

AVIATION AMERICAN GIN NAMES TOBER BRAND EDUCATOR



[House Spirits Distillery](#), now celebrating more than a decade as a leader of America’s craft distilling community, welcomes Austin, TX bartender and beloved cocktail consultant [Travis Tober](#), who joins the company today as a full-time member of the Brand Supporter team. Travis will serve as Director of Education & Advocacy for the company’s flagship brand, [Aviation American Gin](#), and he will work under the guidance of [Brooke Arthur](#), the company’s long-time brand educator, to continue to grow the brand. Since 2012, he has served as a critical member of the Aviation American Gin Brand Supporter team in a part-time capacity, where he worked hand-in-hand with bartenders and beverage program leaders to build affinity.

In addition to Travis’ appointment, Brooke, who became a partner in the company last year, will take on an expanded role as Vice President, Global Education and Advocacy for House Spirits Distillery. The promotion comes at the end of a landmark year for her, having also earned the 2015 award for Best American Brand Ambassador at Tales of the Cocktail to become the first-ever craft spirits brand ambassador to earn this distinction. Brooke will continue to manage a growing team of Aviation American Gin Brand Supporters across the United States and Canada.

“We are thrilled to have Travis as a full-time member of our Aviation American Gin Brand Supporter team, and are excited to share the news of Brooke’s promotion and expanded role,”

said Thomas Mooney, CEO, House Spirits Distillery. “2015 was our biggest and most successful year to date, due in large part to our talented family of Aviation American Gin Brand Supporters and Brooke’s unwavering dedication to and leadership of this effort. With Travis on board, we will expand our program to several new markets in North America and Europe, and we are looking forward to another record year in 2016.”

TRAVIS TOBER

Travis brings 20 years of experience at top restaurants and innovative cocktails bars across the country to his role with Aviation American Gin, where he focuses on brand education and building trade affinity for the award-winning spirit. He will also focus primarily on working with bars and restaurants across the country to introduce Aviation American Gin and innovative cocktails wherever possible.

Over the course of his career, Travis spent years creating and consulting on beverage programs at esteemed food and drink establishments throughout the country, including the Four Seasons, Ruth’s Chris Steak House, Landry’s, Hard Rock Cafe and TGI Fridays. He most recently served as the Beverage Director at VOX Table, one of Austin’s most respected new restaurants, where he created a diverse beverage program that included a variety of hand-selected spirits, handcrafted cocktails, and an impressive list of craft beer and wines.

An established thought leader within the Austin food and drinks scene, Travis also serves as the Vice President of the Austin chapter of the United States Bartender’s Guild. He has served as a presenter at the San Antonio Cocktail Conference, and earned a People’s Choice Award at the Official Drink of Austin competition. Travis was also a judge at the 2015 [Bar Business Sprints Competition](#) held in Austin.

BROOKE ARTHUR

Brooke has been in the spirits industry for more than 15 years, and has earned a variety of awards and accolades for her work. Most notably, Brooke earned the highly-coveted award for Best American Brand Ambassador on behalf of House Spirits Distillery at Tales of the Cocktail 2015, becoming the first ever craft distiller ambassador to earn this recognition.

Brooke works with the best and brightest bartenders, chefs and other industry innovators across North America and Europe to pursue her passion of the perfect sip. Brooke’s experience spans across more than 20 bars and restaurants plus management of six all-inclusive bar programs – all resulting in the creation of more than 500 unique and inspired cocktails.

Brooke joined House Spirits Distillery in 2012 and currently serves to share her knowledge and experience with bartenders, as well as to maintain relationships with restaurants and bars across the country, promoting House Spirits Distillery’s portfolio of brands: Aviation American Gin, its flagship brand, Westward Oregon Straight Malt Whiskey, Krogstad Aquavit, and Volstead Vodka.

Founded in 2004 by Christian Krogstad, House Spirits Distillery is a leader of America's craft distilling resurgence and serves the anchor of Portland, Oregon's famed Distillery Row. House Spirits Distillery is independently operated and co-owned by NFL legend Joe Montana and seasoned CEO Thomas Mooney, among other investors. The company was a founding member of the American Craft Spirits Association, and Thomas is the association's current President. House Spirits Distillery's award-winning products are made exclusively in-house and are crafted in small batches with an intense and passionate pursuit of perfection using ethically sourced ingredients. The product portfolio includes several pioneering brands including Aviation American Gin, [Westward Oregon Straight Malt Whiskey](#), [Krogstad Aquavit](#), and [Volstead Vodka](#).