



# RITUALS IN HOSPITALITY

### HOSPITALITY TRANSCENDS WHAT'S IN THE GLASS, AND HOSPITALITY IS THE REASON WE RAISE THOSE GLASSES TOGETHER.





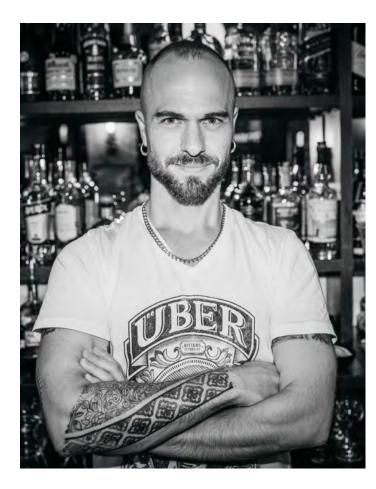
# CONTRIBUTORS

### **JEFF BELL**



Jeff Bell is a globally renowned bartender and spirits professional. He currently serves as the general manager of PDT New York, a partner of PDT Hong Kong, and director of bars for Delicious Hospitality Group. Having over 15 years of experience in the hospitality industry, Jeff has held nearly every position before he eventually found his calling behind the bar.

### ARIEL LEIZGOLD



Ariel Leizgold is a World Class awardwinning bartender. In 2008 Ariel opened Tel Aviv's first ever cocktail bar and since then he's launched numerous award winning bars and restaurants in Israel and around the world that have become nightlife hotspots for those seeking a thrilling and sophisticated experience to enrich the senses. Leizgold is the author of Israel's leading bartending course and training book and is the most awarded bartender in Israel's history.

### **JENNA BA**



Jenna Ba is passionate about the intricate combination of quality ingredients crafted into cocktails, perfect lighting, curated music and stellar service that is at the heart of the hospitality industry. Part of the team in both Brompton Club and Chiltern Firehouse in London, she has consulted for venue openings in Mykonos and Mumbai, delivered events in international markets for the last 5 years and for 2 years has been immersing people in Bulleit's Frontier World as a Brand Ambassador.

### - •--WORLD CLASS **STUDIOS**

### MARK MORIARTY



Mark is a 27 year old chef, based in Dublin, Ireland. He works at The Greenhouse restaurant, under head chef Mickael Viljanen, which holds one Michelin star. In addition to this, he works across numerous food projects, including TV, brand consultancy, global pop-up restaurants and ambassador rolls. Mark also acts as Diageo reserves 'Global Gastronomer', Mark is a former San Pellegrino world young chef of the year, and is listed on the Forbes 30 under30.

### LAUREN MOTE



Lauren is the Diageo Reserve Global Cocktailian, co-creator of Bittered Sling Bitters, Sommelier, writer, and spirits judge. A former World Class Canada champ, and top12 in the world – Lauren now spearheads our World Class Studios educational program, and creates programming for bartenders, ambassadors, customers and consumers across 60 countries. She's the global ambassador for the World Class program and represents the entire Reserve portfolio.





### **DEFINE:**

"HOSPITABLE TREATMENT, RECEPTION, OR DISPOSITION. THE ACTIVITY OR BUSINESS OF PROVIDING SERVICES TO GUESTS IN HOTELS, RESTAURANTS, BARS, ETC. — USUALLY USED BEFORE ANOTHER NOUN"

AFFABILITY, AMIABILITY, AMICABILITY, CONGENIALITY, CORDIALITY, FRIENDLINESS, GENIALITY, NEIGHBOURLINESS, SOCIABILITY, CIVILITY, COURTEOUSNESS, COURTESY, GENTEELNESS, GENTILITY, GRACIOUSNESS, POLITENESS, ATTENTIVENESS, CONSIDERATION, THOUGHTFULNESS, GENEROSITY, KINDNESS, WARM-HEARTEDNESS, SUAVENESS, URBANITY, ELEGANCE, REFINEMENT, DEFERENCE, RESPECT, DECENCY, DECOROUSNESS, DECORUM, GENTILESSE, POLISH, POLITESSE, PROPRIETY.

# HOSPITALITY







# THE BARTENDERS PERSPECTIVE

TAKING CARE OF PEOPLE MAKING PEOPLE HAPPY CREATING MEMORABLE MOMENTS





# HOSPITALITY AS A RESPONSIBILITY

DINING AND IMBIBING ARE ABOUT SOCIAL INTERACTION. GUESTS EXPECT A FULFILLING INTERACTION.

