



2011 T.G.I. Friday's World Bartender Championship Celebrity Judges

KIM HAASARUD

Founder, Liquid Architecture™

Kim Haasarud is a James Beard-honored mixologist, author, and beverage consultant. She conceives her signature cocktails much as Alice Waters would create a specialty dish, taking inspiration from market-fresh, high quality ingredients. "Cocktails, like food, should be culinary experiences," says Haasarud. "It is about combining ingredients to create a sensation on the palate and entice all the senses with a combination of flavors, textures, aromas, and garnishes."

Kim prides herself on creating innovative cocktail programs that demand execution on a large-scale, are informed by current and upcoming trends, and are inspired by a "fresh forward and premium spirits" philosophy. Her recent programs for Moët-Hennessy, Beam Global, SKYY Spirits, PF Changs, Wyndham Worldwide Hotels & Resorts, Four Seasons Resort Maui, Ocean Prime, Perry's Steakhouse, et al are just a few examples; each of them incorporate fresh ingredients, a focus on technique & execution, bar & mis-en-place set-up, cost control, and a sensitivity towards SKUs to create profitable, top-of-class programs.

Kim has been a judge on Iron Chef America, as well doing guest appearances on the "The Today Show," CBS' "Early Morning Show," "Fox & Friends Live," "Montel Williams Show", and Plum TV. She has been featured on various radio programs including "Good Food" with Evan Kleiman, Martha Stewart's "Everyday Food", "Cosmo Radio" and ABC & CNN Radio syndicate. Her cocktails have been seen in hundreds of magazines and newspapers such as the Wall Street Journal, NY Times, LA Times, San Francisco Chronicle, Saveur, Edible LA, Vogue, SELF, Wine Enthusiast, BRIDES, Woman's World, Lucky, Glamour, Cosmopolitan, and Associated Press. She is also REDBOOK's new "Mommy Mixologist" providing recipes in a monthly column.

Kim is the author of the best-selling "101..." cocktail series with Wiley & Sons (101 Margaritas , 101 Martinis , 101 Sangrias & Pitcher Drinks, 101 Champagne Cocktails, 101 Blended Drinks and just released: 101 Mojitos and other Muddled Drinks. She also released the "Holiday Cocktail Bar" App for iPhone and iPad this past holiday season.

CHARLOTTE VOISEY

Best American Brand Ambassador, two times Golden Spirit Award winner at Tales of the Cocktail, James Beard recognition and TV appearances on Top Chef Masters and Next Iron Chef America and a recent trip to London to cover the Royal Wedding with CBS news make for exciting times for British born mixologist Charlotte Voisey.

Charlotte speaks at major industry events and has had cocktails on menus across the world including New York's famed PDT and the iconic Dorchester Hotel in London. In addition Charlotte manages the cocktail programs at the Mandarin Oriental, Las Vegas, FIG and Fairmont, Santa Monica, Cienfuegos and the Gramercy Park Hotel in Manhattan and the W Hotels in NY, San Francisco, Boston and Austin.



Charlotte used to run classic cocktail bar Apartment 195 in London where she was named UK Bartender of the Year in 2004. Before that Charlotte managed bars in Barcelona and Buenos Aires.

Charlotte currently looks after the coveted spirits portfolio, and Brand Ambassador team, of William Grant & Sons USA and was just named Mixologist of the Year 2011 by Wine Enthusiast Magazine.

PHIL WILLS, MC

Phil Wills is both a restaurant and entertainment industry veteran, having been in the fields 15 and 20 years, respectively. Phil competed in the 2006 World Bartender Championship and is now the co-owner of the SPIRITS IN MOTION, a beverage training and concept development company.

Phil has partnered with the American Bartender Association and wrote, developed and was featured in its *Bartending 101* training video. He has consulted for various bars, clubs and restaurants including the Hard Rock Café (Hollywood, Calif.), Minx Nightclub (Glendale, Calif.), Buca di Beppio and VIBE Conference (Las Vegas).

Phil has also appeared in several commercials including Taco Bell's recent campaign featuring the chain's chicken ranch flatbread sandwich. He was also featured as a flair bartender in electro pop duo LMFAO's *Sorry For Party Rocking* music video. Phil has also served as host for a variety of programs on MTV, Travel Channel and Spike TV.

In his time at T.G.I. Friday's, Phil competed in – and won – several WBC competitions at both the local and regional levels. He also supported Friday's in beverage development, serving as a corporate bar trainer, advising on the training manual development and consulting in new store opening process and procedure.

Phil resides in Los Angeles, Calif. where he pursues his passion for entertainment, while maintaining his love for the beverage industry.