

Bobby Gleason Passionate Generosity

Master mixologist, Bobby Gleason is a legend even outside of the fact that he was in the Guinness Book of World Records in 2008 for most cocktails made in an hour (253 different individual drinks!) He scoffs at his icon status, but Bobby G has been a leader in the spirits industry long enough to have seen hospitality and cocktail culture evolve and change in many ways, yet his core beliefs have remained the same. Training, community, and passion for the work make bartending not just a job, but a calling.

The foundation of Bobby's career was laid in the early '80s as a nightclub bartender in Vegas and Miami and then cemented as he opened casinos including The Mirage, Treasure Island, and the trendsetting Bellagio in the '90s. He had found his vocation. His knowledge and understanding of spirits, flavor, and an encyclopedic memory for cocktails made him one of the most sought-after drink-slingers and consultants on the Strip. He worked with a variety of brands and venues before landing with Jim Beam, now Beam Suntory in 2006. His roots in mixology and his deep commitment to sharing his wisdom with the trade and consumers alike propelled his success as the Senior Portfolio Ambassador.

With too many awards, media appearances, and certificates to count, if you ask Bobby G what his most important legacy is he would say: being a founding council member for the USBG NV Chapter. Fostering community, education, and mentorship within the service industry is at the heart of everything Bobby does, and where he finds inspiration to keep learning himself. He also believes entertainment is a key element to bartending, learning, and teaching, which didn't always come naturally.

"When I'm behind a bar, I'm totally different. There's something about having that bar in between you that brings out a different personality in me. I was a quiet kid, I would never get up in front of a group, but now, I relish it, I have so much I want to share."

Bobby spends the bulk of his time traveling the world, bringing his singular style to masterclasses and conferences of all stripes, expressing his love of spirits and service with some old friends and many new recruits. If you find him back at home in Las Vegas, Bobby is probably expanding his art collection (ask him about his Dali!) or maybe even attempting to write some of his experiences down. The stories he could tell...and will. Order a cocktail and ask him anything. He can't wait to share.