

USBG PRESENTS



**WORLD CLASS™**

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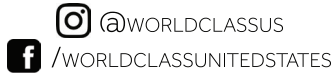
*World Class Studios*



## WORLD CLASS STUDIOS ONLINE

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# OVERVIEW

World Class Studios is a series of training sessions for bartenders, by bartenders. With instructions on everything from how to make your program stand out, to hospitality and advanced techniques for innovative drinks, World Class Studios have a fresh and original take on spirits education that is valuable to everybody, no matter your experience level or connection to the hospitality industry.

We open 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. Each session is centered around a different spirit in the Diageo portfolio and is inspired by a facet of each spirit's production, history and ethos.

**GET MORE INFO**

[WORLDCLASS.USBG.ORG](http://WORLDCLASS.USBG.ORG)





## KETEL ONE FAMILY MADE VODKA

# THE SWEET SPOT

This World Class Studio session will be taking a closer look at all things bees, and how thinking about your community and local environment can inspire great ideas for your cocktails and bar programs. The session focuses on local honey production, cocktail sweetener analysis, and creating positive community enterprises that support local bars and restaurants.

## TASTING NOTES

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

**FLAVOR:** Crisp yet complex, harmonious. A suggestion of sweet licorice.

**FEEL:** Silky smooth & luxurious.

**FINISH:** Long and lingering, with a lively tingle.

# KETEL ONE VODKA **RECIPES**

## **HONEY, I SHRUNK THE COCKTAIL!**

1.5 oz Ketel One Vodka  
.5 oz Honey (when added, stir into  
the vodka to ensure integration)  
1.5 oz Cold Brew  
Handful of Mint (gently muddled into  
the liquid, to express the oils  
and aromatics)

Served Julep Style. Garnished with  
a bouquet of foraged flowers  
and greenery.



## **BEE POSITIVE**

1 oz Ketel One Vodka  
1 oz Local Apple Ice Wine  
.25 oz Gentian Herbal Liqueur  
.5 oz Local Honey Syrup (1:1)

Stirred over ice & strained  
into a Nick & Nora glass garnished  
with a BeePositive seed bomb and  
wild Irish flower.



## **KETEL ONE IRISH MULE**

1 oz Bee pollen butter-washed  
Ketel One Vodka  
.5 oz Killahora Pom'O  
.5 oz Ballymaloe Grape juice  
Leo's honey soda\*  
\*(Irish hop fermented)

Built in a Collins glass over ice,  
garnished with a BeePositive  
seed bomb and wild Irish flower.  
Try this recipe with your own local  
grapes, honey, and homemade sodas!











# TANQUERAY No. TEN

# HEART OF

# GOLD

Learn about how Tanqueray No. TEN chooses and sources their fruits and botanicals, and how they are translated from raw materials into their signature flavor profile. Explore how the Tanqueray No. TEN citrus heart has been celebrated in some of the world's best drinks and learn stories about Charles Tanqueray and his life work.

## TASTING NOTES

**NOSE:** Crisp, citrus oils, floral juniper.

**FLAVOR:** Grapefruit, floral citrus, fragrant juniper.

**FEEL:** Long, lingering, and round.

**FINISH:** Spicy and well balanced.

TANQUERAY NO. TEN

# RECIPES

## THE CITRUS GIMLET

1.5 oz Tanqueray No. TEN  
.5 oz Lime Juice  
.5 oz Lime Leaf Syrup  
.5 oz Mineral Water  
1 Dash Angostura Bitters

Shake and fine strain into a chilled coupe.  
Garnish with a fresh lime leaf.



## FRAGRANT SWEET TANQUERAY No TEN FIZZ

1.5 oz Tanqueray No. TEN  
.75 oz Lemon Juice  
1 Bar spoon orange marmalade  
.75 oz Simple syrup  
Splash of cream soda

Shake over ice and strain over fresh ice in a collins glass. Top with cream soda and garnish with an orange wheel.



