

BAR SCHOOL

LIQUID LIVELY FUN

Affiliated with WINESCHOOL3,
the Caribbeans leading wine and spirits educator.



Who We Are & What We Do



Operational Design

- 1. Designed by bartenders for bartenders
- 2. Ergonomic design
- 3. Increase speed & flow of service
- 4. Brand & equipment procurement



Food & Beverage Design

- 1. Reduce costs
- 2. Increase speed of service
- 3. Innovate & excite
- 4. Improve customer experience



Training, Implementation & On-site Support

- 1. Plan, implement, monitor
- 2. Select, motivate & generate key players
- 3. Reduce staff turnover
- 4. Customer focused



On-going Support

- 1. Plan & structure for the future
- 2. Train & retrain
- 3. Update & reignite
- 4. Monitor customer satisfaction





Operational Design

Advise on the operational design, procurement, specification of equipment & ergonomics of bars. NB. Elements of this will need to be designed in line with f&b menus & once these have been signed off.

Under bar systems design & build

Shaker offer a turnkey solution for designing & building cost effective & highly efficient operational stainless steel barsystems, designed by bartenders for bartenders.

Equipment & product procurement

Shaker advice on the procurement of essential equipment, glassware & bartools required to fulfil the potential of the program & look at your current purchasing deals.



Beverage Design

Research, procure beverage offers across outlets.

Drink design

We propose to select & create a thought provoking & innovative drinks menu, incl; beers, wines & spirits, soft drinks, non-alcoholic cocktails, classic cocktails & signature cocktails.

We would also create the drinks recipes & lay out the written concepts for print, again working closely with you to execute the brand & standards throughout.



Consultancy

Staff Training & Development | What We Do

Training, Implementation & On-site support

Design an induction food & beverage training program that can be delivered resort-wide...To include modules that take care of compliance, service, knowledge, skill & delivery.

Support outlets with opening & implementation of service, standards & delivery for opening period.

Training program design

Our team works harmoniously with your management team to tailor your training program to the needs of the management, team & brand; we research, design, write, prepare, implement & maintain our client's in-house training manual.

