters of mixology. The competition tests the skills, talent, and creativity of the bartenders producing intriguing cocktails containing sustainable or Fair Trade-certified products including Flor de Caña 12. This year's competition had 200 applicants.

North American Most Sustainable Bartender:

- Marco Pastanella, Miami, FL

North American Top 6 Finalists:

- Kate Chernoff, Victoria, Canada
- Ashley Flynn, Toronto, Canada
- Alex Koblan, Boston, MA
- Nathan McCullough, Los Angeles, CA
- Marco Pastanella, Miami, FL
- Tim Richards, Denver, CO



MEET AT TALES SPONSORED BY Q MIXERS

Q MIXERS was the Official Mixer for Tales of the Cocktail® 2022. The brands came together to inspire and impact the industry for another year.

In 2022, in celebration of Meet at Tales, we took a retrospect of the past 19 years of progress within the drinks industry as some of our industry leaders shared their fondest memories of Tales of the Cocktail as we got ready to convene back in New Orleans for the 20-year anniversary of Tales of the Cocktail, July 25-29, 2022.

Meet at Tales featured stories from:

- Tony Abou-Ganim - The Modern Mixologist
- Armin Azadpour - Bar-Owner, Hunky Dory & Lupo
- Tiffanie Barriere - The Drinking Coach
- Ian Burrell - Global Ambassador of Rum
- Erick Castro - Co-Owner of Raised by Wolves and Polite Provisions, Host of Hungry Bartender
- A-K Hada - North American Brand Ambassador, Bacardi
- ms. franky marshall - Modern Bartender, Educator and Consultant
- Shannon Mustipher - Educator and Consultant
- Kelsey Ramage - Director, Trash Collective
- Sam Ross - Owner/Operator of Attaboy and Temple Bar & Co-Owner of Hearts and Lakeside Lounge
- Steve Schneider - Employees Only, Singapore The Odd Couple, Shanghai The Strangers Club, Panamá Elysian Café, Hoboken
- Jesse Vida - Head Bartender, ATLAS
- Charlotte Voisey - Global Head of Ambassadors, William Grant & Sons, and Overall Chair of the 2023 Spirited Awards® Committee
- David Wondrich - Resident Spirits and Cocktails Historian

Partner Programs

CONTINUED

RUM SHAKERS SPONSORED BY BACARDÍ

Rum Shakers Bartender Dance Competition was founded in 2019 on the basis of encouraging the hospitality industry to find balance in their lives through health & wellness. Participating bartenders train, dance, and show off their moves to win a trip to Puerto Rico designed to further rum education.

Bartenders are constantly moving back and forth behind the bar showing off their own choreography on a daily basis. Rum Shakers Bartender Dance Competition takes that movement and brought it to a dance studio near you! This 4-week dance program and competition was all about giving bartenders motivation to be active through dance while celebrating personal expression and community.

2022 Recap:

- Number of registrants: 106
- Cities: Washington D.C., Atlanta, Chicago, & San Diego

Winners:

- Washington D.C.: Kapri Robinson and Greg Fleming
- Atlanta: Theresa Bell and Xander Contreras
- Chicago: Zak McMahon, Marco Montaguano, and David Leon
- San Diego: Alex Rojas and Rachel Lennox





Tales of the Cocktail®

IN-PERSON IN OUR BELOVED CITY OF NEW ORLEANS

Tales of the Cocktail Foundation is pleased to report the successful execution of the 20th annual Tales of the Cocktail (TOTC), which invited the global drinks community to return to New Orleans, July 25-29, 2022. Featuring more than 330 unique events, TOTC welcomed over 25,000 attendees from 47 countries who joined together as a community to advance their shared craft.

ECONOMIC IMPACT

The 2022 Tales of the Cocktail made a major valuable contribution to the New Orleans metro area economy.

\$21.9 MILLION
TOTAL ECONOMIC
IMPACT

230
FULL & PART-TIME
JOBS

\$1.5 MILLION
IN TAX REVENUE
FOR STATE
AND LOCAL
GOVERNMENTS

\$6.6 MILLION
IN ADDITIONAL
EARNINGS FOR
RESIDENTS OF THE
NEW ORLEANS AREA



OVERVIEW

25,000
ATTENDEES

47
COUNTRIES

48
STATES

330
EVENTS

167
SPONSORS

241
BRAND
SPONSORED
EVENTS

57
COCKTAIL
APPRENTICE
PROGRAM
CLASS



2022 KEYNOTE: TWENTY YEARS OF COCKTAILS, CRAFT, AND CHANGE

Presented by Brandy Rand
Chief Operating Officer, Americas, IWSR

The evolution of what we drink (and why) is a fascinating exploration of cultural and societal behavior. The last twenty years have been profoundly impactful for our industry; showing remarkable resilience and a knack for reinvention.