# TEAM SPIRIT HOW DO WE KNOW WHEN A BAR FEELS 'RIGHT'?



# HOSPITALITY IS MORE THAN THE SUM OF ITS PARTS

IT'S THE UNION OF ALL THINGS COMING TOGETHER IN PERFECT BALANCE





# $\Theta$







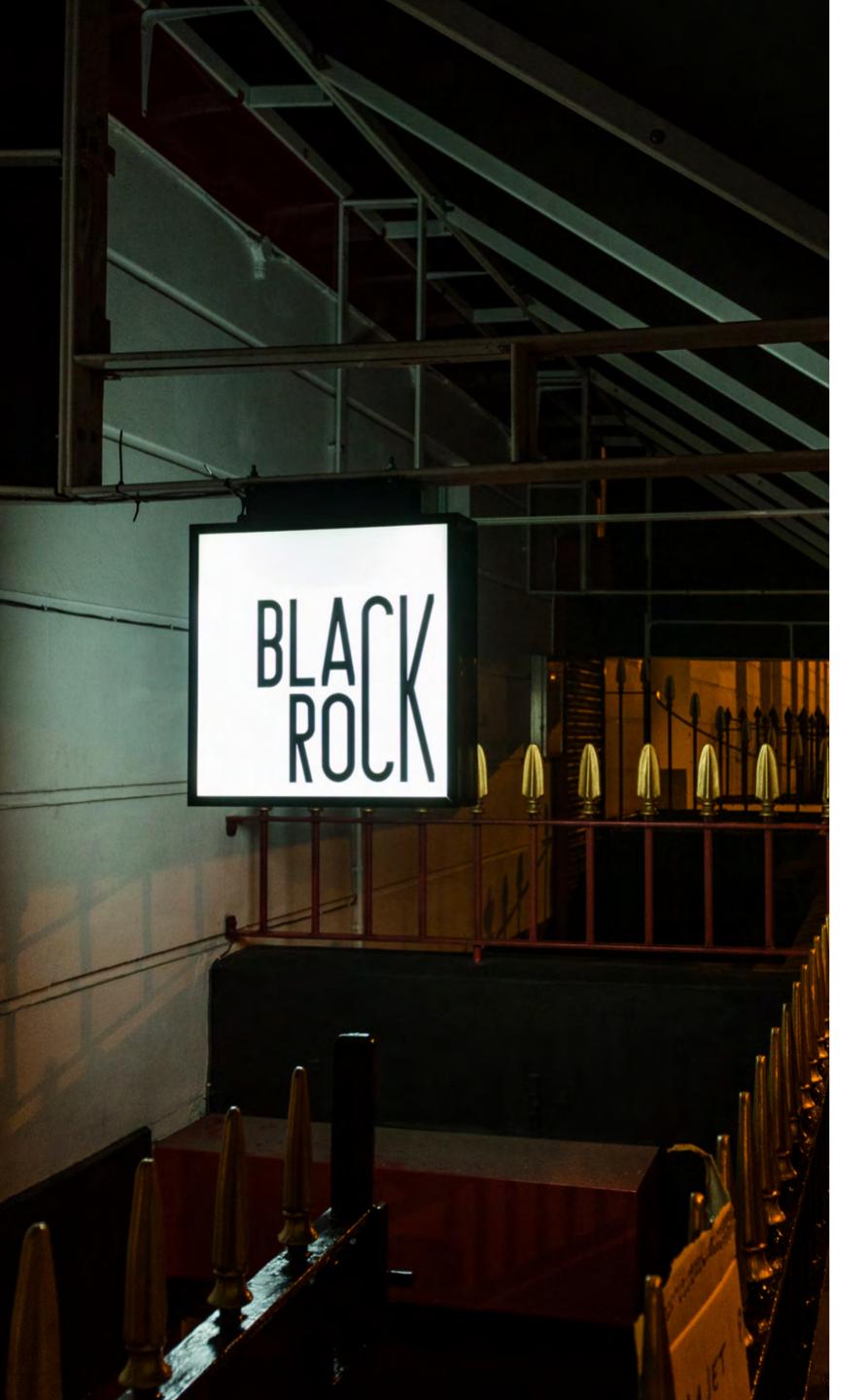
# NYC.

