

APPROVED COURSE PROVIDER

Shaker BarSchool[®]. The Business

The Shaker BarSchool[®] operates world class bartender training academies and a definitive range of accredited vocational hospitality courses from introduction and foundation cocktail courses to International, advanced bartender, molecular, coffee, wine and spirit courses.

Shaker BarSchool[®]. Mission

'To offer unrivalled practical and theoretical bartender training and educational courses for the global 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' *Adam Freeth (Founder & Managing Director)*

Shaker BarSchool[®]. Approved Course Provider

Shaker BarSchool[®] provides individuals and businesses with world class training programmes and an internationally recognised brand within the hospitality industry.

Becoming a Shaker BarSchool[®] Approved Course Provider (ACP) offers;

- ① Complete course training material, examinations and certifications that are supported by accreditation from the United Kingdom Bartenders Guild and Quality-marked by the Hospitality Guild.
- ① Access to a global network of bartending schools.
- ① Support from a globally recognised bartender training brand.
- ① Shaker BarSchool[®] Approved Course Provider Operators Handbook.

Shaker BarSchool[®]. Training Courses

Shaker BarSchool[®] will provide an Approved Course Provider with the complete course training literature for Shaker BarSchool[®] Courses – including:

- ① Level 1 – Foundation Bartending Course (3 x days/24 hours)
- ① Level 2 – International Bartending Course (5 x days/40 hours)
- ① Level 3 – Advanced Bartending Course (5 x days/40 hours)
- ① Level 4 – Molecular Mixology Course (1 x day/8 hours)

Each Approved Course Trainer (ACT) whom will be delivering bar training for the Approved Course Provider in the agreed region/s are to attend and pass (to the Shaker BarSchool® Standards) the qualification at the level higher than the level that they are intending to teach and have sufficient knowledge and experience to deliver the courses to Shaker BarSchool® standards.

In addition all ACT's will be required to attend the 3 day 'Shaker BarSchool® Train the Trainer Program' and pass to the Shaker Standard.

Term

Reviewed annually.

Shaker BarSchool® Approved Course Providers will be expected to order a minimum number of course packs per annum which is agreed as part of the approval process, this fee will be paid quarterly in advance and assessed on the size and scope of each individual market.

Shaker BarSchool® ACPs are expected to offer Level 2 – International Bartender Course as a minimum requirement. However are not obliged to offer other or all courses.

Countries/ Territories

Shaker BarSchool® currently operates courses in Birmingham, London, Cape Town, Johannesburg, Durban, Dubai, Abu Dhabi, Oman and Perth and services across the United Kingdom, South Africa, UAE, Oman and Australia.

Available Countries/ Territories

We are specifically looking for ACPs for the following countries/territories, we would however consider other territories if we feel there is a viable market for our training courses. Each region can be operated by a single, satellite ACPs or multiple operators (MACP's)

- 📍 **Africa** – Nigeria, Kenya, Ghana.
- 📍 **America** – New York, San Francisco, Miami, LA, Chicago, Boston.
- 📍 **Australia/New Zealand** – Brisbane, Canberra, Melbourne, Auckland, Wellington.
- 📍 **Caribbean** – Jamaica, St Lucia, Barbados, Trinidad & Tobago, Antigua, Dominican, Republic.
- 📍 **Canada** – Toronto, Montreal, Nova Scotia, Vancouver.
- 📍 **China** – Shanghai, Beijing, Guangzhou, Hong Kong and Macau.
- 📍 **Europe** – Ireland, Russia, Poland, Slovakia, Austria, Belgium, Czech Republic, Croatia, Portugal, France, Spain, Greece, Italy, Cyprus, Germany, Holland, Denmark, Sweden, Norway, Finland, Romania.
- 📍 **India** – Mumbai, New Delhi, Chennai.
- 📍 **Far East** – Singapore, Japan, Vietnam, Thailand, Philippines, Malaysia, Indonesia, Taiwan.
- 📍 **Middle East** – Lebanon, Bahrain, Saudi Arabia, Kuwait
- 📍 **South America** – Rio de Janeiro, Sao Paulo, Buenos Aires, Santiago, Caracas, Montevideo.

