

POUR

WASH

PARADE

LOVE,
CREW

POUR WITH PRIDE

SETTING THE STANDARD

Forging inclusive spaces isn't just a social ideal, it's better for business. This guide is intended to serve as a thoughtful, evidence-based resource to align F&B businesses with modern consumer trends and empower leaders to implement changes that boost both revenue and team morale.

LET'S GET STARTED



Creating inclusive spaces improves business operations, staff morale and team culture.

ONE STEP AT A TIME

Change won't happen overnight, but small steps lead to big improvements. Here are some ways to create a more inclusive establishment:

- * Allow freedom from gender-standardized uniforms (like ties or vests)
- * Develop a code of conduct for all partners and employees, and make it transparent to the public
- * Offer gender-neutral restrooms
- * Develop a guest-facing statement of beliefs and feature it prominently on your menu and website
- * Encourage your employees to express their authentic selves
- * Support charities and orgs that champion POC and LGBTQ+ causes
- * Conduct non-assuming language training and use preferred pronouns in the workplace
- * Recognize important days of the year (Transgender Day of Visibility, National Coming Out Day, etc.)
- * Include D&I statements in your marketing efforts
- * Encourage your staff to speak up!
- * Train management to act quickly when incidents occur so that victims understand they're supported
- * Enforce an official zero-tolerance policy for any racist, sexist and generally demeaning behavior on behalf of staff and guests
- * Don't be afraid to lose (AKA "fire") an abusive customer

Hi there! Folks know us as an innovative barware company, but we fancy ourselves more of a bartender's brand. We want to create positive change in our industry, and to us that means advocating for inclusive business practices.

In hospitality we strive to create the optimal environment for every guest: inviting, comfortable, fun, and if done correctly, lucrative for our businesses. Programs that really nail it consider every detail of their environments and the subtle messages that their choices communicate to patrons. From music selection to menu design, smart businesses understand that the details of a space project the core beliefs of its staff, management and operating teams.

"Inclusive spaces affirm customers that they are seen, supported and will be accommodated, which attracts both new and repeat customers."

- Cheyenne Serene, Bar Manager, New Orleans

EACH OF US, ALL OF US

"The word 'inclusive' has to be woven into the fiber of a restaurant or hospitality group. It's a longer journey to become authentically inclusive—it takes education, exposure and a culture shift, versus a performative reaction."

—Michelle Herndon, Director of Diversity and Community, Chicago

As one of the fastest-growing industry sectors of our economy, our collective impact can not be overstated.

The U.S. Bureau of Labor Statistics accounts for 13.13 million people working in hospitality.

1-in-12 private-sector workers in the U.S. is employed in the restaurant industry! (Workforce Strategies Initiative, 2010-20)

More than 50 percent of Americans report eating at a restaurant at least once a week, with 20 percent reporting eating out twice or more each week. (Aspen Institute, 2012)

In our spaces people connect and share ideas daily, giving us the opportunity to reach disparate audiences, to inspire social growth and mutual support.

It's a big opportunity and the stakes have never been higher. Together we can go further. If not us, then who?

What does LGBTQ+ affirming mean?

LGBTQ+ affirming spaces welcome people with different gender identities and sexual orientations.

Diversity does not imply inclusivity.

Inclusivity is the value placed on personal differences beyond hiring diverse. It is an ongoing practice, achieved when all staff and guests experience equal access to opportunities and resources in the workplace. Perfection is nearly impossible, but implementing steps to a more inclusive environment is the place to start.

BETTER FOR BUSINESS

While every business has a unique story, we all share the basic goal of keeping the lights on. Luckily, there's a proven tie between efforts toward inclusivity and the overall success and profitability of a program. The impact of inclusivity on customer behavior is undeniable; investing in authentically welcoming spaces pays off in dividends.

Diverse, inclusive companies are 35% more likely to outperform the least ethnically diverse companies (McKinsey, 2015) and have a 2.3x higher cash flow per employee. (Bershin, 2019)