

FINE BEVERAGE...REDEFINED  
**Mutineer**

ALAN KROPF // EDITOR IN CHIEF & PUBLISHER // MUTINEER MAGAZINE  
BIOGRAPHY + BACKGROUND INFORMATION  
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## BIOGRAPHY

At only 28-years-old, Mutineer Magazine Publisher and Editor Alan Kropf is a leader amongst the next generation of beverage professionals and has extensive knowledge and experience with a range of beverages. Kropf is a Certified Sommelier through the Court of Master Sommeliers, holds an Advanced Certificate with Merit through the Wine & Spirit Education Trust, is a Certified Beer Server through the Cicerone Certification Program and holds a Bartending/Mixology Certificate through National Bartenders Bartending School.

Kropf has worked as a Sommelier at some of the world's more prestigious properties, including the Beverly Hills Hotel with its legendary celebrity clientele and he helped Gordon Ramsay open his signature restaurant in the London West Hollywood in 2008. Alan has industry experience as an artesinal mixologist and barista.

Before founding Wine Mutineer LLC and Mutineer Magazine in 2008, Alan Kropf contributed wine articles to magazines including Sante, The Tasting Panel, and SommSelections, and he currently contributes beverage content to newspapers and online publications. Kropf has authored over 500 blog articles and is currently nearing completion on his first book. Kropf is constantly traveling to speak at events, judge competitions, and raise awareness about water relief in developing countries and introducing the Millennial generation to fine beverage culture.

## BEVERAGE CERTIFICATIONS

**Wine and Spirit Education Trust** // Advanced Certificate in Wine and Spirits

**Court of Master Sommeliers** // Certified Sommelier

**National Bartenders School** // Bartending Certificate

**Cicerone Certification Program** // Certified Beer Server

**TIPS** // On-Premise Certification

## HIGHLIGHTED RECENT ACCOMPLISHMENTS:

2011 // **Wine & Spirits Magazine "30 Under 30"**

Selected by Wine & Spirits Magazine as one of the world's top 30 beverage professionals under the age of 30.

2009-2011 // **Mutineer Red Carpet Tasting Events**

Media and Celebrity driven highly attended annual tasting events in Hollywood, California.

2009-2011 // **Global Water Relief Campaign**

Advocating and fundraising for children in urban areas working closely with 'A Child's Right'.

2010 // **15-to-Watch Award Recipient**

Selected by minOnline as one of the top 15 national level media professionals under the age of 30 in 2010.

2010 // **Mutineer Comedy Festival for Water Relief**

Conceptualized and launched a wine and food truck tasting with performance by eight highly acclaimed Los Angeles comedians at the Jacuzzi Family Vineyards in Sonoma, California.

2010 // **Wine Blog Awards Host**

Produced and hosted multimedia experience in conjunction with Mutineer Magazine during the Wine Bloggers Conference.

2010 -2011 // **Camp Mutineer**

Innovative and ongoing, regionally focussed marketing project combining print, new-media, social networks and events. Mutineer staff relocates for the duration of the project to derive content production.

2010-2011 // **Innovative Marketing Partnerships**

Innovative national level partnerships including: **Live Nation** on-premise wine contest in the Texas market using social media; **Second Glass Wine Riot National Tour**, national print and social media partner for millennial focussed wine tasting targeting over 12,000 millennial wine drinkers in five U.S. markets; **Bureau National Interprofessionnel du Cognac**: On-location video marketing production and consulting; **Le Conseil Interprofessionnel du Vin de Bordeaux**: Print & online partner for "Le Wine Buff" live online tasting campaign; and the **Wine Bloggers' Conference**, promoting and marketing the Wine Blog Awards across multiple mediums.

## 2010/2011 SPEAKING ENGAGEMENTS

- 1.2010 // **Unified Wine & Grape Symposium**, Social Media Guest Speaker, Sacramento, CA
- 2.2010 // **Food Writers' Conference**, Wine Writing Guest Speaker, New York, NY
- 3.2010 // **International Wine & Spirit Competition**, Wine Judge, St. Helena, CA
- 4.2010 // **MusExpo Wine Tasting at the London West Hollywood**, Guest Speaker, Hollywood, CA
- 4.2010 // **Social Media Workshop**, Guest Speaker, Murphys, CA
- 4.2010 // **Hospice du Rhone**, Rhone 'n Bowl Emcee, Paso Robles, CA
- 5.2010 // **Hospice du Rhone**, Seminar Moderator, Paso Robles, CA
- 5.2010 // **Toma Tequila Mixology Competition**, Mixology Judge, Redondo Beach, CA
- 5.2010 // **Rose Avengers & Producers "Pink Out" Tasting**, TasteLive Broadcast Host, San Francisco, CA
- 5.2010 // **2nd Annual Mutineer Red Carpet Tasting**, Co-Host, Hollywood, CA
- 6.2010 // **Wine Bloggers' Conference**, Wine Blog Awards Ceremony Host, Walla Walla, WA
- 7.2010 // **The Amarula Experiment Throwdown Competition**, Emcee, New Orleans, LA
- 7.2010 // **Tales of the Cocktail**, Catdaddy Bar Chef Challenge Mixology Judge, New Orleans, LA
- 8.2010 // **SF Chef Week**, "Tales From the Still" Guest Speaker & Panel Moderator, San Francisco, CA
- 8.2010 // **Lake County People's Choice Awards**, Wine Judge, Lake County, CA
- 10.2010 // **Wines of Argentina Tasting**, TasteLive Broadcast Host, Hollywood, CA
- 12.2010 // **Mutineer Blue Carpet Dinner for Water Relief**, Co-Host, Sonoma, CA
- 2.2011 // **Calaveras Visitors Bureau Tourism Promotion Workshop**, Social Media Speaker, Angels Camp, CA
- 2.2011 // **Oregon Wine Industry Symposium**, Guest Speaker on Engaging Millennials, Eugene, OR
- 3.2011 // **International Wine & Spirit Competition**, Wine Judge, St. Helena, CA
- 3.2011 // **St. Supery Divine Wine Encounter**, Guest Speaker on Engaging Millennials, Rutherford, CA
- 6.2011 // **Central Sierra 140 Characters Conference**, Guest Speaker on Regional Marketing Strategies, Sonora, CA
- 8.2011 // **World of Wine Festival**, Wine Judge, Jacksonville, OR

