

# Tales of the Cocktail



Annual Report 2023



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## In 2023, the Tales of the Cocktail Foundation team and its Committee Members asked ourselves, “What can we do to strengthen the global drinks industry this year?”

With ‘Vitalize’ as our theme, we sought to energize and strengthen the partnerships and programs that Tales has been developing for the past 21 years.

We achieved this most notably by partnering with the Singapore Tourism Board to increase the visibility of the robust and booming drinks industry in Singapore. We also sought to modernize Dame Hall of Fame by re-branding it to the Tales Catalyst to divest from the gender binary and acknowledge all people who are championing change in our industry.

And, of course, we held the 21st annual Tales of the Cocktail conference in New Orleans in July 2023. Thank you to all who joined Tales of the Cocktail Foundation and the global drinks community this year! We welcomed record-breaking attendance, and we’re proud to contribute to an ever-growing economic impact for the New Orleans economy.

Without the support of our partners and industry members from around the world, this event and Tales of the Cocktail Foundation’s year-round programming would not be possible. The Foundation’s mission to educate, support, and advance the global drinks industry takes many forms, but at Tales of the Cocktail® in New Orleans each year, bartenders and industry professionals gain access to immersive brand experiences, focus on forging connections and mentorship, and dedicate time and energy to improve the global drinks industry as a whole.

We cannot thank you enough for your enduring support, and we look forward to sharing some notable statistics from Tales of the Cocktail 2023!



Eileen Wayner,  
CHIEF EXECUTIVE OFFICER

## Our 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.

## Educate

We believe in the power of education to advance the hospitality industry. TOTCF programs connect the drinks community to the knowledge of industry leaders and innovators via seminars surrounding spirits history, new craft techniques, business training, an online knowledge base, access to emerging products, and direct mentorship that can change career trajectories and lives.

## Advance

We are a platform for thought leadership and the development of standards around key issues facing our industry. Woven throughout our programs are professional networking and community-building opportunities to connect our diverse, global community better. We accelerate the growth of the spirits industry through forward-thinking partnerships and mentorship programs, such as the Cocktail Apprentice Program, to develop the next generation of industry leaders.

## Support

We create lasting impact in the communities we serve through financial and promotional support programs geared toward individuals, organizations, and communities that define the history and future of the industry. We provide direct resources in areas such as education, healthcare, addiction, sustainability, and diversity.

## 2023 Theme

Vitalize  
vi-ta-lize / vīd,līz/  
verb  
GIVE STRENGTH & ENERGY TO

Tales of the Cocktail Foundation chose 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.

## 2023 Milestones

- “Dame Hall of Fame” Rebrand to “Tales Catalyst”
- Singapore x Tales



# Tales of the Cocktail

## 2023 generated a total economic impact of \$24.0 million, an 8.75% increase from 2022.

Tales of the Cocktail®

With hundreds of opportunities developed specifically for industry professionals from bartenders to distillers, Tales of the Cocktail® is the drinks industry's annual meeting place for exchanging new ideas, products, and techniques featuring in-person education, tastings, networking, and awards programming.

Since 2002, the global spirits community has gathered in the heart of the French Quarter for Tales of the Cocktail®. What started as an annual walking tour of historic New Orleans cocktail bars has now become the world's leading cocktail conference.

### Attendees

In 2023, Tales of the Cocktail attracted nearly 16.27% more attendees than in 2022.

### Countries: 48

Top 5 International Countries

- Canada
- United Kingdom
- Mexico
- Australia
- Singapore

### States/Territories: 49

Top 5 U.S. States

- Louisiana
- California
- New York
- Florida
- Texas

### Events: 389

### Brands: 277

### New Orleans Cocktail Tours: 12

# By the Numbers

## Recycling

- 3,675 pounds of glass bottles recycled in partnership with Diplomatico Rum
- 1,720 pounds commingled recycled (cardboard, paper, plastic, metal)

## Seminar Recap

- 208 Presenters
- 68 Seminars

Watch a selection of TOTC2023 Seminars on the TOTCF YouTube Channel

## Press

- Total Media Impressions: 4.07B
- Coverage Mentions: 1,526
- Ad Equivalency Value: \$38.1M
- Credentialed Media Hosted: 234

