

ANTONIO GONZALEZ

El Paso, Texas

English / Spanish

951 480 8809

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Portfolio: [personal-website]

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Bilingual Hospitality Leader · Wine & Spirits Experiences · Mexican Culinary Heritage · Premium Guest Experience

MBA · MASTER IN MEXICAN CUISINE · PROFESSIONAL SOMMELIER · WSET II · 25+ YEARS EXPERIENCE

01 — PROFILE

Executive Profile

I am a bilingual sommelier, cook, and hospitality professional with 25+ years of international experience creating premium gastronomic experiences across wine, spirits, restaurants, private events, tasting rooms, culinary storytelling, and guest-centered hospitality. I bring together an MBA from Instituto de Empresa in Madrid, a Master's degree in Mexican Cuisine, formal sommelier training, and years of hands-on work designing wine, tequila, mezcal, whisky, bourbon, and culinary pairing experiences.

My strongest contribution is transforming food and beverage service into memory, culture, revenue, and guest loyalty. I combine technical beverage knowledge, Mexican culinary heritage, operational discipline, emotional intelligence, and storytelling to build experiences that guests remember, recommend, and return to.

02 — CAPABILITIES

Core Strengths

- Beverage Program Development
- Pairing Dinners & Culinary Experiences
- Mexican Culinary Heritage
- Private Dining & Event Design
- Menu Development & Culinary Trends
- Team Leadership & Training
- Wine, Tequila, Mezcal, Whisky & Bourbon Tastings
- Guest Experience Strategy
- Restaurant & Wine Bar Operations
- Bilingual English-Spanish Hospitality
- Cost Control & Operational Efficiency
- Cultural Storytelling

03 — VERIFIED IMPACT

OpenTable Guest Impact — The Barrel Room



Verified OpenTable reviews (29 analyzed) reflect my direct impact on guest experience at The Barrel Room. Guests consistently describe my work as knowledgeable, welcoming, fun, professional, informative, and memorable — often mentioning me by name and highlighting how I turn tequila, mezcal, wine, and spirits tastings into educational, joyful, and culturally meaningful experiences.

"Antonio was amazing."

"Antonio made the experience feel personal."

"Very welcoming, knowledgeable, and professional."

"One of the best experiences in EP so far."

"The presenter Antonio is extremely knowledgeable."

"Friendly, funny, and super knowledgeable about wine and spirits."

"Super fun — Antonio was great!"

"Antonio made the evening a fun one."

04 — CAREER

Professional Experience

Manager · Sommelier — The Barrel Room · Hotel Paso del Norte
El Paso, Texas

CURRENT

- Curate premium tasting experiences across wine, tequila, mezcal, whisky, and bourbon.
- Design guest journeys built on storytelling, food pairings, sensory education, and elevated service.
- Create seasonal, cultural, and holiday-driven tasting concepts for intimate premium hospitality.

- Recognized by name in OpenTable guest reviews for knowledge, professionalism, warmth, and memorable experiences.
- Support The Barrel Room's positioning as a distinctive tasting destination in El Paso.

Founder · Private Chef · Sommelier — Tinto de Verano

2020 - PRESENT

Independent Project

- Design and execute catering, private events, wine pairing dinners, and custom culinary experiences.
- Build menus across Mexican cuisine, seafood, grill, paella, tapas, charcuterie, tamales, cevichería, and private dining.
- Combine food, wine, spirits, storytelling, and service into personalized hospitality experiences.
- Lead concept development, guest communication, menu planning, sourcing, execution, and event service.

Owner · Sommelier · General Manager — Viña Morita Restaurant & Wine Bar

2012 - 2020

- Led restaurant and wine bar operations, guest experience, wine selection, event programming, and team coordination.
- Managed service culture, daily operations, hospitality standards, and long-term customer relationships.
- Developed wine-focused experiences and pairing opportunities that shaped the venue's identity.

Antonio Gonzalez

Sommelier · Cocinero · Gastronomic Experience Architect

05 — ADDITIONAL EXPERIENCE

Additional Experience

Wine Shows, Tastings & Gastronomic Events

2012 - PRESENT

- Lead wine tastings, opera gala wine events, tequila and mezcal shows, margarita festivals, private tasting events, and pairing dinners.
- Design beverage experiences that balance education, entertainment, hospitality, and commercial value.

Wine, Cooking & Mixology Experience

1995 - PRESENT

- Built international exposure across France, Spain, Belgium, Ireland, Argentina, Chile, Peru, Canada, Mexico, and the United States.
- Developed a broad culinary and beverage perspective shaped by travel, culture, service, and guest engagement.

