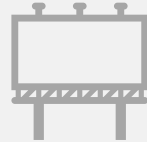


Hospitality & Beverage Advisory



Beverage & Cuisine Advisory

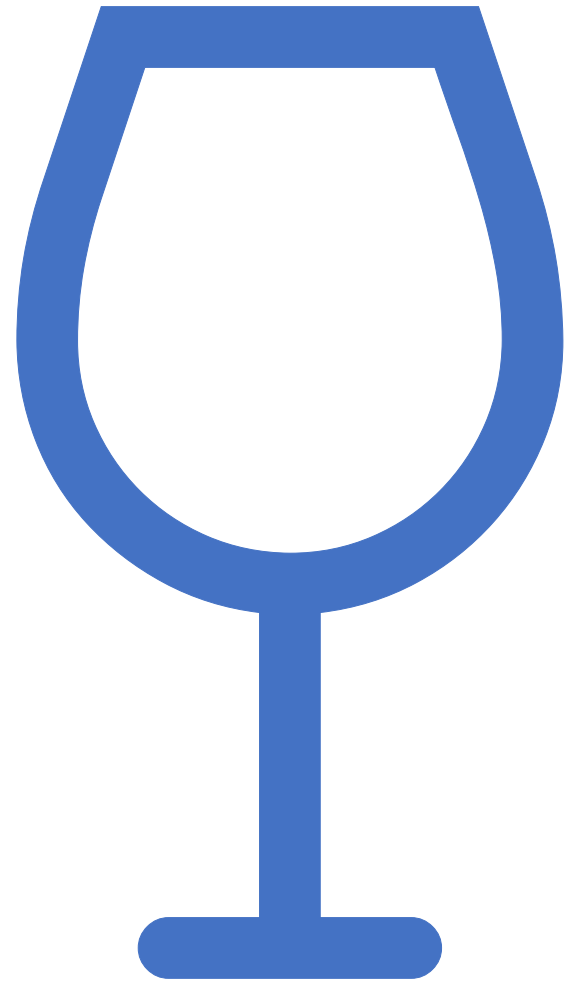


Marketing & Market
Development



Hospitality Industry Advisory

Beverage & Cuisine Advisory



Beverage Plan

- Bars & Beverages
- Design & Interiors
- The Spirits Portfolio
- Inventory planning
- Display & Presentation
- Pricing Strategy
- Menu Design
- Training & Orientation
- Alliances & Partnerships



The Cocktail & Mixology

- Curated cocktails
- Innovative Ingredients
- Tales & Stories
- Bars & Rituals
- Non ABV
- Menu Planning
- Spirits at the Bar



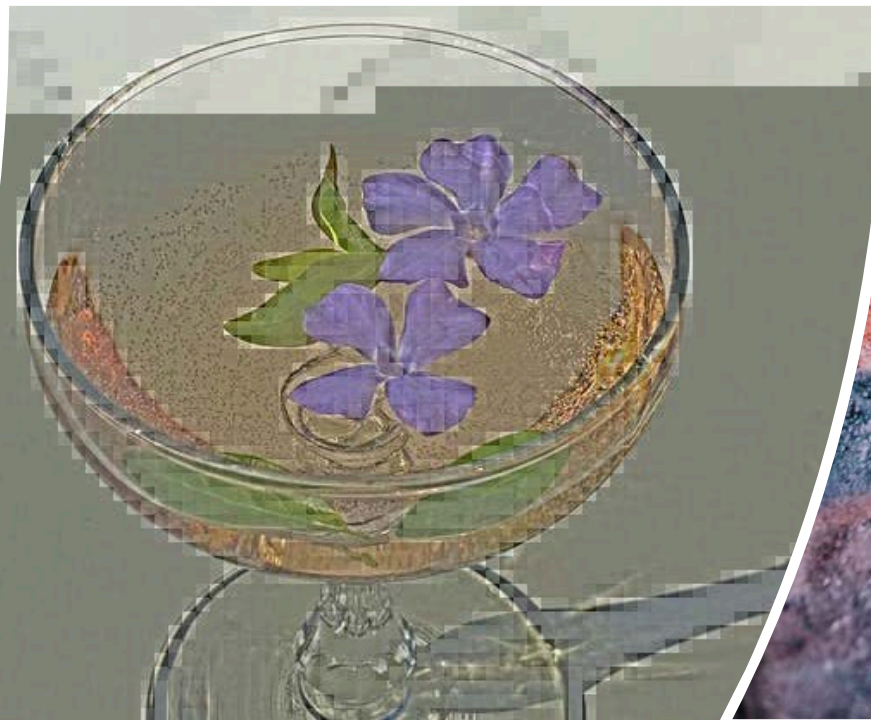
Beverage Trends

- Global Trends
- Guest Profiling
- New Brands
- Inhouse Orientation
- Evolving Menu`s
- Flavours of the moment



Lifestyle Master Classes

- Premiumization of Spirits
- Focus – Whisky
- Emerging Spirits - Rum
- Experimenting with Regional Flavours
- Natural Ingredients
- Demand for “Super Luxury”
- Luxe packaging
- Presentation





Cuisine Plan

- Table Amenities
- Paired Menu
- Cuisine pairing
- Spirits & Tapas
- Signature's & specials
- Post Prandial



Training & Orientation

- **Generic Spirits Training**
- **Brand Training**
- **Soft Skills**
- **Global Trends**
- **The Story**
- **Menu Presentation**
- **Upgrading the Spirit**

A photograph of a restaurant table. In the foreground, a round silver plate holds a piece of roasted fish topped with fresh green herbs. To the left of the plate is a small woven basket containing several pieces of bread. The background shows a blurred restaurant interior with wooden tables and chairs.

Handcrafted Experiences

- Guest Experiences
- Festive Rituals
- Previews
- Special Occasions
- Spirit`ual Experience
- Customized & Curated



Service Rituals

- Inspiring Service Rituals
- Adoption & Execution
- Form & Function
- Innovative Service Designs
- Spirits & accessories
- Defining a presentation style

Cigar Lounges

- Styling & Showcase
- Execution & Operations
- Selection of Cigars
- Storage & Humidors
- Training & Orientation
- Experiences & Rituals

