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STUDIOS

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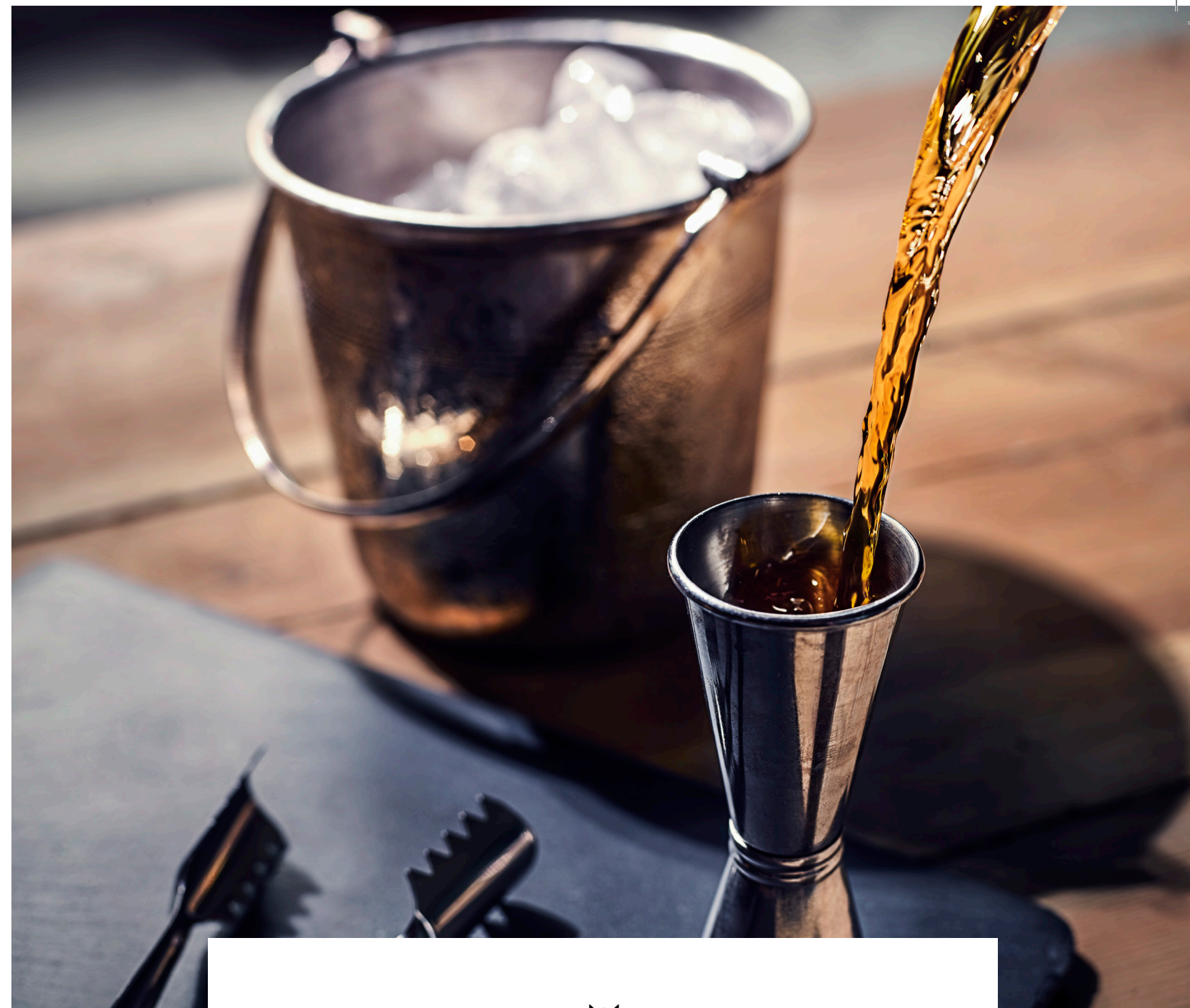
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ABOUT
WORLD CLASS

This organization helps to train bar tenders and bar staff. The World Class Studios training is by bartenders, for bartenders. Instruction in everything from making a bar stand out to advanced techniques for innovative drinks.