## THE PEACE COCKTAIL

1.5 oz Tanqueray No. TEN  
1.5 oz Almond milk  
.75 oz Lemon juice  
.75 oz Sugar syrup  
5-6 Leaves of lemon balm

Shake and strain into a chilled highball over block ice.  
Garnish with a meringue peace sign (if available) or lemon wedge.









## BULLEIT

# RITUALS IN HOSPITALITY

This Studio hears from industry leaders on how to elevate a good experience to an exceptional one through the art of hospitality. This session follows them to some of the best bars in the world to hear what makes them stand apart. Through the lens of global hospitality, the ritual of the Bartender's Handshake is explored along with the most salt of the earth of all drinking rituals, The Boilermaker. Both concepts are challenged to be thought about it in different and elevated ways.

## TASTING NOTES

**NOSE:** Gentle spice and sweet oak and fudge aromas.

**FLAVOR:** Maple, oak, and nutmeg, with a light toffee flavor.

**FEEL:** Smooth with tones of dry caramel and brown spice notes.

**FINISH:** Long, dry, and satiny.

BULLEIT

# RECIPES



## BULLEIT BOURBON & GUINNESS BOILERMAKER

1.5 oz Bulleit Bourbon  
1 Glass Guinness

Pour Bulleit into a shot glass and serve alongside a chilled Guinness. With Smoked Almonds.

PLEASE NOTE THIS SERVE CONTAINS TWO SERVINGS OF ALCOHOL.

## KINGMAKER BY JEFF BELL

1 oz Bulleit Bourbon  
.25 oz Aged Apple Eau de Vie  
.25 oz Amontillado Sherry  
.25 oz Lemon juice  
.25 oz Honey syrup  
3 oz Apple Cider  
1 dash Angostura Bitters

Combine all ingredients except the cider in a shaker tin with ice and fine strain into a chilled Highball glass filled with ice. Top with apple cider.











RON ZACAPA

# FROM CASK TO COCKTAIL

This World Class Studio session takes a closer look at casks, blending, the art of maturation and explores how casks create layers of flavor that you can use in your drinks. The cask is crucial—char level, dressing and age—but what about the type of cask, the temperature, the spirit type, the location and the solera system? This session explores the impact that each wood interaction has on the final spirit, the chemical compounds involved, and how we can design our cocktails to make the most of this complex relationship.

## TASTING NOTES

**NOSE:** Caramel, vanilla, cacao and butterscotch; sherried notes of caramelized roasted brazil nuts and toasted hazelnut.

**FLAVOR:** Fruit preserves, savory oak, nutmeg, leather and tobacco with notes of coffee and delicate vanilla.

**FEEL:** Complex, generous and full-bodied.

**FINISH:** Touches of cinnamon and ginger in the pleasantly long, dry finish.

## RON ZACAPA

# RECIPES

### TRES TROPICOS

- 1.5 oz Ron Zacapa 23
- .75 oz Pineapple Juice
- .75 oz Lime Juice
- .75 oz Sugar Syrup (1:1)

Top with Coconut Milk Foam Finish with cold carbonated Water.  
Garnish with pineapple fronds.



### HARMONY COBBLER

- 1 oz Ron Zacapa 23
- 1 oz Sweet Vermouth
- 1 oz Lemon Juice
- .5 oz Sugar Syrup (1:1)

Add all ingredients to a cocktail shaker with ice. Double strain into a wine glass with crushed ice, and top with a sustainable straw, dehydrated (or fresh) half orange wheel, fresh mint and red/black/blue fruits on a pick.



### XELA COUPE

- 1.5 oz Ron Zacapa 23
- .5 oz Sweet Vermouth
- .5 oz Amontillado Sherry
- .5 oz Cherry Liqueur
- 2 Dash Orange Bitters

Add all ingredients to a mixing glass and stir with ice to chill and dilute. Strain neat into a small, chilled coupe. Garnish with a long orange peel.



### ZACAPA FINCAS OLD FASHIONED

- 2 oz Ron Zacapa 23
- .25 oz Demerara-Coffee Syrup (2:1)
- 2 Dash Chocolate Bitters

Add all ingredients to a mixing glass and stir with ice to chill and dilute. Strain into a chilled Rocks glass over a block of ice. Garnish with a long grapefruit peel.









