



Design Portfolio

What's Inside:

An overview of the key design projects we have completed in the past year. Work displayed here was finished between 2022 and the start of 2023. For more information about what we do, please contact us using the information on the right side of this page.

About Us:

Fling Bar Services are committed to redefining the experience of your guests through global knowledge, efficient working ethics, innovative beverage development and creative staff training.

Contact Us:

Email: hello@flingbarservices.com
Tel: +44 (0) 1780 238 200
www.flingbarservices.com

02 Contents Page

Welcome

Welcome! Thank you for taking the time to view our work, we hope it gives you an insight into some of what we do at Fling Bar Services.

Included here are examples of some key design projects we have completed since the start of 2022. We feel privileged to have been involved in this work and are happy to know that our clients were thrilled with the end results.

We are always looking for new and exciting challenges, so if you have an idea that you would like to share with us, please let us know!

Labelling & Packaging

- 03. Hotel Alhambra Bottled Cocktails
- 06. Hotel Bellevue Bottled Cocktails

Logo Identity Design

- 09. The Winds Phnom Penh

Menu Design

- 12. The Royal Livingstone Hotel

Training Materials

- 14. Fling Bar Services Training Manual
- 16. Silversea Product Catalogue

03 Hotel Alhambra

Bottled Cocktail & Labelling Design

Hotel Alhambra is a luxurious modern hotel situated on the breathtaking island of Losinj.

They required a series of miniature bottled cocktail blends as part of the in-room amenities service. For this, we created four distinct “Spritz Aperitivo” cocktails that would appeal to all manner of tastes and be a refreshing, low-abv option to be enjoyed any time of the day.

For the project, we designed labelling that could be applied by hand in-house while still reflecting the premium aesthetic of the hotel.





Design Inspiration:

The label design was created to reflect the aesthetic of the hotel: contemporary and minimal, incorporating traditional flourishes and a nod to "Art Nouveau" stylings. Inspiration for colours came from associations with modern vermouth categories (Red/Sweet, Dry, Amber, Rose) as these featured as prominent parts in all the cocktails.



ALHAMBRA

BOUTIQUE HOTEL LOŠINJ

SPICED

*Warm orange, clove and woody
spice, zesty and bright.*

50ml

29.1% alc



06 Hotel Bellevue

Bottled Cocktail & Labelling Design

Hotel Bellevue is a contemporary hotel on the island of Lošinj. Renowned for its incredible spa and wellness facilities, they were recognised as the World's Best Hotel Spa in 2021.

The team at Bellevue required a series of miniature bottled cocktail blends as part of the in-room amenities service. For this, we created a series of low-abv spritz cocktails inspired by the surrounding environment that culminates in a unique, naturally healing ecosystem.

To display the cocktails, we designed labels inspired by the surrounding landscape; the sea, the pine forests, the fields and gardens, and the hotel itself.







Bottled in House | 50ml vol. | 24.6% ABV



BELLEVUE

SHY GIANTS | Herbaceous, fruity, fresh.



09 The Winds

Logo Identity Design

The Winds is a vibrant rooftop bar in Phnom Penh, offering craft cocktails and authentic, locally-inspired Asian-led cuisine. Situated on the 44th floor of the Fairfield by Marriot Hotel, it offers the highest lookout point in all of Phnom Penh.

The Winds required a logo design and identity that needed to appeal to their target demographic of young professionals and millennials. They defined themselves as a comfortable and uncomplicated experience for people who share our passion for creative cocktails, delicious small plates made for sharing, and a joyful ambience.





EST. 2023

THE WINDS

Rooftop Bar & Lounge

Design Inspiration:

Together, we decided to create a design that could be both professional and light-hearted. A key point was to focus on a sense of community while keeping a connection to Cambodia.

For this, we settled on using the Giant Ibis as a symbol to repeat across their branding materials. Known for living in large flocks, the Ibis is often seen as a symbol for community and family.

