

ALAN KROPF

Curriculum Vitae // Updated October 2012

1169 Eggleston St.
Napa, CA 94559
213.321.3960
alan@mutineermagazine.com

SUMMARY BIO

Mutineer Magazine founder and president, 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 also has industry experience as an artisanal mixologist and barista.

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

***“Alan Kropf runs a magazine that actually lives up to its name,
causing a mutiny in beverage culture.”***

- Forbes Magazine

***“As publisher and editor-in-chief of Mutineer Magazine, Alan Kropf of Napa is
leading nothing less than a beverage-based revolution.”***

- Napa Valley Register

RELEVANT EMPLOYMENT HISTORY

Founder & President, Mutineer Magazine

2008 - Present. Launched and led Mutineer Magazine, a print publication covering beverages, to achieve national distribution in less than a year. Served as Editor in Chief from July 2008 until September 2012, and has overseen all aspects of operations, including production, sales, business development and events. (See rest of document for additional details on work with Mutineer Magazine.)

Mutineer Company Website

Mutineer Magazine Information Page

Sommelier, Gordon Ramsay

2008. Opened celebrity chef and three-Michelin star recipient Gordon Ramsay's signature restaurant at the London West Hollywood hotel in Los Angeles, offering a diverse wine list featuring cool climate, old world wines.

Sommelier, Vintrust

2007 - 2008. Selected by Vintrust to join their group of leading U.S. sommeliers to contribute monthly wine recommendations and articles to be published in SommSelections magazine, as well as provide wine services at events, including Auction Napa Valley.

Sommelier, Beverly Hills Hotel

2007 - 2008. Oversaw the wine program at The Beverly Hills Hotel, which is among the most prestigious properties in the world, and is legendary for its A-list celebrity clientele. Responsible for the wine program in the hotel's flagship restaurant, the Polo Lounge, as well as room service, the poolside Cabana Cafe, and Bar Nineteen12, and conducted all wine trainings for hotel staff. Also provided wine services for private functions at the hotel, including the Sarah Gore wedding, the official "Night Before Party" in conjunction with The Oscars, and private dinners and engagements for a long list of world leaders and A-list celebrities.

Lead Bartender, Hatfield's

2006 - 2007. Served as Lead Bartender at Hatfield's, a Michelin star restaurant that Bon Appetit magazine awarded "10 Best New Restaurants in America", preparing classically inspired cocktails using all fresh ingredients.

Food & Beverage Agent, Horizon Airlines

2003 - 2005. Worked at SeaTac International Airport stocking planes with craft beer, wine and non-alcoholic beverages for service on flights as well as assisting with inventory management.

A/V Technician, Seattle Supersonics (NBA) & Seattle Storm (WNBA) Basketball

2001 - 2003. Held several positions in the media department, including on-court cameraman and in-house replay technician.

Audio Engineer, Fremont Studios

1999 - 2003. Worked as an audio technician on a long list of projects at Fremont Studios, a national leader in HD A/V production, particularly for musical acts. Projects included Peter Gabriel, Snoop Dogg, Queensryche, Green Day and Jerry Lewis' Telethon.

President, Associate Student Body of Pierce College

2000 - 2001. Elected at the age of 17 as president of the student body. Was a leader in a state-wide initiative to make textbooks tax-free, represented students on a range of issues, including the development of a new Arts & Allied Health building on campus, and completed high-level leadership training administered by Dr. Mari Kruger.

PROFESSIONAL CERTIFICATIONS & EDUCATION

Wine & Spirits Education Trust, *Advanced Certification with Merit*, 2007
Court of Master Sommeliers, *Certified Sommelier*, 2007
National Bartenders School, *Graduate*, 2007
Training for Intervention Procedures, *T.I.P.S. Certified*, 2008
Cicerone, *Certified Beer Server*, 2009

Gov. John R. Rogers High School, *Diploma*, 1998 - 2001
Pierce College, *AAS Degree*, 1999 - 2001
University of Washington, *Attended*, 2003 - 2004

INDUSTRY AWARDS

Zagat "30 Under 30" San Francisco, 2012
Forbes "30 Under 30", 2011
Folio Magazine "13 Under 30", 2011
Wine & Spirits Magazine "30 Under 30", 2011
MinOnline "15-to-Watch" in Publishing, 2010

HIGHLIGHTED PRESS

"Alan Kropf runs a magazine that actually lives up to its name, causing a mutiny in beverage culture." - Forbes

"As publisher and editor-in-chief of Mutineer Magazine, Alan Kropf of Napa is leading nothing less than a beverage-based revolution." - Napa Valley Register