# JOHNNIE WALKER BLACK LABEL HIGHBALLIN'

This session explores what is quickly becoming one of the world's favorite cocktail categories: The Highball, and how it's brought to life by the world's favorite whisky, Johnnie Walker Black Label. This Studio takes an in-depth look at the history of the Highball, while looking at how the world's top bartenders are creating their own spins on this classic. We will give you the inside track on the secrets behind how they do it and how to create your own truly World Class Highballs.

## TASTING NOTES

**NOSE:** Aromas of molasses, spice, lemon zest and pepper.

**FLAVOR:** Charred wood, granola, vanilla toffee, and fresh herbs.

**FEEL:** Dense and rich, palate-coating.

**FINISH:** Long with citrus notes to finish.

## JOHNNIE WALKER BLACK LABEL

# HIGHBALLS

### RECIPE

1.5 oz Johnnie Walker Black Label  
1.5 oz Base Cordial  
3 oz Chilled Soda Water

### BASE CORDIAL RECIPE

500 g Water  
500 g Sucrose  
12.5 g Citric Acid  
12.5 g Malic Acid  
12.5 g Tartaric Acid

1 1/2 oz base cordial flavored to your taste. Flavor examples are below



### GREEN TEA CORDIAL

Johnnie Walker Black Label  
Green Tea, Pineapple,  
Lemongrass, Kaffir Lime Leaf

### LEMON CORDIAL

Johnnie Walker Black Label Lemon  
& Grapefruit Zest, Lemon Verbena,  
Earl Grey



\*Full recipes for each cordial can be  
found in the Studio Online  
[Worldclass.usbg.org](http://Worldclass.usbg.org)

## PEACH CORDIAL

Johnnie Walker Black Label, Peach,  
Thyme, Cinnamon, Black Tea



## ELDERFLOWER CORDIAL

Johnnie Walker Black Label  
Dried Elderflower, Bergamot  
Zest, Fennel, Lemon Thyme



## GINGER CORDIAL

Johnnie Walker Black Label  
Ginger, Rooibos, All Spice, Apple

\*Full recipes for each cordial can be  
found in the Studio Online  
<https://worldclass.usbg.org/course-list/>.









SINGLE MALT  
SCOTCH WHISKY



TRADE MARK  
**THE SINGLETON**<sup>TM</sup>  
*Single Malt Scotch Whisky*  
**DUFFTOWN**  
ESTD DISTILLERY 1896

AGED **12** YEARS

Matured in European and American Oak Casks  
**PERFECTLY BALANCED & SMOOTH**  
DISTILLED, MATURED & BOTTLED IN SCOTLAND

40% vol

3119548271



## THE SINGLETON SINGLE MALT SCOTCH WHISKY

# THE RULE OF THREE

This Studio focuses on The Singleton of Dufftown and looks at some magnificent three ingredient cocktails that can be made with it.

This session takes a close look at the Singleton Single Malt Scotch whisky, its production process and the clear link to bartending craft and cocktail creation. There are inspiring links around Singleton whisky and the "Rule of Three", and this session will explore them and show that simplicity can achieve complexity through innovation.

## TASTING NOTES

**NOSE:** Notes of polished wood and toasted hazelnuts, stewed and dried fruits with soft brown sugar and a vibrant freshness.

**FLAVOR:** Sweet, nutty, then smooth and fruity with warming hints of coffee and brown sugar.

**FEEL:** Body is medium to full.

**FINISH:** Elegantly drying, with a lingering crisp, sweet, nutty taste.

THE SINGLETON

# RECIPES

## SELF PRESERVATION: THE BARLEY FIELD OLD FASHIONED

1.5 oz Singleton of Dufftown 12yo  
.25 oz Malted Barley Syrup  
2 dash Coffee Malt Tincture

Stir down over cubed ice in a mixing glass, strain into a chilled rocks glass and garnish with an ear of barley.