**"HANDS DOWN ONE OF MY FAVORITE EXPERIENCES IN A RESTAURANT** WORLDWIDE. IN ADDITION TO THE OUTSTANDING CULINARY PERFORMANCE, BEAUTIFUL DÉCOR, AND PROFESSIONAL SERVICE, THEY ALSO TAKE THE TROUBLE OF CONDUCTING RESEARCH ABOUT THEIR GUESTS ON SOCIAL MEDIA. TOWARDS THE END OF OUR FABULOUS MEAL THE HEAD BARTENDER APPROACHED OUR TABLE WITH A TRAY FULL OF COCKTAILS, SAYING: "WE WANTED YOU TO SAMPLE SOME OF OUR NEW COCKTAILS. AND WELL DONE IN WORLD CLASS, ARIEL." THAT GESTURE REALLY LEFT ME OVERWHELMED AND IT RESONATED WITH ME FOR A LONG TIME."

- ARIEL LEIZGOLD



# PER SE



# **BLACK ROCK** LONDON

- JENNA BA

**STUDIOS** 

"AT BLACK ROCK, THOMAS ASKE AND HIS TEAM TAKE YOU ON A WHISK(E)Y DISCOVERY JOURNEY, THEY ENCOURAGE YOU TO START WITH ONE OF THEIR HOUSE BLENDS, AND FROM THE FEEDBACK OF WHAT FLAVORS YOU'VE CAPTURED AND ENJOYED MOST THEY DIRECT YOU FURTHER INTO EXPLORING DIFFERENT BRANDS FROM THE GLOBAL WHISKY WORLD. THEY MAKE YOU FEEL LIKE AN EXPLORER ON A SEA OF WHISK(E)Y."





### **TOMMYS MEXICAN** RESTAURANT SAN FRANCISCO

"THE TOMMY'S MODEL IS EASY – FAMILY BUSINESS, HOSPITALITY DRIVEN, SIMPLE, HONEST AND HUMBLE (AND DARN RIGHT COMFORTABLE)."

- LAUREN MOTE



### EMPATHY



OBSERVATION | ASKING QUESTIONS | BEING ATTENTIVE



# ENPATHY

# APTREATMENT

"WHETHER IT'S A COMPLIMENTARY BITE OR A MINI APERITIF, A FRIENDS AND FAMILY DISCOUNT OR A PERSONALIZED THANK YOU NOTE ON YOUR BILL, MEMORIES LIKE THIS SHOW HOW MUCH YOU CARE AND APPRECIATE THE VISIT, AND YOU'LL CERTAINLY SEE THEM AGAIN."

- LAUREN MOTE



MAKE PEOPLE FEEL THEY ARE THE MAIN ATTRACTION VARIES FROM BAR TO BAR PEOPLE LIKE TO FEEL LIKE AN INSIDER



# ELEVATING CONNECTION



# THE BARTENDER HANDSHAKE



# THE BARTENDER HANDSHAKE

### WHAT IS IT? A LITTLE SOMETHING EXTRA WITHOUT ANY EXPECTATION IN RETURN; "THANKS, I SEE YOU, AND I APPRECIATE YOU"



# **ELEVATING**THE BARTENDER HANDSHAKE





# A WORD OF CAUTION

"BARTENDING, OR THE SERVICE INDUSTRY IN GENERAL, CAN BE A DIFFICULT JOB THAT FOSTERS A SENSE OF CAMARADERIE. A BARTENDER 'HANDSHAKE' IS A WAY TO ACKNOWLEDGE THAT ONE OF YOUR FELLOW BARTENDERS IS AT YOUR BAR, AND THAT YOU WANT TO MAKE THIS A SPECIAL EXPERIENCE FOR THEM. BUT THINK ABOUT HOW YOU ARE GOING TO DO THAT WITHOUT DOING SO AT THE EXPENSE OF THE REST OF THE GUESTS IN THE BAR. THE LAST THING I WANT TO DO AT PDT IS TO GIVE SUCH EXTRA SPECIAL TREATMENT TO A VIP THAT THE GUESTS AROUND THEM FEEL LESS SPECIAL."

- JEFF BELL



BULLE

BOURBON

FRONTIER

WHISKEY

**BY VOI** 90 PROOF) . . . .

ngs of alcohol per Boiler



# BOILERMAKERS

### WHY DO WE LOVE THEM SO MUCH?

# BOHLERMAKERS AND

### SIMPLE. AFFORDABLE. NO FRILLS



# ERS AND BARS

# SAISON & BULLEIT BOURBON

"I LOVE A CLASSIC BOILERMAKER WITH A SAISON AND BULLEIT BOURBON NEAT."