Up 130 Million from 2022

## Attendee Engagement

- Social Media Impressions: 8,590,300
- Whova Sponsor Booth Impressions: 2,015,100
- Whova Agenda Views: 208,488
- In-App Messages: 8,779
- Mobile App Downloads: 83% of Attendees

## Meet the Distillers

Tales of the Cocktail®

TOTCF's Meet the Distillers event features distillers, owners, blenders, founders, and makers of your favorite brands — all in one place. Open to trade and consumers, this Friday event closed TOTC2023's host hotel events by taking over the entire meeting room space on the first floor of The Ritz-Carlton, New Orleans. Attendees tasted, were educated, and had the opportunity to interact with their favorite products and new brands yet to be discovered!



In 2023, Dame Hall of Fame was rebranded to the Tales Catalyst Luncheon. The annual event celebrates people who have made unique and lasting contributions to the global hospitality industry. Since 2012, the Tales Catalysts have welcomed members to this group of individuals who highlight marginalized groups within the industry and shine a spotlight on leaders actively making changes in their communities.

Founded in 2012, Dame Hall of Fame offered an opportunity for women in the industry to come together and honor achievements not commonly recognized by other bar awards, and while this intention has not changed, it has been broadened to divest from the gender binary to include all genders. By introducing the Tales Catalyst Luncheon, the group has not only positioned itself as a collective of diverse changemakers but also as a catalyst for the industry to continue growing and developing.



“Dame Hall of Fame was a wonderful way to weave more inclusivity into Tales of the Cocktail, and now, with the Tales Catalyst Luncheon, this recognition evolves further to be even more inclusive of our industry’s talents. While we are naming the first Tales Catalysts in TOTCF history, we are welcoming Anistatia Miller and Tara Fougner into a community that has been championing diversity and inclusivity since the very beginning.”

- Kitty Amann, Tales Catalyst 2023 Co-Chair

## International + U.S. Honorees & Featured Speakers



### 2023 Tales Catalyst International Honoree: Anistatia Miller

Industry legend Anistatia Miller, MA, MSc (Ox), director of Mixellany Limited, is an award-winning drinks historian who has been writing about the drinks industry since 1995 with her husband Jared Brown when they launched the website Shaken Not Stirred: A Celebration of the Martini®.

### 2023 Catalyst U.S. Honoree: Tara Fougner

Tara Fougner is the co-founder and CEO of Thirsty with over 20 years of experience in various capacities in the bar and beverage industry. She is a social media journalist, storyteller, advocate, speaker, and content creator, currently based in Miami, Florida (splitting time with her native NYC). She is a proud Puerto Rican working to use all of her Thirsty platforms to empower, encourage, and amplify historically excluded voices in the industry.





## Spirited Awards®

Since its founding in 2007, the Spirited Awards® have become one of the industry's most sought-after awards, recognizing beverage professionals, products, establishments, journalists, and media across every facet of the spirits and cocktail community on a global scale. The award categories spotlight a range of talent from bartenders, journalists, and brand ambassadors, to brands and media, to ensure each aspect of the industry is well represented and recognized for its contributions. The Spirited Awards are comprised of industry accolades, both U.S. and International, writing and media awards, and a few highly coveted overall awards that transcend regionality, including World's Best Cocktail Bar and World's Best Cocktail Menu.

Award Winners: 29

Ceremony Guests: 700

Countries Represented by Top 4 Spirited Awards Finalists: 16

Unique Nominations Received: 2,000

[View the 2023 Spirited Awards Winners](#)

### Spirited Awards Directory

- Establishments Added to Spirited Awards Directory in 2023: 164
- The Spirited Awards Directory includes every bar the Spirited Awards has acknowledged as winners, nominees, and regional honorees. This interactive map can be used to discover the best bars in your own city and the cities you visit around the world.

[View the Spirited Awards Directory](#)

[View the 2023 Spirited Awards Digital Playbill](#)

17TH ANNUAL  
SPIRITED  
AWARDS  
OFFICIAL MEDIA PARTNER  
Forbes

# Cocktail Apprentice Program®

The Cocktail Apprentice Program (CAP) is an exclusive mentorship program for up-and-coming bartenders to learn alongside some of the biggest names in the business during the five days of Tales of the Cocktail. Since 2008, more than 500 apprentices have gained extensive experience working and managing large-scale, high-volume events while providing an invaluable service to Tales of the Cocktail Foundation and the industry as a whole. Tales of the Cocktail Foundation continues to support the growing fraternity of past apprentices by offering exclusive opportunities for scholarships and financial aid to support their growth within the industry.

