



Shaker[®] BarSchool[®]



coursesdatesandbookingform

2007

Shaker BarSchool[®] Birmingham

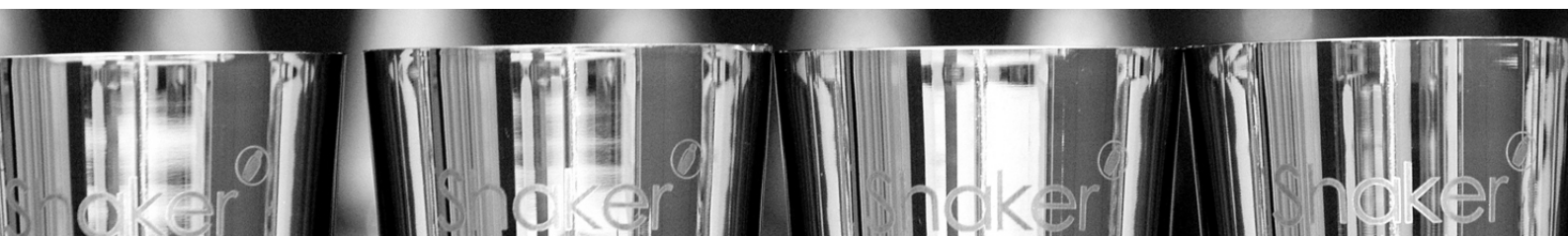
Jubilee Centre
130 Pershore Street
Birmingham
West Midlands
B5 6ND

Shaker BarSchool[®] London

Holywell Centre
1 Phipp Street
Shoreditch
London
EC2A 4PS

Shaker BarSchool[®] Cape Town

19 Dorp Street
Cape Town
South Africa
8001





The Shaker[®] Team

The Shaker team has a combined experience of over 50 years, with some of the industries leading trainers. Shaker people are passionate about all things bar related. Meet the team...

Jamie Stephenson

"officially the best cocktail maker in the universe" by Polly Vernon in the Observer

Jamie is one of the hottest properties in bartending today, described as a "cocktail guru" by CLASS magazine; with over 10 years as a bartender Mr Stephenson is at the very pinnacle of the bar world, most recently Jamie swept the board at the Drinks International Competition winning 5 trophies out of 6. An IBA World Bartending Champion, Jamie has also scooped awards from all the major industry publications for the last 5 years being awarded CLASS Mixologist of the Year, Theme Magazine Bartender of the Year, FLVR Bartender of the Year, and CLASS Champion of Champions. Noted for his excellent product knowledge and creativity in his drinks. Jamie heads up the Shaker BarSchools, educating and inspiring the bartenders of tomorrow.



Anil Sabharwal

Anil was pivotal in setting up the Shaker BarSchool and FlairSchool in the UK and has trained more than 2000 budding bartenders since 2001. As a competition bartender he has been a finalist many times including, Winning TGI Fridays Birmingham Flair, Roadhouse World Flair Finalist on several occasions, Northern Flair League Champion (2004) and National Bartenders Challenge (2000), which he won. His flair training has taken him worldwide. He is currently ranked amongst the best flair bartenders on the planet. A real bartenders bartender, you will rarely see Anil not working a shift or flairing. Anil now oversees all operations in Cape Town and is available for International training.



Myles Cunliffe

Myles is a Drinks Mogul, seven years working in a multitude of different venues from Babington House, Blanch House and Fifth Floor to event work for some of the countries top agencies, his vast knowledge of all things wet surpasses most in the industry. In 2004 Myles gained 3rd place in the UK's largest mixology competition and graduated with a HND in Wine studies at Brighton University.

Myles has been with Shaker for 2 years and heads up the London BarSchool, he is currently studying for the WSET Diploma and working as a brand ambassador.



Zack Foley

Zack joined the Shaker team in 2005 as a bartender from Las Iguanas. His passion, commitment and enthusiasm for his craft accelerated him to become Event Manager. With over 200 events under his belt and having managed some of the most exciting events throughout the country he runs the operations for Shaker UK.