Recruitment & auditions

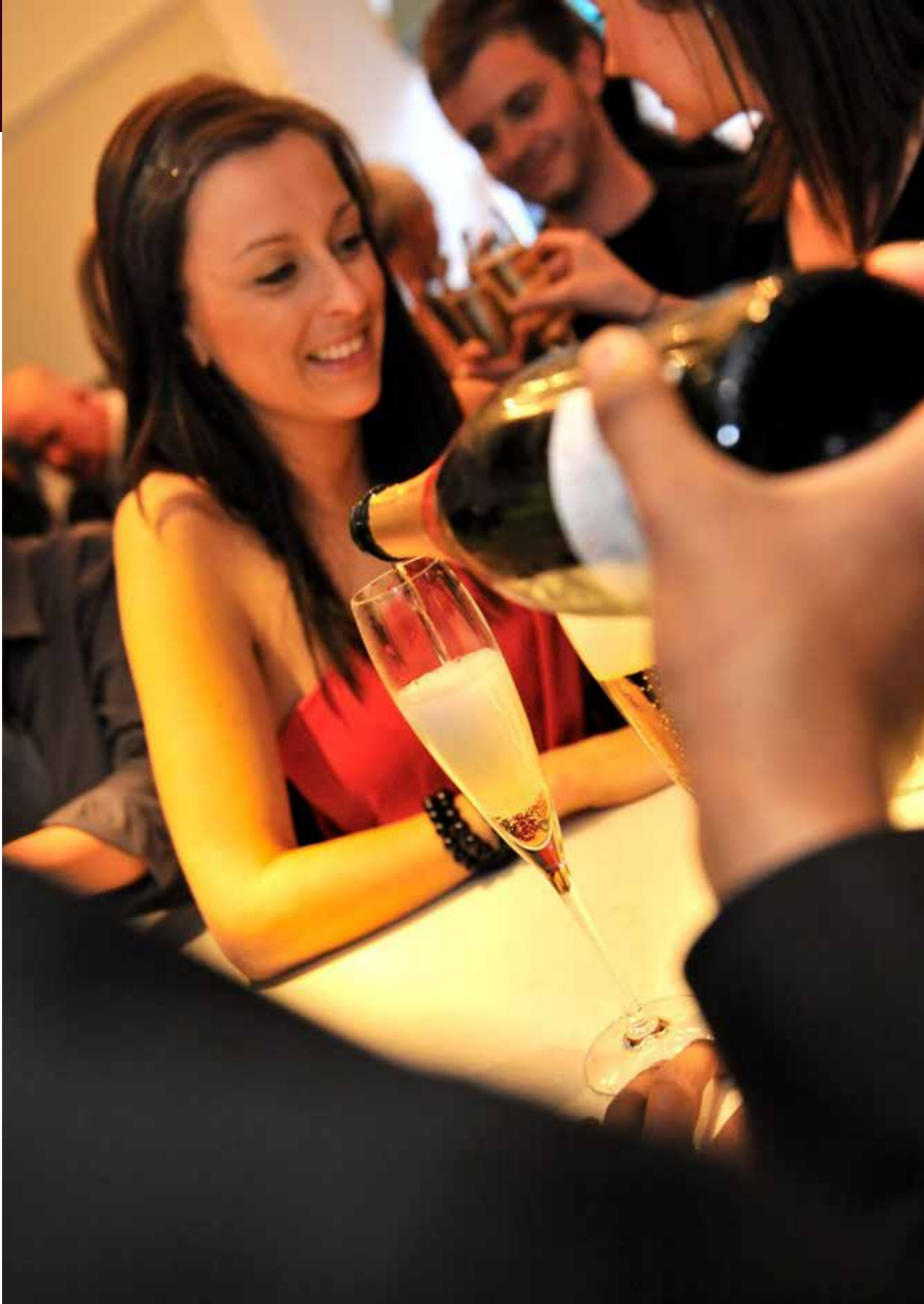
Having recruited & trained thousands of hospitality professionals, our Team have a keen eye for talent & our business has a network with a global reach. We propose to tap into this resource to find the best People for your operation. We also recommend conducting auditions As part of the selection process, which we are happy to host & assist With on-premise or at the Shaker BarSchool.

On-site support for pre & post opening

Shaker offer their full support for your team during the stressful stages of pre & post opening of your venue, to ensure that everyone is comfortable in their role & responsibilities.

Staff training & development

Whether your aim is to develop your current team or to train your new recruits, our programs are designed specifically to suit. We offer comprehensive development programs which incorporate a program designed for initial & on-going monitoring, training, & examinations.



On-going Support

Implement, maintain & build standards throughout f&b team

Staff turnover support

We work in a transient industry & staff turnover can be over 50% p.A. Shaker can ensure that service standards are maintained using a solid induction & trial process with new recruits.

Long term learning & development structure

Shaker will work with you to provide a full development process for your staff, from induction through to beverage management level training incl. WSET & train the trainer. This will motivates the team & reduce staff losses.

Menu reviewing & service standard auditing

Shaker, under your guidelines, can refresh menu's & review operational policies to ensure that you are always offering fresh ideas & efficient service.

We can run a mystery shop process to monitor the high quality of service & knowledge of your team.



