

Shaker®

International Partnership



London – Birmingham – Cape Town – Johannesburg
Barbados – Bermuda – Zermatt – Mumbai – Cyprus



**A low risk business opportunity
with a world class hospitality training business**

Shaker® are WSET
Approved Program Providers



The Shaker International Partnership provides a low risk business opportunity with a world class hospitality training business

How it works?

The Shaker International Partnership provides individuals and businesses with the opportunity to offer our world class training programs in a local market with very little capital expenditure. We simply need a local intermediary to provide the marketing and sales for our programs.

Who are our ideal partners?

When we look for international partners we are looking for savvy marketers, brand owners, bartenders, bar owners, publishers and/or hospitality professionals that really know their local market.

Ideal Partners include;

What Shaker need from a Partner;

- ☞ Excellent local knowledge of the hospitality market.
- ☞ Ability to sell and market our courses in the local market.
- ☞ Venue, equipment and stock – this could be a bar, hotel, or restaurant.
- ☞ Recommend suitable local accommodation for trainers.
- ☞ Recommend local travel arrangements.

Bars/Restaurants/Hotels

Bartenders

Shaker provide the following;

- ☞ A world class hospitality training business.
- ☞ Full marketing pack inc; flyers, posters, brochures, website payment facility.
- ☞ Big discounts on our courses.
- ☞ Shaker will provide Shaker Instructors from the UK.
- ☞ Shaker will provide all training manuals and specialist training equipment.
- ☞ Shaker will arrange and pay for return flights and accommodation.
- ☞ Business, administration and marketing support.

Hospitality Professionals

Brand Managers/Owners

What's in it for our Partners?

- ☞ A successful business model with very little capital expenditure.
- ☞ £££ Sizable Commissions.
- ☞ Ability to test the market for a Full Shaker Franchise.
- ☞ Recruitment opportunities – applicable to bar owners by recruiting graduates.
- ☞ International expertise and knowledge.

Hospitality Media/Publishers

Sales and Marketing Professionals

What's in it for Shaker?

- ☞ Shaker increases its international presence.
- ☞ Increase revenue.



FULL DETAILS OF ALL OF OUR COURSES CAN BE FOUND IN OUR BROCHURE

[DOWNLOAD BROCHURE](#)

Introduction to Cocktails Course (ITC) – 1 DAY COURSE

Course Times: 5 hours from 10.30am – 6.30pm
Course Type? Suitable for trade and consumer
Course Weight: 10% Theory/90% Practical

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, Margaritas, Daiquiris, Caipirinhas, Sours, Mojitos, Martinis and much more.

COST TO PARTNER
£100.00

UK RATES
£125-149.00

Molecular Mixology Course (MMC) – 1 DAY COURSE

Course Times: 8 hours from 10.30am – 6.30pm
Course Type? Suitable for trade only
Suitable for: No experience necessary, designed for those wishing to explore cutting edge drink preparation and molecular mixology.

Certification: Molecular Mixology Course certified by Shaker®

Course Overview:

The world'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. Taking inspiration from some of the worlds top chefs including Pierre Gagnaire, Heston Blumenthal and Ferran Adria, you will learn the cutting edge techniques to make flavoured caviar and ravioli (see Mango Pina Colada disguised as a boiled egg), light and heavy foams and airs, jellies and explore some forgotten classic drinks categories, modern twists and competition winning recipes.

COST TO PARTNER
£150.00

UK RATES
£249.00



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International Bartenders Course (IBC) – 5 DAY COURSE

Course Times: 40 hours Mon – Fri from 10.30am – 6.30pm
Course Type? Suitable for trade and consumer
Course Weight: 25% Theory/75% Practical
Examinations: Theoretical, Practical Exam and Free-Pouring Tests
Certification: IBC and Free-Pouring certified by Shaker®
Accreditation: WSET® Foundations Certificate in Spirits (£50.00)
Course Overview:

The IBC is offers a world class bartending course, with thousands of bartenders from around the globe graduating since 2001. The course involves an intense week of bartender training for beginner and developing bartender, building on bartending and practical cocktail skills to become a competent professional cocktail bartender.

COST TO PARTNER
£400.00

UK RATES
£699.00

Advanced Bartenders Course (ABC) – 5 DAY COURSE

Course Times: 40 hours Mon – Fri from 10.30am – 6.30pm
Course Type? Suitable for trade only
Course Weight: 25% Theory/75% Practical
Examinations: Theoretical, Practical Exam and Free-Pouring Tests
Certification: ABC and Free-Pouring certified by Shaker®
Accreditation: WSET® Professional Certificate in Spirits (£50.00)
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 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.

COST TO PARTNER
£400.00

UK RATES
£699.00



International Bartender Course

We can offer you our International Bartenders Course (IBC) at a rate as follows:

International Partner Rates

🌀 £400.00 per delegate = £8,000.00 to fill a program with 20 delegates.

UK Rates

🌀 £699.00 per delegate = £13,980.00 to fill a program with 20 delegates.

Potential Commission Per Course

£5980.00

Advanced Bartender Course

We can offer you our Advanced Bartenders Course (ABC) at a rate as follows:

International Partner Rates

🌀 £400.00 per delegate = £8,000.00 to fill a program with 20 delegates.

UK Rates

🌀 £699.00 per delegate = £13,980.00 to fill a program with 20 delegates.