Under the stewardship of Jamie Stephenson, Zack is also involved in training and consultancy imparting his wealth of knowledge and experience to bartenders around the UK.



Simon Clarke

In 2005 Simon joined the Shaker team as a bartender from Type3, having graced the wood of award winning bars Ocean & Collins, Zinc Bar & Grill, Digress and 52Degrees North. As a bartender in Birmingham Mr Clarke is at the top of his game, placing 1st in the following comps; Havana Club 2005, Wokka Saki, Spirit of Birmingham, Johnnie Walker 2006, including placing in the Bacardi and Belvedere mixology comps in 2006. Simon is one of the hottest bartenders in Birmingham with bags of energy and enthusiasm for his craft this has accelerated him through to become a Shaker Trainer.

Under the stewardship of Myles and Jamie, Simon is also involved in training and consultancy imparting his experience, knowledge and energy to bartenders around the UK.





The Shaker[®] BarSchool[®]

Shaker BarSchool[®] operates three training academies – **Birmingham, London and Cape Town**
Established in 2001, the Shaker BarSchools[®] are the UK's leading bartending schools dedicated to providing bartending, cocktail and flair related training courses.

International Bartenders Course (IBC)

The IBC is our most popular course and involves an intense week of training for both the beginner and the developing bartender.

Module One (the customer) – Day One

- Customer Service
- Customer Service. The Shaker Way
- Impeccable Service
- The Service Process
- Reading the Clientele
- Teamwork & Interaction
- Complaint Handling
- Conceptualisation



Module Two (the bar environment) – Day One

- Station Structure
- Bar Preparation/Keep
- Bar Close/Breakdown Procedures
- Glassware, Styles and Brands
- Tools of the Trade
- Garnishes and Presentation Parts I & II
- Bar Preparation/Keep
- Licensing Laws and Weights and Measures
- Free-pouring Techniques and Accuracy



Module Three (the products) – Day Two

- Product Knowledge Parts I & II
- Draught Beers and Lagers
- Wine and Champagne
- Spirit & Liqueurs
- The Bartender as a Salesperson
- Subtle Sales Techniques



Module Four (the mechanics of bartending) – Day Two

- Tricks of the Trade
- The Simple Serves
- The Basics
- The Highballs
- Long Drinks and the Vodka Tree

Module Five (cocktails and mixology) – Day Three, Four, Five

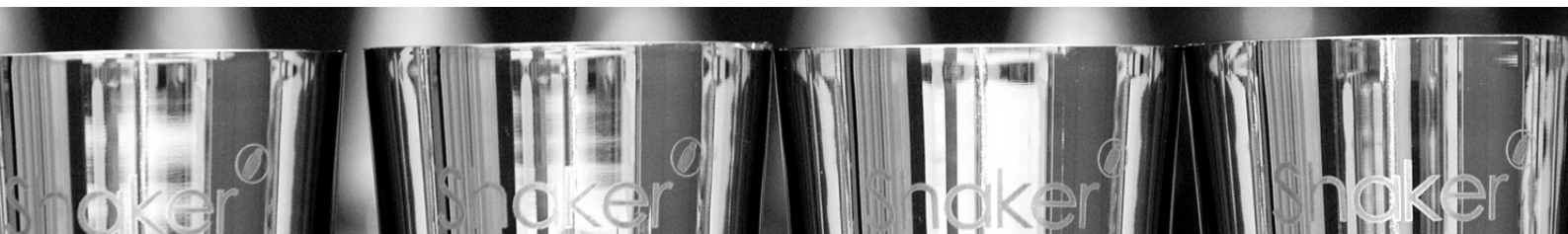
- What is a cocktail?
- Structure of the Cocktail
- Shaker Menu Part I
- Shaker Menu Part II
- Pousse Café's/Shooters



Written, Practical and Free-pouring Revision & Exams – Day Five

Each student receives:

- ☛ Intensive hands-on, practical and theoretical instruction.
- ☛ IBC Manual (Returned on completion).
- ☛ Shaker Bartender Bibles (100+ pages of informative handouts)
- ☛ Experiment with over 250 Spirits and Liqueurs.
- ☛ Learn THE classic and contemporary cocktails for the modern bar scene.
- ☛ Shaker BarSchool[®] Accredited IBC and Free-Pouring Certificates.
- ☛ Written, Practical and Free-pour Examinations.



