

Shaker[®]
c o n s u l t a n c y



Creating & Delivering World Class Food & Beverage Concepts



Talented, Creative & Diverse

Adam Freeth



Adam formed Shaker as part of a BA & MSc in Business Management & Entrepreneurship coupled with his bartending exploits throughout the UK & Europe. Having tended bar for the rich & famous, Adam has also appeared on TV as an authority on drinks & appeared in national & international trade press. Adam has been responsible for designing hundreds of training programs & training over 10,000 bartenders since 2001 and has taken the Shaker brand globally, from Hong Kong to Cape Town & St Lucia. 2009 also sees the global launch of Adam's book titled Professional Bartending, now in its 2nd Edition & sold globally.

William Musgrave



William is a passionate bar trainer & consultant. His experience has taken him from managing event bars for prestigious venues such as The National History Museum and Kensington Palace, to designing and leading training courses for Marriott Europe, Chivas Brothers and other international spirit brands. As a trainer William has been involved in writing & executing various national programs for Hilton Hotels and Royal Ascot. William is passionate about people and teaching the educational side of bartending with style, knowledge and creativity; he creates a fun learning environment and uses his interest in history, literature and science to design imaginative and informative classes.

Marian Beke



Marian started from the very beginning helping in night clubs slowly progressing as Barback within the bar...and proudly a graduate of the Shaker BarSchool. Montgomery place - one of first speak easy style in London (best UK bar by class magazine), Artesian bar - Langham hotel (world number 1 bar on several occasions), Purl bar - molecular style of cocktails. Working with Shaker to open the Nightjar bar as bar manager for past 5 years (numbers 2-3 in world best 50 bars) and finally opening his own bar 2 year ago in old street called the Gibson which has been rated in first year as best European bar and number 6 bar in top 50 world bars. Marian has been consulting and guest bartending for over 10 years all over the world visiting and working in Russia, Japan, Korea, China, USA, Canada, Thailand, Indonesia, Singapore, Australia and all over Europe. Carried Luxury hotel consultancy with Marriott Asia, Four Seasons, Ritz-Carlton Asia, Shangri-La.

Who We Are & What We Do

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

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



Beverage Design

Research, procure beverage offers across outlets

We propose to select & create a thought provoking & innovative drinks menu

Including beers, wines & spirits, soft drinks, non-alcoholic cocktails, classic cocktails & signature cocktails

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

“The cocktail is a stimulating liquor composed of spirits of any kind, sugar, water, and bitters - it is vulgarly called a Bittered Sling and is supposed to be an excellent electioneering potion; inasmuch as it renders the heart stout and bold, at the same time that it fuddles the head. It is said, also to be of great use to a candidate: because, a person having swallowed a glass of it, is ready to swallow anything else.”

- Balance and Columbian Repository (1806)





Training, Implementation & On-Site Support

Design an induction 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

I never teach my students, I only attempt to provide the conditions in which they can learn."

- Albert Einstein

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 motivate the team & reduce staff losses

Menu Reviewing & Service Standard Auditing

Shaker, under your guidelines, can refresh menus & 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

“Tell me and I forget. Teach me and I remember. Involve me and I learn.”

- Benjamin Franklin





Operational Design

We advise on:

1. The operational and aesthetic design
2. The procurement and specification of equipment
3. The ergonomics and structural layout of bars & bar units
4. 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

*“We shape our buildings; thereafter they shape us.”
- Winston Churchill*

WHY SHAKER?

A FEW REASONS REASONS TO CHOOSE US!

Reputation

Our reputation for world class bartender training precedes us and the proof is in the pudding – the reputation we have built since 2001 is unsurpassed within hospitality for high quality training and providing both seasoned and new bartenders with the skills, knowledge and experience required to excel at the highest level.

Quality Assured

The quality of our training programs are endorsed by our partnerships and accreditation by some of the leading industry bodies including being the official training providers for the United Kingdom Bartenders Guild, established in 1933. Shaker are also accredited by the Wine and Spirit Education Trust and are quality marked by the Hospitality Guild collectively establishing Shaker BarSchools as the most quality assured bartender training program on the planet.