"My favorite under-30 mover and shaker in the American wine world, Alan Kropf, is the publisher of Mutineer Magazine...Alan's a smart, ambitious guy who's achieving a solid foothold in wine media...He's like the old-fashioned circuit preacher who travels from prairie town to prairie town, exhorting the masses to Come to Jesus. In this he has his finger on a certain pulse of the masses." - SteveHeimoff.com

"Kropf and his team of snarky scribes pen edgy editorial that encompasses the worlds of wine, beer, spirits, coffee, tea, soda and even water - and are attracting no shortage of intrepid beverage advertisers and readers along the way." - WineCountry.com

"For those of you that haven't seen Mutineer, I have to tell you I haven't bought a magazine in really long time, and I haven't recommended one to anyone in a really long time, and Mutineer is on my nightstand. We have it in our store, I tell friends to read it, and we give it to our good customers." - Women and Wine Radio

HIGHLIGHTED SPEAKING EXPERIENCE

- 1.2010 // *Unified Wine & Grape Symposium*, 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 // *140 Characters Conference*, Guest Speaker on Regional Marketing Strategies, Sonoma, CA
- 8.2011 // *World of Wine Festival*, Wine Judge, Jacksonville, OR
- 10.2011 // *King's Ginger Holiday Cocktail Competition*, Guest Speaker, San Francisco, CA
- 10.2011 // *Napa Valley Vintners Member Educational Workshop*, Guest Speaker, Napa, CA
- 11.2011 // *Mutineer Magazine Red Carpet Party*, Host, Napa, CA
- 11.2011 // *Napa Valley Film Festival TasteLive Broadcast* (shown on Virgin America flights), Host, Napa, CA
- 3.2012 // *University of California Berkeley MBA Program*, Guest Speaker, Berkeley, CA
- 5.2012 // *Mutineer Magazine Marvelous Millennial Wine Marketing Circus*, Featured Speaker, Vallecito, CA
- 5.2012 // *Mutineer Magazine Marvelous Millennial Wine Marketing Circus*, Featured Speaker, Solvang, CA
- 5.2012 // *Mutineer Magazine Marvelous Millennial Wine Marketing Circus*, Featured Speaker, Paso Robles, CA
- 5.2012 // *Mutineer Magazine Marvelous Millennial Wine Marketing Circus*, Featured Speaker, Sonoma, CA
- 5.2012 // *Mutineer Magazine Marvelous Millennial Wine Marketing Circus*, Featured Speaker, St. Helena, CA
- 6.2012 // *NextGen Wine Competition*, Judge, Santa Rosa, CA
- 6.2012 // *North Central Washington Wine Awards*, Judge, Wenatchee, WA
- 7.2012 // *Wine & Spirits Wholesalers of America Emerging Leadership Conference*, Panel Moderator, San Diego, CA
- 7.2012 // *Wine Bloggers' Conference, Wine Blog Awards Ceremony Host*, Portland, OR
- 10.2012 // *Luxardo Cocktail Cup*, Competition Director & Emcee, San Francisco, CA
- 12.2012 // *TEDx*, Featured Speaker, Napa, CA*
- 1.2013 // *Unified Wine & Grape Symposium*, Guest Speaker, Sacramento, CA*
- 2.2013 // *The Symposium for Professional Wine Writers*, Featured Speaker, Napa, CA*

*Indicates an upcoming speaking engagement.

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 // The Tasting Panel Magazine
Pairing Made Easy // Mutineer Magazine
Bottleshocked // Mutineer Magazine
Chard No Way? // Mutineer Magazine
Mutineer on Tour: The Southern Oregon Wine Scene // Mutineer
The Great Religion of Minerality // Mutineer Magazine
Eyrie Vineyards: Pinot Pioneers // Mutineer Magazine
\$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
10 Questions: Aphodisiacs // Mutineer Magazine
Random Appellation: Finger Lakes // Mutineer Magazine

2009

Jones Soda: Welcome to Flavor Country // Mutineer Magazine
Mutineer Interview: Zane Lamprey // Mutineer Magazine
Coffee Warriors // Mutineer Magazine
12 Questions with Cocktail Bloggers // Mutineer Magazine
Special Report: American Wine Blog Awards // Mutineer
Oregon Beer Tax // Mutineer Magazine
Lake Chelan: Washington's Best Wine Secret? // Wenatchee World
Thirsty Children // Mutineer Magazine
Mutineer Interview: Max Riedel // Mutineer Magazine
Lake Chelan: Birth of an AVA // Mutineer Magazine
Mutineer Interview: Randall Graham // Mutineer Magazine
What People Drink: Patricia Richards // Mutineer Magazine
What People Drink: Hardy Wallace // Mutineer Magazine
What People Drink: Rudy McClain // Mutineer Magazine
Modern Watering Hole: Skycity at the Space Needle // Mutineer
BevTech: Wiine Blogs & Twitter Taste Live // Mutineer Magazine