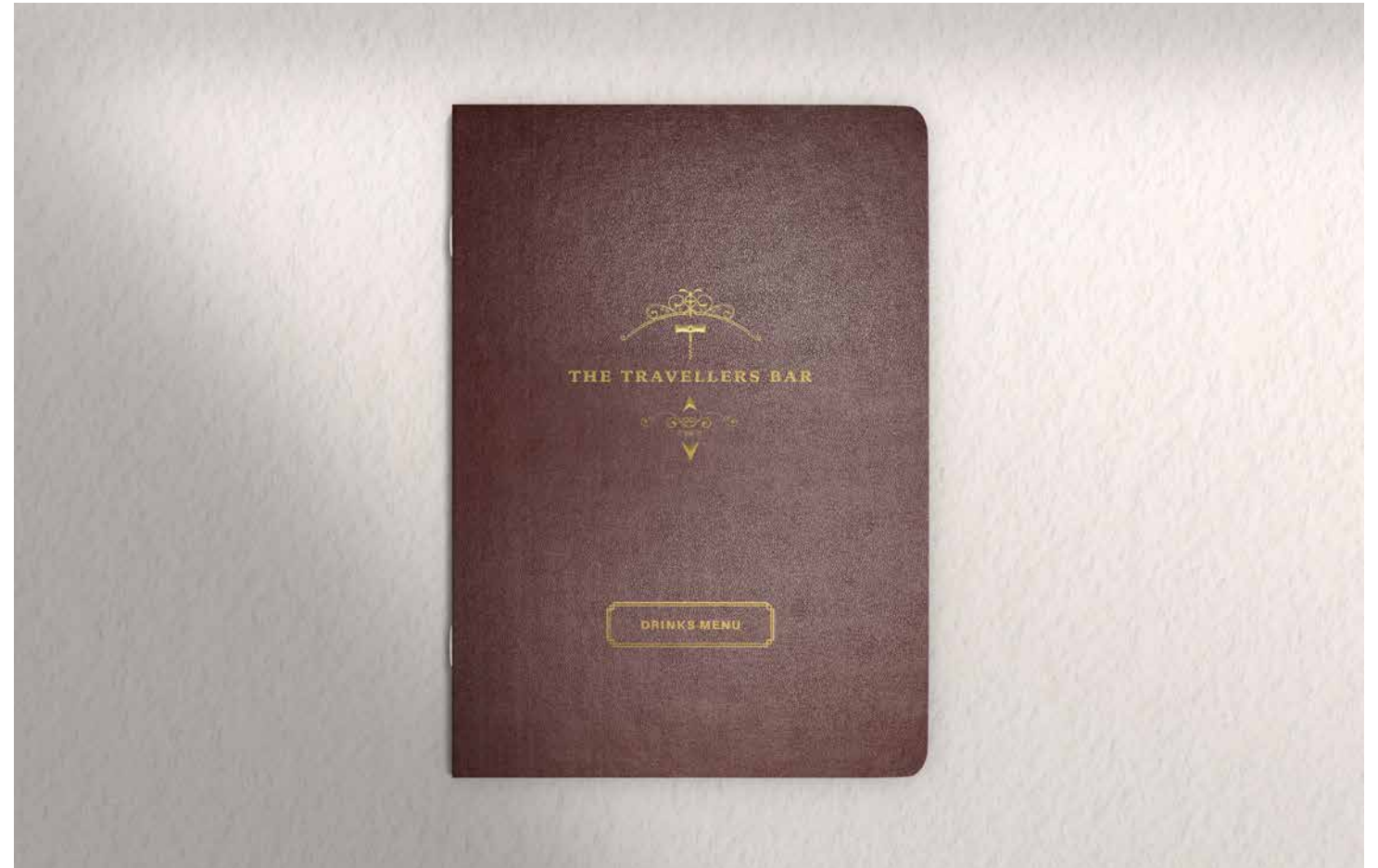


12

The Royal Livingstone Hotel

Menu Design - The Traveller's Bar

The Royal Livingstone Hotel has a serene location on the banks of the Zambezi River, which immediately was a source of inspiration for us. The menu concept we designed was created as a "Journey along the Zambezi River", with cocktails to reference the natural wonders, myths, and historical travels along the Zambezi. To match this concept, as well as coincide with a request from the client to include photos of the drinks in the menu, we designed a unique menu inspired by a researcher's field notes, with elements of collage throughout.



UPPER RIVER



BEE - EATER K210

KWV 10yr Brandy, Campari, Banana Liqueur, Fresh Lemon Juice, Rooibos Tea Honey, Pineapple Juice, Pellegrini Bitters

The source of the Zambezi is a small trickling stream surrounded by a lush Miombo forest. The area is home to nearly 200 species of bird, including the Bee-Eater, who's colourful plumage can be spotted across Zambia and is inspiration for this exotic cocktail.



