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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 has authored 16 books over the last twenty years based on [his] proven policies, procedures and operational strategies for profit generating beverage operations. His books are used in university classrooms and as in-house guides for on-premise operators.

Mr. Plotkin also writes for numerous trade magazines, including *Wine Enthusiast*, *Cheers*, *Beverage Dynamics*, *Santé* and *Restaurant Hospitality*. He is a frequent lecturer at industry trade shows where he speaks on cost control, beverage marketing and how to increase sales. 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.