2010

Mutineer Interview: Maynard James Keenan // Mutineer
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
The Mutineer Interview: Dale DeGross // Mutineer Magazine
What People Drink: The Vodka-ateur // Mutineer Magazine
What People Drink: Chris Carpenter // Mutineer Magazine
What People Drink: Ann Tuenmerman // Mutineer Magazine
Tales from the New Orleans Drink Scene // Mutineer Magazine
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
What People Drink: Megan Flynn // Mutineer Magazine
What People Drink: Ben Morrison // Mutineer Magazine
Modern Watering Hole: Ortega 120 // Mutineer Magazine

2011

What People Drink: Martin Miller // Mutineer Magazine
Mutineer Interview: Andrea Immer Robinson // Mutineer
What People Drink: Jeremy Cowan // Mutineer Magazine
What People Drink: Dennis Kelly // Mutineer Magazine
What People Drink: H. Ehrmann // Mutineer Magazine
Behind the Scenes of a Global Mixology Competition // Mutineer
What People Drink: Katie & Julia Jackson // Mutineer Magazine
Mutineer Interview: Steve Heimoff // Mutineer Magazine
Thirsty Children // Mutineer Magazine
Mutineer Interview Retrospective: Genesis // Mutineer Magazine

2012

SOMM: Exclusive Behind the Scenes // Mutineer Magazine

HIGHLIGHTED MARKETING PROJECT EXPERIENCE

BEVERAGE CULTURE PARTNERSHIPS

Various dates. Established media/marketing partnerships between Mutineer Magazine and a diverse list of beverage cultural organizations, events and competitions, including: Tales of the Cocktail, Great American Beer Festival, Wine Bloggers Conference, Second Glass, Small Screen Network, HarvestLive, Twitter Taste Live, New York International Wine Competition and many others. (See Mutineer Magazine media kit for a full list.)

MAINSTREAM MEDIA PARTNERSHIPS

Various dates. Established media/marketing consumer competition partnerships between Mutineer Magazine and various mainstream media companies, including Warner Bros., Universal Pictures and LiveNation.

Press Release Announcing Mutineer & Live Nation Partnership

AD CAMPAIGNS

Various dates. Conceived, produced and implemented marketing campaigns and ad creative for wine, beer and spirits companies.

MUTINEER MAGAZINE SELF ADS

Various dates. Working with Plumblin Creative, Mutineer Magazine's self-ad campaign has won numerous American Graphic Design Awards from Graphic Design USA.

2009 American Design Award Announcement

2010 American Design Award Announcement

Flickr Gallery of Ad Art

MUTINEER MAGAZINE NATIONAL LAUNCH PARTY

May 2009. Conceived and produced the event, which was held at Falcon Hollywood in Los Angeles and hosted by beverage TV personality Zane Lamprey. The invite-only event was attended by 350 beverage influencers and featured a diverse tasting of wines, beers and spirits.

Recap Article

Launch Party Flickr Gallery

MUTINEER MAGAZINE RED CARPET PARTY 2010

May 2010. Conceived and produced the event, which built on the success of the National Launch Party and followed a similar format. The event was hosted by Ben Morrison from MTV's "Punk'd", and featured special guest Jonathan Goldsmith, better known for his portrayal of the Dos Equis "Most Interesting Man in the World".

Red Carpet Party 2010 Flickr Gallery

Video Interview with Alan Kropf at the Event

WINE BLOG AWARDS CEREMONY PRODUCER

2010 & 2012. Conceived and produced the Wine Blog Awards Ceremony in 2010 and 2012. Prior to 2010, the ceremony was limited to handing out the awards. Mutineer's involvement elevated the ceremony to a 30-minute, multi-media event that has become a fundamental part of the Wine Bloggers Conference experience.

CAMP MUTINEER

Sept. 2010 - March 2011. Concepted and produced the project whereas the Mutineer staff moved to a large house in Calaveras County, California to collaborate with the local wine industry on millennial-focused marketing.

Press Release Announcement

COGNAC CONVERSATIONS VIDEO SERIES

2011. Concepted, produced and edited the four-part “Cognac Conversations” web series, which was commissioned by the Bureau National Interprofessionnel du Cognac. The series was well-received and was nominated for a 2011 Tasty Award in the “Best Branded Program” category.

