



INTERNATIONAL BARTENDERS ASSOCIATION



ELITE BARTENDERS COURSE JWC-ASIA 2018 SINGAPORE

Introduction

The Association of Bartenders & Sommeliers Singapore is pleased to present the International Bartenders Association (IBA) Academy - Elite Bartenders Course-JWC Asia 2018 for experienced bartenders worldwide.

Course Objective

The objectives of the course are:

- To create awareness inherent to the use and abuse of alcoholic beverages
- To provide participants with a working knowledge of the wines, spirits and liqueurs available on the international market, including their place of production and quality factors.
- To differentiate and discuss all types of alcoholic and non-alcoholic beverages commonly marketed in bars
- To provide participants with adequate skills to prepare, mix and serve the different types of beverages
- To improve the participants in experimenting with new cocktail recipes
- To acquaint the participants with the guidelines for bartending working procedures
- To train the participants in bar control procedures
- To train the participants in costing and pricing a beverage list
- To discuss and implement bar merchandising ideas
- To facilitate the learning and exchange of bar cultures

Course Structure

This is a 9-day course conducted from 9am to 12pm and 1pm to 7pm daily.

Course Outline

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| <ul style="list-style-type: none"> • Alcohol and You • Beer • Principle of Distillation and Distilled Products • Compounded Products • Mineral Waters and Soft Drinks • Bar Management • Bar Service Procedures | <ul style="list-style-type: none"> • International Cocktail Recipes • Creative Cocktails • Wines, Aromatised and Fortified Wines • Beverage Control • Costing and Pricing of Beverages • Marketing of Bars • Participants' Presentation • Products' Presentation by Sponsors |
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Commencement Date

Course will commence on **19th August 2018**

Foreign participants are expected to arrive on the 19th Aug 2018 and depart on the 30st Aug 2018

**Local payment by crossed cheque to:
Association of Bartenders & Sommeliers
Singapore**

Course Fee

| | |
|----------------------------|-----------|
| ABSS Member (local) | :SG\$1700 |
| IBA Member (foreign) | :SG\$2700 |
| Non-Member (local/foreign) | :SG\$3700 |

**Foreign bank transfer to:
Oversea-Chinese Banking Corporation
Limited Singapore
Bank Account No: 712 525963 001
Account Name: Association of Bartenders &
Sommeliers, Singapore
Swift Code: OCBCSGSG**

Sponsorship

Main sponsors: Asia Pacific Breweries
International Bartenders Association

Co-sponsors: Auric (McCormik) Finest Call Zanpa Awamori
Auric (Sunquick) Monin Asia
Dilmah Tea Perrier

Accommodation

Foreign participants will be accommodated at the **Furama Riverfront Hotel** on a twin-sharing basis. Should participant choose to be accommodated in a single room an **additional charge of S\$1700** is applicable.

Extension of stay

Should participant wish to arrive 2 days earlier or depart 2 days later, the room rate is about S\$180 nett per night without breakfast.

Endorsment

This course is designed for Barmen with knowledge of alcoholic beverages and with few years of working experience. They must seek endorsement from the President of their Bartenders Association.

Enquiries

Please contact Association of Bartenders & Sommeliers Singapore at:

Email: secretary@singaporebartenders.com

Certification

Certificates will be awarded to participants who meet the following requirements:

- achieve 100% attendance
- pass a written examination
- participate in all activities

JWC Alumni

Participants graduated from “The Elite Bartenders Course” are automatically admitted to the JWC Alumni.

Application

Registration on the attached Application Form must be submitted to Association of Bartenders & Sommeliers before the **19th July 2018**.

Applications will be accepted on a ‘first-come-first-served’ basis. Each application must be accompanied by payment of the relevant fee.

The Association of Bartenders & Sommeliers Singapore reserves the rights to reject any application that does not meet the selection criteria.

Guest Speakers

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|------------------|----------------------|
| Auric (McCormik) | : Ms Patricia Ho |
| Auric (Sunquick) | : Mr Ashok Sehgal |
| Dilmah Tea | : Mr Rusty Cerven |
| Finest Call | : Mr John Bagnall |
| Monin Asia | : Mr Jason Soon |
| Perrier | : Mr Mathieu Marchal |
| Zanpa Awamori | : Mr Kensaku Higa |

Trainers

| | |
|--------------------|------------------|
| ABSS Course Leader | : Mr David Chan |
| ABSS President | : Mr Steven Chen |
| IBA Secretary | : Mr Derrick Lee |

Top Student

The top student will be selected based on the following criteria:

- Attitude, Attendance and Punctuality
- Overall Presentation – oral presentation, cocktail mixing and class participation.
- Written Examination

Eagle Award

This will be awarded to a student who proved to have strong practical and business sense.