Since 2002, total spirits volumes have grown 85%. By the end of 2022 retail sales value of spirits will be larger than beer for the first time in modern history.

What's driving how we drink now?

- Agave, flavors, and tempo drinking
- Agave-based spirits will continue to grow and be larger than US whiskey by dollar value by the end of 2022
- Flavor is the #1 reason why people drink RTDs
- Gen Z enjoys tempo drinking (a.k.a. slow drinking) and prefers to spend more on higher-quality liquor
- Nonalcoholic spirits grew 50% in 2021
- 1 in 3 adults drinks no/low alcohol in America

The future presents new possibilities. Despite recent challenges, the on-premise has a renewed opportunity to capitalize on all the trends:

- Genuine Connection
- Evolved Experience
- "New" Classics
- Fun Flavors
- Tempo Drinking
- The Consumer of the Future

As we look ahead to what's next, the journey of how we got here will provide both perspective and inspiration for all that lies ahead.

OFFICIAL GLASSWARE  LIBBEY

OFFICIAL MIXER 

OFFICIAL WATER 



#TOTC2022



Beyond the Bar®

SEMINARS, WORKSHOPS & LOUNGE AT TALES OF THE COCKTAIL®

Beyond the Bar is the physical and creative space for Tales of the Cocktail Foundation’s global community to explore themes beyond traditional spirits education.

Created in 2018, Beyond the Bar provides a platform to address challenges and opportunities within the global drinks industry, including: mental and physical health, intersectionality, substance use, sexual harassment, diversity, equity, and sustainability. The Foundation produces dedicated education, workshops, events, and webinars to facilitate discourse for these important topics.

TOP ATTENDED BEYOND THE BAR SEMINARS

- How To Build A Cocktail Champion: Equipping Yourself Through Community with Michael Holiday
- Indigenous Intent and Identity in Cocktail Creation with Chockie Tom and Charlotte Big Canoe



BEYOND THE BAR LOUNGE

The Beyond the Bar Lounge was presented by Brown-Forman, featuring no and low ABV refreshments, couches, charging stations, and a dedicated space for the community. The Beyond the Bar Lounge was located on the third floor of the Ritz Carlton, New Orleans in the French Quarter Balcony.

3 BEYOND THE BAR HEALTH AND FITNESS CLASSES

- Welcome Stretch with the Healthtender
- Morning Yoga with the Healthtender
- Intro to Strength & Mobility with the Healthtender

6 BEYOND THE BAR WORKSHOPS

- Kind to Your Mind
- Safe Bars: Crafting a New Culture of Safety and Respect
- Grassroots Advocacy with Spirits United
- Podcast Recording: From “Booked & Busy” to “Calm & Compensated”
- Understanding How to Identify and Address Manipulation and Exploitation
- Focus on Health, Mind Full (An immersive eating and drinking workshop)
- #FromTheBarToTheFarm



Beyond the Bar®

DAY OF SERVICE + CAREER FAIR AT TALES OF THE COCKTAIL®

TOTC2022 DAY OF SERVICE PRESENTED BY BROWN FORMAN



Tales of the Cocktail held its annual day of service on July 24, 2022, to kick off Tales with Saint Bernard Project (SBP). 12 volunteers assisted in this volunteer project.

New Orleans was hard hit by Hurricane Ida in August 2021. For Tales of the Cocktail 2022, attendees could join Brown Forman, Tales of the Cocktail Foundation, and SBP in a Day of Service on July 24, 2022. SBP rebuilds for low- to moderate-income homeowners, placing a special focus on families with small children, the elderly, disabled persons, war veterans, and the under and uninsured. This service project included hanging insulation or drywall, mudding/spackling, sanding, texturing, priming, painting, laying floors, and/or hanging trim, doors, and baseboards.



TALES OF THE COCKTAIL CAREER FAIR POWERED BY TKT ASSOCIATES

Tales of the Cocktail returned with its first in-person Career Fair in partnership with TKT Associates. Attendees were able to learn more about job postings, build their resumes, and get professional headshots taken onsite. There were 14 brands, distributors, agencies, and bars who participated in this inaugural event that was free to attendees.



