

FOR IMMEDIATE RELEASE:

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USBG SHAKE IT UP COMPETITION ANNOUNCES FIVE FINALISTS COMPETING AT 2024 BAR & RESTAURANT EXPO

The nation's most talented bartenders will battle it out for the title of 2024 USBG National Champion

LAS VEGAS –The United States Bartenders' Guild (USBG) has selected five finalists that will compete in the nation's annual cocktail competition, [Shake It Up](#), hosted this year at the [2024 Bar & Restaurant Expo](#).

USBG Shake It Up Competition 2024 Finalists:

- *Connor Perry – The Last Word (Ann Arbor, MI)*
- *Felipe Castro C – Beverage Consultant (Park City, UT)*
- *Jonathan Stanyard – The Bitter Gringo Co. (Seattle, WA)*
- *Mariano Gil, Jr. – The Laboratory/Shot Republic/Global Bar Solutions (Brownsville, TX)*
- *Yolanda Gregg – Ritz Carlton Charlotte (Charlotte, NC)*

The competition will take place on the expo's NxT Stage on Wednesday, March 20, from 1pm - 5pm, where contestants will demonstrate creativity, speed, and skill. Each competitor will craft a cocktail live in front of expo attendees and a panel of expert judges. Bartenders will be awarded points based on several elements including taste, aroma, presentation, creativity and more. The top two scoring contestants will advance to the final round, where the winner will be named the 2024 USBG National Champion and will represent the USBG at the 2024 IBA World Cocktail Championship in Portugal. The Runner-Up will represent the USBG in the 2024 Pan-American Cocktail Championship.

USBG Shake It Up Competition Sponsored By:

- *EuroBar*
- *Hoshizaki Ice*
- *Reàl Infused Exotics*
- *Ron Zacapa Rum*

Bartenders have this competition and many other activations to look forward to including the brand-new **Cocktail Clubhouse**, a dynamic and captivating space exclusively designed for those passionate about pushing the boundaries of beverage creation. Highlights include Profit Power Hours and meetups led by **Tiffanie Barriere**, The Drinking Coach, spirits educator and influencer, **Erick Castro**, co-owner of Raised by Wolves and Gilly's House of Cocktails, and **Josh Davis**, founder of Brown & Balanced.

The expo will also feature workshops, mixology trainings and masterclasses covering important topics like designing distinct beverage programs, upcoming industry trends, storytelling through mixology, crafting a zero-proof menu, and other game-changing insights. These sessions are led by mixologists and beverage experts like **Adam Teeter** and **Josh Malin**, co-CEOs of VinePair, spirits educator and consultant, **Shannon Mustipher**, master mixologist, **Tim Weigel**, and many more.

2024 Bar & Restaurant Expo is returning to the Las Vegas Convention Center **March 18 – 20, 2024**. Those interested in attending or exhibiting 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.

A link to images from the 2023 Bar & Restaurant Expo can be found [here](#).

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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 a division of the Questex Hospitality Group which also produces [Vibe Conference](#), [World Tea Expo](#), and daily content on barandrestaurant.com and worldteanews.com.

About Questex

Questex helps people live better and longer. Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

About USBG

Founded in 1948, the United States Bartenders' Guild® is the national, member-led not-for-profit association of bartenders and other hospitality professionals that unites and elevates the bar industry through education, community, and advocacy. Through its network, the USBG connects members with peer-to-peer learning, expert instruction, service projects, and skills-based competition, all while fostering a fun and healthy environment and reinforcing the importance of the 'third place' in neighborhoods across the country.

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