



JON TAFFER

Most people know Jon Taffer as a larger-than-life television personality who takes a no-holds-barred approach to helping hotels, restaurants, bars and businesses reach their full potential. He is also an international celebrity, *New York Times* best-selling author, highly sought-after hospitality and general business consultant and creator, and is the creator, executive producer and star of Paramount Network's number-one show, *Bar Rescue*. For nearly four decades, Taffer has been at the forefront of the business management industry offering his expertise to hundreds of thousands of properties and Fortune 500 companies, to creating what industry experts call "the greatest nightclub in the world," and changing the game of football for its fans, forever with the creation of football's "Sunday Ticket".

As the creator, host and executive producer of *Bar Rescue* on the Paramount Network, currently in its sixth season and renewed for a seventh, Taffer has led the show to account for nearly 25% of the network's programming and over 90 million viewers. *Bar Rescue* spotlights Jon as he saves failing bars from looming closure, leverages Taffer's four decades of unprecedented industry experience and trademarked "Reaction Management" strategy to offer advisement on everything from menu design to cost management. In 2019 the show exceeded 180 episodes. On June 2, 2019, Paramount Network expanded its Jon Taffer-led "Rescue" franchise with *Marriage Rescue*, a new original non-scripted series following Taffer as he helps couples whose relationships are on the brink of failure.

Concurrently, Jon runs Taffer Dynamics, his business operations firm where he has been brought on to offer dynamic models for a range of well-known establishments and brands, including the NFL, Anheuser-Busch, Ritz-Carlton, Hyatt, Marriott, Holiday Inn, Sheraton, Intercontinental, Fridays, Buffalo Wild Wings, Famous Dave's Barbecue, and Wolfgang Puck Express. In addition, Taffer is the chairman of the Nightclub & Bar Convention and Tradeshow.

In the spring and summer of 2019, Jon launched two new business endeavors: Taffer's Mixologist and Taffer's Tavern.

Now on shelves in retail stores across the country, including Walmart, Taffer's Mixologist brings the craft cocktail experience to the home with a line of delicious, high-quality, pre-made cocktail mixes. Taffer's handcrafted mixes contain no artificial preservatives and are mixologist-tested and Jon Taffer approved. The initial line at launch includes the following popular cocktails: Bloody Mary, Cosmopolitan, Margarita, Mojito, Piña Colada, Skinny Margarita, and Strawberry Margarita.

Taffer's Tavern is an innovative restaurant concept based on a high-volume, small footprint format that uses the latest technologies to produce high-quality food and beverage offerings without the need for a traditional commercial kitchen. Jon partnered with Fransmart, the industry-leading franchise development company behind the explosive growth of powerhouse brands like The Halal Guys, Five Guys Burgers & Fries, and QDOBA Mexican Grill. Together with Fransmart, Jon is currently seeking experienced franchisees to bring the Taffer's Tavern concept to the 50 largest media markets throughout North America.

As an author, Jon wrote *Don't Bullsh*t Yourself*, a no-nonsense guide that helps people understand and overcome the excuses holding them back from success, became a *New York Times*, *Los Angeles Times* and *Wall Street Journal* best-seller in its first week of release. Jon's first book, *Raise the Bar, an Action-Based Method for Maximum Customer Reactions*, also hit the *Wall Street Journal's* best-seller list.

In 2018 Taffer partnered with PodcastOne, the leading advertiser-supported podcast network to launch *Jon Taffer: No Excuses*. The weekly show features Taffer's trademark straight talk and unapologetic approach to daily topics, current events and celebrity interviews. In addition to his genuine opinions and in-your-face analysis on these topics, Taffer offers tough-love advice to fans in the interactive program. Since its launch, Jon has interviewed celebrities and industry trailblazers such as Maria Menounos, Martellus Bennet, Jenny McCarthy, Jim Harbaugh, Dennis Miller, Barstool Sports Big Cat, Robert Irvine, Daniel Negreanu, Rick Harrison and more.

As an entrepreneur and business expert, Jon has been featured in leading publications such as *Forbes Magazine*, *Entrepreneur*, *Rolling Stone*, and *The New York Times*, among other prominent media outlets. He has appeared as a guest on shows ranging from *Rachael Ray* to *Jimmy Kimmel Live* to *Good Morning America*. In addition, Taffer is a regular guest on Fox Business Network, MSNBC and CNBC.

Some of Jon's past awards and accolades include:

- Operator of the Year
- Visionary Leader Award
- Property of Year (not once, but twice)
- Creator of the NFL's Sunday Ticket
- Nightclub Hall of Fame inductee
- United Kingdom's "Pub Master" distinction
- Dom Perignon Award of Excellence from UNLV's College of Hotel Administration
- The Friday's "Propeller Award" for the greatest contribution to their business

When he's not dedicating his time to bringing back businesses from the brink, Taffer volunteers his time with St. Jude's Ranch for Children and Ronald McDonald House, and most recently joined the Keep Memory Alive Board of Directors supporting the mission of the Cleveland Clinic Lou Ruvo Center for Brain Health. He also regularly offers up his seasoned hospitality skills to the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas, where he helps faculty develop curriculum that is in line with industry expectations and trends. Every year at the holidays, he and his wife, Nicole, host the annual Taffer's Gift of Giving, with proceeds benefitting the children of St. Jude's Ranch in Boulder City, Nevada—a 40-acre home for abused and abandoned children located just outside of the Las Vegas Valley.

Married for 18 years to a woman he fell in love with at first sight at Super Bowl XXX, Jon spends what little spare time he has traveling with his wife, Nicole, spending time with his daughter (who's currently taking the liquor industry by storm), and occasionally sipping one of his favorite cocktails: *The Godfather*.