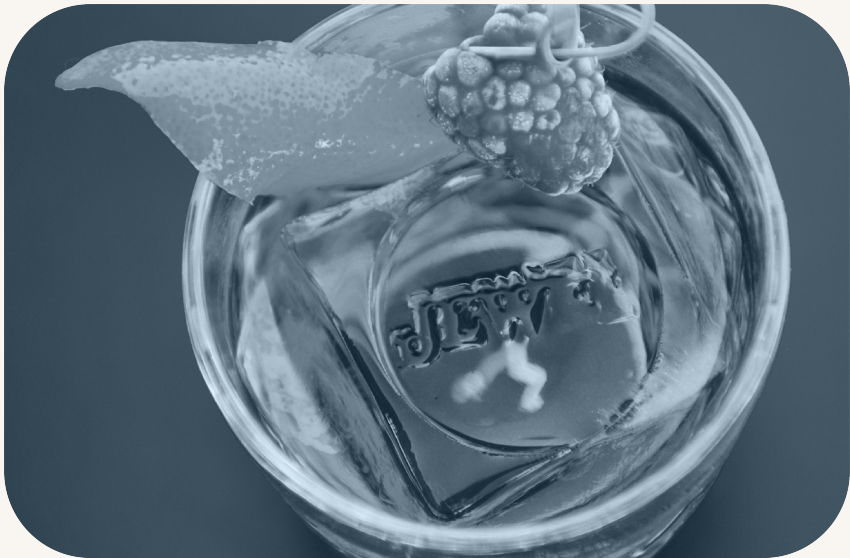
Meet the Distillers

SHOWCASE OF THE PEOPLE BEHIND SPIRITS

During Tales of the Cocktail®, we brought together the greatest minds of each spirit category and invited attendees to meet with 40 Master Distillers, Blenders, and Makers for intimate discussions of distillation techniques, sustainability initiatives, and marketing strategies.

373 ATTENDEES

40 BRANDS



NEW ORLEANS SPIRITS COMPETITION

Tales of the Cocktail Foundation was pleased to be a presenting partner of the New Orleans Spirits Competition.

Held in coordination with Tales of the Cocktail’s 20-year anniversary, the New Orleans Spirits Competition was open to all classes of spirits, domestic and international – whiskey, gin, brandy, vodka, rum, agave spirits, liqueurs – as well as the emerging class of non-alcoholic spirits.

The inaugural New Orleans Spirits Competition kicked off July 22, when three dozen prominent spirits professionals converged in New Orleans to taste and rate spirits from around the world. This was the first blind judging affiliated with Tales of the Cocktail in the 20 years since the annual cocktail conference was created. Meet the Distillers attendees were invited to attend the awards ceremony and toast the winners of the “Best Of” prizes.

[VIEW THE WINNERS](#)



2022 DAME HALL OF FAME INDUCTEES PRESENTED BY WOODFORD RESERVE

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 provided visible models of achievement for tomorrow's leaders.

110 ATTENDEES



U.S. INDUCTEE

TRACIE FRANKLIN

WASHINGTON, D.C.

HEAD DISTILLER APPRENTICE AT
NEAREST AND JACK ADVANCEMENT INITIATIVE



INTERNATIONAL INDUCTEE

NICOLA RISKE

MADRID, SPAIN

SOUTHERN EUROPEAN BRAND EDUCATION
MANAGER FOR THE MACALLAN



2022 PIONEER AWARD PRESENTED BY THE BLEND

AMANDA GUNDERSON

LOS ANGELES, CA

CEO & CO-FOUNDER,
ANOTHER ROUND ANOTHER RALLY





Spirited Awards®

16TH ANNUAL CELEBRATION

CELEBRATION

Tales of the Cocktail Foundation was honored to host the 2022 Spirited Awards in person for the first time in two years. Since its inception in 2007, the Spirited Awards have become one of the most globally recognized accolades, recognizing beverage professionals, brands, media, journalists, and establishments across all areas of the cocktail industry. In partnership with Forbes, the Spirited Awards Official Media Partner, TOTCF honored the Spirited Awards recipients during an in-person celebration at the conference’s 2022 host venue, The Ritz-Carlton, New Orleans. The event also featured a viewing party and a Red Carpet pre-show that was live-streamed.

