

# How women are shaping modern bartending

In an era marked by significant strides in gender equality, women are reshaping various industries. Despite enduring historical barriers and societal stereotypes, women's representation in the labor force has increased significantly, with their notable contributions resonating across once male-dominated sectors like entrepreneurship, medicine, research, and now, bartending.

In the world of alcohol, women are leaving their indelible mark. Despite facing legal restrictions and societal pressures, a cadre of exceptional women is raising the bar in bartending, shaping the industry with their skill, passion, and expertise. In mature markets like the US, there has been a notable surge in women's involvement in bartending, with women comprising the majority of the workforce in 2021, accounting for 58.4 percent, according to DataUSA findings. This trend is echoed in India, where the burgeoning alcohol sector, contributing nearly 1.5 million jobs as reported in the ICRIER 2021 report, is embracing women who are innovating and inspiring others in the industry. With India's thriving USD 52 billion bartending industry, fueled by both local and international liquor brands, women are making their mark as new-age professionals from diverse backgrounds.

Driven by this diverse pool of talent, women are leading the way in modern mixology trends and innovations that resonate with an increasingly diverse consumer base. For example, the trend of localisation dominates modern mixology, with bars embracing indigenous ingredients and regional elements to craft unique experiences. This diversity behind bars is becoming the hero ingredient for success in capturing evolving consumer preferences.

Throughout my professional journey, I've witnessed the evolution of women in bartending. Initially facing restrictions, talented women bartenders have emerged, shattering glass ceilings and redefining industry norms. Today, inclusivity and collaboration are widely acknowledged in the industry, highlighting the significant progress made on this journey.

For new-age businesses, the message is clear: diversity in hiring leads to innovation that speaks to diverse tastes. Inclusivity is not only a moral responsibility but also a strategic imperative for success. Organizations must invest in initiatives like DE&I training and foster a culture of open conversations to support the advancement of women in bartending, paving the way for a future that inspires excellence for all.