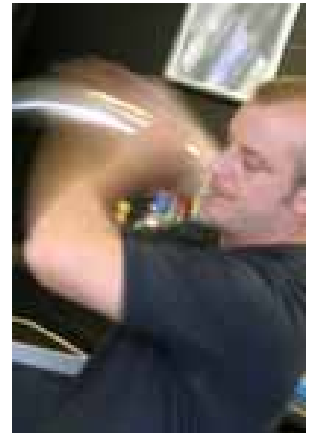


The Shaker[®] BarSchool[®] Courses

The Shaker BarSchool[®] is pleased to offer regular courses to both trade and consumer. Dates and timetables are published further on.

Introduction to Cocktails – 1 DAY COURSE

Course Duration: 5 hours/1 day (Saturdays, Tuesdays) 1.00pm – 6.00pm
Course Locations: Birmingham and London
Course Requirements: Good English
Trade or Consumer Course? Suitable for trade and consumer
Course Weight: 20% Theory/80% Practical
Examination: None
Certification: None
Cost: Birmingham BarSchool - £125.00 London BarSchool - £149.00
Course Overview: This course offers an introduction to the world of cocktails and explores its roots from 1806 to 2006, introducing 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 and smashing...oh and drinking. A fun afternoon for everyone involved.



International Bartenders Course (IBC) – 5 DAY COURSE

Course Duration: 40 hours/5 days (Monday – Friday) 10.30am – 6.30pm
Course Locations: Birmingham and London
Course Requirements: Good English, new or developing bartender, minimum 18 yrs
Trade or Consumer Course? Trade Course
Course Weight: 25% Theory/75% Practical
Examinations: Theoretical Exam, Practical Exam and Free-Pouring Accuracy Test
Certification: IBC and Free-Pouring certified by Shaker[®]
Cost: Birmingham BarSchool - £499.00 London BarSchool - £599.00
Course Overview: A course for the beginner or developing bartender, the course starts with theoretical modules inc. Customer service and sales and then takes delegates through the practical mechanics of bartending such as bar preparation/keep, garnishes and presentation, product knowledge, spirits and liqueurs, free pouring accuracy, mixology/classic and contemporary drink preparation.

Shaker Pro Bartenders Kit: *Add a Pro Bartending Kit to your booking for only £60.00!*



Advanced Bartenders Course – 5 DAY COURSE

Course duration: 35 hours/5 days (Monday – Friday) 10.30am – 5.00pm
Course locations: Birmingham and London
Course requirements: Shaker BarSchool IBC or Equivalent, minimum 18 yrs
Trade or Consumer Course? Trade Course
Course weight: 30% theory/70% practical
Examinations: Theoretical Exam, Practical Exam and Free-Pouring Accuracy Test
Examination Retake: £50.00 for retake of part or all examinations
Certification: ABC and advanced free-pouring certified by Shaker[®]
Cost: Birmingham BarSchool - £549.00 London BarSchool - £699.00
Package Cost: (inc IBC course) Birmingham BarSchool - £849.00 London BarSchool - £1099.00
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 a five day intensive program covering; advanced bartending skills and techniques, in-depth product knowledge including; white spirits, dark spirits and whiskey; areas will cover 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.



