



IBA European Training Center

06.09.15 - 19.09.15 | Tallinn



The IBA Academy
International Bartenders Course
Europe 2015



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Introduction

The IBA Academy, founded by the International Bartenders Association (IBA), proudly presents the 14 day IBA Academy International Bartenders Course Europe 2015.

The course will be presented at the IBA European Training Center in Tallinn, from 6th September to 19th September 2015.

Hosted by



International Bartenders Association

Sponsors



Co-sponsors



Pernod Ricard Estonia





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Organization

IBA Academy, in conjunction with EBA (Estonian Bartenders Association), FBSK (Finlands Bartenders och Supporters Klubb) and LBF (Latvian Bartenders Federation).

Location

Estonia, Tallinn
Arrival: Sunday, September 6
Departure: Saturday, September 19

Accommodation

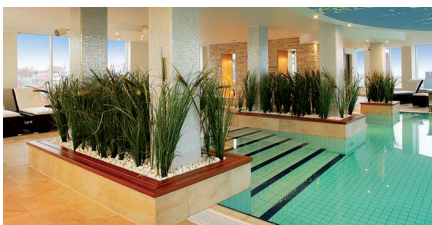
Nordic Hotel Forum Tallinn

This new, modern superior four-star business and conference hotel awaits the IBA-students in the heart of Tallinn, just 150 meters from the picturesque Old Town.

Foreign participants will be accommodated on a twin-sharing basis: participants opting for single room accommodation will be charged an additional fee of € 530 for the entire duration of the course.

For participants who prefer to arrive 1-2 days prior to the program or depart 1-2 days after the program, the additional room rate is set for € 97 for a double room, including breakfast and € 89 for a single room, including breakfast.

www.nordichotels.eu



Enquiries

Estonian Bartenders Association
Email: ibatraining@barman.ee
Attn.: Mrs. Margit Kikas, President

Participation

The IBA Academy International Bartenders Course Europe is designed for young, (semi) qualified bartenders, under the age of 29 years, with a few years of working experience. All participants must seek endorsement from the President of their national bartenders association, affiliated with the International Bartenders Association.

Requirements participants

- English spoken, basic level (or higher)
- To submit a business plan (team exercise) and to present it in front of a panel of judges
- To prepare - prior to the course - for a personal presentation on a topic of the student's choice, preferably on a (national) beverage, cocktails or international bartending, but culinary or historical topics are suitable as well (details to be included in on starter pack)
- To create Signature Cocktails for:
Non-Alcoholic Cocktail Competition by Mattoni (optional)
International Young Bartenders Competition Finland
Monin Cup Estonia
- Black Tie for the Gala Evening (Award Ceremony)

Number of students

22-25



Expected nationalities students

Armenia, Austria, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Israel, Latvia, Netherlands, Norway, Puerto Rico, Poland, Portugal, Russia, Serbia, Slovenia, Spain, Sweden, Switzerland, UK, Ukraine & USA

Training facilities

- Nordic Hotel Forum Tallinn
- Swissotel Tallinn (Horisont Restaurant & Bar)
- EBA Training Centre



Course objective

- To identify the origins of the international bartender profile
- To provide the skills and knowledge to perform this function on a high standard and international level
- To acquaint the participants with bartending products, processes, skills and techniques
- To create awareness for responsible service of alcoholic beverages
- To provide the participants with knowledge of spirits available on the international market
- To provide the participants with knowledge on liqueurs, their place of production and quality factors
- To provide the participants with knowledge on wines, aromatized and fortified wines
- To differentiate all types of non-alcoholic beverages commonly marketed in international bars
- To expand key skills for the 21st-century bartender and provide knowledge of new trends in the international bar sector
- Developing management skills in order for the participants to create a business vision and:
 - Manage projects where cocktails are core business, to provide architectural and graphic design for the facilities
 - Manage purchasing and bar control procedures
 - Design bar menus and cocktail menus, as well as costing and pricing a beverage list
 - Perform in projects where cocktails are core business and implement bar merchandising ideas and other types of promotion, public relations and communication
 - Implement personnel (work scheduling) and quality management
- To provide participants with professional bartending skills to prepare, mix and serve different types of cocktails & long drinks
- Providing several occasions for the participants to compete in international cocktail competitions and create new signature cocktails