EDUCATION OVERVIEW

World Class Studios are a series of training sessions that push boundaries, educate and inspire bartenders around the world. We try to open up new experiences and paths for all to follow, regardless of location or resources.

We have recruited some of the world's best bartenders, drinks professionals and creatives to collaborate with us on each session, which means World Class Studios will have a fresh, original take on drinks education that will be of value to everybody, no matter their experience.

Each session is centred around a different spirit in the Reserve portfolio and is inspired by a facet of each spirit's production, history or ethos.

HOW TO COMPETE

USBG World Class, sponsored by Diageo, is part of an internationally recognized competition that elevates the craft of the bartender and builds careers in the industry, culminating in an annual landmark week where the Global Bartender of the Year is announced.



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TANQUERAY NO. TEN

TECH TONICS

There is no better example than the all-conquering Tanqueray & Tonic, of the long, highball, spritz-style cocktail trend that is currently so popular in almost all drinking occasions.

‘Drink less, but better’ applies to both the number of drinks consumed in a session and to the alcoholic strength of the drinks themselves, longer serves working perfectly with this trend for lower abv.

The Tech-Tonics Studio explores how to create unique new mixers, perfectly suited to long Tanqueray No. TEN serves. The key botanicals used in Tanqueray No. TEN will inform the practical applications in this Studio.

TASTING NOTES

N O S E : Crisp, citrus oils, floral juniper

P A L A T E : Well balanced, grapefruit, floral citrus, fragrant juniper

F I N I S H : Long, lingering, spice



TANQUERAY NO. TEN

RECIPES

CHAMOMILE WINE

17½oz White Wine
1oz Dried Chamomile Flowers

Combine wine and chamomile in a container and let it infuse for 24 hours. Strain the wine back into the bottles. Label accordingly. Keep refrigerated for up to 3 days.

BITTER TEA HEART

10½oz Bitter Tea
25oz Sugar
1¾oz Grapefruit Oleo Saccharum
1oz Citric Acid Powder
1bsp Malic Acid Powder
42oz Tanqueray No. TEN

Gentle warm all ingredients over low fire until sugar is dissolved. Let it cool and store in a clean glass bottle. Label accordingly. Keep refrigerated for up to 1 month.

COCKTAILS

BITTER TEA HIGHBALL

2¾oz Bitter Tanqueray No. TEN Concentrate
2¾oz Chilled Premium Soda Water

Build ingredients in a highball over cubed ice. Garnish with a pink grapefruit Zest.

CHAMOMILE SPRITZ

1oz Tanqueray No. TEN
½oz Sugar Syrup
2¾ oz Carbonated Chamomile Wine
¾oz Chilled Premium Soda Water

Build ingredients in a Copa glass over cubed ice.
Gentle stir and garnish with a lemon Zest.

NOTES



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RON ZACAPA

MATCH MADE IN HEAVEN

Ron Zacapa's stunning array of flavour is the basis for an exploration of thoughtful pairings and contemporary cocktails in this fascinating Studio.

Innovative rum cocktail creation is often inhibited by the perceived boundaries of Tiki and Golden Age traditions, however, with 500+ known flavour components, it has more than double that of Gin.

We will explore the art and science of flavour pairing, learning lessons from the kitchen and the laboratory, to see how unusual combinations can perfectly complement Ron Zacapa, inspiring and provoking conversation about how it can be served and enjoyed in a wide variety of occasions.

TASTING NOTES

APPEARANCE: Light mahogany with the green lights of long barrel ageing at the rim, and long slow legs clinging to the glass.

NOSE: Aromas of caramel, vanilla, cacao and butterscotch; sherried notes of caramelised roasted brazil nuts and toasted hazelnut, and the characteristic rounded toffeed banana and dried pineapple of ex-bourbon casks.