Recognized through the lens of this year’s conference theme, “Progress” — chosen for its appreciation of the nimble and adaptive development of the drinks community, the winners of the 2022 Spirited Awards have made strides in progressing the beverage industry forward. Honoring writers and brand ambassadors alongside bartenders and bars, the Spirited Awards showcase talent on a global stage. The evening’s award recipients were carefully considered by a panel of over 200 industry experts led by Charlotte Voisey, the Spirited Awards Overall Chair.



SPIRITED AWARDS DIRECTORY

Explore the 1000+ bars honored by the past 16 years of the Spirited Awards® in the Spirited Awards® Directory. Search this interactive map by award category, city, or bar name to learn more about the establishment, and start planning your trips to these award-winning bars around the world!

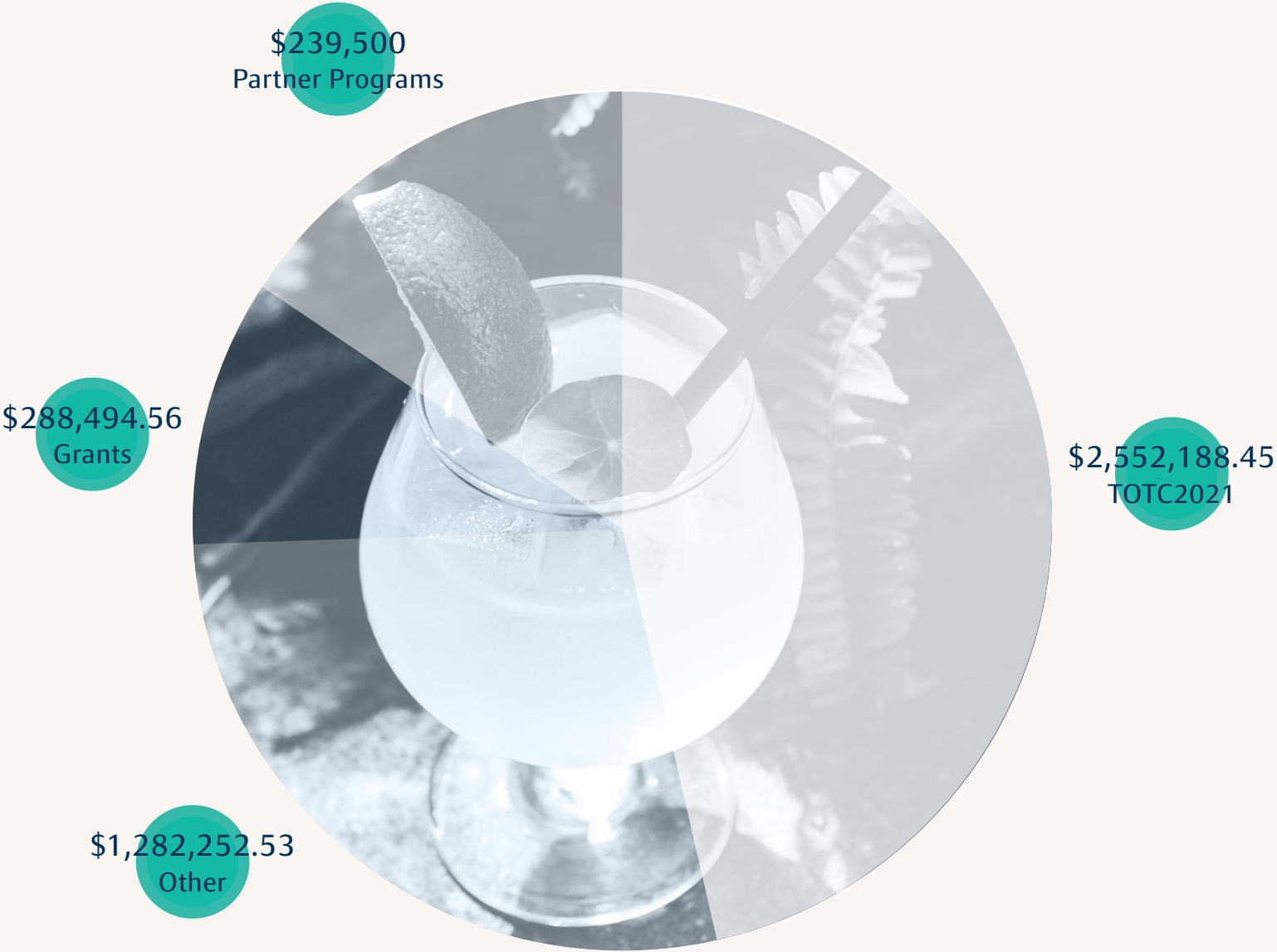
[EXPLORE THE SPIRITED AWARDS DIRECTORY](#)