PRICES INCLUDE vat @ 17.5%

TO BOOK CALL – 08707 202 877





The Shaker^o Course Dates

Individual Course Dates:

ITC INTRODUCTION TO COCKTAILS 1 DAY (5 Hours)	IBC INTERNATIONAL BARTENDERS COURSE 5 DAYS (40 Hours)	ABC ADVANCED BARTENDERS COURSE 5 DAYS (35 Hours)
BIRMINGHAM (£125.00) Sat 20 th Jan 2007 Tues 6 th Feb 2007 Sat 17 th Feb 2007 Sat 10 th March 2007 Sat 21 st April 2007 Sat 12 th May 2007 Sat 14 th July 2007 Sat 15 th Sept 2007 Sat 17 th Nov 2007	BIRMINGHAM (£499.00) 19-23 rd Feb 2007 23-27 th April 2007 14-18 th May 2007 16-20 th July 2007 13-17 th Aug 2007 17-21 st Sept 2007 15-19 th Oct 2007 19-23 rd Nov 2007	BIRMINGHAM (£549.00) 12-16 th March 2007 20-24 th Aug 2007
LONDON (£149.00) Sat 13 th Jan 2007 Tues 30 th Jan 2007 Sat 3 rd Feb 2007 Sat 17 th Feb 2007 Sat 3 rd March 2007 Sat 31 st March 2007 Sat 12 th May 2007 Sat 9 th June 2007 Sat 30 th June 2007 Sat 4 th Aug 2007 Sat 1 st Sept 2007 Sat 29 th Sept 2007 Sat 3 rd Nov 2007 Sat 1 st Dec 2007	LONDON (£599.00) 5-9 th Feb 2007 5-9 th March 2007 2-6 th April 2007 14-18 th May 2007 11-15 th June 2007 2-6 th July 2007 6-10 th Aug 2007 3-7 th Sept 2007 1-5 th Oct 2007 5-9 th Nov 2007 3-7 th Dec 2007	LONDON (£699.00) 12 th – 16 th Feb 2007 18-22 nd June 2007 8-12 th Oct 2007

For bookings in Cape Town visit www.shaker.co.za

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. Please see selection of offers below:

Silver Package

International Bartenders Course and Advanced Bartenders Course (**SAVE** £199.00)
Birmingham - £849.00 London - £1,099.00

Gold Package

Intro to Cocktails, International Bartender and Advanced Courses (**SAVE** £224.00 - £248.00)
Birmingham - £949.00 London - £1,199.00

Flair Package

International Bartenders Course and Intermediate Flair Course (**SAVE** £49.00)
Birmingham - £799.00 London - £899.00

Welcome packs are posted 14 days prior to attending a course

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The Shaker[®] FlairSchool™ Courses

Shaker FlairSchool is an open play area for flair bartenders, or those learning, with 'bounce mats' covering the entire area for practice and courses.

Introduction to Flair Bartending – 1 DAY COURSE

Course Duration: 4 hour course/FURTHER DATES CAN BE ARRANGED/4.00pm – 8.00pm
Course Locations: Birmingham and London
Course Weight: 99.9% Practical
Examination: None
Certification: None
Cost: Birmingham BarSchool - £115.00 London BarSchool - £115.00
Course Overview: This course offers an introduction to the world of flair bartending and gives bartenders the flexibility to learn those moves/routines they have always wanted to learn, students have the chance to create their own moves and develop at their own pace. There is no script, you progress at your own level, simply choose your own day from our scheduled dates. To book private classes please call.

Birmingham	London
Mon 5 th March 2007	Mon 29 th Jan 2007
Mon 11 th June 2007	Mon 23 rd April 2007
Mon 9 th July 2007	Mon 30 th July 2007
Mon 8 th Oct 2007	Mon 27 th Aug 2007
	Mon 29 th Oct 2007

For bookings in Cape Town visit www.shaker.co.za



Intermediate Flair Course (IFC) "Working Flair" – 5 DAY COURSE

Course Duration: 5 days (Monday – Friday) 4.00pm – 8.00pm
Course Locations: Birmingham and London
Course Requirements: Basic English.
Course Weight: 99.9% practical
Examinations: Practical and Free-Pouring
Certification: Intermediate Flair Course certified by Shaker FlairSchool
Cost: Birmingham BarSchool - £349.00 London BarSchool - £349.00
Package Cost (inc IBC course) Birmingham BarSchool - £799.00 London BarSchool - £899.00

Course Overview: Our instructors break down the moves and demonstrate which moves are practical to use in a working environment, areas covered: free-pouring techniques, free-pour examination, 'working flair' over 50 challenging flair moves, partnership flair bartending, risk free moves for using in working bar, flair routines and sequences. We aim to focus on your own style of flair, starting with a structure and developing your skills at your own pace.