Shaker BarSchools around the world

Shaker BarSchool South Africa (Established in 2007)

Established in Cape Town by entrepreneur Nick Cursi along with founding member and leading Mixologist of Shaker BarSchool London Anil Sabharwal, after quickly establishing the Shaker brand into the South African market BarSchools followed in Johannesburg in 2009 and Durban in 2011. Shaker BarSchool South Africa is now firmly established as the market leader for bartender training.

“I have worked with Adam over the last 8yrs building Shaker SA into the premier BarSchool in South Africa. His enthusiasm, knowledge and support have been invaluable in helping us achieve our objectives. There are not many more hardworking and positive people in the Bartending world.”

Nick Cursi – Managing Director Shaker BarSchool South Africa

Shaker BarSchool Middle East – Dubai, Abu Dhabi, Muscat (Established in 2010)

Established with African+Eastern across the middle east to help support their training platform and offer to their clientele. With history spanning nearly five decades, African + Eastern has grown from a small trading company to the largest importer and distributor of the world's most popular alcohol brands in the Middle East and Arabian Gulf. The Shaker BarSchool courses have been integrated into a training platform and offered to key accounts and new bars, restaurants and hotels to help support internal training programs and drive sales.

“Shaker BarSchool has provided us with a globally recognised training system and brand that resonates through the food and beverage industry and the managers we connect and supply to across our region. The Shaker BarSchool courses provides our business with a strong USP and helps support the training needs of our clientele by adding a huge amount of value through accredited education, knowledge and skills based courses...there was simply no other viable partner that has the footprint and reputation in the bartending and hospitality community around the world.”

Richard Cohen – Spirits Trainer – African + Eastern

Are you a Mover or a Shaker?

We are looking for individuals and businesses that have a proven track record in business, preferably within or connected to the hospitality industry. Shaker BarSchool® requires experienced business builders whom possess an entrepreneurial flair and a real passion for hospitality and service.

A Shaker BarSchool® Approved Course Provider will be a connected, knowledgeable, highly ambitious, confident, people person who knows how to build a business. Typical candidates will be Entrepreneurs, Hospitality Colleges/Universities, Wholesalers/Distributors, Experienced Franchisees, Bar and Restaurant Operators, Bartending Schools, Brand Managers, Marketing Agencies or Media businesses.

The evaluation and approval criteria are as follows:

- ① Significant hospitality/education industry experience preferable
- ① Available capital to setup the business and commit to the development of the Shaker BarSchool®
- ① Must have access to highly experienced bartenders with the passion and ability to deliver world class training
- ① Suitable and professional training venue to deliver the training courses
- ① The administrative support to manage the sales and registration of courses
- ① The regional network and capacity to deliver training to 100's of delegates per annum
- ① You will be expected to operate the courses in accordance with Shaker® standards of service and quality.

Shaker BarSchool® Approved Course Provider Application Fees

Shaker BarSchool® operates a rigorous and robust quality assurance program and application process for all of its qualifications. This enables us to ensure consistency and uphold the standards of teaching and assessment.

Course Providers are only approved if they meet and continue to meet our assessment and quality criteria. The application process includes the following;

- ① Approved Course Provider pre-approval assessment and application fees.
- ① Approved Course Provider visit and assessment. Fees include an approval consultation visit and in-market assessment of Approved Course Trainers and Approved Course Venue.
- ① Shaker BarSchool® operator's handbook.

EU Fee: £900.00

International Fee: £1200.00

European and International applicants are liable for travel, accommodation and subsistence expenses and will be charged at cost. These fees can be estimated before the application and every effort will be made to keep these to a minimum.



Shaker BarSchool® Qualification Application Fees

B a r S c h o o l

Fees are applied annually for each qualification and Shaker BarSchool® Approved Course Providers are expected to offer Level 2 – International Bartender Course as a minimum requirement. The annual fees include a contribution to a portion of the cost for a bi-annual inspection visit.

① Level 1 – Foundation Bartending Course	£195.00
① Level 2 – International Bartending Course	£350.00
① Level 3 – Advanced Bartending Course	£250.00
① Level 4 – Molecular Mixology Course	£175.00

Shaker BarSchool® Approved Course Trainers Fees

To offer the Shaker BarSchool courses an Approved Course Provider must have at least one Approved Course Trainer (ACT) attend the Shaker BarSchool® courses and pass to the Shaker BarSchool® Trainers Standards of 85% or above. ACTs must also attend the Train the Trainer Course and hold the Shaker BarSchool® qualification at the level above the one that they are teaching and have sufficient knowledge and experience to deliver the courses to Shaker BarSchool® standards up to and including Level 2 – International Bartending Course.