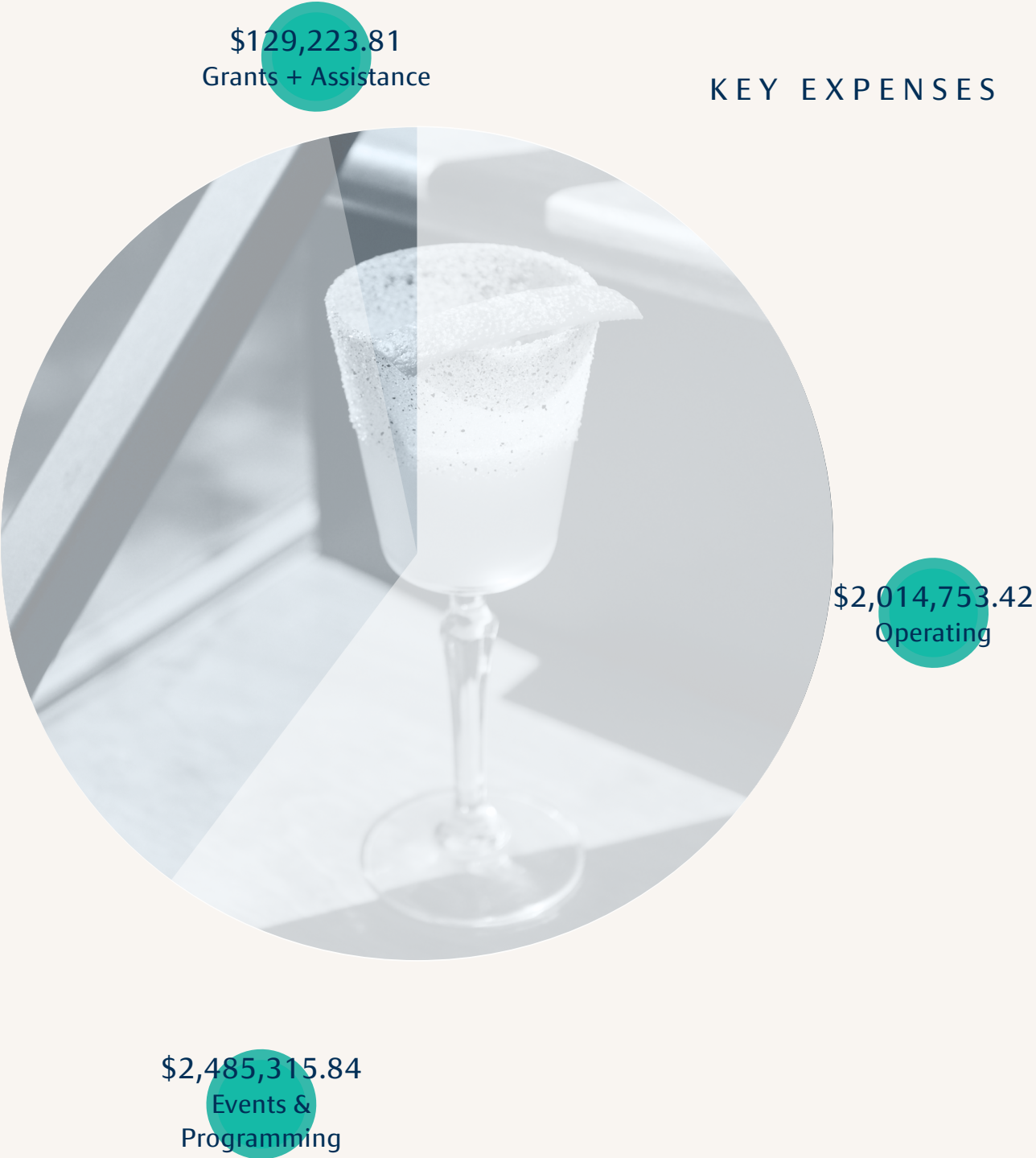


Finacial Overview

REVIEW OF EXPENSES AND REVENUE



KEY REVENUE SOURCES

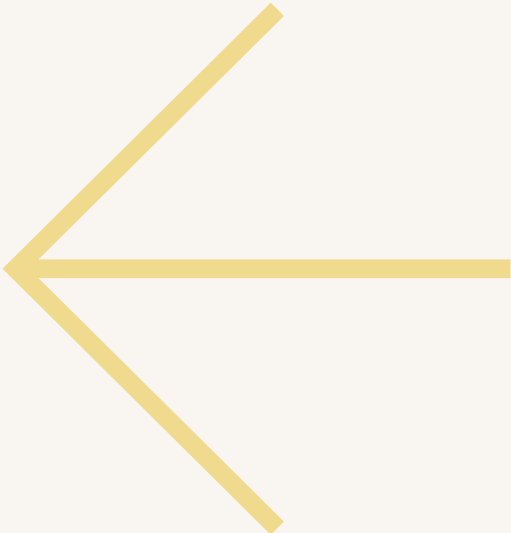


KEY EXPENSES



Acknowledgements

A ROUND OF APPLAUSE FOR...



TOTC2022 EVENT STAFF

A special thank you to the individuals that joined the team to help execute and host the 20th annual Tales of the Cocktail®!

- | | |
|---------------------------|---------------------|
| • Kyra Akinnibi | • Michelle Mashon |
| • Nicholas Anthony Bernal | • Sean McCreavy |
| • Bailey Braud | • Jared McMullin |
| • Zane Brouillette | • Anna Meyer |
| • Kayla Carbo | • Nancy Murphy |
| • Heather Chapman | • Jocelyne Ninneman |
| • Angela Charles-Alfred | • Katie Nossaman |
| • Colin Costello | • Jennifer O’Blenis |
| • David Deweese | • Aileen Paraguya |
| • Jennifer Erivez | • Liz Prejean |
| • Amal Esmail | • Thea Sasseen |
| • Joshua Flecha | • Jon Smolensky |
| • Katherine Gutierrez | • Cynthia Souther |
| • Laura Himelson | • Amanda Thibodeaux |
| • Nickolas Hoffberg | • Bridget Turner |
| • Jeremy A Kenney | • Nate Usrey |
| • Ashley Kikendall | • Victoria Wilson |
| • Jennifer Manganello | |

EVENT PRODUCTION

- Cory James Photography
- Design Foundry
- Magic Bus Films
- Moxie
- Triciapedia
- Vivid Ink
- 4th Row Films

TOTCF2022 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 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.

- Paige Blanchard - Partnerships Intern
- Ava Gonzalez - Marketing Intern
- Grace O’Connor - Nonprofit Management Intern
- Emily Seiter - Events & Logistics Intern



Future Plans

WHAT TO EXPECT IN 2023