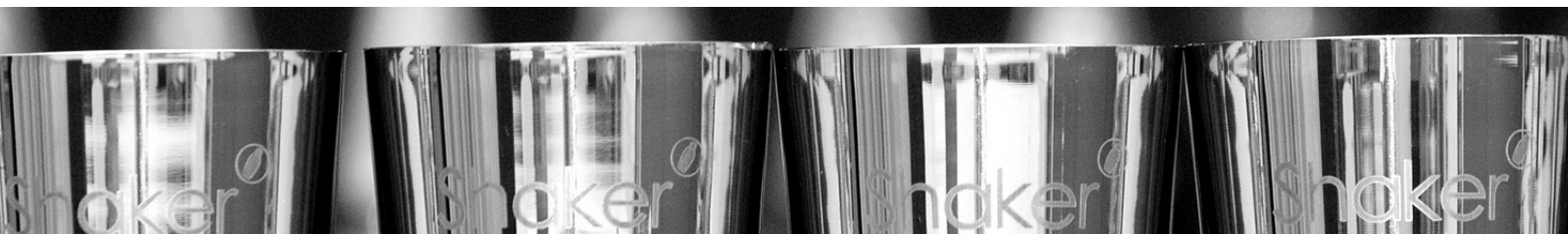
Flair Bottle & tin: *Add a flair bottle & tin to your booking for only £30.00!!*

Birmingham	London
19-23 rd March 2007	19 th – 23 rd Feb 2007
18-22 nd June 2007	21-25 th May 2007
23-27 th July 2007	13-17 th Aug 2007
22-26 th Oct 2007	10-14 th Sept 2007
	12-16 th Nov 2007

For bookings in Cape Town visit www.shaker.co.za



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Why? Shaker[®] BarSchool[®]

"Shaker BarSchool[®] has an unrivalled reputation within the bar industry and our courses are respected at the highest level, our team has a combined experience of over 50 years"

"Shaker has graduated over 2000 bartenders through the International Bartenders Course since 2001"

"The longest established contemporary bartending school in the UK."

"Our instructors are not just great bartenders; with a minimum of 5 years professional bartending they are inspirational trainers that are down to earth, unpretentious and friendly"

Shaker[®] Graduates - The proof is in the pudding!!!

Shaker Graduates go on to become the pedigree bartenders of the industry.

- 🌀 Joseph Wood – Mixologist of the Year 2005, Bartender @ Worldwide Cocktail Club, London
- 🌀 Himesh Patel – Bartender @ Living Room, Nottingham
- 🌀 Cynthia Micalle – team member @ Match Group, London
- 🌀 Lee Johnson – Roadhouse Flair Finalist Aug 2006, Bartender @ Roadhouse
- 🌀 Davidson – Bar Manager @ Sandals Beach Resorts, St Lucia
- 🌀 Heidrun Schnoes – Head Bartender @ Park Lane Hilton
- 🌀 Belen Calamba – Head Bartender @ Ritz Carlton, Bahrain
- 🌀 Simon Stanbrook – promoted to General Manager @ Manor House Hotel, Gloucs
- 🌀 Craig McIntosh – Bartender @ Chester Grovesnor, Chester

Shaker[®] Press

theme magazine

Shaker were the Official training sponsors of Bar06 "Shaker are quite an exceptional company"

CLASS magazine

"Shaker...Causing a Stir in the Capital"

Caterer and Hotelkeeper

"Learn the delicate skills of the professional mixologist at the UK's leading bartending school, Shaker BarSchool"

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