



Course Brochure

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Educating and inspiring the bar professionals of tomorrow

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Our Mission

To offer unrivalled practical and theoretical bartender training and educational courses for the hospitality industry. Our mission is to evolve our courses amid the ever-changing climates of the industry and provide an environment which endorses that advancement.



Shaker BarSchools®

London Midlands Cape Town Jo'Burg

Est. in 2001, the Shaker BarSchools® are some of the world's leading training academies dedicated to providing bartending, cocktail and hospitality training courses.

Our training academies offer a definitive range of accredited and vocational hospitality courses from cocktail master classes to professional and advanced bartender courses offering a turnkey training solution for hospitality businesses and individuals.

London BarSchool®

Located near Euston station and Warren Street, Shaker&Company is home to the Shaker BarSchool London.

International BarSchool®

Take a look at some of our other BarSchools around the world.

Midlands BarSchool®

Located in a convenient and accessible prime position, we are in Redditch, close to junction 3a of the M42 allowing easy access to all major motorways, train stations and Birmingham International Airport.

- 🔗 Shaker&Company is a fully operational cocktail bar by night, so you get to train in a real work environment during the day.
- 🔗 Shaker Bar - 10 metre demonstration bar, six integrated bartender stations, audio and visual presentation equipment, 50" plasma screen, ipod docking station and wi-fi.
- 🔗 Over 500 spirits and liqueurs to sample and experiment with.
- 🔗 For more info on the London BarSchool visit www.shaker-uk.com
- 🔗 For more info on the Cape Town & Jo'Burg BarSchool visit www.shaker.co.za

- 🔗 The Orangery and The Old Rectory House Hotel is a fully operational cocktail bar and restaurant with the availability of 10 hotel rooms and additional conference rooms.



Why Shaker BarSchool®?

We realise that spending money is a big deal, don't take it lightly! Come and see Shaker in action; Book an appointment to visit our BarSchools and meet our instructors.



“ I spent just over 3 weeks at the Birmingham BarSchool doing an IBC, ABC and MM. I've got to say it was probably one of the best times of my life. Doing the courses gave me the knowledge and confidence to get a job for an upmarket bar in South China”

Former Student

We are very proud of our bartending schools and know you will be impressed with our facilities and the professionalism of our team, just to make sure, visit some other training academies and see what they have to offer you. Get the bigger picture to make sure you pick the best course and bar school for you!

Why you should?

- 🕒 Gain confidence with hands on and theoretical experience in a real bar scenario.
- 🕒 Boost your employability.
- 🕒 Travel the world with your qualifications.
- 🕒 Experience and qualifications = Great job + top rate wages + amazing tips!
- 🕒 Learn an employable skill during your gap year.
- 🕒 Learn the fine art of mixology.
- 🕒 Gain the knowledge required to work in some of the best bars around the world.

Why your staff should?

- 🕒 To suit your bar, cocktail menu and staff needs.
- 🕒 Training will consistently boost and uphold your service standards.
- 🕒 Training staff effectively increases retention and decreases staff turnover.
- 🕒 Improving your customer service will increase your repeat business and profitability.
- 🕒 Training your staff will help place your business head and shoulders above your competitors.
- 🕒 Inspire and educate your team and ignite a passion for professionalism behind your bar.
- 🕒 Shaker also offer a bespoke consultancy training service, designed specifically to suit your bar, cocktail menu and staff needs – to find out more call 01527 521331 or email caroline@shaker-uk.com

Why Shaker?

- 🕒 Be inspired and educated by some of the top bar trainers in the UK, with a combined experience of over 50 years in the bar industry.
- 🕒 Our training academies offer a definitive range of accredited and vocational hospitality courses, internationally recognised throughout the bar industry.
- 🕒 Shaker BarSchools offer world class training environments enriched with state of the art equipment, professional bar stations, over 500 spirits and liqueurs, and an extensive library.
- 🕒 With thousands of graduates since 2001, Shaker BarSchools are the longest established and largest contemporary bar training company in the UK.
- 🕒 We also offer an international job placement service for employees and recruiters.





the courses



Introduction to Cocktails 1 Day Course

Course Times:

5 hours/1 day (Saturdays)

Course Type:

Suitable for trade and consumer

Suitable for:

Designed for the beginner and cocktail enthusiast.

Course Weight:

10% Theory/90% Practical

Examination:

None

Certification:

E-Certificate of attendance

Course Overview:

An exciting introduction to the world of cocktails, providing a practical foundation in the mechanics of mixology and cocktail preparation at work and home. You learn methods of cocktail preparation, building a drink, stirring, shaking, layering, muddling, straining, smashing...oh and drinking. You will prepare and make a range of classic and contemporary cocktails including: Collins, Sours, Mojitos, Martinis etc. A fun afternoon for everyone involved.