## SURVIVAL OF THE FITTEST: SUPER CITRUS SOUR

1.5 oz Singleton of Dufftown 12yo  
.75 oz Fresh Lemon Juice  
.75 oz Super Citrus Syrup

Shake hard over cubed ice, strain into a chilled Nick & Nora glass and garnish with a lemon leaf. (if available, lemon zest if not)



## CURIOUS BARTENDER: CUT GRASS HIGHBALL

1.5 oz Singleton of Dufftown 12yo  
1.5 oz Nettle & Pandan Cordial  
3 oz Chilled Soda Water

Build over cubed ice in a highball glass, garnish with fresh herbs.







ESTD 1830  
**TALISKER**  
SINGLE MALT  
SCOTCH WHISKY

*From the rugged western shores of the  
Isle of Skye comes a richly flavoured  
single malt, with a warming  
afterglow. So easy to enjoy yet, like  
Skye itself, so hard to leave.*

AGED **10** YEARS

DISTILLED AT TALISKER  
THE ONLY DISTILLERY ON THE  
ISLE OF SKYE, SCOTLAND

MADE BY THE SEA



# TALISKER

# BACK TO

# THE FUTURE

This session explores the world of storytelling and international flavor fusion, by blending together the old worlds and new worlds of cocktail culture, folklore and flavor. Scotch whisky can be about so much more than stuffy rooms and fireside drams.

In 2019, Talisker presented the 'Tartan Tiki' World Class Studio, a training session that took a very different approach than a classic whisky training. Doing away with the idea that Scotch could only be used in a small number of cocktails, it showed that Scotch was far more versatile by exploring the cultures, mythology and landscape of the Scottish Hebrides. This new Studio has taken Tartan Tiki to the next level; it showcases the versatility of Single Malt Scotch Whisky within the worlds of storytelling, myths, flavor and international cultures, all with the perfectly seasoned Talisker Single Malt Scotch Whisky – made by the sea.

## TASTING NOTES

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

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

**FEEL:** Salinated, pleasantly oily and palate-coating.

**FINISH:** Very long and warming.

TALISKER

# RECIPES

## NORSE REMEDY

1.5 oz Talisker 10  
.5 oz Ginger Liqueur  
2 oz Honey-Apple Shrub  
2 dash Aromatic Bitters

Shake all ingredients with ice and serve over fresh cubes in a highball glass. Garnish with an apple fan on a pick.



## SKYE TAI

1.5 oz Talisker 10  
.5 oz Orange Curaçao with cinnamon  
.75 oz Lime Juice  
.75 oz Grapefruit Juice  
.5 oz Orgeat

Shake all ingredients with ice, and strain over fresh cubed ice into a tall, clay cup with a reusable straw, cinnamon, lime leaf and crushed, toasted almond slices.



## DARK AND GLORY

1 oz Talisker 10  
2 oz Cold Brew Coffee  
.5 oz Blackstrap Molasses  
2 Dashes Aromatic Bitters  
2 oz Guinness Stout  
2 oz Tonic Water

Build Talisker, coffee, molasses and bitters in a Highball glass, add ice and top with Guinness and tonic. Stir slowly to combine flavors.







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# *Important Dates*

Application Portal Opens: October 15<sup>th</sup>

Entry Portal Closes: January 15<sup>th</sup>

**SOUTHERN REGIONAL FINAL** Jacksonville, FL

March 21<sup>st</sup>-23<sup>rd</sup>

**SOUTHWESTERN REGIONAL FINAL** Houston, TX

March 28<sup>th</sup>-March 30<sup>th</sup>

**WESTERN REGIONAL FINAL** Portland, OR

April 4<sup>th</sup>-6<sup>th</sup>

**MIDWESTERN REGIONAL FINAL** Columbus, OH

April 18<sup>th</sup>-20<sup>th</sup>

**NORTHEASTERN REGIONAL FINAL** Pittsburgh, PA

April 25<sup>th</sup>-27<sup>th</sup>

**NATIONAL FINALS** TBD

Mid-June

# DIAGEO



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**WORLD CLASS™**

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**POSITIVE**  
PROMOTING MODERATION  
TACKLING MISUSE

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