Parrotic Floodplain
-15° 01' 6.000" south
22° 52' 59.9" east

UPPER RIVER

Marionlinga, Zambezi source:

-11° 44' 9.02" south
24° 25' 45.34" east

KUOMBOKA K210

Dark Rum, Coffee Liqueur, Amarula Cream Liqueur, Hazelnut Liqueur, Fresh Espresso, Fresh Cream

A traditional ceremony celebrating the move of the Litunga, King of the Lozi people, to higher ground at the end of the rainy season. Together they journey in their great canoe to escape the flooding of the Upper Zambezi.



PERSONALITY

"PEOPLE DON'T GO TO BARS JUST BECAUSE THEY GET GOOD DRINKS, THEY GO BECAUSE THEY HAVE A GOOD TIME!"

The personality we display behind the bar is one of the main reasons that bartenders haven't been replaced by robots. Your personality – and how you use it – is one of the factors that will determine if people are having a good time. So, what does personality allow you to do?

REPRESENT YOUR BAR

Put simply – the way people see you behave at work is a direct representation of your job and employer. If you appear to be unhappy, it reflects badly, and can make guests feel uncomfortable. Which means they might leave, or worse – never come back. Often, you can do it without realising and might be conveyed through:

BODY LANGUAGE

FACIAL EXPRESSIONS

NON-VERBAL CUES

There are also more obvious behaviours that will deter guests such as being overly confrontational or aggressive with colleagues or guests, complaining loudly, throwing equipment around carelessly, etc. Bartending can be tough but always remember that you are here to be a professional at a place of work and should act as such.

You should also be mindful of this principle even outside of work. Hospitality is a sociable industry, and you're in the public eye. At the positive end, this can result in achieving "fame" of sorts: regulars know your name, other bartenders may recognise you – you might even end up on television! Consequently, this also means you can be associated with your place of work in a way people in few other industries are.

Right: From body language and facial expression alone, what impression do you get from this barista?



TAILORING YOUR BEHAVIOUR

Think about your place of work and the type of guests you have. What do you think people would expect of you when they visit? Take a look at the examples below, what style of service would you expect from each place?



COCKTAIL BAR



FIVE STAR HOTEL BAR



FAST-PACED NIGHTCLUB

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

DEVELOP YOUR OWN STYLE

There are as many different types of bartender as there are different types of bar. People love to apply labels to everything and you will hear terms such as "laid bartender", "itki bartender" or "mixologists". However, an experienced professional bartender will be able to adjust their personality and style not only to the style of the venue they are working in but also the type of guest they are serving. Additionally, just because you may be able to serve to suit a particular venue or guest, doesn't mean you should be stuck with just one 'style'.

In fact, you will find that your style changes and grows as you learn your craft and experience different concepts and venues. You should also develop your own style depending on your personal strengths. Try thinking about what these are and how you can highlight them during service.

APPLY YOUR PERSONALITY

We have just looked at how expectations of you can vary depending on the style of venue you work in. What do you think would happen if a bartender behaved in the wrong manner for their venue? What would guests think if they saw their bartenders dancing and cheering behind the bar in a highly formal michelin star restaurant? Now what about in a nightclub?

By monitoring your own behaviour and applying your personality in the right way, you are being professional which is something we will discuss in the next sub-section.



PROFESSIONAL BARTENDER COURSE

Trainee Workbook

THIS WORKBOOK BELONGS TO:

16

Silversea

Product Catalogue

The nature of cruise ships means that staff is constantly changing and efficient training is paramount to a premium level of service. With this in mind, we created a 244 page catalogue of every product Silversea places on their back bars, detailing product history, key tasting notes, and even including cocktail recipes and recommended ways to serve each product.





TAYLOR'S 10 YEAR OLD PORT

20% ABV	Portugal	S	M	L
---------	----------	---	---	---



Story:

Founded in 1692 by Job Bearsley and has remained an independent company ever since while establishing itself as one of the world's most respected historic wine houses. Little is known of the founder other than he owned the Ram Inn in London and land in Warwickshire and Staffordshire. He did not initially trade in port wine but his son, Peter, was the first member of the English wine trade to travel to the Douro Valley to trade in wine. After the Bearsleys, the company was passed on to Joseph Como and then Joseph Taylor who then passed the business on to John Fladgate and Morgan Yeatman. The latter three being who the company is now named for: Taylor, Fladgate & Yeatman. Fladgate's passion was viticulture, which led them to buy the estate of Quinta de Roeda for the firm which improved the quality of their wine and further enhanced the company reputation. He was also a key figure in aiding the farmers of Douro Valley with the phylloxera problem from 1872 onwards. Under Yeatman, Taylor's bought Quinta de Vorgetlas alongside the construction of a railway station. Just over one hundred years later in 1974, Taylor's bought Quinta de Terra Feita and in 1997 bought Quinta do Junco also, now securing all of its sources of high quality grapes for its Port wine. The company has continued to produce exceptional vintage port wine through to today and has even been granted a biodiversity award for its farming practices.