Bartender/Tutor Ratio

We have a 1-8 ratio of students to trainer policy. Our focus is on YOU and developing your skills and not on how many people we can cram into a room, this means we can spend more one on one time with each person to advance their knowledge, hone their skills and experience.

Experience

Our team have a combined experience of over 100 years of operational and bartending experience. Our consultants must have a minimum of 5 years, with most of them having more than 10 years' experience behind bars before they are even considered to work in our team. Each trainer then goes through a rigorous 6 months of training followed by assessment and practical trainer examinations before we let them loose on you...so only the most experienced trainers make the cut...think of Top Gun for bartender trainers.

“Service is delivering on your promise. Hospitality is making people feel good while you’re delivering on that promise.”

- Danny Meyer





Knowledge

We have a team of competition crusaders, mixology maestros, flair fanatics, geeky gastronomes and some walking encyclopaedias of the bartender community...the difference is our ability and passion for sharing this knowledge with YOU and your team. We care more about what knowledge you leave with than how much we know and share this with vigour and enthusiasm.

Research

Our research combines over 20 years of research, 100 years of experience, three degrees, a master's degree and the publishing of a book. Our research into the optimal content, delivery and training methods for the transfer of knowledge and skills go far deeper than simply knowing how to make cocktails.

Philosophy

Our mission is to offer unrivalled practical and theoretical bartender training and educational courses for the hospitality industry. Our mission is to evolve our skills amid the ever-changing climates of the industry and provide an environment which endorses that advancement. Shaker aims to contribute to the growth of professional bartending by educating and inspiring the professional bartenders of tomorrow and promoting the advancement of professionalism and bartending as a profession.

Environment

We continually invest in the most cutting edge equipment, stock the leading brands and produce quality training materials in our pursuit to develop world class training programs.

“Learn as though you would never be able to master it; hold it as though you would be in fear of losing it.”

– Confucius





Professional Bartender Courses

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





Case Study: The Orangery
Type: Independent Hotel Dining & Drinking venue (owner operated by Shaker UK's MD)
Location: Worcestershire

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





NIGHTJAR



Case Study: Nightjar Type: Bar
Location: London

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



Case Study: Marriott Hotels Type: Marriott Europe
Location: London, Paris, Munich, Venice, Hamburg, Ibiza

Full Bar Manual & Training Program Design
“Hero Serve” Menu Design
On-Going Support & Development
Equipment Procurement



Case Study : MY Phoenix2
Type: Super Yacht
Location: Lurssen Dockyard, Bremen

Seasonal cocktail menu creation
Full professional training program design for 10 x interior crew
Full classic cocktail training
Spirits Knowledge
Advanced spirit knowledge
World Class service & Etiquette



Case Study: MY Rahal (Crown Prince of Bahrain)
Type: Super Yacht Location: Antibes

Menu re-engineering - "Increased speed of service by 30%"
Full training program design for 6 interior crew
Full classic cocktail training
Advanced spirit knowledge training and WSET level 1

BEEFEATER
LONDON



Chivas Brothers
Pernod Ricard

**THE
GLENLIVET**



Case Study: Chivas Brothers
Location: London, Scotland

Type: National Group

Brand Development & Cocktail Training Program D
Guided Practical Workshops
On-Going Support & Development
Equipment Procurement





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





barrio
bars



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 GP. By 1% across the group & Reduced wastage by 20%”

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





Case Study: Edwardian Group London
Type: Hotel Group
Location: Mayfair London

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

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



Case Study: Gas Street Social
Type: Independent Casual Dining & Drinking venue
Location: Mailbox -Birmingham

From creating a conceptual brand to realisation of our own £1m project
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





Case Study: Resort World Birmingham

Type: Casino Group

Location: Birmingham

Multi-faceted F&B offerings 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

Shaker Consultancy
Phone: 01527 521331
<http://www.shaker-uk.com>



Shaker BarSchool
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Phone: 0121 643 0362
<https://www.gasstreetsocial.co.uk>



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Phone: 01527 523000
<https://www.oldrectoryhouse.co.uk>



“The only limit to our realisation of tomorrow will be our doubts of today.”

- Franklin D. Roosevelt





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