



Lindsay Laubenstein

Bar Professional and Consultant



Lindsay Laubenstein. Photo by Anamedia Photography.

Lindsay Laubenstein is a talented and skilled hospitality and bar professional specializing in cocktail creation, building menus for both bars and spirit brands, staff training, and bar systems and operations. She also serves the local media as a go-to expert within the field of liquor and cocktails. With a scholastic background ranging from Anthropology/Archaeology (including landing a grant for staff-mentored research in her undergraduate work) to Theatre Performance (including stage managing and directing student productions during her time at Western Michigan University), Lindsay brings both a practical and a creative mind to her professional endeavors.

Lindsay carries twenty years of hospitality experience within a wide range of establishments to every project she undertakes. She has been BarSmarts certified since 2011 and completed their three-part series on opening and running bars at Tales of the Cocktail in 2012. While her liquid passions run more to cocktails, she is also highly knowledgeable and experienced in the beer category. She holds the official titles of Certified Specialist of Spirits (CSS), Certified Cicerone®, and USBG Certified Spirits Professional (SP), and she also is Award T certified in tequila regulations and production through Mexico's Consejo Regulador del Tequila, A.C..

Lindsay founded her work doing bar and hospitality consulting in July 2013 as an opportunity to help bars and owners less experienced in the industry thrive with the assistance of the work she's spent so many years learning and honing. In addition to her private work as an End of Life Doula supporting clients and families through end of life planning and the end of life journey, Lindsay currently builds personalized event beverage menus and cocktail pairing menus for special dinner events at The Phoenix in downtown Cincinnati as well as bartending their private events. She also served six years as Vice President and then President for her local chapters of the United States Bartenders' Guild. In her time with the USBG she worked tirelessly in her efforts at uniting the bartenders of the southern Ohio/NKY region through extended educational opportunities, networking, community outreach, and general camaraderie. Lindsay also spent time managing the bar program at the historic Netherland Plaza's AAA Five Diamond and Forbes Four Star Orchids and Bar at Palm Court where she landed the bar program a spot on WorldsBestBars.com.

Lindsay has experience both with corporate and private restaurant openings, both on the on-premise and the brokerage/spirits marketing sides of the industry, and is well-versed in writing and executing training programs that deliver confident, informed employees, as well as developing service and bar teams, cocktail lists, and bar programs that appeal to the intended demographic of an establishment while also delivering for those patrons just passing through. She brings with her systems that work when used, and industry connections that benefit those with whom she partners. She has appeared on screen, in print, and on radio, and has been a speaker both for local events and international conferences as a professional expert within her field. She creates menus and bartends for brand events and cocktail dinners, and was awarded the honor of having her cocktail "Myrrah's Passion" named one of 2013's global 101 Best New Cocktails by noted cocktail author and bar mentor Gary "Gaz" Regan. Lindsay also strives to stay abreast of trends and work in the industry by regularly attending cocktail and hospitality conferences and seminars, and by continuously working towards industry certifications such as BarSmarts, the Cicerone® Beer Professional program, Certified Specialist of Spirits, and the USBG Masters Accreditation program.

THE PRESS ROOM

WVXU Cincinnati Edition: [What is Sober Curious and Why Are People Doing It?](#) Michael Monks.
...some members of the millennial generation report feeling pressured to treat alcohol as a binary fact of life: either you consume it whenever available or abstain entirely. [...] Here to discuss this trend are Sober Curious author Ruby Warrington; Alcohol Alchemy Hospitality founder Lindsay Laubenstein; and Women and Moms Living Alcohol Free founder Nori Muro.

The Charlie Tonic Hour: [Episode #331 United States Bartenders' Guild](#). Charlie Moore and Ginny Tonic.
This week Ginny records live from the Midwest Regional Conference for the United States Bartenders' Guild in Cleveland, Ohio. She sits down with the President, Vice President, and Treasurer of the Cincinnati chapter and talks with them about what got them involved with the USBG and why bartenders should join this surprisingly historic organization.

Cincinnati Enquirer: [Tequila on a Fast Rise](#). Shauna Steigerwald.
No longer relegated to packaged margarita mix or cheap shots in campus bars, tequila is coming into its own. From local bartenders to beloved leading man George Clooney, the spirit from south of the border is seeing a surge in popularity.

Cincinnati Refined: [Patron Tequila Express Pulls Into Town](#). Clay Griffith.
THE EXPERIENCE – Old train car. New line of artisanal tequilas. Phenomenal food. Exquisite drinks. Amazing company. Great conversation. What else can I say? Oh yeah: Check the pics.

