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About the Author

Robert Plotkin

Robert Plotkin is an expert in the field of mixology and beverage management. With over 30 years of hands-on industry experience augmented by 20 years as a consultant and writer, Plotkin is no stranger to the demands of beverage industry business. He started in the business while studying at the University of Wisconsin, moving up through the ranks in numerous highly successful independent operations as a bartender and beverage manager. He continued to climb, moving into larger companies such as the Lunt Avenue Marble Club, El Torito and Sheraton Hotels.

Since 1985 Plotkin has written not only for numerous state, regional and trade publications, but for a growing number of web-based sources as well. His publication list includes such prestigious publications as *Wine Enthusiast*, *Santé*, *Cheers*, *Beverage Dynamics*, *State Ways*, *Restaurant Hospitality*, *Wine & Spirits International*, *Nation's Restaurant News*, *El Restaurante Mexican*, *Night Club & Bar*, *Beverage Retailer* and *RestaurantOwner.com*.

In 1986 Plotkin founded PSD Publishing, a consulting firm specializing in how to manage beverage operations while successfully controlling costs. Based on systems he developed during his 30-plus years of experience with independent operations, franchises and corporate groups; his consulting firm quickly became a popular option for training the trainer, creating beverage programs, originating drink mixes and developing product taste profiles. Not only has Plotkin written specialty drink books and training manuals; he has also served as an expert witness for his clients. His prestigious client list includes: Allied Domecq, Guinness Import Company, Bacardi, Angostura, Libbey Glass, Berg Company, Bevinco National, Precision Pours, Kerry Foodservice, R. Torre (Torani Syrups), Seagram, Americas, Gallo Inc., Heublein, Motts Food Service, U.S. Navy MWR Division, Richmond Distillers, Vita-Mix, Gallo and True Crystals.

In 1987 Plotkin founded BarMedia, a publishing company dedicated to producing his popular texts and training manuals. To date he has authored 16 books on beverage management and mixology. Six books detail information on specialized drinks. The *Bartender's Companion: The Original Guide to American Cocktails and Drinks* 5th edition (2004), *The Original Pocket Guide to American Cocktails and Drinks* (2004), *Drinks for All Ages: The Original Guide to Alcohol-Free Beverages and Drinks* (2002), *¡Toma! Margaritas! The Original Guide to Margaritas and Tequila* (Revised - 2002), *Caribe Rum: The Original Guide to Caribbean Rum and Drinks* (2001) and *Secrets Revealed of America's Greatest Cocktails — The Hottest Spirits, Coolest Drinks and Freshest Places* (2007). His management books include one of the country's best selling texts on the subject: *Successful Beverage Management: Proven Strategies for the On-Premise Operator* (2000), as well as *The Professional Bartender's Training Manual — 3rd Edition* (2002), *Preventing Internal Theft: A Bar Owner's Guide — 2nd Edition* (1998) *1001 Questions Every Bartender and Lounge Lizard Should Know How to Answer* (2005) and *The Beverage Operator's Survival Guide* (2005).

In 1989 he developed BarMedia.com, one of the first web sites for beverage operators. The site continues to attract tens of thousands of readers to his books and magazine articles. Plotkin also produces *The American Mixologist™* an on-line magazine focusing on his core concepts. The

American Mixologist™ is only online newsletter dedicated to the beverage industry.

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.

Robert Plotkin has become the leader in management training and business concepts within the beverage industry. He continues to provide beverage operators with the right career tools for success. Plotkin has created the most relied upon management systems, books and attendant tools-for-success in the hospitality industry. These nationally acclaimed products remain a constant in the operating guidelines of the most prosperous (and prestigious) hotels, nightclubs, restaurants and hot spots worldwide.

“Any bar operator who hasn’t heard about Robert Plotkin must live on Mars.”
—Penny Luntz, Editor, Beverage Alcohol Market Report