Potential Commission Per Course

£5980.00

Shaker require cleared funds in our UK bank before we proceed with booking flights and accommodation.



Adam Freeth
Managing Director

Adam has spent most of his life in hospitality with 15 years experience throughout the bar industry. Having tended bar for the rich and famous, Freeth has also appeared on TV as an authority on drinks and appeared in national and international trade press. Freeth has been responsible for designing dozens of hospitality training programs including: Diageo, LVMH, Abode, Hotel du Vin, Cellar Trends, Crowne Plaza and many independent operations. Adam has also personally trained 1000s of hospitality professionals and has taken the Shaker brand globally, from Hong Kong to Cape Town and St Lucia. In 2008 Freeth was selected amongst the Courvoisier's Future 100 in the drinks Business. 2009 also saw the global launch of Adam's book titled Professional Bartending.

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Amit Sood
Head of Training

Amit is a veteran bartender and trainer having started his career in the TGI Fridays and Navajo Joe fame of the 90's and then worked throughout the Maxwell Group in various sites and roles. His experience has taken him around the world with stints in Australia and consulting on projects for the Raffles Hotel Group in Japan, before heading up the Purple Bar at the Sanderson and serving the Queen at the Ritz. As a trainer Amit has been involved in writing and executing various independent and national programs for Diageo, Compass Group, Itsu Group, Coca Cola and Bacardi Brown Foreman amongst others.

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Scott Walker
Senior Shaker Trainer

Scott has been bartending and managing bars for over ten years, starting his career out in Hong Kong. Walker is an all-rounder having been involved in some award winning bars and conducting training seminars for Bombay Sapphire, Pernod Ricard, Global Brands, Cellar Trends, Bacardi, First Drinks and dozens of bars, restaurant and hotels. Scotts an expert on spirit heritage and classic cocktail knowledge and is a truly inspirational character.

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John Clay
Associate Shaker Trainer

John's career started managing a mixture of venues from student bars to alpine resort hotels. John spent 5 years as Bar Manager at the historic Refectory Bar of Blackfriars Distillery, home to Plymouth Gin, playing host to the worlds bartenders on their pilgrimage to the iconic gin brand. His work there led to the development of the country's first NVQ in Professional Bartending, brand development and category education. A self confessed gin geek and an academic at heart, John writes extensively on the subject and is heavily involved with research, staying at the very forefront of trends in the industry.



Our client list
Includes amongst others

“Moët Hennessy UK has been delighted to work alongside Shaker 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.”

Guy Jones
Regional Sales Manager
LVMH Group

HOSPITALITY

- 🍷 Cellar Trends - Brand Ambassador Program
- 🍷 Global Brands
- 🍷 Patron Spirits – Masterclass
- 🍷 Moët Hennessy – Inspiring Creativity
- 🍷 Diageo Reserve Brands – Exquisite Taste Program, UK
- 🍷 Sandals Resorts – Caribbean
- 🍷 St Lucia Distillers, St Lucia
- 🍷 British American Tobacco – College of Excellence, China
- 🍷 All Bar One (M&B) - UK
- 🍷 Occhio Lounge, Cyprus
- 🍷 Snowboat, Switzerland
- 🍷 Mannings Hotel, Truro
- 🍷 Abode Hotels
- 🍷 Hotel du Vin
- 🍷 The Kenilworth Hotel
- 🍷 Nightjar, London

CORPORATE

- 🍷 Nokia Global
- 🍷 PriceWaterhouseCooper
- 🍷 Morgan Stanley
- 🍷 Ogilvy Mather
- 🍷 HSBC
- 🍷 Royal Bank of Scotland
- 🍷 Coca Cola
- 🍷 Jaguar
- 🍷 Bentley
- 🍷 BMW
- 🍷 Paul Smith
- 🍷 Hugo Boss
- 🍷 Sunday Times
- 🍷 Hermes

PRIVATE

- 🍷 Sir Richard Branson
- 🍷 John Caldwell
- 🍷 Natasha Hamilton



More reasons to choose
Shaker

- ☉ Internationally recognised bartender training academies.
- ☉ Shaker® are Approved Program Providers for the Wine and Spirit Education Trust (www.wset.co.uk) to run Foundation and Professional Certificates in Spirits education.
- ☉ Be inspired and educated by some of the top bar trainers in the UK, with a combined experience of over 70 years in the bar industry.
- ☉ Shaker BarSchools are the longest established and largest contemporary bar training company in the UK.
- ☉ Shaker training has inspired and educated thousands of bartenders since 2001, some of which have won national and international bartender competitions and are now working in some of the best bars on the planet – Connaught Hotel, Mahiki, The East Rooms, Montgomery Place, Match Group, Callooh Callay, Soho House Group, Sandals Group, MGM Grand Vegas, Marriot Hotels, QM2 and many more.
- ☉ In 2008 Shaker's Managing Director Adam Freeth was nominated as one of the most influential people in the drinks industry in the Courvoisier Future 500 (www.courvoisierthefuture500.com) and Who's Who International Directory (www.whoswho.co.uk).
- ☉ 2009 sees the global launch of Adam Freeth's Book – The Professional Bartending Guide.

"I really loved the course and i learnt in 10 days more than in 4 years behind the bar"

Andrea Hricakova
Shaker Student

"The Course was perfect and suited the needs of our team. In the future i think all new starters to the company should attend this course"

City Manager
Cellar Trends Limited



Contact Us

If you need to know more
here is where you'll find us

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