Notes on Production:

Made from the red grape, Touriga Nacional, this fantastic port is fully matured in seasoned oak casks, which hold about 630 liters of wine. Taylor's blends its magnificent 10 year old tawny from its extensive reserves of old cask aged Ports matured in the firm's cool and tranquil cellars (known as 'lodges') in Oporto on Portugal's Atlantic coast.

Tasting Guide:

Colour:	Aroma:	Palate:	Finish:
Ruby red.	Ripe berry fruit, almond, hints of exotic spices.	Fig, blackberry, chocolate, plum, oak, cherry and background of acids and tannins.	Ripe figs and jammy flavour persist through a long finish.



Recommended Serves:

Serve lightly chilled between 12° and 16°C. Pair with desserts that include almonds, berry fruits, or dark chocolate. Also to be enjoyed accompanying rich cheeses with walnuts.

Porto Negroni

Ingredients:	Procedure:
1oz (30ml) Taylor's 10 Year Old 1oz (30ml) Campari 1oz (30ml) Gin	1. In a mixing glass, stir all ingredients with cubed ice until balance. Then strain into a rocks glass over cubed ice and garnish with the orange. 2. Serve and enjoy!
1x Orange Zest (Garnish)	

A quick guide to RUM



CONTENTS LIST:

Cachaça

- 130 Cachaça Germana
- 131 Velho Barreiro Silver

Rhum Agricole

- 132 Clément Rhum Blanc
- 133 Clément Rhum VSOP

Rum

- 134 Aluna Coconut Rum
- 135 Appleton 8 Year Old
- 136 Bacardi Carta Blanca
- 137 Bacardi 8 Year Old
- 138 Brugal Extra Vieja
- 139 Captain Morgan Original Spiced
- 140 Diplomático Reserva Exclusiva
- 141 Flor de Caña 4 Gold Rum
- 142 Flor de Caña 7 Gold Rum
- 143 Foursquare Spiced Rum
- 144 Gosling's Black Seal Rum
- 145 Hampden Estate 8 Year Old
- 146 Myer's Rum
- 147 Plantation Pineapple
- 148 Pusser's Navy Admiralty Blend
- 149 Pyram 7 Year Old Rum

WHAT IS RUM?

Rum originated in the Caribbean when it was made from a by-product of commercial sugar production. Today, this remains the only universal regulation for rum production - that it must be made from a sugar source and most commonly, molasses are used. This sticky and sweet black liquid comes from the sap of the tall, thick, grass *Saccharum officinarum*, more commonly known as sugarcane. While most Rums are made from molasses, some others use sugar cane honey or sugar cane juice as a fermentation material (see right).

HOW IS IT MADE?

Traditionally, rum was made using pot distillation, though many rums now incorporate column distillation into their production, either as the sole method or to contribute towards a blend of distillates. Most rums are then aged in wood casks for a period of time, which will alter the flavour, aroma, and colour of the spirit. Many companies will use ex-bourbon casks for aging, which will impart some whiskey-like flavours into the spirit also. Following maturation, the rum is then sometimes filtered to remove colour or caramel colouring is added to darken the spirit and then diluted to bottling strength.

HOW TO SERVE RUM

Rum is a very popular spirit, especially in cocktails where it is known for icons like the Daiquiri, Mojito, Piña Colada and Mai Tai. How you serve the spirit will be largely dependent on the style and age of the rum. A lighter rum will have fresh, grassy, and citrusy flavours and can be best mixed into refreshing cocktails whereas a darker rum will have caramel, tropical fruit, and oak notes and might be best to sip neat.



MOLASSES VS. SUGARCANE JUICE

Pure sugarcane juice is used as the fermenting material when making Rhum Agricole and Cachaça. This gives the end product a characteristic grassy "funk" with citrus, herbal or earthy notes, and black pepper. Molasses on the other hand can produce a wide variety of rums, with anything from light, floral, citrus, to heavy, treacle and spiced.





Thank You

Thank you for taking the time to read through our work. If you have any enquiries at all, please contact us using the information to the right.

About Us:

Fling Bar Services are committed to redefining the experience of your guests through global knowledge, efficient working ethics, innovative beverage development and creative staff training.

Contact Us:

Email: hello@flingbarservices.com
Tel: +44 (0) 1780 238 200
www.flingbarservices.com