

WHO WE ARE AND WHAT WE DO

The United States Bartender's Guild Mission Statement

The United States Bartenders' Guild is an organization of beverage service professionals dedicated to the continued refinement of our craft. Such refinement is achieved through advanced product education; original hand crafted cocktail competitions; and aggressive involvement with other professionals in the beverage industry throughout the country and internationally. It is our intention, desire and main focus to become the most skilled, knowledgeable and professional group of bartenders in the industry.

In 1948 a small group of Southern California Bartenders who were "overseas" members of United Kingdom Bartender's Guild of London, founded a California branch of that organization in the Los Angeles area.

These men, experts in their field, were associated with the finest restaurants and hotels in the State. Over the years, their organization, devoted to professional, fraternal and social activities, grew in size and stature. For 13 years, functioning as a branch of the U.K.B.G. they undertook a full range of activities including conducting annual Cocktail Competitions with the winners being awarded the right to compete in the International Cocktail Competition in Europe.

By September, 1961, the California Group became an independent organization and the I.B.A. granted character to the California Bartenders' Guild, and the exclusive representation of the I.B.A. in the United States. In 1967, while competing against champions of 20 nations of the world, the California Bartenders' Guild won the "World Championship" title.

Over the years, more and more of the highly qualified and professional bartenders recognized the importance of the work of the C.B.G. – not only in enhancing the prestige and status of the professional bartender, but also encouraging creativity, developing improved customer relations, and undertaking important and valuable public activities on behalf of the entire alcoholic beverages industry.

The mounting numbers of inquiries from highly skilled bartenders throughout the nation had pointed out the need for a truly nationwide organization. To answer that need, in 1971, the United States Bartenders' Guild was officially chartered and incorporated as a non-profit corporation. In 1973, the U.S.B.G. had reached the ultimate peak since its inception as it hosted the International Cocktail Competition in Los Angeles where 26 foreign countries from all over the world competed at the affair.

The United States Bartenders' Guild is not a labor union, but is rather a fraternal organization for professional bartenders. It is to enhance the image of the bartender to the public and to support the wine and spirits industry and related trades.

U.S.B.G. member's sole purpose is to help improve customer-bartender relations, increase the prestige and status of practicing bartenders, and perform valuable public relations for the beverage and service industries. The U.S.B.G. enjoys a warm relationship with all facets of the liquor industry, many representatives of which are Associates of the U.S.B.G.

Bartenders who choose to become a U.S.B.G. member join an organization that promotes camaraderie among its members. Chapter members from a network of colleagues, who lend each other moral support, share their creative expertise, meet socially in their USBG uniforms, crests, ties, and offer informal professional assistance. Individuals are taken in as

members by their proficiency as bartenders and their imagination in the art of mixology. Members compete in cocktail competitions at their local chapter level, and then shake off at the National Championship which will send winner to represent the U.S. at the World Cocktail Competition, held every year in a designated country of the world. A handsome trophy and bragging rights of best mixologist in the world are awarded to the winner. The cocktail competition is just one high point of the U.S.B.G. calendar; there are many events throughout the year for our members to participate in.

Among our many goals, we look to establish new chapters of the U.S.B.G. in other cities. Thus far, we have chapters in, Austin, Atlanta, Chicago, Cincinnati, Connecticut, Denver, Hawaii, Houston, Las Vegas, Los Angeles, Miami, Milwaukee, New Orleans, New York, North Texas, Northern California, Philadelphia, Phoenix, San Diego, and St. Louis. Chapters in the application phase are Oregon and Boston and soon Tampa.

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