



**Ladies, you can't pour
from an empty bottle, let
alone drink from an
empty cup. And the
industry needs yours full.**

Is this You?

You got into this industry because you create — experiences, menus, itineraries, wine programs, moments people remember for the rest of their lives. But somewhere along the way, the job became something else entirely.

- You're spending your days managing crises, not building vision.
- You're so deep in operations, business development feels like a luxury you can't afford.
- The industry keeps shifting — labor, costs, consumer behavior — and every time you find your footing, the ground moves again.
- You're the one everyone leans on, which means there's no one left to lean on you.
- Your creativity — the thing that makes you exceptional — is the first thing that gets sacrificed when things get hard. And things are always hard.
- You didn't sign up to be exhausted. You signed up to be inspired.

Introducing the Full Cup Collective

The Full Cup Collective is a group coaching program for women leaders in food, wine, and hospitality who are done running on empty—and ready to lead differently. It is designed to help women go from burnout to breakthrough so you can finally build a business *and a life* that's balanced, sustainable, and impactful.

Research confirms that group coaching builds individual growth, well-being, and the social support that makes lasting change possible. It's not only a meaningful investment in yourself, but also in your teams and in the culture you're working hard to build. It's a safe and confidential space that centers your needs—perhaps for the first time.

You Can't Keep Ignoring the Pain

- Burnout isn't just an occupational hazard in an industry built on relentless giving; it's a systemic problem that women are conditioned to conform to from birth. It's also your biggest retention risk—and one you can't afford to ignore.
- People-pleasing and perfectionism quietly erode confidence, boundaries, and joy—and they directly shape the culture, productivity, and retention of your team.
- Work-life balance can feel like a myth when hospitality is not just a job—it's a lifestyle that everyone is expected to adopt.

How the Full Cup Collective Can Help

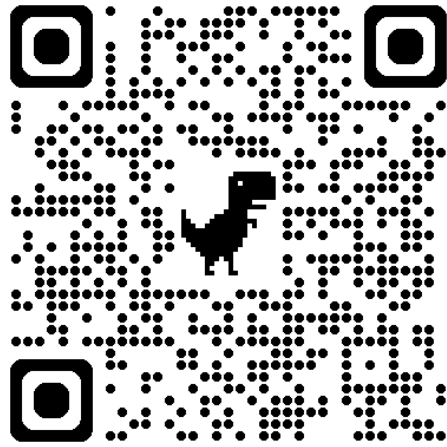
- Lead with steadiness and clarity—so your team's culture reflects who you are at your best, not who you are at your most depleted
- Reclaim your energy, your boundaries, and your sense of self
- Move from reactive to intentional to enhance both your professional and personal life
- Create healthy work cultures that are mindful, collaborative, and foster strong retention *so that you can attract and retain the best in the industry*
- Find sustainable work-life balance without stepping back from a career you love
- Invest in yourself with the same care you've always given to everyone else

About Your Coach

Lori Varsames, MA, CPCC, PCC, is a life and leadership coach. She brings a rare combination of 30 years of industry experience with professional coaching expertise to her work with hospitality leaders. With certifications in trauma-informed coaching and organizational mindfulness — and roots in Sonoma Valley hospitality — she understands the pace, the pressure, and the personal toll. And she's ready to guide you in how to come out the other side.

Get Started Here!

Scan the QR code to schedule a free 30-minute call or email Lori at coach@lorivarsames.com to see if this program is right for you. This is your time to get unstuck, back to balance and leading sustainably with strength, intention & impact!



**This is your time to break free
of burnout, tap into your
creative mojo, and lead with
strength, intention and impact!**



The Full Cup Collective Group Coaching

For Women Hospitality Leaders Looking to
Transform Burnout into Breakthroughs