- JEFF BELL









# soison Dupped

mentée en bouteille • Bier met nagisting in a Ale. 6.5%



## PICON BIERE & **BULLEIT RYE**

"MY GO-TO IS BULLEIT RYE WITH A PICON BEER (A SMALL PILSNER OGB WITH PICON BIERRE)

IF SALTED ALMONDS OR SMOKED OLIVES ARE AVAILABLE, THAT ELEVATES THE SERVE SUBSTANTIALLY!"

- JENNA BA







# GUINNESS & BULLEIT BOURBON

"BULLEIT BOURBON, AS MY GO-TO WHISKEY WOULD ALWAYS PAIR AMAZINGLY WITH MY GO-TO BEER: GUINNESS."

- ARIEL LEIZGOLD









# BOURBON

FRONTIER

LLED AND AGED IN THE BULLEIT FAMILY TRADIT LC BULLEIT® BOURBON 75 JGP) FRONTIER WHISKEY SP

ENTUCKY STRAIGHT BOURBON WHISKEY



# BULLEIT HISTORY

# **DEMO #1** BULLEIT BOURBON & GUINNESS BOILERMAKER WITH SMOKED ALMONDS





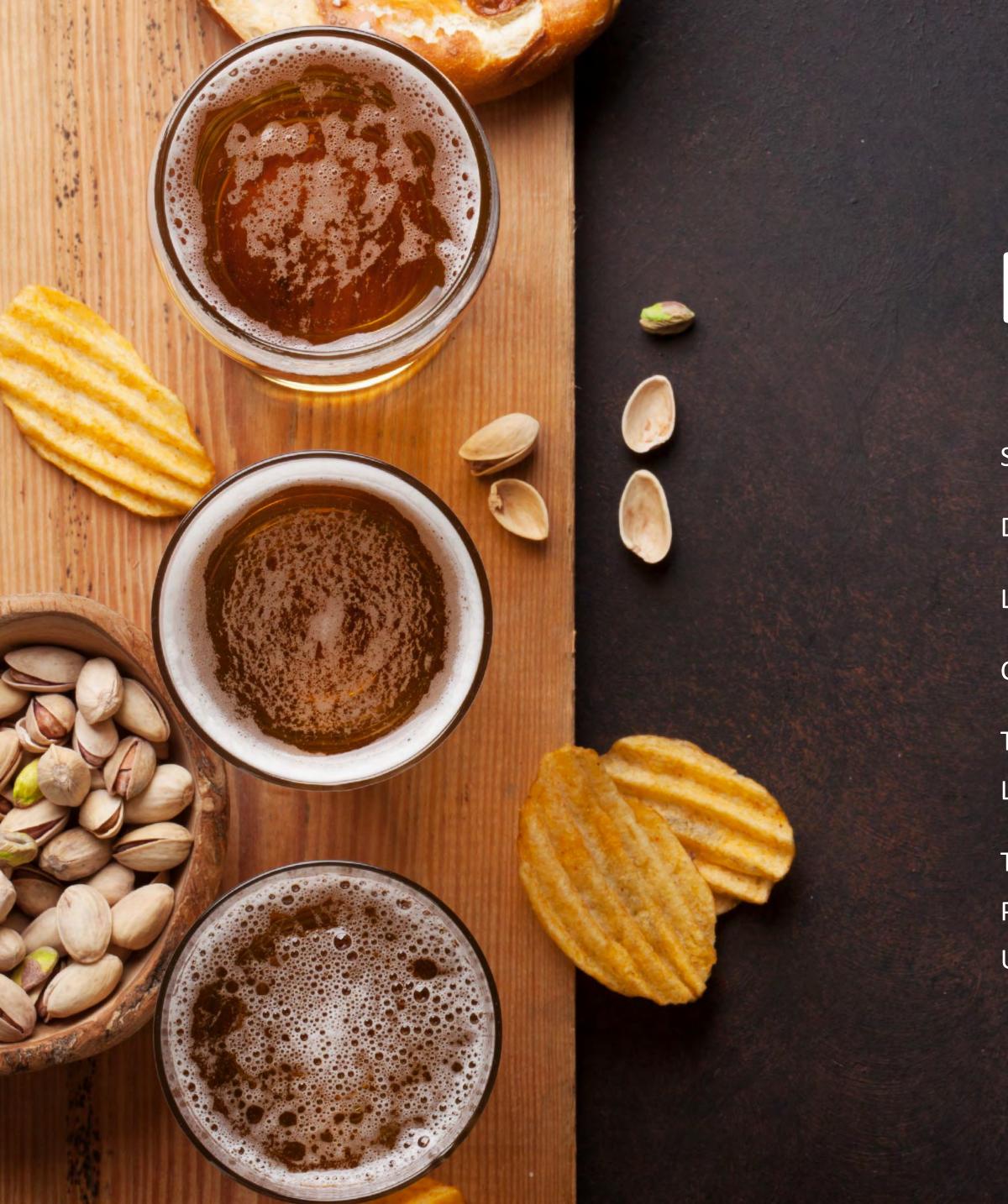




