

## H. Joseph Ehrmann

Founder and Chief Ambassador



H. Joseph Ehrmann, better known as H., started his career in 1986 as a cook on the beaches of New Jersey, under New Orleans' renowned chef Duke Locicero. He went on to cook, serve, manage and bartend in Boston, Orlando, Washington DC, Vail and Phoenix before completing an MBA in International Management from Thunderbird (where he also bartended). That degree landed him in Geneva, Prague and Madrid where he spent several years traveling and studying the flavors, agriculture and traditions (as well as the distilleries, wineries and breweries) of Europe. After the completion of his MBA, he worked in several countries, industries and positions, building small and medium-sized companies as both an employee and consultant. In January 2003, he left the corporate consulting world to return to his passion, the bar business. By November he had restored one of the oldest saloons in San Francisco and reopened it as Elixir.

Since the heyday of the Barbary Coast years, San Franciscans have been whetting their whistles on the corner of 16th and Guerrero under several owners, and under this proprietorship, they're doing it with some of the finest beverages in contemporary California. On that corner, the second oldest saloon location in this Wild West town, H.'s Elixir menu revives the pre-Prohibition cocktail culture of the Barbary Coast while incorporating a focus on utilizing California's abundant agricultural resources and San Francisco's infamous creativity and artistic vision. As the first Certified Green bar in the San Francisco, Elixir's expansive cocktail menu and spirits collection focuses on the vintage, the organic, the local and the original, all while remaining a friendly corner bar. The bar has won numerous accolades for its cocktails, marketing programs, and atmosphere.

H. and his cocktails have appeared in *Men's Health*, *Imbibe*, *Valley Lifestyles*, *7x7*, *San Francisco Magazine*, *Smoke Magazine*, *The San Francisco Chronicle*, *The Bay Guardian*, *SF Weekly*, *Beverage Media*, *Benefit*, *Restaurant Industry News*, *Restaurants and Nightclub Magazine*, *Food Arts*, *MSNBC.com*, *Tablehopper.com*, *CocktailTimes.com*, *ArdentSpirits.com* and *TheLiquidMuse.com*. As Brand Ambassador and Mixologist for Square One Organic Vodka, he launched and continues to grow the brand across the United States and was nominated for Brand Ambassador of the Year at the 2007 Tales of the Cocktail event in New Orleans, where he lectured, designed a 5 course cocktail and meal pairing and competed in the Bar Chef Competition. He has designed custom cocktails for bars and restaurants around the country as well as product companies like R.H. Phillips Winery and exclusive private clubs like Mayacama.

In 2006, H. founded Cocktail Ambassadors, a consultancy for bar and restaurant operators as well as the product and service companies that supply them. He is a Co-Founder of San Francisco Cocktail Week, the Vice President of the United States Bartenders Guild San Francisco Chapter and a member of The Museum of the American Cocktail. His cocktail catering arm, Elixir Beverage Catering, provides quality cocktails on a mobile basis to the rest of California and he is currently in the process of designing his next beverage venue. He can be found in Elixir just about every day of the week.