



Jeffrey Morgenthaler

Bartender · Author

About (25%)

Jeffrey Morgenthaler is an award-winning bartender, author, and industry innovator based in **Portland, Oregon**. Since beginning his bartending career in 1996, Jeffrey has worked across the spectrum of bars, from humble neighborhood taverns and bustling college nightclubs to fine dining establishments and upscale cocktail lounges. His expertise and passion for the craft have led him to manage and co-own some of the most celebrated bar programs in the country.

About (50%)

He is the co-owner of **Pacific Standard** and **The Sunset Room**, a vibrant lobby bar and rooftop lounge where he brings his signature blend of creativity and technical precision to a sophisticated menu of classic and modern cocktails.

Before these ventures, Jeffrey was the driving force behind two of Portland's most iconic spots—**Clyde Common** and **Pepe Le Moko**. Under his leadership, Clyde Common's bar was nominated for the prestigious **James Beard Award** seven times. At Pepe Le Moko, he created a unique and intimate atmosphere, serving elevated takes on retro cocktails like the Amaretto Sour and the Grasshopper, further solidifying his reputation for innovation in the industry.

About (75%)

He is the author of the best-selling ***The Bar Book: Elements of Cocktail Technique***, the first book dedicated entirely to the techniques of cocktail making, and ***Drinking Distilled: A User's Manual***, a practical guide to drinking well. His work has been featured in major publications such as **The New York Times**, **The Wall Street Journal**, and **Wired**, and he has contributed regularly to **Imbibe**, **Punch**, and **Fine Cooking** magazines.

A thought leader in the world of bartending, Jeffrey is also an educator and speaker, sharing his expertise at national and international events. He is the head judge at the **San Francisco World Spirits Competition**, the most prestigious and respected spirits competition in the world, and continues to shape the industry through other cocktail competitions.

About (100%)

Named one of the **top ten mixologists** in the United States by Playboy Magazine and one of the **ten most influential bartenders of the past decade** by Food & Wine Magazine, Jeffrey's impact on the cocktail scene is profound. His legacy includes not only the groundbreaking cocktails he creates but also the countless bartenders he has inspired through his blog, speaking engagements, and online education.

Whether behind the bar, in print, or on stage, Morgenthaler continues to be a guiding force in the world of cocktails, combining technical mastery with an unwavering commitment to quality and creativity.

Audience Insights

Instagram: 50,000 followers
4.4% engagement rate

Website: 44,557 visitors per month

Instagram Last 90 Days

- 679k views
- 9,697 interactions
- 14,224 profile visits

Instagram Demographics

- 66.9% North America
 - Ages 25-34: 29.5%
 - Ages 35-44: 40.8%
 - Ages 45-54: 17.9%
-



JEFFMORGEN
Posts

jeffmorgan
Pacific Standard PDX

The
BATCH COCKTAIL CALCULATOR
by [Jeffrey Morgenthaler](#)

This simple tool converts your single-serving cocktail recipe into a larger batch of any size, either for a dedicated number of servings, or exactly enough to fill a specific-sized container.

Step 1: Enter Recipe Name
Please enter the name of your cocktail recipe.

Recipe Name:
Dirty Freezer Door Martini

[View insights](#) [Finish boosting](#)

Liked by [functionallyfit.pdx](#) and 7,545 others

jeffmorgan I made this for you guys because I love you - the Batch Cocktail Calculator. Designed for both professional bartenders and folks who make drinks... more

hungrybartender This is so dope!

JEFFMORGEN
Posts

jeffmorgan
Maison Premiere



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Liked by [liskadye](#) and 1,791 others

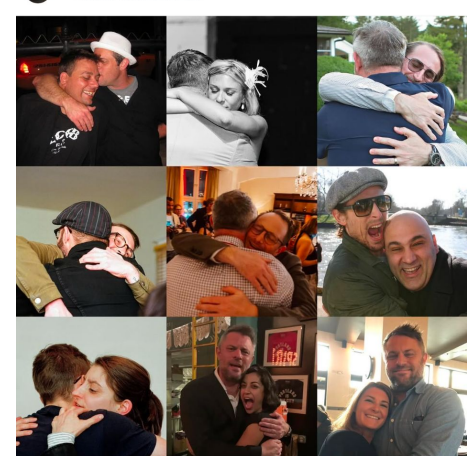
jeffmorgan A few years after I started at Clyde Common, I decided to put an Old Fashioned on the menu. Now, that was definitely a controversial move with my staff at... more

abbyzweifelart Oooo I love a really solid Old Fashioned. I'd take one from you or Lynn any day!

October 6, 2021

JEFFMORGEN
Posts

jeffmorgan and pacificstandardpdx
Pacific Standard PDX



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Liked by [jennifermbrooke](#) and 4,166 others

jeffmorgan I was really dreading going to work last night. Like, in jammies under a blanket all day until the last minute, contemplating calling in sick but you know... more

jiggermetimbers I love you

phoebe.esmon Always good to see you @jeffmorgan . It's been too long.

Past Collaborations

Brands

- Teremana Tequila
- SeanS Cocktail Bitters
- Williams-Sonoma
- Elijah Craig Bourbon
- Travel Portland
- Campari
- George Dickel Rye
- Beverly Spirits
- Wolf Appliances
- Westward Whiskey
- Ninkasi Brewery
- Bulleit Bourbon
- Deep Eddy Vodka
- Jägermeister
- Tanqueray No. Ten
- Disaronno Amaretto

Content Offerings

Social Media Content:

Dynamic over-the-shoulder **cocktail tutorials** showcasing innovative recipes, bar techniques, or product features. Perfect for engaging visual content that resonates with cocktail enthusiasts.

Styled photos of cocktails featuring branded products, accompanied by engaging captions that tell a story or provide value to followers.

Integration of products like bar tools, glassware, or premium ingredients into cocktail recipes or techniques, demonstrating their use in an authentic setting. Honest and thoughtful feedback on products, establishing credibility and trust.

Blog Content:

In-depth cocktail guides with photography and storytelling to highlight brand collaborations. Articles on cocktail trends, home bar essentials, or how-tos that incorporate brand products.

Event or Activation Collaborations:

In-person cocktail-making classes featuring branded tools or ingredients. Event appearances as a guest bartender, speaker, or host.

Custom Recipe Development:

Signature cocktail recipes designed exclusively for the brand, tailored to align with their identity and target audience.