Food Concepts

Monitoring & improving finance & cost control
Creating food concepts
Designing & installing kitchens & equipment
Waste saving strategies
Training kitchen & front-of-house staff

Example of past worked carried out

Creating brand new concepts for global hotel companies; devising waste saving strategy for corporate clients; evaluating restaurant/hotel opportunities for would-be purchasers; devising & implementing management systems; monitoring & improving finance & cost control; plotting future strategy for larger companies; writing tender documents for high profile opportunities; fund-raising for start-ups or business development; one-to-one start-up advice to new businesses; recruitment advice & strategy; coaching & advising michelin-starred chefs on business opportunities; training kitchen & front-of-house staff; designing & installing kitchens & equipment; fact finding, research & industry reports, liaising with media & pr partners; product development; critiquing cooking; menus & wine lists; writing copy for in-house & marketing material; successful exit strategies & business disposals.

Professional Bartender Courses

Not ready to commit to a full training & consultancy program? then take a look at the pre-packages courses we run through Shaker BarSchool. Shaker BarSchool is the world's leading bartender training academy, with over 15 years industry experience training some of the worlds top bartenders.



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Pre-Packaged Courses | Shaker BarSchool



International Bartenders Course

- World class customer service workshops
- Free-pouring techniques & accuracy
- Essential mixology techniques
- Competent knowledge of classic & contemporary cocktails
- In-depth product knowledge of spirits & liqueurs
- Speed of service



Advanced Bartenders Course

- Advanced free -pouring techniques & accuracy
- Advanced mixology techniques & practices
- In depth product knowledge & comparisons
- Extended range of cocktails
- Ability to start creating your own cocktail recipe-st-up



Molecular Mixology Course

- A practical understanding of the main molecular techniques including, spherification, foams & airs
- Knowledge of basic molecular ingredients & their safe use in molecular mixology
- Knowledge of how to implement practical molecular techniques into a working environment





Consultancy

Our Partners | Who We Are

The Business of Beverage

Our consultancy team, have an accumulative experience of over 100 years within the hospitality industry. A diverse group of people who have worked in various bar styles, both nationally & internationally. These including; 5 star hotels, private member cocktail bars, hi-volume branded bars & night clubs. Their experience also comes from the other side of the business whilst working with drink brands such as Diageo, Molson Coors, Maxxium, Inpspirit, Brown-Foreman, etc. Managing & owning bars have given the team a complete understanding of what is involved in getting a venue off the ground, maintaining its standards & delivering profit & long term goals.

The Business of Food

Our food consultant, is a dynamic & charismatic food professional with a career that has encompassed many of the aspects of the food business. From award winning chef, to acclaimed food writer, restaurateur & business consultant. Bringing in-depth F&B expertise to any project, & has a range of knowledge & clients from high street café to Michelin starred gastronomy.

Specialist Partners

We have spent the last few years, gathering tried & tested, individual & business specialists, that can assist in delivering a project from start to finish. These specialists include; acquisitioning, licensing, marketing & social media, interior designers, revenue management, recruitment & many others.



WIRSPA
West Indies Rum & Spirits
Producers' Association Inc.



GLOBAL BRANDS



Libbey



REVOLUTION
BARS GROUP LIMITED



GAS
STREET
SOCIAL



THINK EAT DRINK
2014
T.E.D
RESTAURANT



EDWARDIAN GROUP
LONDON



THE LAZY COW
STEAKHOUSE



SKY
GARDEN



BEAGLE



UKBG
UNITED KINGDOM
BARTENDERS' GUILD



DE KUYPER
ANNO 1695
ROYAL DISTILLERS



GENTING CASINO



Sterlings
MAC
HOTEL



PROFESSIONAL
STANDARD
TRAINING
COURSE
2013-2014
hg



Churchill
THE CHURCHILL BAR



CELLAR TRENDS



Ben's Canteen



THE
LOST & FOUND



Sabai Sabai
Thai Restaurant & Wine Bar



barrio
bars



braa
bar



LVMH
MOËT HENNESSY • LOUIS VUITTON



SHAKER
&
COMPANY



PIZZA
EXPRESS



the
restaurant
group plc



Resorts World
BIRMINGHAM



WSET
APPROVED
PROGRAMME PROVIDER



NIGHTJAR



WESTIN
HOTELS & RESORTS



bluewater



masala zone



Case Study: Resort World Birmingham

Type: Casino Group

Location: Birmingham

Multi-faceted f&b offering's within a brand new hotel casino complex
Bar design & equipment advisors
Complete drinks offering for each concept
Bartender & server training program design
Pre-opening & on-going support team



