



BRIAN FERNANDEZ

SPIRITS PROFESSIONAL



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EDUCATION



Bachelor Of Science

California State
University Long Beach



BarSmarts



Portland Cocktailweek



Tales of the Cocktail



Behind the Barrel with Wild Turkey



WORK EXPERIENCE



ROXANNES BAR Beverage Director 2019- PRESENT

My time at Roxanne's has been very eye opening about the bar industry. It allowed the expansion of my creativity through ideology like "Mase En Place", which in turn improved efficiency. Always pushing for the best from its employees it is the place where I was able to go to events such as Tales of the Cocktail, Portland Cocktail week, and Wild Turkey Behind the Barrel. Applying my knowledge and using my network I was able to completely revamp the cocktail list that hadn't been changed since its opening in 2008. Now representing modern cocktails and the massive customer base. Creating a new system for syrups and juices that is easy to understand and elevated.



THE EXHIBITION ROOM Event Coordinator 2019- PRESENT

Roxanne's is a bar that has multiple concepts but although under the same roof that operate completely differently. The Exhibition is a prohibition bar located in a phone booth inside of Roxanne's. This where my love for Amaro's grew and where I finally was able to apply everything I have learned creatively and was able to use my extensive networking prowess to help grow the bar and program. This is where an Industry Nights ran solely by me was started. Every Monday for 52+ (currently ongoing) a spirit company would come in and sponsor the night, this also included the spirits education. Opening revenue for the bar on a night in which otherwise would be closed. An elevated craft bar that would have patrons from all over the world.



BIKESHED LA Bartender 2022

Once in a lifetime concept with a Bar/Restaurant, tattoo parlor, a barber shop, members only bar, and their very own merchandise store. Bike Shed was a refreshing place where opportunity was waiting. During my time there I was able to interact with LA socialites such as Tom Hardy, Jason Momoa, and Chuck Ludell. Located in downtown LA in the infamous arts district it was my first-time being part of an opening crew. This showed me the trials and tribulations of a new bar opening. With the amazing staff we pull together and ran a great soft opening that amassed 400 people. Taking leadership roles was something very important to me as I became the Barback trainer, also taking the opportunity to show how the new long draw draft system should be kept and maintained. Among other things I offered help anywhere I could.



PANAMA JOES Bartender 2016-2018

A bar located walking distance from the beach Panama Joes was busy Monday through Sunday. With a 30-item cocktail list having some of which being 5-6 touches on each cocktail, plus an extensive menu of about the same range. Every night sales exceeding \$3000 from each till I definitely learned to have a sense of urgency throughout my shift. Having started as a door host then moving up to the bar, I learned about every part of the business gaining a deep respect for those who work hard to make it into leadership roles. High volume work is often overlooked but is an important part of any business creating those employees that can handle stress and pressure as well as delivering good service.



MY SKILLS & EXPERTISE

- Agaves Expert
- Bilingual
- Batching \ kegging Knowledge
- Clarification Knowledge
- Comprehensive Syrup knowledge
- Event Planner
- Bourbon Expert
- HIGH VOLUME EVENTS
 - Escape 2021
 - Rolling Loud 2021
 - Coastal Country Jam 2018/ 2019
 - Grand Prix Long Beach
 - Long Beach Oktober Fest
 - Long Beach Convention Center- (multiple events)
 - BB Cocktails Mobile Bar Service- (birthdays, baptisms, graduation parties, etc.)
 - First Class Services and events
 - Activated Events