

Travis Nass
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BIO

Shake up equal parts nostalgic cocktail curator and modern mixology provocateur and you'll wind up with Mr. Travis Nass, a luxury brand ambassador for Serrallés USA and the president of the Phoenix Chapter of the United States Bartenders' Guild. For years, Nass' DIY approach to creating his own house-made bitters, tinctures, syrups and tonics have kept his name in the spotlight and his craft cocktails floating atop every must-drink list in the nation.

Nowadays, he devotes his considerable time and talents to broadening the reach of Serrallés USA, a division of Destilería Serrallés, Inc., and advocating on behalf of the Phoenix Chapter of the United States Bartenders' Guild and its members. He also moonlights as an independent beverage program consultant, helping clients across all ends of the spectrum inject energy, originality and balance into their beverage offerings.

With well over a decade in the drink biz under his belt buckle, Nass continues to offer a fresh, inventive take on the industry. He first honed his craft not behind the bar, but rather, inside a professional Japanese kitchen, and later, under the tutelage of nationally known, award-winning Arizona chefs. The recipient of a coveted "Beverage Master" induction in the Arizona Culinary Hall of Fame, among multiple other accolades, Travis' influence, innovation and leadership continue to stir up the spirits industry here in the Southwest.

EDUCATION AND CERTIFICATIONS

Whittier College | Whittier Scholars Program
1998 – 2001

Barsmarts Advanced Certified
2010

**United States Bartenders Guild Advanced
Bartender**
2018

CRT "Award T" certification
2015

Certified Sherry Wine Specialist
2018

EXPERIENCE

AZ Luxury Brand Ambassador | Serrallés USA
May 2017 – Present | Phoenix, AZ

President | United States Bartender's Guild Phoenix
January 2018 – Present | Phoenix, AZ
Served as Vice President January 2016-December 2017

Independent Consultant | Mr. Travis Nass LLC.
November 2011 – Present | Phoenix, AZ

Spirit Guide/ Marketing Director | CaskWerks
Distilling
January 2016 – January 2017 | Tempe, AZ

Spirit Guide (Bar Manager) | The Hermosa Inn
March 2012 – November 2015 | Paradise Valley, AZ

Independent Spirit Specialist | Congenial Spirits
October 2014-February 2015 | Represented Arizona

Bar Manager | Rancho Pinot
September 2008 – March 2012 | Scottsdale, AZ

HONORS & AWARDS (Just a sample)
**2015 AZ Culinary Hall of Fame Inductee Beverage
Master**
Scottsdale Culinary Festival, Scottsdale League of the
Arts

Top 100 Taste Makers
Phoenix New Times | September 2016

Best Cocktail Program
AZ New Times | October 2014

Local Food Hero, Beverage Artisan
Edible Phoenix | March 2014

Top 10 Cocktail Bars in Phoenix/Scottsdale
The Guardian | January 2015

Top Bars Scottsdale
Travel + Leisure | January 2015

Best Boozy Brunch, Paradise Valley
Thrillist | November 2014