Course outline

- Aperitifs & fortified wines
- Bar design
- Bar equipment
- Bar magic
- Bar service procedures
- Bartending: history, process, products & techniques
- Beer
- Beverage control
- Beverage menu
- Business management
- Caribbean cocktails
- Classic cocktails
- Cocktails by World Champions
- Creation of signature cocktails
- Cocktail decoration & garnishing techniques
- Cocktails & gastronomy
- Coffee preparation
- Conceptual tasting
- Distillation & distilled products (gin, grape spirits, rum, tequila, vodka, whisk(e)y etc.)
- Economic & financial management (POS analysis)
- Essential bar skills
- Estonian drinking culture
- Evolution of mixed drinks
- Forgotten spirits
- History of alcohol
- History of IBA
- History of the international bartender
- Ice programs
- Marketing of bars
- Mineral water
- Non-Alcoholic cocktails
- Participant's presentation (individual)
- Participant's presentation (team)
- Participation international cocktail competitions

- Responsible service of alcohol
- Spherification (molecular mixology)
- Speakeasy cocktails
- Spirits & liqueurs
- Wine
- Working flair

Structure of the course

- Guest speakers, representing reputable global beverage companies, will provide a number of masterclasses
- Both domestic as well as international trainers (coming from Austria, Australia, Denmark, England, Estonia, Finland, Germany, Latvia, Netherlands & Scotland) will assist and guide the students.
- The course includes two educational trips to neighboring countries (Finland & Latvia)



Watch promo IBA Training Session on YouTube:

<https://www.youtube.com/watch?v=YoRRn35RJK8>



Awarding IBA TC Europe 2015

- **IBA Academy Award for Top Student**
- **IBA Eagle Award**
- **IBA Academy International Bartenders Course Diploma**
- **IBA Academy International Bartenders Course Eagle Pin**

The participant with the best overall results shall be awarded the IBA Academy Award for Top Student. This prize consists of an invitation to the IBA Congress & World Cocktail Championship 2015 (held in Sofia, Bulgaria, from October 10-15), including airfare, hotel room, full board and pocket money. The value of this prize is estimated around € 2,000.

The Top Student will be selected based on the following criteria:

- Attitude, attendance and punctuality
- Overall presentation (individual presentation, class presentation, team presentation)
- Personality
- Written examination
- Results and scores in the various cocktail competitions
- Scores in the team efforts required for Happy Hour!

The runner-up participant who proved to have strong practical and business sense during the course, shall be awarded the IBA Eagle Award.

This prize consists of an invitation to participate at the Mattoni Grand Drink 2016, held in Prague, Czech Republic, including airfare, hotel room, full board and pocket money.

The value of this prize is estimated around € 1,300.

The IBA Academy International Bartenders Course Diploma and the IBA Academy International Bartenders Course Eagle Pin, will be awarded to participants who meet the following requirements:

- Achievement of 100% attendance
- Participation in all activities of the course
- Pass written examinations
- Not to indulge in indecent behavior

Sponsorship fee

Sponsorship fee for Sponsors is set at € 2,500. Sponsoring fee for Co-sponsors is set for € 1,500.

Sponsors and Co-sponsors delegate one of their company representatives (Cocktail Ambassador, Commercial Director, Master Bartender) to present 1 or 2 masterclasses and/or workshop during the IBA Academy International Bartenders Course Europe, 1 or 2-dayparts.

Sponsorship fee for the IBA Training Centre Europe includes:

- Two masterclasses, including one single room, with full board (for two nights), or two single rooms (for one night), including full board.
- An invitation for the sponsoring company's representative to be present during the Gala Dinner (awarding IBA Academy Award for Top Student, IBA Eagle Award for Most Promising Talent, IBA Academy International Bartenders Course Diploma's and IBA Academy International Bartenders Course Eagle Pins).
- Additional options for hosting a cocktail competition (or any other event, like a cocktail party) for the students of the IBA Academy International Bartenders Course.

Co-sponsorship fee for the IBA Training Center Europe includes:

- One masterclasses, including one single room, with full board (for one night) including full board.
- An invitation for the sponsoring company's representative to be present during the Gala Dinner (awarding IBA Academy Award for Top Student, IBA Eagle Award, IBA Academy International Bartenders Course Diploma's and IBA Academy International Bartenders Course Eagle Pins).