PALATE: Complex, generous and full-bodied, with honeyed viscosity, raisined fruit and apricot preserves, building to an intense heart of savoury oak, nutmeg, leather and tobacco with notes of coffee and delicate vanilla, balanced with a spicy touch of cinnamon and ginger on the pleasantly long, dry finish.



RECIPES

1¼oz Zacapa 23
1¼oz Black Tea Kombucha
2½oz Sparkling Sake

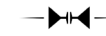
STORMY SOUR

Add melon to the shaker and muddle. Add remaining ingredients and shake with ice. Fine strain neat into a chilled cocktail glass. Garnish with a cucumber ribbon and serve with a side of Jamon Iberico. For any vegetarian/vegan guests please substitute Jamon Iberico for avocado.

1¾oz Zacapa 23
¾oz Fresh peach puree
½oz Thyme-infused sugar syrup (2:1)
½oz Lemon juice
1oz Chilled soda water

NOTES

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KETEL ONE VODKA

SINGLE INGREDIENT

Ketel One will demonstrate how vodka is the ideal canvas on which to paint/
mix a masterpiece - better use of ingredients in order to make better drinks.

THIS STUDIO WILL FOCUS ON 2 CORE PRINCIPLES:

ONE How best to extract flavour and maximise yield from a single ingredient
to create exceptional '3 Dimensional Cocktails'.

TWO The sustainable benefits of seasonality. What to use, when to use it and
why should we support local production of exceptional ingredients.

TASTING NOTES

FRAGRANCE: Fresh, with hints of citrus and honey. Deep and layered.

FLAVOUR: Crisp yet complex, harmonious. A suggestion of sweet liquorice.

FEEL: Silky smooth & luxurious.

FINISH: Long and lingering, with a lively tingle.



KETEL ONE VODKA

RECIPES

KETEL ONE KOKO SODA

1¾oz Coconut Washed Ketel One
3½oz Carbonated Coconut Water
½oz Ultrasonic Coconut Shell Aged
Bianco Vermouth
Desiccated Coconut rim
Pickled Coconut Garnish
Coconut Sorbet

Add desiccated coconut to the saucer, wet the rim of the glass using half a lime. Dip the rim into the coconut. Pour all ingredients into a highball, add cubed ice and garnish with a pickled coconut flesh.

BETTER ONES KETEL ESPRESSO

1¾oz Spent Espresso Ketel One
¾oz Spent Espresso Syrup
1¾oz Ketel Cold Brew Coffee

Combine all ingredients in a cocktail shaker. Shake hard and fast and fine strain into a small highball glass.

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JOHNNIE WALKER BLACK LABEL

SCIENCE OF SMOKE

A voyage of discovery into what is one of the industry's most loved but least understood flavours: smoke. Johnnie Walker Black Label will help explain how smoke appears in whiskies, from its origins, all the way through to the blending process.

We'll study how Johnnie Walker's Master Blender, Dr Jim Beveridge, takes untamed, maritime smoke - found in whiskies such as Talisker and Caol Ila - and expertly weaves them through all Johnnie Walker's blends to give them their signature, smoky style.

The science behind how smoke works with flavours such as dried fruit and vanilla, will demonstrate how Dr Jim's principles can be the cornerstones of World Class cocktail design.

ABOUT SMOKE

ALWAYS PRESENT, NEVER DOMINANT.

Smoke is the thread that runs through the fabric of Johnnie Walker whiskies.

WHERE DOES SMOKE COME FROM?

KILNING: The only point where smoke is applied. Smoke flavours must be integrated with care



JOHNNIE WALKER BLACK LABEL

RECIPES

MAPLE KOMBU HIGHBALL

1¼oz Seaweed infused Johnnie Walker Black Label
1/3 oz Maple Syrup
1bsp Malic Acid Solution
3½oz Chilled Premium Soda Water

Build all ingredients over cubed ice in a highball glass and stir to combine. Garnish with a seaweed piece.

