

# How we showed up in NOLA year after year

## CASE STUDY: TALES OF SO MANY COCKTAILS

*Beverage Strategy & Production*

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## THE CHALLENGE

Tales of the Cocktail is the renowned, bustling five-day annual conference and festival that brings together a worldwide cocktail and hospitality community in vibrant New Orleans.

Since 2014, we've been asked to attend and support the biggest brands in the beverage industry. Year after year, we examine the needs, devise new strategies and shift production into an even higher gear than the year before.



The pace is warpspeed.  
The expectations are high.

# THE SOLUTION

Each year has brought new challenges. And with them, creative solutions.

## A Casual Conversation

A simple conversation in a bar got us crafting for William Grant & Sons. With just two weeks' notice, we showed up with a truck full of produce to juice and the perfect piece of glassware for every cocktail.

2014



2015

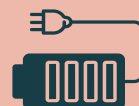
## Full Power

This year, we doubled our clients and quadrupled our experience, touching 35 events over 5 days with a team of 6 people. We fabricated our first production trailer and turned a barren lot into a full-powdered production facility, elevating us to on-the-road pros.

## Bigger & Better

We learned a thing or two from the prior year. With a growing client list that included William Grant & Sons and Bacardi, we brought bigger trucks, showed up with more ingredients and added specialty ice. This all-out drive really put us on the map.

2016



2017

## Successful Multi-Tasking

Word had spread. With Tales of the Cocktail firing on all cylinders, our team was able to divide and conquer. We produced 10,000 cocktails at Bite of Seattle and executed concessions for the Bud Light Getaway Festival, while still delivering top-notch service to our New Orleans clients.

## Production Upgrade

More clients and more events meant upgrading our production lot to include a 5,000-square-foot tent. We brought in even more power and processed over 25,000 pounds of delicious produce for fresh juice and syrups. Growing our team to 10, we needed over a dozen vehicles to touch 57 events in 6 days.

2018



2019

## Cocktails!

We're back! So, what was different? This year, we went beyond juice, syrup, garnish and ice. Using our years of experience with cocktail strategy and a refined batching process, we brought cocktails to life. Brands and agencies turned to us for start-to-finish cocktail production. And we delivered.

## Dialed In

Having dialed in our process and procedures, things were moving smoother than ever. Our production trailer doubled in size along with our glassware inventory and cocktail production equipment. With new efficiencies and elevated equipment, we were working on another level.

2022







6

YEARS RUNNING

100

BIG BRANDS

13K

CRAFT COCKTAILS





## THE RESULT

This is THE event for the cocktail industry, and we've touched almost every part of it for almost every portfolio in some impressive way. Our growth has turned us from a resource for the simple things, like ice and juice, to a trusted partner that can develop a cocktail strategy, create and operate a production, and craft a complete consumer experience, including the physical design and fabrication.

Tales of the Cocktail has helped us grow into a well-rounded and highly-valuable company that's now a part of the overall beverage strategy for the top beverage brands in the country.

ONCE A  
TRUSTED  
VENDOR,  
NOW A  
STRATEGIC  
PARTNER.

Tell us your vision. We'll bring it to life.

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