

# 2007 Cocktail Classes and Seminars



## **The Introduction Series**

*The Introduction to Mixology Series can be customized to either commercial or consumer focuses. The commercial focus helps bars, restaurants and distributor sales people understand what is happening in today's cocktail market and how to adjust your business plan to successfully sell in this environment. The consumer focus is more entertaining and geared towards having fun with your friends, throwing great parties and satisfying a hobbyist's interest. Classes can be offered individually or as a certification series, awarding a hard copy certificate. Additional resources like books, DVDs, bar tools kits and consultation on bar design are also available for purchase.*

### **Introduction to Mixology, Part 1**

1.5 hrs – This class teaches the fundamentals of bartending and can be customized to the budding home mixologist or the novice commercial bartender. It covers: How to stock and organize your bar with essential products, tools and equipment; Basic techniques and the logic behind them; Cocktail history, culture and the modern resurgence; and Classic recipes and their contemporary riffs. This course can be offered as a onetime survey or as the first of a series that goes deeper into each aspect of Mixology.

### **Introduction to Mixology, Part 2**

1.5 hrs - This second level class looks closer at: How to taste and evaluate spirits; Modifiers and their roles; Garnishing, ice and glassware; Classic recipes and their contemporary riffs, part 2; and, From Bartender to Mixologist.

### **Introduction to Mixology, Part 3**

1.5 hrs – Going deeper: Cocktail personalities from Jerry Thomas to your local; Understanding your palate; Blind tasting the core spirits; Cocktail formulas; How to build and design cocktails.

### **Introduction to Mixology, Part 4**

1.5 hrs – Pulling it all together: a full session of hands-on cocktail making reviewing and employing all techniques, more classic recipes, contemporary recipes and spontaneous mixology.

## **The Cocktail Geek Series**

*The Cocktail Geek Series of Classes go in depth into each focused topic. They can be purchased and scheduled independently or combined into day long events. The Introduction to Mixology Series is recommended as a precursor for novices. Please consult an Ambassador for your customized courses.*

## **Spirits in Depth**

This course concept is very customizable. It can cover each spirit category in depth, offering each category as an independent class, a day-long seminar on all main categories, an elongated series of seminars or a shortened review.

## **Mix Like a Master**

Tools, technique and style give you the confidence to impress your friends, customers or boss. This course is all about hands-on mixology. Classics, formulas, the hottest new drinks and how to create drinks like a true mixologist.

## **History of the Cocktail**

Get all of the details in this thorough look at where we came from, where we are going and why. Includes a survey of all the best books, websites, blogs and cocktail columns for you to stay on top of the changes. You'll meet all of the significant characters, including some of the most influential bartenders and mixologists today. Special guest appearances by some of them can be arranged.

## **The Cocktail Trail**

Ever wonder how these spirits are made? What the culture is like that inspired a drink? How people enjoy cocktails around the world? We can customize vacation packages for you that include distillery tours, pub and nightlife tours and significant points of interest in our collective cocktail culture.

*Cocktail Ambassadors are educators and entertainers with passion, experience and personal appeal. Our cocktail professionals will enlighten, inspire and delight you, whether your needs are professional or personal, we can build a program that fits your needs. Please contact an Ambassador today at:*

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*Cheers!*