## PUBLISHED PRINT ARTICLES

### 2007

The Judgment of Washington // SommSelections Magazine  
 Sustainable Oregon Wine // SommSelections Magazine  
 Beverage Journalism is Tired // Sante Magazine

### 2008

Decanting // SommSelections Magazine  
 Good Willamette Hunting // The Tasting Panel Magazine  
 The Green Steps of Paradise // SommSelections Magazine  
 Vinho Verde // Tasting Panel Magazine  
 Pairing Made Easy // Mutineer Magazine  
 Bottleshocked // Mutineer Magazine  
 Mutineer on Tour: The Southern Oregon Wine Scene  
 \$20 Farmer's Market Trip // Mutineer Magazine  
 Champagne By Another Name // Mutineer Magazine  
 Blogs You Should Be Reading // Mutineer Magazine  
 Mutineer Interview: Gary Vaynerchuk // Mutineer Magazine  
 Merlove: The Accidental Masterpiece // Mutineer Magazine

### 2009

Jones Soda: Welcome to Flavor Country // Mutineer Magazine  
 The Mutineer Interview: Zane Lamprey // Mutineer Magazine  
 Coffee Warriors // Mutineer Magazine  
 12 Questions with Cocktail Bloggers // Mutineer Magazine  
 Special Report: American Wine Blog Awards // Mutineer Magazine  
 Oregon Beer Tax // Mutineer Magazine  
 Lake Chelan: Washington's Best Wine Secret? // Wenatchee World  
 Thirsty Children // Mutineer Magazine  
 The Mutineer Interview: Max Riedel // Mutineer Magazine  
 Lake Chelan: Birth of an AVA // Mutineer Magazine  
 The Mutineer Interview: Randall Grahm // Mutineer Magazine  
 What People Drink: Patricia Richards // Mutineer Magazine  
 What People Drink: Hardy Wallace // Mutineer Magazine  
 What People Drink: Rudy McClain // Mutineer Magazine

### 2010

Mutineer Interview: Maynard James Keenan // Mutineer Magazine  
 What People Drink: Charlotte Voisey // Mutineer Magazine

What People Drink: Adam Carmer // Mutineer Magazine  
 What People Drink: Alex V. // Mutineer Magazine  
 Mutineer Interview: Kenna // Mutineer Magazine  
 What People Drink: Karl Wente // Mutineer Magazine  
 What People Drink: Courtney Cochran // Mutineer Magazine  
 What People Drink: Cole Danehower // Mutineer Magazine  
 Patron Tequila // Mutineer Magazine  
 Mutineer Interview: Jonathan Goldsmith // Mutineer Magazine  
 Skull Country: Beverage Expedition to Calaveras // Mutineer Magazine  
 The Mutineer Interview: Dale DeGroff  
 What People Drink: The Vodkateur  
 What People Drink: Chris Carpenter  
 What People Drink: Ann Tuennerman  
 Tales from the New Orleans Drink Scene  
 Mutineer Interview: James Watt // Mutineer Magazine  
 What People Drink: John Jordan // Mutineer Magazine  
 What People Drink: Shaun Phillips // Mutineer Magazine  
 What People Drink: MusExpo Musicians // Mutineer Magazine  
 Mutineer Interview: Ken Grossman // Mutineer Magazine  
 What People Drink: Alder Yarrow // Mutineer Magazine  
 What People Drink: Charles Smith // Mutineer Magazine

### 2011

What People Drink: Alpana Singh // Mutineer Magazine  
 What People Drink: Adam Seger // Mutineer Magazine  
 What People Drink: Bradley Bolt // Mutineer Magazine  
 What People Drink: Charles Joly // Mutineer Magazine  
 What People Drink: Ben Gleib // Mutineer Magazine  
 What People Drink: Martin Miller // Mutineer Magazine  
 Mutineer Interview: Andrea Immer Robinson // Mutineer Magazine  
 What People Drink: Jeremy Cowan // Mutineer Magazine  
 What People Drink: Dennis Kelly // Mutineer Magazine  
 What People Drink: H. Ehrmann // Mutineer Magazine  
 Sparticus Mixamus: BTS of a Global Mixology Competition // Mutineer Magazine  
 What People Drink: Katie & Julia Jackson // Mutineer Magazine  
 Mutineer Interview: Steve Heimoff // Mutineer Magazine