International Bartenders Course (IBC)

5 Day Course

Course Times: 40 hours Monday – Friday
Course Type: Suitable for trade and consumer
Suitable for: Designed for those who work in or wish to gain employment in the hospitality industry inc; Cocktail bars, restaurants, hotels and cruise ships in the UK or internationally
Course Weight: 25% Theory/75% Practical
Examinations: Theoretical Exam, Practical Exam and Free-Pouring Accuracy Test
Certification: IBC and Free-Pouring certified by Shaker BarSchool®

Course Overview: The IBC is our most popular bartending course, with thousands of bartenders from around the globe graduating since 2001. The course involves an intense week of bartender training for both the beginner and developing bartender, building on bartending and practical cocktail skills to become a competent professional cocktail bartender.



Introduction

The History of Bartending
The Professional Bartender
Job Description

Module One (the customer)

Reading your clientele
Customer Service
The Customer Journey
Handling Complaints
10 Commandments of Complaint Handling

Module Two (the products)

Product Knowledge Part I
Beers, Styles Of Ale, Wine And Champagne,
Styles Of Wine, Wine Glasses, Wine Serving
Temperatures, Opening And Serving Wine,

Product Knowledge Part 2
Spirits, Spirit Production, The Tasting Wheel,
Grain Distillates, Vodka, Gin, Whisk(e)y, Plant
Distillates, Rum, Rum Styles, Cachaça,
Tequila And Mezcal, Tequila Styles, Mezcal
Production, Fruit Distillates, Brandy, Cognac,
Aromatised Wines, Bitters, Liqueurs

Module Three (the bar environment)

Station Structure
Glassware
Glassware Styles
Garnish Preparation
Bar Preparation/Keep
Tools of the Trade

Module Four the mechanics of bartending

Pouring – Free pouring
Cocktail Methodology
Build and Stir
Shake and Strain
Fine Strain, Muddling and Blending
Layering

Module Five cocktails and mixology

Cocktail History
The Structure of the Cocktail

Cocktail Categories Explained
Bloody Mary, Pina Colada, Collins, Sours,
Mules, Daiquiris, Margarita, Mai Tai, The
Martini, Fruit Martinis, Cosmopolitan,
Espresso Martini, French Martini,
Caipirinhas, Mint Julep, Mojitos, Manhattan,
Old Fashioned, Plus many more

Each student will:

- Receive Intensive hands-on, practical and theoretical instruction from some of the best in the business.
- Take home a Shaker Bartender Bible (150+ page training manual plus additional handouts).
- Experiment with 100's of Spirits and Liqueurs.
- Learn THE classic and contemporary cocktails for the modern bar scene and the foundations of 100's of cocktails and mixed drinks.
- Obtain Shaker BarSchool® Accredited IBC and Free-Pouring Certificates.
- Written, Practical and Free-pour Examinations.
- Certification from one of the leading bartending schools in the industry.

Add the WSET Level 1 Spirits qualification to your IBC course and get FREE UKBG membership.
For more information and pricing visit the website.





Advanced Bartenders Course 5 Day Course

Course Times: 40 hours Monday –Friday
Course Type: Trade Course
Suitable for: For those who currently work in the hospitality industry and wish to take their experience, product and cocktail knowledge to an advanced level.
Course Weight: 30% theory/70% practical
Examinations: Theoretical Exam, Practical Exam and Free-Pouring Accuracy Test
Certification: ABC and advanced free-pouring certified by Shaker BarSchool®

Course Overview: This course is a natural progression from our International Bartenders Course or for those with a minimum of one year cocktail bartending. The ABC is an intensive 5 day program covering; advanced bartending skills and techniques, in-depth product knowledge including; white spirits, dark spirits and whiskey; in-depth history and production methods; over 80 brand comparisons, tasting and demonstrations. The ABC is completed with an advanced mixology session covering classic and contemporary drinks categories, modern twists and competition winning recipes and an insight to molecular mixology.



Molecular Mixology Course 1 Day Course

Course Times: 1 Day
Course Type: Suitable for trade and consumer
Suitable for: No experience necessary, designed for those wishing to explore cutting edge drink preparation and mixology.
Certification: Molecular Mixology Course, certified by Shaker BarSchool®

Course Overview: The UK's first course covering the applications of molecular mixology for practical use in a bar environment. This course covers the techniques used in cutting edge luxury cocktails and the practical applications of science in the bar. Learn the techniques to make flavoured caviar, light and heavy foams, jellies and explore some forgotten classic drinks categories, modern twists and competition winning recipes.