Fox19 Cocktail Segment: [Holiday Cocktails \(.wmv video\), December 23, 2013](#). Used with permission.
It's a hot-spot downtown that was recently recognized for having one of the best cocktail menus...our friends from Igby's are in studio with a few recipes for your holiday parties to jazz up those drinks

CityBeat Drinks Profile: [Local Mixologist Makes Waves in Local Cocktail Culture](#). Anne Mitchell.
Talking with Lindsay Laubenstein could drive you to drink – in a good way. Her enthusiasm for cocktail culture is contagious.

THE REVIEWS

"The bartender/mixologist is a genius. Some of the best and most creative drinks around."

"Everything I've tried so far has been outstanding, and I can't wait to go back."

"Loved it! Very friendly staff...and the drinks to die for."



Briar Rose. Photo by Lindsay Laubenstein.

"Thoughtful cocktails...I see a return trip in my future."

"The bar gets 5+ stars from me! This place has the most comprehensive tequila listing of anywhere in the city. The cocktail menu was great also...but the tequila list leaves the aficionado's mouth watering and guarantees a return."

"This looks like a place one would see in Chicago or New York, but we have this gem right here. Loved it!"

"Drinks: Very good. They obviously know their stuff when it comes to tequila – tons of options. I'm not a tequila aficionado, so I didn't dive into that part of the menu, but I enjoyed my La Paloma and my husband enjoyed his tequila - cola drink."



Il cuore ardente. Anamedia Photography.

"The cocktails packed a nice punch of flavor and liquor. A fun and funky spot with killer food and drinks."

"Great service and love the signature drinks. Would definitely go to hang at the bar."

"We had a Bloody Maria that was maybe the best ever."

"Had a great time! The bartenders are a lot of fun to watch doing their stuff and love to chat with you any time they can. If you know tons about tequila, you will love the selection. If you know nothing about tequila, they will point you in the right direction."



La Familia. David Sorcher for Cincinnati Enquirer.

LINKS, PHOTOS, AND RESOURCES

Follow Lindsay's Work

<http://instagram.com/alcoholalchemy>

<http://linkedin.com/in/lindsaylaubenstein/>

Sample Projects / Presentations / Reviews

Nightclub & Bar Show Presentation: How to Utilize Brokers and Sales Reps in Your Bar, 2018.

<http://bit.ly/Building-Brand-Relationships-pptNCBS18>

The Bar at Palm Court Overview (WorldsBestBars.com), 2016.

<https://www.worldsbestbars.com/bar/cincinnati/center-36/the-bar-at-palm-court-cincinnati/>

...we can't recommend enough their modern takes on cocktails...A couple of our favorite examples are the Quite Contrary (mezcal, honeydew, rosemary, agave, lemon, decorated with a sprig of burned rosemary) and the Flora's Secret (premium vodka, lavender-thyme syrup, lemon, and club soda). The Bar at Palm Court also stocks a spellbinding list of liqueurs, aperitifs, and cordials, in addition to...an impressive list of beer, sourced from both world-famous breweries and local craft legends.

Lachey's Bar Review (CityBeat), February 2015.

<http://citybeat.com/food-drink/lacheys-review-12215805>

The real winner here is the extensive drink menu — along with the draft drinks, there's a whole list of other wines, beers and cocktails, plus a section devoted to both bloody marys and boilermakers...The only inkling of anything 98 Degrees-related is the Una Noche beer cocktail (\$9), with White Rascal beer, tequila, pomegranate grenadine and Cointreau.

Photography Credits

Anamedia Photography (unless otherwise specified) – <http://goanamedia.com>

David Sorcher Photography – <http://davidSORCHERphotography.blogspot.com>

Other Links and Resources

Lindsay's PDF Bio – <https://alcoholalchemy.com/LindsayLaubensteinBio.pdf>

Lindsay's Headshots – available on request

Sample Specialty Menus from Lindsay - <https://alcoholalchemy.com/LindsayLaubensteinMenus.pdf>

United States Bartenders' Guild – <http://usb.org>

International Bartender's Association – <http://iba-world.org>

Cicerone Certification Program – <http://cicerone.org>

Certified Specialist of Spirits – <http://www.societyofwineeducators.org/index.php/certified-specialist-of-spirits>

Contact Lindsay

Lindsay.Laubenstein@gmail.com

Lindsay@alcoholalchemy.com