# **BAR SNACKS**

"BAR SNACKS ARE A GREAT WAY TO ADD NARRATIVE, CREATIVITY AND VALUE TO A SIMPLE BAR EXPERIENCE. THINK OF CLASSIC LARGE MEALS THAT WORK WITH BEER AND WHISKY, THEN REDUCE THEM IN SIZE AND INCREASE THEM IN FLAVOUR, WITH GREAT PRESENTATION TO ADD TO THE CUSTOMERS EXPERIENCE. I'VE HAD SOME GREAT SNACKS IN BARS THROUGH THE YEARS, FROM BUTTERMILK FRIED CHICKEN WITH PINE SALT TO CHEESE BEIGNETS WITH A HEAVILY REDUCED BEER GEL (A MAGIC PAIRING FYI) PARMESAN CHURROS WERE ANOTHER GOOD ONE. AND HERE'S ONE FOR WHISKY - POPCORN WITH ROASTED YEAST POWDER AND SOME WARM BROWN BUTTER DRIZZLED OVER IT."

- MARK MORIARTY





# BAR SNACKS

SIMPLE TO EXECUTE.

DELICIOUS.

LONG SHELF LIFE.

COST EFFECTIVE.

TIE THEM INTO THE FLAVOURS OF AT LEAST ONE OF THE DRINKS ON THE LIST.

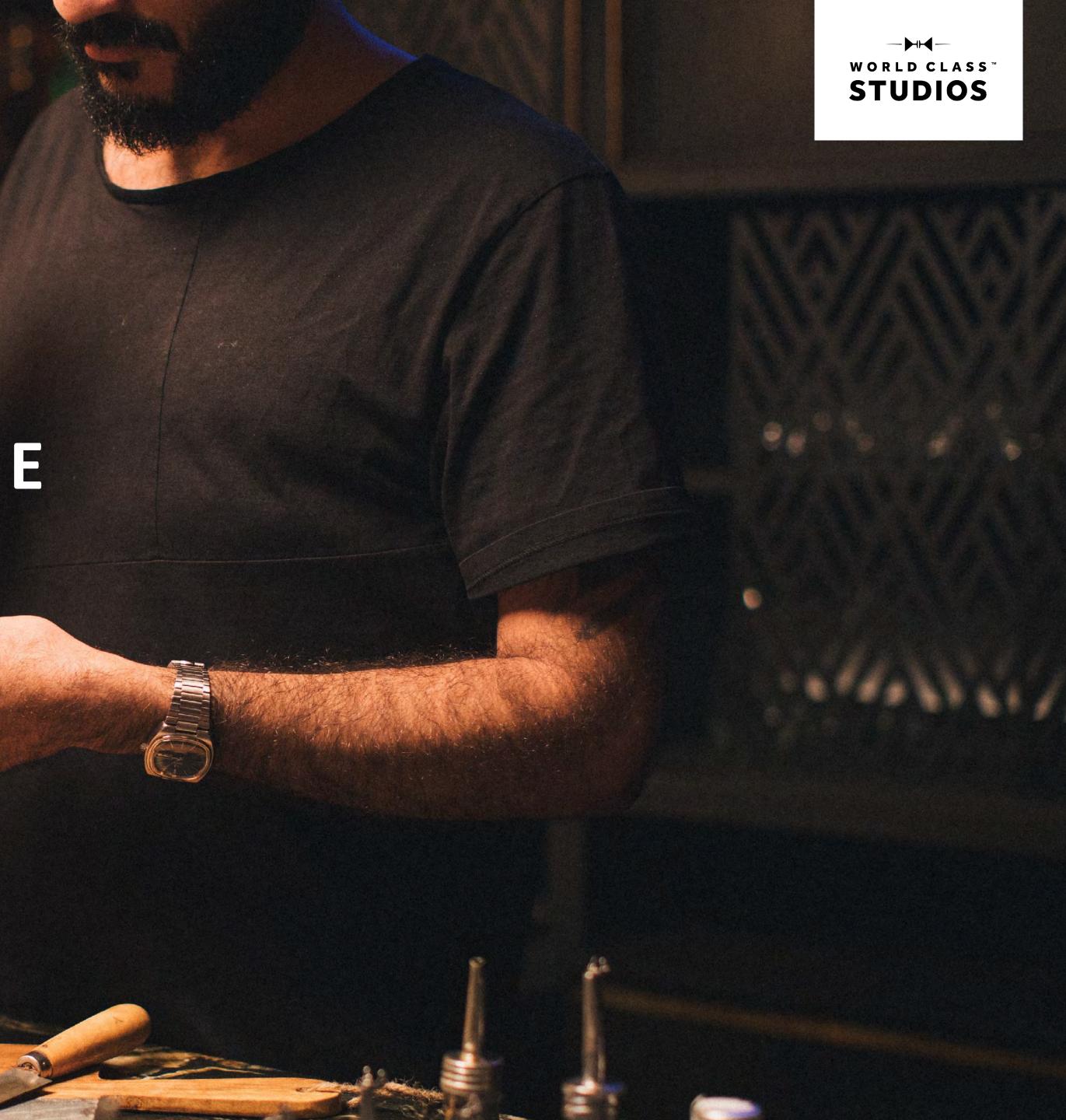
THINK OF THE CLASSIC ACCOMPANIMENTS FOR YOUR DRINK, AND TRY TO PRESENT THOSE SAME FLAVOURS USING SOMETHING HYPER-LOCAL OR UNUSUAL.



