

KIM HAASARUD CONSULTANT

An award-winning mixologist and author, Kim Haasarud has embraced innovation and hospitality throughout her work on hundreds of projects with clients ranging from hotel groups, restaurant chains, mixology bars, liquor brands, distributors and other beverage brands both domestically and internationally with her beverage consultancy, Liquid Architecture LLC.

Kim's enthusiasm, professionalism, and easy-to-approach style have won her long-lasting client relationships from drink development to on-site presentations, to opening bars. She opened Garden Bar PHX and The Cocktail Collaborative (a hospitality workspace) in downtown Phoenix, where the bar took home two Foodist awards, "Best Mixologist" and "Superb Bar". She also won the "Industry Impact Award", the Bar & Restaurant Expo's biggest award.

While her volunteer service started years ago, during the pandemic Kim helped raised and distribute over \$US 10 Million to bartenders in the US in need through her Board of Directors role with the USBG (United States Bartenders Guild) National Charity Foundation. She has also served on the Board of Directors for the 8 years and served as the National President.



Kim is the author of the best-selling "101..." cocktail series with Houghton Mifflin Harcourt (101 Margaritas, 101 Martinis, 101 Sangrias & Pitcher Drinks, 101 Champagne Cocktails, 101 Blended Drinks, 101 Mojitos and other Muddled Drinks 101 Tropical Drinks and 101 Shots).

Kim has been a featured presenter at Epcot's "Food & Wine," a judge on Iron Chef America, USBG World Class (Diageo), Bombay Sapphire's Most Imaginative Bartender, San Francisco World Spirits Competition, and LA Spirits Competition. She has done guest appearances on the "The Today Show," CBS' "Early Morning Show," "Fox & Friends Live", "Sonoran Living" and "Your Life A to Z". Her work has also been seen in dozens of print and social media outlets including the NY Times, San Francisco Chronicle, Imbibe, Saveur to name a few.

She currently lives with her husband Kevin, two children Holden & Maddy, and miniature Australian Shepherd, Lucy, in Phoenix, AZ.

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