



HI NOON HOSPITALITY BEVERAGE DIRECTOR **ADAM ROZANSKY** IS MAKING WAVES IN ARIZONA

story and photos by Christina Barrueta

A SONOMA COAST Chardonnay paired with freshly flown-in oysters. A Croatian Pošip poured alongside loup de mer garnished with salsa verde. A Cypriot Cabernet Franc influenced by sun and sea air to accompany a porter-house chop with black-garlic tahina. At seafood and steak spot Buck & Rider and coastal Mediterranean restaurant Pinyon, Hi Noon Hospitality beverage director Adam Rozansky has built two of the Phoenix, Arizona area's most distinctive wine programs around the concept of bringing the coast to the Southwest, whether that means the Pacific Ocean or the Aegean Sea.

Rozansky himself grew up in the Pacific Northwest, specifically Oregon, where his grandfather "was a wine collector, so that's what tempted me to learn about it when I was younger," recalls the somm, who even

started a wine club in college while pursuing a finance degree. Upon graduation, "I tried my hand at wealth management for about six months, but ... didn't love it," he adds. A job as a wine apprentice with Arizona-based restaurant group LGO Hospitality opened the door to a career far more aligned with his interests, and within two years he'd been promoted to buyer, helping build the wine programs at Chelsea's Kitchen and Buck & Rider, which was then in that company's portfolio. In 2022, "to try something new," he returned to Oregon and took winemaking classes; worked a harvest at Illahe Vineyards, a sustainable winery in the Willamette Valley; and helped open a wine shop in Salem with French restaurateur and collector Bernard Malherbe. Meanwhile, he continued working as Buck & Rider's wine consultant with Adam Strecker and Emily

Collins, who had formed Hi Noon Hospitality after splitting from LGO Hospitality.

When the opportunity to become their beverage director emerged in 2024, he was ready to return to the Grand Canyon State. "We all get back into hospitality because we love people," Rozansky says. "It felt right—I get to be in the restaurant game and connect with people." In his current role, he oversees seven Valley locations across three concepts: Ingo's Tasty Food, an all-day neighborhood café, as well as Pinyon and Buck & Rider.

At the latter, he's created what he calls a maritime wine program. "We prioritize wines that come from within 30 miles of the ocean," he explains, to complement the restaurant's focus on seafood: It updates its raw bar menu twice daily as fresh catch from around the world is flown in. Among 22 wines by the glass,



A selection of wines from the list at Pinyon, which maintains a coastal Mediterranean theme.



Oysters, charcoal-grilled fish such as loup de mer, and hummus with pita are all on the menu at Pinyon.

"we have an amazing Chardonnay from Tyler Winery, which is just a few miles from the coast" in Santa Barbara County, he says, "and we just brought in Birichino Saint Georges Pinot Noir [from the Santa Cruz Mountains], whose grapes are grown about 12 miles from the ocean. Both play perfectly with the cuisine. But we always have a Sancerre too because it's grown on fossilized seabeds, so it's coastal in some sense."

With Pinyon, which opened in Scottsdale in October 2025, Rozansky saw an

opportunity to build something entirely new to accompany a menu inspired by Strecker's travels to countries like Spain, Italy, Greece, Turkey, Morocco, and Malta in a "quest to find the best food of the Mediterranean," in his words. Dishes like tomato salad tossed with feta, walnuts, and pomegranate dressing and lamb shakshuka with spiced kofta in a rich, harissa-spiked tomato sauce are supplemented by a rotating selection of hummus plates that can be topped with everything from pomegranate seeds and Turkish pine nuts to blistered tomatoes and chickpeas alongside warm, made-to-order pita. Meanwhile, a Jospier charcoal grill imported from Barcelona turns out smoky tenderloin skewers with rice pilaf and filet of turbot with beet chermoula and Lebanese slaw.

"I was excited to have a blank slate," notes Rozansky, "so I looked around and didn't think anyone [in the area] was doing island wines and wines around volcanoes. We had some Corsican and Sardinian wines at the shop up in Oregon, and I thought cool wines like those would work." Pinyon's list reflects that instinct, featuring wines like Azienda Agricola Tornatore Etna Bianco from Sicily, Surrau Limizzani Vermentino di Gallura from Sardinia, Ca'n Verdura Viticultors Supernova Moll from Mallorca, and Makarounas En

Arhi from Cyprus. "I just wanted to see if they would play well with the cuisine. And it's been perfect," he continues.

What has surprised Rozansky most is the response from guests. When he pulled the first month's product mix, the top three wines were a Brunello, a Vermentino, and a Rioja—not what he would have predicted for a brand-new Scottsdale restaurant. And the evidence that guests were willing to venture from the predictable has only grown since: "The way people have dug the wine list has been very warm and endearing," he says. Case in point: Jeune Red, a younger-vine label from Lebanon's legendary Chateau Musar, offered by the glass. "I was told we're en route to be the number-one seller of Musar Jeune in the country," he says, pausing with a little amazement. "It shows we have something special here."

As Hi Noon continues to grow—Buck & Rider will soon open a Florida location—Rozansky remains focused on his mission of providing something special indeed. "I hope people see the time and energy that we put in everything we do," he says. "You can come into any of our restaurants and you're going to have a consistent and amazing experience from start to finish. It's the way we do hospitality—because every single guest is important to us." ■