# **BAR SNACKS**



### PUSHING THE ENVELOPE ELEVATING FLAVOUR COMBINATIONS



### **DEMO #2** KINGMAKER BYJEFF BELL

**10Z BULLEIT BOURBON** 1/40Z REISETBAUER AGED APPLE EAU DE VIE 1/40Z LUSTAU AMONTILLADO SHERRY 1/40Z LEMON JUICE 1/40Z HONEY SYRUP **30Z APPLE CIDER 1 DASH ANGOSTURA BITTERS** 

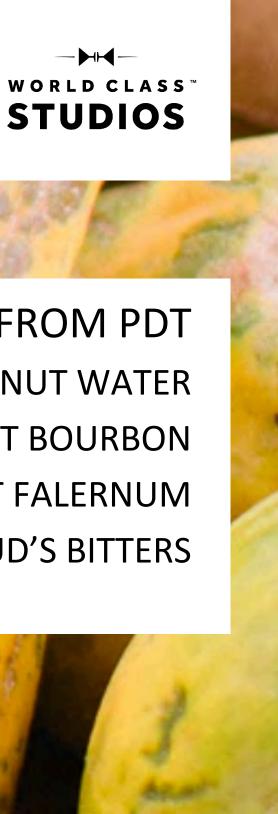
Combine all ingredients except the cider in a tin, shake with ice and fine strain into a chilled Highball glass filled with ice. Top with Eric Bordelet Sidra Tendre, or an equivalent apple cider.







# BULLEIT & TROPICAL FLAVOURS



### **RED VELVET** FROM PDT **20Z** FRESH COCONUT WATER **10Z** BULLEIT BOURBON **1/40Z** VELVET FALERNUM **5** DASHES OF PEYCHAUD'S BITTERS

