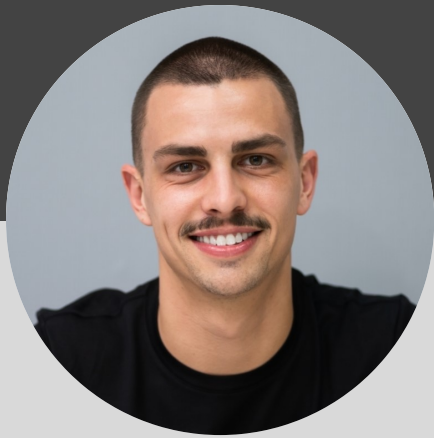




Adrian Keller

Beverage Director

Beverage professional with 12 years of experience overseeing cocktail development, vendor negotiations, and multi-location bar operations. Lowered annual staff turnover from 44% to 29.3% through a structured mentorship program and one-on-one reviews, and negotiated distributor contracts that saved \$11,830 across the portfolio in 2024. Holds a TIPS Certification and a BA in Tourism Management and Policy, with daily proficiency in Toast POS, Partender, and 7Shifts.

CONTACT INFORMATION

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EDUCATION

BA Tourism Management and Policy
Plymouth State University, Plymouth, NH
2010 – 2014

KEY SKILLS

- P&L Management
- Menu Engineering
- Vendor Contract Negotiation
- Toast POS
- Partender
- 7Shifts
- FIFO Rotation
- State and Local Alcohol Service Requirements
- Staff Scheduling
- Cocktail Development
- HACCP Principles

PROFESSIONAL EXPERIENCE

- **Beverage Director, Winnisquam Shore Hospitality Group, Laconia, NH**
2020 – Present
 - Oversee beverage programs across 3 bar locations, standardizing recipes, vendor terms, and training protocols to maintain consistent quality at each property.
 - Lowered annual staff turnover from 44% to 29.3% by creating a 90-day mentorship program and scheduling biweekly one-on-one reviews with each bartender.
 - Developed 27 cocktail menu items over 2 years, collaborating with kitchen teams on garnish presentation and seasonal ingredient sourcing.
 - Scheduled and received weekly deliveries for all 3 locations, verifying product quality and quantity against purchase orders within 45 minutes per site.
 - Negotiated annual contracts with 7 spirit and wine distributors, securing volume pricing that saved \$11,830 across the portfolio in 2024.
- **Bar Manager, Pemigewasset Falls Tavern, Plymouth, NH**
2016 – 2020
 - Built a cross-training rotation on food prep stations for 12 bartenders and set up flexible shift swaps through 7Shifts.
 - Created 14 seasonal cocktail recipes per year, tracking sales velocity in Toast POS and retiring items that sold fewer than 8 units per week.
 - Scheduled staff hours for a team of 12, assigning opening, mid, and closing duties while keeping overtime under 6 hours per person each pay period.
 - Monitored portion sizes and garnish presentation during service, conducting nightly line checks to confirm drink builds matched spec cards.
- **Lead Bartender, Squam Lake Brewing Company, Holderness, NH**
2014 – 2016
 - Contributed 9 original cocktail recipes to the spring and fall seasonal menus, with 4 items remaining on rotation for over 18 months.
 - Counted and logged inventory for 132 SKUs at close using Partender, flagging reorder items 3 days before projected stockout dates.
 - Verified delivery contents against invoices for biweekly shipments, rejecting an average of 2 items per order that fell below quality standards.

CERTIFICATIONS

- TIPS Certification, Health Communications, Inc., 2015