Case Study: Gas Street Social
Type: Independent Casual Dining & Drinking venue (owner operated by Shaker UK's MD)
Location: Mailbox -Birmingham

From creating a conceptual brand to realisation of our own £1m project
A brand concept designed, for expansion
Bar's operational design & project management
Recruitment workshops,
Pre/post training plan & implementation
Complete beverage concept design
On-going training & design retainer





EDWARDIAN GROUP
LONDON

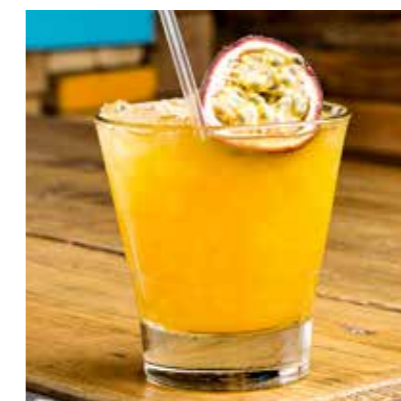


Case Study: Edwardian Group London
Type: Hotel Group
Location: Mainly London (14 sites)

Designed training modules as an extension to their existing training academy
Designed & Trained in a brand new menu offering that will work for all of their beverage outlets
Retainer Package, offering a monthly development training program

Location: Mayfair Hotel

Fast turnaround concept & delivery
Exclusive range of signature cocktails created & trained
High volume but 5 star delivery
On-going support & development program



Case Study: Barrio Bars
Type: Group Operator
Location: London

Cocktail menu re-engineering - "Increased speed of service by 30%"

Full training program design for 50+ bartenders

Improve gross margin across all cocktails - "Increased g.P. By 1% across the group & Reduced wastage by 20%"



Churchill
THE CHURCHILL BAR



Case Study: Churchill Bar
Type: 5* Hotel Group
Location: London

Underbar systems design
World class service training - "service with flair & finesse from bar to table"
Cigar matching
Photography & styling
"Gave the team the knowledge, passion & confidence to interact with their guests"



Case Study: Lost & Found
Type: National Group
Location: Birmingham

Bartender & server training program design
Cocktail menu design
Photography & styling
Equipment procurement





NIGHTJAR



Case Study: Nightjar
Type: Bar
Location: London

Training program & bar training
Beverage concept design
Cocktail menu design
Brand procurement
Photography & styling

masala zone



Case Study: Masala Zone -Soho
Type: Privately owned Restaurant Group
Location: London Area

Complete beverage concept design
Recruitment workshops,
Pre/post training plan & implementation
Procurement advice of essential stock & equipment
Retainer package, offering on-going consultancy & training support as & when required for the needs of the whole masala zone group



Why Shaker?

Internationally recognised bartender training academies & consultancy with local knowledge & a Global reach.

Official training providers of the United Kingdom Bartenders Guild

Training Modules Kite Marked by The Hospitality Guild

Wine & Spirit Education Trust Approved Program Provider

Be inspired & educated by some of the top bar trainers in the UK, with a combined experience of over 100 years in the bar industry.

Shaker BarSchools are the longest established & largest contemporary bar training company in the UK.

Shaker has inspired & educated 1000's of hospitality professionals since 2001, some of which have won national & international bartender competitions & are now working in some of the best bars on the planet – Savoy Hotel, Connaught Hotel, Nightjar, Match Group, Sandals Group, MGM Grand Vegas, Marriot Hotels, QM2 & many more.

2009 saw the global launch of Adam Freeth's Book – The Professional Bartending Guide.



UKBG
UNITED KINGDOM
BARTENDERS' GUILD