## 2023 Class Summary Recap

- |  |   |   |
|--|---|---|
| <ul style="list-style-type: none"><li>• 70 Cocktail Apprentices</li><li>• Countries: 9</li><li>• 19 International Cocktail Apprentices</li><li>• 51 US Cocktail Apprentices</li><li>• States: 21</li></ul> | <p>Top 4 International Countries:</p> <ul style="list-style-type: none"><li>• Canada</li><li>• Israel</li><li>• United Arab Emirates</li><li>• United Kingdom</li></ul> | <p>Top 3 U.S. States</p> <ul style="list-style-type: none"><li>• California</li><li>• New York</li><li>• Nevada</li></ul> |
|--|---|---|

## Bar 5-Day Scholarship Recipients

Each year, Tales of the Cocktail Foundation offers members of its Cocktail Apprentice Program the opportunity to apply for an exclusive scholarship to participate in the Beverage Alcohol Resource (BAR) 5-Day Program, February 5-9, 2024, at The Culinary Institute of America in Hyde Park in New York.

After a thorough review of applicants by the current fourth-year CAP White Coats and third-year CAP Black Coats, the Foundation was honored to announce and congratulate the recipients of the 2024 BAR 5-Day Program scholarships:

- Glenn Eldridge, Gin Portfolio Ambassador of Pernod Ricard Gulf Region, Dubai, U.A.E. and 2023 CAP Grey Coat & 2022 CAP Red Coat
- Kai Lucas, Head Instructor of European Bartender School, Brooklyn, NY and 2023 CAP Red Coat
- Leishla Maldonado, Beverage Director of Loma, Providence, RI and 2018 CAP Red Coat
- Jacob Mentel, Brand Advocate for Coruscent, San Diego, CA and 2023 CAP Grey Coat & 2022 CAP Red Coat

Each recipient was awarded a scholarship valued at approximately \$4,000 for tuition and a travel stipend to attend the upcoming event. In 2023, Maison Ferrand and Cointreau partnered with Tales of the Cocktail Foundation to help support this year's recipients in attending the program.

“The CAP program has instilled the knowledge and confidence in me to want to take my career to new heights. This program has also helped me connect with some of the most hard-working, kind, creative, like-minded individuals in this industry, whom I all cherish dearly. Being a part of the CAP family has also instilled the importance of always paying it forward and giving back.”

- Kai Duarte, Wailuku, HI, 2023 Grey Coat & 2022 Red Coat



## 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 Beyond the Bar programming annually at Tales of the Cocktail®, including seminars, workshops, and service projects. Year-round, resources on these topics that are created by drinks industry professionals are available online, including webinars on YouTube and editorials on the Tales of the Cocktail Foundation's website.

### Events at Tales of the Cocktail included:

- Seminars: 14
- Workshops: 14
- Fitness Sessions: 6
- Non-Alcoholic Tasting Rooms, Pop-Up Bars, Happy Hours & Spirited Dining: 7

### BTB Lounge

- Conference attendees could stop by the Beyond the Bar Lounge during the conference to rest and relax with non-alcoholic beverages.



# 2023 Grant Recipients

## TOTCF Philanthropy & Development Initiative

Tales of the Cocktail Foundation's grant-giving program aims to support emerging and existing organizations and individuals demonstrating a vision, determination, and ability to make meaningful change in the global hospitality industry across a spectrum of diverse topics. With the awarding of the 2023 grants, TOTCF has granted more than \$450,000 in awards to those who are actively improving the global hospitality landscape.

## 2023 TOTCF Grant Recipients

Tales of the Cocktail Foundation® is pleased to announce the 2023 Grant Recipients: four exceptional organizations that were selected by the TOTCF's Philanthropy & Development Committee. Presented with Remy-Cointreau and supported by Bulleit and Edrington, \$100,000 was distributed amongst the four grant recipients. In addition, TOTCF has pledged \$10,000 to Another Round Another Rally's LGBTQ+ Fund supporting the reopening of Club Q.

