



## Franchise

### Background

**Shaker®** was conceived by Adam Freeth in 2001 as part of a BA and MSc in Business Management and Entrepreneurship, coupled with his bartending exploits throughout Europe. Our first training program (the International Bartenders Course – IBC) was delivered to a budding group of five in the winter of 2001, followed by our first events service at a small house party in Gloucestershire.

Today Shaker has evolved into a globally respected authority on bartender training and cocktail culture. Shaker now operates two core divisions **Shaker BarSchool®** and **Shaker Events** training over 500 bartenders and consulting with some of the largest spirit brands in the world with branches in Birmingham, London, Cape Town and Johannesburg.

“We like to think of our business as a cocktail of services supporting the needs of the ever evolving hospitality industry.” *Adam Freeth (Founder of Shaker®)*

### Shaker. The Business

The **Shaker BarSchool®** operates world class bartender training academies and a definitive range of accredited and vocational hospitality courses from cocktail masterclasses to professional and advanced bartender courses, wine and spirit and licensee courses. Shaker® provides a turnkey training solution for hospitality businesses and individuals.

Shaker BarSchool® has attracted the interest from a number of global brands including Diageo, Pernod Ricard, Bacardi, Cellar Trends, Moet Hennessy, Inspirit Brands, Global Brands, First Drinks, Grants, Red Bull and Funkin.



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### Shaker BarSchool® 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’

## Training and Support

Shaker® provides a thorough and comprehensive set-up and operational training program to the franchisee and their team for between 3 weeks and can be provided either in the local market or at their Head Office in Birmingham. The initial training covers all aspects of the business administration, sales and marketing and operations.

### The initial training covers:

- BarSchool Set-up
- Sales and Administration
- Marketing. The Shaker Way
- Train the Trainer Program

On-going training and updates are provided on a regular basis throughout the franchise agreement. The franchisee will be given a complete operations manual.

## Are you a Mover or a Shaker?

We are looking for people that have a proven track record in business, preferably the hospitality and/or training industries. Shaker requires experienced hospitality professionals and business builders whom possess an entrepreneurial flair and a real passion for hospitality and service. A Shaker franchisee will be a knowledgeable, highly ambitious, confident, people person who knows how to build and inspire a team of professionals.

Each application will be evaluated on individual merit. The evaluation criteria are as follows:

- Hospitality/training industry experience preferable, ideally 3-5 years
- An understanding of how franchising works
- Available capital to setup the business
- Owners are expected to operate the business themselves
- A positive attitude and excellent people skills
- Not afraid of long hours and hard work

You will be expected to operate your franchise in accordance with Shaker® standards of service and quality.

## Finance

Investments are estimated on specific international markets.

### Franchise Investment

**Capital Investment:** £17,540.00 inc VAT – this includes website, marketing material and set-up of Shaker BarSchool facilities.

**Additional Working Capital:** £5,000.00

**Franchise Fee:** £15,000.00 per region

**Total Franchise Package:** Between £32,540.00

### Royalties

**Management Fee** – 5% of Turnover fixed management fee for the period of the franchise.

More financial and franchise information will be given on completion of application form and our confidentiality agreement has been signed.

## Countries/ Territories

Shaker® currently operates in Birmingham, London, Cape Town and Johannesburg and services England and South Africa.

We are looking for franchisees for the following countries/territories.

### 2009/10

- Scotland, Northern Ireland/Ireland

### 2010 - 2012

- India – Mumbai, New Delhi, Chennai
- Europe – Poland, Slovakia, Austria, Portugal, France, Spain, Greece
- Caribbean – Jamaica, St Lucia, Barbados.
- China – Shanghai, Beijing, Guangzhou, Hong Kong and Macau
- UAE – Dubai or Abu Dhabi
- America – New York, San Francisco, Miami, LA.
- Australia – Canberra, Sydney or Melbourne

Each region can be operated by a single or multiple franchisees.

Premises required between 150 – 250 sq meters (approx 1500 – 2500 sq ft).