Finalist for “Best Branded Program” in 2011 Tasty Awards

MUTINEER RED CARPET PARTY 2011 & THE KING’S GINGER HOLIDAY COCKTAIL COMPETITION

November 2011. Concepted and produced the event and competition, which was held at the Napa Valley Opera House. The invite-only event welcomed 300 beverage influencers from around the country and featured a cocktail competition with bartenders from Napa Valley competing in front of a live audience and live broadcast on ToutSuite.

Red Carpet Party Flickr Gallery

Competition Flickr Gallery

Announcement Press Release

Recap Press Release

Video Invitation

MUTINEER MAGAZINE MARVELOUS MILLENNIAL WINE MARKETING CIRCUS

May 2012. Concepted and produced the project, which brought together leading millennial marketing professionals to speak at marketing workshops in five California wine regions, which Mutineer offered for free to beverage marketers. Also concepted and produced a 28 page guide to millennials wine marketing, which was distributed at the marketing workshops and featured contributions from 13 additional wine marketing professionals.

Website

Video Trailer

Announcement Press Release

Recap Press Release

ANCHOR DISTILLING CO. PORTFOLIO GUIDE

July 2012. Concepted and produced a 64 page, full-color portfolio guide covering Anchor Distilling Co.’s more than 350 craft spirits. Coordinated bottle photography, text and structure, and provided logistical support for distribution.

LUXARDO COCKTAIL CUP

July 2012. Concepted and produced the competition and finals event, which targeted seven markets: San Francisco, Los Angeles, Chicago, New York, Boston, Portland and Seattle. Media partners were established in each market, including 7x7 Magazine, EATER, Small Screen Network and others. The finals event was held at Anchor Distilling Co. headquarter in San Francisco, and included the finals competition and a Luxardo tasting dinner for media and influencers.

Website

Recap Press Release

Competition Flickr Gallery

HIGHLIGHTED NON-PROFIT PROJECT EXPERIENCE

MUTINEER MAGAZINE CLEAN WATER CRUSADERS

2009 - 2011. Established a partnership with water relief organization “A Child’s Right” to raise awareness and funds for water relief, which culminated into five new water filtration systems being installed in schools in Kathmandu, Nepal. Fundraiser events were coordinated, as well as an entire issue of Mutineer Magazine, whereas beverage companies could purchase small ads throughout the issue and have those funds support Mutineer’s water relief efforts.

Website

Short Documentary Film about Project Results

Clean Water Crusader Partner Recap

Press Release Announcing Mutineer + Cellar Angels partnership for Clean Water Crusaders

MUTINEER COLLABORATION BEER

2009. Worked with the Mutineer Magazine Beer Editor on a collaboration beer with New Holland Brewing to benefit Mutineer’s water relief efforts. The beer, “Mutinous Battle Chai”, premiered at an event at Falling Rock Taphouse in Denver, Colorado during the 2009 Great American Beer Festival.

Announcement

Release Party Info

MUTINEER MAGAZINE COMEDY FESTIVAL FOR WATER RELIEF

2010. Concepted and produced a comedy festival to benefit Mutineer’s water relief efforts. Top stand-up comedians, including Hal Sparks (Showtime’s “Queer as Folk”), Natasha Leggero (Judge on NBC’s “Last Comic Standing”), Ben Morrison (MTV’s “Punk’d”), Ben Gleib (Chelsea Lately), Daryl Wright (Showtime Comedy Special) and others were flown up by private jet to perform at Jacuzzi Vineyards in Sonoma.

Website

Comedy Festival Flickr Gallery

Announcement Press Release

Recap Press Release

Video Editorial from Event

MUTINEER MAGAZINE BLUE CARPET DINNER & RARE SPIRITS AUCTION FOR WATER RELIEF

2010. Concepted and produced a fundraiser dinner in collaboration with Jordan Vineyard & Winery to raise money for water relief. Tickers were \$350 per person. Attendees included the comedians of the Mutineer Magazine Comedy Festival For Water Relief, as well as celebrities such as Jonathan Goldsmith (aka Dos Equis “The Most Interesting Man in the World”), actress Candace Cameron (“Full House”), NHL star Valeri Bure and others. There was also a rare spirits silent and live auction during the dinner to raise additional funds.

Website

Blue Carpet Dinner Flickr

Invite Video

Announcement Press Release

Recap Press Release

FOOD NETWORK SOUTH BEACH FOOD & WINE FESTIVAL AUCTION LOT

2012. Concepted and produced an auction lot for Food Network’s South Beach Food & Wine Festival auction. The lot included a dinner experience for two couples with Ben Flajnik of ABC’s “The Bachelor” and the Editor in Chief of Mutineer Magazine at the restaurant “Lucy” in the Yountville’s Bardessono Hotel, and accommodations at the hotel.

Website