

# Social Media and Cultural Context Case Study: A Tale of a Mardi Gras Facebook Post

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tales of the  
**COCKTAIL**  **TAIL**  
WHAT'S NEW AND NEXT IN COCKTAILS AND SPIRITS



AT&T 2:28 AM 63%

 **Ann Tuennerman** was live.  
Yesterday at 3:20 AM

**Paul G Tuennerman**, interviewing me on Mardi Gras Morning from the Zulu Den. As he said "Throw a little Black Face on and you lose all your Media Skills." He did his best as the Interviewer.



Facebook video player controls: back, play, share, globe, and menu icons.



**Zulu ride leads to apology and a resignation at  
Tales of the Cocktail**

*– Times-Picayune, March 4, 2017*

**A white cocktail industry leader wore  
blackface at Mardi Gras. It didn't go over well.**

*– Washington Post, March 6, 2017*

**Tales of the Cocktail to Establish Diversity Council**

*– ToC Press Release, March 25, 2017*

**'Tales of the Cocktail' Founders Resign After Long-  
Running Blackface Controversy**

*– Forbes, September 28, 2017*