



Main Office: 1665 E. 18th Street #106, Tucson, AZ 85719
Mail: P.O. Box 14486, Tucson, AZ 85732
Tel: 520.747.8131 • Fax: 520.903.0540
www.BarMedia.com



About the Author

Robert Plotkin

Professional Accomplishments – 1993 to present

- 2007 Recipient of Cheers Magazine “Raising the Bar” National Award
- Member: National Advisory Board for Cheers Magazine — 2006 to present
- Judge at the San Francisco World Spirits Competition — 2005 to present
- Chairman: National Advisory Board for Night Club & Bar Magazine — 2002 to 2003
- Member: National Advisory Board for Night Club & Bar Magazine — 1995 to present
- National Director of the American Bartenders’ Association — 1993-1994
- American Mixologist Online Newsletter (1990 to present)
- Frequent contributor to national trade publications — 1988 to present
 - Wine Enthusiast
 - Restaurant Startup & Growth
 - Cheers — The Beverage Magazine for Full-Service Restaurants and Bars
 - Santé — The Magazine for Restaurant Professionals
 - Restaurant Hospitality Magazine
 - Beverage Dynamics
 - StateWays Magazine
 - Wine & Spirits International
 - NightClub & Bar Magazine
 - Beverage Retailer Magazine
 - Nation’s Restaurant News
 - El Restaurante Mexicano Magazine
 - RestaurantOwner.com
 - HappyHours.com
- Nationally syndicated columnist for numerous trade publications — 1985 to present

Author — 1987 to present

Robert Plotkin has authored 16 books over the last twenty years, based on his proven operational strategies of profit generating policies and procedures for beverage operations including:

- Secrets Revealed of America’s Greatest Cocktails (2007)
- 1001 Questions Every Bartender and Lounge Lizard Should Know How to Answer (2005)
- The Beverage Operator’s Survival Guide (2005)
- The Original Pocket Guide to American Cocktails and Drinks (2004)
- The Bartender’s Companion: The Original Guide to American Cocktails and Drinks, 5th edition (2004)
- Drinks for All Ages: The Original Guide to Alcohol-Free Beverages and Drinks (2002)
- The Professional Bartender’s Training Manual — 3rd Edition (2002)
- ¡Toma! Margaritas! The Original Guide to Margaritas and Tequila (Revised - 2002)
- Beverage Authority Newsletter (2002 to present)
- Caribe Rum: The Original Guide to Caribbean Rum and Drinks (2001)
- Successful Beverage Management: Proven Strategies for the On-Premise Operator (2000)
- Preventing Internal Theft: A Bar Owner’s Guide — 2nd Edition (1998)

Beverage consultant — 1986 to present

Robert focuses on increasing profits and controlling beverage operation's costs while enhancing in-house marketing and promotions. He is also often hired to develop creative cocktail programs for major spirit brands. Clients include numerous independent and national chain operators, as well as:

- Allied Domecq
- Angostura International
- Bacardi USA
- Berg Company
- Bevinco Bar Systems, Ltd.
- Dailys Drink Mixes
- Distillerie Stock
- Gallo Inc.
- Guinness Import Company
- Heublein
- Hiram Walker
- Intercontinental Hotel Group
- Kahlúa
- Kerry Foodservice
- Libbey Glass
- Malibu Rum
- Motts Food Service
- Next Level Marketing
- Odwalla Juices
- Patrón Spirits
- Pernod Ricard
- Precision Pours, Inc.
- Red Bull North America, Inc.
- Richmond Distillers
- Royal Caribbean Cruise Line
- Seagram Americas
- Stolichnaya Vodka
- Sysco Foods
- Torani Flavored Syrup
- True Crystals
- U.S. Navy MWR Division
- Vita-Mix
- W.J. Deutsch & Sons, Ltd.

National Speaker — 1989 to present

Plotkin is a frequent speaker at trade shows and conventions such as The Cheers Beverage Conference and the Las Vegas Nightclub & Bar Show. He also speaks at corporate shows spotlighting independent and national chain restaurants. Speaking engagements offer a public venue for Plotkin's vast knowledge base regarding not only the beverage industry but his understanding of positive management principals and successful business practices. He is as comfortable motivating groups of 20 in a boardroom as he is leading training sessions of 700 at a national trade show. His sense of humor is as well known as his reputation for professionalism, which makes his speaking engagements as much fun as they are informational.