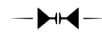
SMOKED CRANACHAN HIGHBALL

1¾oz Johnnie Walker Black Label
1/3 oz Smoked Oat Syrup
3½oz Chilled Premium Soda Water

Build all ingredients over cubed ice in a highball glass and stir to combine. Garnish with 3 raspberries on a stick.

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BULLEIT BOURBON

FINISHING MOVES

Pushing frontiers is fundamental to the spirit of Bulleit bourbon. Besides flavour, aroma and presentation, 'Taste, texture and temperature' might be considered the final frontiers in the design of great drinks.

Mouthfeel and length of palate are so often overlooked, yet they can elevate a good cocktail to great - taking it from OK to OMG.

In this Studio we'll explore the science behind different techniques and ingredients that influence length, complexity, viscosity and smoothness in both classic and contemporary creations, by pushing the frontiers of flavour past that of just the ingredients themselves - much like Bulleit bourbon being so much more than just the sum of its parts.

TASTING NOTES

- NOSE:** Gentle spice and sweet oak aromas
- PALATE:** Smooth with tones of maple, oak, and nutmeg
- FINISH:** Long, dry, and satiny with a light toffee flavour.



RECIPES

¾oz Bulleit Bourbon
¾oz Amaro
¾oz Lemon Juice
¾oz Bitter Italian Aperitif

PAPER PLANE #2

- ¾oz Bulleit Bourbon
 ¾oz Amaro
 ¾oz Lemon Juice
 ¾oz Bitter Italian Aperitif
 1bsp Fructose Syrup
 2 Dashes Saline Solution

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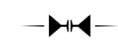
- 1¾oz Bulleit Bourbon
1/3 oz Simple Syrup
2 Dash Angostura Bitters

JUST RIGHT MANHATTAN

- 1 oz Bulleit Bourbon
¾oz Sweet Vermouth
Dash Angostura Bitters

NOTES

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TALISKER 10 YEAR OLD

TARTAN TIKI

This studio will showcase the versatility of Single Malt Scotch Whisky - a category often approached with much caution when it comes to cocktail creation. Here we set mixing malts in a cocktail context better known for its rum credentials - Tiki.

With Talisker as our focus, we will hop from island to island around the Hebrides, exploring their specific whisky flavour profiles and unique ingredients, then apply some key Tiki principles. These will be more familiar to islands in Polynesia and the Caribbean but just a sea breeze away from the world of whisky.

TASTING NOTES

NOSE: The initial peat smoke gives way to sea-water and a suggestion of shell fish, with a citrus finish.

PALATE: Rich fruits and sweet smoke, with maltiness, pepper and seaside saltiness.

FINISH: Very long and warming



TALISKER 10 YEAR OLD

RECIPES

CONAN DOYLE SOUR

1¾ oz Talisker 10 yr Old Single Malt
 1/3 oz Lavender infused Falernum
 ½ oz Simple Syrup
 4/5 oz Fresh Lemon Juice
 2 Dashes Aromatic Bitters
 Toasted Heather Garnish

Shake all ingredients with ice and fine strain into a double rocks glass over cubed ice. Serve with a toasted heather sprig.

MAI TAI OCH AYE

1¾oz Talisker 10yr Old Single Malt
¾oz Lemon Juice
½oz Heather Honey Orgeat
Dash Aromatic Bitters
Sea Water Atomisation
Lemon Twist/Mint Sprig Garnish

Combine all ingredients except the salt water into a shaker with ice. Shake and strain into a double rocks glass over cubed ice. Garnish with a lemon twist and a mint sprig, before spraying the salt water across the top.

SITH

2oz Taliskier 10yr Old Single Malt
 3/4oz Lime Juice
 1/3oz Lemon Juice
 1 3/4oz Strong Lapsang Suchong
 1oz Passionfruit Puree
 1/2oz Passionfruit Syrup

Combine all ingredients into a shaker with ice. Shake and strain into a Tiki Mug over crushed ice. Garnish with half a passion fruit. Pour cask strength over passion fruit and ignite.

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