

FOR IMMEDIATE RELEASE

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**RENOWNED MIXOLOGIST AND HOSPITALITY ICON, JULIE REINER,
NAMED 2024 KEYNOTE SPEAKER FOR BAR & RESTAURANT EXPO**

Register NOW to attend the 2024 Bar & Restaurant Expo [here](#)



Julie Reiner's headshot can be downloaded [here](#)

LAS VEGAS- The anticipation for the 2024 [Bar & Restaurant Expo](#) in Las Vegas reaches new heights as the prestigious event proudly announces the distinguished mixologist and entrepreneur, Julie Reiner, as this year's keynote speaker. Renowned for her innovative contributions to the world of cocktails and hospitality, Reiner is set to captivate attendees with her wealth of experience and insights during the Expo's keynote address on Tuesday, March 19 at 11am.

Reiner is a trailblazer in the world of bar ownership and hospitality with 30 years of experience in the industry. She is the co-owner of three highly successful bars, Milady's, Clover Club and Leyenda, author of "The Craft Cocktail Party: Delicious Drinks for Every Occasion," and has created a line of canned cocktails, Social Hour Cocktails, with Clover Club co-owner, Tom Macy. Reiner is also the leader of a sought-after consultant team for the spirits industry, a member of the Beverage Alcohol Resource, and has been invited to judge several highly esteemed competitions including TAG Global Spirits Awards, San Francisco World Spirits Competition and New York World Spirits Competition. In addition, she will shortly start filming Season 2 of Drink Masters, on Netflix.

In keeping with this year's motif of "unlocking profit potential," Reiner's keynote session, titled "**Liquid Assets... Turning Your Venue into a Profit Powerhouse**," will help attendees discover how to transform their venue with the goal of boosting the bottom line. In her session, Reiner will share her tips and tricks for creating successful partnerships, building a team, creating strong brand identities and more. Reiner will also discuss topics like locations, leases and ownership, as well as investors and raising money.

"I am thrilled to be a part of this year's Bar & Restaurant Expo where I'll have the opportunity to share the lessons I've learned from opening cocktail bars in NYC," said Reiner. "Through my session, I hope to save other business owners from making costly and time-consuming mistakes. I believe in being brutally honest, and that applies to the details of my wins as well as my losses. There is no shortage of challenges we face in the restaurant and bar business, but I wouldn't trade it for any other career. I look forward to exchanging knowledge with other bar and restaurant operators, as we all work to set ourselves up for success together."

Reiner has been given the honor of cutting the ceremonial ribbon, officially opening the expo for all attendees to explore, which will happen directly after her presentation at the entrance to the expo floor.

The keynote session is open to all attendees. Those interested in attending or exhibiting at the 2024 Bar & Restaurant Expo can visit www.barandrestaurantexpo.com for more information, and press can register [here](#). Bar & Restaurant Expo is a trade event and not open to the general public.

Stay connected with Bar & Restaurant Expo on [Facebook](#), [LinkedIn](#), and [Instagram](#).

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About Bar & Restaurant Expo

Bar & Restaurant Expo has continued to evolve and mirror the fast-paced, trend-setting nature of the hospitality industry. The event has been providing the specific tools that bar and restaurant owners, operators, and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry. The Bar & Restaurant Group is part of the Questex Travel & Hospitality Division and also produces [World Tea News](#), [World Tea Academy](#), as well as [Bar & Restaurant Expo](#), [Bar & Restaurant News](#), and [Vibe Conference](#).

About Questex

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