Approved Course Provider (ACP)

Shaker BarSchool® provides individuals and businesses with world class training programs and an internationally recognised brand within the hospitality industry. Becoming a Shaker ACP, has minimal start-up costs, that can be recouped within the first few training courses that you deliver.

The Shaker BarSchool® operates world class bartender training academies and a definitive range of accredited vocational hospitality courses from Introduction to cocktail courses to International, Advanced, Molecular and Train the Trainer Courses.

Becoming a Shaker BarSchool® Approved Course Provider (ACP) offers;

- 🔗 Complete course training materials, examinations and certifications that are supported by accreditation from the Wine and Spirit Education Trust, United Kingdom Bartenders Guild and Quality-marked by the Hospitality Guild.
- 🔗 Access to a network of bartending schools
- 🔗 Support from a globally recognised bartender training brand
- 🔗 Shaker BarSchool® Approved Course Provider Operators Handbook



On-Board Cocktail Yatch Crew Training 3 Day Course

Course Times:	Flexible - minimum 3 day course
Course Type:	Suitable for Interior Crew
Suitable for:	Beginner and intermediate bartenders
Course Weight:	25% Theory/75% Practical
Examinations:	Written and practical dependant on requirement
Certification:	Certified by Shaker BarSchool®

Course Overview: A tailored in-depth spirit and cocktail program designed specifically for the needs of your interior crew. A consultant from the globally renowned Shaker BarSchool will work with the chief stewardess/captain to design a unique and exciting spirit and cocktail menu taking into consideration the needs/preferences of your guests and owners. Your consultant will also take into account any specific team aims you have highlighted for improvement so that you can be satisfied that your crew will come out of the programme with confidence, consistency and a real passion for cocktails.

ANTIBES • PALMA • VIAREGGIO
bluewater





the Course Packages

Shaker are pleased to offer discounted course package prices when 2 or more courses are booked at the same time and are taken within a 6 month period.

Silver Package

International Bartenders Course and Advanced Bartenders Course

Gold Package

International Bartenders course, Advanced Bartenders Course and Molecular Mixology

Master Bartenders Package


International Bartenders course, Advanced Bartenders Course, Molecular Mixology and Introduction to Flair Bartending

All courses require a good level of English
Students must be over 18

Visit the website for up to date package prices

To Book Call – 01527 521331
Visit - www.shaker-uk.com





In-house Training and Consultancy
Our work ranges from bespoke training programs, menu development and implementation for corporate and private clients in the hospitality industry.

“Moët Hennessy UK have been delighted to work along side Shaker UK in recent years. As the leading luxury drinks company, we wish to be associated with the finest trainers of bar personnel in the business. Having attended a course myself, I have experienced first hand the level of skill, passion, and expertise Shaker has to offer, and fully endorse their commitment to improving the overall level of drinks knowledge within the industry.”

Regional Sales Manager

www.barconsultancy.com

Shaker offer a bar training and consultancy solution to businesses in the hospitality industry from small independent restaurants and bars to groups, hotels and international brands.

Training Manual Formulation

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

Staff Training and 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 and on-going monitoring, training, and examinations.

Menu and Drinks Development

We pride ourselves in developing a thought provoking, mouth watering, marketable and practical drinks menu for all our clients. Our experience and library of research and resources allows us to design drinks and menus to suit almost all environments, taking a practical profit minded approach to cocktail and menu design.

Shaker Consultancy Services

- 🔗 Bespoke Hospitality and Service Training
- 🔗 Program Design and Implementation
- 🔗 Range of Bartender Training Programs
- 🔗 Cocktail Design & Styling
- 🔗 Drink Menu Design
- 🔗 Tasting Workshops and Forums
- 🔗 Spirit and Brand Master classes
- 🔗 Brand Demonstrations and Seminars
- 🔗 Cocktail and Brand Photography
- 🔗 Shaker Venue Hire





Shaker Clients

Moët Hennessey - Inspiring creativity
Diageo Reserve Brands – Exquisite Taste Program
St Lucia Distillers
British American Tobacco
Hyatt Regency , The Churchill Bar
Bacardi Brown-Forman
Pernod Ricard
Westin Hotels, Dubai
Shloer Soft Drinks
Birmingham College of Food

Hotel Catering Academy
Barrio Bars, London
FairCities (LSC, Government)
Abode Hotels
Hotel du Vin
The Kenilworth Hotel
Modis Vivendi
The Nightjar
Asoka - SA
Crowne Plaza Hotels
Blewater



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Visit the website
for prices & new
courses

www.shaker-uk.com



@ShakerBarSchool



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Shaker®
B a r S c h o o l