Chosen from a pool of individuals, organizations, or 501(c)3 non-profits that improve the lives of bartenders and hospitality workers, grantees were selected by Tales of the Cocktail Foundation's Philanthropy & Development Committee, who are key stakeholders with a passion for improving the industry. Applicants were thoroughly reviewed before the selection of the Finalists. The first annual Grant Finalist Showcase was held on Thursday, July 27 during Tales of the Cocktail in the Beyond the Bar space of the conference. Finalists were welcomed to discuss their grant proposal with the Tales of the Cocktail audience.

### A Sip of Paradise Garden — Award Amount: \$20,000

A Sip of Paradise is a nonprofit bartenders' community garden that provides horticultural therapy, employment resources, and health and wellness programs for bartenders and the greater hospitality community to recharge their minds, bodies, and spirits.

### Equal Measures UK — Award Amount: \$20,000

Equal Measures was founded to support marginalized groups and individuals and enrich possibilities for those from Black, Asian, and other minority ethnicities, as well as other marginalized groups, such as queer and genderqueer persons, those who are neurodivergent, or who face systemic barriers to their progression.

### Giving Kitchen — Award Amount: \$20,000

Giving Kitchen assists food service workers and bartenders across the United States. They are a food service community meeting crisis with compassion and care. Their mission is to provide emergency assistance to food service workers through financial support and a network of community resources.

### Turning Tables — Award Amount: \$40,000

Turning Tables is a bar training program that reflects the city they serve: New Orleans. Turning Tables advocates for equity in the hospitality industry for exposure in a system of support for the Black and Brown communities of New Orleans. Turning Tables is changing the face of hospitality by cultivating leadership and creating a model for equitable access to career pathways.

# Partner Programs

## Most Imaginative Bartender sponsored by Bombay Sapphire

Bombay Sapphire and Tales of the Cocktail Foundation teamed up to once again launch Most Imaginative Bartender, a competition that aims to inspire the bartending community to embrace their creative outlets and showcase what drives their inspiration behind the bar. Returning for its fifteenth year and third season hosted by TOTCF, MIB reinforces its renewed focus on what drives bartenders beyond creative cocktails.

The finalists will each receive up to \$3,000 as a Creative Grant from Tales of the Cocktail Foundation, which will allow the competitors to build a business plan to be presented in the Canvas Challenge. The Canvas Challenge, which comprises half of the Final Competition of MIB, asks the finalists how they would bring their creative outlet to life for their community.

The finalist with the highest combined score of the two Finals Challenges will be named the “2024 Most Imaginative Bartender” and receive a \$20,000 Grant to fund their Canvas Challenge project.

The competition received 150 applications, and this year’s 12 finalists include:



Bianca Hamilton

Jessie Yoskin

Elise Hanson

Bridget Ramsey

Linda Douglas

Ricardo Rodriguez

Chris Marek

Liz Kalles

Erin Birmingham

Dylan Brentwood

Michael George

Nick Alpi

## Perfectionists sponsored by Patrón

Continuing to evolve and shape a best-in-class global tequila platform for the on-trade community, PATRÓN Tequila has teamed up with Tales of the Cocktail Foundation to sponsor the 2024 USA program and competition, Tales of the Cocktail Foundation’s Perfectionists sponsored by PATRÓN®.

Encouraging bartenders to strive for their own personal level of perfection, the bartending program ran its entry period between July 1st and September 30th, 2023, with a focus on the PATRÓN Silver Margarita cocktail in the USA.

The four emerging regional winners will fly to Hacienda PATRÓN in May 2024 for an experience-filled week with their fellow global finalists from around the world, a surprise panel of global mentors, judges, and the Familia PATRÓN in Atotonilco El Alto, Jalisco, Mexico

Building on the long-standing commitment to inspiring and nurturing the hospitality industry, the Global PATRÓN Perfectionists program has further enriched its digital hub – Academia PATRÓN – and, with the support of Tales of the Cocktail Foundation, will provide an engaging educational ecosystem and access to mentoring sessions with the world’s leading on-trade personalities available all-year-long.