Featured Participant · “We The Hispanos” — Award-winning documentary by filmmaker José Luis López-Linares

2024 - 2026

U.S. theatrical release: September 2026

- Featured on-camera as sommelier and gastronomic storyteller in the award-winning documentary directed by José Luis López-Linares.
- Contribute a bilingual perspective on Hispanic identity, culinary heritage, and hospitality culture for U.S. audiences.

Host · “El Galeón de Manila” Podcast (YouTube)

ONGOING

- Host and produce a YouTube podcast exploring the culinary, cultural, and historical legacy of the Manila Galleon trade route.
- Interview chefs, sommeliers, historians, and cultural voices bridging Mexico, the Philippines, Spain, and the broader Hispanic world.

Additional Media & Documentary Collaborations

- Additional participation as sommelier and gastronomic storyteller in culinary and beverage media projects.
- Specific credits available upon request.

06 — EDUCATION

Education & Credentials

Master in Mexican Cuisine — Culinary Art School · Baja California, Mexico

2024

MBA — Instituto de Empresa · Madrid, Spain

2001

BBA — UNAM · Mexico City

1998

Professional Sommelier — Universidad del Claustro de Sor Juana · Mexico City

1997

WSET II — Wine & Spirit Education Trust

AI & DIGITAL INNOVATION

Master in Artificial Intelligence

Certificate of Completion · BIG School · 2026-04-27

Completed the Master in Artificial Intelligence program, strengthening the ability to integrate AI tools into hospitality innovation, guest experience design, digital storytelling, marketing strategy, operational planning, content creation, and modern food & beverage business development.



SCAN TO VERIFY

07 — PORTFOLIO

Selected Gastronomic & Beverage Experience Portfolio

- Barrel Room Signature Flights
- Wine Pairing Dinners
- Private Chef Events
- Mexican Traditional Cuisine
- Paella & Mediterranean Tapas
- Tequila & Mezcal Cultural Tastings
- Whisky & Bourbon Flights
- Catering & Culinary Boards
- Seafood & Cevichería
- Tamales, Tlapiques & Regional Mexican Cuisine

I bring a rare combination of technical beverage knowledge, culinary heritage, business education, international perspective, and guest-centered hospitality. I am at my best in environments where food and beverage must become more than service — where they become memory, revenue, identity, and distinction.

- Elevate guest experience through storytelling, service, and sensory education.
- Connect Mexican culinary heritage with modern luxury hospitality.
- Manage operations, cost control, event execution, menu development, and guest satisfaction.
- Build tasting programs that support revenue, loyalty, and brand differentiation.
- Lead with discipline, collaboration, accountability, and emotional intelligence.
- Create experiences that are commercially useful and emotionally resonant.

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Personal Website · LinkedIn

CERTIFICATIONS & COMPLIANCE APPENDIX

Sommelier · Cocinero
 El Paso, Texas
 Verification upon request

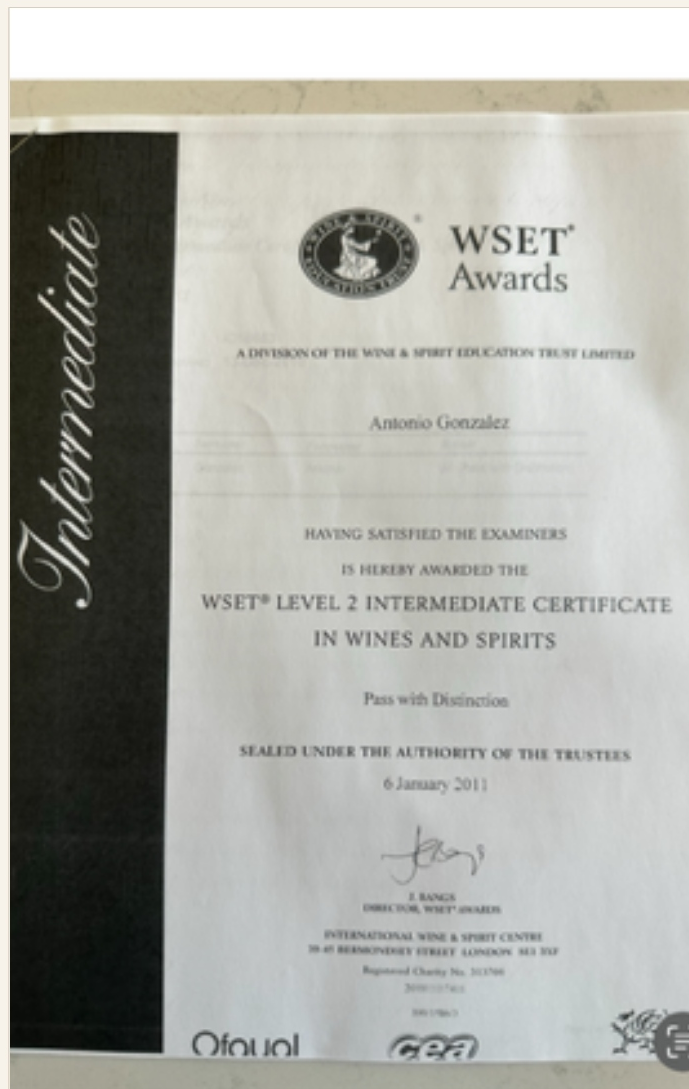
Professional credentials supporting beverage service, food safety, hospitality compliance, Mexican culinary heritage, and guest safety.

