

William R. Norris
5308 Darlington CV
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917.691.3130
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Beverage Director, Alamo Drafthouse Cinemas & Associated Concepts, 7/2011-Present

Alamo Drafthouse Cinemas:

- Responsible for all alcoholic and non-alcoholic beverages at 41 Alamo Drafthouse Cinema locations throughout the United States and for the planning of a beverage program for on-going national expansion, with at least 9 more locations planned for 2020 (pre-COVID19). Manage sprints list, wine list, and extensive craft beer portfolio. Develop cocktail menu along with milkshake, adult milkshake and “Zero Proof” offerings.
- Work with agency partner to maximize “fair share” revenue for beverage marketing and menu printing expenses. Conduct national RFP meetings and develop national wine, beer, spirits and cocktail program for 2019 and 2020 fiscal years.
- Develop Limited Time Offers for all locations as well as monthly programming derived special menus for signature programming across the system including Cinema Cocktails, Sommelier Cinema & Afternoon Tea and Action Pack events. Work with movie studios on premiere events; create special menus for film festivals, including Fantastic Fest and SXSW. Designed drinks for two 200 person Oscar Parties for Drafthouse Films at Los Angeles venue.
- Generated combined liquor, beer and wine sales of over \$90 Million in Fiscal 2019.
- Collaborated with training team to develop training protocols and materials for bar managers and bartenders, including video and web based learning platforms.
- Created concept for 400 Rabbits in Austin, attached to the Alamo Drafthouse Slaughter Lane, focusing on Tequila, Mezcal and Sotol.
- Created concept for The Chesterfield Club in Kansas City, MO, attached to Alamo Drafthouse Mainstreet.
- Developed new bar concept for national expansion. The Glass Half Full Bar, with a focus on craft beer. Currently seven locations, in Colorado, Texas, and Virginia.
- Created beverage program for Vetted Well concept, Dallas, TX
- Collaborated on and oversee beverage program for Bear v. Bull, San Francisco, CA, House of Wax, Brooklyn, NY, Video Vortex, Raleigh, NC and Los Angeles
- Developed concept for forthcoming The Press Room (Orlando, FL, St. Louis, MO and Manhattan).
- Developed concept in collaboration with RZA of the Wu Tang Clan for forthcoming The Flying Guillotine (Staten Island, NY)
- Oversee beverage program for The Highball, Austin TX; Liquid Sunshine Taproom, Omaha, NE; Barfly's, Denver, CO; Backlot, Springfield, MO, Pandora's Box (Denver, CO)

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Managing Partner, Midnight Cowboy 7/2011-Present

Oversee all aspects of opening and operating a 48 seat, reservation based cocktail lounge in heart of downtown Austin. Worked with designer to create specialty rolling bar carts that allow tableside service and with venue manager and staff to develop a rotating menu of innovative, original craft cocktails and carefully selected "True Classics." Named one of the "Top 10 Best New Bars in the US" by *CNN* and *Food & Wine*, listed in *Eater National's* "38 Essential Cocktail Bars Across the US," and featured in *Imbibe!* and *New York Magazine*. "Smoke & Mirrors," a single malt Scotch cocktail, featured by *Grub Street* in "Cocktail Country: Outstanding Drinks from All Fifty States."

Beverage Director, Haddington's, 601 W 6th St Austin, TX 78701, 11/2010-6/2011

Responsible for all aspects of beverage service at Austin's first gastropub, with a focus on craft cocktails and Scotch Whisky. Hired and trained bar staff, designed and implemented menus, controlled cost and inventory. Over first two quarters, generated over \$170,000 in liquor sales at 17% cost.

Bar Manager, FINO Restaurant, Patio & Bar, 2905 San Gabriel, Austin, TX 78703, 6/2005-8/2010

Managed and tended bar at Austin's leading restaurant cocktail program. Developed award winning, seasonal menus. Handled ordering, managed inventory, controlled liquor costs. Increased sales percentages every year. Named #4 restaurant cocktail bar *GQ Magazine's* "Top 25 Cocktail Bars" feature, 2010.