Tales Perfectionists received 344 applicants, and this year’s US Regional Finalists include:

Ashleigh Hehmann

Joseph Arakawa

Jesus Verde

Gustavo Rodriguez



## Hendrick’s Expedition Cocktail

Hendrick’s Gin partnered with Tales of the Cocktail Foundation in 2023 for Hendrick’s Expedition Cocktail – a workshop adventure unlike any other. A shake-up of every expectation for a cocktail academy, this program was a progressive education journey where trade gained points in hopes of winning a stupendous cocktail expedition to the Gin Palace and London Cocktail Week.

Throughout this program, education, curiosity, and exploration guided trade as they embarked on a whimsical cocktail and ingredient adventure. Rewarding curiosity through adventure and moments of surprise & delight is what Hendrick’s does best.

The 2023 Finalists were:

Kendall Marie Hauer

Tony Kisscorni

Jacob Rodriguez

### Sustainable Cocktail Challenge sponsored by Flor de Caña

TOTCF's Sustainable Cocktail Challenge sponsored by Flor de Caña inspires the bartending community to become champions of sustainability and build a greener future together by creating spectacular cocktails using sustainable ingredients and techniques. The global winner even earns the coveted title of "Flor de Caña World's Most Sustainable Bartender."

Tales of the Cocktail Foundation worked alongside Flor de Caña to host the North American portion of the Sustainable Cocktail Challenge. The competition tests the skills, talent, and creativity of the bartender producing intriguing cocktails containing sustainable or Fair Trade-certified products. This year's competition had 103 completed applications in the USA and 47 applications in Canada.

The 5 North American finalists competing for title of World's Most Sustainable Bartender in Nicaragua in February were:

Leanne Favre

Tomas Cantu

Michael Guzman

Shannon Marshall

Lacey-Jane Roberts

### Cosmos for a Cause

For the fourth year in a row, Cointreau and Tales of the Cocktail Foundation teamed up for Cosmos for a Cause. From mid-October through December 31, 2023, 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 over 2,000 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:

- Grant and relief programs that demonstrate the ability to drive impactful change
- Year-round education and exclusive mentorship to up-and-coming bartenders in the Cocktail Apprentice Program. Trade members associated with participating accounts also received early access to submit applications for the 2024 Cocktail Apprentice Program.

### Four Walls Charitable Partnership

Four Walls, a new Irish American Whiskey brand from Rob McElhenney, Glenn Howerton, and Charlie Day, is a tribute to the bar and believes that bartenders are the center of communities. As part of their launch, Four Walls partnered with Tales of the Cocktail Foundation to create a collaborative t-shirt with 100% of the proceeds of t-shirt sales benefitting the Cocktail Apprentice Program.

### TOTC x Puerto Rico Cocktail Week

Tales of the Cocktail headed to Puerto Rico Cocktail Week 2023 to host two seminars on November 14. Industry experts leading the seminars included Claire Warner, Tales of the Cocktail Foundation Board Member, and Jennifer Contraveos, Director of Marketing for Lyre's North America.

TOTC x Puerto Rico Cocktail Week Seminars:

- "Why the Best Bars Choose No & Low" featured Jennifer Contraveos and Claire Warner discussing the importance of the non-alc space within the industry.
- "Get to Know Tales" featured Claire Warner exploring the avenues of how people can participate in Tales of the Cocktail Foundation's programming throughout the year including the Cocktail Apprentice Program, Bartender Welfare & Well-Being Grant, and how to submit seminar proposals for Tales of the Cocktail conference.



### Bartender Manifesto Class

Tales of the Cocktail Foundation presented The Bartender's Manifesto Class at Cane & Table on Sept. 17 and Sept. 18. TOTCF joined Toby Maloney in New Orleans for a four-hour class teaching the philosophies of his Spirited Awards® winning book The Bartender's Manifesto. All attendees receive a copy of the Bartender's Manifesto. 10% of the proceeds were donated to local New Orleans nonprofit and TOTCF Grant Recipient Turning Tables.

### TOTCF x New Orleans & Company at Jazz Fest

This year, Tales of the Cocktail Foundation hosted the bar at New Orleans & Company's Hospitality Tent at the New Orleans Jazz & Heritage Festival on April 29, 2023. The day included crafted cocktails from Spirited Award winners Cure, Jewel of the South, and TOTCF grant recipient Turning Tables that showcased New Orleans's rich cocktail scene to festivalgoers.