21ST ANNUAL TOTC @ THE RITZ-CARLTON, NEW ORLEANS

Tales of the Cocktail Foundation is thrilled to announce the 21st annual Tales of the Cocktail® conference will take place from July 23-28, 2023. Located in the city's beloved French Quarter, TOTCF is once again proud to partner with The Ritz-Carlton, New Orleans as the 2023 Official Venue Sponsor to host the much-anticipated, on-premise festivities. Setting the standard of hospitality excellence, the team at The Ritz-Carlton, New Orleans will provide a perfect setting for the conference's landmark year as attendees are invited to raise a glass to 21 years of Tales.



2023 THEME

This year, TOTCF has chosen the theme “VITALIZE” to encapsulate the hospitality community’s vibrancy and adaptability, and its unmatched kinetic energy that brings so much life to our shared experience.

SINGAPORE 2023

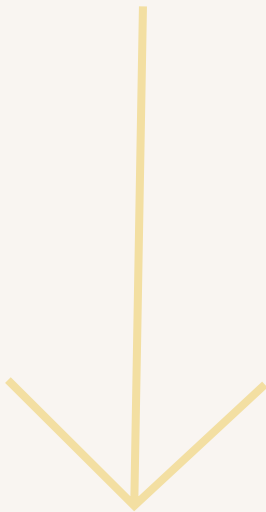
In July 2022, Tales of the Cocktail Foundation (TOTCF) announced a partnership with the Singapore Tourism Board (STB) to showcase the multifaceted culture of Singapore and celebrate the talent within the island nation.

Singapore sets the bar for excellence. Its identity is defined by the multicultural population and cultural identities within the nation. It is not surprising that this ethos extends to their craft in food and drink.

This year, TOTCF and STB will continue to highlight the extensive drinks industry talent of Singapore with features on the TOTCF website and social media platforms, a variety of events celebrating the Spirited Awards, and a Singapore Residency at TOTC 2023.



Thank You



KEEP IN TOUCH



