

Founder Vision and Interview Quote Sheet

Use as interview preparation; do not force every quote into the press release.



Core vision quote

"We want to give independent hospitality businesses the same kind of structured training and accountability tools that larger organizations often have, without requiring them to build everything from scratch."

Problem / solution quote

"Hospitality businesses usually know what they expect from their bartenders. The problem is that those expectations can live in different managers' heads, scattered notes, or habits that are never written down. We are helping operators turn that knowledge into a system."

Public resources versus paid package

"The public guides explain the principles. The customized package turns an individual operator's choices into the working documents their managers and bartenders can actually use."

Technology framing

"The technology should disappear into the background. What matters is whether the manager ends up with clearer expectations, a repeatable onboarding process, and documents that fit the operation."

Nationwide positioning

"Bartenderz International was built in Bradenton, but the problem is not local. Independent hospitality operators everywhere face the same challenge of translating experience and expectations into consistent training."

Recommended uses

- Local and trade interviews
- Television and podcast appearances
- Chamber and hospitality presentations
- Founder/About materials
- Future case-study or milestone announcements
- Partnership discussions

QUOTE DISCIPLINE

Use only statements you are comfortable saying verbatim on camera. Do not attach outcome claims to the cooperating operator until the operator has approved those exact claims.

MEDIA CONTACT

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