

GARY GRUVER

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Accomplished F&B leader with over 20 years of trade experience in operations, education and hospitality. Proven track record of creating world-class beverage programs, driving brand perception, and cognitive hospitality awareness. Recognized revenue builder through innovation and strategy on a national/global platform. Extremely passionate and dedicated to the growth and development of the hospitality industry.

Professional Experience

Marriott International, Global Operations

Senior Beverage Manager, 2016 – Present

- Beverage program development for Marriott Internationals 30 brands globally driving brand differential and market engagement with annual beverage revenue in excess of 7.5 billion
- Oversee all aspects of the development process including; budget, site scouting, market analysis, design, training, implementation, and promotions
- Elevate F+B strategy to internal/external stakeholders while maintaining brand identity, driving innovation, and operations as core values
- Established internal beverage incubator, BarStudio™, using real-time feedback loops and trackable analytics utilized for POCs, case studies, program insights
- Re-envision Marriott's internal beverage training program, BarArts™, by overhauling content, user interaction, scalability, and relevance
- Collaborate with internal teams to launch a beverage resource portal, MiBev.com, designed as an internal resource for brand programs
- Design & launch large scale F+B activations globally for internal/external facing events such as Venice Food and Wine, Tales of the Cocktail, Cayman Cookout, Marriott's Global Operators Summit & Global Design Summit
- Advance partner relationships, targeting programs for compliance and adaptation equally by the guest and front-line associates
- Raise sustainability awareness and practices in operations and events, implementing resource standards and launching *Sustainable Sips* platform
- Work with third party agencies to help execute funded programming
- Lead and oversee the performance of two direct reports by tracking KPIs and overall performance

Southern Glazers Wine & Spirits, National Accounts

Director of Mixology & Spirits Education, 2013 – 2016

- Drive brand and category awareness with the Southern Glazer Wine & Spirits portfolio
- Educate and train sales consultants to help drive sales and brand awareness
- Create statewide / national menu programs to drive sales for focus brands
- Responsible for cocktail innovation with a directive to grow overall on-premise footprint
- Train accounts on foundational beverage knowledge including mixology
- Activate consumer/industry events including: Aspen Food & Wine, Tales of the Cocktail, WSWA, LA Food & Wine, Sacramento Cocktail Week, Chicago Gourmet, WSWA and Kentucky Derby
- Strategize with supplier partners on how to best activate new innovations for on and off premise
- Coordinate the launch of new brands to the sales team by creating collateral education material

Academy of Spirits & Fine Service, Director of Education, 2013-2016

- Launched 12-week education program for beverage professionals focused on education
- Organize class syllabus and learning journey with an emphasis on sprints, mixology & hospitality
- Leverage trade relationships to diversify lectures and in class demos
- Pass rate exceeded 95% with average class participates of 30
- Program still stands and runs the course once a year

Martini Italian Bistro, Partner

Owner / Operator, 2001 - 2013

- Ran and operated day to day front of house operations from 2001 – 2013
- Hired front of house beverage team and retained employees for over ten years
- Created beverage program offerings including beer, wine, spirits, and non-alcoholic
- Manage multiple distributor relationships
- Work with partners to create incentives for associates driving sales revenue
- Developed training program and service standards
- Actively grew Martini's brand through local and national marketing initiatives
- Maintain beverage cost and inventory tracking system
- In 2013 became silent partner and consultant on overall business

Industry Specific Certifications & Accomplishments

- **USBG Master Accreditation Level 1**

USBG Spirits Professional. Ensuring employers and colleagues that they are knowledgeable and well versed in all spirit categories from every corner of the world as well as sake, beer, wine, cigars, service, history of cocktails, and mixology

- **ServSafe Certified**

The ServSafe Alcohol® program prepares bartenders, servers, hosts, bussers, valets, bouncers and all front-of-house staff to effectively and safely handle difficult situations in your operation

- **Sake Professional Course**

The Sake Professional Course is an in-depth, thorough educational course that takes place over three days when held outside of Japan

- **BarSmarts Advanced**

BarSmarts Advanced is a full-day event of instruction, education, hands-on mixology, testing and certification

- **VIBE Vista Award Best Beverage Promotion 2020**

Best promotion awarded for Tales of the Cocktail "Fragrance's the sensory experience pop-up"

- **San Francisco World Spirits Competition, Spirits Judge**

The reputation of a spirit's competition is often defined by the quality of its judges. At the San Francisco World Spirits Competition, judging panels consist of the most respected, experienced experts in the spirits industry

- **GQ Magazine & Bombay Sapphire Most Imaginative Bartender**

National winner 2009 & 2012 most popular bartender

Last call cocktail – "Mezcal Last Word" (1part Mezcal, 1part Green Chartreuse, 1part Maraschino liqueur, 1part fresh lime) Cheers!