Antonio Gonzalez's professional profile is supported by credentials across wine and spirits education, food safety, responsible alcohol service, hospitality compliance, emergency readiness, and Mexican culinary heritage. These certifications reinforce his ability to lead premium guest experiences with technical knowledge, operational responsibility, cultural depth, and professional trust.

WSET II · PASS WITH DISTINCTION	SERVSAFE FOOD PROTECTION MANAGER	TABC SELLER TRAINING
CONOCER MEXICAN GASTRONOMY	CPR / FIRST AID	TEXAS OAG HOTEL TRAINING
MASTER IN ARTIFICIAL INTELLIGENCE · BIG SCHOOL		

A1 — CREDENTIALS

Certification Portfolio



FOOD SAFETY MANAGEMENT

ServSafe Food Protection Manager Certification
 ServSafe · National Restaurant Association

EXAMINED 05/15/2024 · VALID THROUGH 05/15/2029

Supports food safety, sanitation standards, kitchen operations, and restaurant compliance.

WINE & SPIRITS EDUCATION

WSET Level 2 Intermediate Certificate in Wines and Spirits
 WSET Awards

PASS WITH DISTINCTION · SEALED JANUARY 2011

Confirms formal international wine and spirits education, supporting sommelier credibility and beverage program expertise.



BEVERAGE COMPLIANCE

TABC Seller Training Certification
Texas Alcoholic Beverage Commission

CERTIFICATE #10681843 · VALID THROUGH 08/05/2027

Supports responsible alcohol service, beverage compliance, and professional hospitality operations in Texas.



MEXICAN CULINARY HERITAGE

CONOCER — Preparación de Gastronomía Mexicana Popular y Tradicional

Gobierno de México · SEP · CONOCER

CERTIFICATE OF LABOR COMPETENCE · ISSUED MARCH 19, 2025

Validates formal competence in popular and traditional Mexican gastronomy, strengthening authority in Mexican culinary heritage.



GUEST SAFETY

First Aid & CPR Certification
First Aid Certification Card · CPR Certification



Certificate of Completion

This Certificate acknowledges that

Supports guest safety, emergency readiness, and responsible hospitality leadership.

Antonio Gonzalez

completed

OAG Hotel Training

on May 7, 2025

NOTICE TO CERTIFICATE HOLDER: You are responsible for the safekeeping of this document as evidence that you attended this event. The Office of the Attorney General does not maintain a record of course completion for you and is unable to issue duplicate certificates. Texas Business and Commerce Code §114.0051-0052 requires the commercial lodging establishment to maintain this Certificate of

HOSPITALITY COMPLIANCE

OAG Hotel Training — Human Trafficking Awareness
Office of the Attorney General of Texas

CERTIFICATE OF COMPLETION · MAY 7, 2025

Supports hospitality compliance, guest safety awareness, and responsible hotel operations in Texas.

CERTIFICADO DE RECONOCIMIENTO

entregado con orgullo a:

Antonio Gonzalez

Por haber completado con éxito:

MÁSTER DE INTELIGENCIA ARTIFICIAL

La escuela y el director de la formación certifican con este título que se han cursado todas las clases y aprobado el examen final.


Romuald Fons
CEO de BIG group


Jon Hernández
Director del Máster

2026-04-27

 BIG school



AI & DIGITAL INNOVATION

Master in Artificial Intelligence

BIG School

CERTIFICATE OF COMPLETION · COMPLETED 2026-04-27
· ANTONIO GONZALEZ

Strengthens the ability to apply artificial intelligence to hospitality innovation, guest experience design, brand storytelling, marketing strategy, operational planning, menu and event ideation, and modern food & beverage business development.



VERIFICATION QR
SCAN TO VERIFY