# New Orleans Spirits Competition

Founded in 2022, The New Orleans Spirits Competition (NOSC) is an international spirits competition celebrating and recognizing fine spirits being produced around the world today. Held during Tales of the Cocktail, the second year of the competition introduced a live judging across all classes of spirits, domestic and international – whiskey, gin, brandy, baijiu, vodka, rum, agave spirits, liqueurs and non-alcoholic – as well as a new category of ready-to-drink (RTD) cocktails. More than 440 entrants sent samples for evaluation. NOSC was proud to partner with Imbibe Magazine as the competition’s official 2023 Media Partner.

## 2023 NOSC Distillery of the Year

- Distillery of the Year: Kings County Distillery

## 2023 NOSC Spirits of the Year Winners

- Agave Spirits of the Year: Mezcal Vago Ensemble en Barro by Samson & Surrey
- Brandy of the Year: Ferrand S.D.A Sélection des Anges by Maison Ferrand
- Gin of the Year: Highclere Castle Gin by Highclere Castle Spirits
- Liqueur of the Year: Maggie’s Farm Falernum by Allegheny Distilling
- No/Low Elixir of the Year: Novara Aperitivo by Bark & Bitter
- Ready-to-Drink Cocktail of the Year: After Hours Espresso Martini by Thomas Ashbourne Craft Spirits
- Rum & Cane Spirit of the Year: The Lost Cask Collection Barbados 17 Year by Rolling Fork Spirits
- Specialty Spirit of the Year: iichiko Shochu Saiten by Sanwa Shurui
- Vodka of the Year: Teller Genuine Vodka by Safe House Distilling Co.
- Whisky of the Year: Texas 1 Single Malt by Balcones Distilling

# Singapore x Tales

In July 2022, Tales of the Cocktail Foundation 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 seems to set 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.

The partnership launched at Tales of the Cocktail® with Singaporean industry leaders Indra Kantono (Jigger & Pony) and Colin Chia (Nutmeg & Clove) co-hosting their bar teams in a guest shift at New Orleans' Justine.

In 2023, TOTCF and STB highlighted the extensive drinks industry talent of Singapore with features on the TOTCF website and social media platforms; a variety of events celebrating the 2023 Spirited Awards Singaporean nominees; and a Singapore Residency at TOTC2023.



## 2023 Events

### Spirited Awards Presents ATLAS

Tales of the Cocktail Foundation celebrated the launch of the Spirited Awards nomination period by bringing three-time winning Spirited Award-winning bar, ATLAS, to Forbes on Fifth in New York on Feb. 6, 2023.

The event was the first in a series of pop-ups in partnership with Singapore Tourism Board in 2023.



### Spirited Awards Presents The SG Club at ATLAS

Tales of the Cocktail Foundation and Singapore Tourism Board hosted Tokyo's The SG Club at Singapore's ATLAS on May 8, 2023 to celebrate the Regional Top 10 Announcements for the 2023 Spirited Awards Regional Top 10 Honoree announcement.

The celebration marked the second in a series of events throughout 2023, culminating in a multi-day residency at Tales of the Cocktail® 2023 that showcased four incredible bars from the Singapore bar community.



### Singapore x Tales Residency at TOTC2023

To culminate the partnership between Tales of the Cocktail Foundation and the Singapore Tourism Board, Tales hosted a multi-day residency at Tales of the Cocktail® 2023 that showcased four remarkable bars from the Singapore bar community.

Held on-site at The Ritz-Carlton, New Orleans, the Singapore x Tales Residency allowed Tales' attendees to experience a taste of Singapore's innovation and culture through the featured bars including Fura, Elephant Room, No Sleep Club, and Republic.