During the course the (co-)sponsor's brand(s) will be highlighted on three separate occasions:

1. During the masterclass, workshop and/or product presentation.
2. During a test, following the product presentation, provided by the sponsor and administered by the sponsor's preference, either a written test or an oral examination.

The results of this test will be implemented in the overall score for each student, to decide on awarding the Top Student.



3. During 'Happy Hour!' a workshop for and by students at the end of each day before dinner, a small group of students will be responsible for (and judged on) mixing the Cocktail of the Day for all attendees. Food service and hospitality skills will be part of the test. The Cocktail of the Day will be selected, based on a certain theme and portfolio from the sponsor previously presenting that particular masterclass. The results of this test will also be implemented in the overall score for each student, which will help decide on awarding the Top Student.

Course fee

IBA Members	€	€ 1,490 (all included)
Non-Members	€	€ 1,790 (all included)
EBA Members (local)	€	€ 900

(this option applies only to availability, in the final stage of application)



Application & registration

Registrations on the attached application form must be submitted to Estonian Bartenders Association before 15th August 2015.

Applications will be accepted on a “first-come-first-serve” basis.

Each application must be accompanied by payment of the relevant fee, within three days of registration.

The Estonian Bartenders Association reserves the right to reject any application that does not meet the selection criteria.

Recipient

Please send the application form to:

EBA, Estonian Bartenders Association
Attn.: Mrs. Margit Kikas, President
Masina Street 11
10144 Tallinn
Estonia
Email: ibatraining@barman.ee

Bank account

IBAN - EE862200221062241754
Bank's SWIFT - HABAE2X



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Course Leaders



Ron Busman, Netherlands
IBA President



Pepe Dioni, Spain
IBA Vice President Europe



Margit Kikas, Estonia
EBA President



Andy Lee, Australia
EDC Chairman

Course Support



Raitis Akerblums, Latvia
LBF President



Jarkko Salonen, Finland
FSBK President

Guest Speakers



Erik Bouton, Austria
Monin, Brand Ambassador



Marco Canova, Italy
*American Beverage Marketers,
Brand Manager South Europe -
South Africa*



Serge Sevaux, France
*Grand Marnier,
Cocktail Ambassador*



Taavi Tenso, Estonia
*EBA Board member, HoReCa
trainer and cocktail expert*





Selected and considered Trainers



Helger Aava, Estonia

*Estonia's Master Barista, SCAE
trainer and certified judge*



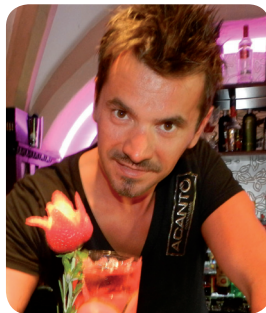
Ansis Ancovs, Latvia

*Brand Ambassador Baltics
William Grant & Sons and
SPI Group*



Iain Bell, Scotland

*Director Executive Fitness
Foundation*



Stefan Haneder, Austria

*Vice World Champion
Flairtending*



Kaur Kaljuma, Estonia

*Consultant & Instructor at
BarProf, Estonia*



Mrs. Kati Kivikas, Estonia

*(Estonia's Best Barista, WBC
finalist, SCAE trainer and
certified judge)*



Mauro Mahjoub, Germany

*Brand Ambassador Campari,
Master Bartender & owner of
Mauro's Negroni Club, Munich*



Kristel Nõmmik, Estonia

*President Estonian Sommelier
Association*



Heinar Oispuu, Estonia

*Together with Kristo Tomingas
highest rated bartender in
Estonia, owner Butterfly
Lounge, Tallinn*



Kristjan Peäske, Estonia

*Master Beer Sommelier,
Estonia's Best Sommelier 2012,
owner of Restaurant Leib,
Resto ja Aed, Tallinn*



Marcus S. Siebert, Germany

Vice President DBU, Germany



Kristo Tomingas, Estonia

*Together with Heinar Oispuu
highest rated bartender in
Estonia, owner Butterfly
Lounge, Tallinn*



Urvo Ugandi, Estonia

*Sommelier, Brand Manager for
fine wines at AS Liviko*