Basic Approved Course Trainers Package includes; (to be taken at the Shaker BarSchool® London)

- ① Train the Trainer Course (3 x days)
- ① Level 2 – International Bartending Course (5 x days)
- ① Level 3 – Advanced Bartending Course (5 x day)

ACT Package Fees **£1,500.00**

Local Market Delivery of Basic Approved Course Trainers Package

ACPs have the option to deliver the basic course trainers package in their local market. This will be delivered by a Shaker BarSchool® representative from the UK for up to ten (10) delegates of which up to four (4) delegates can be ACP course trainers, the other delegates can be paying students. To ensure consistency and uphold the standards of teaching and assessment all Shaker BarSchool® Approved Course Trainers (ACT) must attend Shaker BarSchool® courses, including the Train the Trainer Course.

Local Market ACT Package Fees **£6,000.00**

Plus all travel, accommodation and sustenance

Optional ACT Course Fees;

① Level 1 – Foundation Bartending Course	£350.00
① Level 4 – Molecular Mixology Course	£200.00

Shaker BarSchool® Course Packs

Shaker BarSchool® Approved Course Providers will be expected to order a minimum number of course packs per annum which is agreed as part of the approval process, this fee will be paid in advance and assessed on the size and scope of each individual market. Shaker BarSchool® will work with the ACP to provide 'localised' training courses, tailoring the course where necessary to the local market requirements and regulations

Course pack fees apply to each delegate and include a training manual study pack, examination, certification and administration and handling fees. Postage will be charged for study packs, examinations and certificates.

🍸 Level 1 – Foundation Bartending Course (3 x days)	£69.00
🍸 Level 2 – International Bartending Course (5 x days)	£99.00
🍸 Level 3 – Advanced Bartending Course (5 x days)	£89.00
🍸 Level 4 – Molecular Mixology Course (1 x day)	£49.00

Recommended Minimum and Maximum Retail Price

Shaker BarSchool® must agree a recommended minimum and maximum retail price with each ACP for each course for the territory to ensure prices are in-line with the Shaker BarSchool® global network of ACPs.

Territories/Country Exclusivity

Shaker BarSchool® can provide exclusivity for a territory or country by agreeing a minimum number of course packs per annum which is agreed as part of the approval process. This will be assessed on individual size, scope and potential of the market.

Inspection

Shaker BarSchool® will arrange a random inspection visit bi-annually to ensure the standards, quality, delivery of the Approved Course Trainers and Approved Course Venue are maintained and up to the standards outlined by the Shaker BarSchool® quality assurance measures. This cost will be covered by Shaker BarSchool® subject to a minimum number of course packs being ordered.

Shaker BarSchool® Website;

Website fees are for those ACPs that wish to promote Shaker BarSchool® courses through a dedicated Shaker BarSchool® branded website. Website fees are estimated for the build of a single Shaker BarSchool® replicated website;

Fully designed Shaker BarSchool® website (see www.shaker-uk.com).

£3,000.00*

(* This may increase depending on the amount of work required to localise the website)

Shaker BarSchool® ACP Business Support and Training

£15,500.00

Five days in market (delivered by one of the Shaker BarSchool® directors) business set-up and business training. Travel and subsistence expenses are charged at cost (every effort will be made to keep these to a minimum)

Shaker BarSchool® ACP set-up and business training includes support, training and documentation to help start a new training business and will cover the following;

Marketing

- All Shaker branding
- Website design
- SEO strategy & investment
- Brochure and Flyer design
- Letterhead and Business Cards
- E-newsletter Designs
- Press Releases
- Advertisement Designs
- Administration and Quotation designs
- Image and Video Library
- Brand Partnership documentation
- Attending industry trade shows
- Social media strategy
- Worldwide bartender network
- Public appearances and support at trade events

Sales

- Sales training manual
- Sales process and administration
- Costing format and GP calculator

Recruitment and Training

- Company Policies
- Job Descriptions and marketing material
- Administration and sales staff manuals
- Trainers and operations staff manual

Financial Forecasts

- Profit and Loss Account
- Financial management training

Legal documentation

- Franchise/License Agreement
- Staff contracts – full and part-time
- Customer contracts
- Brand and Partnership contracts

Contact:

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