



chris hopkins

beverage & operations professional

A veteran of the hospitality industry with over 20 years of experience, Chris Hopkins aka Hashtag Mixology, has been involved in every facet of the hospitality world since he began his international career many years ago in his hometown of Perth, Western Australia. From catering and event management, to running beverage programs in Las Vegas' most prestigious resorts, Chris has an outstanding resume of global, hands-on hospitality experience.

It began when he left his position of AGM at the award winning Paddington Ale House to start working with the largest operator of public houses in the world, Bass Breweries in London. The cocktail scene in the UK was beginning to blossom and it inspired him to dedicate his efforts to learning as much as possible about this new, and exciting pathway. Chris joined the team at The White House, a private members lounge, bar and restaurant where he quickly rose up the ranks to AGM. His role overseeing the entire beverage program during his tenure helped attract the attention of The Soho House Group, where he helped with the opening of two new venues and assisted in the execution of their annual 'Pop Up' Soho Houses in Edinburgh and Cannes.

Chris then moved stateside where the burgeoning cocktail scene was just starting to take shape. After working at the renowned Range Restaurant and Tres Agave in San Francisco, the bright lights of Las Vegas came calling and in 2009 Chris moved into the hotel side of the business. The Cosmopolitan Hotel opened in 2010, an innovative F&B focused program that elevated the landscape in Vegas. As a member of The Vesper Crew, he won numerous accolades and cocktail competitions, leading him to take charge of the hotel program as the Property Mixologist. During his tenure, the property won multiple awards and his teams were able to star on the national stage, furthering the allure of the Las Vegas bar scene.






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Chris became Corporate Mixologist for Wynn Resorts where he oversaw the development, implementation and training for 27 different bars and restaurants with a team of over 200 bartenders and apprentices, all the while upholding the title of Vice President for the USBG Las Vegas Chapter.

In 2014, Chris founded Cocktail Roadshow, a global hospitality consultancy company specializing in beverage development, training and event management for liquor and hospitality companies of all sizes. His success with some prominent brands and large consumer event design and execution lead Chris to join the Bacardi Trade Advocacy Team as the National Accounts Senior Portfolio Ambassador. Taking charge of the opportunity to develop, plan and execute national account trainings, brand programming and drink strategy creation, Chris has been instrumental in the continued growth and success of the 2nd largest liquor company in the world, while also mentoring and growing a team of successful ambassadors.

Now, the time arrived to move back into private consulting with his new agency, Hashtag Mixology: a Premier Beverage and Operations Agency built on a pedigree of success and innovation that is positioned to help guide operators, brands and industry professionals to new heights in the US and beyond.



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