MANGO | PINEAPPLE | WATERMELON | COCONUT

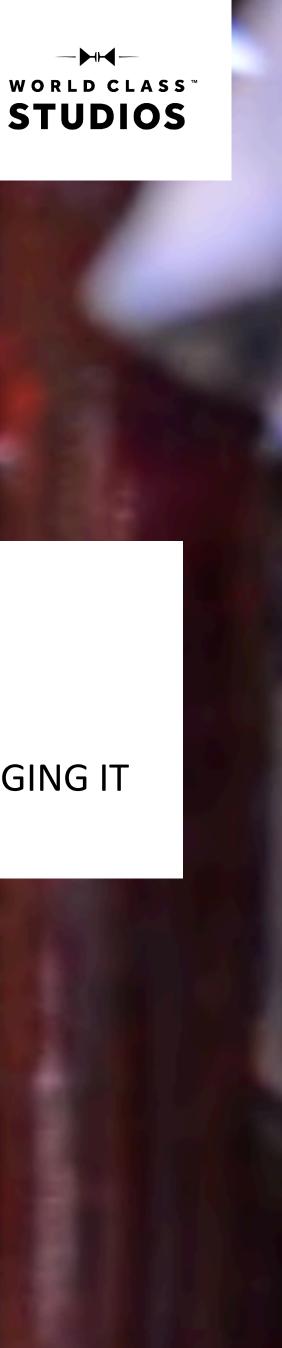




"CLAUDIO IUCOLINO FROM CHILTERN FIREHOUSE WON THE BULLEIT FRONTIER COCKTAIL COMPETITION WITH HIS COCKTAIL 'THE TEFLON DON' WHERE HE BLENDED BULLEIT BOURBON WITH OLIVE BRINE AND COFFEE INFUSED VERMOUTH WITH TONIC SYRUP AND A MIX OF BITTERS."

- JENNA BA





# MAKING OUR GUESTS FEEL WARM, INCLUDED AND PART OF SOMETHING GREATER.

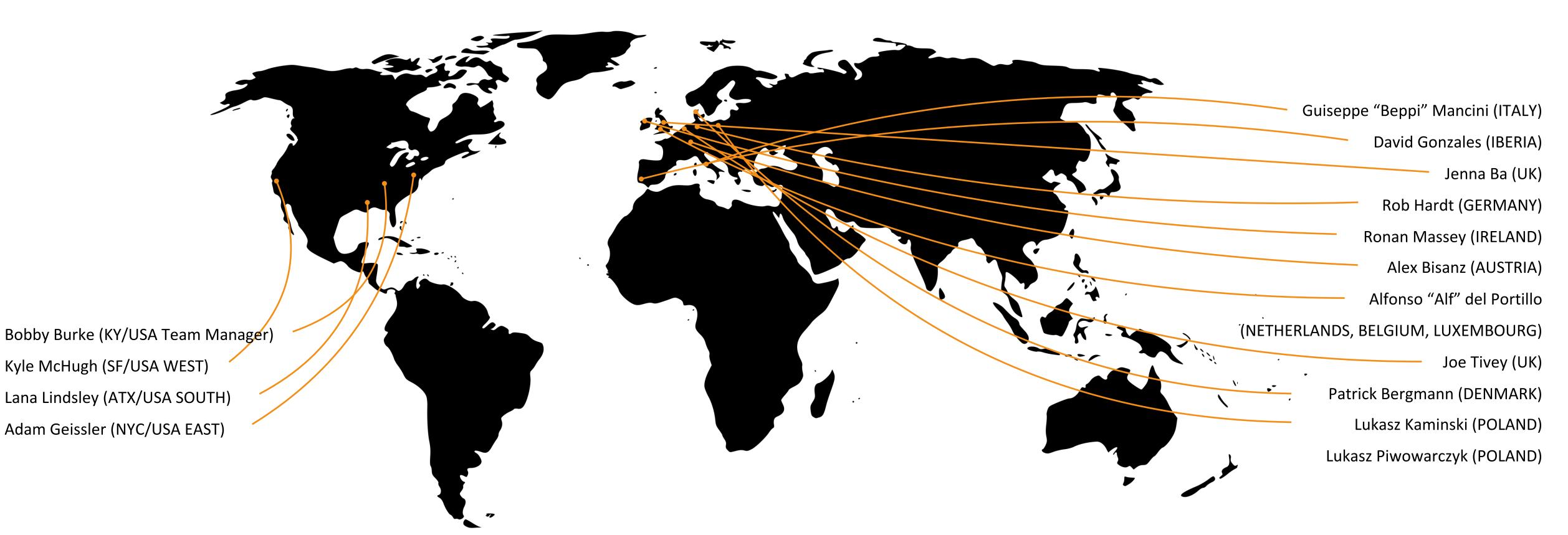
# RITUALS IN HOSPITALITY



HOW CAN YOU DO THIS FOR THE WORLD CLASS JUDGES?

### THE MAGIC BEHIND BULLEIT'S HOSPITALITY

### THE BRAND IS BUILT ONE BARTENDER AT A TIME THROUGH OUR AMAZING AMBASSADOR TEAM





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