Owner, Custom Libations, 1109B South 6th Street, Austin, TX 78704, 10/2008-Present

Cocktail consultation, menu development & staff training for bars & restaurants. Custom drink creation for events. Clients included Annie's Café & Bar (Austin, TX), Sengelmann Hall (Schulenburg, TX), Conspirare, Breakthrough Austin, Slowfood Austin and Forklift Danceworks. Worked with industry leaders including Andrea Lazar (Beaver's, t'afia, Houston, TX).

Brand Ambassador, Cabana Cachaça, 9/2009-11/2010

Worked with distributor sales force to place super premium cachaça in bars and restaurants. Developed new cocktails, including Burnt Orange Caipirinha and conducted staff trainings and seminars.

Brand Ambassador, Domaine De Canton Ginger Liqueur, 5/2010-11/2010

Developed market appropriate cocktails and introduced premium ginger liqueur to market. Worked with distributor sales force to open new accounts and place product across the bar or restaurant spectrum. Conducted staff trainings and seminars.

Bartender, Long Tan, 195 5th Avenue, Brooklyn, NY, 2/2001-12/2004

Responsible for all aspects of bar service, including serving bar guests and providing service drinks for high volume, chic Thai-fusion restaurant and lounge. Responsibilities included knowledge of menu and extensive cocktail list, development of new cocktails, closing and securing the restaurant at the end of each shift. Worked with management to expand and refine wine list.

Waiter/Bartender/Floor Manager, L-Ray, W. 10th Street, NY, NY, 9/98-12/99

Began as waiter in trendy, high volume "Gulf-Rim Bistro" in West Village. Promoted to bartender and floor manager.

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PROFESSIONAL TRAINING
CSW, 2017
BarSmarts Live, 2012

AWARDS & HONORS

Austin Chronicle Reader's Poll, winner "Best Mixologist," 2008 & 2009. Honorable Mention, 2010.
Texas Regional Champion, Cocktail World Cup, 2008.
2nd Place, Cocktail World Cup Final, Queenstown, NZ, 2008.
Bacardi Cocktail Competition, Pina Colada, Tales of the Cocktail, National Finalist, 2011.
USBG National Cocktail Competition Finalist, 2009 & 2010.
USBG Tales of the Cocktail Leblon Cachaça Finalist, 2009.
Selected for Tales of the Cocktail, Cocktail Hour by Diageo, 2010, 2011.
Don Q Rum Cocktail Competition, National Finalist, 2009 & 2010.
Best Mixologist, *Rare Magazine*, 2010.
Combiar and Lush Life Productions Shaker Face Grand Champion, 2010.
Guest Bartender, Spur Gastropub, Seattle, Washington, 8/2010
Guest Bartender Series, Dram, Williamsburg, Brooklyn, 10/2010
Presenter, International Association of Culinary Professionals, 2011.
Presenter, San Antonio Cocktail Conference, 2012 & 2013.
Presenter, Austin Food & Wine Festival, 2013.

EDUCATION

Drew University, Madison, NJ
BA, Political Science & Creative Writing, *cum laude*, 1994.

Sarah Lawrence College, Bronxville, NY
MFA, Creative Writing, Fiction, 1998.

PUBLICATIONS

FORTHCOMING: *The Best of Midnight Cowboy: Craft Cocktails from Austin's Original Speakeasy* (Mondo Press, November 2020, with Tacy Rowland)
2013 *Food & Wine Cocktail Book*, ed. Jim Meehan, Rye Whiskey Cocktails
Drinking with Madmen series, *Badass Digest*, 2012.
What I'm Drinking This Weekend series, *Badass Digest*, 2012-2014
Snapshots: A Novel, Riverhead, a Penguin Imprint, 2001. Paperback published 2002.
Numerous Magazine & Newspaper Articles, including *Edible Austin* available on request.

REFERENCES & NON-RELATED EMPLOYMENT RESUME AVAILABLE ON REQUEST.