

## **JEFF BERRY**

One of *Imbibe* magazine's "25 Most Influential Cocktail Personalities of the Past Century," Jeff "Beachbum" Berry is the author of five books on vintage Tiki drinks and cuisine, which *Los Angeles* magazine has called "the keys to the tropical kingdom." He's been profiled in the *New York Times*, Salon.com, *Wine Enthusiast* magazine, the *New Orleans Times-Picayune*, and the *Miami Sun-Sentinel*; he's also been featured in the *Washington Post*, the *Wall Street Journal*, the *New York Post*, and *W* magazine.

Jeff created the cocktail menu for the Luau in Beverly Hills, which the *New York Times* cited as one of the nation's 24 "Bars on The Cutting Edge," and co-created "Tiki+" for iPhone and iPad, a drink recipe app which *Macworld* magazine called "beautifully rendered and, thanks to Berry's tireless reporting, impeccably sourced." Jeff's original cocktail recipes have been printed in publications around the world, most recently *Bon Appetit* and *Fine Cooking* magazines, *Food & Wine Cocktails 2010*, and the 67th edition of the *Mr. Boston Official Bartenders Guide*; his drinks have been served at PDT in Manhattan, Smuggler's Cove in San Francisco, Papparazzi in Bratislava, Taboo Cove in Las Vegas, Okolemaluna Lounge in Hawaii, Rivera in Los Angeles, and Boutiq' Bar in Budapest, among others.

Jeff has appeared on Martha Stewart Living Radio and Radio Margaritaville, has written for *Saveur* and *Caribbean Travel & Life* magazines, and currently conducts tropical drink seminars and tastings across the U.S. and Europe. His Tropical Bar School, co-founded with internationally acclaimed spirits educator Stanislav Vadrna, is now entering its third season on the Mediterranean isle of Ibiza. Jeff serves on the advisory board of the Museum Of The American Cocktail.