Monday, July 24th – Fura  
Tuesday, July 25th – The Elephant Room  
Wednesday, July 26th – No Sleep Club  
Thursday, July 27th – Republic

## January

**Jan. 3:** Tales of the Cocktail® Date and Theme Announcement

**Jan. 3-Feb. 3:** 2023 Grant Proposal Period

**Jan. 4-Feb. 5:** Cocktail Apprentice Program® Red Coat Application Period

## February

**Feb. 1:** Heritage Month: Black History Month

**Feb. 1-22:** Spirited Awards® Nomination Period

**Feb. 6:** Spirited Awards Presents ATLAS at Forbes on Fifth

## March

**March 1:** Heritage Month: Women’s History Month

**March 3:** “Dame Hall of Fame”

Rebrand to “Tales Catalyst” Announced

**March 15-April 3:** Tales Catalyst Nomination Period

## April

**April 7:** 2023 Education Committee Announced

**April 24:** Spirited Awards Regional Top 10 Honorees Announced

**April 19:** Jazz Fest: New Orleans & Co. + Tales of the Cocktail Hospitality Tent

## May

**May 1:** Heritage Month: Asian American Pacific Islander Month

**May 1:** Hendrick’s Expedition Cocktail Event in NYC

**May 8:** Spirited Awards Presents The SG Club at ATLAS

**May 8:** Cocktail Apprentice Program 2023 Class Announced

**May 15:** Tales of the Cocktail 2023 Tickets On Sale

**May 15:** Hendrick’s Expedition Cocktail Event in Dallas

## June

**June 1:** Spirited Awards Top 10 Nominees Announced

**June 1:** Heritage Month: Pride Month

**June -August 15:** Sustainable Cocktail Challenge sponsored by Flor de Caña Entry Period Begins

**June 17:** Heritage Month: Juneteenth

**June 21:** Spirited Awards Top 4 Nominees & Digital Playbill Announced

**June 26:** 2023 Tales Catalyst Luncheon Honorees Announced

## July

**July 1:** Tales Perfectionists sponsored by Patrón Entry Period Begins

**July 14:** Most Imaginative Bartender sponsored by Bombay Sapphire Entry Period Begins

**July 23:** Tales of the Cocktail 2023 Begins

**July 24-25:** New Orleans Spirits Competition

**July 24-27:** Singapore x Tales Residency

**July 27:** 17th Annual Spirited Awards Ceremony

**July 28:**

- Inaugural Tales Catalyst
- Meet the Distillers
- Tales of the Cocktail 2024 Ends

## August

**Aug. 15:** Sustainable Cocktail Challenge sponsored by Flor de Caña Entry Period Ends

**Aug. 21:** Most Imaginative Bartender sponsored by Bombay Sapphire Entry Period Ends

## September

**Sept. 12:** TOTC2024 Seminar Proposal Period Starts

**Sept. 15:** Heritage Month: Latinx & Hispanic Heritage Month

**Sept. 17-18:** Bartender’s Manifesto Class

**Sept. 18:** Hendrick’s Expedition Cocktail Event in Miami

**Sept. 18:** Most Imaginative Bartender sponsored by Bombay Sapphire Top 22 Announcement

**Sept. 30:** Tales Perfectionists sponsored by Patrón Entry Period Ends

## October

**Oct. 2:** Sustainable Cocktail Challenge sponsored by Flor de Caña Key City Event in Austin

**Oct. 3:** 2023 Grant Recipients Announced

**Oct. 10:** Sustainable Cocktail Challenge sponsored by Flor de Caña Key City Event in Miami

**Oct. 15:** Cosmos for a Cause 2023 Begins

**Oct. 16:** Sustainable Cocktail Challenge sponsored by Flor de Caña Key City Event in Los Angeles

**Oct. 16:** Sustainable Cocktail Challenge sponsored by Flor de Caña Key City Event in Toronto

**Oct. 30:** Sustainable Cocktail Challenge sponsored by Flor de Caña Key City Event in Vancouver

## November

**Nov. 1:** Heritage Month: Indigenous Heritage Month

**Nov. 5:** Most Imaginative Bartender sponsored by Bombay Sapphire Semi-Finals in Washington, D.C.

**Nov. 13-15:** Tales Perfectionists sponsored by Patrón East Regionals

**Nov. 14:** TOTC Seminars at Puerto Rico Cocktail Week

**Nov. 27-29:** Tales Perfectionists sponsored by Patrón West Regionals

## December

**Dec. 1:** TOTC2024 Seminar Proposal Period Ends

**Dec. 4-6:** Tales Perfectionists sponsored by Patrón Central Regionals

**Dec. 5-Feb. 16, 2024:** 2024 Grant Proposal Period

**Dec. 15-Feb. 5, 2024:** Cocktail Apprentice Program® Red Coat Application Period

**Dec. 31:** Cosmos for a Cause 2023 Ends

# Financial Overview

## Key Revenue Sources

- Partner Programs - **\$134,200**
- Grants - **\$15,000**
- TOTC2023 - **\$2,806,763.85**
- Singapore - **\$1,083,521.20**
- Other - **\$1,363,167.72**

