

MEET MIXOLOGIST **DAN LONG**

A dedicated advocate for the spirits and hospitality industries, Dan is an experienced spirits curator, cocktail creator, and published author. After nearly 2 decades working behind the bar, Dan has lead menu concepts, developed training programs, and created over 250 original cocktails for exclusive bars in LA and NYC. He's now shifted his path to focus on education and training. Traveling around the globe he visits the spiritual homes of some of the most iconic brands in the world, as well as mentoring bartenders in global competitions.



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**BARTENDER AT
THE TASTING
KITCHEN, COLE'S
HISTORIC RED
CAR BAR, & BIG
BAR IN LOS FELIZ**

**PRESIDENT OF
THE L.A. CHAPTER
OF THE U.S.
BARTENDERS
GUILD**

**AUTHOR OF
BIG BAR
COCKTAILS**

WHAT'S YOUR FAVORITE COCKTAIL MANTRA?

As you add more ingredients to a cocktail you increase the chances of it being good, while decreasing the chances of it being great.