## Key Expenses

- Operating - **\$1,765,995.62**
- Events & Programming - **\$2,538,541.91**
- Grants + Assistance - **\$197,577.05**



# Acknowledgments

## Board of Directors

Neal Bodenheimer



John Gakuru



Tess Posthumus



Perry Sholes



Gary Solomon Jr.



Claire Warner



## TOTCF Committee Members

Education: 27

Catalyst: 21

Philanthropy and Development: 13

Spirited Awards: 309

## TOTCF Team Members: 17

Eileen Wayner,  
*Chief Executive Officer*

Taylor Barron,  
*Director, Partnerships*

Paige Blanchard,  
*Partnership Administrative Assistant*

Callie Carlson,  
*Marketing Manager, Partner Programs*

Challen Carter,  
*Social Media Community Manager*

Tammera Catchings,  
*Government Affairs Manager*

Daniela Jagemann,  
*Consumer Initiatives/Creative Director*

Tayra Lagomarsino,  
*Marketing Director*

Katelyn LeBoeuf,  
*Account Manager*

Anna McLoughlin,  
*Account Manager*

Amanda Rose,  
*Account Manager*

Alex Smith,  
*Events Director*

Ashley Solomon,  
*Board, Legal + Contracts*

Megan Stubbs,  
*Program Manager*

Lola Thomas,  
*Program Director*

Aly Velasquez,  
*Marketing Manager, Foundation Initiatives*

Bree Williams,  
*Events Manager*

## Festival Staffers: 48

Kyra Akinnibi

Jen O'Blenis

Bailey Braud

Angela Charles-Alfred

Juliana Goode

Alexis Guerrero

Katherine Gutierrez

Nathan Hedberg

Kari Korenchen

Maya Lewis

Ian Lyke

Michelle Mashon

Anna Meyer

Sean McCreavy

Ron Moncada

Nancy Murphy

Aileen Paraguya

Liz Peik

Cindy Pegorsch

Savannah Pryor

Elizabeth Prejean

Juli Shipley

Jeremiah Simmons

Jon Smolensky

Amanda Thibodeaux

Bridget Turner

Desiree Villarreal

Victoria Wilson

Kent Westmoreland

Jocelyne Ninneman

Joseph Sabados

Raquel Marie

Danté Scott

Ava Gonzalez

Candace Geers

Nathaniel Usrey

Titina Folliero

Edward Smith

Denise Spain

Selene Allain-Kovacs

Sabra Wilson

Adam Scilken

Jessamyn Cameron

Geoffrey Wilson

Paula Echevarria

Ankofa Billips

Lucia Bellanger

## Volunteers: 65

## Interns: 7

Thank you to the individuals who 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.

Kayla Boston, *Public Policy/Government Affairs Intern*

Ava Gonzalez, *Marketing Intern*

Chloe Goodlander, *Marketing Intern*

Melody Li, *Public Policy/Government Affairs Intern*

Valencia Patrick, *Nonprofit Management Intern*

Megan Wortmann, *Programs & Event Logistics Intern*

## Vendors:

4th Row Films

Cory James Photography

Foxglove Communications

LookFar Labs

HR Nola

Magic Bus Films

Moxie

OFFSITE

Rap Index

Rachel Harrison Communications

Solomon Group

Taylor & Willis, CPAs

Team Enterprises

Trey Wellerman

Two Studios

Vivid Ink

WRSTBND

Zehdner Communications

**Join us for Tales of the Cocktail, July 21-26, 2024, in New Orleans, where our 2024 theme, Inspire, aims to entice and challenge the global drinks industry to embrace future thinking.**

# Thank you.



## Annual Report 2023

